IA4SI PROJECT

"Impact Assessment For Social Innovation"

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Deliverable 5.1 – Engagement and Dissemination Plan

SEVENTH FRAMEWORK PROGRAMME

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IA4SI – Impact assessment for Social Innovation

IA4SI is a support action project developing a socio-economic and environmental impact self-assessment methodology for evaluating projects in the field of social innovation. The project is a collaboration between iMinds (project coordinator), T6 Ecosystems, Eurokleis and ATC and runs from 2013 to 2016.

D5.1 - Engagement and Dissemination Plan
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ACRONYMS

Acronym/Term	Definition
CAPS	Collective Awareness Platforms for Sustainability and Social Innovation
CE	Citizen Engagement
SAT	Self Assessment Toolkit
SI	Social Innovation
UDGI	User Data Gathering Interface
SIE	Social Innovation Enterprise

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EXECUTIVE SUMMARY

This Engagement and Dissemination Plan sets out the key steps and activities that will ensure maximum engagement with and awareness of the Impact Assessment for Social Innovation Project (IA4SI). It is the result of collaboration between WP5 – Coordination activities and citizen engagement - and WP6 – Disseminations and Recommendations. The Engagement and Dissemination Plans are presented here together because, although both activities are distinct, in the context of IA4SI, they are strictly related. Project dissemination activities serve to create awareness about past, current and planned work and events within the scope of IA4SI. As such, dissemination activities contribute to making stakeholders interested in engaging in a dialogue with IA4SI and participate in engagement activities, such as public polls or workshops. Also, stakeholder engagement activities will result in a better understanding of the interest, needs and preferences of the different stakeholders that will enable IA4SI to fine-tune its methodology and consequently, its dissemination plan.

The engagement and dissemination approach developed in this document are centred around four categories of stakeholders:

(1) Collective Awereness Platforms Projects for Sustainability and Social Innovation (CAPS), being the 9 projects funded under Objective-ICT-2013.5.5 and two projects funded under other calls but aggregated in CAPS cluster because of their concentration on similar topics (from now on CAPS)
(2) CAPS Project users, being the various kinds of users that each of the 11 CAPS project will address in their work
(3) Digital and social innovation domain experts and academia, being ICT - professionals, academic researchers or other persons that have an expertise in the field of ICT and social innovation
(4) European Commission and policy makers

The Engagement Plan is presented here first. The Plan is inspired by insights from a literature review about project and citizen engagement and an identification of key opportunities and challenges towards engagement based upon an extensive analysis of the CAPS projects and other EU funded (FP7) social innovation projects. The Engagement Plan presents for each project year:

(1) The specific IA4SI objective that needs to be met
(2) The target users, the indicators of success of reaching these target users, the requirement that come along with participation and the retention mechanisms that will be put in place
(3) The recruitment channels and tools
(4) The nature of the user participation and the concrete tasks involved

The Dissemination Plan that follows, works along a division of stakeholders in two dissemination targets: an internal audience of members of IA4SI consortium, the CAPS projects and the European Commission and an external audience consisting of EU citizens, CAPS project users, Social innovation community, policy makers and Media. A range of dissemination channels and tools has been identified to reach specific target groups in the internal and external audience or all groups. The specificities of each of these channels and tools are discussed within the project context as well as the dissemination targets and the indicators for dissemination's success.

This document also stresses how the various activities towards engagement and dissemination are supported for the duration of the project. It highlights how user participation will be monitored, how user support and training will be organised, which mitigation actions are foreseen in case of low participation and, finally, how within the consortium the internal communication related to engagement will be coordinated. In doing so, we believe that the objectives and targets set in this deliverable have greater chance to be successfully met. Lastly, the high level GANTT chart that integrates in a timeline the different steps in engagement and dissemination work provides a guideline for managing each activity as well as the interdependence between them and provides the IA4SI team with an overview for their road ahead.

1 INTRODUCTION

The goal of this deliverable is to outline both the engagement and dissemination plan that underpins the IA4SI project: who do we want to reach and engage, why, how and when.

The overall goals of this document are:

- Identifying stakeholders of the IA4SI project
- Define specific targets to be reached for the purpose of engagement and dissemination activities
- Specifying channels and messages to reach out to stakeholders, and the mechanisms for effectively communicating with and engaging them
- Defining and timing the various engagement and dissemination activities to be performed throughout the entire lifecycle of the IA4SI project (30 months)

The engagement (WP5) and dissemination (WP6) plan is presented as a joint document because engagement and dissemination activities, albeit distinct, are related and overlap to some extent. On a general level, project dissemination activities serve to create awareness about past, current and planned work and events within the scope of the IA4SI project. In that sense, we would like to prepare, encourage and invite stakeholders to enter a dialogue concerning the project and participate in engagement activities such as public polls. In turn, stakeholder engagement activities will yield a better understanding of stakeholder interests, preferences and needs, and which enables fine-tuning of further dissemination opportunities. Together dissemination and engagement activities form the cornerstone for mobilising our project findings.

The particular objectives of the engagement plan are as follows:

- Involving potential stakeholders in the creation and validation of the impact assessment methodology that will be developed within IA4SI (particularly in WP2)
- Supporting and engaging CAPS project partners and users in handling the services for impact assessment that will be put at their disposal: the SAT (i.e. Self-Assessment Toolkit) and the UDGI (i.e. User Data Gathering Interface)
- Supporting and promoting participation of EU citizens - who are not directly related to CAPS projects – in a platform that enables them to vote on sustainability and social innovation issues relevant for CAPS projects: the CEP (i.e. Citizen Engagement Platform)

The specific objectives of the dissemination plan are the following:

- Informing the stakeholders about the progress of the IA4SI project and encouraging interactions between the stakeholders
- Broadening the uptake of social innovation actions in communities, in order to address societal challenges by engaging European citizens in the evaluation of such initiatives
- Supporting the CAPS projects to engage with citizens and society, to increase the impact of their initiatives and to create synergies between CAPS projects
- Enabling European citizens to learn about the activities developed by CAPS projects, their impact and opportunities for them arising from the services/products provided

This engagement and dissemination plan is intended as a *living document*, which means it will continuously be updated and enriched throughout the IA4SI project development, with the

forthcoming contributions and sharing of ideas among partners as well as with other CAPS projects. Two updates of the dissemination and engagement plan (at Month 12: D6.1 “Dissemination and engagement report. First reporting period” and at Month 30: D6.2 “Dissemination and engagement report. Second and third reporting periods”) are foreseen for reflecting the activities and results achieved by the project and by each partner. The updated versions are aimed at supporting partners to possibly adjust their internal dissemination strategy and to align the future activities with the project workflow.

The remainder of this document is structured as follows. In the next chapter (Chapter 2), we describe the IA4SI stakeholders. This is followed by two chapters that draw out the specifics of, respectively, the engagement plan (Chapter 3) and the dissemination plan (Chapter 4). Chapter 5 outlines the support activities that will need to be put in place guiding both the engagement and dissemination plan to the desired results. In Chapter 6, we conclude with an integrated overview and list the dependencies on other work packages in the IA4SI project.

2 IA4SI STAKEHOLDERS

In order to develop a dissemination and engagement strategy specifically for IA4SI, it is necessary to identify the categories of IA4SI stakeholders. The IA4SI project considers Freeman's definition of stakeholders: "any group or individual who can affect or is affected by the achievement of the organization's objectives" (1984: 46). IA4SI considers European projects as "temporary organizations" formed by partners that are aiming to achieve common goals. Within this context, not only the projects but also the stakeholders can generate impacts and modify the results developed by the CAPS projects.

Within this context, the categories of stakeholders to be included in the engagement and dissemination strategy are identified by taking into account the objectives that IA4SI expects to achieve during the project lifetime, as specified in the previous section and in the DoW.

The following image shows the categories of stakeholders of the IA4SI project and how they relate to the different tools that will be developed in the IA4SI project: the User Data Gathering Interface (UDGI), the Self Assessment Toolkit (SAT) and the Citizen Engagement Platform (CEP). These stakeholders and tools will be described in the following sections.

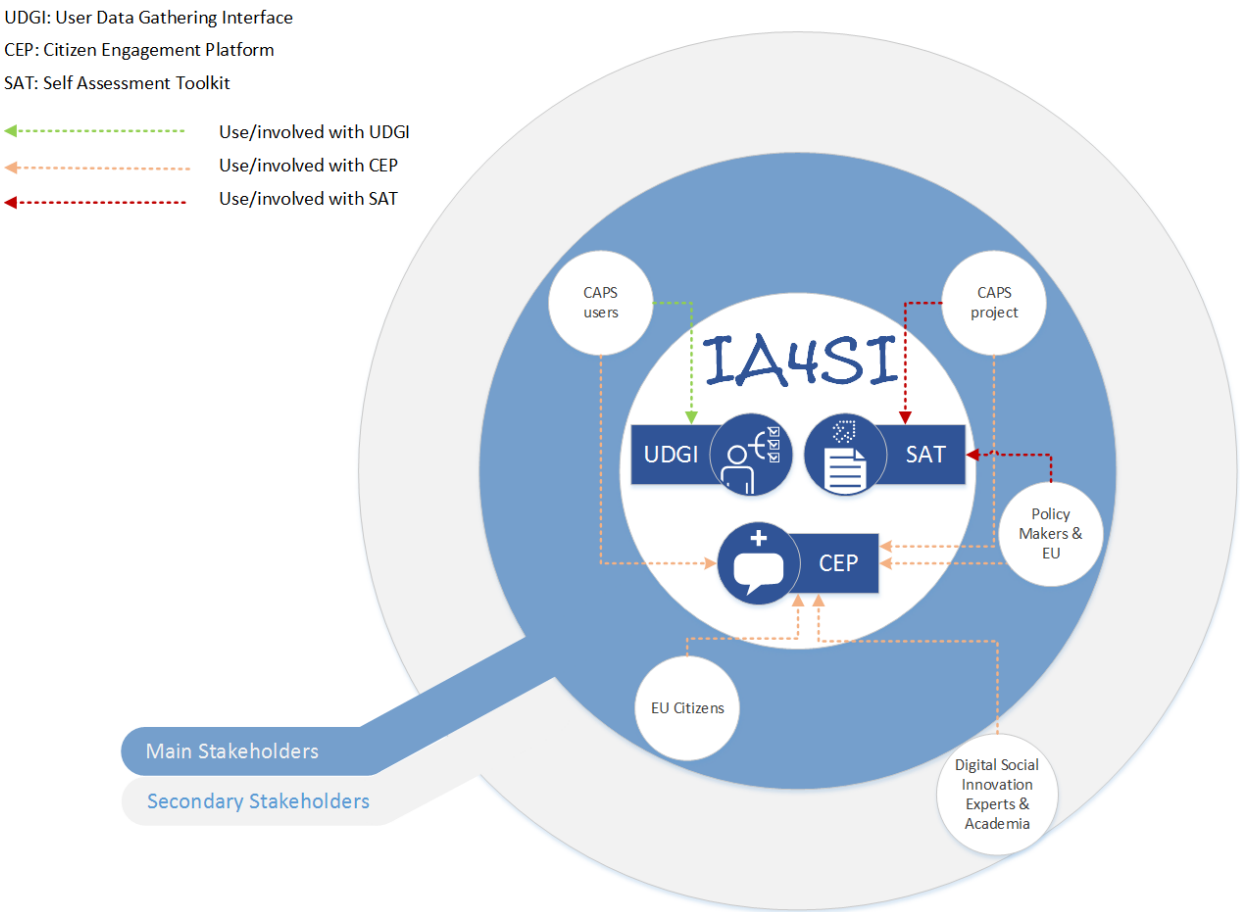


Figure 1 - IA4SI stakeholders in relation to the IA4SI tools.

For each type of stakeholder, we provide a detailed engagement and dissemination approach (See chapter 3 and 4). The general concepts to communicate to the IA4SI stakeholders are:

- Importance of impact assessment culture for European projects

- Relevance of Collective Awareness Platforms for Sustainability and social innovation (CAPS) initiatives by social innovators, local government and other stakeholders
- Need for engaging European citizens in the evaluation of social innovation project outputs
- Need for integrating different initiatives to increase their impacts on communities and capability to address societal challenges
- The IA4SI methodology, results from impact assessment of CAPS projects, policy recommendations and research roadmap

2.1 CAPS projects

This category of stakeholders includes 9 CAPS projects funded under Objective-ICT-2013.5.5 and 2 other project funded under other objectives but then included in the CAPS cluster as they are working on topics closely related to CAPs. IA4SI will develop the IA4SI platform combining the following tools that will not be provided as a stand-alone, but integrated technologically and aesthetically:

- **IA4SI website**: This presents the projects objectives, approach, vision, impacts, a description of the consortium, the projects included in the assessment, a specification of the IA4SI tools and services, news, information about events and downloading of relevant deliverables and papers.
- **Self-Assessment toolkit (SAT):** This is aimed at operationalizing the methodology by collecting the data for the self-assessment of social, economic, technological and envirormental impacts of CAPS projects. The SAT will also provide the required data for the aggregated analysis of the Social Innovation domain and will provide to CAP project a report on their impacts
- **User Data Gathering Interface (UDGI):** The aim of this tool is to gather information directly from the users of CAPS projects participating in the self-assessment. This tool highlights users' opinion about the benefits they may perceive using the projects' outputs. The data gathered throuth this tool will feed the SAT by offering to CAP projects an outlook of their users' perceptions.
- **Citizen Engagement Platform (CEP):** This is a Web-based platform aimed at engaging EU citizens in voting on the CAPS projects and the services they offer. This platform also enables the citizens to evaluate the potential impact of these projects on society via the voting mechanism.

In addition, the projects will use the IA4SI platform as a tool for disseminating CAPS projects' results. These projects started in parallel with IA4SI and this is useful for the dissemination timeline as it allows us to develop common engagement strategies, especially with Coordination and Support Actions projects.

The 11 CAPS projects are briefly summarized in the table below.

Project acronym	Project full title	Project goal
Research projects for grassroots experiments and pilots		
DecarboNet	A Decarbonisation Platform for Citizen Empowerment and Translating Collective Awareness into Behavioural Change	In the light of the societal challenge of climate change: raise collective awareness of the problem and potential solutions, triggering citizen action and foster social innovation, catalysing grassroots movements to increase perceived personal efficacy, analysing the resulting change in behaviour, and providing actionable knowledge to policy makers and other stakeholders. Environmental stakeholders, teachers, educators, activtists will be enabled to co-create, share and comment on Decarbonisation methods. They will develop new tools and strategies and provide reccomendations. This will be used to develop 2 games to induce environmental changes to citizens and the public at large.
CAP4Access	Collective Awareness Platforms for Improving Accessibility in European Cities & Regions	Developing and pilot-testing methods and tools for collectively gathering and sharing spatial information relevant to accessibility for persons with reduced mobility such as persons with disabilities, using a wheelchair, older persons and their caretakers, but aslo parents using strollers.
CATALYST	Collective Applied Intelligence and Analytics for Social Innovation	Improving collective sense-making and creative ideation for the common good in large scale online envirorments by creating and testing opensource solutions enabling online communities to develop ideas and debates in a scalable way.
WIKIRATE	Crowdsource Better Companies	Making available information about the social and environmental practices of companies, to help citizens make ethical choices and to push companies to act sustainably.
D-Cent	Decentralised Citizens Engagement Technologies for direct democracy and economic empowerment	Providing European society with digital tools that will support direct democracy and economic empowerment, and to offer alternatives to highly centralized power structures.
P2PValue	Techno-social platform for sustainable models and value generation in commons-based peer production in the Future Internet	Facilitating the development of resilient and sustainable Commons-based peer production communities by improving the sustainability of the platforms they are using through the development of governance, legal, economic and technical sound infrastructures based on the analysis of the

		conditions which favour collaborative creation and the logic of value of peer productions.
USEMP	User Empowerment for Enhanced Online Presence Management	Helping social media users understanding Data Protection and data sharing issues in the use of Online Social Networks, raising awareness about the advantages and risks of sharing personal information and contributing to the debate about the monetisation of personal data.
Seed funds		
CHEST	Collective enHanced Environment for Social Tasks	Fostering social innovation offering tools supporting and involving all interested actors. The project will provide a forum enabling European citizens, entrepreneurs and innovators to propose social innovation ideas while discussing and evaluating the ideas of others. Ideas will also receive fundings directlly from the project throuth two open funding rounds that will distribute 2,5 milion Euros to social innovation ideas/projects.
Support actions		
Web-COSI	Web COmmunities for Statistics for Social Innovation	Developing new ways to collect, produce and visualize statistics using global crowdsourcing
CAPS2020		Promoting visibility and networking among CAPs projects and social innovation actors by, among other activities, organising an annual international conference focusing on CAPS
SciCafe 2.0	The Science Café Network	Fostering the use of "science café" based on ICT instruments, enhancing awareness and discussion of relevant scientific issues among citizens and investigating how science cafés can be exploited as collective decision-making tools in democratic processes

Table 1 – Overview CAPS projects

2.2 EU citizens

European citizens are likely to benefit from using the Citizen Engagement Platform developed by the IA4SI project. More specifically, the platform will provide citizens, the Digital Social Innovation Community and projects' users with the following services:

- **eVoting:** an interface to vote online questions about CAPS projects' outputs. Project outputs will be published using a content management service.
- **Content management:** a module to share files using the platform. The citizens can upload files and categorize them. The content management module will support all file types, including PDF, Word documents, a collection of files contained within zip files, music and video files.

2.3 CAPS Project users

The IA4SI team is aware that CAPS projects address various kinds of users that adopt several technologies for different needs. Indeed, from the interviews conducted with CAPS project informants (see Chapter 3), a.o. the following categories of users can be derived:

- Software developers
- EU policy makers
- Social innovators (both individuals and companies)
- Young people, including students
- Social entrepreneurs, NGOs and non-for-profit organisations
- Single citizens, citizens belonging to groupd at risk of social exclusion or with special needs and citizens engaged in movements
- Researchers
- Stakeholders inside and outside the EU (big companies, SMEs and institutions working with Social Innovation)
- Other European projects.

This is a preliminary list and will be further investigated during the CAPS Concertation Meeting that will be held in Brussels on February 4th, 2014. The User Data Gathering Interface will be fine-tuned during the First Workshop (see 3.4.2) with projects and it will be used to engage their respective communities in the assessment of the projects. In addition, projects' user-base can be enlarged through the use of the Citizen Engagement platform that IA4SI will provide them.

2.4 Digital and social innovation domain experts and academia

The IA4SI team will participate in initiatives organised by digital and social innovation domain experts and academia. Moreover, IA4SI will engage experts and researchers in the digital social innovation field in order to provide comments and share ideas about the Policy Recommendations and IA4SI Research Roadmap. The research roadmap will identify research questions and issues that will need to be addressed so to improve the interdisciplinarity of the research field, and for fostering its applicability in different institutional and non-institutional context. To this end, we will also invite Digital and social innovation domain experts and academia to participate in the Final Conference of the IA4SI projects, where we will present the results achieved and the challenges for the future of the digital social innovation domain.

2.5 European Commission and Policy Makers

The European Commission will benefit from the IA4SI project and its tools. The IA4SI online toolkit provides different types of projects' results in terms of impact. By using the Toolkit, the European Commission will be able to access an aggregated analysis of the CAPS domain. IA4SI

will also provide the EC and Policy Makers with a set of recommendations about research exploitation, transferability of results and sustainability of funded research output in the area of social innovation. IA4SI will cooperate with another Support Action funded on the Objective-ICT-2013.5.5 Call, CAPS2020 project, for the definition of policy recommendations. Building on the results achieved through the application of the self-assessment methodology, IA4SI will identify also potential risks that may reduce the development of the social innovation sector in Europe. The research roadmap, therefore, will identify the issues that need to be addressed in order to make the social innovation paradigm a rich interdisciplinary research field facilitating and addressing different institutional and non-institutional contexts.

The IA4SI project will address EU Policy Makers by giving them a list of policy recommendation and a research roadmap, highlighting research questions in the field of awareness platform for sustainability and social innovation. The IA4SI team will engage - as much as possible - policy makers for the duration of the project. More specifically, the IA4SI team will invite policy makers to participate and contribute to the validation of policy recommendations during the final workshop that the project will organize.

3 ENGAGEMENT PLAN

In this chapter, we will present the different aspects guiding the organisation and objectives to engaging the identified stakeholders. Before outlining the details of the engagement plan, we will first frame our work by relating it to the literature on stakeholder and citizen engagement (Section 3.1) and establish what we can already learn from existing cases with regard to their engagement strategies (Section 3.2).

