

Plan for the dissemination of knowledge

Deliverable 7.1

RSA FG



Modelling and Simulation of the Impact of public Policies on SMEs

ICT-2011.5.6 - ICT Solutions for governance and policy modelling

D 7.1 – Plan for the dissemination of knowledge

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The project consortium is composed by: Anova IT Consulting (ANOVA), Instituto de Análisis Económico y Social- Universidad de Alcalá (UAH), Research Studio Austria Forschungsgesellschaft (RSA), University of Reading (UoR), Opera 21 (Opera21), University of Konstanz (Konstanz), European Institute of Interdisciplinary Research (EIIR), Ayuntamiento de Madrid (MUNIMADRID) and Comune di Verona (VERONA).

More Information

Public MOSIPS reports and other information pertaining to the project are available through MOSIPS public website under www.mosips.eu

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Introduction

The aim of the MOSIPS project is to develop a user-centric policy simulation system allowing forecasting and visualizing the socio-economic potential impact of public policies for support of small and medium enterprises (SMEs). MOSIPS takes the Small Business Act (SBA) <http://ec.europa.eu/enterprise/policies/sme/small-business-act> as the core area for policy investigation, analysis and modelling. SBA forms the 'enabling framework' of the EU for improved SME performance and policy quality, as it spells out the strategic principles for policy SME support at EU and Member State national levels. These principles are central to the conceptual, theoretical and empirical apparatus of MOSIPS.

The dissemination and stakeholders engagement plan presented here is designed to focus on and fine-tune SME policy in order to better support SME growth and assist a wider base of SBA policy-making stakeholders by helping them to model SME policy impacts and better calibrate their design and execution. In this respect, the dissemination and engagement plan of MOSIPS is intended to support the implementation of the SBA policy initiative by identifying support targets along the ten principles that should guide the design and implementation of SME support policies in the EU and its Member States.

Being the MOSIPS decision-making support system designed to be used by 'Policy Technicians', the results of the modelling will be relevant for several types of stakeholders involved in policy design: SBA's interest groups, EU, national, regional and local policy makers, citizens (there is the option to present the several implications of the policy to interested individuals), SMEs and SMEs associations and the scientific/research community in relevant fields. All these stakeholder profiles are being taken into account in the design of the dissemination plan and associated results of the project.

These activities will be executed in the project WP7 "Exploitation and Dissemination Management", that gathers all the tasks related to ensuring an adequate protection of the Intellectual Property generated in the project, dissemination of the results and development of an exploitation strategy.

The present document lays out the general methodological and operational approach to be applied for completing Task 7.1 – Dissemination Activities, that along with Task 7.4 – Exploitation Plan that form the foundation of Deliverable D7.1 MOSIPS Dissemination Activities.

The purpose of the MOSIPS Dissemination Activities task is to raise awareness of MOSIPS and its outcomes. The key target groups of the MOSIPS dissemination and stakeholder engagement plan are the policy-makers responsible for SME development across the EU, related EC research programs, the technical and scientific/research community, the general public and the main target groups for internal communication are partners, executives and the members of the consortium. In order to reach the awareness level intended, dissemination will be supported by up-to-date communication materials, such as the MOSIPS website (including video downloads), newsletters, leaflets and technical publications. Also important in this respect are long-term relations with other research activities, pilot services and major projects. In addition, MOSIPS project members will participate at conferences and workshops. Such events will be mapped, organized and promoted as an important dissemination mechanism for the project. A graphical identity has been created, with logo and templates for text documents and presentations.

The purpose of this document is to identify the Dissemination Activities of the MOSIPS system for SME) policy modelling and simulation, and to give a guideline for its use. The Task associated with this document also relates to the execution of the Engagement Plan, providing the support mechanisms and tools for the cross-interaction of the stakeholder community to be built around MOSIPS. The Task involves the formation of the MOSIPS project extranet and an on-line observatory on EU SME policy and uptake of EU and internationally support programs.

Under this principle, whenever possible the project will try to attend and contribute to dedicated relevant international conferences, workshops, round tables, SME oriented events, parallel sessions etc. within widely attended scientific, industrial and research-related events, in order to project its image and its message but also to expand its audience and the circle of cross-fertilization.

