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D5.1 Outreach activities: progress report

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The CATALYST project consortium is composed of:

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I4P	Imagination for People	France
OU	The Open University	United Kingdom
UZH	University of Zurich	Switzerland
EN	Euclid Network	United Kingdom
CSCP	Collaborating Centre on Sustainable Consumption and Production	Germany
Purpose	Purpose Europe	United Kingdom
Wikitalia	Wikitalia	Italy

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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).

Timely and effective dissemination of activities and outcomes is an essential part of every EU-funded project. This ensures that the gained knowledge or exploitable foreground can benefit the whole society, and that any duplication of development activities is avoided. Within the European Union's Seventh Framework Programme projects have to widely disseminate information on project context, objectives and achievements, to ensure the highest project impact. For the CATALYST project they are implemented under the homonymous WP4 aegis.

Thus, the present document aims at providing details on all of the project outreach activities and is divided into three main parts, dedicated to detail both the outreach activities and the outreach event of the project.

First, the report focuses on the online marketing, the social media strategy and documentation that have been created and implemented during the first year of the project. Then, the document details the contributions to conferences, publications of papers, articles and magazines, increasing the project impact and visibility. Lastly, the report concentrates on the first event of the project during which CATALYST has been promoted and brought forward.

Introduction

This document reports on the outreach activities for the CATALYST project in the first 12 months of execution. It aims at reporting on all activities that have been performed in order to let the outside world know about the developments and first outcomes of the project.

The outreach activities in CATALYST, involved all partners, the coordination of all these activities being performed within WP5 “Outreach activities”.

The document is structured as follows:

First, dissemination instruments used for information spreading both internally within the project, and externally are presented in Section 1. In Section 2, dissemination to the scientific community, through participation in scientific conferences, publications, cooperation and workshops, is described, while Section 3 reports on the first project event.

1. Online marketing, social media and documentation

1.1 Online marketing

1.1.1 Visual identity

In a first phase the “storytelling version” of the project presentation, the true skeleton of most dissemination and communication tools was finalised by the beginning of November. In order to better cope with the project developments and orientation, a new version of the storytelling as been elaborated late April and updated onto the project website and other dissemination materials, such as the brochure, the fact sheet and the PowerPoint.

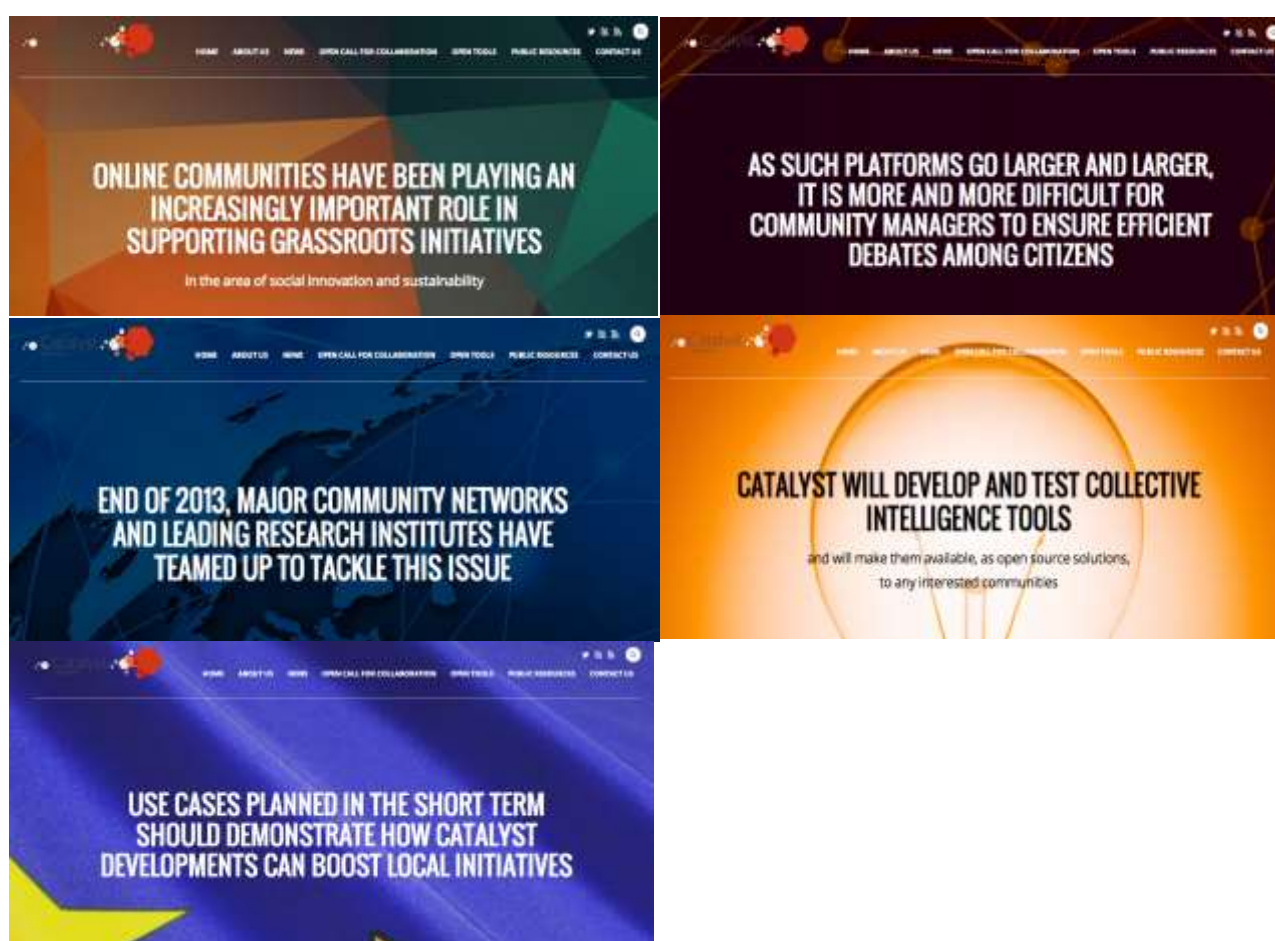
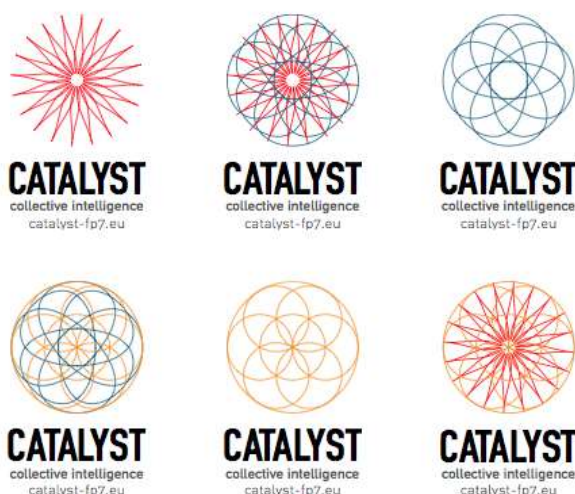


