



Project acronym:	CHEST
Project full title	Collective enHanced Environment for Social Tasks
Grant agreement no:	611333

D4.2 Dissemination Plan

Version 2 – updated Jan 2015

Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
CO	Confidential, only for members of the Consortium (including the Commission Services)	

Version

Version	Date	Author	Organisation	Description
Draft 1	24/06/14	AW	PNO	First draft
Draft 2	15/07/14	AW	PNO	Second draft
Final	15/7/14	AW	PNO	Final
Revised and updated (post first review)	04/2/15	OS	PNO	Final

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Definitions

- EIPCM – European Institute for Participatory Media
- ENG – Engineering Ingegneria Informatica S.p.A.
- PNO - PNO Consultants Limited

1. Introduction

1.1 Overview and Strategy

As defined in the Description of Work (DoW), the objective of Work Package (WP) 4 is to deliver a project Dissemination and Communication strategy that will create visibility and awareness of the CHEST project throughout the EU.

This document represents an updated version of the Initial Dissemination Plan deliverable, the original of which was submitted in Month 9 of the project. The aim of this document remains the same as the original objectives, notably to:

- Document all dissemination objectives
- Identify existing capabilities within the Consortium and to optimise existing networks
- Fully define the required dissemination tasks and deliverables
- Document planned and completed dissemination activities with a focus on activities planned for Year 2 including those activities initiated in Year 1 which will continued in the second reporting year
- Identify European wide stakeholder groups targeted for dissemination activities
- **Additionally and in response to the first year Project Review meeting (December 2014), this updated version of the deliverable also seeks to define dissemination activities specifically for those projects supported under Calls 1-3 and to further encourage EU wide stakeholder awareness of the project and its activities to support digital social innovation.**

The plan will serve as a basis for the delivery of WP4 (dedicated to dissemination activities) which will continue throughout the 30 month project duration. It will also provide a platform for the development of 'Dissemination and Community Report due in month 18.

1.2 Objectives

The objective of the CHEST dissemination Work Package (WP4) is to ensure that the final outcome will be achieved with a wide, full and stable exploitation of CHEST. Key objectives of WP4 are to:

- Develop a project dissemination and communication strategy that will provide the maximum visibility and public awareness of CHEST project
- Widely disseminate the project concept and results to all interested target groups
- Develop and carry out a concrete set of activities that will ensure the success of the communication strategy
- Publish results in international conferences and workshops to inform the social innovation community about CHEST and to gather valuable information on related issues
- Establish liaisons and synergies with other relevant initiatives

1.3 Consortium Experience

The three partner Consortium includes organisations from a range of backgrounds (including a large ICT firm, a non-profit organisation, and a specialist consultancy) from three EU countries (UK, Germany, Italy) leading to a valuable and unique collection of knowledge and skills. As a result, the Consortium brings to CHEST a wealth of national and EU project experience and is extremely well placed to achieve not only the dissemination deliverables but also the overall goal of widespread adoption and exploitation of CHEST solutions throughout Europe.

Partner	Project Experience
EIPCM Germany	<ul style="list-style-type: none"> • A non-profit organisation dedicated to the promotion, research and development of next-generation participatory systems & applications for business and society. • EIPCM's research focus lies in different application areas like social innovation, eDemocracy, open innovation or digital humanities, bringing them together in trans-disciplinary collaboration to create novel solutions to real-world challenges. • A network institute involving partners in different European countries with headquarters in Berlin and branch offices in Zurich and Rome. • Involved in 11 European projects that cover knowledge visualisation, social computing, social innovation, eDemocracy, open innovation and digital humanities, such as CUBRIK histoGraph, SmartH20 and KOLEGEA.
ENG Italy	<ul style="list-style-type: none"> • Organised the final workshop to present project results to wider public for the FP7 ERINA+ project. • Communication manager for NESSI European Technology Platform. • Dissemination manager for the FP7 Venis project. • Supports dissemination activities for FP7 ClouT project. • Italy's largest system integration group and a leader in the provision of complete integrated services throughout the software value chain. • Has a network of data centres (Pont Saint Martin, Turin, Padua) which are certified ISO27001 and PCI-DSS, DNVTM, and may be classified Tier 4 ready following Uptime Institute guidelines. • Present throughout Italy with 6.500 employees and 43 branch offices.
PNO United Kingdom	<ul style="list-style-type: none"> • Europe's leading independent public funding advisory. • Client base in excess of 10,000 public and private organisations, annually developing over 150 European consortia, fostering their successful implementation in many technology domains. • Extensive experience of community building and dissemination activities across a range of sectors in the context of EC projects including the Industrial Biotechnology market (BIO-TIC), transport (SMART), security (OSMOSIS), open source and embedded software (SHARE), Digital innovations that have the potential to address key societal challenges (CHEST). • Experience in the management of grant programmes (scheme development, applications forms and guidance notes, scheme promotion and administration) • PNO has its own community building, management and dissemination tools, the core one being Innovation Place© www.innovationplace.eu.

Supporting Partners (non-monetary)	Short Name	Country
TrentoRise Incubator	TR	IT
CTVC - TrueTube	TRU	UK
Solidar	SOL	B
ARCI Cultura e Sviluppo	ARCS	IT
PoliHUB Incubator	PHU	IT
Helsinki Institute for Information Technology	HIIT	SF
City University	CITY	UK
Humboldt-Viadrina School of Governance	HVSG	D
Copenhagen Business School	CBS	DK
ISI Foundation	ISI	IT
Grassroots Art and Research	GRS	D
Forum Terzo Settore	FTS	IT
University of Rome La Sapienza	URM	IT
Enorm	ENO	D
Centre Virtual de Connaissance sur l'Europe	CVCE	L
FairWatch	FWT	IT
XIM Limited	XIM	UK
Institute for the Development of Education	IDE	HR

2. Dissemination Tasks & Deliverables

WP4 consists of the following principle tasks that will continue throughout the project duration:

2.1 Tasks

Task T4.1 – Dissemination planning and implementation

This task foresees the planning and the implementation of the dissemination activities to be undertaken during the project life cycle, defining different types of actions. CHEST will be promoted to a number of different audiences, including innovation incubators, venture capitalists, non-governmental organisations (NGOs), social associations, social enterprises and citizens.