Deliverable 7.1 focuses on providing a plan for the dissemination of knowledge including dissemination and communication strategy. Since face-to-face information provision is highly effective it is important that everyone involved in the project has a good general knowledge of all aspects of MOSIPS, in order to act as an "ambassador" for the project.

Defining the overall Dissemination activities

The first phase of the MOSIPS Dissemination and Exploitation Strategy involves the production of tools and supporting material for dissemination as well as the driving and co-ordination of all external communications for the project, including stakeholder engagement activities, management of the public web-site and the extranet, development and management of the Key Contact Database, public relations and press releases to ensure consistency in all external communications.

This Task also relates to the execution of the Engagement Plan, providing the support mechanisms and tools for the cross-interaction of the stakeholder community to be built around MOSIPS. The task involves the formation of the MOSIPS project extranet and an on-line observatory on SME clustering activities and uptake of EU and internationally support programs. The objective here is to provide a space for the exchange of experience and insights while keeping the stakeholder community at the cutting edge of state-of-art developments. MOSIPS will make an effort to involve a considerable number of stakeholder contacts in order to spread awareness of the project results as much as possible within the target domain, but also to ensure that as many qualified opinions as possible are heard and cross-fertilisation among scientific areas and market domains is achieved.

Given the extensive range of stakeholders profiles across government, industry and academia a contact database will be constructed so that all members of the MOSIPS consortium can provide input and utilize where necessary stakeholder input into the research streams they are responsible for.

MOSIPS partners therefore as members of the scientific/research and industrial community in Europe will have several opportunities to use external events such as conferences and workshops of main interest, organized by various actors within the domain, in order to present the project and its results, but also to use these events where feasible as a vehicle for stakeholder engagement, requirements extraction and meaningful exchange of experiences which will then be fed directly into the project.

Methods

As reflected in the work plan, Dissemination activities will be initiated in the first year of the project (under WP7 "Exploitation and Dissemination Management"). These activities will not be extensive, as efforts during this period are concentrated on exploitation of knowledge and project results. However some exploitation activities planned under the project serve clearly dissemination purposes, and will be enhanced additionally by dissemination activities coordinated by project Technical Manager.

A preliminary plan for dissemination has been developed, considering different communication means in order to target different groups, from the scientific/research community, industrial companies in the sector, potential end users, policy makers and of course the general media.

It is crucial to know whom we are communicating with. We already have a broad idea on the key audiences and user-groups. But for efficient communication, the targeted audience needs to be identified more clearly and prioritized. A database comprising the general contact details and the dissemination details is being compiled. Each participant is also committed to disseminate the results via their own contact networks.

Particularly, end-users and industrial partners in the consortium will be very proactive in creating a market need for this novel system for e-governance, via one-to-one contacts among their clients/contacts in the end user sector.

Dissemination Tools

Project's Identity

A graphical identity has been composed of visual elements that aim to represent MOSIPS. The MOSIPS graphical identity will include a logo as well as fonts, colours and templates for presentations and text documents. Partners in the consortium will consistently make use of the graphical identity, since good use of it will help to consistently communicate and disseminate the project. Guidelines and templates will also save time and effort for the members of the consortium, since no further design work will be necessary.

Logo

A professional logo representing the aims and activities of the Consortium will promote and raise awareness of MOSIPS. The logo is designed in a way that it provides an easy and unique identification of the project. This image allows more visibility and homogeneity in all MOSIPS activities, especially when interacting with external parties.



Figure 1 - MOSIPS logo

The project logo was created at the start of the MOSIPS project. The MOSIPS logo will be used for all (internal or external) deliverables, reports and dissemination tools.

Templates

Templates for text documents and presentations have been produced and made downloadable for all members of the project from the partner-only website. It is important to comply with the templates in all communication within the project to give a unified impression of the project and to establish a visual language that will, at a glance, indicate that the information concerns the MOSIPS project. In total 4 templates have been made: Agenda template for MOSIPS meetings minutes, template for MOSIPS meetings Presentation, template for MOSIPS meetings Deliverable and template for all MOSIPS results created within the project.

Public Website

The public website will be the first point of entry for interested third parties. It will inform the general public about the ongoing and completed MOSIPS research activities. It will host the publications of the project, downloadable by the general public (flyers and technical publications). Additionally it will provide links to EC documents related to the MOSIPS project as well as to other research activities within the MOSIPS-community.

