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First Annual report on Community Building & Dissemination Activities

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Executive Summary

After the initial setup of the community building and dissemination strategy and team of DMA, the main gate-keeper and opinion leaders in the five core domains were identified and interviewed (arranged by BMVIT, Austrian Ministry for Transport, Innovation and Technology). These contacts acted also as the seed-bed for building up a contacts and stakeholder database for the five core communities.

The project was started by a public big kick-off event in November 2017 - taking place at the T-Center in Vienna. After this, a series of events were organised. This includes Open Data Meet-Ups with DMA presence, and DMA-specific MeetUps.

Representing the DMA, consortium partners participated in up to 30 events like fairs, conferences, workshops and meetings reaching out to audiences of 20-700 persons each.

One of the main questions that were worked on during the first year was the creation of a suitable structure for hosting the DMA Community. A model for a DMA society was created and adapted, but finding a model to suit all partners turned out to be impossible. This work was then moved onto the task of creating a data science society in Austria with a wider remit than just hosting the DMA community (ongoing work, in discussion with BMVIT). For DMA itself, an associates programme model was created and initial implementation is underway.

Also on a structural (organisation level was the liaison with the Industrial Data Space (IDS) project in Germany, where a MoU for a closer cooperation has been developed.

Classic dissemination efforts were done via face2face communication, web-based communication and interaction based communication channels reaching 30.000+ contacts in the first twelve month of the project.

The stakeholder and contacts database now counts 527 contacts of which 30 already signaled closer interest in a further involvement into the DMA.

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List of Abbreviations

ADF … Austrian Data Forum

BMVIT … Bundesministerium für Verkehr, Infrastruktur und Technologie

DMA … Data Market Austria

FIWARE … Future Internet Core Platform (EU Grant 285248)

IDS … Industrial Data Space

IKT … Informations und Kommunikationstechnologien

1 Goals

1.1 Community Building & Supporting

The objective of this task is to reach existing communities on top of the five core domains of the 'IKT der Zukunft' programme (with a focus on ICT for Space Missions, ICT for Mobility as selected DMA Pilot domains) as well as to create and establish new communities for the Data-Services Ecosystem along and across the existing ones (created on top of the existing ones).

1.2 Dissemination

This task deals with design, planning, accomplishment and regular reporting of dissemination and exploitation activities of the project and its results. A detailed plan presenting strategy, design and development of activities, tasks, timetables and expected results will be one main outcome. Regarding dissemination and exploitation activities, we will prepare press releases to be issued at certain milestones, a bundle of dissemination material will be developed (logo, website, flyer, roll-up, webcasts, etc.). Academic dissemination takes place in the form of publications, conference participation, and R&D project orchestration. Industrial dissemination takes place as industry presentations, special media publications, social media and other communication activities & event organisation (annual Austrian Data Forum), webinars etc. All measures have a national focus (German language) but provide an international outreach (core material EN language) and focus on establishing the Data-Services Ecosystem as the umbrella of all data-related activities in Austria.

The two areas are split and interconnected as follows:

Community Building

- KickOff Event
- Stakeholder Workshops
- MeetUps & DataCamps
- DMA Roadshow
- Event Participation & Talks
- Central Tool: Mailings / NL
- DMA Channels (see beside)
- Austria Data Forum (ADF) Support
- Proactive involvement of existing networks and initiatives!!

Dissemination

- DMA own channels
  - Website
  - Social media
  - Printables
  - Newsletter
- Partner Channels
  - Newsletters
  - Websites
  - Blogs
- PR Activities
- Events & Publications

2   Setup and preparation

The first steps completed were the development of the whole branding of Data Market Austria (DMA, logo, style guide), and the development of communication channels and material: website, flyer in German and English, poster, slide deck (template), several templates, and social media & network channels. Necessary information was collected from the partners: contact persons for this task per partner, and partner's communication channels to be (also) used for DMA. The DMA communication strategy was documented in [D2.1].

