Deliverable D9.1
Kommunikations- und Disseminationsplan

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Kurzfassung:

Dieses Dokument beschreibt den Kommunikations- und Disseminationsplan einschließlich der dafür genutzten technischen und organisatorischen Mittel für das Projekt OPAL.

Schlagworte:

Management, Kommunikation, Dissemination

Inhalt

1   Introduction

In this report we will describe the communication and dissemination plan for the OPAL project. Its primary purpose is the timely and comprehensive distribution of all relevant information within the project and with external stakeholders, and the sustainable exploitation and utilization of project results with high visibility.

2   Communication

2.1   Internal Communication

The OPAL consortium consists of a single organisation/beneficiary. The internal communication is ensured by the following means:

1. All relevant project documents are created and shared with project members in Google Drive.
2. A monthly telephone conference (if necessary more frequently) is carried out in Skype.
3. The Skype group will also be used for ad-hoc information and low-threshold information sharing of the project members.
4. Development of software components will be done on Github. Therefore, we have created a respective [Github organisation](). Note that as we plan to extend existing tools rather than reinvent the wheel, much development will continue on existing repositories, e.g., those of the [dice-group organisation]().
5. Tasks are handled on a [Trello board]() according to the Kanban methodology.

2.2   Communication with Project Executing Organisation

Communication with BMVI and VDI/VDE-IT will mostly be done via E-Mail. Some processes require the use of special tools. This particularly includes the timely contribution of intermediary and final project reports, which are submitted via easy-Online.[1] Additionally, we will attend or contribute to the Begleitforschung workshops and meetings, as well as conferences related to the project (such as MDM).

2.3   Communication with External Stakeholders

There are several very different stakeholders of the OPAL project, including:

-   Companies interested in using open data for their business, including big corporations as well as SMEs
-   Public administration looking to improve management with more accurate data
-   Data engineers, researchers and scientists trying to find and answer research questions based on available data
-   Citizens who are interested in certain data related to their region, hobbies etc.
-   Related projects, particularly the LIMBO project

Consequently, the communication strategy involves methods to reach out to these stakeholders, enable them to find out about the project and its results, and provide options to get in contact. We will therefore use the following means of communication:

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[1] https://foerderportal.bund.de/easyonline/

1. The project OPAL website. We have registered the domain projekt-opal.de and set up the website based on the Wordpress CMS, which can be extended with available useful plugins. The website is multilingual (German/English) and contains an introduction to the project, project goals, descriptions of the work packages, project results and news. In addition to that, publications are automatically generated. The following plugins are installed:
   a. Polylang for multilingual support
   b. Yoast SEO for search engine optimization
   c. Disable Comments for easier GDPR compliance
   d. BibSonomy/PUMA CSL - Publications for automatically generating the list of publications, based on the tagged publications of the AKSW group
   e. several other plugins for maintenance mode etc.

   Figure 1 shows a screenshot of the English version of the OPAL website.
2. Tweets about the project will be done via the Twitter account of the DICE Group (@DiceResearch), possibly as retweets from project members, and via other social network accounts of DICE Group. The hashtag will be #projektOPAL.
3. Further communication with potential users and parties concerned with the project, e.g., for the requirement elicitation, will be done via mailing lists (such as OKFN and the W3C Semantic Web mailing lists) and direct contact, for example in public presentations, hackathons, and workshops.
4. Researchers and scientists will mostly be addressed by publications in journals and conferences. Software developers will be able to reuse the software components implemented in OPAL, which will be made publicly available on GitHub.
5. Communication with related projects will take place by attending the respective project meetings and directly communicating with the relevant project members, e.g., in LIMBO.

3   Dissemination

Based on the stakeholders mentioned in Section 2, the dissemination in project OPAL has the following goals:
- Raise **awareness** of the project goals and execution and **inform** the community
- **Engagement** of the community
- **Promotion** of the results

We want to achieve these goals with the following dissemination plan, detailing the methods, involved stakeholders and suggested timing during the project runtime.

Item	Method	Stakeholders	Timing
1	Awareness: by publishing the project website, including information on social media	all	until M3
2	Engagement: request to fill out questionnaire forms for requirements elicitation, disseminated to mailing lists, via social media etc.	all	until M3
3	Engagement: take part in accompanying research events, such as conferences and workshops, for	related projects	throughout the project

	interaction with related projects		
4	Engagement: collaborate with LIMBO	related projects	throughout
5	Awareness/engagement: direct communication and collaboration with related projects	related projects	from M7
6	Organisation of workshops and similar events	researchers, scientists, poss. public administration	from M13
7	Promotion: conference papers and journal articles on project results	researchers, scientists	from M13
8	Awareness/promotion: press releases about project results	companies, citizens	from M19
9	Promotion: take part in hackathons and similar events to promote the OPAL results	all	from M19

Table 1: OPAL dissemination plan.

4   Summary

In this document we specified the means and detailed planning of communication and dissemination in OPAL. This report is based on the current state of the project and its context. Consequently, the actual implementation of the plan might differ.