



DELIVERABLE

D7.3 – Dissemination Plan V3

Project Acronym: ESPRESSO

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Dissemination Level		
P	Public	X
C	Confidential, only for members of the consortium and the Commission Services	

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1. Revision history and statement of originality

1.1. Revision history

Rev	Date	Author	Organization	Description
1	11.01.2017	Martin Fabisch	University of Kaiserslautern	Updated version of D 7.2 M7
2	19.01.2017	Martin Fabisch	University of Kaiserslautern	Updated dis. activities
3	23.01.2017	Martin Fabisch	University of Kaiserslautern	Add online activities
4	24.01.2017	Martin Fabisch	University of Kaiserslautern	Minor Changes
5	25.01.2017	Martin Fabisch	University of Kaiserslautern	Minor Changes
6	31.01.2017	Irene Facchin	TRILOGIS	Quality check

1.2. Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.



4. Executive Abstract

The deliverable 7.3 shows the updated version of the Consortium's concept to disseminate the project's results. The dissemination plan will be updated every six months and include all new measures to expand the awareness of the project.

The document contains the dissemination activities regarding additional three main aspects listed below, besides the explanation of the main dissemination strategy:

- **Dissemination tools:** The overview explains the tools and measurement of success within the dissemination strategy;
- **Planned dissemination activities:** The report shows an overview of already planned actions for the dissemination in the next six months;
- **Report of dissemination:** The report shows what kind of dissemination actions was accomplished in the last period.



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8. Dissemination of results to research society and policy

Effective dissemination is essential in order to make sure that research results are well-tailored for a targeted audience. A dissemination plan has been developed and will be successively reviewed/enhanced. Work package WP7 is dedicated to the production and dissemination of the project's outputs. These activities will also serve for internal communication including dialogues with stakeholders and end users.

The dissemination strategy/activities consists of following principles:

- All research results/reports will be reviewed within the consortium.
- All public results will be either accessible from the project website, the project management tool and sent to all parties who may benefit from them.
- When appropriate, the reports will refer to other research projects and build on the existing results and literature.
- Research will be conducted following the scientific practice principles, taking into account as many policy requirements and needs as possible.
- Interviews, will be duly informed about the final outcomes and the implications stemming from project results.

The dissemination strategy consists of:

- a target audience and users of produced knowledge, so as to tailor the dissemination products for their specific needs (WHO);
- specified communication means and channels to reach all members of the target audience (HOW);
- a range of appropriate electronic and printed informational and instructional material and develops mechanisms for their effective dissemination (WHAT);
- defining the best timing to publicize, as well as to best contribute to the ongoing planning and management activities (WHERE)

8.1. Main Dissemination strategy

ESPRESSO will leverage the extensive dissemination tools and networks to communicate the project results, and the consortium is committed to widely share the knowledge, best practices and lessons learned. This will be essential to foster further scientific and business opportunities, which represent a strong need for ESPRESSO. That will allow spreading the knowledge about the project far beyond the consortium members, and will encourage further stakeholders to later become engaged with the activities of the project. ESPRESSO will employ a systematic approach to communication, which will be conducted through a large palette of activities aimed at maximizing the diffusion of the project's activities such as:

- Seminars, webinars and conferences;
- Public displays and meetings;
- Formal presentations to decision-makers;
- Brochures, videos, media advertisements, newsletters or journals.



Throughout the project, the partners will organise several workshops addressing all key target users from a local city level community, i.e.: experts, public administrations, as well as members from local SMEs, academia and RTD centres. The goal is to maximise the impact and the awareness of the project and its achievements beyond the community of stakeholders initially involved in the project. The events planned include:

- Workshops to collect recommendations, to capture scientific and research trends, etc.
- Workshops in dialogue with SMEs. The partners will organise a set of roundtables with key representatives from SMEs in the field of references. In addition virtual feedback sessions with SMEs will be organised by the means of Social Media Communication.

All activities will be published throughout several different possible channels including the project's website and social networks. When possible and relevant, the consortium will video-record the events and make them available through the YouTube channel or either try to Stream these events to ensure impact among the widest public.