2.1   Printables

Folder (ger/eng) = 4000 pcs   Poster A4 = 300 pcs   RollUp = 3 pcs

2.2   Partner's communication channels

Organisation	Channel	URL	Notes
SWC	blog Semantic Puzzle	http://blog.semantic-web.at/	blogposts only (EN language)
SWC	SWC Newsletter		quarterly to ~1k subscribers
SWC	SWC website	http://www.semantic-web.at	news, events (DE & EN possible)
SWC	PoolParty NL		only EN & only if PoolParty related; 1k+ subscribers mainly international
Compass	Compass website	http://www.compass.at	news, events (DE & EN possible)
Compass	newsletter		quarterly
RSA	RSA Website	http://researchstudio.at	news, events (DE and EN)
DUK	Newsletter		Department Newsletter

| DUK	Blog	digitalgovernment.wordpress.com	
DUK	Studierende		von anderen Departments
AIT	Newsletter	http://www.ait.ac.at/news-events/ait-newsletter/	all Centers, DE & EN
AIT	Twitter	https://twitter.com/AITtomorrow2day?lang=en	
WMAT	News ODP	https://www.opendataportal.at/news	Open Data related News
WMAT	Twitter ODP	https://twitter.com/odp_AT	
WMAT	Facebook ODP	https://www.facebook.com/OpenDataPortalAT	
WMAT	Newsletter ODP	http://wikimedia.us8.list-manage.com/subscribe?u=21bb9481a66dc54789e5f4ff5&id=65947cd65c	Open Data related News, mostly Community-Meetings

3 Status of Specific Tasks

This report does not split up the tasks for community building and dissemination. As these tasks, which deal with the DMA visibility and communication to the "outside world," have their effects toward both goals, we report on measures for both realms at once.

3.1 Face-2-face communication

3.1.1 MeetUps

The public big kick-off event in November 2017 taking place at the T-Center in Vienna. In Salzburg, together with the consortium meeting, a public meet-up was organised. Further meet-ups were organised, including Open Data Meet-Ups with DMA presence, and DMA-specific MeetUps. A particularly successful meet-up was organised in cooperation with the Vienna Business Agency and DIMCA (Data Center Austria).
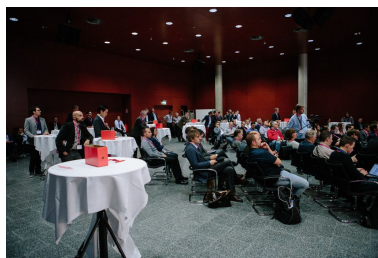
| Nov 3, 2016 | Apr 6, 2017 | Jun 13, 2017 |

Name	Location	Participants	Date
Data Market Austria Kick-Off	Vienna / T-Systems	221	Nov 3, 2016
Austria's Roadmap for Enterprise Linked Data	Vienna / Rathaus	60	Dec 15, 2016
Daten durch Services in Gewinn umwandeln	Salzburg / Chamber of Commerce	75	Apr 6, 2017
Was steckt drinnen, im Data Market Austria?	Vienna / Wirtschaftsagentur	102	Jun 13, 2017

3.1.2 Gatekeeper, Influencer and Adopters Talks

In co-operation with BMVIT (Austrian Ministry for Transport, Innovation and Technology) initial talks with selected experts from all five core domains were held. These interviews brought first insights into the specifics of the domains, its players, hot topics and current status in terms of data driven business. The interviews were kindly arranged by Lisbeth Mosnik (BMVIT).

<u>These initial interviews were held with:</u>

Domain	Date	Interviewee	Affiliation
Industry 4.0	16.01.2017	Roland Sommer	Plattform Industrie 4.0
Industry 4.0	16.01.2017	Alexander Pogany	BMVIT
Industry 4.0	16.01.2017	Ingo Hegny	BMVIT
Active Assisted Living	17.01.2017	Zimmermann Kerstin	BMVIT
Active Assisted Living	17.01.2017	Uli Waibel	AAL Austria
Active Assisted Living	17.01.2017	Klaus Bernhardt	FEEI
Earth Observation / Space	17.01.2017	Christian Fuchs	BMVIT
Earth Observation / Space	17.01.2017	Thomas Geist	FFG
Mobility	13.02.2017	Roman Kirnbauer	BMVIT
Mobility	13.02.2017	Walter Wasner	BMVIT
Energy	17.02.2017	Michael Hübner	BMVIT
Energy	17.02.2017	Ulrike Rohrmeister	BMVIT
Begleitung		Lisbeth Mosnik	BMVIT

Furthermore these interviewees were kindly asked for their assistance in identifying possible participants for the coming Stakeholder Workshops in the 5 domains as well as for contacts in the domain that act as multipliers and thereby could support DMA activities.

