



# ODECO

## Towards a sustainable Open Data ECosystem

### D6.2

### Platform, website and web 2.0 channels



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## Table of Contents

Table of Contents	3
Abbreviations	4
1. Introduction	5
1.1. Purpose of this document	5
1.2. Precedence	5
1.3. ODECO Target	5
2. ODECO website	7
2.1. Visual Identity	11
2.2. Roles and Responsibilities	11
3. Social media channels	12
3.1. Facebook	12
3.2. Twitter	13
3.3. LinkedIn	13
3.4. Zenodo	14
3.5. ResearchGate	15
3.6. SlideShare	15
4. Social Media Strategy: Posting and Sharing Rules	17
4.1. Actions to maximise outreach	17
4.2. Posting Rules for all beneficiaries and partners	17
4.3. Tone of voice	17
4.4. Community	17
5. ODECO Internal communication	19
5.1. MS Teams: ODECO channel	19
5.2. Documentation standards & Templates	19
5.3. Distribution lists / email	20
6. Obligation to acknowledge EU-funding	21

## Abbreviations

D	Deliverable
ESR	Early Stage Researcher
M	Milestone
ODECO	Open Data ECOsystem
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	Università degli Studi di Camerino	UNICAM	Italy
8	Farosnet S.A.	FAROSNET S.A.	Greece
<b>Partner organisations</b>			
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 valued 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 realizing 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 organizations 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

This report presents the ODECO project website and social media channels. The basic channels and rules for publishing have been defined.

### 1.2. Precedence

The general principles for the project execution are defined in the EU Grant Agreement (GA) and the Consortium Agreement (CA). Where there are any inconsistencies between these documents, the following order of precedence should be applied:

- EU Grant Agreement including all Annexes;
- Consortium Agreement.

### 1.3. ODECO Target

The major objective of this task is to disseminate ODECO's results, outputs and outcomes to the wider audience while building the wider network in the open data domain. The main material of this outreach will be publications, podcasts, videos, blog and webinars where we can interact with users worldwide. The website along with the associated social media channels will be the main vehicle of the dissemination and network building activities. The website will be the entry point to the project and will showcase 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 project deliverables accessible to the public too. An additional web-based presence will be established through different channels such as LinkedIn, SlideShare, Zenodo, ResearchGate, Facebook, and Twitter to ensure maximum resonance to the project. An ODECO visual identity (logos, photos) will be created. It will contribute to the overall perception of the project and its corporate profile. Finally, an online platform on Microsoft Teams (MS Teams) has been set-up and is the primary day-to-day communication method and will be used by all contributors of the ODECO project. The tool was chosen primarily to enhance collaboration, ensure consistency in the format of deliverables — all being

in Microsoft Word — and to increase efficiency by having all internal communications and documents integrated in one place. MS Teams will also be used to support collaborative activities of the ESRs. If deemed necessary, more functionalities will be added in the course of the project lifetime in order to support researchers' needs. The partners of the project could utilise any established way of communication they deem necessary or more effective for collaboration among their ESRs. An additional social media channel (YouTube) is foreseen in the next steps when the ESRs are starting to develop videos and podcasts.

## 2. ODECO website

The ODECO website has been developed in advance (May-July 2021) to allow posting the ESR vacancies that were announced before the official start date of the ODECO project (1st of October 2021).



Figure 1: Home page of the ODECO website: [www.odeco-research.eu](http://www.odeco-research.eu)

The website is hosted on the website page [www.odeco-research.eu](http://www.odeco-research.eu) and includes basic information about the project, ESR vacancies/projects, training, consortium, and involved persons.

Also a section for dissemination and news is included.

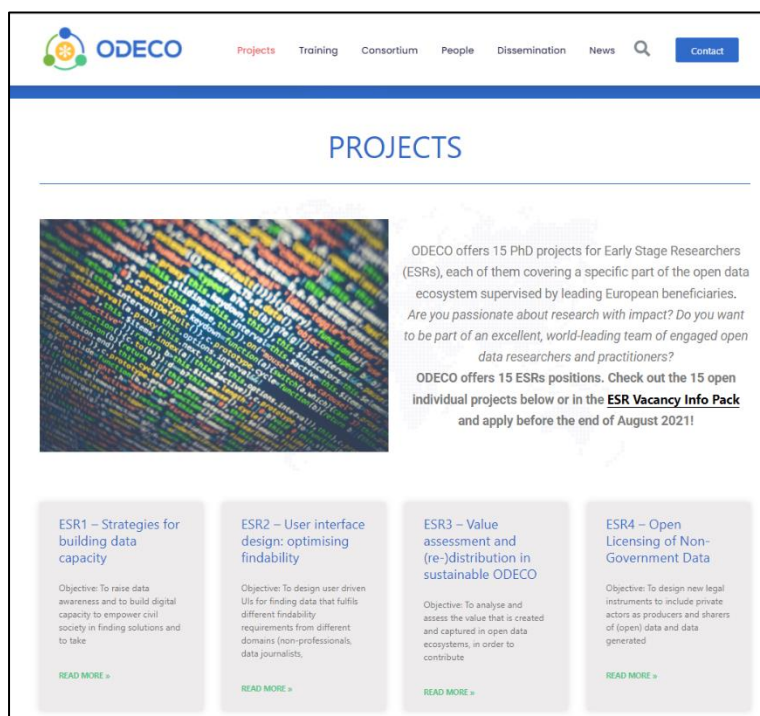
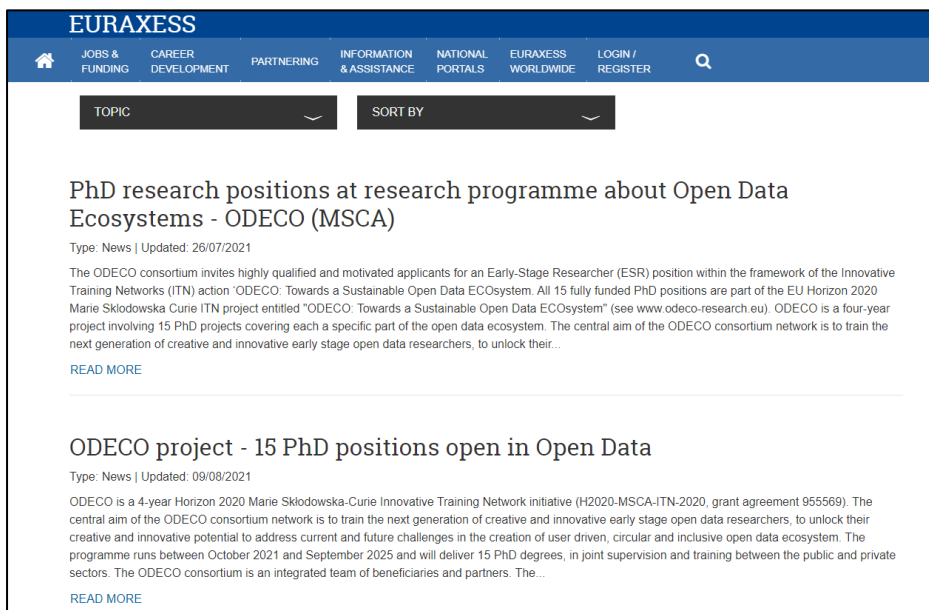