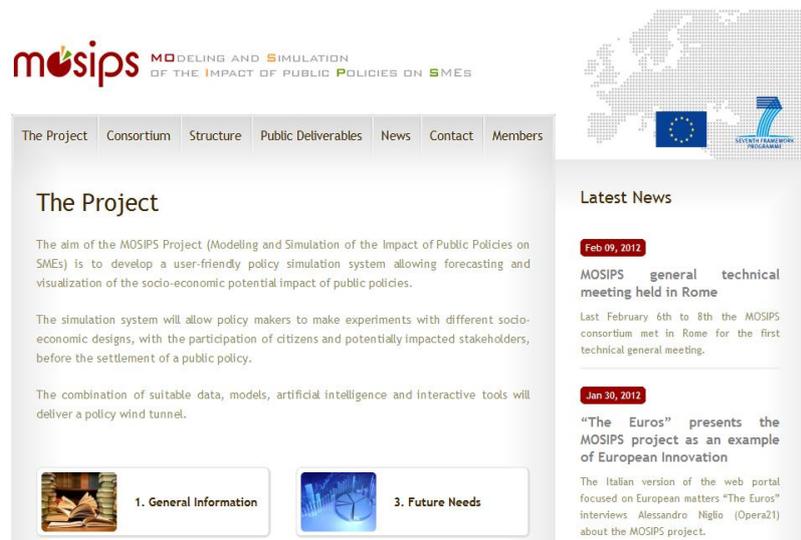


Figure 2 - MOSIPS website

The website

The website is designed to be the central location where comprehensive information about MOSIPS can be found. The website will be used to promote events and publications and to advance key messages on the home page. Then:

- It will provide a brief project summary in journalistic style highlighting the objectives, the contents and the structure of the MOSIPS Project including the composition of the MOSIPS Consortium (Available in English).
- It will provide a short profile of each of the MOSIPS Partners and a link to its web site.
- It will provide access to the project Public Results.
- It will provide copies of applicable publications and presentations done at external conferences in various formats
- It will feature a separate events section where events will be announced and highlighted.
- It will refer to MOSIPS events such as workshops and conferences as well as external events where MOSIPS will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.).

- It will contain a news section where recent activities or points of interest are mentioned.
- It will contain both technical & scientific information. Contains a page with links to stakeholders and other interested parties.
- It will include a "Contact Us" section allowing to send a message to the MOSIPS contact persons

The project website will contain updated information on the project progress and the main results achieved. Anova is responsible for the website and will include electronic versions of all the public domain documentation generated by the consortium. Also electronic version of public dissemination documents will be uploaded onto the website.

Social Medias

In order to reach a broad target audience while establishing two-ways communication channels, the presence of the MOSIPS project in social media will be one of the key actions for dissemination activities.

The project consortium is currently planning to be present in three most popular social networks:

- Twitter

With over 200 million users posting more than 95 million tweets per day, Twitter constitutes a great way to reach out the general and scientific public and receive important feedbacks.

This social network will constitute one of the main channels for dissemination and the strategy used for it will be based on the following pillars:

- Using Twitter as dissemination channel for news: news about the project as well as general information on SMEs European Policies, e-government initiatives, social and economic modelling aspects and multi-agent simulators technologies will be shared
- Ask questions: Twitter will be used as one of the main instruments for achieving citizens' and relevant stakeholders engagement for helping the consortium in developing an instrument not tailored only on end users' needs
- Stimulating discussing and finding out what is happening in other FP7 initiatives: Twitter will be used for promoting discussions with other relevant FP7 initiatives on public policies, easing the involvement of relevant stakeholders in MOSIPS project activities

LinkedIn

As a complementary action to the creation of the Experts Panel for the project, a MOSIPS LinkedIn group will be created in order to involve a relevant number of stakeholders and maintain discussions about topics relevant for the project.

The group will be also used in order to maintain contacts with other research groups in the scope of Theoretical Modelling for the Economic and Social fields, ABM simulators, Visual Analytics and GIS technologies, eGovernment and Policy Making.

- Facebook

A Facebook page will be created as one of the main dissemination instrument for achieving the general public. Relevant Facebook groups will be identified and approached for taking part in MOSIPS activities.