3.1.3 Stakeholder Meetings

In the course of the Requirements Elicitation Process we arranged Stakeholder Meetings. Based on the input of the Gatekeepers above, contacts known by the consortium partners and input by third parties (e.g. Vienna Business Agency) we collected a list of invitees to the Stakeholders Meetings. These intense meetings are the seed bed from which we built up our further community building activities

Domain	Invited	Attended
Industry 4.0	48	10
Active Assisted Living	75	9
Earth Observation / Space	45	15
Mobility	69	10
Energy	40	12
	277	56

So, out of 277 invitations a total of 56 persons joined the Stakeholder Meetings Series held in February and March 2017. See Deliverable 2.2. for a detailed report on these meetings.

3.1.4   Events participation, talks and presentations

The consortium represented the project at many events in 2016/17. This included giving keynotes, project overviews, presentations, workshops and networking.

Date	Event	Organi-sation	Place	Type of participation	Persons participating	URL
10.10.2016	ICKM 2016 - 12th International Conference on Knowledge Management	AIT	Wien	Invited talk: "A View on Open Data in Austria"		http://ickm2016.ocg.at/
15.12.2016	Austria's Roadmap for Enterprise Linked Data	RSA, SWC	Wien	Speaking	60	https://www.meetup.com/Vienna-Semantic-Web-Meetup/events/235173136/
24.02.2017	Deutsch-österreichischer Informationsaustausch „Digitale Technologien"	RSA, KNOW	Berlin	Speaking	Forschung, Verwaltung, IT Entscheider	
02.03.2017	Tag der offenen Tür, Catalysts	CAT, SWC,	Linz	DMA booth	Industrie, Verwaltung, IT	
03.03.2017	Abschlussveranstaltung des Open Data Day 2017 Wirtschaftsagentur Wien	DUK	Vienna	Speaking	business, academia, administration	https://wirtschaftsagentur.at/veranstaltungen/business-treff-open-data-day-473/
09.03.2017	Vienna Data Science Meetup	RSA	Wien	Speaking	industry, academia, research, ~60	https://www.meetup.com/de-DE/viennadatascience/
15.03.2017	SFG – OnlineMarketingImpulse – Webanalysen für Jedermann	KNOW	Graz	Speaking	Marketing & Business Development ~50P	http://www.online-marketing-impulse.at/termine/web-analyse-fuer-jedermann/
31.03.2017	Catalysts Coding Challenge (CCC) 2017	CAT, SWC,	Linz, Wien, Salzburg, Graz, Cluj	DMA branding & info material on site	SchülerInnen, Studenten, IT & Data Scientiests	https://contest.catalysts.cc/
31.03.2017	Präsentation DMA Lehrgang Public Management FH Linz	DUK	Linz	Speaking	Students 20	
05.04.2017	DMA MeetUp	RSA, SWC	Salzburg	Organizer		

Date	Event	Partner	Location	Activity	Audience	Link
05.04.2017	Konferenz „Professionelles Wissensmanagement" - Wissensmanagement im digitalen Wandel	KNOW	Karlsruhe	Speaking		http://www.know-center.tugraz.at/meet-know-center-professionelles-wissensmanagement-konferenz/
12.04.2017	E:Day 17	RSA	Vienna	Presentation	40	https://www.wko.at/Content.Node/kampagnen/E-Day/index.html
21.04.2017	Open Science Conference 2017	AIT	Berlin	Attendance, distribute DMA flyer	200	https://www.open-science-conference.eu/
24.04.2017	FACHKONFERENZ BIG DATA / BUSINESS INTELLIGENCE & ANALYTICS	RSA	Wien	Speaking	80	https://www.seidlerconsulting.at/konferenzen/big-data-22-02-2017/
25.04.2017	Nahverkehrskongress 2017	TMobile	Salzburg	DMA talk mit Fokus: Mobilität	Politik, Verwaltung, Verkehrsverbünden, -verbänden und -unternehmen	https://salzburg-verkehr.at/nahverkehrskongress-2017/
27.04.2017	LSZ Big Data Management – Novomatic Forum Wien: Potentiale von Empfehlungsystemen im DDM	KNOW	Wien	Speaking		http://www.know-center.tugraz.at/meet-know-center-lsz-big-data-management-2/
30.05.2017	ADV eGovernment Konferenz	DUK	Krems	Slot	Öffentliche Verwaltung & IT, Österreich	https://www.adv.at/Events/Event-Items/20170530-31_KONF_eGovernment
31.05.2017	e-Government Konferenz 2017	SIEMENS	Krems	Speaking		https://www.adv.at/Events/Event-Items/20170530-31_KONF_eGovernment
14.06.2017	Big Data and Digital Marketing Talks at FH Kärnten	KNOW	Villach	Speaking	~50	
22.06.2017	BKA Blockchain Village Workshop	AIT	Wien	Invited talk: "Blockchain aus 2 Sichten"		
22.06.2017	NBM Conference 2017	KNOW	Graz	Speaking	business ... 100	http://new-business-models.uni-graz.at/en/
11.09.2017	SEMANTiCS2017	SWC	Amsterdam, NL	DMA branding and info material	industry, academia, research, ~400	http://www.semantics.cc

