

**FP7-611333**



***Collective enHanced Environment for Social Tasks***

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**Second Periodic Report**  
**(Deliverables D1.3 and D1.4)**

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<b>Editor(s):</b>	Ivan Ficano
<b>Responsible Partner:</b>	Engineering - Ingegneria Informatica S.p.A.
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<b>Abstract:</b>	<p>This document presents the progress and the financial report referred to the second reporting period of the project, from 1st October 2014 to 30th September 2015.</p> <p>This document should be considered as a merging of D1.3 "Financial report" and D1.4 "Progress monitoring report". The two deliverables in question in fact constitute the two parts of the First Periodic Report.</p>
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## Document Revision History

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### Declaration by the scientific representative of the project coordinator

I, as scientific representative of the coordinator of this project and in line with the obligations as stated in Article II.2.3 of the Grant Agreement declare that:

- The attached periodic report represents an accurate description of the work carried out in this project for this reporting period;
- The project (tick as appropriate) <sup>1</sup>:
  - ☒ has fully achieved its objectives and technical goals for the period;
  - ☐ has achieved most of its objectives and technical goals for the period with relatively minor deviations.
  - ☐ has failed to achieve critical objectives and/or is not at all on schedule.
- The public website, if applicable
  - ☒ is up to date
  - ☐ is not up to date
- To my best knowledge, the financial statements which are being submitted as part of this report are in line with the actual work carried out and are consistent with the report on the resources used for the project (section 3.4) and if applicable with the certificate on financial statement.
- All beneficiaries, in particular non-profit public bodies, secondary and higher education establishments, research organisations and SMEs, have declared to have verified their legal status. Any changes have been reported under section 3.2.3 (Project Management) in accordance with Article II.3.f of the Grant Agreement.

Name of scientific representative of the Coordinator: .....*Francesco Saverio Nucci*...

Date: ...19/ 11/ 2015....

Signature: .....*FS Nucci*.....

For most of the projects, the signature of this declaration could be done directly via the IT reporting tool through an adapted IT mechanism and in that case, no signed paper form needs to be sent

## 1 Publishable summary

### 1.1 Project context and objectives

CHEST (Collective enHanced Environment for Social Tasks) is a 33 month Research and Development project supported under the Seventh Framework Programme to promote the development of digital based innovations that have the potential to address key societal challenges. The original duration was extended from 30 months to 33 months in order to face some delay occurred during the constructing phase of the new partners and the sub-projects, after the CHEST open calls

CHEST aims at creating a Pan-European “point of presence” to activate social interaction and social innovation that lies latent within and across organizations, enterprises, and individuals. The goal is to increment the number and success rate of initiatives that use collective awareness approaches to respond to high-impact societal challenges. To do so, the project intends to engage a large base of organizations that already operate successfully in the areas of social innovation, by creating a social deliberation platform, based on a cooperative awareness approach which gives voice to communities bearing interests about high-impact social problems.

In order to monitor and assess the project outcomes and particularly the initiatives funded by CHEST, the project will rely strongly on the Social Reporting Standard methodology<sup>1</sup>.

From the methodological perspective, CHEST aims at promoting and supporting new application scenarios (e.g. based on crowd sourcing, collective knowledge and network intelligence). To this aim, in addition to the development of an online community platform that will facilitate the sharing and exchanging of ideas, the CHEST project will invest up to €2.5 million in seed finance for highly innovative digital based technologies, concepts and systems that address a specific societal challenge, through the involvement of experts in digital social innovation.

The €2.5 million will be allocated through three open calls, each focussing on a different type of project, depending on the maturity, scope and nature of the project work to be undertaken. The beneficiaries of the calls are individuals, companies and organizations that want to propose social innovation projects, and need to have their original ideas field-tested by an intelligent ad-hoc crowd of experts and stakeholders.

By the end of the project, CHEST intends to analyse the project results in order to define good practice for Collective Awareness Platform and to ensure future results reusability and define sustainability methods and approaches that enable the CHEST community to sustain after its completion, putting the baseline for its future evolution. For example, crowdfunding approaches will be analysed and the results made public to any possible innovators.

Throughout the project execution, CHEST will communicate the project results to citizens and social innovation actors at local and global levels, and will also disseminate projects results inside and outside the European Commission, by establish strong relationships with similar initiatives inside the CAPS community in EC and parallel programmes in the Connect DG.

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<sup>1</sup> <http://www.social-reporting-standard.de/en/>



## 1.2 Work performed and Main results

Within the second reporting period CHEST managed the new partners inclusion and the respective projects coming from the open calls "CHEST Call 2" and "CHEST Call 3".

### Call 2 - Call for Partners

*Funding of up to €150k to develop an innovative 'market ready' product, service or process.*

This call has selected 5 projects seeking to advance a novel idea or basic research investigation to a stage that could be classified as 'market ready' (ready for deployment/roll out in the field) covering Technology Readiness Level – TRL 7 and above (defined as: system prototype demonstration in operational environment).

In this reporting period the CHEST work focused on supporting the winning project to start and develop their activities thanks to the CHEST funding and the management and monitoring of the original consortium:

- a negotiation meeting was held to get the new partners aligned with the CHEST objectives
- the administrative and formal activities were undertaken in order to get the partners accepted and gain contracts with the European Commission
- the monitoring activity was carried out to help the projects develop their plan

### Call 3 - Call for Applications

*Funding of up to €60k to develop a prototype or demonstrator.*

This call has selected 23 projects aiming to advance an innovative idea to the development of a prototype/demonstrator of a technologically innovative product, service or process. This could include the development of a prototype that could be classified as a 'works-like' and 'looks-like' version of the expected final solution which could not be sold commercially. Eligible activities include prototype development, trials and testing and the development of a business plan indicating routes for future exploitation.

In this reporting period CHEST has concluded the selection of the winning projects, thanks to the help of a broad panel of expert (like in the Call 2) and has activated the prototype developments:

- the most suitable form of inclusion into the project was selected, that is the sub-contracting form
- the proper communication activity was carried out to make the contracts signed and to start the development of the sub-projects
- the first monitoring check was done to get the partners committed into the project

Including the Call 1 Idea contest (already described in the previous progress report) the distribution of the Open Calls overall budget is showed in the following table:

<b>Overall budget: €2.499.280</b>
<b>Call 1: 35 ideas supported: Total ~€210k</b>
<b>Call 2: 5 projects supported: Total ~€700k</b>
<b>Call 3: 23 applications supported: Total ~€1.400k</b>
<b>Remaining funds for evaluation costs and other expenses.</b>

Table 1 - Open Calls budget distribution

The **social impact monitoring** for Call 1 winners has been completed in m14. Only one out of 35 projects did not deliver a satisfactory report and - as this has been defined a precondition in the monitoring process - was not paid the second trench of the award. The interim reporting templates for Call 2 winners have been developed incorporating both, the logic structure of the Social Reporting Standard (SRS) as well as parts of the methodological framework of the CAPS project IA4SI<sup>2</sup>. All Call 2 beneficiaries have delivered their interim reports as planned in m24, revision and approval has been ongoing at the beginning of RP3. For Call 3 winners, a template for their social impact plan has been developed and distributed, as it was to serve as an initial quality check and their successful delivery a precondition for the payment of their first grant payment. All 23 selected have delivered their social impact plans on time in m24. The social impact reporting scheme developed by CHEST has been published on the CHEST website aiming to guide social innovators in reporting on their social commitment

In the second reporting period (RP2), CHEST continued to implement the multiplier-based **dissemination and community-building strategy**, centred around the promotion and the support of the Call 2 winners. The efforts have resulted in the successful community building:

- The CHEST community has been extended through reaching out to and involving the beneficiaries' partners summing up to **90 institutions becoming part of the extended CHEST community**.
- CHEST and its beneficiaries have extensively disseminated their initiatives reaching out to for example **1.481 Twitter users (in total), participating in 78 events with a total 2.795 participants**.
- The respective end-user target groups have been involved right from the start of the projects fostering the co-design of the solutions developed. Altogether, **1.780 participants from 10 very different target groups have been participating in the co-designed creation of high-impact Digital Social Innovations** following an iterative development cycle.

In D5.1 "Social Innovation and Ethical Guidelines" we have derived the Social Innovation vision of CHEST and how its implementation shapes the CHEST Enhanced Environment for Social Innovation. As many social innovators may face difficulties in obtaining funding through conventional financial options, the best-practice guide on Crowdfunding (D5.2) provides support for the wider social innovation community as well as to the CHEST beneficiaries, ensuring their sustainability after the CHEST funding period.

### 1.3 Expected final results and potential impact and use

The CHEST project addresses the objective "ICT-2013.5.5 Collective Awareness Platforms for Sustainability and Social Innovation", having focused its activities on the delivery of a Collective Awareness Platform

<sup>2</sup> [www.ia4si.eu](http://www.ia4si.eu) – Impact Assessment for Social Innovations

based on social media and innovative technologies, the launch of open calls and the leveraging on a wide group of supporting partners active in social innovation. In particular the CHEST project contributes to the expected impacts listed in the Work Programme by

- Catalysing and enabling new production and consumption patterns, lifestyles, and socio economic processes based on commons, sharing, exchange, and participation at local and global scales.
- Defining new concrete mechanisms to improve the decision making process, by involving more people and considering different options.
- Enabling people and communities to share, collaborate, and make use of data/information generated, empowering future social entrepreneurs and innovators to engage in innovative service creation and delivery.
- Contributing to the emergence of new forms of political expression, “self-regulation”, innovative business and economic models and social entrepreneurship.

Towards these aims, CHEST has already launched and concluded three open calls, which have catalyzed a huge number of ideas and initiatives around the project. The selection process has involved different kind of people, innovators, specialists, students and experts from different parts of Europe.

These goals are achieved by the many ideas and projects funded through the CHEST open calls as described in WP3 section.

The CHEST project has already provided evidence that social innovation can be supported in different ways, with different mechanisms (such as seed funding, open ideation, co-creation, impact-oriented reporting schemes, etc.), with the aim to provide good practice to be effectively replicated on the future.

## 1.4 Project public website

The CHEST project website is online since November 5th 2013 at the address:

<http://www.chest-project.eu>.

The main purpose of the CHEST project website is to publicise the project and its objectives widely across Europe, and to encourage an active participation through the submission of ideas and proposals and to ensure that the different target groups can access information about the project and are made aware of the opportunity to submit their ideas.

The home page of the CHEST project contains key project information, links to other sections of the site, the project management website and the competition platform, news articles and the names of the project partners and supporting partners. The most prominent information for the first period was the “call to action” for readers to submit project ideas and proposals, or to register their interest to be evaluators of the submitted ideas and plans.











For this second reporting period, the project website is playing a role more focused on dissemination of results and information.

Besides revising the project description and updating the ongoing news, the following list of enhancements were done:

- a new page was added with the Call 2 winners as new CHEST partners
- a new page was added with the Call 3 winning projects description
- the approved project deliverables have been made publicly available

- the connection to other similar initiatives and synergies was enriched and updated
- the CHEST Social Impact Reporting scheme has been developed as a key aspect of the CHEST project and proposed as an instrument for the assessment and monitoring of Social Innovation initiatives, CHEST Social Impact Reporting Template was provided to support social entrepreneurs
- the connection to the CHEST discussion forum was added

In the current reporting year the website received 18,508 visits from the following countries

Country		Sessions	% Sessions
1.	Italy	8,471	 25.92%
2.	United Kingdom	4,179	 12.79%
3.	Germany	3,493	 10.69%
4.	Netherlands	2,299	 7.03%
5.	Spain	2,051	 6.28%
6.	United States	1,661	 5.08%
7.	Greece	995	 3.04%
8.	Belgium	730	 2.23%
9.	(not set)	688	 2.11%
10.	France	683	 2.09%

## 2 Core of the report for the period: Project objectives, work progress and achievements, project management

### 2.1 Project objectives for the period

The project objectives, with details for the second reporting period, were the following:

- *Define social innovation and collaborative process, based on social equity, economics and environment:*
  - explore the rising development of new forms of social, economic and cultural interaction and organization, by analysing the creative use of new technologies in a mutual exchange between technological possibilities and organizational or socio-economic interactions **(D5.1)**
- *Promote and support new application scenarios based on crowd sourcing, collective knowledge and network intelligence throughout Open Calls and*
- *Provide a Cooperative Awareness Platform based on the results of successful projects*
  - provide the set-up, usage and maintenance of the CHEST platform during the evaluation and the project-monitoring phase, in which it supports the community building of the CHEST beneficiaries **(D3.2)**
- Define sustainability methods and approaches that enable the CHEST community to sustain after its completion, putting the baseline for its future evolution.
  - analyse crowdfunding approaches and looks into how social entrepreneurs can exploit the resources of the crowd to finance their initiative **(D5.2)**

Moreover, for the reporting period in question,

- the **CHEST Management website** (for internal document sharing) and
- the **CHEST Communication website** (for exchange of information with the external community) were requested.

### 2.2 Deviations from DoW

It should be noted that this reporting period was strongly affected by a substantial **amendment to the original Grant Agreement**. The most significant changes requested (and approved) were:

- The **duration of the project**: The project duration is extended from 30 to 33 months and consequently the duration of the last reporting period. The justification of that is the delay occurred during the administrative process of registering the new beneficiaries and completing the correct procedure to include them into the project.
- The **participants**: Six new participants, coming from the open call “Call for Partners”, are added to the consortium. The following table lists the PIC numbers of the new partners:

Organization	Short name	Nation
Fundación Ciudadana Civio	CIVIO	ES
Fundacio Eurecat	EURE	ES
greenApes s.r.l.	GRA	IT
Magenta s.r.l.	MAG	IT
Greater Glasgow Health Board	GGHB	UK
Universitat Politècnica de Catalunya	UPC	ES

- **Redistribution of budget:** The main part of the budget previously allocated at Engineering's Other Direct Costs and devoted to the Open Calls is redistributed in order to include the new partners and subcontractors, according to the open call results.
- **New tasks added:** 5 new tasks are added to the WP3, one task per each new sub-project, coming from the Call 2 selection. Each project responsible will lead the respective task.

With respect to the new Description of Work after the Amendment to the Grant Agreement, no major deviations have occurred.

## 2.3 Work progress and achievements during the period

With respect to the project objectives for this first reporting period, the work has progressed well and all expected objectives have been reached.

- The Open Call overall process was concluded.
  - The Call 2 projects were initiated and the respective activities started. The administration process was completed to include the responsible partners into the CHEST consortium.
  - The Call 3 proposals were evaluated and the best ranked project were selected. The projects responsible were sub-contracted.
- For both groups of beneficiaries coming from the CHEST Open Calls the proper monitoring activities were carried out, and the first money payments were done accordingly.
- The CHEST Platform was complemented by a new module, the CHEST Discussion Forum (<http://mog.eng.it/chestcommunity>) with the aim to provide another way for project stakeholders and all other interested parties not only to meet, discuss, collaborate on the ongoing activities but also to possibly establish other forms of collaboration and knowledge exchange in the field of digital social innovation.
- The experience done in the first project period has been documented and is being made public as the project goes on. A special section on the platform was created to share lessons learned and to

debate on it. This will not only make the social innovators community transparently aware of the overall process and the background, but will also be of help to the policy makers in the conception of future forms of funding mechanisms.

- Moreover, starting from the CHEST process, the rising development of new forms of social, economic and cultural interaction and organization were explored, and a comprehensive guide for collaborative funding opportunities (particularly the crowdfunding) were produced for the convenience of possible social innovators.
- Finally, the dissemination strategy was produced and the ongoing activities were reported, in the new perspective of relying on the newly acquired communities involved by the projects selected through the open call process.

## **WP2 – Open Calls execution**

### **Summary and main achievements**

This work package aimed at preparing the open calls, identifying the objectives and defining the guidelines for the submission of proposals. Once the calls are closed, the proposals (both ideas and projects) must be evaluated also through the collective platform, based on the crowdsourcing technology. The proposal evaluation must end up with the selection of the highest scored ones, and the contribution of a jury of experts should be taken into account to that aim too. Moreover, in this work package, the execution of the selected projects will be monitored and the lessons learnt will provide input for the overall analysis.

The three calls have already been launched and are now closed. The evaluation and selection process has been concluded for all three calls, and all the selected projects are running and carrying out the planned activities.

#### **Task 2.1 [m1-m4]: Open Call Preparation and Guidelines (PNO)**

This task was over in the second reporting period. All activities were concluded in the first reporting period and were presented in the First Project Progress Report.

#### **Task 2.2 [m5-m14]: Open Call Running and Proposal Evaluation (ENG)**

In this reporting period, the evaluation and selection process was concluded for the third open call, the "CHEST Call for Applications" with the help of a panel of expert assessors.

### ***Call 3 – Call for Applications***

The Call for Applications opened on the 31st July 2014 and remained open until the 30th September 2014.

Call 3 was intended to support the best projects that were derived from Strand 1 (Call for ideas); nevertheless the call has also invited 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. Eligible activities include prototype development, trials and testing and the development of a business plan indicating routes for future exploitation.

As part of the application process, dedicated Guidelines for Applicants (GfA) and a Call 3 specific Application form were prepared and made available for download from the website as from the 31st July 2014.

Like for the Call 2, the GfA was prepared based on standard Framework Programme (FP) Guidance documents and rules, tailored to the objectives of the CHEST Project, but also considering the different expected maturity level with respect to the Call 2 projects. The same easy application process was also adopted to encourage submissions and to solicit sufficient information to select the most appropriate projects, i.e. the proposals were to be sent to the devoted email address [call3@chest-project.eu](mailto:call3@chest-project.eu).

For the selection of winning proposals, a set of 33 independent assessors were appointed by the CHEST partners (31 assessors coming from the Call 2 expert group and 2 newly appointed).



With respect to the Call 2 evaluation process, due to the greater number of applications, to the different nature of the proposals and to the smallest amount of funding, and considering the timing constraints given by the CHEST project schedule, a different methodology was adopted:

The evaluation work required the evaluator to complete the reports only remotely, provide comments on proposals, and submit these to CHEST using the forms provided by CHEST, as appropriate. A second round of remote assessment (reappraisal) was needed in those cases where the first round presents high discrepancies among the involved experts' evaluations: each evaluator was informed of the other experts' assessment regarding the same proposal and was able to reappraise his or her own assessment on the light of new possible considerations.

According to the final assessment, a ranked list was produced and consequently the winning projects were identified for funding.

The following table presents the winning project titles with the requested funding, the responsible contact name and country of provenance:

<b>funding</b>	<b>Ref no</b>	<b>Project Title</b>	<b>Contact name</b>	<b>Country</b>
€ 59.767,00	105	ReadRunner - A Playful Reading Platform for Dyslexics	Remo Ricchetti	Italy
€ 59.335,22	61	Hybrid Letter Box - Bridging the analog/digital gap	Prof. Dr Gesche Joost	Germany
€ 59.996,40	94	PAYEZE - MOBILE PAYMENT SOLUTION	ZULF CHOUDHARY	UK
€ 50.550,00	104	Provenance Coin: Open supply chains on Blockchains	Jessi Baker	Italy
€ 59.973,60	126	Transformap - mapping social innovation	Mag. Josef Kreitmayer	Austria
€ 60.000,00	83	MountainWatch	Roman Fedorov	Italy
€ 60.000,00	6	AdviSex	Mario Barile	Italy
€ 58.296,00	19	Citizens for monitoring/sharing air pollution data	Pasquale Donadio	Italy
€ 45.477,60	26	Communication App for the Deaf and Hard of Hearing	Dr. med. Urs-Vito Albrecht	Germany
€ 60.000,00	4	Active Citizen	Róbert Bjarnason	Iceland
€ 55.880,40	113	Serious Gaming for Study and Career Orientation	Guus Meijer	Netherlands
€ 58.632,00	120	Tender-IT	Joeri ACHTERBERG	Netherlands
€ 60.000,00	1	3D-Immersion Platform with Low-literacy course	Andries van Vugt	Netherlands
€ 60.000,00	81	MoreLife Online - Tackling Global Obesity	Professor Paul Gately	UK
€ 59.970,00	77	Medhance	Francisco Barrientos	Spain
€ 46.140,35	66	Jourvie - an app for the eating disorder therapy	Ekaterina Karabasheva	Germany
€ 58.353,00	114	SHOP&DROP- love to shop, care to drop	Francien Eppens	Netherlands
€ 59.112,00	130	W4P - Crowdsourcing local social innovation	Pieter-Jan Pauwels	Belgium
€ 59.910,00	88	Open language learning platform on Serlo	Simon Köhl	Germany
€ 59.947,76	127	User Centric Energy Management for Social Housing	Mike Hartley	UK
€ 59.400,00	110	SchulePLUS Mobile Application	Julian Fürstenau	Germany
€ 59.279,99	118	SourceIT-Mapping Resources to Increase Recycling	Michelle Green	Ireland
€ 60.000,00	68	Kidslox: setting boundaries in the age of the iPad	Thomas Jones	UK
€ 59.508,00	96	Personal health record for self-management elderly	Drs. Folkert Ringnalda	Netherlands

Figure 1 - Call3 winning projects

**Task 2.3 [m11-m30]: Selected projects Monitoring and Impact Analysis (EIPCM)**

The efforts in monitoring and impact analysis have specifically planned and carried out for each of the three groups of open call beneficiaries.

For **CHEST call 1 (the call for ideas)** beneficiaries, the report template developed in Y1 aimed to combine the structure of the Social Reporting Standard SRS with a feasibility study exploring the technical practicability, the social impact potential and the viability of the idea (see CHEST first periodic report). It further aimed to encourage and facilitate the submission of the Call 1 proposals to the consecutive Call 3 in order to increase the impact of the winning ideas by supporting the best of them in implementing a prototype of their idea. The report also served as a means of quality control as the payment of the award was to be done in two steps:

- Payment 1: €2k for the classification on the top list of the ranking.
- Payment 2: €4k upon successful submission of the requested written deliverable and its approval by the CHEST Project Partners.

By the end of m14, the reports of 28 out of 35 winning ideas have been approved resulting in the immediate payment of their second trench. The initial versions of 6 reports have been disapproved with detailed feedback and the request for a revised version. 5 out of these 6 revised versions were approved. Only one project did not deliver a satisfactory report and was not paid the second trench of the award.

The list of winning ideas is publicly available at the CHEST website:

<http://www.chest-project.eu/call-1-winning-ideas/>.

For the beneficiaries of **CHEST call 2 (the call for partners)** and **CHEST call 3 (call for prototypes)**, the reporting has been extended. All reports are modular and incorporate the easy to follow structure of the Social Reporting Standard SRS (similar but more extensive than call 1 reports). Following the social impact related discussion during the 1<sup>st</sup> CHEST review, the IA4SI methodology framework has been adapted to the specific needs of CHEST. For the customization of both frameworks we collected feedback from the beneficiaries in order to tailor it to their requirements. The resulting reporting scheme integrating SRS and the IA4SI methodological framework has then been a key element of a workshop where all beneficiaries have been coached on the usage of this project steering instrument (including internal evaluation and feedback cycles) so that the partners have a clear understanding on how the measurement model works. The development of the reporting templates will continue in an iterative design process incorporating feedback from the beneficiaries and lessons learned in the course of CHEST. Again, for the final reports, the feedback from the projects will be used to further improve the CHEST reporting scheme. In addition, a special focus is being set on the involvement of the respective end-user target groups right from the start of the projects fostering the co-design of the solutions developed and thereby supporting the creation of high-impact Digital Social Innovations. The social impact plan, the interim reports and the final reports are building on each other providing a consistent base for internal controlling and external reporting as the selected projects advance and a special focus will be set on community involvement in the development process right from the start (co-designing digital social innovations). The reporting procedure has been split into several stages, two stages for call 2 and three stages for call 3 winners. All reports have a modular structure and build upon each other thus creating a consistent and lightweight reporting process:

1. **Social impact plan** (call 3 beneficiaries only)
2. **Interim social impact report** (extending the social impact plan)
3. **Final social impact report** (updating/extending the interim social impact report)

### Social impact plan (call 3 beneficiaries only)

Due to the specific nature of CHEST call 3 beneficiaries being included as subcontractors and the necessity to evaluate their capability to implement the proposed projects, an additional milestone had to be introduced as a pre-condition for their first payment. The social impact plan has been specifically developed to serve as this milestone. The structure of this deliverable is outlined in Table 2, a complete version of the report template can be found in Annex V.

**Table 2: Structure of the social impact plan (call 3 winners only)**

<b>Implementation of organizational structure</b>	Brief description of the organizational structure of the project, organisations, individuals, and cooperation partners involved in carrying out the project
<b>Implementation of solution approach</b>	<ul style="list-style-type: none"> <li>• Detailed description of the societal problem addressed and how the solution proposed is aiming to solve it</li> <li>• Exploitation plan / go-to-market strategy (with strong focus on target group reach)</li> <li>• Sustainability plan for the time after the CHEST funding period</li> <li>• Assessment of potential risks</li> </ul>

At the time of writing, 22 out of 24 winning projects (with 2 still pending their formal integration as subcontractors) have submitted a social impact plan which has been approved by the CHEST consortium resulting in the payment of the first trench of their awards in m24.

### Interim social impact report

The interim reports are to be delivered halfway through the duration of the project (after 5 or 6 months respectively, i.e. CHEST m24 for call 2 beneficiaries and m28 for call 3 beneficiaries) and will cover the sections outlined in Table 3 (differing in size and scope for call 2 and call 3 winners). The templates for both interim reports can be found in Annex VI and VII (to be reported in detail in deliverable D2.3: Monitoring and Impact Analysis).

**Table 3: Structure of the interim social impact report**

<b>Implementation of organizational structure</b>	Brief description of the organizational structure of project, organisations, individuals, and cooperation partners involved in carrying out the project
<b>Implementation of solution approach</b>	<ul style="list-style-type: none"> <li>• Detailed description of the societal problem addressed and how the solution proposed is aiming to solve it.</li> <li>• Description of the solution approach and of the work performed during the reporting period</li> <li>• Exploitation plan / go-to-market strategy (with strong focus on target group reach)</li> </ul>
<b>Measuring Social Impact</b>	<ul style="list-style-type: none"> <li>• Definition of project specific set of Social Impact KPIs (Key Performance Indicators) consisting of indicators common for all CHEST projects (online community building, access to information, knowledge sharing) and additional individual indicators depending on the projects' main areas of impact</li> <li>• Definition of target value for each indicator</li> <li>• User-centered concept test (Call 3) / system evaluation (Call 2) assessing a sub-set of KPIs identified</li> </ul>

In month 24, all five beneficiaries of CHEST call 2 have submitted their interim reports in time. The core partners have reviewed the deliverables thoroughly and sent feedback to the project teams. At the time of writing, all five projects have addressed the feedback provided and submitted revised versions of their interim reports.

**Final social impact report**

The final reports are to be delivered within 1 month of the agreed end date of the project (the project end dates are m30 for call 2 beneficiaries and m33 for call 3 beneficiaries). The reports (differing in size and scope for call 2 and call 3 winners) will build on the sections covered in the interim report as outlined in Table 3. A strong focus will be set on the project's main achievements and the plans for longevity (i.e. a full prototype test / final system evaluation, detailed strategy for exploitation including a description of any barriers, financing and partnering requirements for any further development/exploitation requirements, timetable for exploitation, etc.). A preliminary template of the final report can be found in Annex VII. The structure of the final report will be similar to that of the interim report. Nonetheless, CHEST will continue to gather feedback from the beneficiaries for the further refinement of the templates. The final report template will be reported in D2.3 Monitoring and Impact Analysis.

### WP3 – Collective awareness platform

#### Summary and main achievements

The animation of the CHEST platform in alignment with the expansion of the CHEST community has been ensured by implementing a broad strategy covering the provision of technical tools as well as knowledge and support for the valorisation of the user communities and to facilitate the crowdsourcing approaches implemented by many of the projects. The animation of the platform is supported by technical tools accompanying the strategies developed and implemented by all CHEST partners and beneficiaries.

The CHEST **discussion forum** has been set up and an active discussion is developing supporting not only the beneficiaries but also the extended community through shared knowledge and facilitated relationship building. The CHEST **CrowdMonitor** currently under development is another tool that will further strengthen the participatory approach of CHEST by collecting structured project-related feedback from the online crowd. The collaboration with the fellow CAPS-project CATALYST allowed the test of the **Edgesense social network analytics tool** in order to have a closer look at the role of the CHEST online crowd and their dynamics. The analysis forms a base for structuring access to the crowd, identifying key users, and developing communication strategies aiming to involve them in the development of the projects of the CHEST beneficiaries.

In the chosen approach the CHEST beneficiaries and their networks play a key role as “community seeds”. The expansion of their networks is strongly supported by the CHEST consortium centring around the promotion of open call winners to encourage relationship-building and cross-fertilisation between networks of the beneficiaries and the CHEST Community. Concrete measures implemented include the participation in relevant events as well as the organisation of a dedicated workshop with the CHEST beneficiaries, the dissemination of the CHEST projects and results through targeted communication through mailings, by exploiting a multiplier-based social media strategy and ongoing publication on the CHEST website. The process, thanks to the extensive efforts by the new partners and stipulated, steered and closely monitored by the CHEST consortium has resulted in the successful community building (for details see Annex I: Combined KPIs of CHEST knowledge sharing and community building as well as D3.2 - Report in maintenance and animation):

- The CHEST community has been extended through reaching out to and involving the beneficiaries’ partners (public administrations, NGOs, research organisations, public and private companies as well as media outlets.) summing up to **90 institutions becoming part of the extended CHEST community**.
- CHEST and its beneficiaries have extensively disseminated their initiatives reaching out to for example **1.481 Twitter users (in total), participating in 78 events with a total 2.795 participants**.

The respective end-user target groups have been involved right from the start of the projects fostering the co-design of the solutions developed. Altogether, **1.780 participants from 10 very different target groups have been participating in the co-designed creation of high-impact Digital Social Innovations** following an iterative development cycle.

Building online community by providing access to information and sharing knowledge are key aspects not just to animate the CHEST platform but even more so ensure the long-term success of the partner projects. Specific KPIs related to community building and animation reflecting the results achieved by CHEST through integration and empowerment of the new beneficiaries are given in Tables 1 and 2. They provide a summarized overview of the CHEST common KPIs targeted and reached by each of the call 2 projects. The common KPIs are structured with regard to the social impact dimensions “Online Community Building”, “Access to Information” and “Knowledge Sharing”. They are structured by the shared KPIs of the social

impact reporting model defined by CHEST (building on the IA4SI framework). For detailed analysis with additional individual project-specific KPIs see D3.2 - Report in maintenance and animation.

Table 4 - Achieved KPIs of CHEST call 2 projects for the dimension "Online Community Building"

Dimension:		Online Community Building			
Indicator:		User involvement in prototype evaluation / test usage			
Variable:		Target groups in co-design	Users in co-design	Ratio man-woman	Ratio young-adult-old
Magenta Traffic Flow	Baseline	0	0	n.a.	n.a.
	Target value	3	15	70/30	30/70/0
	Measured value	3	85	60/40	5/90/5
greenApes	Baseline	0	0	n.a.	n.a.
	Target value	4	70	50/50	n.a.
	Measured value	4	74	42/58	2/92/6
Project 99	Baseline	0	0	n.a.	n.a.
	Target value	3	120	50/50	70/30/0
	Measured value	3	68	50/50	30/70/0
Onodo	Baseline	0	30	60/40	30/70/0
	Target value	7	180	50/50	10/80/10
	Measured value	6	29	62/38	0/95/5
Computer Reuse	Baseline	4	1.243	n.a.	n.a.
	Target value	7	2.600	60/40	60/30/10
	Measured value	6	1.524	n.a.	n.a.

Table 5 - Achieved KPIs of CHEST call 2 projects for the dimensions "Access to Information" and "Knowledge Sharing"

Dimension:		Access to Information		Knowledge Sharing		
Indicator:		Self-evaluation of capability to influence information asymmetries	Number of tools/activities developed influencing information asymmetries	Sharing through Social Media Channels		
Variable:				Number of communication channels	Number of followers	Number of communications
Magenta Traffic Flow	Baseline	n.a.	0	0	0	0
	Target value	5	2	4	200	100
	Measured value	4	3	3	187	80
greenApes	Baseline	n.a.	2	2	2.115	n.a.
	Target value	4	5	3	54.000	224
	Measured value	4	4	2	2.921	42
Project 99	Baseline	n.a.	0	0	0	0
	Target value	4	50	5	350	150
	Measured value	3	24	4	237	70
Onodo	Baseline	n.a.	0	0	0	0
	Target value	5	9	4	3.000	1.032
	Measured value	n.a.	n.a.	1	101	71
Computer Reuse	Baseline	1	2	4	243	43
	Target value	5	11	7	705	402
	Measured value	2	5	6	395	266

**Task 3.1 [m1-m4]: Set-up and Start-up of CHEST Platform (ENG)**

This task was over in the second reporting period. All activities were concluded in the first reporting period and were presented in the First Project Progress Report.

**Task 3.2 [m4-m30]: IT Platform Management and Support (ENG)**

The functionalities of the CHEST Collective Platform for the idea management of Call 1 were tested in a demo environment, before the going live at the launch of Call 1 in order to secure the smooth and correct operation during the call. Following the initial release of the beta-version, a bug-tracking system has also been set up and the platform was tested the system and all reported errors were fixed.

The support activity has focused on the communication with the stakeholders, in particular with the applicants mainly through the dedicated email address: [info@chest-project.eu](mailto:info@chest-project.eu) and the platform itself.

Management of the platform was also needed in order to assure a proper interaction with all stakeholders (applicant, voters, people interested in viewing and commenting the proposals). The platform interface and functionality was also adjusted on an ongoing basis, trying to address as many rising requirements as possible.

**Task 3.3 [m4-m30]: Platform animation (EIPCM)**

The CHEST partners have engaged the community of multipliers and the user crowd together with the winning projects. To stimulate further community engagement a **workshop dedicated to community animation, crowd involvement and social impact reporting** has been prepared and held in Berlin on March 8. The overall goal of the workshop has been to align the CHEST dissemination and community engagement strategy and to orchestrate as far as possible the concrete measures for the successful implementation of this strategy. Furthermore, the CHEST consortia has provided on-site coaching to the new projects (Call 2 winners) for the design of their dissemination and crowd involvement strategies as well as for the implementation of social impact reporting measures. Among others, the following approach has been agreed on in order to facilitate the involvement of CHEST community members into the process of co-designing digital social innovations:

- All project partners provide and regularly update 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 communities have been invited to give their feedback. This feedback has allowed key progress to be made.
- 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 was requested to carry out a concept test (Call 3 projects) i.e. a system evaluation (Call 2 projects) (see D1.1 for details on the monitoring process).
- In line with the application and negotiation process we explicitly required all applicants and winners to specify ways in which their project will engage with their end users and their communities.



- The teams have been requested to promote their projects with reference to CHEST support within their own networks.
- Regular posts on any social media used by the relevant organization with reference to the CHEST project to be continued by all teams.
- Continued 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.)

The **CHEST discussion forum** has been set up and an active discussion is developing supporting not only the beneficiaries but also the extended community through shared knowledge and facilitated relationship building. The CHEST discussion environment has been set up in the form of a debate forum, and the community is moderated and continuously stimulated by the CHEST consortium<sup>3</sup>. The CHEST Forum objective is the creation of threaded discussion boards on the platform. It allows community members to discuss topics with one another, and the discussions will be archived for future reference. The forum has been officially launched with the kick-off of the 24 winning projects of CHEST call 3 in M24 (coinciding with the interim reporting phase of call 2 projects) in order to stipulate a broad user engagement and active discussions accompanied by an orchestrated communication to their communities. In addition, users of the CHEST online community (consisting of 4983 users active in CHEST call 1 idea submission, discussion and voting) are also invited to join the discussion.

From the administration side, it is possible to

- moderate the discussions, with a full control on comments, requests of new forums etc.
- analyse the forum statistics including number of topics, posts, users, latest user, and currently online users.
- show number of new posts
- display title of most recent topic in forum linked to the newest comment in that topic
- manage user roles and give or revoke access to forums or topic per user
- create sub-moderators where they can add, edit, delete members and forums, topics, posts
- be able to upload photos, docs etc to any discussion or topic
- exploit different configuration and monitoring features, such as be able to get email notifications for every action made in the forums

The concept for the **CHEST CrowdMonitor** has been developed (and subsequently implemented by the time of this report). It is a tool aimed at further strengthening the participatory approach of CHEST by eliciting and collecting structured project-related feedback from the online crowd. It thus supports an additional level of interaction between the CHEST beneficiaries and the extended community enabling the continuous evaluation of the projects through the Crowd. Users from the crowd are linked to

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<sup>3</sup> The forum can be accessed via the CHEST website or directly at <http://mog.eng.it/chestcommunity>

CrowdMonitor from the projects' pages on the CHEST website as well as from the discussion forum. After their authentication, they are asked to assess each project's quality and progress with three simple statements. Using a 5-step Likert scale users can give their opinion about the overall quality and approach of the project ("The project implements an appropriate solution to the addressed social problem"), the progress the project has been making so far ("The project is likely to reach its goals"), and about the efforts undertaken by the project to document its efforts ("The project informs regularly about its progress"). In this way, the qualitative and informal feedback and idea input from the forum is extended with a more structured while at the same time lightweight, easy-to-perform Crowd evaluation. This allows the projects to continuously obtain external feedback in order to appraise their progress and perform any necessary corrective actions. The evaluation through the CrowdMonitor will be carried out during the CHEST RP3, the main phase of project activity of the winning CHEST beneficiaries.

The collaboration with the fellow CAPS-project **CATALYST** allowed the integration and test of the Edgesense social network analytics tool in order to investigate the role of the CHEST online crowd and their dynamics. The analysis forms a base for structuring access to the crowd, identifying key users, and developing communication strategies aiming to involve them in the development of the projects of the CHEST beneficiaries. Edgesense is a social network analytics tool augmenting online conversations (such as the commenting on and the voting of ideas on the CHEST platform) with network analytics aiming to foster collective intelligence processes. It allows network managers to take a step back from their networks and assess the overall structure of the interactions going on between the users of the community as well as the evolution of these interactions over time. Edgesense visualizes the underlying structure of the CHEST online crowd and the relations between single members or groups as well as their communications (in form of comments and voting). From the technical side, the setup of Edgesense on the CHEST platform for ideas proved challenging as the CHEST platform is running on Drupal 6 (see deliverable D3.1) while Edgesense has been released for Drupal 7 only. Thanks to the extensive support of and close collaboration with the CATALYST development team, we were able to solve this problem. Publishing the analysis on the CHEST website<sup>4</sup> is one key element to make the CHEST online crowd of 4.983 users more accessible to the CHEST beneficiaries through Edgesense so that they can valorise it better for the development of their projects.

The **best-practice guide on Crowdfunding** (released as D5.2, see WP5) is another important measure supporting the animation of the CHEST platform, ensuring the sustainability of the CHEST beneficiaries after the CHEST funding period and providing further support to the extended community including those initiatives that have not been successful in their application to the CHEST open calls.

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<sup>4</sup> Available from <http://www.chest-project.eu/chest-online-crowd/>, data privacy ensured through password protection

### Task 3.4 [m4-m30]: Sub-project "Onodo"

<b>Work Package Number : WP 1 Quality Assurance</b>
<b>Actual Starting month : M1 (March 2015)</b> <b>Predicted / Actual End month : M12 (Feb 2016)</b>
<b>Work Package Objectives:</b> Monitoring the overall technical, organizational and financial issues. The main objective of WP1 is to monitor that the requirements to be defined in WP1 are being correctly solved in the development WP 3, and that the project risks are handled pro-actively, in order to ensure a prompt achievement of project deliverables.
<b>Description of work this period: During this period activities included:</b> <ul style="list-style-type: none"> <li>• Assistance to the Kick-off project meeting March 8 2015 in Berlin</li> <li>• Project coordination activities: briefings with personnel involved in the project to ensure project guidelines are followed, coordination meetings, etc.</li> <li>• Financial and administrative management, including follow up and actions related to the Grant Amendment process.</li> <li>• Coordination of project's workshops and activities.</li> </ul>
<b>Progress towards the Deliverables for this Work Package:</b> D1.1. Interim Report: on time
<b>Summary of problems encountered and how they have been overcome</b> <p>Two main challenges have been solved:</p> <ol style="list-style-type: none"> <li>1. Delay in the starting date of the project. Initially planned for November 2014, the 4-months delay compelled a re-planification of Civio's workload, re-allocating personnel and resources. The difference between the official starting date (1st March 2015) and the Grant Amendment approval (31st August 2015) has also caused a delay in the disbursement of approved funds. Therefore, Civio has been re-allocating own economic resources from other sources to be able to cover project expenses up to date.</li> <li>2. Diversion from the original idea after the workshops with potential users. This caused a delay in the completion of WP2 and it was solved with the external input of two UX designers, whose expertise was very useful to re-design the initial concept.</li> </ol>
<b>Description of planned activity for next reporting period</b> <ul style="list-style-type: none"> <li>• Ensure the development of the platform follows the agreed guidelines and the users' needs.</li> <li>• Coordinate the writing and submission of deliverables on time.</li> <li>• Financial and administrative management</li> <li>• Consortium coordination meeting (October) and review meeting in Brussels (December)</li> </ul>

<b>Work Package Number : WP 2 Uses cases requirements and technical design</b>
<b>Actual Starting month : M2 (April 2015)</b> <b>Predicted End Month: M3 (May 2015)</b> <b>Actual End month : M5 (July 2015)</b>
<b>Work Package Objectives:</b> To gather, through concrete user stories, a list of improvements related to

usability, visualizations' design and content, data structure and replicability of the platform in order to guide later work and to make the final evaluation easier and structured.

### Description of work this period

Main achievements:

- **User requirements workshop** for 20 participants held
- New **market and competitors analysis** completed
- **Re-design workshop** with 2 user experience design experts carried out
- **Functional requirements specification** produced

Description:

On May 7<sup>th</sup> 2015 Civio and Eurecat organised a workshop in Madrid's Medialab Prado.

Over 20 participants shared their feedback in a four hours workshop. During the first part, the participants were invited to consider their own needs and expectations of an influence network analysis tool. Then, they were invited to draw their ideas on a wireframe, detailing relevant information such as the basic data display for the interface, desired functionalities or different models of analysis for entities and relations. With this exercise we documented their thoughts about their ideal network analysis tool. We then combined the workshop outputs with the results obtained in the Innovation Lab in México and our own initial ideas: we listed, organized and prioritized the user needs, which are collected in D.2.1 (Report, Submitted).