8.1.1. Raising Awareness of the results

A specific goal of ESPRESSO is to maximise visibility and awareness of the project's activities and achievements (T.7.1) through publications, editing of communication material (following a consistent corporate identity), web presence actions through the website and social networks. Furthermore, ESPRESSO will execute communication actions, create liaisons with other initiatives, and organise events (T.7.2). These include actions such as: information days with several local communities, ESPRESSO Cafés (informal meetings with local communities), workshops, and plug fests (to promote the interoperability of the technologies within specific application scenarios) and – most notably – a side event on “interoperability for Smart City” at a major Smart City conference or OGC Technical Committee meeting. Different activities and strategies will be organised for the various target groups, including citizens, the RTD community, local governments, and industry.

In order to coordinate such a wide range of activities a calendar of all the events (D.7.1) (i.e. a dissemination plan) will be created at the beginning of the project (M01) and constantly updated throughout the project. It should be noted that, albeit the activities will be essentially run within Europe, in general terms dissemination and awareness will not be limited to Europe. At a high-level international stage, ESPRESSO will for instance promote targeted awareness action towards members of the Transatlantic Economic Council (TEC) and the High Level Regulatory Cooperation Forum (HLRCF) trying to identify standardisation aspect that could bring benefits to Deep and Comprehensive Free Trade Agreements (DCFTA) with the EU. In addition, ESPRESSO will establish a knowledge exchange about the deployment of Smart City with high-level international research facilities in the context of urban development and planning to strengthen the international visibility of ESPRESSO and to ensure consistent uptake of standardisation aspects in international research activities.

8.1.2. Promotion of best practice and design of a Standardisation Roadmap

An additional goal of ESPRESSO is to assess best practices (e.g. successful use of standards within Smart City) that can be replicated elsewhere, in terms of products,

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services and products highlighting for each of them relevant standards in order to promote best practice exchange.

The partner will also invite other technology leaders, academic representatives and organizations that have interest in sharing best practices (cities, institutions, consultants, SMEs, etc.) to contribute to through papers or meetings focusing on their experiences and best practices and exchange findings in relevant conferences or events. Best practices examples, identified throughout the task, will be forwarded to the SmaCStak network on a regular basis (e.g. via quarterly newsletter) asking for feedback by interested stakeholders in order to facilitate cooperation and clustering of those with similar interested and also for their scientific expertise. The full compendium of best practices will be edited as publication called the "Atlas of standardisation best practices for Smart City" to be published on the project website. The approach will be extended to include strategic partners from non-EC countries following principles of European Neighbourhood Policy, inspiring same philosophy to other countries and other regions around the globe (US, Russia, Japan, China and SMIT countries). This will be done through surveying the large body of knowledge available from international organisations (e.g. UN-HABITAT, UNECE, local governments, through institutional links of ISOCARP). Additionally, ESPRESSO will define a standardisation roadmap (D7.4). One of the main advantages when developing a standardisation roadmap is the open and individual definition of its content. Due to the extensive focus on several standardisation aspects on a meta-level within the project, the standardisation roadmap will contribute to every approach. Besides the analysis of existing standards and a detailed reporting of the standardisation activities within the project, a standardisation strategy based on the project results will be developed.

8.1.3. Publication activities

ESPRESSO will provide several periodical press releases as relevant, of projects completion and summarizing the results, to be sent to the European and world press through the partners' press engagement as E-Mail newsletter. Additional details about the form and audience will be provided in the next version of the dissemination plan. Further general information regarding the public publications, addressing relevant magazines, newspapers or other means, targeted to non-technical audiences (incl. citizens) will also be provided and constantly updated in the dissemination plan.

8.1.4. Offline activities for the general public and policy makers

ESPRESSO will leverage the extensive dissemination tools and networks to communicate the project results also via various online channels. The upcoming sections gives some brief information regarding the most important events within the last six month, a detailed list of all activities will be found in the report of the dissemination activities.

- **Project Meetings:**

The consortium had one main general project meeting in December in Brussels over two days. The meeting aimed to review the project's activities and plan the upcoming months. Furthermore, there have been weekly conference calls in addition to several topic related talks.



- **ESPRESSO Workshops**

- **ESPRESSO Workshop at Morgenstadt Werkstatt, 27./28.09.2016**

A three-hour workshop was planned and carried out during the “Morgenstadt Werkstatt” workshop in Stuttgart (Germany). This served different purposes. On the one hand, to promote and present the ESPRESSO project and the first results as well as to gain members for the SmaCStak community.



Figure 1: Workshop in Stuttgart.



8.1.5. Online activities for the general public and policy makers

ESPRESSO will leverage the extensive dissemination tools and networks to communicate the project results also via various online channels.