Figure 2: Project page of the ODECO website: [www.odeco-research.eu](http://www.odeco-research.eu)

All ESR projects include a link to the vacancy posted on Euraxess (<https://euraxess.ec.europa.eu/>). The Euraxess page includes a detailed description of the PhD position and application procedure and includes a link to apply at the hosting organisation.



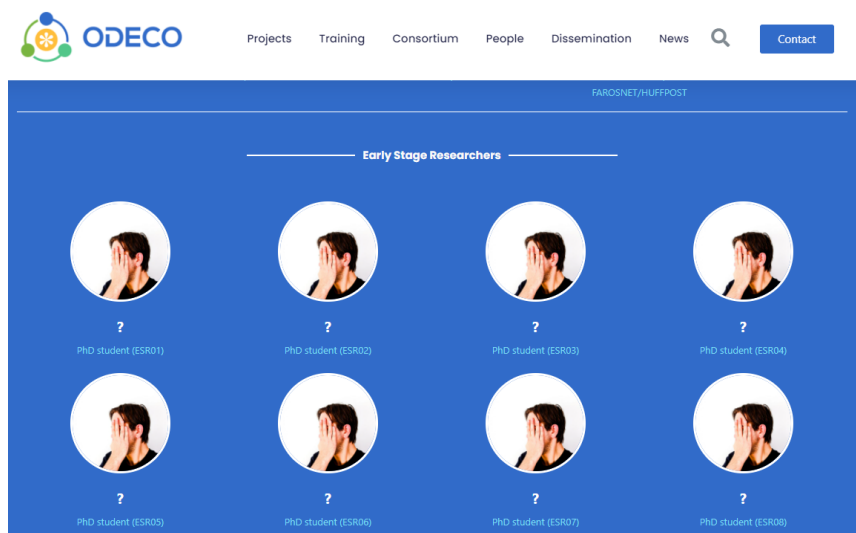
The screenshot shows the Euraxess website interface. At the top, there is a navigation bar with links for JOBS & FUNDING, CAREER DEVELOPMENT, PARTNERING, INFORMATION & ASSISTANCE, NATIONAL PORTALS, EURAXESS WORLDWIDE, and LOGIN / REGISTER. Below the navigation bar, there are dropdown menus for TOPIC and SORT BY. The main content area displays two news items:

**PhD research positions at research programme about Open Data Ecosystems - ODECO (MSCA)**  
 Type: News | Updated: 26/07/2021  
 The ODECO consortium invites highly qualified and motivated applicants for an Early-Stage Researcher (ESR) position within the framework of the Innovative Training Networks (ITN) action "ODECO: Towards a Sustainable Open Data ECOSystem. All 15 fully funded PhD positions are part of the EU Horizon 2020 Marie Skłodowska Curie ITN project entitled "ODECO: Towards a Sustainable Open Data ECOSystem" (see [www.odeco-research.eu](http://www.odeco-research.eu)). ODECO is a four-year project involving 15 PhD projects covering each a specific part of the open data ecosystem. 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...

**ODECO project - 15 PhD positions open in Open Data**  
 Type: News | Updated: 09/08/2021  
 ODECO is a 4-year Horizon 2020 Marie Skłodowska-Curie Innovative Training Network initiative (H2020-MSCA-ITN-2020, grant agreement 955569). 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 ecosystem. The programme runs between October 2021 and September 2025 and will deliver 15 PhD degrees, in joint supervision and training between the public and private sectors. The ODECO consortium is an integrated team of beneficiaries and partners. The...

Figure 3: ODECO PhD positions on Euraxess

Once all ESR vacancies are filled, the website will be revised accordingly, by inserting a description of the individual ESR projects, the ESR member and supervisory team.