The nature of the feedback delayed the conclusion of the WP: the inputs from the users were complex and very diverse, which made the prioritization of the user needs take longer analysis than planned (May 2015). Additionally, the user needs analysis slightly diverted from the design we had originally envisioned for Onodo: we had not forecasted the need of a narrative layer and that most of the users would not have technical knowledge. This led us to carry a new market and competitors research and re-evaluate what could be the added value of Onodo (June 2015). To technically re-design the platform Onodo organized a workshop (9th and 10th July 2015) with two UX Design experts (La Personalité) who provided the needed external insight to produce a suitable technical design to be implemented in WP3.

### Progress towards the Deliverables for this Work Package

D 2.1 Functional specification of the Onodo platform - Submitted.

### Summary of problems encountered and how they have been overcome

As previously explained, the main problem has been the diversion from the original concept idea in order to adapt the needs identified with the potential users. This was solved with the external input of UX designers, which permitted to produce a technical design suitable to be implemented in WP3.

### Description of planned activity for next reporting period

N/A

**Work Package Number : WP 3 Implementation: SaaS back-end, data analysis and visualization modules**

**Actual Starting month : M1 (March 2015)**

**Predicted / Actual End month : M11 (January 2016)**

<p><b>Work Package Objectives:</b> Development of a data analysis process that will allow to process the data stored in the database to provide useful insights for data visualization criteria.</p>
<p><b>Description of work this period:</b> Main achievements:</p> <ul style="list-style-type: none"> <li>- <b>New UX design</b> for the tool has been drafted and it is being implemented.</li> <li>- <b>Brand identity</b> agreed, and visual design started.</li> <li>- Narrative layer has been improved and revised by two different graphic designers.</li> <li>- Technical back-end development ongoing with SaaS support</li> </ul> <p>Onodo has started working on T3.3, improving the data visualizations:</p> <ul style="list-style-type: none"> <li>• Improve network diagram design &amp; interaction</li> <li>• Add support for chronological data in the network diagram as well as through an alternative timeline view</li> <li>• Add user interaction by voting items</li> <li>• Add share &amp; embed capabilities to graphs</li> </ul> <p>Work has also started on the detailed UX and visual design of the whole Onodo site, as well as the technical design for the new backend (T3.1).</p>
<p><b>Progress towards the Deliverables for this Work Package</b> Source code and technical designs ongoing.</p>
<p><b>Summary of problems encountered and how they have been overcome</b></p> <p>Processing the user feedback in WP2 took longer and was more complex than expected. Hence, the completion WP2 was delayed and overlapped WP3. Because of this work on T3.1 couldn't start in time, as the backend depends on the detailed user stories and features. Instead, Onodo diverted work resources to T3.3, where some of the improvements were clearly identified and undisputed. No delay for WP3 is expected, although there may be a slight scope reduction for the initial MVP.</p>
<p><b>Description of planned activity for next reporting period</b></p> <p>T3.1 Backend improvements A new backend for Onodo will be developed, using Quién Manda as a starting point. The current data model will be rebuilt to support domains beyond political relations; we'll create import/export mechanisms (both bulk and via API) and integrate with other tools like Gephi or Open Refine; we'll add support for the multi-tenant Software as a Service deployment.</p> <p>T3.2 Development of a social analysis module Modelling links as graphs to calculate centrality metrics, distances between nodes and the community structures of nodes to distinguish the importance of entities and different levels of proximity.</p> <p>T3.3 Improved data visualizations Continued work on the visualization component, improving its interactions and adding a storytelling layer on top.</p> <p>T3.4 Development of a named-entity recognition module Development a module to identify nodes stored in the platform in plain text context. As a particular use case, browser extensions will be developed to enrich existing mainstream news articles with profile and relation data.</p>

<b>Work Package Number : WP 4 Project validation and dissemination</b>
<b>Actual Starting month : M1 (March 2015)</b> <b>Predicted / Actual End month : M12 (February 2016)</b>
<b>Work Package Objectives:</b> Validate the results of the project with the potential users. Launch communication, dissemination and community-building actions that addresses to media and the identified target groups to promote the use of the platform.
<b>Description of work this period:</b> Main dissemination achievements: <ul style="list-style-type: none"> <li>- In April 14th, Civio publicly announced Onodo. <b>Newsletter sent to 4.200 subscribers:</b>  <a href="http://us4.campaign-archive2.com/?u=9416fe6b76f2c3f985c1f8e0f&amp;id=8f39ec58a8">http://us4.campaign-archive2.com/?u=9416fe6b76f2c3f985c1f8e0f&amp;id=8f39ec58a8</a></li> <li>- Along with the temporary landing-page (<a href="http://onodo.org/en/">http://onodo.org/en/</a>), a <b>mailing list</b> was created. <b>101 individuals</b> have subscribed to it during the product definition period.</li> <li>- <b>2 newsletters</b> have been sent to these subscribers for project update and workshop information (Madrid, May 7th).</li> <li>- Started <b>awareness campaign</b> in the social networks, sharing messages from different accounts with thousands of followers:  <a href="https://twitter.com/civio/status/595253667919441921">https://twitter.com/civio/status/595253667919441921</a>  <a href="https://twitter.com/Barcelona_Media/status/595188137015414784">https://twitter.com/Barcelona_Media/status/595188137015414784</a>  <a href="https://twitter.com/quien_manda/status/595628074420535296">https://twitter.com/quien_manda/status/595628074420535296</a></li> </ul> <p>Description:</p> <p>In April 14<sup>th</sup>, Civio <b>publicly announced the Onodo initiative</b> funded by CHEST, highlighting the open, replicable and collaborative nature of the project. It was announced in:</p> <ul style="list-style-type: none"> <li>- The Civio Foundation website: <a href="http://www.civio.es/2015/04/onodo-una-plataforma-de-analisis-de-redes-replicable-y-colaborativa/">http://www.civio.es/2015/04/onodo-una-plataforma-de-analisis-de-redes-replicable-y-colaborativa/</a></li> <li>- In a newsletter sent to 4.200 subscribers:  <a href="http://us4.campaign-archive2.com/?u=9416fe6b76f2c3f985c1f8e0f&amp;id=8f39ec58a8">http://us4.campaign-archive2.com/?u=9416fe6b76f2c3f985c1f8e0f&amp;id=8f39ec58a8</a></li> <li>- Social networks: <ul style="list-style-type: none"> <li>- Facebook (6,000 followers at that time) :  <a href="https://www.facebook.com/fundacioncivio/posts/681224382001063?comment_id=681226855334149&amp;offset=0&amp;total_comments=1&amp;comment_tracking=%7B%22tn%22%3A%22R%22%7D">https://www.facebook.com/fundacioncivio/posts/681224382001063?comment_id=681226855334149&amp;offset=0&amp;total_comments=1&amp;comment_tracking=%7B%22tn%22%3A%22R%22%7D</a></li> <li>- Twitter (9,000 followers at that time):  <a href="https://twitter.com/civio/status/587912079635537920">https://twitter.com/civio/status/587912079635537920</a></li> </ul> </li> </ul> <p>Along with the temporary <b>landing-page</b> (<a href="http://onodo.org/en/">http://onodo.org/en/</a>), a <b>mailing list</b> was created to send periodic information to anyone interested in the workshops, training sessions and project development. 101 individuals have subscribed to it during the product definition period, many of them from Twitter:  <a href="https://twitter.com/quien_manda/status/591557310956208128">https://twitter.com/quien_manda/status/591557310956208128</a></p> <p><b>Two newsletters</b> have been sent to these subscribers:  <a href="http://us4.campaign-archive2.com/?u=9416fe6b76f2c3f985c1f8e0f&amp;id=f0efac4c68">http://us4.campaign-archive2.com/?u=9416fe6b76f2c3f985c1f8e0f&amp;id=f0efac4c68</a></p> <p>The project was also announced in the Basque Country innovation news website Euskadi Innova:  <a href="http://www.euskadinnova.net/es/innovacion-social/noticias/onodo-herramienta-para-mapear-">http://www.euskadinnova.net/es/innovacion-social/noticias/onodo-herramienta-para-mapear-</a></p>

[datos-manera-sencilla/12932.aspx](http://datos-manera-sencilla/12932.aspx)

In the project announcement we also called for participants of the **second workshop**, to take place in Madrid in May 7<sup>th</sup>. This workshop was also announced in:

Eurecat's website: <http://www.barcelonamedia.org/evento/taller-de-desarrollo-de-la-plataforma-onodo>

MediaLab-Prado website: <http://medialab-prado.es/article/talleronodoanalisideredesparatodos>

Civio's mailing list for developers: [https://groups.google.com/forum/#!topic/civio-dev/44aWJpJ\\_SZo](https://groups.google.com/forum/#!topic/civio-dev/44aWJpJ_SZo)

And very actively in the social networks and from different accounts:

<https://twitter.com/civio/status/595253667919441921>

[https://twitter.com/Barcelona\\_Media/status/595188137015414784](https://twitter.com/Barcelona_Media/status/595188137015414784)

[https://twitter.com/quien\\_manda/status/595628074420535296](https://twitter.com/quien_manda/status/595628074420535296)

Pablo Aragon (from Eurecat), facilitator of this activity, published a post about this focus group workshop: <https://elaragon.wordpress.com/2015/05/08/onodo-focus-groups-workshop/>. Most of the dissemination actions will wait until a Minimum Viable Product is ready to be presented. Meanwhile, we have been planning a series of dissemination and community-building actions to grow a user base and maintaining periodic communication with members of the primary target group -multimedia journalists, content creators and storytellers- so they test the beta version once it's ready.

#### **Progress towards the Deliverables for this Work Package: N/A**

D.4.1 Conclusion of workshops - To be submitted

D.4.2 List of organizations that have used the platform - To be submitted

#### **Summary of problems encountered and how they have been overcome: N/A**

#### **Description of planned activity for next reporting period**

-Beta testing: Once the minimum viable product is ready to test with the target groups, Onodo will open a beta version to test and gather feedback.

-Project release and public announcement: Product release and communications (press release, product briefing for influencers, newsletter, blog posts, dissemination in social media [paid advertising] and adwords campaign)

-Public workshop to present the tool: Focus group workshop to test the tool with the target audiences and evaluate how its technical design suits their needs. Likely in MediaLab-Prado.

-User acquisition plan (see Annex: Dissemination and Community-Building Actions)

### Task 3.5 [m4-m30]: Sub-project "greenApes"

<b>Work Package Number : WP 1 Real-Life Sustainability Engagement Exercise</b>
<b>Actual Starting month : 1 (March 2015)</b> <b>Predicted / Actual End month : 12 (February 2016)</b>
<b>Work Package Objectives:</b>  Launch greenApes platform, engage citizens, reward sustainable citizens, grant visibility to partners
<b>Description of work this period</b>  <ul style="list-style-type: none"> <li>- <b>Activation of 2 Pilot Cities (Essen, Germany, and Florence, Italy)</b>              the selection was based on the commitment of Municipalities. Florence is a city that could be monitored closely, while Essen was a more challenging test for replicability including a language barrier. greenApes was introduced to Essen by the Sustainable Consumption and Production centre in Wuppertal and the local Climate Change Office displayed true commitment. Several meetings have been held in Essen in May and August 2015. GreenApes was also included in the European Green Capital 2017 project, which the Municipality of Essen won in June.</li> <li>- <b>20+ meetings with key stakeholders in pilot cities</b>              greenApes met and structured cooperation with local NGOs, public transport companies, merchants associations, university groups, etc.</li> <li>- <b>30+ agreements with local venues</b>              greenApes then started discussing with local venues who will deliver special rewards to citizens. Citizens earn points, select the rewards from a catalogue, are then sent a coupon which will be shown in the venues. GreenApes has 18 partners in the scheme in Florence, with many more interested (expect to engage 20-25 by the end of the project) and 27 in Essen.</li> <li>- <b>Established partnership with Magenta (other CHEST project)</b>              GreenApes and Magenta, another company funded by the CHEST call, are structuring a cooperation for synergic activities in the city of Florence for the next months, with focus on promoting sustainable transport.</li> </ul>
<b>Progress towards the Deliverables for this Work Package</b>  <ul style="list-style-type: none"> <li>- 1.1 – COMPLETED - Choice of Municipalities (M1-3)</li> <li>- 1.2 – COMPLETED - Written Launch Plan of the initiative (M4-6)</li> <li>- 1.3 – PROGRESSING IN TIME - Launch the real-life exercise (M7-12)</li> </ul>



- 1.4 (report on results) is confirmed on M12 (February 2016).

#### **Summary of problems encountered and how they have been overcome**

In Essen GreenApes needed to find a qualified professional from the area, who would act as local community manager, taking care of groundwork and community building. This proved to be harder than expected. Sponsored insertions on LinkedIn and other channels had been created to find a very good candidate. Until this hiring was completed GreenApes could not kick off effectively the work in Essen.

#### **Description of planned activity for next reporting period**

GreenApes is currently preparing for the launch in Florence and Essen. This entails organizing launch events, digital advertising and several local communication efforts, following the launch plan. After the launch more commercial partners will be added to the initiative, while strengthening relations with local stakeholders to maximise dissemination. GreenApes also planned monthly workshops for users to enrich the exercise with offline community building, and offer training on sustainability topics.

User engagement will be monitored closely and active conversations with users, via daily interactions carried on by local community managers are being planned.

Outcomes will be documented in the final report.

#### **Work Package Number : WP2 Multilanguage support of the citizen engagement platform**

**Actual Starting month :** 2 (April 2015)

**Predicted / Actual End month :** 8 (October 2015)

#### **Work Package Objectives:**

Make greenApes available in additional languages to maximise opportunities for local implementation

#### **Description of work this period**

- **Translation-ready applications**  
iOS and web applications were adapted, enabling them to handle text strings of different lengths, without compromising the User Interface. The Android app was immediately developed to be translation ready. Strings of text were then extracted and imported in a specific translation management tool. Which handles multi-languages and cooperative translation efforts.
- **Translation and launch of Italian version**  
The app was translated in Italian in consideration of the first launch (Florence) and is currently being translated to German.

The translation to other languages has been postponed. As a matter of fact GreenApes will have a

large Italian community, soon a large German community and a quite diverse and dispersed international community. Introducing local languages for countries with little coverage would actually hinder good communication between users, as it would encourage them to interact in their own language, which might not be comprehensible to other users.
<b>Progress towards the Deliverables for this Work Package</b>  2.1 – COMPLETED - Basic structure of translation, modifying the platform to support multiple languages.  2.2 – SUSPENDED - Language support for user-generated content. It will be needed only when we launch both in Italy and Germany, so far we prioritized other features. Will be delivered by M12  2.3 – 50% COMPLETED - Translation in Italian has been completed, German translation has started
<b>Summary of problems encountered and how they have been overcome</b>  No specific problems apart from adapting the development plan according to changed priorities (i.e. social features and rewarding mechanics, which had the highest priority for the launch of the project).
<b>Description of planned activity for next reporting period</b>  Proceed with the translation in German. Integrate of the functionality to handle the translation of user-generated content, which was suspended until the release in Germany (as it is not necessary until then).

<b>Work Package Number : WP3 Geolocalization and Product Rating</b>
<b>Actual Starting month : 2 (April 2015)</b> <b>Predicted / Actual End month : 7 (September 2015) / 12 (February 2016)</b>
<b>Work Package Objectives:</b>  Allow users to find eco-venues on a dedicated map, see their offers/discounts. Create a product list
<b>Description of work this period</b>  <ul style="list-style-type: none"> <li>- <b>Geoloc feature development and release on iOS and web</b> Mockups and design were prepared for iOS, web and Android. The feature is currently developed on iOS and web. The feature includes the opportunity to display special rewards offered by the venues. The feature was designed incorporating the feedback from potential customers. GreenApes experienced delays in the Android development and thus could not complete it on that platform so far.</li> <li>- <b>Product Rating feature for iOS development and testing</b> Product rating feature for the iOS app has been developed and the database of EU-eco-</li> </ul>

labeled products has been cleaned and imported. The feature was released but unfortunately did not prove very successful and needs to be redesigned incorporating users feedback and engaging UX experts before developing it on Android and Web platforms. The feature is now visible only on the beta version as it was removed from the public app to reduce unnecessary complexity for users.

- **Importing and integration with custom data of venues from Foursquare**

GreenApes activated a backend system to customize the importing of single venues from Foursquare, which also allows to customize the information shown to users on the greenApes map (e.g specify the sustainability properties of the venue, the rewards available)

GreenApes gave up the direct creation of custom venues via the app. As we focus the project in specific cities, a manual screening and inclusion of relevant venues in the database is the most effective approach. Social generated content for this section is currently not so important.

**Progress towards the Deliverables for this Work Package**

- 3.1 COMPLETED – geoloc feature mockup and design
- 3.2 SIMPLIFIED – creation of custom venues (We allow custom editing from the Foursquare database, but no direct creation of venues)
- 3.3 PARTIALLY COMPLETED – the product rating feature was completed on IOS following the original vision but as it proved unsuccessful we removed from the public app and did not develop it on Android and Web platforms

**Summary of problems encountered and how they have been overcome**

- The creation of custom venues is more complicated than expected. Nevertheless GreenApes overcame the problem by manually upgrading the maps of pilot cities from the database.
- The product rating feature did not prove very successful on iOS. Development was suspended on other platforms and will be reprised as soon as an effective approach is found. Nevertheless, users are able to navigate the EU-ecolabel database to search for certified products in their country.

**Description of planned activity for next reporting period**

Improve the “quality” of information on the sustainable map in each city. Create a “sub-community” section within the app in which users can share their recommendations and ideas around eco-products (i.e. a lighter but more effective solution to replace the product rating feature we had initially imagined).

**Work Package Number : WP4 Development of the Android version of greenApes**

**Actual Starting month :** 1 (March 2015)

**Predicted / Actual End month :** 12 (February 2016)

<p><b>Work Package Objectives:</b></p> <p>Develop an Android version of greenApes to allow an effective dissemination in pilot cities (we already had an iOS app, which nevertheless was upgraded throughout the project)</p>
<p><b>Description of work this period</b></p> <ul style="list-style-type: none"> <li>- <b>user feedback sessions on pre existing iOS app</b> GreenApes collected engagement metrics, disseminated a survey to a pilot group of users and had 1:1 qualitative talks with 50+ users. These conversations heavily influenced the development of additional features on Android and Web platforms</li> <li>- <b>Android app design, development and launch</b> GreenApes combined the results coming from conversation with users with the Android “Material Design” guidelines. This entailed major restructuring of the navigation flows. A full working app, allowing a complete experience, was successfully launched at the end of September 2015</li> <li>- <b>Testing improving and bug-fixing with 30 pilot users</b> In August greenApes formed a group of highly motivated prospect Android users and engaged them in continuous feedback loops and bug detection processes. This played a very important role for the successful launch of the Android app to the general public in September</li> </ul>
<p><b>Progress towards the Deliverables for this Work Package</b></p> <ul style="list-style-type: none"> <li>4.1 - COMPLETED - Basic structure of the app, including a draft of 'Sustainable Profile' and 'Jungle' sections</li> <li>4.2 – DELAYED - Geoloc: implement a basic version of the geolocalization feature</li> <li>4.3 – CHANGED – Product Rating: this feature was not developed and the efforts were dedicated to the full development of the reward redeeming section, which was more strategic for the Exercise in cities</li> <li>4.4 – IN PROGRESS - Bugfixes and compatibility.</li> </ul>
<p><b>Summary of problems encountered and how they have been overcome</b></p> <p>Android development advanced at a much slower pace than desired due to shortcomings in personal resources. Nevertheless, release of a fully functional version will be on time enabling the pilots in cities. Furthermore the web app was developed, which also allows all users to access the “geoloc” functionality which is delayed on the Android app.</p>
<p><b>Description of planned activity for next reporting period</b></p> <p>Focus on enhancing performance across different android devices, before proceeding with the development of additional features, starting from the geoloc. Product rating functionality currently under discussion (will depend on the success of the feature once optimized on iOS).</p>

## Project Management And Dissemination

### Summarise any management concerns and activities to recover the situation.

Good project progress. Launch of the project in Florence in due time, and the shifting of the launch in Essen is due to delays in the preparations of the European Green Capital team. Delays in the Android development but the status of the app which will be released for the launch is going to serve the main purposes of the project, and a delay of some features is not critical. The only negative outcome so far is the one linked to the product-rating feature: the version developed was not well received by iOS users and consequently its development was postponed on Android and Web versions. The co-design process with focus groups will be used to further assess the potential and development of the feature.

A web version of greenApes is developed and maintaining/constantly improved which boosts the accessibility of the service.

### Detail any publications, publicity or other dissemination activity.

Several articles and interviews offered coverage of the greenApes project in these months. The most remarkable ones include a TV report on Arte-Tv (aired in Germany and France), one on Deutsche Welle (broadcasted internationally), being guests at a very popular radio show in Italy (on RadioDeejay, 2<sup>nd</sup> most listened radio in Italy). Several blogs and newspapers also gave us coverage for winning two FIWARE calls.

The launch events are expected to cause further media coverage. A press conference (advertised via press agencies) with representatives of the municipality was held September 24 in Florence, a similar event will be held in Essen.

Dissemination videos will be produced and promoted on social media.

No academic publications on journals have yet been published around the greenApes project. A group of Masters students from Lund University reached out to us asking to support a sustainability challenge on their campus, which engaged about 30 participants. The outcomes were wrapped up in a final paper. The findings confirmed that the introduction of social norms around environmental choices appeared an effective means to provoke behaviour change.

**Task 3.6 [m4-m30]: Sub-project "Traffic flow"**

<b>Work Package Number : WP1 (Management and coordination)</b>
<b>Actual Starting month : 1 (March 2015)</b>
<b>Predicted / Actual End month: 12 (February 2016)</b>
<p><b>Work Package Objectives:</b></p> <p>The objective of WP1 is to carry out the following tasks:</p> <ol style="list-style-type: none"> <li>1. To cover the contractual, financial and administrative management of the project;</li> <li>2. To maintain contact with the CHEST consortium and other partners;</li> <li>3. To establish and maintain contacts with stakeholders of the various target groups: <ul style="list-style-type: none"> <li>○ Public authorities and decision maker;</li> <li>○ Smart citizens, NGOs, activists;</li> <li>○ Developers of web and mobile service related to info-mobility and traffic.</li> </ul> </li> </ol>
<p><b>Description of work this period</b></p> <p>The following are the main activities carried out for the tasks outlined above:</p> <ul style="list-style-type: none"> <li>- Task 1: <ul style="list-style-type: none"> <li>○ Application finalised through the participant portal tool;</li> <li>○ Presented the final revised version of the project after reviewers comments;</li> <li>○ Sign of the grant agreement with CHEST main partners;</li> <li>○ Support to the CHEST consortium for the contract amendment;</li> <li>○ Preparation of timesheet and other accounting documents;</li> <li>○ Purchase of materials to carry out the pilot phase.</li> </ul> </li> <li>- Task 2: <ul style="list-style-type: none"> <li>○ Participation to project kick-off meeting in Berlin (27/3/2015)</li> <li>○ Periodic online meetings and calls;</li> <li>○ Meeting in Brussels with EIPCM, Engineering, and Computer Reuse.</li> <li>○ Established contact with Greenapes (other CHEST Call 2 winner) for potential collaboration within the respective pilot actions, to be carried out in the second half of the project.</li> </ul> </li> <li>- Task 3: <ul style="list-style-type: none"> <li>○ Signed official support for the pilot action with the Major of the Metropolitan Area of Florence (see official statement in Italian here: <a href="http://goo.gl/Xm64vB">http://goo.gl/Xm64vB</a>).</li> <li>○ Established contact with several other projects and communities in the areas of citizen science, wireless network communities, data science, mobility and transportation.</li> </ul> </li> </ul>

<p><b>Progress towards the Deliverables for this Work Package</b></p> <p>The WP is on schedule with respect to the project plan. Therefore its progress is around 50% at the time of this writing.</p>
<p><b>Summary of problems encountered and how they have been overcome</b></p> <p>While carrying out the above described activities, we did not encounter any particular issue that resulted in a significant delay of the activities of this or of the sub-sequential WPs.</p>
<p><b>Description of planned activity for next reporting period</b></p> <p>The main planned activities are:</p> <ul style="list-style-type: none"> <li>- To prepare and attend CHEST internal meetings (next one planned by the end of October, in Rome);</li> <li>- To attend the official project review meeting in Brussels;</li> <li>- To maintain the documentation for the accounting of expenses (personnel, travel, materials, etc.);</li> <li>- To prepare the final project report.</li> </ul>

<p><b>Work Package Number : WP2 (Pilot of demonstration platform)</b></p>
<p><b>Actual Starting month : 2 (April 2015)</b></p> <p><b>Predicted / Actual End month: 6 (September 2015) / 7 (October 2015)</b></p>
<p><b>Work Package Objectives:</b></p> <p>To define together with the Metropolitan City of Florence the demonstration platform, in terms of cities participating to the pilot, the locations of the smart camera sensors, and the detailed data collection requirements by end users.</p>
<p><b>Description of work this period (Design of the acquisition campaign)</b></p> <p>Main achievements:</p> <ul style="list-style-type: none"> <li>- <b>Workshop with representatives/decision makers of 42 cities</b> of the Metropolitan City of Florence May 20, 2015. Of these, 23 of them attended the meeting.</li> <li>- Development of <b>monitoring campaigns with four cities</b>, including Florence</li> <li>- Definition of <b>30 monitoring points</b> in the four pilot cities</li> <li>- Development of <b>user-centered design approach for requirements analysis/refinement</b> (rapid prototyping, questionnaires)</li> <li>- <b>Requirements analysis</b> carried out involving <b>85 users in 3 workshops</b> and <b>finalization of pilot requirements</b></li> </ul> <p>Work description:</p>

The pilot phase was presented to all the representatives of the 42 cities of the Metropolitan Area of Florence during a meeting held on May 20, 2015 (see the event report here: <http://goo.gl/XqLvR6>).

The meeting was divided in two sessions: in the first, the project idea and objectives were presented to the cities. This was done together with the Major of the city of Campi Bisenzio, Emiliano Fossi, who is also the Councilor for participation and innovation of the Metropolitan City. In the second session, we demonstrated with a practical scenario how the technology could be used, what would be its requirements and intended use. At the end of the session the observations and requests of the attendants were collected through two questionnaires: one specifically geared toward Magenta's own technology (definition of detailed requirements, possible improvements), and the second more generally related to traffic data monitoring needs in today's cities.

They were also asked if they will be available to run a pilot action within their cities, and what would be their intended scenario and goals (among those that were discussed in the meeting).

**Initial requests by 16 cities** have been received. After assessing in subsequent one-to-one meeting the feasibility of the requested pilot, **four official pilots** in the following cities in the Florence area were defined:

- Florence;
- Castelfiorentino;
- Campi Bisenzio;
- Empoli;

Furthermore, the city of Sesto Fiorentino agreed to conduct a temporary monitoring campaign foreseen for the introduction of a 30Km/h zone speed limit, and the city of Scandicci declared its interest and is currently evaluating the need and the form of participation.

For each city, a monitoring campaign based on public participation by citizens, private shop owners, professionals, and other individuals and organisations has been designed. At the time of this report, about 30 locations across the participant cities have been identified (and in most cases installed).

Additional monitoring stations have been deployed for short periods in other 5 cities.

In parallel with the definition of the pilot actions, Magenta worked with users of the technology to verify and assess the feasibility of placing a traffic sensor in someone's premises. Three workshops were organised with a total number of 85 participants (april 22, june 29, and july 1<sup>st</sup>). The system functionality and the processes of how to set up the sensor and how to configure it has been visualized. Several additional requirements emerged, in particular related to the usability of the web configuration interface. This led to a refactoring of the interface that include a new, simplified mobile app that will speed up the configuration process and support the use of the technology also by non-experienced users. With a sub-group of about 20 users that gave their availability to host a sensor on their premises, we discussed the possibilities of how to place and use the sensor with minimal impact on daily activities. This led to the primary choice of using a support able to connect the sensor directly behind the glass of a window as our principal use-case



scenario.
<b>Progress towards the Deliverables for this Work Package</b>  The WP was delayed mostly due to the summer break. Magenta is recovering the delay and should complete the tasks by month 7 (October 2015).
<b>Summary of problems encountered and how they have been overcome</b>  Enthusiastic initial response by the cities that were involved in the pilot phase. Some of them however declared their interest, but did not follow up. In some case they were not able to decide the appropriate choice among the various options initially presented. Therefore, Magenta switched to a “scenario-based” approach: instead of presenting all the options, only two or three scenarios working well for the approach are presented, and measures for close collaboration with the users on how to replicate it were proposed.
<b>Description of planned activity for next reporting period</b>  Completion of the design of the pilot actions (locations and monitoring requirements) will be finalised within month 7 (September 2015).

<b>Work Package Number : WP 3 (Online platform integration)</b>
<b>Actual Starting month : 3 (May 2015)</b>  <b>Predicted / Actual End month: 8 (October 2015) / 10 (December 2015)</b>
<b>Work Package Objectives:</b>  The objective of WP3 is to build the necessary software components that will support the monitoring campaign.
<b>Description of work this period</b>  <b>Main achievements:</b> <ul style="list-style-type: none"> <li>- <b>First version</b> running on the Raspberry PI computer <b>released in may 2015;</b></li> <li>- <b>Definition of a system architecture</b> completed in may 2015. This comprises the sensor, the data collection component, the data browsing component, and the integration API to other platforms.</li> <li>- <b>Remote transfer to the CouchDb-based data concentrator platform</b> started at the beginning of june 2016;</li> <li>- <b>Improved version of the sensor</b> with added resilience to network failure and other issues released on july 2015.</li> </ul> <b>Work description:</b>

The core activity of this WP is the design and development of a low-cost Traffic Sensor. It was designed it around the popular Raspberry PI device<sup>5</sup>. The Raspberry PI is a credit card-sized computer originally built as a project for teaching computer science to children, and since then has been adopted for a myriad of projects by makers, hobbyists, and professionals. It is a digital device that generated a lot of impact in these communities. To prove its resilience at the highest standard of requirements, the Raspberry PI foundation is sending exemplars to space within an ESA mission<sup>6</sup>. The Raspberry PI constitute an ideal platform for Magenta's sensor for the following main reasons:

- Unlike other similar platforms, it has a dedicated interface for a small size camera that can be placed directly inside the case of the device. This greatly simplifies the work for integrating all the components in a single package.
- The device has an open-hardware design, that means it can be easily industrialised without invalidating the prototype. Various companies already provide such customisation services, supporting the production of large quantities of devices tailored to specific needs<sup>7</sup>. In the context of the project, off-the shelf components have been used to engineer our prototype. Various versions have been created, depending on the use case to address. The three most important variants are shown below:



Three main variants of Traffic Flow sensors developed so far: Indoor with behind-window support (left), outdoor with waterproof case (center), autonomous station with battery (right).

- The total cost of components of our sensor is less than 100€ for the indoor version. This is at least one order of magnitude lower than any other traffic sensors existing on the market.

Besides the sensor, Magenta has also designed and implemented a cloud-based data acquisition platform. This platform gathers data from all the sensors, and provides a unified interface to retrieve data and carry out basic analysis. The platform is already available online and can be tested (for a limited number of sensors, due to bandwidth constraints) here:

[http://136.243.101.139:5984/vc\\_app/data-browser/charts.html](http://136.243.101.139:5984/vc_app/data-browser/charts.html))

The TrafficFlow data storage is realised with the No-sql Apache CouchDB database. CouchDb is a document-oriented NoSQL database that uses JSON to store data, JavaScript as its query language

<sup>5</sup> <https://www.raspberrypi.org/>

<sup>6</sup> <https://goo.gl/3xHPHl>

<sup>7</sup> <http://www.element14.com/community/docs/DOC-76955/1/raspberry-pi-customization-service>

using MapReduce, and HTTP for an API. Unlike a relational database, CouchDB does not store data and relationships in tables. Instead, each database is a collection of independent documents. Each document maintains its own data and self-contained schema. An application may access multiple databases, such as one stored on a user's mobile phone and another on a server. Document metadata contains revision information, making it possible to merge any differences that may have occurred while the databases were disconnected. TrafficFlow exploits the capabilities of CouchDb to support archival and fast retrieval of the large data streams coming from the sensors. The process works as follows:

- Sensors transmits data to the CouchDb server every minute. Every single recorded passage of a vehicle is transmitted;
- CouchDb ingest the data and applies map/reduce functions to aggregate them in periods of 1 minutes, 5 minutes, 15 minutes, 1 hour, 1 day, 1 month. These are the “resolution buckets” that can be selected by the receiving application or from the data browser;
- Additional server-side logic computes analytics such as the “traffic congestion” and other;
- Data and analytics can be queried and downloaded directly via the data browser from the web user interface
- Data and analytics can also be linked by third-party communication channels, such as web sites or mobile apps, using a dedicated REST web service that provides data as Json documents.

#### **Progress towards the Deliverables for this Work Package**

WP3 is now 70% completed and expected to finish it by 31/12/2015.

#### **Summary of problems encountered and how they have been overcome**

Extensive research of the panorama of open-source software for smart cities in order to avoid reinventing the wheel and possibly tapping in already established projects. Development work has been initiated using the City SDK environment (<http://www.citysdk.eu/>) but Magenta found that it is not maintained to a sufficient level of quality for a long-term initiative like the TrafficFlow project. Magenta switched to the **FIWARE platform** (<http://www.fiware.org/>), a catalogue of software components (called *enablers*) supported by the EU commission, that can be used for a variety of tasks related to data browsing, retrieval, and processing.

#### **Description of planned activity for next reporting period**

Completion of the online software infrastructure, based on FIWARE, by month 10 (December 2015). Integration with existing platform for info-mobility in the pilot area to maximise the impact of the technology.

Discussion with other smart-city related initiatives around Europe to integrate the data produced by Magenta's sensors in other platforms and vice versa. A promising dialogue was started with the smartcitizen project ([www.smartcitizen.me](http://www.smartcitizen.me)), a growing community of individuals and organisations who use technology to monitor the environment. A collaboration plan has been drafted to create a traffic/environmental monitoring station integrating both technologies.

<b>Work Package Number : WP 4 (Real-world demonstration)</b>
<b>Actual Starting month : 3 (May 2015)</b>  <b>Predicted / Actual End month: 12 (February 2016)</b>
<b>Work Package Objectives:</b>  The objective of WP4 is to use the Traffic Flow technology to conduct an extensive pilot action in the participant cities.
<b>Description of work this period</b>  <b>Main achievements:</b> <ul style="list-style-type: none"> <li>- <b>First prototype of the TrafficFlow sensor</b> built and installed on april 20, 2015;</li> <li>- First batch of <b>Raspberry PI sensors</b> built on may 18, 2015;</li> <li>- <b>Sensors delivered to end-users</b> in the pilot cities from july 2015;</li> <li>- <b>Pilot in Florence</b> started in June 2015;</li> <li>- Monitoring of a 5-weeks period planned for the introduction of 30Km/h speed limit zone.</li> <li>- <b>Pilots in Castelfiorentino and Empoli</b> started in september 2015;</li> <li>- About <b>30 sensors installed in the pilot cities</b>, for a total of <b>more than 10.000 hours of traffic data</b> at the time of writing.</li> </ul> <b>Work description:</b>  The activities of this WP are further sub-divided in two main phases: <ol style="list-style-type: none"> <li>1) Experimental co-design phase: A small core group of users (5-10) was called to help refine the design of the smart sensor technology and conduct preliminary testing, following the principles of user-centered design. This phase started in month 3 and will run until the end of month 6. During this period, insights from users was collected by means of a shared questionnaire. This feedback is now incorporated in the current design iteration.</li> <li>2) Live phase: This is the actual pilot that started in month 7 (September 2015) and will run until the end of the project. We deployed (or planned to deploy) our sensor in four type of locations: <ul style="list-style-type: none"> <li>- Private homes. To this end, Magenta started in Florence by using social networks and word-of-mouth to find suitable locations near the desired streets. The first batch of 5 locations in Florence was identified and started with in June 2015. Two of these locations are on high-traffic streets used by daily commuters to enter and exit the city from the south and from the north-end. Only from these two locations a daily traffic with an average of approximately 60.000 vehicles per day was observed on regular working days. Currently 15 sensors are installed in these locations.</li> <li>- Public administration buildings. This case emerged from the very initial steps of the project as a very interesting one. Not surprisingly, public administration have a range of available buildings offering a vantage point suitable to monitor a street. These include offices, schools, and other.</li> </ul> </li> </ol>

<p>Currently, 10 sensors are installed in these locations.</p> <p>- Private shops and professional offices. These also provides very good locations in that they are places directly on the street. Currently 6 sensors are installed in these locations.</p>
<p><b>Progress towards the Deliverables for this Work Package</b></p> <p>WP3 is now 50% completed. It will run until the end of the project.</p>
<p><b>Summary of problems encountered and how they have been overcome</b></p> <p>Not surprisingly, some issues occurred when users actually installed the sensor at their premises and start collecting data. The user interface was too cumbersome to be used without proper training. It was simplified and tested during a workshop with the users of our first target group (<a href="http://goo.gl/CKxKo5">http://goo.gl/CKxKo5</a>).</p>
<p><b>Description of planned activity for next reporting period</b></p> <p>Roll-out in the cities of Campi Bisenzio and Scandicci. Completion of the roll-out of the pilot action in Florence, Scandicci, and Campi Bisenzio by month 9 (November 2015). In parallel with the data collection activity and in close collaboration with users, meaningful information using the web analysis tool developed in WP3 will be extracted.</p> <p>In the city of Campi Bisenzio, the administration is planning to run a public call for participation to identify the monitoring locations and the users that will host the sensors.</p> <p>Magenta also plans to link their data-acquisition platform implemented in WP2 to the open-data portal of the Municipalities involved.</p>

<b>Work Package Number : 5 (Community engagement and dissemination)</b>
<p><b>Actual Starting month : 1 (March 2015)</b></p> <p><b>Predicted / Actual End month: 12 (February 2016)</b></p>
<p><b>Work Package Objectives:</b></p> <p>The objective of WP5 is to build the community of users interested in the technology, and raise awareness about its use and impact.</p>
<p><b>Description of work this period</b></p> <p><b>Main achievements:</b></p> <ul style="list-style-type: none"> <li>- Two meetings with decision makers;</li> <li>- Two meetings with smart citizens;</li> <li>- 85 users involved in co-design activities, of which around 50 in the smart citizen target group, 30 belonging to the decision makers, and 5 developers</li> </ul>

- 10 meetings (physical or online) with companies dealing with traffic monitorings;
- Channels activated on social media (Twitter, FB, LinkedIn);
- Project blog activated (<http://chest-trafficflow.magentalab.it/>).
- Participation in the CAPS conference in Brussels in July 2015 and presentation of the project during the “Wall of Ideas” session: <http://goo.gl/rDrZ6Q>
- Selected as finalist for an Italian web prize for smart city initiative (<http://goo.gl/M4UbHF>)
- Coverage by websites and news paper article (in Italian):
  - o Gnews: <http://goo.gl/wEKFuT>
  - o Corriere Fiorentino: <http://goo.gl/lpWp8l>
  - o Il Tirreno: <http://goo.gl/HC0lf2>

### Work description:

Our engagement and dissemination strategy toward the general public is based on two key approaches:

- Show the impact of various events happening in the city on traffic, as seen by the sensors. In the reporting period Magenta has “covered” the Florentine patron’s day, the games of professional football teams played in Florence and Empoli, a few strikes, and other. A particular interesting event was the storm that hit Florence on August 1<sup>st</sup>. Magenta was able to detect it much sooner than the official response from the municipality. That episode triggered the activity to hook the sensors output in the main Supervisor system used by the municipality of Florence in the mobility control room. All these stories are covered on the project blog.
- Use the multiplier effect of stakeholders with a high number of followers, such as the majors of the involved cities, and the Raspberry PI foundation. This was mostly used on the social network. Two successful examples include the post written by the Vice-major of Castelfiorentino, Claudia Centi, on Sept. 2015, who reached about 6300 people, and Magenta’s Twitter post linking to the description of our Raspberry PI sensor. This post was re-tweeted by the Raspberry PI foundation and reached more than 250.000 twitter users.

Community building in the physical world has been carried out in **4 workshops with the target groups**. All the events have been covered on the Facebook page (<https://www.facebook.com/CHESTTrafficFlow>) and project blog (<http://chest-trafficflow.magentalab.it/>).

### Progress towards the Deliverables for this Work Package

WP5 is now 50% completed. It will run until the end of the project.

### Summary of problems encountered and how they have been overcome

The main issues faced are related to the difficulties that users have to relate directly with the technology, despite recognizing its usefulness. This is shown by the high number of people reached by project updates, compared to the few who actively comment and post content on the project page. Magenta is trying to summarize the result into “stories” that are easy to understand and comment by the users, such as the ones on the Florentine patron’s day (<http://chest-trafficflow.magentalab.it/>).

[trafficflow.magentalab.it/activities/17\\_fochi/](http://trafficflow.magentalab.it/activities/17_fochi/)) and on the storm that hit Florence on August 1<sup>st</sup> (<http://chest-trafficflow.magentalab.it/activities/>).

**Description of planned activity for next reporting period**

Community building is central for the scope of Magenta's project. Continued posting of content to the social media profiles, as well as engaging users in the physical world.

Several other projects in the area of social innovation have been contacted, activating or planning the following initiatives:

- **Project Web COSI** (<http://www.webcosi.eu/>). Currently working toward publishing the data set under the wikiprogress data portal (<http://wikiprogressdata.org/>).
- **Project Sci-Café** (<http://www.european-observatory-for-crowdsourcing.eu/>). Organising a "Caffè Scienza" event to discuss with the target groups the result of the monitoring campaign in the pilot cities.

We also intend to present the result at events or conferences on smart cities.