|						
13.09.2017	Wolkenkuckucksheim. Bibliotheken in der Cloud. Österreichischer Bibliothekartag 2017 (Austrian library conference)	ZAMG	Linz	Speaking. Title of presentation: "Daten, frische Daten! Einkaufen am Data Market Austria"	whole event: ~ 800; specific session: ~ 50 (estimated)	http://bibliothekartag2017.jku.at/
13.09.2017	8th Triennial International DLM Conference, Brighton	AIT	Brighton UK	Workshop, Talk: "Blockchain and the Data Market Austria Project"		http://www.dlmforum.eu/index.php/home/all-events/76-dlm-forum-brighton-triennial-arma-international-european-conference
11.10.2017	iKnow 2017, Workshop on the Platform Economy	RSA	Graz	Presentation	20	https://i-know.tugraz.at/
12.10.2017	iKnow 2017, main track	RSA	Graz	Presentation	60	https://i-know.tugraz.at/
17.10.2017	Taxonomy Boot Camp London	SWC	London	Providing material on DMA	200	http://www.taxonomybootcamp.com/London/2017/default.aspx
21.10.2017	ISWC2017 - Business Lounge	SWC	Vienna	Provide information material to participants	~800 (focus academic)	https://iswc2017.semanticweb.org/
22.11.2017	RDA Workshop Austria 2017	AIT	Vienna	Attendance, distribute DMA flyer		
23.11.2017	European Big Data Value Forum 2017, Data Innovation Ecosystem Session	RSA	Versailles, France	Presentation and panel	50	http://www.european-big-data-value-forum.eu/
01.12.2017	Gov Camp Vienna 2017	WMAT, DUK	BRZ	Organizer/Speaking	Clara Landler (WMAT), Malgorzata Goraczek (DUK), Thomas Lampoltshammer (DUK)	https://www.eventbrite.de/e/govcamp-vienna-2017-tickets-38143958607#tickets
2017–2018	at least 4 Vienna Open Data MeetUps	WMAT / ODP	Vienna	Speaking / material	50 / meetup	https://www.meetup.com/de-DE/Open-Knowledge-Oesterreich/

3.2   Web based communication

3.2.1   Website

The website is, of course, the project's primary means of disseminating information about the latest developments, events, webinars and more. The partners continue to make a concerted effort to maintain an active blog and create new content for the site.

Although the number of blog posts varies each month, it never looks out of date. Some posts are short previews of upcoming webinars or other events, others are reports on those, but the most popular are the technical blog posts.

