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<b>I4P</b>	Imagination for People	France
<b>OU</b>	The Open University	United Kingdom
<b>UZH</b>	University of Zurich	Switzerland
<b>CSCP</b>	Collaborating Centre on Sustainable Consumption and Production	Germany
<b>Purpose</b>	Purpose Europe	United Kingdom
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## Executive summary

The present document is a deliverable of the CATALYST project, funded by the European Commission's Directorate-General for Communications Networks, Content & Technology (DG CONNECT), under its 7th EU Framework Programme for Research and Technological Development (FP7).

This reports updates the D5.1 one and presents the whole range of activities performed all along the project lifetime by the CATALYST consortium as part of Work Package 5 'Outreach Activities'. Disseminating the work progress, outcomes, final results and achievements to targeted stakeholders, as well as communicating efficiently to a wider audience, are crucial to raise awareness on the project and foster the exploitation of its results by the consortium and by third parties.

This document is divided into four parts to present in the most efficient way how CATALYST partners managed to reach a wide and diversified audience. The report starts with a presentation of the project online marketing and social media strategy as well as the documentation created during the project lifetime. The second section demonstrates how the consortium reached out for a targeted audience through the publications of research papers and the participations to external events. Then, it explains in details the different steps of CATALYST Open-Call alongside with the lessons-learned resulting from the testing period of CATALYST tools by real online communities. Lastly, this deliverable describes the two project annual events.

## Introduction

The whole range of CATALYST outreach activities performed during the 24 months duration of the project are detailed within this document, together with activities scheduled after the end of the project. The whole work achieved within Work Package 5 aimed at raising the awareness on the project latest developments and outcomes, contributing thus to their dissemination and exploitation.

These activities required the contributions of all CATALYST partners and were coordinated by Sigma Orionis as Work Package 5 “Outreach activities” leader.

Divided into four parts, the document reports the project online marketing and social media strategy alongside with CATALYST documentation in Section 1, the dissemination activities targeting related scientific stakeholders and online communities in section 2, the whole Open Call process in Section 3 (going from the selection phase to the testing period) and, lastly, the project annual events in Section 4.

## 1. Online marketing, social media and documentation

### 1.1 Online marketing

#### 1.1.1 Website

The project website is accessible at the URL <http://catalyst-fp7.eu> and acts as the interface between the CATALYST consortium and the public. Online at M2, it has been updated and enriched all along the project lifetime. Sigma Orionis, as WP5 leader, is managing and hosting it. It acts as a major communication and dissemination tool for CATALYST achievements, events, news, work progress and results. The website URL was displayed on all CATALYST communication material including printings and digital elements. The whole content is made available under a Creative Commons license (Attribution 4.0 International) to encourage its further exploitation by any third party.

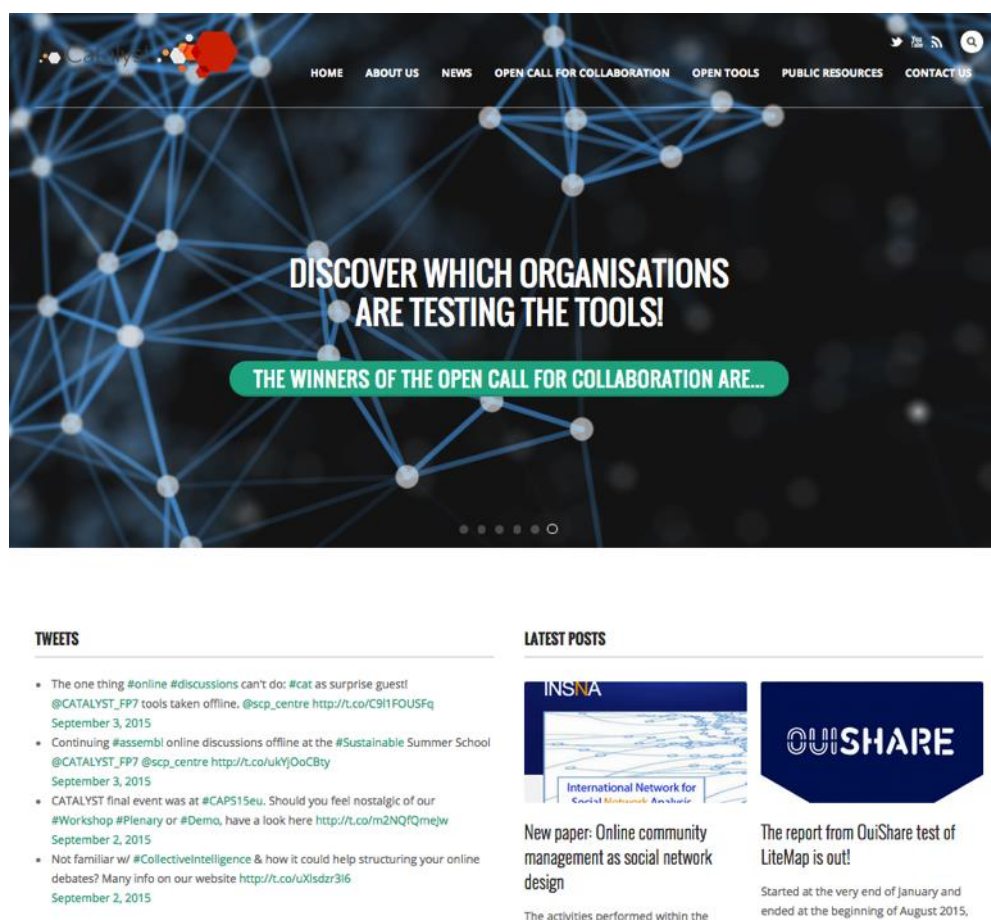


Figure 1: Homepage of the catalyst-fp7.eu website (as of October 1<sup>st</sup>, 2015)

Sigma Orionis had a clear focus on making the website as user-friendly as possible which resulted in the use of a responsive design for a perfect display on any support (computer, smartphone or tablet) with a dynamic and attractive design.

The main website features are:

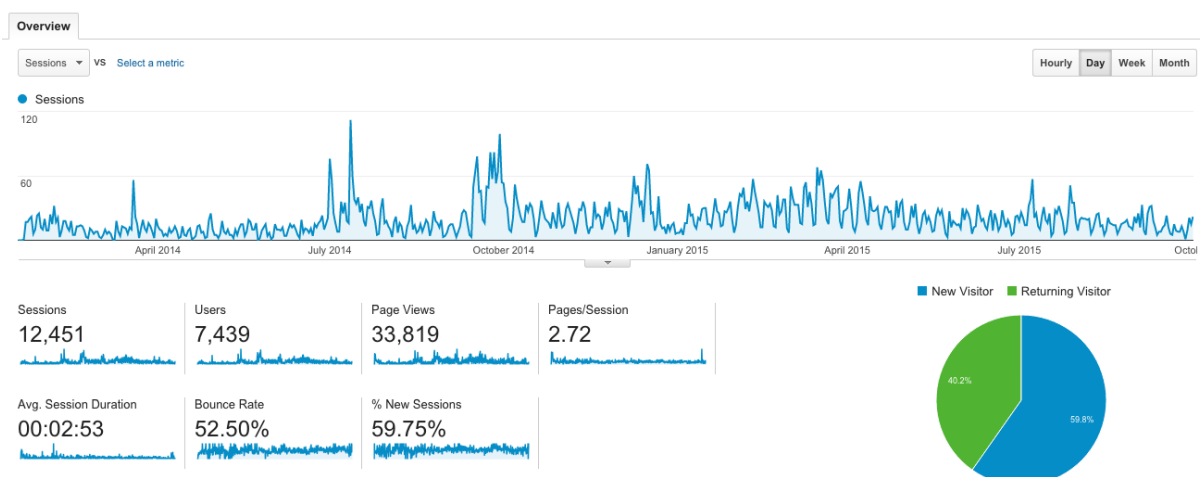
- The homepage, which shortly presents the project objectives and achievements in addition to the live stream of CATALYST twitter account, the two latest news and digital press articles;



- A second section that contextualizes the project, presenting its objective, consortium and relation to the CAPS programme;
- A newsroom displaying all CATALYST news, paper and event announcements as well as the possibility to subscribe to the project newsletter;
- A section dedicated to the Open-Call for collaboration and presenting the selection criteria and main deadlines;
- A page inviting the visitors to discover the tools developed within the project, which includes links to each tool own website;
- A public resources area, gathering (i) demos and tutorials, (ii) a photo gallery, (iii) presentations and research papers, (iv) a press kit and (v) reports and public deliverables.

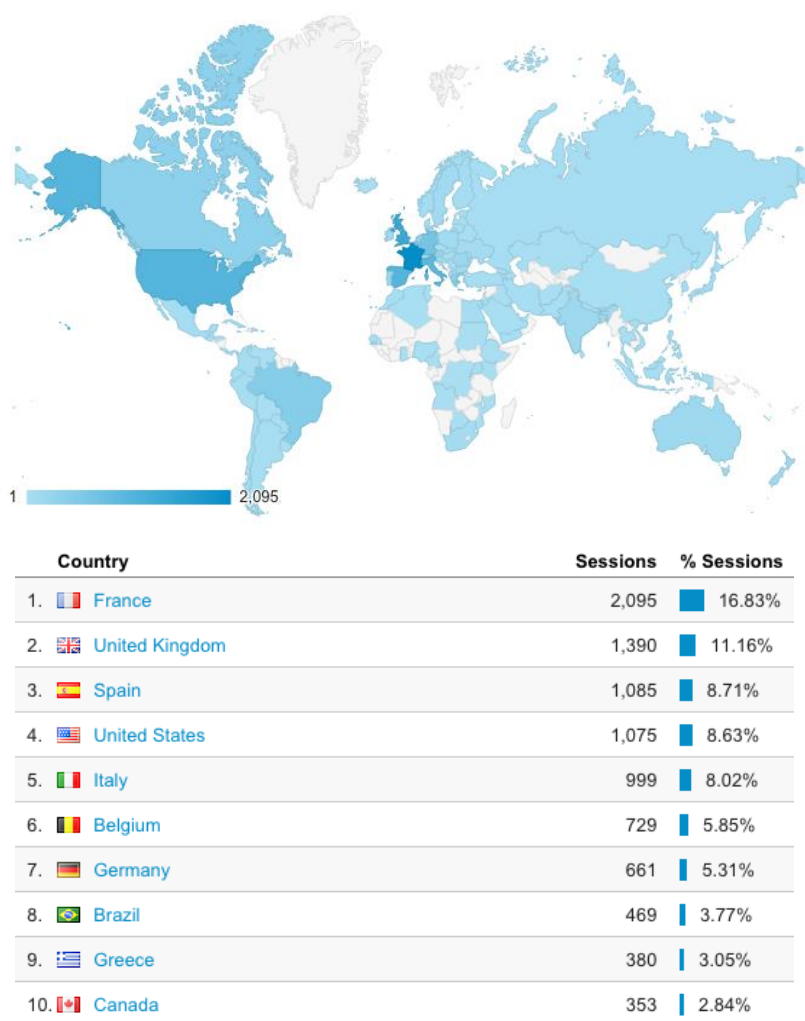
Set-up at the beginning of the project, Google Analytics is a service from Google that monitors the amount of visits on the website with a full set of statistics on demographics, visitor origin and visit duration. The figures and visualizations presented in this section are representing an overview of catalyst-fp7.eu statistics for the whole twenty-four months of the project.