**Task 3.7 [m4-m30]: Sub-project "Project 99"**

<b>Work Package Number : WP 1 (Establishment of a multi-agency steering group)</b>
<b>Actual Starting month : 1 (March 2015)</b> <b>Predicted / Actual End month : 2 (April 2015)</b>
<b>Work Package Objectives:</b> <p>To establish a multi-agency Steering Group ("The Digital Collaborative") gathering 20 organisations that work in the field of mental health with young people locally. The role of the Steering Group will be to report back on the needs of organisations and young people and disseminate the impact of the project.</p> <p>To establish specific partnership cooperation agreements with young people organisations.</p>
<b>Description of work this period</b> <p>Main achievements</p> <ul style="list-style-type: none"> <li>- Identified 20 organisations that work with the 3 target audiences</li> <li>- Organisations committed their engagement and participation in the project</li> <li>- Digital Collaborative Launch session: 29<sup>th</sup> April 2015 with 25 attendees</li> <li>- Set up group communication channels</li> <li>- Steering group launch sessions</li> </ul>
<b>Progress towards the Deliverables for this Work Package</b> <p>This work package is a significant piece of work in terms of resources and commitment. It has so far been very successful thanks to careful planning and knowledge of the local scene.</p> <ul style="list-style-type: none"> <li>- Conducted individual meetings to identify the right contact within each organisation</li> <li>- Set up Basecamp</li> <li>- Set up &amp; populate blog</li> <li>- Bi-monthly progress updates</li> <li>- Share youth-related workers survey</li> </ul>
<b>Summary of problems encountered and how they have been overcome</b> <p>The contract delays have represented a significant issue for this work package as the project team couldn't give a definite commitment of when the engagement sessions would be taking place but continuous communication at all levels of the organisations has helped overcome this issue.</p>
<b>Description of planned activity for next reporting period</b> <ul style="list-style-type: none"> <li>- November 2015: Digital Collaborative Session</li> <li>- February 2016: Digital Collaborative Session</li> <li>- Bi-monthly progress updates</li> <li>- Individual contacts to recruit participating groups for the co-design sessions</li> </ul>



<b>Work Package Number : WP 2 (Platform set up)</b>
<b>Actual Starting month : 2 (April 2015)</b>  <b>Predicted / Actual End month : 12 (February 2016)</b>
<b>Work Package Objectives:</b>  To set up a Project 99 website in order to disseminate openly all the project information: background information, co-design, co-production and engagement research, methods and tools; as well as lessons learned. This openness will benefit project partners and the wider audience.
<b>Description of work this period</b>  Responding to partners' feedback, the platform was renamed 'Aye Mind'. A new brand was designed to appeal to both professionals and young people. The website was designed with accessibility and reusability in mind. It went live in April 2015. <ul style="list-style-type: none"> <li>- Design project branding guidelines and rename the platform (Aye Mind)</li> <li>- Re-write exiting specialist content to make it more accessible and prepare new content</li> <li>- Gather requirements (wireframes, functionalities &amp; illustration)</li> <li>- Source photographs</li> <li>- Assess prototype feasibility &amp; prioritisation</li> <li>- Technical development</li> <li>- Iterative user feedback &amp; testing sessions</li> <li>- Publish Support Square memes</li> <li>- Publish Youth-related workers survey</li> </ul>
<b>Progress towards the Deliverables for this Work Package</b>  Further Responsive Design Web workshop held on July 30 <sup>th</sup> to help prepare for the next rounds of development.
<b>Summary of problems encountered and how they have been overcome</b>  This work package took longer than planned because presenting complex health information through a medium that people read quickly, sometimes on their phone, proved to be very challenging. The lessons learned from the work with young people (ex: dyslexia & long text) have been integrated to overcome the challenge.
<b>Description of planned activity for next reporting period</b>  The project will continue iterating on this platform throughout the funding period, including: <ul style="list-style-type: none"> <li>- Creation of a revamped home page interface</li> <li>- Discrete sections for young people and workers</li> <li>- Improved navigation &amp; load time</li> <li>- Review use of photos &amp; illustrations</li> <li>- Co-design, develop and test Digital Springboard</li> </ul>

<b>Work Package Number : WP 3 (Building young people networks)</b>
<b>Actual Starting month : 3 (May 2015)</b>
<b>Predicted / Actual End month : 6 (August 2015)</b>
<b>Work Package Objectives:</b>  To establish a network of young people aged 13 to 21 year-old and spread throughout the 6 localities of Greater Glasgow & Clyde interested in participating in the project's co-design and co-production engagement. This network is the young people equivalent of the Steering Group (D1)
<b>Description of work this period</b>  The project team has successfully connected with around 20 groups of young people to participate in the co-design engagement sessions.
<b>Progress towards the Deliverables for this Work Package</b>  <ul style="list-style-type: none"> <li>- Build network with key stakeholders and young people groups through one-to-one meetings and wider settings</li> <li>- Sent out information to key groups. Example: <a href="http://bit.ly/ayemind1">http://bit.ly/ayemind1</a></li> <li>- Set up social network platforms. Ex: <a href="#">@ayemind99</a> #ayemind</li> </ul>
<b>Summary of problems encountered and how they have been overcome</b>  This work package was deliberately delayed until there was more visibility on the contract.
<b>Description of planned activity for next reporting period</b>  This first phase was about setting up the network. The project team has made connections with young people groups who are keen to participate in the next phase of community engagement – making scheduling and making sure the sessions are well attended easier.

<b>Work Package Number : WP 4 (Support Squared)</b>
<b>Actual Starting month : 6 (August 2015)</b>
<b>Predicted / Actual End month : 6 (August 2015)</b>
<b>Work Package Objectives:</b>  To co-produce tools to help break down barriers and get the conversation started around mental health among young people or between young people and people who come in contact with them.  "Support Squared" was an idea of the young people who participated in early co-production

<p>sessions. Young people identified that they are often the first point of mental health support for their peers but receive very little support themselves.</p>
<p><b>Description of work this period</b></p> <p>“Support Squared” was hugely successful with 12 young people, 5 youth workers and 5 facilitators. Participants were fully engaged into creating memes and animations that can be widely shared online to talk about mental health. Young people and leading organisations disseminated the resulting 18 gifs widely after the workshop, with greatly positive feedback.</p>
<p><b>Progress towards the Deliverables for this Work Package</b></p> <ul style="list-style-type: none"> <li>- Analyse the findings of the Support Squared original idea &amp; brainstorm plan</li> <li>- Design young people session</li> <li>- Book suitable venue &amp; plan logistics</li> <li>- Prepare <a href="#">communication material</a>.</li> <li>- Prepare recruitment strategy &amp; target participating young people group</li> <li>- Conduct workshop</li> <li>- Finalise and publish the workshop outputs: <a href="http://bit.ly/1juFtBm">http://bit.ly/1juFtBm</a></li> <li>- Publish storify: <a href="http://bit.ly/1juFBAS">http://bit.ly/1juFBAS</a> &amp; supporting material: <a href="http://bit.ly/1lfxKbb">http://bit.ly/1lfxKbb</a></li> </ul>
<p><b>Summary of problems encountered and how they have been overcome</b></p> <p>Project 99 made sure that the young people would be fully supported by professionals before, during and after the workshop. Many of the young people who participated came from vulnerable groups. Facilitators invited them not to shy away from ‘trigger’ discussions and topics which might find upsetting to one young person or another but to talk about the hard topics, to ask for help, to learn to step away. For this reason, the workshop had a nearly one-to-one support ratio between young people and adults to make sure that the team could provide adequate support while allowing everyone to take part fully.</p>
<p><b>Description of planned activity for next reporting period</b></p> <p>This work package is complete, but the products of this work will be incorporated into the wider range of digital assets available via the portal, and will continue to be used and disseminated in on-going engagement with young people</p>

<b>Work Package Number : WP 5 (Resource portal)</b>
<b>Actual Starting month : 1 (March 2015)</b>
<b>Predicted / Actual End month : 9 (November 2015)</b>
<p><b>Work Package Objectives:</b></p> <p>To design and build a portal to guide users through the wealth of mental health digital resources available. The portal will help young people and professionals find resources that are credible,</p>

<p>appropriate to them, and likely to be helpful.</p> <p>Early co-production sessions identified that users are worried about engaging with digital resources because of the potential risks. Pre-selecting resources helps bridge the gap and give them a starting point on their digital journey.</p>
<p><b>Description of work this period</b></p> <p>Following brainstorming sessions in March 2015, the resources to be included in the portal were identified, collated and documented during the spring and summer 2015. They were published online on October 6<sup>th</sup> 2015: <a href="http://ayemind.com/service-map/">http://ayemind.com/service-map/</a> The project team has been continuing the user engagement since the publication.</p>
<p><b>Progress towards the Deliverables for this Work Package</b></p> <ul style="list-style-type: none"> <li>- Update work done by the original Project 99 phase</li> <li>- Brainstorm sessions <ul style="list-style-type: none"> <li>o Inclusion criteria</li> <li>o How to present mental health information to multiple audiences (professionals &amp; young people) on a single platform?</li> <li>o How to we design a portal that is sustainable past the funding period? Resulting in the addition of a 'Submit form' so that users can continue to add resources: <a href="http://ayemind.com/submit-a-service/">http://ayemind.com/submit-a-service/</a></li> <li>o What are the risks &amp; benefits associated with some resources?</li> </ul> </li> <li>- Identify new digital mental health resources &amp; gather content and feedback</li> <li>- Publish: <a href="http://ayemind.com/service-map/">http://ayemind.com/service-map/</a> Gather feedback and questions</li> </ul>
<p><b>Summary of problems encountered and how they have been overcome</b></p> <p>Due to the contract delays and scheduling conflicts with project partners' other commitments, the period of this work package has been extended and will be completed in November 2015.</p>
<p><b>Description of planned activity for next reporting period</b></p> <ul style="list-style-type: none"> <li>- The first outline of this service portal is now complete.</li> <li>- The next development sprint will improve the online presentation and navigation</li> <li>- Communication to the resources' owners.</li> <li>- Capture and share the discussions about how to evaluate a resource</li> <li>- Further feedback sessions</li> </ul>

<b>Work Package Number : WP 6 (Communication and engagement toolkit)</b>
<b>Actual Starting month : 1 (March 2015)</b>
<b>Predicted / Actual End month : 6 (August 2015) / 9 (November 2015)</b>
<p><b>Work Package Objectives:</b></p> <p>To co-produce a Communication &amp; Engagement Toolkit to enable youth-related workers to</p>

engage the conversation about digital & social media and mental health with young people.
<p><b>Description of work this period</b></p> <p>Four engagement sessions with youth-related workers and a number of smaller meetings (Anti-bullying charity Respect Me, End mental health stigma alliance See Me...) have taken place throughout the period. They have led to a number of insights that inform the development of the toolkit content.</p>
<p><b>Progress towards the Deliverables for this Work Package</b></p> <p>Engagement sessions:</p> <p>29<sup>th</sup> April 2015: Toolkit session at the Digital Collaborative meeting (25 people)</p> <p>12<sup>th</sup> May 2015: National co-production conference (12 people)</p> <p>11<sup>th</sup> Aug 2015: Workshop with the Child &amp; Adolescent Mental Health Service (12 people)</p> <p>14<sup>th</sup> Aug 2015: Workshop with 15 youth-related workers</p> <p>The project team has decided to give this deliverable more time to explore this territory to make sure that the outputs bring the most value to the front line staff and the young people they support. A few examples of insights:</p> <ul style="list-style-type: none"> <li>- For young people in work, their line managers are often the first to notice when a young person experiences a mental health difficulty and young people often open up to them. However managers are not given any training -&gt; Project 99 will aim to make resources as accessible as possible to anyone and sign-post to training opportunities</li> <li>- The importance of peer support and the lack of training or support</li> <li>- The Internet is the first place young people will look for information but there are risks associated with self-diagnosis. In addition, it is difficult for organisations to understand the natural search terms young people use.</li> <li>- Professionals are keen to explore digital tools that allow them to support:             <ul style="list-style-type: none"> <li>o Young people who might need mental health support but not necessarily to the point where they might be able to access services</li> <li>o Young people in need of support in between appointments with professionals</li> <li>o Hard-to-reach young people, for geographical or social reasons or due to learning difficulties</li> </ul> </li> </ul> <p>-&gt; Project 99 will include such resources in the toolkit.</p> <ul style="list-style-type: none"> <li>- Many youth-related workers are keen to use digital resources as part of their work but are blocked by technological barriers (outdated mobile phones) or policy barriers (making difficult if not impossible to access social media)</li> <li>- Social media presents a challenge for health services: it blurs the lines between the professional and personal lives of workers. Social media is 24/7 while non-emergency services are mainly resourced weekdays between 9am-5pm.</li> </ul> <p>The engagement sessions have helped formed the content of the Communication &amp; Engagement Toolkit and significantly changed the project team's original ideas. The project team and its</p>

partners are now drafting and reviewing the toolkit content.
<b>Summary of problems encountered and how they have been overcome</b> <p>Slow start due to contract award delays. Relevant contracting and development now in place and work underway.</p>
<b>Description of planned activity for next reporting period</b> <ul style="list-style-type: none"> <li>- Finalise the content draft (beta)</li> <li>- Brainstorm and design the toolkit prototype</li> <li>- Publish the toolkit prototype</li> <li>- Gather user feedback</li> <li>- Iterate development based on feedback</li> </ul>

<b>Work Package Number : WP 7 (Dissemination)</b>
<b>Actual Starting month : 1 (March 2015)</b> <b>Predicted / Actual End month : 12 (February 2016)</b>
<b>Work Package Objectives:</b> <p>To design, create and launch of a far-reaching dissemination and communication campaign to raise awareness of Project 99, and gather feedback and further content.</p>
<b>Description of work this period</b> <p>This work package will progress throughout the funding period. The project team has presented the project at the following events (list non-exhaustive – in Scotland unless noted). Wherever possible, the general presentation is accompanied by an active co-production workshop.</p> <p>May 12<sup>th</sup>: National Co-production Conference  <a href="http://www.coproductionsotland.org.uk/resources/resource-case-studies/">http://www.coproductionsotland.org.uk/resources/resource-case-studies/</a></p> <p>June 19<sup>th</sup>: Presentation Young Scotland in Mind conference</p> <p>July 11<sup>th</sup>: Presentation to “Society by Design” Pecha Kucha Night</p> <p>Aug 17<sup>th</sup>: Digital Approaches to Youth Mental Health</p> <p>Aug 26<sup>th</sup>: Youth Today: bringing evidence from surveys</p> <p>Sept 22<sup>nd</sup>: International Health &amp; Wellbeing Conference (EducationScotland)</p> <p>Sept 28<sup>th</sup>: “Better World by Design” Brown University, Providence, Rhode Island</p>
<b>Progress towards the Deliverables for this Work Package</b> <p>Significant achievements can already be noted with the Scottish Co-production case study and invitations to present at conferences (see above) and at a range of senior NHS GGC board meetings and committees.</p>

Summary of problems encountered and how they have been overcome
<b>Description of planned activity for next reporting period</b>  The dissemination will continue during and after the funding period. Already noted: 8 <sup>th</sup> Oct: <i>"It's not about the kit - Empowerment Approaches to Digital Inclusion"</i> BCS Health Informatics Conference Key Note Input 29 <sup>th</sup> Oct: <i>"Children and Young People's Mental Health"</i> , Holyrood Policy  The project team will increase the geographical reach of the dissemination over the coming months – and will include revisiting and briefing many of the groups and structures already engaged in the first phase, plus bespoke dissemination events, including practice seminars with colleagues, further sessions of the Digital Wellbeing Collaborative (next meeting scheduled 17 <sup>th</sup> November), inputs at strategic level (for example at Heads of Children's Services level, with briefing meeting with Glasgow City Head of Children's Services taking place on 30 <sup>th</sup> October 2015), and with national bodies like Scottish Government Mental Health Division.

### Task 3.8 [m4-m30]: Sub-project "Computer Reuse"

<b>Work Package Number: WP1 Project Management</b>
<b>Actual Starting month: M1, Predicted / Actual End month: M12, Days in project: 20, Dedication of project: 5%.</b>
<b>Work Package Objectives:</b> <ul style="list-style-type: none"> <li>• Supervision, monitoring, coordination and reporting about this project work. Contingency measures if needed.</li> <li>• Coordination in management activities in the CHEST project.</li> <li>• Coordination meetings and agreements with strategic agents in reuse, recycling and traceability.</li> </ul>
<b>Description of work this period</b> <p>Main achievements:</p> <ul style="list-style-type: none"> <li>• Agreement for a pilot with recycling company (Alberich) handling 1,400 devices/month.</li> <li>• Partnerships with 11 entities of the reuse and recycling sector.</li> <li>• Identification of 108 target users.</li> </ul> <p>Work description:</p> <ul style="list-style-type: none"> <li>• We have established partnerships with waste collectors (Alberich), reuse centers (Solidança, Andromines), labor insertion and training (Trinijove), reuse initiatives (ComputerAid, reutilitza.upc.edu, labdoo.org), waste unions (Gremi Recuperadors, AERESS), reuse companies (Revertia) and EU projects (Life-ECORAE).</li> <li>• We gained a lot of insights from the direct interaction with our target groups. We identified new target groups (Collector), a new service (Select devices with more potential for reuse), new features for tools, existing and new forms of cooperation between groups and priorities to define business and system development roadmap.</li> <li>• We have defined and categorized our target users for the next project period according to their type and mission (Name, Main topic partner, partner type, location, description). The current number stands at 108.</li> </ul>
<b>Progress towards the Deliverables for this Work Package</b> <p>D1.1 Interim report delivered. D1.2 List of relevant actors.</p>



**Summarize any problems you have encountered, and how they have been overcome**

The CoreTIC program is one of the most promising activities for Reutilitza.cat but has been delayed by GenCat until September 2016. To overcome this situation, we have established alliances with other players in order to evaluate the effectiveness of eReuse tools and services. We have set an agreement with waste unions that consists on performing training and pilot projects in collaboration with reuse and recycling centers. As a result of this agreement we have found a recycling company (Alberich) that collects 1,400 computers per month and it is interested in a reuse trial. This trial provides a significant number of computers to test and evaluate our prototypes.

**Description of planned activity for next reporting period**

- Update D1.2.1 List of relevant actors
- Sign the commitment with the Agenda 21 Sustainability Plan.
- Discussion with the City of Barcelona and those responsible for waste management in the metropolitan area of Barcelona (amb.cat)
- Discussion with the Catalan waste management agency to facilitate evaluation of the project and to define and update the information in the authorized collection points of the territory of Catalonia (residus.gencat.cat).
- Discussion with the Spanish waste management agency to adapt the eReuse traceability system to the government platform (under development) <http://www.magrama.gob.es>
- Discussion with crowdfunding and finance entities that enable social projects to raise funds to buy the equipment offered by the project partners.
- Discussion with social services and learning institutions to plan social demand (annually)
- Discussion with the EU project dondelotiro.com/en that consists on mapping collection waste points and cooperate to integrate the eReuse APP.
- Contact European working groups on Waste Management and Circular Economy to inform them about the project.

**Work Package Number: WP2 System and service development: design, development and evaluation of the software tools and system.**

**Actual Starting month: M1, Predicted / Actual End month: M12, Days in project: 200, Dedication of project: 46%.**

**Work Package Objectives:**

- Requirements, system co-design, architecture. Identification of the user needs and development of the technological solution. The methodology used is SCRUM, an iterative and incremental agile software development methodology for managing product development where few requirements are detected and implemented on each iteration /

sprint / planning event.

- Continuous testing and integration (M1-M12). At each iteration or sprint we should test any new integration. New functionality should not be implemented unless the above has not been fully tested.
- Prototype of traceability interoperation. Implementing functionality for the registration of devices and certification of reuse potential, tests, data cleanup and traceability until collection. The ecosystem of tools and services is distributed in the sense that instances can operate autonomously without requiring a central control system. This implies a greater effort on interoperability where a version change in a part of the system (new versions of tools for example) should not affect interoperability.

### **Description of work this period**

Main achievements:

- 5 requirement workshops carried out with in total 320 end-users
- Requirement specification finalized and published in the EnviroInfo2015 conference with 300 attendees and 500 online poster views
- 2 focus group sessions carried out with around 20 participants resulting in the definition of around 5 pilot projects
- 2 training events (one 4-days and one 1-day) resulted in around 40 users being trained
- 3 pilot projects defined and set up
- Iterative development of 3 tools (Device Inventory, Device Hub and App) continued and tutorial produced
- Prototype of the traceability system developed and published

Work description:

- Requirements / Co-design / Testing. Up to 320 users have been involved in these co-design activities, of which 10 are reuse initiatives in continuous testing and identification of new users needs, 40 are researchers, decision makers and domain experts, 65 are alumni trained on 5 sessions, 10 are donors and receivers and 200 are citizens giving their votes.
- Requirements / Architecture. Developed and published in the form of a paper and poster, presented at the EnviroInfo2015 conference.
- Focus Group. A focus group brings together a cross-section of stakeholders in an informal discussion group format. The participants appreciated the focus group, especially the time spent on building alliances and defining pilot projects. In late November, we plan to repeat the activity. We conducted two focus group. The first was with the AERESS

network, which comprises reuse centers of social economy. The second was open to all reuse and recycle players (donors, receivers, professionals, volunteers, reuse centers, reuse initiatives) and where we identified two new agents (the recycler and networks of recipients).

- **Trainings.** We conducted training to target groups to validate the degree of compliance with the functional and nonfunctional requirements. Our trainings were carried out on two training events: one for unemployed people willing to offer preparation for reuse services (4 days), and a second event open to all reuse and recycle players (1 day).
- **Pilot projects.** We are conducting three types of pilot projects that test different tools and services of eReuse ecosystems. A) Direct donation to charities or consumer-to-charities which is tested in Reutilitza.cat Platform (3 sessions). B) Reuse tools and services for reuse centers which is tested (8 participating initiatives), C) Reuse tools and services for waste collectors which is tested in the Alberich company.
- **Tools development.** Device Inventory is a set of tools and services to assist in the preparation for reuse and traceability of digital devices (hardware capture and rating, hardware testing, deletion of data, inventory, labeling, and packaging). Several [iterations](#) have been performed (6.1, 6.2, [6.3](#), [6.3.1](#), [6.3.2 pilot](#)), and a [tutorial](#) is available. Data cleaning certification has been finished and now is possible to delete disk storage data in parallel.
- **Tools development.** Device Hub and APP is an IT Asset Management System focused in efficiently managing the circular life-cycle of devices. The current prototype includes both tools and uses Drupal 6 technology (<http://www.reutilitza.cat>). During the first 6 months there have been improvements in the Drupal 6 software and currently there are 8 entities testing and using new features developed (reuse and recycling centers, reuse initiatives and reuse companies).
- **Tools development.** Traceability system is a worldwide traceability system that records information and traceability for any device registered in the system. It collects from each device, at least, the list of geographical places where it has been donated/recycled and aggregated metadata. A The current prototype can be found at <http://sandbox.ereuse.org/api/> and code at <https://github.com/eReuse/grd>.

### **Progress towards the Deliverables for this Work Package**

Timing: Agile development, Scrum and & test-driven approach. System architecture and design in M6 (D2.1, D2.2). First system prototype in M6 (D2.3) and update in M10 (D2.3.1) and Final system prototype in M12 (D2.3.2).

### **Summarize any problems you have encountered, and how they have been overcome**

The APP needs to operate with Device Hub and this tool is currently being migrated to the Python language (not Drupal 6 anymore), so this increased workload implies postponing the APP

development. The delay in the development of the APP affects the traceability monitoring of receivers, however, the 2-month delay is not decisive to evaluate the recycling guarantee because devices given are not going to be recycled immediately. We are now working at full intensity on the development of this package to leave the month of November exclusively to the APP development. Drupal 6 technology is being quickly deprecated as we have decided to migrate to a new platform and separate it into two systems: DeviceHub (Python + Angular) and the Social Platform (Drupal 8). Drupal 8 is not yet mature enough so we decided to wait until January to launch its development. This does not affect us considerably since the current system serves to assess the market, the value created and the main productivity factors. DeviceInventory is currently implemented in the Bash language and we also are migrating it to Python which adds to our busy workload.

### Description of planned activity for next reporting period

Our planned activity for software releases is at <http://www.ereuse.org/ca/downloads>

- Device Inventory. Final prototype implemented in Bash language and first prototype implemented in Python language.
- Device Hub and APP. First prototype implemented in Python language and first APP prototype for the Android OS
- Traceability system. Fully Integrated with Device Inventory and Device Hub.

### Work Package Number: 3 - Process design and evaluation.

**Actual Starting month: M3, Predicted / Actual End month: M12, Days in project: 46, Dedication of project: 10%.**

### Work Package Objectives:

- Service management processes. Define processes and sub process to be made by Reutilitza.cat platform managers to attend requests for donation, applications of receivers and final recycling. Define processes and sub process to be made by eReuse support reuse centers and initiatives.
- Define terms and conditions. Define a Reutilitza.cat platform agreement of actors such as donors, receivers and professionals, and terms and conditions for tools and services users such as reuse centers and reuse initiatives.
- Assess the level of service satisfaction for Reutilitza.cat Platform and eReuse tools and services, define roadmap for improvements in tools and processes, validation of tools productivity and traceability.

### Description of work this period

Main achievements:

- Definition of processes for Reutilitza.cat in connection to eReuse.org
- Definition of consensual services agreement
- Validation of productivity of tools in 4.8 devices/hour and operator

#### Work description:

- During this first period we mainly have been defined and validated processes that depend on Reutilitza.cat platform where actors are donors, receivers and professionals. However, we have also been working with reuse initiatives and reuse centers that make use of eReuse tools and services such as Device Inventory, Device Hub and traceability systems. In the next reporting this process will be defined and evaluated.
- The main process of Reutilitza.cat has been defined such as receivers project review, search social support, find donors, fix meeting with donors, legal asset management (Annex - D3.1.1.1 Asset digital devices transfer agreement - EN), search professionals, donation dissemination, etc.
- A discussed and consensual service agreement with donors, professionals and receivers is being developed for Reutilitza.cat Platform. The agreement (D3.2.1.1) was reached on [9.10.2015](#) and is summarized as follows: "Professionals perform preparation for reuse on donors' site or remotely in exchange of a percentage of prepared devices and, if they are an authorized reuse center, they can collect those need to be repaired or refurbished. Professionals can resell 40% of the devices they prepare for reuse on donor's location".
- Validation of tools productivity has been tested and reached 4.8 digital devices per hour and operator. Tested during 3 sessions on dates: [31.7.2015](#), [18.9.2015](#), [22.9.2015](#).

#### Progress towards the Deliverables for this Work Package

First process design draft for Reutilitza.cat Platform including (D3.1.1, D3.1.1.1, D3.2.1) but D3.3.1 (see problems encountered). Services management processes for Reutilitza.cat platform are defined internally in Catalan language for Reutilitza.cat Platform (Draft) (Annex - D3.1.1 Pilot Reutilitza.cat - CAT) and final report will include an English version.

#### Summarize any problems you have encountered, and how they have been overcome

Due to the additional technology-driven efforts described in WP2 we had to postpone the assessment of the level of service satisfaction D3.3.1 and the fine-tuning of pricing. With increased financial resources and 2 additional employees we will be able to address this issue starting in November.

**Description of planned activity for next reporting period**

Assess the level of service satisfaction for Reutilitza.cat Platform users (D3.3.1) and for eReuse initiatives. A set of surveys to donors, professionals, managers and receivers should be defined and included in a communication process. The forms will be defined during the month of December and in January these will be presented to users.

A new productivity validation including traceability should be done (D3.4.1). We are currently improving the tools for preparation for reuse to the point of making the process completely unattended. During November we will take new productivity measures and the results will be presented in December. Starting in December with the APP finished we will start collecting location data to verify commitment of receivers with traceability. From January we will develop reputation schemas that will allow us to penalize users without sufficient commitment to traceability.

**Work Package Number: 4 - WP4 Development of marketing and exploitation strategy**

**Actual Starting month: M3, Predicted / Actual End month: M12, Days in project: 75, Dedication of project: 17%.**

**Work Package Objectives:**

- Competitors analysis. Add our competitors and users on a twitter public lists.
- Define the service modes, strategy and progress indicators (KPI). Define the services that we will offer both Reutilitza.cat as from eReuse Services.
- Pricing definition, partnerships. Set starting prices and as we know the value they create and the existing demand increase them. Allow services at zero cost if users collaborate.
- Market test. Measure interests of the service to a customer sample.

**Description of work this period**

Main achievements:

- **Definition and testing** of Reutilitza.cat services in three events
- **Trial** of eReuse.org tools and services **by 7 entities and 4000+ digital devices**
- **Pilot on competitive evaluation of tools** against competitors with 10-fold savings seen
- Experimentation on **integration/federation with Labdoo** importing info on 5000 devices
- **Market identification** with 800+ contacts segmented in categories

Work description:

- Our services for Reutilitza.cat have been defined and tested. We have tested direct

donation service (31 July, 18 September, 22 September) between donors and receivers and a participatory model based on users choosing receivers. The direct donation service puts together the donors, the professionals (prepare computers for reuse on donor location), and the social receivers granted with computers that pick up on donor location.

- Our eReuse.org tools and services has been tested and currently in use by 7 entities with more than 4000 computers prepared for reuse with the Device Inventory tool, and eReuse is hosting their inventories on 7 Device Hubs: andromines.ereuse.org, computeraid.ereuse.org, pontsolidari.ereuse.org, reutiltizaupc.ereuse.org, revertia.ereuse.org, solidanca.ereuse.org, trinirove.ereuse.org.
- Our competitor for Device Inventory tool is Blancco and this software is in current usage by Computer Aid, an organization with a history of more than 250 thousand prepared computers in a decade. We have been performing a pilot project with ComputerAid focused on analyze and improve our weak points such as support for server disk cloning, improve interface and usability, not certify defective discs, access by network, etc. The expected savings following a common-pool resource schema can reduce 10 times the license cost of prepare a computer for reuse.
- Up to 5000 computers from Labdoo.org has been added to eReuse traceability system and we are integrating both platforms to enable labdoo.org users work with eReuse tools.
- Our market users have been added on a Twitter public lists to better assess the degree of interest in eReuse and identify their core activities. More than 800 users has been segmented by recycling, reuse networks, reuse IT entities, repair IT entities, IT reuse initiatives for charities and waste influencers. <https://twitter.com/eReuseOrg/lists>

### **Progress towards the Deliverables for this Work Package**

First marketing and exploitation strategy in D4.1 by M6 and final by M12, Market test D4.3 by month 6 and final by M12, Pricing definition and partnerships by M10 and final included on exploitation strategy D4.

### **Summarize any problems you have encountered, and how they have been overcome**

None of relevance

### **Description of planned activity for next reporting period**

Pricing definition for Reutilitza.cat. There is a pricing draft included in (Annex - D3.1.1 Pilot Reutilitza.cat - CAT) that should be tested and adjusted. To adjust prices, we propose the following method: offering various services to users with their price, and increasing/decreasing according to offer/demand. For instance, if recipients fill in by themselves the project description (text, picture, etc.) then there will be no cost (zero price) for this service but if they need the support of the managers then there will be a cost (and a price). If this service is always requested, then we will increase its price until demand gets reduced. This will allow us to identify which services and which price level donors and recipients are willing to pay. This part will be implemented with Google forms to avoid having to wait for the social platform to be ready in the

new platform (Drupal 8)

Pricing definition and competitor analysis for eReuse Services. 1) Device Inventory (Software). An open source solution, and we offer technical support for its customization. Revenue model: Licensing. Price: 200 €/year/server, Competitor: [blancco.com](http://blancco.com). 2) Device Certification (Diagnostic software, Preparation for reuse and certification). We provide signed documents for data cleanup, tests of operation, hardware information and serial numbers for traceability. Differentiation: our competitors are only certifying data cleaning (5€/device), Revenue model: per-transaction fee, Price: 0.20 €/certificate, Competitor: [blancco.com](http://blancco.com). 3) Device Hub (Software as a Service). Differentiation: Synchronized with country (Spain) and EU Data Bases, linked with demand (social and eCommerce), identification at component level, TRL 5, Revenue model: Subscription to cloud service, Price: 200 €/year/manager account, Competitor: [freshservice.com](http://freshservice.com) and [device42.com](http://device42.com). 4) Device Traceability (SaaS) (Identity, Transfer, Collect, Recycle). Creates a per-device unique product identification using EU standards + updates on location and ownership. Differentiation: Suppliers ([eReuse.org](http://eReuse.org) , Spanish authorities), standardization, more than 8,000 products already registered, alternatives are more complex (RFID) and use insecure process. Revenue model: per-transaction fee. Price: 0.50 €/certificate, Competitor: not yet private companies (only public authorities) and we care for interoperability with local authorities (e.g. [Magrama.gob.es](http://Magrama.gob.es))

#### **Work Package Number: 5 - Dissemination and promotion: of the project results and interaction with related initiatives.**

**Actual Starting month: M1, Predicted / Actual End month: M12, Days in project: 88, Dedication of project: 20%.**

#### **Work Package Objectives:**

- Definition of the dissemination plan, identification of dissemination partners, targets and activities.
- Preparation of dissemination materials (video, poster, articles, workshops, demos).
- Participation in dissemination activities.
- Coordination with CHEST activities, and related initiatives.

#### **Description of work this period**

Main achievements:

- Participation in the **EnviroInfo International Conference**: Poster and **Best paper award**
- **15 public events** with an impact of **1700+ entities** or **1+ Million viewers in radio and TV**

Work description:

- International recognition the project has received with the Best Paper Award out of 36



peer-reviewed papers from the EnviroInfo conference (29th International Conference on Informatics for Environmental Protection, Building the knowledge base for environmental action and sustainability), under the topic "Building the knowledge base for environmental action and sustainability". Our [paper](#) "Breaking Barriers on Reuse of Digital Devices Ensuring Final Recycling" won the [Best Paper Award](#) out of 36 peer-reviewed papers. [Poster](#) "eReuse.org: an ecosystem for traceable reuse of digital devices in a circular economy" is a blue print / roadmap of our contribution also presented on this conference. University of Copenhagen and the European Environment Agency, ed. *Atlantis Press*. Atlantis Press; 2015:281-288, Copenhagen, Denmark, 7-9 September 2015. Poster accepted in the ICT4D conference in Singapore, May 2015 with 50 attendees and 5,000 online visitors. Presentation at CAPS2015 in July 2015 with 50+ attendees.

- 15 events spread in different channels (2 radio, 1 TV, 2 conference presentations, 1 paper publication, 2 posters, several focus groups, 2 trainings, several interviews, face-to-face meetings and community engagement). With an estimated impact of 1,700 entities, 100 face-to-face meetings, 1 million estimated viewers of media coverage in TV and radio, and 27.000 visits of our project on external websites (not including internal website, Twitter, etc.)

#### **Progress towards the Deliverables for this Work Package**

- Please see full description of dissemination activities performed on 2.2.4 project management and dissemination

#### **Summarize any problems you have encountered, and how they have been overcome**

None

#### **Description of planned activity for next reporting period**

Training on eReuse.org:

- Institute (Secondary School) in Gava. 11 December. 35-40 Students.

- Reuse Workshop at UPC. 50 to 70 students. (23-30 November)

Participation of eReuse at Jornades Reutilitza. 2 and 4 December. Community Engagement and Training on eReuse.org. More than 100 students will use eReuse technology to prepare 80 computers for reuse. <https://reutilitza.upc.edu/noticies/jornades-reutilitza-novembre-2015>

Presentation of Reutilitza.cat on Casa Capell, Mataró, 26 November. Community Engagement and Training. Expected 50 Attendees.

[http://www.mataro.cat/web/portal/ca/campanya/casa\\_capell/inscripcio7](http://www.mataro.cat/web/portal/ca/campanya/casa_capell/inscripcio7)

Participation on 2nd regional Networking event for Recycling companies. Barcelona, 19 November. Community Engagement, coordination activities.

<http://www.gremirecuperacio.org/encuentros-nacionales/2a-jornada-networking.html>

## WP4 – Dissemination and CHEST community management

### Summary and main achievements

Whilst efforts in the first reporting year centred around creating initial awareness of the project and call promotion to maximise the number and diversity of submissions received, the aim of dissemination activity in year 2 centred around the promotion of Call 2 and Call 3 winners and the continued expansion of the CHEST Community.

Deliverables within WP4 that were due for delivery in the second reporting period as defined in the DoW were D4.3 Dissemination and Community Report: Dissemination and Community Report (M18) – SUBMITTED.

Other deliverables submitted under WP4 included a resubmission of D4.2 in response to the first year Project Review meeting (December 2014) – SUBMITTED











### **Task 4.1 [m1-m30]: Dissemination planning and implementation (PNO)**

#### **Updates to the CHEST Website and social media in the second reporting year**

The CHEST site was subject to a number of revisions in the second reporting year to reflect the changing focus of the CHEST project from Year 1. The main updates were:

- a new page was added with the Call 2 winners as new CHEST partners
- a new page was added with the Call 3 winning projects description
- the approved project deliverables have been made publicly available
- the connection to other similar initiatives and synergies was enriched and updated
- the CHEST Social Reporting Standard was given evidence, as a key aspect of the CHEST project and proposed as an instrument for the assessment and monitoring of Social Innovation initiatives
  - the CHEST Social Impact Reporting Template was provided to support social entrepreneurs
- the connection to the CHEST discussion forum was added
- the analysis of the CHEST online crowd (in collaboration with CATALYST) has been provided (access restricted due to data privacy)

In the current reporting year the website received 18,508 visits from the following countries

Country	Sessions	% Sessions
1. Italy	8,471	 25.92%
2. United Kingdom	4,179	 12.79%
3. Germany	3,493	 10.69%
4. Netherlands	2,299	 7.03%
5. Spain	2,051	 6.28%
6. United States	1,661	 5.08%
7. Greece	995	 3.04%
8. Belgium	730	 2.23%
9. (not set)	688	 2.11%
10. France	683	 2.09%

**Social Media:** As outlined in D4.3, a central element of 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 more than 120 Tweets have been posted on the CHEST Twitter account during the second year of the project. This strategy has proven to be successful resulting in just under 400 direct followers on Twitter at the time of writing (26 % increase since M12) – of which 164 have a wide reach with more than 1.000 followers.

Table 6 provides examples of our most relevant stakeholders – EU organisations (and individuals) in the fields of digital social innovation – from this reporting period, thereby highlighting the outreach enabled by the multiplier-based strategy.

**Table 6 - Selected examples of CHEST multipliers on Twitter – European organisations (and individuals)**

<b>Follower's Name &amp; Username (handle)</b>	<b>No. of followers</b>	<b>Follower's Profile Description</b>
Andy Jackson FRSA @AndyJackson_UK	33,128	@4hubuk @360youthmcr @socialleadersuk #socent Coach and Facilitator creating performance on purpose. Plus @cloresocial & @theRSAorg fellow
Kaleidoscope Plus Group @Kaleidoscope_PG	28,961	Leading #Health & #Wellbeing #Charity providing fun tweets to promote positive #MentalHealth delivering training including #MHFA & #ASIST. Tweets by Anil Patel
Mothership Community @hubliverpool	21,290	Building a stronger community in Liverpool, for the people of Liverpool. Bringing you local news/events, offers & jobs direct from the source @BalticCreative
Innotech Network @InnotechLive	18,873	Joining Investors, Entrepreneurs & Policymakers in stimulating the London Tech Scene since 2012. Proud champions of Innotech Summit   Cyber TLA   Hacker House.
4hub @4hubuk	18,080	We are a consultancy with a difference. We work with #charities, #education #communities to develop performance on purpose Currently incubating @360youthmcr
Jennifer Arcuri @Jennifer_Arcuri	16,984	Entrepreneur: Video. Cyber Security. Ethical Hacking. Tech Policy. Genuine & loves those not afraid 2 do big things. Ready 2 move mountains. Views my own.
SEI Research @SEIresearch	15,268	Stockholm Environment Institute (global). Independent research bridging science & policy #sustdev #eco #energy #water #agri

		#sanitation #conservation #pollution
KTN Creative @KTN_Creative	13,407	The Creative, Digital and Design community is part of @KTNUK. Subscribe to get info on events, funding and support for businesses: <a href="http://bit.ly/1BKdEGy">http://bit.ly/1BKdEGy</a>
Manchester Digital Laboratory (MadLab) @madlabuk	13,312	Manchester Digital Laboratory is a space for creatives and digerati to play, plan and create together. Join our mailing list: <a href="http://eepurl.com/bbX_-/">http://eepurl.com/bbX_-/</a>
Amplitude Clinical @YourOutcomes	11,795	Experts in patient outcomes data capture and reporting. Aiming to engage clinicians and health professionals to improve outcomes for patients.
Social Enterprise Scotland @SocEntScot	10,957	We're the national membership body for #socialenterprises. We influence policymakers and raise the profile of social enterprise! (RTs are not endorsements).
Footprint Media Group @footprintmedia	10,375	The go to resource for information and debate on sustainability and responsible practice in the business world.
Robert Madelin @eurohumph	9,998	Brussels-based Brit into: Innovation, Governance, Globalisation, Health, citizen issues, science...public servant; persotweeter. RT4interest, Fave2bookmark. European Commission/Brussels
H2020 SME Instrument @H2020SME	9,131	We invest in highly innovative European SMEs. #SMEinstrument of #Horizon2020 / #H2020. Official account managed by @EU_commission #EASME. European Union
Bart Becks @BartBecks	8,340	Founder angel.me Belgium <a href="https://www.linkedin.com/in/bbecks">linkedin.com/in/bbecks</a>
Social Entrepreneurs Ireland @SEIreland	8,193	We support people who have new solutions to Ireland's social and environmental problems. We provide funding and supports to increase their social impact.
Rick Robinson @dr_rick	5,461	IT Director for #SmartCities @AmeyPLC. Write the Urban Technologist. Love #urbanism, #realfood & Birmingham UK. Founder @BSmartAlliance. Board member @InnoBham.
ENOLL @openlivinglabs	4,944	The European Network of Living Labs supports innovation through user involvement and co-creation. Retweets do not imply endorsement.
KTN UK	4,719	Connecting science & design with collaborations & investment: the Knowledge Transfer Network helps UK enterprises large &

@KTNUK		small to innovate & compete globally.
Euranet Plus @EuranetPlus	4,669	The leading radio network for EU news
NHS Citizen @NHSCitizen	4,140	#NHSCitizen - a national programme to give the public a voice on healthcare matters and influence NHS decision making.
Digital Europe @DIGITALEUROPE	3,870	The voice of the European #digital #technology industry. Our 100+ members include some of the world's largest IT, telecoms and consumer electronics #DSM
Digital Blackpool @blackpoolexpo	3,789	18 March 2016 - Highlighting the best use of creative and digital tools that will fuel ALL businesses in the future. Featuring Tomorrow's Technology Today!
Mass Challenge UK @MassChallengeUK	3,376	The largest-ever 0% equity #startup #accelerator & competition, enabling early-stage #innovation. Applications for 2016 open in Feb!
ReSound UK @ReSoundUK	3,031	This is the official Twitter account for GN ReSound® UK. Follow us for the latest news and views on Smart Hearing™ technologies.
FabLab Firenze @fablabfirenze	2,712	un nucleo di persone convinte che la collaborazione sia non solo un valore, ma anche la migliore strategia per fare le cose.
Open Innovation EU @OISPG	2,610	Open Innovation Strategy and Policy Group is supported by @DigitalAgendaEU to support policies for Open Innovation at @EU_Commission
Cyril Coste @CyrilCoste	2,340	Principal Digital Transformation, Hewlett Packard Enterprise @HPE_UKI Follow me for news & thoughts about #digital #marketing #leadership #mobility and #IoT
Scom.eu @ScomEu	2,289	#Sustainable #Communication AISBL #Europe #Research #Innovation
Europe Tomorrow @EU_tomorrow	2,153	A year inside the continent of social innovation. From March 2015 to March 2016 #empowerment #collectiveimpact #socinn Eng. Fra. Es. De.
TSSG WIT @TSSG_WIT	2,053	Telecommunications Software and Systems Group (TSSG) Shaping the Future Internet. Follow on facebook <a href="http://www.facebook.com/TSSG.WIT">http://www.facebook.com/TSSG.WIT</a>

Oxford Community Voluntary Association (OCVA) @_ovca	1,893	OCVA supports the voluntary and community sector in Oxfordshire with development and funding advice, information and training. <a href="https://www.facebook.com/OCVAoxon">https://www.facebook.com/OCVAoxon</a>
Impact HUB Firenze @HUBFirenze	1,417	Spazio di coworking e incubatore di idee di impresa. Rete internazionale @impacthub. #socialinnovation
Open Knowledge BE @OpenKnowledgeBE	1,277	An umbrella for numerous Open Knowledge initiatives in Belgium: @openaccess_be, @iRail, @osm_be, Creative Commons Belgium, #oSoc15... Official chapter of @OKFN
Cambridge Alt Fin CJBS @CambridgeAltFin	1,128	The Cambridge Centre for Alternative Finance (CCAF) at the University of Cambridge Judge Business School. Researching #Crowdfunding #P2Plending #BitCoin #AltFin
Alternativa SME @AlternativaSME	1,092	Alternativa - French #Fintech and leading #SME Euro EquityCrowdfunder - Leader du #Crowdfunding equity en euro et marché régulé pour #PME et investisseurs.