The screenshot shows the ODECO website interface. At the top, there is a navigation bar with links for Projects, Training, Consortium, People, Dissemination, News, and Contact. Below the navigation bar, there is a section titled "Early Stage Researchers" with a grid of eight placeholder images for PhD students (ESR01 to ESR08). Each placeholder image shows a person's face obscured by their hands, with a question mark below it. The text "PHD student (ESR01)" through "PHD student (ESR08)" is visible below each placeholder.

Figure 4: ESRs section on the ODECO website: [www.odeco-research.eu](http://www.odeco-research.eu)

Once all ESR vacancies are filled, the website will be revised accordingly, by inserting a description of the individual ESR projects, the ESR member and supervisory team.



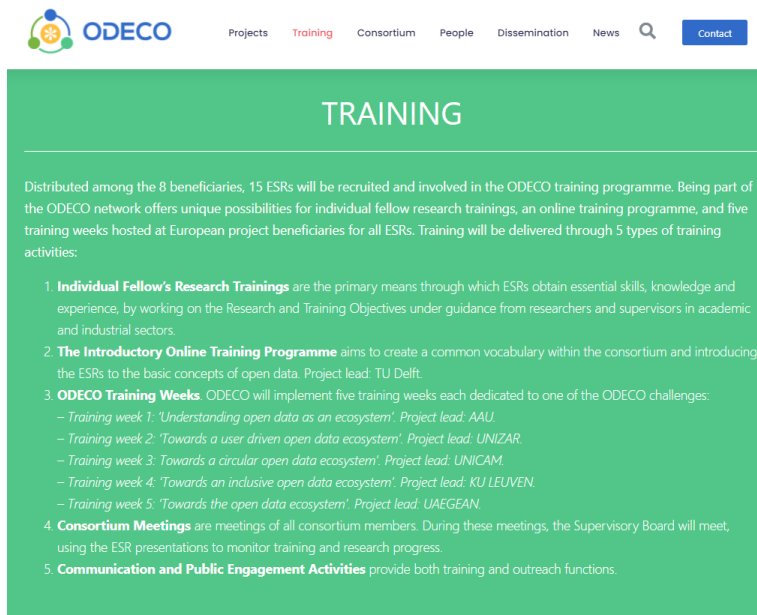


Figure 5: Training page on the ODECO website: [www.odeco-research.eu](http://www.odeco-research.eu)

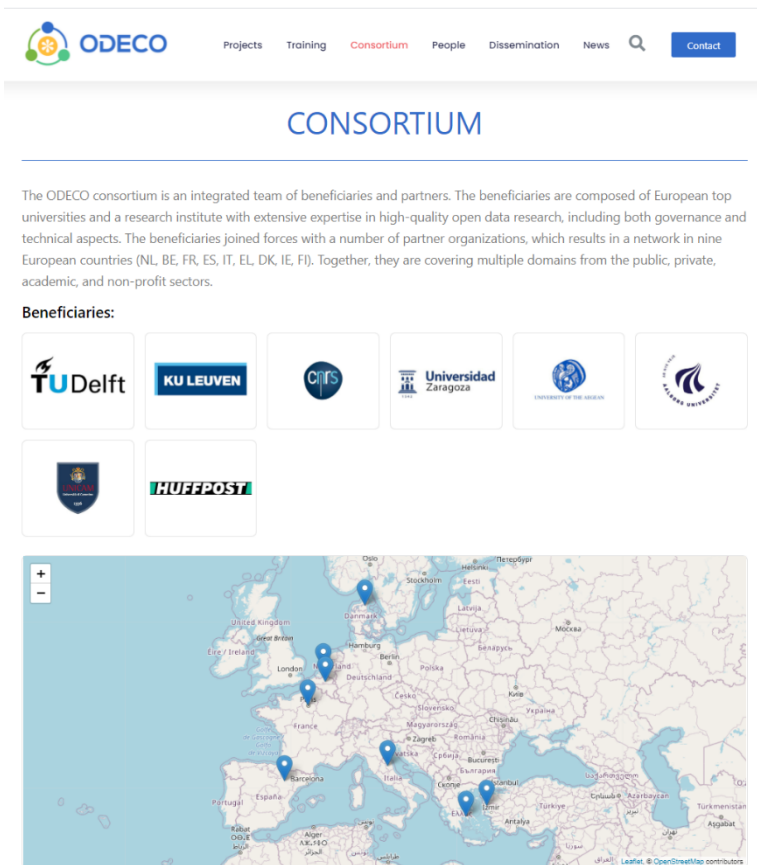


Figure 6: Consortium section on the ODECO website: [www.odeco-research.eu](http://www.odeco-research.eu)