A variety of techniques and media will be used to deliver content to the target audiences. This will include the publication of articles and papers in the specialised trade magazines and the organisation of focused workshops. More general articles will reach the many different type of audience.

Duration: M1-M30

Leader: PNO

Participants: ENG, EIPCM

Task T4.2 Road show: Event management and organisations

This task is devoted in the design plan organisation, and execution of the CHEST networking events that may take place in strategic cities in Europe. In the context of this task, the time, location, specific goals and expected outcomes for these events will be planned. In addition, the process of selecting attendees will be determined. Consortium links will be leveraged for dissemination purposes as well as to attract, support and recruit participants both in the CHEST Community and in the Open Calls. Info-days dedicated to the presentation of the open calls will be planned as well.

Duration: M6-M24

Leader: PNO

Participants: ENG, EIPCM

Task T4.3 Community start-up and engagement

This is of paramount importance in order to guarantee a critical mass around the project. It will be devoted to the building up of the CHEST Community whose members will represent innovation incubators, venture capitalists, non-governmental organisations (NGOs), social associations, social enterprises and citizens. Community members will be identified and involved in European Countries not represented by the CHEST Consortium partners.

This task includes the following activities:

- To identify and select relevant communities including stakeholders. This will include a user profiling and the establishment of communication channels between users and content providers. The creation of the Community start at M1 of the project and a major goal is to ensure that the type of members is consistent with the CHEST target audience. The focus of this activity is to individualise relevant stakeholders that could be potential CHEST community members.
- To attract and aggregate relevant actors in the CHEST Community. The success of the Community is what makes possible to attract a critical mass around the project results and objectives, transforming a simple project in a compelling solution ready to be validated by the relevant target users. The CHEST Community will be aggregated with the relevant stakeholders and its pivotal role is to create critical mass around the CHEST business ecosystem in order to guarantee the future sustainability of the project. Members of the Community can ideally act also as multipliers, promoting other participants to join by using their own contact networks.

Duration: M6-M30

Leader: PNO

Participants: ENG, EIPCM

Task T4.4 Synergies with other relevant initiatives

This task aims to guarantee a real interaction with the other relevant initiatives such as other CAPS projects (Streps and CSA), Infso (FIA, Fire, Nessi, NEM, PPP) and others such as SSH, Environment. Several meetings and initiatives will be carried out in synergy with them. In particular the CHEST collaborative platform (developed in WP3) will provide a special area where all the projects can share information, relevant events and documentation. Several checkpoints will be fixed in order to be sure that all the projects are in line. Tentatively at least 3 meetings with the relevant partners will be organised at M2, M12, M22 and constant communications will be put in place.

Duration: M5-M30

Leader: EIPCM

Participants: ENG, EIPCM

2.2 Deliverables as per the DoW

- D4.1 CHEST Communication Web site and dissemination material: CHEST Communication website and dissemination material (M3) **(COMPLETED M3)**
- D4.2 Dissemination plan **(COMPLETED MONTH 9, UPDATED WITHIN THE CURRENT DELIVERABLE)**
- D4.3 Dissemination and Community Report: Dissemination and Community Report **(DUE M18)**

2.3 Project Work Plan

	Year 1												Year 2												(half) Year 3					
	Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8			Q9			Q10		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Management																														
Project Administration and Resource Monitoring																														
Quality Control and Work Plan Monitoring and Updating																														
Reporting to EC																														
Quality Plan				x																										
Management Web Site				x																										
Progress Monitoring Report												x												x						x
Financial Report												x											x							x
Open Calls Execution																														
Open Call Preparation and Guidelines																														
Open Call Running and Proposal Evaluation																														
Selected projects Monitoring and Impact Analysis																														
Open Call plan and guidelines				x																										
Open Call report											x				x															
Monitoring and Impact Analysis																														x
Collective Awareness Platform																														
Set-up and Start-up of CHEST Platform																														
IT Platform Management and Support																														
Platform animation																														
CHEST Platform							x																							
Report on maintenance and animation																							x							x
Dissemination and CHEST community management																														
Dissemination planning and implementation																														
Road show: Event management and organisations																														
Community Start-up and engagement																														
Synergies with other relevant initiatives																														
CHEST Communication Web site and dissemination material				x																										
Dissemination plan											x																			
Dissemination and Community Report																														x
Social and Economic Aspect																														
Social innovation vision and ethical issues																														
Crowdfunding and seed finance																														
Social and ethical guidelines																														
Crowdfunding and seed finance report																														

3. Dissemination Material

This section of the plan defines the core materials that have and will continue to be used for dissemination purposes within the scope of the project.

3.1 Logo

The inspiration for the design of the logo is based on the concept of innovation/ideas, hence the use of the well-recognised illuminated light bulb. The outer ring of the logo is an interlocking group of people, conveying the community and society, as the CHEST project objectives is to come up with societal problems, and also invites the community to come up with these ideas.



3.2 Brochure

To be used for all external correspondence for WP4 relating to the CHEST project - see Annex 1. **This will be updated within the second reporting year (once the Call 3 winners have been finalised) to reflect the continued activities of the project including examples of the projects supported and the continued activities of the CHEST projects in supporting digital social innovation including training and support in crowd funding and pitching.**

3.3 Press release used for project and call promotion

To be updated throughout the project to mark progress and to be tailored towards a specific audience.



Do you have an innovative digital based idea that has the potential to address a specific societal challenge?

Would your idea benefit from the receipt of financial support for further development?

Then join the likeminded social innovators from across the EU in the CHEST Community...

CHEST (**Collective enHanced Environment for Social Tasks**) is a 30 month EU R&D project to promote the development of digital based innovations that have the potential to address key societal challenges.

In addition to the online community platform that will facilitate the sharing and exchanging of ideas, CHEST will also invest up to €2.5m in seed finance for highly innovative ideas through the launch of two open funding rounds which commenced from the 31st January. Social entrepreneurs will be invited to propose new ideas for evaluation and if successful will receive financial support. Any topic will be considered, with three categories of support available ranging from up to €6k for the investigation of innovative ideas through to €150k for the development of 'market ready' product, processes or services. Both applicants and interested parties will also have the opportunity to join the CHEST community enabling the evaluation of ideas submitted.