Figure 1: Last version of the CATALYST storytelling

Following the first version of the storytelling, several possible versions of a project logo were proposed by Purpose and Sigma Orionis to the project partners (see. Figure 2). A large majority voted for the one used in the present document, which is based on a hexagonal figure, to symbolise honeycombs, thus referring to the well-demonstrated collective intelligence of honey bees swarms.



Purpose's version



Sigma's version



Figure 2: The various versions of the logo proposed to project partners

1.1.2 Website

The public website www.catalyst-fp7.eu is hosted and managed by Sigma Orionis. It plays an essential role in the dissemination activities as it provides information about the project, its achievements, events, news and work progress. It has been available since the project M2 and his Internet URL has been referred to in all printed materials and merchandising. All information concerning the project is made available under Creative Commons license (Attribution 4.0 International) to facilitate the take up and dissemination of the project outputs.

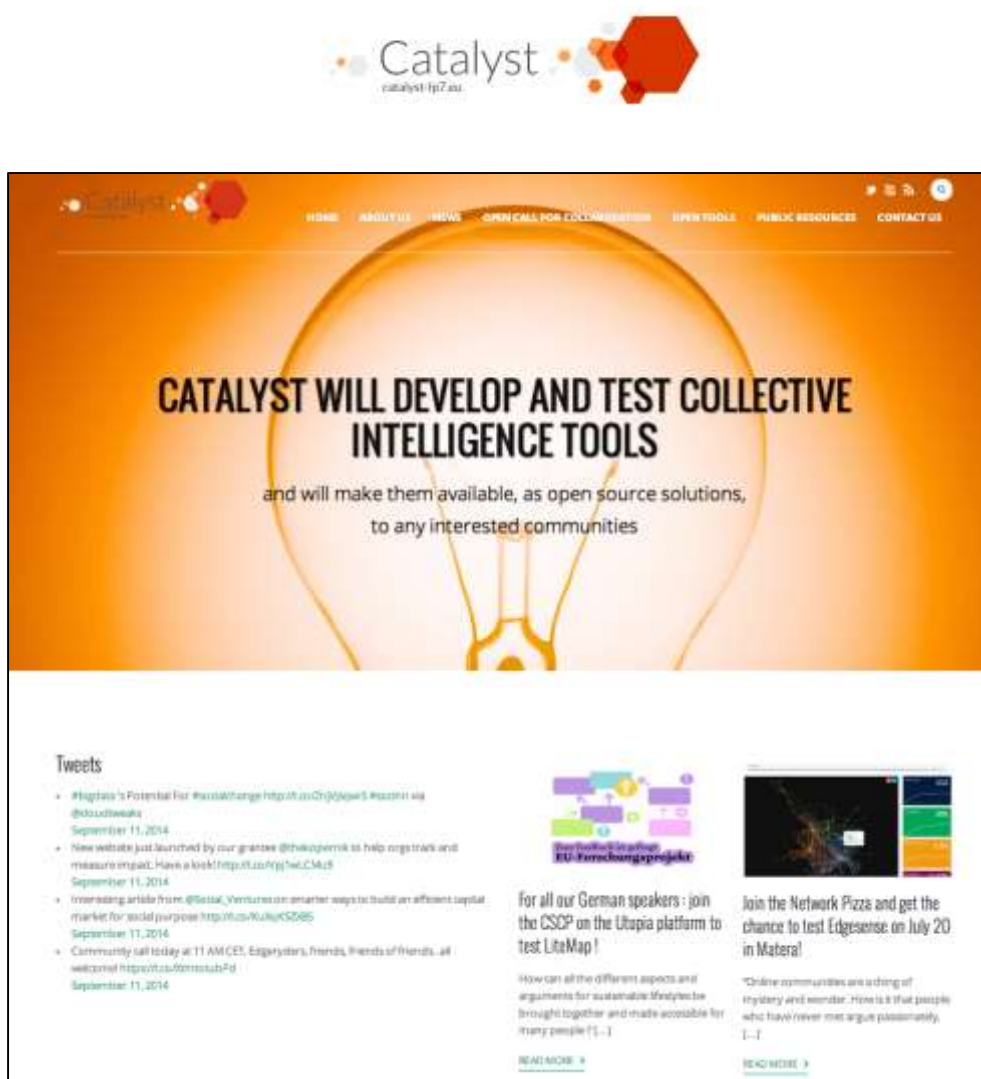


Figure 3: Homepage of the catalyst-fp7.eu website (as of September 2014)

The dissemination team worked on improving the design of the website making it dynamic, attractive, clean and easy to navigate.

The main website features are:

- A homepage presenting the storytelling, Auto interaction with social media (e.g. Twitter) and the latest news related to the project.
- A section presenting, the project, the consortium and the CAPS topics
- A redirection to the developed tools' specific websites
- An open Call for Collaboration dedicated page
- A public resources area, gathering (i) demos and tutorials, (ii) presentations and research papers, (iii) reports and deliverables, (iv) a photo gallery and (v) a press kit.
- A news section with the possibility to subscribe to the newsletter

The visits and stats presented in this section cover the period from the project start up to, and including, September 2014. A summary of the period is captured in Figure 4

The Google Analytics service generates detailed statistics for the website since January 2014 and reports that it has attracted almost 2.700 unique visitors (2.560), who in all have made close to 4.600 visits and more than 12.300 page views. The highest interest was recorded since the call for collaboration has been launched in July 1, 2014, with a peak

on September 29, 2014, corresponding to both the start of the Collective Intelligence for the Common Good workshop organised by the Open University and the approach of the open call closing date.



Figure 4: Total visits and page views on catalyst-fp7.eu (as of October, 2014)

