	IA4SI PROJECT
iA4Si	*"Impact Assessment For Social Innovation"*
	Contract n° 611253

WP6: Dissemination & Recommendations

Deliverable 6.2 – Dissemination and engagement report. Second and third reporting periods

SEVENTH FRAMEWORK PROGRAMME

iMinds CONNECT.INNOVATE.CREATE · T6 · euro kleis Research, Innovation & Finance · ATC ATHENS TECHNOLOGY CENTER

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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.

ACRONYMS

Acronym/Term	Definition
CAPS	Collective Awareness Platforms
CEP	Citizen Engagement Platform
DG	Directorate General
GDP	Gross Domestic Product
IPR	Intellectual Property Rights
SAT	Self Assessment Toolkit
SLA	Service Level Agreement
UDGI	User Data Gathering Interface
DSI	Digital Social Innovation

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EXECUTIVE SUMMARY

This document presents the main results achieved by IA4SI in terms of dissemination and engagement and proposes an updated plan for year 2 and 3. The activities developed during 2-3 year are the result of collaboration between Work package 5 (Coordination activities and Citizens engagement) and Work package 6 (Disseminations and Recommendations).

Engagement and Dissemination Plans have been updated and presented here. This Deliverable also considers the lessons learnt. The two plans are reported here together because, although both activities are distinct, in the context of IA4SI, they are strictly related.

The dissemination, branding and engagement strategy for year 2 and 3 have been updated taking into account formal and informal communications with CAPS projects (Conferences, emails, social media contacts, etc …). Thanks to this exchange of information, the IA4SI team has identified that dissemination targets and strategies for year 2-3, included in D5.1, were coherent and relevant for the needs of the IA4SI stakeholders. Through the contacts with the CAPS projects we are now able to align in this report the most relevant parts of the dissemination and engagement strategies (year 2-3), underpinned by the timing and duration of their end-user engagement.

In terms of dissemination channels and tools, the plan originally included in D5.1 has been respected by the IA4SI team. Taking into account the exchange and dissemination with the IA4SI stakeholders, this document presents the list of channels tools updated, especially in terms of Social Media channels. The ultimate results achieved by the IA4SI project have been included also in three papers accepted in international conferences.

The major update of the engagement plan compared to D5.1 is, that given the postponing of the User Data Gathering Interface validation due to contextual factors to CAPS, in year 3 the objectives for engagement were threefold instead:
•Running the Citizen Engagement Platform in the broad community of EU-citizens
•Engaging the CAPS users for validating and using the user data gathering interface
•Further refinement of the Self-Assessment Toolkit and presentation of first preliminary results in workshop 3

Given these 3 objectives, a wider set of engagement activities aimed to support CAPS users in filling in data in the User Data Gathering Interface and engaging and strengthening various social domain innovation experts and EU-citizens.

INTRODUCTION

This document reports on the dissemination and engagement activities performed in the second and third reporting periods (M13-M30) and presents the IA4SI communication and engagement plan for the second reporting period. This deliverable is related to task 6.1, task 5.2 and task 5.3. We should note that the project was extended till May 2016 in order to have a possibility to organise the following events:
1.Workshop 5 – Preliminary results and policy recommendations (CAPS Workshop Sevilla the 6th of April)
2. Final conference (Brussels the 20th of April)
3. Final publication "Exploring impacts of Collective Awareness Platforms for Sustainability and Social Innovation"

The objectives for IA4SI in the second and third reporting year were the following:
1. Third and Fourth Workshops: presentation of preliminary assessment results and policy recommendations (MS5)
2. End of data collection (MS6)
The main objectives of the dissemination plan were the following:

- To inform the stakeholders about the progress of the IA4SI project and encouraging interactions between them
- To broaden the uptake of social innovation actions in communities, in order to address societal challenges by engaging European citizens in the evaluation of such initiatives
- To support the CAPS projects to engage with citizens and society, to increase the impact of their initiatives and to create synergies between CAPS projects
- To ensure wide dissemination of the project's results to all potential interested parties and share the best practices of the project.
- To present the project progress, and results outside the scope of the IA4SI consortium, ensuring large awareness amongst a broad range of stakeholders.

The objectives of the engagement plan were as follows:

- Supporting and engaging CAPS project partners and users in handling the services for impact assessment that were used at their disposal: the SAT (i.e. Self-Assessment Toolkit) and the UDGI (i.e. User Data Gathering Interface)
- Supporting and promoting participation of EU citizens - who are not directly related to CAPS projects – on a platform that enables them learn about the CAPS projects and to leave their feedback on each project: the CEP (i.e. Citizen Engagement Platform, or Impact4you platform).

Considering the above objectives, this document is structured as follows: *Section 1* presents the dissemination results achieved during the second and third years of the IA4SI project development. This Section also presents the updated branding strategy and the overview of dissemination activities and channels used. *Section 2* refers to the engagement activities and results for years 2 and 3, with special focus on the social media strategy. *Section 3* sheds light on the user engagement: monitoring and interaction on the platform and *Section 4* concludes with reflections and lessons learnt from citizen engagement activities.

1. DISSEMINATION STRATEGY RESULTS AND LESSONS LEARNT (YEAR 2 & 3)

1.1 Dissemination targets and strategy

Dissemination and engagement plans are complementary and very relevant for the sharing of the CAPS projects' results and providing the policy recommendation.

The activities developed during the second and third years of the project for dissemination and engagement, and especially Workshop 3 (Rome: Explaining the the functionality of SAT and necessity of engagement plan) and Workshop 4 (Brussels: Providing preliminary results and policy reccomandations), constituted a relevant occasion to get in touch with all the different categories of stakeholders of the IA4SI project and demonstrate the results obtained by the CAPS projects during the ultimate impact assessment process. The results of the two workshops were reported more in detail in section 2.1.

Thanks to the exchange of information developed through formal and informal communications, we detected that the dissemination targets and strategies included in D5.1 are coherent and aligned with the needs of the different categories of the IA4SI stakeholders. Moreover, we are able to better detail here the timing for engaging and supporting the **CAPS projects** in the different activities and the **EU Citizens, Digital and social innovation domain experts and academia, and CAPS project users.**

Target group	Target goal	Means of communication	Role of partners	Timing
INTERNAL AUDIENCE				
IA4SI Consortium	Exchange information, collaborate	Project website, Private area (myminds platform), email, skype calls	Each project partner was assigned to several activities. Partners have updated information and exchanged documents	**From Month 1 to Month 32**
CAPS projects	Collaborate and support them in: understanding the IA4SI methodology and approach; engaging the users; assessing their impacts and disseminating their results, exchange information and share knowledge	Project website, project workshops, Social Networks, Poster, Postcards, Flyers, Citizen Engagement Platform, Scientific Publications	ATC has developed a platform to support projects in informing EU citizens more about social innovation and CAPS, and to engage CAPS users to provide feedback on projects outputs. All partners have participated in developing the methodology for impact self-assessment and EK has created the SAT. T6 and iMinds have organised and facilitated the first two workshops and EK kept the communications with Cap projects flowing.	**Understanding the IA4SI methodology and approach from Month 3 to Month 32** **Assessing CAPS projects impacts from Month 12 to Month 21** **Disseminating the CAPS projects results from Month 12 to Month 32** **Exchange information and share knowledge from Month 1 to Month 32**
European Commission	Support the EC in assessing the impacts of CAPs projects, provide policy recommendations and a research roadmap	IA4SI website, emails with the Scientific and Technical Coordinator, Social Networks, Scientific Publications, Policy recommendation and research roadmap deliverable	iMinds and T6 will update the Commission regularly on the development of the project and participate in meetings such as coordination meetings and CAPS 2020 conferences. All the partners will provide the required documentation and support the coordination management for the successful development of the project	**From Month 1 to Month 32**

EXTERNAL AUDIENCE

EU Citizens, Digital and social innovation domain experts and academia, and CAPS project users	Engage with them, enlarge the debate on social innovation, the validation of the policy recommendations, engage the projects users and successfully gather data for the perceived analysis of projects results, promote the IA4SI and other projects results in the Social Innovation community and in the EU society at large	EU Citizen Engagement Platform, IA4SI website, Social Networks, , Postcards, Flyers, ad hoc face-to-face events for citizens engagement	ATC has developed the Citizen Engagement Platform. All the partners have worked to engage a wide set of communities and citizens. EK has developed the User Data Gathering Interface for assessing the opinion of the users of CAP projects. iMinds has engaged offline communities through the Living Lab and Fablabs, T6 did the same with Italian social innovation initiatives and ATC with rely on pre-existing collaboration links for doing the same.	**Most of the project have started engagement and dissemination of results to CAPS users only during the first months of 2015 (when the platforms were available), so the IA4SI team on their request has started to engage CAPS users from Month 15 to Month 30.** **The IA4SI team started to engage and disseminate the activities of CAPS projects to DSI, SI experts, academia and EU citizens the through the 2nd Workshop in Month 6 and will continue until Month 30**
Policy Makers	Collaborate with them to the development and validation of the policy recommendations	IA4SI website, Scientific Publications, Social Networks, Citizen Engagement Platform, workshops	All partners have collaborated and engaged as much as possible Policy Makers during the project. EK, with the support of T6 and iMinds, has organised the fourth workshop and invite policy makers to participate and contribute to the validation of recommendations	From Month 25 to Month 32

Table 1 Dissemination targets and strategies updated

1.1.1 Updated branding strategy

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

To this end, a first logo was created, using the IA4SI acronym. The logo was used during the whole duration of the IA4SI project for communication with CAPS projects, European Commission (i.e. Internal Audience) on the www.ia4si.eu website, the Self-Assessment Toolkit and UDGI.

For communication with the External Audience we a more attractive logo called Impact4You has been prepared and used in the Citizen Engagement Platform - the same logo will be used for disseminating the Final IA4SI Conference. The Self-Assessment Toolkit, and the EU Citizen engagement platform that have been developed during the first year of the IA4SI project and are fully integrated with the IA4SI Dissemination strategy and communication tools.

Figure 1 IA4SI project logo

The design of the Impact4You logo has been carried out in a way that it has been representative of Impact4you concept and vision, taking also into account the design and the colours of the project's website (www.ia4si.eu). The design and colours used in the logo represent the characteristics of Web 2.0 era including simple but eye-catching design with bright colours.

Figure 2 IMPACT4YOU Logo

1.2 Dissemination channels and tools updated

In terms of dissemination channels and tools, the originl plan included in D5.1 in section 4.3 has been fully respected and followed by the IA4SI team. Taking into account the exchange and dissemination with the IA4SI stakeholders, the table below presents the updated communication channels & tools, especially in terms of Social Media channels, as we detected that only the twitter account is used and is being of relevance for the CAPS projects. Instead, the LinkedIn account and Facebook pages have not been used as a common tool for

dissemination and communication. The Impact4you Platform was used in year 2 and 3 as the main tool for communication and dissemination with the external audience and especially with EU Citizens. The forum of the Impact4you platform was used as the main tool to communicate with DSI experts, academia and EU citizens.

CAPS projects	EU Citizens	Digital Social Innovation Domain Experts & Academia	European Commission & Policy Makers
IA4SI website			X
Impact4you Platform	X	X	X
CAPS projects websites		X	X
CAPS projects Facebook page	X	X	X
Twitter	X	X	X
Social Innovation websites	X	X	X
Other projects SI platforms	X	X	X
Content aggregator		X	X
Media (free press, online newspapers, etc …)	X	X	X
Public Deliverables		X	X
Restricted Deliverables			ONLY FOR THE EC
Scientific Publications		X	X
First IA4SI Workshop (Variables validation, presentation of the IA4SI toolkit and feedback gathering)			
Second IA4SI Workshop (Presentation of the EU Citizens Engagement Platform and feedback gathering)	X		
Third IA4SI Workshop (Best Practices presentation and synergies opportunities mapping)			
Social Innovation Conferences and Workshops	X	X	X
iMinds Living lab community and other fablabs, hubs	X	X	
Posters, postcards, flyers, leaflets, etc …	X	X	X

Table 2 Dissemination channels and tools updated (year 2/3)

Results achieved in terms of dissemination for year 2 and 3 by the IA4SI project:

- sharing of activities and results of the 3rd and 4th IA4SI Workshop to CAPS projects by using emails, the IA4SI website, Facebook and Twitter
- the overall results of the second and third years of the IA4SI project were disseminated through the IA4SI website Facebook and Twitter account. All public deliverables of year 2 and 3, already submitted to the EC.
- The presentation of the final version of Impact4you platform to European Citizens.

