



**IA4SI PROJECT**

***“Impact Assessment For Social Innovation”***

Contract n° 611253

**WP5: Coordination activities and citizens engagement**

**Deliverable 5.2 : Report on the outputs of the first and second workshop**



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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.



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## ACRONYMS

<b>Acronym/Term</b>	<b>Definition</b>
<b>IA4SI</b>	Impact Assessment for Social Innovation
<b>EU</b>	European Union
<b>CAPS</b>	Collective Awareness Platforms
<b>SAT</b>	Self Assessment Toolkit
<b>UDGI</b>	User Data Gathering Interface
<b>CEP</b>	Citizen Engagement Platform
<b>Impact4You platform</b>	The name of the Citizen Engagement Platform

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## EXECUTIVE SUMMARY

The objective of the IA4SI project is to develop a structured methodology able to evaluate the potential socio-political, economic and environmental impacts of social innovation projects and to map key characteristics able to determine a wider uptake of the initiatives at social level. IA4SI also supports and offer opportunities for knowledge exchange and synergies development to CAPS projects. It will do so by :

- (1) Adapting well experimented socio-economic impact assessment methodologies to the specific field of social innovation;
- (2) Offer three online tools for self-assessment impact, enabling projects to understand and improve their impacts on their objectives and in terms of efficiency, effectiveness, innovativeness, fairness and uptake potential. The three tools are:
  - a. A Self-Assessment Toolkit (SAT), targeted to projects, and aimed at operationalizing the impact assessment methodology by collecting data for the self-assessment by the projects, providing data for the aggregated analysis of the Social Innovation domain and providing CAPS projects a report on their impact;
  - b. A User Data Gathering Interface (UDGI), targeted at CAPS projects' users, and aiming to gather information from this users about the perceived benefits of the outputs of the CAPS project they are participate in;
  - c. A Citizen Engagement Platform (CEP), targeted at EU-citizens, aiming at engaging citizens in discussing the CAPS projects and the service they offer.
- (3) Identify best practices and create synergies and coordination with CAPS projects;
- (4) Develop 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 its methodology and the tools, IA4SI embraces a *participatory design approach*, meaning that IA4SI sees engaging its different stakeholders – CAPS projects, CAPS project users, EU citizens, Social innovation domain experts and EU policy makers –a key element in order to realise its objectives. IA4SI believes that a participatory design approach will allow the CAPS project to, on the one hand, better understand IA4SI objectives and developed methodology, and, on the other hand, influences the finalisation of the methodology itself, and hence, develop a sense of ownership of it. In such a set-up, the impact assessment toolkit will not be experienced only as a 'duty' or 'burden' merely imposed by the existence of a coordinated action, but rather as a tool that is useful for its users and is in their best interest to use. In this participatory trajectory, four workshops have planned four workshops, which can be considered as important milestones in the knowledge exchange with the various stakeholders and will be centred on IA4SI output at important moments in the projects lifecycle. In its first year, IA4SI organised two workshops dealing each with important preparatory for the three objectives. The present deliverable reports on these two workshops and their output.

Building upon a first brainstorm with CAPS projects held during the first CAPS Concertation Meeting in February 2014, the first workshop took place in Rome in March 2014. Its main focus was the impact assessment methodology IA4SI would develop and CAPS projects would use for their self-assessment. Also, first mock-ups of the Self-Assessment Toolkit to be used by CAPS were presented and CAPS projects were

informed about the Citizen Engagement Platform. Given this aim, in line with '*D5.1 – Engagement and Dissemination Plan*', IA4SI concentrated its engagement efforts on CAPS projects. IA4SI managed to recruit participants from all the CAPS projects, what can be considered as a good precondition for a successful workshop given that diverse viewpoints, relating to the diverse aims of each CAPS projects, could come in this way to the surface. IA4SI presented here the aim and importance of impact assessment to CAPS projects and then discussed by means of round table discussions and WordCafe methods with CAPS projects the area's of impact (economical, socio-political, environmental) and their related dimensions and indicators it had identified before the workshop. The mock-ups of the Self Assessment-Toolkit and Citizen Engagement Platform were discussed in an open group discussion, as well as the final topic of the workshop, the notion of benchmarking. These participatory methods employed in the workshop, as also the evaluation by the participants testifies, allowed creating an open environment for discussion and knowledge exchange and giving CAPS projects also a forum to express their concerns regarding the IA4SI methodology. The remarks, suggestions and concerns are reported in detail in this document as well as they way IA4SI addressed them in the further development of its first version of its methodological framework, as reported in '*D2.1 – IA4SI methodological framework-first version*'. The comments gathered in the first workshop supported the IA4SI team in further developing the IA4SI methodology: some dimensions presented in the workshop have been excluded, others have been added or renamed and the indicators have been updated considering all the suggestions received. Overall, the first workshop also allowed the IA4SI team and the CAPS projects to better understand each other in terms of objectives, main activities and expected outputs.

The second workshop took place in Brussels in July 2014 and its objective was to present and validate the first version of the Citizen Engagement Platform - renamed meanwhile Impact4you by IA4SI (See D3.1 '*Self-Assessment Toolkit, User Data Gathering Interface and Citizen Engagement Platform*'). In line with IA4SI's engagement plan (D5.1 '*Engagement and Dissemination Plan*') the main target audience for this workshop were not only CAPS representatives, but also social innovation domain experts and practitioners and citizens. Therefore, we selected the OFF CAPS2014, the first day of the CAPS2014 event since the aim of this conference was to bring CAPS projects after their first year of existence in contact with the broader social innovation community. The workshop consisted of two identical hand-on sessions: one before and one after the break in the programme. The profile of the participants showed that IA4SI managed to attract an audience that was very diverse within the social innovation community with was a good pre-condition to get valuable feedback and comments. After a presentation of the IA4SI-project and in particular the aim and functionalities of the platform, the audience was asked to use the platform by means of a test-scenario. Afterwards, in close discussion groups the IA4SI team asked about the experience and expectations of the audience in light of the objectives. The discussion was structured around three topics: (1) usability and design of the platform, (2) the quality of the content provided and its management and (3) the ways of voting and engagement. Feedback from the audience allowed us to see that regarding usability and design, a simplified assessment/voting tool is needed, while also more engaging functionalities (going from sharing on social media to using hash tags to facilitate navigation through forum discussion) should be incorporated. From the viewpoint of content quality, the main lesson was to increase the provided content and to secure a uniform presentation structure, using also more engaging and easier to understand ways such as illustrative graphics and visuals. Finally, regarding voting and engagement, the



audience here expressed the same concern as the CAPS projects did in Rome: the notion of 'voting' and the way voting was designed so far implies an idea of competition between CAPS, while in essence it is about giving people the chance to express their feelings about a project and to discuss it. IA4SI, after the workshop with CAPS in Rome, already was aware of this problem and considers this an important work point. In September 2014 IA4SI will work on the platform – identifying how to address the feedback - and test the new version with a limited group of citizens in the countries of the project partners.

Regarding the engagement, the number and background of participants showing up for each of the workshops was, as mentioned above, twice successfully. The evaluation of the organisation of the workshop and the used participatory methodologies by participants indicate that IA4SI managed to offer two interactive events that were appreciated and that the IA4SI was also genuine in its intention to work collaboratively with CAPS and other social innovation actors towards meeting its project objectives. Nonetheless, two recurrent remarks were that the workshops were sometimes too overloaded with content and that there was not enough time to dive always deeper in the matter or clarify some propositions in more detail. This feedback teaches the IA4SI team that a strategy should be developed to prepare audience better on the content that is going to be proposed and discussed in the workshops. Trying to find fruitful ways to inform interested participants can also lead to a narrowing down the workshops agenda so that each crucial topic can get the full attention it deserves by the participants.

## INTRODUCTION

As mentioned in D.5.1 '*Engagement and Dissemination Plan*', IA4SI follows a participatory design approach in order to create its impact assessment methodology for CAPS projects and the wider social domain. Indeed, engaging CAPS projects, CAPS project users, social innovation domain experts, policy makers, and EU-citizens in the reaching of its objective is seen by IA4SI as a key element. Only by involving these different actors and exchange knowledge with them can IA4SI gain two important benefits: on the one hand, these different actors will better understand the aim of IA4SI and the relevance it has for them and on the other hand, IA4SI will deliver services that meets the expectancies and realities of the field and will effectively be used because they are considered as useful. In order to coordinate the knowledge exchange with these actors, IA4SI aims to use a wide ranging of communication and participatory tactics.

Within this participatory approach, IA4SI has planned four workshops during its lifetime. Each of these workshops is considered within the participatory trajectory as important milestones. They are meant to be moments for meeting CAPS projects and, if needed, other social innovation actors (practitioners, policy makers, non-profit organisations, citizens, ...) in order to discuss IA4SI outputs at crucial moments in the IA4SI life cycle. They also allow to further coordinate the activities with the CAPS projects to which IA4SI is a support action.

In this document, we present the main results of the first two IA4SI workshops organised during its first year and that were centred around important key objectives in the first year of IA4SI: the creation of an impact assessment methodology and the delivery of two important tools, the Self-Assessment Toolkit that will allow CAPS project to self-assess their impact and the Citizen Engagement Platform, allowing EU-citizens to learn about the aim and outputs of CAPS (and broader social innovation) projects, to express their thought and opinion about them and to discuss these with other citizens.

The two workshops stood in relation to two important deliverables that IA4SI produced. The workshop held in March 2014 in Rome, having the impact assessment methodology as its main focus, provided necessary feedback from the CAPS projects for the creation of the initial impact assessment that will be used and was presented in D.2.1 – IA4SI methodological framework –first version. The workshop in Brussels, held in July 2014, presented the first version of the Citizen Engagement Platform to a broader audience of CAPS representatives and social innovation experts (ranging from policy makers to practitioners) in order to validate it. This first version started from its initial description in D3.1. '*Self Assessment Toolkit, User Data Gathering Interface and Citizen Engagement Platform*'.

The present deliverable is structured as follows. Chapter 1 describes in more detail the rationale of IA4SI to organise workshops supporting its projects' objectives. This chapter thus situates the report of the two workshops in the IA4SI project life cycle. Before turning to a presentation of the workshops and their results, chapter 2 briefly reports on the preliminary results of the brainstorming session that IA4SI organised with CAPS projects in Brussels on 4 February 2014 during the First CAPS Concertation Meeting and that anticipated the two workshops.

Chapter 3 presents the first workshop, titled '*Towards the Impact4you methodology: participatory workshop on IA4SI methodology and tools*', held in Rome on 4 April 2014, Chapter 4 reports on the second workshop, named '*Impact4you: hand-on sessions*', that was organised in Brussels on 1 July 2014.

Chapter 3 & 4 are both composed of two parts. In the first part, the workshop organisation is discussed: the choice of venue, the engagement strategies used to recruit the targeted audience, the scope and aim of the workshop and the implemented participatory methodology to gather and capture feedback. The second part focuses on the outcomes. It presents first detailed feedback (remarks, suggestions and concerns emanating from the audience) and the lessons learned retrieved from the workshop. Secondly it reports on the evaluation of the workshop by participants and the follow-up activities undertaken by IA4SI.

The document ends with a conclusion on the two workshops and also identifies an important lesson that IA4SI learned from the experience of the first two workshops regarding the organisation of the future workshops in the project (planned in month 18 and month 25).

## CHAPTER 1: THE ROLE OF WORKSHOPS WITHIN IA4SI PARTICIPATORY DESIGN APPROACH

IA4SI is a support action that will develop a structured methodology to evaluate the potential socio-political, economic and environmental impacts of collective awareness platforms for sustainability and social innovation (CAPS). Its methodology will also map key characteristics that allow for determining a broader uptake of the CAPS initiatives.

In order to support and offer opportunities for knowledge exchange and synergies development to CAPS projects, IA4SI will:

- Develop a socio-economic impact assessment methodology for the specific field of digital social innovation
- Offer three online tools for impact self-assessment, enabling projects to understand and improve their impacts:
  - o Self assessment toolkit for projects (SAT)
  - o User data gathering interface for projects' users (UDGI)
  - o Citizen engagement platform targeted to EU-citizens (Impact4You Platform or CEP)
- Identify best practices
- Create synergies and coordination between CAPS projects
- Engage European citizens in knowing more and express their opinions about CAPS and digital social innovation projects' outputs and in becoming aware of the potentialities of the social innovation approach
- Develop 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 its methodology, the IA4SI project follows a *participatory design approach* (Müller, 2003; Schuler & Namioka, 1993) to encourage and sustain the engagement of CAPS projects and, if needed, experts. A participatory design approach allows the project to, on the one hand, better understand IA4SI objectives and developed methodology, and, on the other hand, influences the finalisation of the methodology itself, and hence, develop a sense of ownership of it. In such a set-up, the impact assessment toolkit will not be experienced only as a 'duty' or 'burden' merely imposed by the existence of a coordinated action, but rather as a tool that is useful for its users and is in their best interest to use. In fact, in order to assure a project's willingness to participate, it is important to, first of all, introduce the usefulness of socio-economic impact assessment as an instrument for assuring a sustainable future to their research work, and, secondly, to reduce any anxiety about difficulties that may possibly underpin the activity (time-consumption, difficulties in finding necessary data, etc...).

The methodology of a participatory development process will be the cornerstone of coordination activities. Projects will meet and discuss their achievements by sharing the common goal of supporting the development of the IA4SI methodology. But their exchanges will not be limited to this aspect; on the contrary, the assessment will show the IA4SI consortium those aspects motivating and guiding projects to collaborate more intensively in order to solve common problems such as bootstrapping moments, incentives and rewards design, sustainability models definition and so forth.

With this aim in mind, IASI will organise four coordination workshops with the following five objectives:

1. Stimulating the coordination among CAPS projects;
2. Improve and validate the impact assessment variables and the self-assessment toolkit;
3. Presenting and validating the Citizens Engagement Platform;
4. Presenting preliminary assessment results and stimulate the creation of synergies among projects in order to improve their impacts; and,
5. Validate the policy recommendations and the IA4SI research road map.

While all the 4 workshops are organised to realise objective 1, workshop 1 (organised in Rome in April 2014), and workshop 2 (organised in Brussels in June 2014) addressed objectives 2 and 3 in the first year of the project. Objectives 4 will be the focus of the 3<sup>rd</sup> workshop in month 18 and objective 5 the topic of the last workshop in month 25.

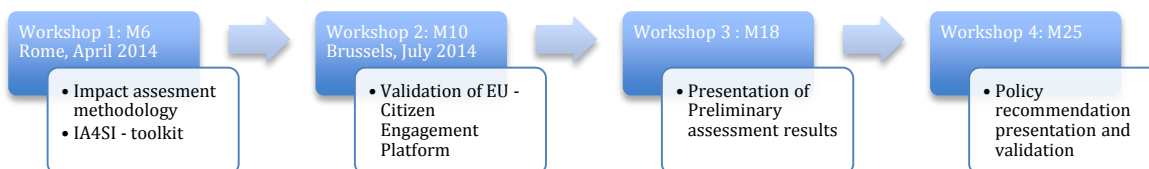


Figure 1: Workshop process in IA4SI

The four workshops should be considered as important milestones in our participatory development process. Of course, coordination requires more informal and frequent communication and liaison actions. In its first year, IA4SI has for this reason:

1. Undertaken a constant email exchange with CAPS projects;
2. Anticipated the workshops by means of one-to-one interviews with each of the CAPS projects;
3. Taken advantage of events organised by the EC and other CAPS projects as important moment of further exchange and engagement. The following events have been attended by IA4SI-members:
  - a. Workshop on FLOSS platforms for CAPS, organised by P2P Value, Madrid, 9<sup>th</sup> and 10<sup>th</sup> December 2013
  - b. The Concertation Meetings organised by the European Commission in Brussels on 4<sup>th</sup> February 2014 and 3<sup>rd</sup> July 2014;
  - c. The Digital Social Innovation Participatory Policy workshop organised by Digital Social Innovation project on 3<sup>rd</sup> February in Brussels;
  - d. Stakeholder's Requirements Workshop for the 'Citizens' Say' virtual engagement platform organised by CAPS project SciCafe 2.0 in Brussels on 20<sup>th</sup> March 2014;
  - e. The Sprintbook workshop organised in Nice by CAPS2020 in May 2014;

- f. The CAPS2020 conference organised by CAPS2020 in Brussels on 1<sup>st</sup> and 2<sup>nd</sup> July 2014;

These actions will continue in the next two years. Moreover, webinars were and will be organised deploying frequent time slots with the projects, as a complementary action. For more informal and frequent communication, the IA4SI consortium will use existing trans media opportunities including (social) media tools, both off- and online (particularly, LinkedIn, Facebook, Twitter). The development of the Citizen Engagement Platform will also provide opportunities for coordination and engagement to this end.