The visitors are from across the world, with three non-EU countries represented on the top-10 list, (see Figure 5)

Country/Territory ?	Acquisition
	Sessions ? ↓
	4,566 % of Total: 100.00% (4,566)
1. France	880 (19.27%)
2. United Kingdom	628 (13.75%)
3. United States	423 (9.26%)
4. Spain	418 (9.15%)
5. Italy	347 (7.60%)
6. Belgium	268 (5.87%)
7. Germany	235 (5.15%)
8. Canada	167 (3.66%)
9. Brazil	138 (3.02%)
10. Greece	87 (1.91%)

Figure 5: Origin of website visitors

1.1.3 Quarterly newsletter

A quarterly newsletter is issued, presenting the project's progress to the "outside world".

The newsletter is distributed electronically, by email, internally to the project, and to all those that show an interest in it. The subscription mailing list, where people can sign up from the website, holds above 91 subscribers when writing this report.

To date, 2 newsletters were issued:

- Newsletter 1: on March 2014.
- Newsletter 2: on July 2014.

An example of the newsletter is presented in Annex 2, and all issues of the newsletter can be found from the website's news section.

1.2 Social networks

In addition to the online presence represented by the CATALYST public website (see section 1.1.2) the project has explored and utilised a number of "Web 2.0" or social media channels.

Project related social networks were available online, starting November 2013, and specific efforts have been made to develop the project presence on Twitter and YouTube. However, further efforts on the development of our communities will be made in the second project period.

1.2.1 Twitter

CATALYST Twitter account is run under the name @CATALYST_FP7 and is active since November 2013.



D5.1- Outreach activities: progress report ■ September 2014 ■ Sigma Orionis

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At the time of writing, @CATALYST_FP7 has released 413 tweets, has 261 followers and follows 191 Twitter accounts.

1.2.2 YouTube

CATALYST established a channel on YouTube (<https://www.youtube.com/user/CATALYSTFP7>). It aims at providing any interested parties with tutorials and demos related to the project's developments. Since the start of the project, 20 videos have been added to the channel, with an average of 30 views each.

1.2.3 CAPS2020 LinkedIn

To enhance synergies among the CAPS projects and widen the dissemination of the CATALYST project activities, the consortium is relying on the CAPS2020 LinkedIn group (<http://www.linkedin.com/groups/CAPS2020-6545500?gid=6545500&mostPopular=&trk=tyah&trkInfo=tas%3ACAPS2020%2Cidx%3A1-1-1>) to share new items with the CAPS community. With over 100 members and a mixture of both CAPS projects members and other interested, the group is a good coverage of related individuals and potential community networks. News items from CATALYST has been both manually and automatically posted in the group.

