Funded by the European Union

Project Number: 687818
Project acronym: O4C
Project title: OPEN4CITIZENS - Empowering citizens to make meaningful use of open data
Contract type: H2020-ICT-2015- RIA

Deliverable number: D5.5
Deliverable title: Online Presence update
Work package: WP5
Due date of deliverable: M30
Actual submission date: M30 - 26/06/2018
Start date of project: 01/01/2016
Duration: 30 months
Reviewer(s): Janice Pedersen (ANTRO), Amalia de Götzen (AAU)
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Dissemination Level of this Deliverable: PU
Public PU
Confidential, only for members of the consortium (including the Commission Services) C0

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 687818. Further information is available at www.open4citizens.eu.
Document history

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<th>Version no.</th>
<th>Date</th>
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<td>0.1</td>
<td>06/02/2018</td>
<td>Péter Kun</td>
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<td>0.2</td>
<td>20/05/2018</td>
<td>Marc Aguilar</td>
<td>Spain section</td>
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<td>0.3</td>
<td>01/06/2018</td>
<td>Louise Torntoft</td>
<td>Denmark initial section</td>
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<td>0.4</td>
<td>03/06/2018</td>
<td>Janice Pedersen, Jakob Carlsen</td>
<td>Denmark section additions</td>
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<td>05/06/2018</td>
<td>Anna Moro</td>
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<td>08/06/2018</td>
<td>Petter Falk</td>
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<td>0.8</td>
<td>18/06/2018</td>
<td>Janice Pedersen, Amalia de Götzen</td>
<td>Draft review</td>
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<tr>
<td>0.9</td>
<td>22/06/2018</td>
<td>Péter Kun</td>
<td>Final editing</td>
</tr>
<tr>
<td>1.0</td>
<td>28/06/2018</td>
<td>Nicola Morelli, Anne Bock</td>
<td>Final review, submission to EC via PP</td>
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Statement of Originality

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# Table of Contents

List of Figures ......................................................................................................................... 4  
List of Tables .......................................................................................................................... 6  
Glossary ................................................................................................................................. 6  
1 Executive Summary ............................................................................................................. 7  
2 Introduction ......................................................................................................................... 8  
  2.1 Purpose of the document ................................................................................................. 8  
  2.2 Primary target groups ..................................................................................................... 8  
  2.3 Audience for this deliverable ......................................................................................... 8  
  2.4 General approach for online dissemination ................................................................. 8  
3 Open4Citizens project – Global presence ......................................................................... 9  
  3.1 Strategy ......................................................................................................................... 9  
  3.2 Featured stories ............................................................................................................. 10  
    3.2.1 List of featured stories: .......................................................................................... 10  
  3.3 Website ......................................................................................................................... 12  
    3.3.1 Website analytics .................................................................................................. 12  
  3.4 Facebook presence ........................................................................................................ 14  
  3.5 Twitter presence ........................................................................................................... 17  
  3.6 ResearchGate presence ................................................................................................. 18  
  3.7 Other online presence ................................................................................................. 18  
4 Open4Citizens local presence ............................................................................................ 19  
  4.1 Denmark ....................................................................................................................... 19  
    4.1.1 Facebook ............................................................................................................... 19  
    4.1.2 Dataprocess & Antropologerne supporting the Danish Pilot activities: .................. 27  
    4.1.3 Twitter .................................................................................................................. 28  
    4.1.4 Varia ...................................................................................................................... 34  
    4.1.5 Hackathon website ................................................................................................. 37  
    4.1.6 Eventbrite registration: ......................................................................................... 38  
    4.1.7 A selection of blog posts on various sites ............................................................. 39  
  4.2 The Netherlands ........................................................................................................... 40  
    4.2.1 Facebook ............................................................................................................... 40  
    4.2.2 Twitter .................................................................................................................. 42  
    4.2.3 Varia ...................................................................................................................... 45  
  4.3 Italy ............................................................................................................................... 46  
    4.3.1 Facebook ............................................................................................................... 46  
    4.3.2 Twitter .................................................................................................................. 51  
    4.3.3 Italian online press coverage .................................................................................. 54  
  4.4 Spain .............................................................................................................................. 58  
    4.4.1 Twitter .................................................................................................................. 58  
    4.4.2 Medium ................................................................................................................ 60  
    4.4.3 Hackathon event pages ......................................................................................... 60  
    4.4.4 OpenDataLab Barcelona pilot page ....................................................................... 62
List of Figures

Figure 1. Statistics on O4C featured stories (aggregated) in April-June 2018 period. .......................... 10
Figure 2. Statistics of the different O4C featured stories at time of writing (early June 2018). ........... 11
Figure 3. O4C website snapshot in early June 2018. ........................................................................ 12
Figure 4. Google analytics statistics overview between April 2017 and June 2018............................. 13
Figure 5. O4C website visitors based on countries between April 2017 and June 2018. .................... 13
Figure 6. O4C website visitors’ computer language preferences overview between April 2017 and June 2018. ........................................................................................................ 14
Figure 7. Engagement on Facebook visualized. ................................................................................... 14
Figure 8. Post reach on Facebook in reporting time period................................................................. 16
Figure 9. Facebook audience statistics of the O4C consortium page. ................................................. 16
Figure 10. Overview of the Twitter activity in the second round of hackathons (October - December 2018). .................................................................................................................................. 17
Figure 11. Overview of the Twitter audience of the Open4Citizens account .................................. 18
Figure 12 Open4Citizens presence in ResearchGate........................................................................ 18
Figure 13. A view the growth in followers between mid-September 2016 and May 2018 (ODL Copenhagen Facebook page). ....................................................................................................... 19
Figure 14. Post-reach for the ODL Copenhagen Facebook page.......................................................... 20
Figure 15. Reactions on posts of ODL Copenhagen Facebook page. ............................................... 20
Figure 16. Selection of the posts of ODL Copenhagen Facebook page made between October 2017 and April 2018. ............................................................................................................. 21
Figure 17. Members overview graph of ODL Copenhagen FB group............................................... 23
Figure 18. Collage of screenshots how ODL Copenhagen Facebook Group was used for event communication............................................................................................................................. 24
Figure 19. Example of interaction in the ODL Copenhagen FB group (case holder sends greetings back to organizers)............................................................................................................. 25
Figure 20. The events hosted as OpenDataLab Copenhagen............................................................... 25
Figure 21. Co-organiser partners’ involvement on the Facebook event for the 2nd cycle hackathon. 26
Figure 22. Co-organiser partners’ involvement in the occasion of the Open Data Day 2018.............. 26
Figure 23. 28 Days Total Impressions of ODL Copenhagen FB page............................................... 27
Figure 24. Examples of posts shared by Dataproces through their Facebook network ..................... 27
Figure 25. Twitter card for the Copenhagen pilot’s account (@OpenDataLab_CPH) at the time of writing (May 25th 2018). ............................................................................................................. 29
Figure 26. Highlights from October and November of the Copenhagen pilot’s Twitter account – the hackathon tool place in early November. ................................................................................. 30
Figure 27. The Twitter activity for the Copenhagen based pilot for the period of 1 October 2017 - 31 December 2017. ................................................................. 30
Figure 28. Example tweets by members of ODL Copenhagen. ................................................................. 31
Figure 29. How the collaboration around organising an Open Data Day event in Copenhagen came about - through both Twitter invitations, emails and meetings. ................................................. 31
Figure 30. The Twitter activity for ODL Copenhagen for March 2018. It clearly shows the prominence of Open Data Day. ................................................................. 32
Figure 31. Illustrations of the mention of the Open Data Day event, March 2018 - between our different co-organisers and co-hosts. ................................................................. 33
Figure 32. Antropologerne’s engagement with Danish hackathon partners InfinIT on Twitter. ................. 34
Figure 33. Examples of the posts that Dataprocess has shared on LinkedIn. ............................................ 35
Figure 34. Antropologerene LinkedIn post. ......................................................................................... 35
Figure 35. Examples of Instagram posts by Antropologerne - communicating about their presence in hackathons and consortium meetings. ................................................................. 37
Figure 36. Second round of Danish hackathon website screen dump. .................................................. 37
Figure 37. Visitor analytics of Danish second round hackathon website. ............................................... 38
Figure 38. Eventbrite registration page of second round DK hackathon. .............................................. 38
Figure 39. Eventbrite dashboard for second round of DK hackathon. .................................................. 39
Figure 40. The growth of Facebook likes for the Rotterdam pilot page. .............................................. 40
Figure 41. Post reach of Rotterdam pilot Facebook page. ................................................................. 41
Figure 42. Reaction, comments and shares of the Rotterdam Facebook page. ....................................... 41
Figure 43. Most recent posts of the Rotterdam Facebook page at the time of writing (early June 2018). ........................................................................................................... 42
Figure 44. Twitter card of the ODL Rotterdam account (early June 2018). ........................................... 43
Figure 45. Twitter activity highlight in Rotterdam - the month of the second hackathon. ...................... 44
Figure 46. Details of Twitter engagement around the second hackathon round in Rotterdam. .............. 44
Figure 47. Impression of the ODL Rotterdam stand-alone website. ..................................................... 45
Figure 48. Post reach of the Italian pilot Facebook page. ................................................................. 46
Figure 49. Reactions, comments, shares of the Italian Facebook page. ................................................ 47
Figure 50. Post visualizations per type and visitors of the Italian Facebook page. .............................. 47
Figure 51. All posts published by the Italian pilot Facebook page. ...................................................... 49
Figure 52. Example posts with reach details from the Italian pilot Facebook page. ............................ 50
Figure 53. Total impressions around the hackathon period of the Italian pilot. .................................... 51
Figure 54. Overview of activity in the month of the second Italian hackathon (March 2018). ............... 52
Figure 55. Overview of the month following the second Italian hackathon (April 2018). .................... 52
Figure 56. Detailed overview of Twitter around the second Italian hackathon. ................................... 53
Figure 57. Impression of the ODL Barcelona Twitter account. .............................................................. 58
Figure 58. Tweet highlights of a Barcelona hackathon period. ............................................................ 59
Figure 59. Twitter impressions of the Barcelona pilot around hackathons. ........................................ 59
Figure 60. O4C featured story by Barcelona on Medium. ................................................................. 60
Figure 61. Registration page of ODL Barcelona hackathon in Casablanca. ........................................ 61
Figure 62. Registration page of ODL Barcelona’s Transparency in public procurement hackathon. ....... 61
Figure 63. Search results indicating the visibility of the Transparency in public procurement hackathon. ........................................................... 62
Figure 64. ODL Barcelona’s pilot page........................................................... 63
Figure 65. Heads-up post on Facebook by ODL Karlstad. ........................................... 66
Figure 66. Post reach of heads-up post of ODL Karlstad............................................... 67
Figure 67. Karlstad’s private Facebook group for communication. .................................. 67
Figure 68. Stats for post-hack video by Rise Service Labs............................................ 68
Figure 69. Website for the Karlstad hackathon....................................................... 68
Figure 70. Visitors on the Karlstad hackathon registration page.................................... 69
Figure 71. Impression details of the O4C featured story by Karlstad............................... 69