Other accounts with less than 1,000 followers also followed @CHESTChallenge in this reporting period, for example the Collaborating Centre on Sustainable Consumption and Production – @scp\_centre (an international non-profit 'think and do tank') and IoT Lab - @IoT LAB (a research platform exploring the potential of crowdsourcing and Internet of Things).

In addition to these European stakeholders, we also acquired followers from outside the EU, for example:

- Murray Newlands (columnist at Forbes.com and Entrepreneur.com) - @MurrayNewlands
- Andrew Almack (founder of Plastics for Change) - @andrewalmack
- FabLab Hub - @FabLabHub
- MonsterFunder.com - @FundraisingTweets
- Start Some Good (crowdfunding platform for social entrepreneurs) - @StartSomeGood
- Lenni Montiel (UN Assistant Secretary-General for Economic Development at UNDESA) - @LenniMontiel

Following the finalisation of the Call 3 winners including signing of associated contracts as a result of the amendment to the grant agreement, from August, a significant focus was placed on the social media to publicize both call 3 winners and newly developed platform. Current twitter followers reached just under 400 with weekly tweets now being delivered to highlight project activity

### Participation in Conferences, Workshops & European Events

Within the current reporting year a number of key events were attended by the partners, where CHEST was referenced, the focus being details of the call 2 winners and the future support available to the CHEST community. Events attended included the following:

Event Name	Location	Date(s)	Details of action
Innovate UK	London, UK	5/11/14	The UK's leading innovation conference. CHEST was presented to a number of digital start ups
Share and inspire: Infoday on CAPS in Horizon 2020	Brussels, Belgium	16/12/14	Networking, panel discussions, intro to CAPS2015.
Rushlight 2015 –	London, UK	29/1/15	Delivered a workshop on funding and innovation – audience of circa 30-40 start ups in Clean Tech (half of these with some form of digital innovation eg smart metering,)
Innovate UK – Creative and digital workshop	Liverpool, UK	12/02/15	Networking
Future Digital	Manchester, UK	28/02/15	Networking
International Conference on Mobile Applications for Empowerment and Social Inclusion of Immigrants	London, UK	16/03/15, 17/03/15	CHEST put a Call 2 winner, GreenApes, in contact with the Masetolv project (funded under EU FP7). GreenApes introduced the CHEST project and their initiatives. Synergies were explored with the Masetolv project. General networking.  (Please see the Annex for a full description of the Conference) – further details below
Startup Weekend Berlin Social innovation	Berlin, Germany	20/03/15 to 22/03/15	Networking and promotion of CHEST
CAPS Consultation Meeting	Brussels, Belgium	25/03/15	Project status presentation by Ms Antonella Passani (responsible for iA4Si project) on behalf of the project co-ordinator.
Hubperitivo Social Pitches	Berlin, Germany	20/05/15	Networking and promotion of CHEST
IP Expo	Manchester, UK	21/05/15	Networking at this ICT and digital service conference
UKBAA Angel Investment	London, UK	2/7/15	Networking and promotion of CHEST

Summit			
Caps Conference 2015	Brussels, Belgium	07/07/15, 08/07/15	Networking at this EU Policy Seminar on the Usage of data for driving Social Entrepreneurship and on panel for WEB-COSI workshop
VentureFest	Oxford, UK	8/7/15	Networking at this leading conference for high tech businesses
Design Thinking without Borders	Berlin, Germany	16/08/15	Networking and promotion of CHEST

## Newsletters

Following the launch of the Call 3 projects 2 separate articles were circulated to the CHEST community. The first **newsletter/press release was sent out to 417 specifically selected recipients throughout Europe** (Fab labs, charities, NGOs, academic institutes & private investors; the main CHEST target group), the second to more than 15K recipients, this time with a focus on both the Call 2 and 3 winners and the launch of the platform

**Article 1 – circulated at the start of September following the completion of Call 3 winners contract negotiation process**



**Are you involved in the development of digital based ideas that have the potential to tackle societal challenges? Then join likeminded social innovators from across the EU in the CHEST Community.**

CHEST is an R&D project funded under the European Commission's Framework Programme 7, to promote the development of digital based innovations in Europe that have the potential to address key societal challenges.

## Winning Projects

Over three funding rounds, CHEST will invest up to €2.5 Million to projects each at different levels of maturity but with the common aim of addressing societal challenges. The winners of the funding span across the European Union with entries from 19 different EU states. The project ideas supported provide innovative solutions to a range of challenges including a novel means of enabling citizens to monitor air pollution data through to an app, a website that gives parents and carers better control over the time children spend online and the types of activities in which they engage, an innovative reading platform for people with dyslexia, an energy management platform for social housing and several more. Many of these organisations are seeking follow on finance and support for the continuance of their projects and a full list of the winners can be found on the CHEST website



### What's Next for CHEST?

Although the funding rounds are now closed to new applicants, the project aims to continue to provide support to stakeholders across the EU who are involved in digital social innovation. This platform will be available soon and the support offered will include:

- A multi-user blog to meet likeminded entrepreneurs and those who could support you in taking your ideas forward.
- The delivery of training events, seminars and workshops to help you to innovate and to take forward new ideas within this space
- Guidance in presenting your ideas for financial support looking at both public (grants and other incentives) and private finance
- Providing access to investors and incubators
- Providing access to crowd finance

So whether you have an early stage idea that is seeking investment or guidance, you are looking to reach out to potential SMEs or if you simply want to meet likeminded social entrepreneurs, then join the CHEST Community and look out for one of our upcoming workshops. Visit: [www.chest-project.eu](http://www.chest-project.eu) for more information.

### **Article 2 Published following the launch of the Community Platform**



**Are you involved in the development of digital based ideas that have the potential to tackle societal challenges? Then join likeminded social innovators from across the EU in the CHEST Community.**

CHEST is an R&D project funded under the European Commission's Framework Programme 7, to promote the development of digital based innovations in Europe that have the potential to address key societal challenges.

Over three funding rounds the CHEST consortium, have invested €2.5 Million to projects spanning the European Union with entries from 19 different EU states. The project ideas supported provide innovative solutions to a range of challenges including a novel means of enabling citizens to monitor air pollution data, an innovative reading platform for people with dyslexia, an energy management platform for social housing and many more. A full list of the winners can be found at [www.chest-project.eu](http://www.chest-project.eu)

### What's Next for CHEST?

Although the funding rounds are now closed to new applicants, the project aims to continue to provide support to those involved in digital social innovation. This includes a recently launched blog style platform that will enable entrepreneurs to:

- Meet likeminded social innovators to facilitate the exchange of ideas
- The delivery of training events, seminars and workshops to help you to innovate and to take forward new ideas within this space

- Guidance in presenting your ideas for financial support looking at both public (grants and other incentives) and private finance
- Providing access to investors and incubators
- Providing access to crowd finance

The platform can be found at <http://mog.eng.it/chestcommunity/>

So whether you have an early stage idea that is seeking investment or guidance, you are looking to reach out to potential SMEs or if you simply want to meet like-minded social entrepreneurs, then join the CHEST Community and look out for one of our upcoming workshops. Visit: [www.chest-project.eu](http://www.chest-project.eu) for more information or email [james.hughes@pnoconsultants.com](mailto:james.hughes@pnoconsultants.com)

### **Publications**

Outside of the above newsletters/press release, details of the project were sent to a number of publications. One arising article in which CHEST featured came from Ms Gaia Moretti (from the Department of Social Sciences at LUMSAA University – Libera Università Maria Ss. Assunta) who developed a Masters thesis IN DESIGN OF PEOPLE CENTERED SMART CITIES entitled "CHEST - COLLECTIVE ENHANCED ENVIRONMENT FOR SOCIAL TASKS - A social innovation project", which is based upon the results of the CHEST project. As an outcome of her work, she presented a paper (please see Annex for full publication) titled " Social Innovation in (smart) cities - A good practice from an European Project" at the 3rd Global Virtual Conference 2015 (GV-CONF 2015) in THOMSON, Slovakia (<http://gv-conference.com/>)

### **Task 4.2 [m6-m24]: Road show - Event management and organisations (PNO)**

Due to the administration issues cited, the planned dedicated workshop for Year 2 has been postponed until after Month 24. The focus will be on fund raising and will include presentations from the call 2 and call 3 winners

However in addition to the events detailed above, CHEST did play a key role in a number of EU wide workshops within the second reporting year. Of particular relevance are the following:

**The CAPS 2015 conference on “Networked Social Responsibility”**, held in Brussels, July 7-8 2015. Magenta TrafficFlow and Computer Reuse presented their projects in the Forum for Ideas to a broad audience of Social Innovation Stakeholders and James Craven (PNO) participated the panel discussion exploring how the European policy process can be opened up to digital participation and a wider range of voices. CHEST was presented as one of the best examples of open policy from the EU and beyond.



[CHEST participating in the panel discussion on opening policy making in the EU for Social Innovations](#)

A further **workshop dedicated to dissemination, crowd involvement and social impact reporting** was also held in Berlin on March 8. The overall goal of the workshop was to align the CHEST dissemination and community engagement strategy and to orchestrate as far as possible the concrete measures for the successful implementation of this strategy. Furthermore, the CHEST consortia has provided on-site coaching to the new projects (Call 2 winners) for the design of their dissemination and crowd involvement strategies as well as for the implementation of social impact reporting measures.

Finally CHEST also featured at the International Conference on Mobile Applications for Empowerment and Social Inclusion of Immigrants in London on the 16<sup>th</sup> March and hosted by the FP7 funded MASELTOV project. The CHEST consortium was represented by GreenApes and included a specific session on the CHEST project, its aims and support available to the DSI community – programme description and agenda can be found in the annex.

#### **Task 4.3 [m6-m30]: Community start-up and engagement (PNO)**

As detailed in both D3.2 and D4.3 as part of the continued dissemination process, the CHEST partners have expanded their 'Community' through the delivery of targeted communication include dedicated mailers as detailed above. In the second reporting year this was aimed at the promotion of Call 2 and Call 3 winners and around the promotion of the CHEST Community Platform to encourage relationship-building and cross-fertilisation between networks of beneficiaries and the CHEST Community. Following this strategy (laid down in D4.3) not only ensured the highest possible reach through the seed communities of the beneficiaries for the community extension activities carried out by call 2 winners. As detailed above up until the end of August, dissemination and community engagement activities within the project consortium centred around the Call 2 winners. With the detailed administration issues resolved at the start of September 2015, community engagement activities have been accelerated centring around the promotion of the call 3 projects and the recently established community platform. Like Call 2 winners, those projects supported at Call 3 lie at the core of the expansion-phase of the CHEST Community with each call 3 winner

defining their own strategies for dissemination and community expansion, starting with their own networks and tools at the end of the second reporting year. This will be regularly monitored as part of their reporting activities – see D3.2

### Current CHEST Community:

From the very start of the CHEST project, the partners have aimed to engage extensively with core stakeholders across the EU who comprised the CHEST Community. As a result of this activity an extensive database of innovation incubators, venture capitalists, NGOs, social associations, social enterprises and citizens had been established now accounting over 1800 members.

In addition, the Call 1 CHEST online crowd consisted of 4,983 users registered on the CHEST idea platform, with a further 36 evaluators selected for Calls 2 and 3. These targets have been contacted again in November following the launch of the platform. The same applies to the 200+ unsuccessful applicants in Calls 1-3 to inform them of the ongoing support available to the CHEST Community.

The beneficiaries of Call 2 have also been highly successful in extending the CHEST community through reaching out to and involving their own partners (public administrations, NGOs, research organisations, public and private companies as well as media outlets.) summing up to **90 institutions becoming part of the extended CHEST community** (listed below).

### Example of new partnerships established extending the CHEST community

Type of entity	Entity
Public administrations	City of Florence
	City of Castelfiorentino
	City of Campi Bisenzio
	City of Empoli
	City of Sesto Fiorentino
	Greater Glasgow and Clyde National Health Service
	City of Essen
NGOs, Associations, Networks	Access Info Europe (European organization advocating for access to public information)
	Gobierno Transparente (promoting government transparency in Spain)
	Somos Más (improving relations between Europe and Colombia)
	Scottish Association for Mental Health
	Mental Health Foundation
	Young Scotland in Mind Network
	Respect Me (Scotland's national anti-bullying agency)
	See Me (Scottish programme addressing stigma associated with mental health problems)
	Young Scot (national youth information and citizenship charity)
	Young Scotland in Mind (Scotland-wide voluntary sector network)
	SmartCitizen (EU-funded platform for participatory cities)
	CoreTIC (reuse program done by the Catalonia Government)
	Labdoo.org (global social network to help bringing digital devices around the world)
	Respon.ca (promotes CSR in Catalonia)
	Aeress (Spanish network of social enterprises)
	Computer Aid (low cost ICT for disadvantaged people/charities)
	Pangea (association promoting ICT in the non-profit sector)
	APC (international network promoting ICT in the non-profit sector)
	European Recycling Platform (pan-European organization to implement the EU WEEE Directive on the recycling of electronic waste)
	Essen packt an! citizen initiative
	WiederbrauchBAR repairCafé
	Foodsharing Essen
	Slow Food Youth

	Velo City, Albert Hölzle, citizen initiative, Essen
	Kommunalagentur NRW, Essen
	Initiative für Nachhaltigkeit, Essen
	Fairmenti (green events, Florence)
	Senza Spreco (food waste reduction, Florence)
	Cescot Firenze (young professionals' training, Florence)
	UISP Firenze (sports and healthy lifestyles organisation, Florence)
	Tanith (sustainable housing & self sufficiency NGO, Florence)
<b>Academia &amp; Research</b>	School of Journalism and Communications of Unidad Editorial
	FIWARE (EU-supported platform for web and mobile software solutions)
	CaffeScienza (Partially financed by the CAPS SciCafe2.0 project)
	Scotland's Digital Health Institute
	Ecoraee (EU research project on WEEE reuse processes for the promotion of standards)
	Universitat Politecnica de Catalunya
	Trinijove (education and coaching for poor & disadvantaged people)
<b>Companies</b>	Lama Agency
	LineaComune (PPP for IT services for public bodies)
	Public transport company of Florence (ATAF)
	Public waste management company of Florence (Quadrifoglio)
	Public transport company of Essen (EWAG)
	Revertia (electronic reuse and waste processing services)
	Andromines (social enterprise for re-use, repair and recycling electronic devices)
	Powered by Coffee Web-Design
	Snook Design Agency
<b>Small-scale local eco venues</b>	Bäckerei Troll (organic bakery, Essen)
	Bio Fleischerei Burchhardt (organic butcher, Essen)
	Café del Angel (eco café, Essen)
	Goodies (organic café & bar, Essen)
	Ma(h)l anders (organic vegetarian restaurant, Essen)
	KaffeGarten Ruhr (café & fair trade shop, Essen)
	Unperfekthaus (co-working space, Essen)
	Lush (organic retailer, Essen)
	Cob (fair fashion store, Essen)
	Trödel Konsumreform (fair fashion & accessories, Essen)
	Native Souls (fair fashion store, Essen)
	Dear Goods (fair fashion store, Essen)
	Second One (second hand fashion store, Essen)
	Delicious (organic restaurant, Essen)
	Tofino Burgerbude (organic burger restaurant, Essen)
	Reformhaus Kaubisch (organic supermarket, Essen)
	Stadtwald Bioladen (organic supermarket, Essen)
	Grugapark (botanic garden, Essen)
	Veganz (vegan supermarket, Essen)
	Stile Biologico (fair fashion, Florence)
	Progetto Verde (sustainable furniture, Florence)
	Il Vegetariano (organic restaurant, Florence)
	Lo Sverso (organic cocktail bar, Florence)
	Universo Vegano (vegan restaurant, Florence)
	Libreria Brac (library and café, Florence)
	Agrimè (organic food delivery, Florence)
	Melrose (second hand store, Florence)
	Boutique Nadine (fair fashion, Florence)
	Treedom srl (Reforestation, Florence)
	Aguaraja (outdoor activities, Florence)
<b>Media</b>	Medialab Prado

	El Mundo
	La Sexta
	El Español
	Digimedios

As defined in D3.2 the following subsections describe the dissemination activities and community engagement activities carried out by each of the CHEST Call 2 beneficiaries during the first half of the CHEST funding period (within this second reporting year).

## Onodo

strongly focused on the involvement of the main target groups in order to better understand the end-users' needs and to derive the requirements for the solution.

### Dissemination and community engagement activities carried out by Onodo during the development phase

Activity	Description	Location	Date	Reach
Workshop 1 : Laboratorio Iberoamericano de Innovación Ciudadana	<p><i>Dissemination and Community Engagement, part of the yearly Ibero-American summit.</i></p> <p><i>Understand the needs of our volunteers. Explore issues faced by users when trying to reuse our existing software tool, Quién Manda, outside of the context it was originally designed for (power networks in Spain).</i></p> <p><i>Journalist &amp; Software Developers &amp; Librarians</i></p> <p><i>Quien Manda, Issues Assessment</i></p>	Veracruz, México	Two Weeks - December 2014	Around 200 People attended to Civio Conference
Workshop 2: Medialab Prado	<p><i>Comunity Engagement</i></p> <p><i>Our goal was to continue the learning process started in Mexico and to get to know potential users with interesting use cases</i></p> <p><i>media, activists and social changers, education professionals and researchers, public officers</i></p> <p><i>Yes, Medialab Prado among others</i></p> <p><i>background for implementing Onodo, which will be based on the requirements, preferences and priorities of the potential users</i></p>	Madrid, Spain	7th May 2015	<p>19 People registered and attended the session.</p> <p>A total of 30 people gave feedback about the tool.</p>

	<i>attending these events</i>			
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## Magenta TrafficFlow

Dissemination and community engagement activities carried out / planned by Magenta TrafficFlow

Activity	Description	Target group	Partners/multipliers	Date	Reach
Twitter profile	Activation of Twitter profile	All	Metropolitan Area of Florence, Agenzia Lama	From March 2015	47.200 <sup>8</sup>
Facebook page	Activation of Facebook page	All	Metropolitan Area of Florence, Agenzia Lama	From March 2015	1.250 <sup>9</sup>
Presentation at CAPS 2015 conference	Attending CAPS 2015 and presentation during "Wall of ideas" session	Smart citizens, developers	CHEST partners	07.07.2015	100+
Participation to «Maratona digitale» event	Workshop on digital innovation in Florence, with focus on various themes.	Decision makers, citizens	Metropolitan Area of Florence, Agenzia Lama	15.07.2015	130
Presentation / Workshop at Città Metropolitana	Presentation to the Mayors and representatives of the 42 cities of the Metropolitan Area of Florence	Decision makers	Metropolitan Area of Florence	20.05.2015	50
Questionnaires on the Traffic Flow project and approach	Two questionnaires were sent to mobility and innovation/participation offices of the 42 cities belonging to the Florence Metropolitan Area	Decision makers	Metropolitan Area of Florence	n/a	50
Workshop at Impact Hub	Project presentation at Impact HUB Florence	Smart citizens	Agenzia Lama	22.04.2015	30
Presentation at MigMob project workshop	Presentation to the responsible of project MigMob, best practice twinning between Tuscany, Piedmont, and Sicily	Decision makers	Metropolitan Area of Florence	12.06.2015	30

<sup>8</sup> Twitter followers of Florence: <https://twitter.com/comunefi>

<sup>9</sup> Facebook fans of Florence: <https://www.facebook.com/firenze.news/?fref=ts>

Project Website	Activation of project blog	All		15.03.2015	
WebCOSI event	Attending WebCOSI CAPS project event in Rome	Smart citizens, developers	CHEST partners	21.04.2015	
Support from Metropolitan Area Florence	Official act of support approved and signed by the council	Decision makers	Metropolitan Area of Florence	04.05.2015	
Online meeting with CitySDK	Activated channel with Waag society to use the CitySDK framework within Traffic Flow	Developers, Smart citizens	Waag Society	05.06.2015	
Presentation event for pilot action	Press event held for the launch of the pilot action in the city of Castelfiorentino	All	Metropolitan Area of Florence	02.09.2015	
Collaboration with Smartcitizen	Exchange of technology with Smartcitizen project	Smart citizens, developers	smartcitizen.me initiative	18.09.2015	
<b>Planned</b>					
Media coverage	Various newspaper articles (Gonews: <a href="http://goo.gl/wEKFuT">http://goo.gl/wEKFuT</a> Corriere Fiorentino: <a href="http://goo.gl/lpWp8I">http://goo.gl/lpWp8I</a> Il Tirreno: <a href="http://goo.gl/HCOlf2">http://goo.gl/HCOlf2</a> )	All	News channels	From Sept. 2015	500K+
Twitter campaign	Series of tweet posts showing our sensor in connection with the Raspberry PI platform	Smart citizens, developers		From Sept. 2015	250K
University Thesis	We supported Dept. Of Engineering of Univ. Florence in the thesis of Matteo Razzoli.	All	School of Engineering Florence	15.10.2015	
Participation at Pionero prize (smartcity category)	Finalist of the PIONERO prize in the smart city category	All	Metropolitan Area of Florence	11.10.2010	
Digital Bootcamp	Participation to the digital bootcamp event to improve digital image of the CHEST/Traffic Flow technology on the market.	All		16.10.2015	



Presentation of pilot action in Empoli	Press event held for the launch of the pilot action in the city of Empoli	All	Municipality of Empoli, Metropolitan area of Florence	Oct. 2015	
Caffèscienza event – 1	Caffè scienza event on citizen science in Florence, with the collaboration of CAPS project SciCafe2.0	Smart citizens	SciCafe2.0	29.10.2015	
Caffèscienza event – 2 (with IA4SI)	Caffè scienza event on citizen science in Prato, with the collaboration of CAPS project SciCafe2.0 and IA4SI	Smart citizens	SciCafe2.0, IA4SI	15.12.2015	
ECFI Hamburg	Participation at Future Internet conference in Hamburg ECFI (with investor pitch slot)	All	FIWARE	07.09.2015	

In addition to the above listed activities Magenta TrafficFlow is running for an Italian web prize for smart city initiative (<http://goo.gl/M4UbHF>). The project appeared in the following websites and news paper articles (in Italian):

- Gonews: <http://goo.gl/wEKFuT>
- Corriere Fiorentino: <http://goo.gl/lpWp8l>
- Il Tirreno: <http://goo.gl/HCOlf2>

## Project 99 / Aye Mind

The range of dissemination and community engagement achieved so far by the Project 99 / Aye Mind collaborative has far exceeded expectations, with new networks and opportunities continuing to open up as news of the project's achievements spread. An overview of the activities is given in the respective task of this report, highlights include:

- Presenting on Project 99 and CHEST at the European Conference in Applications of Enabling Technologies, 20-21st November 2014 (coordinated by Scottish Social Services Council and University of West of Scotland)
- Input to a health-specific event organised by the Digital Leaders network (January 2015) – for more background on Digital Leaders see <http://digitalleaders.co.uk/>
- Featured as one of the main case studies in the Scottish Coproduction Toolkit and running an interactive workshop at the Scottish Coproduction Conference, May
- Key note input on work of Project 99 at the Young Scotland in Mind national conference (June 2015) – collection of over a hundred voluntary sector agencies focused on child and youth mental wellbeing
- Project lead Dr Trevor Lahey invited to present keynote input at a major eHealth Conference on 7-8th October 2015, on the theme of digital inclusion – which will include a prominent feature on the work of Project 99 - <http://www.knowledge.scot.nhs.uk/his/events/health-informatics-scotland-conference-2015.aspx>

- Publication of a public blogpost by Project Lead setting out the case for digital social innovation in the public health sphere, including feature of Project 99 work

<https://ayrshirehealth.wordpress.com/2015/02/11/through-the-wormhole-by-synedrum/>

#### Dissemination and community engagement activities carried out by Project 99

Activity	Description	Location	Date	Reach
Chexpoint snippets	e-newsletter	CHEX newsletter	15.10.2015	1300 +
Engage Renfrewshire (HS)	Presentation and Aye Mind Update	Engage Renfrewshire Falcon Crescent Paisley	27.04.2015	1000+ (e-bulletin)
St Stephens MH Awareness (HS)	Workshops	Port Glasgow	01.06.2015	300
International H&WB Conference (HS)	Workshop and delegate mailing	Grand Central Hotel	22.09.2015	20 plus mailing (200)
Digital Health Conference (TL)	Key note presentation - empowerment approaches to digital inclusion (including Ayemind feature)	Royal College of Surgeons, Edinburgh – (see slides for details)	07.10.2015	150 + social media outreach
National Co-production event (TL)	Case study from Aye Mind presented (TL) and co-design workshop held with 15 participants	Royal Concert Hall, Glasgow	12.05.2015	150
Teenage Pregnancy strategy consultation event (HS)	Group discussion	Grand Central Hotel	25.08.2015	100
Digital Wellbeing Collaborative (HS&TL)	Presentation and toolkit design workshop	Gorbals Parish Church	29.04.2015	30 plus mailing 100+
North West Child and Youth Network (HS)	Presentation and update on Aye mind	Heart of Scotstoun	20.04.2015	20 plus mailing 100+
South Sector CYP Network (HS)	Presentation and update on Aye Mind	Gorbals Health Centre	02.04.2015	15 plus mailing 100
NW Sector CYP Network (HS)	Presentation and update on Aye Mind	Heart of Scotstoun	05.05.2015	15 plus mailing 100
Mental Health Multi Agency group (HS)	Presentation and update on Aye mind	Kirkintilloch HCC	09.04.2015	12 plus mailing 100
South Sector CYP Network (HS)	Presentation and update on Aye Mind	Pollok Health Centre	06.05.2015	12 plus mailing 100

Policy event National standards community engagement (HS)	Discussion	Teachers Building	28.08.2015	60
Young Scotland in Mind(HS&TL)	Presentation	Edinburgh	19.06.2015	50
West Dun Mental Health Improvement Network (HS)	Presentation and Aye Mind Update	Garshake Headquarters Dumbarton	28.04.2015	18 plus email update to 50+
Mental Health Multi Agency group (HS)	Presentation and update on Aye mind	Kirkintilloch HCC	09.04.2015	12 plus mailing 50
NW Unconferencing event	Workshop	Scotstoun	20.10.2015	8 plus mailing 40+
Loneliness Roadshow (HS)	Discussion	Venelaw Centre	02.09.2015	40
See Me Roundtable event (TL)	Update and discussion	Scottish Youth Theatre	18.08.2015	30
Supporting people in Distress (TL)	Discussion Aye Mind	Teachers Building Glasgow	12.06.2015	25
National MHIN (TL)	Discussion and update	St Vincent Street Glasgow	01.10.2015	25
GGC Mental Health Improvement Network (HS&TL)	Update	William Street Clinic	03.06.2015	24
Support Squared Youth Co-design Session	Digital resource co-design session with young people	Riverside Museum, Glasgow	29.08.2015	15 young people, 7 workers
SEE ME young people advisory group (HS)	Presentation and update	Brunswick House	08.06.2015	20
Child and Maternal Health HI Group workshop (HS)	Presentation and update	West House Gartnavel Hospital	26.05.2015	20
West Dumbarton MHIN (HS)	Update and discussion	Garshake	18.08.2015	16
CAMHS workshop (HS&TL)	Presentation and workshop	Glenfarg Centre	11.08.2015	15
GGC Health Improvement Managers	Glasgow	William Street Clinic	21.04.2015	15

Group (TL)				
West Dumbarton MHIN (HS)	Update and discussion	Garshake WD	13.07.2015	15
Youth worker sessions (HS&TL)	Workshop and presentation	Campanile Glasgow	14.08.2015	15
NW CYP Network (HS)	Update and discussion	Heart of Scotstoun	17.08.2015	14
MHIN and anti stigma meeting (HS&TL)	Update and discussion	Commonwealth House	24.08.2015	14
MHIN GGC (HS&TL)	Update and discussion	Commonwealth House	09.09.2015	14
South Sector CYP Network (HS)	Update Aye Mind	Gorbals HC	28.05.2015	12
Bethlehem Visitation (HS&TL)	Presentation and discussion	Drumchapel	28.05.2015	12
Child and Maternal Health Improvement Group (HS)	Update Aye Mind	West House	09.06.2015	12
Child and Youth MHI (HS&TL)	Update and discussion emerging content review	William Street Clinic	22.06.2015	12
LGBT Youth (HS)	Update and Discussion	Bell Street Glasgow	21.07.2015	12
East Dumbarton MHIN	Presentation and discussion	Kirkintilloch HSCC	28.07.2015	12
Schools survey event (HS)	Group discussion	Campanile	26.08.2015	12
Youth Health Strategy (TL)	Discussion Aye Mind	JB Russell	17.06.2015	10
Workforce Development Group (HS)	Update and discussion	West House Glasgow	10.07.2015	10
Child and Youth MHIN Network (HS&TL)	Update and discussion	Commonwealth House	07.09.2015	10
South Sector MHIN CYP (HS)	Update	Lifelink Brand Street	23.09.2015	10
Health Improvement and Inequalities Group - GGCNHS	Update	JB Russell House	28.05.2015	9
Core Partners Design	Discussion	Bath Street Glasgow	06.07.2015	8

session (HS&TL)				
LGBT Youth Advisory (HS)	Update and discussion	Bell street Glasgow	06.08.2015	8
Inverclyde Children services planning (TL)	Presentation	Hector McNeil House Greenock	13.08.2015	8
Core Partners Meeting (TL)	Update and discussion	Bath Street Glasgow	01.07.2015	6
See Me (HS)	Presentation and discussion	Brunswick House Glasgow	27.07.2015	6
Lifelink	Update and discussion	Royston Glasgow	05.08.2015	4
West Dun MHIN sub (HS)	Update and discussion	Garshake	17.09.2015	4
East Renfrewshire HI Meeting	Update and discussion	Giffnock	04.08.2015	3
CLD Standards (HS)	Meeting to discuss Aye Mind	William Street	08.06.2015	2
Director IT, GGCNHS	Discussion Aye Mind	JB Russell	17.06.2015	2
Digital Health Agenda (TL)	Discussion	Crosshouse Hospital	07.08.2015	2
HI meeting (HS)	Discussion	Eastbank HPC	01.09.2015	2
Matt Mouley-Bouamrane Strathclyde Uni (TL)	Discussion	Strathclyde University	23.09.2015	2

## GreenApes

### Dissemination and community engagement activities carried out by GreenApes

Activity	Description	Date	Reach
Press Conference Florence	Organise a press conference engaging local administration representatives, invite press	September 24 2015	Reach on media above 5'000'000 people
Cooperation with Public Transport Company - Florence	We had several meeting with the staff from the local public transport company (ATAF) and ended up with a cooperation agreement which allows us to grant visitability to greenApes on	June 2015 onwards	100'000 - 1'000'000 people

	the local bus fleet		
Facebook Advertising	Preparation of images and content to get the attention of sustainability oriented people. Investment in Facebook ads and monitoring on KPIs	March 2015	100'000 - 1'000'000 people so far
Production of a Dissemination Video	We prepared the script and put together a production unit for the filming of a funny video set in the city	September 2015	26'000 views on facebook so far
Website restyling	We restyled the website in order to align it to the value proposition offered to users. We also created local pages (translated) in order to effectively wrap up the project for newcomers and allow access to the web platform	September 2015	1'000 - 10'000 so far
Local Facebook Page - Florence	We launched a local page dedicated to the activities within the city of Florence.	September 2015	500 followers in 1 month
Hiring of a Marketing Manager	Opening on LinkedIn, selection process (more than 200 candidates!), final meetings in person. The hired manager (Maike Laumen) comes from the Netherlands and counts 10+ years of experience in international contexts. She started working 2 days a week per greenApes and will be fully integrated from early 2016.	July 2015	> 200 people
Sustainability Challenge	In cooperation with Lund University we carried out a study on behavioural change within a community towards a more sustainable mindset. It showed that the introduction of new social norms were an effective means to change behavior and sustainability challenges are effective to companies and communities to induce sustainable behavior.	April 2015	120
Launch Party Florence	Organised a launch party (with food, activities and entertainment) for 120 participants	September 30 2015	120 participants
Cooperation with local venues	While developing cooperation agreements with venues we created opportunities for dissemination among their customers.	April 2015 onwards	20-30 venues so far
Cooperation with local NGOs - Florence	We developed agreements with some NGOs in charge of cultural events and food waste reduction (FariMenti, Senza Spreco), and are developing more for coordinated activities in the months to come (Orto per Mille, Tanith, Aria Familiare)	June 2015 onwards	4 NGOs so far
Cooperation with local NGOs - Essen	We are developing many agreements with social and environmental NGOs, also setting up a scheme to reward the volunteering activities of citizens	August 2015 onwards	5 NGOs so far

Hiring of Community Manager for Florence	Opening on LinkedIn, selection process with interviews, final meetings in person with selected candidate. The hired community manager (Maira Bartoloni) has a background in journalism, is active with local radios and has a strong professional network in the local environment	June 2015	t.b.d.
Hiring of Community Manager for Essen	Opening on LinkedIn, selection process with interviews, final meetings in person with selected candidate. The hired community manager (Julia Wegenast) has a background in social studies and media, is a part of a couple NGOs and has followed the creation and communication of a local gardening project	July 2015	t.b.d.
Cooperation with Public Transport Company - Essen	Facilitated by the Municipality we are developing a cooperation agreement aligned with the model we adopted for Florence.	June 2015 onwards	still to be kicked off
Cooperation with Waste Management Company - Florence	We initiated a conversation with the waste management company and started planning joint initiatives, on the basis of short and long term objectives.	June 2015 onwards	still to be kicked off
Hiring of Press Office - local coverage	We interviewed several agencies with a successful track record with local media and selected a trusted one at a very reasonable price	September 2015	t.b.d.
Hiring of Press Office - national coverage	We interviewed several agencies with a successful track record with local media and selected a trusted one at a very reasonable price	September 2015	t.b.d.
Hiring of a Marketing Manager Junior for social media management	Along with the selection of a Senior Manager we also wanted a junior profile who could carry on daily tasks with particular focus on Social Media communication. The hired profile (Maria Luisa Guerra) already experience in the management of social media in the fashion sector.	September 2015	t.b.d.

In addition, several articles and interviews offered coverage of the greenApes project in these during the first half of the CHEST funding period (one example shown below). The most remarkable ones include a TV report on Arte-Tv (aired in Germany and France), one on Deutsche Welle (broadcasted internationally), being guests at a very popular radio show in Italy (on RadioDeejay, 2nd most listened radio in Italy). Several blogs and newspapers also covered greenApes' winning of two FIWARE calls.

**CORRIERE DELLA SERA**  
**CORRIERE FIORENTINO / VIVITOSCANA**  
**GreenApes, il social eco-sostenibile**

Ogni utente che si iscrive avrà a disposizione, analogamente a Facebook, un profilo personale. Sul proprio profilo si potranno promuovere, postando anche foto, le proprie azioni green.



Un social interamente "green"? A breve ci sarà: verrà lanciato il 30 settembre a Firenze e avrà una toscana. La piattaforma si chiama "greenApes" ed è stata ideata da un team di ingegneri - il professor Renato Cesaro, Gregory Eve e Francesco Zingales - e messa a punto, in due anni di sperimentazione, con la collaborazione della Developer Srl, società di servizi informatici toscana.

In poche parole, greenApes punta a incentivare i comportamenti ecosostenibili e a premiarli. Come? Ogni utente che si iscrive avrà a disposizione, analogamente a Facebook, un profilo personale. Sul proprio profilo si potranno promuovere, postando anche foto, le proprie azioni "green", facenti capo a quattro macro aree, legate rispettivamente al mangiare, allo spostarsi, ai comportamenti casalinghi e allo shopping. Ben accetti saranno anche suggerimenti riguardanti ricette (da realizzare con materie prime bio o a km zero), abitudini corrette (come il riciclo) e tutto ciò che possa incentivare pratiche di eco-sostenibilità. Più si condivideranno contenuti "ecologici" più si accumuleranno punti, chiamati Nuts. Un algoritmo calcolerà l'impatto positivo sull'ambiente delle singole azioni, e in base a queste verranno attribuiti più o meno punti. Attenzione però, perché oltre ai Nuts ci saranno i BankoNuts, ossia punti che consentiranno di vincere premi (panini gratis, sconti su abbigliamento biologico e libri, ingressi in strutture sportive) e che aumenteranno via via che le proprie azioni verranno condivise e sostenute dagli altri utenti. Insomma, più si diventerà (e si farà diventare) virtuosi, più si accumuleranno BankoNuts.

L'elenco degli esercizi aderenti annovera, tra gli altri, il locale biologico "Lo Sverso" (dove il 30, dalle 19.30, debutterà ufficialmente il progetto), Boutique Nadine, la piscina comunale Costoli, il ristorante "Il Vegetariano" e la libreria Brac. Ma la rete di "greenApes" - sia quella degli utenti sia quella dei punti vendita aderenti - punta ad espandersi in tempi brevi. «Il Comune di Firenze è radice di promuovere questa iniziativa - ha commentato l'assessore all'ambiente Alessia Bettini - che lega la sua idea di comunità a comportamenti virtuosi per l'ambiente e i cittadini. Speriamo che nell'immediato futuro possano essere coinvolte in questo progetto anche grandi aziende».

## Computer Reuse

### Dissemination and community engagement activities carried out by Computer Reuse

Activity	Description	Location	Date	Reach
Media coverage	Dissemination Radio and TV releases coverage on national (vilaweb.cat, elpuntavui.tv)	Online and Offline Media (mainly in Spain)	01.05.2015	500'000 people
Matchmaking event	Participation on event (the 18th European Forum on Eco-Innovation 2015). Online project presentation and face-to-face partners/customers matching, offers and project description Partners, multipliers and potential users (Municipalities, producers, entrepreneurs)	Online, Offline (Barcelona), Face-to-face	21.05.2015	1000 people (online visitors), 500 others initiatives, 10 (face-to-face meetings)
Conference	Participation on AERESS.org event. Presentation and dissemination of the project among its members.	Madrid, Face-to-Face, Presentation	27.05.2015	50 entities



	Potential users interested on incubia and to be suppliers of reutilitza.cat			
Poster at conference	Present poster to all attendees. Dissemination. EnviroInfo.org. Coverage on (www.atlantis-press.com)	Copenhagen, online	09.09.2015	300 attendees, 500 online poster views
Paper at conference	Present a paper to all attendees (best conference paper). Dissemination. EnviroInfo.org. Coverage on (www.atlantis-press.com)	Copenhagen, online	09.09.2015	300 attendees, 18 face-to-face, 1000 online paper views
Event	Event at ParkingDay. Coverage on event website (worldwide). Project presentation to event visitors. Community engagement.	Barcelona, online	18.09.2015	100 visitors, 5000 online event views

#### **Task [m5-m30]: T4.4 Synergies with other relevant initiatives (ENG)**

##### **Ashoka Young Entrepreneurs**

CHEST is partner in Ashoka's accelerator program "IT4Change" (supported by SAP) helping young social Entrepreneurs that use IT to solve societal problems. CHEST participated in the organization of a "learning journey", a series of workshops for 20 young Social Entrepreneurs from Eastern Europe in Berlin on October 23<sup>rd</sup> 2015. In the course of the learning journey, the approach of CHEST and the winning projects were presented. Information was also given on existing funding schemes for Social Innovations on a European level (such as the SME instrument).

##### **IA4SI (<http://ia4si.eu/>)**

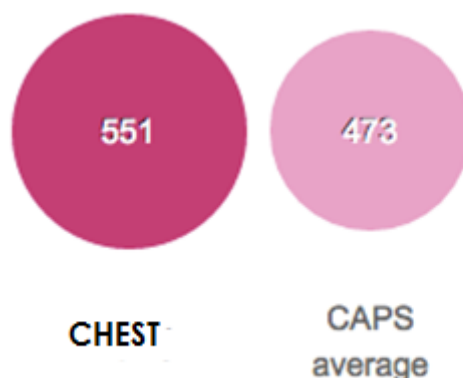
The CAPS-project iA4Si (Impact assessment for Social Innovation) has become an important partner of the CHEST project. Following from the positive assessment of the IA4SI methodology in RP1, several virtual meetings between the two projects have been held in January and February 2016 discussing the adaptability of the IA4SI methodological framework for CHEST and the winning project. The potential usage of the IA4SI self-assessment toolkit (SAT) by the CHEST beneficiaries has also been discussed but found not suitable as the SAT has a very specific focus on the CAPS projects rather than the grassroots initiatives supported by CHEST. Resulting from the close collaboration was the extension of the CHEST reporting scheme with the IA4SI methodological framework. This enabled CHEST to keep the straightforward reporting structure provided by the Social Reporting Standard SRS while at the same time incorporating a set of Key Performance Indicators (KPIs) which were derived from the extensive IA4SI catalogue (the resulting reporting templates are described in WP2).