- **ESPRESSO web site** highlighting the overall project and the participating partners, and information about the results and possible further development and opportunities for cooperation. The website also will act as first point for information and connect the social media channel and an internal Wiki will be embedded.



Figure 2: Website Version January 2017.

- **Integration of the SmaCStak-Network**

The ESPRESSO SmaCStak-newsletter is being sent out exclusively to the SmaCStak network including the consortium and provides a descent overview regarding the work of the different work packages. It furthermore provides an overview regarding upcoming online acitivities such as webinars, which will be planned together with the consortium and the SmaCStak-members.



- **Interactive communication approaches**

ESPRESSO also focuses with an internal one-stop-portal a tool which contains for example training internal or public webinars to key stakeholders, presenting projects' results. The audience focuses on the SmaCStak but could include actors such as: Other SDOs and other cities, ESPRESSO partners' immediate communities, ESPRESSO's Supporting organisations communities, and relevant virtual communities.

- **The One-Stop-Portal**

Goal of the One-Stop-Portal is to launch a single point of access, which will act as container of information and training material on Smart City standards. The current landscape of standards is vast and many SDOs have published a vast array of existing standards. Hence, aim of this work package is to create a platform containing the most relevant Smart City standards for sharing the knowledge within the consortium and the SmaCStak. The portal is planned to be based on an online service and will be structured according to the City Keys Indicators. ESPRESSO modified the initial concept from the Moodle/Wiki-approach into a two-stage approach towards a distinction in a Content Portal and Discussion Portal. The platform both in its variations - ESPRESSO Content Portal (ECP) and ESPRESSO Discussion Portal (EDP) will be made accessible from the project website. Partner UNIKL will develop this task with the help of DIN and will use results from the respective work packages as well as with input from WP1 SmaCStak knowledge and experiences.



Figure 3: ESPRESSO One-Stop-Portal.

The content portal ECP will contain relevant information of the identified Smart City Domains to publish these to the open public. The deliverable will contain an overview of all domains, their descriptions, and an analysis of relevant standards and standardization activities. Hence, the level of detail regarding the provided information is suited to this purpose. The realization will be done using a designated section on the website, which contains the relevant information. This site will contain an overview of all domains, their descriptions, and an analysis of



relevant standards and standardization activities. It also gives an overview about each domain and description of each domain incl. referenced material, e.g. standards, reports and graphics. The ESPRESSO Content Portal will have a link to the ESPRESSO Discussion Portal, which will use the ECP as basis for upcoming discussions.

Whereas the Content portal and will be primarily for the open public audience, the EDP is suited on the consortium itself as well as the SmaCStak-network. Within, the EDP, specific discussions regarding domain-related questions would be launched. The selection of these topics, as well as the moderation, will be done by TB and the SCG. ESPRESSO will use the topics discussed on the regular ESPRESSO-Webinars and transfer them to the EDP in order to provide a deeper elaboration of the topics and a continuous contact with the members of the SmaCStak. The portal will be hosted by DIN and presumably launched in January or February 2017.

- **The ESPRESSO Webinar**

The webinars should act as a platform for a regular meeting for an exchange of ideas between the consortium and people interested in the project. The first webinar was launched in May regarding the general purpose of ESPRESSO and the expectations whereas the second in July was focussing on the importance of indicators in the term of Smart Cities. It is planned to have webinars in accordance to project related topics with consultation by the SmaCStak coordination group every month.

- An **additional web based presence** via web 2.0 channels that start at the beginning of the project:
 - The **LinkedIn group**. This group aims in updating the formed LinkedIn community of the projects' results and further opportunities.