This document will report about the first two workshops that took place in the first year of IA4SI. Nonetheless, before touching upon these two workshops, we first present briefly the results of the brainstorming session IA4SI held with CAPS project during the first CAPS concertation meeting in Brussels in February 2014. The insights gathered during that session were integrated in the methodology outline presented as validation means to the CAPS project during the first workshop in Rome.

## **CHAPTER 2: IA4SI BRAINSTORM AT THE 1<sup>ST</sup> CAPS CONCERTATION MEETING**

During the first CAPS concertation meeting in Brussels (February 2014), IA4SI organised a brainstorming session with the CAPS projects. Representatives of all the CAPS projects were present. Before starting the brainstorm session, the aim of IA4SI and its general methodology and the place of the workshops within it, was explained.

The basis of the brainstorm session consisted of the preliminary results that IA4SI had collected for the creation of its impact assesment methodology by means of (1) an analysis of public available material about CAPS projects (presentations, fact sheets, websites), (2) phone/online interviews with representatives of all CAPS projects, and (3) a first extensive literature review on social innovation, digital social innovation, impact assessment methods for these domains and conceptually linked domains such as the third sector, development-related investments and online communities assessment. In particular, this background study allowed the IA4SI consortium to detect the main stakeholders of the CAPS projects and the expected areas of impact. These results were presented to the representatives of each CAPS project.

First, the expected areas of impact that were distilled were discussed. The initial list of expected areas of impact consisted of the following areas:

- Societal impact
- Policy-related impact
- Political impact
- Economic impact
- Technological impact
- Impact on knowledge/scientific impact
- Environmental impact (direct/indirect)
- Impact on efficiency 'of spending'
- Impact on CAPS domain
- In supporting social innovation, spreading this model and make it sustainable.

The discussion led, on the one hand, to the identification of some additional/other interesting areas of impact such as:

- *Impact on online communities* referring to the capability to create communities and work on community building (enlarge the numbers of participants, spread the adoption of tools, etc..)
- *Impact on institutions* referring to the capacity to promote and accomplish institutional changes and/or create new institutions
- *Impact on behaviours* referring to behavioral changes
- *Impact on ethics*

On the other hand, the discussion allowed to further specify already some areas of expected impact that were broadly defined:

- Social impact should include *impact on social inclusion* and *impact on quality of life*
- Scientific impact should include *impact on academia*

Finally, the CAPS projects also highlighted to have attention for unexpected impacts, or benefits due to their operations.

After discussing the detected expected areas of impact, IA4SI presented the general framework for its methodology and asked CAPS projects to brainstorm about possible dimensions or indicators. The CAPS projects highlighted here to not only gather quantitative but also qualitative data from the project in order to be able to 'tell a story' about the project instead of reporting mere numerical results. Concrete suggestions for indicators to incorporate into the quantitative and qualitative metrics were provided. Moreover, CAPS stressed to be also attentive to develop metrics that take into account the specificity of the CAPS projects: some metrics will indeed be 'general' and common to all projects, while others would need to be more domain specific.

The various suggestions provided by the CAPS projects were in line with the ideas of the IA4SI team at that moment, and the suggestions made by the CAPS were incorporated in the first version of the methodology presented in the first IA4SI workshop in Rome in April 2014.

## CHAPTER 3: WORKSHOP 1 ROME

### 3.1 Organisation of the workshop

#### 3.1.1. Venue of workshop

The first IA4SI - workshop took place in Rome, Italy on 4 April 2014 at the Impact HUB Rome ([www.hubroma.net](http://www.hubroma.net)), a society financed by independent capital and dedicated to support ideas and projects regarding social innovation. It was a full day event and meant to be as interactive as possible by taking advantage of participative methodologies.

On the operational level of the workshop, we first present the engagement efforts and their results in respect to the number and type of the participants of the workshop. Secondly, we explain in detail the aim of the workshop and the agenda and in the third section, we discuss the methodology applied in the different sessions.



Figure 2: Introducing IA4SI to workshop participants

#### 3.1.2 Engagement and Participation of CAPS

##### *Engagement strategy*

According to the engagement plan (see D5.1.), the first formal contact with the whole CAPS project community and the broader SI community was established during the CAPS Concertation Meeting in Brussels in February. During a special session, the aim of the IA4SI project and the workshop methodology were presented. Moreover, IA4SI held already preliminary interviews with the project coordinators in December 2013 and January 2014. In parallel, intense contact via e-mail, Skype or telephone with the project coordinator of each CAPS project was established in order to identify the most relevant project partners in each CAPS project to be present at the first workshop. Also, in March 2013 the invitation to the first workshop in Rome, explaining the aim of the workshop, as well as the agenda and providing practical information, was sent to the CAPS project coordinators in order to disperse this among the different partners within his/her project.

##### *Participation of CAPS at workshop*



	Name	CAPS project		Name	CAPS project
1	Stephanie Albiero	Catalyst	9	Francesca Bria	D-Cent
2	Arianna Carciotto	Web-COSI	10	Donatella Fazio	Web-COSI
3	Maria Grazia Calza	Web-COSI	11	Adrian Popescu	USEMP
4	Louise Francis	CAP4ACCESS	12	Ivan Ficano	CHEST
5	Agata Hirche	Wikirate	13	Lara Schibelsky	Decarbonet
6	Philipp Hirche	Wikirate	14	Godoy Piccolo	Decarbonet
7	Tommaso Castelliani	SciCafe	15	Tommaso Castelliani	SciCafe
8	Alessandro Caliandro	Unimi	16	Adriana Valente	SciCafe

Figure 3: Participants of CAPS project present at workshop

The above participants' list shows that at least one person from each CAPS project - with an interest in impact assessment - was present at the workshop. As such our engagement efforts for motivating the CAPS projects to collaborate with us on the development of the impact assessment methodology can be considered as being successful. This result is important since it also assured us to have input on the methodology from a wide angle of problems that the CAPS projects will tackle.

### 3.1.3 Aim and agenda of workshop

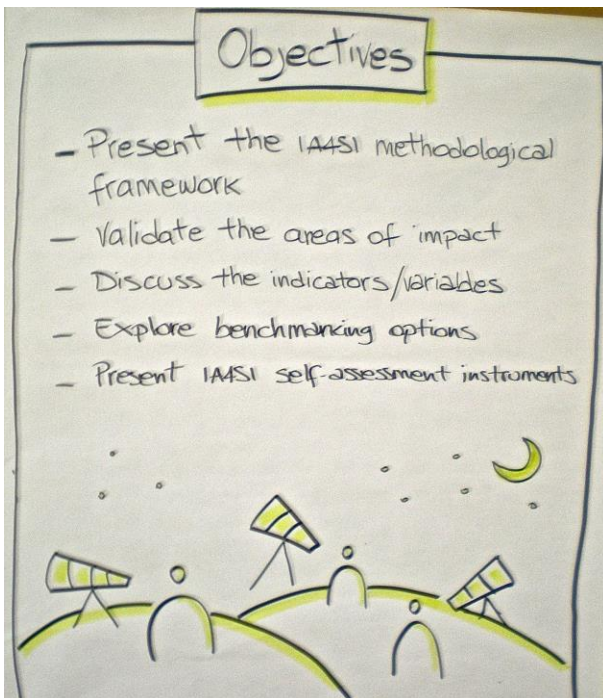


Figure 4: Objectives presented to CAPS participants during workshop

The aim of the workshop was twofold and relates to two output objectives of IA4SI:

**(1) Present and validate the first draft of the IA4SI-impact methodology:** As mentioned above, one objective of IA4SI is to create a methodology that will enable the CAPS projects to evaluate and improve their social, economic, political and environmental impact. After the meeting IA4SI had on 4<sup>th</sup> February 2014 at the CAPS Concentration meeting in Brussels (in which the concept of impact assessment was explored and shared with CAPS projects and were the preliminary idea in terms of CAPS expected impact were elaborated), the IA4SI-team started to elaborate a first draft of its methodology. The workshop thus allowed to present this draft and to hear the viewpoints of the different CAPS projects. This input should allow IA4SI to further develop and refine its methodology in a way that is sensitive to the CAPS projects characteristics and future

initiatives in the field of digital social innovation.

**(2) Present and gather input on the first mock-ups of the Self-Assessment Toolkit and the Citizen Engagement Platform:** In order to gather data, IA4SI will develop three tools: a Self-Assessment toolkit enabling CAPS-projects to insert data in order to assess their impact, a User Data Gather Interface allowing CAPS-users to and a Citizen Engagement Platform, allowing European citizens to express their opinions on and discuss the CAPS-projects and social innovation. The IA4SI team wanted to present the mock-ups of two tools – the Self-Assessment Toolkit and the Citizen Engagement platform – and discuss them with the present CAPS-projects. This discussion should provide valuable input to further refine both tools to the needs of the social innovation field.

In order to achieve both aims, the IA4SI-team divided the day in a morning and afternoon session. The morning was dedicated to the impact self-assessment methodology. In the afternoon, the presentation of the mock-ups stood central, although the final time slot paid attention to potential benchmark methods. The following agenda was presented to the participants at the beginning of the meeting and followed during the execution of the workshop:

Time (CET)	Topic	Presenter/facilitator
09.30 – 10.00	<i>Welcome coffee</i>	
10.00 – 10.30	<b>Opening session and presentations</b>	Shenja van der Graaf (iMinds-SMIT)
10.30 – 10.50	The IA4SI methodology: introduction	Antonella Passani (T6)
10.50 – 11.30	Participatory session 1: validation of areas of impact and dimensions	All members of IA4SI-consortium
11.30 – 11.40	<i>Coffee Break</i>	
11.40 – 13.15	<b>Participative session 2: working towards indicators</b>	All members of IA4SI-consortium
13.15 - 14.00	<i>Lunch break</i>	
14.00 -14.30	Potential benchmarking methods and voting: presentation and discussion	Antonella Passani (T6)
14.30 - 15.30	IA4SI's online tools: presentation of mock-ups	Marina Kltisi (ATC) and Luca Satolli (EK)
15.30 – 16.00	Closing remarks and presentation of next steps	Shenja van der Graaf (iMinds-SMIT)
16.00	<i>End of meeting</i>	

Figure 5: Agenda of workshop

### 3.1.4 Workshop Methodology

In order to have as much feedback as possible from all the different CAPS-projects, the IA4SI team used three methodologies. In the morning, two participative sessions were organised. The first encompassed short (30 mins) group discussions. For the second longer session (90 mins) the WordCafé methodology was chosen. In the afternoon, a group discussion was again preferred.

*Morning session: validating the impact assessment methodology*

#### *Group discussion*

The focus of this first participatory session was to discuss the dimensions that IA4SI identified for each of the impact areas.<sup>1</sup> For each impact area a table with several chairs was set-up and identified as a meeting point for participants. At each of the tables, two people of IA4SI were dedicated to guide the discussion around the specific area of impact.

Table nr	Area of impact	Hosts
1	Economic	Francesca Spagnoli and Luca Satolli(Eurokleis)
2	Environmental	Alessandra Prompolini (T6) and Marina Kltisi (ATC)
3	Social	Antonella Passani (T6), Wim Vanobberghen (iMinds)

**Figure 6: Overview of discussion table and themes**



**Figure 7: Roundtable discussion about area's of impact and dimensions**

<sup>1</sup> At that time, at the start of the workshop, there were three impact areas identified: social, environmental, economic. After the workshop, a fourth area has been added: the political one, which was originally a dimension of the social impact area.

Each participant received a poster with the impact area and the identified dimensions.

A white sheet of paper was spread over the table and divided in four boxes of equal size and the IA4SI-hosts wrote down what said during the discussion. CAPS-participants could for each impact area either

1. Add extra dimensions ('to add'),
2. Suggest to drop a dimension ('to drop'),
3. Indicate if a dimension was not clear ('not clear') or
4. Provide some comments that might be taken into account by IA4SI ('comments').

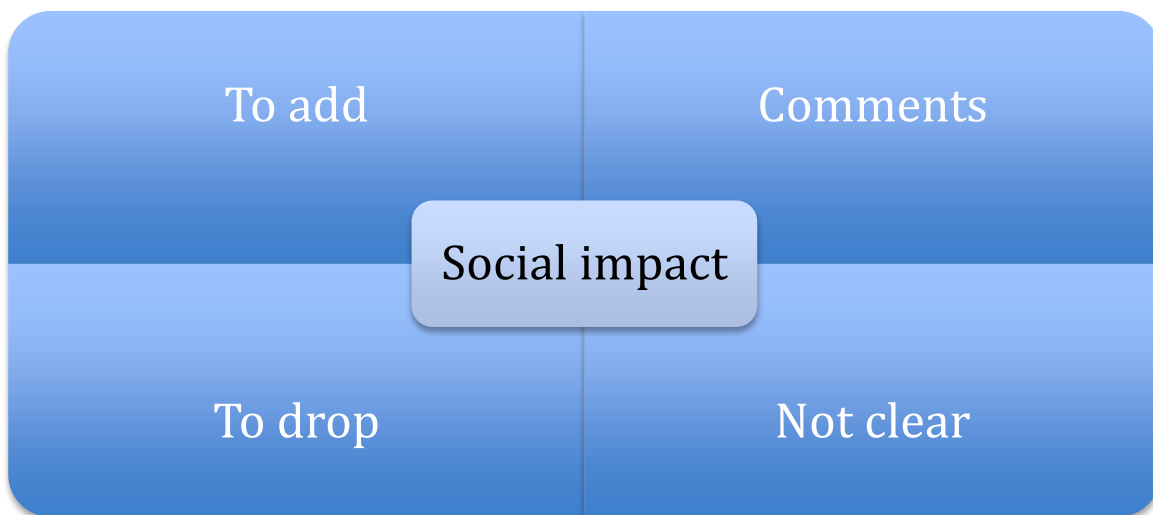


Figure 8: Structure of feedback paper

### *WordCafé-session*

WordCafé is a flexible conversation format aimed a stimulating conversation and exchange of thought in small groups around a dedicated topic. In the WordCafe session, the IA4SI team selected beforehand two specific dimensions for each impact area. Participants now had to discuss the indicators that were identified by IA4SI to measure the impact. Just like in the previous session, participants were required not only to think from within the context of their specific CAPS project, but also broader from the digital social innovation domain.