1.3 Documentation

The project documentation is an important part of this task since, together with the website, it gives high visibility to the project for the promotion of its activities, events and developments.

The promotional material produced during the course of the project is supporting most other activities, including WP3 (Implementation of Collective Intelligence Software), and WP4 (Evaluation of the Collective Intelligence Software)

Since the production of promotional material is essential to support the activities of a project and to contribute to its impact, most of the content produced during the course of the first project period has been made available in printed version, online on the CATALYST website and disseminated at several external events where the project has been represented.

All dissemination and communication materials created are available on the [press kit](#) sub-section of the website (except for the deliverable templates only accessible to the project partners):

- Brochure (see Annex 3)
- Fact sheet (see Annex 4)
- Poster (see Annex 5)
- Roll-up banner (kakemono) (see Annex 6)
- PowerPoint and Deliverable templates (see Annex 7)

These collaterals have been made available, whenever requested, to partners representing CATALYST at external events. Over 200 copies of the brochure have been printed at M11 for discussing its version during the 5th consortium meeting to take place in October 7-8, 2014 in Brussels. Once all feedback received, the brochure will be updated and printed in larger-scale to be used for dissemination through project partners and on the occasion the project will contribute to.

2. Contributions to external events

According to the DoW, each project partner has to introduce project results and perspectives or to contribute to the project dissemination through at least at least 2 events or publications over the project lifetime.

2.1 Contribution to publication of papers, articles and magazines

For the time being, the consortium has promoted the CATALYST project through the following 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	: http://www.springer.com/computer/hci/book/978-1-4471-6469-2
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	: http://dl.acm.org/citation.cfm?doid=2615569.2615695
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	: http://link.springer.com/chapter/10.1007%2F978-3-662-44914-1_8
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	: http://dcla14.files.wordpress.com/2014/03/dcla14_buckinghamshumdeliddo_klein1.pdf
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)	: May 2014
Partner in charge of the publication	: University of Zurich
Link	: http://collective.mech.northwestern.edu/?page_id=217
Publication	: Tapscott D. "New Software Fuels New Knowledge", The Huffington Post
Date(s)	: January 2014
Partner in charge of the publication	: Imagination for People
Link	: http://www.huffingtonpost.com/don-tapscott/new-software-fuels-new-kn_b_4702898.html?1391186645

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.

2.2 Presentations in conferences

The participation of the CATALYST project partners to external and related events is essential to disseminate projects activities and outputs to a targeted audience specialized or interested in Collective Intelligence and Social Innovation. At these events the CATALYST project is generally promoted through:

- Dissemination of promotional material: flyers, roll-up banners, posters, video trailer, etc.
- Presentations: PPT displayed at plenary, thematic, networking sessions and workshops

For the time being the consortium have participated in the following events:

Event name	: Personal Democracy Forum
Date(s)	: September 29, 2014
Location	: Rome, Italy
CATALYST partner	: Wikitalia
Website	: http://personaldemocracy.com/static-content/pdf-italia-2014-program
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	: InnovActeurs Meeting
Date(s)	: September 12, 2014
Location	: Paris, France
CATALYST partner	: Imagination for People
Website	: http://www.innovacteurs.asso.fr/?p=7970
Description:	: Imagination for People presented CATALYST and Assembl (methodology and tools) during this workshop attended by 40 participants.
Event name	: Affen Meeting
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 Date(s) Location CATALYST Partner Website Description:	: IFIP Electronic Government (eGov)/ e-Part 2014 : September 1-3, 2014 : Dublin, Ireland : Open University : http://www.egov-conference.org/egov-2014 : 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. More than 150 participants (mainly from the scientific research community) attended this conference.
Event name Date(s) Location CATALYST Partner Website Description:	: Workshop on Network Analysis to Understand online conversations : July 20, 2014 : Matera, Italy – the unMonastery : Wikitalia : https://edgeryders.eu/network-pizza-network-analysis-to-understand-online-conversations : Wikitalia organized a workshop focused on Network Analysis to Understand online conversations , primarily to teach moderators in the Matera 2019 community (MT2019) (one of Wikitalia's use cases) to use Edgesense. However, the event was open to the public and attracted 18 participants. 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.
Event name Date(s) Location CATALYST partner Website Description:	: Forum des usages coopératifs : July 2-3-4, 2014 : Brest, France : Imagination for People : http://forum-usages-cooperatifs.net/index.php/Accueil : 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 Date(s) Location CATALYST partner Website Description:	: Arguing on the Web 2.0 : June 30, 2014 : Amsterdam, Netherlands : University of Zurich : http://www.sintelnet.eu/content/arguing-web-20-0 : 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 Date(s)	: Mini-Moustic : May 14 th , 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	: 2nd International Workshop on Discourse-Centric Learning Analytics, at 4th International Conference on Learning Analytics & Knowledge
Date(s)	: March 24, 2014
Location	: Indianapolis, USA
CATALYST partners	: Open University and University of Zurich
Website	: http://dcla14.wordpress.com/programme/
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	: Wikicité
Date(s)	: February 27-28, 2014
Location	: Montreal, Canada
CATALYST partner	: Imagination for People
Website	: http://ocpm.qc.ca/wikicite/programmation https://www.flickr.com/photos/69271256@N07/12936374613/
Description:	: Imagination for People presented CATALYST and the role of Collective Intelligence in Citizen Participation. 300 participants were registered and documents are available at: http://www.slideee.com/slide/wikicite-frank-escoubes

