



PROJECT

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	Athena Research and Innovation Center, IMIS, Greece, (ATHENA)
	University of Southampton, Web and Internet Science Group, UK, (SOTON)
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	City of Munich, Department of Labor and Economic Development, Germany, (MUNICH)
	Entidad Publica Empresarial Red.es, Shared Service Department, Spain, (RED.ES)



ΙΠΣΥ ΙΜΙS





DELIVERABLE

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MANAGEMENT SUMMARY

The aim of the dissemination in the OpenDataMonitor project was to deploy the most efficient outreach activities to disseminate the project's outcomes to our target audiences. The goals were to:

- ensure on-going awareness of the project among open data publishers, consumers and wider stakeholders across Europe so that the platform is adopted by the community and continues to have an impact after project completion;
- directly engage with relevant communities and act on feedback from them in the development of the ODM platform;
- share relevant research findings and innovative concepts that were achieved during the project with the scientific community through publications and conference papers. In addition, project partners contributed to and participated in focused concertation actions, themed seminars or special interest groups.

Therefore, we developed a dissemination strategy right at the outset of the project and set quantifiable KPIs to measure our achievement. Overall, we have achieved and exceeded even the high targets for all the KPIs set at the beginning of the project. All KPIs have been surpassed by at least 25 per cent and up to 250 per cent (number of participants at events). Thereby, we have laid the groundwork not only for engagement during the project, but also its sustainability after the project's end.

We have achieved this through a targeted approach focused on specific stakeholders that used various means of dissemination. The activities comprise a combination of online and offline dissemination. Online activities were i.a. the project website and the know-how website with lively videos. We kept a steady stream of updates through newsletters, blog posts and press releases. A special focus area in our online dissemination was social media. Here, we garnered interest among more than 1.600 followers on Twitter, engaged in LinkedIn and contributed to Github. Offline, ODM has been presented at 50+ events in presentations, poster sessions, workshops and community meetups. Special highlights were the invited keynote to the CeDEM conference and our ODM Symposium in London with more than 50 attendees. Also, we produced a range of materials, such as posters, handout flyers, factsheets, postcards and stickers. The publications which are at the core of this deliverable cover different research disciplines (informatics, administrative sciences, open government, eGovernment), different publication outlets (conference proceedings, academic journals, professional journals) as well as three of the main languages in the European Union (EN, FR, DE). Thereby we could ensure to share the insights generated during the project widely.



1 DISSEMINATION STRATEGY

As outlined in the OpenDataMonitor (ODM) description of work (DOW), the aim of WP5 Dissemination and Exploitation was to identify and deploy the most efficient outreach activities to disseminate the project's outcomes to our target audiences.

Steering the direction and underpinning the activity of WP5 is T5.3, Publications, conferences and concertation actions, where relevant research findings and innovative concepts that are achieved during the project are presented to the scientific community through publications and conference papers. In addition, project partners contribute to and participate in focused concertation actions, themed seminars or special interest groups. This deliverable reports on the activity undertaken within the task. A full list of all activity undertaken can be found in the Appendix section of this report.

As leaders for WP5, the Open Data Institute (ODI) led on the overarching impact creation strategy for the project. This targeted specific stakeholders and audience groups (see 'target audiences and dissemination channels' below) and was followed throughout the entire duration of the project. This strategy contained policies for communication, dissemination and audience creation. It connected the research and technical outputs with the community and provided valuable knowledge and learning resources. The strategy focused on ensuring that:

- there is general on-going awareness of the project with open data publishers, consumers and wider stakeholders across Europe;
- the project engages directly with relevant communities and acts on feedback from them in the development of the ODM platform;
- the platform is adopted by the community and continues to have an impact after project completion.

To deliver these objectives we adopted an open-source collaboration strategy and committed to openly publishing documents, reports and details of the research undertaken throughout the project, as well as creating valuable knowledge assets and providing a Github repository for developers to contribute to the backend code.

1.1 Dissemination Goals

To measure the success of our outreach activity, we followed key performance indicators (KPIs) set out in the DOW which were comprised of:

- number of press releases
- number of twitter followers
- number of tweets
- number of retweets
- number of blog posts (where ODM was mentioned)



We gave ourselves low, optimal and high level targets for these KPIs, which we reported to in our first year periodic report. We also added an additional KPI for the second year, "number of participants at events¹."

		Target 2nd year (low)	Target 2nd year (optimal)	Target 2nd year (high)
Number of press releases	2	5	7	10
Number of <u>twitter followers</u>	626	800	1000	1250
Number of tweets	121	200	300	450
Number of re-tweets	110	150	250	400
Number of blog posts (where ODM was mentioned)	3	6	10	20
Number of participants at events (workshops, hackathons, etc)	N/A	20	50	100

Following our first scoping of the technical solutions, undertaking research and commencing development, year two focused on launching the platform. The ODM platform was launched in February 2015, coinciding with Open Data Day. Following this, our engagement activity ramped up and our interested community grew in parallel. With further iterations to the platform and an increase from partners in the number of events, facilitated workshops, demonstrations and publications the ODM consortium contributed towards, we met and over excelled our KPIs.

¹ (workshops, hackathons, etc)



Table 1.2 Figures achieved for the end of the project (last updated: 2015-10-21) against the targets we set to	
achieve.	

	•	Target 2nd year (optimal)	, i i i i i i i i i i i i i i i i i i i	Periodic report 2nd year
Number of press releases	2	7	10	20
Number of <u>twitter followers</u>	626	1000	1250	1671
Number of tweets	121	300	450	626
Number of blog posts (where ODM was mentioned)	3	10	20	25
Number of participants at events (workshops, hackathons, etc)	N/A	50	100	2480+

1.2 Target Audiences and Dissemination Channels

Our marketing message for ODM is that it aims to overcome some of the main challenges in understanding the availability and gaps in open data. Through providing analytics, visualisation capabilities and data for download, the ODM platform delivers a tool that caters to the needs of a wide range of different end user types, with different purposes concerning open data.

