D5.2

Presentation & Brochure
## About the Project

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<th>Project Title</th>
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<td>Type of Action</td>
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### About the Deliverable

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<th>WP 5</th>
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“Communication, Dissemination and Exploitation”

Keywords
Website  SOCRATIC Project, Beta website, Dissemination, communication, social networks, networking, events.

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Executive Summary

According to the predefined rules exposed at the beginning of the SOCRATIC project, project presentation and brochure will be issued in this section. All the images and materials created (Brochure, poster, Roll up for conferences, and project templates) could be downloaded and are, of course, open to use as Creative Commons.

This report gives an overview of the SOCRATIC project public website dissemination area (Blog and Follow up) and internal website and collaboration support. The public site (www.socratic.eu) is designed to present the work of the SOCRATIC project to the general public, the scientific community, and industry. All partners collaborated in making local and international news about the goals of the consortium, updating deliverables to the website and keeping the open for public access. Our collaboration infrastructure will be evaluated and upgraded as necessary during the lifetime of the project.

All partners are encouraged and reminded regularly to provide additional suggestions and further information regarding activities related to the SOCRATIC project, so that these can be properly captured and advertised via the project website in order to keep the website current with fresh information and material. Using the materials provided for their own events and for the events in which the Consortium have presence. (updated pictures, updated reports, news about the platform... etc.)
1. Introduction

About SOCRATIC

The project presentation and brochure are part of the management and dissemination strategy of the SOCRATIC project. We created several materials to reinforce the image of the project at all the international events the Consortium participate in. It serves as first source of information to the public, as concerns objectives, structure and partners involved but particularly with regards to activities, news and public project results.

There are two specific areas in the Socratic public website to promote the goals of the project, implemented and described below is the initial version of the site leaving space and opportunity for further developments as to information and functionalities as the project advances. These two areas described in the next pages are:

- The blog, with punctual and updated information of the progress of the consortium and our presence at several events.

- Follow up section: With all the Socratic deliverables made by the Consortium open to public and easy to download.

The goals and achievements of the Socratic project are well showcased in several events described as presentations in the point 4 of this report. The consortium communication part is in charge of Social media promotion and news updated in the general blog.

About this deliverable

This report – SOCRATIC deliverable D5.2 – describes communication and dissemination assets, materials, project presentation at International events and Social Networks created for external communication about and on SOCRATIC project, with graphic representation of the project in every presentation. This deliverable relates to SOCRATIC Work Package (WP) 5 “Communication, Dissemination and Exploitation”
2. Project Dissemination Materials

2.1. Brochure

In the same line of inspiration the cover is designed with a set of colors that visually support the entire lifecycle of the project, identifying all materials that are made for dissemination, communication, web and events (on covers, brochures, etc.). The visual identity of the project is visually materialized with a network of social innovation in which the connecting links are iconograms of the Goals of Sustainable Development, also using the colour spectrum of the logo.

Figure 1. SOCRATIC brochure (front cover)
The back cover of the brochures summarizes the goals of the Project. Our objective is that people that read the brochure have a global idea of our purpose. The main diffusion of brochures will be in dissemination events. Synthesizing, SOCRATIC will implement a Global Observatory on Sustainability Challenges with a double objective: (1) Measuring the impact of SOCRATIC actions on Global Sustainability Challenges by monitoring social networks, (2) Using the data about Global Sustainability Challenges gathered in social media as a source of information to launch challenges in the SOCRATIC platform.

Figure 2. SOCRATIC brochure (back cover)
Figure 3 and 4 (next page): pictures of printed material used at european CAPS:
2. 2. Logo

Socratic logo and corporate image respond to the idea of pieces that come together and colors that show the diversity of organizations that are working on this H2020 project. The proposed logo wants to convey the idea of geometric pieces that fit together like a puzzle in the shape of an "S", the initial letter of "Socratic". Acting as a network and as a visual metaphor about how the Collective Knowledge participates in a common goal: Different pieces working to generate social impact through collaboration. We have used a selection of corporate colors based on the scale used in the Objectives of Sustainable Development graphic image. The main idea is to create a mental association with them when you see the Socratic Logo. A set of colors that visually support the entire lifecycle of the project, identifying all materials that are made for dissemination, communication, web and events. The logo acts as a cornerstone uniting all designs both on-line and offline.