We will then proceed by describing the global framework strategy, in which we present the overall timing together with the envisioned and defined objectives and milestones (Section 3.3). In Section 3.4 to 3.6, we detail those aspects that are very particular for each year due to the different objectives to be met in the development process that spreads across two years and a half (i.e. 30 months):

- Recruitment of stakeholders and engagement activities
- Data collection, data analysis, policy reccomentation and research roadmap development and distribution of projects results to the stakeholders

Note that in chapter 5, we will describe aspects that will have a more uniform strategy during the whole 30 months trajectory and that to some extent are also relevant for dissemination:

- User participation monitoring
- User training and support
- Risk and contingency
- Logging lessons learned
- Communication

3.1 Framing our work: Literature review

For the purpose of engagement, two key groups, besides domain experts and policy makers, will be very important: CAPS projects and European citizens. In engagement terms, we therefore need to first understand what we mean by: 'project engagement' and 'citizen engagement', which different types of 'project engagement' and 'citizen engagement' can be discerned, and what the drivers and barriers are related to each of them.

3.1.1 Project engagement

Project engagement is related to the task of engaging the CAPS projects as a main challenge for IA4SI, especially for the development and validation of the Self-Assessment Toolkit and the validation of the policy recommendations and research roadmap. To our knowledge, engagement of research projects as specific category of stakeholders is something that has not been much researched or discussed in scientific publications, contrary for example, to citizen engagement. Nonetheless, given the aim of IA4SI to be a support action for CAPS projects that will provide benefits for the latter (they are affected by IA4SI) as well as will learn from them (they are impacted by IA4SI), we think that the stakeholder literature, focusing on the public and private sector, can provide an interesting touchstone to problematize project engagement and teach us some lessons for engaging projects.

In this view, we understand project engagement as follows:

We define **'project engagement'** as the process of setting up a dialogue with specific research projects as stakeholders in order to understand their needs and concerns in the operations, decision-making process and objectives of a given consortium, in casu here IA4SI (cfr definition referenced earlier from Freeman, 1984).

Types of project engagement

Setting up a dialogue with stakeholders to streamline their engagement can be very diverse. The stakeholder literature seems to typically identify a ladder of engagement, ranging from low participation, which merely informs, to high participation that implies the transfer of decisional power. Each of the different dimensions has consequently its own level of stakeholder influence and its own methods to enable the engagement. We present here as representative figure the ladder of stakeholder engagement as developed by Freeman and Miles (Freeman & Miles, 2006, p. 162).

	Nature of response	Intention of engagement	Level of influence	Style of dialogue
Proactive or responsive trusting	12 Stakeholder control	Majority representation of stakeholders in decision making process	Forming or agreeing to decision	Multi-way, e.g. community projects
	11 Delegated power	Minority representation of stakeholders in decision-making process		Multi-way, e.g. board representation
	10 Partnership	Joint-decision power		Multi-way, e.g. joint ventures
	9 Collaboration	Some decision making power afforded to stakeholders to specific projects		Multi-way, e.g. strategic alliance
	8 Involvement	Stakeholders provide conditional support	Having an influence on decisions	Multi-way, e.g. constructive dialogue
Responsive /neutral	7 Negotiation			Multi-way, e.g. reactive bargaining
	6 Consultation	Organisation has the right to decide. Stakeholders can decide. Appease the stakeholder	Being heard before a decision	Two-way, e.g. survey, interviews, focus groups, task forces, advisory panel
	5 Placation	Stakeholders can hear and be heard but have no assurance of being heeded by the organisation		
Autocratic /cynical	4 Explaining	Educate stakeholders	Knowledge about decision	Two-way, e.g. workshops
	3 Informing	Educate stakeholders		One-way, e.g. verified reports
	2 Therapy	'Cure' stakeholders of their ignorance and preconceived beliefs		One-way: leaflets, magazines, reports, …
	1 Manipulation	'Misleading' stakeholders, attempting to change stakeholders expectations		

Table 2 - Levels of stakeholder engagement as developed by Freeman and Miles (2006).

The lower levels (1 to 3) are having low involvement and are mainly aimed at informing stakeholders about decisions that have already taken place. The middle levels (4 to 7) involves token gestures of participation: stakeholders have the opportunity to raise their concern before the decision is being made, but there is no guarantee that their concern(s) is/are being met. The upper levels (8 to 12) are characterized by active or responsive attempts at empowering stakeholders and letting them have a guaranteed influence on the final outcome. Trust between firm or public entity and its stakeholders, is here a key element. With each of these levels, also different tools of engagement are connected, although we believe that the classification of the methods is too rigid and based on a stereotypical way of describing them (Friedman & Miles, 2006, pp. 162-164).

It becomes clear from this ladder that the higher ladders within the middle level and the upper level seem to reflect concerns and objectives of the 'participatory design approach' (Müller, 2003; Schuler & Namioka, 1993) IA4SI embraces and allows us to transpose this stakeholder thinking to the narrow focus here of project engagement and define the latter's type. In fact, believing that participatory design is the best guarantee that IA4SI impact assessment methodology is not a burden for the projects but rather a tool that is recognised as ultimately beneficial for them, and of which they have a sense of ownership, a type of project engagement that is active and responsive and brings in multi-ways methods is a condition sine qua non. Nonetheless, in order to also keep our independence as researchers in order to play our role as a supportive action for all CAPS-projects, our project engagement will not strive to reach the highest levels of stakeholder control. We, therefore, will design our engagement in relation to the levels 8-10 (involvement and partnership).

Drivers and barriers of project engagement

Drivers

The field of social innovation shares the conviction that the social issues at its core cannot be resolved by business, civil society or public alone, but only in collaboration between these different parties. The driver for engaging in social innovation projects is the belief that multi-actor collaboration strengthens and improves all phases in the innovation process, from the prompting to ideas to enabling systematic change (see Murray et al., 2006, p.12).

Engaging with the projects allows us to collaborate and negotiate with the CAPS social innovation projects that each seem to reflect a certain degree of interaction between players from different societal sectors and segments. And, thus, promises to make our impact assessment methodology - in the long run - beneficial for the entire social innovation community than it would have been if we were to develop it in isolation from them.

Quality project engagement within IA4SI will be inspired by the following concrete drivers that relate to the general stages of the social innovation process and their aims (Murray et al., 2006, pp.12-13):

- ***Prompts, inspirations and diagnosis***: The desire to identify and map the CAPS projects' real needs regarding impact assessment methodology creation in order to frame the right questions so that the causes and not the symptoms can be tackled
- ***Create awareness***: The desire to inform CAPS-projects to make them aware of the necessity of impact assessment methodology and the resulting potential benefits for them

- ***Proposals and ideas***: The desire to stimulate cross-fertilization between CAPS-projects and IA4SI in order to generate new ideas and sharpen and improve existing or new ideas regarding impact assessment methodology creation based upon their knowledge and experience
- ***Prototyping and piloting***: The wish to work via a trial-and-error approach in order to constantly refine the initial proposed IA4SI-methodology and keep it grounded in practice
- ***Be inclusive in participation***: The desire to get insights and opinions from the various groups within CAPS projects which voice might otherwise not be heard much on an European scale and is none the less relevant for IA4SI
- ***Gain and risk management***: To foster the identification of 'gain and risk' from the start and develop good negotiated solutions for them that do not put a burden upon the uptake of IA4SI
- ***Sustaining***: Identifying ways in order to make the impact assessment methodology sustainable
- ***Scaling and diffusion***: The desire to give CAPS-projects a sense of ownership over the IA4SI solution, hence, making them good ambassadors that enhance its diffusion by using it, disseminate information about it and promote it within the social innovation community in Europe.

Barriers

While we might assume that engaging CAPS projects is a necessity for IA4SI and a necessary condition to make CAPS projects identify the potential benefits yielded by IA4SI, it is important to realize that certain barriers might exist or can appear during the project that might undermine the concrete realisation of the cooperation or its quality. Social innovation literature recognises that barriers in engagement are context and actor dependent, but to our knowledge, no concrete literature has been published that discusses these barriers in a more systematic way. Analysing the literature regarding stakeholder theory and change management (Bendell, 2003; AA1000 Stakeholder engagement standard, 2011; Huxham, 2003; Gillies, 1998) has helped us to identifying the following general types of barriers towards qualitative participation in IA4SI that will either emanate from properties of the CAPS projects or either from the conception of IA4SI engagement:

(a) From the side of the CAPS projects, potential barriers might be:

- ***Practical***: CAPS project partners won't have time or resources to participate, leading to drop out
- ***Cultural***: it is not part of the culture of the CAPS project partner to actually share their ideas or there is no established tradition yet to collaborate, hence making collaboration difficult
- ***Legal***: legal rules are in place that prevent cooperation or full cooperation or allow not all relevant information to be disclosed
- ***Unequal power distribution***: some CAPS project partners are very 'powerful' compared to others and tend to monopolize and influence the collaboration between different CAPS projects for IA4SI purposes or intra the project
- ***Self - interest seeking partner***: Some CAPS project partners participate out of their own interest and not fully in the spirit of the project, not providing qualitative or complete feedback

(b) From the side of IA4SI, potential barriers relate to:

- ***Wrong identification of priority partners***: alliances are forged with CAPS project partners that are not so relevant leading to weak results or feedback
- ***Not grasping expectations***: IA4SI lacks to grasp and integrate expectations of CAPS projects and their partners, leading to disappointment
- ***Purpose and scope of engagement unclear***: CAPS project partners do not get a clear picture for what and why they are participating, resulting in a lack of identification with IA4SI
- ***Procedure of engagement process is unclear***: IA4SI do not inform CAPS projects and partners about the process of engagement (timing, tasks required, …), leading to drop out, low participation and inefficient communication with CAPS project partners
- ***Language confusion***: Communication is done in a language that CAPS project partners or part of them do not understand, causing drop out or misunderstandings on the practical or content level
- ***Lack of training or capacity***: CAPS projects do not develop the right skills to collaborate with IA4SI or cannot assign a dedicated person to the engagement task with IA4SI, leading to insufficient or not qualitative feedback
- ***Lack of building trust mechanisms***: IA4SI is not transparent enough and does not manage to communicate about progress to CAPS projects, resulting in weak trust building with CAPS projects

Overcoming barriers

In order to overcome these different barriers in project engagement, the following action points and their implication for IA4SI can be distilled from the literature we consulted in this context:

1. Analysis and mapping of CAPS project partners: an analysis of the different partners within a CAPS project regarding their interest towards impact assessment as well as their experience or knowledge of it will lead to the identification of CAPS project partners about their importance. Adaptation of this analysis to the various stages of IA4SI
2. Develop an understanding of the CAPS-projects and their objectives as well as the role of each CAPS project partner
3. Determine ownership: identify a specific person that owns IA4SI within each CAPS project partner or one CAPS project globally
4. Define scope and purpose of the engagement in consultation with the IA4SI partners: make sure that the issue is well understood and the purpose and the scope of engagement are well shared among the CAPS project partners
5. Be realistic: the scope and purpose as well as the objectives to reach must be grounded in reality in order to avoid the creation of too big expectations that cannot be lived up. Aim for realistic but successful outcomes
6. Flexible relations: Pinpoint important rules to conduct with each CAPS project, but allow also for adaptation along the road
7. Open sharing of information: IA4SI must ensure that there is a good two-way communication flow with the CAPS projects
8. Communicate and evaluate transparent: Inform clearly about why you engage someone, what the objective and target is, which steps you will take and why these steps and not others. Communicate the engagement plan. Provide room on which CAPS projects can give their feedback on the practical organisation or flow of an engagement task in order to better streamline and perform it in the future

9. Development of trust: agree on certain procedures regarding confidentiality of information provided, develop boundaries of disclosure of the engagement and communicate them clearly, keep in line with agreed deadlines and timings but also be able to adapt the trust mechanism if necessary
10. Take care of your feedback loop: keep CAPS project partners in touch with your project after the conclusion of an engagement activity so that they feel appreciated and attached to IA4SI; Regular briefings must be organised towards all involved CAPS project partners
11. Communicate in line with the culture of CAPS project partners; Adapt if necessary
12. Develop and choose engaging tools based upon specific requirements of the partner, e.g., use webinars if a partner has no funds for traveling

3.1.2 Citizen engagement

There are many contrasting definitions for citizen engagement. Some of them describe engagement processes; others specify outcomes, and finally, some do both (Powell & Colin, 2008). The two contexts in which citizen engagement is most frequently discussed are public participation, in which individuals are engaged in the various structures and institutions of democracy; and 'civil' or 'social' participation where the engagement happens as part of activities related to the community and other informal associations (Davies, Simon, Patrick, & Norman, 2012). Broadly speaking, citizen engagement encompasses a wide variety of "activities, which involve people in the structures and institutions of democracy or in activities which are related to civil society – such as community groups, non-profits and informal associations (Davies & Simon, 2013).

From a governmental point of view, both public participation and citizen engagement differ from traditional forms of interaction between governments and citizens. This is because instead of one direction, the interaction moves in two directions, as a dialogue. Citizen engagement emerges from people's growing concern with the government's current practices and the attempt to improve the legitimacy of decisions (Pattie, Seyd & Whiteley, 2003). Furthermore, citizen engagement emphasizes the sharing of power, information, and a mutual respect between government and citizens (Pattie, Seyd & Whiteley, 2003). Finally, citizen engagement or public participation activities usually involve working together towards a common goal; hence, they are often strongly connected to a social mission (Davies and Simon, 2013).

Citizen engagement (or, participation) is always voluntary. Though its attractiveness can be increased by different means (incentives), it can never be forced. In addition, citizen engagement always involves an action of some sort by citizens, no matter how active (e.g., making a donation or taking part in a demonstration) (Davies et al., 2012).

Reflecting on the above-mentioned definitions and examples of citizen engagement, we propose the following working definition for citizen engagement in IA4SI.

Citizen engagement is defined here as a process that can run in two directions. On the one hand, it refers to citizens expressing their concern with institutional (e.g., governmental) practice, and acting upon it voluntarily, from within the group or community they belong to. On the other hand, it can refer to institutions or project consortia reaching out to citizens to transparently involve them into decision-making processes. When this process goes both ways, based on mutual respect and in the mutual interest of the organizations and citizens involved, the success of those decision-making processes becomes a joint responsibility.

Types of citizen and project engagement in social innovation

Whereas citizen engagement can take place in diverse contexts and situations, in IA4SI we are mainly interested in the engagement of citizens in the development of social innovation processes, services and solutions.

Davies et al. (2012) typology of citizen engagement in social innovation presents a rare attempt to systematically and comprehensively capture existing methods of citizen engagement in social innovation. Based on a review of existing typologies, they distinguish the following types of citizen engagement, each making a specific contribution to social innovation:

1. **Understanding individual needs and problems**: This encompasses methods to get individual citizens to provide innovators with a deeper understanding of their needs. Through these methods, innovators will have access to personal knowledge of citizens they would otherwise not have access to. These methods are qualitative in nature and time-intensive. Therefore, they mostly involve only small numbers of citizens. Also, due to the intimate nature of these deliberations, they are best had face-to face, offline.

2. **Understanding larger patterns and trends:** This combines those citizen engagement methods and activities that help understand the scale of a problem, and to explore larger patterns of need and trends. They engage large groups of people in contributing information, feedback and opinions on specific issues or assessing a new service or product. With the emergence of online platforms, citizens are able to contribute their feedback and experience not only in a reactive form, as was typically the case, but also in a more proactive and continuous manner.

3. **Co-developing solutions**: This group consists of methods in which citizens take part in developing new solutions or proposals. Typically, the engagement process is involving, iterative and tests are carried out in practice. Because of their deliberative and highly interactive nature, these methods tend to be applied with smaller groups of citizens, offline. They bring citizens' experiences and judgement about what works right into the centre of the way solutions are designed, based on the argumentation that most complex social issues are about human interaction and, therefore, must be developed and accepted by the relevant individuals and communities.

4. **Crowdsourcing solutions**: This is concerned with the ways to engage large numbers of citizens in developing and contributing ideas to social innovations. The growth in this area goes hand in hand with the emergence of open innovation-thinking in the private sector. Like the previous type, it is assumed that users should be listened to as the experts on particular issues. In addition, it is grounded in the belief that many diverse perspectives have a greater potential in bringing about diverse solutions. Both online and offline approaches can be considered to reach a representative group that includes also those with access to or familiarity with ICT tools.

Davies et al. (2012) differentiate these types based on the number of participants involved and whether the emphasis is more on enabling citizens to provide information about their current experience or facilitating their contribution of new ideas and future solutions.

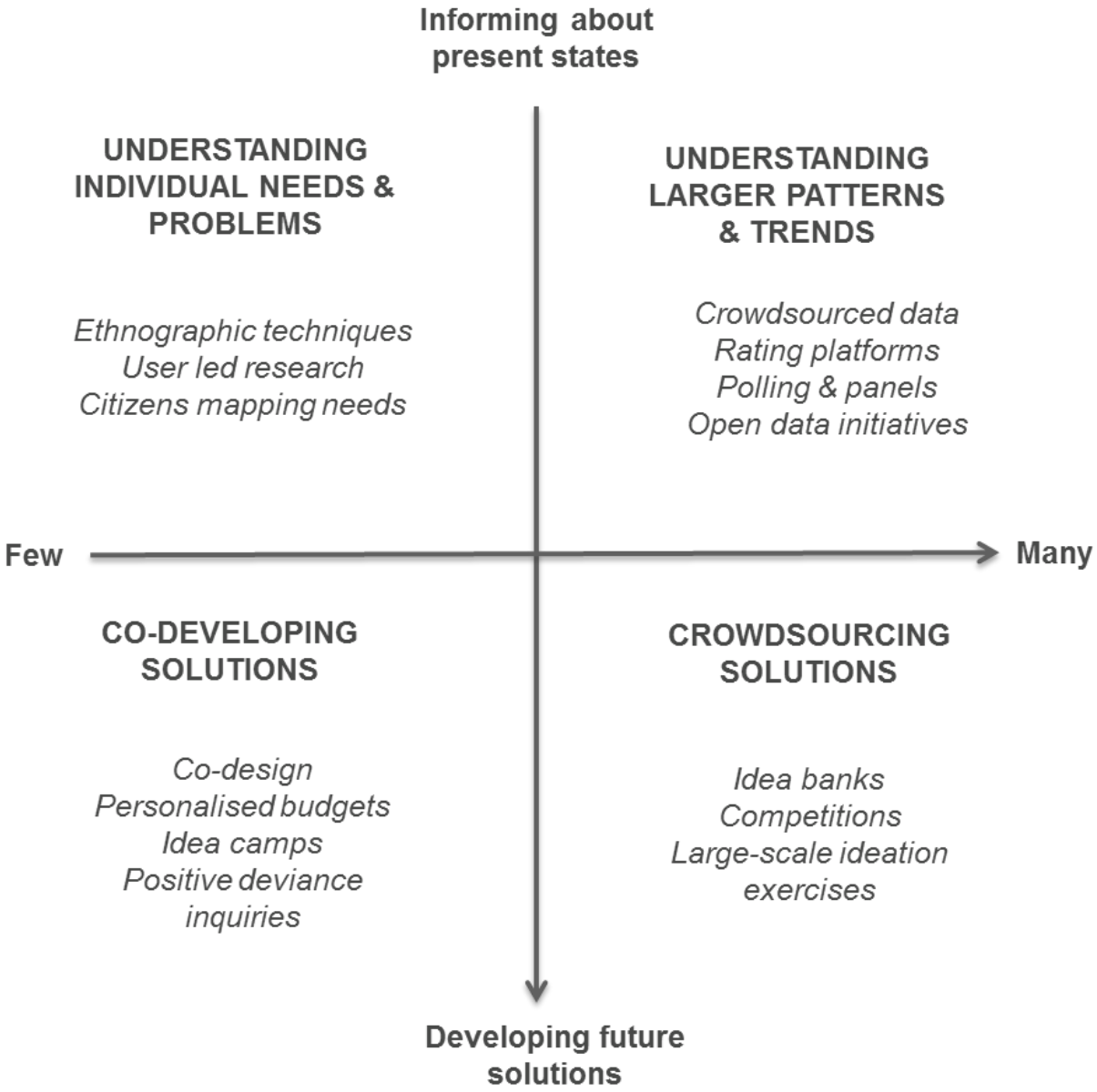


Figure 2 - Conceptual framework for citizen engagement in social innovation according to TEPSIE report (The Theoretical, Empirical and Policy foundations for building Social innovation in Europe). From Davis et al. (2012), p.19.

Determinants of citizen engagement in social innovation

In the previous section, an overview was given of the different possible forms and contributions that citizen engagement can entail. We now turn to what is known in the literature about what can be done to promote engagement and what may actually stand in the way of successful citizen engagement. After describing these drivers and barriers identified in the literature, we refer to suggested *measures* that can be taken to overcome specific barriers. Most of the determinants for citizen and project engagement mentioned in this section come from more general literature on engagement, as this is underexplored within the context of social innovation.