If you are interested in submitting an innovative idea or in joining the CHEST community,
please visit www.chest-project.eu

Local versions of the above were developed by the partners for promotion within their own networks across Europe – for example the following by ENG

English version:



CHEST: COLLECTIVE ENHANCED ENVIRONMENT FOR SOCIAL TASKS

This project is proposed as a point of reference in Europe for the interaction between social innovation initiatives through the Open Call and Seed Funding tools.

Engineering is the Partner and Project Coordinator of the CHEST project, the aim of which is to trigger and incentivize interaction between organizations, companies and individuals active in the world of Social Innovation.

By adopting the Open Call tool, the project's mission is to finance projects within the so-called "Digital Social Innovation" field that stand out in terms of their originality, effectiveness, sustainability and other requirements. Innovative ideas will also be rewarded, and any innovators can submit projects to a web platform created for this purpose.

The budget the project has allocated for the Open Calls is around two and a half million Euro.

The project proposals and ideas will be assessed by a panel of experts appointed in accordance with the rules laid down by the European Commission, but the evaluation process will also use "crowd" methods, thanks to which a diverse community of "social innovators" can express themselves and contribute to the final selection of the ideas and projects to be awarded.

www.chest-project.eu/

Italian
version:



CHEST: COLLECTIVE ENHANCED ENVIRONMENT FOR SOCIAL TASKS

Il progetto si propone quale punto di riferimento in Europa per l'interazione tra iniziative mirate all'innovazione sociale, tramite lo strumento delle Open Call e del Seed Funding.

Engineering è Partner e Project Coordinator del progetto CHEST, il cui obiettivo è innescare e incentivare l'interazione tra le organizzazioni, le imprese e gli individui attivi nel mondo della Social Innovation.

Con l'adozione dello strumento delle Open Call, il progetto ha la missione di finanziare progetti che si distinguono per originalità, efficacia, sostenibilità e altri requisiti nell'ambito della cosiddetta "Digital Social Innovation". Verranno inoltre premiate idee innovative, che qualunque soggetto innovatore potrà sottoporre in una piattaforma web creata allo scopo.

Il budget che il progetto ha stanziato per le Open Call è di circa 2 milioni e mezzo di Euro.

Le proposte progettuali e le idee saranno valutate da una giuria di esperti nominata secondo le regole dettate dalla Commissione Europea, ma il processo di valutazione sfrutterà anche la modalità "crowd", grazie alla quale una comunità eterogenea di "social innovators" potrà esprimersi e contribuire alla selezione finale delle idee e dei progetti da premiare.

www.chest-project.eu/

The versions above were used extensively for the promotion of the project and particularly around the 3 calls.

An updated version will be prepared along the lines of the topics proposed for the brochure within 3.2 notably detailing the winners and the ongoing activities within the project. The suggested content of this next version (expected Month 19) will consist of:

- ✓ Summary of the CHEST project and its ambition
- ✓ Types of ideas and projects supported under the 3 calls with examples covering a range of social innovations, challenges targeted, applicant type and Geographical coverage of projects supported
- ✓ Ongoing activities within CHEST to support digital social innovation (online training support, support in crowd fund raising, details of upcoming workshops – see Task 4.

3.5 Posters and flyers

See Annex 2 for some snapshots of the CHEST posters and flyers used extensively to promote the project particularly in the first reporting year and the call promotion. These will again be updated for the second reporting year with examples of the projects supported under the different call strands and continued activities of the CHEST project.

3.6 CHEST Project website

The website (**Deliverable D4.1, due Month 3**) was launched in Month 3. <http://www.chest-project.eu/>.

The structure and content for the website was designed to ensure ease of use and to create an understanding of the project (by any form of visitor and prospective applicant), its objectives and its targeted impact. It was and will continue to be regularly updated as the project is delivered. Its format covers:

- Homepage with a summary of the project and key news. During the 3 calls, applicants could access the appropriate call pages through a dedicated tab for each call on the home page
- About: providing a further description of the project, its objectives (general), details of each call, information relating to the partners, a link to other EU projects and publications and a link to online training and 'Entrepreneurship Campus'
- Dedicated page for each call with full completion guidelines and application forms
- News and events page. Updated throughout the project duration
- Contact page which is linked to a dedicated CHEST email address

At the time of writing this revised deliverable (Jan 2015), the website had received more than 25K visits with visitors from across the EU, notably the Netherlands, UK, Germany, Spain, Greece, Belgium, Italy, France, Finland and even from non EU countries notably the U.S.

All partners included a dedicated project page on their own website which includes a project description, website link & news updates: These will be updated in the second reporting year with details of the calls supported and the continued activities of the project.

- European Institute for Participatory Media: eipcm.org/project/chest
- Engineering: www.eng.it
- PNO Consultants: uk.pnoconsultants.com/Projects/CHEST

Additions to the CHEST project website within the Second Reporting year – post competition closure

- A page announcing all project supported
- New section to be added for all call winners where news and updates relating specifically to the projects will be added – in a project progress journal format
- The training section will be regularly updated with new valuable tips and recommendations for Social entrepreneurs
- An updatable lessons learnt log will be added which will offer an updatable record of key successes, challenges and experiences in managing a project of this nature. This will be of value to other comparable initiatives in the future

including sharing of experiences with other CAPS projects. This will be housed in a Deliverables section where public deliverables will be uploaded.

4. Communication Channels

4.1 Targets for Written Communication

From the very start of the CHEST Project, the partners aimed to engage extensively with core stakeholders across the EU. These included innovation incubators, universities and colleges, public research centres, Fab labs, charities, transport operators, science festivals, sustainability groups, crowd funding platforms, venture capitalists and creativity networks.

A wide geographic coverage has been achieved by publicising CHEST extensively across the European Union.