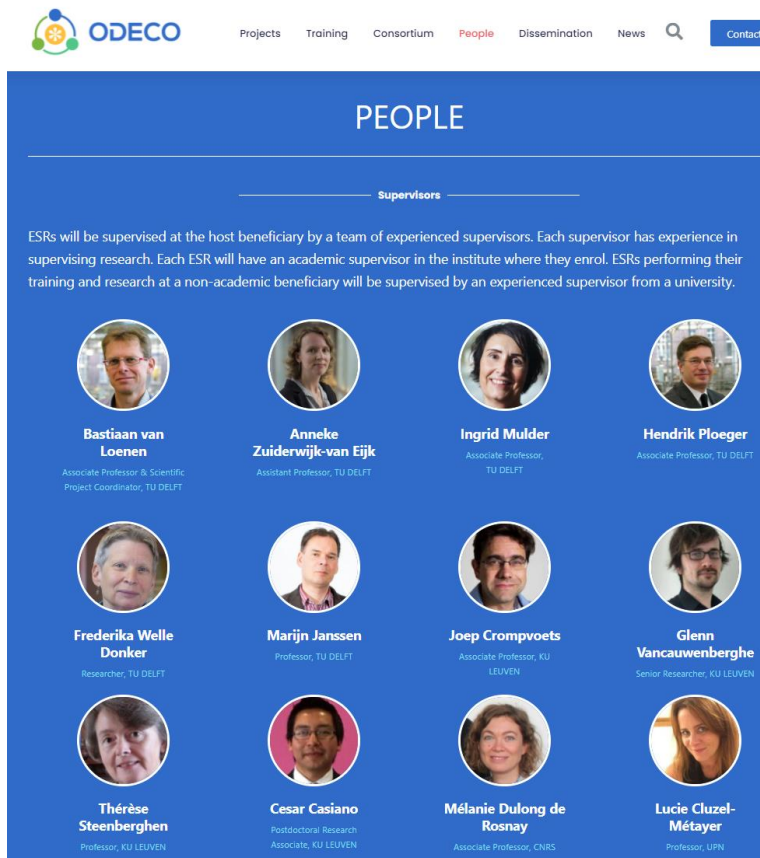


Figure 7: People section on the ODECO website: [www.odeco-research.eu](http://www.odeco-research.eu)

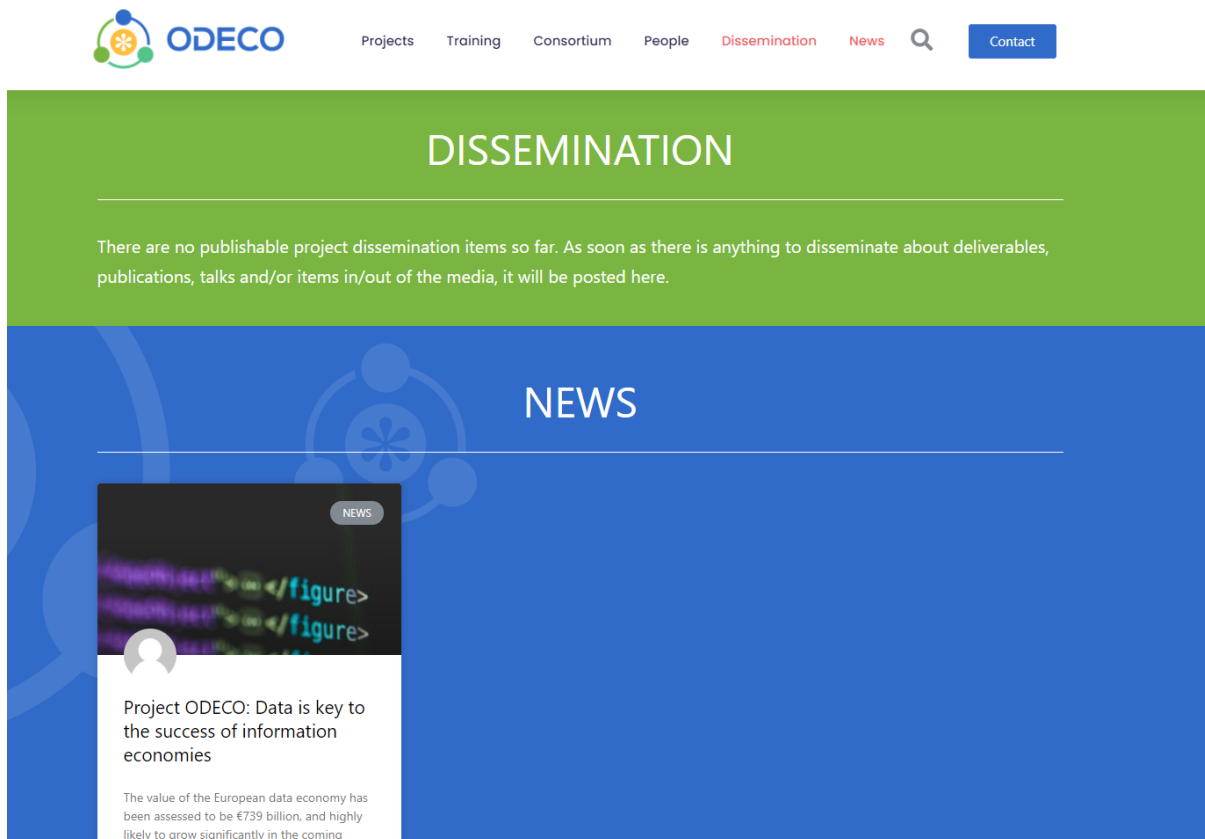


Figure 8: Dissemination & News section on the ODECO website: [www.odeco-research.eu](http://www.odeco-research.eu)

## 2.1. Visual Identity

Logo Creation: The logo was created through a collaborative approach involving all partners. First UAEGEAN and TUDELFT created draft logos which were adapted to the final one after a presentation of the options, discussion and voting.



Figure 9: ODECO logo

The logo was designed with three interconnected circles. They connect and show a circle, which represents the circularity. It also represents inclusiveness by the different colours of the circles and lines with in the centre, Finally, it also shows the user driven aspect, which is represented by the central flower, the blossoming of new innovative applications, usage and other ways of value creation and propagation.