In addition to the blog, the site has an increasing amount of static and semi-static content.
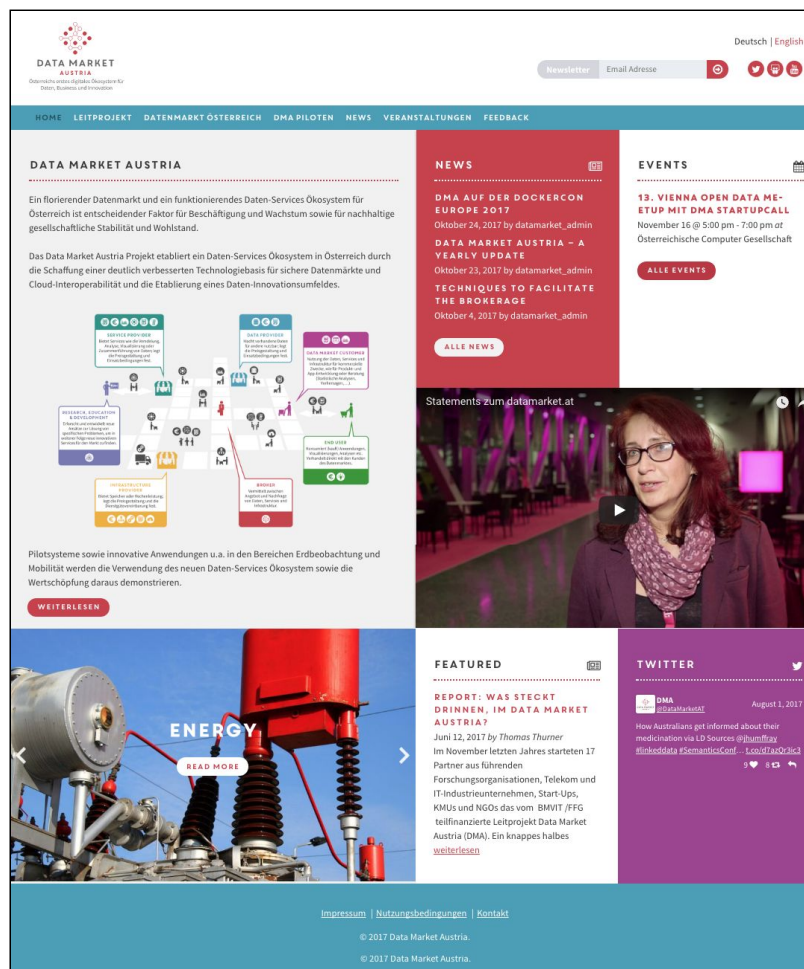
3.2.2   Newsletter

Whilst the website provides the general dissemination channel for the project, use of mailing lists is made to target specific audiences and those who show more interest.

Name	Date	Contacts
Newsletter 10/2016	Oktober 6th, 2016	121
Newsletter 05/2017	May 8th, 2017	484
Newsletter 06/2017	June 7th, 2017	527

As can be seen in the figure below, the newsletter scores are well above the industry average open rate (15%), and the trend is upwards.


3.2.3   Social Media

Twitter is in the focus of DMA's Social Media activity. The consortium communicates own and third party events, own contents and contents related to the overall data market topic. After the first year we are still in the early phase of establishment of our network there.

3.2.3.1   Twitter network

DMA Twitter is following **177** persons and has **163** followers. From October 2016 to September 2017, DMA's tweets got **9532** impressions.

3.2.3.2   Twitter metrics per quarter

| Q4 / 2016 | Q1 / 2017 | Q2 / 2017 | Q3 / 2017 |
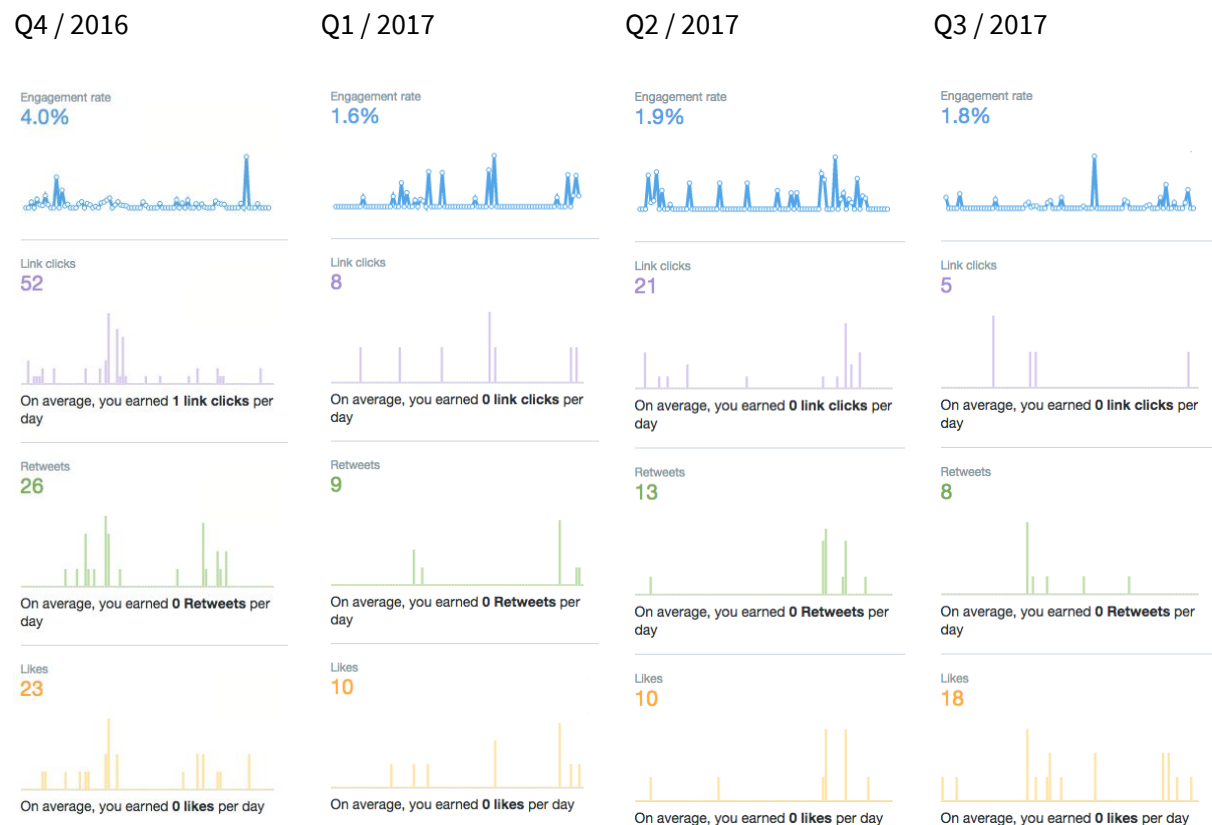
3.2.3.3 Twitter top tweets