Drivers

Pattie, Seyd and Whiteley (2003) examined three different theoretical models that each provides a specific perspective on what drives citizen engagement: a rational choice model,

theorization on social capital and civic voluntarism. They explain how according to the **rational choice model**, people are more likely to participate if there are selective **benefits** for them to be received either by participation in the process itself, from the results of participation or by being part of the group that participated, relative to possible costs. From this perspective, they may also be inclined to participate because they consider it their duty or the right thing to do within their community.

Drawing from Putnam's **social capital model**, according to which joining and taking part in local organizations helps foster civic attitudes such as a sense of trust in others and vice versa (1993, in Pattie, Seyd & Whiteley, 2003), Pattie and colleagues point to the role of **being established in one's neighbourhood** and whether one feels at home there. For instance, those who are already settled in an area are likely to have had more opportunities to build social capital than those who are recent arrivals. This social capital encompasses not only civic attitudes (e.g., trust, reciprocity and helpfulness), but also civic engagement and social interaction between citizens (Stolle and Howard, 2008). Pattie and colleagues note that this social capital needs to be nurtured to flourish, and can whither away if neglected.

Finally, the authors consider **civic voluntarism**. This model bases itself on the socio-economic model of participation according to which the **resource rich** - the better educated, more affluent and more middle class people - are more likely to participate (Verba et al., 1995; Brady et al., 1995; Parry et al., 1992, in Pattie, Seyd & Whiteley, 2003). In addition, the more people **feel they can make a difference** on the outcome of the decision, the more likely they are to engage in political action. Also, **being politically active** and identifying with a political party or group should encourage civic engagement. Finally, Verba et al. (1995, in Pattie, Seyd & Whiteley, 2003), stress the importance of **mobilization**. This means that above all, people prefer to be asked to engage. Even politically interested and overall motivated individuals may still not participate if they have not been asked to cooperate and/or they have not been made aware of the importance of their involvement and, hence, mobilized.

In sum, looking at three alternative theories, Pattie and colleagues (2003) find that perceived **benefits of involvement**, **being involved in associations and informal networks**, having **access to resources**, and **being the subject of mobilization** can positively determine citizen engagement.

Barriers

Powell and Collin (2008), who focus on citizen engagement in science and technology development, identify a number of weaknesses in the organisation and execution of many of these exercises. Firstly, **their goals are rarely clearly articulated** and the communication processes vary considerably. In addition, they argue that the used **strategies often poorly match the goals of engagement**. Furthermore, in their view, most engagement projects **fail to include processes that link citizens' recommendations, concerns and questions to actual policy processes or decision makers**. The authors note this is often related to the short duration of the initiative and point out that often the sole focus is on disseminating the outcome of the engagement process.

There can be additional barriers to engagement that go beyond the organizer's side. These refer to factors that actually precede the engagement activity and prevent people from participating in the first place. Certain methods and activities can be too cumbersome for the envisioned participants (e.g., young parents having difficulty to organize a babysitter to be able to participate in a focus group; people not having enough money for a bus ticket etc.) or

other **barriers related to physical access, transportation or poor communication** (Sheedy, 2008).

In those engagement activities where people from multiple backgrounds and professions come together, all parties need to be willing to engage. Powell and Collin (2008) signal that, under those circumstances, not only citizens can prove to be a challenge. Some scientists are not particularly enthusiastic about interacting with citizens, as they have **no experience or training in engaging with citizens**. In fact, the variety of questions from citizens in open discussions might intimidate scientists who as the "specialists" are not accustomed to discussing issues outside of their field, let alone stating that they do not know the answer to some of the citizens' questions. Facilitating effective citizen engagement is a skill and carries within it tacit knowledge that can only be gained through experience (Powell, & Collin, 2008).

Overcoming barriers

Because of the variety of reasons why engagement is sought (from organizer and citizens point of view) and ways to engage, it is difficult to draw up an all encompassing plan that will work as a recipe for all citizen engagement activities. However, some general guidelines have been proposed (Rowe & Frewer, 2005; Powell & Collin, 2008; Sheedy, 2008). A summary of these guidelines is given in the table below according to what stage they are relevant: before the engagement activities, during, following or in general.

Planning and recruitment	• **Benefits:** People need to be persuaded of the existence of benefits emerging from involvement • **Perceived impact:** People need to be able to see that their actions are likely to have an effect, at least some of the time. • **Citizen mobilisation:** People need to be asked to participate (especially effective when done by those close to them) • **Engaging existing communities**: Working with existing grassroots initiatives and groups, engagement can take less effort. When people are already engaged in a community, they are more likely to do so in their areas of interest and bring some of their networks with them. • **Dialogue**: Communication should be as reflexive, two-way, and transparent as possible. Involved citizens should have a say in the projects' goals, their purposes, who will be involved, and what kinds of processes will be used. • **Clear goals**: The goals should be clarified, both for the organizers as well as for the citizens. • **Training for citizens**: Citizen engagement projects should include capacity building, incentives, and training for citizens. • **Training for sponsors**: Engagement projects should include training, incentives, capacity building and "hands-on" training in citizen engagement and community organizing for scientists, academic and government engagement organizers.
Actual engagement phase	• **Flexibility**: Engagement projects must be as open-ended as possible and organizers and institutions must be willing to accept and be responsive to outcomes of the engagement

	projects, not just the outcomes they or their funders want. • **Match:** The activities and methods chosen must match the target user group engaged and the targets set for the engagement activity.
Follow-up	• **Knowledge mobilisation**: Ensuring the input gained from citizens is registered and put into action. This needs to be planned.
Overall/institutional	• **Systematic, regular engagement**: Existing shorter-term mechanisms to initiate citizen engagement (e.g., citizen roundtables) should be incorporated as regular events within institutions. This will require on-going, systemic institutional support and incentives for organizers, scientists, and citizens. • **Support and methods for long-term, profound engagement**: Institutions need to develop and incorporate new mechanisms that go beyond short-term exercises and involve citizens longer-term in decision-making processes. • **Funding**: Government and other funders should provide substantially more funding to support citizen engagement projects, to provide support and incentives for all parties from sponsors to citizens to engage in the types of projects described above. • **Integration in democratic process**: On a broader societal level, citizen dialog and input into decisions about scientific and technological developments must be ingrained into all of our democratic processes.

Table 3 - Guidelines for overcoming barriers to citizen engagement. These have been drawn from the works of Rowe and Frewer (2005), Powell & Collin (2008), Sheedy (2008) and Pattie, Seyd & Whiteley (2003).

In sum, barriers to engagement might emerge from the organizers side (e.g., vague or undefined **goals, weak communication strategy, mismatch of engagement goals and engagement strategies** as well as **processes to link citizen input to actual policy processes)** but also from structural barriers on the citizens' side (**barriers relating to physical access, communication or financial situation)** (Sheedy, 2008, Powell and Collin, 2008). In addition, bringing together **different types of participants** (e.g., laymen and professionals) can become an issue that can only be tackled with **trained facilitators** of engagement activities (Powell & Collin, 2008).

3.2 Lessons learnt from past and current experience: case studies

In this section, we describe how we have conducted a series of case studies and the outcome of this analysis in order to identify key opportunities and challenges in citizen and project engagement.

3.2.1 Methodology

Case selection criteria and search process

As cases, we selected projects or initiatives that are geared towards social innovation and/or sustainability that envision or have already implemented an approach of reaching out to project stakeholders and/or EU citizens. Evidently, this included CAPS projects, but we also considered non-CAPS projects and initiatives working on social innovation issues and financed under other, previous calls. In particular, we considered EU projects (funded under the FP7 program) that are either finished or nearing their last year, because they already have more material out and published. This enabled us to have a better and more completed view of the projects, their strategies, challenges and successes. It is not likely that these projects will be contacted for testing the IA4SI methodology, but we find them a useful point of reference on the topic, especially considering that they are closed or in an advanced stage of development so that there is more information available about them than about the CAPS projects which just started. For identifying these initiatives, we conducted a search using the CORDIS project database at http://cordis.europa.eu/fp7/projects_en.html. We used as search key "social innovation" and then we selected a subset of projects that were most representative in terms of topic coverage (environment, mobility, social inclusion, etc.) and which involved concrete pilot action or proof of concepts.

Selected cases

Included CAPS cases were:

1. DecarboNet: (A Decarbonisation Platform for Citizen Empowerment and Translating Collective Awareness into Behavioural Change)
2. CAP4Access: (Collective Awareness Platforms for Improving Accessibility in European Cities & Regions)
3. WIKIRATE: Crowdsource better companies
4. D-Cent: Decentralised Citizens Engagement Technologies for direct democracy and economic empowerment
5. CATALYST: Collective Applied Intelligence and Analytics for Social Innovation Project (Oct. 2013 to Sept. 2015.)
6. P2PValue: Techno-social platform for sustainable models and value generation in commons-based peer production in the Future Internet (October 2013 to 2016.)
7. USEMP: User Empowerment for Enhanced Online Presence Management (October 2013 – September 2016)
8. CHEST: Collective enHanced Environment for Social Tasks
9. Web-COSI: Web COmmunities for Statistics for Social Innovation
10. CAPS2020: Organization of the annual "CAPS international conference" in the context of Horizon 2020
11. SciCafe 2.0: Extending Science Cafes to the virtual dimension by developing an appropriate ICT platform and enhance collective awareness of relevant scientific issues.

We note that CAPS cases 1 to 7 refer to research projects (for grassroots experiments and pilots), whereas case 8 refers to seed funding for social innovation activities, and case 9 to 11 refer to coordination and support actions.

Included NON-CAPS cases were:

1. MASELTOV: Mobile Assistance for Social Inclusion & Empowerment of Immigrants with persuasive learning Technologies & Social Network Services, (Jan 2012 until Dec 2014.)
2. EveryAware: Enhancing environmental awareness through social information technologies, (2011 - 2014)
3. SUNSET: Sustainable Social Network Services for Transport, (From 2011-02-01 to 2014-01-31)
4. M-INCLUSION: Mobile Inclusion Platform for Europe and Latin America, (2007‑2013)
5. SENSEI: Integrating the Physical with the Digital World of the Network of the Future (January 2008, and finished on 31st December 2010)
6. INSITE: The Innovation Society, Sustainability, and ICT
7. Cloud4all: Cloud platforms lead to open and universal access for people with disabilities and for all

Identifying and interviewing key informants

To address specific knowledge gaps encountered during the case studies, key informants for the CAPS projects were interviewed online. In December 2013, IA4SI project partners collaborated in conducting interviews with CAPS project representatives, discussing these engagement and dissemination strategies, as well as their more general project details, including impact-assessment related information. A list of interviewed informants can be found in Annex A.

Analytical framework

For each case, we explored and described the following aspects to the extent that we had access to this information:

- Goal: Overall goal of the project or initiative
- Stakeholders: Project partners, target audience and other stakeholders
- Channels: Channels used to reach out to or recruit stakeholders
- Mechanisms: Engagement methods or activities are used to engage stakeholders
- Contribution: Type of contribution that citizen engagement can provide to social innovation processes, services and solutions (cfr. TEPSIE framework by Davies et al., 2012)

Having established key aspects underpinning the engagement approach adopted in these cases, where present, we sought to identify (on a meta-level) aspects that facilitated or hindered the cases' engagement attempts. The identification of these key drivers and barriers was grounded in the preceding literature study on determinants for citizen engagement.

3.2.2 Findings

Overview

As the CAPS projects have only just begun our considerations about them are provisional. Based on our preliminary information, it does appear that many are planning to implement engagement methods that are geared towards understanding larger patterns and trends or crowdsourcing solutions (according to the TEPSIE framework). These methods seem well suited as these projects wish to involve a large group of people in the *usage* of a particular platform, and they define these end-users quite broadly (e.g., citizens, civil society). One particular exception is the CAPS4Acces project that targets people requiring enhanced

accessibility such as wheelchair users. As such, this particular project would benefit from also organizing small-scale engagement activities if this not envisioned or has been done so already.

Many of the CAPS projects are planning to work/working with existing platforms and grassroots initiatives that have existing communities and most of the projects have representatives of such communities in the project consortium. This is beneficial as it saves them from having to create the engagement efforts from the beginning. Within IA4SI this also presents an opportunity for us to reach out to those existing networks and user base.

The non-CAPS cases, which we reviewed, define their target users more narrowly, looking at a specific group of citizens who share a similar defining characteristic, such as being a member of a minority, being a commuter or a citizen interested in environmental issues. Most of them sought to gain information about these users' current situation, practices and needs face-to-face - either in a focus group, interview or field test - to allow for in-depth and complex interaction. In addition, these projects used social networks, email and/or targeted events for recruiting and engaging users. It seems that in general a multi-channel approach was used in order to examine what channel works best and to maximize impact. Email was used in those cases in which targeted users were well known and small in number. Finally, some of these cases also involved people in co-creation or co-developing future solutions.

In what follows, we describe general opportunities and challenges for citizen and project engagement, drawing from the weaknesses and strengths we observed across the analysed cases. These pertain to engagement in general, in data gathering or in impact assessment in particular. Detailed findings on the individual cases can be found in Annex A.

Opportunities	**Challenges**
Recruitment • **Well-defined target groups**: Easier to choose appropriate recruitment channels and engagement methods; face-to-face meetings possible that promote sustained engagement • **Differentiated participation:** People who are already interested in the topic at hand, are likely to contribute more in-depth than others; they also may have previous expertise that can be put to use • **Multi-channel recruitment strategy**: Combining social media, flyers, posters, etc. ensures stakeholders are reached • **Optimal cost/benefit trade-off**: Keeping required effort minimal, and in line with benefits for involvement (e.g., feedback) • **Trusted intermediaries:** Working with trusted community representatives and intermediary organisations facilitates reaching target group • **Existing communities and resources:** Working with existing grassroots initiatives where engaged communities already exist can cut the engagement efforts. It is also beneficial to connect with the existing solutions and see where there is room to collaborate	**Recruitment** • **Representatives vs. members:** There is a lack of guidelines on when to work with actual user/stakeholder group members and when to work with group representatives **Engagement methods and tools** • **Cross-cultural use:** An engagement method that works well in one community/country, may do poorly in others, but there is a lack of knowledge in this regard • **Digital skills participants:** Participants may have limited digital skills; avoiding digital exclusion is a challenge in this respect • **Sustained participation in assessment**: There is a lack of validated engagement schemes for keeping people involved in systematic data gathering • **Lack of data gathering tools:** Projects may lack tools for assessment in their area of interest **Engagement context** • **Complexity of social innovation issues:** Multiple stakeholders are involved

• **Hot topics:** Working with 'burning' topics can raise interest in the initiative • **High profile partners:** Partnering with persons or instances known in their field can bring more credibility to the initiative and increase the willingness of organizations and domain experts to engage **Engagement methods and tools** • **Continuous engagement**: On-going activities, from start to finish, lead to a stronger commitment to a project • **Face-to-face contact:** Physical meetings create a familiar atmosphere and minimize misunderstanding among participants • **Incentives:** Benefits such as targeted feedback and rewards for desired behaviours can promote engagement • **Trained organizers:** Engagement activities benefit from facilitators and coordinators who are familiar with the domain, have experience in bringing together different stakeholders • **User-centred design:** Engagement tools should be easy to use and fit participants' context, otherwise tools are abandoned • **Validation of approach:** Piloting, testing recruitment channels and methods allows improving and tailoring the approach • **Debriefing:** Debriefing meetings where target audience can meet with project and government officials illustrate the relevance of their involvement **Engagement context** • **Clear goals and overall framework:** Ensuring that stakeholders understand the engagement goals and how gathered info will be used also provides focus to the task • **Open attitude:** In the field of social innovation it benefits everyone to have an open and collaborative state of mind, instead of sticking to one's own territory, withholding information and competing against each other	• **Balance top-down and bottom-up**: Selecting the right mix of stakeholders is required so that engagement occurs both top-down and bottom-up • **Scepticism on citizen engagement**: Project partners may question the relevance and contribution of citizen engagement in specific project areas and phases (e.g., crowdsourcing) • **Accurate data gathering**: Where people are involved in data gathering, mechanisms need to be put in place to ensure data accuracy (e.g., reputation mechanisms) • **Project collaboration**: On a project level, project partners may be hesitant to include external assessment methods or collaborate in developing or implementing assessment

Table 4 - Opportunities and challenges

In the following sections, we will deal with the specifics of our engagement plan, including the overall engagement strategy and year-per-year specifics. We note that, on the one hand, this plan is based on the findings from the literature review conducted on project, stakeholder and citizen engagement. On the other hand, it is built on the experiences and knowledge that stems from the up-and-running CAPS and non-CAPS projects. To assure the smooth translation of theory to practice, we analysed the cases based on the analytical framework we built based on the literature reviewed on the topic. Considering the early stage of the CAPS projects, instead of limiting ourselves to analyse only their planned actions, we chose to look at related projects (i.e. non-CAPS), that are nearing their close and already have words of wisdom to share on practical items on engagement.

3.3 Global framework engagement strategy

The IA4SI project has a duration of 30 months, spread across three years. For each year, we identified clear milestones with concrete objectives to be met in order to deliver the desired results. These milestones can be consulted in Section 6.1 which shows an aggregated timeline for both the engagement and dissemination plan.

It is within this framework of milestones and their timing and objectives that the engagement operations for the development of the three tools, the roadmap and policy recommendations will be operationalized in order to engage the identified stakeholders of the IA4SI-project. As written in chapter 1, these stakeholders can be grouped into the following meaningful categories:

- *CAPS project partners*: all personnel affiliated with one of the CAPS project
- *CAPS project users*: EU citizens who have been recruited or engaged by the CAPS projects as their target users
- *EU citizens*: the public at large, and specifically those citizens belonging to the CAPS and other analysed projects ' target users
- *Digital and social innovation domain experts* and *academia*
- *European Commission*
- *Policy makers*: on regional and national scale

The project shall be operationalized in a pre-phase and two actual phases (see Figure 2), each with a different focus: the *pre-phase* consists of the lab tests in which technical testing on the functionality of the tools is conducted in–house, conducted by the IA4SI tool developers. In addition, after the functional testing, the first version of the SAT tool will be refined by the CAPS project personnel, along with the UDGI and CEP. After the pre-phase follows the first launch, in the closed phase. In the so-called *closed phase* the number of users that are targeted to be engaged is smaller, where as in the *open phase* the user base is opened up to the public at large. This is done to enable the work of IA4SI project to move forward with their development work while still engaging users from the beginning, even if the CAPS projects are not yet running in full force. Another reason is that by employing only a small group of users in the first closed phase, we are able to concentrate on specific issues, such as usability of the CEP, to enable more effective engagement efforts in the 2nd, i.e. open phase, when users activities are not hampered by usability and experience issues. Indeed, within this project, we need to make sure that the platform and data gathering tools provide an optimal user experience. Issues in this regard present an unnecessary barrier. They can demotivate recruited citizens to actually go voting or giving their impressions about a particular project. Thus, they need to be removed before putting the engagement tools to use on a larger scale.

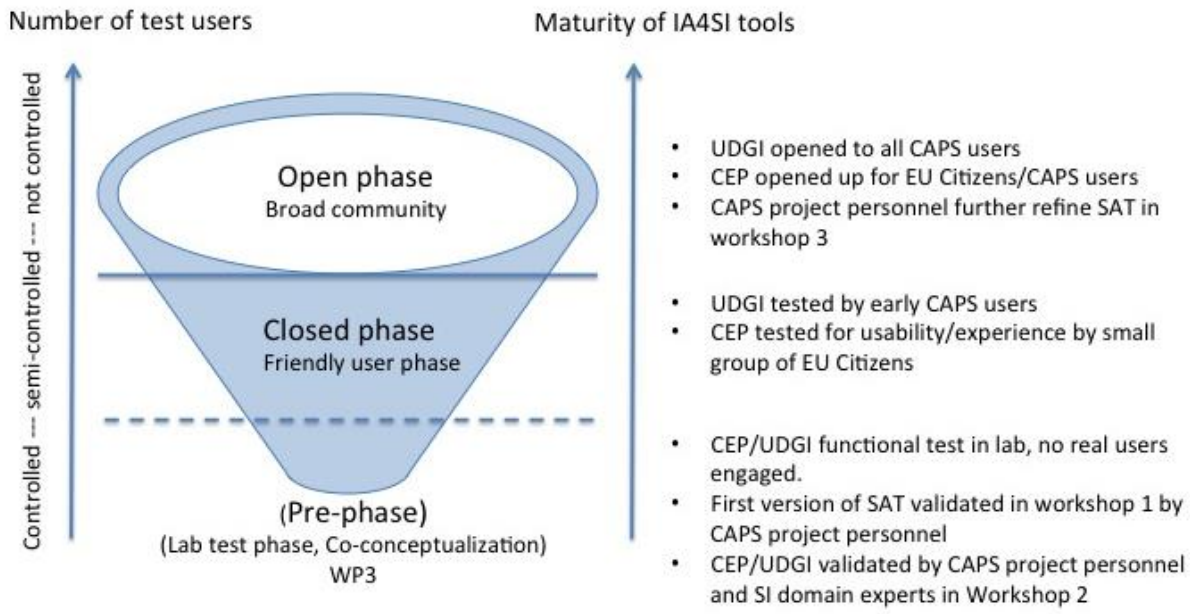


Figure 3 - Closed (campaign) phase and open (campaign) phase

During the second year, we will launch an open group phase, which means, that the two tools will be launched in the open community of EU-citizens and CAPS-users. Therefore, we will refer to "campaigns" in the years 1, 2 and 3 and each campaign will have a different focus (i.e. objective) and different aspects of the tools as well as the impact assessment methodology can be covered within each campaign.