## 2.2. Roles and Responsibilities

General Content: UAEGEAN will be responsible for collecting technical content and ensuring that all content is relevant and up to date. All project partners will be required to provide information to UAEGEAN upon request on a bi-monthly basis (within appropriate timelines) and once updates become available. Partners are responsible to inform UAEGEAN about any new items. UAEGEAN will act proactively to ensure the best and latest information is available on the website. Structure of the website and overall visual elements and content of the website to be discussed and finally approved by UAEGEAN and the Project coordinator.

Technical Maintenance: UAEGEAN will also act as a technological support to ensure all of the features of the website work and help with the changes.

### 3. Social media channels

In order to ensure that the right information will reach the right people in a larger, external to the consortium, communities, the following social media accounts were created:

- Facebook: <https://www.facebook.com/groups/876557733208982>
- Twitter: [https://twitter.com/ODECO\\_etn](https://twitter.com/ODECO_etn)
- LinkedIn: <https://www.linkedin.com/groups/12546644/>
- Zenodo: <https://zenodo.org/communities/odeco-research/?page=1&size=20>
- ResearchGate: <https://www.researchgate.net/project/ODECO-Towards-a-sustainable-Open-Data-ECOsysteM>
- SlideShare: <https://www.slideshare.net/Odeco>

The social media accounts will be used for enhancing project visibility, communication and dissemination purposes, and for consultation purposes based on the stakeholders involved, the urgency for response; the sensitivity of the content and the impact and the permanency of the information. Facebook and Twitter partners' personal accounts were used to disseminate the ESR/PhD positions. We first used our personal accounts in order to ensure greater visibility since the project has not any followers at the beginning. The rules for posting before and after are presented in section 4.

#### 3.1. Facebook



Figure 10: ODECO's Facebook homepage: [www.facebook.com/groups/876557733208982](https://www.facebook.com/groups/876557733208982)

The ODECO Facebook group went live during June 2021. It is expected to become more active with regular posting activity from now on, due to significant and diverse results from the project and upcoming events that will be organized in the future. The Facebook page is a medium to approach a slightly broader audience (as compared to other social media platforms) and widen the reach of

ODECO. It acts as a hub for information on all important aspects of the ODECO project and aims to educate as well as engage with interested users.

### 3.2. Twitter

The ODECO Twitter account went live in June 2021 with the following handle: [@ODECO\\_etn](https://twitter.com/ODECO_etn), while its activity is foreseen to start onwards, with regular posts and content updates similarly to Facebook.



Figure 11: ODECO's Twitter homepage: @ODECO\_etn

The Twitter account is used as a promotion and dissemination tool sharing content aiming to interact with the target audience and inform them about all the important events, news, and milestones regarding the project with engaging content.

### 3.3. LinkedIn

The ODECO LinkedIn group page went live in June 2021 at <https://www.linkedin.com/groups/12546644/>, while it is expected to become more active with regular content updates from now on, likewise to the other social media accounts. Given the professional and business networking profile of the LinkedIn platform, it provides a unique opportunity for ODECO to showcase the project and present its benefits to the exact niche audience which would seek such types of information, as well as to attract new interested users.

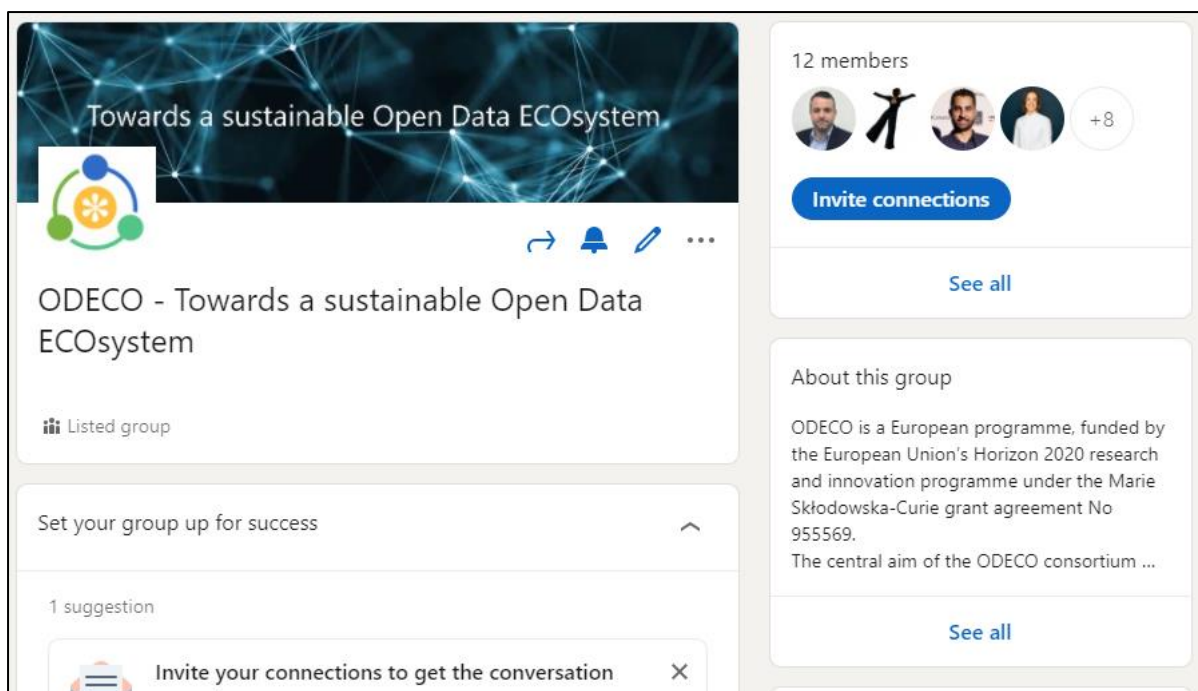


Figure 12: ODECO's LinkedIn homepage: <https://www.linkedin.com/groups/12546644/>

### 3.4. Zenodo

The functionality to store research output, and make it accessible, is provided by Zenodo, a platform supporting open science. This online data repository will be used as the primary tool to share ODECO's results and outcomes in a wide variety of formats across all fields of science (<https://zenodo.org/communities/odeco-research/?page=1&size=20>). Released documents and data will progressively be added to Zenodo's database while it will also help in making the project outputs citable.