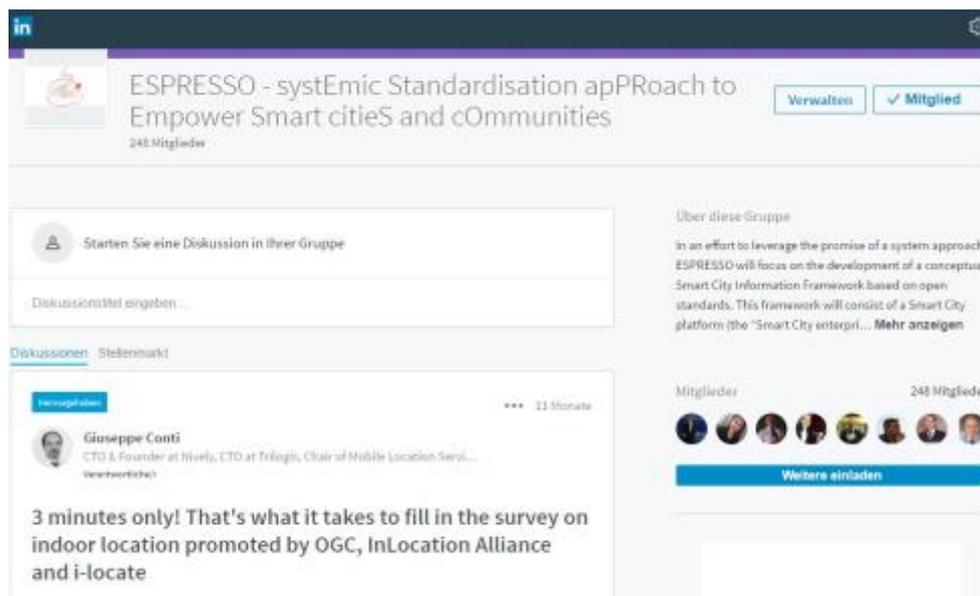


Figure 4: ESPRESSO LinkedIn Group.



- The **Twitter Channel**. Updating the community with the twitter account of the projects' results and further opportunities and promote the ESPRESSO activities.



Figure 5: ESPRESSO Twitter Account.



- **YouTube channel.** The ESPRESSO Youtube-Channel started in the second half of the year. It is used to upload the recordings of the ESPRESSO Webinar.

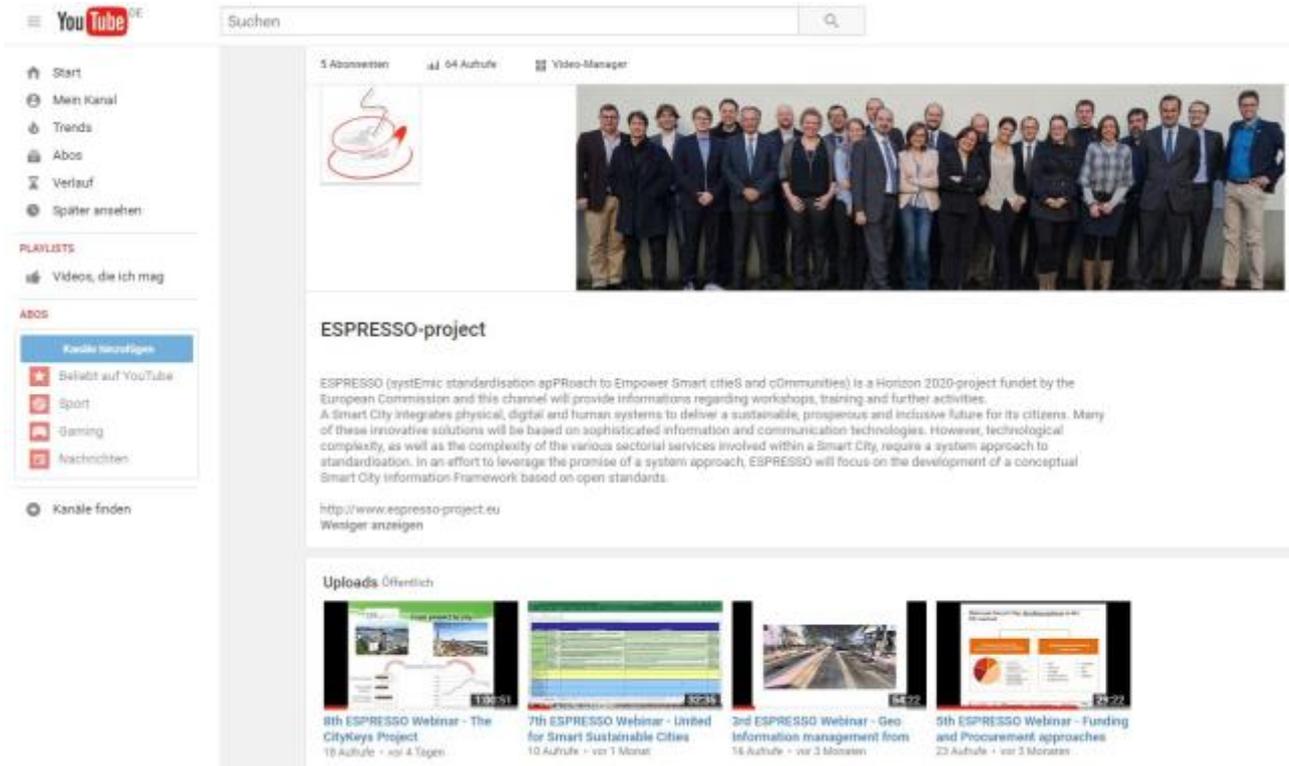


Figure 6: ESPRESSO Youtube-Channel.