These users include: start-ups and entrepreneurs, policy makers, open data portal owners, journalists, researchers and academics.

Both open data publishers and consumers benefit from the tool delivering:

- a richer understanding as to what datasets are available, at regional, national and European levels, to support increased reuse of these open data resources by a wide range of users, from developers, to government and public bodies and citizens.
- a sharper overview of the availability of both regional and national open data, as well as a clear collection of open data resources.
- tools that support development of both sustainable and profitable open data policies and strategies, which will be enhanced through an understanding of the gaps in datasets, and areas to focus on.

In essence, ODM:

- supports entrepreneurs looking for reusable data with which to create new services
- shows open data owners what high quality open data looks like



- enables policy makers to better understand how other cities, regions and countries are adopting open data and the impact it is having
- and enables researchers to gain insight into open data publishing patterns.

In order to effectively engage with these communities to create impact, a number of different online and offline methods of dissemination were undertaken.

This includes the creation of a <u>project website</u> and <u>knowledge base</u>, design of a project logo and project branding, press releases, news stories and blog posts, newsletters, postcards and stickers, use of social media (predominantly Twitter and online forums), presentations and workshops at international conferences, hackathons and meetups, scientific publications and the ODM symposium. Reflections on the activity undertaken through these online and offline methods follow in the next section of this report.



2 GENERAL DISSEMINATION

2.1 Online Dissemination: Project Website, Newsletter and Social Media

Project website and know-how

Our project website was created in the first month of the project to provide information about the project and a timeline of activity, access to the deliverables, details of dissemination and events, and information about the partners and our external expert and advisory board (EEAB). Further details for this have been reported in our first periodic report.

In addition to the platform and project website, a knowledge base was created at the end of Y1 which provided <u>instructions and training manuals</u> to make the best use of the ODM platform (further information has been provided within WP4).

The <u>knowledge base</u> also provided key insights 'distilled down' from the deliverables submitted to the EC and available on the project website.

<u>Technical resources</u> were highlighted through this website to communicate our github repository to the developer community, encouraging members to build on platform's underlying code. These resources ensure that post project completion the insights from ODM continue to be used by the open data community and encourage them to contribute.

Project logo and branding

In the first year of the project a logo, clear brand and identity were designed for online and offline dissemination of the project. We ensured that the logo was used throughout all three websites as well as social media (Twitter). Additional offline methods of use are reported on in the next section of this report.

Newsletters, blog posts and press releases

Within T5.2, newsletters and press releases were regularly delivered throughout the project. These occurred at M2, M7, M13, M18 and M24. To bolster this activity, regular blog posts and other communications activity were undertaken (the full list of outreach activity can be accessed in this reports appendix), which included press articles in <u>the Guardian</u>, the <u>Conversation blog posts on the EPSI platform</u> and on <u>partners' own websites</u>.

As well as scientific publications and communities, press releases and blog posts were disseminated to tech publications throughout the UK. Interested individuals could easily sign up for our newsletter via the website, or a simple google form which we regularly tweeted out to the community.



Detailed reports of the newsletters and press releases can be found in D5.2, D5.3, D5.4, D5.5 and D5.6. Copies of these are also made available on the project website and the <u>ODI's news and blogs</u> <u>section</u>.

Use of social media

To reach a wider audience and provide real-time, regular updates, we used social media to engage with the community. Our main tool for such dissemination was Twitter. Our account, <u>@opendatamonitor</u> has grown from 626 followers in Y1 to 1,671 followers in Y2.

Our Twitter followers are representative of various industries and sectors. They include: researchers in the fields of open data, freedom of information, and the semantic web; start-ups from a wide range of industries across Europe; large scale data-driven businesses; European Commission funded research projects, open data practitioners, policy makers and portal owners; tech publications and data solutions providers.

Manalytics Home	e Tweets Audiences Twitt	ter Cards Videos (beta) Eve	ents Tools 🗸	OpenDataMonitor 🗸 🔒	Sign up for Twitter Ads
Ассон	nt home				
OpenDat	taMonitor @opendatamonitor				Page updated daily
28 day summary	with change over previous period				
Tweets 33 ↑175.0%	Tweet impressions 31.4K ↑93.3%	Profile visits 1,013 ↑12.3%	Mentions 42 ↑162.5%	Followers 1,679 ↑67	
· · · · ·			^ •	•	

Figure 2.1 Twitter analytics for @opendatamonitor show how we continue to build on our reach with the community.

The project also used LinkedIn to engage with open data professionals, posting news stories, research and technical development updates to a number of communities including <u>Open Data</u> <u>Europe</u>, <u>EU Data Ecosystem</u>, <u>ODI members</u>, <u>Open Data and Public Sector Information reuse</u>.

Finally, we adopted an open-source strategy not only for our dissemination activity, but also for encouraging collaboration in the technology we developed and research we published. Our Github repository provides the ODM backend as <u>open source</u>, as well as the <u>metadata integration</u>. In addition, ODM has harvested, integrated, and analysed metadata from 161 catalogues, all of which are available via an API and for download (CC BY 4.0). Our <u>collection of 500+ open data resources</u> (published as part of D2.5 and D2.7) is also openly available for the community to use, share and add to.



2.2 Offline Dissemination: Materials and Events

To complement our online dissemination, project partners exploited a range of local and national offline opportunities to raise awareness and demonstrate the ODM platform. Spanning five countries across Europe (UK, Germany, Spain, Austria and Greece), the consortium participated in local meetups, workshops and hack events.