The integration between Facebook and Twitter will be achieved by connecting the two social network entries: this will aid in achieving the viral dissemination the MOSIPS project is pursuing.

MOSIPS Newsletter

For the interested public a newsletter shall be provided once a year. In total 4 newsletters shall be created and distributed via email. A contact/dissemination database will serve as distribution list.

The newsletter shall, among other relevant issues, contain information on achievements in the project, reports from conferences and announcements of upcoming events. Contributions to the newsletters shall be provided by all partners.

In addition, two/three partner profiles describing the MOSIPS partners shall be introduced starting from the 2nd newsletter, so that by the end of the project all partners will have been presented once within this communication resource. The newsletter shall also be published on the MOSIPS website.

Contact database

A list combining the contact-list with the dissemination database will be developed. All partners are requested to send the complete contact details of all persons involved. Also all contact details will be mentioned on the above mentioned "partner-only website".

There will be a request to all MOSIPS partners to send the complete contact details of the targeted audience, the SME-community, public authorities and other stakeholders. This database will be maintained by ANOVA and updated regularly.

General Presentation

Although it is not obligatory within the project, a general slide presentation of the will be developed, so it is easy for all involved to show interested parties what the project is about. This presentation will be coordinated by RSA and will be updated regularly if needed. This project presentation will be available on the MOSIPS public website. More information on the website is mentioned in the next chapter.

Leaflets

A General Flyer shall be created and placed on the website. The general flyer shall be printed before month 8. If necessary this flyer shall be updated yearly. Contributions to the flyer shall be provided by all partners. The consortium is foreseeing having two different flyers:

- one general flyer which is meant to be distributed among politicians, policy makers, SME's and government employees
- One technical flyer which will address the technical and scientific community.

Deliverables

The project reports will be produced according to the delivery dates presented in the projects DoW. Those reports, that are listed as public will be used for dissemination activities and will be made available to the general public on the project website.

MOSIPS internal communication strategies

Horizontal communication among them will be stimulated, as well as Vertical communication to secure a fast and reliable flow of information from the researchers up to the project coordinator and, equally very important, down from the coordinator to the researchers.

A collaborative virtual space (CVS) will be used in the MOSIPS project, with access control lists and based on the open source collaborative software GroupWare. The CVS will be managed by Anova. It will facilitate fluent communications and documents sharing, such as a shared project calendar; an application for managing tasks, memos and notes; a file manager that can serve as project full-featured document repository; Wikis, etc...

Dissemination activities

In terms of communication between the consortium partners, the exchange of information and discussion of ideas among the researchers working on a same task is vital for the successful achievement of the project objectives.

Press releases

The consortium will provide press releases. In the first month there has been a release to raise awareness of FP7 MOSIPS in general; on a later stage of the project further press releases will follow to present project outcomes. Mainly the enterprise partners will be in charge of these publications.

Events and project presentations

Reference to the MOSIPS project (funding scheme, aim, main objectives and results) will be included in the corporate website of all the participant entities, linking to the project website. This mechanism will contribute to attracting a higher number of visits to the project website.

The website has been developed by Anova and will be maintained by the same consortium partner.

The partners are encouraged to publish research and development results obtained from the project in accordance with the rules laid down in the Consortium Agreement. Publications are intended to provide communication on both scientific and socio-economic topics, from basic general public information to high-level scientific and policy preparation information. Articles will be submitted renowned conferences.

To effectively coordinate dissemination, networking and publication activities within the project a dissemination plan will be developed. It will contain any networking/dissemination activities and publications carried out within the project and will thereby provide a comprehensive overview of the dissemination status of the project. Any conferences, workshops and meetings which were attended or are planned within MOSIPS between 2010 and 2011 should be documented in this plan. The MOSIPS Dissemination Activities Plan 2012 – 2013 shall contain four main categories:

- Conferences
- Workshops
- Meetings
- Other activities

In the following table, the main general events already selected for dissemination activities by the MOSIPS consortium members are presented.