This was achieved through indirect dissemination activities such as two articles published in PNOs' Innovationplace newsletter (articles featured in Jan 2014 and April 2014) which has more than 10K subscribers from across the EU, through to more direct contact through desk based research into relevant organizations and networks (including Universities) for all member states with direct email contact made using the flyer detailed in 3.3. This work was undertaken from March - April 2014 following the launch of Calls 1 and 2 to maximize awareness, geographic coverage and the number of applications received. The countries contacted in this form of direct targeting included:

- a. EIPCM: Albania, Serbia, Norway, Sweden, Island, Spain, Portugal, Greece, Finland, Croatia
- b. PNO: France, Belgium, Luxembourg, FYR Macedonia, Montenegro, Poland, Czech Republic, Slovakia, Hungary, Lithuania
- c. ENG: Israel, Denmark, Cyprus, Turkey, Bosnia and Herzegovina, Romania, Bulgaria, Slovenia, Latvia, Estonia

As a result of this activity, by July 2014, the following organisations had been contacted

216	Networking partners
413	Education groups including universities, colleges and specialized institutes
39	Environment and sustainability groups, including transport and energy operators
19	Health and demographic change contacts, including ageing charities
47	Community engagement, social inclusion, education, equality and civil empowerment groups
250	Creativity networks such as Fab Labs, Social Entrepreneurship Incubators etc.
43	Member groups such as charities and co-operatives
81	Venture capitalist groups and Business Support organisations including Enterprise Europe Network (UK)
14	Crowd funding groups
40	Student associations
20	CHEST Supporting Community
30	CAPS2020 projects via email, in LinkedIn group and through the CAPS2020 web site
1,212	Total

In addition to the above:

- An announcement was made in the DIGITAL AGENDA FOR EUROPE section (<http://www.eng.it/ricerca/dettaglio-progetto.dot?inode=b5fbba55-c212-431a-8cb0-9d504246db39&home=si>)
- A press release was published in the CORDIS Wire section (<https://cordis.europa.eu/wire/index.cfm?fuseaction=article.Detail&RCN=43633&rev=0>)
- A mail was sent to APRE (Italy National Contact Point) at segreteria@apre.it to communicate the CHEST call opportunity to the largest group of researchers in Europe
- Article in ENGZine (engzine.it): an online Italian magazine which reports daily news related to ICT.
- Article in Enorm Magazine, supporting partner of the CHEST project, published an article on the CHEST competition: <http://enorm-magazin.de/gute-innovationen-gesucht>

As a result of the above activities delivered within the first reporting year, the partners have established an extensive database of innovation incubators, innovation labs, venture capitalists, non-governmental organisations (NGOs), social associations, social enterprises (approximately 1400 members, all of whom will provide an excellent target for continued dissemination activities to be delivered for years 2 and 3 of the project- 'The CHEST Community') – see section 6.

4.2 Participation in Conferences, Workshops & European Events

Over the course of the project, the Consortium intends to participate in a variety of events (e.g. conferences, workshops, seminars, forums etc.) in order to:

- Promote the CHEST project and the calls
- Create a network of relevant stakeholders and create viability of project results

Attendance in the first reporting year included some 20 events across the EU including the EC Digital Agenda ICT 2013 event in Vilnius, Lithuania where CHEST was featured both in a presentation and with a representative stand, CAPS events and meetings and dedicated social innovation and sector events throughout the EU – see first year progress report.

Format of participation included dedicated presentations, participation in workshops and general networking on behalf of the project

Efforts will continue to be made for the remainder of the project to attend at relevant events where CHEST could be promoted. Four events will be targeted per year for this purpose. Examples of upcoming events in the second reporting year include:

Event Name	Location	Link	Date
Le Web	Paris, France	http://leweb.co/	9-11 December 2015
Future Digital	Manchester, UK	http://futureeverything.org/	25 – 28th February 2015
Innovate UK - Creative and Digital Meet-up	Liverpool, UK	https://connect.innovateuk.org/	12 February 2015
CBC Conference 2015	London, UK	http://www.ucl.ac.uk/behaviour-change/cbc-events/cbc-conference-2015	23-24 February 2015

Disruptive Technologies + Innovation Minds 2015	Berlin, Germany	http://innovation-minds2015.webconnect.com/de/	26-27 February 2015
Innovate UK Annual conference (UKs leading Innovation Conference)	London UK	https://www.events.ukti.gov.uk/tsb-innovate Last year's event	TBA

4.3 Social Media

Dedicated Social Medias (LinkedIn, Facebook and Twitter) were initiated from Month 3 with the partners each also using their own social media forums. Although Linked in and Facebook are also recognized as valuable tools to promote the project and its ongoing activities, they appear less suitable for the multiplier-based dissemination strategy applied by CHEST. Central to the CHEST dissemination strategy is to build on existing communities by focussing on multipliers and stakeholders with a wide reach into social innovation and entrepreneurship networks throughout Europe rather than to create yet another community from the scratch. Therefore the main target groups for all dissemination – and above all for the social media activities – are organisations (universities, social entrepreneurship hubs, incubators, etc.) rather than on individual followers.

Twitter was therefore considered to be the most valuable social media channel for CHEST and 342 Tweets had been posted on the CHEST Twitter account at the end of 2014. See Annex 3 for some snapshots of the CHEST social media messages. This strategy has proven to be successful resulting in 230 followers on Twitter at the time of writing – of which 83 have a wide reach with a high number of followers (the following table provides just a few of the most relevant stakeholders highlighting the outreach enabled by the multiplier-based strategy).

CHEST Follower	No. of followers	Self-description
TechlyDaily (@TechlyDaily)	6.337	Interviewing the hottest new startups and bringing you the latest tech news and reviews! #Tech #Start
Social Worldwide (@SocialNPR)	60.534	Digital Disruptive Start Up http://socialnworldwide.com
Social Gooder (@SocialGooder)	20.802	Tweeting about social good on social media.
Challenge Change (@ChallengeChange)	22.207	Tweeting positive change.
Purpose (@Purpose)	12.425	Deploying the power of millions of citizens and consumers to help solve the world's biggest problems.
ChangeMaker Fan (@ChangeMakerFan)	64.587	Tweeting Change Makers
Social Media (@SOCIALmedia)	24.569	Tweeting about Social Good on Social Media.
Income Ideas (@IncomeIdeas)	14.155	tweeting about inspirations for entrepreneurs
Goteo (@goteofunding)	18.553	Crowdfunding Commons + Open + Social innovation!
Reinventing Greece (@reinventgreece)	3.872	Reporting on successful and new ideas, initiatives and enterprises in Greece.