time	Tweet text	impressions	engagements
2016-10-07 08:38	Start Austrians 1st Data Market with us! Join the launch event - 03/11/2016 - info + free register - https://t.co/fRkV8xqIeF #DataMarketAT https://t.co/QlKi1fhMnl	1640	64.0
2016-10-27 09:06	Innovation für den Österr. Datenmarkt .. DMA startet am 03.11 .. seien Sie dabei .. https://t.co/fRkV8xIjDf #data #ogd #datamarketat https://t.co/Uvx9OHIPsJ	1336	39.0
2016-12-05 11:53	Linked Data for Enterprises - Austrian Roadmap Study out now! Presentation 15.12. / Vienna: https://t.co/xYum94dCD5 #linkeddata #cio #dma https://t.co/QB5JBTbNhI	1235	25.0
2016-11-04 14:20	Erste Nachlese vom Startevent des #DataMarketAT im T-Center https://t.co/A9b3MPgk0b https://t.co/Ii2WyLfSFz	932	36.0
2017-08-01 12:10	How Australians get informed about their medicination via LD Sources @jhumffray #linkeddata #SemanticsConf https://t.co/sVXQVoi9E2 https://t.co/hb85QXAIcG	895	25.0
2017-01-30 08:28	Hackathon on Virtual Reality, Mobility and Industrial Internet powered by Palfinger https://t.co/bwXSIbne37 #datamarket #ind40 #hackathon	826	15.0
2017-03-23 10:12	Salzburg Big Data Meetup: Daten durch Services in Gewinn umwandeln … 06.April … https://t.co/V5cRePVGku #bigdata #dma #datenwirtschaft https://t.co/mKdCDosjLF	772	26.0
2017-06-14 10:20	Rückblick auf das 3, DataMarket Meetup am 13.06. #datamarket #dma #opendata https://t.co/iGpQJkraF0 https://t.co/7grRajSStI	652	38.0

3.3 Interaction based communication

3.3.1 Association

One of the main questions that were worked on during the first year was the creation of a suitable structure for hosting the DMA Community. A model for a DMA society was created and adapted, but finding a model to suit all partners turned out to be impossible. This work was then moved onto the task of creating a data science society in Austria with a wider remit than just hosting the DMA community (ongoing work, in discussion with BMVIT). For DMA itself, an associates programme model was created and initial implementation is underway.

3.3.2 Liaison

From the very beginning of the DMA close contacts with the German sister project IDS (Industrial Data Space) were established.

The Industrial Data Space initiative was started in 2014 by 12 institutes of the Fraunhofer Society to enable companies to build new applications and use IT-based collaboration while preserving the important aspect of flexibility. The Industrial Data Space is a platform for building new and innovative services and generating a competitive advantage in the era of Industry 4.0 and the Internet of Things. By building this platform there is a strategic chance to enhance vertical and horizontal collaboration in companies and supply chains to improve the value added.