Event	Partner	Audience	Date	Venue
ICT Event 2012	Anova	General, scientific and relevant stakeholders audience	September 2012	Cyprus
AGIT Symposium 2013	RSA	General, scientific and relevant stakeholders audience	July 2013	Salzburg, Austria
Successful R&D in Europe: 4th European Networking Event,	EIIR	General, scientific and relevant stakeholders audience	8-9 March 2012	Dusseldorf, Germany
Innovation Policy and the Economy, National Bureau of Economic Research (NBER)	EIIR	General, scientific and relevant stakeholders audience	17. April 2012	Washington D.C., USA
Action for Innovation: Innovating from Experience, XXIII ISPIM Conference	RSA	General, scientific and relevant stakeholders audience	17-20. June 2012	Barcelona, Spain
ECMS2013	UoR	General, Scientific and relevant stakeholder audience	June 2013	Aalesund, Norway
27th European Simulation and Modelling Conference, ESM'2013	UoR	General, Scientific and relevant stakeholder audience	October 2013	Lancaster, UK

Participation in relevant European trade fairs in the sector

The enterprises belonging to the MOSIPS consortium are currently planning the participation to European trade fairs of the e-government sector. These fairs will be an excellent meeting point with End Users (such as Public Administrations, relevant public policy stakeholders groups, etc.) in order to demonstrate them the technological outcomes of the project and lead the way for its future commercial exploitation.

Moreover, the participation to B2B meetings (mainly foreseen by the main consortium industrial partner, Opera 21) will constitute an additional dissemination opportunity the achieve business, educational and institutional partners.

In the following table, the main relevant European trade fairs in the sector already selected for dissemination activities by the MOSIPS consortium members are presented.

Event	Partner	Audience	Date	Venue
FORUM PA	Opera21	Public Administration experts, ICT public, Citizens	May 2012,	Rome, Italy
ECLIPSE-IT	Opera21	Universities, Public institutions, ICT public, Students	September 2012,	Naples, Italy

Scientific Publications

A publication strategy and implementation plan will be discussed with all members of the board. Continuous monitoring and evaluation shall be carried out.

Policy for publications

The manuscript each publication which has relevance to MOSIPS will be circulated to the relevant WP leader or the coordinator before its submission. A period for comments and contributions shall be given. Also the paper shall include an acknowledgement section with the following text: "The present work has been funded [in part] by the European Commission under Framework Programme for RTD 7 through the MOSIPS project (Grant agreement no.: 288833)."

After submission, the responsible partner will provide the project co-ordinator an electronic copy of the paper.

Based on the DOW following dissemination activities are planned:

- *15 scientific papers on high impact international journals and in proceedings*

The articles will be published in peer-reviewed scientific journals. The universities will be responsible of the writing of these scientific papers, they are very keen on this dissemination via as the number and quality of their published scientific papers is an important performance indicator for them.

IAES-UAH team will try to publish some of the papers previously addressed to the congresses we will refer below. It is not possible to precise the journal or review where will be accepted but never before 2013 due to the long process of reviewing.

A detailed list of accepted papers will follow in a further dissemination document.

- *Presentation of project results in 12 International Scientific Conferences*

The universities will be responsible for participating in the following international scientific conference in the field of policy simulating and e-governance.

According to the project Gantt Chart (investigation efforts focused on the development of the theoretical model of the MOSIPS simulator), the current planning has been done by the consortium member IAES-UAH; the team will try to participate to these congresses during the three years of project execution (3 participations to the same congress). The following preliminary list is conditioned to the acceptance of the papers presented.

Conference	Partner	Audience	Date	Venue
52nd European Congress of the RSAI	IAES-UAH	Academic experts	21st August -25th August 2012,	Bratislava, Slovakia
27th EUROPEAN Conference on Modelling and Simulation	IAES-UAH	Academic experts	June, 2013	Lancaster, UK

Conference	Partner	Audience	Date	Venue
11th International Conference on Modelling and Applied Simulation	IAES- UAH	Academic experts	September 19-21, 2012	Vienna, Austria
4th World Congress on Social Simulation	IAES- UAH	Academic experts	September 4-7, 2012	Taipei, Taiwan
2nd International Workshop on Agent-based Modelling for PoLicy Engineering	IAES- UAH	Academic experts	Aug 27, 2012 - Aug 28, 2012	Montpellier, France

Preparation of articles to be published in the general media, raising awareness of the MOSIPS project and the EU FP7 Cooperation Programme

Based on the DOW following dissemination activities are planned for the general public:

- *10 articles for the popular media (regional and national newspapers, entrepreneur magazines, industrial bulletins, European-oriented publications)*

These articles aim to promote our activities to the general public. The consortium aims at publishing at least 2 articles per participant enterprise and end-user, one during the first 6 months (describing the project aim and raising awareness of the FP7 Cooperation programme) and one during the last 6 months (highlighting the project achievements). These articles aim to bring knowledge on the novel technologies closer to the citizens and create societal acceptance for these solutions. These articles will be written by the Exploitation Coordination Manager and each partner will be responsible of translating them to their language and disseminating them via their local media.