IA4SI took care of the five core principles of a WordCafé in order to maximize the output of this format for the purpose of the impact assessment methodology creation:

- (1) **Setting:** The large meeting room of Impact Hub Rome was turned into a café-setting. Five small tables were placed at each side of the room with maximum four chairs and with the necessary writing material as well as note sheet for the IA4SI-discussion host to note down relevant input
- (2) **Welcome and introduction:** The IA4SI team explained before the start the procedure and the rules of the café in order to put the participants at ease and explained the content and objective of the discussion in order to set the context right
- (3) **Small group rounds:** Around each table maximum (besides the IA4SI-conversation host) four participants could discuss during 20 minutes the particular topic that the table dealt with. After these 20 minutes, the participants had to leave and pick another table to discuss the topic of another table. This procedure was repeated four times so

that all participants participated in all the discussion topics. An IA4SI-team leader (Katja) who did not participate in the discussion but facilitated the whole process checked the duration and announced the ending of a session and the beginning of a new one.

**(4) Question/topic:** Within the global aim of this WordCafé, each table had a dedicated set of questions that were asked to the participants soon after they sat down and the host had presented him or herself. The topics of discussions was organised as followed:

Table nr	Impact area	Table host	Topic
1	Social impact	Antonella Passani (T6)	Discuss the dimensions of impact area's and the corresponding proposed indicators of IA4SI
2	Social impact	Wim Vanobberghen (iMinds)	
3	Environmental impact	Marina Klitsi (ATC) and Alessandra Prampolini (T6)	
4	Economic impact	Francesca Spagnoli (Eurokleis)	
5	Economic impact	Francesco Bellini (Eurokleis)	

Figure 9: Overview of tables for the WordCafé

**(5) Harvesting:** Responses from the participants were written down by the IA4SI-host on a white sheet of paper that was spread over the table. In this way, results from the previous groups could be quickly communicated to the new participants so that some points already mentioned there could be further elaborated or new areas of needs could be detected. At the end of these rounds, one participant at each table was appointed by the host to make with his/her aid a summary of all the discussions that had taken place at that table and that was reflected in the notes on the white paper. One participant presented these concluding remarks to the whole group. A final wrap-up made sure that other participants could still give their view and that the IA4SI could quickly summarize the main findings of the WordCafé session.

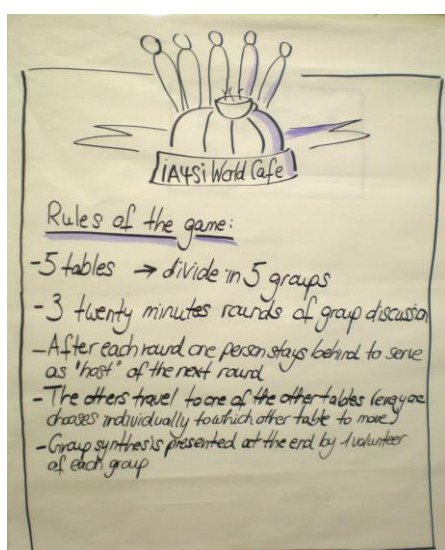


Figure 10: Rules of the WordCafé



Figure 11: Impressions from the workshop

### *Afternoon sessions*

In the afternoon, we opted for an open discussion forum moderated by T6 in assistance with (1) ATC for the presentation of the mock-ups of the Citizen Engagement Platform and Self-Assessment Toolkit and with (2) iMinds for the benchmarking model to be applied to the IA4SI methodology. The two participative sessions and the informal chats during the lunch break enabled CAPS participants and the IA4SI-team to get to know each other better and to overcome barriers preventing people from not expressing their opinion in a group.

### *Mock-ups presentation*

ATC presented first the mock-ups of the Self Assessment Toolkit and the Citizen Engagement Platform. Each of the functionalities was explained in order to give the participants a clear view on our objectives and its technical translation. Reactions, suggestions and comments from the participants were noted down on a white paper on the wall.

### *Benchmarking*

The question of the benchmarking method to be introduced in the IA4Si methodology was an open discussion where some suggestions made by IA4Si on possible approaches and methods were presented and then further discussed. The comments, remarks and suggestions from the CAPS projects were collected on a white paper on the wall.

## **3.2 Workshop Results**

In presenting the discussion for the impact assessment methodology, we choose to report from the angle of each of the three areas of impact (economic, social and environmental) rather than from the workshop methods used (focus group and WordCafé). In this way, we aim to present a report that is more consistent for the reader for each area by presenting first the input on the dimensions and secondly the indicators. The papers that were given to the participants and were the basis of the discussion can be read in Annex I ( for the impact area's and their dimensions) & II (for the specific area of impact, the related dimensions and their indicators).

Regarding the reporting of the discussions of the two IA4Si-tools and the benchmark methodology, we prefer, on the contrary, to present the feedback in chronological order as laid out in the agenda.



Figure 12: Discussing economic area's of impact and their dimensions

### 3.2.1: Validating the impact assessment methodology

#### 3.2.1.1 Economic impacts

##### *Economic impact areas and dimensions (see Annex I)*

###### *Feedback*

During the first session of the workshop the IA4SI team presented the 6 areas of impact relevant for the assessment of CAPs projects economic impact.

Economic impacts	<b>Areas of impact</b>
	Impact on the Social Economy
	Impact on Economic empowerment
	Impact on entrepreneurship
	Impact on competitiveness
	Impact on business performance
	ICT driven innovation

Figure 13: Economic impacts: area's of impact

The participants started with a general discussion about the impact assessment of Digital Social Innovation.

1. CAPs projects sustained that the economic assessment can only take into account long-term impacts, starting from 3 years after the end of the project, especially considering that the projects are all still in the research phase. The CAPS projects also supported that the economic impacts derived from the development of their activities and outputs are indirect and that it will be very difficult to produce direct economic impacts. They, therefore, were somehow sceptical regarding the very possibility of assessing the economic impact of EU research projects, which, in their nature, are non-for-profit.

2. According to the participants, the economic impact assessment of CAPS projects should only be qualitative and should focus not directly on the direct impacts developed for the projects themselves, but for the users of each project. The qualitative analyses should take into account the people using the technologies/tools developed by CAPs projects and influencing their outputs. One indicator relevant in this case is the increase in the number of users of direct and indirect services provided by the projects. The main objective of CAPs projects should be to enlarge the number of stakeholders and IA4SI should take into account not only the direct users of the projects but also indirect users. The economic impact of projects can be assessed in terms of reducing the economic burdens for the users. In fact one relevant impact is on building and empowering communities.

3. The other areas of impact that were relevant for CAPs projects were impact on entrepreneurship, on competitiveness, on ICT Driven Innovation attracting more funding and production cost savings for the users.

4. According to the representatives of the CAPS projects, the main challenge the IA4SI economic impact assessment will face is how to monetize values that are not directly



monetizable. Indirect effects of social impacts that can affect also economic dimensions should be considered.

### *Lessons learned*

The discussion of the economic area of impact was really useful for the IA4SI team in order to better understand the CAPs projects objectives and activities that were, in fact, mentioned during the discussion as examples, and for framing the potential issues/obstacles related to the economic impact assessment within the Digital Social Innovation field. In particular in this domain, it will be very difficult for projects to assess quantitatively their potential or actual economic impact. The assessment should be focused mainly on potential impacts considering a long timeframe (at least three years after the end of the project).

The evaluation should take into account the economic impacts of projects in terms of empowering and improving their communities of users/stakeholders. The IA4SI team has improved the impact assessment methodology by developing indicators and questions that are more focused on the potential for the users and we included more qualitative variables, rather than only quantitative ones. As indirect impacts are really relevant for CAPS projects, we included in the methodology also not directly monetisable variables for the assessment. Indeed, we are aware of the difficulties of projects to assess quantitatively their potential or actual economic impact. The assessment should be focused mainly on potential impacts considering a long-time frame (at least, three years after the end of the project). However, the IA4SI team decided to include them in the methodology in order to provide a complete methodology that can be used also by other Digital Social Innovation initiatives and future CAPS projects. In this way we avoid to exclude some economic potential impacts and take into account also classical economic measures, such as Willingness to Pay and Cost/Benefit analysis.

### ***Economic impacts dimensions and indicators (see Annex II)***

The analysis and validation of the economic impact indicators focused on the following two areas of impact: ICT driven innovation and Social Economy.

We discussed the indicators included in the previous areas of impact and its dimensions with representatives of 5 different CAPs projects.

### *ICT driven Innovation*

The dimensions of impact on ICT driven innovation under consideration were:

- Impact of outputs on service innovation
- Impact of outputs on product innovation
- Impact of outputs on process innovation
- Impact of outputs on organizational innovation
- Impact of outputs on marketing innovation

1. In terms of impact on ICT-driven innovation the CAPs projects suggested to focus more on incremental innovation assessment and less on disruptive innovation. It was also stressed that it is also relevant to assess the diffusion, uptake and usage of Digital Social

Innovation and CAPS outputs. The organisational Innovation indicator has to be expanded, including new forms of organisational innovation. The assessment of product Innovation in R&D focused only on projects is limited. In terms of assessment of cost saving, time saving and Willingness to Pay for the services/products developed by the CAPS projects they sustain that only the Willingness to pay can be evaluated. The time saving can be useful to analyse only with reference to services innovation. The projects supported that the indicators presented in this area of impact may be useful to better understand the possible achievements of each project, however they are too many and should be reduced.

→ The IA4SI team has taken into account these suggestions including in the methodology only the analysis of Willingness to Pay and time saving for services innovation.

2. The indicators here suggested should be integrated with Social Innovation literature including “Satisfy needs that you did not now you had or you can have” and especially user driven innovation should be included. Who innovates? Who are the agents? These are the guiding questions. In general, most of these indicators may be relevant in an indirect way; in fact it is difficult for the CAPS projects to answer to questions taking into account direct impacts.

→ The IA4SI team has considered the suggestions made by the CAPS projects, especially in terms of including user driven innovation in the methodology. After a focused literature review on this topic, the IA4SI team introduced several indicators aimed at identifying the collaboration of the users in the development of the technological outputs and the capability of the project to implement new methods for identifying user needs. These indicators replies to the request of the CAPS projects to analyse whom are the agents of Digital Social Innovation.

### *Impact on social economy*

The dimensions of impact on Social Economy under consideration were:

- Impact on access to finance: including microfinance, crowd-funding and social finance
- Impact on scaling up: the impact of the project on increasing the scaling of users activities and encouraging the development of new business activities.

1. In terms of “impact on Access to Finance” projects suggested that it could be useful to analyse how many microfinance instruments have been developed by the users of the project. The evaluation should be an ex-post evaluation as it is really difficult for the projects to analyse direct impacts during the project years. It was commented that assessing users sustainability will be more useful and feasible than measuring the sustainability of the projects. Users sustainability is intended by the CAPS projects as the ability of the users to create new businesses thanks to the projects technologies and outputs and to be financially sustainable over time, also after the end of the project.

→ The IA4SI team included in the methodology indicators aimed at analysing the users sustainability. However, our opinion is that the EU projects need to have a sustainability plan in order to analyse their financial and economic results over time.

2. IA4SI should include also seed-funding questions, crowd-evaluation and networking. According to the participants impact on access to finance for people at risk of social exclusion can be better assessed through the number of languages provided by the project. The impact on access to finance should not be focused only on finance but also access to spaces, resources pooling, knowledge and not only funding. IA4SI should include in the assessment both direct and indirect impacts. It would be relevant to include in the assessment the Impact of CAPs projects on the economic empowerment and prosperity of users in terms of empowering people activities and abilities. The methodology should also links currencies to trust/impact on digital and online currencies. How to measure value and trust? To include impact on quality of crowd sourcing and impact on cost saving through crowd funding.

→ All the indicators suggested above have been included in the IA4SI methodology in the dimension called Economic results developed by the projects.

3. In terms of impact on scaling up, the CAPs projects sustained that the evaluation of the number of spin-offs created it is not relevant for research projects, instead, the number of patents, IPRs developed and businesses created are relevant and should be included here. The scaling up cannot exclude also the impact on entrepreneurship that should be moved to the impact on the Social Economy. Some of the projects did not understand the meaning of impact on Social Economy and suggested to provide clear definitions for each area of impact in the methodology and in the toolkit, which of course has been done. The assessment should include questions about maintenance of the software offering at the end of the project and sustainability of business models (build in). The indirect richness developed by the CAPs project is also relevant within this field. The projects also suggested including indicators about the sharing economy and collaborative economy.

→ Regarding this topic, the IA4SI team has included indicators on the sharing and pooling of resources, intended as useful mean to improve collaborative economy between the users of the CAPS projects.

4. As last point, the CAPs projects sustained that the Impact on employment should take into account also the incomes generated by the projects in terms of employment and not only the numbers of people employed. The impact on the volunteer economy should be moved to the impact on employment.

### *Lessons learned*

The IA4SI team presented the dimensions of the economic impact mentioned above in order to better finalise them. The discussion with projects was very interesting and pointed out some relevant topics that were not yet completely clear to the IA4SI team at the moment of the workshop. The discussion was also useful for understanding that the focus of the indicators should not only be on the impact for projects partners but, most of all, for the users of the projects. In fact, in the Social Innovation field the users constitute also the primary stakeholders of the projects and their actions and impact will be investigated through the User Data Gathering Interface (UDGI). It is also relevant to analyse if the projects allow its community of users to develop services and products that can generate considerable economic impacts.

Starting from these comments the IA4SI team reconsidered all the indicators and the areas of impact included in the Economic section in order to identify potential overlaps and delete them. The IA4SI team also reduced the Economic impact indicators as required by the CAPS projects and included new questions/indicators suggested for each areas of the economic impact as already mentioned in the previous paragraph when introducing CAPS suggestions.

### 3.2.1.2 Environmental impacts

With the aim of developing a matrix of indicators to allow CAPS projects to make an effective assessment of their environmental impacts, IA4SI took as starting point the nature of the CAPS project themselves in order to understand which area's of impact they can effect. Two considerations had been taken into account in order to frame the methodology:

- The environmental component is by definition included among the priority targets of these projects. CAPS projects, in order to be effective, have the aim to produce intangible goods such as networking platforms, knowledge sharing and virtual tools and to operate in such a way as to intercept and involve the highest possible flows of users. This means that CAPS' impacts on the environment can be quite similar to these of social media and computer-mediated social networks.
- The level of awareness of CAPS projects about environmental issues was still very unclear and only two of them (Decarbonet and Wikirate) have a clear direct or indirect link to environmental sustainability.

For these two reasons, the scope of IA4SI had been to develop first a matrix that was as simple and concrete as possible and to discuss this one during the workshop with the CAPS projects.

#### ***Environmental impacts areas and dimensions (see Annex I)***

The areas of environmental impacts under consideration were:

Environmental impacts	<b>Areas of impact</b>
	C02 emissions
	Waste
	Water and other resources
	Mobility
	Energy efficiency
	Protection of biodiversity

**Figure 14: Environmental impacts: area's of impact**

At the beginning of the session, IA4SI specified the peculiarity of the environmental framework. Since the level of knowledge concerning the evaluation of environmental impacts has quickly deepened over the last years - due to the fact that a growing interest and popularity of the field has led to the emergence and spread of methodologies and assessments concerning this research field - IA4SI had preferred to select as area's of impact the main ones that the literature nowadays acknowledges .

From the discussion of the areas of impact and dimensions, the following main observations and concerns emerged:

1. The management of the environmental impacts of a project are mostly perceived from the participants as an indirect effect of the implementation of a Corporate Social Responsibility strategy.
2. In the questionnaire, a clear distinction between the gathering of hard data and self - assessment data is necessary. Consequently, participants would like to have a better understanding of the selected ways of measurement and, once again, how they differ for the two kinds of data.