1.2.1 Project website

The Ia4SI Website is available online at www.ia4si.eu from December 2013. During the development of the IA4SI methodology and of the Self-Assessment Toolkit, the IA4SI team has decided to split the socio-political impact in two different categories: social impact and political impact. The graphic of the website has been updated during the first year of the project development according to the changes required to the areas of impact. The same graphic identity has been considered also for the development of the Self Assessment Toolkit and the User Data Gathering Interface, that are perfectly integrated with the graphic of the IA4SI Website.

We provide next the landing page of the IA4SI website including the changes to the graphic identity previously presented.
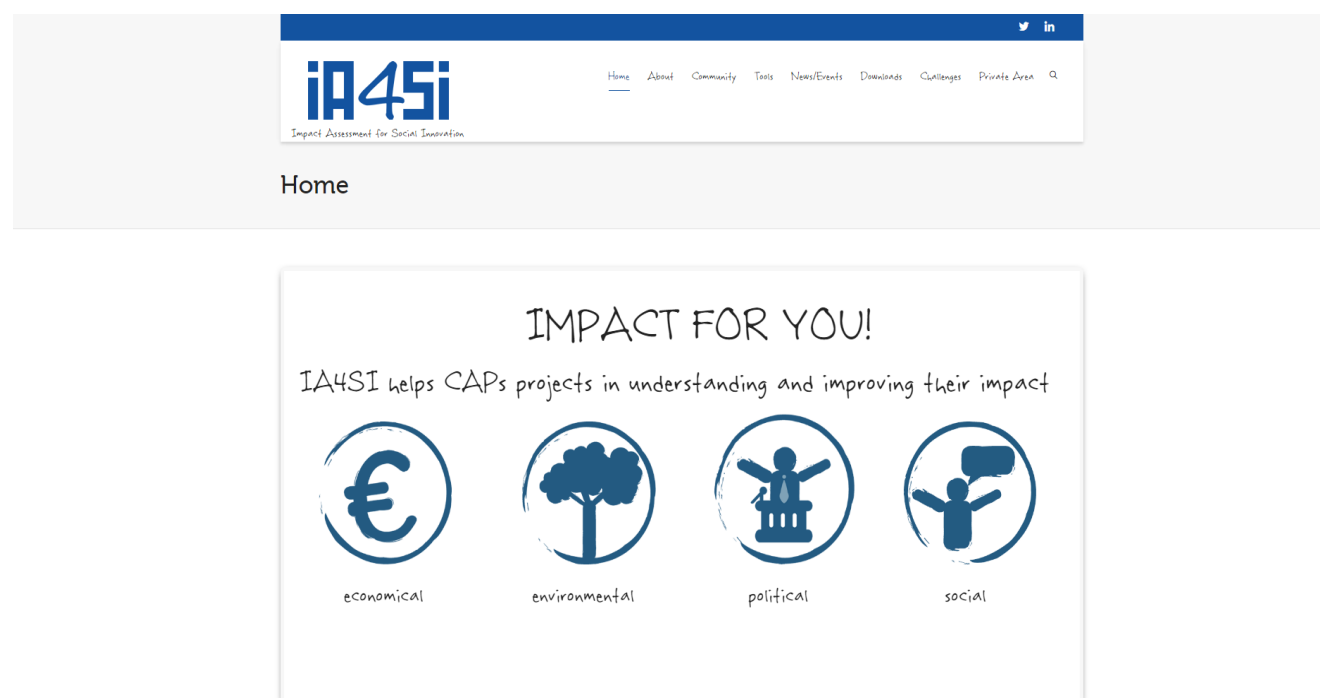
Figure 3 Homepage of the IA4SI website

1.2.2 Impact4you platform

The Impact4you platform is the main tool for engaging citizens in knowing more about CAPS and their outputs. More information about the Impact4You platform is included in D3.1 Self-Assessment Toolkit, User Data Gathering Interface and Citizens Engagement Platform. First version. At early stages, the Impact4you platform http://www.Impact4you.eu has been designed and implemented with the main aim to involve citizens in knowing more about CAPS initiatives and discuss about the services offered by Digital Social Innovation projects and their potentiality in terms of impact at social level and social up-taking. Taking into consideration the project's specifications and the discussions among partners the Impact4you platform mock-ups have been finalized giving emphasis to the main modules of the platform. The idea behind the design was to have an easy to use and eye-catching platform which will predispose the user to use the available services.

The platform is a dynamic collaboration platform supporting content production, thematic discussions and stimulating collaboration among the participants. The Impact4You platform is online available from Month 8 and currently the IA4SI team is developing the testing through the collaboration of EU Citizens in the different countries represented by the IA4SI project consortium.

The graphic identity of the IA4SI platform is deliberately different from the IA4SI website. The idea is to attract a different public that is not usually familiar with the European Commission funded projects.
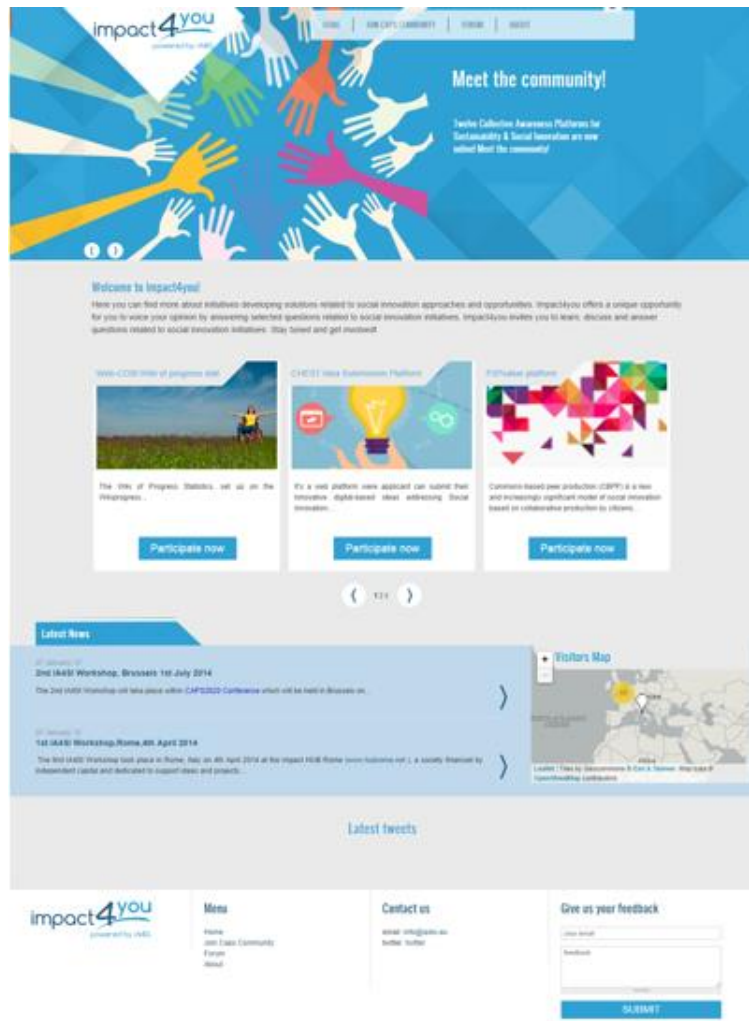
Figure 4 Homepage of the Impact4You platform

1.2.3 User data gathering interface

The UDGI gathers information directly from the users of CAPS projects participating in the assessment. The user data gathering tool is an online questionnaire structured both for single users and organizations. Through this tool, projects' users provide their opinion about the output/services they use and their potential impacts. This tool gathers also some basic information about projects' users.

Figure 5 Homepage of User Data Gathering Interface

1.2.4 Project social media

During the first year of IA4SI Twitter was mainly used as a means for communication, knowledge exchange and dissemination of results. IA4SI developed a LinkedIn account and started to use it. However, during the first Concertation Meeting held in Brussels in February 2014, the CAPS2020 project offered to create a single LinkedIn group for all the CAPS projects, in order to avoid duplication of posts regarding the same topic and to increase as much as possible the participation of the whole domain, including also external actors and end-users. Together with the other CAPS projects we decided not to create a common Facebook account for all the CAPS projects, as LinkedIn can better support the needs of projects.

The Twitter account shows the graphic identity developed for the IA4SI projects. It was mainly used for sharing updates about IA4SI and other CAPS projects. It was also useful for sharing news about other Digital Social Innovation and European Commission initiatives about this topic. Social Networks accounts are linked and accessible through icons on the top of the IA4SI website. IA4SI team has also created a video for promoting our project during the third year of project development, that will be included in the website www.ia4si.eu.

Through the Twitter page of the IA4SI project by the 29th of March 2016, we have attracted 395 followers.

Figure 6 IA4SI twitter home page

1.2.5 Powerpoint presentation

A standard powerpoint presentation has been created in order to be used by the IA4SI consortium. The presentation is aligned with the IA4SI graphic identity. We present below the first page of the IA4SI presentation.

IA4SI helps CAPs projects in understanding and improving their impact

social   political   economic   environmental

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611253
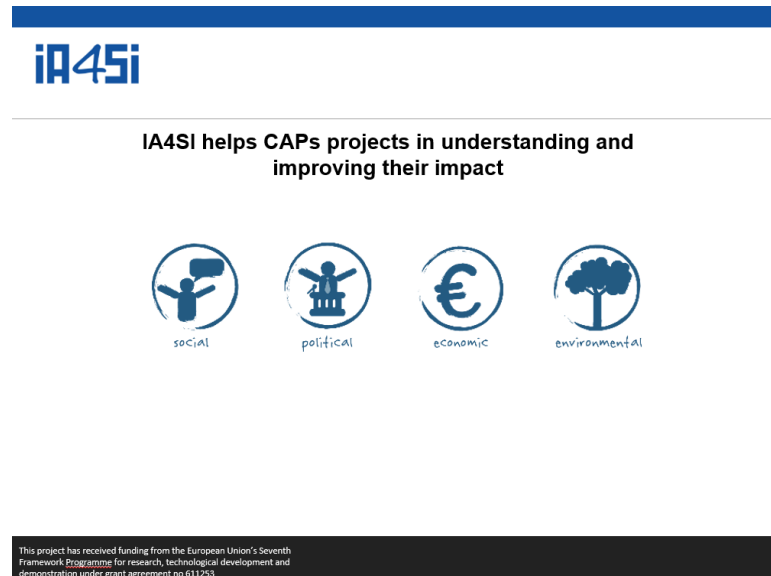
Figure 7 Standard presentation IA4SI

1.2.6 Project poster

Classical print materials (e.g., brochure, flyers and leaflets) were produced and freely circulated as project information and promotion at conferences, workshops and other events. The IA4SI postcard, a factsheet and a poster have been developed in November 2013 and have been used for promoting the project during the ICT 2013 event held in Vilnius and organized by the European Commission and the Lithuanian Presidency from 5 to 8 November 2013. The IA4SI flyer has been produced and adapted on a per need basis. The following images shows the IA4SI poster developed for the Second IA4SI Workshop in Brussels and for the CAPS2020 Conference in June 2014.

1.2.7 Project factsheet

The project Factsheet has been developed during the first months of the IA4SI project and has been adapted to the different needs of the events developed by the IA4SI team. The factsheet has been used for inviting the CAPS projects during the first Workshop in Rome and during the second and third Workshops in Brussels.