Engagement Plan

The Engagement Plan provides the support mechanisms and tools for the cross-interaction of the stakeholder community to be built around MOSIPS. In particular its objectives are:

- To ensure an organic relationship between MOSIPS and the wider stakeholder community it addresses, including policy makers, SME's, and ICT providers;
- To construct a 'bridge' for the collection of continuous empirical feedback that will provide the primary research material for the rest of the WPs and dissemination of the project results within the policy-making, SME, and academic communities that form the project's constituency;
- To increase awareness of the project's activities and results, and ensure optimum strategic positioning of the project within the wider domain it addresses, and the continuing relevance and cross-fertilisation of MOSIPS with other leading initiatives in the domains of policy-modelling, ICT and SME research;
- To ensure that MOSIPS will have relevance to the stakeholder community of SMEs after the end of the project and will continue to support its long-term goals.

MOSIPS Stakeholder groups

As mentioned in the DoW, the Stakeholder Engagement Strategy will firstly define the perimeter of the MOSIPS stakeholder community (who are the actors and their relevance to the project) and describe the phases of engagement with them in order to ensure that the project receives:

- a) Relevant input into the research streams of the project with which it will remain organically linked throughout the life of the project in order to ensure close alignment between research and the priorities of the stakeholder community MOSIPS addresses;
- b) Review and calibration of research results and recommendations in order to build stakeholder community consensus around the project's outputs.

There are several groups of stakeholders which can be identified within MOSIPS development streams. The strength of engagement will vary among the groups and will depend on the stage of the development of the project

At the most important group for the purpose of MOSIPS, the Stakeholder Engagement Strategy will be focused on the municipalities cooperating in the project: Madrid, Thermi, Bilbao and Verona. Further the Stakeholders will include

regional and local policy making authorities (and where appropriate national authorities such as Ministries and relevant agencies of the European Commission) SME' and SME associations (or other representative bodies), particularly dedicated to support SMEs, Scientific community in the field of ICT modelling tools and research on SME's policy.

More specifically, the MOSIPS stakeholders engagement will involve:

- **Policy makers:** Both at an EU level (i.e. the European Commission) and at a national or regional/local level, there are always several initiatives to help SME's overcome barriers to entering the single market, particularly when it comes to cross-border operations. Policy makers have a first-hand experience of what has been done in the past and some knowledge of why it has not worked (SME's should have the remainder of the experience as to what went wrong and why).As mentioned above, in first line, Stakeholder Engagement Strategy will be focused on the municipalities cooperating in the project: Madrid, Thermi, Bilbao and Verona. In particularly the activities will concentrate on involvement of final users which have been identified as Technical economic policy makers.
- **SME's and SME Associations:** Their involvement is important because they are the priority and the end goal of the policy area supported by MOSIPS system. It is generally difficult to get SME's involved so MOSIPS is placing an important emphasis on their participation, building it upon the SME EU networks available in the consortium.
- **Citizens:** As SMEs gives most of the jobs in Europe, and their health condition influence directly the standard of living of millions, citizens are important stakeholders group. The interaction with Citizens is also a part of the functionality foreseen by MOSIPS. The possibility of involving them directly into the test of MOSIPS and the interaction with them by social media will be perform in order to receive their input and test the tool.
- **Scientific/research community** in the field of ICT modelling and research on SME's policy The experts are necessary to provide a catalyst to on-going research and cover the domains in question from the scientific and research standpoint that is necessary to produce an understanding of the current situation and the ways to improve it. MOSIPS partners are members of the scientific and industrial community in Europe so they will have several opportunities to use external events such as conferences and workshops of main interest, organized by various actors within the domain, in order to present the project and its results, but also to use these events where feasible as a vehicle for stakeholder engagement, requirements extraction and

meaningful exchange of experiences which will then be fed directly into the project.