➔ This comment has been anticipated by IA4SI and the consideration will be taken into account by making the difference clear in the final version of the Self-Assessment Toolkit

3. The participants suggested, since a punctual assessment can fail, to take into account the long-term environmental impacts of a project. Consequently, they expressed their concern about the possibility that the data gathering could require a long time to show effects.

➔ In order to address this concern and let projects assess their improvements about their environmental impacts, IA4SI will let repeat periodically their self-assessment on this domain.

4. Some wording needs to be better in order to avoid misunderstanding.

➔ An agreement has been reached during the discussion about the need to better specify some wording such as:

- “Waste” to be changed into “solid waste”;
- “Mobility” to be changed into “transport”.

5. Some issues had remained open for discussion in the re-framing process:

- a) Participants asked for a reflection and a proper integration of the concepts of awareness and dissemination, which can be quite essential while dealing with environmental impacts. The suggestion will be taken into consideration though, as anticipated during the discussion, it will concern more the development of the indicators and not the dimensions.

➔ This suggestion was taken into further consideration and integrated in the methodology

- b) It has been suggested to add Sustainable consumption as an area of impact. The concept had been present in the first version of the framework, and then it has been removed prior to the workshop due to possible overlapping with other areas of impact. Its reintegration will be considered.

➔ Following the workshop its re-integration has been considered and approved by IA4SI.

- c) Doubts were still present about the relevance of the ‘Water and other resources’ area of impact.

→ In the light of this doubt and the expected impact of the project activities, IA4SI decided not to include some impact areas that are mentioned in the literature regarding environmental sustainability since they are not relevant to the current CAPS projects.

### ***Environmental impacts dimensions and indicators (see Annex II)***

Out of the 6 areas of impact for environmental impacts, the area of impact that was selected for discussion was ‘impact on CO2 emissions’. IA4SI had identified the following corresponding dimensions:

- Internal to project
- Users change in way of thinking
- Users behaviour change
- Impact on environmental policies
- Rebound effect

In the light of the discussion, firstly it is important to underline that the indicators are going to be used for the projects’ self-assessment, while users are going to be presented with other questions and indicators.

1. An agreement has been reached during the discussion about the need to change some proposed concepts:

- “CO2” as an area of impact should be changed in “Greenhouse gases emissions”
- “CO2 reduction for internal project” should be changed in “Carbon footprint”

→ The last proposition has however, during a second reflection after the workshop, been discarded by IA4SI. The carbon accounting process is, in fact, currently highly standardised and it requires a complex set of steps and analysis that is not possible to reproduce into a self-assessment toolkit aimed at the overall assessment of CAPS projects.

2. Some issues have remained open for discussion in the re-framing process:

- a) Although the assessment tends to verify the indicators in a precise moment in time, participants underlined that there is the need for the definition of a baseline foremost of the indicators, given their progressive nature.
- b) Participants suggested changing “way of thinking” in “users’ engagement”. The project team explained that this new wording could generate confusion between thinking and behavioural dimensions. Nonetheless, it became clear for IA4SI to evaluate how to properly introduce the “engagement” concept among the indicators.

→ Out of this post-workshop reflection by IA4SI, the decision was made to analyse the ‘ways of thinking’ and ‘policies’ dimensions within the vertical indices for which these dimensions were more relevant, in casu the social and political area of impacts.

Based upon a reflexion within IA4SI on the comments, suggestions and concerns coming from CAPS projects, the final version of the environmental matrix deals with two specific sets of environmental impacts: the one produced by the projects themselves (internal to the project) and those produced by users of the projects (users behaviour change). The

Rebound effect will constitute an additional dimension with the aim to gather useful data and contribute to this emerging area of research.

The feedback received from the projects during the IA4SI workshop in Rome confirmed that our initial assumptions about the low familiarity of CAPS projects with environmental sustainability were correct. Furthermore, at the current stage of much projects, the amount of data available by CAPS project about environmental issues will still be scarce and the impact scale will be relatively small because of the particular interest of the projects as well as the fact that they are at the initial stage of their development. Against this background, IA4SI decided to keep the matrix as simple as possible. In this way, IA4SI will avoid a discouragement by CAPS projects to complete the assessment and presenting a more complex assessment will probably encounter the problem that most of the projects won't be able to finalize this aspect of the impact assessment.

### 3.2.1.3 Social impact

#### *Social impacts areas and dimensions (see Annex I)*

The group discussion, started with the presentation of the areas of impact included under the category "Social impacts".

The list below was presented and briefly explained:

Social impacts	Areas of impacts
	Impact on community building and empowerment
	Impact on participation and democracy (policy awareness, political participation, impact on policies, on policy-making and on institutions)
	Impact on information flows (quality, accessibility, sharing, ...)
	Impact on training and human capital
	Impact on ways of thinking, ethics and behaviours
	Impact on science and academia

Figure 15: Social impacts: area's of impact

Next, we asked the participant their feedbacks, especially in terms of areas of impact to be added, to be deleted and on the clarity of the areas. The participants requested to see the indicators linked to the areas of impact, in order to better understand their definition. The indicators related to "Impact on community building and empowerment" and "Impact on participation and democracy" were presented, so that the discussion focused mainly on these two areas of impact.

1. With reference to the overall methodology, participants stressed the need to better understand what information will be requested to CAPS projects and what to their users and pointed out the need of having different metrics for different activities performed by projects.

→ This distinction is clear as the information requested to the users are included in the User Data Gathering Interface and the information to be provided by CAPS projects are gathered through the Self-Assessment Toolkit. Different metrics, qualitative or quantitative, have been associated to each indicator.

2. The difference made in the methodology between online and off-line communities was the second area of discussion. It is clear to IA4SI partners that the dichotomy between online and offline impact make sense only at analytical level as the two domain are inextricably interlinked. However, the distinction was made in order to understand if CAPS would have an impact only in terms of online interactions and participation or if they will be able to transform also the face-to-face interactions of users at local level. Participants understood the analytical necessity of this distinction and suggested to make the underline conceptualisation clear in the methodological deliverable and possibly find more appropriate labels that online-offline in the SAT.

→ This topic has been explored and clarified in the IA4SI methodology deliverable and the labels have been changed so that now the dimensions are “online communities” and “local communities”.

3. Participants also suggested describing scalability not only in terms of initiative/community scalability (as it is now in the methodology) but also in terms of technological scalability by using a technological scalability index.

→ In the current version of the methodology this element is not explored yet as the IA4SI team limited the number of questions describing the technological outputs and focus more on their impacts on users. However, the possibility to integrate this topic in the next version of the methodology will be evaluated.

4. Participants also suggested to:

4.1 Use sentiment analysis in order to map the topics discussed in the online environments developed by CAPS projects.

→ IA4SI is a self-assessment methodology and the toolkit is designed for providing impact assessment results in real time when a project enters its data. For this reasons it is not feasible for the IA4SI team to carry out this analysis on behalf of the CAPS projects on a regular base. Moreover, to do this will make the SAT not sustainable after the end of the project as this will introduce a constant work of analysis for each future user. Nevertheless, questions related to the topics covered and discussed on the CAPS platforms have been included in the methodology and CAPS projects can for sure use the sentiment analysis in order to fill-in the self-assessment toolkit.



4.2 Consider and investigate the relationship between the use of digital media and participation compared to the use of traditional medium (a classical question of Digital political sociology).

→ This topic, or better, the impact of CAPS on the use of digital media in political and social participation can be and will be investigated in the User Data Gathering Interface.

4.3 Investigate if the projects are using reputation mechanisms as a mean for enabling participation.

→ As there are many possible instruments for fostering user participation the IA4SI team preferred not to focus on a specific one but to ask CAPS project to describe the instruments used and developed with the aim of enlarging their user base. Moreover, the efficacy of these instruments will be evaluated by considering the growth of the user base since the beginning of the project up to the assessment periods.

4.4 Investigate the motivation to participation by asking CAPS users why do they participate in a platform.

→ This topic will be investigated through the UDGI.

4.5 Consider the continuity of interaction among CAPS users, the quality of interaction, if and to what extent the info shared on CAPS is on topic or not, the length of discussion on a topic (also as a proxy of how the community find a topic useful).

→ Metrics on users activities on the platform and exchange among users have been added guided by the available literature.

4.6 Consider if and to what extent CAPS project provide visualisation of data and navigation info.

→ Again the IA4SI team preferred to enlarge the topic to instruments developed for navigating and supporting the users in making sense of information. This topic will be investigated under the dimension “Impact on information” which substitutes the dimension “Impact on information flows” (see D2.1 “IA4SI methodological framework – first version”).

5. With reference to the impact of CAPS on behaviours, the participants questioned if change is always positive and, as this is not always the case, they suggested enabling the projects to describe the changes they expect to see in the behaviours and opinions of their users.

→ This suggestion was accepted and implemented.

## ***Social impact dimensions and indicators (see Annex II)***

In the second part of the workshop we focused on two single areas of impacts: “*impact on participation and democracy*” and “*impact on community building and empowerment*”

### **Impact on participation and democracy**

The area of ‘impact on participation and democracy’ had the following dimensions for which the indicators were discussed:

- Level of citizens political awareness
- Civic participation
- Political participation
- Equality in civic and political participation
- Trust in institutions and government

1. The first topic discussed was the very definition of participation. It has to be clear what IA4SI defines as participation, especially in the online scenario where posting a picture can be defined by some as “participating”. Then, participants suggested to consider the capability of CAPS project of making users aware of their rights, voice them and support them in producing a political impact.

2. Some participants perceived the reference to governments as too broad. IA4SI should consider, or allow the projects to consider, also institutions that deal with the specific topics touched by a projects. This should be added to the questions related to local government and EU governments and institutions. In any case clear distinction between local-national and international governments should be made.

→ This suggestion has been welcomed and now each project will be able to specify the institutions and governmental body they target. This will provide, especially at the aggregated level, interesting information on the CAPS political influence at various levels (local, national or international).

3. According to some participants, governments are project stakeholders that should be interviewed.

→ Even if IA4SI acknowledges that this would be very interesting to do, this activity is at the present stage not foreseen because the IA4Si methodology focuses on project coordinators, project partners, project users and EU citizens. Nevertheless, policy-makers and government’s representatives will be invited to participate to the 4<sup>th</sup> IA4Si workshop dedicated to policy recommendations. During that occasion it will be possible to collect their input regarding Digital Social innovation impacts.

4. When discussing impact on political participation an important point emerged: it is worth investigating if CAPS are facilitating the participation of citizens already participating in social and political activities or are also able to engage social groups that normally do not participate. In other words, there can be a rebound effect (where people already empowered are more and more empowered in this way deepening the gap with excluded ones) in participation so that IA4SI should consider also the dimension of equality when

working on participation. Participants also mentioned the need to consider equality as a dimension of all the activities performed by CAPS projects.

→ IA4SI methodology investigated the issue of equality in all its areas of impact and especially in the social impact one; moreover, a transversal index is dedicated to fairness and investigates, specifically, projects capability to engage and empower persons at risk of discrimination and/or social exclusion.

5. Other important comments were related to an understanding of the relationship between governments and citizens. In fact, IA4SI was proposing to investigate the capability of CAPS of improving the trust of citizens towards government, while participants stressed the need of making governments trustworthy. By changing the perspective, the indicators will also change. A project can, for example, arise awareness on specific topics related to government action such as corruption. This will not increase the citizens' trust for institutions but, possibly, will improve the quality of governments. The concept of "trust for institutions" emerged as a problematic one and deserves a deeper investigation.

→ The IA4SI team considered this a very useful observation - and even if official statistics considering citizens trust for government as an important indicator of political participation - and decided to change the indicators accordingly to the feedback provided by CAPS projects.

6. Building upon the previous point, participants expressed the need to analyse CAPS capability to impact on users trust regarding information that is especially important when information is used for designing policies.

→ This topic is investigated in term of quality of information at project level and then will be investigated from the point of view of CAPS users in the UDGI.

7. Participants suggested to analyse:

7.1 How projects improve trust in academia and research institutions

7.2 Changes in the time spent by users in informing themselves, in providing info to others and in debating them;

7.3 Changes in how users get in touch with government/institutions (for example by following prime ministers on Twitter);

7.4 If and to what extent CAPS projects impact on users' awareness about specific topics (not only on political-related issues);

7.5 If users will not only be engaged in more campaigns thanks to the participation in CAPS but also if users change the topics of these campaigns (If, for example, they can move from being active for the environment to be active on human rights);

7.6 CAPS capability to influence large NGOs and umbrella organisations as a proxy of political impact as they have the specific mandate of influencing policy making;

7.7 The capability of project in supporting the development and reinforcement of critical thinking.

8. Finally it emerged as relevant to analyse the project's capability to harvest users ideas as part of the participation process.

→ All the suggestions mentioned under point 7 and 8 have been accepted and implemented in the SAT or in the UDGI.

### **Impact on community building and empowerment**

This presented area of ‘impact on community building and empowerment’ consisted of the following dimensions:

- Online community building
- Online community empowerment
- Offline community building
- Offline community empowerment
- Impact on Social Innovation and CAPS community

1. The main comments from the CAPS participants was that the indicators for online communities were either too ‘static’, id est. not taking into account more qualitative aspects of the indicators presented, or either too broad, not always taking into account important variations. For example, the number of users signed in does not take into account if they just signed up or if they actually also participated. Moreover, notions of ‘levels of engagement’ ‘network density’ or ‘network diversity’ were still too abstract. As suggested they have been broken down into concrete indicators such as levels of participation, type of various interactions or different kinds of background information. However, CAPS participants warned that even if such a metrics can be elaborated theoretically, it is often hard to measure or get some specific information in practice, such as for example, how to measure ‘improve the quality of engagement of the ones that already engaged’, which was one of the indicators that emerged in the CAPS brainstorming session.

2. Secondly, some CAPS participants expressed their concern that the time-aspect of building a ‘healthy community’ - referring to a rise actually of awareness of the topic in the community, to get engagement really started, to bridge gaps of knowledge between members, to get quality of information – and the effort this takes tend to be not taken into account, while this also essential part of their work. Moreover, they feared that there is a lack of indicators that explicitly measure this ‘healthy state’ of a community (the quality level of the information, the gap-closing, balance between active and passive members, ...).

→ These concerns have been considered when fine-tuning the methodology and have been implemented as much as possible.

3. Finally, CAPS participants suggested including in ‘impact on SI and CAPS community’ the number of publications being shared by others (be it academics, practitioners or media) outside the CAPS community as an indicator.

→ This topic of publication is, however, investigated in the ‘Impact on science and academia’ dimension, but the questions related to impact on SI and CAPs community have been re-considered after the workshop considering the gathered feedback.

#### **3.2.3: Presentation of the SAT and CEP**

*Self-Assessment Toolkit*

The CAPS projects proposed that the SAT-tool should not only focus on the users benefits, but also on those for stakeholders. Secondly, they suggested to include spaces for comments and to show areas of impact and dimensions before the questions.

Following these two suggestions,

1. The number of open questions, in which CAPs projects can describe their outputs or comment on answers, has been increased;
2. The areas of impact and the dimensions will be presented at the beginning of the SAT so that the CAPS representatives can select those areas and dimensions that are most relevant for them and thus answer only to the questions related to those areas/dimension;
3. A definition of each area/dimension is provided in the SAT.

### *Citizen Engagement Platform*

The main functionality of the Citizen Engagement Platform is the voting system through which European citizens will have the opportunity to vote the CAPS-projects outputs.