The logo, as it has been previously stated, responds to the idea of pieces that come together and colours that show the diversity of organizations that are working on this H2020 project.

Figure 5. Vertical Logo.

Figure 6. Horizontal Logo
2.4. Poster

A poster (dimensions) has been designed for offline dissemination events.

Figure 7. SOCRATIC poster
Figures 8 and 9 (next page): two pictures of the poster used at events.
2. 4. Roll up

Figure 10. SOCRATIC Roll up
In the next page the roll up used for events:

Figure 11. Roll up to be used for events
2. 5. Website

Despite there will be a specific deliverable about the website and all its elements, it is interesting to keep in mind that all the material previously shown can be downloaded from the website. Therefore, documents for the diffusion of the program will be uploaded, so that every entity, citizen, etc., can download them. By the end of the first quarter, the logo is ready to be shared, horizontally and vertically, so are the brochures and the poster.

Figure 12. Dissemination collaterals
3. SOCRATIC Online Dissemination

3. 1. Website: Blog (http://www.socratic.eu/blog)

One of the most powerful factors influencing the online success of Socratic Project is whether we have support from the Social Innovation Community in Europe by spreading quality news related to the Social Innovation processes. A strong content can help Socratic by:

- Linking to, retweeting or sharing project posts.
- Providing advice and information on forums, events and technological projects with social impact in Europe.
- Being the main instrument of communication of the Socratic goals to a multistakeholder community (Tech Universities, International organism, Social innovation experts...)

Social networks are often a great place to begin building a relationship with fellow bloggers, and virtually all bloggers will have a presence on Twitter or Facebook. One of the main goals is also reach out other online projects related to Social Innovation across Europe.

We will upload news generated by Socratic’s Project, as well as any interesting information related to other social innovation projects in Europe and Worldwide. Our objective is, in the beginning of the Project, to update new information every week.

Strong, engaging content is hugely important, of course, but if the posts look hard to read, or if the blog’s design screams “amateur,” then visitors may not even get to the first line. We use images to enhance our potential readers and visitors in a clear and great design. Socratic Post also uses #keywords to reach more customers. Socratic is build to get links from other sites related to Social Innovation

Future objectives to achieve visibility of the Blog:

- Write a guest post and interviews from experts
- Produce great content consistently and periodically
- Unique content
Figure 13. Snapshot of Socratic Blog (Home of the website)
Figure 14. example of post

Figure 15. example of post
3. 2. Social Networks

The benefits of using Social Networks to disseminate the project are that we can get possible future users to know the platform. Because we want interested people to possibly test it, we think this the way of reaching them. We have chosen Facebook and Twitter because, along with YouTube, they are the most used Social Networks, reaching a broader span of people. Facebook and Twitter pages are up to date. We will upload news generated by Socratic’s Project, as well as any interesting information related to other social innovation projects in Europe and Worldwide. Our objective is, in the beginning of the Project, to update new information every week.

- Socratic Facebook Fan Page:

With Facebook pages, SocraticConsortium, can build a network of their fans. Friends, volunteers, Social innovation incubators, Social Labs, Organizations, Universities and Institutions can help develop the brand around Socratic organization by becoming a fan. This increases the popularity of our work and also gives greater credibility to the consortium. Facebook also offers the opportunity to communicate to the fans by sending messages to them. Eventually, we can also add applications in Pages for enhancing interaction and also upload logos on them. It also allows us to find out who is visiting and reading about Socratic on Facebook, and scan through the insight feature that gives an in-depth analysis of your visitors.