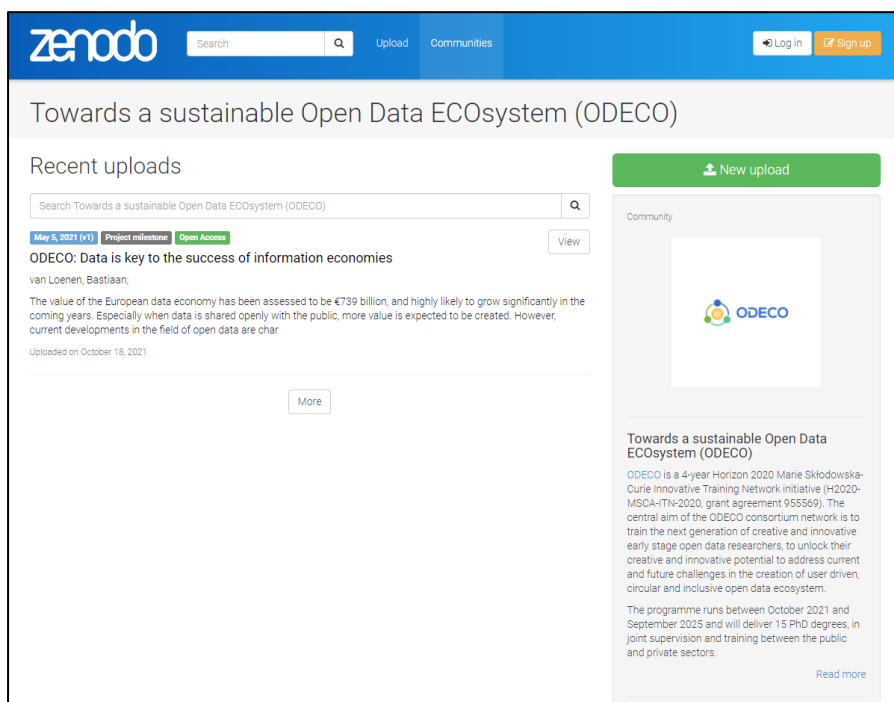


Figure 13: ODECO's Zenodo community: <https://zenodo.org/communities/odeco-research/?page=1&size=20>

### 3.5. ResearchGate

To facilitate networking within the academic audience, the specialized social network Research Gate was used. In the case of ResearchGate, a project page has been created - adding all members of the consortium. All papers published, conference proceedings, slides within the project will be made accessible through authors' ResearchGate accounts.

The screenshot displays the ResearchGate project page for ODECO. At the top, the project title 'ODECO - Towards a sustainable Open Data ECOsystem' is shown, along with the author's name 'Zoi Lachana'. A goal statement is provided: '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...'. A 'Show details' link is available below the goal. On the right side, there are statistics for 'Updates' (0 new), 'Recommendations' (0 new), 'Followers' (6 new), and 'Reads' (19 new, 22 total). At the bottom of the project overview, there are tabs for 'Overview', 'Project log', and 'References', along with buttons for 'Add research', 'Add update', and a dropdown menu.

The main content area is titled 'Introduction' and includes the text: 'Introduce your project to your audience to tell them what your research is about.' Below this, there are two main sections: 'Goal' and 'Add hypothesis'. The 'Goal' section contains the same text as the goal statement in the overview and has an 'Edit' button. The 'Add hypothesis' section features a document icon with a question mark and a plus sign, and the text: 'Tell your audience what you expect to find out.'

Figure 14: ODECO's ResearchGate homepage

### 3.6. SlideShare

Presentations used for public appearances will be made available via the ODECO SlideShare account (available since June 2021 at <https://www.slideshare.net/Odeco>). It is intended to give the viewer a deeper insight into the project and its individual aspects. In due course, presentations will be collected from the ODECO consortium partners and made available.