Aligned with their goals, the IDS and DMA have agreed:

1	on **mutual updates** on (technical) roadmaps and architectures. For this purpose meetings, exchange of working documents and specifications and knowledge are done, covering especially the following topics: ● Metadata model, exchange and mapping ● Brokerage models ● Business models ● Standardization initiatives and progress ● Blockchain integration This includes the mutual attendance in working groups.
2	in the **information and potentially coordination** of their internationalization activities, when it comes to transnational projects on the topic and the setup of similar initiatives uproad (e.g. creation of hubs).
3	IDS and DMA provide **access to project deliverables (including also all non-public deliverables)** from the opposite party, always ensuring the non-disclosure of those documents.
4	to give **license free access to components** of DMA and IDS for the experimental use in closed environments. This may be done in granting development accounts between IDS and DMA platform(s), with the possibility to test and install software components necessary to fulfill the goals of the MoU

The formulated MoU between IDS and DMA will be signed in autumn 2017.

3.3.3 Associates Programme

The Associates Programme is built to relate interested parties closer to the DMA. These persons, organisations or companies might act in any of the future roles of the DMA, as Data Providers, Service Providers, Infrastructure Providers, Customers or Brokers. The programme should ensure the involvement of these people in the future developments in collecting needs, use cases and early adoptions to the DMA.

The associates sign a simple bi-lateral agreement where the following points are agreed.

3.3.3.1 Benefits for the DMA

The associates give public witness in

- placing the sign of the DMA Associates Programme on their Website
- promote their partnership via their own channels (Blogpost, Newsletter, Press release, …)
- promote their partnership via Tweets and other Social Media

3.3.3.2 Benefits for the Associate

The DMA accompanies the associate in his/her data-related efforts in

- providing a regularly info newsletter
- place the logo of the the associate on DMA's partner section together with a short portrait of the associate (similar the Partners Map at FIWARE)
- Possibility to participate in the high-end "Associates Online Fireside Chats"
- Series of Interviews with associates at www.datamarket.at
- promote their partnership via Tweets and other Social Media

3.4 Other Communication and Community Metrics

Statistics for Events, personal contacts, Newsletter and Social Media are given in the sections above. Below are other relevant statistics indicating the success of Dissemination and Community Efforts.

3.4.1 Slideshare

Slidedecks are used by partners to present DMA at events, workshops, talks and meetings. The outreach of this channel is difficult to track, as distribution is not tracked and impressions are not always counted. So the figures of our Slideshare Channel count only a part of the outreach that are attained by our slidedecks.