![Figure 16. Screenshot of Socratic Facebook Fan Page](image-url)
Table 1. Socratic Facebook post statistics

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Table 1. Socratic Facebook post statistics

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Table 1. Socratic Facebook post statistics
Table 2. Socratic Facebook post statistics

Table 3. Socratic Facebook post statistics

- Socratic Twitter account:

  Using Twitter has advantages such as its sizable user base that can be harnessed for purposes of marketing and publicity. In this respect, even a small NGO that has just started out can get an audience in the vast sea of Twitter devotees. Secondly, every tweet that an NGO sends out goes to its followers. Unlike Facebook where each post made goes out only to some of the people due to Facebook’s proprietary EdgeRank algorithm, with Twitter every tweet goes to all of the people who follow the tweets or the NGO’s tweet followers.
Figure 17. Screenshot of Socratic Facebook Fan Page

Table 4. example of a Socratic Tweet statistics
4. Socratic Project presentation

4.1. Events

4.1.1. Madrid 4-5 February 2016

Kick off meeting in Madrid. Coordinator’s home town was the chosen place to start the path of the SOCRATIC project. In this first meeting, celebrated the 2016 February the 4th and 5th in Madrid in Cibervoluntarios' headquarters, each organization introduced itself, and a first review of the project and its objectives was made. After that, Cibervoluntarios, as coordinators, presented the project management, and with FARAPI both explained the communication, dissemination and exploitation strategies. It was two days of coordination to establish all tasks per partner during the first 3 months of the Consortium work.

Partners from Spain, Norway and Germany gathered together for the first time to lay the foundations of the Project. For instance the first steps for deliverables and explaining point by point the seven WPs to be covered by the Project.

Socratic partners discussed important things such as: Project management, Communication, Dissemination and exploitation strategies for the future.

Figure 18. Partners first coordination meeting in Madrid
Figure 19. Yolanda Rueda (Cibervoluntarios) During her presentation

Figure 20. Leisure activities for the Socratic consortium in Madrid
4.1.2. Brussels: H2020 Coordinators Day

The event was the H2020 Coordinator's Day, and the chosen place was the Charlemagne building, in Brussels. It took place last February the 24th. Socratic partnership Socratic partners attended, with the intention of sharing our experience and getting to know other CAPS projects.

With this event the European Commission wanted to reunite Grant Coordinators, so they “can learn legal aspects, business processes and IT tools used to prepare amendments and reports with particular attention to the financial aspects and eligibility of costs”. Yolanda Rueda, president of Cibervoluntarios attended to the event.

By coupling research and innovation, Horizon 2020 is helping to achieve this with its emphasis on excellent science, industrial leadership and tackling societal challenges. The goal is to ensure Europe produces world-class science, removes barriers to innovation and makes it easier for the public and private sectors to work together in delivering innovation.

Socratic Project is possible thanks to the funds of Horizon 2020 program. Horizon 2020 is the financial instrument implementing the Innovation Union, a Europe 2020 flagship initiative aimed at securing Europe’s global competitiveness.

Seen as a means to drive economic growth and create jobs, Horizon 2020 has the political backing of Europe’s leaders and the Members of the European Parliament. They agreed that research is an investment in our future and so put it at the heart of the EU’s blueprint for smart, sustainable and inclusive growth and jobs.

The event took place in the Charlemagne building in Brussels from 9.30 to 17.00. It was mainly meant for grant coordinators.

Agenda:

The recorded video is available here: https://webcast.ec.europa.eu/coordinators-day-240216
Figure 21. Brussels, H2020 Coordinators Day
4.1.3. Brussels: CAPS Netfuture

On 20th April 2016 The Net Innovation Unit and the CAPS projects celebrated a social innovation showcase session at the Net Futures conference. The aim of this event was to show how social innovation offers civil society and grass-root communities real measurable benefits, given the right business models and the support of shared data platforms.

The conference was centered on how social innovation offers civil society and grass-root communities real measurable benefits, given the right business models and the support of shared data platforms. The event gathered over 1,000 attendees, in an interconnected community involving companies, organizations and people in:

• Research & Innovation
• Market Validation & Living Lab Research
• Business Development, Entrepreneurship & Enterprise Strategy
• Policy Making

The session, led by CAPS projects CHEST and IA4SI, looks at current CAPS results. Key questions are: what impact can we have? How can social innovation offer civil society and grass-root communities’ real measurable benefits, given the right business models and the support of shared data platforms? The Commission’s Net Innovation Unit and the CAPS projects will also have a showcase session at the Net Futures exhibition.