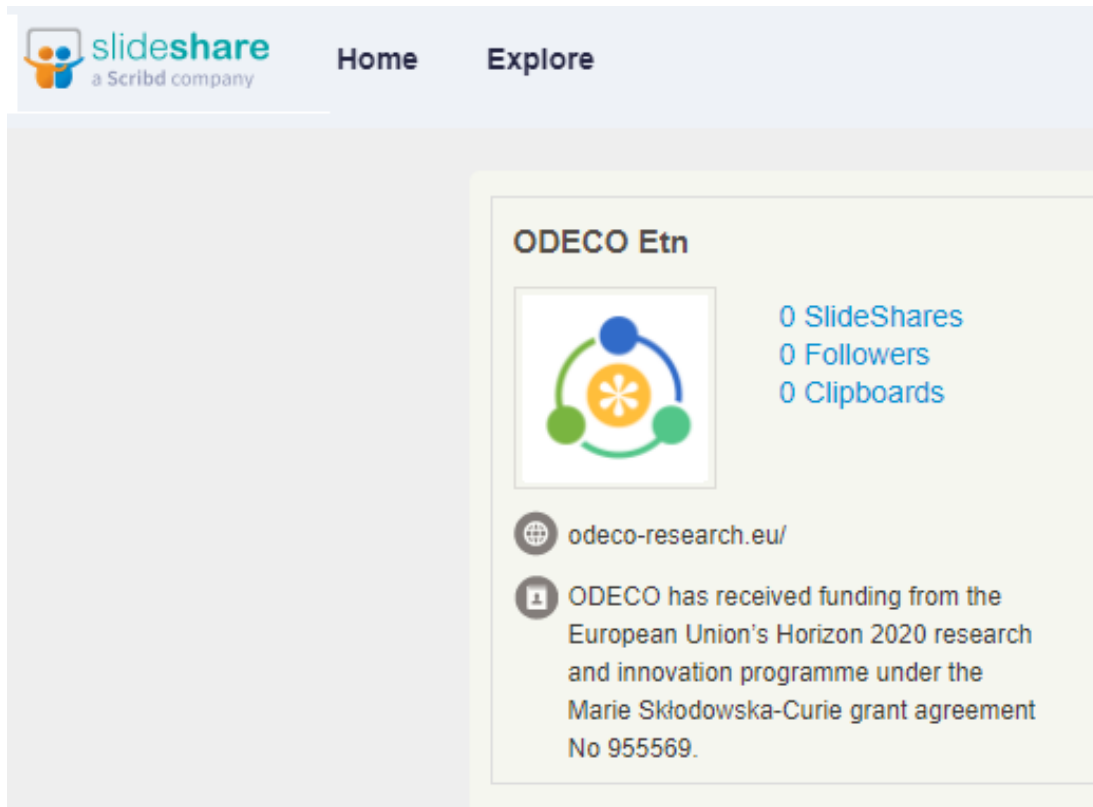


Figure 15: ODECO's Slideshare homepage: <https://www.slideshare.net/Odeco>



## 4. Social Media Strategy: Posting and Sharing Rules

The ODECO project will establish a great network in the open data research domain. The main goal of ODECO social media strategy is to collaboratively and constantly inform and update the created network with new developments, events, outcomes and results of the project. The network will gradually be built connecting and utilising all beneficiaries and partners (core and associated) networks through social media. All ESRs are going to be part of the dissemination and engagement strategy of the project. The posting and sharing rules are described below.

### 4.1. Actions to maximise outreach

The ODECO research team will follow the pre-defined tasks and rules set by UAEGEAN regarding publications in ODECO social media accounts.

#### Tasks for the Task Leader

- Follow as many relevant people as possible from twitter
- Invite as many relevant people as possible from Facebook/LinkedIn/ResearchGate
- Establish connection between Twitter and Facebook, if possible, so the tweets to be published automatically to Facebook page.
- Add consortium members in closed groups (LinkedIn, ResearchGate, Facebook)
- Gathering information based on the templates
- Create a newsletter item for all partners.

#### Tasks for all beneficiaries and partners:

- Follow/like all ODECO social media accounts
- The individual PhD positions should be posted by partners personal or institutional accounts pointing to ODECO.
- At least one posting should be done for each ESR position by the responsible partner.
- Access ODECO social media and share / tweet and retweet all news items.
- Each partner should share the newsletter item in their organisation emailing lists.

### 4.2. Posting Rules for all beneficiaries and partners

- Make use of relevant hashtags and mentions in its news items (e.g., #opendata, #ESR, #pdhposition, #opendata, @ODECO\_etn, @uaegean, etc.) and follows other targeted, relevant accounts in order to gain timely and relevant updates, as well as new followers.
- Mention any relevant person that could help the dissemination.
- When it is possible, refer to the ODECO website. If the posting already contains a reference to the website link then it is not necessary to use it twice.
- Follow and share published content informing their communities and groups for the developments of the project.

### 4.3. Tone of voice

The goal is to have a casual business-like tone of voice online. Informative and with a clear call to action to visit the website or attend events.

### 4.4. Community

The community will consist of the aforementioned stakeholders in combination with parties which might be interested in the project proceedings/successes, such as the public.

- Facebook, Twitter: The ODECO followers on Facebook and Twitter are partly part of the community, but the general public can also take an interest in the project by following our updates.
- LinkedIn: The LinkedIn closed group is the ideal platform to have discussions, share event information, share new items. The LinkedIn 'company page' will be used for more general updates, such as success stories and event information.

- Zenodo, ResearchGate, SlideShare: The ODECO followers on ResearchGate and SlideShare are part of the academic world e.g., researchers that are interested in the project results.

## 5. ODECO Internal communication

Internal communication is considered communication amongst beneficiaries and partner organizations.

### 5.1. MS Teams: ODECO channel

A MS Teams Channel for the ODECO project has been set-up an Internal Communication Platform to host the work developed by the ODECO consortium.

All

members of the beneficiaries have been provided with an invitation to join the ODECO channel and access the project repository.

