

# DATA MARKET AUSTRIA

[www.datamarket.at](http://www.datamarket.at)

## Community Building Coordination, Dissemination & Exploitation Plan

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FFG

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## **Executive Summary**

This document describes the strategy and approach as well as the concrete activities of Data Market Austria in regards to dissemination (communication / promotion), community building and -involvement and exploitation.

It starts with an overview of the planned activities and the explanation of related work packages and tasks (along Description of Work, DoW) as well as identified interdependencies. Followed by a section about objectives of strategies and work planned for the overall DMA project and later product.

The next chapters provide insight into: (i) target groups and stakeholder identification and contacting approach, (ii) planned and already created communication material and channels (of DMA and of DMA partners), before (iii) explaining how success of communication and community work will be measured by DMA in the form of a comprehensive metrics system of measurable criteria for success and (iv) finally given insights into the concrete dissemination plan on a monthly basis with a strong focus on the planning for the first year (19/2016 to 09/2017).

A summary and conclusion closes this document.

## Table of Contents

Introduction Community Building Coordination, Dissemination & Exploitation Plan	4
Introduction along the Work Plan (Description of Work, DoW)	4
Introduction and Objectives	5
Stakeholder identification methodology (Target Groups)	7
Data Market Austria - Material and Channels for Community Involvement and Dissemination	8
DMA Material and Channels	8
Partners Communication Channels	9
Measureable Criteria for Success - Communication and Community Metrics	11
Dissemination Plan DMA (2016 - 2019)	12
Conclusion	15

## List of Abbreviations

DMA   Data Market Austria

# 1 Introduction Community Building Coordination, Dissemination & Exploitation Plan

## 1.1 Introduction along the Work Plan (Description of Work, DoW)

The document on hand, Deliverable D2.1: 'Community Building Coordination, Dissemination & Exploitation Plan', follows the structure of WP2: 'Community Involvement, Requirements & Dissemination (EE)' with the following specified objectives.

The goals of this Work Package 2 are:

- Organise and implement the necessary activities for attracting major stakeholders from different data value chain domains, in particular communities around the project Pilot domains (ICT for Space Missions, ICT for Mobility), but also the other three IKT der Zukunft core areas: Energy, AAL and Industry 4.0 and to establish necessary collaboration channels.
- Elicit (analyse and understand) their business cases, (regulatory, technical, societal) needs and requirements regarding the Data-Services Ecosystem Austria. The work package will further investigate cross-domain synergies that could improve the effectiveness and competitiveness of the relevant projects, products and services.
- Establish a focal point for Data Economy in Austria and in particular for relevant parties interested in contributing or taking advantage of the developed Data-Services Ecosystem Austria and disseminate the project and project results.

Whereby the focus of this document on hand lies on Items number 1 and number 3 (as Item number 2 is part of the Deliverables D2.2 and D2.3: Community-driven Data-Services Ecosystem Requirements (first version, second version)).

Results of the plans that are described in this deliverable on hand will be provided in three later deliverables, namely:

- D2.4: First Annual report on Community Building & Dissemination Activities [M12]
- D2.6: Second Annual report on Community Building & Dissemination Activities [M24]
- D2.8: Third Annual report on Community Building & Dissemination Activities [M36]

Thereby this deliverable deals with the planning for the following 2 DMA Tasks:

**Task 2.2: 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 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).

and

**T2.4 Dissemination & Sustainable Exploitation:** 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

## D2.1 Community Building Coordination, Dissemination & Exploitation Plan

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, R&D project orchestration. Industrial dissemination as industry presentations, special media publications, social media and other communication activities & event organisation (annual Austrian Data Forum), webinars etc. All measures with a national focus (German language) but providing 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 discussed 2 tasks are strongly interconnected with other Tasks (and Work Packages) in the DMA project as follows:

- Task 2.1 Community driven Requirements Evaluation
- Task 8.1: Pilot-Specific Requirements (for Mobility)
- Task 9.1: Pilot-Specific Requirements (for Earth Observation)
- AND: with WP3: Business, Legal and Societal Research Issues