Between January 19, 2014 and September 30, 2015, CATALYST website attracted almost 7.500 unique visitors (7.439) and recorded a total amount of 12.451 visits for 33.819 page views. Visits for 2014 were much more focused on key moments while 2015 has been more stable with an improved average number of new visitors per day.



**Figure 2: Total visits and page views on catalyst-fp7.eu (as of October 1<sup>st</sup>, 2015)**

The below visualisations show the geographic origin of the visitors of the CATALYST website, which reached a truly international dimension as one hundred and twenty-five countries, covering all continents, are represented on the World Map and no-less than three non European countries are represented in the list of the most visiting nations.



**Figure 3: Origin of CATALYST website visitors (as of October 1<sup>st</sup>, 2015)**

### 1.2.3 Tri-annual newsletter

To stay in touch with CATALYST core stakeholder, a tri-annual digital newsletter is issued to promote the project work-progress, coming events and published papers with a broader audience. The subscription form is available in the website newsroom and the mailing list holds above 140 subscribers.

At the end of the project, five newsletter were issued:

- Newsletter 1 in March 2014
- Newsletter 2 in July 2014
- Newsletter 3 in December 2014
- Newsletter 4 in April 2015
- Newsletter 5 in July 2015

An example of the newsletter is presented in Annex 1, and all issues of the newsletter can be found from the website's news section.

An email blast was also sent in June 2015 to announce the final agenda of the CATALYST final event that was held during CAPS2015. A final extra Newsletter is schedule for October 2015, in order to promote the latest deliverables, the conclusion of all the tests and the final public report.

## 1.2 Social networks

Social media have become an essential communication and dissemination mean in the past few years and the project made use of them to reach the widest possible impact for the project announcements. This social media strategy allowed the project partners to communicate with CATALYST stakeholders leveraging the partners' communication means.

Many efforts were made to attract as many followers/subscribers on social networks as possible, targeting a ripple effect and a broader dissemination of the project progress and outcomes. Most efforts were focused on Twitter and YouTube to publish the best possible content and develop CATALYST online presence.

### 1.2.1 Twitter

CATALYST Twitter account is the main social media communication and dissemination mean of the CATALYST project. All project announcements were posted, as well as the promotion of Collective Intelligence and Participatory Democracy in general.



Figure 4: @CATALYST\_FP7 Twitter homepage (as of October 1<sup>st</sup>, 2015)

At the time of writing, @CATALYST\_FP7 has released 943 tweets and has 577 followers. These figures are making of CATALYST the fourth most followed CAPS project after DSI, D-CENT and CAPS2020.

### 1.2.2 YouTube

A YouTube channel was set up to promote CATALYST video content the best possible way. This channel is accessible through the URL <https://www.youtube.com/user/CATALYSTFP7>. From the start of the project, more than 4.600 minutes of CATALYST-created video content were watched on YouTube for a total of more than 2.400 views.

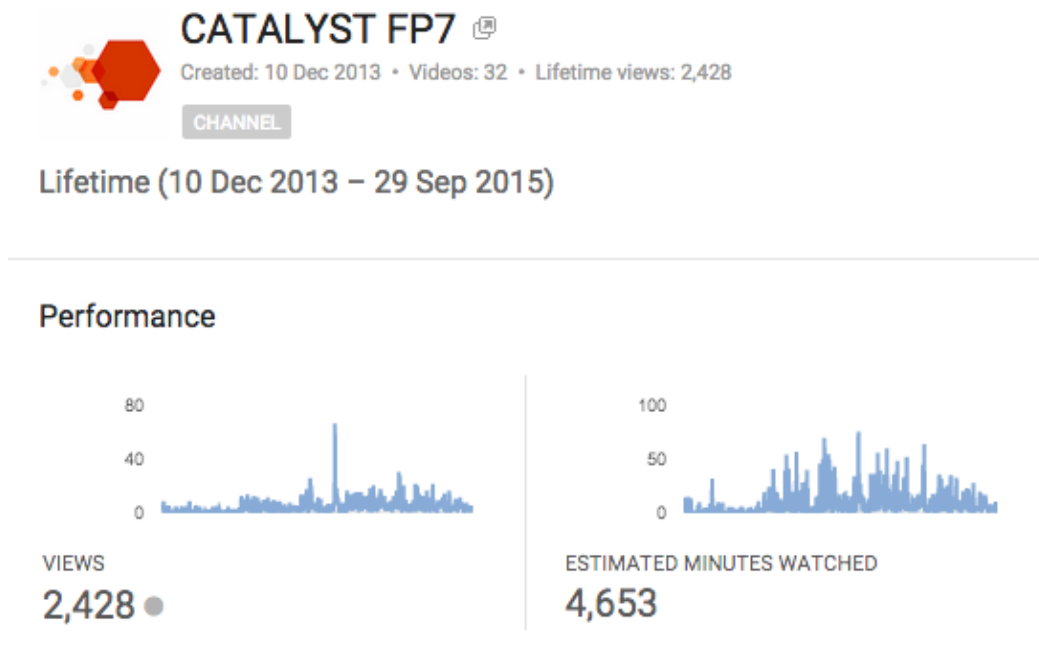


Figure 5: CATALYST\_FP7 YouTube Channel Analytics (as of October 1<sup>st</sup>, 2015)

CATALYST YouTube channel includes video tutorials of CATALYST tools in several languages, video presentations of the testing communities and their expectations on the tests ahead of them, a “Meet the team” video of the CATALYST consortium to present the project partners and their objectives, and presentations of the CATALYST partners in conferences.

### 1.2.3 CAPS2020 LinkedIn group

The CAPS2020 project aimed at creating synergies between CAPS projects and created a LinkedIn group to concentrate all CAPS projects efforts in terms of communication. CATALYST didn’t create its own LinkedIn account and took part to the one initiated by Sigma Orionis in the framework of the CAPS2020 project. This social network was an important way of communication for the project as it directly reaches individuals with a professional target fostering the exploitation potential of CATALYST tools. At the time of writing, the group gathers 252 members and is accessible at the following URL: <http://bit.ly/1hzVu7W>. All CATALYST announcements were published on this page.

## 1.3 Documentation

CATALYST documentation goal is to enhance the project visibility and communicate on its events and developments. This documentation acts as a support for all projects activities and more specifically for WP3 (Implementation of Collective Intelligence Software) and WP4 (Evaluation of the Collective Intelligence Software) by explaining in a nutshell the project latest activities, developments and achievements.

The whole documentation contributed to the increase of the project impact and was distributed and used as a support during events to explain what CATALYST is doing and how it helps communities to improve their collective intelligence processes. All documents are available on CATALYST website press kit section except for documents made for the consortium use only.

Public documentation includes:

- A Brochure

- A Factsheet
- A poster
- A roll-up banner
- CATALYST logo

All public documentation is available as Annexes 2, 3, 4 and 5 of this report.

The consortium-only documentation includes:

- A PowerPoint template
- A Deliverable template

The public documents were developed by Sigma Orionis, validated by the consortium and used by all partners for external events.

## 2. Contributions to external events

In accordance to the DoW KPIs, CATALYST partners produced no less than 13 research publications and participated to 19 external events.

### 2.1 Contribution to publication of papers, articles and magazines

Leveraging the knowledge acquired through their involvement in CATALYST, the consortium partners authored several research publications, which promoted the CATALYST project in the scientific community. The table below presents the list of all CATALYST-related publications:

Publication	: De Liddo, A. (2014). "Enhancing Discussion Forum with Combined Argument and Social Network Analytics". In Okada, A., Buckingham Shum, S. and Sherborne, T., (Eds) Knowledge Cartography. Springer. Second Edition. (In press)
Date(s)	: October 2014
Partner in charge of the publication	: Open University
Link	: <a href="http://www.springer.com/computer/hci/book/978-1-4471-6469-2">http://www.springer.com/computer/hci/book/978-1-4471-6469-2</a>
Publication	: Piccolo, L. S. G., Alani, H., De Liddo, A., & Baranauskas, C. (2014, June). Motivating online engagement and debates on energy consumption. In Proceedings of the 2014 ACM conference on Web science (pp. 109-118). ACM.
Date(s)	: June 2014
Partner in charge of the publication	: Open University
Link	: <a href="http://dl.acm.org/citation.cfm?doid=2615569.2615695">http://dl.acm.org/citation.cfm?doid=2615569.2615695</a>
Publication	: De Liddo, A., & Buckingham Shum, S. (2014). New Ways of Deliberating Online: An Empirical Comparison of Network and Threaded Interfaces for Online Discussion. In <i>Electronic Participation</i> (pp. 90-101). Springer Berlin Heidelberg.
Date(s)	: 2014
Partner in charge of the publication	: Open University
Link	: <a href="http://link.springer.com/chapter/10.1007%2F978-3-662-44914-1_8">http://link.springer.com/chapter/10.1007%2F978-3-662-44914-1_8</a>
Publication	: Buckingham Shum, S., De Liddo, A. and Klein, M. (2014) DCLA Meet CIDA: Collective Intelligence Deliberation Analytics, The 4th International Conference on Learning Analytics and Knowledge, Indianapolis, IN, USA
Date(s)	: 2014
Partner in charge of the publication	: Open University and University of Zurich
Link	: <a href="http://dcla14.files.wordpress.com/2014/03/dcla14_buckinghamshumdeliddo_klein1.pdf">http://dcla14.files.wordpress.com/2014/03/dcla14_buckinghamshumdeliddo_klein1.pdf</a>
Publication	: De Liddo A., Buckingham Shum S., Klein, M. "Arguing on the Web for Social Innovation: Lightweight Tools and Analytics for Civic Engagement". In the Workshop: Arguing the Web: 2.0 at 8th ISSA Conference on Argumentation. (Amsterdam, July 1-4, 2014)
Date(s)	: July 2014
Partner in charge of the publication	: Open University and University of Zurich
Link	: N/A
Publication	: Klein, M., Bicharra Garcia, A. C., (2014, May). "An Idea Filtering Method for Open Innovations". In the Conference: <i>Collective intelligence</i> (Cambridge MA USA)

