



ODECO

Towards a sustainable Open Data ECOSystem

D6.1

Communication and public engagement plan



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Abbreviations

CA	Consortium Agreement
ESR	Early Stage Researcher
GA	Grant Agreement
ODECO	Open Data ECOsystem
M	Milestone
PC	Project Coordination
SB	Supervisory Board
WP	Work Package

Nr	Partner	Partner short name	Country
1	Technische Universiteit Delft	TU Delft	Netherlands
2	Katholieke Universiteit Leuven	KUL	Belgium
3	Centre National de la Recherche Scientifique	CNRS	France
4	Universidad de Zaragoza	UNIZAR	Spain
5	Panepistimio Aigaiou	UAEGEAN	Greece
6	Aalborg Universitet	AAU	Denmark
7	Universita degli studi di Cemerino	UNICAM	Italy
8	Farosnet S.A.	FAROSNET S.A.	Greece
Partner organisations			
1	7EDATA	7EDATA	Spain
2	Agentschap Informatie Vlaanderen	IV	Belgium
3	City of Copenhagen	COP	Denmark
4	City of Rotterdam	RDAM	Netherlands
5	CoC Playful Minds	CoC	Denmark
6	Derilinx	DERI	Ireland
7	ESRI	ESRI	Netherlands
8	Doctrine	DOCTRINE	France
9	Federale overheidsdienst beleid en ondersteuning	BOSA	Belgium
10	Maggioli S.p.A	MAG	Italy
11	National Centre of Geographic Information	CNIG	Spain
12	Open State Foundation	OSF	Netherlands
13	Open Knowledge Belgium	OKB	Belgium
14	Spatineo	SPATI	Finland
15	SWECO	SWECO	Netherlands
16	University of Paris Nanterre	UPN	France

1. Introduction

ODECO is a 4-year EU-H2020 MSCA-ITN project and the central aim of the ODECO consortium network is to train the next generation of creative and innovative early stage open data researchers, to unlock their creative and innovative potential to address current and future challenges in the creation of user driven, circular and inclusive open data ecosystems.

Current developments in the field of open data are characterised as highly fragmented. Open data ecosystems are often developed in different domains in isolation of each other and with little involvement of potential users, resulting in approaches that significantly limit open data reusability for users. This reduces innovation and the ability to create new value added goods and services. Isolated domains also undermine interoperability for users acting as a barrier to data sharing. Efforts are also uncoordinated in open data training and research, where multidisciplinary approaches are scant.

Bringing together different sectors (research, private sector, government, non-profit) and different perspectives (public administration, law, business, engineering), ODECO aims to address the central challenge of realising a user driven, circular and inclusive open data ecosystem. Through its novel research and training programme, ODECO will provide early stage researchers (ESRs) with relevant open data knowledge, skills and research experiences that cut across disciplines, domains and sectors. ODECO will pay particular attention to the role and involvement of the multiple user groups in the open data ecosystem, within its research programme and through its public engagement activities. The involvement of sixteen specialist partner organisations in the consortium, in addition to the expert non-academic beneficiary and academic beneficiaries, will help researchers better understand the needs of citizens, journalists, students, large companies and SMEs, NGOs, governments and other stakeholders in the open data ecosystem.

1.1. Purpose of this document

In this report, ODECO provides a plan for the communication and public engagement. Communication and public engagement are critical for the successful adoption of the ODECO results. Focus points of the report are (1) to describe the communication and public engagement events that will be organised (e.g. engagement workshops, online courses, presentations); (2) Set specific dates for the communication and engagement events. The communication infrastructure describes the means of communication that have already been set up and will be used throughout the project. The communication framework describes the best practices, protocols, and required parts of communication, both internal and external. This is the first communication and engagement plan delivered at month 6. It will be followed by an evaluation and updated plan in month 24.

2. Descriptions of Communication and public engagement activities

The communication and public engagement plan describes the communication and public events (e.g. engagement workshops, online courses, presentations) that will be organised during the ODECO project period. These events are aimed at users and stakeholders including the lay public, scientific communities, scientific societies, linked H2020 programmes, open data professional societies and political stakeholders.

2.1. Description of communication and public engagement events

The aim of the communication and public engagement activities in ODECO is to maximise the project's impact via effective dissemination and communication of its findings and conclusions. The Communication and public engagement plan describes the various types of communication events and activities in the ODECO project:

- Platform, website and social media channels
- Open Data and the Citizen' campaign
- Collaboration with partner organizations
- ESR publications, presentations and dissertation
- Final conference
- MOOC 'The Open Data Ecosystem'
- ODECO Curriculum

2.1.1. Platform, website and social media channels (copied from the DoA, WP6)

The platform created by ODECO is accessible via the website (<https://odeco-research.eu/>) of the project. This online platform will provide a range of services to its users. Among the most important are dissemination of our outputs. Such as publications, podcasts, videos, blog and webinars where project members can interact with users worldwide. In this sense, our platform will also facilitate collaboration among the different users.