We learned from the reactions of CAPS projects that it is necessary to make clear that the idea of the Citizen Engagement Platform is not about focusing on a single vote but about gathering citizens opinions, by means of letting them answer a set of questions, about the outputs of the CAPS projects. We also learned that the notion of 'vote' is maybe too strongly connected to the idea of a competition between CAPS project and therefore should be replaced with a more "neutral" term.

Some of the participants also expressed a fear that people tend to provide easily negative comments online, hence CAPS projects might easily get negative feedback without really knowing the complexity of the CAPS work. Given this tendency accorded to citizens, CAPS are concerned about the public availability of the results on the platform. Since they are in this way easily viewable to other parties, such as the European Commission, this might lead to a rather too quick dismissal of the worth of a CAPS project.

Despite these concerns, the CAPS participants made no initial objection regarding the placement of a banner on their project websites. In this way, citizens, by clicking on the banner, would be redirected straight to the Citizen Engagement Platform. Secondly, they suggested using RSS Feeds so that the projects' news could be displayed in the Home page of the Citizen Engagement Platform.

These considerations have been taken into account by IA4SI in the further elaboration of the Citizen Engagement Platform. The validation of this platform was the topic of the 2nd IA4SI workshop, held in July 2014, and the results of that workshop are presented in this document in Chapter 4.

### **3.2.4: Benchmarking**

The IA4SI methodology needs one or more means of comparison in order to be effective. In fact, once all the data from the CAPS projects are gathered, a point of reference - id est a benchmark - is necessary in order to evaluate if the performance is positive or not. In simple terms, consider a person, whose height is for example 1,60 metre. In absolute

values 1,60 is neither positive nor negative; it only describes that person in relation to the dimension “height”. If we want to know, for example, if a teenager is growing in an appropriate way, we will compare this height (1,60 cm) with the average population and we will see he/she is below the average. Then we can compare his/her height with the average height of persons of the same sex and age. For example if the 1,60 tall person is a 8 year old girl we can consider her Height as “positive” or, above the considered average, but if the 1,60 tall person is a forty-five year old men, we will consider this person as short.

In previous projects the IA4SI consortium used “internal” benchmark models, i.e. evaluate each project against the average performance of all the projects in a given domain. Unfortunately, at the present stage, CAPS project are not sufficiently numerous for following this path. This problem was described to CAPS projects, proposing them five alternative possible benchmark models to be discussed.

The suggestions were:

- To look for results of previous impact assessment projects, i.e. assessment carried out in other domains such as Software As a Service and e-Infrastructures;
- To look for parameters from digital social innovation projects other than CAPS;
- To look in literature and statistics;
- To develop collaboratively a benchmark model for the CAPS domain;
- Engage experts and the EC in developing a benchmark model.

CAPS project showed some criticism on the very idea of comparing CAPS projects among themselves or with external benchmarks. However, the discussion evolved first of all towards the necessity of describing in more details the need for a benchmark model. The session was not organised by the IA4SI-team with the objective of reaching an agreement or a conclusion, but to start a discussion on this crucial topic. Participants agreed to discuss this topic further via email and webinars (if needed) and the IA4SI team will, in order to facilitate the discussion, prepare a set of suggestions. By means of this approach, the expected target as defined by the EC will also be considered and discussed with the CAPS projects.



Figure 16: WordCafé session

### 3.3 Participants' evaluation of workshop and follow-up activities

#### 3.3.1 Participant evaluation

Since the workshop is an important milestone within the participatory approach of IA4SI, it is important to have a view on how CAPS participants appreciated the organisation, the content and the participatory approach of the consortium and what aspects they think can be improved. This feedback will allow IA4SI to organise workshops where CAPS projects – and also other Social Innovation practitioners and domain experts – like to come to provide their insights and feedback. At the end of the workshop, IA4SI therefore asked the participants to provide their evaluation and impression of the workshop.

CAPS participants clearly appreciated that the workshop was not only in name, but also in practice very participatory and interactive and that the spirit of collaboration towards the development of the impact assessment methodology was genuine. In addition, the chosen venue and the set-up of the meeting room were evaluated as positive and stimulating participation and discussion. In that sense, we can detect a positive feeling from the participants about bringing IA4SI and CAPS projects together and exchange viewpoints.

Regarding the content of the workshop, the participants expressed that the workshop was interesting and that IA4SI clearly showed to have a good knowledge about impact assessment. The workshop also made some really realise the importance of impact assessment for CAPS. Nonetheless, a comment widely shared was that the time was too short for the amount of information that needed to be discussed and that not every aspect could therefore be digested completely or discussed into detail. Especially the number of dimensions and indicators presented was considered as huge and therefore for some of the participants, more reflection is still necessary in defining whether some indicators are appropriate, are applicable or are general to CAPS in general or more domain-specific.

One participant expressed that *'although concepts and indicators by IA4SI have been clarified, this does not mean that there exists already a shared consensus among the participants'*. One suggestion was made to have the discussion led by non-IA4SI members in order to avoid unintentional biases. Another remark was that some crucial issues such as the benchmarking had to be discussed earlier during the day. CAPS participants expressed therefore a desire for follow-up actions of the discussion in Rome: on the one hand this should avoid a potential risk of a 'symbolic participation', on the other hand this should allow to further discuss or reflect on aspects (dimensions, indicators, benchmark) that were discussed. Moreover, follow-up discussions are needed in order to give the CAPS projects the opportunity to disseminate the IA4SI-work to the other project partners involved that were not present in Rome.

Thirdly, while having learned the importance of impact assessment for their projects, a concern was uttered regarding the potential workload for the CAPS-projects. IA4SI should, in order to provide good results, think carefully on how to avoid workload for CAPS when asking their involvement.

Finally, regarding the practical organisation of the workshop, no complaints were detected.

Topics	Feedback given by CAPS Participants
<b>Organisation</b>	Great job! *No point to be raised * Well organised workshop * Well organised and thought through * Very nice place, informal and flexible, young and relaxing; space and room * Great working group organisation * Very nice and comfortable venue, very good food, thanks for involving us
<b>Participation process</b>	*Innovative; very effective for improving a methodology (science should always be collaborative) *Liked the interaction via round table discussions *I'd like to distribute the indicators among my consortium in order to deliver more complete contribution + Short sessions + Covering all topics - Risks of losing comments and feedback *The format of the workshop was adequate in my view by opening space for everyone in all moments. *I consider first time on indicators quite short and I was therefore not able to have a look at all of them *I suggest a creation of a channel to keep this discussion alive while the projects are building a better view of their results *No point to be raised * well organised participation * Good balance between work in groups and presentations * Useful interaction among people, nice brainstorming but more time needed for discussion in detail * Good workshop flow; groups worked well, good interaction, clear instructions



	<ul style="list-style-type: none"> <li>* More time needed to look at indicators in more detail and come up with suggestions and improvements</li> <li>* Process is very valuable: it is great to gather all CAPS projects for feedback, so that each of them can provide with their own info, but I also can see the emergence of common points/areas between all CAPS projects. It is a good thing to create synergies and expect a greater impact in the future for CAPS in general</li> <li>* Concern about the additional work this might represent, it has to fit into project resources</li> <li>* Very good, but to what extent will the results be considered? Is there not a risk of 'symbolic participation'?</li> <li>* Maybe independent facilitators could improve the actual taking of consideration of different viewpoints/ideas?</li> <li>* Very interactive, sometimes would have been better to have more time (5 tables)</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>*Some specific examples would have been good</li> <li>More specific introduction how the impact assessment will be used by stakeholders</li> <li>*Interesting methodology but a lot of things to digest</li> <li>*Too many indicators and some are still vague</li> <li>*Benchmarking process should be carefully explained in order to be not just another administrative task</li> <li>*Very happy with the content that didn't go too much into detail. This helped to keep the discussion alive</li> <li>*I would have preferred to have discussed the benchmark in the beginning since it is crucial</li> <li>*It is not clear to me how effective the methodology will be</li> <li>* I am happy to see the first idea of the indicators, but they need a deeper look, especially the ICT innovation, which I thought is hard to fit</li> <li>*As pointed out during the workshop, it is difficult to define indicators that suits for all projects; maybe indicators should be broad</li> <li>*It may be risky to show results to the EC, we should think and discuss. Results can be misleading if the methodology is not the right one</li> <li>*The benchmarking discussion is new for me, so I need more in depth discussion and examples</li> <li>*Difficult to understand well the indicators proposed and mainly their methods of measurement</li> <li>*Risk of consuming activity in participating in the benchmarking exercise as this is not our main activity</li> <li>*Very Interesting content, the main points have been presented and discussed, but this does not mean that project choices have been clarified enough during the meeting or that there is agreement on them among participants</li> <li>*It would have helped to have some more information before the D-Day to allow going deeper into the discussion or finding the best way of benchmarking</li> <li>* A good understanding of literature and IAS methodologies</li> <li>* Some indicators might not be applicable; too many problems on economic indicators; indicators need to be targeted to CAPS projects;</li> </ul>

	<p>benchmarking seems particularly problematic; simplify the process and make sure it is not time-consuming</p> <ul style="list-style-type: none"> <li>* Difficult to interact in fields which are not the same for each projects CAPS are working on</li> <li>* Some important topics only at the end</li> <li>* Some indicators not realistically measurable; confusion among impact (future) and project performance (present)</li> <li>* + clear definitions provided, Comprehensible indicators</li> </ul>
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Figure 17: Overview of feedback from participants

### 3.3.2 Follow-up activities

As the section above learns, CAPS projects expressed a concern for further involvement in the making of the impact assessment methodology. This feeling is also shared by IA4SI itself. Therefore, in order to be transparent and to avoid a feeling of 'symbolic participation', IA4SI will send the deliverable D2.1 to the CAPS projects so that they can see that IA4SI took their comments seriously when making the first version of the methodological framework. We will also invite them to provide eventual comments on this document.

Secondly, as will be explained in the next chapter, CAPS projects were also invited to the 2<sup>nd</sup> workshop that has the first version of the Citizen Engagement Platform as its focus and towards its mock-ups the CAPS participants in Rome already expressed some concerns.

In order to retain the CAPS projects into the IA4SI project, a summary of the workshop of Rome, providing the highlights of the lessons learned as well as an overview of the major changes in the IA4SI methodology based upon the CAPS' input, will be sent to the CAPS projects before the starting of the data gathering. In this way, we wanted to stimulate the participation to the second IASI- workshop, taking place in July 2014.

The deliverable D2.1 '*Methodological Framework-first version*' that contains the first version of IA4SI –variables validated by the Objective ICT-2013.5.5 projects in the workshop of Rome will also be sent to the projects in order to further stimulate coordination and collaboration with the projects.

## **CHAPTER 4 : WORKSHOP 2 BRUSSELS**

### **4.1 ORGANISATION OF THE WORKSHOP**

#### ***4.1.1. Venue of Workshop***

The second IA4SI workshop took place in Brussels on 1<sup>st</sup> July 2014 during the CAPS2014 OFF, the first day of the CAPS2014 international event, ([www.caps-conference.eu](http://www.caps-conference.eu)) that was centred around the CAPS projects and wanted to increase the visibility of the projects and initiatives to the broader public, provide the existing projects with the opportunity to discuss their impacts, develop roadmaps and synergies and liaise with any kind of stakeholders.

IA4SI selected this happening for its second workshop for two reasons. First, it was organised by the CAPS2020 community, all the CAPS projects were present and the event targeted a wide audience of social innovation actors going from “geeks”, entrepreneurs, policy makers in the wide meaning of the word, all kind of social innovation practitioners and citizens. Secondly, the CAPS2014 OFF was an event that wanted to be dynamic and programmed workshops, hand-on sessions and other interactive methods for sharing knowledge. From these two angles, the objectives of IA4SI to have the first version of the impact4you platform validated by a wide audience of social innovation practitioners in an interactive and participatory way could be achieved.

#### ***4.1.2. Engagement and participation of audience***

##### *Engagement activities*

In line with the engagement plan (D5.1), CAPS project partners were invited via e-mail to our workshop and also requested to pass the invitation to stakeholders of their project that might attend the CAPS2020 conference. Since we however wanted to target a broader and more diverse audience than just CAPS projects, we also disseminated the workshop-invitation via the CAPS2020 mailing list to all participants of the CAPS2020 project. Moreover, the IA4SI-project partners own networks were used to disseminate the invitation to people that planned to attend the CAPS2020 conference and might be interested in the activities and services that will be provided by the Citizen Engagement Platform.

##### *Participation*

In total, 19 participants attended the IA4SI workshop. They had a background in CAPS projects, academic research centres, Living Lab organisations, social innovation initiatives, non-profit organisations and policy consultant firms. We thus achieved our objective to reach and involve a broad audience of social innovation experts.

Sector/background	Number of participants
Academic research centres	2
Living Lab	2
Social innovation organisation and non-profit	4
CAPS-projects	4
European commission	3
Consultancy	5

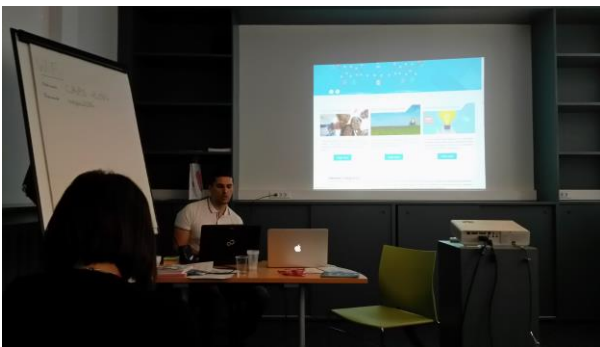
Figure 18: Overview of participants workshop Brussels

In the first session, 12 people participated, in the second session 7.

#### 4.1.2. Aim and agenda of the workshop

The central focus of the workshop was to validate the Citizen Engagement Platform, one of the three IA4SI tools. The IA4SI team decided to give this Citizen Engagement Platform the name of “Impact4you” platform (see D.3.1).

The Impact4you platform is a dynamic online knowledge and collaboration web-based platform ([www.impact4you.eu](http://www.impact4you.eu)) that allows EU-citizens to discover and discuss social



innovation and raise their awareness about it. The platform therefore is on the one hand a communication space for CAPS projects and other social innovation initiatives to communicate their objectives and outputs. On the other hand, the platform gives citizens the opportunity to express their appreciation about the projects and discuss among each other, by means of a forum discuss about social innovation.

Figure 19: Presentation of impact4you platform to the audience

The aim of the workshop was, on the one hand, to **present the first version of the Impact4you platform** and, on the other hand, to **validate it by the workshop participants**. In this way, the feedback from participants should allow us to identify what the strong points, which weaknesses should be improved and in what way the functionalities should be further designed in order to be meaningful for use.

The IA4SI project booked a workshop slot in the morning, during three hours from the morning until noon with half an hour coffee break in between. The IA4SI team decided to organise two hand-on sessions with the platform, one before and one after the coffee break, in order to attract as much participants as possible.

Each slot started first with a presentation by IA4SI team members of the aim of the project, the aim of the platform and the demonstration of its functionalities. The second part of the workshop was reserved for exploration of the platform and discussing it. Before wrapping up the insights that were gathered, each slot ended with a reflection about crucial issues regarding engagement towards EU-citizens.

Time	Topic	Presenter/facilitator
5 mins	Welcome, presentation of scope and agenda	Wim Vanobberghen
10 mins	Presentation of aim of IA4SI project	Francesca Spagnoli
10 mins	Presentation of aim of the impact4you platform	Marina Klitsi
15 mins	Presentation of the functionalities of the impact4you platform	Leonidas
20 mins	Exploration of impact4you platform	Wim Vanobberghen
30 mins	Group discussion	All members of IA4SI-consortium
15 mins	Reflection Engagement strategy	Wim Vanobberghen
5 mins	Conclusion and final remarks	Wim Vanobberghen

Figure 20: Program of hand-on session

#### 4.1.3 Workshop methodology

The IA4SI team used two methodologies in this workshop: a guided exploration of the various functionalities of the platform and a discussion group with a semi-structured topic list.