The ODECO Channel has been organized in the following sections:

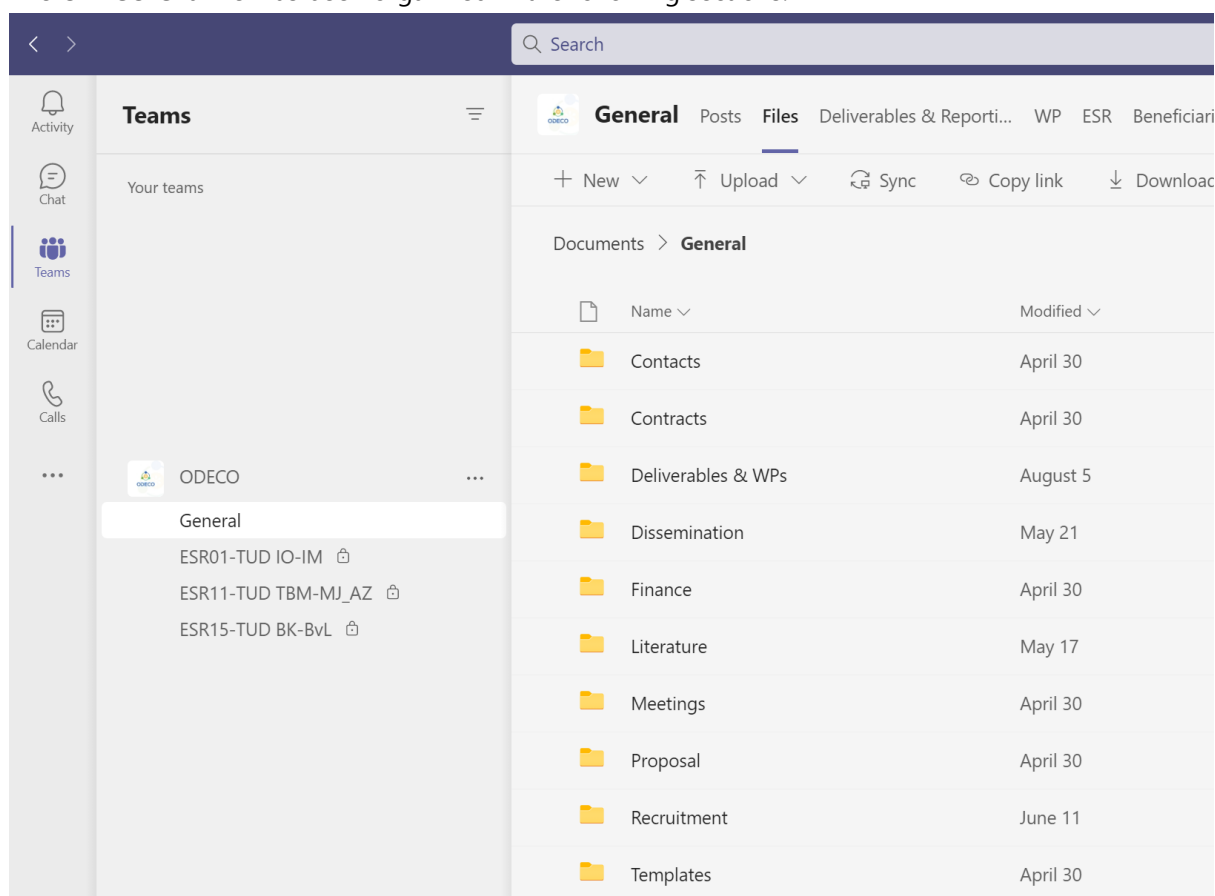


Figure 16: ODECO's channel in MS Teams

Proposed changes to the ODECO channel can be sent to the project coordinator Danitsja van Heusden-van Winden, TU Delft ([d.vanheusden-vanwinden@tudelft.nl](mailto:d.vanheusden-vanwinden@tudelft.nl)).

### 5.2. Documentation standards & Templates

All public documentation needs to conform to the documentation standards provided by the Coordinator. The project style and the template documents and presentation have been made available for all partners on the MS Teams ODECO channel.

The document standard should be used for:

- Official EU reports (such as Periodic, Final);
- Deliverable reports;
- Periodic reports;

- Public documents by the consortium;
- Project deliverables (in a report format); and
- any documents that are declared as public by the consortium.

For internal project documents, it is also advised to apply this standard, such as meeting presentations and minutes.

### 5.3. Distribution lists / email

When sending emails, it should be remembered that many people may be working on a number of different projects and are likely to receive numerous emails every day. This can make it difficult to quickly recognise the significance of an email. Therefore, project related emails should always include in the subject title the name of the project followed by a more specific description of the subject. It is also advised to append the corresponding WP, for example:

[Subject: ODECO: Minutes Supervisory Board meeting 20211009.

Three general mailing lists have been created:

- Beneficiaries and project partners: [odeco-all@tudelft.nl](mailto:odeco-all@tudelft.nl)
- Beneficiaries: [odeco-benef@tudelft.nl](mailto:odeco-benef@tudelft.nl)
- Early Stage Researchers: [odeco-esr@tudelft.nl](mailto:odeco-esr@tudelft.nl)

Required changes to the mailing lists can be sent to the project coordinator Danitsja van Heusden-van Winden, TU Delft ([d.vanhuesden-vanwinden@tudelft.nl](mailto:d.vanhuesden-vanwinden@tudelft.nl)).

The contact details of all beneficiaries and project partners can be found on the MS Teams ODECO channel.

## 6. 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) must:

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



- include the following text (Disclaimer):

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 955569.

The opinions expressed in this document reflect only the author's view and in no way reflect the European Commission's opinions. The European Commission is not responsible for any use that may be made of the information it contains.

- Include the project logo

The project logo has been created. This is now made available on the MS Teams ODECO Channel:



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