All DMA partners are active in the WP2 - mainly in the Task 2.4 Dissemination and several partners are working together on Task 2.2 Community Building. The split of resources in person months (PM) is as follows:

SWC (lead): 12.6, RSA: 7.0, AIT: 2.1, CATALYSTS: 0.9, COMPASS: 0.6, DUK: 6.4, EODC: 1.0, INITS: 14.2, JRS: 2.3, KNOW: 1.1, BB: 0.9, SIEMENS: 0.6, TMA: 1.1, TDA: 0.7, TSA: 0.7, WMAT: 1.7, ZAMG: 2.1

## 1.2 Introduction and Objectives

This document details the Data Market Austria (DMA) strategy for reaching existing communities linked to the five key topics announced by BMVIT and beyond: Earth Observation, Mobility, Industry 4.0, Active & Assisted Living and Energy (with a focus on the two listed at the beginning - Earth Observation and Mobility - as being the ones selected by DMA as focus areas). The strategy intends to establish one or more Data Market related community groups on top of the mentioned key topics.

Furthermore this document describes the approach in dissemination of Data Market Austria (mainly the project but also a first approach for disseminating / promoting the DMA itself) as well as first ideas in regards to exploitation strategies of the partners and of the overall DMA project / product.

This exercise is crucial for the objectives of WP2, which include the elicitation and analysis of the Data Market demands and requirements of stakeholders from the whole Data Market Ecosystem.

It will also ensure strong visibility in all key topic areas, so that the resulting Data Market Austria (DMA) Platform is used by as many stakeholders as possible in Austria and above. In addition, respectively (specially) identified stakeholders will be carefully selected and invited to act as multipliers.

The deliverable describes the methodology for identifying Austrian networks and communities (including also H2020 projects, participating organisations, industrial players, et al) which are to be contacted and to be involved in the DMA project and its activities. The document also explains the identified and specified measures of how to involve and how to communicate with such stakeholders. Particularly, identified stakeholders will be invited to stakeholder workshops, meetups, related events, mailings (and social media activities) and presentations as well as - later on in the project - in a newly founded association, which is planned to carry on community work

## D2.1 Community Building Coordination, Dissemination & Exploitation Plan

beyond the project's end.

Outreach and dissemination, which includes initial contacting, community creation and enabling and communication, will be coordinated through community companions which are dedicated consortium members, known and new external partners as well as public bodies that DMA co-operates with (FFG, BMVIT).

To summarise, objectives of community involvement and dissemination activities are:

- Data Market Austria (DMA) as THE Single Point of Access for Data, Services, Data Economy, etc (in Austria & above)
- Austrian Wide Communication & Activities
- International Alignment with similar / related Initiatives
- ALL 2+3 Topics need to be covered (Mobility, Earth Observation +3)
- ALL Stakeholders need to be actively involved
- All existing Networks & Communities to be invited & involved!
- ALL areas of data to be covered (Open Data, IoT, BigData...)
- Communities of Knowledge' AND 'Communities of Practise' to be established - DMA as a hands-on project!

The two areas are split and interconnected as follows (giving a rough overview of activities planned):

<b>Community Building</b> <ul style="list-style-type: none"><li>● KickOff Event</li><li>● Stakeholder Workshops</li><li>● MeetUps &amp; DataCamps</li><li>● DMA Roadshow</li><li>● Event Participation &amp; Talks</li><li>● Central Tool: Mailings / NL</li><li>● DMA Channels (see beside)</li><li>● Austria Data Forum (ADF) Support</li><li>● Proactive involvement of existing networks and initiatives!!</li></ul>		<b>Dissemination</b> <ul style="list-style-type: none"><li>● DMA own channels<ul style="list-style-type: none"><li>○ Website</li><li>○ Social media</li><li>○ Printables</li><li>○ Newsletter</li></ul></li><li>● Partner Channels<ul style="list-style-type: none"><li>○ Newsletters</li><li>○ Websites</li><li>○ Blogs</li></ul></li><li>● PR Activities</li><li>● Events &amp; Publications</li></ul>
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## 2 Stakeholder identification methodology (DMA Target Groups)