The ODECO website is an entry point to the project and showcases the project to the public. The website will follow the visual identity of the project and will provide news on the progress of ESR projects, work packages and tasks, events and other initiatives. It will make the publicly available project deliverables accessible to the public too. An additional web-based presence will be established through different channels such as YouTube, LinkedIn, SlideShare, ResearchGate, Facebook, and Twitter to ensure maximum resonance to the project. The platform thus provides accessibility to the various communication tools and media entries applied in ODECO such as LinkedIn, Twitter, Researchgate, Zenodo, etc. (icons below on the website).

An ODECO visual identity (logos, photos) has been created. Moreover ODECO it is most recent uploads can be found on the ODECO community on Zenodo. The website will contribute to the overall perception of the project and its corporate profile.

2.1.2. Open Data and the Citizen' campaign

The open data and citizen campaign consists of a public engagement campaign in which the project findings and results will be communicated to the general public. Each ESR will post at least two blogs/year on LinkedIn on their research (PhD) project explaining why and how the research and research findings are relevant to the perspective of citizens. These projects will allow direct interaction of users with the ESRs. While citizens will learn more about open data and open data ecosystems, ESRs will be trained in communicating effectively with the general public. Whenever possible the project members plan to attend podcasts invitations or to write newspaper articles are part of the campaign.

2.1.3. Collaboration with partner organisations

During their secondments at non-academic partner organisations, ESRs will contribute to the organisation of one dissemination and/or public engagement event related to the topic of her/his

research. The target audience of this event will be members of the particular organisation hosting the researchers during the secondment.

2.1.4. ESR publications, presentations and dissertation

As part of their individual projects, all ESRs will present their research and results annually at one (inter)national conference and submit at least two co-authored outputs for publication (peer-reviewed journal or conference paper). One of the conference presentations will be a presentation at a professional conference. In addition, each ESR will also prepare one publication targeting the professional community. This could be an article in a professional magazine or a guidance paper. Each ESR project is expected to deliver a dissertation.

2.1.5. Final conference

A final conference shall be organized in the final year of the project in order to present and discuss the findings, the impact and post-project activities of the project. ESRs and representatives from the participating organizations will contribute to the conference through presentations, participation in panel discussions, and chairing sessions. The 3-day event will consist of three separate 1-day tracks: an academic track targeted at the scientific community, a professional track targeted at industrial experts, policy and decision makers and practitioners in the field of open data, and a public track open to the general public. The conference will also include a job fair, showing employment and collaboration opportunities in the domain of open data.

2.1.6. MOOC 'The Open Data Ecosystem'

A Massive Open Online Course (MOOC) on 'The Open Data Ecosystem' will be prepared, complementary to existing MOOCs on open data created by several beneficiaries. The MOOC on 'The Open Data Ecosystem' will integrate contributions from the different ESRs on various aspects of open data ecosystems. ESRs will learn how to develop new - online - training material based on their research. As an online course aimed at large-scale interactive participation and open access via the web, the MOOC will be used to share the project outcomes to students, young researchers and other stakeholders around the world. The MOOC will build on the eight modules of the online training program

2.1.7. ODECO Curriculum

The online training program and the MOOC will be input for the design and development of the curriculum, which will be a co-creation of the entire ODECO consortium. In Training Week 4 all ESRs, their supervisors and the ODECO partners will start the work on the ODECO curriculum overall design, its structure and content and strategies for implementation.

3. Communication and public engagement plan

3.1. Plan for communication and engagement events

The below plan is an overview of the communication and public engagement activities in the ODECO project period.

Table 1: Plan for communication and public engagement events

Activity	Dates	Description of event
Platform, website and social media channels (UAEGEAN)	<ul style="list-style-type: none"> Website: 1 Sep., 2021 – 1 Sep.,2025 Social media channel: 1 Sep., 2021 – 1 Sep.,2025 	<p>Website and platform:</p> <ul style="list-style-type: none"> Development of website Continues dissemination of results and information about ODECO Communication about ESR work progression <p>Social media channels</p> <ul style="list-style-type: none"> Establishment of LinkedIn, Facebook and twitter groups Continues dissemination of results and information about ODECO Communication about ESR work progression
Open Data and the Citizen' campaign (AAU)	<ul style="list-style-type: none"> September 2022 – September 2024 	<ul style="list-style-type: none"> ESR post at least two blogs/year
Dissemination and public engagement events & Collaboration with partner organizations (KULEUVEN)	<ul style="list-style-type: none"> June 2022 – 1 July 2024 	<ul style="list-style-type: none"> ESRs will contribute to the organization of one dissemination and/or public engagement event related to the topic of her/his research
ESR publications, presentations and dissertation (UNIZAR)	<ul style="list-style-type: none"> April 2022 – March 2025 	<ul style="list-style-type: none"> ESRs will present their research and results annually at one international conference and submit at least two co-authored outputs for publication (peer-reviewed journal or conference paper)
Final conference (+ Consortium Meeting 6) (FAROSTNET)	<ul style="list-style-type: none"> March 2025 (M42) 	<ul style="list-style-type: none"> Final conference organized in the final year of the project ESRs and representatives from the participating organizations contribute through presentations, participation in panel discussions, and chairing sessions.