On that basis that partners will continue to use social media with a greater push on stimulating members including creating better visibility of the linked in group in dissemination material, and more regular updates particularly as the winning projects are delivered and to promote ongoing CHEST activities. This will be evaluated again in Month 18.

4.4 Established Relationships & Collaborations

The Consortium has a wide variety of established relationships and collaborations with networks, working groups and forums throughout Europe which are relevant to the CHEST project. CHEST partners will raise awareness for the project and actively disseminate project results when engaging with members of such organisations, such as at events, during online discussions/email correspondence and via social networking.

PNO have used their existing client networks and Innovation Place networks in order to promote the CHEST project widely across Europe from the PNO hub offices in UK, Italy, France, Germany, Belgium and the Netherlands. EIPCM disseminated the CHEST project through their networks including universities, research institutes and various organisations and stakeholders from the social domain. EIPCM also organised the first CHEST Workshop on “Co-Designing and Funding for Digital Social Innovations” bringing together societal challenges with people with ideas and social entrepreneurs.

Collective initiatives (fostered and supported by such projects as D-CENT, CATALYST, DecarboNet , Sci Café 2.0, etc.) could come out with project proposals looking for funding through the CHEST competitive calls. Projects selected for CHEST funding could specifically benefit from the knowledge generated in one of the CAPS Research Projects for Grass Roots Experiments and Pilots. When they have a similar thematic scope CHEST could certainly take advantage of visibility in other project platforms and could align its approach for impact assessment to that of Ia4Si.

A specific collaboration was put in place with the DSI project (member of CAPS) in order to mutually exploit the two projects’ innovator networks across Europe.

Several activities have been put in place in order to establish interaction with other relevant initiatives:

- At the EU ICT 2013 event in Vilnius, CHEST, together with the CAPS-projects IA4SI and Web-COSI, organized a conjoint booth presenting the three projects, where also the CHEST platform prototype was shown (see Task T3.1).
- CHEST representatives participated in major events organized by other CAPS initiatives (IA4SI workshop, P2PValue workshop, CAPS concertation meeting, CAPS OFF and CAPS conference) and presented the CHEST project.
- Collaboration with SI-Drive, a transnational research project on social innovation, its theoretical foundations and its empirical base, has been established.
- CHEST became partner in Ashoka’s accelerator program “IT4Change” with SAP helping young social Entrepreneurs that use IT to solve societal problems.
- CHEST submitted an application to the Open Call for Collaboration by the CATALYST project (part of CAPS) in order to conjointly test the applicability of the CATALYST tools in evaluating the CHEST community activity.
- Collective initiatives (fostered and supported by such projects as D-CENT, CATALYST, DecarboNet , Sci Café 2.0, etc.) have been contacted to promote the CHEST project and a call for action has been spread among the CAPS initiatives inviting all stakeholders to engage in the CHEST community, especially in the online discussion and rating of CHEST Call 1 submissions.
- A specific collaboration was put in place with the DSI project (member of CAPS) in order to mutually exploit the two projects’ innovator networks across Europe with CHEST applying the comprehensive definition of Digital Social Innovation as developed by the DSI project and all CHEST beneficiaries being requested to join the DSI network.

Such activities will continue within the second reporting year, as detailed in Section 6 below.

5. Stakeholders/ CHEST Community

5.1 Relevant Stakeholders Group Definition & Maintenance

- Social sector experts and multipliers (Politicians, Management of NGOs, Foundations, Universities, Representatives from CAPS and other related EU projects)
- Charities and social sector workers
- Entrepreneurs, students, (social) entrepreneurship hubs, start-up and tech centers

5.2 CHEST Workshop ‘Co-Designing and Funding Digital Social Innovations’

To start the CHEST Community EIPCM organized a full-day Workshop in Berlin at July 8th 2014 in which 40 representatives from all relevant stakeholder groups participated bringing together societal challenges with ideators and social entrepreneurs experimenting with a new approach of Open Social Innovation. The workshop presented ways in which social innovators and organisations could benefit from CHEST:

- A presentation of the CHEST project as well as an overview of CAPS as a funding scheme for Digital Social Innovation
- Discussing Best Practices in identifying and developing Digital Social Innovations with the experts comprising the CHEST Community and with the Workshop’s expert panel consisting of:
 - Prof. Dr. Christoph Kaletka (TU Dortmund)
 - Ryan Little (BMW Foundation Herbert Quandt)
 - Dennis Hoenig-Ohnsorg (Ashoka Germany, IT4Change)
 - Julia Kloiber (Open Knowledge Foundation Germany)
 - Robin Nachtrab-Ribback (CIO, Verbavoice GmbH)
- **Two pitching sessions** dedicated for participants to present their Societal Challenges and Social Innovation ideas and receive feedback from the audience
- **Hands-on Design Thinking session** help teams refine their ideas and to develop high-impact Social Innovation projects
- Participating teams submitted **7 applications to CHEST Call 3** with preliminary **score significantly above average**

The workshop has also been a starting point for several important collaborations with other relevant initiatives: Follow-up meetings have been held with Ashoka’s IT4Change initiative, BMW Foundation Herbert Quandt, Verbavoice GmbH and TU Dortmund identifying approaches for further collaboration with CHEST.

Based on the success of this event, further workshops are planned – see section 6 below

5.3 Summary of the dissemination strategy employed in Year 1

The chosen dissemination strategy employed across all the communication channels has to date been considered a success by the partners resulting in a large number of quality submissions with full European coverage: In total CHEST received applications from 19 out of 28 EU member states (67 %) and in total 24 from all 39 eligible countries (62 %).

- Call 1: 214 ideas from 19 countries
- Call 2: 106 project proposals from 14 countries
- Call 3: 135 prototype proposals from 17 countries



Figure 1: Geographic distribution of CHEST submissions (Calls 1-3 combined)

The same success applies to the wide range of types of applicants who submitted proposals to CHEST: a vast majority of the submissions received came from small organisations (SMEs, NGOs) and individual applicants – target groups that normally are not dominant applicants in applying for EU funding schemes.