Formal presentations at large scale European data/web focused events

In addition to raising the profile of ODM in the countries our partners are based, partners assessed opportunities for participation in European based data/web focused events. In 2015, the ODI were invited as a keynote speaker at the annual <u>CeDEM conference</u> to present the platform and share early insights. Over the summer of 2015, Southampton University ran tutorials at the <u>ESWC</u>. IFG.CC participated in <u>OpenSym</u> and <u>EPGA</u> and City of Munich disseminated the project at their Open Government Days conference with support from IFG.CC.

In addition, the ODI exploited its considerable Global network (including ODI franchises spanning six continents) to communicate the project outside of Europe and understand the global demand for such a tool. Where ODI colleagues attended events across the Globe, they were provided with slides and information to present the ODM project to attendees. Such examples include the <u>Cartagena</u> <u>Data Festival</u> (Columbia).

Presentations and workshops

As part of WP4, ODM partners held workshops in Munich and Madrid led by our use case partners (City of Munich and Red.es) to demonstrate and evaluate the success of the ODM platform and understand how we could best develop it to meet their needs.

In addition, other workshops were held to present and demonstrate the ODM platform to the open data community. At the ODI we facilitated a workshop with the City of Aarhus where we live demonstrated the data we had harvested from their platforms and catalogues. The workshop with Aarhus directly resulted in the city improving their quality of metadata. The ODI also presented ODM at a workshop held in Macedonia, who showed interest in the platform's scope being extended to include their country. The ODI were invited to present the ODM platform at the 2015 IT as a utility network community conference.

Meetups and existing communities

In its role as a convener for open data activity, the ODI has a remit to create and contribute to open data communities throughout the World. As part of its research programme, the ODI created new open data communities in Bulgaria and Norway, where ODM was presented. The activity in Bulgaria



directly resulted in generating new leads who provided us with portal and catalogue information for our harvesting process.

ODM Symposium

The most noteworthy dissemination event of ODM was our Symposium held in October 2015 and hosted by the ODI in London. It convened open data publishers, policy owners, academics and researchers, data-driven startups and SMEs and citizens to share in our success. Through expert presentations, flash talks and group discussions, the symposium shared findings and insights from the ODM project and explored topics including:

- What is OpenDataMonitor and what have we learnt?
- How can we measure the quality and quantity of open data?
- What tools, platforms and services help open data professionals understand more about how the landscape is developing?
- How can we use this research and findings to shape improvements to data quality and quantity?
- How can we take this work forward after the project is complete?

Over 50 attendees attended the symposium including policy makers and public sector representatives, both at a national and local level, researchers and academics, start-ups and SMEs, developers and open data consultants and enthusiasts. A full report of the event is available in D5.8.

Handout flyers, factsheets, postcards and stickers

A range of print materials were created to support our offline dissemination activity. In addition to the factsheets created in WP5, stickers and postcards were used to further spread the word. Both were handed out to attendees at events and made available for visitors to the ODI offices in London.

External expert and advisory board

Setup in 2014, our <u>external expert and advisory board (EEAB)</u> consists of open data practitioners from various sectors and industries, spanning seven countries across Europe and including the UK, France, Austria, Greece, Germany, Spain and the Netherlands. Our EEAB are sent regular updates on the project and are invited to contribute to research and technical development, as well as asked for their expert opinions and insights and their support in disseminating project outputs and raising awareness of OpenDataMonitor. EEAB members also contributed to our ODM symposium, with Ben Unsworth leading a discussion at the event.



3 ACADEMIC DISSEMINATION

3.1 Publications

In the course of the ODM project, a number of valuable insights have been generated that are relevant to scientific communities interested in open data. These insights were prepared on the one hand with a more academic focus for conferences and journals. On the other hand, articles were also submitted to professional journals to raise visibility of the project and share the insights with practitioners. Members of the ODM team have published a number of articles in academic journals and conference proceedings which are listed in the tables below.

Category:	Academic Conference	Primary Audience/Field:	Open Government,		
			eDemocracy		
Title	Conceptualizing Open Data Ecosystems: A timeline Language:		Language:	EN	
	analysis of Open Data development in the UK				
Author1:	Maximilian Heimstädt	Organisational Affiliation:	FU Berlin	1	
Author2:	Fred Saunderson	Organisational Affiliation:	ODI		
Author3:	Tom Heath	Organisational Affiliation:	ODI		
Publication	Proceedings of the Inte	rnational Conference for e-D	emocracy and	l Open	
	Government (CeDEM201	L4)			
Bibliographic Data	Heimstädt, M./Saunders	on, F./Heath, T. (2014): Conce	ptualizing Ope	en Data	
	Ecosystems: A timeline	analysis of Open Data develo	pment in the	UK, in:	
	Proceedings of the Inte	rnational Conference for e-D	emocracy and	l Open	
	Government (CeDEM201	4), Krems/Austria.			
Abstract	In this paper, we conceptualize Open Data ecosystems by analysing the				
	major stakeholders in the UK. The conceptualization is based on a review				
	of popular Open Data definitions and business ecosystem theories, which				
	we applied to empiric	al data using a timeline ar	nalysis. Our w	vork is	
	informed by a combinat	ion of discourse analysis and	in-depth inte	rviews,	
	undertaken during the	summer of 2013. Drawing c	on the UK as	a best	
	practice example, we	identify a set of structural	business eco	system	
	properties: circular flo	ow of resources, sustainat	oility, demand	d that	
	encourages supply, and dependence developing between suppliers,				
	intermediaries, and user	s. However, significant gaps a	nd shortcomir	ngs are	
	found to remain. Most	prominently, demand is not y	yet fully encou	uraging	
	supply and actors have y	et to experience fully mutual i	nterdependen	ice.	
Presentation	21. May 2014, Krems/Au	stria			

Table 3.3 Profile of publication (Heimstädt, Saunderson, & Heath, 2014a).