3.4 Engagement plan year 1

In this section, we describe the engagement targets, channels and tools for the year one of the IA4SI project.

3.4.1 IA4SI-objectives

The first year of the project runs from October 2013 to September 2014 and has the following objectives:

M1 - M6: validate the first variables of the impact assessment (provided by WP2)
M1 - M6: validate the first version of the self-assessment toolkit (SAT, provided by WP3)
M8 - M12 validate the first version of the User Data Gathering Interface and the Citizen Engagement Platform (UDGI, CEP, provided by WP3)

From month 10 onwards, a small group of so-called "friendly users[1]" will be targeted to carry out some user experience testing on the first versions of the tools in Campaign 1.

3.4.2 Targets, indicators, requirement and retention

During the first year of IA4SI when the CAPS projects are only off the ground, the efforts taken are still relatively small, i.e. number of users recruited are relatively small, channels that are used are local, i.e. staying in the consortium countries.

[1] *Friendly users*: a very small group (e.g., 10 people) not part of the project team, but that are to a certain extent related. This group of people that can be trusted and they know that the work is still in early stages and acknowledge that the PoC can and will, most likely, not work properly.

In the first year, the first part of the engagement will focus on partners in the CAPS projects. Special attention will go to those CAPS project partners that are focusing on aspects that relate to our own IA4SI methodology creation (such as project coordinators, partners responsible of exploitation activities and/or engaged in pilot action). In order to identify these relevant partners and the relevant owner within each project partner for the IA4SI collaboration, we will actively seek the cooperation of the project coordinator of each project. We already started this work, as 8 projects out of 11 participated in our preliminary interviews; they will direct us to the partners that are more relevant for the different aspects of our methodology.

Stakeholders	Role/task	Indicator	User requirement	Retention strategy
CAPS project personnel	Validate 1st version of SAT; Participate in workshop 1	Managed to engage project partners with an interest in participating in IA methodology creation	Project partners with an interest in participating in IA methodology creation	Workshop results shared via notification service/email
CAPS project personnel	Validate input IA-methodology; Participate in workshop 1	Managed to engage project partners with an interest in participating in IA methodology creation	Project partners with an interest in participating in IA methodology creation	Workshop results shared via notification service/email
CAPS project personnel	Provide Feedback CEP; Participate in workshop 2	Managed to engage project partners with experience/ knowledge in CE tools	Project partners with experience/ knowledge in CE tools, CAPS - grassroots social innovation partners	Notification with results
Social innovation domain experts	Provide feedback CEP; Participate in workshop 2	Managed to recruit non CAPS-Grassroots social innovation experts	Non CAPS-Grassroots social innovation experts	Notification with results
CAPS users	Use the UDGI to preliminary test the UDGI-	10% of users of each CAPS project	Access to internet; English language Diversity of types of users	Incentive (e.g. ipad to win for registered users); Post action: Notification sent to registered users;

	tool regarding experience and discussing and evaluation of CAPS-projects; Participate in closed phase			Contribution to dynamic community formation by means of news updates on UDGI/IA4SI channels
EU-citizens	Use the CEP to preliminary test the tool regarding: * User acceptance and experience; * Voting on social innovation projects * Interact with each other by sharing and commenting; Participate in closed phase	100 users	Access to internet; English language; Diverse socio-demographic background (age, professional background, knowledge and experience of social innovation	Incentive (e.g. ipad to win for registered users); Post action: notification sent to registered users; Contribution to dynamic community formation by means of news updates

Table 5 - Targets, indicators, requirements and retention

In order to keep the project partners that participated in the workshops engaged for the continuation of IA4SI, we believe it will be necessary to clearly communicate the results of the workshops, our future steps, as well as to give them the opportunity to evaluate the organisation of the workshop. We will report back to them, in collaboration with WP2 (for the results) and WP6 (for the dissemination). Such a notification service that notifies people on the availability of news that is relevant to them (if possible, via their mobile device, from year 2 onwards) is an important retention strategy that we will apply also to engage with CAPS users and EU citizens. In addition, incentives (e.g., an iPad or Amazon checks) will be used to motivate CAPS users and citizens to engage.

3.4.3 Recruitment channels and tools

Building on the awareness creation conducted in WP6 during their dissemination activities, in order to recruit as many interested partners as possible, several recruitment channels are envisioned:

- In order to not burden the CAPS project users too much, we will rely on the CAPS projects as channels to recruit their project partners on the condition, that the CAPS projects allow us to make our banner visible on their website

- The CAPS Concertation Meeting in February (2014) will be used as a channel to connect with the CAPs project coordinators and other SI affiliates.
- The IA4SI consortium will rely on their internal network and close contacts nationally to recruit friendly users for the Campaign 1. The channels used to get to these contacts will be iLab.o (iMinds), social innovation initiatives based in Roma such as The Hub and other space for co-working and start-ups, possible collaboration with TESS project which is analysing the impact of grass-roote initiative in promoting solution for a Low Carbon Society and in which T6 is involved (T6), contacts from previous projects (ATC) and business and university contacts (Eurokleis).
- Communication with the CAPS projects will additionally take place on a dedicated Facebook page with the CAPS projects

The following table summarizes in a visual manner the channels that will be used during the first year, as well as the target users that will be reached through those targets.

Channel	CAPS projects	Domain experts	CAPS users	EU Citizen
CAPS Project coordinators	x			
CAP project user			x	
Friendly users to IA4SI partners (iMinds, T6, ATC, Eurokleis)			x	x
Social innovation initiatives		x		

Table 6 - Channels

- Domain experts, i.e. small number of experts representative of different fields outside the CAPS project will also be targeted by means of direct email
- We aim to further enhance our connection with the CAPS project coordinators through on-going communication with them in person (in the various events organized by CAPS and by IA4SI), by email or by phone.
- The first CAPS2020 project conference in Brussels in 2014 presents an important opportunity to engage with the project personnel as well as other potential domain experts.
- To minimize the burden on the CAPS projects' users, the CAPS projects are requested to add a banner of IA4SI tools on their websites which will allow the CAPS users to only have to navigate through one page to get to the IA4SI tools (one-stop-shop) instead or relying on them having to finding the IA4SI tools separately through several clicks.
- We will also connect with the CAPS user communities by following them on Twitter and Facebook. This will provide them the subtle visibility of IA4SI, however, allow them to self choose the level with which they choose to engage with IA4SI. For example we will start following a CAPS project on Twitter/like them on Facebook, which will make us visible on their sites. This way we leave it up to them to choose to like us back/follow us, bringing all our updates into their visibility.

- The friendly users who are also EU citizens, will be contacted though the channels identified locally by IA4SI partners. For instance, iMinds will provide iLab.o with the necessary data on campaign 1 to publish to their user base, which they will also contact for iMinds.
- IA4SI partners will support recruitment, by disseminating calls for testing and other relevant project activities.
- We will also conduct webinars to explain the methodology and practical use of the IA4SI tools (continuing to year 2)

3.4.4 Type of user participation and tasks

On top of on-going close communication with the CAPS projects and IA4SI by email and telephone as well as connecting at CAPS events, CAPS partners will be invited for two workshops, each dedicated to one of the specific objectives of the first year. The workshop will be interactive in nature, making use of facilitation techniques, and CAPS partners will be invited to engage in a dialogue amongst each other as well as with the IA4SI personnel about Impact Assessment methodology, the SAT tool and Citizen Engagement Platform as a whole.

3.5 Engagement plan year 2

3.5.1 IA4SI-objectives

The second year runs from October 2014 to September 2015 and has the following objectives in which the users will be engaged in the open campaign phase

- Validating the Citizen Engagement platform in the broader community, i.e. going beyond friendly users and engaging more users (i.e. EU citizens) and maintaining the CAPS users.
- Further refining the SAT tool

3.5.2 Targets, indicators, requirements and retention

During the second year, the user base will be enlarged and engagement efforts will be targeting much wider groups of EU citizens not familiar with CAPS projects. The CAPS personnel will continue to be engaged in order to further refine the SAT tool.

Stakeholders	Role/task	Indicator	User requirements	Retention strategy
CAPS project personnel	Further refine SAT; Participate in workshop 3; participate in webinars organized by IA4SI	Managed to engage project partners with an interest in participating in IA methodology creation	Project partners with an interest in participating in IA methodology creation	Workshop results shared via notification service/email; Updates via dissemination
Social innovation domain experts	Provide feedback CEP; Participate	Managed to engage non -CAPS Grassroots	Non -CAPS Grassroots social innovation experts	Notification with voting results/developments

	in CEP; Participate in open phase	social innovation experts		
CAPS users	Use the UDGI to vote on CAPS projects relevance and impact; discuss, evaluate CAPS-projects and related items; Participate in open phase	10% of users of each CAPS project	Access to internet; Diversity of types of users	Incentive (e.g. ipad to win for registered users); Post action: Notification sent to registered users; Contribution to dynamic community formation by means of news updates on UDGI/IA4SI channels
EU-citizens	Use the CEP to: * Vote on social innovation projects * Interact with each other by sharing content and commenting; Participate in open phase	500 users	Access to internet; languages: English; Diverse socio-demographic background (age; professional background; knowledge/ experience of SI; level of engagement/activity)	Incentive (e.g. ipad/Amazon vouchers to win for registered users); Post action: notification sent to registered users; Contribution to dynamic community formation by means of news updates

Table 7 - Targets, indicators, requirements and retention, year 2

To encourage the participating users to continue their participation and to guarantee engagement, the users will receive an email with a compilation of developments (also viewable on the website); they will also be able to follow the dynamic website and the conversations that are being held and collected to the platform with feeds from Twitter and Facebook. The users will also be kept on top of the developments of the various CAPS projects and where necessary, encouraged to participate in the various CAPS projects' activities (in case they happen to be in the same location).

By ATC giving us the access to the tools with which we can follow in (almost) real-time the participation and activity users, we are able to also target the users who are most active with tips on how to contribute even further ("try the commenting function") and at the same time,

encourage users at the risk of losing their interest, and encourage them to increase their chances in winning the incentive.

Identification of users

The focus of the second year will be on engaging EU citizens and CAPS users and users of already running social innovation projects and initiatives. Instead of only recruiting from the CAPS projects, we will back up the pool of citizens with knowledge about Social Innovation by reaching out to EU-funded projects without a CAPS affiliation. In addition, we will also target other SI initiatives, outside of the EC-funding sphere. In addition, we will attempt to engage participants of different local, national, and international non-profits who have no explicit SI affiliation (but who might still fit the definition) as well as the public at large, e.g., students in universities and cities in European countries. Based on this grouping of people with or without specific knowledge and experience in social innovation, we can list the specific types of users below.

SI experience/knowledge

- EU citizens within the CAPS scope
    - People with disabilities and mobility impairments, elderly and their caregivers, and parents using strollers for their children
    - Citizens with an interest in environmental issues (e.g., individual energy consumption; making more sustainable lifestyle choices; ecological consumption)
    - Citizens involved in initiatives concerning ecology and conservation (e.g., wildlife conservation, guerrilla gardening)
    - Teachers, activists and educators in the field of environmental education
    - Citizens involved in initiatives working on developing countries and on corporate social responsibility-related issues
    - Citizens involved in initiatives occupied with sustainability (environmental/social/economic)
    - Citizens with an interest in political issues (e.g., digital democracy, open government)
    - Persons active in civil rights (e.g., women's rights, childern's rights, LGBT rights)
    - Commons based companies and organizations (e.g., Wikipedia)
    - Students, researchers and citizens interested in statistics and in knowing more about GDP measurement initiatives
    - Social innovators, NGOs, non-for profit organisations
    - Software developers
    - Citizens and initiatives active in commons based peer production and sharing economy (e.g., Wikipedia)
    - Open data initiatives (e.g., CitySDK)
    - Organizations active in online data privacy and social media users intereting in knowing more and in defending their online rigths
    - Companies active in online data harvesting

- EU citizens outside the CAPS scope
    - EU-funded SI oriented projects:
        - People with disabilities and mobility impairments,
        - Citizen scientists
        - Users with an interest in environmental issues

        - Users with an interest in societal issues (e.g. vulnerable groups, people at risk of exclusion, immigrants)
        - Members of social innovation movements and organizations
        - Some citizens of European cities
    - Other SI initiatives (no EC affiliation)
        - E.g. European Network Of Living Labs (ENOLL), SIX – Social Innovation Exchange, Open Knowledge foundation

- Domain experts and academia
    - These domain experts will be found within all the other groups (CAPS, non-CAPS, social innovation initiatives, academia)

No explicit knowledge and experience in SI

- Public at large:
    - Non-profits and initiatives with social, economic and environmental focus
    - Citizens in European cities (mainly in those countries represented in the IA4SI consortium)
    - Students in universities and higher education institutions in Europe

3.5.3 Recruitment channels and tools

To reach the aforementioned target users, we have identified a number of channels in order to reach the targeted users.

- As specified in year one, the IA4SI consortium will still rely on their internal network and close contacts nationally to recruit users for the open campaign phase
- As mentioned in the Engagement Plan Year 1 section, the primary channel to reach the CAPS users will be through the CAPS websites.
- To reach the non-CAPS EU projects' users, the partners involved in those projects (e.g., from Maseltov, SUNSET, TEPSIE etc.), will be used as channels to target an additional amount of EU-Citizens with knowledge and expertise on SI innovation.
- The social innovation initiatives (e.g., SIX) will be a channel to reach two types of users: the domain experts as well as EU citizens.
- EU citizens without an explicit affiliation with SI will be reached through the Non-profits organisations and on-going initiatives with social, economic and environmental focus that have been found through the social networks of the analysed projects (non-CAPS) and social innovation initiatives. This will guarantee that the topic of social innovation, though not completely familiar to them, will be easily relatable to them through their prior engagement with like-minded organizations. By contacting these non-profits organisations and ongoing initiatives, the added benefit is that we might be able to bring more attention to the CAPS projects, as users on the Citizen engagement Platform will have the possibility to learn more about them through a short project description, link to their websites and other dissemination materials made available by the CAPS projects. Another possible channel for reaching young citizens is to develop collaboration with universities in the field of social science and ICT and engage them in the voting.
- In addition, the second CAPS2020 conference in Brussels in 2015 will be a channel in which we intend to target CAPS users as well as domain experts.

- Finally, we intend to distribute a mix of printed materials, such as flyers as well as newspaper advertisements in the leading European newspapers in order to create awareness among those citizens that are not as familiar with ICT

The following table visualizes the types of channels, and users we intend to get in contact with.

Channel	Domain experts	CAPS users	EU Citizens
CAPS project partners		**X**	
Non-CAPS EU project partners			**X**
Social innovation initiatives	**X**		**X**
Non-profits & other initiatives (incl. universities and student networks)			**X**

Table 8 – Channels, year 2

- The engagement with the close contacts of the IA4SI partners, i.e. the friendly users, will be continued and where possible, opened up further. This means that in addition to maintaining those friendly users, new users will be targeted within e.g. the ILab.o panel. The target user base will thus be opened up to more people and engagement actions are strengthened, i.e. by adding new messages to engage participants, by using incentives to encourage participation.
- To keep engaging the users through the CAPS websites, the banners will be kept on these websites. By leading the updates of the IA4SI community on Facebook as well as the updates on the CE platform to the different CAPS sites via feeds, we trust a flow of users will be activated and engaged this way.
- The non-CAPS EU projects partners will be connected with on their social networks sites (mainly Facebook or Twitter). Where no social network page exists, or they seem no longer to be active, we intend to get in contact with the project leads by email in order to disseminate our engagement call.
- The domain experts will be contacted directly by email where they are identified. The social innovation initiatives will lead us to two types of users: the domain experts as well as EU citizens. We intend to contact directly with the experts, whereas the citizens will be contacted by placing adverts on their Facebook groups. Where necessary (i.e. no social network exists, or network is seemingly inactive), we will connect directly with the SI initiatives and ask to get in contact with their user base.
- There will be a dedicated Facebook page for the EU citizens not affiliated with CAPS. This will be used to connect with non-profits and other initiatives with social, economic and environmental focus that have been identified in the social networks of the projects and their partners identified above. By contacting these non-profits and initiatives, the added benefit is that we might be able to bring more attention to the CAPS projects, as users on the IA4SI CEP will become aware of the CAPS projects.

In addition to the non-CAPS social innovation projects, their networks will also be used to identify possible channels. These fall under the category of social innovation initiatives. Though the CAPS projects have a number of stakeholders and partners involved, in this table

we have identified as channels only those organizations or institutions that can provide us with an access to a large pool of potential users, i.e. citizens to engage.

In the list below, we have identified first the project, the type of channel that is in question and the name of the partner. In addition, we have added a brief description of the partner where it was available. It should be noted, that were the project consortium consists of a considerable number of partners, we have provided but a few to serve as an example.

Channel	Type	Target user base
CAP4ACCESS	SIE (Social Innovation Enterprise)	**Sozialhelden:** http://www.sozialhelden.de/wir/, https://www.facebook.com/SOZIALHELDEN https://twitter.com/sozialhelden
	SIE	**ZSI - Zentrum für Soziale Innovation (CHE)** is an independent institution, acting globally by deployment of innovative research, education, advisory services and co-ordination of networks, to support socially appreciated forms of innovations; develop, research and disseminate social innovations; analyse, promote and evaluate scientific collaboration; strengthen an open and solidly united society, and thereby, help to implement the visionary prospect of a better world. https://www.zsi.at/ https://www.facebook.com/ZSInnovation
	SIE	**Mapping for Change** (UK) is an innovative social enterprise that exists to support the development of sustainable communities. http://www.mappingforchange.org.uk/ https://www.facebook.com/MappingforChange/
DeCarboNet	Civil society organization	**WWF Switzerland (CH)** http://www.wwf.ch/de/ https://www.facebook.com/WWFSchweiz
	Civil society organization	**Stichting Waag Society (NL)**, *institute for art, science and technology*, develops creative technology for social innovation. The foundation researches, develops concepts, pilots and prototypes and acts as an intermediate between the arts, science and the media. Waag Society cooperates with cultural, public and private parties. Within the organisation, specific themes are used to develop multiple projects, called Labs. At the moment there are six different Labs: Creative Care Lab; Creative Learning Lab; Future Internet Lab; Open Design Lab; Urban Reality Lab; Open Wetlab. http://waag.org/nl https://www.facebook.com/waagsociety
	Enterprise	**GEO: Green energy options (UK)** At **geo** we provide an end-to-end energy management experience. From in-home displays to online appliance control, we give everyone the power to shape their energy consumption – helping us all save the world (and our wallets). https://www.facebook.com/GEO.GreenEnergyOptions
Catalyst	SIE	**Wikitalia:** Wikitalia is an NGO with the mission of furthering the culture of open government and a geographical focus on Italy. http://www.wikitalia.it/ https://www.facebook.com/makingwikitalia
	SIE	Imagination for People: A running platform devoted to Social

		Innovation and civic imagination. It is one of the very few international and multilingual platforms dedicated to social and environmental projects. http://imaginationforpeople.org/en/ https://www.facebook.com/imaginationforpeople.org
	SIE	Changemakers: Changemakers convenes and connects high-potential changemakers, and their ideas and resources, through the power of collaborative competitions and partner networks. Changemakers is a global community of action that grows the impact of change making – from leading social innovators and community activists to Fortune 500 companies and global foundations. http://www.changemakers.com/ https://www.facebook.com/ashokaschangemakers
	SIE	Purpose: Purpose creates global movements by harnessing the collective power of citizens to tackle social and political problems (e.g. Avaaz). http://www.purpose.com/ https://twitter.com/Purpose
	Civil society organisation	CSCP: The Collaborating Centre on Sustainable Consumption and Production (CSCP) is an internationally visible institution for scientific research, outreach and transfer activities on sustainable consumption and production (SCP). http://www.scp-centre.org/ https://www.facebook.com/scpcentre
	Civil society organisation	Euclid Network. Euclid Network is the community of civil society leaders and social entrepreneurs which connects, facilitates knowledge sharing, fosters cross boundary partnership, runs pilots and influences policy for a more effective and innovative civil society in Europe and beyond. http://www.euclidnetwork.eu/ https://www.facebook.com/Euclid.Network
Wikirate	SIE	Grass commons. Grass Commons blends foresight, creativity, humanity, and humour in building software that helps people address some of our biggest societal problems and deepest personal needs. http://grasscommons.org/About_Us
D-cent	SIE	Open knowledge: a global movement to open up knowledge around the world and see it used and useful. http://okfn.org/ https://www.facebook.com/OKFNetwork https://twitter.com/okfn
	SIE	The Open Ministry (Avoin ministeriö) is about crowdsourcing legislation, deliberative and participatory democracy and citizens' initiatives. It is a non-profit organization based in Helsinki, Finland. http://openministry.info/ https://twitter.com/Open_Ministry
	SIE	**Peer2Peer foundation.** The P2P Foundation is an international organization focused on studying, researching, documenting and promoting peer-to-peer practices in a very broad sense. http://p2pfoundation.net/
	SIE	**Nesta.** An innovation charity with a mission to help people and organisations bring great ideas to life. http://www.nesta.org.uk/ https://www.facebook.com/nesta.uk https://twitter.com/nesta_uk

	SIE	**Dyne.org** .Since 2000 we design software and ideas for the arts, sharing a grassroots access to technology, education and freedom. http://www.dyne.org/ https://www.facebook.com/dyne.org https://twitter.com/DyneOrg
	Civil society organization	**Open Helsinki** . https://www.facebook.com/groups/openhelsinki/
	Civil society organization	**The International Modern Media Institute** is an Iceland-based foundation working towards rethinking media regulation, securing free speech and defining new operating principles for the global media in the digital age. We want to help better protect freedom of the press the world over by researching best practices in law and promoting their widespread adoption. https://immi.is/
	Enterprise	**Forum Virium** Helsinki develops new digital services in cooperation with companies, the City of Helsinki, other public sector organizations, and Helsinki residents. The aim is to create better services and new business, plus to open up contacts for international markets. Forum Virium Helsinki is a part of the City of Helsinki Group. http://www.forumvirium.fi/en/introduction https://www.facebook.com/ForumViriumHelsinki
USEMP	Research Institute	**iMinds** is an independent research institute founded by the Flemish government. The iMinds team offers companies and organizations active support in research and development. It joins various forces on research projects. Both technical and non-technical issues are addressed within each of these projects. http://www.iminds.be/

Table 9 - CAPS project partners representing user-basis in pilot actions

EU projects working in the field of social innovation (non-CAPs projects) and related partners

These projects were searched during the writing of the proposal as projects related to social innovation and financed in the FP7 Framework programme (as explained earlier while describing the case study selection criteria). These projects' and other instances involvement in IA4SI is provisional to their own willingness as explained in the Engagament Plan (3.5.3. Recruitement Channels and Tools).