First, in order to make sure that the participants would get full insights into the functionalities of the platform, IA4SI started the hands-on session with a guided exploration of the tool. Participants got first 5 minutes to explore the platform freely and then a facilitator guided them in executing the 4 main functionalities of the platform:

1. Register on the forum,
2. Explore the website and read the CAPS-project description,
3. Vote on projects and
4. Read the forum discussions and contribute to one of the presented topics.

After this guided exploration of the Impact4you platform, the audience was divided in small discussions groups. Members of the IA4SI consortium moderated each of these groups with the help of a topic list that was divided into three areas of interest:

- **Usability and design:** investigating ease of use, usability & look and feel of the platform
- **Content management and quality:** expectations regarding organisation, presentation and quality of social innovation projects' content
- **Voting and Engagement:** evaluating the voting and engagement dimensions and potential of the platform.

One member of IA4SI was in charge of recording the responses and feedback from the participants.



Figure 21: Impressions from hand-on sessions

Finally, a more informal exchange of thoughts was organised for gathering concerns and insights from participants regarding engagement tactics for EU-citizens.

Before turning to the results of the workshop, we should first clarify two factors of the platform that might have influenced some feedback from the participants: the use of the word 'voting' and the limited content of the presented projects.

In the first place, we should explain the use of the word 'voting'. As mentioned in our discussion of the first workshop in Rome, 'voting' might not be the most appropriate word and method within the context of our project to refer to the way citizens might express their opinion about CAPS outputs on the Citizen Engagement Platform. Although we were looking for other another terminology as well as other ways of assessing CAPS outputs, at the moment of the second workshop, we did not have a clear solution and agreement within the consortium. We thus decided to keep for the workshop the word 'voting' for the platform functionality as well as for designating the general idea of assessing the outputs.

Secondly, we should also stress that the content of projects presented on the first version of the engagement platform was still very limited due to the facts that the focus in IA4SI regarding the platform was on its technical creation and that the CAPS projects themselves are still in their initial year and could not always provide extensive content about results or their work. This meant that only four projects were presented in a general way on the platform (P2P Value, Decarbonet, Webcosi, Chest) and that the information was restricted to a brief description with a link to the website of the project.

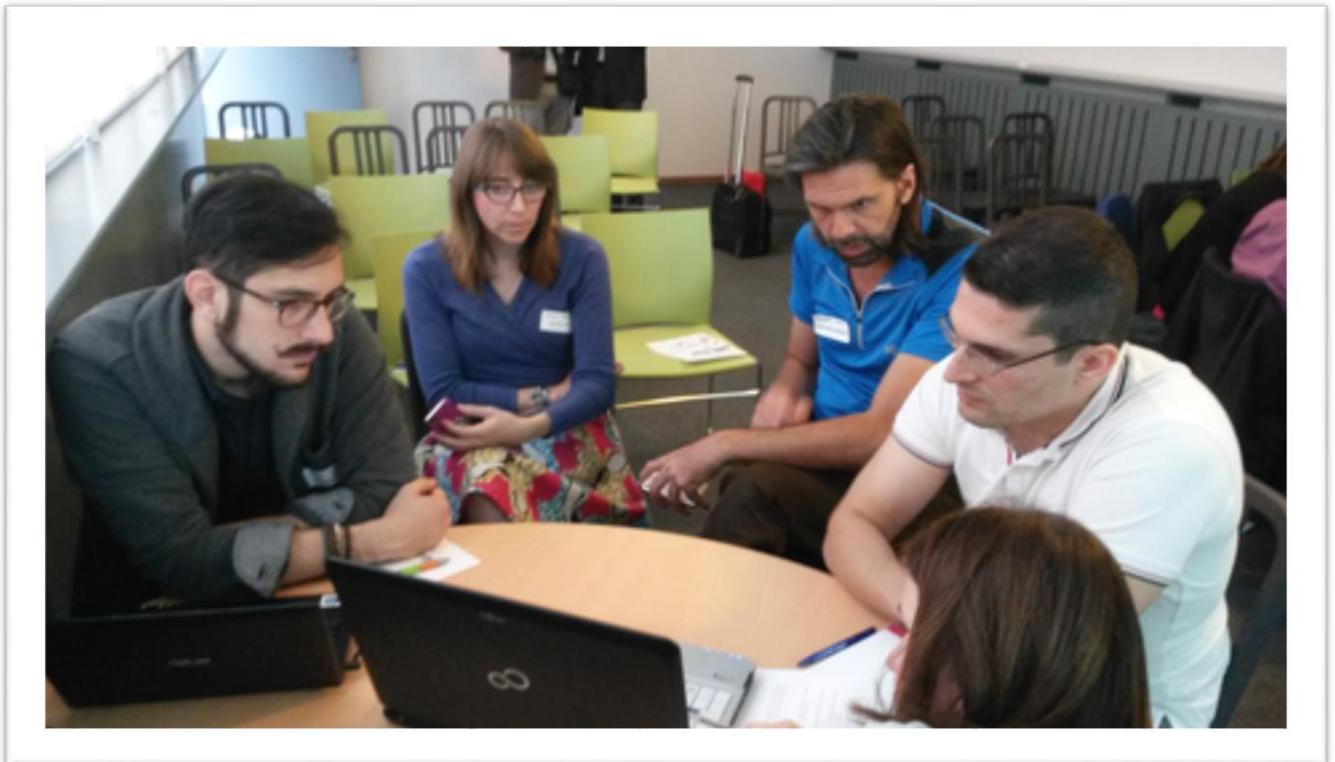


Figure 22: IA4SI discusses usability of platform with participants

## 4.2 Workshop Results

Despite the different backgrounds, the feedback among the participants and between the two sessions was rather similar. The table below provides for each of the three areas of interest the positive feedback and working points. In the presentation of the feedback, we made a distinction between comments relating to the part of the platform that presents the projects, the evaluating options on the platform and the forum. The first comments are reported under the label of '*general*', the second type under the label of '*voting*' and the third ones under the label of '*forum*'.

### 1. Usability & design:

Regarding usability and design, the feedback from participants tell us that IA4SI should focus on five area's to improve the engagement platform:

1. Simplifying the voting mechanism: This can be done by either placing clear values/indications next to the bar. These values should be more qualitative (referring to expressing of a feeling) than quantitative (a number). As an alternative to a bar, a simple iconography such as thumbs up/thumbs down or smileys should be envisioned.
2. Increase the engagement potential of the platform by:
  - a. Incorporating more interactive functionalities in the forum such as:
    - i. The ability to create own topics
    - ii. Tags of discussions so that one can navigate more easily through discussions
  - b. Having sharing buttons that allow to share on social media to friends activities done on the platform such as voting
  - c. Allowing to receive notifications on forum discussions or content updates on the portal
3. Develop the 'About' section towards a visual attractive explanation of aims of IA4SI and CAPS
4. Assure the presence of user support (such as how to use the platform, register, vote)
5. Work on the look and feel and accessibility for all: be attentive to have better colours/fonts but also options for people with disabilities (the option to enlarge the screen)

The table below presents a detailed overview of the feedback given:

Nr	Feedback
<b><i>General</i></b>	
<b>1.1</b>	Very nice and easy to use website, clear design
<b>1.2</b>	Easy to register
<b>1.3</b>	Difference between registering for forum and not-registering for voting should be clearer
<b>1.4</b>	Why does the website request location?
<b>1.5</b>	More user support on how to use the platform (e.g. register, voting, forum options)
<b>1.6</b>	W3C standard not considered
<b>1.7</b>	Grey colour on the back of the page can create problems, better white colour



<b>1.8</b>	Notifications: necessary on certain regular time periods (monthly) about results
<b>1.9s</b>	Notifications: on activities by twitter, Facebook, ...
<b>1.10</b>	If it can be consulted on a smart phone, the platform should be responsive
<b>1.11</b>	On the home page, the arrows below the slideshow should be placed below the boxes
<b>1.12</b>	The user should know how many projects are displayed in the platform i.e. 3 to 7 (Home page )
<b>1.13</b>	The search box should have different colours
<b>1.14</b>	The tool should be Open Source
<b><i>Voting mechanism</i></b>	
<b>1.15</b>	Not clear that the bar should be moved to express a vote
<b>1.16</b>	Scale presented not clear (is 1 best or is 10 best?)
<b>1.17</b>	Button is not user-friendly
<b>1.18</b>	Not clear which number is assigned to the question
<b>1.19</b>	Prefer Yes or No instead of a bar scale
<b>1.20</b>	If we retain the bar scale we should add indication (medium, good, excellent) instead of a numeric score
<b>1.21</b>	Bar chart is not understandable
<b>1.22</b>	I should be able to share my vote on Facebook & twitter
<b><i>Forum</i></b>	
<b>1.14</b>	Good overview
<b>1.15</b>	Terminology of buttons is unclear: e.g. 'add new forum topic: on which level of forum does it add a comment
<b>1.18</b>	Buttons should be more clear
<b>1.19</b>	Explanation of what people can do: create categories, topics, comments
<b>1.20</b>	The replies of the forum do not look nice (black)
<b>1.21</b>	By opening the forum, the first line on the top is cut
<b>1.22</b>	Use tags or hash tags in forum and website to enable search or go quicker from particular topics to others

Figure 23: Detailed overview of feedback on usability and design

## 2. Content quality and management

As explained above, the content provided on the first version of the engagement platform was still very limited. The feedback provided by the participants thus focused correctly strongly on the need for more information for citizens in order to be able to vote and assess the aims or outputs of projects fairly, a problem IA4SI is well aware of.

Besides this important point, the main concern for the participants was if the content presented on the platform allowed the citizen, who is not directly involved in social innovation, to understand well the aim of social innovation or CAPS projects. In the light of this concern, the main lessons regarding content management and quality for the platform were the following:

1. The presentations of the projects should be structured in the same way for all of the projects so that there is consistency;

2. A clear framework for ordering the projects on the portal (e.g. along area's of impact, topics or funding) is necessary so that one can easily navigate to the kind of projects that interest him at the moment of his visit;
3. Engaging visuals, photo's and graphics should be used as much as possible in the projects' presentations, the 'About' section or the 'join the CAPS community' in order to avoid an overload of text which might lead to user disengagement but also to make important points in an easy way understandable;
4. Both on the portal as on the forum, the language for the questions or the presentations should be more simple and straightforward instead of dry and academic.

Thirdly, there was a feeling that the presented content regarding the act of voting was in some aspects too direct and prominent, hence putting the aspects of participation and discussion in the background of the platform. Therefore, the suggestion was to have the 'voting' button on the homepage displayed in a less prominent manner so that the small information boxes be an invitation to further discover a project. The participants claimed that at this stage, the citizens are not well informed yet about the projects so already inviting them to vote from the information boxes is too soon.

Fourthly, in the voting mechanism, participants highlighted that the questions proposed by IA4SI were not precise enough and that the way to answer them (the bar chart with a score) would confuse citizens. Answering the questions on the projects should therefore better be done by means of a simple yes/no/no opinion choice or thumbs up/thumbs down-tool like the general assessments on the projects and their results. Moreover, participants expressed their concern that the initial questions on the forum are not specific enough when reaching out to citizens who are not so aware about social innovation. Finally, they highlighted the need for questions that reflect the aim of the projects more concretely and that it should be indicated who asks the questions (IA4SI or the CAPS) so that citizens will be able to better assess to whom his opinion will matter.

Fifth, in line with the comment that already arose during the discussion of the usability and the design of the platform, the participants wanted to have a more engaging potential of the forum by allowing open topics and the option for citizens to create their own topic.

Finally, regarding the open source remark, the proposition was made by a participant. The IA4SI explained that the platform will be delivered as Open Source.

The table below lists in detail the comments provided by the participants:

Nr remark	Feedback
<b>General</b>	
2.1	Provide more information on project before voting, also before the voting button in the home page. Important because you are targeting broader audience than CAPS that do not know about this
2.2	Balance needed between providing enough content and still accessible for general audience (it should be there to learn, but not get boring too)
2.3	Content should be organised in the same way for each project. Brief but well structured (target, objectives, methodology, outputs, ...)

2.4	Use graphic slide that defines the project
2.5	Projects should have possibility to provide their feedback to the feedback from citizens
2.6	Language in individual project description much simpler and address wider audience
2.7	Divide, when you have enough projects, to separate CAPS projects from others DSI initiatives and order by area of impact so that user can choose to vote and express by areas that are important for him
2.8	It can be useful to integrate photo's from the projects illustrating the impact/aim/results
2.9	Section Join CAPS community is not attractive, use pictures and more web 2.0 components (tag cloud)
2.10	"About" section is boring lay-out, webpage can look smaller
2.11	About section: images to illustrate aim of IA4SI and impact4you (like in presentation of Marina)
2.12	The content is not easy to understand (very official language)
2.13	What will the project do with the votes of citizens?
<b><i>Voting Mechanism</i></b>	
2.12	Chart showing the vote results is not clear
2.13	Attention to questions (native English) as clear and low level (welcoming) needed
2.14	Do questions represent the project? Are they really in line with what the project aims for and does?
2.15	Other options besides a score such as "I like it very much/positive/not like" or just "thumbs up/down"
2.15	Before voting the user should have available an overview of what the project is doing in simple words
2.16	Identify who is asking these questions (the projects or IA4SI?)
<b><i>Forum</i></b>	
2.17	Questions very general and the language should be a point of attention (native English necessary as well simple and)
2.18	Open topics are preferred
2.19	Possibility to create a topic in the forum needed

Figure 24: Detailed overview feedback content quality and management

### 3. Voting and Engagement

Regarding the way IA4SI would further design its Citizen Engagement Platform, the discussion already initiated by CAPS projects in the workshop in Rome about the appropriateness of the word 'voting' came again to the surface. Interesting is that, given the non-CAPS background of a large part of the participants during the second workshop, these participants themselves claimed that being confronted with the word voting, they first immediately thought of a competition between CAPS. In that sense, they urged for a more neutral term that stressed the evaluation of output and the need for more qualitative ways of assessing the projects, referring to the propositions mentioned during the discussion of the usability and design of the platform. As mentioned above, IA4SI shares these opinions regarding the word 'voting' and was already thinking of alternative solutions in the time of the workshop. It is clear from this workshop too that this effort should be concretized when launching the platform in the last trimester of 2014.

Building upon the first remark concerning the use of the word ‘voting’, there was a widely shared feeling among the participants that the current status of the platform gives the impression of being designed merely for voting, hence putting the important aspects of discussion via a forum in the background. IA4SI thinks that on the one hand this is an important remark that should certainly be investigated further, but on the other hand suspects that one reason for this feeling comes from the fact that the presented content about projects was still very restricted. The fact that the comment that more information is needed about CAPS also popped up again in this discussion is therefore not a surprise.

Secondly, this discussion on the voting and engagement mechanism learned that notifications are indeed identified as an important tactics towards engagement and sustaining engagement with the platform. In this way, it underlines the importance of such functionalities as already indicated in the discussion about usability and design. Nonetheless, the important lesson in the field of notifications is that the creation of a mobile app, an idea IA4SI wants to explore, seems for participants not be the most urgent tasks for ensuring engagement. They pointed out that such an app should be thought out very well on the aspects of targeted audiences (not everybody would like to receive notifications on all topics of the forum/portal for example or not everybody is as keen on working with mobile apps for entering discussions) and that existing social media can be more effective and cost-efficient to create and sustain a first wave of engaged users.