Activity	Dates	Description of event
		<ul style="list-style-type: none"> The conference include a job fair
MOOC 'The Open Data Ecosystem' (TUDELFT)	<ul style="list-style-type: none"> June 2025 	<ul style="list-style-type: none"> Development of a Massive Open Online Course (MOOC) on 'The Open Data Ecosystem' Contribution from ESRs
ODECO Curriculum building blocks (UNICAM)	<ul style="list-style-type: none"> October 2023 – September 2025 	<ul style="list-style-type: none"> design and development of the ODECO curriculum co-creation of the entire ODECO consortium
Online Training Programme (TUDELFT)	<ul style="list-style-type: none"> May – June 2022 	The objective of the training weeks is to train ESRs context-specific research skills by introducing them into the core of open data and by developing and establishing a common ODECO vocabulary.
Training week 1: 'Understanding open data as an ecosystem' (+ Consortium Meeting 1) (AAU)	<ul style="list-style-type: none"> September 2022 	
Training week 2: 'Towards a user driven open data ecosystem' (+ Consortium Meeting 2) (UNIZAR)	<ul style="list-style-type: none"> March 2022 	
Training week 3: Towards a circular open data ecosystem' (+ Consortium Meeting 3) (UNICAM)	<ul style="list-style-type: none"> September 2023 	
Training week 4: 'Towards an inclusive open data ecosystem' (+ Consortium Meeting 4) (KULEUVEN)	<ul style="list-style-type: none"> March 2024 	
Training week 5: 'Towards the open data ecosystem' (+ Consortium Meeting 5) (UAEGEAN)	<ul style="list-style-type: none"> September 2024 	

4. Communication framework

The communication framework describes the best practices, protocols, and required parts of communication. Each communication mode has its own etiquette that should be followed, and which are not discussed here. Only project related aspects of the communication modes are listed.

The grant agreement and the consortium agreement set the obligation that relates to communication and dissemination. These are repeated here for completeness. If there is a change in the grant agreement or the consortium agreement that modify these parts, the communication framework needs to be updated.

4.1. Obligation to acknowledge EU-funding

Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic one) must:

- display the EU emblem (when displayed together with another logo, the EU emblem must have appropriate prominence):



- include the following text (Disclaimer):

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- include the project logo. The project logo is available on the MS Teams ODECO channel under Dissemination.



Reference. The obligation to promote the project and its results is described in Article 38 of the Annotated Model Grant Agreement

(https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf).



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4.2. Dissemination rules according to the consortium agreement

The Consortium Agreement binds beneficiaries and partner organisations (and their early stage researchers) to the following dissemination rules:

8.4 Dissemination

8.4.1 Dissemination of own Results

8.4.1.1 The Beneficiaries are committed to dissemination of their research findings and aim to ensure a fair distribution of opportunities to publish, the visibility of the collaborative effort and the inclusion of young researchers in publication and dissemination activities. Copyright will remain with the copyright owners. Authors shall always have the right to be fully acknowledged for their authorship.

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions.

Prior notice of any planned publication, including the draft of the proposed publication, shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

8.4.1.2 An objection is justified if:

- (a) the protection of the objecting Party's Results or Background would be adversely affected
- (b) the objecting Party's legitimate academic or commercial interests in relation to the Results or Background would be significantly harmed. The objection has to include a precise request for necessary modifications.

8.4.1.3 If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion. The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that Confidential Information of the objecting Party has been removed from the Publication as indicated by the objecting Party.

8.4.2 Dissemination of another Party's unpublished Results or Background

A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published.

8.4.3 Cooperation obligations

The Parties undertake to cooperate to allow the timely submission, examination, publication and defence of any dissertation or thesis for a degree including their Results or Background subject to the confidentiality and publication provisions agreed in this Consortium Agreement.

8.4.4 Use of names, logos or trademarks

Nothing in this Consortium Agreement shall be construed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

5. Reporting on dissemination and communication activities

All external ODECO communication and dissemination actions and outings undertaken on behalf of the project should be shared to the project coordinator at TU DELFT: Danitsja van Heusden-van Winden (D.vanHeusden-vanWinden@tudelft.nl) providing information about:

- The date and place of the publication and/or presentation
- The content of the publication / presentation: sharing the texts, photos, videos, or any other material
- Contact person in case more elaboration is needed.

This information will be used in deliverable reports to the EC from WP7.

5.1. Scientific papers

A scientific paper, book chapter, conference proceedings resulting from the project should be

- Send to the to the project coordinator at TUDELFT: Danitsja van Heusden-van Winden (D.vanHeusden-vanWinden@tudelft.nl).
- Uploaded to the internal TEAMS project repository under to the 05_Dissemination folder.
- Uploaded to Zenodo by author itself.
- Communicated to the beneficiary's social media team for posting on social media channels.