CHEST has also participated in the 2<sup>nd</sup> IA4SI workshop on June 12<sup>th</sup> 2016 discussing the self-assessment-toolkit and contributed by collecting and providing its project data for the Social Impact Assessment carried

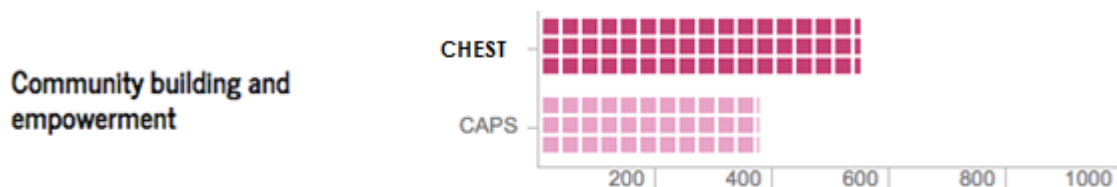
out by IA4SI. CHEST is also represented on the Impact4you platform ([www.impact4you.eu](http://www.impact4you.eu)) where organizations potentially interested in CHEST can also learn more about your project.

As a result of the collaboration with the project IA4SI, a report was produced after a self-assessment process and the most significant outcomes, with respect to the other CAPS projects under assessment, were:

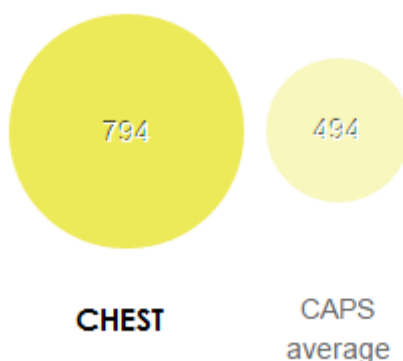
CHEST scored quite well on **Social Impact** (551 upon the CAPS average of 473).



The project, in fact, selected only one area of assessment, “**Community Building and Empowerment**”, which is extremely relevant for its goals.



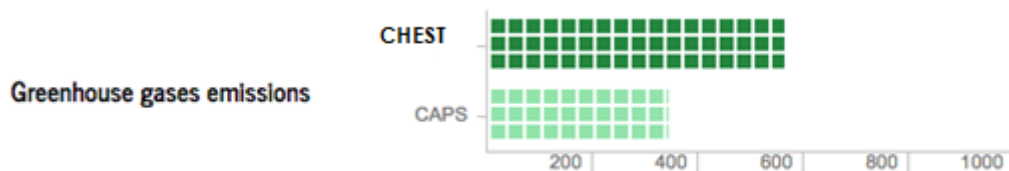
With reference to the **Economic Impact**, CHEST has achieved a positive impact and is above the average, with a score of 794 on a CAPS average of 494, as shown by the following figure.



CHEST has selected to have an Economic impact on the following two subcategories: “**Users economic empowerment**” and “**ICT driven innovation**”. Indeed, on User economic empowerment, the CHEST project

has the best impact on this subcategory. The project score is 875 and is highly above the CAPS average of 438.

The good result achieved regarding **Impact On Greenhouse Gases Emissions** is mainly due to the fact that CHEST has the lowest number of travels by far among all the CAPS projects: to implement its activities, it only did 12 travels by plane within Europe and the Mediterranean region, no travels by train and no travels outside Europe and the Mediterranean region. This makes the project highly sustainable from the point of view of the logistics management, despite the fact that it did not perform any compensation activities.



CHEST has achieved the best result regarding the impact on **Sustainability**, with a project score of 707 on a CAPS average of 260. This very positive result is related to the fact that the project increases the access to finance of its users, since it distributed 2.499.280€ to them. Moreover, the project reduces the need of its users to access emergency finance and it supports the creation of entrepreneurial initiatives. Furthermore, CHEST also helps its users to diversify income resources and increase their resilience to cope with crises.

#### CATALYST (<http://catalyst-fp7.eu/>)

By successfully applying to their Open Call for Collaboration, CHEST became partner of the CAPS-project CATALYST in order to conjointly test the applicability of the CATALYST tools in evaluating the CHEST community activity. From the technical side, the setup of Edgesense on the CHEST platform for ideas proved challenging as the CHEST platform is running on Drupal 6 (see **deliverable D3.1**) while Edgesense has been released for Drupal 7 only. Thanks to the extensive support of and close collaboration with the CATALYST development team, we were able to overcome this problem. The Edgesense crowd analysis has also been published on the CHEST website so that our beneficiaries can access and identify key players to invite them to their own seed communities. In order to be compliant with data privacy protection, access to the analysis is password protected (see also WP3 and deliverable D3.2 for details). In addition to the integration of Edgesense, CHEST has also evaluated the applicability of another CATALYST tool, namely DebateHub. But as it did not meet important CHEST requirements the decision was made to use a classic discussion forum instead.

#### EC initiatives

Engineering has presented CHEST results and project mission in different workshop and EC events. Two of the most important initiatives, where CHEST has been discussed are:

- Big Data Value Association events
- FI ware events and activities, including some of the FI ware Phase 3 accelerators

**CHEST funded projects**

Synergies have also been stipulated among and by the CHEST beneficiaries. The following paragraph highlights only a few of the many collaborations as outlined in Task 4.3. The two CHEST projects **Magenta TrafficFlow** and **greenApes** are structuring a cooperation for synergic activities in the city of Florence for the next months, with focus on promoting sustainable transport. Both projects have also obtained funding from one of the **FIWARE accelerators** thereby supporting the scaling-up of their solutions toward the European and international level. Furthermore, Magenta collaborates with CaffèScienza, an initiative partially financed by the **CAPS SciCafe2.0** project to develop and foster knowledge around a variety of scientific topics with social interests.

## WP5 – Social and economic aspects

### Summary and main achievements

Progress achieved in WP 5 has been two-fold: On the one hand, we have analyzed the rising development of new forms of social, economic and cultural organization and how new technological possibilities enable new forms of organizational and socio-economic interactions. In D5.1 “Social Innovation and Ethical Guidelines”, we have derived the Social Innovation vision of CHEST and how its implementation shapes the CHEST Enhanced Environment for Social Innovation. We have **defined and analyzed Key Aspects of Digital Social Innovations in CHEST** (like participation modalities or community building) by studying experiences from existing approaches, studies and projects and comparing them to CHEST resulting in a synthesized view. Furthermore, an analysis of **classifications of different types of collaborative approaches, co-creation and participation typologies of social innovation** has been performed. The CHEST projects have been analyzed and mapped with respect to the framework developed and the results have shown how they contribute to implementing, strengthening and extending the CAPS social innovation vision. We also assessed the corresponding **legislative frameworks** as well as related **ethical issues**. The **lessons learned** by evaluating the course of CHEST so far have been processed into a preliminary set of **recommendations for Social Innovators and Policy Makers**.

On the other hand, we investigated crowdfunding and related **new forms of collaborative approaches to funding social innovations**. With D5.2 we produced a **best-practice guide for crowdfunding** (to be made publicly available after acceptance by the commission) so that it not only contributes to the financial sustainability of the CHEST beneficiaries beyond their funding period but also aims to support the wider CAPS and DSI community. In this report we analysed the different forms of crowdfunding as well as the existing market of different platforms and options available for starters of a crowdfunding campaign in order to facilitate the selection of best suited platforms and crowdfinancing models for a given purpose and project. We developed an easy to follow step-by-step guide supporting the planning, developing and running a successful crowdfunding campaign for Digital Social Innovations. The insights gained will not only be spread by disseminating this best practice guide through our communication channels: we will also develop and hold a webinar on crowdfunding open for the whole CHEST community. Especially the non-winning proposals to the CHEST calls will be encouraged to participate in order to learn how to launch crowdfunding campaigns to obtain alternative funding for their ideas and projects. To further strengthen the broad support, CHEST has investigated the landscape of private funders and of relevant social innovation incubators. **CHEST identified and contacted 417 key actors** in this area (FabLabs, Angel Investors, Venture Capitalists, Incubators) across Europe in order to stimulate and encourage the activation of collaborative initiatives.

#### **Task 5.1 [m1-m20]: Social innovation vision and ethical issues (EIPCM)**

Reported in detail in D5.1 (Social Innovation and Ethical Guidelines), the rising development of new forms of social, economic and cultural interaction and organization has been analyzed and the conjoint **Vision of Digital Social Innovation** has been developed taking into account the results of other European research projects such as TEPSIE<sup>10</sup> and DSI<sup>11</sup>. One key aspect of social innovation as envisioned by CHEST is that of a

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<sup>10</sup> “The theoretical, empirical and policy foundations for building social innovation in Europe” (TEPSIE), European Commission – 7th Framework Programme, Brussels: European Commission, DG Research: <http://www.tepsie.eu>

conjoint development, a process of collective learning. Apart from knowledge sharing in order to achieve changes in lifestyle, production or consumption patterns, CHEST emphasizes more participatory democratic processes leveraging the emerging network effect.

A central goal of CHEST is to explore new ways of fostering Digital Social Innovations in Europe implementing different means and modules supporting that goal. Consequently, CHEST is more than only a platform running an idea competition providing seed funding to social innovators. It is a decentralized connected platform for Digital Social Innovations integrating a mix of technical (online) modules, on-site measures and best practice guidelines supporting grassroots initiatives through seed funding, collaborative knowledge and through the extended community of experts and other stakeholders (multipliers, social innovators and target groups). The architecture reflects the holistic approach of the **CHEST Enhanced Environment for Social Innovation** (Figure 2) implementing the Social Innovation vision of CHEST (described in detail in D5.1).

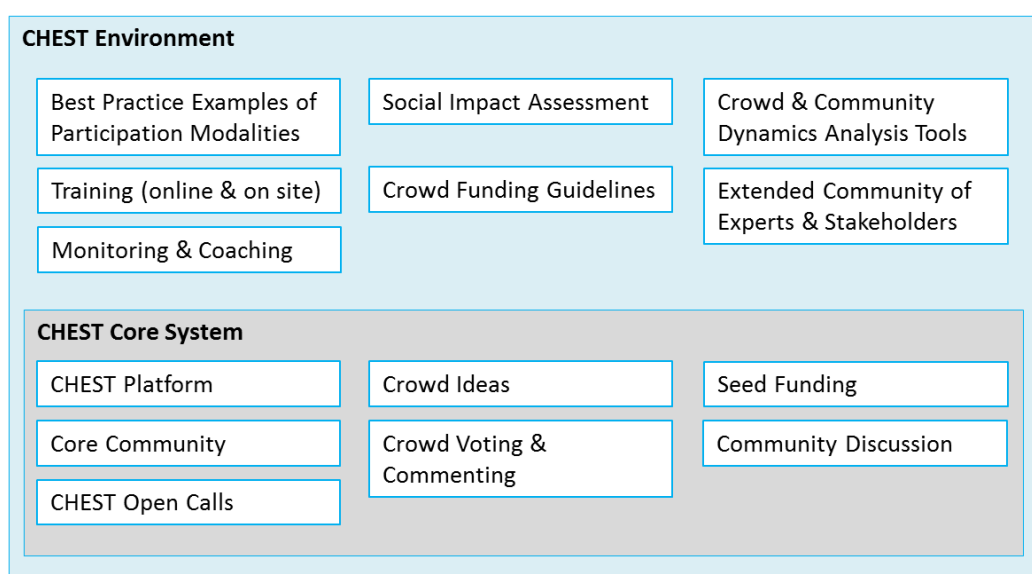


Figure 2 - Architecture of the CHEST Enhanced Environment for Social Innovation

The report analysed the **Key Aspects of Digital Social Innovations in CHEST**. A special focus has been set on **participation modalities**, the possibilities offered by participatory platforms and how those platforms can effectively support cooperation among different actors, with different goals, perspectives, and knowledge, but sharing the same vision. Starting from the general domains of Digital Social Innovation assessed by the final DSI report<sup>12</sup>, we derived an additional scheme of categories assessing the different participatory processes applied by our beneficiaries. The scheme we developed incorporates the abovementioned domains of Digital Social innovations but looks at them from a different angle. The central question assessed by the participation modalities are the ways in which users are involved in the projects and the

<sup>11</sup> [www.digital-social.eu](http://www.digital-social.eu)

<sup>12</sup> Bria, F. et al. (2015): Growing a Digital Social Innovation Ecosystem for Europe. DSI Final Report. Available at: <http://www.nesta.org.uk/sites/default/files/dsireport.pdf>

different target groups that are involved. An overview over the application of these modalities by the winning CHEST projects is given in Annex II: Participation modalities for Social Innovation.

For the participation modalities to be effective, a **vibrant community** of active users is indispensable for Digital Social Innovations. While all winners of the most advanced Call 2 (Call for Partners) already have a well-established community, only 20 % of Call 1 (Call for Ideas) winners do (Figure 3). This is not surprising as Call 1 fostered early stage ideas while beneficiaries from Calls 2 and 3 are already more advanced in their project lifecycle and consequently much more likely to having put some effort already in their community building activities. Still, even the most advanced CHEST beneficiaries are still at an early stage and consequently the existing communities of most of the projects did not have more than 1.000 members at the time of submitting their proposal to CHEST.

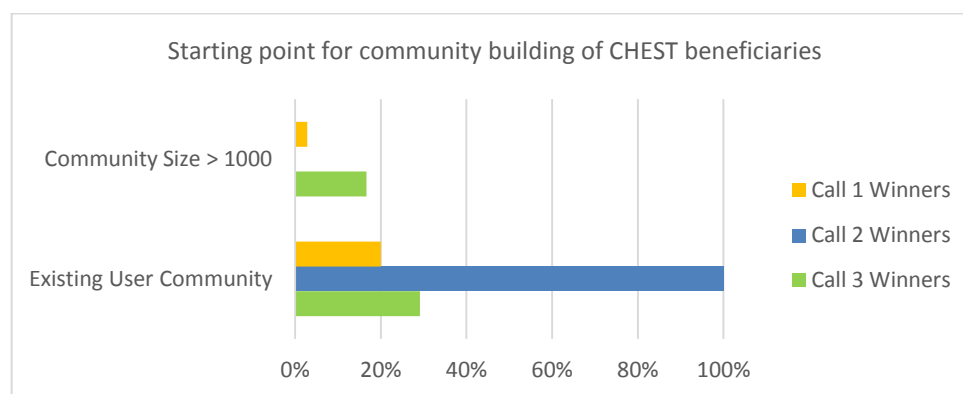


Figure 3 - Starting point for community building of CHEST beneficiaries

Apart from assessing the societal challenges addressed by and the actor types of the CHEST applicants, the report also analyzed the **legislative frameworks** in place and the related **ethical considerations** on data protection and privacy. Resulting from the analysis, CHEST adopted the EU Data Protection Directive 95/46/EC in its guidelines declaring that all personal data (such as names, addresses and other details) will be processed pursuant to this directive. Going beyond and following the recommendation of the FP7-project USEMP<sup>13</sup> suggesting that any participatory platform should exceed the strength of DPD 95/46/EC by following a development approach that creates legal protection by design. Privacy by Design (PbD) is an approach to systems engineering which considers privacy throughout the whole engineering process. The essence of PbD is proactiveness: To make privacy proactive, it should be embedded into software applications as the default setting. CHEST followed the principles of PbD throughout the project and recommends similar initiatives to follow the same approach.

Just as with data privacy and data protection, the exact ways of handling of intellectual property rights among the CHEST beneficiaries depends on the project-specific requirements and goals. In the course of the CHEST open calls, we did not explicitly require applicants to submit their ideas implementing an open licensing model, yet many of our applicants did so. Still, in order to increase the application of open licencing models among CHEST winning projects, in the course of the projects monitoring we will require

<sup>13</sup> User Empowerment for Enhanced Online Presence Management USEMP: <http://www.usemp-project.eu/>

each beneficiary to define their respective license model by applying a creative commons or related license model.

Following the discussion during RP1 review, D5.1 also analyses the **lessons learned** so far in the course of CHEST and provides **recommendations** both for social innovators as well as for policy makers. These lessons learned are continuously discussed in the CHEST forum and will be further developed and finalized during RP3.

### Task 5.2 [m6-m30]: Crowdfunding and seed finance aspects (EIPCM)

Crowdfunding provides an attractive and above all, very accessible funding source for social ventures, especially for seed funding at the early stages of their project lifecycle. As reported in detail in D5.2 (Best-practice guide for crowdfunding), there are four different types of crowdfunding:

- **Crowdsponsoring** campaigns aim to fund projects ex-ante and the crowd of supporters receives non-monetary rewards, like products, services or reputation.
- **Crowdfunding** is similar to crowdsponsoring but is equity-based (not reward-based) and funds Start-ups and Enterprises rather than single projects and provide financial rewards.
- **Crowddonating** or crowdraising means the donation of money by the crowd. There is no explicit material or financial reward for donors.
- In **crowdlending** campaigns the crowd grants money to Entrepreneurs, which should be paid back later with a certain interest rate (which in this case is the reward for the supporters).

The crowdfunding market has been growing at fast pace over the last couple of years and it is likely to continue its rise. It is a novel way to attract seed funding for grassroots initiatives and entrepreneurs but it is not without drawbacks:

Advantages	Disadvantages
Crowdfunding preserves ownership	Administrative and accounting challenges
Crowdfunding capital is exceptionally accessible and can close the early-stage-gap	Ideas and business models presented public can easily be stolen
A chance to test the marketability	Lack of well-grounded advice
Benefits for communities through both local and global means	Issues with responsibilities towards investors and investor dynamics
Supports co-designing of products / services	Risk of under- and over-funding
Helps with other forms of financing	



For founders and entrepreneurs considering starting a crowdfunding campaign, there is no guarantee that they will reach their funding goal. However, the scientific research and best practice examples assessed in D5.2 show the factors of success that separate campaigns that reach their funding goals from the failing ones. Thorough planning of a campaign carefully taking into account these factors can significantly increase the chances of reaching or even exceeding the funding goal.

Furthermore, the step-by-step guide developed in D5.2 facilitates the process of planning, developing and running a successful crowdfunding campaign for Digital Social Innovations by structuring the work process in a way that integrates the knowledge about main crowdfunding success criteria and related best practices (Figure 4).



Figure 4 - Overview of the step-by-step guide for developing successful crowdfunding campaigns

Once approved by the commission, the crowdfunding best practice guide (D5.2) will be published on the CHEST website and will be spread by disseminating it through CHEST communication channels, through a dedicated mailing to the extended CHEST community (including the proposers of non-winning proposals to the CHEST Open Calls) and through Social Media. Furthermore, we will also develop and hold a webinar on crowdfunding open for the whole extended CHEST community.

## Monitoring of other commercial seed finance sources and actors

### Fab Labs

Under 'Creativity Networks' – a considerable number of Fab Labs were contacted across Europe, from Manchester to Ljubljana, Banja Luka to Lisbon. In total 85 fab labs were reached to date mainly around Calls 1-3 promotion. A fab lab (fabrication laboratory) is a small-scale workshop offering a creative space for budding product designers and entrepreneurs to test out their ideas and bring them to life. Fab Labs typically offer the latest in digital fabrication equipment along with a friendly atmosphere where like-minded people can build, code, solder, design and engineer pretty much anything they can think of. Fab labs have already shown the potential to empower individuals to create smart devices for themselves. Therefore, Fab Labs are a key target for CHEST as they foster ideal networks from which new ideas involving digital social innovation can springboard into action.

### Private Funders of DSI

It was found that the private funding landscape for Digital Social Innovation projects within Europe is best categorised as one interconnected arm of the hybrid mixture of funding routes from a wide range of possible sources bridging private, public & NGO/charity

### **Private Investment**

**Venture Capital:** Venture Capital lies at heart of the privately sourced investment funding on offer to Digital Social Innovators. The model of Venture Capital organisation who appear best suited to funding DSI projects varies quite substantially. Most often funding is routed from Venture Capital firms that are based upon a social ethos e.g. Bethnal Green Ventures, but there are also significant opportunities to be found within profit motivated Venture Capital firms. An additional consideration that was found to be important when analysing effective dissemination routes was that of the size and nature of the Venture Capital fund. Specific emphasis was placed on seeking out Venture Capital firms which specialised within early (seed) and Series A funding rounds as these were deemed most beneficial given the trends of business within CHEST applicants. In total 182 Venture Capital firms across all EU-28 member states have been identified with a focus on DSI.

**Angel' Investment:** Angel investment is widely used term to reference (often seed) investments made by High, or Ultra High Net Worth Individuals, usually in exchange for convertible debt or equity. Many EU member states utilise government led tax incentive teams to encourage investment within SMEs. Through communication with applicants it was found that several of the CHEST project applicants were also seeking angel investment, often to compliment requirements for 'match-funding' which many other grants (not including CHEST) require in order to achieve funding. Dissemination focused upon contacting Angel Networks based upon the notion that many Angel Investors associate with groups to streamline deals and to facilitate diversification of their investments over a wide portfolio. The potential reach of community dissemination to Angel Investors was estimated at more than 5,000 split over 90 Angel Groups

### **Incubators/Accelerators**

Incubators/ Accelerators are an emerging and exceptionally important element of the European DSI funding fabric. The traditional position of an incubator/accelerator is to act as a highly intense initiation platform from which entrepreneurs & start up team can rapidly accelerate growth & adoption of their product/services within a short space of time (usually 3 months). Alongside varying levels of geographical concentration (notably London and Berlin) there are also a considerable number of variants regarding the manner, nature and theme (e.g. health specific – HealthBox) often dependent upon the background of founders and funding source.

## 2.4 Project management during the period

Project management is a permanent activity that has been included in Work Package WP1 that started at the beginning of the project and will continue throughout its end.

The project is proceeding according to plan, and significant results have been achieved also in this second reporting period. The project management has so far ensured, and will continue to ensure careful use of project resources, appropriate project performance along the guidelines of the Commission, duly reporting to the Project Officer, fostering committed work of all partners (including the new ones coming from the CHEST Open Call for partners) towards the project goals and a collaborative way of working. This is not only true for the initial three partners of the Consortium, but also for the newly included six partners, coming from the Call 2 selection. In the latter, the management and monitoring activity is both aimed to ensure that every single sub-project performs according to the respective plan and to encourage synergies and common ground rules among the five different sub-projects.

In this reporting period, an amendment to the Grant Agreement was requested and approved by the European Commission, as explained above in section 2.2. In this light, the Coordinator has monitored the compliance by old and new beneficiaries with their obligations under the grant agreement, for instance by reviewing the reports and deliverables to verify consistency with the project tasks before transmitting them to the Commission.

The new partners are being assisted by the CHEST coordinator and the other old partners in the fulfilments with respect to the Commission:

- The Coordinator has assured the compliance by beneficiaries with their obligations under the new grant agreement, for instance by reviewing the reports to verify consistency with the project tasks before transmitting them to the Commission; the Coordinator administered the financial contribution of the European Commission regarding its allocation between the new beneficiaries and activities, in accordance with the new grant agreement. In particular the appropriate payments were made to the other beneficiaries without delay.
- The new partners signed the CHEST Consortium Agreement and the “Request for Accession of a New Beneficiary to the Grant Agreement”.

Regarding the financial aspects, the Coordinator has administered the financial contribution of the European Commission regarding its allocation between beneficiaries and activities, in accordance with the grant agreement. In particular the appropriate payments were made to the other beneficiaries without delay with respect to the funding availability, after the formal agreement signature.

The adopted standard hierarchical management scheme (Task leader, WP leader, Coordinator) was proved effective, at least until this point, and no additional measure was found to be necessary. All partners are active and in line with a common project orientation.

All work packages were active during the reporting period and the number of deliverables which were scheduled for the second 12-months period were all completed and submitted on time or with minor delay. Only one re-submission related to WP4 (Deliverable D4.3) was asked by the Project Officer (PO) and was also submitted by the requested time.

### Report on communication and monitoring of extended consortium

While it was rather easy to properly manage communication among just three organisations (as they were at the beginning of the project), in the second reporting period the beneficiaries increased to the responsables of all the portfolio of projects selected through the CHEST open calls.

The first group consisting of 35 beneficiaries winning the Call for Ideas (Call 1) were requested to submit a written deliverable in form of a feasibility study which also served as a measure of quality management as well as to enhance the ideas and to facilitate the submission of the idea under the Call for Applications (Call 3). The monitoring of Call 1 beneficiaries provided for the splitting of the award in 2 tranches: the first part of € 2.000 to be paid directly after selecting the best ideas through the crowd-voting. At the same time the beneficiaries received the report template to be completed within 2 months. All reports submitted in time were assessed by the CHEST consortium and only those teams delivering satisfactory reports receive the second trench of the award (€ 4.000). Due to the short funding period of Call 1 no additional management activities were necessary with regard to Call 1 beneficiaries. The second reporting period therefore focused on the management of Call 2 and Call 3 beneficiaries.

The second group includes 6 partners selected through the Call for Partners (Call 2). The funded projects will last about 12 months and will be carried out by the new beneficiaries with the support of the CHEST Consortium. In particular, each of the five projects is being supported by at least one of the original CHEST partners (either ENG, EIPCM or PNO), with respect to the CHEST project mission and scope.

The third group includes 23 beneficiaries, selected through the Call for Applications (Call 3). These projects will last about 10 months and, like in the case of Call 2 projects, will receive support by the CHEST partners for the development of the work and the achievement of the expected results.

in order to keep the communication effective, the new partners will be given proper accounts for accessing the CHEST management web site and will be included in the mailing lists and other internal communication channels (e.g. Skype and GoToMeeting call groups). They will be able to access the CHEST web portal restricted for partners' internal usage, from the private area of the CHEST communication website.

From the work structure perspective, five new tasks were added to the WP3, as described in the new Description of Work, one for each sub-project, whose representative will be responsible for the task.

The new beneficiaries are now managed as a community, and the CHEST project promotes and fosters interaction and possible synergies among the different initiatives, trying to leverage on possible connections or even facilitate the emergence of new initiatives.

A special activity is devoted to the monitoring of the funded initiatives, in order to both assess the progress and the cost advancement, and that is the Task T2.3 – Selected projects Monitoring and Impact Analysis.

Call 2 beneficiaries are the most advanced of the three CHEST calls, aiming to support projects that seek to advance a novel idea or basic research investigation to a stage that could be classified as 'market ready'. Throughout the 12-month funding period eligible activities include: advanced prototype development and evaluation (resulting in a market ready deliverable) and the development of marketing/exploitation strategies (including routes to market).

Call 3 beneficiaries derive on the one hand from the best ideas supported under CHEST Call 1 and on the other hand from new applications. The scope of this call was to support projects in advancing an innovative

idea to the development of a prototype/demonstrator of a technologically innovative product, service or process during a 10-month funding period. This can include the development of a prototype that could be classified as a 'works-like' and 'looks-like' version of the expected final solution which could not be sold commercially. Eligible activities include prototype development, trials, testing and the development of a business plan indicating routes for future exploitation.

The monitoring of Call 2 and Call 3 beneficiaries takes place in a similar two-stage process. Each applicant is required to submit two reports (both specifically developed) within the project duration: an interim report and a final report. These reports specifically developed for the CHEST beneficiaries are incorporating the Social Reporting Standard SRS<sup>14</sup> and the IA4SI methodology framework<sup>15</sup>. In addition, a special focus will be set on the involvement of the respective end-user target groups right from the start of the projects fostering the co-design of the solutions developed and thereby supporting the creation of high-impact Digital Social Innovations. The interim reports and the final reports will build on each other providing a consistent base for internal controlling and external reporting as the selected projects advance and a special focus will be set on community involvement in the development process right from the start (co-designing digital social innovations).

### **Social impact plan**

For the Call 3 winning projects, a Social Impact Plan was requested at the beginning of the project development, as a means to ensure real commitment by the beneficiaries and proceed with the first payment to start the activities.

### **Interim report**

The interim report is to be delivered halfway through the duration of the project and should cover topics such as:

- Description of the solution approach and of the work performed during the reporting period
- Exploitation plan / go-to-market strategy (with strong focus on target group reach)
- Definition of project specific set of Social Impact KPIs (Key Performance Indicators) consisting of indicators common for all CHEST projects (online community building, access to information, knowledge sharing) and additional individual indicators depending on the projects' main areas of impact
- Definition of target value for each indicator
- User-centered concept test (Call 3) / system evaluation (Call 2) assessing a sub-set of KPIs identified

The results and any issues encountered in the course of the concept test / system evaluation are also to be reported.

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<sup>14</sup> The Social Reporting Standard SRS (<http://www.social-reporting-standard.de/en>) is a monitoring framework common in the non-profit sector enabling projects to make comparable judgements about their social impact.

<sup>15</sup> The IA4SI project (Impact Assessment for Social Innovation – <http://www.ia4si.eu>) is a FP7 CAPS project providing tools with which initiatives can assess their socio-economic, environmental and political impacts. The IA4SI methodological framework is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License.

*At the time of writing this report, all Call 2 partners have provided a consolidated version of their Interim Report.*

### **Final report**

The final report is to be submitted at the end of the project within 1 month of the agreed end date of the project and will describe the projects main achievements, a full prototype test / final system evaluation, detailed strategy for exploitation (including a description of any barriers), financing and partnering requirements for any further development/exploitation requirements, timetable for exploitation, potential impact to the applicant and targeted social problem.

For what regards Call 3 projects, they will be assessed through one-to-one skype calls, instead of other dispersive instruments, given for granted that a physical meeting with all representatives is not to be considered effective and perhaps not even feasible.

Other forms of communication and collaboration within the CHEST consortium were implemented through:

1. A mailing list ([chest-project@googlegroups.com](mailto:chest-project@googlegroups.com)) to facilitate the communication of message exchange among the consortium members targeting both managerial and technical aspects of the project.
2. A dedicated mailing list for the Call 2 beneficiaries ([chest-call-2@googlegroups.com](mailto:chest-call-2@googlegroups.com)) to manage the huge amount of messages exchanged for the Grant contracting and the Social Impact monitoring activity.
3. A web portal restricted for partners' internal usage, accessible by logging into a private area of the CHEST website, which was primarily used for the maintenance and collaborative authoring of project documentations. The CHEST project management web site is structured to provide all needed functionality such as
  - upload/download useful documentation, share meeting minutes, store technical and administrative information
  - fix event dates and make polls on possible alternatives
  - retrieve any possible contact information about stakeholders outside the project consortium

Apart from the above mentioned, other software applications (such as GoToMeeting, Skype etc.) were also employed for facilitating the day-to-day communication and teamwork. The communication and collaboration within the CHEST consortium is good and all partners express a high quality team spirit. Various technical and management teleconferences have taken place on a weekly basis since the beginning of the project, with the majority of those focused on the organisation, carrying out and monitoring of the CHEST Open Calls.

Many teleconference meetings have been organized throughout the current reporting period for addressing diverse aspects, rather than physical meetings. This has allowed saving of trip costs, still guaranteeing a suitable degree of efficiency and effectiveness in communication and co-working.

The most significant meetings, even after the end of the second reporting period, are documented in the table below:

Meeting Type	Date	Venue	Main topics
Physical meeting	6 October 2014	Rome - ENG premises	Call 1, 2 and 3.
Physical meeting	7 October 2014	Rome - ENG premises	Call 2 negotiation meeting
Teleconference	27 October 2014	--	
Physical meeting	16 December 2014	Bruxelles - EC	Review meeting rehearsal
Physical meeting	17 December 2014	Bruxelles - EC	Review meeting
Teleconference	14 January 2015	--	After review considerations
Teleconference	26 January 2015	--	Call 3 partners inclusion
Teleconference	30 January 2015	--	Call 3 partners inclusion
Teleconference	06 February 2015	--	Progress monitoring and future steps
Teleconference	05 March 2015	--	Second year activities
Teleconference	20 March 2015	--	Second year activities
Physical meeting	27 March 2015	Berlin - EIPCM premises	Call 2 projects kick-off
Teleconference	17 April 2015	--	Progress monitoring
Teleconference	7 May 2015	--	Progress monitoring and future steps
Teleconference	11 June 2015	--	Progress monitoring and future steps
Teleconference	13 July 2015	--	Contracts and agreements
Teleconference	9 September	--	Progress monitoring
Physical meeting	14 October 2015	Rome - ENG premises	Plenary meeting

Table 7 - Coordination meetings and events

During all the project execution, a thorough communication via email or phone between the Project Coordinator (PC) and the Project Officer (PO) was carried out, whenever was needed, in order to ensure agreement on specific managerial and administrative actions.

### 3 Deliverables and milestones tables

#### 3.1 Deliverables

TABLE 1. DELIVERABLES										
Del. no.	Deliverable name	Version	WP no.	Lead beneficiary	Nature	Dissemination level	Delivery date from Annex I (proj month)	Actual / Forecast delivery date Dd/mm/yyyy	Status No submitted/ Submitted	Comments
D1.1	Quality Plan	Final	1	1	R	PU	3	3	Submitted	
D1.2	Management Web site	Final	1	1	O	PU	3	3	Submitted	
D1.3	Financial report	First, Second	1	1	R	PU	12, 24	14, 26	Submitted	as part of the Progress Periodic Report
D1.4	Progress monitoring report	First, Second	1	1	R	PU	12, 24	14, 26	Submitted	as part of the Progress Periodic Report
D2.1	Open Call plan and guidelines	Final	2	3	R	PU	8	8	Submitted	
D2.2	Open Call report	Final	2	1	R	PU	11	11	Submitted	
D2.3	Monitoring and Impact Analysis		2	2	R	PU	30	30		
D3.1	CHEST Platform	Final	3	1	P	PU	6	6	Submitted	
D3.2	Report on maintenance and animation	Final	3	2	R	PU	24	26	Submitted	Late due to delayed



										beneficiary integration <sup>16</sup>
D3.3	Report on Onodo sub-project		3	4	R	PU	33	33		
D3.4	Report on greenApes sub-project		3	6	R	PU	33	33		
D3.5	Report on TrafficFlow sub-project		3	7	R	PU	33	33		
D3.6	Report on Project99 sub-project		3	8	R	PU	33	33		
D3.7	Report on Computer Reuse sub-project		3	9	R	PU	33	33		
D4.1	CHEST Communication Web site and dissemination material	Final	4	3	O	PU	3	3	Submitted	
D4.2	Dissemination plan	Final	4	3	R	PU	9	9	Submitted	
D4.3	Dissemination and Community Report	Final	4	3	R	PU	18	20	Submitted	
D5.1	Social and Ethical guidelines	Final	5	2	R	PU	20	22	Submitted	Late due to delayed beneficiary integration <sup>16</sup>

<sup>16</sup> Due to delays of commission process for the accession of new beneficiaries to the CHEST consortium from Call2 and for the clearance of the modalities of integration of Call3 winners through subcontracting.

D5.2	Crowdfunding and seed finance report	Final	5	2	R	PU	24	25	Submitted	Late due to delayed beneficiary integration <sup>16</sup>
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Table 8 - CHEST project deliverables

### 3.2 Milestones

<b>TABLE 2. MILESTONES</b>							
<b>Milestone no.</b>	<b>Milestone name</b>	<b>Work package no</b>	<b>Lead beneficiary</b>	<b>Delivery date from Annex I dd/mm/yyyy</b>	<b>Achieved Yes/No</b>	<b>Actual / Forecast achievement date dd/mm/yyyy</b>	<b>Comments</b>
<b>MS1</b>	Kick-off of the Project	WP1, WP2, WP3	1	31/10/2013	Yes	10/10/2013	
<b>MS2</b>	First Open Call	WP2, WP3	1	31/01/2014	Yes	31/01/2014	
<b>MS3</b>	Second Open Call	WP2, WP3	1	31/07/2014	Yes	31/03/2014	An additional third Open Call was launched on 31/07/2014
<b>MS4</b>	First analysis	WP3, WP4, WP5	2	24			
<b>MS5</b>		WP1, WP2, WP3, WP4, WP5	1	30			

Table 9 - CHEST project milestones

## 4 Explanation of the use of the resources and financial statements

### 4.1 Overview of Person-Months spent in the first period of the Project

In the following table the amount of effort spent in the current period of the Project (M13-M24), per Beneficiary and per work package, is compared to the period planned effort. The information regarding the % of Advancement (actual cumulative vs. DoW total planned effort) is also included in the tables.

Please note that the information for Beneficiary GGC is draft, the final figures will be provided as soon as these will be consolidated by their Administration.

			Actual	Planned	% Actual vs Period Planned	Deviation vs Period Planned	Total Planned	% Advancement vs Total Planned	Remaining
<a href="#">1 ENG</a>	RTD	WP3	1.66	1.85	90%	-0.19	5.00	89%	0.54
	MGT	WP1	0.46	0.36	128%	0.10	3.00	88%	0.37
		WP2	2.28	2.00	114%	0.28	4.50	91%	0.39
	OTHER	WP4	1.06	1.60	66%	-0.54	4.00	77%	0.94
		WP5	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	TOTAL ENG		5.46	5.81	94%	-0.35	16.50	86%	2.24
<a href="#">2 EIPCM</a>	RTD	WP3	1.76	2.00	88%	-0.24	4.00	94%	0.24
	MGT	WP1	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP2	1.70	2.17	78%	-0.47	4.00	70%	1.21
	OTHER	WP4	0.91	1.13	81%	-0.22	3.59	89%	0.39
		WP5	3.84	3.00	128%	0.84	4.80	97%	0.16
	TOTAL EIPCM		8.21	8.30	99%	-0.09	16.39	88%	2.00
<a href="#">3 PNO</a>	RTD	WP3	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	MGT	WP1	1.97	2.00	99%	-0.03	4.77	41%	2.80
		WP2	1.83	2.00	92%	-0.17	6.00	96%	0.22
	OTHER	WP4	2.28	2.00	114%	0.28	5.50	68%	1.75
		WP5	0.42	1.00	42%	-0.58	2.50	50%	1.26
	TOTAL PNO		6.50	7.00	93%	-0.50	18.77	68%	6.03
<a href="#">4 CIVIO</a>	RTD	WP3	19.17	19.17	100%	0.00	27.93	69%	8.76
	MGT	WP1	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP2	4.40	4.40	100%	0.00	6.59	67%	2.19
	OTHER	WP4	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP5	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	TOTAL CIVIO		23.57	23.57	100%	0.00	34.52	68%	10.95
<a href="#">5 EURE</a>	RTD	WP3	0.64	0.60	107%	0.04	6.00	11%	5.36
	MGT	WP1	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP2	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	OTHER	WP4	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP5	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	TOTAL EURE		0.64	0.60	107%	0.04	6.00	11%	5.36

			Actual	Planned	% Actual vs Period Planned	Deviation vs Period Planned	Total Planned	% Advancement vs Total Planned	Remaining
6 GRA	RTD	WP3	24.20	20.00	121%	4.20	27.78	87%	3.58
	MGT	WP1	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP2	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	OTHER	WP4	2.00	4.00	50%	-2.00	6.33	32%	4.33
		WP5	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	TOTAL GRA		26.20	24.00	109%	2.20	34.11	77%	7.91
7 MAG	RTD	WP3	12.50	11.50	109%	1.00	24.36	51%	11.86
	MGT	WP1	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP2	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	OTHER	WP4	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP5	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	TOTAL MAG		12.50	11.50	109%	1.00	24.36	51%	11.86
8 GGC	RTD	WP3	3.60	0.00	n.a.	3.60	12.02	30%	8.42
	MGT	WP1	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP2	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	OTHER	WP4	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	TOTAL GGC		3.60	0.00	n.a.	3.60	12.02	30%	8.42
9 UPC	RTD	WP3	11.80	12.50	94%	-0.70	26.50	45%	14.70
	MGT	WP1	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP2	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	OTHER	WP4	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
		WP5	0.00	0.00	n.a.	0.00	0.00	n.a.	0.00
	TOTAL UPC		11.80	12.50	94%	-0.70	26.50	45%	14.70
TOTAL CHEST			98.48	93.28	106%	5.20	189.17	63%	69.47

Table 10 - RP1 Actual vs planned effort

The total effort spent in RP2 is basically in line with the period planned (+6%). Also the advancement vs. total planned from DoW is in line (63%) with a linear trend, considering that Beneficiaries CIVIO, EURE, GRA, MAG, GGC and UPC joined the Project at M18 (01/03/2015).

More detailed information on the deviations pointed out in the table herewith above, at Beneficiary level, are included in chapter “4.3 Explanations on the major deviations”.

Herewith below there are two graphs illustrating the actual vs. planned effort (in person months) for the period, first by WP, then by category of activity.

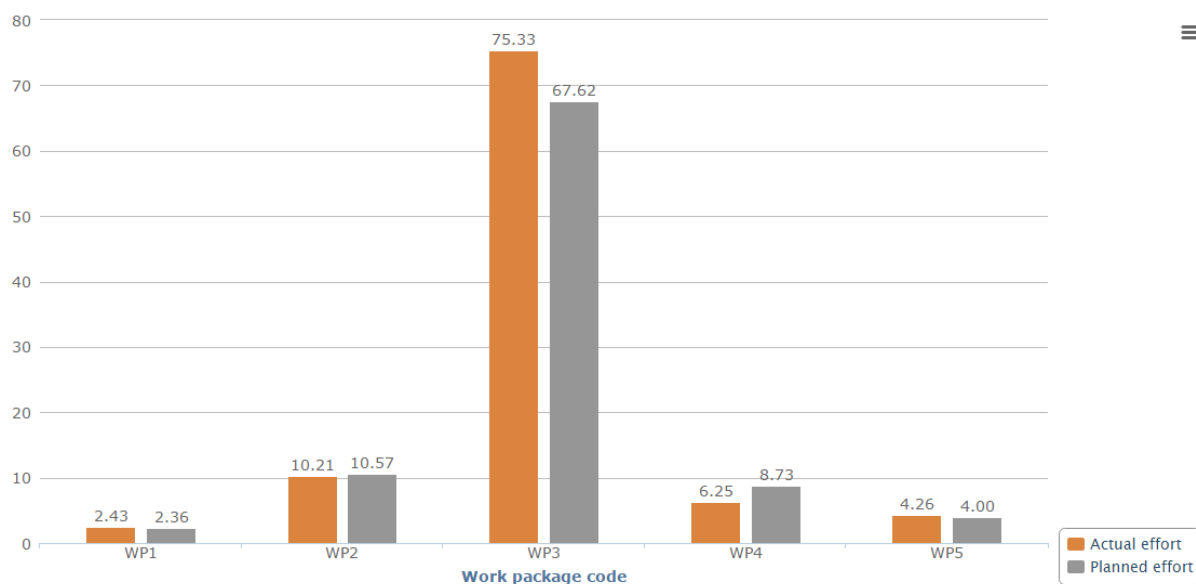


Figure 5 - RP2 actual vs planned effort by WP

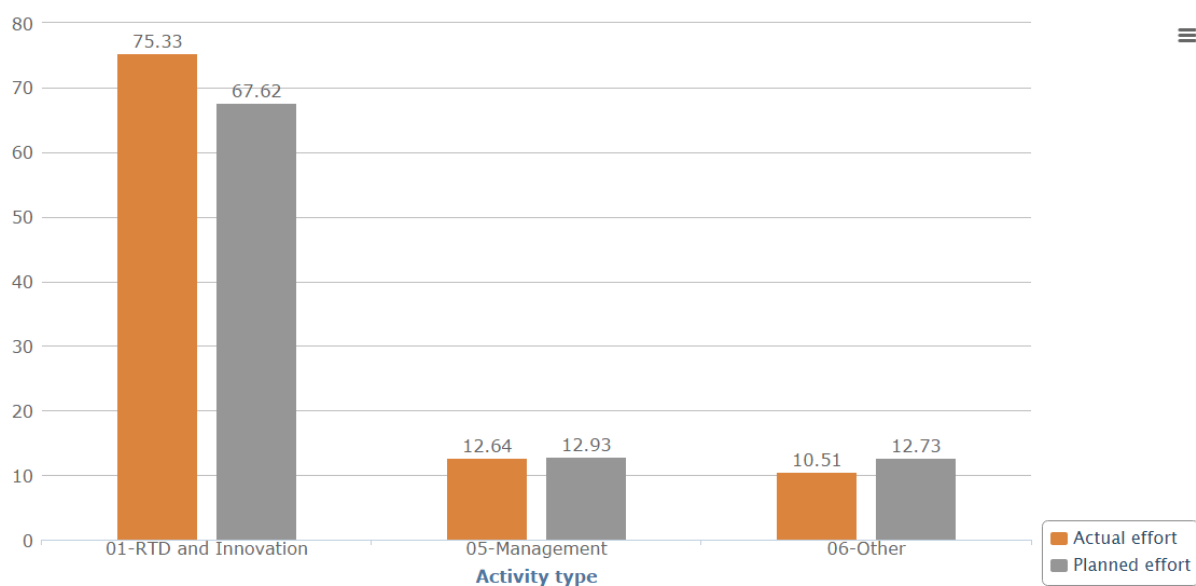


Figure 6 - RP2 actual vs planned effort by type of activity

More details on these activities are included in the section “Core of the report for the period: Project objectives, work progress and achievements, project management” of this report.