Category:	Academic Conference	Primary Audience/Field:	Open	Source,	
			Informatics		
Title	The Social Shaping	of Open Data through	Language:	EN	
	Administrative Processes	5			
Author1:	Sirko Hunnius	Organisational Affiliation:	IFG.CC		
Author2:	Bernhard Krieger	Organisational Affiliation:	IFG.CC		
Publication	Proceedings of the 10th	International Symposium on	Open Collab	oration	
	(OpenSym2014)				
Bibliographic Data	Hunnius, S./Krieger, B. (2014): The Social Shaping of	Open Data T	hrough	
	Administrative Process	es, in: Conference Procee	dings of the	e 10th	
	International Symposiur	m on Open Collaboration (C	0penSym2014), ACM	
	Press.				
Abstract	Many models have been	n provided in the last years th	nat aim at de	scribing	
	an optimal open data pu	blication process. However, th	ney fail to exp	lain the	
	different outcomes of o	pen data initiatives. Based on	qualitative r	esearch	
	this paper conceptualises the open data phenomenon as a set of techno-				
	political arenas in which	different interests of a variety	of actors pot	entially	
	and actually collide. T	he micro-political arena m	odel constitu	ites an	
	instrument to delineate the social and institutional context of open data				
	that can be employed t	o explain the successes, as w	vell as the fail	ures of	
	individual open data projects.				
Presentation	28. August 2015, Berlin/Germany				

Table 3.4 Profile of publication (Hunnius & Krieger, 2014).



Table 3.5 Profile of publication	(Atz, 2014).
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Category:	Academic Conference	Primary Audience/Field:	Open Government			
	eDemocracy					
Title	The Tau of Data: A	New Metric to Assess the	Language:	EN		
	Timeliness of Data in Cat	talogues				
Author1:	Ulrich Atz	Organisational Affiliation:	ODI			
Publication	Proceedings of the Inte	ernational Conference for e-D	emocracy and	d Open		
	Government (CeDEM20	14)				
Bibliographic Data	Atz, U. (2014): The Tau	of Data: A New Metric to Ass	ess the Timeli	ness of		
	Data in Catalogues, in: I	Proceedings of the Internatior	nal Conference	e for e-		
	Democracy and Open Go	overnment (CeDEM2014), Krer	ms/Austria.			
Abstract	We review existing stud	ies that assess the timeliness	of data in cata	alogues		
	and propose a new met	ric: tau, the percentage of dat	asets up-to-da	ate in a		
	data catalogue. Obsolet	e data will stifle innovation,	whereas spotl	ighting		
	timeliness can foster eff	ficiency and support the susta	inability of th	e open		
	data ecosystem, for ex	ample, by encouraging autor	mated publica	tion of		
	data.We validate the ta	u in three case studies: the W	orld Bank cat	alogue,		
	the UK data catalogue	(data.gov.uk) and the London	n Datastore. F	or the		
	World Bank and London	we find that roughly half of th	e datasets are	up-to-		
	date, whereas data.g	ov.uk performs worse. H	owever, ther	e are		
	considerable caveats v	when it comes to missing	and undocur	nented		
	metadata. The tau of da	ta is easy to implement, can b	e readily inter	preted		
	and be generalised with	further parameters across all of	data catalogue	es.		
Presentation	21. May 2014, Krems/Au	ustria				



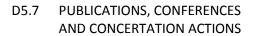
Category:	Academic Conference	Primary Audience/Field:	Public Adm	inistra-	
			tion, eGovernme		
Title		nielding: Open Government	Language:	EN	
Author1:	Data in Spain and Germa Sirko Hunnius		IFG.CC		
		Organisational Affiliation:			
Author2:	Bernhard Krieger	Organisational Affiliation:	IFG.CC		
Author3:	Tino Schuppan	Organisational Affiliation:	IFG.CC		
Publication	Proceedings of the Ann	ual Conference of the Europe	ean Group for	Public	
	Administration (EGPA)				
Bibliographic Data	Hunnius, S./Krieger, B./S	chuppan, T. (2014): Providing	, Guarding, Shi	elding:	
	Open Government Data	a in Spain and Germany, in:	2014 EGPA	Annual	
	Conference, 10-12 Septe	mber 2014 in Speyer, German	ıy.		
Abstract	The trend to publish pub	olic sector information (PSI) op	penly on the Ir	nternet	
	has grasped attention	worldwide under the term o	open data. Ho	wever,	
	despite its global reach a	and claim of some of the mov	ement's activis	sts, the	
	national and local resul	ts of the phenomenon differ	considerably.	These	
	differences have so fa	ar not been sufficiently ex	plained. This	article	
	understands open data	projects as techno-scientific	artefacts nego	otiated	
		ous actants following vested			
	Latour's theory of acto	r-networks this article conce	eptualises ope	n data	
		phenomena transcending	-		
		s to understand both the pa			
		continuities specific administra		-	
		pen data regimes. This resea	•	•	
		Germany and Spain, thereby	_		
		level projects. Methodologi	-		
		ta collected through documer	-		
		ews with experts from the pu			
		ocates from outside the public			
Drecontation	-				
Presentation	11. September 2014, Spe	eyer/Germany			

Table 3.6 Profile of publication (Hunnius, Krieger, & Schuppan, 2014).