3. Open call for collaboration

In addition to the contributions, an open call has been organised by the consortium under Task 5.2 to increase the project impact among communities. The partners are looking for community partners from Europe and beyond, to try and test the CATALYST tools with their own communities while engaging large-scale discussions around a pre-defined societal issue.

The Open Call has been launched in July 1st, during the first project event held in collocation with CAPS2014 (see Section 3) and ended October 1st, so that the tests can start in April 2015. Prior the start of the project, the rules of the Open Call have been submitted to and approved by Fabrizio Sestini; former Project Officer of the CATALYST project and can be consulted in Annex 8 of this report.

All the tools will be made available for free to the competition winners, with the necessary level of support on the partners' behalf in how to use them and how to build up a community of participants.

The selection criteria have been defined and submitted to the Project Steering Committee, on the occasion of the 5th consortium meeting in Brussels on October 7- 8, 2014. All the proposals received are available on the Google Drive so that partners can evaluate them using the ranking system elaborated by the Task Leader (See Annex 9). Results will be announced by the end of October.

It is to note that the Open Call has been a global success with 17 proposals received from organisations based in Europe and beyond, detailed below. Some of these organisations benefit from very large communities and have a very strong reputation in their domain of expertise. The outreach of CATALYST will be greatly improved not only through the future collaboration with some of these partners in the context of the Call, but also through the awareness that the Call generated in the overall community:

1. [Edgeryders](#) (Italy)
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)

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](#)

4. First project event

4.1 Objective and Concept

The main aims of the CATALYST first project event were to provide the consortium with the opportunity to introduce its objectives and first research outputs to external stakeholders interested in the project topics (collective intelligence) or its deliverables (by using research outputs in their own platforms) and raise stakeholder's awareness and interest in being closely associated to the project developments in the second year of the project period.

In order to achieve these objectives, and to reach the greatest possible impact among a large number of stakeholders, the partners decided to develop synergies and join forces with the CAPS2020 organisation team by organising it in colocation with CAPS2014 OFF, held in Brussels on July 1, 2014.

The event was three-fold to allow growing understanding of the project and interaction with the audience during the whole day.

To do so, the morning has entirely been dedicated to one-side presentations made main partners involved in the current developments and explaining the project rationale, methodology and first outputs. The afternoon part of the event has been elaborated in order to allow full-interaction with the audience and engage it in a dynamic forum to test the developments, explain the range of use-cases, discuss the benefits of such developments and finally, gather feedback from people that are themselves potentially involved in online communities or working on social innovation and citizen engagement fields.

A smooth transition between the two main moments of the day has been made possible by officially launching the Open Call for Collaboration. This created an entry point for several people to get connected and discuss further closer collaboration.

4.2 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
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4.3 Description

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 visualisation 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's 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's 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



4.4 Audience and Interaction

While not having the exact number of attendees, it is possible to say that the CATALYST event gathered more than 60 participants (corresponding to the entire seating room capacity) throughout the morning session and a dozen of additional people coming and going to attend only some of the planned presentations.

With the largest room, and the fullest one, this event was by far the most attended one, showing stakeholders high expectation and interest in the project.

The public attending the CATALYST workshop was mainly composed by (i) a high number of researchers mainly involved in EU-funded projects addressing the thematic of social innovation and/or citizen engagement, (ii) civil society representatives and even activists interested in the benefits that they could draw from the tools currently

developed, and (ii) SMEs developing complementary tools or layers that could potentially be integrated into the CATALYST developments.

The morning session received praise from the participants, generating interest and a long Q&A session before and during lunch break giving opportunity to the audience to engage in dialogue and ask questions.

4.5 Benefits

On the whole, the event has been a good learning and sharing experience not only to the participants but also to the workshop organisers. It has helped widen the partner's horizon on the subject and also their approach towards the different stakeholders.

Detailed below are the main benefits derived from the first event:

- Showcase the first results of the project
- Create an entry point for several people to get connected and discuss further closer collaborations, especially since the Open Call for Collaboration has been officially launched
- First positive feedback from people coming from the fields of Social Innovation and citizen engagement about our current developments and methodologies
- Recommendations on possible paths for improvement during the interactive/poster session
- Some feedback from communities about their own pain points to possibly take into consideration for further reflection and integration.