## **4.2 Personnel, Subcontracting and Other major direct costs items for each Beneficiary for the Period**

In this section we're first going to illustrate an overview of the period costs and funding (adjustments to previous periods are excluded from the period actual, these will be shown in a separate table), then the breakdown on cost items, at Beneficiary level.

The information regarding the % Advancement vs. the total planned from DOW, as well as the remaining costs are also included in the following tables.

The same table setting is used for all the following tables in this chapter.

All amounts are declared in Euro.

Please note that the information for Beneficiary GGC is draft, the final figures will be provided as soon as these will be consolidated by their Administration.

Also for MAG the figures are draft, the Beneficiary is waiting for some clarification from the Commission regarding the calculation of the personnel costs.

		RTD		MGT		OTHER		TOTAL					
		Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	% Actual vs Period Planned	Total Planned	% Advancement vs Total Planned	Remaining
1 ENG	Total Costs	16,223	19,499	109,278	102,874	11,420	16,864	136,921	139,237	98%	545,972	92%	46,296
	EU Requested contribution	8,111	9,749	109,278	102,874	11,420	16,864	128,809	129,487	99%	516,122	92%	40,337
2 EIPCM	Total Costs	16,481	20,936	16,964	20,819	42,280	38,917	75,725	80,672	94%	156,960	84%	25,187
	EU Requested contribution	12,360	15,702	16,964	20,819	42,280	38,917	71,604	75,438	95%	144,880	85%	21,662
3 PNO	Total Costs	0	0	590,572	646,396	43,160	35,933	633,732	682,329	93%	1,584,809	44%	883,775
	EU Requested contribution	0	0	590,572	646,396	43,160	35,933	633,732	682,329	93%	1,584,809	44%	883,775
4 CIVIO	Total Costs	61,481	59,592	13,324	16,547	0	1,600	74,805	77,739	96%	141,234	53%	66,429
	EU Requested contribution	46,110	44,694	13,324	16,547	0	1,600	59,434	62,841	95%	111,450	53%	52,016
5 EURE	Total Costs	4,338	3,832	0	0	0	0	4,338	3,832	113%	43,520	10%	39,182
	EU Requested contribution	3,253	2,874	0	0	0	0	3,253	2,874	113%	32,640	10%	29,387
6 GRA	Total Costs	130,299	125,600	0	0	23,339	19,200	153,638	144,800	106%	187,640	82%	34,002
	EU Requested contribution	97,724	94,200	0	0	23,339	19,200	121,063	113,400	107%	149,970	81%	28,907
7 MAG	Total Costs	77,160	70,840	0	0	0	0	77,160	70,840	109%	148,000	52%	70,840
	EU Requested contribution	57,870	53,130	0	0	0	0	57,870	53,130	109%	111,000	52%	53,130
8 GGC	Total Costs	118,288	118,357	0	0	0	0	118,288	118,357	100%	198,123	60%	79,835
	EU Requested contribution	88,716	88,767	0	0	0	0	88,716	88,767	100%	148,592	60%	59,876
9 UPC	Total Costs	110,055	114,070	0	0	0	0	110,055	114,070	96%	199,383	55%	89,328
	EU Requested contribution	82,541	85,552	0	0	0	0	82,541	85,552	96%	149,537	55%	66,996
<b>Total Costs</b>		<b>534,325</b>	<b>532,726</b>	<b>730,138</b>	<b>786,636</b>	<b>120,199</b>	<b>112,514</b>	<b>1,384,662</b>	<b>1,431,876</b>	<b>97%</b>	<b>3,205,641</b>	<b>58%</b>	<b>1,334,874</b>
<b>Total EU requested contribution</b>		<b>396,685</b>	<b>394,668</b>	<b>730,138</b>	<b>786,636</b>	<b>120,199</b>	<b>112,514</b>	<b>1,247,022</b>	<b>1,293,818</b>	<b>96%</b>	<b>2,949,000</b>	<b>58%</b>	<b>1,236,086</b>

Table 11 - RP2 Costs and Funding overview



At Beneficiary level, the following tables show the actual and planned costs for the period, on type of activity and cost items, along with the comparison between actual and planned (in %).

		RTD		MGT		OTHER		TOTAL		% Actual vs Period Planned	Total Planned	% Advancement vs Total Planned	Remaining
		Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned				
1 ENG	Personnel costs	8,217	11,470	17,492	14,632	6,313	9,920	32,022	36,022	89%	102,300	84%	16,079
	Subcontracting	0	0	0	0	0	0	0	0	n.a.	0	n.a.	0
	Other direct costs	0	0	78,534	78,000	0	0	78,534	78,000	101%	372,062	93%	25,086
	Indirect costs	8,006	8,029	13,252	10,242	5,107	6,944	26,365	25,215	105%	71,610	93%	5,131
	<b>Total 1 ENG</b>	<b>16,223</b>	<b>19,499</b>	<b>109,278</b>	<b>102,874</b>	<b>11,420</b>	<b>16,864</b>	<b>136,921</b>	<b>139,237</b>	<b>98%</b>	<b>545,972</b>	<b>92%</b>	<b>46,296</b>
2 EIPCM	Personnel costs	9,756	11,085	9,401	12,012	25,262	22,323	44,419	45,420	98%	82,726	92%	6,583
	Subcontracting	0	0	0	0	0	0	0	0	n.a.	0	n.a.	0
	Other direct costs	545	2,000	1,202	1,000	1,163	2,000	2,910	5,000	58%	15,374	40%	9,157
	Indirect costs	6,180	7,851	6,361	7,807	15,855	14,594	28,396	30,252	94%	58,860	84%	9,447
	<b>Total 2 EIPCM</b>	<b>16,481</b>	<b>20,936</b>	<b>16,964</b>	<b>20,819</b>	<b>42,280</b>	<b>38,917</b>	<b>75,725</b>	<b>80,672</b>	<b>94%</b>	<b>156,960</b>	<b>84%</b>	<b>25,187</b>
3 PNO	Personnel costs	0	0	31,726	32,985	23,301	19,458	55,027	52,443	105%	103,250	90%	10,604
	Subcontracting	0	0	537,620	585,620	0	0	537,620	585,620	92%	1,389,529	39%	851,909
	Other direct costs	0	0	1,369	5,000	3,674	3,000	5,043	8,000	63%	18,800	50%	9,312
	Indirect costs	0	0	19,857	22,791	16,185	13,475	36,042	36,266	99%	73,230	84%	11,950
	<b>Total 3 PNO</b>	<b>0</b>	<b>0</b>	<b>590,572</b>	<b>646,396</b>	<b>43,160</b>	<b>35,933</b>	<b>633,732</b>	<b>682,329</b>	<b>93%</b>	<b>1,584,809</b>	<b>44%</b>	<b>883,775</b>
4 CIVIO	Personnel costs	36,245	36,245	8,328	10,342	0	0	44,573	46,587	96%	72,397	62%	27,824
	Subcontracting	1,600	1,600	0	0	0	0	1,600	1,600	100%	15,800	10%	14,200
	Other direct costs	1,181	0	0	0	0	1,000	1,181	1,000	118%	6,000	20%	4,819
	Indirect costs	22,455	21,747	4,996	6,205	0	600	27,451	28,552	96%	47,037	58%	19,586
	<b>Total 4 CIVIO</b>	<b>61,481</b>	<b>59,592</b>	<b>13,324</b>	<b>16,547</b>	<b>0</b>	<b>1,600</b>	<b>74,805</b>	<b>77,739</b>	<b>96%</b>	<b>141,234</b>	<b>53%</b>	<b>66,429</b>
5 EURE	Personnel costs	2,245	2,200	0	0	0	0	2,245	2,200	102%	25,200	9%	22,955
	Subcontracting	0	0	0	0	0	0	0	0	n.a.	n.a.	n.a.	0
	Other direct costs	292	178	0	0	0	0	292	178	164%	2,000	15%	1,708
	Indirect costs	1,801	1,454	0	0	0	0	1,801	1,454	124%	16,320	11%	14,519
	<b>Total 5 EURE</b>	<b>4,338</b>	<b>3,832</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,338</b>	<b>3,832</b>	<b>113%</b>	<b>43,520</b>	<b>10%</b>	<b>39,182</b>

		RTD		MGT		OTHER		TOTAL		% Actual vs Period Planned	Total Planned	% Advancement vs Total Planned	Remaining
		Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned				
6 GRA	Personnel costs	70,724	64,000	0	0	12,702	8,000	83,426	72,000	116%	92,100	91%	8,674
	Subcontracting	15,571	20,000	0	0	0	0	15,571	20,000	78%	25,880	60%	10,309
	Other direct costs	1,042	2,000	0	0	1,885	4,000	2,927	6,000	49%	9,000	33%	6,073
	Indirect costs	42,962	39,600	0	0	8,752	7,200	51,714	46,800	111%	60,660	85%	8,946
	<b>Total 6 GRA</b>	<b>130,299</b>	<b>125,600</b>	<b>0</b>	<b>0</b>	<b>23,339</b>	<b>19,200</b>	<b>153,638</b>	<b>144,800</b>	<b>106%</b>	<b>187,640</b>	<b>82%</b>	<b>34,002</b>
7 MAG	Personnel costs	43,545	39,955	0	0	0	0	43,545	39,955	109%	83,500	52%	39,955
	Subcontracting	0	0	0	0	0	0	0	0	n.a.	n.a.	n.a.	0
	Other direct costs	4,680	4,320	0	0	0	0	4,680	4,320	108%	9,000	52%	4,320
	Indirect costs	28,935	26,565	0	0	0	0	28,935	26,565	109%	55,500	52%	26,565
	<b>Total 7 MAG</b>	<b>77,160</b>	<b>70,840</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>77,160</b>	<b>70,840</b>	<b>109%</b>	<b>148,000</b>	<b>52%</b>	<b>70,840</b>
8 GGC	Personnel costs	38,990	39,107	0	0	0	0	38,990	39,107	100%	60,934	64%	21,944
	Subcontracting	49,400	49,359	0	0	0	0	49,400	49,359	100%	85,909	58%	36,509
	Other direct costs	4,065	4,017	0	0	0	0	4,065	4,017	101%	9,200	44%	5,135
	Indirect costs	25,833	25,874	0	0	0	0	25,833	25,874	100%	42,080	61%	16,247
	<b>Total 8 GGC</b>	<b>118,288</b>	<b>118,357</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>118,288</b>	<b>118,357</b>	<b>100%</b>	<b>198,123</b>	<b>60%</b>	<b>79,835</b>
9 UPC	Personnel costs	56,218	62,000	0	0	0	0	56,218	62,000	91%	105,250	53%	49,032
	Subcontracting	0	0	0	0	0	0	0	0	n.a.	n.a.	n.a.	0
	Other direct costs	4,517	5,000	0	0	0	0	4,517	5,000	90%	14,227	32%	9,710
	Indirect costs	49,320	47,070	0	0	0	0	49,320	47,070	105%	79,906	62%	30,586
	<b>Total 9 UPC</b>	<b>110,055</b>	<b>114,070</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>110,055</b>	<b>114,070</b>	<b>96%</b>	<b>199,383</b>	<b>55%</b>	<b>89,328</b>
<b>TOTAL CHEST</b>		<b>534,325</b>	<b>532,726</b>	<b>730,138</b>	<b>786,636</b>	<b>120,199</b>	<b>112,514</b>	<b>1,384,662</b>	<b>1,431,876</b>	<b>97%</b>	<b>3,205,641</b>	<b>58%</b>	<b>1,334,874</b>

Table 12 - RP2 Actual vs planned costs

The total RP2 costs are in line with the period planned (97%). Also the advancement vs. total planned from DoW is in line (58%) with a linear trend, considering that Beneficiaries CIVIO, EURE, GRA, MAG, GGC and UPC joined the Project at M18 (01/03/2015).

For more detailed information on the deviations pointed out in the table herewith above, at Beneficiary level, please see the justifications included in chapter “4.3 Explanations on the major deviations”.

From a graphic point of view, the period actual and planned costs by Beneficiary are illustrated below:

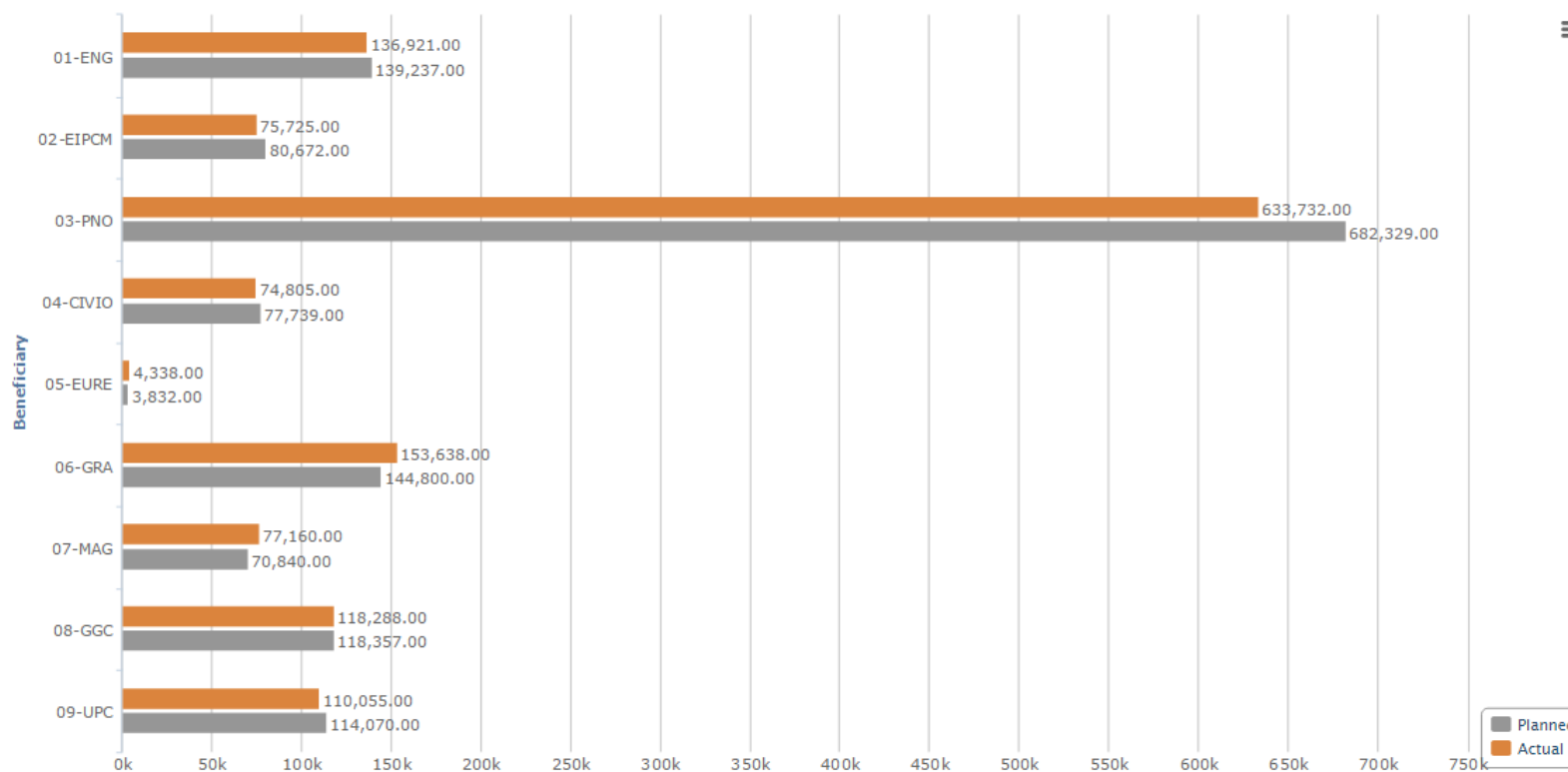


Figure 7 - RP2 actual vs planned costs by Beneficiary

Please note that the budget dedicated to the Open Calls has been transferred from ENG to PNO in occasion of the Amendment n.1 to the Grant Agreement.

In addition to the period costs, ENG has submitted the following adjustments to the previous period:

		RTD	MGT	OTHER	TOTAL
<b>1 ENG</b>	<b>Total Costs</b>	-78	618	441	981
	<b>EU Requested contribution</b>	-39	618	441	1,020
	<i>Total costs CHEST</i>	<b>-78</b>	<b>618</b>	<b>441</b>	<b>981</b>
	<i>Total EU requested contribution</i>	<b>-39</b>	<b>618</b>	<b>441</b>	<b>1,020</b>

Table 13 - Adjustments to previous periods

### 4.3 Explanations on the major deviations

The following explanations have been provided by the interested Partners:

#### 1\_ENG

With respect to a theoretical linear progression of the project, Engineering has a slight overspent both in terms of costs and effort (respectively 84% and 86% with respect to a linear advancement of 73%). This is quite reasonable and in line with the nature of the CHEST project, due to the fact that the first 2 years were the most demanding ones: in fact, in the first 2 years, all the open calls were planned and executed, the funded projects were initiated and all the strenuous activity related to administration process was carried out. The remaining budget will be sufficient for the rest of the project, and will be mainly devoted to monitoring and managing the new partners in their work performance.

#### 2\_EIPCM:

EIPCM has spent slightly less effort and costs than planned in WP 2-4 due to the delayed integration of Call 2 and Call 3 winners into the CHEST project (amendment negotiation and approval by the commission), which has caused the postponing of related activities from Year 2 to Year 3 (in particular with regard to project monitoring and impact analysis).

In contrast, EIPCM has spent more effort and cost in WP 5 due to the fact that, as requested during the 1<sup>st</sup> project review, D5.2 has been moved forward from m30 to m24 which resulted in advancing the corresponding efforts from Reporting period 3 to Reporting period 2.

The overall effort spent by EIPCM amounts to 88 % of total effort planned for the entire duration of the project (and 84% of total cost), which is in line with the non-linear distribution of work in CHEST, requiring a major amount of work to be performed in the first 2 years of the project.

#### 3\_PNO:

PNO are slightly behind on **effort and personnel cost** of WP1 and WP2, which is due to the delay in the obtaining the amendment which moved time and budget allocation to PNO from ENG with respect to the management and contracting of the CHEST Call 3. Until this was approved, PNO were unable to commit expected time to these WPs as there was a risk the amendment might not have gone through, and our efforts not reimbursed. Once the amendment was confirmed, our focus had been on the progression of the Call 3 projects, so much of this effort was incurred towards the end of the RP. Due to some difficult contract negotiations with some Call 3 winners activity under WP1 and WP2 in the current RP(3) is still relatively intense.

The **Other direct costs** under WP1 and WP2 are below expectations, primarily since the cost of the first CFS and the fees paid to our legal advisors in developing a subcontract for Call 3 that meets the needs of PNO, the EC FP7 subcontracting rules and the peculiarities of the CHEST project have been incurred, but were not paid during RP2 (so these costs will be claimed in RP3). This is slightly compensated for by the fact that more physical meetings occurred in RP2 than we have expected, so travel costs were higher.

**Subcontracting** is behind budget as at the end of RP2 two of the Call 3 winners had not sent the relevant paperwork for PNO to make their first payments.

**Effort** in WP4 exceeded budget due to the amount of work required to maintain the dedicated Virtual Server for “chest-Ideas”, integrate Call 2 and Call3 winners into the website, add deliverables to the website, maintenance of the CHEST portal, maintenance of a dedicated virtual server for “Chest ideas”: there is the need of a dedicated virtual server and specific maintenance activities (mostly relayed to the developing environment where the portal runs) and the portal is developed with very old technologies – it was developed directly by Engineering – and a set of specific frameworks have been installed and needs to be maintained to manage Drupal 6.0 and an old version of PHP language.

Much **effort** was spent researching additional contacts for the CHEST database of DSI interested organizations, with a special focus on widening the EC spread of contacts, and also for alternative funders for DSI innovators now that the CHEST funding pot has all been allocated.

Furthermore PNO personnel attended several **events** where the CHEST project was presented. More **meetings** were required during CHEST than planned, and also attendance at events to promote CHEST, which meant other direct costs were slightly (20%) higher than forecast.

The concentrated focus of activity on WP1, WP2 and WP4 meant that less time than planned has been spent on WP5, but this time is expected to be utilized in RP3.

#### 4\_CIVIO

No significant deviations occurred.

#### 5\_EURECAT

The deviation of the Advancement with respect to the linear progress of the total planned is due to the fact that the budget and the effort are not distributed in a linear way but more concentrated in the 2nd half of the project.

#### 6\_GRA

Most of the **effort** and spending for "greenApes for sustainable cities" was concentrated (as planned) in the first 6 months of the project, when basically all of the ICT development took place. The following 6 months are dedicated to the project rolling out and dissemination. Even if impacts are expected in this second part of the project, it will nevertheless be way less costs intensive.

The **misalignment between costs and effort** is mainly due to the fact the human resources used in the first part of the project were more costly (i.e. ICT developers) and that 2 of people of our staff were expected to become full-time employees while they chose to work on a consultant fee basis, which in the end was more expensive for us. Finally the iOS development was more extensive than foreseen (also due to the inclusion of user feedbacks) and that cost is one of the highest in the development team.

#### 7\_MAG

No significant deviations occurred.

**8\_GGC**

No significant deviations occurred.

**9\_UPC**

UPC's involvement in CHEST lasts for 12 months (M18-M29). For the 2nd reporting period of the project, UPC has been involved from M18 till M 24. In such period (58.52% of total execution period concerning UPC's involvement) the university is executing the 53.41% of total approved personnel costs, 44.54 % of total approved effort and the 55.20% of total approved costs.

Regarding the discrepancy between the personnel costs execution percentage (53.41%) and effort execution percentage (44.54%) please note the following:

- UPC's workplan is not linear.
- The involvement of part of the team (PI) with higher hourly rates has been needed in the first months of the execution. Nevertheless, UPC does not envision major deviations at the end of its participation in CHEST.

Finally, UPC is declaring actual costs.

**4.4 Use of resources – from NEF**

The following tables are based on the information provided in NEF and show the detail and description of the costs incurred by each Beneficiary during the second reporting period, linking them to the relative work package.

## Use of Resources

Period 2 (13 - 24)  
(01-10-2014 - 30-09-2015)

Project Number	611333	Project Acronym	CHEST
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Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 1 for the period. ENGINEERING - INGEGNERIA INFORMATICA SPA				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Personnel costs	8,217 €	Salary of 2 resources (1 researcher, 1 production responsible) for a total of 1,66 PMs.	WP3 (1,66 PMs).
WP 1 WP 2	Personnel costs	17,492 €	Salary of 3 resources (1 researcher, 1 manager, 1 production responsible) for a total of 2,74 Pms.	WP1(0,46 PMs); WP2(2,28 PMs).
WP 2	Other direct cost	76,616 €	Costs related to "Calls for ideas" - awards for a total of Euro 20.000,00. Costs related to "Call 3 - evaluators" for a total of Euro 56.616,00.	WP2
WP 1 WP 2	Other direct cost	1,918 €	NA	WP1-WP2
WP 4	Personnel costs	6,313 €	Salary of 2 resources (1 researcher, 1 technical manager) for a total of 1,06 PMs.	WP4 (1,06 PMs).
	Indirect costs	26,365 €		
TOTAL COSTS		136,921 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 2 for the period. EUROPEAN INSTITUTE FOR PARTICIPATORY MEDIA EV				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Personnel costs	9,756 €	Partial salaries of 1 researcher (M.Becker) for a total of 1,76 PM.	
WP 3	Other direct cost	545 €	N.A. <15% of personnel costs	
WP 2	Personnel costs	9,401 €	Partial salaries of 1 researcher	



Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 2 for the period.				
EUROPEAN INSTITUTE FOR PARTICIPATORY MEDIA EV				
Work Package	Item description	Amount in €	Explanation	Free Text
			(M.Becker) for a total of 1,7 PM.	
WP 2	Other direct cost	1,202 €	N.A. <15% of personnel costs	
WP 4	Personnel costs	5,017 €	Partial salaries of 1 researcher (M.Becker) for a total of 0,91 PM.	
WP 5	Personnel costs	20,245 €	Partial salaries of 2 researcher (M.Becker, E.Lazaridou) for a total of 3,84 PM.	
WP 4	Other direct cost	1,163 €	N.A. <15% of personnel costs	
	Indirect costs	28,396 €		
TOTAL COSTS		75,725 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 3 for the period.				
PNO CONSULTANTS LIMITED				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 2	Subcontracting	537,620 €	Payment of 1st invoices from 23 of the Call 3 winners	These costs relate to payment of the first invoices for 23 of the Call 3 winners, each invoice representing 40% of the their requested funding
WP 1	Personnel costs	2,350 €	42 hours of director time at 7834 euros/month, James Craven	
WP 1	Personnel costs	6,771 €	110.5 hours if director time at 8579 euros/month, James Craven	
WP 1	Personnel costs	2,126 €	42 hours of director time at 7088 euros/month, Olaf Swanzky	
WP 1	Personnel costs	5,267 €	81.5 hours of director time at 9042 euros/month, Olaf Swanzky	
WP 2	Personnel costs	3,777 €	67.5 hours of director time at 7834 euros/month, James Craven	
WP 2	Personnel costs	9,100 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 3 for the period. PNO CONSULTANTS LIMITED				
Work Package	Item description	Amount in €	Explanation	Free Text
			148.5 hours if director time at 8579 euros/month, James Craven	
WP 2	Personnel costs	1,550 €	24 hours of director time at 9042 euros/month, Olaf Swanzky	
WP 2	Personnel costs	785 €	15.5 hours of director time at 7088 euros/month, Olaf Swanzky	
WP 2	Other direct cost	647 €	Travel	N.A. < 15% of personnel costs
WP 1	Other direct cost	722 €	Travel	N.A. < 15% of personnel costs
WP 4	Personnel costs	169 €	10 hours of consultant time at 2361 Euros/month, James Hughes	
WP 4	Personnel costs	14,080 €	218 hours of director time at 9042 euros/month, Olaf Swanzky	
WP 4	Personnel costs	1,225 €	20 hours if director time at 8579 euros/month, James Craven	
WP 4	Personnel costs	1,399 €	25 hours of director time at 7834 euros/month, James Craven	
WP 5	Personnel costs	3,033 €	49.5 hours if director time at 8579 euros/month, James Craven	
WP 5	Personnel costs	581 €	9 hours of director time at 9042 euros/month, Olaf Swanzky	
WP 4	Personnel costs	2,814 €	55.5 hours of director time at 7088 Euros/month, Olaf Swanzky	
WP 4	Other direct cost	2,944 €	Travel	N.A. < 15% of personnel costs
WP 5	Other direct cost	730 €	Travel	N.A. < 15% of personnel costs
	Indirect costs	36,042 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 3 for the period.				
PNO CONSULTANTS LIMITED				
Work Package	Item description	Amount in €	Explanation	Free Text
TOTAL COSTS		633,732 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 4 for the period.				
FUNDACION CIUDADANA CIVIO				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Personnel costs	11,200 €	Salary Technical Project Manager, One person, Eva Belmonte, WP3 (5,1 P/M)	Updated
WP 3	Personnel costs	7,700 €	Salary COMMS, One person, Javier de Vega, WP3, (3,81 P/M)	Updated
WP 3	Personnel costs	10,699 €	Salary Software developer, One person, Raul Díaz, WP3 (6,34 P/M)	Updated
WP 3	Personnel costs	6,646 €	Salary Data Journalist, One Person, Miguel A. Gavilanes, WP3 (3,92 P/M)	Updated
WP 3	Subcontracting	1,600 €	Design Onodo Concept Workshop	
WP 3	Other direct cost	490 €	N/A Cost under 15%	Kick off Cris
WP 3	Other direct cost	691 €	N/A Cost under 15%	Travel to Basque Country David
WP 2	Personnel costs	7,850 €	Salary Admin project manager, One person, Cristina Moreno, WP2 (4,2 P/M)	Cristina left the Organization in Sept 2015, her Replacement is Amir Campos, Admin Project Manager.
WP 2	Personnel costs	478 €	Salary Admin Project Manager, One person, WP2 (0,20 P/M)	Amir Campos Replaced Cristina Moreno in her duties
	Indirect costs	27,451 €		
TOTAL COSTS		74,805 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 5 for the period.				
FUNDACIO EURECAT				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Personnel costs	2,245 €	Personnel costs RTD	Staff costs as per 0,64PM. Team

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 5 for the period. FUNDACIO EURECAT				
Work Package	Item description	Amount in €	Explanation	Free Text
				composed by 2 senior engineers
WP 3	Other direct cost	251 €	N/A	Below 15%
WP 3	Other direct cost	41 €	N/A	Below 15%
	Indirect costs	1,801 €		
TOTAL COSTS		4,338 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 6 for the period. GREENAPES SRL				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Subcontracting	7,960 €	Graphics and Mockups supplier	WP3
WP 3	Subcontracting	845 €	Consulting on Gamification and UX	WP3
WP 3	Subcontracting	3,871 €	Backend development support	WP3
WP 3	Subcontracting	1,500 €	Consulting for Community Engagement features strategy	WP3
WP 3	Subcontracting	665 €	4 subcontractors for producing gadgets/gifts for users taking part in feedback sessions in project events	WP3
WP 3	Subcontracting	300 €	Musicians performing at users feedback/launch event	WP3
WP 3	Subcontracting	430 €	3 subcontractors (video making, performer, costume) for video presenting the core features of the app	WP3
WP 3	Personnel costs	9,312 €	Web Frontend Developer (in-house consultant)	3.6 PM WP3
WP 3	Other direct cost	1,042 €	N.A. <15% of personnel costs	
WP 3	Personnel costs	3,316 €	Sub-project Coordinator (MarieCurie SME owner)	0.4 PM WP3
WP 3	Personnel costs	9,600 €	ICT team coordinator (in-house consultant)	2 PM WP3

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 6 for the period. GREENAPES SRL				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Personnel costs	17,723 €	Backend Developer (employee)	5.7 PM WP3
WP 3	Personnel costs	13,098 €	Android Developer (employee)	7 PM WP3
WP 3	Personnel costs	17,675 €	iOS Developer (in-house consultant)	5.5 PM WP3
WP 4	Personnel costs	9,949 €	sub-project coordination for dissemination an Community Management activities (Marie Curie, SME owner)	1.1 PM WP4
WP 4	Personnel costs	1,413 €	Local community manager in charge of dissemination activities (Florence)	0.5 PM WP4
WP 4	Personnel costs	1,340 €	Local community manager in charge of dissemination activities (Essen)	0.4 PM WP4
WP 4	Other direct cost	1,885 €	N.A. <15% of personnel costs	
	Indirect costs	51,714 €		
TOTAL COSTS		153,638 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 7 for the period. MAGENTA SRL				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Personnel costs	14,310 €	Salary of 1 researcher for 640 hours (eq. to 4,6PM)	
WP 3	Personnel costs	4,485 €	Salary of 1 researcher for 360 hours (eq. to 2,6PM)	
WP 3	Personnel costs	5,500 €	Salary of 1 researcher (in-house consultant) for 184 hours (eq. 1,3PM)	
WP 3	Personnel costs	12,250 €	Salary of 1 project manager for 350h (2,5 PM)	
WP 3	Other direct cost	818 €	N.A. < 15% of personnel costs	
WP 3	Other direct cost	3,862 €	N.A. < 15% of personnel costs	
WP 3	Personnel costs	7,000 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 7 for the period.				
MAGENTA SRL				
Work Package	Item description	Amount in €	Explanation	Free Text
			Salary of 1 project manager for 200h (1,5 PM)	
	Indirect costs	28,935 €		
TOTAL COSTS		77,160 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 8 for the period.				
GREATER GLASGOW HEALTH BOARD				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Subcontracting	11,291 €	Mental Health Foundation, toolkit development lead contributor	Mentael Health Foundation playing leading role in development of interactive workers' toolkit for digital youth mental health, and for creating online searchable database of digital assets
WP 3	Subcontracting	2,823 €	Powered By Coffee web development company	Powered by Coffee are providing the technical web development input, with this contract creating the initial web platform and searchable asset database
WP 3	Other direct cost	3,048 €	N.A. <15% of personnel costs	
WP 3	Personnel costs	13,958 €	Senior Manager staffing costs for period March to September	Time contribution of Dr Trevor Lakey, with annual salary and employer costs at hourly rate of €53.89 with total hours delivered of 259
WP 3	Subcontracting	35,286 €	We Are Snook - lead contractor, development contractd	Snook is a core partner and lead developer, overseeing the youth co-creation work, web development, overall content management and editing plus project management duties
WP 3	Other direct cost	1,017 €	N.A. <15% of personnel costs	

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 8 for the period.				
GREATER GLASGOW HEALTH BOARD				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Personnel costs	17,256 €	Health Improvement Lead staffing costs for period March to September	Time contribution of Heather Sloan, with annual salary and employer costs at hourly rate of €37.03 with total hours delivered of 466
WP 3	Personnel costs	2,777 €	CAMHS staffing costs for period March to September, dedicated coproduction sessions	Time contribution of CAMHS staff group, with annual salary and employer costs at hourly rate of €37.03 with total hours delivered of 75
WP 3	Personnel costs	2,777 €	Health Improvement staffing costs for period March to September, dedicated coproduction sessions	Time contribution of Health Improvement Staff, with annual salary and employer costs at hourly rate of €37.03 with total hours delivered of 75
WP 3	Personnel costs	2,222 €	Health staff collaborative meeting contributions	Time contribution of Health Staff, with annual salary and employer costs at hourly rate of €37.03 with total hours delivered of 60
	Indirect costs	25,833 €		
TOTAL COSTS		118,288 €		

Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 9 for the period.				
UNIVERSITAT POLITECNICA DE CATALUNYA				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Personnel costs	56,218 €	Salaries of 3 research assistants (9.26 person-months) and 1 associate professor (2.54 person-months)	Personnel direct costs
WP 3	Other direct cost	4,517 €	N.A. < 15% personnel costs	
	Indirect costs	49,320 €		
TOTAL COSTS		110,055 €		

Herewith below, instead, are the Use of Resources related to the Adjustments to the previous periods (downloaded from NEF):

## Use of Resources

Period 1 (1 - 12)  
(01-10-2013 - 30-09-2014)

Project Number	611333	Project Acronym	CHEST
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Table 3.1 Personnel, subcontracting and other Major cost items for beneficiary 1 for the period. ENGINEERING - INGEGNERIA INFORMATICA SPA				
Work Package	Item description	Amount in €	Explanation	Free Text
WP 3	Personnel costs	-616 €	Adjustments related to period 1 for personnel costs due to updated hourly labour costs for the year 2014.	WP3
WP 1 WP 2	Personnel costs	-189 €	Adjustments related to period 1 for personnel costs due to updated hourly labour costs for the year 2014	WP1- WP2
WP 4	Personnel costs	-43 €	Adjustments related to period 1 for personnel costs due to updated hourly labour costs for the year 2014	WP4
	Indirect costs	1,829 €		
TOTAL COSTS		981 €		



#### 4.5 Other direct costs for the Open Calls

The budget dedicated to the Open Calls passed from ENG to PNO. Both ENG and PNO submitted costs for the Open Calls on RP2, as indicated below (and included in the UOR above):

Item description	Amount (euro)	Submitted by
Open Call 1: Awards	20.000	ENG
Open Call 3: Evaluators	56.616	ENG
Open Call 3: Winners	537.620	PNO
<b>Total</b>	<b>614.236</b>	

Table 15 - Open Calls costs submitted on RP2

## 4.6 Summary Financial Report and Financial Statements

The following Summary Financial Report shows the second period claimed Community Contribution of all Beneficiaries in an aggregate form, based on the information provided in NEF.

This information is draft as the Financial Statements of Beneficiaries GGC and MAG are still to be finalized in NEF. The consolidated figures will be submitted in the final version of the Report.

Summary Financial report - Collaborative project																					
Project acronym				CHEST		Project nr		611333		Reporting period from		01/10/2014		to		30/09/2015		Page		1/1	
Funding scheme				CP		Type of activity								Total							
				RTD (A)		Demonstration (B)		Management (C)		Other (D)		Total (A+B+C+D)									
Benef. nr	If 3rd Party, linked to benef.	Adjustment (Yes/No)	Organisation Short Name	Total	Max EC Contrib.	Total	Max EC Contrib.	Total	Max EC Contrib.	Total	Max EC Contrib.	Total	Max EC Contrib.	Req. EC Contrib.	Receipts	Interest					
1		No	ENG	16,223	8,111	0	0	109,278	109,278	11,420	11,420	136,921	128,809	128,809	0						
1		Yes (1)	ENG	-78	-39	0	0	618	618	441	441	981	1,020	1,020	0						
2		No	EIPCM	16,481	12,360	0	0	16,964	16,964	42,280	42,280	75,725	71,604	71,604	0						
3		No	PNO	0	0	0	0	590,572	590,572	43,160	43,160	633,732	633,732	633,732	0						
4		No	CIVIO	61,481	46,110	0	0	13,324	13,324	0	0	74,805	59,434	59,434	0						
5		No	EURE	4,338	3,253	0	0	0	0	0	0	4,338	3,253	3,253	0						
6		No	GRA	130,299	97,724	0	0	0	0	23,339	23,339	153,638	121,063	121,063	0						
7		No	MAG	-	-	-	-	-	-	-	-	-	-	-	-						
8		No	GGC	-	-	-	-	-	-	-	-	-	-	-	-						
9		No	UPC	110,055	82,541	0	0	0	0	0	0	110,055	82,541	82,541	0						
Total				338,799	250,060	0	0	730,756	730,756	120,640	120,640	1,190,195	1,101,456	1,101,456	0						

Table 16 – Summary Financial Report

## **4.7 Certificates on the Financial Statements**

The only Beneficiary submitting a CFS on RP2 is PNO, such document has been uploaded in NEF.

## 5 ANNEXES

### Annex I: Combined KPIs of CHEST knowledge sharing and community building<sup>17</sup>

Dimensions	Indicators	Variables	Value
KNOWLEDGE SHARING	Sharing through social media channels	Number and description of communication channels addressed	<b>6 channels:</b> Twitter, Facebook, LinkedIn, Instagram, Email (incl. newsletter), Memes, Blog/Forum
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	<b>Twitter: 1.481</b> <b>Facebook: 2.793</b>
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	<b>Tweets: 373</b>
	Dissemination and knowledge sharing through events	Number of physical events/workshops/public meetings participated by CHEST partners	<b>78 events</b>
		Number of participants of physical events/workshops/public meetings participated by CHEST partners (potential reach)	<b>2.795 participants</b>
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	<b>10</b>
		Number of users involved in co-design process	<b>1.780</b>

<sup>17</sup> The table summarizes the Key Performance Indicators of CHEST call 2 beneficiaries and the core consortium. For details see D3.2.