8.2. Measurement of dissemination activities

Following tools were identified in order to bring the project work into the general and academic public as well as to policy makers. The report will provide three tables regarding a general overview, an overview of planned activities for the next month and an overview of already achieved actions for dissemination since the last report. The tables will provide an overview about WHO will be addressed, HOW the specifies communication means and channels to reach all members, WHAT range of appropriate electronic and printed informational and instructional material will be used and WHEN the best timing for dissemination is.

8.2.1. Overview regarding the tools for dissemination

The overview explains the tools and measurement of success within the dissemination strategy. Measures are divided into the sections of "Academic and Scientific community", "Policy Makers", "General Public" and "Internal".

Table 1: Overview tools for dissemination.

Tools and measurement of success	
<i>Academic and Scientific community</i>	
Publications in peer reviewed scientific journals (if available impact factor)	Number of publications and their citation, impact factor of journals, involved partners
Publications in scientific journals (if available impact factor)	Number of publications and their citation, impact factor of journals, involved partners
Scientific working papers	Number of working papers and number of downloads, Involved partners
Conference Presentations	Date, location, involved partners
Conference Proceedings (reviewed)	Date, conference, involved partners
Conference Proceedings (non-reviewed)	Date, conference, involved partners
Scientific workshops	Date, conference, number of attendees, feedback collected, involved partners
Other press articles	Name, magazine/website, date, involved partners
<i>Policy Makers</i>	
Project presentations	Date, Conference, Number of attendees, feedback collected, involved partners
E-Mail Newsletter	Number of subscribers & mailing list, involved partners
Workshops	Date, Conference, Number of attendees, feedback collected, involved partners
Dedicated social media groups	Members of the LinkedIn-Group, Number of posts and respective retweets, involved partners



Membership in Committees	Names of committees, involved partners
Other actions	Misc. Agreements, partnerships etc....
General public	
Web site	Counting visitors and downloads
Project presentations	Number of downloads
Articles in local, national and international press	Number of articles, names of newspapers
Other social media activity	Name of Social Media Channel, Counting visitors and threads, etc.
Other media activity	Name of Media Channel, nature etc.
Internal	
Main project meetings	Date, location, number of participants
Other project meetings	Date, location, number of participants
Consortium conference calls	Date, type of action
Internal Mailing list	Number of subscribers, Number of newsletters
Use of the project management tool	Registered users, Number of Clicks/Log-Ins
Use of the internal Wiki/training portal	Registered users, Number of Clicks/Log-Ins, Number of documents/posts, Number of document changes



8.2.2. Overview dissemination activities

The report shows an overview of already planned actions for dissemination for the next months. All publications are preliminary due to review processes.

Table 2: Planned activities for dissemination.

<i>Policy Makers</i>	
Publications in scientific journals (if available impact factor)	<ul style="list-style-type: none"> Article in DIN Mitteilungen, the national magazine for standardization, June 2017, DIN
Workshops	<ul style="list-style-type: none"> National Workshop on Smart Cities challenges at Germany's national city association, 21.02.2017, tba, DIN.
Other actions	<ul style="list-style-type: none"> Kick-off meeting: national expert group on autonomous vehicles in the logistics sector, 17.01.2017, DIN. Kick off meeting of consortium: e-commerce in the food sector (e-food), 24.01.2017, DIN.
<i>Academic and Scientific community</i>	
Conference Presentations	<ul style="list-style-type: none"> REAL CORP Conference, Vienna, 12.-14.09.2017, UNIKL. General Assembly of the EIP-SCC, tba.
Conference Proceedings (non-reviewed)	REAL CORP Proceedings, Vienna, UNIKL.
<i>General Public</i>	
Project presentations	Technology for all, Rome 17.-19.10.2017, PWC.
<i>Internal</i>	
Main project meetings	ESPRESSO Review Meeting, Brussels, 1./2.02.2017.



8.2.3. Report of dissemination activities

The report of dissemination activities shows an overview of already achieved actions to the end of M7.