4.6 Suggestions for improvement

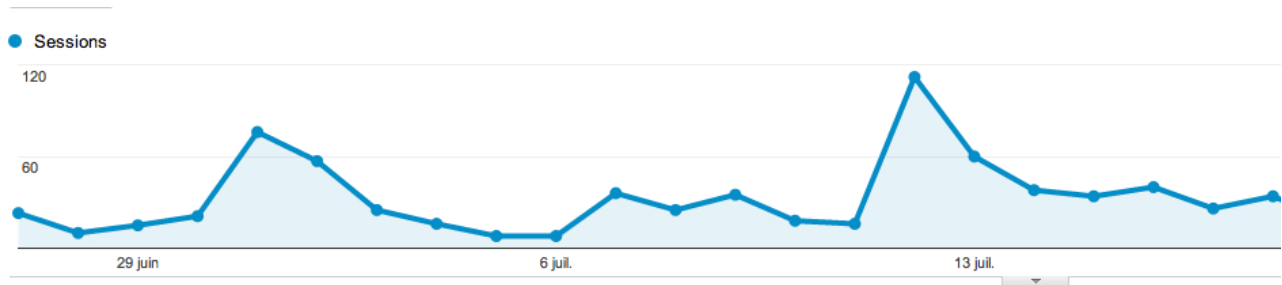
The suggestions resulting from the first event are mainly targeting the overall CAPS2014 OFF event. Even if the organisation was greatly managed and the concept very innovative (and thus, succeeded to engage people in discussions and sharing of knowledge and experience), the partners issued the following advises to improve the next CAPS2014 edition:

- Additional booths from grassroots initiatives/ communities
- Trying to engage more EC representatives into the workshops
- Larger rooms (open spaces?) to allow more people to attend each session
- Interactions with other CAPS projects to highlight the already existing or potential synergies
- More time for interaction (2 days event? OFF programme)

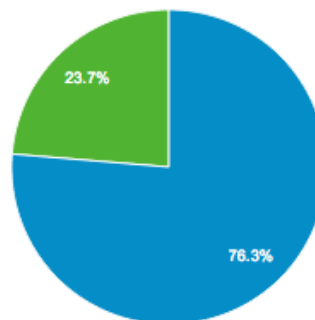
4.7 Impact and outreach

CAPS2014 gathered more than 240 attendees on its OFF part on July 1 at The Egg, a creative venue located in the city of Brussels. While 15 workshops were run in parallel, CATALYST was clearly the most one demonstrating CAPS stakeholders' high interest in the project activities and developments.

The website statistics reflect particularly well the impact for the project resulting from its own event. With 21 unique visits in average per day, the website has been visited on July 1st by 76 people, increasing by more 170% the number of visits.



■ New Visitor ■ Returning Visitor



Moreover, the above figure shows that among the 76 visitors, more than 76% were new ones, probably discovering the project for the first time and reflecting attendees' will to grasp more information on the project activities and open call, as shown by the figure below, indicating that the page www.catalyst-fp7.eu/open-call-collaboration has been shared by visitors 74 times on diverse social media channels.

URL	f	t	in	p	g+	Total
/open-call-collaboration	36	32	1	0	5	74

After the event, several emails related to the Open Call have been received, coming from interested participants to get additional information to submit a proposal for the open call.

Conclusions

The present document has summarised the outreach activities developed during the first project period (from October 2013 to September 2014). The intensity and impact of the above mentioned activities are in line, and often go beyond the specifications and expectations detailed in the DoW. Moreover, all project partners have shown a high commitment regarding these activities during the reported period and efforts will be maintained during the second year to contribute to the full success of the project.

However, it is to note that during the first year of CATALYST the dissemination work focused on disseminating the main concepts and objectives, besides the work progress and the project status, attracting interest for stakeholders.

