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Document history

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Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 Executive Summary

This document presents all the templates and online platforms that will be used during the project for the dissemination and communication activities. The online presence of the project is already set while the printed material, e.g. the brochure, has been designed but it will be produced before the hackathons activities and after the delivery of the Hackathon Organization Handbook (M4). The brochure will be renewed and changed according to each specific hackathon iteration. As such, it should be considered a living document that will change during the project.
2 Introduction

D5.3 “Projects templates and guidelines” aims at describing the dissemination material produced by the O4C project with the guidelines for using it to support the activities at the local level. The dissemination material includes both print and online material produced for internal and external use in the framework of the O4C project. From the logo to the brochure, we have strived to create a O4C brand. Key messages following the O4C Dissemination Strategy (D5.1) will be outlined in accordance with the project vision and targeted audiences.

Three sections compose the present:
- O4C identity visuals and templates
- O4C dissemination material - Online
- O4C dissemination material - Brochure

3 O4C Identity Visuals and Templates

All the dissemination and communication material is branded by a strong and compelling logo, which has been carefully designed to convey the visual identity and vision of the project.

3.1 O4C Presentation

Figures 2 and 3 show the first and the generic pages of the PowerPoint template for O4C presentations. The PPT templates can be used both for internal purposes – the kick-off meeting in this specific example - and for presentations at conferences or during hackathons or other public events.
WP introduction

Name of WP
WP leader: XX

Figure 2: Presentation template: first page

WPs

- WP1 Open4Citizens Approach
- WP2 Open4Citizens methodology and citizen tool development
- WP3 Open4Citizens hackathons
- WP4 Social Impacts and Sustainability
- WP5 – Dissemination activities
- WP6 – Coordination and management

Figure 3: Presentation template: generic page
3.2 **O4C Letter template**

In this section the template for the O4C letters is presented.

![O4C Letter template](image-url)
3.3 **O4C Dissemination and Media Kit**

O4C will use traditional media tools, including press releases and media alerts, to communicate project news and events to relevant EU Stakeholders and specialized press across Europe. Significantly, the project will leverage EurActiv’s Policy Media Network (1st online media on EU affairs and Policy in 15 languages and countries) to create a multiplier effect amongst the 20000 press reporters that are following EurActiv as a News Agency. It will also take advantage of EurActiv’s high profile media partnerships (which are normally paid for sponsorships), which will feature O4C project conferences and events in relevant policy sections of EurActiv.com and push through EurActiv’s section newsletters (around 40000 subscribers/section) published on a weekly basis.

![Press release template](image)

**Figure 5: Press release’s template**
Figure 6: Media Alert template
4 O4C Dissemination Material – Online

The project website is acting as the focal point for communication and dissemination activities, but it is supported by other online presences of the project:

- an institutional Facebook page https://www.facebook.com/Open4Citizen/,
- a Twitter account https://twitter.com/Open4Citizens, and
- a LinkedIn page https://www.linkedin.com/groups/8491299.

To support the local hackathons activities other local Facebook pages of the project will be created.

4.1 O4C Webpage

The O4C Website - www.open4citizens.eu - provides information about the project, promoting actively relevant news and events across Europe, engaging visitors and serve as a central platform for community building amongst O4C audiences (municipalities, service providers, civil society and citizens).

The O4C website is the hub of the project’s online presence. The site also provides a focal point for those wishing to find out more information about O4C and how they can access the results of the project.

4.2 O4C Facebook page and Twitter account

The O4C Twitter Account [@Open4citizens, hashtag: #O4C] is updated regularly.

The messages should be engaging and limited to 140 characters including URLs and pictures/videos.

The Facebook page of the project will be linked to the Facebook pages of the 5 local pilots that will all
be in the native language to easily gather the participation and involvement of citizens and relevant stakeholders.

Twitter messages should all include the following elements: 
#O4C, #opendata, #socialinnovation. 
@DigitalAgendaEU

Figure 8: O4C twitter account
4.3 **O4C OpenDataLab**

One of the outcomes of the project will be the creation of physical and digital OpenData lab: opendatalab.eu is a digital social platform that will be developed during the project. It will be a collaborative environment for key actors, including expert programmers, students, public authorities and interest groups with the aim of engaging citizens in getting a closer experience of the big opportunities Open Data can offer to generate new innovative solutions to different everyday challenges of the urban context.

OpenDataLab.eu will contain datasets as well as reflections, visualization tools, guidelines and a methodology kit that will form a model for the collaboration between citizens and experts to enable citizens to understand the potential of open data and work on concrete solutions.

The OpenDataLab will also incubate the solutions developed in the hackathons, in order to consolidate both the individual solutions and the OpenDataLab model.
4.4 **O4C Linkedin page**

A Linkedin group has also been created with the purpose of disseminating the projects activities and opening discussions with the relevant stakeholders.

![Figure 11: O4C Linkedin group](image-url)
5 O4C Dissemination Material

5.1 O4C Brochure

Online activities are supported via branded printed material including a three-fold brochure (which will be translated by pilot partners into local languages at pilot level). Partners will be able to download printable/replicable versions of the brochure from the website to facilitate local dissemination and communication. The brochure is designed as an evolving document around the different iterations of the hackathons. The document will include the descriptions of the 5 pilots, with images and text. Its front side will feature the logo and a catchy image to present the project that will be described shortly in the middle page. The back page of the brochure will sport all the info about website, Facebook page and Twitter account along with a short description of the partners.

![Brochure's wireframe](image)

The local instance of the brochure should have the EU logo, the O4C logo and the logo of the local institution that is producing the material that will support the organization of local playgrounds (workshops, hackathons, etc.). All the partners should instead be represented with their logo if the material is about the whole project and it should be considered as a dissemination activity.
6 Conclusions and Outlook

D5.3 Project Templates and Guidelines deliverable has been produced to support the successful online and offline dissemination and communication of the project. All dissemination and communication material is branded by a strong and compelling logo. The project website is acting as the focal point for dissemination and communication activities. The website itself, along with the wider O4C Dissemination activities, is, in turn, promoted via a wide variety of social media tools including Twitter, Facebook and LinkedIn. Online activities are supported via branded printed material including a three-fold brochure. Partners will be able to download printable/replicable versions of the brochure from the website to facilitate local dissemination and communication. Finally, O4C will use traditional media tools, including press releases and media alerts, to communicate project news and relevant events to targeted stakeholders and specialized press across Europe.