Date(s) Partner in charge of the publication Link	: May 2014 : University of Zurich : <a href="http://collective.mech.northwestern.edu/?page_id=217">http://collective.mech.northwestern.edu/?page_id=217</a>
Publication  Date(s) Partner in charge of the publication Link	: De Liddo, A., & Buckingham Shum, S. (2014). Collective Intelligence for the Public Good: New Tools for Crowdsourcing Arguments and Deliberating Online. In Proceeding of: Internet Policy and Politics Conference. (IPP2014). Sept 25-26th, Oxford, UK. : 2014 : Imagination for People : <a href="http://www.slideshare.net/AnnaDeLiddo/de-liddo-ipp2014fin">http://www.slideshare.net/AnnaDeLiddo/de-liddo-ipp2014fin</a>
Publication  Date(s) Partner in charge of the publication Link	: Convertino, G., Westerski, A., De Liddo, A., Díaz, P. (2015). Large-Scale Ideation & Deliberation: Tools and Studies in Organizations. In Journal of Social Media for Organizations. Vol. 2 Num. 1. MITRE Corporation. : 2015 : Open University : <a href="http://www2.mitre.org/public/jsmo/pdfs/02-01-lrg-scale-ideation.pdf">http://www2.mitre.org/public/jsmo/pdfs/02-01-lrg-scale-ideation.pdf</a>
Publication  Date(s) Partner in charge of the publication Link	: Parent, M.A. (2015). Objects as results from graph queries using an ORM and generated semantic-relational binding Vol. 1272, Paper 60. CEUR Workshop proceedings. : 2015 : Imagination for people : <a href="http://ceur-ws.org/Vol-1272/paper_60.pdf">http://ceur-ws.org/Vol-1272/paper_60.pdf</a>
Publication  Date(s) Partner in charge of the publication Link	: Klein, M., Convertino, G. (2015). A Roadmap for Open Innovation Systems. In Journal of Social Media for Organizations. Vol. 2 Num 1. MITRE Corporation. : 2015 : ETH Zürich : <a href="http://www2.mitre.org/public/jsmo/pdfs/02-01-roadmap.pdf">http://www2.mitre.org/public/jsmo/pdfs/02-01-roadmap.pdf</a>
Publication  Date(s) Partner in charge of the publication Link	: Klein, M., Garcia, A. (2015). High-Speed Idea Filtering With the Bag of Lemons. In the proceedings of the 2015 Collective Intelligence Conference. : 2015 : ETH Zürich : <a href="http://sites.lsa.umich.edu/collectiveintelligence/wp-content/uploads/sites/176/2015/02/Klein-and-Garcia-CI-2015-Abstract.pdf">http://sites.lsa.umich.edu/collectiveintelligence/wp-content/uploads/sites/176/2015/02/Klein-and-Garcia-CI-2015-Abstract.pdf</a>
Publication  Date(s) Partner in charge of the publication Link	: Cottica, A. (2015). Online community management as social network design: testing for the signature of management activities in online communities. Presented at the International Sunbelt Social Network Conference 2015 : 2015 : Wikitalia : <a href="https://github.com/albertocottica/communities-network-design/blob/master/Paper-latex-NWS/Community-management-network-design.pdf">https://github.com/albertocottica/communities-network-design/blob/master/Paper-latex-NWS/Community-management-network-design.pdf</a>
Publication  Date(s) Partner in charge of the publication Link	: Arniani, M (2015) Technology, Citizens and Social Change in the Framework of European Research and Innovation Programmes: Towards a Paradigm Shift : 2015 : Sigma Orionis : <a href="http://goodtechs.eu/2015/show/program-preliminary">http://goodtechs.eu/2015/show/program-preliminary</a> (proceedings to be published by Springer)

In addition to the above listed publications, an article about the project untitled [Improved tools for online social innovation platforms](#) has been release on the CORDIS portal, while in January 2014 the Huffington Post featured

CATALYST in an article by Dan Tapscott titled “New Software Fuels New Knowledge” (<http://www.huffingtonpost.com/don-tapscott/new-software-fuels-new-knowledge-4702898.html?1391186645>).

## 2.2 Presentations in conferences

A key part of the project dissemination strategy is the participation of the consortium partners to external events related to CAPS and Collective Intelligence. These events offer an occasion to present the project, its vision, work progress and outcomes, and are a great opportunity to network and enhance the exploitation potential of CATALYST ecosystem of tools by addressing crucial topics with targeted audiences. These audiences are usually reached during either formal presentations or workshops with the support of the project documentation. Dissemination of promotional material: flyers, roll-up banners, posters, video trailer, etc.

The below table presents the full list of the events to which the consortium has participated in:

Event name	: <b>Personal Democracy Forum</b>
Date(s)	: September 29, 2014
Location	: Rome, Italy
CATALYST partner	: Wikitalia
Website	: <a href="http://personaldemocracy.com/static-content/pdf-italia-2014-program">http://personaldemocracy.com/static-content/pdf-italia-2014-program</a>
Description:	: In the context of Innovation Week in Rome (which included the Open Hardware Summit, the Internet of Things meetup and above all MakerFaire (90 000 paying visitors), Alberto Cottica, through his presentation introduced the CATALYST project and the Edgesense tool currently developed by Wikitalia in front of 150 participants.
Event name	: <b>InnovActeurs Meeting</b>
Date(s)	: September 12, 2014
Location	: Paris, France
CATALYST partner	: Imagination for People
Website	: <a href="http://www.innovacteurs.asso.fr/?p=7970">http://www.innovacteurs.asso.fr/?p=7970</a>
Description:	: Imagination for People presented CATALYST and Assembl (methodology and tools) during this workshop attended by 40 participants.
Event name	: <b>Affen Meeting</b>
Date(s)	: September 11th, 2014
Location	: Paris, France
CATALYST partner	: Imagination for People
Website	: N/A
Description:	: Imagination for People presented Assembl (methodology and tools) in front of 12 Chief Education Officers participating in the event
Event name	: <b>IFIP Electronic Government (eGov)/ e-Part 2014</b>
Date(s)	: September 1-3, 2014
Location	: Dublin, Ireland
CATALYST Partner	: Open University
Website	: <a href="http://www.egov-conference.org/egov-2014">http://www.egov-conference.org/egov-2014</a>
Description:	: Anna de Liddo and Simon Buckingham Shum hosted a session called “ePart: Engaging citizens online” during the eGov/ePart 2014 event to present the project and the tools the Open University developed through the project. The event gathered more than 150 participants (mainly from the scientific research community)
Event name	: <b>Workshop on Network Analysis to Understand online conversations</b>
Date(s)	: July 20, 2014



Location	: Matera, Italy – the unMonastery
CATALYST Partner	: Wikitalia
Website	: <a href="https://edgeryders.eu/network-pizza-network-analysis-to-understand-online-conversations">https://edgeryders.eu/network-pizza-network-analysis-to-understand-online-conversations</a>
Description:	<p>: Wikitalia organized a workshop focused on <a href="#">Network Analysis to Understand online conversations</a>, primarily to teach moderators in the <a href="#">Matera 2019 community</a> (MT2019) (one of Wikitalia's use cases) to use Edgesense. However, the event was open to the public and attracted 18 participants.</p> <p>The program was structured in order to provide first the participants with basic concepts on networks. Once achieved, the workshop focused on how and why to use network analysis as a tool to manage online communities. Thus, Edgesense has been used as a tool, and the MT2019 community as a case study.</p>
Event name	: <b>Forum des usages coopératifs</b>
Date(s)	: July 2-3-4, 2014
Location	: Brest, France
CATALYST partner	: Imagination for People
Website	: <a href="http://forum-usages-cooperatifs.net/index.php/Accueil">http://forum-usages-cooperatifs.net/index.php/Accueil</a>
Description:	: On the first day, Imagination for People presented in front of 200 attendees the results of a CATALYST test on "how to manage stress in a group". On the second day, Imagination for People organized a workshop with 40 participants on how to use Assembl. Finally, the third day was dedicated to an additional workshop attended by 30 participants and focusing on debate analysis (with "forum des débats")
Event name	: <b>Arguing on the Web 2.0</b>
Date(s)	: June 30, 2014
Location	: Amsterdam, Netherlands
CATALYST partner	: University of Zurich
Website	: <a href="http://www.sintelnet.eu/content/arguing-web-20-0">http://www.sintelnet.eu/content/arguing-web-20-0</a>
Description:	: As invited speaker to this workshop, Mark Klein made a presentation Using Large-Scale Argumentation to Enable Open Innovation, introducing the CATALYST project and the Deliberatorium's developments.
Event name	: <b>Mini-Moustic</b>
Date(s)	: May 14 <sup>th</sup> , 2014
Location	: Montpellier, France
CATALYST partner	: Imagination for People
Website	: N/A
Description:	: Imagination for People organized a workshop on the CATALYST tools in the context of the Moustic unconference. The workshop has been attended by 25 participants
Event name	: <b>2nd International Workshop on Discourse-Centric Learning Analytics, at 4th International Conference on Learning Analytics &amp; Knowledge</b>
Date(s)	: March 24, 2014
Location	: Indianapolis, USA
CATALYST partners	: Open University and University of Zurich
Website	: <a href="http://dcla14.wordpress.com/programme/">http://dcla14.wordpress.com/programme/</a>
Description:	: During this event, Anna de Liddo, Simon Buckingham Shum and Mark Klein presented their working paper "DCLA Meet CIDA: Collective Intelligence Deliberation Analytics", based on the CATALYST activities and first outcomes.
Event name	: <b>Wikicité</b>
Date(s)	: February 27-28, 2014
Location	: Montreal, Canada
CATALYST partner	: Imagination for People

Website	: <a href="http://ocpm.qc.ca/wikite/programmation">http://ocpm.qc.ca/wikite/programmation</a> <a href="https://www.flickr.com/photos/69271256@N07/12936374613/">https://www.flickr.com/photos/69271256@N07/12936374613/</a>
Description:	: Imagination for People presented CATALYST and the role of Collective Intelligence in Citizen Participation. 300 participants were registered and documents are available at: <a href="http://www.slideee.com/slide/wikite-frank-escoubes">http://www.slideee.com/slide/wikite-frank-escoubes</a>
Event name	: <b>Collective Intelligence for the Common Good</b>
Date(s)	: September 29-30, 2014
Location	: London, United Kingdom
CATALYST partners	: The Open University and ETH Zürich
Website	: N/A
Description:	: The event will sought to establish an Open Research and Action Community Network, aiming at facilitating joint-work with practitioners and researchers from all relevant fields. The CATALYST project was presented in details to the 31 attendees.
Event name	: <b>Impacto Sao Paulo 2014</b>
Date(s)	: December 8, 2014
Location	: Sao Paulo, Brazil
CATALYST partner	: Purpose
Website	: <a href="http://www.eventick.com.br/impacto">http://www.eventick.com.br/impacto</a>
Description:	: The CATALYST project was presented as part of Lee-Sean Huang's presentation of his activities on community-centred research. The video of his 18-minute speech is available here : <a href="https://www.youtube.com/watch?v=OF7nsDwM4NM">https://www.youtube.com/watch?v=OF7nsDwM4NM</a>
Event name	: <b>Smart Impact</b>
Date(s)	: March 6, 2015
Location	: Mexico City, Mexico
CATALYST partners	: Purpose
Website	: <a href="http://jardinn.co/">http://jardinn.co/</a>
Description:	: Lee-Sean Huang of Purpose held a Workshop at Smart Impact, an event organized by Jardin de Innovacion where he presented the full set of CATALYST Collective Intelligence tools.
Event name	: <b>Net Futures</b>
Date(s)	: March 25-26, 2015
Location	: Brussels, Belgium
CATALYST partners	: Sigma Orionis
Website	: <a href="http://netfutures2015.eu/">http://netfutures2015.eu/</a> - <a href="https://ec.europa.eu/digital-agenda/en/news/collective-awareness-platforms-sustainability-and-social-innovation-caps-consultation-meeting">https://ec.europa.eu/digital-agenda/en/news/collective-awareness-platforms-sustainability-and-social-innovation-caps-consultation-meeting</a>
Description:	: Net Futures maximizes the competitiveness of the European technology industry. The conference gathered over 700 attendees both from research and industry. CATALYST was presented during the whole event on the CAPS collective booth. The European Commission organised a Consultation Meeting in collaboration with the CAPS2020 project where CATALYST was presented to an audience of around 60 participants alongside other CAPS projects
Event name	: <b>CHI Conference</b>
Date(s)	: April 18-23, 2015
Location	: Seoul, South Korea
CATALYST partners	: The Open University, ETZ Zürich
Website	: <a href="http://chi2015.acm.org/">http://chi2015.acm.org/</a>
Description:	: A Special Interest Group (SIG) on online deliberative processes and technologies gathered at the CHI2015 conference to think collectively on the definition and