The target groups of DMA are several different groups of data driven organisations and individuals that need to be addressed in different ways - as follows an overview of the identified DMA target groups that are specified along the main stakeholder groups of DMA:

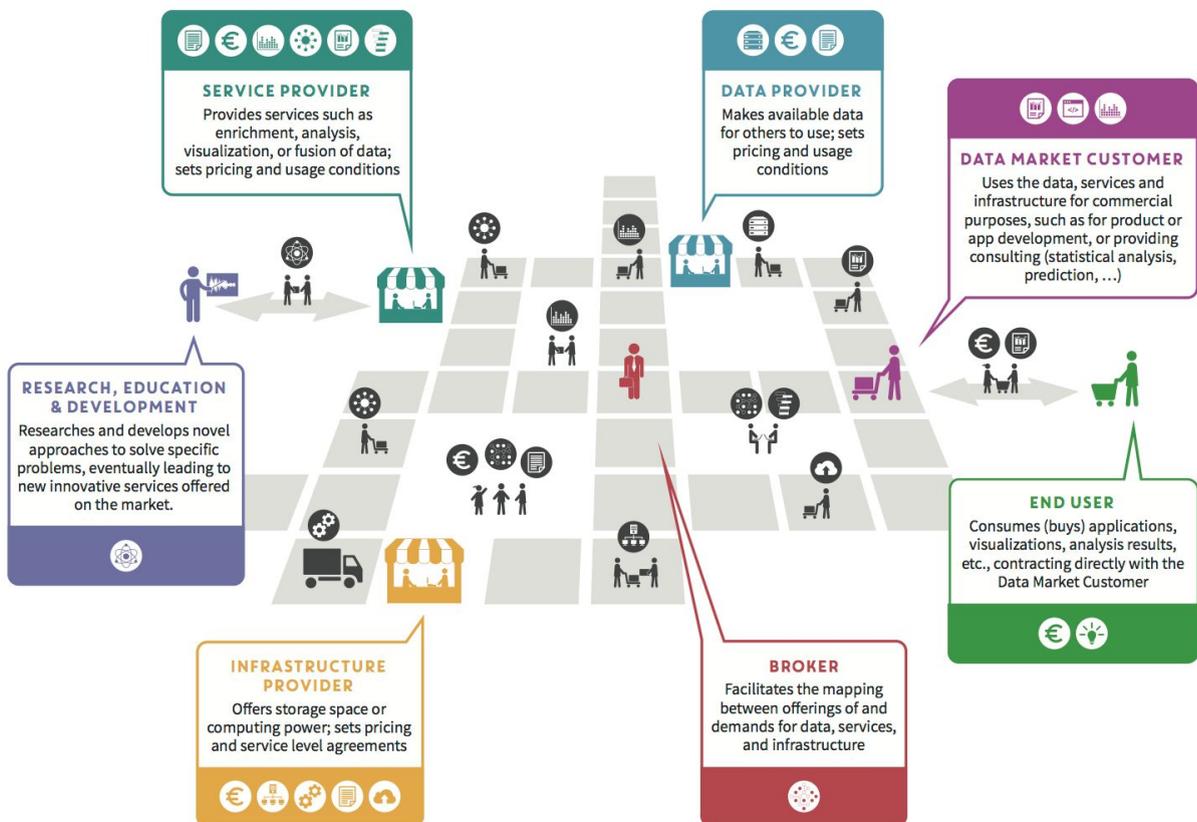


Fig.: Main Stakeholder Groups of Data Market Austria

Furthermore there are target groups of DMA that can be classified as follows:

- Government
- Industry
- Research
- Academia
- Public
- Media
- Community (this section put together various target groups listed above on the specific approach of community involvement and community building)

A crucial point for success in building and establishing a (data) community around the DMA is a

sustainable and efficient strategy for identification and addressing relevant stakeholders.