Table 3: Report on dissemination activities (M1-M7).

Academic and Scientific community	
Conference Presentations	<ul style="list-style-type: none"> • Technical and Planning Committee Meeting OGC (http://www.opengeospatial.org/event), 7-11.03.2016, Washington D.C., OGC, OS. • Smart Cities & Communities, 15.03.2016, OS BIM Prospects (http://www.bimprospects.com/index.jsp#speakers), 6-7.04.2016, Watford, OS. • Geospatial World Forum (http://geospatialworldforum.org), 23-26.05. 2016, Rotterdam, OGC, OS. • General Assembly of the EIP-SCC, 24.05.2016, Eindhoven, OGC. • Technical and Planning Committee Meeting OGC (http://www.opengeospatial.org/event), 20-24.06.2016, Dublin, OGC. • Metropolitan Solutions conference (www.metropolitansolutions.de), 29.05-01.06.2016, Berlin, UNIKL, ISOCARP. • REAL CORP conference (http://conference.corp.at/), 22-24.06.2016, Hamburg, UNI KL, ISOCARP, 30 attendees, interesting cooperation potential with other H2020-projects. • IEEE International Smart Cities Conference, 12-15.09.2016, HIT. • ICCSA Cities, Technology and Place, 4-7.7.2016, Beijing, UNIKL, 40 attendees, useful feedback about critical aspects of using standards in Smart City context.
Other press articles	<ul style="list-style-type: none"> • Trilogis ed il consorzio hit nel club incaricato di definire gli standard europei per le città intelligenti, 13 January 2016, available on http://www.trentinosviluppo.it/it/ELE0008298/trilogis-ed-il-consorzio-hit-nel-club-incaricato-di-definire-gli-standard-europei-per-le-citta-intelligenti. • Smart Cities im Kontext der Systemstandardisierung, DIN-Mitteilungen 2016/06 pp. 4-7, June 2016, UNIKL & DIN. • Smart Cities and standards – The approach of the Horizon2020-project ESPRESSO, Proceeding REAL CORP, UNIKL & ISOCARP.



Conference Proceedings (reviewed)	<ul style="list-style-type: none"> Lecture Notes in Geography/Proceedings ICCSA, UNI KL, (The ESPRESSO Project – A European Approach for Smart Standards), Publication accepted for autumn.
Scientific workshops	<ul style="list-style-type: none"> SmacStak-Workshop at REAL CORP conference (http://conference.corp.at/), 22-24.06.2016, Hamburg.
Conference Proceedings (non-reviewed)	<ul style="list-style-type: none"> REAL CORP Proceedings, Hamburg, UNI KL, ISOCARP (Smart Cities and Standards – the Approach of the Horizon 2020 Project ESPRESSO).
Policy Makers	
Membership in Committees	<ul style="list-style-type: none"> BSI's B/555 'Construction design, modelling and data exchange' committee, OS. BSI's B/555 Strategy Group, OS. BSI's IST/36 Geographic information committee, OS. ISO TC211 Geographic information, OS. INSPIRE committee, OS.
Workshops	<ul style="list-style-type: none"> Participation of DIN-Kick-Off-Meeting Smart Cities, Cologne, 17.02.2016, UNI KL. Participation of Smart City Integrated Governance - Stakeholder Workshop, Brussels, 15.03.2016, PWC. 1st ESPRESSO-Workshop, Bucharest, 19.04.2016, 14 Participants, ISOCARP. 2nd EPRESSO-Workshop in Rotterdam, 24.05.2015, 30 participants, TRILOGIS. 3rd ESPRESSO-Workshop in Hamburg, 30.05.2015, 30 participatns, UNIKL & ISOCARP.
Other actions	
Project presentations	<ul style="list-style-type: none"> General Assembly of the EIP-SCC General Assembly, 24.05.2016, Eindhoven, OGC, Poster Presentation, HIT & UNIKL. Metropolitan Solutions 30.05.2016, Berlin, UNIKL & ISOCARP. ICCSA -Cities, Technology and Place 2016, 04.07.2016, Beijing, UNIKL.
General public	
Articles in local, national and international press	<ul style="list-style-type: none"> General Assembly of the EIP-SCC General Assembly, 24.05.2016, Eindhoven, OGC. DIN Magazin (www.din-mitteilungen.de), Smart Cities im Kontext der Standardisierung, DIN Mitteilungen 2016/06, UNI KL, DIN. Audi Magazine on Smart Cities, 03.2016, OS.
Other media activity	<ul style="list-style-type: none"> Upload from ESPRESSO-reports to Vuelio.com (Global press release database allowing targeted dissemination of information regarding Espresso and other smart



	activities to world press, cities and other interested bodies), OS.
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Upcoming is a list of the respective dissemination activities until January 2017. Disseminations with more than one target group are only listed once in the table below.