	organization of research and design for online deliberative processes and technologies. Two out of the seven organizers of the meeting were members of CATALYST consortium (Mark Klein and Anna De Liddo)
Event name Date(s) Location CATALYST partner Website Description:	<b>: Forward/Story</b> : May 15-18, 2015 : Costa Rica : Purpose : <a href="http://www.forwardslashstory.com/">http://www.forwardslashstory.com/</a> : FORWARD/STORY (Forward Slash Story) is an invite-only 4 day residential lab taking place in Costa Rica, May 15, 16, 17 & 18th, 2015. Lee-Sean Huang, Purpose, presented CATALYST developments for a better collective storytelling.
Event name Date(s) Location CATALYST partner Website Description:	<b>: Sunbelt Conference</b> : June 23-28, 2015 : Brighton, United Kingdom : Wikitalia : <a href="http://insna.org/sunbelt2015/">http://insna.org/sunbelt2015/</a> : The International Sunbelt Social Network Conference is the official annual conference of the International Network for Social Network Analysis. Alberto Cottica, Wikitalia, presented his paper on « Online community management as social network design: testing for the signature of management activities in online communities ».
Event name Date(s) Location CATALYST partner Website Description:	<b>: GOODTECHS Conference</b> : 26 <sup>th</sup> October 2015 : Rome : Sigma Orionis : <a href="http://goodtechs.eu/2015/show/program-preliminary">http://goodtechs.eu/2015/show/program-preliminary</a> : GOODTECHS is the European Alliance for Innovation (EAI) International Conference on Smart Objects and Technologies for Social Good. Marta Arniani, Sigma Orionis, will present there her paper « Technology, Citizens and Social Change in the Framework of European Research and Innovation Programmes: Towards a Paradigm Shift » which features the CATALYST project.

## 3. Open-Call for collaboration

### 3.1 Selection process

#### 3.1.1 Launch of the Open Call

Aiming at raising awareness on the project developments and getting as much end-users feedback as possible, the consortium launched an Open Call to test the tools under Task 5.2, and provided the applicants a custom support all along the test implementation.

Officially launched on July 2, 2014 during the CATALYST first annual event hosted at CAPS2014, the Open Call targeted different kind of communities expressing needs for more structured online debates and deliberations, as well as clearer visualization for moderator(s). The Open Call guidelines, including the ranking system, were first presented to the European Commission's Project Officer supervising the project to ensure the best possible transparency and are available in this deliverable annexes.

Opened until October 1<sup>st</sup>, 2014, the Open Call proved to be successful with no less than 17 proposals coming from Europe and beyond, demonstrating the outreach achievements of the CATALYST project.

All received proposals are listed below:

1. [Edgeryders](#) (UK)
2. [Organisation for Economic Cooperation and Development \(OECD\)](#) (France)
3. [Fundación Ibercivis](#) (Spain)
4. [Fondazione RCM – Rete Civica di Milano](#) (Italy)
5. [University of Naples Federico II](#) – Industrial Engineering Department (Italy)
6. [Ganemos Madrid](#) (Spain)
7. [OuiShare Labs](#) (France)
8. [AutoConsulta Ciudadana](#) [Citizen Self-Consultation] (Spain)
9. [KTH \(Royal Institute of Technology\)](#) – [Knowledge Management Research group](#) (Sweden)
10. Center for Social Investment (Poland)
11. [Loomio Cooperative](#) (New-Zealand)
12. [Wissen](#) (India)
13. [Human Pixel](#) (France)
14. [Center for Creative Leadership](#) (Belgium - USA)
15. [CHEST/EIPCM](#): (CAPS project)
16. [Center for Research, training and technical assistance CICATAL](#) (Bolivia)
17. [Ashoka Changemakers](#) (USA)

Some of the organizations represented in the above list are internationally recognized names in the field of Social Innovation and participatory democracy, and have a very large members base. As mentioned in the guidelines, all communities' proposals were focused on one topic to be discussed.

In addition to the received proposals, it is important to note that the project tools received interest from the following initiatives:

1. [Digital Social Innovation](#)
2. [Scomunicare](#)
3. [Computing for Social Change](#)
4. [The Democratic Society](#)

5. [La Paillasse](#)
6. [Open Policy Making UK](#)

### 3.1.2 Proposals ranking

Following the validation of the evaluation criteria by the European Commission, the proposals were submitted to the Project Steering Committee for ranking. Each proposal had to be marked by each entity on each criterion. Following the individual ranking of all proposals by each entity of the Project Steering Committee, a Skype conference call was organized to collaboratively agree on winning proposals. This conversation was particularly used to clearly set a common understanding of the selection process and manage budget constraints as the Open Call grants could not exceed a total of €40,000.

The selected applications were then submitted to the European Commission for final validation as displayed in Annex 7.

Winning proposals are:

1. Ashoka World
2. CHEST
3. EdgeRyders UK
4. Loomio Cooperative New Zealand
5. OECD
6. Ouishare France
7. University of Naples

Open University expressed the will to work with Autoconsulta Ciudadana as an additional side test, but this test was in the end not possible because of the organisation implication with the Spanish elections.

Following the selection process, contracts were issued to ensure a smooth delivery of the tests and make sure that expectations from all parties are understood. These contracts also ruled the grant amounts and the instalment processes. A summary of this administrative process can be found in the table below:

## CATALYST OPEN CALL ADMINISTRATIVE SUMMARY

	Signed contract	Contractual grant	First Instalment			Final Instalment			Total grant paid
			Percentage	Amount	Date	Percentage	Amount	Date	
OuiShare	19/01/2015	3 200 €	30%	960 €	19/01/2015	70%	2 240 €	01/09/2015	3 200 €
Loomio	19/01/2015	4 000 €	30%	1 200 €	19/01/2015	Loomio could not fulfil its contract			1 200 €
Ashoka	19/01/2015	11 730 €				100%	11 730 €	04/06/2015	11 730 €
University of Naples	19/01/2015	2 000 €	30%	600 €	19/01/2015	70%	1 400 €	30/07/2015	2 000 €
OECD	04/02/2015	7 499 €				100%	7 499 €	20/03/2015	7 499 €
Edgeriders	19/01/2015	6 300 €	30%	1 890 €	19/01/2015	70%	4 410 €	30/07/2015	6 300 €
CHEST	04/02/2015	0 €	No grant was requested by CHEST to fulfil the tests						0 €
<b>Total</b>		<b>34 729 €</b>		<b>4 650 €</b>			<b>27 279 €</b>		<b>31 929 €</b>

## 3.2 Testing period

The testing period started early 2015 (between January and February) and had to be concluded with a formal report of the experimentation detailing the process of implementation and the operational tests with conclusions and ways of improvements. The CATALYST technical partners worked closely with community leaders to have the most efficient integration possible and to improve the user-friendliness of the experiment.

### 3.2.1 Ashoka World

**Tool tested:** Assembl

**Context of the test:** The test on Ashoka community started in late March 2015 and ran through to the beginning of May 2015. The concerned community was discussing on Facebook prior to this test. People were asked to transfer to Assembl for the duration of the test to try to structure the debate and to highlight emerging ideas. Social entrepreneurs from no less than 32 countries posted almost 150 messages on the Re-imagine Learning Challenge launched by Ashoka in partnership with the LEGO Foundation.

**Potential brakes:** some participants had troubles to log in the platform and even though this problem was quickly solved, a few contributions may have been lost. The very high level of the discussion may also have made it difficult for participants to join the discussion in its later stage as a lot of content had been created beforehand.

**General feedback from the community:** Assembl is an interesting and potentially powerful tool for engagement of a diverse network and the development of a collective learning process. However, the current technical problems prevent the discussion to evolve at the desirable pace and must be solved before an extended effort is launched. Especially when the target user group has very limited time to learn how to participate, as is the case with social entrepreneurs.

**Lessons learned by the consortium:** CATALYST partners learned that a tutorial is essential for the onboarding process. Participants were unaware that there were humans behind the software, doing the harvesting and the synthesizing. We also learned that significant community management is required to keep the discussion going. The feedback was excellent from Ashoka and helped the consortium to prioritize technical adjustments to make the tool more accessible and user-friendly.

### 3.2.2 Edgeryders

**Tools tested:** Assembl and Edgesense

**Context of the test:** The Edgeryders community gathers almost 3,000 members, most of them being European citizens. It aspires to put time and efforts in solving the global societal, economic, environmental, security and energy problems threatening Europe. 3,000+ posts, almost 15,000 comments, the community is truly interacting and tested Assembl to try to structure a debate with Edgesense to visualize the interactions between participants. To avoid any confusion, the discussion took place on Edgeryders platform and was further imported on Assembl for analytics. The implementation phase of the tools began in January 2015 and discussions ended in July 2015. Two community managers were recruited to coordinate the experiment and act as moderators.

**Potential brakes:** Edgesense offered Edgeryders a great potential of visibility on its community but the colour scheme has sometimes been quite difficult to analyse quickly and required more time to community managers. The double display of some posts in the upper-part of Assembl has troubled community managers who did not immediately realise this was just a sum-up and not the core content of the platform.

**General feedback from the community:** The Assembl synthesis was very useful for Edgeryders as it allowed them to have a very good overview over a discussion with multiple users in a structured manner. They also suggested trying to improve the speed of the platform and to add a few buttons to make it easier to navigate. Edgesense experiment was also a very positive experience and only a few proposals were made to improve its user-friendliness and make it more efficient in real-time use.

**Lessons learned by the consortium:** Assembl and Edgesense answered CATALYST partners' expectations in terms of results and provided Edgeryders with clear information corresponding to their needs. The detailed report of Edgeryders experiment period though helped the consortium technical partners to make these two tools clearer, more intuitive and improved in terms of user experience.