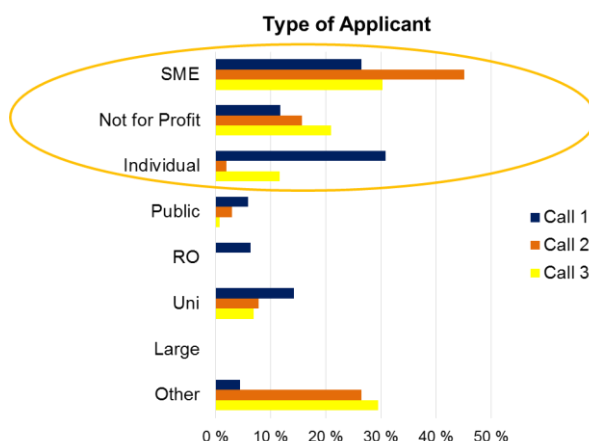


Figure 2: Type of applicant distribution

6. Dissemination plan for the Second reporting Year

This plan has served to update the original dissemination strategy defined in Year 1 to reflect the change in activities in dissemination focus that will be delivered in Year 2. This includes activities specifically targeted towards those projects supported under Calls 1-3 and to encourage a broad stakeholder awareness of the project and its ongoing activities to support digital social innovation – see below

Deliverables within WP4 that are due for delivery in the second reporting period as defined in the DoW are:

- D4.3 Dissemination and Community Report: Dissemination and Community Report (M18)

Core tasks within this WP that will be delivered as per the DoW within the second reporting period are:

Task 4.1 Dissemination planning and implementation

To date efforts have centred around creating initial awareness of the project and call promotion to maximise the number and diversity of submissions received.

As a result of this activity an extensive database of innovation incubators, venture capitalists, non-governmental organisations (NGOs), social associations, social enterprises and citizens has been established (approximately 1400 members, all of whom will provide an excellent target for dissemination- 'The CHEST Community'). Activity within the next reporting period will see a focus on the promotion of call winners, initial project results and the CHEST Platform, capitalizing and expanding on this network established. **This also covers planned activity in Task 4.3**

Activities directly targeted at the CHEST community include the development of two newsletters to be sent once the projects are underway. The first summarising the projects supported (M18) the second (M30) detailing results. Potential to also include an interim version updating activities.

Relating to the above, the partners will continue to exploit their own networks as defined in the first year progress report including a further article in PNO's own innovation place newsletter (10k members)

4 x articles are planned promoting the CHEST project and the call winners. Examples to which press releases will be sent include:

Digital-Life-Design <http://dld-conference.com/magazine>

IAB Europe <http://www.iabeurope.eu/>

<http://www.projectsmagazine.eu.com/magazines>

<http://www.techradar.com/>

Additions to the CHEST project website

- Updates regarding call 3 winners
- New section to be added for all call winners where news and updates relating specifically to the projects will be added (project journal for CHEST beneficiaries – see description on Task T4.3)
- The training section will be regularly updated with new valuable tips and recommendations for Social entrepreneurs
- An updatable lessons learnt log will be added which will offer an updatable record of key successes, challenges and experiences in managing a project of this nature. This will be of value to other comparable initiatives in the future including sharing of experiences with other CAPS projects

As detailed in section 3 both the brochure and relevant press releases will be updated within the second reporting year (once the Call 3 winners have been finalised) to reflect the continued activities of the project including examples of the projects supported and the continued activities of the CHEST projects in supporting digital social innovation including training and support in crowd funding and pitching

Task T4.2 Road show: Event management and organisations

Following on from the successful **CHEST Workshop “Co- Designing and Funding Digital Social Innovations”**

held on the 8th July 2014, a further dedicated workshop will be held, this time with a focus on raising finance and supporting social innovations. The event will include presentations from investors including how to raise funds for DSI projects, details of innovation grants as well as successful case studies. Presentations from the CHEST winners will also feature. As in Berlin, attendees will also have the possibility to pitch ideas of projects for discussion and feedback. Members of the CHEST community will be invited. This event will be held towards the end of the reporting period, location and date to be agreed.

The CHEST partners also plan to stream 1-2 webinars (by M24), covering similar topics with presentations from the consortium, and the Community. The webinars will be advertised through the CHEST Community, networks of other relevant CAPS projects, Social Media, the project website, relevant forums

Efforts will also be made to participate at relevant events where CHEST could be promoted including small side workshops covering similar topics. 4 events will be targeted for this purpose – see 4.2 for examples:

Project Title: CHEST

Project Coordinator: Engineering Ingegneria Informatica S.p.A.

Contract No. FP7-611333

www.chest-project.eu

Task T4.3 Community start-up and engagement

As described in section 4.3, CHEST implements a multiplier-based dissemination strategy building on existing communities of stakeholders with a wide reach. During the first year this strategy has proven to be successful and will be carried on in Y2. The extensive community building activities carried out in Y1 also resulted in the generation of the CHEST online crowd of 4.983 users registered on the CHEST idea platform who actively participated by posting 1.144 comments and by giving 28.718 votes on Call 1 ideas. In order to identify the community structures developed so far and to leverage this for further involvement (e.g. brokers and bridging actors, actors with high centrality degrees etc.) CHEST will collaborate with the CAPS project CATALYST and apply their collective intelligence tools to carry out a network analysis of the interactions of the CHEST user crowd.