Table 4: Report on dissemination activities (M7-13).

Academic and Scientific community	
Conference Presentations	<ul style="list-style-type: none"> • Smart City Expo World Congress, 15.-17.11.2016, Barcelona, UNIKL, ATOS, OGC, Rotterdam. • IUrban Conference, 09.06.2016, PWC. • OGC's 99th Technical and Planning Committee Meetings, 06.06.2016, ISOCARP. • YPLAN – Young Placemakers Initiative final conference, 10.10.2016, ISOCARP. • Big Data Driving business, 30.11.2016, Valencia, ATOS.
Scientific workshops	<ul style="list-style-type: none"> • Scenario workshop "Analysis of the value of new generation of eGovernment services", 31.05.2016, 60 attendees, PWC. • EIP SCC WS1 & WS2 Workshop, 29./30.09.2016, 15 attendees, OGCE. • Keynote on International FIG 3D Cadastre Workshop, 19./20.10.2016, 150 attendees, OGCE. • ETSI/OneM2M Workshop, 15.11.2016, 80 attendees, OGCE. • EIP SCC Workshop, 22.11.2016, 20 attendees, OGCE.
Other press articles	<ul style="list-style-type: none"> • Annual Report "Universitärer Potenzialbereich Region und Stadt", The ESPRESSO Project, December 2016, UNIKL.
Conference Proceedings (reviewed)	<ul style="list-style-type: none"> • Lecture Notes in Geography/Proceedings ICCSA, UNI KL, (The ESPRESSO Project – A European Approach for Smart Standards).
Conference Proceedings (non-reviewed)	<ul style="list-style-type: none"> • REAL CORP Proceedings, Hamburg, UNI KL, ISOCARP (Smart Cities and Standards – the Approach of the Horizon 2020 Project ESPRESSO).
Policy Makers	
Project presentations	<ul style="list-style-type: none"> • Intergeo 2016, 11.-13.10.2016, 60 attendees, Fraunhofer.
Membership in Committees	<ul style="list-style-type: none"> • BSI's B/555 'Construction design, modelling and data exchange' committee, OS. • BSI's B/555 Strategy Group, OS. • BSI's IST/36 Geographic information committee, OS. • ISO TC211 Geographic information, OS.



	<ul style="list-style-type: none"> • INSPIRE committee, OS.
Workshops	<ul style="list-style-type: none"> • ESPRESSO-Workshop "Morgenstadt Werkstatt", Stuttgart, 26./27.09.2017, FRAUNHOFER, DIN, UNIKL. • Engineering trends and business opportunities for Smart Citys, 13.09.2016, 15 attendees, HIT. • General Data Protection Regulation – Are you Up to Speed? 22.09.2016, 10 attendees, HIT. • Urban INNO Second Project Steering Committee meeting, 05.10.2016, 30 attendees, HIT, TRILOGIS. • Workshop 3D-Stadtmodelle, 09.11.2016, 50 attendees, OGCE. • GSDI (Taipei Taiwan), 28.-30.11.2016, 20 attendees, OGCE.
Internal	
Main Project meeting	<ul style="list-style-type: none"> • ESPRESSO Consortium Meeting, 13./14.12.2016, Brussels, ALL partners.
Consortium conference calls	<ul style="list-style-type: none"> • WP Call every week
Use of the project management tool	<ul style="list-style-type: none"> • Registered Users: 77
General public	
Other media activity	<ul style="list-style-type: none"> • Upload from ESPRESSO-reports to Vuelio.com (Global press release database allowing targeted dissemination of information regarding Espresso and other smart activities to world press, cities and other interested bodies), OS.



8.2.4. Report of online activities

The online activities of ESPRESSO are one of the most important tools to reach a big audience. As mentioned in 8.1.5. ESPRESSO use several tools to reach as many people and different target groups as possible. Since the launch of the ESPRESSO Website (M1) there were more than 7100 visits on the website. Most of the visits (~4500) took place in the period between M9 and M13.