### 3.2.3 The University of Naples Federico II

**Tools tested:** DebateHub and the Collective Intelligence Dashboard

**Context of the test:** The Industrial Engineering Department of the University of Naples Federico II took part to the CATALYST test following their particular interest in investigating the hypothesis that knowledge articulation and visualization through argument mapping formalisms could support critical thinking and exploration of the problem space, when integrated with additional widgets such as CATALYST tools to promote social engagement, mutual understanding and better collaborative performance. The discussion group was made of 140 students, who participated in the experiment as part of their studies, and the topic discussed was trends of crude oil price. Discussions ran for ten days in May 2015 with a preparation phase including a live tutorial on how to use CATALYST developments.

**Potential brakes:** No particular barrier was mentioned to the consortium. The group of students worked directly on CATALYST tools and did not need a transition time from one platform to another one.

**General feedback from the community:** The students were divided into four groups for the experiment with either the full version of CATALYST tools or with missing features. It seems that the most efficient solution for a better debate may not be the full version but a simplified one with still most of the functionalities on. The test proved successful with a very good engagement of users. Students were very satisfied and interested about the experience and they claimed that Debate Hub is a very useful platform in supporting and effectively guiding a decision-making process. Several students suggested using this platform as a learning tool or as a new modality for evaluating their learning.

**Lessons learned by the consortium:** Compared to other tests in which engaging a community was difficult, this one was much easier. CATALYST partners realize that this engagement was quite "forced" as the experiment was part of the studies for all students and incentives (extra credits) were set-up to foster their implication. Realising that not having to migrate from a platform to another one is making debate easier, the consortium has been able to work on a technical solution for a better implementation of CATALYST tools.

### 3.2.4 The OECD

**Tool tested:** Assembl

**Context of the test:** Wikiprogress is an online platform for sharing information on the measurement of social, economic and environmental progress, managed by the OECD and analysing well being around the World. This was the first time that Wikiprogress has conducted an online debate on such a scale and duration (with previous Wikiprogress online discussions lasting a maximum of two weeks and attracting around 30-50 commenters). A new community was created from scratch thanks to an email blast to the OECD selected databases. 304 participants registered during the seven weeks of the debate and almost 500 messages were posted.

**Potential brakes:** Quite similar issues to Ashoka seem to have happened during this test, especially in terms of registration troubles.



**General feedback from the community:** The OECD test proved very successful and became Wikiprogress biggest online consultation. Over 2.5 thousand visits were made on the website and the discussion went far beyond the OECD objectives. However, a considerable effort in terms of community management was required and the registration system appeared quite not stable thus lowering a little the potential impact of the consultation.

**Lessons learned by the consortium:** Much as with Ashoka, the CATALYST partners learned that the onboarding process had to be fixed. The structure of the table of ideas can be confusing for some participants and has implied new developments. ‘Youth Well-being’ was a very broad topic and it may have been difficult for some people to wrap their heads around so the consortium has been thinking about including questions in the synthesis to foster a clear and quick overview of the discussion status. Making the synthesis navigable became the top priority for Imagination for People, developers of Assembl.

### 3.2.5 OuiShare

**Tool tested:** LiteMap

**Context of the test:** OuiShare is French-headquartered non-profit organisation acting as a global community that connects people, organisations and ideas around fairness, openness and trust. Supporting the collaborative economy, OuiShare is facilitating communication between its members by using three different collaborative online platforms (namely Slack, Loomio and MetaMap, another mapping tool tested by OuiShare). Planned to structure the debate on the organisation of OuiShare annual event (the OuiShare Fest), LiteMap experimentation topic changed due to the limited availability of OuiShare teams. In the end, LiteMap was used to map the non-profit strategy conversation from a smaller group of users.

**Potential brakes:** OuiShare’s main preoccupations concerning LiteMap testing were the user experience and the time needed to add an entry on the software.

**General feedback from the community:** During the testing of LiteMap, seven extensive maps were created. Non-linear descriptive models require a certain level of qualification and need an experienced management to be really effective. Ways of improvement are detailed in OuiShare test report and include a full set of ideas that were already partly implemented in the course of the testing period. These suggestions are divided into different categories such as structural, user experience, nodes, maps or bugs.

**Lessons learned by the consortium:** OuiShare feedbacks gave CATALYST partners’ precious pieces of advice on potential technological improvements but this experiment also proved to the consortium that before starting any experiment, the communities may be recruited with more care on different criteria such as timing and motivation. Even though OuiShare tests proved successful in the end, managing to get to the expected point was more complicated than with most of other Open Call winners.

### 3.2.6 Loomio

**Tools tested:** Assembl and LiteMap

**Context of the test:** Loomio is an online debate platform founded in New Zealand that enables decision-making by voting on a proposal emerging from a discussion. Loomio choose to test Assembl and Litemap as both of the tools allow users to pool, structure and visualise online deliberation in a manner that highlights the areas of agreement. Loomio expected that these capabilities would allow participants to more effectively solve complex problems. Implementing the tools onto Loomio platform proved challenging and the tests were delayed. In the end, 108 people participated to the tests – half for Assembl and half for LiteMap.



**Potential brakes:** Implementation and compatibility have been an issue at the beginning of the testing period and critically delayed the tests. To allow at least some tests to take place, debates took place on Loomio platform and were then exported to Assembl and LiteMap.

**General feedback from the community:** The engagement rate at each step of the process was quite low, which is not unusual as the community mentioned it. Depending on the country from where entries were made, LiteMap response time was not stable and was particularly slow in some of them.

**Lessons learned by the consortium:** Lessons-learned from the Loomio experiment concern community recruitment. The proposal from Loomio let the consortium envisage a wide community of several thousand users but the Loomio team later admitted to CATALYST partners that even though they reached this critical amount of members, even good debates generally gather an average of **nine contributors**. The feedback from Loomio on technical aspects was also taken into account for technology improvements even though the Open University has done most of the work on and from Loomio platform. The community engagement in the test almost didn't exist. The Open University thus identified ways of improvement for LiteMap by itself and took this as a great opportunity to test implementation and compatibility issues.

### 3.2.7 CHEST

**Tool tested:** Edgesense

**Context of the test:** The aim is to better understand the idea assessment process by the CHEST community as expressed in the relations between ideas, comments / commentators as well as votes / voters and how such processes of community based idea evaluation and selection can be improved. By mapping these relations of the CHEST community (being a non-degenerate network) in Edgesense proposers want to learn more about idea evaluation. The CHEST community platform was implemented based on the open source content management system Drupal integrating the components GI2MO Ideastream as idea management component.

At the moment of submitting this deliverable the CHEST report has not been finalised yet.

The full testing reports from the communities can be found at the following links:

- Ashoka: <http://bit.ly/1d6muh>
- Edgeryders: <http://bit.ly/1Li52R4>
- The University of Naples Federico II: <http://bit.ly/1FTgiTy>
- The OECD: <http://bit.ly/1Q7zTzF>
- OuiShare: <http://bit.ly/1RtL5HQ>
- Loomio: <http://bit.ly/1Zl1gMS>
- CHEST: <http://bit.ly/1NeglLO>

## 3.3 General conclusions on the Open Call

CATALYST Open Call allowed the partners to get a deeper knowledge and understanding of the user experience and behaviour, improving thus the UX design of the tools, as well their integration on external community platforms. These tests also improved the outreach of the project as the tools were experimented by final users on all continents thanks to truly international testing communities.

The main lessons-learned from this Open Call for CATALYST consortium concern:

- The technical aspect, as testing communities detected bugs and challenged the integration potential of the tools, pushing for instance for the creation of plugins;

- The User Experience Design, which was questioned by communities suggesting modifications such as colours to be changed, processes to be simplified or buttons to be added;
- The definition of what an online community is, as for part of the Open Call winners only a very limited portion of the large users base presented in the proposal was actually active and engaged.

## 4. Project events

### 4.1 Project annual events

#### 4.1.1 First annual event

##### 4.1.1.1 Objectives and concept

CATALYST first project event had two particular goals: (i) the presentation of the project, its objectives and first research, and (ii) launching the Open Call for collaboration.

The first project event was hosted at CAPS2014 to foster synergies with other CAPS projects and to open the project to external stakeholders with particular interest in collective intelligence, social innovation and participatory democracy. The event took place on July 1, 2014, during the OFF Programme day of the CAPS event.

Divided into three parts, the event first introduced the project to CAPS2014 attendees in the morning with formal one-way presentations before starting concrete exchanges and interaction with the audience in the afternoon. The last part consisted in the Open Call announcement that acted as a bridge between the two previously mentioned activities and took the role of link maker between the consortium and CAPS2014 participants.

##### 4.1.1.2 Event Programme

09:30 - 13:00	Presentations and discussions
09:30	Project overview Roger Torrenti, Sigma Orionis, CATALYST coordinator
09:45	Progress on Deliberation Metrics Mark Klein, MIT (Skype address)
10:10	CATALYST Tools and Methodology Frank Escoubès, Imagination for people
10:35	Arguing on the Web for Social Innovation: Lightweight Tools, Analytics and Visualisation for Civic Engagement Anna de Liddo, Open University (video)
11:00	Break
11:30	Networks, Swarms, Policy: What Collective Intelligence Means for the Policy Maker Alberto Cottica, Wikitalia
12:00	Launch of the CATALYST Open Call for collaboration Frank Escoubès, Imagination for people
13:00-14:00	Lunch
14:00-16:30	Interactive posters and demonstration session

#### 4.1.1.3 Event Report

With people even queuing outside the room to grasp the state of the debates, Roger Torrenti, CEO of Sigma Orionis officially inaugurated the workshop by delivering the Welcome address and providing an overview of the project objectives and first results.

Once the context and environment introduced to the audience, Mark Klein, Visiting Researcher at the University of Zurich, and Principal Researcher Scientist at the MIT Center for Collective Intelligence, presented the work achieved to developed metrics for large-scale ideation. Mark explained the new forms of analytics that are currently implemented to identify meaningful patterns in online deliberation, and map these patterns to personalised attention-mediation recommendations for the deliberation participants.

Following Mark's presentation, which received warm applause from the public, Frank Escoubès from Imagination for People and technical coordinator of the project offered to the audience a detailed vision of the methodology used under the project and the nine targeted developments, namely:

- Software Architecture and Cross-Platform Interoperability specification
- Social network interaction layer
- Semantic Tagging, Annotation and Mapping
- Social Network Analytics
- Deliberation Analytics (more detailed in Mark's previous presentation)
- Semantic Map Edition and Visualisation
- Creative ideation
- Pledging and voting mechanisms
- CI Analytics Dashboard

Then, Anna de Liddo, Research Associate at the Knowledge Media Institute of the Open University described to the audience the current work undertaken by the academic research institute, i.e the development of a new class of tools that revolutionaries the way people make debates and discussions online. She emphasised about lightweight tools, analytics and visualization, which, as she mentioned, all have the purpose to enlarge civic engagement and participation of citizens in the discussion of a complex societal challenge. After setting up the central issue of "poor debate" (i.e no tools to identify where ideas contrast, where people disagree and why...) she then focused on presenting LiteMap and DebateHub features and interest.