The approach of DMA in this is as follows combined with a mix of several concrete activities:

<b>Type of Stakeholder identification and contact</b>	<b>Planned activities to reach such stakeholders</b>
<b>Direct stakeholder identification and contact</b>	<ul style="list-style-type: none"> <li>● events (presentations, participation, exhibition)</li> <li>● workshops (DMA organised and others)</li> <li>● MeetUps (DMA organised and others)</li> <li>● Emailing (direct mailing)</li> <li>● Addressing stakeholders via partner channels</li> <li>● Social media &amp; network activities</li> <li>● Trainings</li> <li>● Webinars</li> <li>● DMA StartUp programme</li> </ul>
<b>Multiplier Stakeholder identification and contact (activities through multipliers)</b>	<ul style="list-style-type: none"> <li>● Cooperations with other networks that act as multipliers to relevant stakeholders (as FFG, bmvit, data related communities (e.g. IoT Austria or OKF Austria) etc.</li> </ul>
<b>Additional indirect stakeholder identification and contact</b>	<ul style="list-style-type: none"> <li>● Print material</li> <li>● Press releases and PR activities</li> <li>● Publications</li> <li>● Use of broad communication channels</li> <li>● Social media &amp; network activities</li> </ul>

## 3 Data Market Austria - Material and Channels for Community Involvement and Dissemination

### 3.1 DMA Material and Channels

Immediately after the project start of Data Market Austria, the WP2 team started the work on community involvement and dissemination material to ensure: (i) prompt start of any (communication and community) activities using a clear and catchy DMA brand (colour, forms, wording et al) in the form of a DMA branding style guide and (ii) to kick off the project with a public event on 3rd of November 2016 (in the course of the official project kick off of the consortium, see: <https://datamarket.at/event/start-des-data-market-austria/>) with such a clear and sustainable brand!

Thereby the following DMA material has been developed and provided to all DMA partners with clear guidelines on how to use:

- Website: [www.datamarket.at](http://www.datamarket.at)
- DMA Logo (web & print, several Size & Mutations)
- DMA Styleguide (Usage of Logo, Colours & Look & Feel)
- RollUps (3 pieces available to be used together or in parallel)
- DMA Folder (English and German)
- Sticker (to be produced later in project e.g. for the Beta Launch)
- Templates (Presentations, Documents, Deliverables, SlideDeck et al)
- Video & Testimonials
- DMA Posters
- DMA InfoGrafik

All with the basic principle: Print on Demand - all material available for printing on demand by the DMA partners; means printables available in the official project share.

Furthermore the following DMA communication channels have been created:

- **Website**: [www.datamarket.at](http://www.datamarket.at)
- **Social media channels**:
  - twitter: @DataMarketAT | #DataMarketAT - <https://twitter.com/DataMarketAT>
  - Slideshare: [http://www.slideshare.net/DataMarket\\_Austria](http://www.slideshare.net/DataMarket_Austria)
  - YouTube: <https://www.youtube.com/channel/UCKNxNqlmaSXX-BIDAz8Asbw>
  - LinkedIn Group & Xing Group: in progress of creation at the time of creation of this deliverable.
- **Newsletter** (based on a Mailchimp system) via website & maintained by partners: <https://datamarket.us14.list-manage.com/subscribe/post?u=f16355f145a54986083414ab2&id=fed30f935a>

## D2.1 Community Building Coordination, Dissemination & Exploitation Plan

- **Internal:** a comprehensive system of DMA Mailing-List(s) for the whole consortium, for work packages, for working groups et al.
- At least **1 MeetUp @ every DMA Plenary** as community measure (to bring together DMA team with the Austrian data community and above)

Remark: the process of DMA community and communication material and channel creation / improvement and maintenance is an ongoing activity along the whole project period (10/2016 - 09/2019). The 3 planned reports on dissemination and community involvement will recap material and channels and provide an up to date picture on such channels and material on a regular basis.

### 3.2 Partners Communication Channels

All DMA partners were asked to provide a list of their respective communication channels that can be used for DMA activities - the results are as follows.

In the course of the Dissemination Reports Deliverables (as listed above) this list (that is a dynamic / living document) will be updated on an annual basis.