The third area of feedback concentrated on highlighting the value proposition of the platform towards its users. This discussion learned that IA4SI in developing its communication towards EU citizens on the platform should take this seriously as this will be a very important factor for sustaining engagement. In that sense, participants also stressed the need to update the platform regularly with some summary of citizens’ discussions, projects or other social innovation news besides the newsfeed already provided. Since some sites about social innovation already exist, it is important that IA4SI builds a clear identity that positions it in relationship to existing initiatives so that visitors of the platform have the feeling that the platform is an added value and worth returning to.

The table below provides a detailed overview of the feedback collected during the two hands-on sessions

Nr	Feedback
3.1	Communication tool for citizens does not provide opportunities to develop ‘projects’ beyond feedback; one way communication from citizens to projects and CAPS
3.2	Clearer value proposition towards why they would visit (what is the stake for them/benefit) and what would keep them interested as well as happens with the discussions and votes
3.3	Identify target groups more clearly in the presentation so it appeals to them when opening the platform
3.4	Platform is now designed dominantly in function of voting and the participation element in the forum is just secondary. Highlighting participation can be helpful for the projects
3.5	Voting mechanism: is ‘voting’ actually a good word? Now it is linked to competition. Rethink in light of objectives you want in regard to the projects and the Commission.
3.6	Be clear to have a communication tool, not as such a quality assessment tools of the

	proposed projects.
<b>3.7</b>	Having regular updates/summaries about the output of certain discussions can be interesting towards stimulating interaction
<b>3.8</b>	To vote, in the current outline, people will have a lot of effort to do in order to know what to vote on and to give a score. Help them here or avoid this situation by adapting content
<b>3.9</b>	Developing an app for notifications depends first on the concrete target you have in mind, for general audience might be difficult to use; therefore better work with twitter, Facebook in order to get them to engage on the platform
<b>3.10</b>	It is clearly a tool with high sustainability after end of project, answers a need.

**Figure 25: Detailed overview feedback on voting mechanism and engagement**

The amount of feedback and suggestions presented above indicates that IA4SI gathered via this workshop and the employed methodology useful insights to further improve the platform before its launch in the end of 2014.

In order to process this feedback, IA4SI team created end of July a first preliminary action table (see Annex III) that:

1. Grouped similar or related remarks as much as possible together;
2. If possible, already proposed the potential solution(s) that answer(s) the concerns of the participants or
3. Documented, in the cases that a well defined solution was not yet found (because some issues need more time to reflect upon than others since they might impact other parts of the forum), the first more general idea to which IA4SI will work or the actions (such as for example asking advice to other specialists) that are needed first in order to propose a solution;
4. Indicated the level of priority for each of the remarks in order to streamline the work and tackle the problems in a consistent and efficient manner.

This preliminary table will be updated in September 2014 after the gathering of advice from other persons regarding some issues and the discussions within the consortium.

#### **4.3 Feedback from workshop participants and follow-up activities**

##### **4.3.1 Participants feedback regarding organisation and process of workshop**

At the end of the two hand-on sessions, the participants were also asked to evaluate the workshop regarding the engagement process and organisation of the workshop.

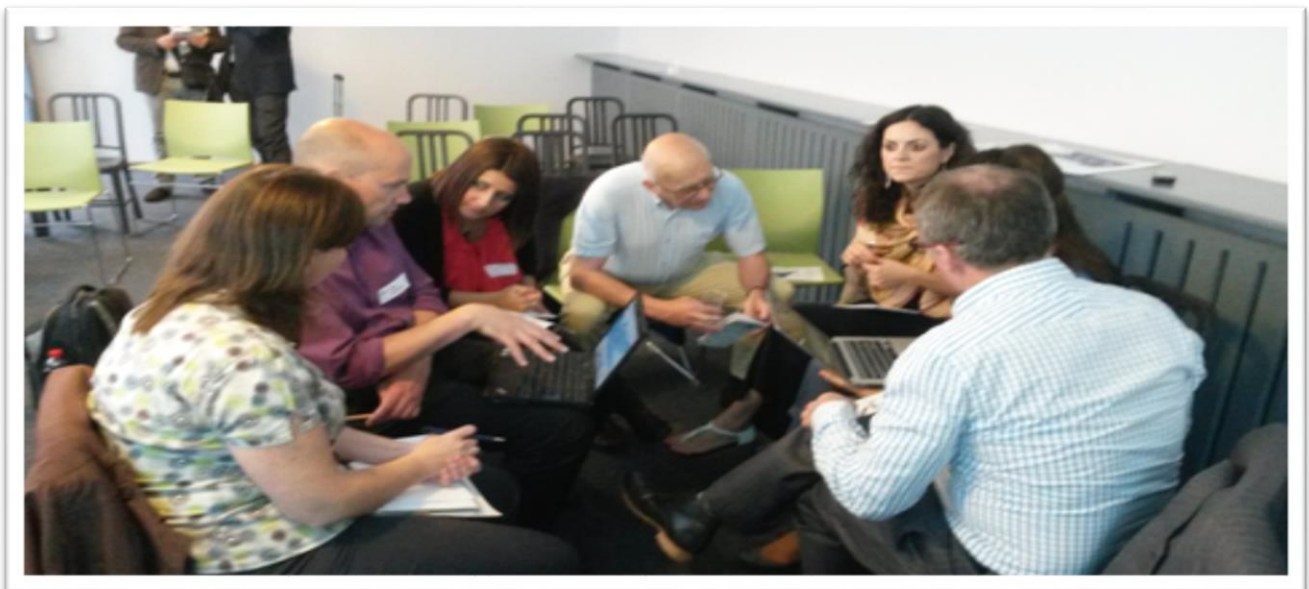
The participants, in their evaluation of the workshop, indicated that the workshop was well organised, the IA4SI-team had a welcoming attitude towards their opinions and remarks and that it had been a genuine participative and engaging experience. Nonetheless, this feedback stressed that the workshop touched upon many aspects and that for some of them, more time is required to dive deeper into the matter.

<b>Evaluation of workshop</b>	<b>Feedback received</b>
Participation process and organisation	*It is unusual to have such an interactive workshop – nicer than just watching slides. Good to actually see, feel, use and test the

	<p>product and be able to give feedback;                  *Yes, interesting, but needed more time to go more in depth on individual issues:                  Interesting and interactive, feedback and discussion, engaging workshop                  * Yes it did! I really appreciated the direct participation and interaction and the clear will to get advice from us; Maybe more time needed to check and dive deeper into projects;                  * I think you had a welcoming attitude, it was nice and there were more people of ‘us’ (audience) than project people; the relationship between the platform and IA4SI as a project was not so clear to me.</p>
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**Figure 26: Overview feedback participants on workshop**

Given that the feedback about a lack of time to sometimes deeper into the matter was also given after the workshop in Rome, it has become clear for the IA4SI team that a more focused agenda should be worked out for the next two workshops that are planned within the project. IA4SI thinks that it should develop the next months a strategy that allows participants to better prepare the workshop and the topics that will be under consideration. In this way, participants will be better informed and have broader background knowledge about the importance of the topic and the current context about them, so that discussion can focus from the start upon the more important issues.



**Figure 27: Impression from the discussions with participants**

#### **4.3.2 Follow-up activities**

The incorporations of these remarks into the design of the Impact4you platform will be, as mentioned above, step-by-step undertaken by the IA4SI team. A first action table was composed in July and will be updated.

In September, a new version of the platform will be tested again by a set of 30-40 people, this time not by social innovation practitioners, but by a small sample of EU citizens in each of countries to which the IA4SI consortium members belong: Belgium, Italy and Greece. In this way, the platform will be pre-tested by a part of its target audience – being EU-citizens – before launch to the wider public in the final trimester of 2014.

Meanwhile, IA4SI will, in collaboration with the CAPS-projects, further work on the project content to be presented on the citizen engagement forum and informal communication will take place in order to present the final steps in the building of the platform.

## 5. CONCLUSION

This deliverable reported on the outputs of the first two workshops organised by IA4SI. The workshops were organised as important milestones in the coordination of activities with CAPS projects and other social innovation actors regarding two of the projects objectives in its first year: the creation of a first version of an impact-assessment methodology that is going to be operationalised via the self-assessment toolkit for CAPS projects and the development of a citizen engagement platform – which IA4SI gave the name impact4you.

The first workshop in Rome gave IA4SI the opportunity to introduce CAPS projects to the role of impact assessment and to a first outline the impact assessment methodology IA4SI is developing for the CAPS project and the social innovation domain. The document shows that presence of representatives from all CAPS projects in combination with the collaborative spirit of the IA4SI team and the participatory methods used led on the one hand to valuable comments and suggestions from the CAPS projects to adapt the methodology to the realities of the projects and on the other hand to the expression of some important concerns. These comments, suggestions and concerns were each addressed by IA4SI. This report indicates which of the feedback was retained or in the end not followed by IA4SI, as well as the reason why, in the further process towards the development of the first version of the methodological framework, presented in D.2.1 '*IA4SI methodological framework – first version*'.

The second workshop in Brussels related to the first-year objective of IA4SI to develop and validate a first version of the citizen engagement platform by which EU-citizens can assess the aims and outputs of CAPS projects as well as discuss social innovation projects. This first version - described in D.3.1 '*Self-Assessment Toolkit, User Data Gathering Interface and Citizen Engagement Platform*' - was presented during the CAPS2020 event first to a wide audience of CAPS representatives and social innovation experts (ranging from policy makers to practitioners). Moreover, by means of interactive hand-on sessions, the participants also tested the platform. By using small discussion groups, guided by a IA4SI team member, IA4SI was able to collect important feedback, allowing the consortium to draw important lessons for the further refinement of the platform regarding its usability and design, its presentation of content and guarding of quality and the its way of voting and citizens' engaging potential. The IA4SI team currently addresses these lessons and insights since an updated version of the platform will be tested in September 2014 by a small group of EU-citizens in each of the countries of the IA4SI consortium partners.

Regarding the engagement of the stakeholders of IA4SI to the workshop, the document learns that IA4SI has been so far successful in reaching the targets it set out in D5.1 '*Engagement and Dissemination Plan*'. Nonetheless, the feedback from the participants of the two workshops learns that for future planned workshops, IA4SI should device a strategy and look for ways to inform interested workshop participants better before about the topic and related discussion items of the workshop. In this way, the sense of a workshop that touches upon to many topics that are considered as 'new' can be discarded as well as IA4SI could better focus and structure its agenda.



## 6. REFERENCES

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## ANNEX I: OVERVIEW OF AREA'S OF IMPACT, DIMENSIONS AND INDICATORS DISCUSSED IN ROME

This annex presents the papers that were given to the workshop participants during the round table session in order to reflect on the economic, social and environmental area's of impact and their dimension.

### *Economic area's impacts and dimensions*

	Areas of impact	Dimensions
Economic impact	1. Impact on employment	<ul style="list-style-type: none"> <li>Impact on job creation (developed by the project)</li> <li>Impact on European employment within the Social Innovation sector: the impact that the project have on increasing the employment within the social innovation sector for European citizens</li> <li>Impact on the employment of citizens belong to groups at risk of social exclusion</li> <li>Impact on researchers employment: impact of the project on new job places for researchers generated (including young and senior researchers)</li> </ul>
	2. Impact on competitiveness	<ul style="list-style-type: none"> <li>Innovation within the business model</li> <li>Impact on revenues</li> <li>Impact on new market opportunities: the impact of the project to enter new markets through the collaboration with business partners within and outside of the consortium, during and after the end of the project</li> <li>Impact on new categories of beneficiaries and user-driven innovation</li> </ul>
	3. Impact on business performance	<ul style="list-style-type: none"> <li>Impact on the value of the benefit</li> <li>Impact on other sectors</li> <li>Impact on exploitation and transfer of ideas and outputs</li> </ul>
	4. Impact on ICT-driven innovation	<ul style="list-style-type: none"> <li>Impact of outputs on service innovation</li> <li>Impact of output on products innovation</li> <li>Impact of outputs on organisational innovation</li> <li>Impact of outputs on marketing innovation</li> </ul>
	5. Impact on entrepreneurship	<ul style="list-style-type: none"> <li>Impact on entrepreneurship enable factors</li> <li>Impact on new businesses created: start-ups, spin-offs, new contracts</li> </ul>
	6. Impact on the social economy	<ul style="list-style-type: none"> <li>Impact through Microfinance: the impact of the project on the improvement of economic security, risk diversification and increasing microfinance services</li> <li>Impact through Crowdfunding</li> <li>Impact on Social Finance (impact investment): the ability of the project to attract philanthropic foundations, wealthy individuals and institutional funds directing private capital flows into social enterprises</li> <li>Impact on scaling up: the impact on the project on increasing the scaling of users activities and encouraging the development of new business activities</li> </ul>

***Environmental area's of impact and dimensions***

	<b>Areas of impact</b>	<b>Dimensions</b>
Environmental impact	1. Greenhouse gas emissions	Internal to project
		Users change in way of thinking
		Users behaviour change
		Impact on environmental policies
		Rebound effects
	2. Waste	Internal to project
Users change in way of thinking		
Users behaviour change		
Impact on environmental policies		
Rebound effects		
3. Water, air and soil	Internal to project	
	Users change in way of thinking	
	Users behaviour change	
	Impact on environmental policies	
	Rebound effects	
4. Mobility	Internal to project	
	Users change in way of thinking	
	Users behaviour change	
	Impact on environmental policies	
	Rebound effects	
5. Energy efficiency and renewable energies	Internal to project	
	Users change in way of thinking	
	Users behaviour change	
	Impact on environmental policies	
	Rebound effects	
6. Protection of biodiversity	Internal to project	
	Users change in way of thinking	
	Users behaviour change	
	Impact on environmental policies	
	Rebound effects	

***Social impact area's and dimensions***

	Areas of impact	Dimensions
Social impacts	1. Impact on community building and empowerment	Online community building
		Online community empowerment
		Offline community building
		Offline community empowerment
		Impact on SI and CAP community
	2. Impact on participation and democracy	Level of citizens political awareness
		Civic participation
		Political participation
		Equality in civic and political participation
		Trust in institutions & government
	3. Impact on information flows	Access to information
		Quality of information
		Sharing and diffusion of information/data
	4. Impact on training and Human capital	Training provided by the project
		Impact on human capital
	5. Impact on ways of thinking, ethics and behaviours	Changed in opinions/way of thinking
		Change in values and ethics
		Change in behaviours
	6. Impact on science and academia	Knowledge production
		Knowledge sharing
		Change in training curriculum and educational policies

## ANNEX II: IMPACT DIMENSIONS AND INDICATORS

This Annex presents the papers that were distributed to the participants during the WordCafé session in order to discuss on by IA4SI selected area's of economic, environmental and social impact the related dimensions and indicators.