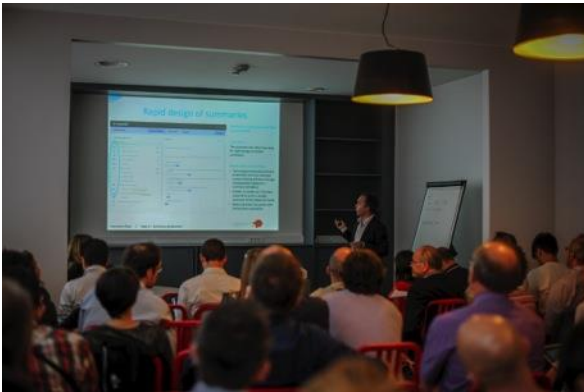
Finally, Alberto Cottica, Wikitalia's scientific coordinator for the CATALYST project ended the project activities and developments presentations by focusing on the how policy makers are taking up network thinking and showing how citizens are self-organized in smart swarms displaying collectively intelligent behaviour. He addressed the implications of these phenomena for policy making, and looked at the CATALYST tools, demonstrating how those might help both citizens and policy makers.

The morning programme came to an end with the official launch of the project Open Call for Collaboration by Frank Escoubès, wherein information on submission procedures and selection criteria were clearly spelt out.

The afternoon session of the Workshop followed a less traditional format than the morning proceedings. It was designed to elicit the maximum contribution from all the participants, and aimed in different ways to promote reflection and deeper exploration of the themes emerging from the morning's presentations and discussions.

This being said, the CATALYST technical partners, represented by Michelle Bachler (Open University), Quentin Grimaud (Imagination for People) and Alberto Cottica (Wikitalia) invited the audience to test the functionalities of the developed tools (Assembl, DebateHub, LiteMap and Edgesense), through several related demos. Participants had the opportunity to try in real conditions the current components, walking from one computer to another and to provide CATALYST partners with their feedback to help them improve the tools.

Besides the demonstrations, an interactive poster session provided a dynamic forum involving CATALYST use case partners (Purpose, Euclid Network, CSCP and Wikitalia) and the audience to discuss the potential use range of CATALYST tools



#### 4.1.2 Final project event

##### 4.1.2.1 Objectives and concept

Following the success of CATALYST first annual event, the second and final project event was also hosted by the CAPS international annual gathering. The objectives of the event were (i) to present the project final results, developments and outcomes, and (ii) to raise awareness about the project in general to foster the further exploitation and use of the ecosystem of tools it developed.

The CATALYST event was split on the whole duration of the CAPS event with the organisation of three main sessions. On the first day, the CATALYST demo session took place in the bar area to live demonstrate the usage of the tools developed within the project. CATALYST was then formally presented on the main stage in front of a full room as the opening panel of the second day, while in the afternoon a World Café workshop mapped live the attendees' contributions and viewpoints about collective intelligence.

#### 4.1.2.2 Event programme

- *CATALYST Demo Session – July 7 – 17:15-18:00*

Participants will be able to get a demonstration of the whole ecosystem of tools developed within CATALYST through the “user journey” defined within the project. It is a new inclusive way to discover how the use of the tools can be articulated to improve the quality and the density of online debates and deliberations.

- *Harnessing the Power of Collective Intelligence: Technologies and Communities – July 8 – 10:00-11:30*

Format: 3-Round Panel

How to efficiently manage an online community, make sense of scattered conversation and move from deliberation to action? The CATALYST project built an entire ecosystem of collective intelligence open source tools to improve the quality and density of online conversation and deliberation. Integrating the tools within existing communities sparked a reflection around how to best build technologies at the service of the end-users and make them evolve further with a continuous feedback loop.

- Section 1 - Contextualisation: CATALYST approach to Collective Intelligence
- Section 2 – Communities success stories and lessons-learnt
- Section 3 – Designing Collective intelligence solutions: some thoughts for the future

Discover the final results of the CATALYST project with:

- Frank Escoubès – Founder of [Imagination for People](#), CATALYST project technical coordinator
- Lee-Sean Huang – [Purpose](#)
- Alberto Cottica – [Wikitalia](#)
- Rosa Strube – [Collaborating Centre Centre on Sustainable Consumption and Production](#) (CSCP)
- Carlos Rossique – [Autoconsulta Ciudadana](#)
- Ruxandra Creosteanu – [Babele.co/EdgeRyders](#)
- *The Future of Collective Intelligence Processes and Solutions – July 8 – 11:45-13:15*

This World Café workshop organised by the CATALYST project is focused on key topics for the future of Collective Intelligence: adoption, interoperability, real needs of online communities, motivation, open data and privacy standards... The facilitators will bring to the discussion the lessons learnt through the CATALYST experience. What about you?

Agenda:

11:45 Introduction

11: 55 – 12:45 Discussion

12:30 Wrap up of the different groups

13:15 End

Concrete outcomes will be clearly identified including both consolidated CATALYST lessons-learned and collectively built conclusions coming from all participants.

#### 4.1.2.3 Event session reports

##### Collective Intelligence tools: CATALYST demo session

The demo session was an incredible success. Scheduled after the end of the last session of the day before a networking cocktail and planned to last for 45 minutes, this session lasted more than an hour and a half during which CATALYST technical and research partners demonstrated the tools they had been developing since the beginning of the project.

Attendees were able to live test all tools and understand the principles of the full ecosystem developed within the course of the project, and how a community online conversation can be structured and visualized.

##### Harnessing the power of collective intelligence: Technologies and Communities

This session was a little bit special for the CATALYST consortium as it constituted the panel session of its own final event held within CAPS2015 and the biggest opportunity for the project to present its final developments and results.

The panel session started with an introduction of CATALYST context and main achievements by Frank Escoubès, Co-founder of Imagination for People and Scientific coordinator of the CATALYST project. He explained how the project was built and what led the consortium to the idea of a whole integrated system of open-source Collective Intelligence (CI) tools and the uniqueness reached by the project.

The next steps were presented by Marc-Antoine Parent (Collective Intelligence R&D Manager, Imagination for People) who spoke under his name added to the ones of CATALYST partners from the Open University (Anna De Liddo, Thomas Ullmann and Michelle Bachler) and from the ETH Zürich (Mark Klein). Explaining the model of Collective Intelligence, he showed when CATALYST developments could be used to improve the quality and density of online debates and deliberations: facilitated discussions and observations thanks to Assembl and DebateHub, harvesting and catching the best of online conversations using Assembl and LiteMap, the easy summarization with Assembl, the monitoring and moderation possibilities allowed by DebateHub and Assembl, and the reflection and communication opportunities thanks to the CI Dashboard. Further than that, he proved how each tool was able to solve all the main pain points identified by CATALYST partner through the benchmarking of more than 60 other CI tools, thus making of CATALYST eco-system of tools a truly unique suite of open-source software for online communities. Poor Summarization, Poor Visualization, Shallow Contribution, Poor Idea Evaluation, Cognitive Clutters, Platform Island and Balkanization: Among the six before-listed problems, each CATALYST tool is solving at least four.

Time was then left for Q&A's with an incredible engagement of the audience.

The second part of the panel session on communities aimed at demonstrating how the different CATALYST tools have so far been used and tested by different communities. This included both test beds carried out by the consortium and by winners of the open call.

To get a better understanding of the setting of each test bed as well as of their experiences with using the Catalyst tools, in total four panellists talked about their experiences.

The panel consisted of the following speakers:

- Ruxandra Creosteanu (Edgeryders and co-founder Babele) presenting the Edgeryders test with Assembl
- Alberto Cottica (Wikitalia) presenting the Edgeryders test with Edgesense
- Quentin Grimaud (Imagination for the people) presenting the OECD test with Assembl
- Lee-Sean Huang (Purpose) presenting the University of Naples test with Debate Hub

All panellists described the reasons why the testing communities decided to use the Catalyst tools and their expectations. These were all related to supporting the communities in Collective Intelligence processes. In terms of groups targeted with the tools the expectations ranged from supporting community managers and harvesters in their daily work to giving participants of the discussion better options to exchange their thoughts.



All four also explained how the testing was conducted, over which period of time they took place and who was involved.

As the main benefits demonstrated during the testing, easier and more time efficient harvesting, quicker and better overview on the level of health of the discussion and improved interaction and exchange of arguments were mentioned.

## The Future of Collective Intelligence Processes and Solutions

- Interaction & format

The consortium as a whole decided to use a world café format, divided in subgroups along three different questions. For each table, a facilitator from the Catalyst project, and a note-taker using one of the Catalyst tools was assigned.

- Summary:

1. How do communities experience Collective Intelligence processes
2. How to foster motivation and engagement with Collective Intelligence processes
3. What roles do/could CI technologies play in the CI process

A lot of time was spent clarifying and exploring the concepts: different kinds of communities (ephemeral, issue-centred, identity-based, rhizomal...), of Collective Intelligence, of processes, of engagement. One clear theme that emerged was that Collective Intelligence, defined as engaging a community in collectively building a new solution, was a very distinct moment in the life of a community, and that tools and processes should ideally support, or at least not interfere with other community activities that contribute to its identity.

Also, it is difficult for a community to plan for such moments, and to think in terms of tools when the moment arrives. There are clear education/awareness needs here.

Another thread had to do with the purpose of the tools: helping to hold and distil common knowledge, helping the emergence of collective answers in the community, or helping the emergence of a collaborative intelligence.

The note taking using LiteMap and Assembl can be found here:

<https://litemap.net/map.php?id=212681951420160596001436289594>

<https://litemap.net/map.php?id=137108145250996427001436275072>

<http://assembl.coeus.ca/caps2015workshop#>





## 4.2 Side project event

### 4.2.1 Event presentation

« **Masters of Networks 3: Communities** » (**MoN3**) took place in Rome on March 10-11, 2015 and was designed to learn from the experience of 30 years of online debate. Why is debate fruitful and creative in some contexts, sterile and conflictual in others? Are there reliable tests for a debate's good health? Can we predict how conversations will evolve? These questions were tackled starting from a key idea: any conversation, both on- and offline, is a network of interactions across humans, i.e. a social network.

The event consisted in a two-day hackathon for network scientists, active members of online communities and people interested in participatory democracy who joined forces to visualize and analyse the networks of several online communities, using the deep knowledge of its active members and moderators as invited guests. The aim of MoN3 was to figure out what a "healthy" conversation network looks like, and if we can tell them apart from the networks of "sick" conversations (too conflictual, superficial, polarized etc.).

### 4.2.2 Agenda

The hackathon was divided into two tracks. Track 1 particularly focused on the community point of view and on the core components that make of a group of people a community while Track 2 focused on the data from communities interactions.

The agenda is detailed below:

#### **Track 1: What makes a community a community?**

What, in the pattern of interaction, makes a group of people interacting on the Internet an online community? For example: is a Twitter conversation around a hashtag a community? We investigate this by comparing the interaction networks generated by relatively close-knit communities (like Imagination4People's mailing lists, or Edgeryders) to those generated by hashtags. What do we see? How could we describe why these two patterns are different, if they are? Thanks to community managers in the room means we have an independent qualitative assessment on the tightness of each community that we can match to quantitative measures of structural cohesion in the networks.