Organisation	Channel	URL	Notes
SWC	blog: Semantic Puzzle	<a href="http://blog.semantic-web.at/">http://blog.semantic-web.at/</a>	blogposts only (EN language)
SWC	SWC Newsletter		quarterly to ~1k+ subscribers
SWC	SWC website	<a href="http://www.semantic-web.at">http://www.semantic-web.at</a>	news, events (DE & EN possible)
SWC	PoolParty NL		only EN & only if PoolParty related; 1k+ subscribers mainly international
Compass	Compass website	<a href="http://www.compass.at">http://www.compass.at</a>	news, events (DE & EN possible)
Compass	newsletter		quarterly
RSA	RSA Website	<a href="http://researchstudio.at">http://researchstudio.at</a>	news, events (DE and EN)
DUK	Newsletter		Department Newsletter
DUK	Blog	<a href="http://digitalgovernment.wordpress.com">digitalgovernment.wordpress.com</a>	
DUK	Studierende		by other departments
AIT	Newsletter	<a href="http://www.ait.ac.at/news-events/ait-newsletter/">http://www.ait.ac.at/news-events/ait-newsletter/</a>	all Centers, DE & EN
AIT	Twitter	<a href="https://twitter.com/AITtomorrow2day?lang=en">https://twitter.com/AITtomorrow2day?lang=en</a>	
WMAT	News ODP	<a href="https://www.opendataportal.at/news">https://www.opendataportal.at/news</a>	Open Data related News
WMAT	Twitter ODP	<a href="https://twitter.com/odp_AT">https://twitter.com/odp_AT</a>	
WMAT	Facebook ODP	<a href="https://www.facebook.com/OpenDataPortalAT">https://www.facebook.com/OpenDataPortalAT</a>	

WMAT	Newsletter ODP	<a href="http://wikimedia.us8.list-manage.com/subscribe?u=21bb9481a66dc54789e5f4ff5&amp;id=65947cd65c">http://wikimedia.us8.list-manage.com/subscribe?u=21bb9481a66dc54789e5f4ff5&amp;id=65947cd65c</a>	Open Data related News, mostly Community-Meetings
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## 4 Measureable Criteria for Success - Communication and Community Metrics

As follows you can find the identified and agreed measureable criteria for success of the DMA dissemination and community activities.

These activities are measured by different consortium members (DMA dissemination team members) on a monthly basis (with different starting dates of the measure as the channels / criteria has been established at different times of the project) whereby the results are collected on a quarterly basis by the dissemination team to analyse the progress and the success or failure of the dissemination and community activities to furthermore monitor where the team can rework and/ or refine activities et al to have more success in the future.

Also the measureable criteria itself will be refined (new criteria to be added, not really working ones will be removed) over time / on an annual basis.

As follows the initial list of measurable criteria for success.

### Criteria before (and partly also after) the Beta Launch (planned 09/2018)

- Website statistics (later DMA statistics) using the integrated analytics system (Google Analytics)
- Figures of Social Media channels
  - twitter
    - number of followers of @DataMarketAT
    - tweets (re-tweets et al) on #DataMarketAT
  - Slideshare
    - number of slides
    - number of followers
    - number of total views on DMA slides
  - YouTube
    - number of views on DMA videos
    - number of followers
  - LinkedIn (Group)
    - number of members
    - grade of activity
  - Xing (Group)
    - number of members
    - grade of activity
- Numbers of participants in DMA events (and number of audience when DMA was presented at other events)

## D2.1 Community Building Coordination, Dissemination & Exploitation Plan

- workshops
- MeetUps
- conferences
- Summer Schools (held)
- others / etc.
- Subscribers to the DMA Newsletter
- Contacts & Cooperations with networks and organisations (3rd parties)
- Number of press releases
- Number of press clippings
- Academia: Number and sort of publications (poster, short paper, full paper) as well as normal publications (books, magazines etc)
- Engagement in standardisation bodies (W3C, OASIS, ...) - if any
- Number of quality contacts to
  - data related communities (in Austria and above)
  - related / similar initiatives and projects
  - related / similar products (potentially better to establish this criteria after Beta Launch)

### **Additional Criteria after the Beta Launch (planned 09/2017)**

- number of provided / offered datasets
- number of provided / offered services
- number of registered users (and user activity - to be specified)
- number of organisations registered at DMA
- usage of tools on DMA (e.g. Jupyter, service creation framework etc)

This above mentioned criteria for success has been put into an Excel Spreadsheet and responsibilities have been set to evaluate & fill in figures monthly / quarterly basis there.