1.2.8 Project postcard

The first version of the IA4SI project postcard has been updated by including the link of the website on the front of the postcard and four icons related to the areas of impact analysed through the IA4SI methodology: social, political, economic and environmental impact. The Postcard is in line with the development of the IA4SI project activities and respects the graphic identity chosen by the IA4SI team for online and offline communications. The postcard has been distributed to all social events participated by the IA4SI team: Workshop 1Workshops 2 and 3, Concertation meetings, CAPS2020 Conference, International Conferences and Workshops organised by CAPS projects and Digital Social Innovation initiatives.

Figure 9 IA4SI postcard front (updated version)

Figure 10 IA4SI postcard back (updated version)

1.2.9 Conferences, events, workshops

The IA4SI partners have participated in several conferences, workshops, stakeholders meetings organised by other CAPS projects and by the Social Innovation community. We present in the following table the list of events held and/or organised by the IA4SI team during the second and third years of the project.

Name of the event	Place	Date	Information	Partner	Submission
ITC bi-annual conference	Rio de Janeiro	December 2014	Bi-annual conference of the International Telecommunications Society (http://itsrio2014.com/theconference.html). The paper, co-authored with Loretta Anania (Ia4Si PO) maps DSI in terms of the international research efforts and investments made in Europe over the last decade. It also presents the IA4SI methodological framework and the CAPS projects.	T6	Done
Shaping the Future of Digital Social Innovation in Europe, NESTA		17/02/2015	The study explores how emerging digital technologies and the digital economy can transform society by the mobilisation of collective action and enable a more collaborative economy, new ways of making, citizen participation, sustainability and social innovation.	iMinds	Done
CAPS Concertation Meeting	Brussels, BE	25/03/2015	CAPS Concertation Meeting	iMinds	Done
Why Labs? Empowering citizens as drivers of innovation	Brussels	15/04/15	This workshop brings together cities and city stakeholders that have developed and implemented actions to involve and empower citizens in city innovation projects and activities and explores the role of Labs as tools for citizen engagement	iMinds	Done
Nature and Urban Wellbeing **Nature-Based Solutions to Societal Challenges | International conference |**	Ghent, Belgium	18 - 20 May 2015	Nature-Based Solutions (NBS) is a rapidly emerging concept covering a range of approaches that use natural processes and species to address societal challenges.	iMinds	None

5th EMES International Research Conference on Social Enterprise	Helsinki, FI	30/06/2015 03/07/2015	"Building a scientific field to foster social enterprise eco-system"	iMinds	15/06/2015 Full paper submission
CAPS2015	Brussels, BE	07-08/07/ 2015	CAPS2020 International Conference on Collective Awareness Platforms projects funded by the European Commission	ALL	None
ItAIS 2015 Conference	Rome, Italy	09-10/10/2015	Reshaping Organizations through Digital and Social Innovation	EK	15/05/2015 Abstract submission 15/06/2015 Full paper submission
IDEATOPOS 2015	Athens, Greece	29-31/10/2015	IDEA|TOPOS is bringing together researchers, policy-makers, private sector representatives and civil society activists in order to explore and develop new theory and best practices that will rise up to the challenges of Governance today.	ATC	No info yet
IA4SI Workshop	Brussels	1/03/2016	Presentation of Self-assesment impact results	All	
IESI workshop	Sevilla	6-7/04/2016	Presentation of Self-assesment impact results	All	

Table 3 IA4SI participation to events year 2-3

1.2.10 Publication activities

The first results achieved by the IA4SI project have been included in two papers that have been submitted and accepted in International Conference. The papers are focused on the Digital Social Innovation domain and present the challenges of analysing impacts in such a complex and multifaceted field of research as well as the IA4SI methodology. We provide below the list of publications currently developed by the IA4SI team.

Title	Name of the journal /conference	Names of the authors	Date	Details
Hitchiker 's Guide to Social Innovation Projects	International Telecommunication Societies – Biannual	Passani, A., Anania, L.	30/11/2014-2/12/2014	http://itsrio2014.com/

	conference, Rio de Janeiro, Paper accepted			
Collective Awareness Platform for Sustainability and Social Innovation (CAPS) Understanding them and Analysing their Impacts	Association for Information System conference. XI edition of the itAIS conference Paper under publication on a Springer volume	Passani, A., Spagnoli, F., Bellini, F.	21 – 22/11/ 2014	http://www.itais.org /itais2014/
Collective Awareness Platforms for Sustainability and Social Innovation: An Introduction	Electronic book	Arniani, M., Badii, A., De Liddo, A., Georgi, S., Passani, A., Piccolo, L.S.G., & Teli, M.,	2014	http://caps2020.eu/ wp-content/uploads/201 4/06/BS5-CAPS-FIN-003.pdf
5th EMES International Research Conference on Social Enterprise Building a scientific field to foster the social enterprise eco-system	Best papers published on EMES Conferences Selected Papers (ESCP) website.	Passani A., Spagnoli F., Prampolini A., Kilpi K.	2015	http://emes.net/publ ication-categories/conferen ce-papers/

Table 4 IA4SI publications

2. ENGAGEMENT ACTIVITIES AND RESULTS (YEAR 2 AND 3)

The WP5 activities during the second year reporting period consisted largely of identifying and contacting the various stakeholders and organisations in order to recruit citizens and social innovation experts for the platform as well as identifying and attending various interesting social innovation and related events for direct face-to-face recruitment. Besides this recruitment activity, as mentioned above, coordinating the CAPS description revision process was a second main activity. During the third year, the main focus was building the social media presence of Impact4you and srenghtening the engagament on the platform and on the social media channels.

In order to present the engagement activities performed during years 2 and 3, we first outlined briefly the main building blocks of the engagement strategy that underpinned them and then provide a more detailed overview of performed activities. Finally, we end up with lessons learnt from our recruitement and engagament endeavours.

2.1. Main building blocks of engagement strategy

 Building upon D5.1 'Engagement and dissemination Plan', D6.1 'Dissemination and engagement report. First reporting period' and 'WP5: Addressing reviewers comments', the engagement activities had the following framework regarding stakeholders, engagement strategies and timing:

a) Three engagement rounds were defined in order to be able to adapt platform content in line with CAPS projects progress and interpret citizens and practitioners responses accordingly

b) 4 groups of stakeholders, each having specific subgroups, were targeted:
   - Social innovation practitioners and domain experts
   - European citizens involved in initiatives dealing with social challenges the CAPS projects are addressing (EU-citizens – CAPS scope)
   - European citizens involved in initiatives dealing with social challenges outside of the CAPS scope of current CAPS projects (EU-citizens-non CAPS scope)
   - General European citizens (EU-citizens – general)

c) 3 online and offline recruitment strategies were identified in order to engage citizens and SI practitioners and experts
   - online and traditional media recruitment: via own media (social media accounts, platform, website, brochures, etc...) or via media owned by others to which we get access (either an organisation offering us a space on their website and social media or in printed material) reaching out to the audience and engaging them towards the platform.
   - Event-recruitment: Attending events in the consortium countries and disseminating information about the platform and if possible, enabling direct online engagement
   - Seminar-recruitment: Specific seminars organised by IA4SI to engage various categories of citizens to discover CAPS outputs directly and discuss them with fellow citizens.

2.1.1 Engagement roll-out strategy

IA4SI created the engagement plan so that different users could be engaged in three rounds, related to major updates of the descriptions of the CAPS projects. The descriptions of each projects in clear and concise language on the Impact4you platform were in key role to communicate to the citizens about the different CAPS projects they are invited to vote on. The rounds were planned so that updates to the descriptions could be provided, without unnecessarily burdening the CAPS projects.

The idea behind organizing the engagement in rounds was to make it manageable for the CAPS as well as for ourselves to add the evolvements in each projects at 3 specific points in time. This way, we were able to concentrate on the revisions at those specific times, rather than this becoming a constant activity as othe CAPS were not follwing similar paths. In addition, this gave us the opportunity to use each revision round as an opportunity to renew the engagement of the people already on the platform by reminding them about the changes that had been made on the project revisions. These updates then included news about the new tools the project had put out; the workshops the projects were organizing or the publications the projects had finalized.

The highlevel table below depicts the recruitment activities that were planned and the recruitment activities that were realized, spread out throughout the project and divided per recruitment rounds.

Round	Timing	Audience	Recruitment activity - planned	Recruitment activity realized
1a First description	Feb 2015	General EU: Students in project countries	Online and offline recruitment; 1 Impact4you – seminar	Online (and offline) recruitment; Seminars held offline; Event recruitement 2 Impact4you – seminar
1b First description	March 2015	General EU Non-CAPS Scope CAPS Scope SI Practitioners and domain experts	Online and offline recruitment;, Event recruitment;, 4 Impact4-you seminars	Semindars held on beta site; Offline (and online) recruitment;, Event recruitment;, 2 Impact4-you seminars
2 First major revised description	Apr–Sept 2015	General EU Non-CAPS scope CAPS scope SI Practitioners and domain experts	Online and offline recruitment;, Event recruitment;, 4 Impact4-you seminars	Online and offline recruitment;, Event recruitment;, 3 Impact4-you seminars
3 – Second major revised description	Sept-Dec 2015	General EU Non-CAPS scope CAPS scope SI Practitioners and domain experts	Online and offline recruitment; Event recruitment; 4 Impact4you-seminar	Online and offline recruitment; Event recruitment; 3 Impact4you-seminars

Table 5: Engagement deployment in year 2-3

2.1.2 Targeted audiences

D5.1 'Engagement and dissemination Plan' defined a minimum of 500 users to be engaged on the platform divided into the following sub-objectives:
- 50% of the participants belong to the target groups of EU citizens-CAPS scope and EU citizens non-CAPS scope.
- 30% belong to the EU-citizens general category
- 20% belong to the social innovation and domain experts

The different target groups identified above were recruited using different channels, both online and offline. In the following table, we indicate as much as it was possible to identify the different players in specific groups, the target audiences we got in contact with through online means. The offline means will be explained in the sections dealing with events and seminars.

Stakeholder group	Target set (D5.1)	Stakeholders connected with via email	Stakeholders connected to on social media: Twitter	Stakeholders connected to on social media: Facebook
SI practitioners & domain experts	20%	42%	23	24%
The EU Citizens – CAPS scope	25%	35%	16	28%
The EU Citizens – non-CAPS scope	25%	15%	31	17%
EU citizens – at large	30%	8%	32	30%

Table 6. Stakeholders contacted via online means

From this table we see that different channels were prioritized for different stakeholder groups based on the ease of getting to them. For example, though the target for 'EU Citizens – At large' was set for 30%, we managed to reach this target through the social media efforts than it was to reach them through emailing. It was indeed easier to place a call for action in a general Facebook group consisting of EU citizens (such as students university students Facebook groups; fan pages of different products, etc.) than emailing individuals in order to recruit them. On the other hand, where one channel was not optimal, we could catch up with another channel, e.g. 'EU citizens - CAPS scope' that was easy to connect to via email and Facebook, than on Twitter. Similarly, as the target for reaching out to social innovation practitioners was exceeded already in the email connections, they could be downplayed on social media.

2.1.3 Engaged audiences

Though the table above gives us an indication of the stakeholders we were able to communicate our message too, deciphering who were the people who got engaged on the Impact4you platform and who became engaged on social media, is a mater that is somewhat more difficult. Though this can be somewhat easily noticed on Twitter, on Facebook people set up their individual profiles, and tend to leave their personal detail visibility to a minimum. In addition, as it happened, most of our followers on Facebook were individuals, instead of 'pages'.

The table below resports the ways respondents on the platform identified themselves in relation to the stakeholder categories. According to this indicator, we were able to reach and even exceed in two categories 'European citizen – Caps Scope' and 'European Citizens- non-CAPS' scope while falling short but only slightly on the two others, namely 'Social Innovation practitioners & domain expert' and 'European Citizens at large'. In addition, yet another category was added, that of users of the CAPS project. However,

this category, which was not actively purseued, only reached a very low response rate.