Project	Type channel	Target user base
SUNSET	Public institution	**City of Enschede**, a municipality that owns traffic information and will be running a living lab to stimulate citizens to smart sustainable travel choices, http://www.enschede.nl/ https://www.facebook.com/gemeenteenschede
	Initiative	**Tripzoom** is part of the SUNSET research project that investigates the use of incentives and social networks to motivate more sustainable, personal transport. http://tripzoom.eu/portal/ https://www.facebook.com/TripzoomCommunity https://twitter.com/tripzoomsunset
EVERYAWARE	Initiative	**NoiseTube:** NoiseTube is a research project, started in 2008 at the Sony Computer Science Lab in Paris and currently hosted by the BrusSense Team at the Vrije Universiteit Brussel, which

		proposes a participative approach for monitoring noise pollution by involving the general public. http://noisetube.net: https://www.facebook.com/groups/cjtscienceresearch/ **Air Probe International challenge**: http://cs.everyaware.eu/event/airprobe https://www.facebook.com/airprobe.internationalchallenge?fref=ts
MASELTOV	Civil Society organization/non-profit/charity	**Migrant Resource Center** (UK): The Migrants Resource Centre has a vision of Britain in which migrants and refugees are valued for their contribution to society. In partnership with other agencies, we work with displaced people from Latin America, Africa, the Middle East and Asia to effect social justice and change, empowering migrants and refugees to fully participate in and contribute to society. http://www.migrantsresourcecentre.org.uk/ https://www.facebook.com/MigrantsMRC
M-Inclusion	Open Innovation Platform	**Futura Networks** was founded by E3 Futura in 1999 to create forums and educational programs to promote innovation and participation in digital culture. For 16 years Futura Networks has organized Campus Party festivals, which are recognized as one of the largest technology events in the world encompassing innovation, creativity, science and digital entertainment. **Campus Labs**: Campus Labs is the Open Innovation platform that builds up a "bridge" between two worlds usually apart. Through Campus Labs, we organize Challenges that put together all the talent and knowledge of our "geek" community and the needs and resources from companies. ww.campus-labs.com **Campus Party**: Campus Party is a collaboration between E3 Futura, a non-profit organization with the objective of bringing technology in all its various forms to society as a whole, and its sister organization, Futura Networks. http://www.campus-party.eu/2013/index-cpeu.html https://www.facebook.com/campuspartyeurope
INSITE	Community	**Impact Hubs** make up a global network of people, places, and programs that inspire, connect and catalyse impact. http://www.impacthub.net/ https://www.facebook.com/HUBWorld https://twitter.com/ImpactHub
	Civil society organization	**Euclid Network** is the community of civil society leaders and social entrepreneurs which connects, facilitates knowledge sharing, fosters cross boundary partnership, runs pilots and influences policy for a more effective and innovative civil society in Europe and beyond. http://www.euclidnetwork.eu/ https://www.facebook.com/Euclid.Network
Cloud4all	Movement and organization	**Raising the Floor** brings together like-minded people from many different disciplines and backgrounds that share this goal under whatever label. This includes people from software development, academia, industry (mainstream and Assistive Technology), consumers, non-governmental organizations, governments and activists. It is composed of people and organizations that are concerned that access to the broadband and Internet is no longer optional, yet many people are not able

		to use these technologies effectively.
	Foundation	**Stiftung Digitale Chances/The Digital Opportunities Foundation (DE)** http://digitale-chancen.de/
	Foundation	**ONCE: an association for the blind (ES)** http://www.once.es/new
TEPSIE		**Young Foundationis** determined to make positive social change happen. They pioneered the field of social innovation, with The Open University, UpRising and Studio Schools. They continue to work closely with individuals; communities and partners, building relationships to ensure that our thinking does something, our actions matter, and the change we make together will continue to grow. http://www.youngfoundation.org/ https://www.facebook.com/TheYoungFoundation/info

Table 10 - EU projects working in the field of social innovation (non-CAPs projects) and related partners repsesenting user base in pilot actions

Organizations networks and labs working to promote social innovation.

Name of Initiave	Type channel	Domaion/field	Target user base
Social Innovation Europe	SIE	Partnership to streamline SIE in Europe	SIE is building and streamlining the social innovation field in Europe. The project is run by a partnership of networks: the Social Innovation Exchange (SIX) and Euclid Network. The initiative is funded by the European Commission's DG Enterprise and Industry. https://webgate.ec.europa.eu/socialinnovationeurope/ https://www.facebook.com/SocialInnovationEurope
European Network of Living Labs	Non-profit research organization	Innovation, Technology research	The **European Network of Living Labs** (ENoLL) is the international federation of benchmarked Living Labs in Europe and worldwide. The ENoLL international non-profit association, as the legal representative entity of the network, is headquartered in Brussels, at the heart of Europe. http://www.openlivinglabs.eu/aboutus https://www.facebook.com/pages/ENoLL-European-Network-of-Living-Labs/ https://twitter.com/openlivinglabs
Theoretical, Empirical and Policy Foundations for Social Innovation in Europe (TEPSIE)	SIE, EU project	Social innovation	A consortium of six partners is carrying out this project, exploring the Theoretical, Empirical and Policy Foundations for Social Innovation in Europe (TEPSIE). Together, this consortium has designed a research programme, which aims to prepare the way for developing the tools, methods and policies, which will be part of the EU strategy for social innovation. Its purpose is to strengthen the foundations for other researchers, policy-makers and practitioners to help develop the field of social innovation. As such, the research programme will map the field, reviewing theories, models and methods and identify gaps in existing practices and policies, as well as pointing

			towards the priorities for future strategies. http://www.tepsie.eu/
The Young Foundation	SIE organisation	Social innovation	The Young Foundation is a leading independent centre for disruptive social innovation. The young Foundation promotes social innovation and run research n the topic. http://youngfoundation.org/ https://www.facebook.com/TheYoungFoundation/
NESTA	SIE organization	Social innovation	Nesta is an innovation charity with a mission to help people and organisations bring great ideas to life. http://www.nesta.org.uk/ https://www.facebook.com/nesta.uk https://twitter.com/nesta_uk
SIX – Social Innovation Exchange		Network for social innovation	It is one of the most important networks for social innovation and a point of reference for research and actions in the field. Its website is an important source of case studies and initiatives that are used for fostering the reciprocal learning of actors in the filed of social innovation. It is promoted by NEsta and the Young Foundation http://www.socialinnovationexchange.org/about
Euclid Network	Civil society organization	Social Innovation	Euclid Network is the community of civil society leaders and social entrepreneurs which connects, facilitates knowledge sharing, fosters cross boundary partnership, runs pilots and influences policy for a more effective and innovative civil society in Europe and beyond. http://www.euclidnetwork.eu/ https://www.facebook.com/Euclid.Network
Denokinn	SIE	Social Innovation	DenokInn is the Basque Centre for Social Innovation, Entrepreneurship and New Business Development. It is a non-profit initiative promoted by local authorities of the Basque region in collaboration with private entities and academic institutions. Denokinn aims to identify emerging social tendencies in order to generate new enterprise and service opportunities. Denokinn trains vulnerable and disadvantaged groups to lead the new initiatives. www.denokinn.eu/
The Hub Stockholm	**SIE**	Incubator HUb for social innovation	The Hub Stockholm. The Hub is an incubator for social innovation. It offers access to inspiring collaborative work and meeting spaces for entrepreneurs and people with imaginative ideas. http://stockholm.impacthub.net/ https://www.facebook.com/ImpactHubStockholm
The Hub Rome		Incubator for social innovation, creativity and knowledge-economy-related topics	It offers space, meeting, training and collaboration opportunities for social entrepreneurs, social innovators and creative. http://www.hubroma.net/chi-siamo
Social Platform	**SIE**	Platform	Social Platform is a platform for European NGO's. They work across 5 different strands, inclusion, rights, services, civil dialogue and employment.

			http://www.socialplatform.org/ https://www.facebook.com/socialplatform
Innopinion	**SIE**	Platform	Innopinion is a peer-evaluation solution for social innovation and R&D. With Innopinion you can arrange idea challenges, pitch your own ideas to be evaluated by the community or use it to get feedback for your product/service for R&D. Innopinion engages the community for idea evaluation. Innopinion engages people with personalized and gamified tasks to give ideas, identify problems, and analyse all content with peer-evaluation method. The method is not open innovation, but giving people individual questions and tasks, using the community as resource effectively as possible to analyse all content. The distribution is done by emails and web portal, and in the near future also mobile applications. Web and emails are optimized for mobile use http://main.innopinion.com/ https://www.facebook.com/Innopinion https://twitter.com/innopinion
Open Knowledge foundation			The Open Knowledge Foundation is a non-profit organisation promoting open data and open. It is active since 2004 and created leading initiatives of social innovation by suing open data. “ http://okfn.org/about/
Digital Social Innovation			It is both a research project financed by the EU and a platform mapping digital social innovation initiatives in Europe http://digitalsocial.eu/
NomineTrust 100			NomineTrust 100 is an initiative promoted by Nominet Trust for detecting the 100 most inspiring digital social innovation initiatives in different filed such as environment, health, education and others. http://www.socialtech.org.uk/
SIX – Social Innovation Exchange		Network for social innovation	It is one of the most important networks for social innovation and a point of reference for research and actions in the field. Its website is an important source of case studies and initiatives that are used for fostering the reciprocal learning of actors in the filed of social innovation. It is promoted by NEsta and the Young Foundation http://www.socialinnovationexchange.org/about

Table 11 - Representation of pool of users recruited through organizations, networks and labs working to promote social innovation

Public at large

In the following list, we have identified some civil society initiatives and non-profits that fall under the topics of the CAPS projects as an example of channels we intend to target. In the following lists, the universities listed come from the pool of universities that are/were involved with the CAPS projects and non-CAPS projects. They come from a variety of European countries, and by choosing to target them, we ensure a pan-European recruitment

of users. In addition, by recruiting users from these universities with shown affiliation with the concept of social innovation, we are more likely to recruit users with an interest to engage.

Name Initiative	Type channel/Country	Domain/field	Target user base
AXS Map	Non-profits and initiatives with social, economic and environmental focus	Access/Immobility	AXS Map strives for a better world – accommodating, adapting and updating for the inclusion of people with disabilities. http://www.axsmap.com/ https://www.facebook.com/axsmap
On Road	Non-profits and initiatives with social, economic and environmental focus	Immigrants/Migrants	On Road works with excluded and misrepresented communities to look for solutions to social problems using the web, technology and the media. http://www.onroadmedia.org.uk https://www.facebook.com/OnRoadMedia
Cities of Migration	Non-profits and initiatives with social, economic and environmental focus	Immigrants/Migrants	Cities of Migration aims to improve the integration of urban migrants through information sharing and learning exchange internationally and to become a catalyst for city leadership on migration issues. http://citiesofmigration.ca/ https://www.facebook.com/CitiesOfMigration
Clean Air London	Non-profits and initiatives with social, economic and environmental focus	Environment/Clean air	Campaigning for full compliance with legal and health standards for air pollution throughout London and elsewhere https://www.facebook.com/CleanAirLondon https://www.facebook.com/AirPollutionCampaignAPC
CSR International	Non-profits and initiatives with social, economic and environmental focus	Corporate social responsibility	An international group for all corporate sustainability and responsibility (CSR) professionals, students and enthusiasts. www.csrinternational.org
Care4care	Non-profits and initiatives with social, economic and environmental focus	Aging society	Care4care, the brainchild of Professor Heinz Wolff, is a game-changing solution to one of the most pressing challenges facing British society today: how to care for our growing ageing population. http://care4care.org/
Queen Mary University London	UK	Education/Academia	http://www.qmul.ac.uk/ https://www.facebook.com/OfficialQMUL https://twitter.com/QMUL/
University of Leeds	UK	Education/Academia	https://www.facebook.com/universityofleeds https://twitter.com/universityleeds http://www.leeds.ac.uk/
Open University	UK	Education/Academia	http://www.open.ac.uk/ https://www.facebook.com/theopenuniversity?rf=115722145107841 https://twitter.com/openuniversity

University of Reading	UK	Education/Academia	http://www.reading.ac.uk/ https://www.facebook.com/theuniversityofreading https://twitter.com/uniofreading
University of Surrey	UK	Education/Academia	http://www.surrey.ac.uk/ https://www.facebook.com/universityofsurrey? https://twitter.com/UniOfSurrey
University of Sheffield	UK	Education/Academia	http://www.sheffield.ac.uk/ https://www.facebook.com/theuniversityofsheffield https://twitter.com/sheffielduni
University of Cambridge	UK	Education/Academia	http://www.cam.ac.uk/ https://www.facebook.com/cambridge.university https://twitter.com/Cambridge_Uni
Coventry University	UK	Education/Academia	http://www.coventry.ac.uk/ https://www.facebook.com/coventryuniversity https://twitter.com/covcampus
University College London	UK	Education/Academia	http://www.ucl.ac.uk/ https://www.facebook.com/uclofficial https://twitter.com/uclnews
University College Cork	UK	Education/Academia	http://www.ucc.ie/ https://www.facebook.com/universitycollegecork https://twitter.com/UCC
City University	UK	Education/Academia	http://www.city.ac.uk/ https://www.facebook.com/cityuniversitylondon https://twitter.com/CityUniLondon
Universitat Oberta de Catalunya	ES	Education/Academia	http://www.uoc.edu/portal/en/index.html https://www.facebook.com/UOC.universitat https://twitter.com/UOCuniversity
University of Navarra	ES	Education/Academia	http://www.unav.edu/ https://www.facebook.com/alumninavarrenses https://twitter.com/unav
The Polytechnic University of Valencia (UPVLC)	ES	Education/Academia	http://www.upv.es/index-en.html https://www.facebook.com/UPV
Universita Polictecnia de Madrid	ES	Education/Academia	http://www.upm.es/internacional https://www.facebook.com/universidadpolitecnicademadrid https://twitter.com/La_UPM/
University of Alicante	ES	Education/Academia	http://www.ua.es/ https://www.facebook.com/campusUA https://twitter.com/UA_Universidad
Universitat Autònoma de Barcelona	ES	Education/Academia	http://www.uab.es/ https://www.facebook.com/uabbarcelona https://twitter.com/UAB_info
Czech Technical University	CZ	Education/Academia	http://www.cvut.cz/ https://www.facebook.com/CVUT.v.Praze https://twitter.com/CVUTPraha
Chalmers University of	SE	Education/Academia	http://www.chalmers.se https://www.facebook.com/chalmersuniversityo

Technology			ftechnology
FH Joanneum, University of Applied Sciences	AT	Education/Academia	http://www.fh-joanneum.at/?lan=en https://www.facebook.com/fhjoanneum https://twitter.com/fh_joanneum
Medizinische Universität Wien	AT	Education/Academia	http://www.meduniwien.ac.at/homepage/ https://www.facebook.com/MedizinischeUniversitaetWien https://twitter.com/MedUni_Wien
Vienna University of Economics and Business	AT	Education/Academia	http://www.wu.ac.athttps://www.facebook.com/wu.wirtschaftsuniversitaet.wien?rf=112145495463696
University of Twente	NL	Education/Academia	http://www.utwente.nl/ https://www.facebook.com/utwente
TILLBURG UNIVERSITY	NL	Education/Academia	University: https://www.tilburguniversity.edu/nl/samenwerken/tilburg-social-innovation-lab/
Sapienza Universita Roma	IT	Education/Academia	http://www.uniroma1.it/ https://www.facebook.com/SapienzaRoma https://twitter.com/Sapienzaroma
Università degli Studi di Milano	IT	Education/Academia	http://www.unimi.it/ https://www.facebook.com/laStatale https://twitter.com/unimisegreterie
University of Florence	IT	Education/Academia	http://www.fua.it/ https://www.facebook.com/FuaFlorenceUniversityOfTheArts https://twitter.com/@FUAuniversity
Université Pierre Mendès France	FR	Education/Academia	http://www.upmf-grenoble.fr/ https://www.facebook.com/iut2grenoble https://twitter.com/ticeead_upmf
ROEducation/AcademiaFIEducation/AcademiaUniversity Politehnica of Bucharest	RO	Education/Academia	http://www.upb.ro/ https://www.facebook.com/pages/Universitatea-Politehnic%C4%83-din-Bucure%C5%9Fti/189139957777889?ref=profile
Helsinki Institute for Information Technology (HIIT)	FI	Education/Academia	http://www.hiit.fi/ https://twitter.com/HIIT
University of Oulu	FI	Education/Academia	http://www.oulu.fi/english/ https://www.facebook.com/oulunyliopisto?v=wall

			http://www.oulu.fi/english/
Hochschul fur Medien	DE	Education/Academia	http://www.hdm-stuttgart.de/ https://www.facebook.com/pages/Hochschule-der-Medien/308093096059 https://twitter.com/hdm_stgt
Technische Universitat Dresden	DE	Education/Academia	http://tu-dresden.de/en https://www.facebook.com/TUDnews https://twitter.com/tudresden_de
The University of Heidelberg, Germany	DE	Education/Academia	http://www.uni-heidelberg.de/index_e.html https://www.facebook.com/uniheidelberg https://twitter.com/uniheidelberg
Humboldy-Viadrina School of Governance	DE	Education/Academia	http://www.humboldt-viadrina.org/ https://www.facebook.com/governanceschool https://twitter.com/hvsg
The Danish Technological Institute	DK	Education/Academia	http://www.dti.dk/
Copenhagen Business School	DK	Education/Academia	http://www.cbs.dk/ https://www.facebook.com/CopenhagenBusinessSchool
The Catholic University of Portugal	PT	Education/Academia	http://www.ucp.pt/ https://www.facebook.com/pages/Noticias-da-Cat%C3%B3lica/342519554742
The University Centre in Svalbard	NO	Education/Academia	http://www.unis.no/ https://www.facebook.com/UNIS.Svalbard
St. István University	HU	Education/Academia	http://sziu.hu/
Eidgenoessische Technische Hochschule Zuerich	CH	Education/Academia	https://www.ethz.ch/de.html https://www.facebook.com/pages/ETH-Zurich/307004006039 https://twitter.com/ETH_en
Université de Lausanne	CH	Education/Academia	http://www.unil.ch https://www.facebook.com/unil.ch
Universitat Zurich	CH	Education/Academia	http://www.uzh.ch/index.html https://www.facebook.com/uzh.ch https://twitter.com/uzh_news
European students union	Union	Education/Academia	http://www.esu-online.org/ https://www.facebook.com/pages/European-Students-Union/ https://twitter.com/ESUtwt
European Youth forum	Forum	Education/Academia	http://www.youthforum.org/ https://www.facebook.com/EuropeanYouthForum https://twitter.com/Youth_Forum

Table 12 – User pool repsesenting the public at large

3.5.4 Type of user participation and tasks

The EU-citizens not affiliated with the CAPS projects will be recruited to make use of the Citizen Engagement Platform aimed to engage EU citizens in voting on the CAPS projects and the services offered by them. This platform enables also the citizens to discuss the

potentialities of these projects in terms of impact at social level and social take-up. In addition, we want to create an opportunity for the public in order to learn about social innovation and different existing initiatives and to connect and discuss with other CEP users. The citizens will have the opportunity to browse the site as unregistered or registered users. Realizing that many users are not keen on registering and giving up their private information (e.g., name and email), the unregistered users will provide us with the minimum that we need in terms of user data, however, protect the privacy and the ease of browsing the CEP. Therefore, upon giving their voting data, they will be asked to provide some basic anonymous information (e.g., age, profession, knowledge of SI, level of engagement). Registered users, on the other hand, will be asked to fill in more complete information with the purpose of enabling the IA4SI team to get in touch with them later, should need arise.