## 5 Dissemination Plan DMA (2016 - 2019)

As follows the 1st Dissemination Plan listing the concrete planned activities of DMA along the whole project duration 2016 - 2019 (as developed at the time of creation of this deliverable) with a strong focus on the first project year as this can be most concrete. The Dissemination plan as follows will be taken into account and refined / improved / detailed for the following years in the course of the annual dissemination and community involvement report deliverables.

Additionally there will be a difference in the dissemination strategy applied between the two major project phases (i) before the DMA Beta Launch (planned for 09/2018) and (ii) after the DMA Beta Launch, as of the DMA being in place available for the public online after the launch, and thereby a shift in communication from project communication to product communications.

Finally the incubator / start up programme of Task T2.3 Start-up Ecosystem will be supported intensively by the communication and community efforts.

Date (Period)	Main topic(s) and focus	Channels & Activities
Month 1 (October 2016)	Preparation of project communication & community activities	<ul style="list-style-type: none"><li>● logo</li><li>● styleguide</li><li>● website draft</li></ul>

## D2.1 Community Building Coordination, Dissemination & Exploitation Plan

		<ul style="list-style-type: none"> <li>• templates</li> <li>• printables (flyer, rollups, etc)</li> <li>• Press release work</li> </ul>
Month 2 (November 2016)	Public launch of the project including intense pr activities	<ul style="list-style-type: none"> <li>• Kick Off Meeting</li> <li>• Public Kick Off Event</li> <li>• Launch final website</li> <li>• Email newsletter set up</li> <li>• Press release work</li> </ul>
Month 3 (December 2016)	Start of DMA dissemination and community team building	<ul style="list-style-type: none"> <li>• Update website</li> </ul>
Month 4 (January 2017)	Work on dissemination and community planning for year 1	<ul style="list-style-type: none"> <li>• Website updates</li> <li>• Mailings Stakeholder workshops</li> </ul>
Month 5 (February 2017)	Outreach to Stakeholders by stakeholder workshops (for requirements engineering)	<ul style="list-style-type: none"> <li>• Website updates</li> <li>• DMA Stakeholder Workshops (and Pilot WS)</li> <li>• Mailings Stakeholder workshops</li> </ul>
Month 6 (March 2017)	Outreach to Stakeholders by stakeholder workshops (for requirements engineering). Plenary Preparation.	<ul style="list-style-type: none"> <li>• Catalysts Open Day (Linz)</li> <li>• Catalysts Coding Contest - across Austria and above</li> <li>• DMA Stakeholder Workshops (and Pilot WS)</li> <li>• Website updates</li> <li>• Mailing (Salzburg event)</li> </ul>
Month 7 (April 2017)	Salzburg Plenary and MeetUp	<ul style="list-style-type: none"> <li>• Plenary Salzburg</li> <li>• DMA MeetUp in Salzburg</li> <li>• Website updates</li> </ul>
Month 8 (May 2017)	Continuous community and communication work	<ul style="list-style-type: none"> <li>• Website updates</li> <li>• CeDem Conference (Krems)</li> <li>• Mailing (Vienna MeetUp June'17)</li> </ul>
Month 9 (June 2017)	Continuous community and communication work	<ul style="list-style-type: none"> <li>• DMA MeetUp in cooperation with Wirtschaftsagentur</li> </ul>