Category:	Academic Journal	Primary Audience/Field:	Open Government,			
			eDemocracy			
Title	Police.uk and Data.police.uk: Developing Open Crime Language:					
	and Justice Data for the	UK.				
Author1:	Amanda Smith	Organisational Affiliation:	ODI			
Author2:	Tom Heath	Organisational Affiliation:	ODI			
Publication	eJournal of eDemocracy	and Open Government (JeDel	VI)			
Bibliographic Data	Smith, A.M./Heath, T.	(2014): Police.uk and Data.p	olice.uk: Dev	eloping		
	Open Crime and Justice	Data for the UK, in: eJournal	l of eDemocra	acy and		
	Open Government (JeDe	M), Vol. 6, No. 1, pp. 87-96.				
Abstract	In this paper we describ	e the evolution and develop	nent of the po	olice.uk		
	and data.police.uk sites,	which publish open data abo	out crime and	justice		
	in the UK, and make	it accessible and compreher	sible to the	public.		
	Police.uk has received	over 64 million visits (754	million hits) since		
	launching in January 20	11. Open crime and justice d	ata represent	s a key		
	sector in the UK open da	ata landscape, and citizens are	keen to engag	ge with		
	the criminal justice syste	em to become more informed	about local le	evels of		
	crime and other policing	ng information. This paper s	ets out the p	oolicing		
	context in the UK, discu	sses the journey in providing	such open da	ata, the		
	processes involved and	challenges encountered, ar	nd explores p	ossible		
	future developments.					

Table 3.7 Profile of publication (Smith & Heath, 2014).





Category:	Academic Journal	Primary Audience/Field:	Open Gover eDemocracy	-
Title	From Toddler to Teen: Ecosystem	Growth of an Open Data	Language:	EN
Author1:	Maximilian Heimstädt	Organisational Affiliation:	FU Berlin	
Author2:	Fred Saunderson	Organisational Affiliation:	ODI	
Author3:	Tom Heath	Organisational Affiliation:	ODI	
Publication	eJournal of eDemocracy	and Open Government (JeDel	M)	
Bibliographic Data	Heimstädt, M./Saunders	son, F./Heath, T. (2014): Fro	om Toddler to	Teen:
	Growth of an Open Data	Ecosystem, in: eJournal of el	Democracy and	d Open
	Government (JeDeM), Ve	ol. 6, No. 2.		
Abstract	In this paper, the au	thors conceptualize Open [Data ecosyste	ms by
	analysing the major stak	eholders in the UK. The conce	eptualization is	s based
	on a review of popular	r Open Data definitions and	business eco	system
	theories, which are ap	plied to qualitative empirica	l data. The w	work is
	informed by a combinat	ion of discourse analysis and	a content ana	lysis of
	in-depth interviews, und	dertaken during the summer	of 2013. Draw	ving on
	the UK as a best practice	e example, the authors exami	ne a set of str	uctural
	business ecosystem pro	perties: circular flow of resc	ources, sustair	nability,
	demand that encourage	es supply, and dependence	developing be	etween
	suppliers, intermediarie	s, and users. The authors id	entify that ga	ps and
	shortcomings remain.	Most prominently, deman	d is not ye	t fully
	encouraging supply an	d actors have yet to expe	erience fully	mutual
	interdependence.	•		

Table 3.8 Profile of publication (Heimstädt, Saunderson, & Heath, 2014b).



Category:	Professional Journal	Primary Audience/Field:		blic Administ overnment	tration,		
Title	Open Data: Versunk Datenmüll?	ene Schätze oder digita		Language:	DE		
Author1:	Sirko Hunnius	Organisational Affiliation	:	IFG.CC			
Author2:	Bernhard Jäger	Organisational Affiliation	:	SYNYO			
Publication	eGovernment Review (AT)					
Bibliographic Data	Hunnius, Sirko; Jäger,	Hunnius, Sirko; Jäger, B. (2015): Open Data - Versunkene Schätze oder					
	digitaler Datenmüll?, in	: eGovernment Review, Vol	l. 8, I	No. 15, pp. 16	-17.		
Abstract	Open Data ist weltweit	ein emergentes Phänomer	n. Da	abei verlieren	Nutzer		
	oftmals den Überblick,	welche Daten es wo über	rhau	pt gibt. Das v	on der		
	Europäischen Kommis	ssion geförderte FP7-Pro	ojekt	OpenDataN	/lonitor		
	entwickelt derzeit eine	Web-Plattform, welche d	arüb	er Aufschluss	geben		
	wird, wo qualitativ ho	chwertige offene Daten a	uffin	ndbar sind, w	odurch		
	sich diese auszeichnen	n und wie offene Daten fü	ir ei	ne bessere N	lutzung		
	harmonisiert werden	können. Der Artikel besc	hreil	bt die metho	odische		
	Vorgehensweise im Pro	jekt und stellt erste Analyse	eerge	ebnisse dar.			

Table 3.9 Profile of publication (Hunnius & Jäger, 2015).

Table 3.10 Profile of publication (Hunnius & Krieger, 2015).

Category:	Professional Journal Primary Public A				tration,
		Audience/Field:	Co	nsulting, Tech	nology
			Ind	lustry	
Title	Open Data zwis	chen Transparenz u	ind	Language:	DE
	Wirtschaftswachstum. von Daten	Das ökonomische Poten:	zial		
Author1:	Sirko Hunnius	Organisational Affiliation	:	IFG.CC	
Author2:	Bernhard Krieger	Organisational Affiliation	:	IFG.CC	
Publication	eGovernment Computi	ng (DE)			
Bibliographic Data	Krieger, Bernhard; Hur	nnius, S. (2015): Open Dat	ta zv	wischen Trans	parenz
	und Wirtschaftswachst	tum. Das ökonomische Po	otenz	zial von Date	n, Feb
	2015, in: eGovernment	Computing.			
Abstract	Die Diskussion über	Open Data wird in Deut	schl	and stark vo	r dem
	Hintergrund der Öffnu	ing von Politik und Verwa	altun	g geführt. In	Open-
	Data-Policy-Dokumente	en wird die Bereitstellung v	von	Datenbeständ	len der
	öffentlichen Verwaltu	ng mit dem bürgerrech	ntlich	nen Argumer	nt der
	Transparenz begründet	. Das ist jedoch nicht zwing	end.		