List of Tables

Table 1. Overview of posts of O4C consortium page with most reach............................... 15
Table 2. Posts with most reach by ODL Copenhagen................................................. 22
Table 3. Facebook posts of Antropologerne............................................................... 28
Table 4. Antropologerne’s company Instagram account activity regarding O4C............... 36
Table 5. Overview of press appearances of the Italian pilot........................................... 58

Glossary

Google Analytics sessions: the total number of sessions within a time range. A session is the period of time when a user visits and interact with the website. All sort of usage is associated with one session.

Facebook impressions: the number of times a post from a Facebook Page is displayed. One user may see multiple impressions of a given post. Seeing a Page update in News Feed and seeing an update from a share counts as 2 impressions.

Facebook reach: the number of people that received impressions of a Facebook Page post. Reach is typically less than impressions, since one user may see multiple impressions.

Facebook engagement metrics: engagements are considered as any interaction that was taken about a post – including likes, shares or comments.

Facebook organic reach: the number of individuals that had seen a post through unpaid distribution.

Twitter reach: the number of people that a tweet was delivered to.

Twitter exposure: the number of times a tweet was delivered to Twitter streams or an impression generated.

Twitter impressions: the number of time a tweet was delivered to a Twitter stream of a Twitter account.
1 Executive Summary

The current deliverable, D5.5 Online Presence Update, reports on the Open4Citizens consortium’s online dissemination in the period of M15-M30. The deliverable follows the structure of the D5.4 Online Presence Report: first, the document provides an overview of the project’s online presence and an introduction to the general approach for online dissemination. In the following part, the global presence (as O4C consortium) is elaborated on, focused on the O4C website, the different O4C social media channels and the O4C Featured Stories posted on Medium (https://medium.com/open4citizens) in the M15-M30 time period. Afterwards, the five O4C pilots report on their individual online presence on their pilot-specific websites, Twitter accounts, Facebook pages and other online media appearances, such as blog posts or press releases in the M15-M30 time period. The last section of the document is a critical look back at the online presence of the consortium over the whole project’s time period (M1-M30).

The document builds on the principles laid down in D5.1 Dissemination Strategy and these principles are presented as an excerpt in the first part of the document, with adjustments based on the learnings from D5.4. Since the online presence has been a continuous and ongoing activity, it is unfeasible to cover every activity that has been carried out in the public domain until the last day of the project. Furthermore, it is also unfeasible to cover the complete online footprint regarding the Open4Citizens project (such as presenting every single tweet, post, etc.). Thus, we primarily present overviews on:

1) The overall online presence,
2) The different local strategies for each pilot,
3) Reflections on our learnings regarding online dissemination.

It is remarkably diverse how online dissemination took place at each pilot. As a common theme, for the local pilots it was important to focus on building high quality connections to audiences — including collaborators and other key stakeholders — in their respective communities to ensure the creation of the local Open Data Labs. In this pursuit, typical online engagement descriptors, such as number of likes, ineffectively present the quality of interactions we aimed for in each pilot. The Open4Citizens consortium’s online presence has been involved in the greater open data movement, especially in the English-speaking world; besides pilot countries, we have had noticeable visitor counts from e.g., the United Kingdom, where the open data community is already quite established.
2 Introduction

2.1 Purpose of the document
This D5.5 Online Presence Update deliverable summarizes the execution of the online-part of the dissemination strategy presented in the D5.1 Dissemination Strategy deliverable in the time period of M15-M30 from the entire duration of the project. For a complete overview of dissemination activities in the period of M1-M30, the current document should be read together with D5.4 Online Presence Report, which presents activities in the M1-M15 time period of the project.
The dissemination strategy was made to provide a “framework for all actions which support the outreach efforts needed to disseminate and sustain the uptake, validation and replication of the O4C solution for empowering citizens to make meaningful use of open data throughout Europe.” (from D5.1).

2.2 Primary target groups
Open4Citizens (O4C) dissemination, including online activities, targets three key groups:

1. Local citizens, community groups and business users who will generate further publicity (e.g., self-motivated posting on social media, word-of-mouth) and are the primary users and immediate beneficiaries of the O4C OpenDataLabs,
2. Local city administrators who will benefit from the data and improvements to public services created by the OpenDataLabs and the O4C platform, and
3. Community experts, academics and students from across Europe whose research will be enhanced by the findings from the project.
The online dissemination strategy for the project covers all these user groups.

2.3 Audience for this deliverable
The main audience for this deliverable is the European Commission in order to understand what online activities have happened during the project, and what is the underlying strategy behind. Furthermore, this deliverable provides an overview for the O4C consortium partners about the online presence, and a reference point for best practice and lessons learned.

2.4 General approach for online dissemination
As the Open4Citizens consortium, we distinguish between the local and project level of dissemination:

1. At the local pilot/partner level, the Open4Citizens project communicates primarily about the different activities (e.g., pre-hack, post-hack events, hackathons), and the formation of the local OpenDataLabs and the networks around them. This strategy emphasises that all local stakeholders are informed about the development of the pilots. Following the strategy, we create publicity for stakeholders to join the discussion and amplify the success stories as the
pilots unfold (with self-initiated social media usage by followers of the pilots, such as their tweeting about O4C).

2. At the project level, the online dissemination strategy aims to communicate the Open4Citizens project’s scientific and societal contributions, as well as to inspire other local and city governments in Europe/decision-makers/citizen groups/non-governmental organisations (NGOs) and small and medium-sized enterprises (SMEs) to replicate the OpenDataLabs concept, following the approaches already tested at the pilots but adapting these to fit their specific aims and needs. This target audience also includes other academic institutions, national and European Union (EU) governments, and other EU member states. Dissemination targeted at these audiences promotes the take-up of the O4C platform at the Pan-European level.

3 Open4Citizens project – Global presence

This section presents the online presence activity of the Open4Citizens consortium as a high-level entity communicating about the work of the consortium as a whole. As planned in the dissemination strategy, in the communication as a consortium, we have primarily addressed the Collective Awareness Platforms for Sustainability & Social Innovation (CAPSSI) community, social innovators, service designers and civil servants.

3.1 Strategy

The main pillar of the Open4Citizens online dissemination strategy is the focus on social media presence on Facebook and Twitter, where our primary target groups are primarily present and active. In the initial considerations, we planned to maintain a newsletter, and to be active on LinkedIn, however the efforts needed were not in-line with the possible gains, thus these two dissemination options have not been pursued (read more in the Dissemination Strategy Update D5.2). Based on our learnings from the first half of the project’s time span (as reported in D5.4 Online Presence Report), we moved the featured stories on Medium as a platform.

For the social media platforms that we focus on—Facebook, Twitter and Medium— the O4C global consortium account is active in:

- re-sharing and liking the five O4C pilots’ activities to connect the local activities to a broader ‘movement’
- sharing interesting news and articles about open data, civic engagement and other relevant topics
- publishing featured stories; these stories are longer, visual posts written by the O4C consortium partners about their specific expertise in connection to the project. Featured stories are written by a different partner every month;
- publishing small posts about different happenings where the O4C project is present, such as conference presentations, workshops or meetings.
3.2 Featured stories

After reporting on featured stories in D5.4 Online Presence Report, we decided to further organize our approach. This has entailed re-publishing existing featured stories on Medium in an Open4Citizens publication\(^1\) and publishing subsequent featured stories on Medium rather than on Facebook. Because of this change, this section reports on all featured stories from the project’s time period.

Due to limitations of the Medium statistics page, we only have overview of the March-June 2018 period summarizing all our publications, as shown in Figure 1. There was a clear uptick at the beginning of April 2018, which is probably due to the first Featured Story on Medium being published on 31 March 2018.