## Annex II: Participation modalities for Social Innovation

Table 17 - Participation modalities of user/stakaholder involvement for CHEST Call 1 beneficiaries

Project title	URL	Co-design and co-creation (during project development)	Open Source	Knowledge sharing	Social deliberation	eActivism	Collaborative consumption	Crowdsourcing	Open Innovation	Involvement of main target group	Involvement of indirect users	Involvement of multipliers	Involvement of expert communities / external advisory
RiverWatch/Tevere	<a href="http://ideas.chest-project.eu/?q=node/118">http://ideas.chest-project.eu/?q=node/118</a>	✓		✓	✓	✓		✓		✓	✓	✓	✓
Connecting Citizens and Parliaments	<a href="http://ideas.chest-project.eu/?q=node/129">http://ideas.chest-project.eu/?q=node/129</a>		✓	✓	✓			✓		✓	✓	✓	
Mind the Bank	<a href="http://ideas.chest-project.eu/?q=node/134">http://ideas.chest-project.eu/?q=node/134</a>		✓	✓				✓		✓	✓		✓
Beep up. The talking city	<a href="http://ideas.chest-project.eu/?q=node/174">http://ideas.chest-project.eu/?q=node/174</a>	✓		✓				✓		✓			
LEaRN - Live Education and Rethink kNowledge	<a href="http://ideas.chest-project.eu/?q=node/176">http://ideas.chest-project.eu/?q=node/176</a>	✓		✓				✓		✓	✓	✓	✓
Direct Health	<a href="http://ideas.chest-project.eu/?q=node/186">http://ideas.chest-project.eu/?q=node/186</a>		✓	✓				✓		✓			
Pharmawizzard - The Digital Pharma Awareness	<a href="http://ideas.chest-project.eu/?q=node/188">http://ideas.chest-project.eu/?q=node/188</a>		✓					✓					✓
Rollin' Art	<a href="http://ideas.chest-project.eu/?q=node/196">http://ideas.chest-project.eu/?q=node/196</a>	✓								✓		✓	
My Event. Shrink your time, stretch your network!	<a href="http://ideas.chest-project.eu/?q=node/200">http://ideas.chest-project.eu/?q=node/200</a>	✓	✓					✓		✓	✓	✓	
RiseApp	<a href="http://ideas.chest-project.eu/?q=node/251">http://ideas.chest-project.eu/?q=node/251</a>	✓	✓			✓		✓		✓		✓	✓
Ecomummy	<a href="http://ideas.chest-project.eu/?q=node/1179">http://ideas.chest-project.eu/?q=node/1179</a>	✓					✓	✓		✓	✓		
Beaky - Learning to read through Augmented Reality	<a href="http://ideas.chest-project.eu/?q=node/3310">http://ideas.chest-project.eu/?q=node/3310</a>							✓			✓		✓
WillChair	<a href="http://ideas.chest-project.eu/?q=node/3317">http://ideas.chest-project.eu/?q=node/3317</a>	✓	✓	✓				✓		✓	✓	✓	✓
MyFoody - Be the One to Save	<a href="http://ideas.chest-project.eu/?q=node/3321">http://ideas.chest-project.eu/?q=node/3321</a>	✓				✓	✓	✓		✓		✓	
CITYPLAY - Board games for shared planning	<a href="http://ideas.chest-project.eu/?q=node/3344">http://ideas.chest-project.eu/?q=node/3344</a>	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Languages in my city	<a href="http://ideas.chest-project.eu/?q=node/3356">http://ideas.chest-project.eu/?q=node/3356</a>	✓	✓	✓				✓		✓	✓		✓

Project title	URL	Co-design and co-creation (during project development)	Open Source	Knowledge sharing	Social deliberation	eActivism	Collaborative consumption	Crowdsourcing	Open Innovation	Involvement of main target group	Involvement of indirect users	Involvement of multipliers	Involvement of expert communities / external advisory
Emotional Journey	<a href="http://ideas.chest-project.eu/?q=node/3362">http://ideas.chest-project.eu/?q=node/3362</a>	✓	✓	✓				✓		✓	✓	✓	
MyDoctor.com	<a href="http://ideas.chest-project.eu/?q=node/3363">http://ideas.chest-project.eu/?q=node/3363</a>	✓	✓	✓				✓		✓	✓		✓
Fiorato - Mindfulness in Happiness	<a href="http://ideas.chest-project.eu/?q=node/3367">http://ideas.chest-project.eu/?q=node/3367</a>	✓									✓		✓
UniSmartAll	<a href="http://ideas.chest-project.eu/?q=node/3370">http://ideas.chest-project.eu/?q=node/3370</a>	✓								✓			
Home...works!	<a href="http://ideas.chest-project.eu/?q=node/3371">http://ideas.chest-project.eu/?q=node/3371</a>	✓	✓					✓		✓			✓
E-VOTING	<a href="http://ideas.chest-project.eu/?q=node/3373">http://ideas.chest-project.eu/?q=node/3373</a>												
ErBin	<a href="http://ideas.chest-project.eu/?q=node/3374">http://ideas.chest-project.eu/?q=node/3374</a>												
LSV - Lista della Spesa Virtuale	<a href="http://ideas.chest-project.eu/?q=node/3376">http://ideas.chest-project.eu/?q=node/3376</a>												
PlayBasketNow - Do you want to play?	<a href="http://ideas.chest-project.eu/?q=node/3451">http://ideas.chest-project.eu/?q=node/3451</a>							✓		✓			
Celiac Worl. Eat, drink and... have fun!	<a href="http://ideas.chest-project.eu/?q=node/3380">http://ideas.chest-project.eu/?q=node/3380</a>	✓	✓	✓				✓		✓	✓		✓
DECISO Virtual Desktop Infrastructure	<a href="http://ideas.chest-project.eu/?q=node/3382">http://ideas.chest-project.eu/?q=node/3382</a>	✓	✓	✓				✓		✓	✓		
Soccer and Rescue Robot	<a href="http://ideas.chest-project.eu/?q=node/3383">http://ideas.chest-project.eu/?q=node/3383</a>		✓										
MyFriendlySchool. The discovery of knowledge!	<a href="http://ideas.chest-project.eu/?q=node/3384">http://ideas.chest-project.eu/?q=node/3384</a>		✓	✓				✓		✓			
FoodAlly	<a href="http://ideas.chest-project.eu/?q=node/3386">http://ideas.chest-project.eu/?q=node/3386</a>		✓	✓		✓	✓	✓		✓	✓		
Communication App for the Deaf and Hard of Hearing	<a href="http://ideas.chest-project.eu/?q=node/3413">http://ideas.chest-project.eu/?q=node/3413</a>	✓								✓	✓		✓
M.in.A. museum inclusive access	<a href="http://ideas.chest-project.eu/?q=node/3418">http://ideas.chest-project.eu/?q=node/3418</a>	✓		✓				✓		✓			✓
Crowd innovation for sustainable packaging	<a href="http://ideas.chest-project.eu/?q=node/3432">http://ideas.chest-project.eu/?q=node/3432</a>		✓					✓	✓	✓			
Social Sands	<a href="http://ideas.chest-project.eu/?q=node/3443">http://ideas.chest-project.eu/?q=node/3443</a>							✓		✓			
TherApp	<a href="http://ideas.chest-project.eu/?q=node/3456">http://ideas.chest-project.eu/?q=node/3456</a>	✓		✓				✓		✓	✓		✓

Table 18 - Participation modalities of CHEST Call 2 beneficiaries

Project title	URL	Co-design and co-creation (during project development)	Open Source	Knowledge sharing	Social deliberation	eActivism	Collaborative consumption	Crowdsourcing	Open Innovation	Involvement of main target group	Involvement of indirect users	Involvement of multipliers	Involvement of expert communities / external advisory
eReuse	<a href="http://www.erueuse.org">http://www.erueuse.org</a>	✓	✓	✓			✓	✓		✓		✓	✓
Magenta Traffic Flow	<a href="http://www.magentalab.it">http://www.magentalab.it</a>	✓		✓				✓		✓	✓		✓
GreenApes	<a href="https://www.greenapes.com/en">https://www.greenapes.com/en</a>	✓		✓				✓		✓	✓	✓	
Project99	<a href="http://www.wegot99.com/">http://www.wegot99.com/</a>	✓	✓	✓				✓		✓	✓		✓
Onodo	<a href="http://onodo.org/en/">http://onodo.org/en/</a>	✓	✓	✓	✓	✓		✓		✓		✓	✓

Table 19 - Participation modalities of CHEST Call 3 beneficiaries

Project title	URL	Co-design and co-creation (during project development)	Open Source	Knowledge sharing	Social deliberation	eActivism	Collaborative consumption	Crowdsourcing	Open Innovation	Involvement of main target group	Involvement of indirect users	Involvement of multipliers communities / external advisory
3D-Immersion Platform with Low-literacy course	<a href="http://organiq.nl">http://organiq.nl</a>	✓						✓		✓		
Active Citizen	<a href="http://www.citizens.is">http://www.citizens.is</a>		✓	✓	✓	✓		✓	✓	✓		✓
AdviSex	<a href="http://www.chest-project.eu/call-3-winning-projects">http://www.chest-project.eu/call-3-winning-projects</a>	✓		✓				✓		✓		✓
Citizens for monitoring/sharing air pollution data	<a href="http://www.chest-project.eu/call-3-winning-projects">http://www.chest-project.eu/call-3-winning-projects</a>	✓	✓	✓	✓	✓		✓		✓		✓
Communication App for the Deaf and Hard of Hearing	<a href="http://mh-hannover.de/">http://mh-hannover.de/</a>	✓		✓				✓		✓	✓	✓
Hybrid Letterbox. Bridging the analog/digital gap	<a href="http://www.design-research-lab.org/projects/hybrid-letter-box/">http://www.design-research-lab.org/projects/hybrid-letter-box/</a>	✓	✓	✓	✓	✓		✓	✓	✓		✓
Jourvie - an app for the eating disorder therapy	<a href="http://www.jourvie.com/">http://www.jourvie.com/</a>	✓		✓				✓		✓	✓	✓
Kidslox: setting boundaries in the age of the iPad	<a href="https://kidslox.com/">https://kidslox.com/</a>	✓						✓		✓	✓	✓
Medhance	<a href="http://www.chest-project.eu/call-3-winning-projects">http://www.chest-project.eu/call-3-winning-projects</a>	✓						✓		✓		✓
MoreLife Online - Tackling Global Obesity	<a href="http://more-life.co.uk/">http://more-life.co.uk/</a>	✓		✓				✓		✓	✓	✓
MountainWatch	<a href="http://www.chest-project.eu/call-3-winning-projects">http://www.chest-project.eu/call-3-winning-projects</a>	✓		✓				✓		✓		✓
Open language learning platform on Serlo	<a href="https://de.serlo.org/">https://de.serlo.org/</a>	✓	✓	✓				✓	✓	✓	✓	✓
PAYEZE - MOBILE PAYMENT SOLUTION	<a href="http://www.payeze.co.uk/">http://www.payeze.co.uk/</a>	✓	✓	✓			✓	✓	✓	✓	✓	✓
Personal health record for self-management elderly	<a href="http://www.chest-project.eu/call-3-winning-projects">http://www.chest-project.eu/call-3-winning-projects</a>	✓								✓		✓
Provenance Coin: Open supply chains on Blockchains	<a href="https://www.provenance.org/">https://www.provenance.org/</a>	✓	✓	✓				✓		✓	✓	✓



Project title	URL	Co-design and co-creation (during project development)	Open Source	Knowledge sharing	Social deliberation	eActivism	Collaborative consumption	Crowdsourcing	Open Innovation	Involvement of main target group	Involvement of indirect users	Involvement of multipliers communities / external advisory
ReadRunner. A Playful Reading Platform for Dyslexics	<a href="http://www.thereadrunner.com//">http://www.thereadrunner.com//</a>	✓								✓	✓	✓
SchulePLUS Mobile Application	<a href="https://www.schule-plus.de/">https://www.schule-plus.de/</a>	✓		✓				✓		✓	✓	✓
BeInvolved. Serious Gaming for Study and Career Orientation	<a href="http://www.beinvolved.nl/">http://www.beinvolved.nl/</a>	✓		✓				✓		✓	✓	✓
SHOP&DROP - love to shop, care to drop	<a href="http://www.shopendrop.nl/">http://www.shopendrop.nl/</a>	✓		✓		✓	✓	✓		✓	✓	✓
SourceIT-Mapping Resources to Increase Recycling	<a href="http://www.smileexchange.ie/">http://www.smileexchange.ie/</a>	✓		✓				✓		✓		✓
Tender-IT	<a href="http://tender-it.com/">http://tender-it.com/</a>	✓		✓				✓	✓	✓		✓
Transformap - mapping social innovation	<a href="http://transformap.co/">http://transformap.co/</a>	✓	✓	✓				✓	✓	✓		✓
User Centric Energy Management for Social Housing	<a href="http://www.chest-project.eu/call-3-winning-projects">http://www.chest-project.eu/call-3-winning-projects</a>	✓		✓				✓		✓		
W4P - Crowdsourcing local social innovation	<a href="http://www.chest-project.eu/call-3-winning-projects">http://www.chest-project.eu/call-3-winning-projects</a>	✓	✓	✓				✓	✓	✓	✓	✓

International Conference on  
**Mobile Applications for Empowerment  
& Social Inclusion of Immigrants**

March 16-17, 2015, The Open University, London



**International Conference on  
Mobile Applications for Empowerment and  
Social Inclusion of Immigrants**

**March 16-17, 2015**

**The Open University in London, 1-11 Hawley Crescent, Camden Town**

**Chair: Stefano Kluzer**

**Conference scope and goals**

Mobile phones, especially those providing internet access, have become for many years essential tools in the hands of migrants to address the changing needs they face in different phases of the migration process itself. Besides being important to keep in touch with the countries of origin and with family members and friends elsewhere in the world, they are also used in the countries of destination as tools to manage work, for socialization purposes, for leisure, to search for information on life in the new environment and so on.

The first presentations in the conference by Meghan Benton, Dana Diminescu and Maria Garrido will provide different views of this new phenomenon, based on the results of recent investigations and new initiatives they have undertaken in Europe and North America with a focus on the use of smartphones.

With the aim to stimulate the sharing of experiences and ideas among the conference participants, the following presentations in the first session illustrate two specific cases of new services, which exploit digital opportunities to facilitate the life of immigrants in different domains (Migreat) and specifically in language learning (UU.got.it). The last presentations will shift the attention to an important EU project (CHEST) that has been funding new ideas and projects in digital-based social innovation and to an original approach (BlueAssist) that helps people who have communication problems with a low-tech, clever and effective solution.

The FP7 EU MASELTOV project<sup>18</sup> has explored the potential of using smartphones to assist newly arrived immigrants in Europe -moving around, learning the language, connecting with potential sources of support etc.- by developing and testing an integrated application (the MASELTOV App - MApp), which provides a rich set of functionality.

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<sup>18</sup> MASELTOV is a collaborative project co-funded under the 7<sup>th</sup> Framework Programme's ICT 2011-7 call. The project's website is at <http://www.maseltov.eu/>

Various MASELTOV partners will report about the technical results achieved and the reaction of users in the field trials in the second session of the conference.

Finally, the closing session will offer the participants an opportunity to see more in details how the MApp functions and to share views and discuss about future promising lines of research and action to take advantage of mobile devices to facilitate immigrants' integration.

## Provisional conference agenda

March 16, 2015		
13.30-14:00	Participants registration	
14_00-14:10	Welcome address by Conference Chair	<b>Stefano Kluzer</b> , Conference Chair
14:10-14:20	Welcome address by MASELTOV Coordinator	<b>Lucas Paletta</b> , Head of Human Factors Lab, DIGITAL Institute JOANNEUM RESEARCH Forschungsgesellschaft mbH, Graz
14:20–15:00	Smart Inclusive Cities (keynote speech)	<b>Meghan Benton</b> , policy analyst at Migration Policy Institute Europe
15:00-15:30	JoCa (Job Catcher): a game application to facilitate job finding by disadvantaged young	<b>Dana Diminescu</b> , professor at Telecom Paris Tech, and Fondation Maison des Sciences de l'Hommes, Paris
15:30-16:00	Dynamics of mobile phone appropriation in transnational migration. The experience of Mexican migrants in Seattle, Washington	<b>Maria Garrido</b> , PhD. Research Assistant Professor Technology & Social Change Group, University of Washington's iSchool
16:00-16:30	Coffee break	
16:30-17:00	From Sharehoods to Migreat: supporting migrants through the three immigration phases  <a href="https://www.migreat.com/en/">https://www.migreat.com/en/</a>	<b>Josephine Goube</b> , director of Communications and Partnerships at Migreat, London
17:00-	An innovative approach to language	<b>Philipp Etzlinger</b> , CEO of UU.GOT.it, Wien

17:20	learning by watching television <a href="http://uugot.it/">http://uugot.it/</a>	
17:20-17:50	CHEST: investing in innovative ideas and projects to address key societal challenges <a href="http://www.chest-project.eu/">http://www.chest-project.eu/</a>	<b>Francesco Zingales</b> , greenApes s.r.l.
17:50–18:00	BlueAssist: supporting people who find it hard to ask for things, or talk to get help <a href="http://www.blueassistuk.org.uk/">http://www.blueassistuk.org.uk/</a>	<b>Barbara Dewar</b> , CEO of BlueAssist UK Ltd, London
18:00	END OF SESSION	
20:00	Social dinner with conference speakers	

March 17, 2015		
09.00-09:20	The MASELTOV Project – Mobile Assistance for Immigrants for Empowerment and Social Inclusion	<b>Lucas Paletta</b> (JOANNEUM RESEARCH Forschungsgesellschaft mbH, Austria) –Head of Human Factors Lab, DIGITAL Institute
09:20-09:40	MApp – A Suite of Integrated Mobile Services for Immigrants and Its Potential	<b>Patrick Luley</b> (JOANNEUM RESEARCH Forschungsgesellschaft mbH, Austria) - Head of Application Area Mobile Computing, DIGITAL Institute
09:40-10:30	Informal Learning with Contextual Mobile Services	<b>Agnes Kukulska-Hulme</b> (Open University, United Kingdom) – Professor of Learning Technology & Comms, Institute of Educational Technology
10:30-10:50	Coffee Break	
10:50-11:20	A Mixed Reality Game for Cultural Understanding	<b>Ian Dunwell</b> (Coventry University, UK)
11:20-11:50	User Centered Design and Evaluation in the MASELTOV Project	<b>Stephanie Schwarz</b> (Austrian Institute of Technology, Austria)
11:50-12:10	MASELTOV Smart City Aspects – Conclusions from Contextual Mobile	<b>Sofoklis Efremidis</b> (Athens Institute of Technology, Greece)

	Sensing	
12:10-12:30	MASELTOV's Exploitation Opportunities	<b>Nicoletta Bersia</b> (Telecom Italia, Italy)
12:30-13:30	Lunch break	
13:30-15:00	MApp DEMONSTRATION session	MASELTOV project team
15:00-16:00	Future Pathways in Mobile Assistance for Migrants	General opinion, interests etc. what to pursue in the future
16:00	End of the conference	

## Registration

Given the limited number of seats, free but compulsory [electronic registration](#) is envisaged for participants on a first come/first served basis.

The conference management has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 288587 MASELTOV and The Open University, United Kingdom.



# Social Innovation in (smart) cities

## A good practice from an European Project

Gaia Moretti – LUMSA  
Department of Social Sciences  
LUMSAA – Libera Università Maria Ss. Assunta  
Rome, Italy  
moretti.gaia@gmail.com

**Abstract**—This paper aims to show a good practice in the social innovation field, represented by the European CHEST project concluded in 2014. Starting from a concept of “social innovation” as a process, the CHEST project represents a good practice in terms of Call for Ideas and in terms of the ideas’ selection. The paper pretends to briefly describe the CHEST process, focusing on the first and the third Call launched and managed, as a good practice for the social innovation in Italy, and also the results of the Calls as good ideas for a possible smart development of the Country.

**Keywords**- social innovation, smartness, technology, call for ideas

### I. Introduction: Social Innovation

The European Community<sup>19</sup> defines “social innovations” as innovations that are social in both their ends and their means that simultaneously meet social needs. They are innovations for society but also enhance society’s capacity to do, create, act. In this definition, the focus are the ideas, concepts, meeting social needs and creating new collaborations to attend them: “Social innovations are new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations” (Murray, Calulier-Grice and Mulgan, 2010, p.3) These solutions are both social in their ends and in their means. They can take the form of genuine innovations or of improved solutions.

The Center for Social Innovation of the Stanford Graduate school of Business<sup>20</sup> defines social innovation as real solutions to social problems: in their opinion, a social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than present solutions and for which the value created accrues primarily to society as a whole rather than private individuals<sup>21</sup>. Some recent examples of social innovation, in this framework, are charter schools, emissions trading, fair trade.

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<sup>19</sup> [http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/index\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/index_en.htm)

<sup>20</sup> <http://csi.gsb.stanford.edu>

<sup>21</sup> <http://csi.gsb.stanford.edu/social-innovation>

Social Innovation focuses on the ideas and solutions that create social value—as well as the processes through which they are generated, not just the individuals and organizations; we can focus more closely the concept of social innovation, using the concept of “process”. According to Phillips, Deiglmeier and Miller (2008), it is essential to distinguish four distinct elements of innovation (in the general mean): first, the *process* of innovating, or generating a novel product or solution, which involves technical, social, and economic factors. Second, the product or invention itself, the outcome. Third, the diffusion or adoption of the innovation, through which it comes into broader use. Fourth, the ultimate value created by the innovation. When this value can be defined as a social value, we can talk about social innovation. Therefore, we can define social innovation as a novel solution to a social problem that is more effective, efficient, sustainable than existing solutions.

There are many innovations meeting social needs, but only for social innovations is the distribution of financial and social value tilted toward society as a whole. This leads us to a complete definition of social innovation: a novel solution to a social problem that is more effective, efficient, sustainable than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals.

## **II. Social Innovation in (for) Smart Cities**

We have talked about the smart city definition in another paper (Moretti, 2014). We would like to appoint here two visions that can be useful to ingrate the concept of smart city with the concept of social innovation. According to the practitioners' view of the smart cities, (the Forrester Research Inc., 2011) making a smart city means “the use of Smart Computing technologies to make the critical infrastructure components and services of a city — which include city administration, education, healthcare, public safety, real estate, transportation, and utilities — more intelligent, interconnected, and efficient.” The Gartner Blog Network (2011, 2013 and followings posts) defines a smart city as “a city (...) based on intelligent exchanges of information that flow between its many different subsystems. This flow of information is analysed and translated into citizen and commercial services. The city will act on this information flow to make its wider ecosystem more resource-efficient and sustainable. The information exchange is based on a smart governance operating framework designed for cities sustainable.” Finally, the 2011 IDC Report defines the smart city as “(...) a local entity — a district, city, region or small country — which takes a holistic approach to employ[ing] information technologies with real-time analysis that encourages sustainable economic development.”

Holistic, technology, sustainable: smart cities need social innovations because they create new scenarios, new possibilities, to attend new (or older!) people needs. These needs have been not satisfied by the “ancient” cities, and that's because social innovation became central in the process of creation, moreover, implementation, of a smart city.

During the 2013 Smart City Expo, Ana Cocho Bremen, CEO of Citycise, said that the word “social” made investors run a mile. “Since the 1950s we have been talking about this idea of the city as a complex system ... the part that currently has a business model is the part related to this system: management, energy efficiency, mobility – all the smart city industry is fed into that. But the other

part, which is social innovation and social engagement, they really don't know how to make a business model out of it... [citizens] are giving a lot of data, we are telling everybody a lot of things, so can we close the circle and revert it back to the citizens for the improvement of their everyday life.”<sup>22</sup>

Therefore, “social” is not a good concept to be explained to smart city investors, but it is a fundamental concept to describe the needs of a smart city. In other words, social innovation process is not considered as constitutive of smart cities, but it can help in the definition of the same concept of smart city: participation, integrate system, holistic system.

### **III. The CHEST Project**

CHEST (Collective enHanced Environment for Social Tasks) is a 30 month Research and Development project supported under the Seventh Framework Programme to promote the development of digital based innovations that have the potential to address key societal challenges. The project was launched on 2013, with the development of an online community platform ([www.chest-project.eu](http://www.chest-project.eu)) created in order to facilitate the sharing and exchanging of ideas. The aim of CHEST was to create a Pan-European “point of presence” to activate social interaction and social innovation that lies latent within and across organizations, enterprises, and individuals. The main goal was to increment the number and success rate of initiatives that use collective awareness approaches to respond to high-impact societal challenges. The project coordinator is the Italian Engineering Spa.

CHEST engaged a large base of organizations, networks, and programs that already operate in the areas of social innovation, entrepreneurship, early stage business incubation, service design, and creativity. This CHEST Community has been started with 18 important organizations already involved as supporting partners, before starting the project. The community has been developed on a liquid information and social deliberation platform, based on a cooperative awareness approach and implemented on top of a broad spectrum of social media, which gives voice to communities bearing interests about hard-to-solve, high-impact social problems. The platform promotes the emergence of innovative solutions and allows a transparent and collective testing and selection of social innovation experiments.

The CHEST project has invested up to €2.5 million in seed finance for highly innovative digital based technologies, concepts and systems that address a specific societal challenge. The €2.5 million have been allocated through three open calls, each focussing on a different type of project, depending on the maturity, scope and nature of the project work to be undertaken. Each Call was focused on a specific target:

- Call 1 – Calls for Ideas: award of €6k to investigate an innovative idea. This call have supported projects that seek to explore the technical feasibility, social impact potential or commercial viability of an idea. Activities include market research or desk based investigation regarding the need and potential of an idea, competitor analysis, and even initial planning to take the project to a prototype stage, including potential costs and timescales.
- Call 2 - Call for Partners: funding of up to €150k to develop an innovative ‘market ready’ product, service or process. This call have supported projects that seek to advance a novel idea or basic research investigation to a stage that could be classified as ‘market ready’ (ready for deployment/roll out in the field) covering Technology Readiness Level – TRL 7 and above (defined as: system prototype demonstration in operational environment).

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<sup>22</sup> Interview by Tim Smedley, in <http://www.theguardian.com/sustainable-business/smart-cities-sensors-social-innovation>



- Call 3 - Call for Applications: this call has seek to support the best projects resulting from Call 1, also inviting submissions from new applicants. Winner projects have received a financial contribution of up to €60k. Activities aim to advance an innovative idea to the development of a prototype/demonstrator of a technologically innovative product, service or process. Eligible activities include prototype development, trials and testing and the development of a business plan indicating routes for future exploitation .

We focused on the Call 1 - Call for Ideas and partially on the Call 3, because, in our opinion, they can represent a good practice in stimulating the real social innovation on the Country ground. The Call for Ideas was intended to support projects that seek to explore the technical feasibility, social impact potential or commercial viability of an early-stage idea; the final purpose of the competition is to support transformation of innovative ideas into viable projects. The award should be used to conduct activities that may include the initial planning to take the project to prototype, including assessing costs, timescales and funding requirements, the market research regarding the need and feasibility of the idea, and the assessment of the innovation and competitive landscape. The model is very similar to the SME instrument in Horizon 2020, even if the budget is consistently different.

The Call for Ideas was launched the 31st January 2014 and stayed open until the 31st May 2014. The submission of participating ideas was monitored by the CHEST consortium members, and the proper clarifications were given to the applicants of those ideas who did not satisfy a minimum threshold quality degree or were not aligned with the CHEST program objectives.

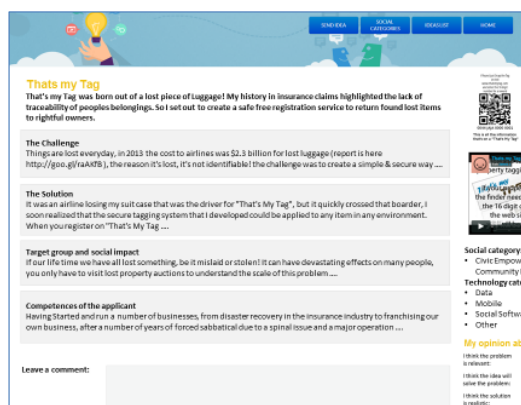


Figure 1 – Schematic presentation of an idea on the platform

The crowd voting started at the same time the call opened for submission and went on until the 7th July 2014. The ideas were crowd voted by the web community through a simple questionnaire

according to three evaluation criteria: relevance, quality and feasibility/viability, all three having the same weight. Therefore, each idea was rated upon the three criteria separately, and the overall rating was calculated as the sum of the total votes given by all users for that particular idea. At the time of the call closure: 214 project ideas have been properly submitted and are publicly visible on the platform 1142 comments have been posted (it was possible to comment ideas even after the call closure) and 28.718 votes have been expressed. We would like to remark some elements that make this project a good practice:

- the project is led by an Italian company (Engineering Spa), and the 80% of the presented proposals originates from Italy, followed by UK, Netherlands and Spain. The Italian community had a strong response, compared with other similar Calls, and has strongly tried to participate in the Call;
- types of societal challenge addressed were principally civil empowerment and community engagement, followed by knowledge society and education and Social inclusion, Human rights and Equality. These issues were perceived as important and main themes for the Country, on two sides: first, the company leader has set a wide range of societal challenges, and participants have a large choice; second, the same “social innovators” have selected the main interesting themes for them and for the Country where projects should be realized. This means a (possible) high scale of awareness of participants, at least in the first phase of the project.

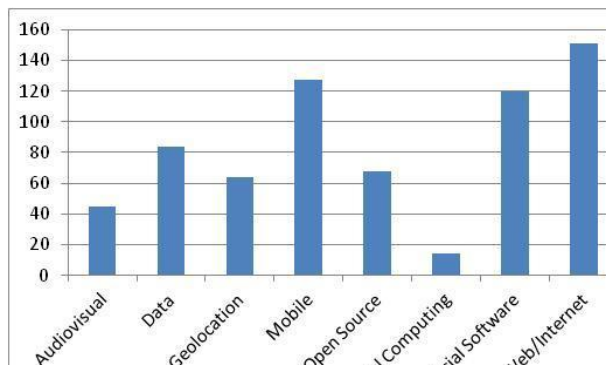


Figure 2 – Ideas Technology category distribution

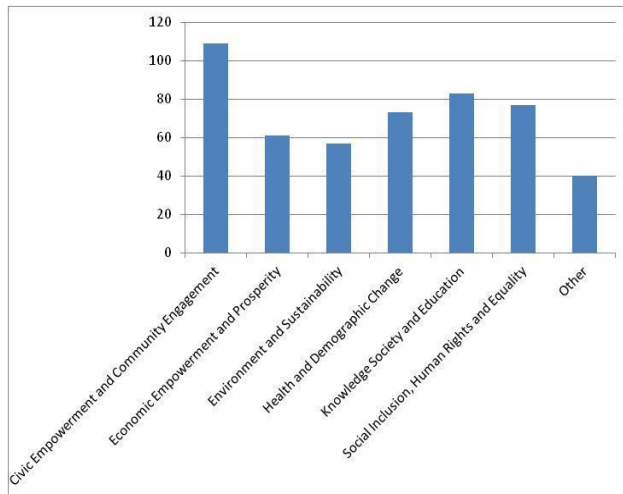


Figure 3 – Ideas societal challenge type distribution

- the 90% of applicants in this Call were individuals, not companies. The innovation often derives from individual ideas and creativity. What is interesting, in the third phase, recently closed, the best projects applicants from phase 1 were individuals, trying to develop their product/service ready for the market, focusing on the process in addition to the idea.

The quantitative data on the participants in the project show, on one side, the cultural edge where “innovation” refers to: young entrepreneurs, or young people with good ideas. It seems not to be space for the innovation in traditional companies, even if the project was open to them. Winners of Phase 1 are mainly single professionals, not companies (medium or small enterprises); innovation and genius walk together, and the structure of the Call allows to transform the genius idea in a viable project, maybe while individuals are becoming companies.

## IV. Main Findings and Discussion

The CHEST project represents, in our opinion, an interesting project focused both on the object of the social innovation and the process of stimulating and financing social innovators. It would be interesting to monitor the phase 3 results, not only in the start-up phase but especially in a long-term

vision, in order to discover people reactions, products/services that really can affect the market and social innovators attending people needs in a long time.

Future data will be studied when the project will be completely concluded, and it would be interesting to create an observatory on the companies and individuals in 2016, examining the business results and the state of the art of the social innovation, join with the state of the company.

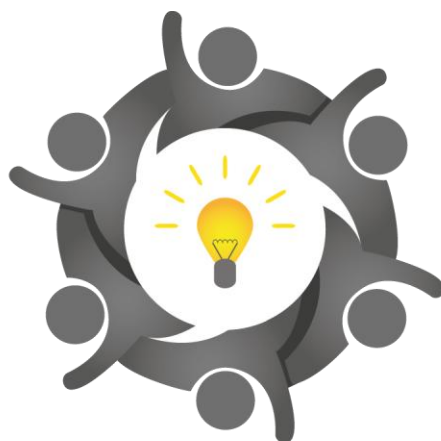
### Acknowledgment

We would like to thanks Engineering Spa for the kind availability of project materials (graphics, data etc.). We would like to thanks especially Ivan Ficano and Francesco Nucci for being so helpful in making available the project reports.

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# Call for Prototypes Social Impact Plan



# CHEST

***Beneficiary name: [...]***

***Project title: [...]***

Valid for Call 3 'Call for Prototypes' of the CHEST project, which is supported by the  
**Seventh Framework programme of the European Commission**



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## 0. Purpose of this report

The structure of this report is partly based on the format suggested by the Social Reporting Standard SRS (<http://www.social-reporting-standard.de/en>) standardizing the regular work documentation of organisations run by social entrepreneurs, non-profit organisations, and other organisations with a social purpose (such as social businesses) – for funders, investors, partner organisations, and the public. Throughout the report we ask you to be brief and to stick to the recommended lengths indicated for each section.

<b>Ch. 1</b>	<b>Implementation of organizational structure</b>	In the first section you should describe a brief description of the organisational structure of your project, namely the organisations, individuals, and cooperation partners involved in carrying out your project.
<b>Ch. 2</b>	<b>Implementation of your solution approach</b>	<p>Section 2 will take a closer look at your “market” by researching in depth the societal problem you’re addressing and outlining explicitly how your solution is aiming to solve it.</p> <p>The reader should be able to</p> <ul style="list-style-type: none"><li>• understand the problems you have identified,</li><li>• what you assume to be their causes and</li><li>• how you intend to address these causes.</li></ul> <p>The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the social problem at hand. In this part you should also develop a plan for the sustainability of your project for the time after the CHEST funding period and assess potential risks you might encounter.</p>

# 1. Implementation of organizational structure

*This section aims to provide a brief description of how you implement your project. You should describe the maturity of your project, its organizational structure as well as the individuals, and cooperation partners involved in implementing your prototype.*

## 1.1 Maturity of your project

*It is helpful for the reader to understand the current state of your prototype development, e.g. by referring to the following phases.*

- *Idea/seed phase: No solution has been implemented yet.*
- *Pilot phase: Phase in which various proposed solutions are tested.*

*Recommendation: Stay between 100 and 200 characters.*

[...]

## 1.2 Organizational structure

*In this section, please describe the structure of how you implement your project, which tasks are fulfilled by which unit as part of the overall activity. Please specify how many individuals are involved in the activity and indicate whether they are permanent employees, freelancers, or volunteers.*

*Recommendation: Stay between 500 and 1000 characters.*

[...]

## 1.3 Key personnel

*The purpose of this section is to provide the reader with an overview of the key individuals involved. Please decide freely which and how many individuals are relevant. In addition to providing biographical details, please consider the following aspects:*

- *Motivation*
- *Relevant experience and skills, for instance in relation to initiating activities or establishing companies/organisations*
- *Leadership experience*
- *Expert knowledge of the particular subject area, experience with regard to the target groups*
- *Specific qualifications relevant to the approach*

*Recommendation: Stay between 1000 and 3000 characters for each person.*

[...]

#### **1.4 Partnerships, cooperations, and networks**

*The partnerships and cooperations in which your project is involved are key parts of your positioning and effectiveness. Please provide details on the following aspects:*

- *Partners (individuals, organisations, other CHEST projects / other Digital Social Innovation initiatives, public authorities, memberships in networks, government and EU workgroups, and professional associations, etc.)*
- *Subject and goal of the partnership*
- *Contractual basis of the partnership (e.g. contractual agreement, memorandum of understanding, verbal agreement)*
- *Strategic significance of the partnership*

*Please also report details concerning relevant changes which have taken place during the reporting period.*

*Recommendation: Stay between 500 and 2000 characters for each partnership.*

[...]



## 2. Implementation of your solution approach

*Please describe the context of the problem you intended to solve and your specific approach to solving the problem. The reader should be able to **understand the problems you have identified, what you assume to be their causes and how you intend to address these causes**. The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the societal problem at hand (“children in Germany do not exercise sufficiently”), rather than stating a social concern or demand (“children in Germany should exercise more”).*

*We define a “societal problem” as any social need that you intend to address and for which you have created an activity, programme, project or product. Social problems include ecological and environmental problems.*

*In any of the following sections a dedicated focus lies on **the new insights you have gained during the reporting period**. Please describe in which ways your understanding of the problem has changed during this project. Wherever possible, please highlight your lessons learned over time.*

### 2.1 The societal problem

#### 2.1.1 Description of the problem

*In order to be able to understand the specific solution proposed, the reader must be aware of your understanding of the social problem, its context, and the underlying causes. Please elaborate on the following points:*

- 1. Which specific problem did you intent to solve? The social problem should be described as specifically as possible. If several problems can be identified, they should be prioritized based on importance.*
- 2. Who is affected by the problem? Please describe in detail who is affected by the problem and how so.*
- 3. How has your perception of the problem changed during the reporting period (lessons learned)?*
- 4. How has the social problem itself evolved over time? What is the current situation? How will the problem develop in the future if no action is taken?*
- 5. What are the underlying causes of the problem? Please describe interdependencies of different causes.*

*Describing interdependencies between different causes is crucial. Only with this knowledge will readers understand your specific approach to solving the problem.*

*Recommendation: Stay between 2000 and 5000 characters.*

*[...]*

### 2.1.2 Scale of the problem

*Readers can more easily assess the relevance of the problem and the effectiveness of your proposed solution if you provide information regarding the problem's scale:*

- 1. How many people are affected by the problem? Please describe the European dimension of the problem. Depending on the type of problem you are dealing with, it may be useful to provide additional information concerning the scale of the problem (e.g. size of the area, percentage or number of people affected in the case of environmental protection activities).*
- 2. Has the scale of the problem changed during the reporting period? If possible, please also provide estimates for the likely future development.*
- 3. What social consequences have already occurred, and what costs have been incurred by society as a result? What do you expect to be the consequences and costs if the problem remains unsolved?*

*Any information should be as specific as possible and quantified where possible. Please list any sources used.*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

### 2.1.3 Previous approaches to solving the problem

*It is likely that other attempts have already been made to solve the social problem. Please describe how and with what success others have previously attempted to solve the problem. This helps the reader to understand and assess your proposed solution. You can also explain why and in what respect these previous approaches have not been sufficient for solving the problem. If there have not been any previous attempts to solve the problem, it can be useful to explain why this might be the case.*

*Recommendation: Stay between 500 and 2000 characters.*

[...]

## 2.2 Your approach to solving the problem

### 2.2.1 Solution approach – what do you intend to achieve and where do you start?

*Please describe the ideal state of the situation that you aim to achieve: What is your long-term objective which provides the central motivation for your activity? Has this objective changed during the reporting period?*

*Please also provide a brief description of your fundamental approach. In section 2.1.1 you have explained the causes of the problem. This section asks you to detail which point in the causal chain leading to the problem your project addresses – and what in general you intend to achieve. What is the added value you offer to the respective target groups and in which form (products, services, tools, etc.)? This brief description of your impact chain enables the reader to understand how your project contributes to solving the problem.*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

### 2.2.2 Target groups

*Here you describe who you intended to reach with your activity. Your direct target group comprises those individuals your proposed solution addresses directly such as the participants of a workshop. In addition, there may be individuals who benefit indirectly from your activity such as the children of parents who take part in a parenting programme. Your target group may also include influencers and intermediaries such as journalists or teachers you approach in order to ensure that your idea is spread and your objectives are met.*

*There may be several different groups of individuals or institutions on all three levels. Please focus on those groups of individuals that are particularly important.*

*Please provide the following information for your target groups:*

- 1. Who belongs to the respective target group?*
- 2. How large is the respective target group?*
- 3. What are the concerns and goals of the members of the respective target group? Which of these concerns or goals can be realized or attained by way of your activity?*
- 4. If possible, please highlight new insights you gained with regard to your target groups during the report period: Did you identify new target groups in the past 5 months? Did your target groups change in some ways?*
- 5. How are you planning to reach your target groups?*

*Recommendation: Stay between 500 and 1000 characters for each target group.*

[...]

### 2.3 Sustainability of your solution

*Outline the next steps required to implement and deploy your proposed product, process or service into an operational environment or market after the funding period and the successful development of the prototype. For example testing, evaluation, attainment of any accreditation, identification of an early adopter etc. and please include details of any steps necessary or planned for community building or user involvement. The central questions you should answer here are:*

- *How you intent to take your prototype to the next level of maturity after the CHEST funding period?*
- *Define an initial plan for the sustainability of the project results, i.e. own commercialization, licensing or other sources of funding? If applicable, please include revenue projections.*
- *Which other sources of financing are you going to use?*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

### 2.4 Risks

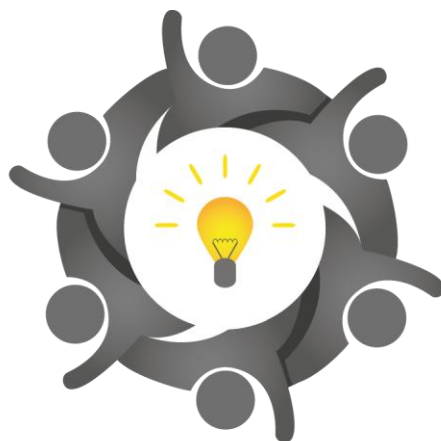
*External changes may have a negative impact on your success. In this section of your report, please describe any risks that threaten the success of your activity. Risks include those external factors relevant for your success which you can only influence to a limited extent or not at all. Please rate each risk with regard to its relevance for meeting your objectives and the probability that it will materialise. Please specify any measures implemented or planned to prevent the stated risks from materialising as well as your plans for offsetting any consequences.*

*[Recommendation: maximum of 1000 characters]*

# Call for Partners

## Social impact reporting template

### Interim report



# CHEST

***Beneficiary name: [...]***

***Project title: [...]***

Valid for Call 2 'Call for Partners' of the CHEST project, which is supported by the  
**Seventh Framework programme of the European Commission**



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### 3. Purpose of this report

The structure of this report is partly based on the format suggested by the Social Reporting Standard SRS (<http://www.social-reporting-standard.de/en>) standardizing the regular work documentation of organisations run by social entrepreneurs, non-profit organisations, and other organisations with a social purpose (such as social businesses) – for funders, investors, partner organisations, and the public. The catalogue of Key Performance Indicators assessing the social impact is based on the methodological framework of the IA4SI project<sup>23</sup>. Throughout the report we ask you to be brief and to stick to the recommended lengths indicated for each section.

<b>Ch. 1</b>	<b>Implementation of organizational structure</b>	In the first section you should describe a brief description of the organisational structure of your project, namely the organisations, individuals, and cooperation partners involved in carrying out your project.
<b>Ch. 2</b>	<b>Implementation of your solution approach</b>	<p>Section 2 will take a closer look at your “market” by researching in depth the societal problem you’re addressing and outlining explicitly how your solution is aiming to solve it.</p> <p>The reader should be able to</p> <ul style="list-style-type: none"><li>• understand the problems you have identified,</li><li>• what you assume to be their causes and</li><li>• how you intend to address these causes.</li></ul> <p>The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the social problem at hand. In this part you should also describe your specific activities during the first 5 months of the funding period and develop an initial plan to scale your prototype.</p>
<b>Ch. 3</b>	<b>Measuring your Social Impact</b>	<p>Section 3 focuses on the social impact you aim to achieve. You should describe the social changes for the individual target groups which can be observed as a consequence of your activity.</p> <p>As measuring social impact can be challenging, this section of the report will guide you to define a set of key performance indicators (KPIs) for your project. First, you’ll find a pre-defined list of indicators which apply for all CHEST beneficiaries. These indicators cover 3 different dimensions:</p> <ul style="list-style-type: none"><li>• Online community building</li><li>• Access to information</li><li>• Knowledge sharing</li></ul> <p>Second, you will be guided in the process of defining your project’s specific set of additional indicators that meet your individual needs. These KPIs should be selected to cover your main impact area(s):</p> <ol style="list-style-type: none"><li>1. Social impact areas (including ecological impacts)</li></ol>

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<sup>23</sup> IA4SI – Impact Assessment for Social Impact ([www.ia4si.eu](http://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.