Link to the event: http://netfutures2016.eu/
Figure 22. Brussels, CAPS NETfuture

Figure 23. Brussels, Driving Growth in the #DigitalSingleMarket
4.1.4. Trondheim (Norway) 2-3 May 2016

Days 2 and 3 May a meeting was carried out in Trondheim in which SOCRATIC partners - Cibervoluntarios, FARAPI, ATB, NTNU and SINTEF- participated and discussed the progress made so far. In this meeting, which was hosted by Sintef, work was focused on the two deliverables of work package 1, to close the first milestone. Great strides were made after conducting several constructive and intensive discussions among all participants and the basis for the following meetings were sat.

This second coordination meeting was organized by SINTEF. This organization is a multidisciplinary entity, with international top-level expertise in a wide range of technological and scientific disciplines, medicine and the social sciences. SINTEF’s vision is “technology for a better society”. An important concern in our work is to conduct research with positive societal impact. SINTEF is represented in SOCRATIC by SINTEF ICT group for Social Inclusion Technologies, and SINTEF Technology and Society group for Industrial Management. Social inclusion and user empowerment are two core topics in the work of both groups.

SINTEF ICT group for Social Inclusion Technologies has more than ten years of experience with European and national R&D in the area of healthcare and social empowerment technologies. It cooperates with many social actors in Norway such as Trondheim Municipality, St. Olav’s hospital, the Norwegian Labour and Welfare Administration and Red Cross. The group has expertise in software engineering, user-centred design, computer-supported collaborative work, social computing and technology evaluation.

On the other hand, the SEMINAR ON SOCIAL ITOVATION was developed in Trondheim city organized by NTNU University. The aim of the Social ITovation event was to bridge people from different backgrounds and explore how IT can help deliver social innovations that can have a global impact. The event will feature social entrepreneurs, non-governmental organizations, companies that are working towards social innovation, academics, students, and social groups facing challenges. NTNU organizes this seminar connected to the EU-project «SOCRATIC» in Horizon 2020.

The main goal of the project is to provide citizens and organizations a collaborative space where they can identify innovative solutions to achieve the Sustainable Development Goals set by the UN.
Lik to the ITovation Seminar: https://www.ntnu.no/bridge/arrangement/social-itovation

Figure 24. Trondheim, Social ITovation Seminar

Figure 25. IT students participating at the Social ITovation Seminar
4.1.5. Berlin, CAPS Meeting

The aim of this event is bringing together old and new CAPS projects, discussing ideas for the next work programme, defining clusters of projects, and ultimately establishing a working community of innovation entities that will actively cooperate with the EC on Digital Social Innovation over the coming years.

Socratic project is one of the selected CAPS platform to be presented in the next CAPS meeting which will be held in Berlin on 18 May 2016. Collective Awareness Platforms for Sustainability and Social Innovation (CAPS) are ICT systems leveraging the emerging « network effect » by combining open online social media, distributed knowledge creation and data from real environments (« Internet of Things ») in order to create awareness of problems and possible solutions requesting collective efforts, enabling new forms of social innovation. Building on the knowledge developed within the CAPS2020 project, a new CAPS Coordination and Support action will launched soon under the Horizon 2020 framework programme.

Collective Awareness Platforms for Sustainability (CAPS) are expected to support environmentally aware. Such platforms can have very concrete impacts, for instance in empowering and motivating citizens to make informed decisions as consumers, or in fostering collective environmentally-savvy behavioural changes and a more direct democratic participation. Concrete examples of emerging areas include:

• Open Democracy: enabling citizens’ participation in democratic processes by developing and applying new tools (e.g. voting, online consultation)
• Open Policy Making: better decision making based on open data
• Collaborative Economy: lending, exchange, swapping made to operate at scale
• Collaborative Making: developing new ways of manufacturing
• Collaborative Consumption: rethinking consumerism

Yolanda was a speaker in this event, sharing SOCRATIC experience.