Category:	Professional Journal	Primary	Pu	blic Adminis	tration,
		Audience/Field:	eGovernment		
Title	Attente et réalité sur le	s données ouvertes: Objec	tifs	Language:	FR
	ambitieux et pratiques	dysfonctionnelles			
Author1:	Sirko Hunnius	Organisational Affiliation	:	IFG.CC	
Author2:	Grégoire Njacheun	Organisational Affiliation	:	IFG.CC	
Publication	eGov Präsenz (CH)				
Bibliographic Data	Hunnius, S./Njacheun-	Njanzoua, G. (2016) Atte	ente	et réalité	sur les
	données ouvertes: Obj	ectifs ambitieux et pratiqu	ies c	dysfonctionne	lles, in:
	eGov Präsenz, Vol. 16, I	No. 1, forthcoming.			
Abstract	Des gouvernements de	partout dans le monde et	à to	ous leurs nivea	aux ont
	embrassé l'idée des do	onnées ouvertes au cours	des	dernières anı	nées et
	ont commencé à put	olier ces données. Cepene	dant	, les donnée	es sont
	publiées dans de nor	mbreux catalogues. Par c	onse	équent, nous	avons
	développé une métho	de pour récolter et comp	aré	des métadon	nées à
	partir de plus de 130	catalogues européens des	s do	nnées ouvert	es. Les
	résultats illustrent des	pratiques incongrues de la	pub	lication des d	onnées
	ouvertes. Cela soulève	des doutes importants qua	nt à	la réussite fu	ture de
	données ouvertes et la	réalisation de ses bénéfices	s et i	mpacts assum	nés.

Table 3.11 Profile of publication (Hunnius & Njacheun-Njanzoua, 2016).



Not all submissions were accepted, however. One paper was rejected which is listed below **Table 3.12 Profile of rejected publication.**

Category:	Academic Conference Primary Audience/Field:		Semantic Informatics	Web,
Title	Harmonizing and Compa Open Data Catalogues	ring Metadata from	Language:	EN
Author1:	Sirko Hunnius	Organisational Affiliation:	IFG.CC	
Author2:	Vassilis Kaffes	Organisational Affiliation:	ATHENA	
Author3:	Thodoris Raios	Organisational Affiliation:	ATHENA	
Author4:	Dimitrios Skoutas	Organisational Affiliation:	ATHENA	
Publication	Proceedings of the SEMA	NTiCS Conference (SEMANTiC	S2015)	
Abstract	and supra-national bodie data in recent years. Ho independent catalogue incongruent metadata. metadata from more tha semantic interoperabil characteristics and attril Therefore, the describ customizable harvesting much as possible the catalogues. Thereupon, harmonization workflow	ver the world and from all level es – have embraced the idea of powever, the data are publishe is, scattered across the This paper describes a me an 100 European open data c ity towards analyzing ar putes of open data being pu ed approach builds upon g framework, for facilitating collection of metadata from it develops and describes w, for overcoming the hig mats found in the various oper	of open (governed across num internet and ethod to harn atalogues to s and comparing blished across an extensibl and automat diverse open an integration	nment) nerous, with monize upport g the them. e and ting as n data on and eity of

All published articles listed here are also included in the publications section of the website.

3.2 Academic Conferences

In addition to published articles, members of the ODM consortium gave talks and presentations at various academic conferences. In total, consortium members participated in more than 60 events where they gave talks, presentations, participated in workshops or poster sessions. The events targeted the full spectrum of communities relevant to our project, e.g. Informatics, Administrative Sciences and Political Science focused on Open Data, Open Government, eGovernment etc. Often, the events were not exclusively focused on scientific communities, but also industry, civil society, public administration and policy makers. Attendance at the events ranged from 15 participants at smaller events (a workshop on open data publishing with public administrators by IFG.CC) to up to



450 at the European Data Forum in Greece in 2014. Overall, the total reach exceeds at least 2.500 people who participated in these events. Some of the talks have also been videotaped and have subsequently been made available online (e.g. https://youtu.be/4CDiEWHlu1c).

Notable highlights among the events are the invited keynote by Amanda Smith (ODI) at the CeDEM in Krems/Austria, presentations at the ESCW (SOTON), the Open Government Days in Munich (IFG.CC, MUNICH) and the Share PSI workshops (ODI). The full list of events and activities is in the annex of this report.

3.3 Concertation Actions, Collaboration with other EC Projects and Open Data Initiatives

Throughout the duration of the project, collaboration with other research projects working in this space has been a high priority; both in sharing outcomes from ODM and in publicising each other's efforts. The European Data Portal project have worked closely with us, showing interest in the data we've been harvesting, sharing information on local communities and leads and platforms and portals we've been discovering in our research. Other projects of note include DaPaaS, COMSODE, MELODIES, OpenCube and EDSA.

We have worked closely with parallel initiatives that monitor open data, portal owners and the ODI's extensive Global network which includes start-ups, international nodes (ODI franchises) and the ODI's member network. Open Data Portal Watch monitors a couple of CKAN portals worldwide. We discussed with ODPW's Jürgen Umbrich harvesting methods and metrics to learn from each other's experiences. With the Pan European Open Data Portal we exchanged ideas how to identify open data portals, how to deduplicate federated data as well as our monitoring results so they can improve the quality of open data. With Open Data Support (ODS) we teamed up to improve harvesting techniques and metrics and for them to better understand how we calculate the metrics so they can better support open data publishers.

Our methods were also highly relevant to portal owners. We discussed in-depth how we harvest and harmonise the metadata and how we calculate the metrics, i.a. with data.gov.uk as well as with govdata.de. Thereby, we could on the one hand learn in more detail in how many different ways open data are published and adjust our methods and on the other hand support portal owners to improve their portals and data published there.

Additional engagement activity will be occurring after the project is complete. Opportunities in November include the ODI Summit (which has 550+ registered attendees) and the European Data Forum.