The CAPS users who have been recruited for the first round, will be encouraged to keep engaging on the CEP by investing in the dynamic community by commenting, uploading content on their experiences and opinions. The CAPS users can be viewed as the users with the "inside" knowledge, and to transfer some power to them, they can be invited to be engaged even further and to come up with questions about specific issues related to CAPS projects' impact.

3.6 Engagement plan year 3

3.6.1 IA4SI Objectives

This period runs from Month 25 (October 2015) till M30 (March 2016) and has as main objectives:

1. The definition of a list of policy recommendations with the European Commission as target group
2. The definition of a research roadmap highlighting research questions in the field of awareness platform for sustainability and social innovation
3. The organization of a Final conference

Regarding Engagement, objectives 1 and 2 are relevant tasks. Objective 3 is the task of WP6, dealing with dissemination and is explained in the dissemination part of the present deliverable (see chapter 4).

In order to create both documents, the IA4SI consortium will analyse the results of the analysis of data and discuss them with relevant stakeholders in Workshop 4, to take place in M25 (October 2015).

Since data collection by means of the User Data Gathering Interface and the Citizen Engagement Platform ended in M18, the focus of the engagement activities will be exclusive on the recruitment of relevant participants for workshop 4 as well as the ensuring of their participation in order to get feedback that is reliable, representative and of high-level quality.

3.6.2 Targets, indicators, requirements and retention

In light of the objectives mentioned above, we identified the following stakeholders as target groups:

- EU policy makers: policy makers from EU-institutions (a.o. EU commission, EU – Economic and Social Committee, Committee of the Regions, EU parliament, …) as well as national/regional[2] policy makers from the countries represented in IA4SI
- CAPS projects' partners
- Social innovation community, especially academic research centres and social innovation interest groups

Target	Role	Indicator	Requirements	Retention strategy
EU policy makers	Validate the policy recommendation Validate the research roadmap	EU policy makers from different institutions (Parliament, Economic and Social Committee, EU parliament, Committee of Regions) and from national level in countries represented in IA4SI	Participation in workshop 4	- Notification - Present final Policy recommendation document and final research roadmap document - Present membership of IA4SI-community by linking to LinkedIn pages
CAPS projects personnel	*Idem*	Social innovation Research partners and interest groups within the CAPS-projects	*Idem*	- Notification with results - Present final Policy recommendation document and research roadmap document
Social innovation domain experts	*Idem*	Especially academic, public or independent research centre working in social innovation as well as representatives	*Idem*	- Notification - Present final Policy recommendation document and final research roadmap document

[2] We aim to focus in the first instance on policy makers at the national level. However, for Belgium, given its institutional context, policy makers of the regional level (Flanders, Brussels, Wallonia) will be invited as well since major components of the competences related to social innovation ('innovation', 'welfare', 'culture', 'economy') are already located on the regional level and within the framework of the 6th state reform, these competences on the regional level will probably increase.

		from social interest groups		- Present membership of IA4SI-community by linking to LinkedIn pages

Table 13 – Targets, indicators, requirements and retention, year 3

3.6.3 Recruitment channels and tools

In order to engage the identified targets, the channels used to engage them will be the following:

Channels	EU – policy makers	CAPS projects	Social Innovation domain experts
Project officer		**X**	
WP1, 2 and 6 Lead	**X**	**X**	
EU social innovation research groups, communities & networks			**X**
European Network of Living Labs			**X**
European research networks			**X**

Table 14 – Channels, year 3

The recruitment of EU-policy makers will be done by WP1, 2 and 6 Leads and the CAPS projects by WP1, 2 and 6 Leads with, if there's a need, the collaboration with the CAPS project officer, the engagement of these two target groups will be the result of informal contacts established during IA4SI.

For the recruitment of the various social innovation domain experts, we foresee the following strategies:

The social innovation research groups and institutes, as long as not engaged in a CAPS-project like for example the '*Centre for Social Innovation*' (Austria) or the '*Euclid*' network, we envision as channels for the moment current research centres such as '*Skoll Centre for Social Entrepreneurship*' (Oxford, UK), '*Institut fur Soziale Innovation*' (Bonn, Germany), '*Centrum für Soziale Investionen und Innovationen*' (Heidelberg, Germany), '*Sinnerglak Social Innovation*' (Spain), '*Tilburg Social Innovation Lab*' (Netherlands), '*Institute of Network Cultures*' (Netherlands), '*Finnish Social Enterprise Research Network – FinSERN* (Finland)', '*Reseaux Interuniversitaires de l'economie sociale et solidaire – RIUESS*' (France), '*Institute of social labour ecomics and industrial sociology – LEST –CNRS*' (France), '*Centre for Social Entrepreneurship – CSE*' (Denmark), '*Centre de Recherche Interdisciplinaire Travail, Etat et*

Société – Cirtes' (Belgium), '*European Research Institute on Cooperative and Social Enterprises*' (Italy), '*Associazone Italiana per la promozione della Cultura delle Cooperatione e del Non Profit*' – AICCON (Italy), '*Institute for Social Research'* (Norway), '*Södertörns Högskola'* (Sweden), '*Institute for Civil Society Studies*' (Sweden), '*Centre de Recherche et d'Information sur la Démocratie et l'Autonomie – CRIDA'* (France), '*Centro de Investigacion de Economia y Sociedad' (Spain), 'Centre for Co-operative Studies*' (Ireland), '*Centre for Social Economy- CES*' (Belgium), '*Micro-economics of the profit and non-profit sector' – MECI* (Belgium), *'Hoger Instituut voor de Arbeid – onderzoeksgroep Middenveld en sociale economie'* (Belgium), '*Institute for Research and Innovation in Social Services – IRISS*' (UK).

We also envision as channels non-European research centres in order to have the largest sounding board possible. Potential interesting research centres or groups we will contact are: '*Social Innovation Generation'* (Canada), '*Waterloo Institute for Social Innovation and Resilience'* (Canada), '*Social Innovation Research Group Taiwan'* (Taiwan), '*Stanford Centre on Philantropy and Civil Society'* (USA), '*Lien Centre for Social Innovation'* (Singapore), '*Centre de Recherche sur les innovations sociales* –CRISES' (Canada), '*Dasra'* (India) and the '*Social Innovation Network University of Wollongong'* (Australia).

Regarding social innovation communities, we will use as channels initiatves such as the '*Social Innovation Exchange community*', the '*Social Innovation Park*', '*Social Innovation Europe*', '*Sustainable Everyday Project*', '*Partnership for Education and Research for responsible Living*', '*Design for for social innovation and sustainability*' (DSIS)„ '*EMES – International Research network'*, '*International Society for Third Sector Research'* and '*Impact HUB'*.

These lists of social innovation research groups in the EU and outside the EU and social innovation communities are not exhaustive and will be constantly updated in order to add research centres we are yet not aware of or that are going to be founded during the course of IA4SI.

While the previous mentioned channels are excellent to recruit potentially at the heart of the social innovation community, nonetheless, it is important to expand in order to recruit also academics or researchers that might research domains closely linked to social innovation but are not working under the umbrella of this concept. Under the label of 'European Research networks', we will use thus as recruitment channels such networks as for example '*European Communication Research and Education Association*' (ECREA), '*Academia.edu'* or '*Researchgate*'.

We will also contact the research groups (university or independent) and various stakeholders that were part of the 'EU-social platforms' (EU, 2013) to identify the research agenda for subsequent calls for European funded research and worked around the topics of cities and social cohesion, family and family policies, sustainable lifestyles in 2050 and innovation in social services. Especially, the participants of the two latter platforms are interesting given that their topic relates to social innovation concerns and can help us to identify researchers as well as social domain experts and representatives of relevant interest groups:

- *Sustainable lifestyles in 2050*: Demos Helsinki (Finland), Ecoinstitut Barcelona (Spain), Energy Research Centre of the Netherlands (Netherlands), Politicno di Milano (Italy), Regional Environmental Center for CEE countries (EU), The International Institute for Industrial Environmental Economics at Lund University (Sweden), Ashoka; EuroHealthnet and Northern Alliance for Sustainability (ANPED)

- *Innovation in social services*: Hamburg University of Applied Sciences (Germany), Roskilde University Department of Society and Globalisation (Denmark), Diakonhjemmet University College, Budapest Institute (Hungary), Istituto per la ricerca sociale (Italy), University of Southampton (UK), Université Paris I Pantheon – Sorbonne – IAE de Paris (France), The European Association of Service providers for Persons with Disabilities (EASPD), SOLIDAR-working to advance social justice in Europe and worldwide, The European Network on Independent Living (Ireland)

Moreover, we will contact the project partners that are part or took part (when the project has ended) in the following social innovation projects funded by the EU Research Framework programmes in order to recruit not only researchers but also experts:

- FP7: Desafio, Citispyce, Society, Lipse, Improve, Wwwforeurope, Innoserv, Tepsie, Wilco, Cocops, Spread, Social Polis, Servppin, Selusi, Gusto, Cseyhp
- FP6: Includ-ed, Lifelong learning 2010, Civicweb, Response, Katarsis, Recwowe
- FP5: Conscise, Publin, Singocom, Perse

Finally, ENOLL offers us a channel to reach to those Living Labs responsibles being active in the field of social innovation or research domains that have a strong link to social innovation.

Also, additional information gathered regarding potential interesting channels from the different IA4SI-activities in year 1 and 2 (workshops, presentation at conferences, CAPS-concertation meetings) may be used in this recruitment task in year 3.

Regarding the tools used to reach out to them, we foresee the following, to be expanded or refined based on the information gathered during year 1 and year 2 of the project:

Tool	Target	Mechanism
One-on-one talk with project officer	CAPS personnel	WP1, 2 and 6 leads inform project manager to identify and address the relevant project partner
One – on –one talks with relevant stakeholders already contacted during the operations of IA4SI so far	EU policy makers but also social innovation domain experts contacted during the previous two year	WP takes advantage of these parties to be already in our broad IA4SI interest group to contact them personally. An invitation (by email or mail) can be envisioned as a follow-up strategy
Personal Invitation letter with IA4SI brochure	EU politic makers	Various EU-policy makers will receive an invitation as well a brochure presenting the IA4SI project and its results based on the work undertaken in the previous years in order to stimulate interest
General Announcement letter with IA4SI brochure	EU social innovation research groups, experts and representatives of interest groups	An announcement by e-mail spread through the corresponding channels (mailings list, notifications) for these targets inviting them to register and joint the workshop. When registered or expressed their interest, a brochure will be sent to stimulate or retain their interest

Table 15 – Tools, targets and mechanims

3.6.4 Type of user participation and tasks

The engaged people will have to participate in workshop 4. Open discussion (incl. facilitation techniques), one-on–one interviews and focus groups will be organised by IA4SI-partners in order to provide them with opportunities to discuss the presented recommendations and provide us with their feedback.

4 DISSEMINATION PLAN

The IA4SI dissemination plan is included in Work Package 5 that is specifically focused on Coordination activities and citizen engagement. Dissemination and engagement plans are complementary also for the successful development of Work Package 2 Methodological Framework Definition. In fact, as mentioned, the IA4SI methodology will be defined in a participatory process that takes advantage of the engagement of CAPS projects.

The IA4SI dissemination strategy is designed to achieve the IA4SI project objectives (previously identified in section 1.1) and takes into account the different categories of stakeholders that will use our engagement platform and the impact self-assessment tools.

The IA4SI dissemination strategy is based on the following steps:

- Identification of the dissemination targets (groups that we want to reach with the dissemination activities). For each dissemination target:
  - Definition of target goals
  - Means of communication
  - Role of partners
  - Timing
- Definition of a yearly based timeline for developing the dissemination activities (for the whole duration of the IA4SI project)
- Identification and prioritization of a set of events (workshops, conferences, international and European meetings) for engaging the IA4SI stakeholders and promoting our project results.

A project brand, dissemination material and online dissemination tools have been designed and produced. This includes a project website (see http://www.ia4si.eu), use of Web 2.0 tools, a presentation templates, project flyers. Press releases are under development and will be launched in accordance with key moments of IA4SI project. All dissemination activities will be published in English. The website will be kept up-to-date regularly.

4.1 Dissemination targets and strategies

In this section, we provide the identification of the global framework for the dissemination strategy of the IA4SI project and a detailed plan for the whole duration of the project (30 months) divided for each year of the project's development. The timing of dissemination milestones and activities can be consulted in Section 6.1 that contains a overview of dissemination and engagement milestones and activities.

According to the identification of stakeholders of the IA4SI projects included in section 1.2 of chapter 1, we have identified here the different categories of dissemination targets and strategies to be developed during the entire lifetime of the project (30 months). The dissemination targets are defined by identifying:

- *Internal audience*: this category includes all the members of the IA4SI consortium, CAPS projects and the European Commission (DG Connect). Within this category are included all the stakeholders that are directly affected by the IA4SI project services.
- *External audience*: in this category we include all the stakeholders that will indirectly benefit from the outcome of the IA4SI project. Within this context the IA4SI project includes the EU citizens, projects users, the Social Innovation community, and policy makers.

- Beside these targets, we have to mention the media which are seen as a relevant channel for reacing the external audience.

For each dissemination target we provide here the definition of the target goals, means of communication, role of partners and timing. For a detailed list of actions to be developed by each year see section 5.4.

Target group	Target goal	Means of communication	Role of partners	Timing
INTERNAL AUDIENCE				
IA4SI Consortium	Exchange information, collaborate	Project website, Private area (myminds platform)	Each project partner is assigned to several WP he is in charge with. Partners should update information and exchange documents	From Month 1 to Month 30
CAPS projects	Collaborate and support them in: understanding the IA4SI methodology and approach; engaging the users; assessing their impacts and disseminating their results, exchange information and share knowledge	Project website,project workshops, Social Networks, Poster, Postcards, Flyers, IA4SI App, Citizen Engagement Platform, Scientific Publications	ATC will develop a platform to support projects in informing EU citizens more about social innovation and CAPS, and to engage CAPS users to vote on projects outputs. All the partners will develop the methodology for impact self-assessment and EK will create the SAT and the User Data Gathering interface. T6 and iMinds will organised and facilitate the workshops and will keep the communicaton with Cap projects flowing.	From Month 3 to Month 30
European Commission	Support the EC in assessing the impacts of CAPs projects, provide	IA4SI website, emails with the Scientific and Technical	iMinds and T6 (technical and scientific coordinator) will	From Month 1 to Month 30

	policy recommendations and a research roadmap	Coordinator, Social Networks, Scientific Publications, Policy recommendation and research roadmap deliverable	update the Commission regularly on the development of the project and participate in meetings such as coordination meetings and CAP 2020 conferences. All the partners will provide the required documentation and support the coordination management for the successful development of the project	
EXTERNAL AUDIENCE				
EU Citizens, Digital and social innovation domain experts and academia, and CAPS project users	Engage with them, enlarge the debate on social innovation, the validation of the policy recommendations, engage the projects users and successfully gather data for the perceived analysis of projects results, promote the IA4SI and other projects results in the Social Innovation community and in the EU society at large	EU Citizen Engagement Platform, IA4SI website, Social Networks, IA4SI App, Postcards, Flyers, ad hoc face-to-face events for citiziens engagement	ATC will develop the Citizen Engagement Platform. All the partners will work to engage a wide set of communities and citizens. EK will develop the User Data Gathering Interface for assessing the opinion of the users of CAP projects. iMinds will engage offline communities through the Living Lab and Fablabs, T6 will do the same with Italian social innovation initiatives and ATC with rely on pre-existing collaboration links for doing the same.	From Month 8 to Month 30
Policy	Collaborate with	IA4SI website,	All partners will	From

Makers	them to the development and validation of the policy recommendations	Scientific Publications, Social Networks, Citizen Engagement Platform, workshops	collaborate and engage as much as possible Policy Makers during the project. EK, with the support of T6 and iMinds, will organise the fourth workshop and invite policy makers to participate and contribute to the validation of recommendations	Month 25 to Month 30

Table 16 – Dissemination targets and strategies

We note that while public media are not a stakeholder per se, they will also be used as a channel for dissemination purposes. For this reason they will be contacted throught press releases and will be invited to project public events such as the final conference..

4.2 Initial dissemination and branding strategy

The visual identity and branding activities of the IA4SI project started in October 2013, during the Kick-Off Meeting held in Brussels. During this meeting, the IA4SI partners agreed on the basic components of the project website and on the first dissemination strategy. The Dissemination plan and branding was further investigated through online meetings among the IA4SI partners that decided to provide a first very simple branding and visual identity strategy during the first six months of the project. To this end, a first logo was created, using the IA4SI acronym.

Figure 4 – IA4SI project logo

During the first 6 months of the project, the IA4SI website will constitute the main tool used for disseminating and promoting our project activities and results. After the development of the first version of the Self-Assessment Toolkit and of the EU Citizen Engagement Platform planned at month 8 (in May 2014), IA4SI will use the Platform as the main tool for dissemination and engagement of stakeholders. During this phase, EK and the project consortium will work closely to ensure that the Self-Assessment Toolkit, the User Data Gathering Interface and the EU Citizen engagement platform will be fully integrated with the IA4SI Dissemination strategy and communication tools. The EU citizen engagement platform will include all the sections provided by the IA4SI website and a tool for voting and engaging citizens in knowing more about social innovation initiatives, approaches and opportunities. After this period, a second version of the branding and visual identity strategy will be developed with a new logo named “IMPACT 4 YOU” The new branding strategy will be aimed to attract both the internal and external audiences, so not only CAPS projects, but also individuals and Social Innovation communities that are not familiar with the concept of

European Commission funded projects. Slogan and all the communication activities will be based on simple and effective messages. As mentioned before, the IA4SI team will also investigate the possibility to develop an IMPACT 4 YOU App to EU citizens and projects users in the next 6 months of year 1 that will be integrated with the dissemination strategy and branding.

4.3 Dissemination channels and tools

Various dissemination channels and media will be used to obtain maximum impact from the promotion of the IA4SI project and engagement of the stakeholders. The channels have been selected according to the categories of dissemination targets and strategies identified in the previous section. The table below presents in detail the different channels and tools that have been selected to disseminate and promote the IA4SI project results and the related target groups.

	CAPS projects	**CAPS Users**	**EU Citizens**	**Digital Social Innovation Domain Experts & Academia**	**European Commission & Policy Makers**
Channels					
IA4SI website	**X**	**X**	**X**	**X**	**X**
IA4SI Citizen Engagement Platform	**X**	**X**	**X**	**X**	**X**
CAPS projects websites	**X**	**X**		**X**	**X**
CAPS projects Facebook page	**X**	**X**			**X**
IA4SI Facebook page	**X**	**X**	**X**	**X**	**X**
Twitter	**X**	**X**	**X**	**X**	**X**
LinkedIn	**X**	**X**		**X**	**X**
Social Innovation websites			**X**	**X**	**X**
Other projects SI platforms		**X**	**X**	**X**	**X**
Content aggregator	**X**	**X**		**X**	**X**

Media (free press, online newspapers, etc …)			**X**	**X**	**X**
Tools					
Public Deliverables	**X**	**X**		**X**	**X**
Restricted Deliverables					**ONLY FOR THE EC**
Scientific Publications	**X**	**X**		**X**	**X**
First IA4SI Workshop (Variables validation, presentation of the IA4SI toolkit and feedback gathering)	**X**				
Second IA4SI Workshop (Presentation of the EU Citizens Engagement Platform and feedback gathering)	**X**				
Third IA4SI Workshop (Best Practices presentation and synergies opportunities mapping)	**X**				
Fourth IA4SI Workshop (Validation of the policy recommendations)	**X**	**X**		**X**	**X**
Social Innovation Conferences and	**X**	**X**	**X**	**X**	**X**

Workshops					
iMinds Living lab community and other fablabs, hubs			**X**	**X**	
IA4SI App			**X**		
Posters, postcards, flyers, leaflets, etc …	**X**	**X**	**X**	**X**	**X**

Table 17 – Dissemination channels and tools

4.3.1 IA4SI Website

The IA4SI website has been developed from the start of the project. It has been online from December 2013. The IA4SI website is available at the following link www.ia4si.eu.