## D2.1 Community Building Coordination, Dissemination & Exploitation Plan

		<p>Wien und BRZ (Digital Community)</p> <ul style="list-style-type: none"> <li>● Website updates</li> </ul>
Month 10 (July 2017)	Continuous community and communication work - remark: summer break	<ul style="list-style-type: none"> <li>● Website updates</li> </ul>
Month 11 (August 2017)	Continuous community and communication work - remark: summer break	<ul style="list-style-type: none"> <li>● Website updates</li> </ul>
Month 12 (September 2017)	<p>Development of a webinar plan for year 2 to reach additional audiences via a webinar series.</p> <p>Reporting of dissemination and community building activities and respective planning for year 2.</p>	<ul style="list-style-type: none"> <li>● SEMANTiCS2017 conference, Amsterdam (NL)</li> <li>● Website updates</li> </ul>
Year 2 (10/17-09/18)	<p>Expanding the community; getting in touch with more networks and initiatives with concrete DMA offerings (for cooperation); working with an association (?); fostering communication and communication planning of the Beta Launch in 09/2017;</p> <p>Plus: improve DMA dissemination and community team building</p>	<p>All channels with strong focus on PR activities for Beta Launch.</p> <p>Plus</p> <ul style="list-style-type: none"> <li>● i-Know2017, Graz</li> <li>● Quarterly newsletter</li> <li>● Start of the webinar series with bi-monthly or quarterly webinars</li> </ul>
Year 3 (10/18-09/19)	<p>Shift from project communication to product communication; stronger focus on user support and acquisition for DMA (platform) in addition to community efforts</p>	<p>All channels with focus on DMA Platform use.</p> <p>Plus</p> <ul style="list-style-type: none"> <li>● Potentially BDV Forum in Vienna (12/2017) with strong DMA organisational involvement</li> </ul>

### Continuous tasks in dissemination and community building

- Website updates
- Update of list of events DMA will be presented, DMA participates (one or more team members) and/or organises (led by DMA partner SWC, responsibility: all partners)
- Updates on list of (DMA related) publications (led by DMA partner RSA, responsibility: all)

- partners))
- Update list of communication channels of partners (led by DMA partner SWC, responsibility: all partners)
- Maintenance of social media channels and social media networks
- Bilateral communication with stakeholders interested in DMA
- Evaluation and collection of measurable criteria for success
- Continuous improvements of communication and community involvement planning (strategy, activities)

## 6 Exploitation Approach DMA

At the time of deliverable writing - that has taken place in a very early stage of DMA - the exploitation strategies are still vague and only little concrete.

Nevertheless the DMA exploitation strategy will follow a differentiation between:

- (i) research / academia partners: that will mainly focus on the use of DMA results in the course of further research and development activities, and
- (ii) industry partners: that will foster exploitation of results (software, tools, data, services) into the market with different interests and strategies.

Such strategies will be mainly described in two WP3 Deliverables:

- D3.2: First Report on Business Model Development [M12]
- D3.3: Business Plan [M18]

Furthermore there will be a differentiation between

- (i) exploitation per partner, and
- (ii) overall DMA exploitation

both areas to be described in the above mentioned WP3 deliverables.

## 7 Conclusion

Communication planning and activities as well as efficient and sustainable community building and -management activities are crucial for success of Data Market Austria as the best technical data ecosystem is useless if only used little!

Thereby the communication and community strategy, plans and activities include a wide range of items from target group identification and specification, over stakeholder identification and addressing, to continuous communication and community work in the form of online and offline activities as listed in detail in this document on hand.

To measure success a system of quality and quantitative metrics of measurable criteria for success has been identified and specified and is used along the project duration (this system also to be evaluated and improved continuously) to ensure (i) monitoring of the communication and

## D2.1 Community Building Coordination, Dissemination & Exploitation Plan

community work as well as (ii) refinements and improvement of this!

Communication and community work only works well if led and coordinated by a small group of individuals BUT the concrete work accomplished by as many partners (and 3rd party multipliers) as possible. This means that team building and involvement of the whole DMA consortium and above is a crucial factor for success in this work and will have a special focus.

In the course of annual reporting on dissemination, community involvement and exploitation activities the work done will be reported and also respective strategies and future activities will be evaluated and refined / improved for the next period (the coming year). This ensures a dynamic and flexible approach of communication and community work in DMA.