4 CONCLUSION

This report gave an overview of the various dissemination activities during the project. The activities comprise a combination of online (project website, social media, videos, blog posts etc.) and offline (events, materials etc.) dissemination. The publications which are at the core of this deliverable cover different research disciplines (informatics, administrative sciences, open government, eGovernment), different publication outlets (conference proceedings, academic journals, professional journals) as well as three of the main languages in the European Union (EN, FR, DE). Thereby we could ensure to share the insights generated during the project widely.

Overall, we have achieved and exceeded even the high targets for the KPIs set at the beginning of the project. Thereby, we have laid the groundwork not only for engagement during the project, but also its sustainability after the project's end.



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ANNEX

Table 0.13 List of Activities.

No.	Type of activity	Main leader	Title	Date/period	Place	Type of audience	Size of audience	Countries addressed
1	Conferences	ODI	Talk at Quanta Computer	2013-11-08	Taiwan	Scientific Community (higher education, Research), Industry	50	Worldwide
2	Conferences	ODI	Taiwan Open Data Workshop	2013-11-08	Taiwan	Scientific Community (higher education, Research), Industry	50	Worldwide
3	Flyers	ODI	OpenDataMonitor factsheet	2013-12-01	ODM Project Website	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
4	Press release	ODI	Press release: Research at the ODI - announcing DaPaaS and OpenDataMonitor	2013-12-17	<u>DaPaaS</u> <u>Website</u>	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
5	Press release	ODI	Discover OpenDataMonitor project: dashboards for monitoring Open Data catalogues	2014-01-15	EPSI Platform	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
6	Workshops	ODI	Linking geospatial data	2014-03-05	United Kingdom	Industry, Civil Society	106	Europe
7	Press release	Red.es	OpenDataMonitor, pan-European project to harmonize open data	2014-03-14	RED.ES website	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
8	Interview	IFG CC	Interview with Sirko Hunnius from Open Data Monitor Project	2014-03-17	EPSI Platform	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide



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9	Poster	All	European Data Forum (EDF)	2014-03-19	Greece	Scientific Community (higher education, Research), Industry, Civil Society	455	Europe
10	Press release	IFG CC	Empirische Erhebungen im Rahmen des EU- Forschungsprojekt es OpenDataMonitor	2014-03-31	Germany	Policy Makers, Industry, Scientific Community	Unknown	Europe
11	Workshops	ODI	Southwest Data Meetup	2014-05-13	United Kingdom	Scientific Community (higher education, Research), Industry, Civil Society	40	United Kingdom
12	Workshops	City of Munich	Bayerisches Anwenderforum	2014-05-21	Germany	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	120	Germany
13	Conferences	ODI	CeDEM 2014	2014-05-23	Austria	Scientific Community (higher education, Research), Civil Society, Policy Makers	300	Europe
14	Press release	ODI	ODI researchers nominated for Best Paper Award at CeDEM14	2014-05-28	ODI Website	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
15	Presentation	ODI	Sofia Open and Linked Data meetup	2014-06-11	Bulgaria	Scientific Community (higher education, Research), Industry, Civil Society	35	Bulgaria
16	Conferences	ODI	Samos Summit	2014-06-30	Greece	Scientific Community (higher education, Research), Policy makers	140	Europe
17	Conferences	ODI	OKFestival	2014-07-15	Germany	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	300	Europe
18	Conferences	IFG CC	OpenSym	2014-08-28	Germany	Scientific Community	40	Worldwide
19	Press release	IFG CC	Vortrag zum Thema "The Social Shaping of Open Data" auf der	2014-08-31	Germany	Policy Makers, Industry, Scientific Community	40	Worldwide



			OpenSym- Konferenz					
20	Conferences	IFG CC	EGPA	2014-09-11	Germany	Scientific Community	30	Europe
21	Press release	Red.es	OpenDataMonitor Analysis, harmonization and display catalogs EU data	2014-10-03	<u>Website</u>	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
22	Conferences	City of Munich	Open Government Days 2014	2014-10-30	Germany	Policy Makers, Civil Society	140	D-AT-CH
23	Conferences	ODI, SOTON	ODI Summit	2014-11-03	United Kingdom	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	300	Worldwide
24	Workshops	ODI	Encouraging data usage by commercial developers (Share PSI workshop 2)	2014-11-03	Portugal	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	80	Europe
25	Workshops	City of Munich	Energising cities	2014-11-05	Germany	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	30	Europe
26	Conferences	ODI	Smart Cities World Congress	2014-11-19	Barcelona	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	120	Worldwide
27	Press release	Red.es	OpenDataMonitor Project: documents of interest	2014-11-25	RED.ES Website	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
28	Press release	IFG CC	EU- Forschungsprojekt "OpenDataMonitor ": Umfrage zu Open Data in Europa	2014-11-30	Germany	Policy Makers, Industry, Scientific Community	Unknown	Worldwide
29	Press release	Red.es	Data.gob.es	2014-12-01	Website	Scientific Community (higher	Unknown	Worldwide



December education, Research), newsletter Industry, Civil Society, Policy makers, Medias, Other ODI 2014-12-02 **ODI** Website Scientific Community (higher 30 Press release OpenDataMonitor: Unknown Worldwide education. Research). one year on Industry, Civil Society, Policy makers, Medias, Other ODI 2014-12-03 **EPSI** Platform Scientific Community (higher Press release OpenDataMonitor Unknown Worldwide 31 education. Research). project - the story Industry, Civil Society, Policy so far makers, Medias, Other 32 ODI 2015-01-15 **EPSI** Platform Scientific Community (higher Unknown Worldwide Press release Discover OpenDataMonitor education, Research), Industry, Civil Society, Policy project: dashboards for makers, Medias, Other monitoring Open Data catalogues 2015-01-26 Website Scientific Community (higher SOTON 33 Press release Open data Unknown Worldwide education. Research). rankings may put Industry, Civil Society, Policy UK on top, but makers, Medias. Other more work is needed to realise the benefits Press release Red.es 6 Members of a 2015-01-29 Website Scientific Community (higher Unknown Worldwide 34 national strategy education, Research), Industry, Civil Society, Policy for open data makers, Medias, Other 2015-02-12 ODI United 35 Workshops **Open Data London** United Scientific Community (higher 60 Kingdom education, Research), meetup Kingdom Industry, Civil Society New support for Scientific Community (higher 36 Press release ODI 2015-02-20 **ODI Website** Unknown Worldwide European education. Research). entrepreneurs to Industry, Civil Society, Policy makers. Medias. Other access quality open data Industry, Civil Society Workshops City of "OpenDataHackth 2015-02-21 30 37 Germany Germany on" in Munich (OK Munich Lab, City Munich,