In Y2 the CHEST partners will engage the community of multipliers and the user crowd together with the winning projects. To stimulate further community engagement the following measures have been and are being undertaken in order to facilitate the involvement of CHEST community members into the process of co-designing digital social innovations:

- In the application and negotiation process we explicitly required all applicants and winners to propose ways in which their project can engage with their end users and their communities. Examples from Call 2 winners include:
 - Magenta Traffic Flow will involve citizens to use their technology to set up traffic monitoring points from their windows, balcony or other vantage points effectively setting up an integrated and participatory traffic monitoring initiative.
 - eReuse will establish physical Reuse and Recycling Centres engaging with their target users and establishing local communities. Furthermore they will contribute to the CHEST dissemination by carrying out a series eReuse seminars throughout Europe.
 - Onodo has a strong focus on community building activities as it will develop a participatory model for collaborative creation and review in a self-policing community
- All successful project teams will be granted access to the CHEST website and provided with a dedicated blog-like project journal to publish progress and to gather feedback from the community. Each project is requested to publish project updates, achievements or problems encountered regularly and the community will be invited to give their feedback.
- For the interim report (due half-way through the funding period – i.e. after 5 or 6 months for Call 2 or Call 3 respectively) each project is requested to carry out a concept test or a system evaluation and the results and any issues encountered are also to be published in the project journal for open discussion with the community (see D1.1 for details on the monitoring process).
- The teams are requested to promote their projects with reference to CHEST support within their own networks.
- Regular posts on any social media used by the relevant organisation with reference to the CHEST project
- Agreement to support ENG, PNO and EIPCM where appropriate at any events (within their individual members states and subject to cost)
- Specific communication KPIs have been included into the project reporting templates that will be used for the monitoring process (see D1.1). This includes presentations of project results and activities in targeted publications and communications through different channels (e.g. a newsletters, articles, blogs etc.)

Activities relating to dissemination will be included in their mandatory project reports (included in the reporting template) and will be monitored by the CHEST original partners. Details of all activity relating to dissemination must be included both in the interim report and in the final report (see D1.1 for details).

Task T4.4 Synergies with other relevant initiatives

Continued engagement with other relevant initiatives including other EU funded projects and indeed comparable support mechanisms for social innovation. Key lessons of benefit will also be shared on the training section on the



website. <http://www.chest-project.eu/online-training/>. Collaboration with the CAPS-Project IA4SI¹ will be intensified in order to exploit their methodological framework in defining suitable KPIs for Call 2 and Call 3 beneficiaries to monitor and steer their social impacts. In cooperation with the CAPS-Project CATALYST² the CHEST partners will carry out a network analysis of the interactions of the CHEST user crowd (see above – Task 4.3).

¹ IA4SI – Impact Assessment for Social Impact (www.ia4si.eu) is a research project supported by the Seventh Framework programme of the European Commission. The IA4SI methodological framework is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License.

² CATALYST (<http://catalyst-fp7.eu/>) is a research project supported by the Seventh Framework programme of the European Commission developing and testing collective intelligence tools and making them available, as open source solutions, to any interested communities

Annex 1

CHEST Brochure



CHEST
Collective enhanced
Environment for Social Tasks

Do you have an innovative digital based idea that has the potential to address a specific societal challenge?

Would your idea benefit from the receipt of financial support for further development?

Do you consider yourself an expert in a specific domain where you would be willing to evaluate the ideas of other Social Entrepreneurs from across the EU?

Then join the CHEST Community by registering at
www.chest-project.eu

Mission

CHEST (Collective enhanced Environment for Social Tasks) is a 30 month EU R&D project to promote the development of digital based innovations that have the potential to address key societal challenges. In addition to the online community platform that will facilitate the sharing and exchanging of ideas, CHEST will also invest up to €2.5 Million in seed finance for highly innovative ideas through the launch of two open funding rounds. Social entrepreneurs will be invited to propose new ideas for evaluation and if successful will receive financial support. The CHEST community will also evaluate and discuss the ideas of others.

Objectives

- To facilitate the generation of community derived ideas that address societal challenges, supporting knowledge exchanges, the development of best practices, discussion and collaborative research and innovation activity.
- To invite social entrepreneurs from across Europe to submit their best ideas through two open funding calls for proposals, which will then be evaluated by both the crowd community and by external independent evaluators. The highest rated proposals will receive support for continued development and realisation.
- To transform the novel ideas selected into viable added value social initiatives.
- To communicate the results of the project across the EU and to engage with key communities, investors and incubators with an active interest in digital social innovation.
- To ensure the sustainability of the programme with the potential to facilitate crowd funding to finance future projects and ideas.



Who can apply?..... You as a Social innovator Individuals, companies, Public organisations, in fact anyone who could not only benefit from financial support for the realisation of their idea but who would like to have their ideas evaluated for their potential value by other entrepreneurs from within the crowd community.

Who will participate in the CHEST community? Any organisation who has an interest in addressing key societal challenges including higher education institutions, foundations, venture capital firms, business incubation and creativity networks, idea management companies, crowdsourcing software providers and many more.

What we are looking for? Any IT based innovations that have the potential to address societal challenges. This could be a solution to key economic, social and environmental challenges or even ideas that have the potential to change the way communities share data to improve their everyday life. Applications will be assessed by both the crowd and external independent evaluators for potential societal impact.


Why participate?

- Potential to receive up to 12 months seed finance to advance a digital social innovation concept
- Successful applicants will have the opportunity to apply for further finance through crowd funding within the CHEST Community
- An opportunity to evaluate and contribute to the ideas of other social entrepreneurs across the EU

How to join the community?

Please visit www.chest-project.eu
Information and competition guidelines can also be accessed here.

Contact us
Visit our web site
www.chest-project.eu
Or write to
info@chest-project.eu



Call 1 - Call for Ideas (opens January 31st 2014)

Award of up to €6K to investigate an innovative idea.

Activities could include:

- initial planning to take the project to prototype, including assessing costs, timescales and funding requirements
- market research regarding the need and feasibility of the idea
- assessment of the innovation and competitive landscape

Applications will be submitted via the CHEST platform and assessed by the Community with a crowd-sourcing approach.

Call 2 - Call for Partners (opens March 31st 2014)

Award of up to €150K to develop a technologically innovative 'market ready' product, service or process.

Activities could include:

- advanced prototype development and evaluation (resulting in a market ready deliverable)
- market testing
- marketing strategies


Applications will be submitted via the CHEST platform and will be assessed by independent expert assessors, according to the EC rules. This category of funding will seek to support social innovations which are considered strategically important both in the type of social challenge targeted and in potential impact.

Call 3 - Call for Application (opens July 31st 2014)


The third call will seek to support the best projects that were derived from Strand 1 (Call for Ideas). The call will also invite submissions from new applicants with up to €60K available per project. Activities should aim to advance the innovative idea through to the development of a prototype/demonstrator of a technologically innovative product, service or process. Successful applicants will also be requested to complete a short business plan indicating routes for future exploitation.