![Figure 1. Statistics on O4C featured stories (aggregated) in April-June 2018 period.](image)

3.2.1 List of featured stories:

- December 2016: Dataproces on platform experiences and vision for new developments (originally Facebook story post)
- January 2017: Antropologerne on Evaluation framework of the hackathons (originally a Facebook Story post);
- February 2017: AAU on Infrastructuring open data as a new common (originally a Facebook story post);
- March 2017: TUD on Designing with data (first ‘native’ Medium blog post);
- May 2017: POLIMI on Milano@Work: A new “Hackathed” service for Milan (Medium Blog post);

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\(^1\) https://medium.com/open4citizens/
- May 2017: i2Cat on a successful application of the O4C methods at Open Data Creathon in Casablanca (Medium blog post)
- June 2017: Experio on open data and community (Medium blog post);
- October 2017: Dataprocess and AAU: The making of a platform - behind the scenes (Medium blog post);
- October 2017: Antropologerne - what we have learned about the citizens from the evaluations (Medium blog post);
- November 2017: TUD on “Park Makers” – an elaborated concept from the Rotterdam pilot (Medium blog post);
- February 2018: AAU “Designing a workshop series to build and improve citizen data literacy”, (Medium blog post);
- June 2017: POLIMI “Open Data for the common good: The Services4Migrants hackathon” (Medium blog post)
- June 2017: Rise/Experio Lab “‘According to Socrates’ – Using High School Philosophy to create better open data policy” (Medium blog post)
- Planned – June: i2Cat on OpenDataLab experiences at libraries in Barcelona

Engagement with the stories is shown on Figure 2. The old publications were added to Medium later (initially they were long Facebook posts), these have worse views than the newer publications. It is hard to draw conclusions from the statistics; the most viewed story (DP and AAU about the O4C platform, August 2017) has the poorest read ratio. In general, the read ratio (the ratio of reads per views) of our stories has been around 40-50%.

![Figure 2](image_url)

Figure 2. Statistics of the different O4C featured stories at time of writing (early June 2018).
3.3 Website

The Open4Citizens consortium website\(^2\), shown in Figure 3, has been the central hub to get information about the O4C project’s aims and outcomes, to join NOODL, the Network of OpenDataLabs, and to read the consortium’s news. The majority of the content has been static, with all consortium members having editor rights to update their relevant sections. The primarily addressed audience has been visitors from across Europe. For this reason, we have posted in English, as it is easily accessible for our audience, irrespective of individuals’ mother tongue. On the website, we have also aggregated access to our Flickr gallery\(^3\) (where impression photos of the hackathons and other events have been collected), and the pilots’ latest tweets (providing quick access to learning the news about the different pilots).

![Figure 3. O4C website snapshot in early June 2018.](image)

3.3.1 Website analytics

The Google Analytics overview report on the O4C website is shown in Figure 4. Overall, we can see that the time period with hackathons and other events (October-December 2017 – Danish, Dutch, Swedish hackathons, January 2018 – Spanish hackathon, March 2018 – Italian hackathon) had the most visits. Compared to the website reporting from deliverable D5.4, the number of new visitors has increased (from 75.1% to 84.6%), and the average session duration has increased from 01:53s to 01:57s (however, D5.4 reported on a “calmer” period between November 2016 to March 2017, thus the comparison is potentially misleading).

\(^2\) [http://open4citizens.eu](http://open4citizens.eu)
\(^3\) [https://www.flickr.com/photos/open4citizens/](https://www.flickr.com/photos/open4citizens/)
The distribution of visitors between different countries is presented in Figure 5, with additional details on the language used in computer locales shown in Figure 6. It is clear that the most frequent visitors come from countries with O4C pilots (Denmark, Italy, the Netherlands, Spain and Sweden), from English-speaking countries and large Western-European economies. These statistics are understandable; people have heard about the O4C project through the pilots, and through searching (probably in English) about open data innovation. The visitors from France is possible due to one event by Open Data Lab Barcelona that was advertised in French as well.

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Figure 5. O4C website visitors based on countries between April 2017 and June 2018.
3.4 Facebook presence

The O4C consortium’s Facebook account has been connected to the Twitter account, making sure that activities are posted on both platforms. While this provides higher quantities of posts, the engagement numbers from retweets, for example, have been rather poor. Following the overview of Facebook posts from the April 2017 – June 2018 period, there have been short periods with many posts (multiple posts per day, such as reporting live from an event). Figure 7 indicates the overall engagement throughout the time span.

![Facebook engagements chart](image)

**Figure 7. Engagement on Facebook visualized.**

In Table 1, the posts with the highest reach are shown. All engagement numbers are organic (non-paid); we did not spend money on advertisement and other paid boosts. As shown, most of the posts are on Twitter, and the highest engagements relate to promoting featured stories or to different forms of interaction with the CAPSSI community.
<table>
<thead>
<tr>
<th>Timestamp</th>
<th>Post</th>
<th>Type</th>
<th>Organic reach</th>
<th>Post clicks</th>
<th>Reactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>20/04/2017</td>
<td>The next #OpenCitizensFeaturedStory is a story about Data as a resource in design practices: Our great project colleagues at TU Delft brings you a bit of hands-on reflection from a workshop held at Service Systems Design – AALU EP 1 !!!! &gt; Don’In the time for a 4 min read! &lt;3</td>
<td>Link</td>
<td>660</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>04/10/2017</td>
<td>Retweeted Ingrid Mulder (@fM_justine): Framing Design to support Social Innovation: The Open4Citizens Project <a href="https://t.co/uxSpAiBed2">https://t.co/uxSpAiBed2</a> @open4citizens</td>
<td>Link</td>
<td>417</td>
<td>8</td>
<td>31</td>
</tr>
<tr>
<td>26/06/2017</td>
<td>We’re excited to visit everyone a GREAT SUMMER with an insightful and revolutionizing collaboration from the inspiring D4C work</td>
<td>Link</td>
<td>272</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>04/10/2017</td>
<td>See yesterday’s presentations from @EUI_opendata #O4Cdataathon2017 online &amp; register your app by 8/10: <a href="https://t.co/0J6qJkPlPP">https://t.co/0J6qJkPlPP</a></td>
<td>Link</td>
<td>246</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>27/11/2017</td>
<td>In the current #O4CFeaturedStory, Geertje Singerland shares the story of her graduation project at TU Delft on service design, social innovation and open data. How can citizen communities be better supported by digital platforms? Go ahead, and read about it yourself! <a href="https://medium.com/open4citizens/park-makers-a-story-towards-an-open-data-platform-using-open-data-3bd91e626284">https://medium.com/open4citizens/park-makers-a-story-towards-an-open-data-platform-using-open-data-3bd91e626284</a></td>
<td>Link</td>
<td>245</td>
<td>21</td>
<td>18</td>
</tr>
<tr>
<td>31/10/2017</td>
<td>Read a few interesting lessons learned on what different types of participants in the Open4Citizens hackathons gain from their engagement and participation: A new #O4CFeaturedStory is out &lt;3</td>
<td>Link</td>
<td>217</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>04/10/2017</td>
<td>Retweeted EU Open Data (@EU_opendata): #EUHaveYourSay on the Directive on re-use of Pub... <a href="https://t.co/kPyaJeMe9">https://t.co/kPyaJeMe9</a> #O4Cdata #O4Cdataathon2017</td>
<td>Link</td>
<td>188</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>26/04/2017</td>
<td>Pre-processing data is 80% of the work of a #DataScientist ~ @Netcompany_DK @dataprocess.dk know that preparing @Open4Citizens hackathons! <a href="https://t.co/0XaXRMa3">https://t.co/0XaXRMa3</a></td>
<td>Link</td>
<td>181</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>13/04/2017</td>
<td>With data everything is connected but nothing exists unless the question has been asked. #O4COpen4Citizens #design4next ... The question is more important than the answer</td>
<td>Photo</td>
<td>162</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>27/11/2017</td>
<td>Interesting discussions at #KNEG2017 on digital platforms to effectively engage participation in the social innovation process, in Thessaloniki last week. Thanks to Jacqueline and Ines from #Socratic for leading a very inspiring and fruitful workshop and to iMake-it for the co-organization of #AThDigitalSocialInnovation</td>
<td>Photo</td>
<td>151</td>
<td>29</td>
<td>12</td>
</tr>
<tr>
<td>10/09/2017</td>
<td>A new #O4CFeaturedStory is out – and our platform is LIVE! Take time to skim this 7 min interesting read – a conversation with ‘platform builders’ behind the scenes:</td>
<td>Link</td>
<td>150</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>19/06/2017</td>
<td>ATi2sat.net – the Open4Citizens team in Barcelona is working hard to find better ways of achieving great things with open data! Recently, they’ve been involved in a ‘Creathon’ event – a short version of the hackathon – in Casablanca, Morocco. The aim was to unlock the potential of data to help improve the quality of life – for and with – the citizens under the headlines of global environment, mobility and health! &lt;3 It’s an interesting 5 min read about their experiences – as the most recent #OpenCitizensFeaturedStory:</td>
<td>Link</td>
<td>131</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>19/09/2017</td>
<td>In Denmark we’re excited to announce exciting new rounds of hackathon events &lt;3 Join us – like us – share &lt;3 We’ll be doing things with data to inspire the arena of outdoor tourism!!</td>
<td>Link</td>
<td>131</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>06/08/2017</td>
<td>Nicola Morelli and Marc Aguilar are presenting the lessons of the Open4Citizens project at Digital Innovation Fair. Come and join us for a great panel discussion about using open data and citizen engagement to improve services. Stick your location to the map. Get in on the Network of OpenData2Labs from the very beginning! Follow us on Twitter for more updates. #DSIFair2018 #open4citizens #hackathon #Open4Citizens #Open4CitizensHackathon #Open4CitizensFestival</td>
<td>Photo</td>
<td>119</td>
<td>21</td>
<td>7</td>
</tr>
<tr>
<td>03/09/2017</td>
<td>Open4Citizens shared OpenData2Lab Copenhagen’s post.</td>
<td>Link</td>
<td>104</td>
<td>19</td>
<td>4</td>
</tr>
<tr>
<td>18/12/2017</td>
<td>Building a data culture from an organizational perspective. &quot;Data is less often used to bring people together. (…) We think this third purpose is central to building a strong data culture across your organization!&quot;</td>
<td>Link</td>
<td>98</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>26/04/2017</td>
<td>#Open4Citizens is needed to make #BigData contextually useful and understandable for #innovation. &quot;We’re working on this in S-OpenDataLab! <a href="https://t.co/CmJv0yg47I">https://t.co/CmJv0yg47I</a></td>
<td>Link</td>
<td>96</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>10/11/2017</td>
<td>Wondering what our team has been doing last weekend? Check our photo report from Hack the Outdoor event! <a href="https://t.co/JJf2z0ayY">https://t.co/JJf2z0ayY</a> #Hackathon #HackTheOutdoors #Citizen #Building</td>
<td>Link</td>
<td>96</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>25/08/2017</td>
<td>Excited to hear about @TANTITIX’s lessons about digital methods &amp; organisation development!! <a href="https://t.co/0DRMjDjQ">https://t.co/0DRMjDjQ</a></td>
<td>Photo</td>
<td>77</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>08/12/2017</td>
<td>After the HackTheOutdoors in November, the participants, public administrators and companies met again for a post-hack session to develop the most interesting proposals to a higher level.</td>
<td>Photo</td>
<td>77</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>23/02/2018</td>
<td>&quot;We’re looking much forward laid back data-socialising and networking in Copenhagen: Next Friday!&quot;</td>
<td>Link</td>
<td>78</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>20/04/2017</td>
<td>Early experiences with data driven design practices &lt;3</td>
<td>Link</td>
<td>74</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

**Table 1. Overview of posts of O4C consortium page with most reach.**
The reach of these top engagement posts is better represented in Figure 8.