Category	
Currently using one of the services of the project described or participating in one of its activities (CAPS project users)	2%
None of the above (European citizen at large)	28%
Not a user of the project services/activities, but care about the topic though not following it via different media (European non-CAPS scope)	29%
Not a user of the project services/activities, but interested in the topic & following it via different media (European citizen – CAPS scope)	33%
Not a user/participant of the project services or activities, but a person who is actively involved in the topic/social challenge discussed (I'm a volunteer in organisations working on the cause, I donate to this cause/topic, I participate to related events, etc.) (Social Innovation practitioners & domain expert)	17%

Table 7 Engaged audiences

2.2 Recruitment strategies

The IA4SI project used three kinds of recruitment strategies in order to engage these various groups of citizens on the platform. Rather than relying solely on the online engagement that allows us to reach large numbers of people on the medium (i.e. online), we tried also to mobilize people by connecting with them face-to-face at different events or via seminars as engagement literature teaches us the likeness of people to participate increases when asked as personally as possible (Verba et al.) (Deliverable 5.1. Engagament and Dissemination Plan, p.26) .

The strategies we used were:

- Online and traditional media recruitment.
- Event recruitment
- Impact4you-seminar recruitment

2.2.1 Online and traditional media recruitment

IA4SI set out to recruit citizens and social innovation practitioners and domain experts, via various online and off-line organisations in order to get our message spread to our target publics via their media.
We made a distinction between: Impact4you-media as media that we own and manage as well as the Non-Impact4you media, i.e. those online and offline media that are owned by other organisations.

Impact4you-media included Impact4you Facebook page targeting organisations and EU citizens; Impact4You Twitter account targeting organisations and experts, and as a spillover, EU citizens (those following, but

not actively involved in any organisation); Leaflets, cards, brochures printed by IA4SI; digital newsletter and banners.

Non Impact4you-media included online newsletters and online of channel organisations, allowing us to publish or recruitment calls or news item; Social media of organisations channel: Facebook pages, Twitter accounts, LinkedIn groups of various target users/user groups: Printed media of organisations channel such as magazines or brochures: Local/national newspapers for advertisement purposes or news articles about the platform. In addition, some IA4SI team members used their own Facebook and Twitter profiles to promote the cause, adding thus their own networks in the audience.

By means of or our own Impact4you online tools (social media, website) and relevant online tools (social media, websites, newsletters, banners) of contacted organisations that are willing to act as channels for recruitment, we set out to attract the attention of citizens. Citizens could discover our platform by clicking on links on banners on the websites, links in news articles from websites and links in social media messages. This was an organic process in which more organizations in number and diversity were found as the engagement activities progressed. Flyers were left at strategic public places (libraries, adult education centers, universities, health centers, community centers, elderly care centers, cafés, pubs, ogrnizations' notice boards) and handed out to the public at different locations and events.

2.2.2 Contacting stakeholders

In total, IA4SI has initiated contact with 206 instances or target audiences online (email). Of these instances, over 40% of the contacts has been with social innovation practitioners and domain experts (instances). The practitioners and experts were contacted for the double intension of raising their interest and getting their attention who would then spread the message to their networks (EU Citizens – CAPS scope) which would be more effective in convincing them to engage on the platform, as the recommendation would come from within their (trusted) network.

The majority of contacts (59%), however has been with EU Citizens, a group that can be further divided into EU Citizens - CAPS scope, EU citizens – NON CAPS and EU citizens – CAPS scope at the university and EU citizens – Society at large.

Furthermore, in order to maximize the potential of our message being read, when contacting an instance, several people within the organization have been included in the communications. Therefore, 206 instances correspond to a single organization, corporation, or charity, but in reality the number of people communicated to within those instances, is in fact larger (e.g. when contacting the European People's Party, the email consisted of addresses of 15 Members of the Parliament).

The target audience connected with was predominantly European with a clear Belgian dominance (63 instances) as we attempted to meet with many organizations and players face-to-face during the second round. Greece was also well represented, due to IA4SI's Greek Consortium partner, ATC's, recruitment efforts (50 GR). However, a number of target audiences located in several European countries were also contacted (UK 12 instances, NL 7; IT 50), as well as instances that represent or target all European Citizens (10 instances, e.g. European Youth Portal, Friends of the Earth Europe). In addition, some of the target audiences we connected with, are targeting citizens globally (e.g. General Electric, WWF, OECD, 8 instances). Next to these, also a few instances outside of Europe were connected with as well (mainly social innovation practitioners and domain experts).

2.2.2.1 Meeting to engage

As was reported in the D5.1.Citizen Engagament Plan, people are more likely to engage if they are asked to do so, and furthermore, when asked by someone close to them. Therefore, we decided to target a few 'gatekeeper's' at organizations and where possible, meet with them in person to make surethe message gets delivered and to maximize the chance of relaying the message further to their networks and followers. Although we initiated the invitation to meet in person with the majority of instances we contacted in Brussels, the responses were low. However, we did manage to meet with a number of local as well as international organizations and presented the work of IA4SI and Impact4you with the hope of engaging these gate keepers and through them their communities. In addition, exploiting also the groups/communities that IA4SI team members are part of, we disseminated the message of Impact4you platform where possible. The gatekeepers we met with are listed in the table below.

Organization	Type of organization	Date/City	Type of interaction	Scope/interested in caps
Netwerk Bewust Verbruiken	Non-Profit organization	4th June, 2015, Brussels, BE	Face-to-face meeting	Wikirate; Decarbonet: USEMP
WTNSCHPS.be	Belgian University science communicators	16th of June, 2015	Face-to-Face meeting	Scicafe2.0, WebCOSI
Socius	Umbrella organization for charities and organizations	17th June, 2015, Brussels BE	Face-to-face meeting	USEMP, D-CENT, CAP4Access
Beweging.net	Umbrella organizations for charities and organizations	18th June, 2015, Ghent, BE	Face-to-face meeting	USEMP; D-CENT; P2pValue
European Citizen Action Network (ECAS)	Non-Profit organization	21st October 2015, Brussels, BE	Face-to-face meeting	USEMP: D-CENT

Lab van Troje:	Creative lab	10th of December, 2015	Face-to-face meeting; Group email targeting	P2PValue; CAP4Access
Timelab Gent	Creative lab	4th November, 2015	Face-to-face meeting	All CAPS
Gleaning network	Interest organization	August, 2015	Face-to-face meeting	All CAPS: new CAPS

<div align="center">Table 8 Gatekeepers participatoin</div>

2.2.3 Event recruitment

For pragmatic reasons (the need to keep the engagement activities manageable in light of time and resource constraints) the IA4SI team focussed their 'on the ground' efforts primarily on the IA4SI consortium countries (IT, GR, BE). Events that were attended were organized by EU (EU Green Week) and national bodies (Autoloze zondag organized by the City of Ghent), the CAPS community (CAPS2020) and the various civil society organisations (Gleaning event, Timelab open door day) and research institutions (ALTER-Net...). At these meetings, we disseminated information about the Impact4you platform through handing out flyers to people and striking up conversation and asking people wheter they would like to take a moment to hear about the projects. In fact, we also experimented with printing out little booklets of the CAPS projects with a survey form attached to the booklet, however, this method was not ideal (see lessons learnt).

The events the IA4SI team attended and the number of people that were reached out to, see table below. For the events the IA4SI team planned to target, please refer to D5.1. Engagement Plan – answers to reviewer comments.

Event	Organizer	Place	Date	Scope	Audience	
Shaping the future of digital social innovation in Europe	Social Innovation Europe (SIE)	Brussel, BE	17 Feb, 2015	All CAPS	Leading European practitioners, funder, academics and policy makers working on DSI	5
Nature and Urban Wellbeing: Nature based solutions & challenges	Latvian Presidency, EC	Ghent, BE	18 - 20 May	Sustainability	Researchers, Policymakers, authorities,Businesses and solution providers, Urban planners, Health professionals, NGO's, Educationalists	10
European Green Week	EC, DG	Brussel, BE	3-5 June, 2015	DecarboNet; Wikirate; Sustainability	Policymakers, authorities, Researchers & Academia, Businesses & solution providers, Urban planners, Health professionals, NGO's, Educationalists	15
Biannual Conference of Environmental Psychology	Environmental Psychology group at the University of Groningen	Groningen, NL	24-26 Aug,2015	DecarboNet; Wikirate; Sustainability	Researchers, Academia	15
Gleaning event	Gleaning Network Belgium	Gembloux, BE	2 Nov, 2015	Sustainability; New CAPS	Social innovation practitioners; general EU Citizens	10
Food Exchange Café	Food Surplus Entrepreneurs Network	Brussels, BE	11 Nov, 2015	Sustainability: New CAPS	Social innovation practitioners; general EU Citizens	20
Open door day Timelab	Timelab	Ghent, BE	5 Oct, 2015	All CAPS	EU citizens, civil society organizers, DIYers	10
Autoloze Zondag, Ghent	City of Ghent	Ghent, BE	20,Sept, 2015	DecarboNet; Sustainability	Citizens of Ghent and EU	5
CAPS2015	CAPS2020	Brussel, BE	7-8 July, 2015	All CAPS	Social innovation practitioners; Policy makers, Businesses and Solution providers	20
EMES conference	EMES	Helsinki, FI	30 June – 3rd July	All CAPS	Researchers, Academia, Social Innovation Practitioners and domain experts	30
New ideals conference	Sociale Innovatie Fabriek	Brussels, BE	21-22 July, 2015	IA4SI	Researchers, Academia, Social Innovation Practitioners and domain experts	10

Table 9 Event recruitment

2.3.3. Impact4you-seminar recruitment

In the countries of the project partners, we planned to organise at minimum 12 seminars dedicated to the CAPS projects themselves. The participants to these seminars were to be recruited mainly from civil society organisations working on societal challenges that the 2 or 3 CAPS projects had as their focus. On top of this, also general EU-citizens and people from organisations working around societal challenges that CAPS project do nt currently address will be recruited. For the social innovation practitioners and domain experts, 2 special seminars were planned to be organized. The aim was to recruit around 25 citizens for each of these sessions. The format of these meetings would be interactive and participatory. In each meeting, 2 or 3 CAPS projects would be the central focus.

Organizing these seminars turned out to be a bit of challenge. Firstly, the CAPS projects were in the beginning in such an early stage that it was difficult to convey in a message what they were about, especially in order to fill an entire participatory workshop with these messages. Secondly, the audiences we had defined as our targers were various and what worked for one type of audience (e.g. social innovation experts and domain ractitioners) might not work to others (e.g. citizens at large) or vice versa. Thirdly, the format of the workshops/seminars posed some challenges. When meeting with the gatekeepers, we also brought up the idea of organizing a seminar together with them for their members. However, we were unsuccesful with most of them: mostly we did not receive a reply back' or we were told that the agenda was already full; or, the organization's members/employees would not take the time to participate in a seminar unless it translated into direct value or if they got something tangible in return.