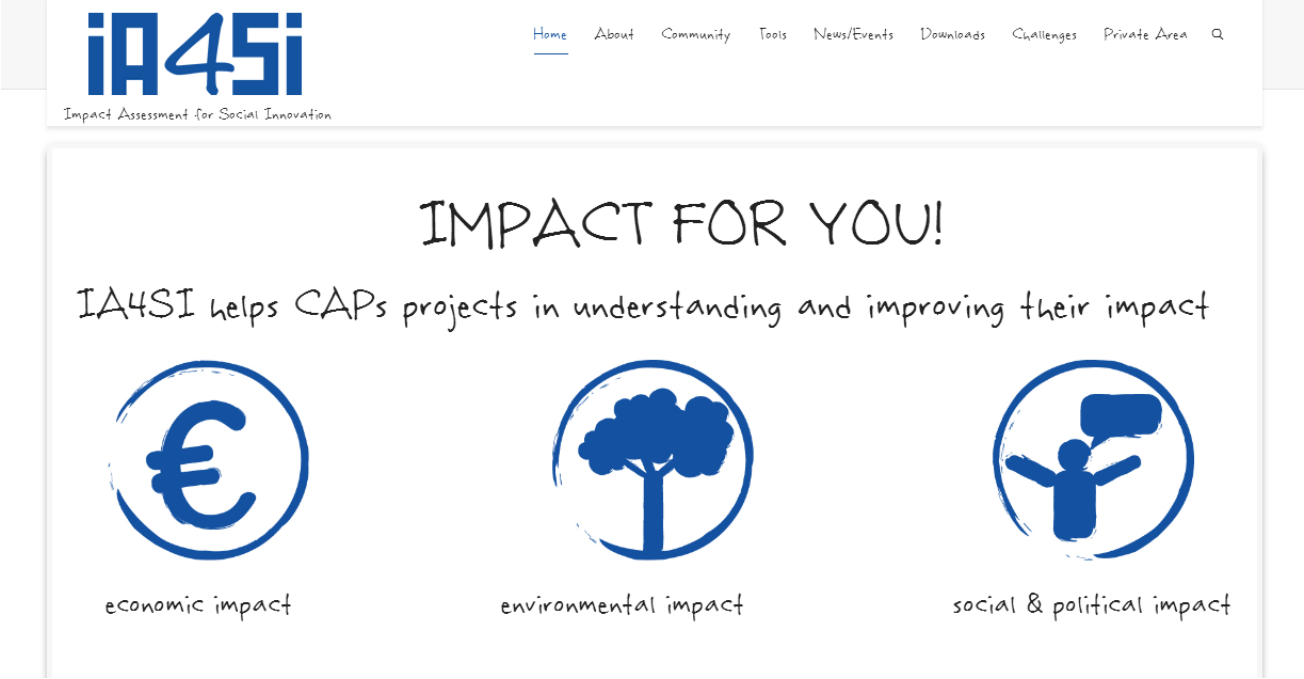


Figure 5 – IA4SI homepage

The IA4SI website is structured as follows:

- **Home Page:** the home page presents the IA4SI postcard (white and blue version) showing the project slogan and the areas of impact we are planning to assess.
- **About:** this section is divided in the two subsections Objectives and Approach. The Objective section describes the context of the IA4SI projects and the main goals we expect to achieve. The Approach section explains the methodology development process.
- **Community:** this section is divided in the three sub-categories Consortium, Contact us and CAPS projects. The first sub-section provides a presentation of each partner of the IA4SI project. The Contact us section includes a form for sending an email to the following address info@ia4si.eu that is managed by the scientific coordinator, the

technical coordinator and by the dissemination manager. The third sub-section presents an animated tag cloud with the links to the CAPS projects websites.

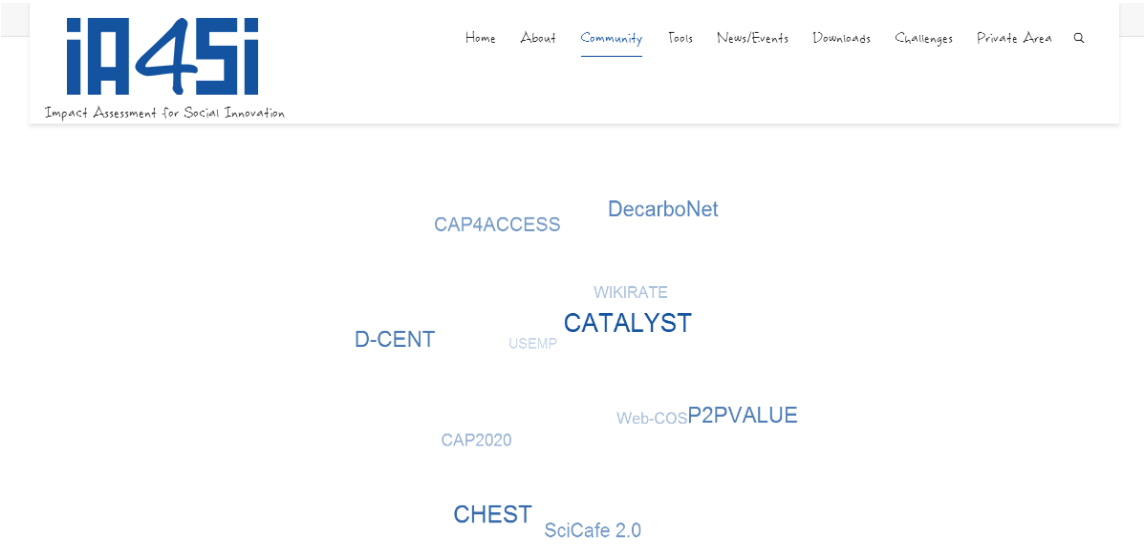


Figure 6 – Tag cloud of the I4SI community

- **Tools:** this section provides information about the three tool that the IA4SI project will develop, such as the Self-Assessment Toolkit (SAT), the User Data Gathering Interface and the EU Citizen Engagement platform.
- **News/Events:** this section provides information about news and events organised or participated by the IA4SI partners.
- **Downloads:** this section enables the users to download public deliverables and publications developed by the IA4SI project.
- **Challenges:** this section is divided in the two sub-sections Vision and Impact. The first sub-section explains the reason why of the IA4SI project within the framework of CAP projects. The second sub-section defines which kind of impacts the IA4SI projects is expecting to develop to the European Commission, to the Digital Social Innovation Community and to the CAPS projects.
- **Private Area:** this section includes a link for the authentication of the IA4SI partners to the iMinds management tool. The private area is password protected and restricted to the IA4SI consortium members. It provides access to all documents (Grant Agreement, reporting templates and guidelines, agendas, meeting minutes, presentations, dissemination templates, questionnaires, metadata requirements, deliverables and contact information of all partners). All the documents in the members' area are made accessible under the Work Package they were produced in. This private area is regularly updated by all the partners.

4.3.2 Print Material

Classical print media (e.g., brochure, flyers and leaflets) will be produced and freely circulated as project information and promotion at conferences, workshops and other events. The IA4SI postcard, a factsheet and a poster have been developed in November 2013 and have been used for promoting the project during the ICT 2013 event held in Vilnius and organized by the European Commission and the Lithuanian Presidency from 5 to 8 November 2013. The IA4SI flyer will be produced and adapted on a per need basis. The electronic version of these

materials will be downloadable from the IA4SI website. The following images will shows the IA4SI postcard and poster presented during the ICT 2013. In Annex we includes also the IA4SI Factsheet.

Figure 7 – IA4SI postcard and poster

4.3.3 Presentation Template

A standard presentation template has been developed for general presentations in December 2013 and has been made available to all the partners of the IA4SI consortium and approved it. Presentation from partners of the IA4SI project at public events will be made available in the Downloads section of our project website.

4.3.4 Social Networking tools

The IA4SI project intends to use social networking tools for communicating and disseminating the projects results and engaging with the stakeholders. The choice between the social networks to be used was carefully made by taking into account the tools used by the other CAPS projects. This choice was conducted by analysing the CAPS projects websites and through the interviews developed during December/January 2014. After this preliminary analysis, the IA4SI Consortium has decided to create a Twitter and a LinkedIn account. Together with the other Support and Coordination Action named CAP2020 (www.caps2020.eu) we are currently deciding to create a common Facebook account for all the CAPS projects. The final decision will be made during the Concertation Meeting with the European Commission that will be held in Brussels from 3 to 4 February 2014.

The LinkedIn group has been created with the aim to share more precise information about the IA4SI project and to link our project with the relevant Digital Social Innovation and CAPS projects groups. The Twitter account shows the graphic identity developed for the IA4SI projects and is mainly used for sharing updates about IA4SI and other CAPS projects. The Twitter account is also useful for sharing news about other Digital Social Innovation and European Commission initiatives about this topic. Social Networks accounts are linked and accessible through icons on the top of the IA4SI website. IA4SI will also create an animation for promoting our project that will be included in the Citizen Engagement platform and linked to Youtube.

Figure 8 – IA4SI Twitter account

4.3.5 Participation in conferences, workshops and events

The IA4SI partners will participate in conferences, workshops, stakeholders meetings organised by other CAP projects and the Social Innovation community. A first calendar of relevant events for the first year of the IA4SI project has been set up and is available in section 6.2. This preliminary list will be updated during the entire lifecycle of the IA4SI project.

4.3.6 IA4SI Workshops

The finalisation of the methodology through a participatory process including CAPS project representative in the workshops will be the cornerstone for coordination and engagement activities. Projects will meet and discuss their achievement by sharing the common goal of supporting the development of IA4SI methodology. The assessment will show to the IA4SI consortium those aspects on which projects should collaborate more intensively to solve common issues and achieve their goals. With this aim, IA4SI will organise 4 coordination workshops that are aimed at:

- stimulating the collaboration among Objective ICT-2013.5.5 projects
- improve and validate the impact assessment variables and the Self-assessment Toolkit
- presenting and validating the Citizens Engagement Platform
- presenting preliminary assessment results and stimulating the creation of synergies among projects in order to improve their impacts
- validating the policy recommendations and the IA4SI research roadmap.

The IA4SI dissemination strategy will include also all the activities required for the preparation of the four workshop, such as texts and graphic for the invitations to CAPS projects, social networks communication to promote the workshop. After the workshops, IA4SI will disseminate the results achieved through media online press, social networks, and the IA4SI platform.

4.3.7 IA4SI Citizen Engagement Platform

The EU citizens' engagement platform will be the main tool for voting and engaging citizens in knowing more about social innovation initiatives, approach and opportunities. Through the on line platform EU citizens will have the opportunity to vote projects' (under the CAPS projects) outputs and discuss about the services offered by social innovation projects and their potentiality in terms of impact at social level and social up-taking. The platform will be a dynamic online knowledge and collaboration platform supporting content production, thematic discussions, and stimulates collaboration among the participants.

4.4 Global Framework Dissemination Strategy

In this section we provide the identification of the global framework for the dissemination strategy of the IA4SI project and a detailed plan for the whole duration of the project (30 months) divided for each year of the project's development.

4.4.1 Dissemination plan Year 1

The primary focus of the dissemination activities for year one consists in the promotion of the IA4SI objectives and activities. According to the IA4SI project's objectives, we have identified the dissemination plan for year 1 of the project:

M1 - M6: validation of the first variables of the impact assessment (provided by WP2)
M1 - M6: validation of the first version of the self-assessment toolkit (SAT, provided by WP3)
M8 - M12 validation of the first version of the User Data Gathering and the Citizen Engagement Platform (UDG, CEP, provided by WP3).

M8 First release of methodology and of the tools

According to the IA4SI project's objectives for year 1, the dissemination main goals are:

- Dissemination and promotion of the IA4SI tools: Self-Assessment Toolkit, User Data Gathering Interface and EU Citizen Engagement Platform
- Engagement of CAPS projects for the development and validation of the variables to be included in the methodology and the finalisation of the Self-Assessment Toolkit through Workshop 1
- Engagement of CAPS projects for the validation of the EU Citizen Engagement platform through Workshop 2.
- Dissemination of the Data analysis results on projects' impacts

The expected results of the dissemination strategy for year 1 of the IA4SI project are:

- promotion of the IA4SI project and engagement of the CAPS projects that should be registered and should start to insert the data in the Toolkit
- engagement of EU citizens and the Social Innovation Community that should use the EU Citizen Engagement platform and dissemination of preliminary result
- engagement of project users that should fill in the questionnaire provided by the User Data Gathering Interface.
- Participation in events and scientific publications in peer-reviewed journals and Conferences.

During the first year of the IA4SI project development, the target of the dissemination plan will be on:

- CAPS projects personnel
- CAPS projects users
- European Commission
- Social innovation domain experts
- EU citizens
- Media.

We provide below the dissemination plan for year 1 of the IA4SI projects which identifies the target users, their role, the indicators for the dissemination of projects results, requirements and a specification of the dissemination strategy.

Target users	**Role**	**Indicator for dissemination results**	**Requirements**	**Dissemination strategy**
CAPS project personnel	Validate 1st version of SAT	To promote the results of the 1st Workshop to all the 11 CAPS projects included in the domain	Participate in workshop 1	Workshop results shared via notification service/email, IA4SI website, CAPS projects websites/platforms, Twitter, LinkedIn and Facebook

CAPS project personnel and projects users	Validate input IA-methodology	To promote the results of the 1st Workshop to all the 11 CAPS projects included in the IA4SI domain and the methodology to 30% of CAPS projects users	Participate in workshop 1	Workshop results shared via notification service/email, IA4SI website, Twitter, CAPS projects websites/platforms, LinkedIn and Facebook
CAPS project personnel and projects users	Provide Feedback CEP	To promote the results of the 2nd workshop to at least 30% of the 11 CAPS Projects' users	Participate in workshop 2	Notification service with results, Citizen engagement platform, Twitter, LinkedIn, Facebook, IA4SI Website and CAPS projects' websites/platforms
Social innovation domain expe rts	Provide feedback CEP	To promote the results of the 2nd workshop to at least 10% of Non CAPS- Grassroots social innovation experts	Participate in workshop 2	Workshop results shared via notification service/email, IA4SI website, Twitter, LinkedIn and Facebook
CAPS projects users	Use the UDGI to preliminary test the UDGI-tool regarding experience and discussing and evaluation of CAPS-projects.	Reach an agreement of 80% with CAPS projects on how to reach their users	Access to internet; Participate in closed phase	Promote the use of the UDGI through the Citizen engagement platform, Facebook, Twitter, LinkedIn, CAPS projects websites, IA4SI website
European Commission	Use the CEP and verify the results achieved in year 1	To promote the results achieved in year 1 of the project development to all the Project Officer of our DG	Access to internet	Promote the results of year 1 of the IA4SI project through emails, IA4SI website, Citizen Engagement Platform and Social Networks, Deliverables
EU-citizens	Use the CEP to preliminary	To promote the use of the CEP to at least 1000 citizens	Access to internet, use of Social	Promote the use of the CEP and the process of voting on

	test the tool regarding: * user acceptance and experience; * voting on social innovation projects * interact with each other by sharing and commenting	with a diverse socio-demographic background (age, professional background, knowledge and experience of social innovation	Innovation communities' platforms	social innovation projects through Social Innovation initiatives and platforms, Citizen Engagement platform, Facebook, Twitter, LinkedIn, CAPS projects' websites, iMinds Living Labs

Table 18 – Targets, indicators, requirements and dissemination

As mentioned, media will be used to disseminate results. Here we can send press releases to main free information distribution platforms (e.g. Google news and yahoo).

4.4.2 Dissemination Plan Year 2

The primary focus of the dissemination activities for year two consists in the promotion of the mid-term results related to the preliminary impact assessment of CAPS projects results. During the second year will be promoted also the activities developed by the projects users, the EU citizens and the Digital Social Innovation Community on the EU Citizen Engagement platform. From Month 12 to Month 24, the Toolkit and Citizen Engagement platform will be refined according to the feedback of the users and of the broader Social Innovation Community.

The general expected results for year 2 of the IA4SI project dissemination are to:

- increase the awareness of CAPS projects about their impacts
- support the CAPS projects to promote their projects results
- increase the number of users of the EU Citizen Engagement Platform
- successfully organize and manage the third workshop with CAP projects.

During the second year of the IA4SI project development, the target of the dissemination plan will be on:

- CAPS projects personnel
- CAPS projects users
- Social innovation domain experts
- European Commission
- EU citizens
- Media.

We provide below the dissemination plan for year 2 of the IA4SI projects, which identifies the target users, their role, the indicators for the dissemination of projects results, requirements and a specification of the dissemination strategy.

Target users	Role	Indicator for dissemination results	Requirements	Dissemination strategy
CAPS project personnel	Further refine SAT	To promote the results of Workshop three to 11 CAPS Projects and 80% of CAPS project's partners included in the Self-assessment	Participate in workshop 3; participate in webinars organized by IA4SI	Promote Workshop results shared via notification service/email, Citizen Engagement platform, Public Deliverables, Publications, news on magazines, IA4SI website and CAPS projects' websites
Social innovation domain experts	Provide feedback CEP	To promote the results on CEP feedbacks to 100 Non CAPS- Grassroots social innovation experts	Participate in CEP; Participate in open phase	Dissemination of results of the CEP validation through Citizen engagement platform, Facebook, Twitter, LinkedIn, IA4SI website, Social Innovation initiatives and websites
CAPS users	Use the UDGI to vote on CAPS projects relevance and impact; discuss, evaluate CAPS-projects and related items.	To promote the use of the UDGI to 70% of users of each CAPS project	Access to internet; Participate in open phase	Promote the use of the UDGI through the Citizen engagement platform, Facebook, Twitter, LinkedIn, CAPS projects websites, IA4SI website
European Commission	Use the CEP and verify the results achieved in year 2	To promote the results achieved in year 2 of the project development to all the Project Officer of our DG	Access to internet	Promote the results of year 2 of the IA4SI project through emails, IA4SI website, Citizen Engagement Platform and Social Networks, Deliverables
EU-citizens	Use the CEP to: * vote on social innovation projects * interact with each other by sharing	To promote the use of the CEP to at least 2000 citizens with a diverse socio-demographic background (age, professional background, knowledge and experience of social innovation	Access to internet; languages: English; Participate in open phase	Promote the use of the CEP and the process of voting on social innovation projects through Social Innovation initiatives and platforms, Citizen Engagement platform, Facebook, Twitter, LinkedIn, CAPS projects'

	content and commenting			websites, iMinds Living Labs

Table 19 - Targets, indicators, requirements and dissemination, year 2

As in year 1, media (including online free information distribution platforms) will be used as a channel to disseminate results.

4.4.3 Dissemination Plan Year 3 (6 months)

The primary focus of the dissemination activities for year three from M25 to Month 30 (from October 2015 to March 2016) and consists in the promotion of the IA4SI project results and in the definition of a set of policy recommendations about research exploitation, transferability of results and sustainability of funded research outputs in social innovation. During this period, IA4SI will also develop a research roadmap to identify the research questions and issues to be addressed.

During the third year (six months) of the IA4SI project development, the target of the dissemination plan will be on:

- EU Policy Makers
- National Policy Makers
- CAPS projects personnel
- CAPS projects users
- European Commission
- Social innovation domain experts
- Media.

We provide below the dissemination plan for year 3 of the IA4SI projects, which identifies the target users, their role, the indicators for the dissemination of projects results, requirements and a specification of the dissemination strategy.