![Figure 8. Post reach on Facebook in reporting time period.](image)

Our Facebook audience statistics are shown in Figure 9. The countries, cities and languages represented are similar to the consortium’s website statistics; primarily the countries with pilots and English-speaking countries. The top 10 cities emphasize the tight connection between pilots’ presence and online engagement in these cities.

![Figure 9. Facebook audience statistics of the O4C consortium page.](image)
3.5 **Twitter presence**

The Open4Citizens consortium’s Twitter account\(^4\) has operated in concert with the Facebook page, as a primary medium to share short updates rather than the longer posts shared on Medium. The consortium has used this account to interact with the CAPSSI community, post live updates from events (and join the backchannel of events on social media), and share updates on the work of the different O4C pilots. All consortium members have had access to the Twitter account, although in practice primarily colleagues from AAU, ANTRO and TUD have handled the account. In Figure 10, a 91 days overview of the main hackathon period is shown (October - December 2018). There were clear peaks of impressions, indicating the hackathon events that took place. In between there has been low activity, and zero activity only during the Christmas holiday period (as expected). Similarly to Facebook, we have not invested money in order to boost our engagement.

![Figure 10](image)

**Figure 10.** Overview of the Twitter activity in the second round of hackathons (October - December 2018).

**Figure 11** shows an overview of the country demographics of the Twitter audience of the @Open4Citizens account. At the time of writing (early June 2018), our demographics are predominantly from the pilot countries and regions, and English-speaking countries and large Western economies. It is remarkable that visitors from England are so frequent – as open data is an established movement in the United Kingdom (UK), there is good potential to further capitalize on this.

\(^4\) https://twitter.com/open4citizens
3.6 ResearchGate presence

The Open4Citizens page in ResearchGate has been opened to share the outcome of the project with the specific target groups of researchers, designers, data experts that are populating the platform. Various academic partners of the project already had their own ResearchGate account and so it has been easy to share the publications related to the project. Furthermore, all the deliverables have been uploaded and shared online. Looking at the numbers the project got some visibility with 34 followers and more than 300 reads. It is important to consider that the community that works on open data from a design perspective it is quite limited and this is why the numbers (see Figure 12) do not show a viral explosion of followers. It is interesting also to notice that while the deliverables did not get many readings, the shared papers have been quite successful.

3.7 Other online presence

LinkedIn: A LinkedIn group was created for the Open4Citizens consortium early in the project, but it has not been used (see more about this in deliverable D5.4 Online Presence Report, submitted in M15 of the project).

Flickr: Flickr is being used as a shared repository for photos from the O4C events. There is an integrated gallery on the O4C website to provide easy access to these photos. All consortium partners have uploaded selected photos from their events.
Vimeo: There is a consortium Vimeo account, with videos uploaded by Copenhagen. These have primarily been created in the first hackathon cycle in relation to Velkomstfesten, Denmark’s largest integration event, one of the pre-hack phase activities that the Danish pilot took part in.

These other elements of the O4C online presence have been considered useful complements to the main channels that we have chosen to focus on, but have not been prioritised as the other channels serve the purpose that these might otherwise have. There has been a focus online on rich visual content, in order to better engage with our audiences. To this end, links to the Flickr and Vimeo content have served this purpose, while Medium and ResearchGate have replaced LinkedIn, which is overall less supportive of visual content, unless this takes the forms of links to other media.

4 Open4Citizens local presence

The current section presents the local presence of the five O4C pilot countries. Generally, the pilots’ emphasized to engage in building quality connections with local communities around their hackathon and Open Data Lab topic, and as a consequence the main stakeholders for each pilots. As such, the pilots followed tailored strategies in online dissemination, with different focal points. Therefore, the pilots’ reported activities are barely comparable to each other, and that is not in our focus in this section.

4.1 Denmark

4.1.1 Facebook

As reported in D5.4, the Facebook page of the Danish pilot has remained named: OpenDataLab Copenhagen. The page is handled by the Danish members of the O4C project team, mainly at AAU. By May 2018 we have 198 page likes (and a total of 205 followers) (As reported for the D5.4 we had 127 likes). Figure 13 shows the growth of likes influenced by events: “Hack Integration” around October 7th 2016, “Hack the Outdoors” November 3-4th 2017 and most recently the “Open Data Day Socializing” in early March 2018.

As the page is rooted in an international research environment (e.g. the Service Design Lab at AAU) we maintain the primary language to be English – with some Danish content.

Figure 13. A view the growth in followers between mid-September 2016 and May 2018 (ODL Copenhagen Facebook page).

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5 https://www.facebook.com/OpendatalabCopenhagen/
6 https://www.servicedesignlab.aau.dk
This is both a necessity as the O4C team’s main working language is English, and it fits well with our aim to reach out to International and Danish students alike - as well as to network with people from other ‘data-oriented’ labs, organisations, interest groups and universities (local and international). In this way, having a Facebook page is important for the Danish pilot activities in a number of ways. First of all, it is a channel through which we communicate with peers, students, curious citizens and potential participants in the events we host. Furthermore, through the Facebook page we also keep interested stakeholders updated on our activities and make sure to network by means of sharing activities in and across the local networks where other data-related work is also being done.

Below, we give an overview of the reach of the posts on our page during the 2nd hackathon cycle and the level of reactions, comments and shares (these figures supplement the report shown in deliverable D5.4, covering the 1st hackathon cycle).

Not surprisingly, posts and the number of people who see our posts peak around and after the pilot’s 2nd cycle hackathon: “Hack the Outdoors” on November 3rd-4th, 2017, see Figure 14 and Figure 15.

![Figure 14. Post-reach for the ODL Copenhagen Facebook page.](image1.png)

![Figure 15. Reactions on posts of ODL Copenhagen Facebook page.](image2.png)

Complementing the above figures on post reach and reactions, comments, shares and more, Figure 16 shows a section of all posts published between October 2017 and April 2018.
Zooming in on the 6 posts with the greatest reach, we see the details in Table 2, below. Somewhat surprisingly, the post with the highest reach involves the OpenDataLab’s promotion of another
hackathon organized a member of our network in the Copenhagen area around food, data and new technologies -- just a few weeks prior to the hackathon Hack the Outdoors in Aalborg. These numbers indicate the value of supporting and networking with collaborators both face to face as well as on social media.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Reach</th>
</tr>
</thead>
</table>
| 18/10 2017 | If you feel up for hacking the food industry while networking and having fun: Don't miss out on this Food hackathon:  
https://www.facebook.com/OpendedatalabCopenhagen/posts/1785636978395348                                                                                     | 900   |
| 10/11 2017 | Aalborg: Hack the outdoors, 3-4 November 2017  
Foto album:  
https://www.facebook.com/pg/OpendedatalabCopenhagen/photos/?tab=album&album_id=1794534647505581                                                                 | 834   |
| 9/10 2017  | A new #O4CFeaturedStory is out – and our platform is LIVE! Take time to skim through this 7 min interesting read: A conversation with the ‘platform builders’ behind the scenes!  
https://www.facebook.com/OpendedatalabCopenhagen/posts/1781996612092718                                                                                   | 556   |
| 24/4 2018  | As part of #forskningensdøgn2018, Janice Siboniso Pedersen (Antropologerne) and Louise Kiltgaard Torntoft (https://servicedesignlab.aau.dk) much enjoyed giving a talk and presenting examples from the #Open4Citizens project....  
https://www.facebook.com/OpendedatalabCopenhagen/posts/1868852480073797                                                                                   | 533   |
| 11/4 2018  | "Using Design, Data, and Code for Social Activism" -->>> interesting open lecture held by CIID on April 24th  
https://www.facebook.com/OpendedatalabCopenhagen/posts/1862593127366399                                                                                    | 267   |
| 3/4 2018   | "In the recent #O4CFeaturedStory Service Design Student Nikolai Baida presents some additional reflections and ideas for the Open4Citizens approach and tell about his experiences ..."  
https://www.facebook.com/OpendedatalabCopenhagen/posts/1858950584397320                                                                                   | 203   |

Table 2. Posts with most reach by ODL Copenhagen.

The post with the second most reach interestingly includes a photo-album of the hackathon Hack the Outdoors - indicating the value of great and engaging photo coverage. We can see that this photo-album post – by far – creates the most interactions, reactions and shares; i.e. 181 post clicks and 88 reactions, comments or shares.