Event website: https://www.eventbrite.com/e/caps-community-meeting-and-workshop-tickets-24782588389
Fig 26. Yolanda Rueda (Cibervoluntarios) speaker at Berlin CAPS meeting

Fig 27. Yolanda Rueda (Cibervoluntarios) and Johanna Scheper H2020 Officer
4.1.6. Brussels, DSI4EU Digital Social Innovation in Europe

This event took place the 29th of June at DG Connect, for a Policy Workshop on Digital Social Innovation. It is a policy workshop regarding Digital Social Innovation for Europe. The aim of this event is “to bring together innovators throughout Europe and leaders from CAPS projects with European Commission Policy officials to be able to get in touch, get inspired and connect your networks”. Moments of Socratic Consortium participation at DSI4EU (Digital Social innovation: Shaping the future of Europe). The workshop was dedicated to sharing expertise and furthering understanding of Digital Social Innovation (DSI) in Europe, and is one of the public activities of the DSI4Europe project, a support action in the H2020 Collective Awareness Platforms strand. Open data, open source, sharing knowledge, participatory democracy and a commitment to an inclusive and participatory technology. We introduce our project Socratic.eu along with other open platforms and collaborative philosophy. http://digitalsocial.eu/ Angel Sola (Cibervoluntarios) participated as speaker Presenting Socratic Project.

Fig 28. Socratic Poster at the workshop room

Fig 29. Frank Kresin, event organizer, during DSI4EU presentataion
4.1.7 Malaga, empoderaLIVE: Social Living Lab event

This is a future event that we want to organize on 2016, 20 and 21 September, the aims of this event are:

Bringing together 200 experts and professionals from all areas, 40% of them internationally, who are working on real, innovative and creative social innovation through social use of ICT initiatives.

Create a publication that gathers the conclusions of the discussions, reflections and vision of experts on social innovation and citizen empowerment

Networking between 200 attendees that allows the generation of projects.

Create, publicize, exchange and promote all kinds of plans, programs, projects and activities that are intended to promote citizen empowerment, alleviate the sociodigitales gaps and foster the knowledge society through the social use of technology and citizen participation and multisectoral

Demonstrate and visualize the importance of social use of technology as a means to alleviate social gaps (that have to do with participation, education, health, employment, self-esteem, loneliness, communication) generate social innovation and citizen empowerment.

And go on the ICT and inclusion contents discussed at the World Summit on the Information Society in a practical and demonstrative way.

http://live.empodera.org/
4.2. Local activities for dissemination

4.2.1. Trondheim: Experts in Team – IT for a better world

On 20 January 2016 the SOCRATIC project was presented to students of Experts in Team (EiT) in order to introduce them to social innovation and increase awareness among them regarding SOCRATIC. 30 students participated in this event and the goal was to receive feedback from them, because EiT is an important part of the pilot studies that will be conducted next year. The students make insightful questions and comments about the project that will lead to a better and more accurate description of the EiT village that will be related with SOCRATIC.

4.2.2. Trondheim: Kid workshop

On 1 February 2016 NTNU in collaboration with Online, abacus and several major players in the business community are working to motivate and inspire students of Computer Science, Communication Technology and Computer Science. The goal is to develop a portfolio of activities and initiatives that give our students an inspiring and relevant look into their own possible occupational future. The idea is to highlight the need for expertise and skills that students acquire through their studies.

The participants are companies developing and delivering ICT-based products and services of great importance in society, professors, researchers and students from NTNU. Over 50 people took part in this event and they were introduced to social innovation and to the SOCRATIC project. The goal was to increase awareness regarding social innovation and to attract customers that will use the platform on the pilot studies.

4.2.3. Trondheim: Opening event - GEMINI Center on Technology Enhanced Lifelong Learning (TELL)

On 19 February 2016 it was the opening event the GEMINI Centre Technology Enhanced Lifelong Learning (TELL). TELL is a strategic cooperation among the Department of Information and Computer Science at NTNU and SINTEF. TELL envisions to realize a better society through lifelong learning for all. The main research goal is to understand the interplay between learning and technology as
both an enabler and a transforming factor, distinguishing mechanisms that are domain specific and general.