#### **Track2: Comparative analysis of interaction networks in online communities**

We get to play with data from *several* online communities at once – what's more, data that have been pre-standardized by uploading them into Edgesense, so they are reasonably comparable. It is a good chance to dig deep into the data and try some comparative analysis. Do different communities give rise to different interaction networks? Or do they give rise to eerily similar ones? What drives similarities and differences?

### 4.2.2 Event reports

#### **Track 1: What makes of a community a community?**

Supporting the exchanges of these two days with a standardized set of data extracted from Twitter interactions on Matera and Lote 4 hashtags to Edgesense, community managers gathered with data scientist Benjamin Renoust to discuss what kind of interactions could be understood as community discussions. The group focused more more specifically on the derived question "Is a hashtag a community" based on the material available and considered the following metrics to measure the real existence of a community:

- Participants awareness
- Exchanges/discussions between participants
- The action and engagement rate of each individual

Analysing the data allowed the researchers to draw, among others, the following conclusions:

- The measurement of nodes and interaction is key to define the size of the actual community as described by community researchers
- Different sub-groups from the same community discuss particular topics relating to the same hashtag proving a common interest
- Hashtag distribution is much related to mentions and replies (interactions)

#### **Track 2: Comparative analysis of interaction networks in online communities**

Also working on extracted data from different communities such as Edgeryders or Innovatori PA that were then computed using Edgesense, the networks researchers that participated to this track analysed focused their work on answering these framework questions:

- 1) *Are healthier communities those with a greater share of contributors content than managers' content or the opposite?*

The notion of health of a community seems to be quite hard to define as it really depends of community's goals, managers' expectations, and users needs. Answering precisely to the question is thus quite tough. The different communities analysed proved different results and a high activity happened to be observed when moderators were little visible, but also a low but consistent activity allowing the community to keep decent member ranks with the same efforts in moderation.

- 2) *Is there a "user life-cycle" for online communities going from a prove of commitment, becoming active contributors and getting bored afterwards? Is this assumption correct? Does it work for all online communities and all users?*

It seems that most members of the analysed communities follow this user life-cycle (exception of a small amount of core members) but there are still many users that follow a different path. A long observation phase has been noted before suddenly being very active when a topic perceived as meaningful emerges. The relevance of the content seems to be the most important variable of users engagement in terms of time.

- 3) *Assuming this "user life-cycle" exists, is there an indication of the maximum potential moment for the conversation?*

No particular pattern was observed in terms of indicator of the peak potential moment for a conversation among community members in any of the studied communities.

The detailed reports of the two tracks are available on CATALYST website at the following link: <http://bit.ly/1ymaeeQ>

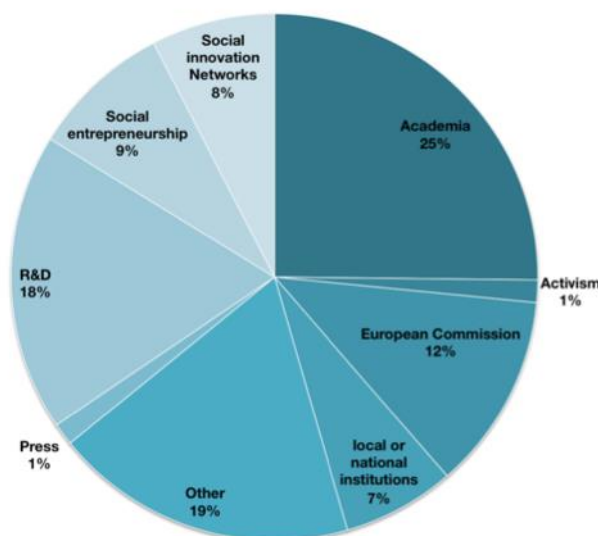


### 4.3 Audiences

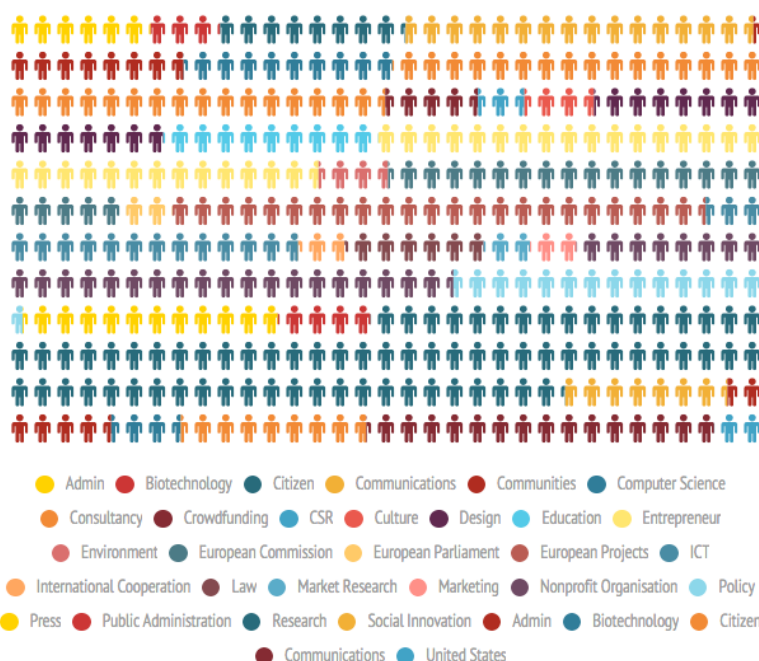
CAPS2014 and CAPS2015 gathered a cumulative global audience of 687 attendees (to be added to 600+ online listeners through the live streaming set up by the event organiser).

A mix of social innovation actors, researchers, policy makers, European projects and the civil society attended CATALYST sessions. Below are two representations of CAPS2014 and CAPS2015 audiences:

**CAPS2014 Attendees field**



### CAPS2015 ATTENDEES OCCUPATION\*



\*Categorization based on attendees self-definition

#### **Figure 6: CAPS2014 and CAPS2015 attendees' occupation**

At CAPS2014, CATALYST-organised sessions were overcrowded, as some attendees couldn't seat and people were queuing to enter the presentation and workshop room. In 2014 more than 70 people attended CATALYST morning presentation, making of it the most successful parallel session of CAPS2014 OFF Programme. The workshop also attracted many participants mostly coming from the research field, citizens engaged in participatory processes and from SMEs developing complementary tools.

CAPS2015 audience was much wider for CATALYST session as the project organised a panel on the main stage. The number of attendees can only be estimation as the room was huge and a few people came in and out. With 300 chairs and an almost full room, the estimated attendance for CATALYST panel session is 220-250. Approximately 40 participants attended the workshop and the demo session attracted approximately 60 to 70 people.

## Conclusion

This report summed-up the outreach activities covered by the CATALYST project during the whole funded period (from October 1, 2013 to September 30, 2015): as mentioned in previous sections, CATALYST did manage to reach a large audience both physically and online.

CATALYST outreach activities attracted many stakeholders that created a community of interest around the project. This stakeholders' base was not only maintained but also enlarged through continuous efforts in terms of communication to a wide audience and in terms of dissemination to a specific targeted professional public in order to ensure the best possible exploitation of CATALYST tools in the future.

In addition to publications and participation to events, the consortium managed through the Open Call to improve the awareness of the project at an international level thanks to the extensive networks of testing communities, which brought the project an even bigger impact going beyond traditional communication tools. Besides making the tools stronger through communities' feedback, the Open Call proved to be a success in terms of proposals received and exponentially improved the outreach of the project full suite of Collective Intelligence tools.

Sigma Orionis will maintain the website online during two years after the end of the funded period. It will still present all CATALYST developments and will act as a real repository focussing on Collective Intelligence.

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## Annex 1 – Example of CATALYST Newsletter



### COMMUNITY TESTBEDS

CATALYST Open-Call tests are coming to an end: we thank all communities that got involved; their valuable feedbacks were central to improve our developments. [Ashoka](#), [The University of Naples](#) and [Edgenders](#)' full reports are now available on the CATALYST website and more reports are expected very soon.

**CHECK-OUT THE REPORTS AVAILABLE SO FAR!**

The deadline to submit your proposal for StoryEurope, CATALYST test of DebateHub led by Purpose, has been extended to July 31, 2015 meaning you only have a few days left to send your stories to Lee-Sean ([leesean@purpose.com](mailto:leesean@purpose.com)).

**FIND-OUT MORE ABOUT STORYEUROPE!**

### LATEST NEWS

**Mark Klein** (MIT / University of Zürich, CATALYST's consortium partner) published, as part of the official programme of the 2015 Collective Intelligence Conference, his research results on the improvement of the idea filtering processes. This article, in collaboration with Ana Cristina Bicharra Garcia, is entitled *High-Speed Idea Filtering with the Bag of Lemons*, and explores a new Collective Intelligence approach combining both multi-voting and incentive providing.

**Lee-Sean Huang** from Purpose regularly brings CATALYST on stage at different conferences and workshops all around the world. He was this time in Brussels at CAPS2015 to participate to CATALYST Final Event but also to moderate his own workshop on Building Networks for Good. It was such a success that not everyone managed to get a chair!

Read CATALYST articles

• [Mark Klein's article](#)



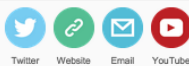
Lee-Sean's works

• [Slides of Networks for Good workshop](#)



**Stay tuned with CATALYST's news**

### Get involved & learn more about CATALYST



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This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n°6611188  
[unsubscribe from this list](#) [update subscription preferences](#)

You are reading the fifth edition of the CATALYST newsletter. Enjoy!

[View this email in your browser](#)



### Newsletter n°5: Final Event & Testbeds' Status

#### FINAL EVENT

CATALYST final event was hosted within [CAPS2015](#) on July 7-8 in Brussels. The three sessions organised by the project gathered an amazing and enthusiastic crowd, which tried out CATALYST ecosystem of tools during the demo session on July 7, interacted with our panel on the power of Collective Intelligence and created collaboratively common visions on future solutions and processes during the workshop on July 8. You will find below a few pictures of our final event. For the full set of pictures and a more detailed description of the activities we organised at CAPS2015, visit the [CATALYST website](#); for our presentations have a look at the [Library section of CAPS2020 website](#).





## Annex 2 – CATALYST brochure




Online communities have been playing an increasingly important role in supporting grassroots initiatives in the area of social innovation and sustainability. However, as such platforms go larger and larger, it is more and more difficult for community managers to ensure efficient debates among citizens, i.e. to ensure collective ideation, decision and action.

End of 2013, major community networks and leading research institutes have teamed up to tackle this issue with the support of the European Commission's research funding programme. Over 2 years, through their CATALYST project, they will develop and test collective intelligence tools and make them available, as open source solutions, to any interested communities.