We see also how both the sharing of the regular O4C Featured stories receive less - but nevertheless, some attention. Also this can be said about the promotion of the activity we engage in the OpenDataLab Copenhagen (such as giving a public lecture/workshop as part of ‘Forskningsens Døgn’ (The Danish Science Festival)) - or promoting interesting lectures in the local area; as in the case of the CIID (Copenhagen Institute of Interaction Design) lecture.
During the hackathon Hack the Outdoors, we made a Facebook group\(^7\) under the OpenDataLab Copenhagen page with the aim of creating a community and shared network for the event itself - but also with an eye to allowing for engagement and interaction beyond the hackathon. As of June 2018, there is still a total of 73 members, who are the participants, mentors, facilitators and a few interested hang-arounds from the event itself (see Figure 17).

![Figure 17. Members overview graph of ODL Copenhagen FB group.](image)

The collage of screenshots below (Figure 18) demonstrates how we communicated various types of information ranging from wifi-password, links to key Google folders and judging criteria - as well as notifying the hard-working hackathon groups that pizza and coffee were served. Also, at the end of the hackathon, we gave thanks to everyone who had joined in. Even some of the mentors initiated some post-hack updates - and a participant felt motivated to share the link for another hackathon held in 2018.

We might not have successfully created a group that would keep a continual pulse of interaction and engagement, but the Facebook group worked very well for the purposes of the hackathon. In addition, it allowed for distributed dialogue rather than one-way communication or the dominance of one of the organisers and facilitated different actors taking shared ownership, while posting.

\(^7\) https://www.facebook.com/groups/364535617340966/
Figure 18. Collage of screenshots how ODL Copenhagen Facebook Group was used for event communication.
We did not make Facebook events for every event we hosted. However, interestingly the use of Facebook and the Facebook group during the hackathon additionally supported interactions around the post-hack event. This is indicated below where one of the case-holders give thanks for an inspiring day, while wishing us a Merry Christmas - on the ‘wall’ of the OpenDataLab Copenhagen page, as shown on Figure 19.

Figure 19. Example of interaction in the ODL Copenhagen FB group (case holder sends greetings back to organizers).

Figure 20 provides a glimpse of all the events we have hosted as OpenDataLab Copenhagen where we have used the Facebook event option for promotion and framing. We did not, for example, make ‘Facebook events’ for pre- and post-hack workshops around the hackathon.

Figure 20. The events hosted as OpenDataLab Copenhagen.

Facebook does not allow any deep dive into data on the interactions of those events, but we have some indication that we are in the process of building a network and improving our reach from the first hackathon, “Hack integration”, to the Hackathon “Hack the Outdoors” while increasing close collaborations with other organisations and labs. This shows for instance in how we co-share events like the 2nd cycle hackathon, as shown in Figure 21.
Figure 21. Co-organiser partners’ involvement on the Facebook event for the 2nd cycle hackathon.

This is also demonstrated by the informal networking event on the occasion of the International Open Data Day 2018 (Figure 22).

Figure 22. Co-organiser partners’ involvement in the occasion of the Open Data Day 2018.

Both on social media and in other interactions or networking, our strategy of working closely with other interesting entities clearly shows the value of this approach as a way of building relations and networks. As such, we are slowly building an audience. This might enable us not only to use Facebook as a way for gaining an audience and participants for big hackathon events, but also to become a local OpenDataLab (ODL) that networks with other actors to promote the possibility of doing interesting things with data after the end of the Open4Citizens project.
When all data from the OpenDataLab Copenhagen Facebook page is exported for a 180 day period between mid-October and mid-march, we can extract the following stacked area chart, shown in Figure 23. This again highlights the greatly increased activity levels leading up to, during and after the hackathon event on the 3rd and 4th of November 2017.

![Figure 23. 28 Days Total Impressions of ODL Copenhagen FB page.](image)

4.1.2 Dataprocess & Antropologerne supporting the Danish Pilot activities:
Dataprocess and Antropologerne, the two other Danish consortium members, are private companies rather than academic institutions, and their networks and followers are therefore different to those of AAU, the Danish pilot lead. For example, Antropologerne’s followers include clients and potential clients from public sector, not for profit and private sector organisations with an interest in applying qualitative methodologies to human-centred insight generation and change making processes. Other followers are students and social scientists interested in anthropology, as well as some policymakers and members of the general public.
As a company, Dataprocess has used its existing base of networks and companies across both the region of North Denmark and Denmark as a whole to share the stories and news about the progress of their role in the Open4Citizens project. This also goes for their Facebook page. In total, Dataprocess has shared nine posts on Open4Citizens (O4C) with an estimated total of 1.625 views (examples in Figure 24).

![Figure 24. Examples of posts shared by Dataprocess through their Facebook network.](image)
Antropologerne has been particularly active in terms of social media presence and posts about the Open4Citizens project. Their focus has primarily been to highlight the value of the project to the company’s local Danish followers on Antropologerne’s most popular social media channels, Facebook and Instagram. Over the course of the O4C project, Antropologerne has used the company’s own social media accounts to share information about the Open4Citizens project, this also goes for the Facebook channel: Since March 2017, this has included 10 posts on Facebook (@Antropologerne at https://www.facebook.com/Antropologerne), summarized in Table 3.

<table>
<thead>
<tr>
<th>Date</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>31/03/2017</td>
<td><a href="https://www.facebook.com/Antropologerne/posts/1324874687580851">https://www.facebook.com/Antropologerne/posts/1324874687580851</a></td>
</tr>
<tr>
<td>22/06/2017</td>
<td><a href="https://www.facebook.com/Antropologerne/photos/a.431193520282310.97010.426930404041955/1407807735954212/?type=3">https://www.facebook.com/Antropologerne/photos/a.431193520282310.97010.426930404041955/1407807735954212/?type=3</a></td>
</tr>
<tr>
<td>23/08/2017</td>
<td><a href="https://www.facebook.com/Antropologerne/posts/1465231663545152">https://www.facebook.com/Antropologerne/posts/1465231663545152</a></td>
</tr>
<tr>
<td>13/09/2017</td>
<td><a href="https://www.facebook.com/Antropologerne/posts/1482518121816506">https://www.facebook.com/Antropologerne/posts/1482518121816506</a></td>
</tr>
<tr>
<td>16/10/2017</td>
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</tr>
<tr>
<td>10/11/2017</td>
<td><a href="https://www.facebook.com/Antropologerne/posts/153295731343253">https://www.facebook.com/Antropologerne/posts/153295731343253</a></td>
</tr>
<tr>
<td>24/11/2017</td>
<td><a href="https://www.facebook.com/Antropologerne/posts/1545974985470819">https://www.facebook.com/Antropologerne/posts/1545974985470819</a></td>
</tr>
<tr>
<td>8/03/2018</td>
<td><a href="https://www.facebook.com/Antropologerne/posts/1649408291794154">https://www.facebook.com/Antropologerne/posts/1649408291794154</a></td>
</tr>
<tr>
<td>26/04/2018</td>
<td><a href="https://www.facebook.com/Antropologerne/posts/1702340103167639">https://www.facebook.com/Antropologerne/posts/1702340103167639</a></td>
</tr>
<tr>
<td>02/05/2018</td>
<td><a href="https://www.facebook.com/Antropologerne/posts/1707946599273656">https://www.facebook.com/Antropologerne/posts/1707946599273656</a></td>
</tr>
</tbody>
</table>

Table 3. Facebook posts of Antropologerne.

The target audience for Antropologerne’s Facebook posts is primarily Danish-speaking and Denmark-based. Most posts, however, are posted with an English translation to increase their interest for non-Danish speakers. In addition, Antropologerne has posted about the same information on multiple media.

4.1.3 Twitter

The Twitter account for the Danish Pilot is still to be found with the handle @OpenDataLab_CPH (as reported in D5.4). The responsibility for this channel has been split between the team at Antropologerne and Aalborg University (AAU). At the time of writing, in late May 2018, the account had: 283 tweets, we are following 145 and have 95 followers, see Figure 25.

---

8 after 25/3/2017, approx cut-off for last version of deliverable content input
Figure 25. Twitter card for the Copenhagen pilot’s account (@OpenDataLab_CPH) at the time of writing (May 25th 2018).

In the Danish pilot, Twitter has not been our main social media channel; we have prioritised the use of Facebook, while also engaging a certain presence on Twitter. As shown in the activity reports below, we could possibly have aimed for a closer interaction between the two platforms (Facebook and Twitter) to strive for boosting the engagement on both. See activity reports in Figure 26 and Figure 27. The second cycle hackathon in Denmark was held on November 3rd-4th, 2017. Twitter activity reports in the figures below show that we did not use this channel widely to promote our activities. Rather, we used it to engage with individuals during events happening in real life, as a complement to in-person interaction.
Figure 26. Highlights from October and November of the Copenhagen pilot’s Twitter account – the hackathon tool place in early November.

Figure 27. The Twitter activity for the Copenhagen based pilot for the period of 1 October 2017 - 31 December 2017.

We did pay some attention to boosting our activities to Twitter, as illustrated in Figure 28.
Figure 28. Example tweets by members of ODL Copenhagen.

Overall, when collaborating with different stakeholders, Twitter has been used at its best to create an active and pulsating channel, supporting our face-to-face networking activity. One example is around the hosting of the Open Data Day in early March 2018 with Open Knowledge DK and ETHOS Lab (details around Open Data Day in Figure 30).

This event came about out of dialogue via email, phone calls and meetings - but actually took off first as an invitation in the form of a Twitter message shared among different data-oriented labs and organisations around Copenhagen, shown on Figure 29.

Figure 29. How the collaboration around organising an Open Data Day event in Copenhagen came about - through both Twitter invitations, emails and meetings.
Figure 30. The Twitter activity for ODL Copenhagen for March 2018. It clearly shows the prominence of Open Data Day.