### 1. Economic impact area, dimensions and indicators: Impact on ICT-driven innovation

Impact on ICT-driven innovation	
Dimensions	Indicators
<b>Impact of outputs on service innovation</b>	Services innovation time saving Services innovation cost saving Percentage of sales coming from innovative services/or rate of return on investment Willingness to Pay of users for projects service offerings Project self-evaluation of innovativeness of the project (services) outputs for the consortium Project self-evaluation of innovativeness of the project output (service) for the users
<b>Impact of output on products innovation</b>	Product innovation time saving Product innovation cost saving Percentage of sales coming from innovative products or rate of return on investment Willingness to pay of users for projects products offerings Project self-evaluation of innovativeness of the project output (product) for the consortium Project self-evaluation of innovativeness of the project output (product) for the users

Dimensions	Indicators
<p><b>Impact of outputs on organisational innovation</b></p>	<p>Number of new or improved delivery or logistics systems for your inputs</p> <p>Number of new or improved management systems</p> <p>Number of new or improved methods of organising working responsibilities or decision making</p> <p>Number of new or improved supporting activities such as maintenance systems, purchasing, accounting or computer systems, etc</p> <p>Number of new or improved methods of promoting your project or your services</p> <p>Number of new or improved methods of interacting with your users</p>
<p><b>Impact of outputs on marketing innovation</b></p>	<p>Project self-evaluation of having an impact on marketing innovation</p> <p>Number of activities developed for improving pricing strategies</p> <p>Number of activities developed for improving promotion strategies</p> <p>Number of activities developed for improving product strategies</p>
<p><b>Impact of outputs on process innovation</b></p>	<p>Project self-evaluation of improving process innovation</p> <p>Number of fundamental new functions developed for improving processes</p> <p>Project self-evaluation of improving process quality</p> <p>Project self-evaluation of reducing reject rate about a process innovation</p>

## 2. Economic area of impact, dimensions and indicators: impact on the social economy

Impact on the Social Economy	
Dimensions	Indicators
<b>Impact on Access to Finance</b>	Number of microfinance instruments developed/used
	Incomes generated through microfinance
	Households supported through microfinance
	Improvement of risk diversification
	Number of activities financed through crowdfunding
	Typology of crowdfunding activities
	Total financing distributed by the project to implement crowdfunding activities
	Impact on local economy of the project users
	Project self-evaluation of developing debt and equity instruments for social enterprises
	Project self-evaluation about the improvement in attracting new investors and increasing users savings
	Project self-evaluation of having an impact on local and community currencies
	Project self-evaluation of increasing cost savings derived from the development of local and community currencies
	Project self-evaluation of reducing investment barriers

Dimensions	Indicators
<b>Impact on scaling up</b>	Number of spin-offs created
	Number of social franchisees developed
	Project self-evaluation of increasing scaling up through the organisational growth of the spin-offs
	Project self-evaluation of increasing the scaling up of the social franchisees developed through organisational growth
	Project self-evaluation of increasing the scaling up of the spin offs through take over by or of larger organisations
	Project self-evaluation of increasing the scaling up of social franchisees through the take-over by or of larger organisations
	Project self-evaluation of increasing the scaling up of spin-offs through collaborative support
	Project self-evaluation of increasing the scaling up of social franchisees through collaborative support



**3. Environmental area of impact, dimensions and indicators: - greenhouse gas emissions**

<b>Dimensions</b>	<b>Indicators</b>
<b>Internal to project</b>	Reduction of CO2 emissions in tons or in percentage
	N. of compensation activities
	N. of internal environmental monitoring and environmental management activities
	project self assessment of its capability to provide easier access to low carbon technologies
<b>Users change in way of thinking</b>	N. of activities performed by the project towards awareness raising * n. of participants
	Project self-evaluation of the change in the perceived (by the users) prominence of Co2 issues
	N. of users who changed their way of thinking regarding environmental issues
<b>users behaviour change</b>	Reduction of CO2 emissions in tons or in percentage
	N. of compensation activities performed by the users since its engagement with the project (perception of the project vs. users questionnaire)
	Change in users participation to environmental-related civic society organisations
	Change in users participation to environmental-related political groups or activities (e.g. demonstrations, petitions to policy-makers, political parties)
	Change in users participation to environmental-related actions (earth hour, earth day, local car free days, critical mass, etc.)
<b>impact on environmental policies</b>	N. of policy recommendations/documents/petitions produced by the project at local/national and International level
	N. of policy recommendations/documents/petitions produced by the users at local/national and International level
	N. of meetings/conferences organised/participated for influencing policy-makers*no policy makers/institutions represented
	N. of policies changed at local/national and

	international level
	N. of new institutions created or changes in already-existing organisations
<b>Rebound effects</b>	Self-assessment on users tendency to consume more resources thanks to the feeling of participating in environmentally friendly initiative

**4. Social area of impact, dimensions and indicators: - impact on participation and democracy**

<b>Impact on participation and democracy</b>	
<b>Dimensions</b>	<b>Indicators</b>
<b>Level of citizens political awareness</b>	Change in the time spent by citizens in getting informed about national and international political issues <i>Perceived by the project VS perceived by users =*</i>
	Change in citizens awareness of available channels for civic and political participation *
<b>Civic participation</b>	N. of new instruments developed by the project offering new channels/way for civic participation
	Change in the number of citizens participating to civic-society organisation *
	Change in the time spent by citizens in participating to civic-society organisation *
	Increase the number of bottom-up/grassroots actions* and their quality
	Change in the time spent in Individual and collective actions designed to address public issues *
	Change in the perceived (by the users) prominence of selected issues
<b>Political participation</b>	N. of new instruments developed by the project offering new channels/way of political participation
	Changes in How often citizens/users discuss political matters with friends
	Change in the citizens/users participation in signature campaigns *
	Change in the citizens/users participation in boycotts *
	Change in the number of citizens voting at the European election *
	Change in the number of citizens participating in authorised demonstrations/rally/strikes *
	Change in the capability of citizens and civic society organisation of influencing policies *
	N. of policy recommendations/documents/petitions produced by the users at local/national and International level*
	N. of policy recommendations/documents/petitions produced by the project at local/national and International level (*number of policy makers and institutions representatives aware of them)

	N. of meetings/conferences organised/participated for influencing policy-makers*no policy makers/institutions represented
	N. of policies changed by the project at local/national and international level
	N. of new regulation/laws changed/updated/created by the project and national and international level
	N. of new institutions created or changes in already-existing organisations
<b>Equality in civic and political participation</b>	Project capability to improve civic participation of citizens belonging to group at risk of discrimination (on the ground of ethnic and cultural background, religion, gender sexual orientation, disabilities, age, political ideas)*
	Project capability to improve political participation of citizens belonging to group at risk of discrimination (on the ground of ethnic and cultural background, religion, gender sexual orientation, disabilities, age, political ideas)*
<b>Trust in institutions &amp; government</b>	Project capability to influence institutions/government transparency
	Project capability to influence government/parties transparency
	Project capability to influence citizens trust for institutions and public services
	Project capability to influence citizens trust for government and political parties
	Project capability to influence the institutional corruption perception

**5. Social area of impact, dimensions and indicators: impact on community building and participation**

Dimensions	Indicators
<b>Online community building</b>	Change in n. of users signed in *
	Change in levels of engagement *
	Change in time spent on the platform *
	Improve the quality of engagement of the ones that are already engaged *
	Network density
	Scalability potential *
<b>Online community empowerment</b>	Instruments provided to users for self-organise them-self online
	Groups spontaneously created by the users
	Self-assessment on project capability to influence trust among users
	N. and description of instruments provided in order to reduce power asymmetries within the community
	Project self-assessment of its capacity of empowering users by providing instrument for data management/privacy management
	Network diversity
	Project self-assessment of capability of the project of engaging people normally not engaged
	N. of project activities dedicated to fostering gender equality in on-line communities * success rate
	Project self-assessment of its capability to foster the creation of new civic-society organisations and spontaneous offline groups*
	Capability of the online community to be heard by institutions
<b>Offline community building</b>	Project self-assessment of its capacity to foster the creations and the enlargement of offline communities
	Variation in the N. of off-line communities represented in the platform
	Instruments provided to users for self-organise them-self offline
	Number of participants to events organised by the project
	Instruments provided in order to reduce power asymmetries within the offline communities
<b>Offline community empowerment</b>	Project capability to influence frequency of social contacts *
	Project capability to influence the quality of social relations*

<b>ent</b>	Project capability to influence general trust*
	N. of project activities dedicated to fostering social inclusion and non-discrimination in off-line communities * success rate
	Project capability to support non-discrimination and inclusion in off-line communities*
	N. of project activities dedicated to fostering gender equality in off-line communities * success rate
	Creation of new civic-society organisations and spontaneous offline groups thanks to project activities*
	Community capability to be heard by institutions
<b>Impact on SI and CAP community</b>	N. of formal and informal collaborations with other CAP projects
	N. of new partners (partners not collaborating before the project writing)
	N. of formal and informal collaborations with SI initiatives outside CAPs
	N. of instruments provided for CAPs networking
	N. of instruments provided for SI initiatives networking
	N. of activities developed by the project to bring together innovative public administrations, foundations, social investors and social finance intermediaries with civil society and social economy organisations
	Project self-assessment of its capability to spread SI model
	Project self-assessment of its capability to improve SI sustainability models

### ANNEX III: PRELIMINARY ACTION TABLE IMPACT4YOU-PLATFORM (JULY 2014)

#### 1. Usability and Design

<i>General</i>			
<i>Nr.</i>	<i>Participants' Remark</i>	<i>Proposal</i>	<i>Priority</i>
1.1	Difference between registering for forum and not-registering for voting should be clearer	Add a sentence inside the Registration form "Please note that the registration is compulsory only for the Forum".	Medium
1.2	More user support on how to use the platform (e.g. register, voting, forum options)	1. Add a paragraph inside the "About" page on 'how to use the platform. 2. Make the video available through the portal.	Medium
1.3	Notifications: necessary on certain regular time periods (monthly) about results	1. Add notify me functionality in the forum 2. Add notify me functionality in the Registration form (I want to receive email notifications when new content is uploaded in the portal)	Medium
1.4	Notifications: on activities by twitter, facebook ...	To be decided	Medium
1.5	The arrows below the slideshow should be placed below the boxes (Home page)	Ok/To be done (remove the arrows - add them below the big boxes)	Minor
1.6	The search box should have different colours	Ok/To be done (change the color)	Minor
1.7	The user should know how many projects are displayed in the platform i.e. 3 to 7 (Home page)	Ok/To be done (add small photos above the large buttons)	Medium
1.8	Section Join CAPS community is not attractive, use pictures and more web 2.0 components (tag cloud)	Ok/to be done - request advice from our graphical designer	Medium
1.9	1. "About" section is boring lay-out, webpage can look smaller 2. About section: images to illustrate aim of IA4SI and impact4you (like in presentation of Marina)		
1.10	Change the sentence "Vote Now" in the Home page	OK/to be done (make it "Participate")	Medium
1.11	It should be responsive in mobile phone	Ok/to be done	Medium
<i>Forum</i>			
<i>Nr.</i>	<i>Participants' Remark</i>	<i>Proposal</i>	<i>Priority</i>

1.12	Terminology of buttons is unclear: e.g. 'add new forum topic: on which level of forum does it add a comment	Add a paragraph inside the About Page – provide explanations.	Medium
1.13	Explanation of what people can do: create categories, topics, comments		
1.14	The replies of the forum do not look nice (black)	This has been fixed	Done
1.15	By opening the forum, the first line on the top is cut	Ok/To be done	Minor
1.16	Use tags or hashtags in forum and website to enable search or go quicker from particular topics to others	Ok/To be done	Minor
1.17	The fonts in the Titles of the Forum should be smaller	Ok/To be done	Minor
1.18	Possibility to create a topic in the forum needed	This has been fixed	Done

### **Voting mechanism**

<b>Nr.</b>	<b>Participants' remark</b>	<b>Solution</b>	<b>Priority</b>
1.19	Not clear that the bar should be moved to express a vote	<ol style="list-style-type: none"> <li>We can use thumbs up, thumbs down – to be decided among the Consortium</li> <li>Solutions here will also depend upon the reshaping of the 'voting' part, which the Consortium is now figuring out and being more in line with 'express opinions'</li> </ol>	High
	Scale presented not clear (is 1 best or is 10 best?)		
	Voting mechanism: button is not user-friendly		
	Voting mechanism: not clear which number is assigned to the question		
	Prefer Yes or no (not bar scale)		
	If we retain the bar scale we should add indication (medium, good, excellent)		
	Bar chart is not understandable		
	I should be able to share my vote in Facebook & twitter		
	Voting mechanism: Other options besides score such as i like it very much/positive/not like or just thumbs up/down		

## **2. Content Quality and Management**

<b>Nr</b>	<b>Participants Remarks</b>	<b>Solution</b>	<b>Priority</b>
2.1	Identify who is asking these questions (the projects or IA4SI?)	1. Make questions clear and understandable; check well whether they are in line with	High
2.2	Attention to questions (native English)		



	as clear and low level (welcoming) needed	<p>projects aim, socpe, ...</p> <ol style="list-style-type: none"> <li>2. Project content should be organized in the same way for each project (i.e.)             <ol style="list-style-type: none"> <li>a. Title</li> <li>b. Logo</li> <li>c. Objectives</li> <li>d. Target</li> <li>e. Outputs</li> <li>f. Photo's/graphics/...</li> </ol> </li> <li>3. Language check by native English person</li> <li>4. Highlight in about section and banner on homepage what will happen with the input from EU-citizens</li> <li>5. A clear framework to order different projects (along impact area or funding) will be developed</li> <li>6. Feedback on the platform will be monitored and CAPS projects will be informed about it. Updates about projects will be asked regularly so that CAPS can answer on feedback</li> </ol>	
2.3	Before voting the user should have available an overview of what the project is doing in simple words		
2.4	Do questions represent the project? Really are in line with what the project aims for and does?		
2.5	Questions not clear, language should be a point of attention (both on native English as well on low-level)		
2.6	Content should be organised in the same way for each project. Brief but well structured (target, objectives, methodology, outputs, ...)		
2.7	Use graphic slide that defines the project		
2.8	Projects should have possibility to provide their feedback to the feedback from citizens		
2.9	Divide, when you have enough projects, to separate CAPS projects from others DSI initiatives and order by area of impact so that user can choose to vote and express by areas that are important for him		
2.1 0	It can be useful to integrate photo's from the projects illustrating the impact/aim/results		
2.1 1	What the project will do with citizen's votes?		

### 3. Concerns towards engagement

Nr.	Remark	Solution	Priority
3.1	Communication tool for citizens does not provide opportunity to develop 'projects' beyond feedback; one way communication from citizens to projects and CAPS	Feedback from the citizens will be analysed on regular occasions and sent to the CAPS projects;	Medium
3.2	Clearer value proposition towards why they would visit (what is the stake for	Value proposition will be emphasized in the banner on	High

	them/benefit) and what would keep them interested as well as happens with the discussions and votes	homepage and in the 'about' section	
3.3	Identify target groups more clearly in the presentation so it appeals to them when opening the platform	The EU-citizens as target will be emphasized more clearly in the banner on homepage.	High
3.4	Platform is now designed dominantly in function of voting and the participation element in the forum is just secondary. Highlighting participation can be helpful for the projects	See solutions regarding voting for usability and design and content quality and management	High
3.5	Voting mechanism: is 'voting' actually a good word? Now it is linked to competition. Rethink in light of objectives you want in regard to the projects and the Commission.	See above; we now think in direction of 'express your opinion'; see other changes relating to 'voting' in usability and design solutions	High
3.6	Be clear to have a communication tool, not as such a quality assessment tools of the proposed projects.	See remarks concerning new terminology of voting and presentation of projects content	High
3.7	Having regular updates/summaries about the output of certain discussions can be interesting towards stimulating interaction	See 3.1	Medium
3.8	To vote, in the current outline, people will have a lot of effort to do in order to know what to vote on and to give a score. Help them here or avoid this by adapting content	See solutions for content management and quality	High
3.9	Developing an app for notifications depends first on the concrete target you have in mind, for general audience might be difficult to use; therefore better work with Twitter, Facebook in order to get them to engage on the platform	App development will be evaluated in line of first experiences with platform and social media	Medium