However, the IA4SI team succeeded in organizing 10 seminars, instead of the 16 we had indicated in the 'D5.1 Engagament plan – response to the reviewer comments'. These seminars took place in all of the IA4SI consortium member countries, as well as in Finland, as an opportunity to present the Impact4you platform and CAPS projects presented itself at the EMES conference. The participants to these seminars were recruited from all the stakeholder groups. As planned, 2 special seminars were organized for the social innovation practitioners and domain experts. Though we initially aimed at recruiting around 25 citizens for each of these sessions, in reality the average number of participants was 16. The format of the meetings ranged from seminar like organization in which the discussion about the presented projects followed after presentation and where written feedback was collected (same questions as in survey on platform) to online presentation and demonstration of tools followed by a discussion. Yet, we also organized sessions with only one or two specific CAPS in the focus, majority of the sessions were held. In each meeting, 2 or 3 CAPS projects would be the central focus

		Realisation		
Date & place	**CAPS in focus**	**Audience**	**Partic ipants**	**Deviation & reason**
23 February 2015, Brussels, BE	Wikirate, USEMP, SciCafe2.0, Web-COSI, Cap4Access, IA4SI	University Students in Brussels (VUB-ULB)- International Masters (Universities - graduate students)	6	Each participant filled in a survey for atleast 4 CAPS projects on papera s the platform was not yet running.
25 February 2015, Brussels, BE	Wikirate, USEMP, SciCafe2.0, Web-COSI, Cap4Access, IA4SI	University Students in Brussels (VUB-ULB)- International Masters (Universities - graduate students)	5	Each participant filled in a survey for atleast 4 CAPS projects on papera s the platform was not yet running.
24/03/2015: Rome, IT	ALL CAPS	La Sapienza University: students of Faculty of Economics, Department of Management, Course on Information and Communication technologies.	25	No record of their participation. During the early days of the platform, something went wrong and none of the responses were recorded. This was only noticed after the seminar and thus the responses could not be retrieved.
24/04/2015, Rome, IT	ALL CAPS	La Sapienza University: students of Faculty of Economics, Department of Management, Course on Information and Communication technologies.	10	
11/05/2015, Athens, GR	IA4SI	EU Citizens in general as well as Businesses, more specifically, IT companies, Athens, Greece,	15	Seminar focusing on the platform and IA4SI project were given in Athens, Greece by one of the IA4SI consortium partners.
20/06/2015, Athens, GR	IA4SI	EU citizens in General; municipalities & NGO's.	10	Presentation held within a focus group.
June 30-July 3rd, Helsinki, FI	All CAPS; special focus on IA4SI	Social innovaton practitioners, domain experts, Academia	30	Presentation held in EMES International Research Conference on Social Enterprise
24-25/06/2015, Ghent, BE	All CAPS		0	Due to very low attendance, seminar did not take place. However, those 2 participants who did sign up, were contacted.
15th September, Brussels, BE	All CAPS; with spcial focus on IA4SI and SciCAfe2.0	Social innovation practitioners and domain experts; academia.	14	Seminar held together with Scicafe2.0 for the Science communication personnel of the following universities: Vrije Universiteit Brussel, University of Antwerp, University of Hasselt and University of Gent.

			10	
26th of October, Brussels, BE	SciCafe2.0 and IA4SI	Academia		Online seminar held using the Scicafe tools
27th November, Rome, IT	ALL CAPS	EU citizens in General	30	Students of Faculty of sociology

Table 10 Impact4you-seminar recruitment

2.3 Results of recruitment

In the D5.1 – Engagement and Dissemination we indicated a target of 500 EU Citizens to be engaged through our activities. We have used a number of activities to engage people, both online and offline. The number of participants participating in our offline activities, people we have spoken to face-to-face on the street, at events and in designated meetings, are portrayed in the two tables below.

	Seminar/presentations/workshops	Events	Face to face	Total
Number of people reached	155	150	56	361

Table 11 Audience reached via seminars, events and face-to-face recruitement

	Online	Seminar/presentations/workshops	Events	Face to face meeting
Surveys started	285	122	95	16
Surveys completed	277	90	11	16

Table 12 Completed surveys: to online, seminar and events

Looking at the results above, we can clearly see, that we have done particular well on the ground offline. In the following section, we talk about the recruitment and engagament efforts on Impact4you dedicated social media channels, Facebook and Twitter.

2.4 Social media strategy

As indicated in the 'WP5: Coordination activities and citizens engagement. Answering review year 2 comments: updated engagement plan for year 3', the list of stakeholders to be connected with was followed generally, however, as connections started to be made, new connections also appeared.

Impact4you platform has been active on the social media since February 19th, 2015, in order to reach out to European citizens, third-sector organizations, social innovation practitioners and domain experts as well as anyone interested in social innovation regardless of their expertise level. The goal of the social media presence is to spread the news about the Impact4you platform, (digital) social innovation and especially the news falling under the topics covered by the 12 CAPS projects.

In year 2 we also started an online (social) media strategy, which intensified towards the final months of the project, as per reviewer comments at year 2 review in December 2015. Facebook and Twitter had been found to be good gateways to reach our platform and to reach out to people, but also that continuous intensive focus on these channels is necessary to grow and maintain the engagement.

In the following table we summarize the key numbers of the social media channels we used. The specifics of each social media channel are covered in the sections below.

Media	Account Established	Activity: our side		Activity: (engagement)	
Facebook	Feb 19th	Posts	204	Likes	405
		Likes	310	Most daily organic reach	627
				Most engaging post	253
Twitter	Feb 19th	Tweets	389	Followers	395
		Following	1481	Retweets	111
				Mentions	66
				Favorited tweets	16

Table 13 . Key numbers of Impact4you social media channels

2.4.1 Channels and tools of recruitment

In order to recruit audiences to the platform, our online (social) media strategy followed these three points:

- Communicate using our social media channels to promote impact4you dedicated tweets and messages
- Engage influentials and multipliers (other social media accounts and pages of organisations and person) to spread our message or promote the platform
- Disseminate information about platform on online spaces such as fora, message boards, groups and communities

Though the goal was to attract as many people as possible to discover the Impact4you platform and to read and learn about the CAPS projects, the equaly important point was that the platform and the social media account be perceived as interacting spaces or channels to return to in order to find latest news about CAPS or social innovation in general. Therefore on our social media channels, we shared not only the latest CAPS developments, but also general new about social innovation, about sustainability in general as well as CAPS topic specific news (e.g. privacy; sharing economy etc. related news). In this way, they not only help to propagate the CAPS work but also are an extra forum to discuss CAPS projects and ultimately serve as channels to pull our social media visitors to the Impact4you platform itself.

We, therefore, took over the work that IA4SI twitter account had started since Jan 2015 for Facebook and Twitter. This means posting an average of three messages related to CAPS or social innovation actuality on both media channels and sharing interesting news from other Facebook pages/accounts and Twitter accounts. For example, on DataProtectionDay on the 28th of January, a specific post was posted on our Twitter profile, in relation to the USEMP project. This had the effect that our Twitter had an impression rate of over 1000 and an increase in followers that day.

As for the types of messages that were posted on the social media, in the following table the types of messaging that we used are listed.

Type of message	Example post
Messages of general nature, referring to the Impact4you platform as a whole, including link to the platform.	
CAPS specific messages with focus on particular project, refferring to the CAPS description page on platform.	
To engage followers in responding to surveys on the platform, we exploited the Polling feature on Twitter and included messages that included the survey questions on Twitter.	
The polling messages posted on Twitter when then reposted on Facebook as well.	
Retweeting CAPS messages	
Directly tweeting to instances to catch their opinion	

Reposting CAPS events	
Posting CAPS videos	
Advertising IA4SI events	

Table 14 Types of social media messages disseminated by Impact4you

In order to have the most spread in the paid campaigns, we defined relevant keywords that helped us to increase message findability. These included keywords relating to all CAPS specifically (e.g. 'privacy'; 'corporate social responsibility'; 'climate change' etc., as well as general keywords relating to digital social innovation and CAPS in general (e.g. 'collective awareness'; sustainability etc.). Finally, we also used relevant hashtags and directed messaging on Twitter to increase findability.

2.4.2. Engaging social media influentials and multipliers

With our focused attention on the social media presence, we targeted actions to social media influentials and multipliers on Facebook and Twitter to reach a larger follower base. As influentials we regarded those who share content that is relevant to us and our followers (relevance) and whose content consistently gets retweeted/liked by their followers (resonance) and who have a significant number of relevant followers (reach). As multipliers we regard those contacts with a large following of relevant audience members, in our case, European individuals. A detailed list of influentials and multipliers that we targeted can be

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found in the WP5: Coordination activities and citizens engagement. Answering review year 2 comments: updated engagement plan for year 3 document.

These different influentials and multipliers were contacted with a request to support our action. This was done in one or more of the following ways: contacting those responsible for social media by email and adding banners and other promotional material in the email for them to use if interested. In addition, direct messages/Tweets were sent with this request where possible. On Facebook, Pages do not allow messaging from other Pages, which is why IA4SI team members approached these pages under their own personal accounts, however introducing IA4SI and identifying as part of the IA4SI project.

Those that we contacted, we introduced the platform, welcomed their visit and in case they would like what they see, we requested to spread a prewritten tweet/post or alternatively, to retweet/share our already posted tweets/posts appearing in their feeds (and to repeat one of these actions during the month of February). We underlined the temporaility of this action in the month of February, thus highlighting that this is a one-time request. In addition, we mentioned the use of incntives, in case those would be interesting to their followers. Where direct messaging on Twitter or Facebook was not possible, posts were published on Visitor post walls (See Figure 1) or as direct tweets as invitations to visit the platform, directing the tweet to the stakeholder using the @-sign.

Figure 11. Platform advertised among visitor posts on Facebook

2.5 Social media engagement

In both social media channels, Facebook and Twitter, the single most posted topic dealt with social innovation in general (Facebook 18%, Twitter 15%). In addition, majority of tweets concentrated on leading traffic to the platform by generally referring to the platform (13%), or by posting about a specific CAPS with a direct ink to the CAPS descritpion page on the platform added on to the post/tweet. Dealing with one of the biggest challenges for the entire humanity, climate change was a topic easy to post about, e.g. weeks before and after COP21.

As sources of news we also used the feed of Facebook posts generated by those we followed, which included news and media sites, non-profit organizations, NGOs, charities and movements' Facebook pages. These included, as can be seen from table 'WP5: Coordination activities and citizens engagement. Answering review year 2 comments: updated engagement plan for year 3' document on page 17, many sustainability inspired organizations, charities, groups etc. However, second most publisized topics were those of accessiviblity and disability rights as well as ethical behavior of companies. After this followed privacy on social media as well as e-democracy inspired posts. Posts that covered all CAPS in general were also represented (6%) while topics covered by the new upcoming CAPS were also added into the Facebook messaging (9%).

Though we managed to cover most CAPS equally widely, four CAPS got less attention on Facebook channel, namely Scicafe2.0, CHEST, Catalyst and IA4SI self. However, while CHEST got only little coverage on Facebook, both CHEST and Catalyst were represented on Twitter posts (see figure 3). Likewise, while SciCafe2.0 was not covered to large extent on social media, 2 designated workshops were organized around it. In addition, where a project got less attention and less posts on social media, has to do with its activity on social media in general as sizable part of our content consisted of retweets/reposts.

As mentioned above, the majority of our Facebook posts consisted of links or were reposts of other tweets, these were not most successful in attracting engagement. Images or pictures had clearly most engaging effect. However, videos were not as successful in engaging people, most probably due to the specificicity of the topics of the videos.
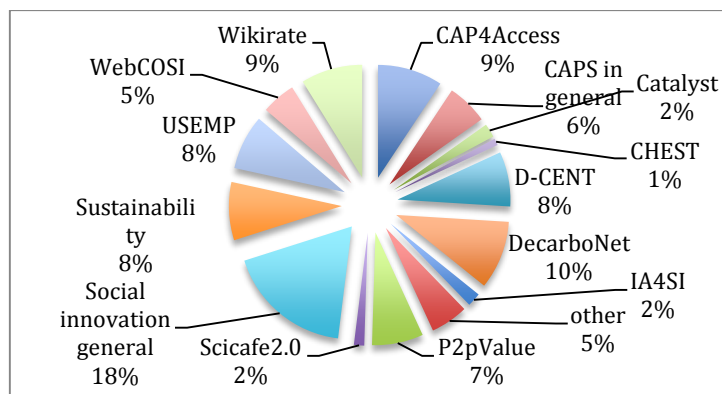

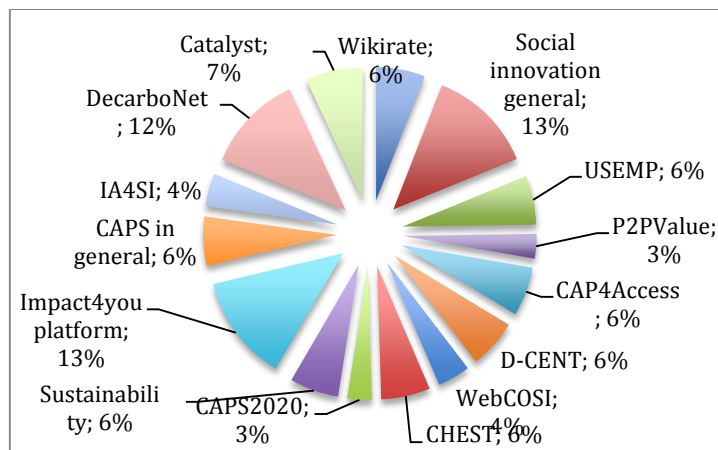**Figure 12. Topics covered on Facebook posts.**

Figure 13. Topics covered on Twitter tweets.