The main lesson we have learned with respect to Twitter is to prioritize more active tweeting and retweeting. We might have engaged more actively in both the promotion of the Open Data Day event and the conversations about the event itself, e.g. where we jointly instigated and launched the Open Data Award as a new initiative to honor an extraordinary effort to promote open data in Denmark. In retrospect, we see how we might have gained from picking up more actively on those Twitter conversations. See a few glimpses of the rich mentions in Figure 31. As we highlighted for our use of Facebook, the figure below shows how much is gained in online presence from an active networking and co-organisation strategy.
Antropologerne has helped and supported the use of Twitter as a medium; both by using the OpenDataLab Copenhagen twitter account - and through promotion in the company’s own Twitter profile to disseminate information about activities in the project. In total, this amounts to seven posts on Twitter⁹.

One example of the great value of continuous collaboration between AAU and Antropologerne around the Danish Pilot activities, is the way in which over the course of the project, Antropologerne has mobilised the company’s real-world and virtual network to support the Danish pilot’s activities. This has included working with the pilot leads at AAU to reach out to hackathon partner, InfinIT, the innovation network for IT, through Antropologerne contact the Alexandra Institute, where the network is based (see Figure 32).

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⁹ @Antropologerne, https://twitter.com/antropologerne
4.1.4 Varia

4.1.3.1 LinkedIn coverage from Dataproces & Antropologerne:

As a company, colleagues from Dataproces have used their existing base of networks and companies across both the region of North Denmark and Denmark as a whole to share the stories and news about the progress of their role in the Open4Citizens project. Dataproces has shared 5 stories through LinkedIn, generating 5,295 views (Figure 33).
Figure 33. Examples of the posts that Dataprocess has shared on LinkedIn. Antropologerne has shared 1 LinkedIn post [https://www.linkedin.com/company/antropologerne/], as seen on Figure 34.

Figure 34. Antropologerne LinkedIn post.

4.1.3.2: Instagram coverage by Antropologerne
The visual medium of Instagram has proved valuable to share snapshots from the hackathons with Antropologerne’s followers. This amounts to 24 posts on Instagram\(^\text{10}\).

\(^{10}\) @Antropologerne at [https://www.instagram.com/antropologerne/](https://www.instagram.com/antropologerne/)
Instagram has also been good for posting ad-hoc videos from consortium meetings, for example. This encourages people to get a feel for the people behind the project and to click through to the project website or to follow the #open4citizens hashtag on Instagram and other social media. The images below (Figure 35) show an Instagram video post from a consortium meeting and a selection of Instagram posts from across the pilots in relation to Antropologerne’s participation in the cycle 2 hackathons. Posts relating to the Danish hackathon have received most attention. This no doubt reflects the interests of Antropologerne’s followers in relatable Danish activities.

<table>
<thead>
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<th>Link</th>
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</thead>
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<td>31/03/2017</td>
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</tr>
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<td>26/04/2017</td>
<td><a href="https://www.instagram.com/p/BTx9qYDeJ5s/?taken-by=antropologerne">https://www.instagram.com/p/BTx9qYDeJ5s/?taken-by=antropologerne</a></td>
</tr>
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<td>12/09/2017</td>
<td><a href="https://www.instagram.com/p/BYGBBu1nAyI/?taken-by=antropologerne">https://www.instagram.com/p/BYGBBu1nAyI/?taken-by=antropologerne</a></td>
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</tr>
<tr>
<td>12/01/2018</td>
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<tr>
<td>13/01/2018</td>
<td><a href="https://www.instagram.com/p/Bd4pu0UHbqf/?taken-by=antropologerne">https://www.instagram.com/p/Bd4pu0UHbqf/?taken-by=antropologerne</a></td>
</tr>
<tr>
<td>7/02/2018</td>
<td><a href="https://www.instagram.com/p/Bf4_PexHlJh/?taken-by=antropologerne">https://www.instagram.com/p/Bf4_PexHlJh/?taken-by=antropologerne</a></td>
</tr>
<tr>
<td>9/02/2018</td>
<td><a href="https://www.instagram.com/p/Bf4dELHufGn/?taken-by=antropologerne">https://www.instagram.com/p/Bf4dELHufGn/?taken-by=antropologerne</a></td>
</tr>
<tr>
<td>10/03/2018</td>
<td><a href="https://www.instagram.com/p/Bq7ZiPl85r5/?taken-by=antropologerne">https://www.instagram.com/p/Bq7ZiPl85r5/?taken-by=antropologerne</a></td>
</tr>
<tr>
<td>11/03/2018</td>
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</tr>
</tbody>
</table>

Table 4. Antropologerne’s company Instagram account activity regarding O4C.

11 after 25/3/2017, approx cut-off for last version of deliverable content input
Figure 35. Examples of Instagram posts by Antropologerne - communicating about their presence in hackathons and consortium meetings.

Table 4 shows an overview of timings of Antropologerne’s Instagram posts on Open4Citizens activities:

4.1.5 Hackathon website

The website we created for the hackathon can be accessed via the link: https://hacktheoutdoors.wixsite.com/hacktheoutdoors - a screen dump of the top of the page in Figure 36.
Visitors’ details from the Wix overview site are shown in Figure 37.

How Many Site Visits Do You Get?

Which Countries Are Your Visitors From?

Figure 37. Visitor analytics of Danish second round hackathon website.

4.1.6 Eventbrite registration:

We have used Eventbrite for the registration of participants and to administer our waiting list (see Figure 38). An overview is shown in Figure 39.

Figure 38. Eventbrite registration page of second round DK hackathon.
Figure 39. Eventbrite dashboard for second round of DK hackathon.

4.1.7 A selection of blog posts on various sites
The story of our activities also reached other audiences than those highlighted above and has been shared in a number of networks beyond the O4C consortium. These are also listed in the final D5.7 Publications report.


Blog post on the Antropologerne website
Published on March 31st, 2017: http://www.antropologerne.com/2017/03/31/vi-designer-europaeiske-opendatalabs-we-are-designing-european-open-data-labs/: “Vi designer europæiske opendatalabs // We are designing European open data labs”


4.2 The Netherlands

4.2.1 Facebook

The Rotterdam pilot’s Facebook page is handled by the Open4Citizens (O4C) project team at TU Delft. Figure 40 shows the growth of likes throughout the reported period. As can be seen, the number of page likes has increased with each local O4C event (expert session - May 2017, hackathon - December 2018). The posts have been primarily in English and Dutch. The posts covered reporting of news from the local pilot, including the hackathon, graduation projects and other news of potential interest for the local OpenDataLab (ODL) community. In line with these focus areas, throughout the page we have also re-shared events and posts from the initiatives we collaborated with.

![Figure 40. The growth of Facebook likes for the Rotterdam pilot page.](image-url)
Looking at Figure 41, the reach of the Facebook posts is shown. The remarkable spikes are the two main periods when local O4C events happened (expert session in May 2017, hackathon in December 2017). No posts were paid for to boost engagement. Figure 42 shows other types of engagement, mostly shares and reactions (i.e., different types of likes). The summary impression of posts can be seen in Figure 43.

Figure 41. Post reach of Rotterdam pilot Facebook page.

Figure 42. Reaction, comments and shares of the Rotterdam Facebook page.
4.2.2 Twitter

The Rotterdam pilot’s Twitter account is @ODL_Rotterdam, handled by the project team at TU Delft. At the time of writing (early June 2018), there were 92 followers, which is a 155% increase from the previous reporting period (36 followers at end of February 2017). See Figure 44 for details.
The language of the tweets is mixed, with both Dutch and English tweets. Since most of the communication with the local citizen initiatives happens in Dutch, it is important to maintain communication in that language for the sake of inclusivity and simplicity. However, since the hackathons have been conducted partially in English, and students working with initiatives sometimes primarily communicate in English, it has been also used on Twitter. In addition, English is widely spoken by people in the Netherlands.

The most active period on Twitter relates to the second hackathon, where we maintained a very active event backchannel on Twitter, as shown in Figure 45. During this period, the TU Delft team has reported live on the happenings of the hackathon, and engaged in interactions with the many initiatives that participated in the hackathon. Since the Christmas holidays shortly followed this period, the activity plateaued shortly after the event.

Further details about the month of December 2017 can be seen in Figure 46. The more than 580 visits to the profile and the impactful reporting of the event by the participating citizen initiatives highlights the positive impact of the Rotterdam pilot’s plan to integrate into the Delfshaven network of initiatives through the OpenDataLab.
Figure 45. Twitter activity highlight in Rotterdam - the month of the second hackathon.

Figure 46. Details of Twitter engagement around the second hackathon round in Rotterdam.
4.2.3 Varia

OpenDataLab Rotterdam maintains a stand-alone website at the Faculty of Industrial Design Engineering at TU Delft (see Figure 47). This site has been used to have hard-linkable pages for registering for our events (e.g. expert session, hackathon), to collect news items and to post reflection write-ups from our events, as well as to have the graduation opportunities related to the OpenDataLab listed for students of the Faculty of Industrial Design Engineering.

![Figure 47. Impression of the ODL Rotterdam stand-alone website.](image-url)
4.3 Italy

4.3.1 Facebook

The Milan pilot’s Facebook page can be found as Opendatalab Milano, activated from December 2016 for the first hackathon, Milano@Work. It is handled by the project team at Politecnico di Milano (POLIMI) and also by the team from pilot collaborator onData, that supported the Services4Migrants hackathon event, in the project’s second hackathon cycle, by posting and creating content.

Through the page, the hackathon event in February 2018 was launched and promoted. After the event, the Facebook page has been used as an important social media channel for all the activities related to the pilot.

The hackathon weekend has been fully documented with real-time posts, photos and video that show the moments of introduction, the teamwork and the final pitching of solutions created in the hackathon event.