MOSIPS Stakeholder Engagement Plan (SEP) activities and tools

The purpose of this phase is to allow MOSIPS and its stakeholders to develop complimentary and mutually supportive perspectives on the core challenges facing the project and explore the key technological and policy priorities across the domain. The MOSIPS consortium foresees the following Engagement strategy, according to the different levels of public participation goals:

- To Inform: Provision to the general public of general information about MOSIPS (instruments: webpage, social networks, general presentations, leaflets, etc.) in order to assist them in understanding the project
- To Consult: To obtain feedbacks for specific development themes in order to select between alternatives and take decisions
- To Involve: To guarantee that public concerns and aspirations are consistently understood and considered in the decision making process
- To Collaborate: To actively cooperate with the different stakeholders, proposing alternatives and identifying the preferred solution
- To Empower: To emphasize the exigencies and wills expressed by the public in the final decision-making process.

The task also relates to providing the support mechanisms and tools for the cross-interaction of the stakeholder community to be built around MOSIPS, like formation of the MOSIPS project extranet and an on-line observatory on and uptake of EU and internationally support programmes for SMEs like for instance, monitoring the implementation of SBA. The objective here is to provide a space for the exchange of experience and insights while keeping the stakeholder community at the cutting edge of state-of-art developments. Due to the number of stakeholders across government, industry and academia a contact database will be constructed so that all members of the consortium can input and utilize where necessary stakeholder input into the research.

The SEP is composed of three interrelated and concurrent phases:

- The first one involves face to face consultations with stakeholders involved in SME policy implementation activities from the policy makers but also the practical implementation standpoint (technical departments supporting the policy makers on decision making process). Consultations will also address

the uptake of their recommendation towards the requirements, functionality and system design.

- The second phase involves the formation of an Expert Board to be composed of senior stakeholder representatives. The structure and function of the board is designed to reflect and represent the diversity of the policies and technological infrastructures underpinning different solutions that enable SME’s policy modelling to be dynamically operative and permit market successful implementation.
- The third phase is to organise a workshop with high visibility in order to enable stakeholders to participate and explain the strategic orientation and challenges of their respective organizations. Moreover, it allows for exchanging experiences with their counterparts from other organizations and the scientific and research experts involved in the field of MOSIPS.
- Specific Activities and calendar

MOSIPS Stakeholder activities calendar

Activities	Timing
Formulation of Expert Board	March 2012
Face-to-face consultations	April 2012
Recommendations	May 2012
Second round of interviews	January 2013
Recommendations	April 2013
MOSIPS Workshop	March 2014
Final Recommendations	May 2014

MOSIPS Stakeholder Engagement Strategies

The development of the MOSIPS System end users requirements requires different engagement strategies to be developed for different kind of stakeholders (mainly MOSIPS experts group and citizens). These engagement strategies will take into account:

- Scoping process: clear evidence of purpose, , stakeholders identification and desired outcomes:
 - o Purpose: Aims and objectives clearly identified.

- Scope: Levels of engagement clearly defined; identification of elements that can or cannot be changed (according to technical constraints).
- Context: Participants' characteristics and capabilities; timescale and technical constraints.
- Stakeholders identification: Inclusion of the adequate stakeholders in the appropriate part of the process.
- Desired outcomes: Definition of the expected output for the engagement process.
- Engagement plan: Identification of all the components of the Stakeholders engagement process:
 - Methods: Definition of the practical methodologies for information achievement.
 - Time schedule: Key dates, actions and decisions deadlines detailed.
 - Outputs: Clear and concrete outputs agreed before to the starting of engagement activities.

The MOSIPS Consortium defines all these processes in the framework of the information collection for the End User Requirements section of D1.1 "MOSIPS System Requirements and Design".

Conclusions

The key technical components for dissemination Website, communication strategies etc. have been designed and established and are operational to support and facilitate the dissemination tasks in MOSIPS. Additionally first events, conferences and journals have been identified where the MOSIPS partners are going to present their research and implementation strategies.

Due to the early stage of the project it is planned to update deliverable document 7.1 at a later stage of the project to integrate upcoming information on the dissemination activities.