2.5.1 Facebook activity

As can be seen from the graph below, the Likes received on page do not follow a steady trend. The first peak of February 2015 equaling 37 likes (for the entire month of February) can be explained by a number of colleagues and partners that were invited to like the page in order to populate the page to begin with. In the end of June more acivity is visible and the number of likes during the entire month of June is 21. The most liked posts include the invitation to the citizen engagament workshop that was planned for the end of June. However, due to low number of participants, this workshop never took place.

The next smaller peak of December is pronounced because the activities thus far had been on the back burner. On the 10th of December they got ignited again, which is visible on the graph. Part of this reignition of the social media presence was the paid advertising that was restarted on Facebook from December onwards. December can be exlained by the paid Facebook advertising and more concentrated efforts that were put into growing the social media. For the same reasons, the greatest peaks can be seen in the month of February. In fact, February 2016 collects the majority (56%) of all likes throughout the project lifetime (total = 236).
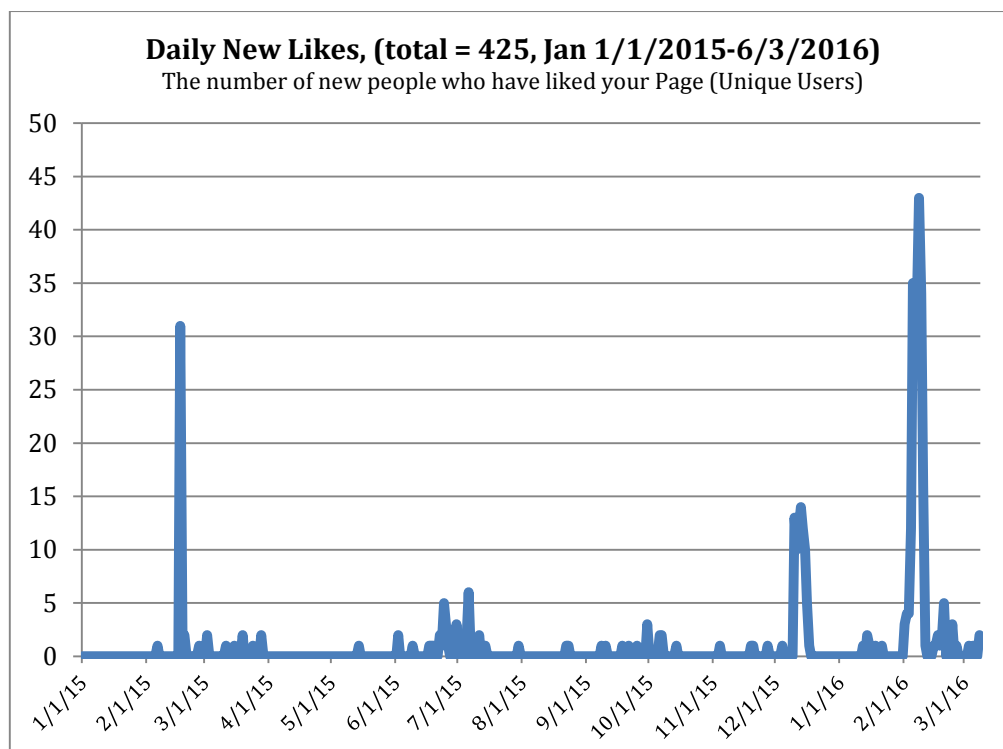
Daily New Likes, (total = 425, Jan 1/1/2015-6/3/2016)
The number of new people who have liked your Page (Unique Users)

Figure 14. Daily new likes

In the following graph that depicts the monthly organic reach, we can see three peaks.The first one of 25th of June has to do with the local news in Belgium around sharing economy innovation competion1. Though the post was only shared and liked by one and the same person, the fact that this person is a multiplier, and the post was able to engage 6 people in total, the effects are visible on the graph.

The peak in the organic reach in September can be explained by the post about a socially innovative initiative in Finland that helps to employ refugees2. This post engaged 9 people in liking, sharing and commenting on the post. Finally, the peak of February is made up of different aspects: those 32 posts in the month of February (compared to average posts per month = 14); the 4 posts that exceed a reach of 100 (average reach of 53); and finally, the two posts with a clear call to action that manage to engage 1066 and 664 users, respectively.

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[1] https://www.facebook.com/impact4you.eu/posts/66065960073197O

[2] https://www.facebook.com/impact4you.eu/posts/698247176973212

Monthly organic reach (total reach = 13018, 1/2/2015-6/3/2016)
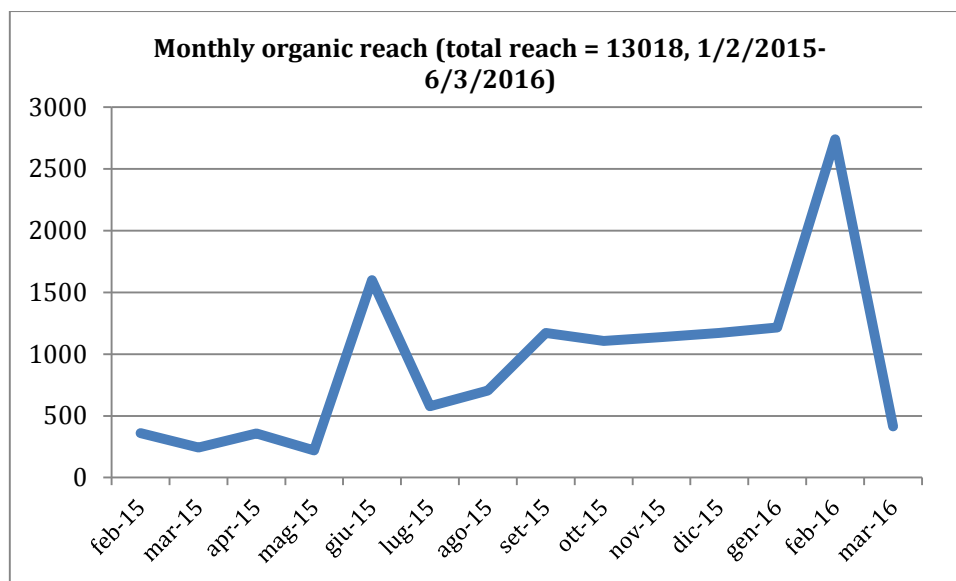
Figure 15. Monthly organic reach

As for the most engaged users, we only see three peaks. These peaks are the result of paid advertising on Facebook (between June 28th and July 13th and during the entire month of February) as well as the overall more active social media presence.

Daily Page Engaged Users (total = 4610, 1/1/2015-6/3/2016)

Figure 16 Daily page engaged users

We also used paid advertsing on Facebook on a three campaigns. In the graph below, it is visible that though the reach of people is during the campaign relatively high, the effect is short lived after the campaign is over.

Post Reach
The number of people your post was served to.

Organic Paid

Paid
45,368
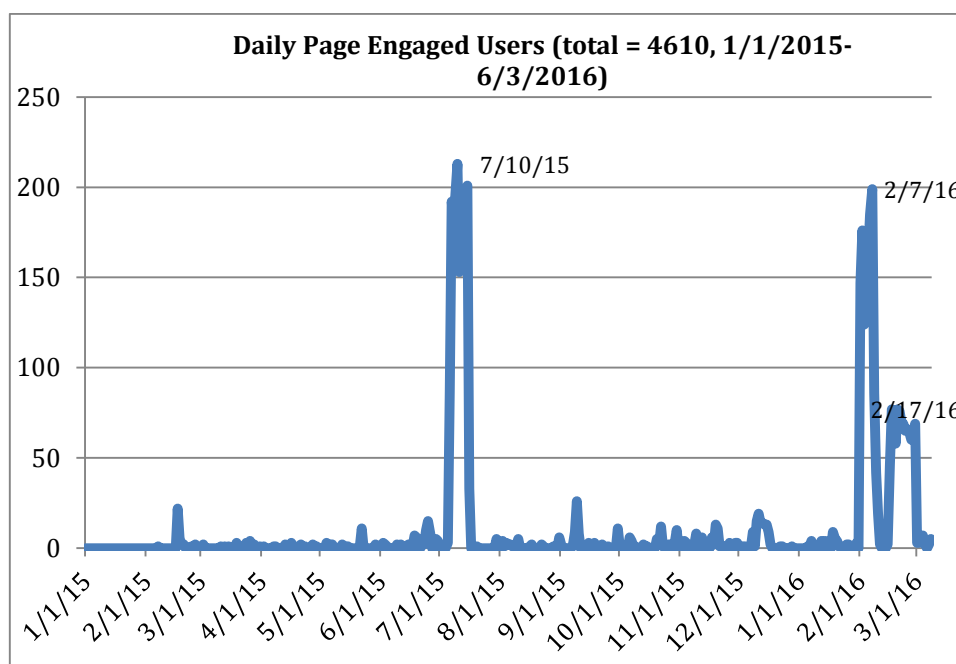Jul 3, 2015
Click or drag to select

Figure 17. Paid advertsing Post reach

2.5.2 Twitter activity

The average views, i.e. impressions3 a tweet received per month, is 649, spread over 14 months (Jan 2015 - beginning of March 2016). Though Impact4you has been steadily increasing its activity on social media, the number of tweets has not been steady throughout the time. This is because , as reported in the deliverables 'WP5: Coordination activities and citizens engagement. Answering review year 2 comments: updated engagement plan for year 3', the citizen engagament acivities were focusing on different manners of engaging citizens, online and offline and only since December 2015 put most of its emphasis on growing the social media following.

When someone follows someone else on Twitter and Facebook, this is brough to the attention of the account holder through notifications. If then, at first glance, the new follower seems relevant and interesting, they are followed back. IA4SI managed to attract a a good number of followers in this manner on Twitter, while on Facebook, this did not seem to work as effectively, as most followers are individuals rather than pages of organizations and instances. Although the number of new followers follows the same trend with the number of tweets (as the number of tweets grows, the number of followers also grows), sometimes numbers of followers increase "independently" from the number of tweets and are then due to some other reason, e.g. more pronounced efforts from IA4SI team to connect to different accounts.
In the graph below we can identify two peaks in the numbers of followers: one in December and the other one in February. The frst one can be explained by the fact that since the review of December 2015, we put conscious efforts into growing the social media presence and connected with a number of other Twitter accounts. In February all social media activities culminated into the highest number of tweets per month using automated tweeting and scheduling tweets.