At the time of writing (late May 2018), the account has 108 likes. Specific Facebook content includes a photo gallery and videos from the Milano events. This visually loaded post has also generated the most reach and engagement. The Facebook presence is important for the Milano pilot, as Facebook is used as a main communication channel with key stakeholders.

The following figures present statistics from the Facebook page and show: post reach from 14 December 2016 (opening of the account) to 6 May 2018 (Figure 48), reactions, comments, shares (Figure 49), and total number of visualizations (Figure 50). The figures show some dynamics activated by the Facebook posts, which were obviously more intense around the days of the Services4Migrants hackathon event. Another moment of intense engagement on Facebook has been the public event of the hackathon prize ceremony, which took place ten days later, on the occasion of the Milano Marketing Festival.

![Figure 48. Post reach of the Italian pilot Facebook page.](image-url)
Figure 49. Reactions, comments, shares of the Italian Facebook page.

<table>
<thead>
<tr>
<th>Reazioni, commenti, condivisioni e altro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queste azioni ti permetteranno di raggiungere più persone.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contenga le tue prestazioni medie nel corso del tempo.</td>
</tr>
<tr>
<td>Reazioni</td>
</tr>
<tr>
<td>Commenti</td>
</tr>
<tr>
<td>Condivisioni</td>
</tr>
<tr>
<td>Risposte</td>
</tr>
<tr>
<td>Richieste</td>
</tr>
<tr>
<td>Altro</td>
</tr>
</tbody>
</table>

Figure 50. Post visualizations per type and visitors of the Italian Facebook page.
### Tutti i post pubblicati

<table>
<thead>
<tr>
<th>Data pubblicazione</th>
<th>Post</th>
<th>Tipo</th>
<th>Destinatari</th>
<th>Copertura</th>
<th>Interazioni</th>
<th>Promuovi</th>
</tr>
</thead>
<tbody>
<tr>
<td>21/03/2013 12:42</td>
<td>Ed ecco i vincitori dell'Ascut</td>
<td>39</td>
<td>🙌</td>
<td>7</td>
<td>2</td>
<td>Metti in evidenza il post</td>
</tr>
<tr>
<td>21/03/2013 13:08</td>
<td>Siamo al verde sotto finisiel</td>
<td>313</td>
<td>🙌</td>
<td>10</td>
<td>10</td>
<td>Metti in evidenza il post</td>
</tr>
<tr>
<td>21/03/2013 13:05</td>
<td>🌟#service-mig</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21/03/2013 12:06</td>
<td>Che è il turno dei team UniC!</td>
<td>291</td>
<td>🙌</td>
<td>12</td>
<td>2</td>
<td>Metti in evidenza il post</td>
</tr>
<tr>
<td>21/03/2013 12:03</td>
<td>🇮🇹Il gruppo Tea nelDello che già</td>
<td>28</td>
<td>🙌</td>
<td>1</td>
<td>0</td>
<td>Metti in evidenza il post</td>
</tr>
<tr>
<td>21/03/2013 12:50</td>
<td>#service-mig</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21/03/2013 12:46</td>
<td>i gruppi finalisti</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21/03/2013 12:41</td>
<td>La sfida in qua di hashathon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21/03/2013 12:38</td>
<td>Grazia Concili</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21/03/2013 12:25</td>
<td>🔥Anche il dottor Sindoni a Fras</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21/03/2013 12:22</td>
<td>I nostri retioli introducono la</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21/03/2013 12:08</td>
<td>Tutto pronto per la premiazione</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>21/03/2013 11:03</td>
<td>Ci siamo! Sta per avere inizi</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16/03/2013 11:08</td>
<td>Cittadini Twitter parla di noi!</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16/03/2013 11:08</td>
<td>La premiazione</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12/03/2013 15:50</td>
<td>Grazie Lorenzo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/03/2013 18:00</td>
<td>OpenDataTela</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Figure 51. All posts published by the Italian pilot Facebook page.
Figure S2. Example posts with reach details from the Italian pilot Facebook page.
An overview of posts can be seen in Figure 51, with detailed post examples in Figure 52. Detailed activity in the hackathon period is shown in Figure 53: total impressions (for a period of 28 days, from 24 Feb 2018 to 23 April 2018) – the number of times that people viewed the post on the page (posts include status, photos, links, videos and more).

With respect to reach during the hackathon weekend, we observe that the most popular post has been one about the final moment of participating groups’ presentation of their work (a reach of 750). In the post-hack phase, the post publicizing the date of the coming prize ceremony, posted some days before the ceremony, included the link to the Milano Marketing Festival, within which the ceremony took place, and achieved a reach of 814.

![Figure 53. Total impressions around the hackathon period of the Italian pilot.](image)

### 4.3.2 Twitter

The Twitter account for the Services4Migrants Hackathon can be found with the handle @InfoHackathon, activated from February 2018. It is handled by the POLIMI project team and by onData. At the time of writing, the account has tweeted 84 times, with 24 followers, 39 people following and 55 likes.

The tweets have been used to share information, starting from the launch of the hackathon event, and to create interaction with others on Twitter. This has been done before and after the main events of the hackathon weekend and the ceremony prize. These have been the most tweeted moments and are fully documented on the @InfoHackathon page. Figure 54 and Figure 55 highlight the period during and after the Milan pilot’s second hackathon – March and April 2018. More details about the tweets in this period can be found in Figure 56.
Figure 54. Overview of activity in the month of the second Italian hackathon (March 2018).

Figure 55. Overview of the month following the second Italian hackathon (April 2018).
Figure 56. Detailed overview of Twitter around the second Italian hackathon.
4.3.3  Italian online press coverage

The presence of news relating to the O4C project pilot in Milan has been quite strong in the national and local press. This is especially due to close involvement of the Municipality of Milan in the pilot’s activities. The municipality helped to publicise the event and the outputs from it. At the local level, the news relating to the pilot has been reported also in the neighbourhood web journal (in the area of Politecnico di Milano), a platform used by citizens and local associations. Another target of publicity has been informed through many Politecnico di Milano website pages (different schools, departments, etc.), which supported the hackathon event communication activities in addition to other support provided. The involvement of media in the data and hackathon sector has included Open Data Page (in another Italian Region) and the HackEvents Page. Finally, the hackathon has also been described on a general information blog page. An overview of the different press appearances can be found in Table 5.

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<th>Type</th>
<th>Image</th>
<th>Link</th>
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</thead>
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<td><a href="http://vivimilano.corriere.it/eventi-festemercati/hackathon-senza-frontiere/">http://vivimilano.corriere.it/eventi-festemercati/hackathon-senza-frontiere/</a></td>
</tr>
</tbody>
</table>
**Avenire MILANO**

**L’idea. Informazioni più facili per i ricongiungimenti familiari**

L’idea è semplice e intuitiva e potrebbe portare a interessanti risvolti per migranti. Chiama "My Journey" ed è una piattaforma che permette di verificare subito la propria idoneità alla richiesta di ricongiungimento familiare. Inoltre, aiuta a comprendere i passi da seguire e i documenti da compilare per finalizzare la richiesta. Uno strumento che potrebbe essere adottato da Comune e Prefettura. E che ha una storia particolare: il vincitore dell’hackathon "ServicesMigrants", promosso dal Comune in collaborazione con il Politecnico. Obiettivo: rendere comprensibili le informazioni e le procedure necessarie ai migranti che vogliono il ricongiungimento familiare. A oggi, l’iter è complesso e riguarda circa 60 mila persone all’anno solo in città. La volontà è quella di smaltire la prassi. Ad aggiudicarsi la sfida, dopo 30 ore di lavoro, il gruppo TeamBall, premiato dall’assessore alla Partecipazione Lorenzo Lipparini durante il Milano Marketing Festival. A team è andato un premio di simbolo e il compito di implementare il progetto nei prossimi 90 giorni. «Lavoriamo a nuove strategie di valorizzazione del nostro patri-mondo di dati – ha detto Lipparini – collaborando con i cittadini per migliorare i servizi e le opportunità della nostra città. (G.Mc.)»

**ItaliaOggi**

**Milano, l’hackathon aiuterà il Comune a semplificare**

L’hackathon da strumento per a nord dell’informatica a progetto di epoggiubazione del Comune di Milano assieme ai cittadini del territorio. L’invito al 2° Milano Marketing Festival, assessorato Lorenzo Lipparini (partecipazione, cittadinanza attiva e open data) ha proclamato la web app di TEAMBall vincitrice di ServicesMigrants, maratona di progettazione hi-tech di 39 ore e organizzata con Prefettura e Politecnico per selezionare l’idea che meglio renda comprensibili le informazioni e accessibili le procedure per i migranti che vogliono presentare domanda di ricongiungimento familiare. ServicesMigrants è il secondo hackathon che organizziamo, ha spiegato a ItaliaOggi Lipparini. «Il primo era dedicato a come ottimizzare la gestione del suolo pubblico, per esempio in caso di eventi e, debutterà operativamente tra un mese. Per lanciare il processo hackathon ci stiamo confrontando con i comvrolet che sono i lavoratori della Metropolitana e, come alternativa, con Amedabur- da. In ogni caso il Comune sta valutando la modalità dell’hackathon come nuovo processo interno per l’action working. Se l’iter è importante, queste iniziative s’inseriscano nella cornice più ampia della digitalizzazione di ogni processo di Palazzo Marino, che ha come appeso finale il portale Data4Milano, il comune e come trappola ultimo la trasparenza nel-la rendicontazione e la semplificazione. Tra le sfide del caso di TEAMBall e della nostra web app si tratta di evitare ai residenti stranieri e agli aderenti ai lavori di scartabellare pagine di documenti, spesso in un italiano di difficile comprensione anche per i migranti. L’ultima annotazione: tra i partecipanti degli hackathon ci sono anche giovani che già di per sé apportano contributi di semplificazione. Un esempio? «Per lo style delle indicazioni che accompagnano gli utenti nella web app ci stiamo ispirati alle istruzioni dei mobili Idea», hanno fatto sapere da TEAMBall.
Local press (web)