**CATALYST WORKS FOR THE COMMUNITIES WITH THE COMMUNITIES**

**JOIN US!**  @CATALYST\_FP7  CATALYST FP7

VISIT OUR WEBSITE TO DISCOVER OUR CUTTING-EDGE TECHNOLOGIES [WWW.CATALYST-FP7.EU](http://WWW.CATALYST-FP7.EU)

 This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n°6611168



  
catalyst-fp7.eu

Online debates will never be the same



## Annex 3 – CATALYST fact sheet



# Catalyst.

## In a few words...

Online communities have been playing an increasingly important role in supporting grassroots initiatives in the area of social innovation and sustainability. However, as such platforms go larger and larger, it is more and more difficult for community managers to ensure efficient debates among citizens, i.e. to ensure collective ideation, decision and action.

End of 2013, major community networks and leading research institutes have teamed up to tackle this issue with the support of the European Commission's research funding programme. Over 2 years, through their CATALYST project, they will develop and test collective intelligence tools and make them available, as open source solutions, to any interested communities.

Use cases planned in the short term should demonstrate how CATALYST developments can boost local initiatives in the area of social innovation, increase awareness on new sustainable lifestyles, support eGovernance efforts of European cities and even empower citizens and the civil society in debating emerging issues for the new European Constitution.

An open competition will be launched in July 2014, inviting online communities to undertake early validation of CATALYST tools and receive funding for their contribution to the success of this project that can be seen one of the flagship research projects supported by the European Commission in the ICT area.









For more information, please contact  
[info@catalyst-fp7.eu](mailto:info@catalyst-fp7.eu)  
 or visit [www.catalyst-fp7.eu](http://www.catalyst-fp7.eu)

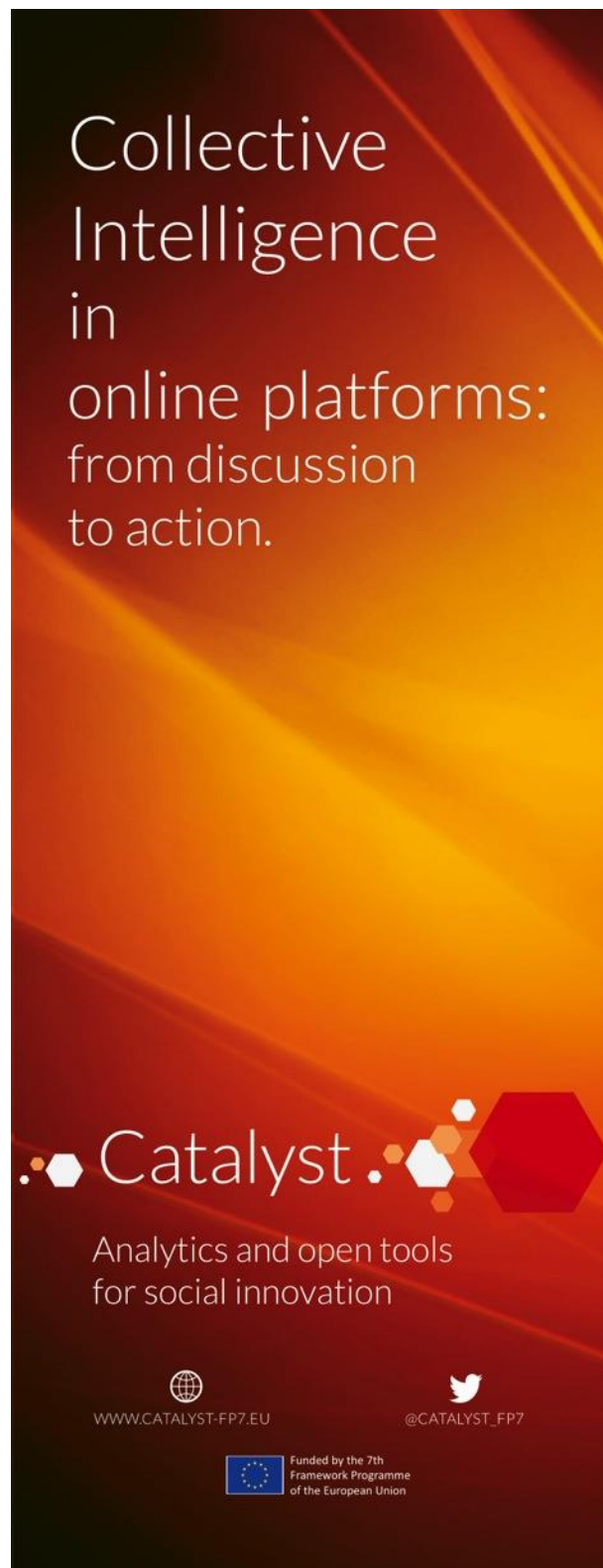
## Annex 4 – CATALYST poster



### D5.1- Outreach activities: final report ■ September 2015 ■ Sigma Orionis

The CATALYST project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n°6611188

## Annex 5 – CATALYST roll-up banner



### D5.1- Outreach activities: final report ■ September 2015 ■ Sigma Orionis

The CATALYST project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n°6611188

## Annex 6 – Open-Call rules and regulations

The partners of the CATALYST project ([www.catalyst-fp7.eu](http://www.catalyst-fp7.eu)) develop collective intelligence tools for social and societal innovation. These tools can be viewed as comprising a spectrum of capabilities that range from collective sensing (where a collective gathers data on its environment), through sensemaking (interpreting data to identify patterns that warrant action), ideation (developing ideas about which actions to pursue), decision-making (selecting the best actions), and finally collective action (implementing these actions in a coordinated effective way).

The partners of the CATALYST project launch an **Open Call for Collaboration** to community partners interested in trying and testing the collective intelligence tools, processes and methodologies developed through the project activities among their own communities.

We are looking for partners interested in using our collective intelligence tools in order to start large-scale discussions around a pre-defined societal issue. All our tools will be available for free with the necessary level of support on our behalf in how to use them and how to build up a community of participants.

The competition deadline is October 1, 2014, so that the tests can start by end of 2014 – beginning of 2015 and be completed by the end of April 2015.

All proposals for selection will be reviewed by the members of our Consortium. For those interested partners who may require financing for this experimentation initiative, we welcome applications with details about the potential costs involved.

### Proposal submission and selection

#### Selection criteria

Future Community partners will have to meet the following criteria:

1. Must be developing or have developed a community of users larger than 50-100 people (ideally a few hundred)
2. Already be using a web platform or social media to host their exchanges and discussions
3. Be using a non-proprietary platform (open source) for interoperability concerns with the different modules developed within CATALYST

#### Submission without funding

A simple 3-page document is required. On the front page, you should indicate your organization name and address as well as the name and details of the contact person. For the proposal abstract, a maximum of 2000 characters should describe your proposed work and interest in testing the CATALYST developments.

#### Submission with funding:

On top of the 3-page document, you should indicate in details the costs required to run the tests and specify the funding that would be requested from CATALYST and the resources that your organization may be ready to devote to this project (the requested funding may be lower than the total costs should the organization be ready to cover part of the costs with its own funds).

#### Proposal language

The proposal must be prepared in English. Proposals submitted in any other language will not be evaluated.

#### Submission of proposals

##### D5.1- Outreach activities: final report ■ September 2015 ■ Sigma Orionis

The CATALYST project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n°6611188

Proposals must be submitted electronically in PDF format to the following address: [collaboration@catalyst-fp7.eu](mailto:collaboration@catalyst-fp7.eu) with the subject: "CATALYST: Open competition".

#### **Competition deadline**

Proposals must be received not later than October 1st, 2014 at 05:00pm, Brussels time. Late proposals or proposals submitted to any other address will not be evaluated.

#### **Evaluation process**

All proposals will undergo an internal review from the CATALYST Project Steering Committee and will then be submitted for approval to the European Commission.

#### **Further information**

Additional information on the CATALYST project can be obtained by visiting the project website <http://www.catalyst-fp7.eu>, or by contacting [collaboration@catalyst-fp7.eu](mailto:collaboration@catalyst-fp7.eu)

## **How to prepare and submit a proposal**

Proposals, written in English, must be submitted as a single file in PDF format, sent to [collaboration@catalyst-fp7.eu](mailto:collaboration@catalyst-fp7.eu) before October 1st, 2014 at 05:00pm (Brussels time), the subject line of the email being "CATALYST Open collaboration: proposal from <name of your organization>"

## Annex 7 – Open-Call winners announcement to the European Commission



# CATALYST OPEN COMPETITION CONSORTIUM SELECTION & RELATED CRITERIA

**OFFICIAL LAUNCH: JULY 1ST, 2014**  
**DEADLINE FOR SUBMISSION: OCTOBER 1ST, 2014**





The partners of the CATALYST project ([www.catalyst-fp7.eu](http://www.catalyst-fp7.eu)) launched an Open competition, assigned with 40 000€, to award 2 community partners with necessary resources to trial the tools, processes and methodologies developed through the project research activities, among their own communities.

The competition deadline was October 1, 2014, so that the tests can start by end of 2014 – beginning of 2015 and be completed by the end of April 2015.

## Proposal selection

### Selection criteria

The following general criteria have been outlined in the Open Competition rules:

*Future Community partners will have to meet the following criteria:*

4. *Must be developing or have developed a community of users larger than 50-100 people (ideally a few hundred)*
5. *Already be using a Web platform or social media to host their exchanges and discussions*
6. *Be using a non-proprietary platform (open source) for interoperability concerns with the different modules developed within CATALYST*

Additionally, the project Technical Coordinator provided internally the following **specific criteria**:

1. Size of the community
2. Specificity of the topic
3. Mixing tools from different partners
4. Visibility of the organisation
5. International exposure
6. Follow-up potential
7. Compatibility of budget
8. Technical Interoperability
9. Operational Community
10. Geographical Diversity of Community.

### Evaluation process

All 18 received proposals went through an internal review from the CATALYST Project Steering Committee, which members individually ranked each criteria on a scale from 1 to 3:

1= Weak

2= Average

3= Strong

The PSC then met online to compare and discuss the evaluation. The following proposals were shortlisted, taking into account that the CATALYST Technical Coordinator negotiated the budget of the most expensive proposal – Ashoka's obtaining its reduction to 14.500 €:

1. Ashoka World
2. CHEST
3. EdgeRyder UK
4. Fondazione RCM Italy
5. Ganemos Madrid
6. Loomio Cooperative New Zealand
7. OECD
8. Ouishare France

#### 9. University of Naples

This selection still exceeded the Open Competition budget. The CATALYST Technical Coordinator then negotiated the budget of the OCDE proposal obtaining a reduction to 8.000 €.

Consequently, the CATALYST PSC final selection is made of:

8. Ashoka World
9. CHEST
10. EdgeRyder UK
11. Loomio Cooperative New Zealand
12. OECD
13. Ouishare France
14. University of Naples

The selection total amount is exactly 40.000 €. The selection guarantees the testing of the whole CATALYST tools spectrum, in some cases in a combined manner. Finally, the two types of use cases (1 - Enabling large-scale discussions in order to test collective ideation around a pre-defined societal issue 2 - Maximizing engagement, creativity and collective leadership in large-scale debates) indicated in the Open Competition rules are fully covered by the selected proposals.