Applications for Call 3 will be submitted via the CHEST platform and will be evaluated by independent external experts, according to the EC rules and guidelines.


CHEST Project Partners





ENGINEERING
Engineering Ingegneria Informatica SpA
www.eng.it



PNO
PNO Consultants
www.pnoconsultants.com



EIPCM
The European Institute for Participatory Media (EIPCM)
www.eipcm.org

CHEST is supported by the Seventh Framework Programme of the European Commission

Annex 2

Vilnius ICT 2013 event poster and brochure



Call 1 announcement flyer



CHEST
Collective enhanced
Environment for Social Tasks

Official launch of the CHEST Call for Ideas!

ENGINEERING INGEGNERIA INFORMATICA,
the EUROPEAN INSTITUTE FOR PARTICIPATORY MEDIA
and PNO CONSULTANTS

are pleased to announce
the official launch of the first call of the CHEST Competition

CHEST is an R&D project funded under FP7, aiming at promoting the development of ICT based innovations that have the potential to address key societal challenges. The project will invest up to €2.5 million in seed finance for highly innovative ideas through the launch of three open funding rounds.

In this first Call for Ideas, winning proposals, exploring the feasibility of a new idea, will be awarded 6.000 € each.

Call submission deadline: 31st May 2014!



Do you have an innovative digital based idea that has the potential to address a specific societal challenge?

Would your idea benefit from the receipt of financial support for further development?

Do you consider yourself an expert in a specific domain where you would be willing to evaluate the ideas of other Social Entrepreneurs from across the EU?

[Participate in the Call for Ideas](#)

Propose
Sign up on CHEST portal and submit your idea

Share
Share and promote your idea on CHEST forum

Evaluate
Evaluate, discuss and rate the ideas submitted

Apply for funding
The highest rated projects will be selected for funding

Create your idea

For further details, please visit www.chest-project.eu

[illegible]

CHEST Challenge Workshop (Call 3), Berlin

CHEST Challenge Workshop

Co-Designing and Funding Digital Social Innovations

Bring your social challenge and find funded teams to solve it

Is your community facing a problem that needs to be addressed but you don't have the resources to develop a solution for it? We will make your challenge a part of the CHEST Challenge, aiming to identify the best ideas addressing it and fund teams to implement a digital prototype.



Bring your idea and learn how to get €60,000 funding for your prototype

Do you have a digital idea that has the potential to address a specific social challenge? Would you benefit from the receipt of €60,000 to implement a prototype of your idea? Pitch your idea, receive expert feedback and learn how to successfully apply for Call 3 of the CHEST Challenge.

Connect with the CHEST Community experts

Do you consider yourself an expert in a specific social domain? Become a part of the CHEST Community consisting of a large network of organisations and individuals dedicated to tackling global and local societal challenges.



Learn to apply Design Thinking for social challenges

Join our hands-on session to learn more about Design Thinking, the innovation process that helps you identify challenges that really matter and create new solutions addressing them.

CHEST Challenge Workshop

When? Tuesday, July 8th 2014, 10 a.m. – 6 p.m.

Where? Pariser Platz 6, 10117 Berlin, Germany

Space is limited - Please register until June 20th: www.eipcm.org/chest-workshop



10:00 - 10:15	Welcome to CHEST
10:15 - 11:00	Introducing the CHEST Challenge
11:00 - 11:15	EU funding schemes for Digital Social Innovation
11:15 - 12:00	Panel discussion: Developing Digital Social Innovations
12:00 - 13:00	Lunch break
13:00 - 13:30	Present your challenges
13:30 - 14:00	Pitch your ideas
14:00 - 18:00	Hands on: Design Thinking for Digital Social Innovation
18:00 - ?	Beer'clock

CHEST—Collective enhanced Environment for Social Tasks

CHEST is a R&D project funded by the EU under FP7 to promote the development of digital based innovations that have the potential to address key societal challenges. CHEST is carried out by Engineering Ingegneria Informatica, PND Consultants and the European Institute for Participatory Media.



European Institute for Participatory Media e. V.

As a non-profit research institute we are dedicated to building novel participatory systems and applications of ICT for a better society.

Pariser Platz 6, 10117 Berlin

+49 (30) 20 07 61 94

www.eipcm.org

eipcm@eipcm.org

Annex 3

Facebook Page



Twitter

PNO Consultants UK
@PNO_UK

CHEST Challenge: Fantastic response to Calls 1 and 2!

Read all about it:
plus.google.com/11719145453717... ow.ly/i/5RLfr

Reply Delete Favorite More

PNO Consultants UK @PNO_UK · Jun 3
 The CHEST Challenge Call for Ideas is open for evaluation. Rate the ideas to decide which will be funded. Visit ow.ly/x2BH7


Retweeted by PNO Consultants UK
Jasminko Novak @jn03 · Feb 19
 Have a digital-based idea that addresses a societal challenge? Submit to the @CHESTChallenge to make it real!

PNO Consultants UK @PNO_UK · Apr 24
 CHEST Challenge Call for Partners open! €150k funding for innovative digital solutions to societal challenges chest-project.eu


PNO Consultants UK @PNO_UK · Apr 24
 CHEST Challenge is open for evaluation - we need the crowd to rate the ideas to decide which to fund! ow.ly/w50Uy

PNO Consultants UK @PNO_UK · Mar 11
 €6,000 grants up for grabs for digital solutions to societal problems!
 #CHEST Challenge - chest-project.eu
 Deadline: 30/04/14

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Collective enHanced Environment for Social Tasks (CHEST)

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About the Collective enHanced Environment for Social Tasks (CHEST) Group

CHEST is a 30 month collaborative project co-financed with support from the European Commission through FP7. The aim of the project is simple - to provide a forum and... more »

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www.chest-project.eu

About this Group

Created: February 25, 2014
 Type: Networking Group
 Members: 18
 Owner: [James C.](#)
 Managers: [Alice W.](#)
 Website: <http://www.chest-project.eu/>

Popular

CHEST provides a forum and funding to enable EU entrepreneurs and innovators to find new solutions to address key societal challenges, so called 'social innovation'.

[Alice W.](#)

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 See all 4 comments



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3 months ago



[Mariana N.](#) Dear Alice, ...
1 month ago



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1 month ago