University website (Design School)

http://www.design.polimi.it/eventi/dettaglio-dellevento/article/167/hackathon-services4migrants-1277/

University website (Architecture and Urbanism School)

http://www.auic.polimi.it/eventi/dettaglio-dellevento/article/167/hackathon-services4migrants-1918/
University Start-up web page

http://www.polifactory.polimi.it

Open Data Page (in another Italian Region)

https://dati.lazio.it/home?p_p_i_d=homeopendataportlet_WAR_LaitExtensionhook&p_p_lifecycle=0&p_p_state=maximized&p_p_mode=view&p_p_col_id=column_1&p_p_col_count=1&_homeopendataportlet_WAR_LaitExtensionhook_articleId=223940&_homeopendataportlet_WAR_LaitExtensionhook_version=1.0&noindex=1

The HackEvents Page

https://hackevents.co/hackathon/italy/milano/5642-services4migrants-un-hackathon-per-migliorare-i-servizi-ai-migranti
4.4 Spain

The Barcelona pilot’s communication and outreach strategy has been centred on creating meaningful links with the local community and with open data innovation ecosystem stakeholders, focusing on face-to-face interactions and maintaining a strong physical presence. As such, the online activities were conceived as playing a supporting role, keeping our community base updated about current and upcoming events, and enticing newcomers to find out more about the Barcelona OpenDataLab as well as encouraging them to take part in the hackathon processes.

4.4.1 Twitter

The pilot’s social media activity was primarily channelled via Twitter. An impression of the Barcelona OpenDataLab Twitter home page can be found in Figure 57.

Tweeting activity was planned to support the hack events. In particular, tweets were made as regards participant recruitment in the pre-hack phase, real-time communication of updates and highlights during the hackathon event phase, and sharing audio-visual outputs in the post-hack phase. Therefore, analytics show a concentration of activity around May 2017, July 2017 (see Figure 58) and
January 2018, corresponding to the three hackathon events run by the Barcelona pilot in the project’s second hackathon cycle.

It is interesting to note that activity does not start and cease abruptly, but that there is a run-up in which the ‘save the date’ and initial hackathon information messages start creating a flurry of profile visits, tweet impressions and new followers, and a gentle tail after the event in which tweets about the edited visual and video materials on the hack event still keep attracting interest. An example of this kind of pattern can be seen in Figure 59.

Figure 58. Tweet highlights of a Barcelona hackathon period.

Figure 59. Twitter impressions of the Barcelona pilot around hackathons.
4.4.2 Medium

The Barcelona pilot contributed two featured stories for the Open4Citizens’s Medium page. The first blog entry (June 2017 - Figure 60) reflected on the challenges and possibilities opened up by the then recent Casablanca hackathon. The second story (May 2018) elaborates on ongoing activities to implement an OpenDataLab in four local public libraries in the Greater Barcelona area. It highlights the opportunities that these developments are facilitating towards the sustainability of the Barcelona OpenDataLab and towards achieving significant societal impact.

![Image](image_url)

**Figure 60. O4C featured story by Barcelona on Medium.**

4.4.3 Hackathon event pages

A dedicated recruitment and information page was set up in connection to each of the three hackathons carried out in the second hackathon cycle. The language, platform and approach to the online page was dependent on the characteristics of the particular event, always with the goal of using the combination which would maximise citizen participation and stakeholder impact. So, for instance, for the ‘Casablanca Smart City’ hack in May 2017 an Eventbrite page in French was created (Figure 61), whereas for the ‘Transparency in Public Procurement’ hack in July 2018 the Catalan government’s own platform was used, together with their online communication services (see Figure 62).
These pages were disseminated through our local and international networks, and were posted and reposted in a large number of other websites which were making mention of them. For instance, see a search engine capture of the number of results obtained with an exact sentence search of the
Catalan rendition of the title of the ‘Transparency in Public Procurement’ hack, as shown in Figure 63.

4.4.4 OpenDataLab Barcelona pilot page
An effort was made to maintain an updated pilot page\(^\text{12}\), with contents that could give any prospective reader a “five-minute overview” of our pilot’s story (see Figure 64). Whenever we would make contact with an interested person or organisation, whether online or offline, our strategy has been to give them an elevator pitch with the project’s vision, approach and expected impact, then direct them to the pilot page for more details on our activities.

\(^\text{12}\) http://open4citizens.eu/pilots/barcelona/
4.4.5 Youtube

For each of the four hackathons performed by the Barcelona pilot team in the course of the first and second hack cycles, a dissemination video was edited summarising the event. These videos were posted on YouTube to maximise communication impact, and linked to the Barcelona pilot pages on the Open4Citizens website and Twitter.
4.4.5.1 List of Youtube videos

https://www.youtube.com/watch?v=GsEgRDVZ644

https://www.youtube.com/watch?v=ONR4b78BOQI
4.5 Sweden

Going into the second cycle of the project we have taken a tactical decision to use, facilitate the ecosystem created during the first cycle. This includes the initiative xKRP 13 (Experience Community Data Lab Kronoparken) which is the ongoing initiative to create an OpenDataLab (ODL) in the Swedish pilot. To deepen relationships with involved stakeholders and in order not to create a blurry context of project brands in the relatively small region of Värmland, where Karlstad is located, we have opted to work on our online presence through a closed group on Facebook.

Social media engagement in the Swedish pilot has primarily been led by RISE Service Labs, a partner in the O4C project’s Swedish pilot.

We have used a Confetti invitations site (see Section 4.5.3) that was shared both on Facebook and through internal systems at The County Council of Värmland.

4.5.1 Facebook

External communication

On Facebook we posted a “heads-up” post about the Hackathon in September 2017 that reached 1086 people (see Figure 65). This post was also shared several times, the reach, peaking at about 800 around the 20th of September is shown in Figure 66.

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13 https://www.x-krp.com/
Internal Ecosystem/Hack

The ecosystem members involved in the hackathon, including hackathon participants, had an internal Facebook page for communication before, during and after the hackathon (see Figure 67). This group consisted of 44 members, and was a forum to share ideas, to post pre-hack information, the progress during the hackathon and information related to the post-hack follow up.

Figure 66. Post reach of heads-up post of ODL Karlstad.

Figure 67. Karlstad’s private Facebook group for communication.
Post Hack - Video
A post-hack video was produced that was shared on RISE Service Labs Facebook page[^14], and also in a number of Swedish Open Data and Innovation platforms. This video had a reach of 486, shown in Figure 68.

![Figure 68. Stats for post-hack video by Rise Service Labs.](image)

4.5.2 Twitter
We did not use Twitter for the second hackathon cycle.

4.5.3 Varia
Confetti
The Karlstad pilot used the event site confetti[^15] for creating an invitation and registration site for the hackathon (see Figure 69). This site also allowed the core hackathon team to monitor interest for the event. This site reached over 1000 site visitors, shown in Figure 70.

![Figure 69. Website for the Karlstad hackathon.](image)

[^14]: https://www.facebook.com/RISEServicelabs/
[^15]: https://hackathon17.confetti.events
Figure 70. Visitors on the Karlstad hackathon registration page.

**Medium**

Karlstad was in charge of a Medium post on Open data posted in June 2017. The statistics of this post is shown in Figure 71.

<table>
<thead>
<tr>
<th>What community can teach us about teaching open...</th>
<th>177</th>
<th>92</th>
<th>52%</th>
<th>9</th>
</tr>
</thead>
</table>

Figure 71. Impression details of the O4C featured story by Karlstad.

A second post will be posted in June 2018. At the time of writing, no statistics are available yet.
5 Conclusions

The present document reported on the Open4Citizens’ consortium online presence in the period of M15-M30 (March 2017 to June 2018). The online outreach happened in line with the general dissemination strategy laid down by the consortium, and has been improved following the reflection presented in the previous report on online presence, D5.4 Online Presence Report. In general, we can point out that the online presence activity within the Open4Citizens project has primarily been linked to the events (hackathons and other local events), and our use of social media in connection to other live events we have participated in.

The consortium’s shared effort of maintaining a “blog-like” series of posts – the O4C featured stories – was a success in communicating our results, reflections, and observations for wider audiences, beyond those who directly participated in the hackathon process. We managed to maintain a frequent pace of delivery and receiving contributions from all consortium partners, with a large variety in how the write-ups were approached. This variety indicates the wide spectrum of skills and interests our local pilots and partners operated along, as well as the varied ecosystems of stakeholders and interested parties with whom they have engaged.

In general, all partners have maintained a similar type of online presence in the reporting period of the current deliverable as for the previous one (D5.4). This is characterized by focusing online presence on local communities, building networks and establish high quality connections between stakeholders or interested parties and the local pilots. In pursuing this, typical online matrixes (e.g., reach of posts) are misleading; we found it more important to address quality connections than boosting likes and other engagements. This can be seen in reflections on individual pilots’ local activities. The online activity between different pilots differed in multiple ways; for one, the Danish online presence has been considerably bigger, due to having more partners from the same country consistently engaged online. On the other hand, pilots with stakeholders that have a strong public presence (such as municipalities) benefited from the visibility of these partners, such as the case in Barcelona. Some other partners focused on making impactful contribution in engaging with a narrow demographic spread at their local pilots. For them, online presence was important to stay in contact with key people (as opposed to a large number of people), such as the case of Karlstad.

For the global presence of the Open4Citizens consortium, the focus has been on online participation regarding open data and related communities in service design, urban planning and policy-making, in particular. The latest focus, since the last hackathon in March 2018, has been put towards the creation of the Network of Open Data Labs (NOODL) and letting the European scene known about the opportunities to join this follow-up action from the O4C project.