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38	Press release	ODI	Open Data Monitor – shining a light on Open Datasets in Europe	2015-02-23	EPSI Platform	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
39	Press release	IFG CC	ODM-Projekt: Open Data- Monitoring- Plattform am 20.02.2015 freigeschaltet	2015-02-28	Germany	Policy Makers, Industry, Scientific Community	Unknown	Worldwide
40	Workshops	ODI	ODI workshop with the City of Aarhus	2015-03-11	United Kingdom	Policy makers	35	United Kingdom
41	Workshops	ODI	ODI workshop with Macedonia	2015-03-19	Macedonia	Industry, Civil Society, Policy makers	30	Macedonia
42	Poster	ODI	Cartagena Data Festival	2015-04-20	Columbia	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	80	Worldwide
43	Workshops	ODI	Open Data London meetup (2)	2015-05-05	United Kingdom	Scientific Community (higher education, Research), Industry, Civil Society	75	United Kingdom
44	Press release	ODI	OpenDataMonitor gathers over 500 open data resources	2015-05-07	ODI Website	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
45	Press release	ODI	Open Data Monitor: Everything open datain one place	2015-05-14	http://exantiu m.com/?p=67 0	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
46	Presentation	ODI	CeDEM 2015 [co- located with Share PSI workshop 4]	2015-05-19	Austria	Scientific Community (higher education, Research), Civil Society, Policy Makers	300	Europe
47	Presentation	IFG CC	Open Data: Prospects and Challenges	2015-05-30	Germany	Policy Makers	25	Germany
48	Presentation	SOTON	ESWC	2015-06-03	http://2015.es wc-	Scientific Community		Worldwide



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					conferences.o rg/			
49	Presentation	All	Madrid workshop	2015-06-18	Spain	Scientific Community (higher education, Research), Public Administration, Industry, Civil Society, Policy makers	20	Spain
50	Press release	IFG CC	User-Test der Monitoring- Plattform beim EU- Projekt OpenDataMonitor (ODM)	2015-06-30	Germany	Policy Makers, Industry, Scientific Community	Unknown	Worldwide
51	Presentation	City of Munich	Munich workshop	2015-06-30	Germany	Public Administration, Industry, Civil Society, Policy makers, Other	15	Germany
52	Presentation	ODI	Open Data Oslo & DaPaaS Data Labs workshop	2015-07-02	Norway	Scientific Community, Civil Society, Policy Makers	40	Norway
53	Presentation	ODI	Open Data Oslo evening meetup	2015-07-02	Norway	Scientific Community, Civil Society, Policy Makers	30	Norway
54	Presentation	ODI	IT-as-a-utility network commmunity conference	2015-07-06	United Kingdom	Scientific Community, Civil Society, Policy Makers	60	United Kingdom
55	Press release	SOTON	Opening doors to open data at the University of Southampton	2015-08-27	<u>Guardian</u> <u>Website</u>	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other	Unknown	Worldwide
56	Presentation	City of Munich, IFG.CC	Open Government Days 2015, https://youtu.be/4C DiEWHlu1c	2015-09-10	Germany	Policy Makers, Civil Society	180	D-AT-CH
57	Conferences	ODI	ODI connect	2015-09-16	United Kingdom	Industry, Policy Makers, Media	100	United Kingdom
58	Presentation	IFG CC	Monitoring Open Data in the EU	2015-09-16	Germany	Policy Makers, Public Administration	30	UAĔ
59	Workshops	IFG CC	Publishing Open Data in a	2015-09-21	Germany	Public Administration	15	AT



meaningful way 2015-09-30 Press release SYNYO Showcase Project: Austria Scientific Community (higher 1000 Worldwide 60 education, Research), ODM Industry, Civil Society, Policy makers, Medias, Other 2015-10-05 70 ODI OpenDataMonitor Europe Conferences United Scientific Community (higher 61 Symposium Kingdom education, Research), Industry, Civil Society, Policy makers, Medias, Other Workshops ODI Open Data Camp 2015-10-11 Civil society, Policy Makers, 120 62 United United Kingdom Industry, Other Kingdom SYNYO ICT2015 2015-10-21 Portugal Industry, Scientific 100 63 Conferences Worldwide Community IFG CC Germany Policy Makers, Industry, 64 EU-Proiekt 2015-10-30 Unknown Worldwide Press release OpenDataMonitor Scientific Community (ODM) erfolgreich abgeschlossen Industry, Civil Society, Policy Conferences ODI **ODI Summit** 2015-11-03 United 600 Worldwide 65 Makers, Media, Other Kingdom IFG CC Policy Makers, Industry, 66 Autumn Summit of 2015-11-03 120 Poster Germany Europe Scientific Community the National E-Government Competence Center (NEGZ) SYNYO 2015-11-16 Scientific Community (higher Flyers Europe 67 European Data Luxemburg Unknown education, Research), Forum 2015 Industry, Civil Society, Policy makers, Medias, Other Conferences ODI Scientific Community (higher Europe 68 Share PSI 2015-11-26 Germany 80 workshop 5 education, Research), Industry, Civil Society, Policy makers, Medias, Other