The event gathered around 50 participants who were researchers from NTNU, SINTEF and people from Trondheim Municipality. A SOCRATIC poster was presented at the event. The participants were introduced to SOCRATIC and to the concept of social innovation through a small talk from NTNU. The goal was to increase awareness among researchers, public administration and local community towards social innovation and how the SOCRATIC platform can be used for social good.

Link to the event: http://www.tell-gemini.org/2016/05/29/opening-event/

4.2.4. Trondheim: Technoport

On 2 and 3 March 2016 Technoport, an annual innovation & entrepreneurship conference, took place in Trondheim. The goal of the event was to discover the keys to success through the sharing of best practices, success stories, and learning from failures. Over 300 people attended the event from industry, academia and public administration. Participants included entrepreneurs, innovators, managers, researchers, students. A member of the SOCRATIC project from NTNU attended the event in order to collaborate with people with similar interests, introduce the project and attract potential users to the platform.

http://technoport.no/content/505/Technoport-2016

4.2.5. Oslo: Big data for Social Good

On 3 March 2016 an event entitled “Big data for Social Good” was organized by Telenor, a Norwegian multinational telecommunications company, in order to offer different perspectives and to map future possibilities for Big Data for Social Good. Over 100 people attended the event from the industry and academia. A member of the SOCRATIC project from NTNU attended the event in order to collaborate with people with similar interests, introduce the project and attract customers to the platform.

Link to event: https://reg.telenorexpo.no/bigdata/?id=217
4.2.6. Trondheim: Course on Cooperation technology and social media

On 12 April 2016 a lecture was given cooperation in social innovation, as part of a Course on Cooperation technology and social media at the Department of Computer and Information Science at NTNU. The main target was students and 50 of them participated in the lecture. The goal was to disseminate and exploit, first by increasing awareness of SOCRATIC among students and also the knowledge of SOCRATIC was used to prepare teaching material.

4.2.7. TELL Networking at DIGS *It is learning, but not as we know it!*

On 2 June 2016 the GEMINI Center Technology Enhanced Lifelong Learning (TELL) held a networking event at DIGS. DIGS is an innovation platform located in Trondheim, built on exchanges between members and partners who unite entrepreneurs, ‘makers’ and ‘doers’ from varied sectors. DIGS supports startup activities by providing an office environment and space for public activities, stimulating a culture of collaboration, sustainability and mutual innovation through shared knowledge and experience. We participate in entrepreneurship networks across Norway, Europe and internationally and aim to strengthen ties, stimulate local community and boost business development in and around the region of Trondheim.

During this event the work done at TELL was presented including mobile apps to promote participation in urban planning, teaching computing to children, games for learning, supporting learning at the workplace for industrial workers, Internet of Things toolkits to build new learning tools, technologies to empower sustainable behavior. SOCRATIC project was presented to the participants in order to increase awareness as well as to attract potential customers and collaborators to the platform. Participants included researchers and entrepreneurs. Over 50 people took part in this event.

http://www.tell-gemini.org/2016/05/29/join-us-at-networking-event-at-digs/
5. Conclusions

This report gives an overview of the SOCRATIC project public website dissemination area (Blog and Follow up) and internal website and collaboration support. The public site (www.socratic.eu) is designed to present the work of the SOCRATIC project to the general public, the scientific community, and industry.

It also gives an detailed overview on the several dissemination events the Consortium participates in to promote the goals of SOCRATIC projects and share them with as many Institutions, Universities, organizations and companies attending this kind of innovation events across Europe.

All partners collaborates in making local and international news about the goals of the consortium, updating deliverables to the website and keeping the open for public access. Our collaboration infrastructure will be evaluated and upgraded as necessary during the lifetime of the project.

All partners are encouraged and reminded regularly to provide additional suggestions and further information regarding activities related to the SOCRATIC project, so that these can be properly captured and advertised via the project website in order to keep the website current with fresh information and material. Using the materials provided for their own events and for the events in which the Consortium have presence. (updated pictures, updated reports, news about the platform... etc.)