Figure 7: Visits on the ESPRESSO Website (M1-13).

Eighty Percent of the visitors are from Europe. The main part of the visitors lives in the UK and Germany (together around 36%) – but there are visitors from all Members of the European Union.

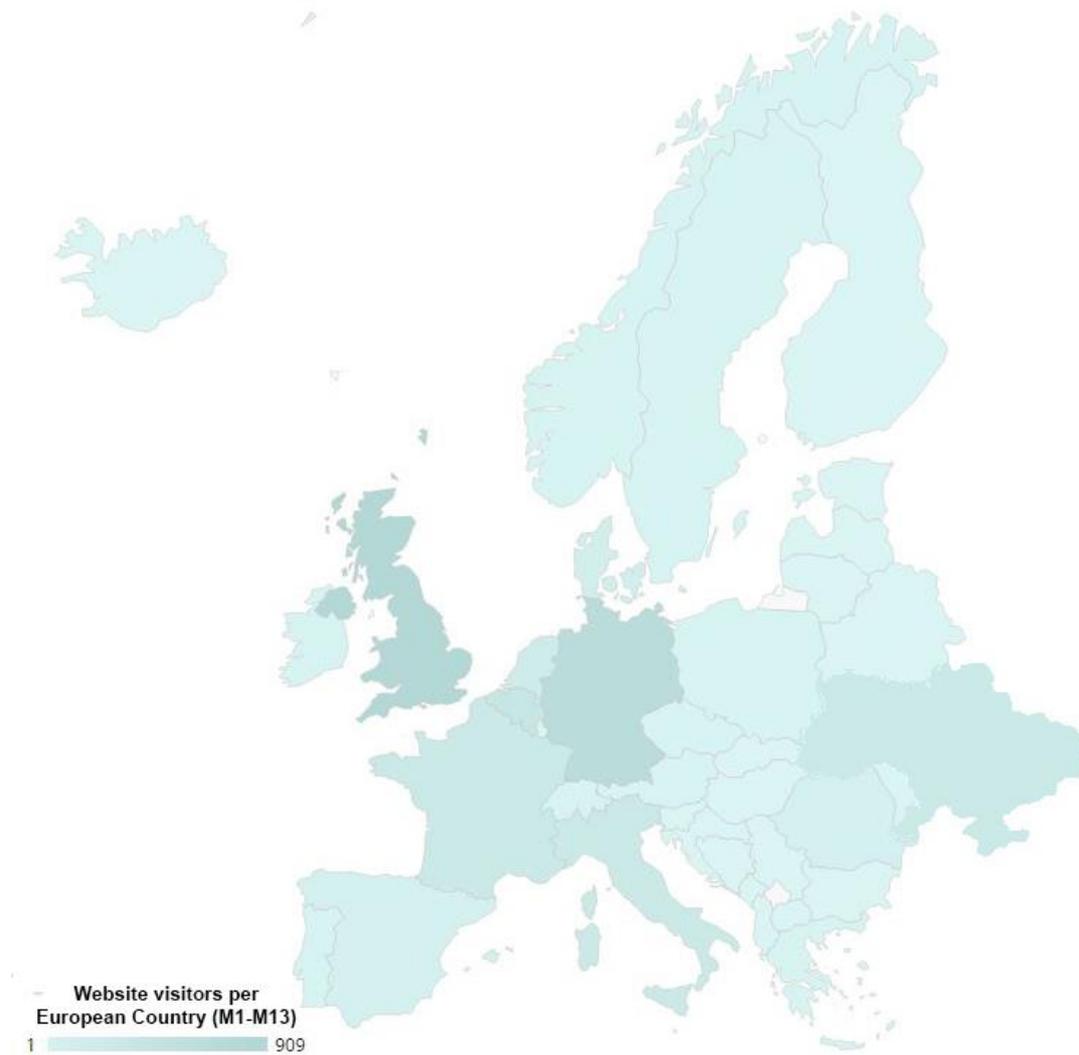


Figure 8: Visitors by European Country (M1-13).

The Web 2.0 channels are used to get in contact with interested people. At the moment (23rd of January 17) there are 248 members in the ESPRESSO LinkedIn group and 85 Follower of the ESPRESSO project on Twitter. Within the first three month of the YouTube-Channel we uploaded four recordings of the Webinars to make them permanent available to the public. 64 Views on the Videos shows the interests in the ESPRESSO webinars.