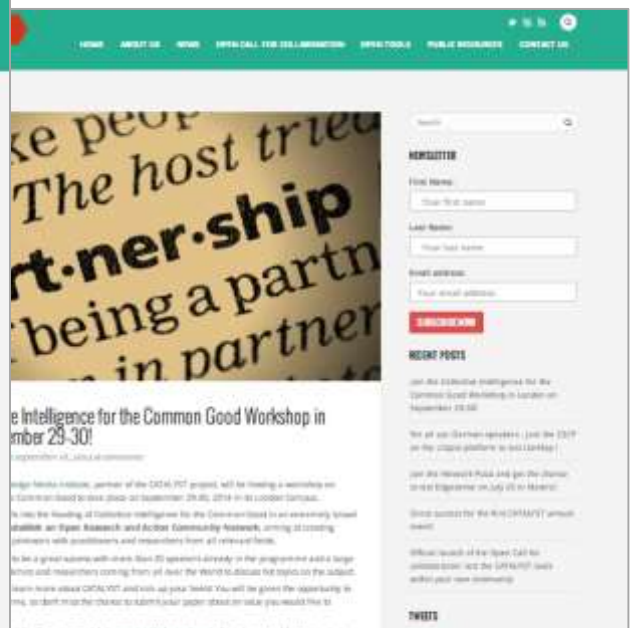
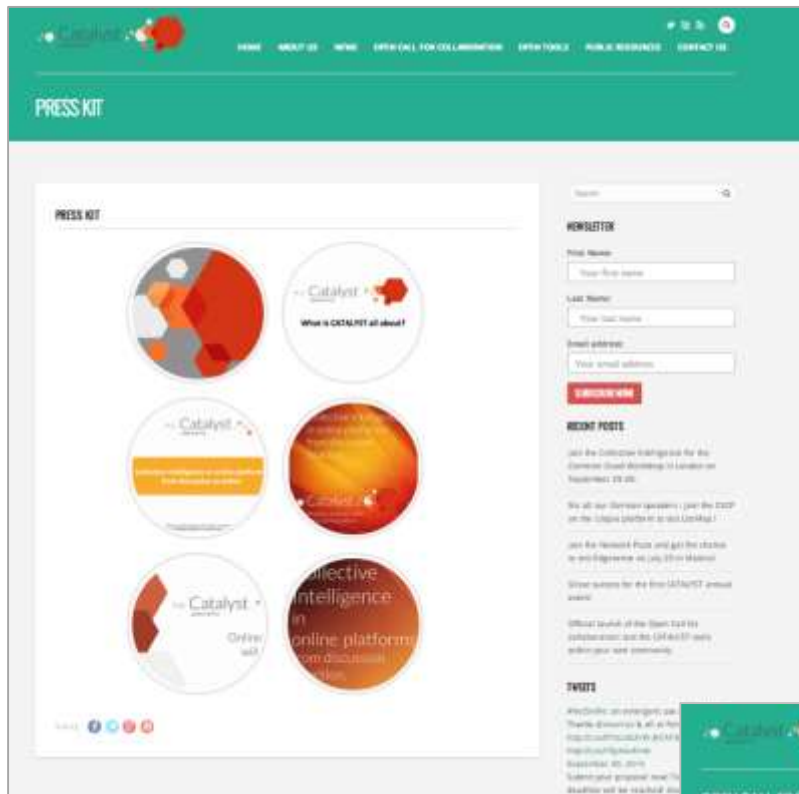
Therefore, for the next period, WP5 leaders and partners will focus on:

- Publishing and disseminating the work progress and results especially when CATALYST outputs are further developed
- CATALYST will be present to various and different events and conferences in the next period to achieve a wider audience.
- Website and social media channels will be continuously updated with new experiments, participation in order to enhance the dissemination tasks results.



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Annex 1 – Website




Annex 2 – Newsletter



catalyst-fp7.eu

[f Share](#)
[t Tweet](#)
[✉ Forward to Friend](#)
[g+ +1](#)
[in Share](#)

Newsletter n°1



We are very pleased to send you the first edition of the CATALYST newsletter introducing our progress in the design, testing and release of open source solutions for raising awareness and developing ideas in scalable online debates. Do not hesitate to contact us for any further information you may need, and join us on [Twitter](#) to be fully informed on our activities, to interact with CATALYST partners, and get to know where you can meet us.

[Access CATALYST latest news online](#)

Our latest publications

- Analysis of pain points & user feedback on design concepts
- Analytics for social innovation networks: design rationale
- Initial ethics report
- Initial user stories and mockups
- Architecture and cross-platform interoperability specification

[Click here for an insightful reading](#)

Our tools

We are developing a set of demos and tutorials for harvesters and community managers.

[Watch our demos & tutorials on Youtube](#)

Don't miss


Anna de Liddo from CATALYST and other researchers from Spain (Universidad Politécnica and Universidad Carlos III of Madrid) and the US (Informatica Corporation, R&D) are launching a Collective Intelligence Call For Paper for a special issue on "Large-Scale Ideation and Deliberation: Tools and Studies in Organizations" to be published in the Journal of Social Media for Organizations

[Call For Paper](#)

What's next?

- 3rd consortium meeting, Wuppertal (Germany), April 28-30
- CAPS2020 Book Sprint, Sophia-Antipolis (France), May 5-6-7
- First CATALYST event, Brussels (Belgium), TBD.... Stay tuned

[Want to know more about Book Sprint?](#)



[Contact us](#)

D5.1- Outreach activities: progress report ■ September 2014 ■ 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 3 – 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





Online debates will never be the same



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

Annex 4 – 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.