Target	Role	Indicator for dissemination strategy	Requirements	Dissemination strategy
EU policy makers	Validate the policy recommendation and the research roadmap	To disseminate the results from workshop 4 to at least 100 EU policy makers from different institutions (Parliament, Economic and Social Committee, EU parliament, Committee of Regions)	Participation in workshop 4	Promote the results through Notification service, Social Networks, IA4SI website, Scientific Publications, news on online magazines, flyers and posters
National policy makers	Validate the policy recommendation and the research roadmap	To disseminate the results from workshop 4 to at least 50 national policy makers	Participation in workshop 4	Promote the results through notification service, Social Networks, IA4SI

		from different institutions (Parliament, Economic and Social Committee, EU parliament, Committee of Regions)		website, Scientific Publications, news on online magazines, flyers and posters
CAPS projects personnel and CAPS projects users	Validate the policy recommendation and the research roadmap	To disseminate the results of Workshop 4 to at least 80% of partners of the 11 CAPS projects included in the IA4SI domain and at least 50% of CAPS projects users	Participation in workshop 4	Promote the results through notification service, Scientific publications, IA4SI website, Citizen Engagement platform, flyers, CAPS projects websites, Social networks
European Commission	Use the CEP and verify the results achieved in year 3	To promote the results achieved in year 3 of the project development to all the Project Officer of our DG	Access to internet	Promote the results of year 3 of the IA4SI project through emails, IA4SI website, Citizen Engagement Platform and Social Networks, Deliverables
Social innovation domain experts	Validate the policy recommendation and the research roadmap	To disseminate the results of Workshop 4 to at least 100 SI experts from academic, public or independent research centres and representatives from social interest groups	Participation in workshop 4	Promote the results through notification service, Scientific publications, IA4SI website, Citizen Engagement platform, flyers, CAPS projects websites, Social Networks and Social Innovation initiatives and platforms

Table 20 - Targets, indicators, requirements and dissemination, year 3

As in year 1 and 2, media (including online free information distribution platforms) will be used as a channel to disseminate results.

5 ENGAGEMENT AND DISSEMINATION SUPPORT ACTIVITIES

5.1 User participation monitoring

Monitoring the user participation, in particular for the User Data Gathering Interface for CAPS-users and the Citizen Engagement Platform for EU-citizens, will be a crucial activity. Indeed, in order to reach the objectives of IA4SI project, it is necessary to check whether the minimum indicators of recruitment defined in the engagement plan have been met and that the required types of interactions of each tool actually took place, and, in case, it did not, be sure that appropriate actions are taken, either on a more general level of participation or in a need to increase the engagement activity for one particular type of users. These concrete mitigation activities are explained below in the Risk and Contingency plan in section 5.5 of this chapter.

In order to monitor if the recruitment was successful, iMinds will have on the one hand direct access to the Google analytics of the IA4SI website, the Citizen Engagement Platform and User Data Gathering Interface and on the other hand, since direct access lacks, regular (once a week during M10 and M18) meetings with Eurokleis for monitoring the results on the SAT. Moreover, users that did not register to the platform but still vote on projects, will be asked, before confirming their vote, to complete some general questions that nonetheless allow us to profile them.

Secondly, an administrator will be designated to frequently monitor the user discussions in case of inappropriate content (on the administrator procedure and role, see D3.1)

Finally, we will organise a short session at the end of each workshop in which participants can provide us their general feedback regarding their satisfaction of the practical organisation (venue, accessibility, programme and methods used). In this way, improvements to the stimulation of attendees' satisfaction and participation can be dedected and implemented in the future planned workshops.

5.2 User training and support

In order to make sure that the recruited participants are able to perform the assignments during the different engagement activities as well as are able to get an answer on every kind of practical or more content oriented question they have, the following user training and support mechanisms will be set up.

5.2.1 User training

User training of the users will not be an extensive activity regarding accessing (a simple click on a weblink), registration or navigation. The three planned tools will be designed to be very intuitive and build already on existing components that have been validated by other users.

In order to assist CAPS-projects, a how-to-guide will developed and delivered in M9 (June 2014). Moreover, demonstrations of the SAT (workshop 1), UGD and CEP (workshop 2) will be given in the workshops so that CAPS-projects as well as other participants can already get an insight view on these tools. Online webinars will be organised in order to support CAPS project in filling-in their data and podcasting or a video tutorial will be developed with the same aim.

For CAPS-project users using the UGD and European citizens using the CEP, a short instructional video will be provided as well a FAQ-section that explains the main functionalities.

Finally the recruitment message will provide basic instructions and explicitly link to the FAQ page or video for users that need more elaborate instructions.

5.2.2 User support

Workshop

The support for participants to the workshops will be two-fold: practical assistance and operational assistance.

Assistance type	Content of assistance	Responsible partner
Practical	Any information regarding venue, hours, stay, how to get there, general programme of workshop	iMinds for all workshops
Operational	Any detailed information about the execution of the workshop (requirements, methods used, etc…)	Workshop 1: Eurokleis and T6 Workshop 2: ATC and T6 Workshop 3: Eurokleis and T6 Workshop 4: Eurokleis and T6

Table 21 – User support

IA4SI-tools

In case of any questions that might arise, iMinds will set-up a three–stage support system that deals each with specific questions that might come from the recruited partners and users:

Remote support: support provided on the tools itself that can assist a user

Primary support: questions that a user has on the content level and for which he did not find an answer on the tools itself

Secondary support: questions regarding technical issues of users, for example in case of an unexpected downtime of the platform

The following table provides an overview based on the source of the question, the information and support level provided and the tools used to communicate to the user:

Support	Information	Support tools
User help general questions regarding tool functionalities	Remote support User directed to FAQ/Help sections of the SAT, UDGI and CEP and how-to-guide	website platform how-to-guide
User query	Primary support	E-mail

Specific questions regarding aim delivered to us by email	Question addressed by relevant partner	Call back
Technical support Ticketing system	Secondary support Question answered by relevant partner	E-mail Call back

Table 22 – Support tools

Remote support

IA4SI will aim to answer the majority of user queries at the remote level through strategically placed information on the interface of the Self Assessment Toolkit, the User Data Gathering and the Citizen Engagement Platform. FAQ's, instructional videos etc., will take users through simple steps that will explain how to navigate through the tools, perform a self-assessment or a vote, and how to contact the IA4SI-partners.

For example, for the Citizen Engagement Platform, the FAQ section will cover among others the following issues:
- What is IA4SI?
- How is IA4SI funded?
- Who works on IA4SI?
- How do I register to the CEP?
- What happens to my details?
- Where to find updates of testing and progress about the CEP or IA4SI?
- What is the aim of the tool?
- How to work with the CEP?

…

Primary support

If a user still has an outstanding issue regarding the use of one of the tools, then he can still contact IA4SI by email providing their name and contact number. This e-mail address is managed by iMinds. As this is a project there is no set SLA for response and resolution time, although in the interests of customer service, Partners are encouraged to contact the user as soon as possible to reassure them that their issue is being addressed and their participation is not in danger. All issues will be recorded in a log so any emerging patterns can be seen, and therefore the remote support can be updated accordingly throughout the project.

Secondary support

If the user has a question of a technical nature, he or she will use a ticketing system to report his question and the partner to whom the question relates will respond.

5.3 Risk and contingency plan

Risk	Contingency
Low participation of CAPS-projects leading to low engagement of CAPS-projects	• Trust building measures in order to motivate projects to participate will be evaluated after each workshop and improved if necessary; • Webinars and variety of online tools are used in order to reduce the burden of physical participation; The use of these tools will be evaluated in order to identify more fruitful ways • Physical meetings will be organised in correspondence with EC event if possible. Selection of meetings for workshops can be re-evaluated and adapted • Support of travel costs to workshops will be partly provided • The duration of the project is 30 months. Any possible delay in kind of engagement can thus be recovered if necessary by rescheduling a workshop or by organizing extra webinars. • Incentives will be foreseen in order to stimulate project participation but also a dynamic within CAPS-community to participate. If needed, this strategy will be evaluated and a new incentive envisioned • Consultation of institutes, national social innovation projects or research centres of the countries represented in IA4SI in order to uplift feedback
Low participation of EU citizens leading to low engagement of feedback from citizens	• Engagement strategy to be updated every year in light of results (D6.2 and D6.3). Newly identified channels incorporated if necessary • Incentive system evaluated and updated • Analysis of feedback from CAPS-projects in order to identify barriers from CAPS-users' side • Analysis of feedback from citizen in order to identify barriers from citizen side • Extension of data gathering period if necessary. Project runs 30 months which leaves time to recover any delay • Improve engagement efforts, channels and tools • Evaluate information about CAPS-project provided on platform and update if necessary • Develop strategies to stimulate discussion on the forum by looking for other sources of

	information about social innovation that can be voted on or discussed • Consultation of smaller user groups via 'hands-on-sessions' in each country represented in IA4SI
Low participation of non-CAPS experts on social innovation and policy makers	• Physical meeting in accordance with EC events if possible • Possibility to provide incentives • Online Interview or webinars to be added with representative social innovation players in the countries of IA4SI-partners or belonging to individual network of IA4SI-partners

Table 23 – Risk and contingency

5.4 Logging of lessons learned

In a project like ours, it will be very important to log the success or not have the different actions (and our mitigation strategies) regarding engagement and dissemination. This can lead to a basis of interesting lessons for future actions based on previous experiences and thus improve our operations during the entire project. A form will be used for this and shared via MyMinds-platform and will be completed by the concerned Partner. Annex C provides the table that will be used for this documenting.

5.5 Branding and communication and coordination between work packages

5.5.1 Branding of engagement tools

In cooperation with the strategies developed in WP6, it is important that all communication means (personal invitations, letters, …) used for engagement purposes will be branded (logo's, disclaimers, …) according to the IA4SI-dissemination guidelines and the rules of the EU-contract.

5.5.2 Communication and coordination

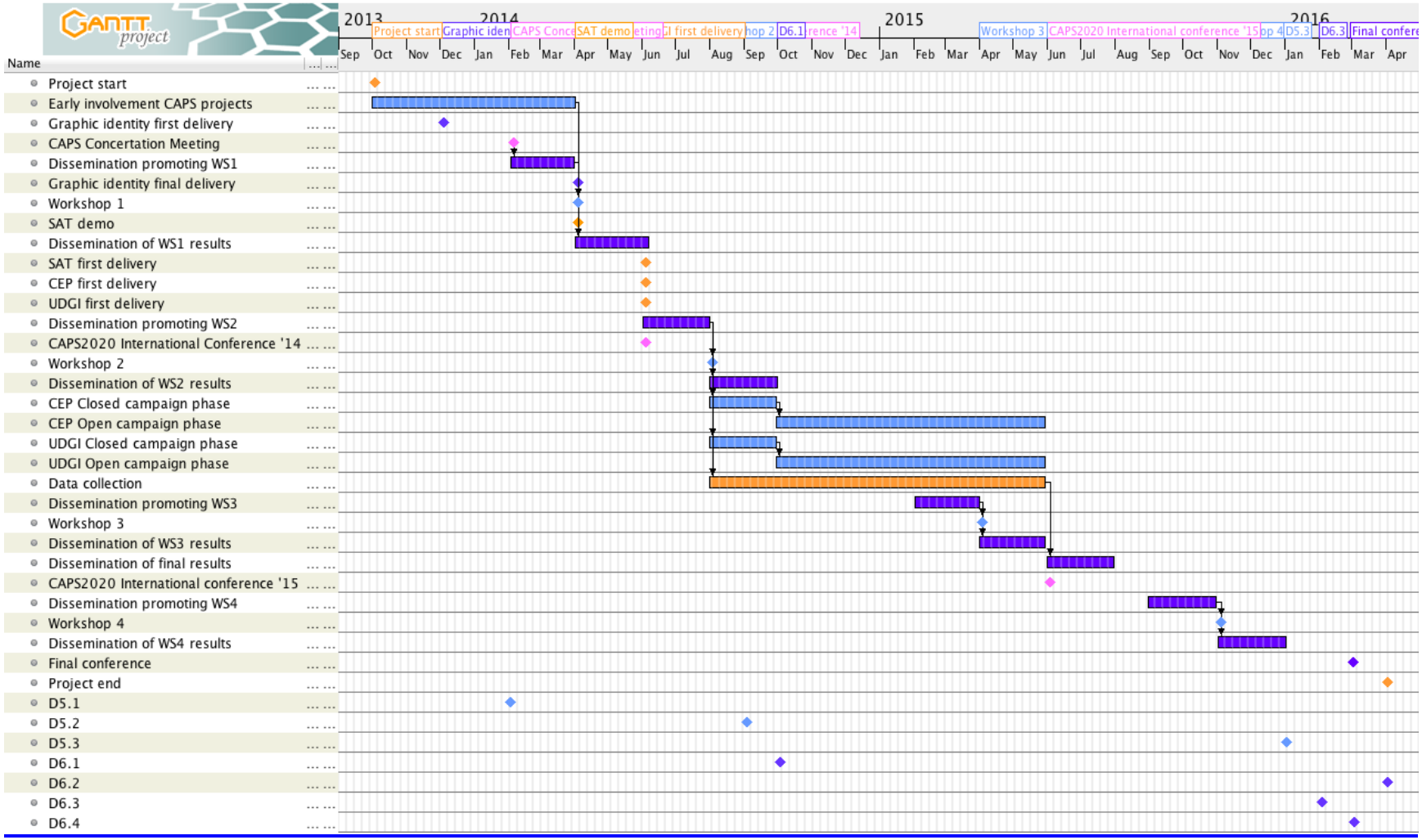
Besides the communication executed to the internal (CAPS projects, EU) and external audience of IA4SI (CAPS users, EU citizens, SI community) for recruiting purposes for the different objectives and activities of the project, the engagement activities itself can also be effective and beneficial for the project if they keep being aligned with the tasks of other project partners or other partners make sure some related necessary conditions are present.

In order to avoid such problems and to assure that the workplan is followed, WP5 lead will have the following resources at his disposal:

- Use of e-mail and Skype as a one-to-one communiction tool for urgent matters
- Within the general assembly conference calls that are held every two weeks with other WP leads, a section will be dedicated to discussing WP5 in order to check the status and actions to be undertaken
- Updating, consulting and sharing of documents via myminds, allowing other project partners to have a look at WP5 material as well as allowing WP5 members to consult other WPs' progress

6 CONCLUSION: SUMMARY OF DISSEMINATION AND ENGAGEMENT WORK

6.1 Aggregated timeline



Deliverables:

- D5.1: Engagement and dissemination plan (M4)
- D5.2: Report on the outputs of the third and fourth workshops (M11)
- D5.3: Report on the outputs of the third and fourth workshops (M27)
- D6.1: Dissemination and engagement report. First reporting period (M12)
- D6.2: Dissemination and engagement report. Second and third reporting periods (M30)
- D6.3: Policy recommendations and IA4SI research roadmap (M28)
- D6.4: Final publication (M29)

Workshops

- Workshop 1: Validation of IA4SI variables and toolkit
- Workshop 2: Validation of EU citizens engagement platform
- Workshop 3: Presentation of preliminary assessment results
- Workshop 4: Policy recommendations presentation/ feedback gathering

Colour key:

- Pink: CAPS events
- Orange: Key IA4SI project events on which engagement and dissemination activity hinges
- Blue: Engagement mainly
- Purple: Dissemination mainly

6.2 List of events for engagement and promoting IA4SI (Year 1)

The table below provides a list of events to which the IA4SI team is planning to participate in the first year of the project lifetime.

Name of the event	Place	Date	Information
Workshop on FLOSS Platform for CAPs	Madrid, Spain	9-10 December 2013	This is a workshop organized by the P2Pvalue project on Free/Open Source Distributed Platforms for Peer Production. Participating projects: Decarbonet, Wikirate, P2P Value, Chest, IA4SI
Web-Cosy project Kick Off	Bruxelles, Belgium	9 January	This is the Kick Off of the Web-Cosy project. IA4SI is invited to participate in
CAP Concertation Meeting	Bruxelles, Belgium	3-4 February 2014	Organized by the EC with the support of the CAP2020 project
Future Internet Assembly	Athens, Greece	18-20 March 2014	FIA focuses on reshaping the Future Internet infrastructure for innovation
CAP2020 Conference	Bruxelles, Belgium	May 2014	These annual event is aimed to present CAP projects and initiatives, to address

			issues of common interest, to develop synergies between initiatives, and to discuss the CAPS research roadmap for Horizon 2020
Future Everything Festival	Manchester, UK	27 March – 1 April 2014	Future Everything Festival aims to discover, share and experience new ideas about the future. This year the theme is 'Tools for Unknown Futures', to explore how we can collaborate on new tools, devices and systems to transform many spheres of life, from the arts to democracy
The International World Wide Web Conferences Steering Committee (IW3C2)	Seoul, Korea	7-11 April 2014	This Conference aims to provide the world a premier forum for discussion and debate about the evolution of the Web, the standardization of its associated technologies, and the impact of those technologies on society and culture.
The Euclid Network Annual Conference	Strasbourg, France	15 January 2014	Euclid Network's conference will focus on how civil society and social entrepreneurs can mobilize to find solutions together.
Social Entrepreneurs: Have Your Say!	Palais des Congrès, Strasbourg, France	16 January 2014	To enable social entrepreneurs across Europe to amplify and catalyse social economy in Europe
25th European Foundation Centre (EFC) Annual General Assembly and Conference	Sarajevo, Bosnia and Herzegovina	15-17 May 2014	This year the theme is: "Rethinking Europe: Solidarity, civil society, political governance. The Conference aims to discuss issues such as social and economic renewal, reconciliation, health, gender, environment, peace education, the arts and media, which all play a part in building and sustaining unified, stable and peaceful societies in the Western Balkans, Europe and worldwide
9th European Conference on Innovation and Entrepreneurship - ECIE 2014	Belfast, UK	18-19 September 2014	The Conference aims to underline an important European innovation and entrepreneurship challenge of enhancing the development of the social economy sector
XXV ISPIM Innovation Conference	Dublin, Ireland	8-11 June 2014	This Conference will focus on Innovation for Sustainable Economy & Society

SDPS 2014 : The 19th International Conference on Transformative Science & Engineering, Business & Social Innovation	Kuching, Sarawak, Malaysia	15-19 June 2014	To participate in the development of a social, technological, and cultural transformation that leads to the complex development of Smart Innovative Societies
2014 Skoll World Forum on Social Entrepreneurship	Oxford, England	9–11 April	The Skoll World Forum on Social Entrepreneurship is the premier international platform for advancing entrepreneurial approaches and solutions to the world's most pressing problems.

Table 24 - Future events interesting for dissemiantion purposes

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ANNEX A: LIST OF INTERVIEWED CAPS PROJECT INFORMANTS

Project title	Contacted person
DecarboNet	Project coordinator: Harith Alani
CAP4ACCESS	Project coordinator: Karsten Gareis
CATALYST	Contact person: Roger Torrenti
P2PVALUE	Project coordinator: Nigel Gilbert
USEMP	Project coordinator: Adrian Popescu For more practical things: Laurence Claeys
CHEST	Project coordinator: Francesco Nucci
Web-COSI	Project coordinator: Donatella Fazio
CAP2020	Project coordinator deputy: Marta Arniani

ANNEX B: IA4SI FACTSHEET

Impact Assessment for Social Innovation

IA4SI is a support action aiming at developing a structured methodology able to evaluate the potential socio-political, economic and environmental impacts of collective awareness platforms for sustainability and social innovation. The methodology will also map key characteristics able to determine a broader uptake of the Collective Awareness Platforms (CAP) initiatives. The IA4SI methodology will represent a combination of qualitative and quantitative approaches and will consider both tangible and intangible impacts.

IA4SI will support and offer opportunities for knowledge exchange and synergies development to CAP projects. It will do so by:

- Developing a socio-economic impact assessment methodology for the specific field of social innovation;
- Offering three online tools for impact self-assessment, enabling projects to understand and improve their impacts. The three tools will be targeted to: the projects, their users and European citizens that will be engaged in the evaluation of the projects by voting;
- Identifying best practices and supporting them in reaching the planned impact on communities;
- Creating synergies and coordination between funded projects on social innovation;
- Engaging European citizens in the evaluation of social innovation projects' outputs and in becoming aware of the potentialities of the social innovation approach;
- Developing policy recommendations and a research roadmap for integrating different initiatives with the final aim of increasing their impact on communities and their capability to address societal challenges.

In developing the methodology IA4SI will follow a participatory process in which CAP projects will be engaged in the variables definition and validation. In this way, the methodology will reflect the specificities of social innovation projects and will adapt to their

needs. Engaging CAP projects in the methodology development should also foster a strong sense of ownership toward the methodology and make its uptake and its sustainability easier.

IA4SI will engage also projects' users and European citizens so that they will be able to express their opinion on projects' outputs; this will support CAP projects in understanding how there are perceived by their users and by society at large and will make European Citizens aware of the social innovation initiatives co-funded by the European Commission.

IA4SI project will offer CAP project opportunities for networking, for reciprocal collaboration and for reflecting about how to improve their socio-political, economic and environmental impacts.

The IA4SI consortium offers an interesting mix of disciplines by including experts in: economy and business studies, sociology, cultural anthropology, software engineering, participative design, psychology, communication sciences, environmental sciences as well as project management.

Project start: 1st October 2013
Project duration: 30 months
Project partners:

www.iminds.be

www.eurokleis.com

www.t-6.it

www.atc.gr

ANNEX C: LOGGING OF LESSON LEARNED – TABLE

The table below will be shared via myminds and used by the IA4SI-partners to log lessons learned about engagement and on the basis of this improve, if necessary, their engagement activity.

Date	Partner involved	Description of problem	Action taken to mitigate	Lesson learned