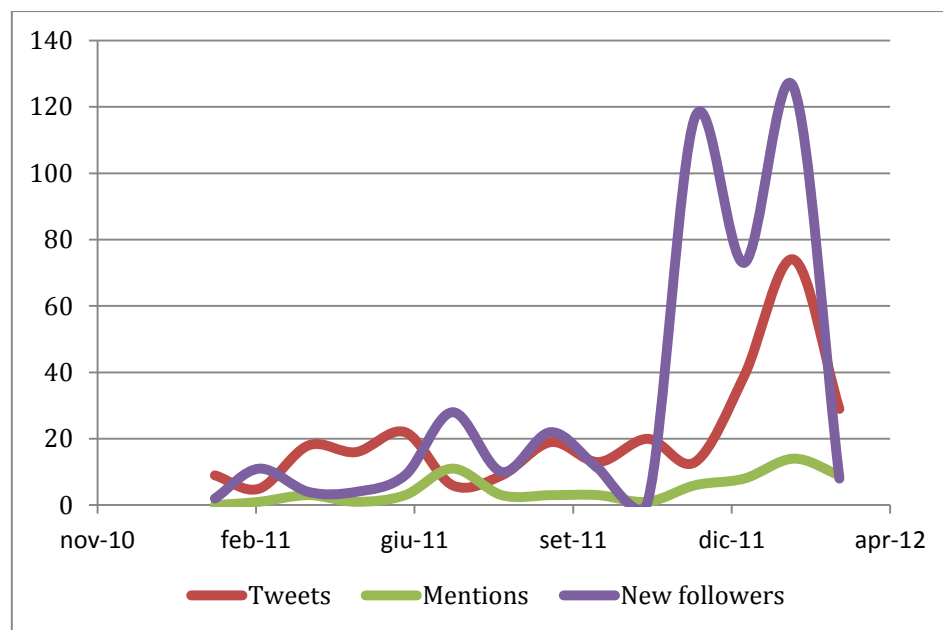3 Number of times users saw the tweet on Twitter

Figure 18. Tweets, mentions and new followers per month throughout project lifetime.

As we can see from the graph below, the number of impressions, have two significant peaks during the project lifetime (Top Tweet Impressions4). These peaks take place in June and in February.

It is interesting to note, that the top tweet of June, was the tweet about the citizen engagament workshops we were organizing in Ghent in the month of June (Image from Twitter Analytics).

Figure 19. Top Tweet of Feb

Figure 20. Top tweet of June

February, on the other hand, can be explained by the active Twitter campaigning (Image from Twitter Analytics). In addition to Top Tweet Impressions, in February the paid campaign also guaranteed us a number of impressions, namely 217 000 impressions. This was the highest of all months, and also the only month a paid campaign was run on Twitter.

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4 Top tweet = popular Tweets that many other Twitter users have engaged with and thought were useful. Ref: https://support.twitter.com/articles/131209#
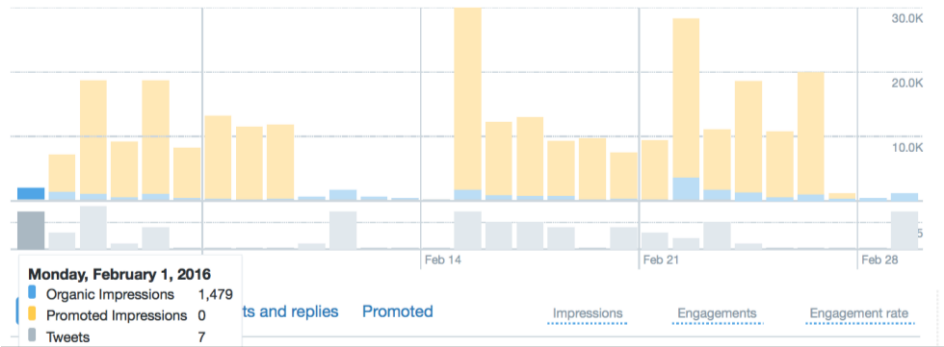
Figure 21. Organic & promoted impressions and tweets in Feb, 2016

3. USER ENGAGEMENT: MONITORING AND INTERACTION ON THE PLATFORM

In order to reach the objectives of IA4SI project, monitoring of the recruitment was necessary. For this, iMinds has used Google analytics connected to the Citizen Engagement Platform. Secondly, the IA4SI team members monitoring the user discussions in case of inappropriate content (on the administrator procedure and role, see D3.1 'Self Assessment Toolkit, User Data Gathering Interface and Citizen Engagement platform'). The Platform viewing behavior is covered in the D4.1. In the

3.1. Platform viewing behaviour

The Impact4you platform is connected to the Google Analytics. The main figures from this analytics platform we take into consideration to assess our engagement and recruitment efforts are 'new users' and 'traffic to platform'. Under the latter, we analyse the peaks, the country of origin and the channel, i.e. how the visitor got to the platform.
The reporting period has been defined to begin from 1st of April 2015 since that is when the site was first used for seminars though it was still in beta status, until March 4th, 2016, when all engagament activities were stopped.

3.1.2 New users

According to Google Analytics, the number of New users, defined as "the number of new users during the selected date-range" is 1914 for the time period of April 1st to March 4th. However, while this is the only indicator of the total traffic onto the platform we get, we need to be cautious with the definition of "new user" as it can also refer to the same people logging in from a different device (mobile device, or work computer) or the same people who just happen to clear the cookies on their devices5. Keeping these limitations in mind, we use this number as a trend indicator in the first place, of changes of visits to the platform.
Those visitors who come to the stay on and to browse the pages (average session duration= 00:04:59) and visit more than one page (4.28). Though the bounce rate is quite high (53.86.6%) on the first page, in fact the drop of rate decreases dramatically (444 drop-offs at first interaction to 186 drop-offs at second interaction) after the first .

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[5] Lewis, A. (25/09/2015). How to Use the Google Analytics New vs Returning Report. Retrieved from: http://searchenginewatch.com/sew/how-to/2280159/how-to-use-the-google-analytics-new-vs-returning-report
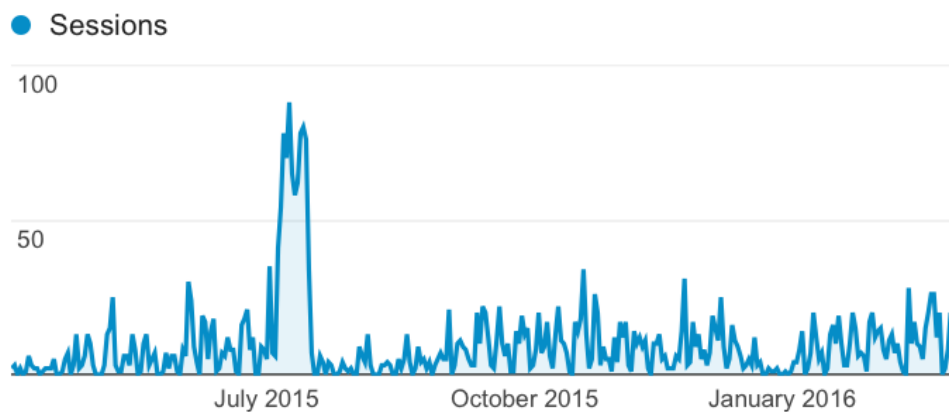
Figure 22. Google Analytics. New users

3.2. The traffic to the platform

As it is illustrated in the graph above, the traffic to the platform has not been steady. Though it is obvious from the peaks in the graph that on the days of events and seminar engagement as well as days right after the seminars and events the visitor counts go up. Similarly the visitor counts have gone up as well on days that a Facebook or Twitter post was liked, shared or retweeted. However, for the year 3, it is clear that starting from the beginning of September, the visitts to the platform increase to a steady level. Besides the dip between December and January during holiday season, the level of visists stays somewhat steady until the end of the project. This can beacredited to the continuing efforts to engage on social media as well as through workshops at the end of 2016.

Within the entire project, the major peaks in visiting can be discerned:
- 03/06/2015 – 30 sessions. This could be explained by the Tweet that was favourited by three people on Jun 3 and 4.
- 02/07/2015 – 35 sessions. No Tweets, no Facebook posts – but EMES conference on which some promotion was going on.
- Belgium, Italy, 07 & 08/07/2015: 236 sessions during the period of 7-9th July. The CAPS2015 event was taking place where Impact4you was presented to the audience during a poster session, a panel and a special CAPS introduction session. At the same time, however, we run a paid campaign on Facebook from 2nd of July to 17th of July. This campaign can be seen as a surge of traffic to the site.
- The peak on May 7th with 25 sessions must probably be taken out of consideration. In the month of May and on this day in particular, many activities on revising the platform were going on (in outlook as well as CAPS descriptions), which most probably means that this peak is due to IA4SI-people visiting the platform.
- The peak of October 22nd with 34 sessions is most probably due to the posts and tweets about USEMP winning the Grand Prix at ICT2 in Lisbon. The post included a direct link to USEMP's description on Impact4you.
- Peak of November 27th with 31 sessions does not seem to be is due to any particular post or tweet, however that was the day when a Citizen engagement seminar was held in Rome (see table about seminars on page 14).

What is also noteworthy in the the social media graphs is that on some time periods, the activity is very low. That is, because we were concentrating on the offline or other recruitement activities. This also goes to show the need for more resources in keeping up the differen recruietemtn efforts ongoing as the social media engagament is also possible with cotinued efforts of populating the social media channels and interacting with followers. Also, what we saw is that, it is better fo the platfm tob e up and running before it can attarct more people on it. Creating a community from scratch is almost impossible, whereas, inviting existing comunities to join communities is more likely.

3.3 Activities to maintain user engagement

Since the impact4you-platform was meant as a living discussion platform, it was important that engagement activities of recruited citizens would take place at multiple times, instead of being a one-time event. The following activities took place to assure a continuous involvement of users on the platform via the impact4you-media and non-impact4you media:

Engagement Maintenance activities		
Impact4you-media (once we own)		**Deviation**
Social media	• Min 1x week of Facebook and Twitter an engaging post referring to (1) an interesting article on (D)SI, (2) updates of CAPS activities or (3) an interesting fact to know (Did you know that? Quiz-question). • Regular invitations to participate in ongoing forum discussions • Announcements of change of content/new news on platform • Reposting news from the CAPS social media • Each post will have a link to the platform • Hashtags regularly used in social innovation discussions will be used in posts	• Towards the end of year 3, Twitter messages were increased t minimum 2 a day and Facebook messages were created at minimum once a day • After connecting with interesting audiences on Twitter, direct messaging them with an invitation and link to platform • As we got followers on twitter, these were thanked with direct message with an invitation and platform link
Impact4you website	• Regular updates of the CAPS descriptions and 3 major revisions planned in order to be up-to-date • Latest News section and IA4SI twitter feed about Social Innovation so that citizens can see the platform as their first stop for discovering CAPS and (D)SI • Social media buttons so that visitors and discussants can share their voting, descriptions, forum	• In the beginning of year 3, increased attention to forum to test the attraction capability of forum as a discussion media for digital social innovation • Banners added to platform mentioning incentives to survey respondents of forum discussants
Newsletter	• Regular news about the platform will be sent to registered platform users via e-mail • Social domain practitioners and experts will get regular updates about what is going on via the contact e-mail address we obtained from them as well as a time-line of coming seminars and invitation • Participants of the Impact4you-seminars and those contacted at events will get regular invitations on the contact details they provided at registration, if given approval	• All communications was done via social media channels or group emails to dedicated CAPS
Impact4you-forum	• E-mail notifications in case of replies on posts	
Non-Impact4you-media (owned by channel organisations)		

Social media accounts of channel organisations	• In case of permission, post on social media walls of organisations • Ask organisations to update their social media with regualr news from the platform provided by IA4SI	• We approached different organizations on Twitter where possible with direct message or direct Tweet that included a invite to platform and call to action to spread the news. On Facebook, where possible, we approached with Direct message and/or visitor post.
Newsletters /articles of organisations	• Publish news about the platform in publications of organisations	• IA4SI and Impact4you inspired article was published on the D-CENT website
Local media	• If after investigation possible, IA4SI will develop a media-campaign to raise awareness in the local communities in the project partners countries	• Not done – as all caps projects were to be presented, the article was to be too wide and too specialized to add any value, therefore we opted not to do it.

Table 15 Engagement Maintenance activities

3.3.1 Incentives and material to support recruitment and engagement actions

In the engement plan we had stated that the use of incentives is also a possibility that could be taken into use. To boost engagament on to the platform responses, as of September 2015, we started using incentives. Because our recruitement efforts included both online and offline activities, our incentives had to also be distributable online and offline. In addition, as we were dealing with a pan-European audience, we had to choose for digital incentives for the online activities.
These incentives were publicized on the platform as well as in the recruitement emails and in the end, also on the social media messages. However, the introduction of incentives was done gradually, as we did not know wheter we would be able to handle a sudden surge of usersto the platform, attracted by the incentives. We started out with a message appearing after a participant had entered responses of one survey. As participants received the confirmation that his/her answers had been recorded, a message also appreaded that stated: "Thank you for participating. By filling in an answer for 2 more surveys, you will be contacted to choose a e-reward".