University of
Zurich



PURPOSE

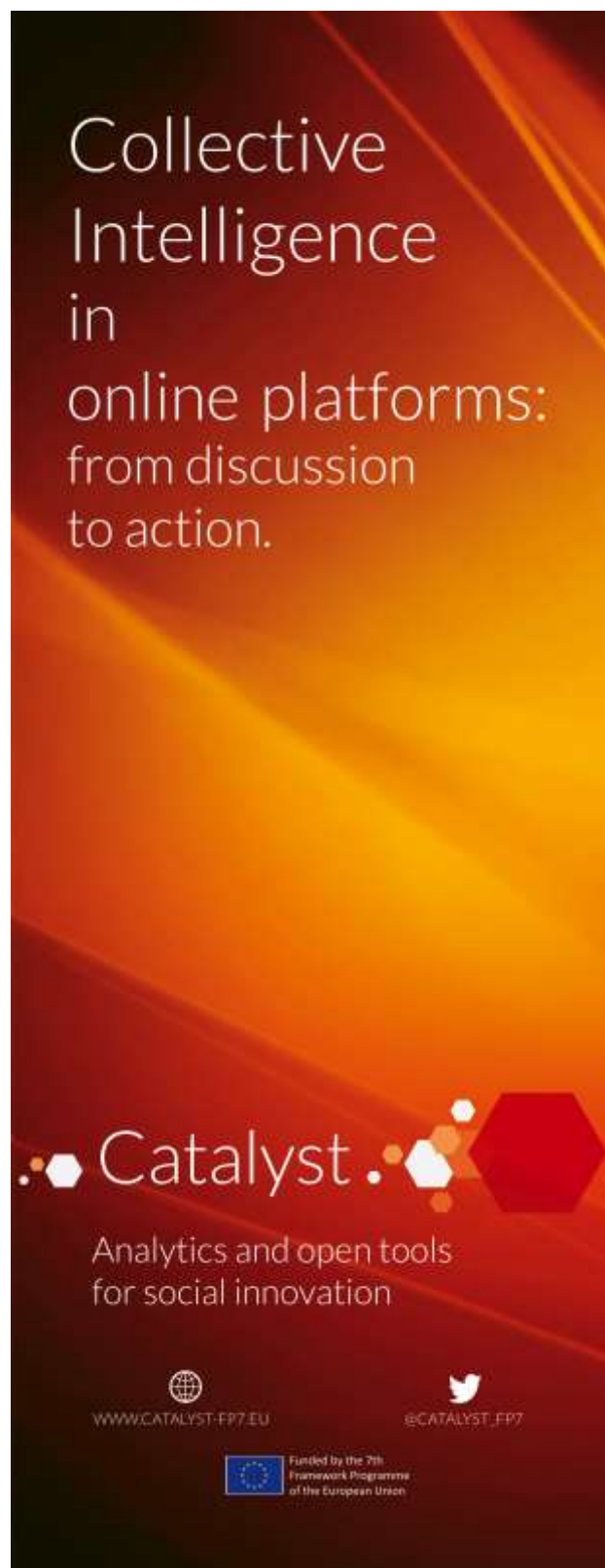


For more information, please contact
info@catalyst-fp7.eu
or visit www.catalyst-fp7.eu

Annex 5 – Poster




Annex 6 – Roll-up banner



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Annex 7 - PowerPoint and Deliverables template



Collective Intelligence (online platform) from discussion to action


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Watch on Youtube
CATALYST FP7








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Project Acronym: CATALYST

Project Full Title: Collective Applied Intelligence and Analytics for Social Innovation

Grant Agreement: 6611188

Project Duration: 36 months (Oct. 2013 - Sept. 2015)

DOCX Title

Deliverable Status: Draft or Final

File Name: CATALYST_D0X.Y.pdf

Due Date: Month 2014 (M0)

Submission Date: Month 2014 (M0)

Dissemination Level: Restricted or Public

Task Leader: Organisation



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Annex 8 – Open Call rules and regulations

The partners of the CATALYST project (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

Proposals must be submitted electronically in PDF format to the following address: 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

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 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 9 – Open Call rating system

	Applicants	Size of the community	Specificity of the topic	Mixing tools from different partners	Visibility of the organization	International Exposure	Follow up potential	Compatibility of budget	Technical Interoperability	Operational Community	Geographical diversity of community	TOTAL
1	CICATAL KH Bolivia	0	0	0	0	0	0	0	0	0	0	0
2	ASHOKA World	0	0	0	0	0	0	0	0	0	0	0
3	EIPCM CHEST Europe	0	0	0	0	0	0	0	0	0	0	0
4	Wissen India	0	0	0	0	0	0	0	0	0	0	0
5	OCDE International	0	0	0	0	0	0	0	0	0	0	0
6	Center for Social Investment Poland	0	0	0	0	0	0	0	0	0	0	0
7	KTH Sweden	0	0	0	0	0	0	0	0	0	0	0
8	Oui Share France	0	0	0	0	0	0	0	0	0	0	0
9	AutoConsulta Ciudadana Spain	0	0	0	0	0	0	0	0	0	0	0
10	Human Pixel France	0	0	0	0	0	0	0	0	0	0	0
11	Ganemos Madrid Spain	0	0	0	0	0	0	0	0	0	0	0
12	University of Naples Italy	0	0	0	0	0	0	0	0	0	0	0
13	Fondazione RCM Italy	0	0	0	0	0	0	0	0	0	0	0
14	Loomio Cooperative New Zealand	0	0	0	0	0	0	0	0	0	0	0
15	EdgeRyder uk	0	0	0	0	0	0	0	0	0	0	0
16	Ibercivis Spain	0	0	0	0	0	0	0	0	0	0	0
17	Center for Creative Leadership Belgium	0	0	0	0	0	0	0	0	0	0	0

Scale 1 = weak
2 = average
3 = strong

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