- 29 slidesdecks on slideshare
- 1284 total views on slideshare
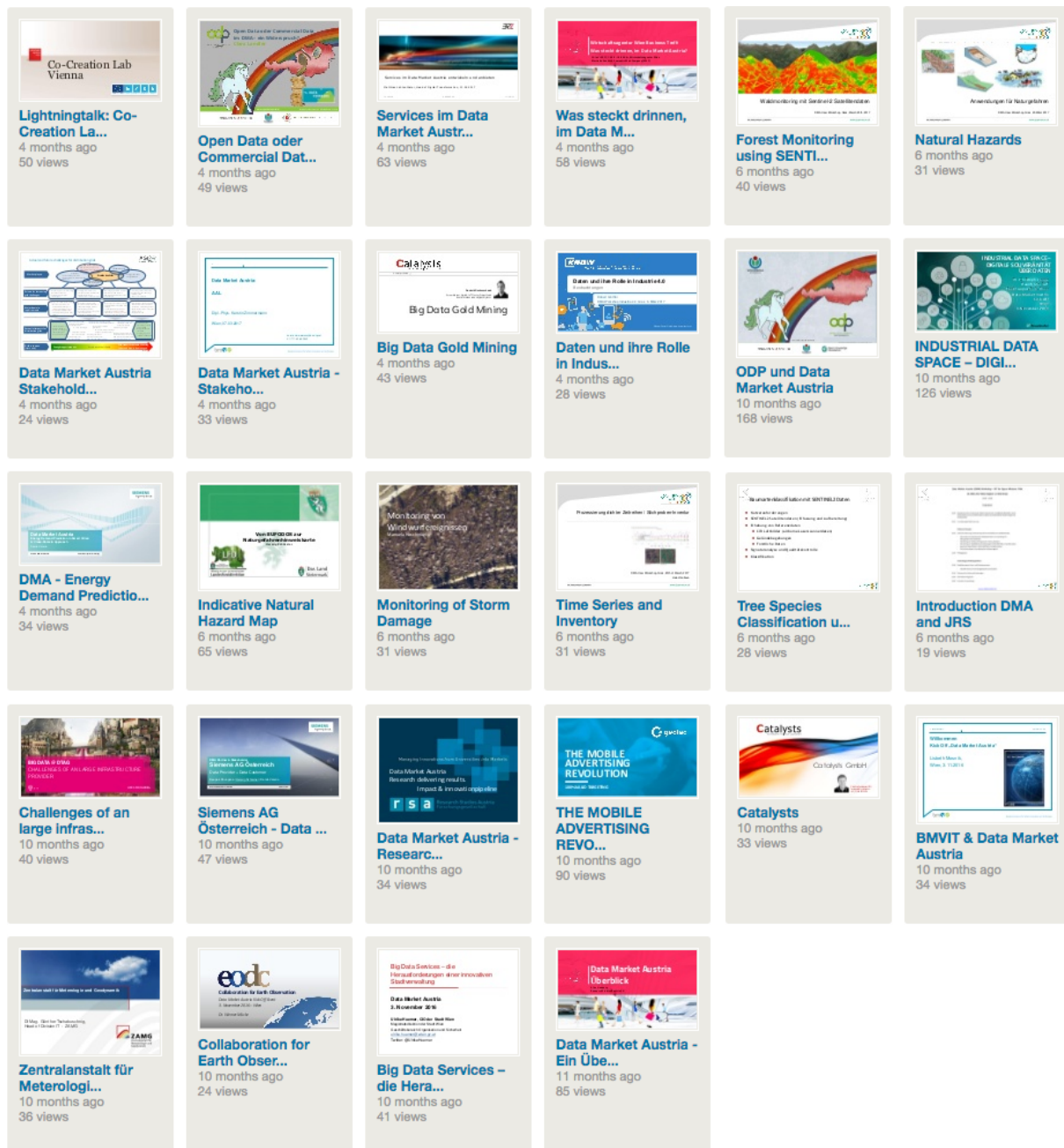
3.4.2   Youtube

There was no special focus on the promotion of the Youtube channel of DMA in the previous year. So only **162 views** of the only video uploaded, were archived. Efforts on the promotion of this channel will be strengthened in the coming year.

3.4.3   Flickr

- 2000 views from November 2016 to October 2017
- 160 pictures

3.4.4   Press Relations

3.4.4.1   Press releases

- 19.04.2017 Presseaussendung MeetUp Salzburg
- 07.11.2016 Original OTS zum KickOff
- 07.11.2016 Presseaussendung KickOff
- 25.10.2016 Presseeinladung – Start Data Market Austria

3.4.4.2   Press clippings

- 05.05.2017 WKO TV: E-Day 17, Mobilitätsdaten in Data Market Austria
- 27.04.2017 FH St.Pölten: Infrastruktur für Big Data schaffen
- 07.04.2017 Salzburger Nachrichten: Daten können Stau verhindern
- 10.11.2016 Report: IT-Unternehmen starten "Data Market Austria"
- 04.11.2016 IT-Press: Projekt soll österreichisches Daten-Ökosystem etablieren
- 04.11.2016 Monitor: Daten sind die neue Infrastruktur
- 04.11.2016 Futurezone: Projekt will neue Geschäftsmodelle mit Daten aufzeigen
- 04.11.2016 derStandard.at: Forschungsprojekt soll österreichisches Daten-Ökosystem …
- 04.11.2016 APA Science: Forschungsprojekt soll österreichisches Daten-Ökosystem …

3.4.5   Academic Publications

- **Matthias Traub, Heimo Gursch, Elisabeth Lex, Roman Kern**; Data Market Austria: Austria's First Digital Ecosystem for Data, Businesses, and Innovation; Exploring a changing view on organizing value creation: Developing New Business Models. Contributions to the 2nd International Conference on New Business Models; Institute of Systems Sciences, Innovation and Sustainability Reports #8; Institute of Systems Sciences, Innovation and Sustainability, University of Graz; 2017 (KNOW)

- **Johann Höchtl, Thomas J. Lampoltshammer**; Social Implications of a Data Market. CeDEM17 - Conference for E-Democracy and Open Government; pp. 177-180; Edition Donau-Universität Krems, Krems; 2017 (DUK)