From December 2015 onwards, the incentives were given more visibility. The provision of a reward was displayed on the homepage (banner and text), on the start page of the forum and at the end of the completion of the survey. To avoid participants filling in surveys without thought or spamming on forum simply to be considered the most active contributor, we emphasized the aim and objective of the platform: learning about CAPS and providing the opportunity to share ones thoughts with other citizens and the IA4SI project in order to have an impact on the CAPS domain. Moreover, the incentive was only to be given for having completed a specific action that contributes to the project. Furthermore, by concenrating on influentials and multipliers who have a social innovation or CAPS topics connection, we increased the chances that those who do receuve the incentives have shared their honest views on the matter.

The incentives were offered in 4 ways:

- After completing 3 surveys; the participant would be contacted to choose an e-reward: amazon voucher, cinema ticket (country specific: BE, IT, GR) or a donation of IA4SI choosing to a charity at the end of the project
- Completing the survey on the impact4you platform in a correct and comprehensive manner (i.e. completing all fields and answering opening questions with a sentence containing an argument). A email field is included in the survey and a caption is added about the need to privide an address with which the respondent can be contacted about the reward. To increase the likelihood of completing the survey, it was publisized that only a limited number of people would be entitled to get an incentive after having completed the survey.
- Participation in the forum, i.e. leaving a comment on an existing thread or starting a new thread. The 5 most active participants would be rewarded with a prize (Amazon voucher worth 50 euro). Again, participation was defined as providing an argument in a understandable and friendly manner.
- Thirdly, participants to a seminar would all receive a free cinematicket

In the following table, the different online campaigns where incentives were used as listed along with the number of incentives that were distributed.

Time	Channel	Message	Type of incentive	incentives provided
Sept - Dec	Facebook/Twitter: active connecting with new contacts and building of network.	1) Posts and tweets about CAPS project topics, CAPS tools and sharing of CAPS videos 2) Posts and tweets about forum discussions and trying to lead conversation there	E-reward of participant's choosing: 1. Amazon voucher, 2. Cinema ticket (BE, IT, GR), 3. Donation reward sum to charity by IA4SI	6 tickets, 4 donations, 3 Amazon vouchers
Jan	Facebook: active connecting with new contacts and building of network.	1)Posts and tweets about CAPS project topics, CAPS tools and sharing of CAPS videos 2)Posts and tweets about forum discussions and trying to lead conversation there	E-reward of participant's choosing: 1. Amazon voucher, 2. Cinema ticket (BE, IT, GR), 3. Donation reward sum to charity by IA4SI	0
Feb	Facebook: active connecting with new contacts and building of network. Paid campaign on Twitter and Facebook	1)Posts and tweets about CAPS project topics, CAPS tools and sharing of CAPS videos 2)Posts and tweets about forum discussions and trying to lead conversation there 3)Message emphasis on why participation is important	1)Amazon e-gift vouchers of 50 euro worth to the 4-5 most active forum participants. 2) Amazon vouchers of 10 euro per survey filled in comprehensively	3
March (first week) online	Paid campaign on Twitter and Facebook	Message: Participate in the surveys and receive a reward! (Or alternatively, posting questions of the survey on our social media and counting likes as agreement)	1 Amazon vouchers of 10 euro per survey filled in comprehensively	0
March (1st week) offline	Workshop with focus on a CAPS project (USEMP/DCENT)	Introducing the CAPS tools, requesting for feedback.	Cinema tickets to first ones to register for a workshop	Workshop did not take place due to lack of attendants

Table 16 Online campaigns

4. LESSONS LEARNT

In the 'D5.1 – Engagement and Dissemination Plan' we defined Citizen engagement as:

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

In addition, we indicated a target of 500 EU Citizens to be engaged through our activities. We have used a number of activities to engage people, both online and offline. We have also given an extensive account of our activities offline and online. Looking at those results reported in this document, we can conclude to have succesfully exceeded our target with communicating to 361 one people face-to-face; attracting 405 Facebook likes and 395 Twitter followers and managing to host 1914 visits of new users on the platform. What needs perhaps to be underlined, is that we have been working to engage people into two different activities: 1) engaging people indirectly in the impact assessment activity by providing them the chance to voice their opinion about the CAPS projects on the Impact4you platform; and, 2) by inviting the them to learn about digital social innovaton on our Impact4you platform as well as on our social media channels.

Based on our experience with running the citizen engagement campaign, the following lessons learned can be drawn that will be useful for future projects doing more or less the same activity.

First, we learned that 'engagement' can mean for a researcher a certain act with defined characteristics and a wishful outcome, but that for our target audience, engagement probably included other kind of behaviours. Lots of people we encountered expressed an interest in the platform and went on to actually visit it, but never came to complete a survey, despite incitives and clear indications/hints for doing so. Also the visit numbers of our platform proves this point. Furthermore, the role of different channels comes into play. With our social media campaigns, it became clear that people at least 'react' easier on posts. Although we are aware of the pitfall of 'vanity metrix' issues here, still we believe this is a valid point here. Also it becomes clear that people feel more comfortable depending on different channels while this could be completely opposite as they use specific media for specific purposes. While some individuals reacted with a lot of enthusiasm and interest, from others we got no reaction. For example, a MEP who was included in a group email to a number of MEP's was also the only one reacting and immediately picked up our cause and started following and promoting our social media channels. However, this same MEP did not take the engagament on to the platform (if concluded by not seeing her entry among the surveys), but instead, engaged on social media. One individual from outside of Europe, saw Impat4you as an opportunity to promote his cause, which was, fighting climate change, and used all of the Impact4you channels to disseminate his messages. In this person's case, though his reaction was welcome and wanted, it was unclear wheter he misunderstood the role and "importance" of Impact4you as a medium of getting his message across. What did he wish us to accomplish for him? Take the message to the European Comission? Clearly then he had got our message of "let your voice be heard".

Secondly, in terms of the messaging that was disseminated, we were able to experiment with a number of different messages. For example, we started out with the message of what the CAPS are doing and what challanges they are tackling. However, though we mentioned that the citizen feedback is important, perhaps it was not communicated clearly enough why one should leave their feedback or why this was an important poject to pay attention to. Therefore, at the end of year 2, we started changing the recruitement mails that had already been drafted with a communication specialist and that had been molded shorter and shorter in the process. Here again, our experience taught us that our own assumptions needed to be adjusted in order to adapt to audience needs and that translating project's objectives from project language to citizen language is a constant adaptation process.

Thirdly, as for the description of CAPS, we noticed that some projects were not gaining enough attention, not to mention feedback on the platform. Though we remedied this by adding more social media messaging around these projects in particular, perhaps it would have also have been useful to make specific changes to the project description page "on the go" as these trends are noticed. Here, collaborating with CAPS themselves is of utmost importance. Perhaps if the citizen's engagement would be entitled to its own project that specifically works on citizen engagament of each CAPS project, the importance would be more clear for the CAPS. Though majority of CAPS worked with us in getting us their descriptions on time and provided us with "extra materials", such as links to events, documents etc, this was not always a very easy process with a lot of repeated requests, leading also to difficulty in sometimes launching a one-shot campaign at specific time periods for all CAPS projects. Therefore, we believe that for the next CAPS projects, one CAPS working specifically on citizen engagament can be worthwhile, especially when in the future a broader CAPS portfolio is present which results can have a stronger impact on citizen's involvement. Also, such a project might benefit from direct links between project partners all working on different aspects of one objective. Although we managed to get cooperation from various players and CAPS, still the fact that citizen engagement (broader than their own engagement fro their own pilots) is not a core component of their work, resulted in sometimes long communication lines and not always a clear understanding of the need for such an exercise. In addition, the nefit of having a designated project running the citizen engagement activities, would be able to better cater for the needs of the audiences in what comes to the seminars etc. For example, at different stages of the project, very different engagement activities make sense. This type of activity makes more sense to be coordinated from one central organ.

Also, when going afer a pan-European audience regarldess of level of education, the starting point is to make all material available in all languages. English might be the lingua franqua in project circles, it is not for citizens always the case or the language they feel comfortable to engage in, if we mean by engagement actively raising their voice on the platform. In IA4SI, there were no resources to see this happening, however, we did provide the translation in two languages. Italian was chosen, as many of the offline citizen enagagment activities took place in Italy and the language skills of people were not deemed high enough to be able to navigate the platform in English. This clearly had a fruitful effect on engagement on the platform.

Thirdly, our engagement focused on an online engagement. Although we can't detect what the background of the people that were engaged is for each source with our channels, the survey responses and the twitter background of some followers illustrate nonetheles that it remains a

challenge to involve members of 'vulnerable' groups themselves, even on social media like Facebook. It seems that we manage to engage more spokepersons of interest groups. As such this is not a bad result as it proves that our work was picked up by important 'opinion leaders' for these groups.

Fourthly, as was mentioned in our first D5..1 'Engagement and Dissemination Plan', sometimes what is standing in the way of citizen engagement can be barriers related to physical access and transportation (Sheedy, 2008). What we noticed in organizing workshops/seminars is that those seminars that took place in accordance of previously agreed upon meetings/events of the targeted audience, were successful in being arranged. For example, the first seminar with Scicafe was arranged as part of a monthly meeting with the science communicators of the North Belgian science cafés; students were coming to the lecture that was dealing especially with social innovation. However, when people were deliberately asked to come just for the sake of the special seminar, the participation rate was much lower. Therefore, what we learnt was that workshops need to be organized at the premises of these groups in connection with other meaningful events in relation to the topic of IA4SI. It might as such be a good way to remove a barrier for exploring and discovering new things and remove barrieres with respect to movement. This might especially be the case for "vulnerable groups", who will feel more confrortable in the familiar surroundgs that they have already claimed.

As the fifth point, in the online context, IA4SI's use of incentives were clearly a means of overcoming the important barrier of attention holding in a world where a lot factors are 'shouting' for the online surfer's attention. Nonetheless, it might also attrack people with not so constructive intentions such as spammers. An important point here is the balance between keeping tresholds in your design as low as possible and building the necessary security measures. For some respondents, having to register was considered as a kind of violiation of confidence and honesty of the platform: 'Why do I have to register and provide personal information as you ask my opinion?'

As the sixth point, the question that rose as well is to what extent the choice of not having a clear voting or scoring system hasn't been a barrier as well for letting people express their opinion. As reported in D5.2 'Report on the outcomes of the third and fourth workshop', CAPS project were not in favour of such an approach and IA4SI therefore redesigned its feedback gathering from a more score/vote approach to a survey with a likert scale on agreement (Strongly Agree to Strongly Disaggree). As we noticed that given a like or retweeting is done very easily with social media, such an approach on the platform would probably have helped us with getting more feedback from the many visitors we attracked. If the aim of this voting procedure is explained well and some checking questions after voting can be implemented (like 'are you a robot' or questions on background that allow to 'classify' voting behaviour'), we see no reason why CAPS projects actually should object such a feature.

Finally, although offline recruitment demanded a lot of efforts and maybe did not always generate the desidered number of survey responses, we still believe that these efforts should be an integral part. On the one hand, they allow a direct connection with some groups, on the other hand, they allow a wider reach as supplementary channels to strictly online recruitment. What is however important is that it brings along other challenges in 'grasping' feedback and that, apart from the workshops and seminars, this proved to be not easy in the light of the current objective of having a completed survey as a proof of engagement. For future similar

projects, it might be good to rethink here how to balance online-offline engagement, how to define concrete strategies for street and flyer campaigns and how to design a method that captures a qualitative feedback in a more direct way than having to hope that the message on the flyer/poster is convincing enough to consult the platform later onwards online. In line with our comment above in point 3, we believe that a specific CSA for example on citizen engagement can perform this reflection and task in a very relevant way for the CAPS call.

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