		<ul style="list-style-type: none"> <li>1.1 Impact on community building and empowerment</li> <li>1.2 Impact on information</li> <li>1.3 Impact on ways of thinking, values and behaviours</li> <li>1.4 Impact on education and human capital</li> <li>1.5 Impact on employment</li> <li>1.6 Impact on environment</li> <li>1.7 Impact on civic and political participation</li> <li>1.8 Impact on policies and institutions</li> <li>2. Economic impact areas <ul style="list-style-type: none"> <li>2.1 Users' economic empowerment</li> <li>2.2 The economic value generated by the project</li> </ul> </li> </ul> <p>For each indicator you should then set realistic target values. In order to facilitate the involvement of your target users in co-designing your prototype and to assess a sub-set of your KPIs, we finally ask you to carry out an early stage test of your envisioned prototype / concept with your target group(s).</p>
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## 4. Implementation of organizational structure

*This section aims to provide a brief description of how you implement your project. You should describe the maturity of your project, its organizational structure as well as the individuals, and cooperation partners involved in implementing your prototype.*

### 1.5 Maturity of your project

*It is helpful for the reader to understand the current state of your application development, e.g. by referring to the following phases.*

- *Idea/seed phase: No solution has been implemented yet.*
- *Pilot phase: Phase in which various proposed solutions are tested.*
- *Growth phase: The proposed solution has been implemented by the organisation, usually first on a local or regional basis. The focus is on spreading the proposed solution, either by way of own growth or via cooperation with partner organisations.*
- *Mature/establishment phase: The organisation is known for its proposed solution and has reached financial sustainability. The target groups are reached on a regular basis.*
- *Expansion and renewal phase: The organisation turns to additional or different objectives. Reasons may be that its approach is not (or is no longer) sufficient for solving the social problem or because the approach is losing relevance (e.g. because certain services are now included in regular government services or because the context of the problem has changed).*

*Recommendation: Stay between 100 and 200 characters.*

[...]

### 1.6 Organizational structure

*In this section, please describe the structure of how you implement your project, which tasks are fulfilled by which unit as part of the overall activity. Please specify how many individuals are involved in the activity and indicate whether they are permanent employees, freelancers, or volunteers.*

*Recommendation: Stay between 500 and 1000 characters.*

[...]

### 1.7 Key personnel

*The purpose of this section is to provide the reader with an overview of the key individuals involved. Please decide freely which and how many individuals are relevant. In addition to providing biographical details, please consider the following aspects:*

- *Motivation*
- *Relevant experience and skills, for instance in relation to initiating activities or establishing companies/organisations*
- *Leadership experience*

- *Expert knowledge of the particular subject area, experience with regard to the target groups*
- *Specific qualifications relevant to the approach*

*Recommendation: Stay between 1000 and 3000 characters for each person.*

[...]

## **1.8 Partnerships, cooperations, and networks**

*The partnerships and cooperations in which your project is involved are key parts of your positioning and effectiveness. Please provide details on the following aspects:*

- *Partners (individuals, organisations, other CHEST projects / other Digital Social Innovation initiatives, public authorities, memberships in networks, government and EU workgroups, and professional associations, etc.)*
- *Subject and goal of the partnership*
- *Contractual basis of the partnership (e.g. contractual agreement, memorandum of understanding, verbal agreement)*
- *Strategic significance of the partnership*

*Please also report details concerning relevant changes which have taken place during the reporting period.*

*Recommendation: Stay between 500 and 2000 characters for each partnership.*

[...]

## 5. Implementation of your solution approach

Please describe the context of the problem you intended to solve and your specific approach to solving the problem. The reader should be able to **understand the problems you have identified, what you assume to be their causes and how you intend to address these causes**. The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the societal problem at hand (“children in Germany do not exercise sufficiently”), rather than stating a social concern or demand (“children in Germany should exercise more”).

We define a “societal problem” as any social need that you intend to address and for which you have created an activity, programme, project or product. Social problems include ecological and environmental problems.

In any of the following sections a dedicated focus lies on **the new insights you have gained during the reporting period**. Please describe in which ways your understanding of the problem has changed during this project. Wherever possible, please highlight your lessons learned over time.

### 2.1 The societal problem

#### 2.1.1 Description of the problem

In order to be able to understand the specific solution proposed, the reader must be aware of your understanding of the social problem, its context, and the underlying causes. Please elaborate on the following points:

6. Which specific problem did you intent to solve? The social problem should be described as specifically as possible. If several problems can be identified, they should be prioritized based on importance.
7. Who is affected by the problem? Please describe in detail who is affected by the problem and how so.
8. How has your perception / understanding of the problem changed during the reporting period (lessons learned)?
9. How has the social problem itself evolved over time? What is the current situation (your **baseline scenario**)? How will the problem develop in the future if no action is taken?
10. What are the underlying causes of the problem? Please describe interdependencies of different causes.

Describing interdependencies between different causes is crucial. Only with this knowledge will readers understand your specific approach to solving the problem.

Recommendation: Stay between 2000 and 5000 characters.

[...]

### 2.1.2 Scale of the problem

*Readers can more easily assess the relevance of the problem and the effectiveness of your proposed solution if you provide information regarding the problem's scale:*

- 4. How many people are affected by the problem? Please describe the European dimension of the problem. Depending on the type of problem you are dealing with, it may be useful to provide additional information concerning the scale of the problem (e.g. size of the area, percentage or number of people affected in the case of environmental protection activities).*
- 5. Has the scale of the problem changed during the reporting period? If possible, please also provide estimates for the likely future development.*
- 6. What social consequences have already occurred, and what costs have been incurred by society as a result? What do you expect to be the consequences and costs if the problem remains unsolved?*

*Any information should be as specific as possible and quantified where possible. Please list any sources used.*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

### 2.1.3 Previous approaches to solving the problem

*It is likely that other attempts have already been made to solve the social problem. Please describe how and with what success others have previously attempted to solve the problem. This helps the reader to understand and assess your proposed solution. You can also explain why and in what respect these previous approaches have not been sufficient for solving the problem. If there have not been any previous attempts to solve the problem, it can be useful to explain why this might be the case.*

*Recommendation: Stay between 500 and 2000 characters.*

[...]

## 2.2 Your approach to solving the problem

### 2.2.1 Solution approach – what do you intend to achieve and where do you start?

*Please describe the ideal state of the situation that you aim to achieve: What is your long-term objective which provides the central motivation for your activity? Has this objective changed during the reporting period?*

*Please also provide a brief description of your fundamental approach. In section 2.1.1 you have explained the causes of the problem. This section asks you to detail which point in the causal chain leading to the problem your project addresses – and what in general you intend to achieve. What is the added value you offer to the respective target groups and in which form (products, services, tools, etc.)? This brief description of your impact chain enables the reader to understand how your project contributes to solving the problem.*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

### 2.2.2 Target groups

*Here you describe who you intended to reach with your activity. Your direct target group comprises those individuals your proposed solution addresses directly such as the participants of a workshop. In addition, there may be individuals who benefit indirectly from your activity such as the children of parents who take part in a parenting programme. Your target group may also include influencers and intermediaries such as journalists or teachers you approach in order to ensure that your idea is spread and your objectives are met.*

*There may be several different groups of individuals or institutions on all three levels. Please focus on those groups of individuals that are particularly important.*

*Please provide the following information for your target groups:*

- 6. Who belongs to the respective target group?*
- 7. How large is the respective target group?*
- 8. What are the concerns and goals of the members of the respective target group? Which of these concerns or goals can be realized or attained by way of your activity?*
- 9. If possible, please highlight new insights you gained with regard to your target groups during the report period: Did you identify new target groups in the past 6 months? Did your target groups change in some ways?*

*Recommendation: Stay between 500 and 1000 characters for each target group.*

[...]

#### 2.2.4 Activities and work performed

*In appendix 1 of this document you'll find a set of templates to describe your specific activities during the first 6 months of the funding period (comprising the resources employed and the work performed by your team and partners). Please use these templates to provide the following information:*

- *A concise description of the work performed for each work package*
- *Describe any management concerns and activities to recover the situation*
- *Detail any publications, publicity or other dissemination activity.*
- *Summarise the project progress against deliverables, noting any discrepancies against the Project Plan and action to recover situation if necessary*

*Recommendation: The length of this section largely depends on the structure of your work so a specific recommendation is not suitable. You should stick to brief, but concise descriptions mentioning all important aspects of your work.*

[...]

#### 2.3 Implementing your route to market

*As the goal of CHEST Call 2 is to support the development of applications that are market-ready / ready for deployment, a central part of your project is the implementation of your route to market. Please describe how you intend to spread your proposed solution. The central questions you should answer here are:*

- *How you intent to take your prototype to the next level of maturity after the CHEST funding period?*
- *Which other sources of financing are you going to use?*
- *How are you planning to reach your target groups?*

*Please focus on the mechanisms used to spread your approach. In many cases, however, you will not be able to implement your solution in other locations yourself. Instead, you may collaborate with local or regional partners or approach local providers and ask them to implement your approach independently. Some projects spread certain activities or services. Others enable, educate or empower third parties to use a method themselves. Or they spread an attitude or an idea. Please describe as detailed as possible, what exactly you spread. There is a wide range of possibilities for spreading and scaling solutions – from the publication of knowledge and experience to licensing or expansion of your own activity by growing your organisation. You can use the following examples for your description:*

- *Open distribution: You provide experience and knowhow to third parties either for a fee or free-of-charge but do not influence the local implementation (except through advice and/or assistance). The following are three strategies which are frequently used for open distribution:*
  - *Publication of results via brochures, manuals, web sites, or public presentations*
  - *Training and consulting*
  - *Definition of standards, possibly also accreditation*
  - *Open source / creative commons licensing models for your prototype / final solution*

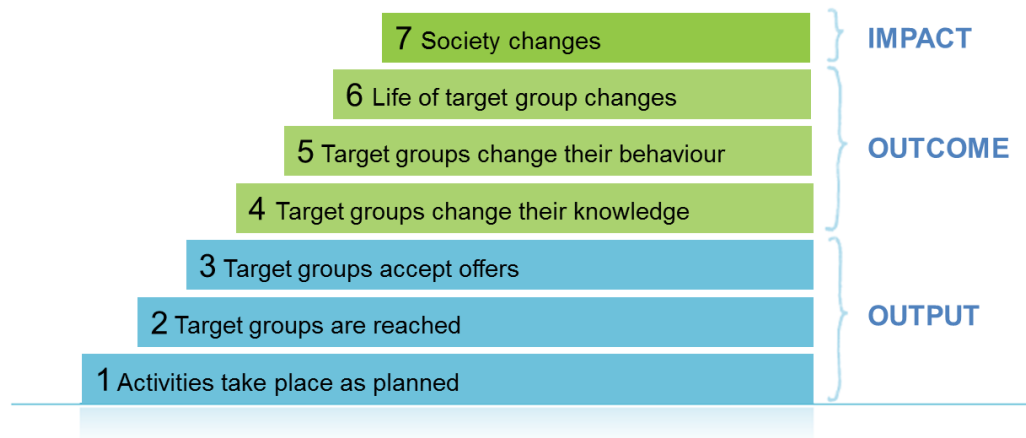
- *License and/or social franchise models: You collaborate with independent partners who are responsible for implementing the activity locally, but are bound by a (contractual) agreement. For instance, partners are permitted to use your knowhow, brand, and other intellectual property. At the same time, they may be required to take part in trainings or even undergo regular certification, to meet quality standards or pay fees or charges for services that you provide.*
- *Networks and cooperation approach: Your own activity can also be spread by forming or joining a network or by entering into cooperation with other organisations in the market.*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

## 6. Measuring your Social Impact

*In chapter 2 you have described the societal problem you are addressing. In this section we ask you to report on the social impact you anticipate for the individual target groups as a result of your solution – and the extent to which you succeed in realizing your objectives. To understand the concept of social impact, the distinction between resources used, work performed, and impact has proven useful:*



Adopted from Kursbuch Wirkung, Phineo gAG

### 3.1 Your expected social impact

*Impacts are defined as the social changes which can be observed as a consequence of the output of your activity. Ecological impacts are also considered as social impacts in this context. Impact can affect the individuals directly addressed. For instance, changes in the behaviour of parents attending parental training. Changes (impacts) may also affect some groups indirectly such as the children of parents who have participated in parental training. In certain cases, it is also possible to specify results on the level of society. For instance, it may be possible to quantify a re-socialisation programme's cost savings for the whole economy due to a particularly low relapse rate or the carbon dioxide savings that result from an energy-saving campaign.*

*Please describe the social impact you anticipate for the individual target groups as a result of your activity!*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

*Based on this description you should derive a set of useful indicators (Key Performance Indicators, KPIs) which help you to measure your social impact – and to set your specific goals for these indicators. In many cases, it will be difficult to directly measure the impact of your activity. However, appropriate indicators that are known to be closely connected with your intended effects will allow you to make statements about the effectiveness of your activities – even if you are not able to ultimately prove causality, it will be helpful to explain why you derive the effectiveness of your activity from certain indicators. In order to facilitate this process we have pre-defined a list of common indicators which each CHEST beneficiary should report:*



**Table 20 - Common indicators for all CHEST projects**

Dimensions	Indicators	Variables	Target value	Measured value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process		
		Number of users involved in co-design process		
		Ratio between men and women involved		
		Ratio between young, adult and old people involved		
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)		
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries		
KNOWLEDGE SHARING	Sharing through social media channels	Number and description of communication channels addressed		
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)		
	Sharing through social media channels	Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)		

*In addition to this list of indicators common for all CHEST beneficiaries we ask you to define those indicators that best suit your project (from the catalogue of additional indicators, appendix 3). In order to do so, you should first choose your primary and your secondary social impact area and then identify at least 3 different indicators for each impact area that are most suitable for your project. If suitable, you can in addition also choose an economic impact area and similarly identify at least 3 different indicators for that area. The social and economic impact areas are listed below:*

3. *Social impact areas (including ecological impacts)*
  - 1.1 *Impact on community building and empowerment*
  - 1.2 *Impact on information*

- 1.3 Impact on ways of thinking, values and behaviours
- 1.4 Impact on education and human capital
- 1.5 Impact on employment
- 1.6 Impact on environment
- 1.7 Impact on civic and political participation
- 1.8 Impact on policies and institutions
- 4. Economic impact areas
  - 2.1 Users' economic empowerment
  - 2.2 The economic value generated by the project

*In appendix 3, you will find an extensive catalogue of potential indicators for each impact area. If non or not enough of the indicators listed in appendix 3, you can also define your own indicator(s) according to your needs.*

*For each indicator, please define a target value you aim to achieve at the end of the 10-month funding period and fill the following table with your set of indicators for each impact area!*

Impact area: [...]				
Dimensions	Indicators	Variables	Target value	Measured value
[...]	[...]	[...]	[...]	
		[...]	[...]	

*While some indicators will be only quantifiable once your prototype is finished, others can be assessed already during the development phase. One way to allocate their values is an early concept or prototype test / evaluation. One key prerequisite to achieve a high impact in developing Digital Social Innovations is the user-centred design involving your target users right from the project start (co-design). Following an iterative development cycle, we ask you to carry out such a concept test / prototype evaluation involving your target users already within the first 5 months of your funding period. There are many different and easy to use techniques available to carry out such early-stage evaluations (user analysis, concept test, etc.) taking place even before a running system is available (using click-demos, mockups or paper) – for example:*

- Scenario-based testing  
(<http://www.cs.pomona.edu/classes/cs181f/supp/scenariotest.html>)
- Wizard-of-Oz prototyping (<http://www.ucc.ie/hfrq/projects/respect/urmethods/wizard.htm>)
- Paper prototyping  
(<http://www.paperprototyping.com/what.html>)
- Video Prototyping  
(<http://www.ucc.ie/hfrq/projects/respect/urmethods/video.htm>)

*Choose an applicable methodology (for possible methods other than the few stated above please take a look at <http://www.ucc.ie/hfrq/projects/respect/urmethods/methods.htm>) and carry out an evaluation/test of your envisioned prototype/concept testing a suitable sub-set of your indicators (selecting some but not all indicators identified for your project under section 3.2) – you should at least provide following information (Dimension: Online Community Building, Indicator: User involvement in prototype evaluation / test usage):*

- *Number of target groups involved in co-design process*
- *Number of users involved in co-design process*
- *Ratio between men and women involved*
- *Ratio between young, adult and old people involved*

*Please provide a brief summary of the evaluation results and describe those areas (indicators) for which the prototype will be well suited – and the weak spots you found where further improvements in the requirements or early design will be necessary. The goal here is not to show that your idea is already perfect. On the contrary: As your project is new and innovative, it is very likely that in interacting with your target groups by testing your idea with them you will encounter unforeseen critical issues. Please describe these issues and provide your ideas to address them. In order to help you solve these problems we will involve the experts of our CHEST community providing you with feedback and ideas so please be brief but clear in your description.*

*Recommendation: In addition to assessing the values of the KPIs you measured, please stay between 3000 and 5000 characters in the description of your evaluation.*

[...]

## Appendix 1: Templates for Summary of Progress

Repeat for each work package:

<b>Work Package Number :</b>
<b>Actual Starting month :</b> <b>Predicted / Actual End month :</b>
<b>Work Package Objectives:</b>
<b>Description of work this period</b>
<b>Progress towards the Deliverables for this Work Package</b>
<b>Summarise any problems you have encountered, and how they have been overcome</b>
<b>Description of planned activity for next reporting period</b>

## **Project Management And Dissemination**

Summarise any management concerns and activities to recover the situation.

Detail any publications, publicity or other dissemination activity.

### Deliverable Status

Summarise the project progress against deliverables, noting any discrepancies against the Project Plan and action to recover situation if necessary.

Use **Green** text for completed, **Red** for late and **Blue** for items due in the next quarter.

[illegible]

## Appendix 2: List of common indicators to monitor the social impact of all CHEST beneficiaries

Below you'll find a list of indicators aiming to monitor the social impact of all CHEST Digital Social Innovation initiatives.

Dimensions	Indicators	Variables
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process
		Number of users involved in co-design process
		Ratio between men and women involved
		Ratio between young, adult and old people involved
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website
		Number of comments / replies on project blog entries on CHEST website
	Sharing through social media channels	Number and description of communication channels addressed
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)

### Appendix 3: Catalogue of project specific indicators to monitor your social impact<sup>24</sup>

Below you'll find a catalogue of possible indicators to assess different areas of social impacts. Not all of them are suitable for your prototype. Please choose your primary and your secondary social impact area and then identify at least 3 different indicators for each impact area that are most suitable for your project. If applicable, you can in addition also choose an economic impact area and similarly identify at least 3 different indicators for that area.

#### 1. Social impact areas (including ecological and political impacts)

##### 1.1 Impact on community building and empowerment (additional indicators)

Dimensions	Indicators	Variables
ONLINE COMMUNITY BUILDING	Change in time spent on the platform by users	Time spent by the users, on average
		Change in time spent on the platform by users
ONLINE COMMUNITY EMPOWERMENT	Number of groups spontaneously created by the users	Number of groups spontaneously created by the users
	Project capability to influence trust among users	Self-assessment on project capability to influence trust among users
		Sharing of personal data among users
LOCAL COMMUNITY BUILDING	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups
	Project capacity to provide to local communities/groups instruments for better organise themselves	Project self-assessment of its capacity to provide to local communities/groups instruments for better organise themselves
LOCAL COMMUNITY EMPOWERMENT	Number of events organised by the the project addressing local communities	Number of participants to events organised by the project addressing local communities

---

<sup>24</sup> This set of impact indicators is based on the methodological framework developed by the IA4SI project ([www.ia4si.eu](http://www.ia4si.eu)). You can find the full set along with further explanations under [http://ia4si.eu/wp-content/uploads/2014/11/D%202%201\\_methodology\\_1.1\\_301114.pdf](http://ia4si.eu/wp-content/uploads/2014/11/D%202%201_methodology_1.1_301114.pdf)

The IA4SI methodological framework is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License.

	Project capability to influence local communities in terms of social inclusion and non-discrimination	Project self-evaluation of its capability to make local communities more inclusive
		Number of project activities/outputs dedicated to fostering social inclusion and non-discrimination in local communities

### 1.2 Impact on information (additional indicators)

Dimensions	Indicators	Variables
ACCESS TO INFORMATION	Typology of information- data available on the platform	Typology of information- data available on the platform - selection from a list including: <ul style="list-style-type: none"> <li>Articles/long post/structured content</li> <li>Short post/status updated</li> <li>Forum discussions</li> <li>Forum entries</li> <li>Images</li> <li>Videos</li> <li>Other contents</li> </ul>
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Number of instruments provided allowing users to verify the quality of the information he/she access to



### 1.3 Impact on ways of thinking, values and behaviours (additional indicators)

Dimensions	Indicators	Variables
CHANGES IN OPINIONS / WAYS OF THINKING	Topics where opinion change is expected to happen	Topics where opinion change is expected to happen
		Detailed description of topic and subtopics
	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviours	Activities performed by the project in order to achieve the expected changes in users opinions, values and behaviours
	Number of people participating in the activities	Number of people participating in the activities
CHANGE IN BEHAVIOURS	Topics where changes in behaviours are expected to happen	Topics where changes in behaviours are expected to happen

### 1.4 Impact on education and human capital (additional indicators)

Dimensions	Indicators	Variables
TRAINING PROVIDED BY THE PROJECT	Training efficiency	Hours of training provided by the project
		Number of persons trained
		Topics covered by training activities
		Budget allocated to training
	Tools for education/training developed by the project	Number of tools for education/training developed by the project
		Description of tools for education/training developed by the project
IMPACT ON HUMAN CAPITAL	Impact on users eSkills	Number of activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide
		Number of participants to activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction

		of digital divide
	Project self-evaluation of its capability to support the personal development of its users	Project self-evaluation of its capability to support the personal development of its users
		Description of project's support to the personal development of its users
CHANGE IN TRAINING CURRICULA, EDUCATIONAL POLICIES AND PERSONAL INVESTMENTS IN EDUCATION	Project self-evaluation of its capability to influence changes in training curriculum of secondary and higher education	Project self-evaluation of its capability to influence changes in training curricula of secondary and higher education
	Project self-evaluation of its capability to influence changes in educational policies	Project self-evaluation of its capability to influence changes in educational policies
		Description of project influence on educational policies
	Project self-evaluation of its capability to influence its users investment in education	Project self-evaluation of its capability to influence its users investment in education
		Description of project influence on users investments in education

### 1.5 Impact on employment (additional indicators)

Dimensions	Indicators	Variables
IMPACT ON JOB CREATION (DIRECTLY DEVELOPED BY THE PROJECT)	New job places generated	Number of persons recruited specifically for the project
	Number of persons recruited specifically for the project that will continue to work after the end of the project	Number of persons recruited specifically for the project that will continue to work after the end of the project
	Impact on woman employment	Rate of woman in the project
	Number of new job places generated (or expected to be	Number of new job places generated (or expected to be generated) by the

	generated) by the project outputs	project outputs
	Number of spin-off/start-ups developed as a result of the project	Number of spin-off/start-ups developed as a result of the project

### 1.6 Impact on environment (additional indicators)

Dimensions	Indicators	Variables
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE GREENHOUSE GASES ISSUE	Project self-assessment of its capability to provide easier access to innovative solutions for low carbon technologies	Project self-assessment of its capability to provide easier access to innovative solutions for low carbon technologies
	N. of compensation activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of compensation activities performed by the users since their engagement with the project according to the project
PROJECT IMPACT ON BEHAVIOURS RELATED TO AIR POLLUTION RELATED TO TRANSPORT ISSUE	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of air pollution related to local, everyday transport	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of air pollution related to local, everyday transport
	Project self-assessment of its capability to provide easier access to innovative solutions for a sustainable transport choices	Project self-assessment of its capability to provide easier access to innovative solutions for a sustainable transport choices
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE WASTE ISSUE	Project self assessment of its capability to provide easier access to waste management technologies	Project self assessment of its capability to provide easier access to waste management technologies
	N. of waste reduction activities performed by the users since their engagement with the project	N. of waste reduction activities performed by the users since their engagement with the project according to the project
	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling initiatives, etc.)

	initiatives, etc.)	
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	Increase of green / local / ethical products purchased by users in relation to start of the project- in percentage	Increase of green / local / ethical products purchased by users in relation to start of the project- in percentage
	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project
	N. of green labels or certifications for products or services promoted by the initiative	N. of green labels or certifications for products or services promoted by the initiative
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE BIODIVERSITY ISSUE	N. of biodiversity conservation initiatives supported by the users	N. of biodiversity conservation initiatives supported by the users
	Project self-assessment of its capability to provide easier access to biodiversity conservation technologies / methodologies	Project self-assessment of its capability to provide easier access to biodiversity conservation technologies / methodologies

### 1.7 Impact on civic and political participation (additional indicators)

Dimensions	Indicators	Variables
IMPACT ON CITIZENS/USERS POLITICAL AWARENESS	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues
	Project self assessment of changes in the time spent by users in persuading friends, relatives or fellow workers about social/political issues	Project self assessment of changes in the time spent by users in persuading friends, relatives or fellow workers about social/political issues
	Changes in the	Changes in the social/political topics

	social/political topics addressed by users	addressed by users
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Instruments developed by the project offering new channels/way for civic participation	Number of instruments developed by the project offering new channels/way for civic participation
	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation
	Project self evaluation of its capability to increase the time spent by citizens in participating to civic-society organisation	Project self evaluation of its capability to increase the time spent by citizens in participating to civic-society organisation
	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions
IMPACT ON CITIZENS/USERS POLITICAL PARTICIPATION	Instruments developed by the project offering new channels/way of political participation	Number of instruments developed by the project offering new channels/way of political participation
	Project self-evaluation of its capacity to increase citizens/users participation to national and local election	Project self-evaluation of its capacity to increase citizens/users participation to national and local election
	Project self-evaluation of its capacity to increase citizens/users participation in: signature campaigns, boycotts and manifestations	Project self-evaluation of its capacity to increase citizens/users participation in signature campaigns, boycotts and manifestations
	Project capability to improve political participation of citizens belonging to group at risk of discrimination	Project self evaluation of its capability to improve political participation of citizens belonging to group at risk of discrimination

### 1.8 Impact on policies and institutions (additional indicators)

Dimensions	Indicators	Variables
PROJECT CAPABILITY TO INFLUENCE POLICIES AND INSTITUTIONS	Number of policy recommendations produced by the project	Number of policy recommendations produced by the project
	Number of policy makers and institutions representatives aware of the policy recommendations	Number of policy makers and institutions representatives aware of the policy recommendations
	Meetings/conferences organised/attended for influencing policy-makers	Number of meetings/conferences organised/attended for influencing policy-makers
		Number of policy makers/institutions represented in the meeting
	Project self-evaluation of its capability to influence institutions/governments transparency	Project self-evaluation of its capability to influence institutions/governments transparency
	Project capability to influence parties/democratic processes transparency	Project capability to influence parties/democratic processes transparency
	Policies/regulations/laws changed or updated by the project	Number of policies/regulations/laws changed or updated by the project
	Number of institutions created or changed by the project	Number of institutions created or changed by the project
USERS IMPACT ON POLICIES AND INSTITUTIONS	Project self-evaluation of its capability to influence the capability of citizens/users and civic society organisations of influencing policies	Project self-evaluation of its capability to influence the capability of citizens/users and civic society organisations of influencing policies
	Number of policy recommendations/documents /petitions produced by users	Number of policy recommendations/documents/petitions produced by users thanks to the use of the project outputs
	Project evaluation of users capability to influence institutions/governments transparency	Project evaluation of users capability to influence institutions/governments transparency
	Project evaluation of users capability to influence parties/democratic processes transparency	Project evaluation of users capability to influence parties/democratic processes transparency
	Number of policies/regulations/laws changed or updated by project users	Number of policies/regulations/laws changed or updated by project users
	Number of institutions created or changed by project users	Number of institutions created or changed by project users

## 2. Economic impact areas

### 2.1 Users' economic empowerment (additional indicators)

DIMENSION	INDICATOR	VARIABLE
IMPACT ON ACCESS TO FINANCE	Project self-evaluation of its capability to increase the access to finance of its users	Project self-evaluation of its capability to increase the access to finance of its users
		Total Funding distributed
		Type and description of instruments for increasing access to finance
	Impact through crowdfunding	Money attracted by the project through crowdfunding
		Project self-evaluation of improving investment risk diversification opportunities for the users of the project through crowdfunding
IMPACT ON ENTREPRENEURSHIP AND INCOME GENERATION FOR THE USERS	Project self-evaluation of its capability to support the creation of entrepreneurial initiatives by users	Project self-evaluation of its capability to support the creation of entrepreneurial initiatives of its users
	Number of enterprises or business ideas developed by the project users	Number of enterprises or business ideas developed by the project users
		Instruments stimulating entrepreneurial activities
	Number of test beds provided by the project supporting the users for testing business ideas	Number of test beds provided by the project supporting the users for testing business ideas
	Project self-evaluation of its capability of improving the support to users for diversifying income resources	Project self-evaluation of its capability to improve user support in diversifying income resources
	Project self-evaluation of its capability of increasing the incomes of the users	Project self-evaluation of its capability of increasing the incomes of the users
	Project self-evaluation of its capability of increasing the resilience of its users	Project self-evaluation of its capability of increasing the resilience of its users to cope with crises

	to cope with crises	
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## 2.2 The economic value generated by the project (additional indicators)

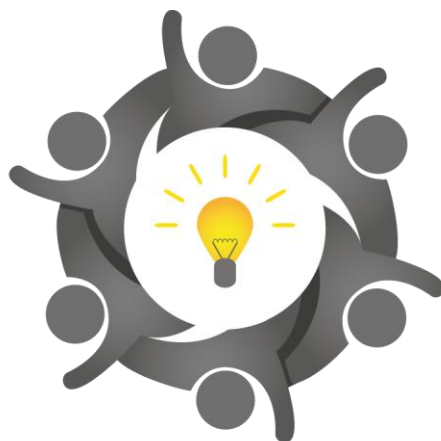
DIMENSION	INDICATOR	VARIABLE
ECONOMIC RESULTS	Project self-evaluation of increasing the resource pooling of the users	Project self-evaluation of increasing the resource pooling of the users
	Cost saving related to resource pooling	Cost-saving related to resource pooling
	Percentage of use of shared resources	Percentage of use of shared resources
	Monetary value of shared resources	Monetary value of shared resources
BUSINESS MODELS	Business Models	Business Models
	Project self-evaluation of being able to generate a new business model	Project self-evaluation of being able to generate a new business model
	New market opportunities for partners	New market opportunities for partners
	Number of business collaborations	Number of business collaborations
COMPETITIVENESS AND EXPLOITATION	Project competitors	Project competitors
	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors
	Number of persons able to be dedicated to exploitation and innovation transfer	Number of persons able to be dedicated to exploitation and innovation transfer
	Number of activities for the transfer of each project output	Number of activities for the transfer of each project output



# Call for Prototypes

## Social impact reporting template

### Interim report



# CHEST

***Beneficiary name: [...]***

***Project title: [...]***

Valid for Call 3 'Call for Prototypes' of the CHEST project, which is supported by the  
**Seventh Framework programme of the European Commission**



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## 7. Purpose of this report

The structure of this report is partly based on the format suggested by the Social Reporting Standard SRS (<http://www.social-reporting-standard.de/en>) standardizing the regular work documentation of organisations run by social entrepreneurs, non-profit organisations, and other organisations with a social purpose (such as social businesses) – for funders, investors, partner organisations, and the public. The catalogue of Key Performance Indicators assessing the social impact is based on the methodological framework of the IA4SI project<sup>25</sup>. Throughout the report we ask you to be brief and to stick to the recommended lengths indicated for each section.

<b>Ch. 1</b>	<b>Implementation of organizational structure</b>	In the first section you should describe a brief description of the organisational structure of your project, namely the organisations, individuals, and cooperation partners involved in carrying out your project.
<b>Ch. 2</b>	<b>Implementation of your solution approach</b>	<p>Section 2 will take a closer look at your “market” by researching in depth the societal problem you’re addressing and outlining explicitly how your solution is aiming to solve it.</p> <p>The reader should be able to</p> <ul style="list-style-type: none"><li>• understand the problems you have identified,</li><li>• what you assume to be their causes and</li><li>• how you intend to address these causes.</li></ul> <p>The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the social problem at hand. In this part you should also describe your specific activities during the first 5 months of the funding period and develop an initial plan to scale your prototype.</p>
<b>Ch. 3</b>	<b>Measuring your Social Impact</b>	<p>Section 3 focuses on the social impact you aim to achieve. You should describe the social changes for the individual target groups which can be observed as a consequence of your activity.</p> <p>As measuring social impact can be challenging, this section of the report will guide you to define a set of key performance indicators (KPIs) for your project. First, you’ll find a pre-defined list of indicators which apply for all CHEST beneficiaries. These indicators cover 3 different dimensions:</p> <ul style="list-style-type: none"><li>• Online community building</li><li>• Access to information</li><li>• Knowledge sharing</li></ul> <p>Second, you will be guided in the process of defining your project’s specific set of additional indicators that meet your individual needs. These KPIs should be selected to cover your main impact area(s):</p>

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<sup>25</sup> IA4SI – Impact Assessment for Social Impact ([www.ia4si.eu](http://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.

		<ol style="list-style-type: none"> <li>5. Social impact areas (including ecological impacts) <ol style="list-style-type: none"> <li>1.1 Impact on community building and empowerment</li> <li>1.2 Impact on information</li> <li>1.3 Impact on ways of thinking, values and behaviours</li> <li>1.4 Impact on education and human capital</li> <li>1.5 Impact on employment</li> <li>1.6 Impact on environment</li> <li>1.7 Impact on civic and political participation</li> <li>1.8 Impact on policies and institutions</li> </ol> </li> <li>6. Economic impact areas <ol style="list-style-type: none"> <li>2.1 Users' economic empowerment</li> <li>2.2 The economic value generated by the project</li> </ol> </li> </ol> <p>For each indicator you should then set realistic target values. In order to facilitate the involvement of your target users in co-designing your prototype and to assess a sub-set of your KPIs, we finally ask you to carry out an early stage test of your envisioned prototype / concept with your target group(s).</p>
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## 8. Implementation of organizational structure

*This section aims to provide a brief description of how you implement your project. You should describe the maturity of your project, its organizational structure as well as the individuals, and cooperation partners involved in implementing your prototype.*

### 1.9 Maturity of your project

*It is helpful for the reader to understand the current state of your prototype development, e.g. by referring to the following phases.*

- *Idea/seed phase: No solution has been implemented yet.*
- *Pilot phase: Phase in which various proposed solutions are tested.*

*Recommendation: Stay between 100 and 200 characters.*

[...]

### 1.10 Organizational structure

*In this section, please describe the structure of how you implement your project, which tasks are fulfilled by which unit as part of the overall activity. Please specify how many individuals are involved in the activity and indicate whether they are permanent employees, freelancers, or volunteers.*

*Recommendation: Stay between 500 and 1000 characters.*

[...]

### 1.11 Key personnel

*The purpose of this section is to provide the reader with an overview of the key individuals involved. Please decide freely which and how many individuals are relevant. In addition to providing biographical details, please consider the following aspects:*

- *Motivation*
- *Relevant experience and skills, for instance in relation to initiating activities or establishing companies/organisations*
- *Leadership experience*
- *Expert knowledge of the particular subject area, experience with regard to the target groups*
- *Specific qualifications relevant to the approach*

*Recommendation: Stay between 1000 and 3000 characters for each person.*

[...]

### **1.12 Partnerships, cooperations, and networks**

*The partnerships and cooperations in which your project is involved are key parts of your positioning and effectiveness. Please provide details on the following aspects:*

- *Partners (individuals, organisations, other CHEST projects / other Digital Social Innovation initiatives, public authorities, memberships in networks, government and EU workgroups, and professional associations, etc.)*
- *Subject and goal of the partnership*
- *Contractual basis of the partnership (e.g. contractual agreement, memorandum of understanding, verbal agreement)*
- *Strategic significance of the partnership*

*Please also report details concerning relevant changes which have taken place during the reporting period.*

*Recommendation: Stay between 500 and 2000 characters for each partnership.*

[...]

## 9. Implementation of your solution approach

Please describe the context of the problem you intended to solve and your specific approach to solving the problem. The reader should be able to **understand the problems you have identified, what you assume to be their causes and how you intend to address these causes**. The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the societal problem at hand (“children in Germany do not exercise sufficiently”), rather than stating a social concern or demand (“children in Germany should exercise more”).

We define a “societal problem” as any social need that you intend to address and for which you have created an activity, programme, project or product. Social problems include ecological and environmental problems.

In any of the following sections a dedicated focus lies on **the new insights you have gained during the reporting period**. Please describe in which ways your understanding of the problem has changed during this project. Wherever possible, please highlight your lessons learned over time.

### 2.1 The societal problem

#### 2.1.1 Description of the problem

In order to be able to understand the specific solution proposed, the reader must be aware of your understanding of the social problem, its context, and the underlying causes. Please elaborate on the following points:

11. Which specific problem did you intent to solve? The social problem should be described as specifically as possible. If several problems can be identified, they should be prioritized based on importance.
12. Who is affected by the problem? Please describe in detail who is affected by the problem and how so.
13. How has your perception of the problem changed during the reporting period (lessons learned)?
14. How has the social problem itself evolved over time? What is the current situation? How will the problem develop in the future if no action is taken?
15. What are the underlying causes of the problem? Please describe interdependencies of different causes.

Describing interdependencies between different causes is crucial. Only with this knowledge will readers understand your specific approach to solving the problem.

Recommendation: Stay between 2000 and 5000 characters.

[...]

### 2.1.2 Scale of the problem

*Readers can more easily assess the relevance of the problem and the effectiveness of your proposed solution if you provide information regarding the problem's scale:*

- 7. How many people are affected by the problem? Please describe the European dimension of the problem. Depending on the type of problem you are dealing with, it may be useful to provide additional information concerning the scale of the problem (e.g. size of the area, percentage or number of people affected in the case of environmental protection activities).*
- 8. Has the scale of the problem changed during the reporting period? If possible, please also provide estimates for the likely future development.*
- 9. What social consequences have already occurred, and what costs have been incurred by society as a result? What do you expect to be the consequences and costs if the problem remains unsolved?*

*Any information should be as specific as possible and quantified where possible. Please list any sources used.*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

### 2.1.3 Previous approaches to solving the problem

*It is likely that other attempts have already been made to solve the social problem. Please describe how and with what success others have previously attempted to solve the problem. This helps the reader to understand and assess your proposed solution. You can also explain why and in what respect these previous approaches have not been sufficient for solving the problem. If there have not been any previous attempts to solve the problem, it can be useful to explain why this might be the case.*

*Recommendation: Stay between 500 and 2000 characters.*

[...]



## 2.2 Your approach to solving the problem

### 2.2.1 Solution approach – what do you intend to achieve and where do you start?

*Please describe the ideal state of the situation that you aim to achieve: What is your long-term objective which provides the central motivation for your activity? Has this objective changed during the reporting period?*

*Please also provide a brief description of your fundamental approach. In section 2.1.1 you have explained the causes of the problem. This section asks you to detail which point in the causal chain leading to the problem your project addresses – and what in general you intend to achieve. What is the added value you offer to the respective target groups and in which form (products, services, tools, etc.)? This brief description of your impact chain enables the reader to understand how your project contributes to solving the problem.*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

### 2.2.2 Target groups

*Here you describe who you intended to reach with your activity. Your direct target group comprises those individuals your proposed solution addresses directly such as the participants of a workshop. In addition, there may be individuals who benefit indirectly from your activity such as the children of parents who take part in a parenting programme. Your target group may also include influencers and intermediaries such as journalists or teachers you approach in order to ensure that your idea is spread and your objectives are met.*

*There may be several different groups of individuals or institutions on all three levels. Please focus on those groups of individuals that are particularly important.*

*Please provide the following information for your target groups:*

- 10. Who belongs to the respective target group?*
- 11. How large is the respective target group?*
- 12. What are the concerns and goals of the members of the respective target group? Which of these concerns or goals can be realized or attained by way of your activity?*
- 13. If possible, please highlight new insights you gained with regard to your target groups during the report period: Did you identify new target groups in the past 5 months? Did your target groups change in some ways?*

*Recommendation: Stay between 500 and 1000 characters for each target group.*

[...]

#### 2.2.4 Activities and work performed

*In appendix 1 of this document you'll find a set of templates to describe your specific activities during the first 5 months of the funding period (comprising the resources employed and the work performed by your team and partners). Please use these templates to provide the following information:*

- *A concise description of the work performed for each work package*
- *Describe any management concerns and activities to recover the situation*
- *Detail any publications, publicity or other dissemination activity.*
- *Summarise the project progress against deliverables, noting any discrepancies against the Project Plan and action to recover situation if necessary*

*Recommendation: The length of this section largely depends on the structure of your work so a specific recommendation is not suitable. You should stick to brief, but concise descriptions mentioning all important aspects of your work.*

[...]

#### 2.3 Scaling your prototype

*Please describe how you intend to spread your proposed solution. The central questions you should answer here are:*

- *How you intend to take your prototype to the next level of maturity after the CHEST funding period?*
- *Which other sources of financing are you going to use?*
- *How are you planning to reach your target groups?*

*Please focus on the mechanisms used to spread your approach. In many cases, however, you will not be able to implement your solution in other locations yourself. Instead, you may collaborate with local or regional partners or approach local providers and ask them to implement your approach independently. Some projects spread certain activities or services. Others enable, educate or empower third parties to use a method themselves. Or they spread an attitude or an idea. Please describe as detailed as possible, what exactly you spread. There is a wide range of possibilities for spreading and scaling solutions – from the publication of knowledge and experience to licensing or expansion of your own activity by growing your organisation. You can use the following examples for your description:*

- *Open distribution: You provide experience and knowhow to third parties either for a fee or free-of-charge but do not influence the local implementation (except through advice and/or assistance). The following are three strategies which are frequently used for open distribution:*
  - *Publication of results via brochures, manuals, web sites, or public presentations*
  - *Training and consulting*
  - *Definition of standards, possibly also accreditation*
  - *Open source / creative commons licensing models for your prototype / final solution*
- *License and/or social franchise models: You collaborate with independent partners who are responsible for implementing the activity locally, but are bound by a (contractual) agreement.*

*For instance, partners are permitted to use your knowhow, brand, and other intellectual property. At the same time, they may be required to take part in trainings or even undergo regular certification, to meet quality standards or pay fees or charges for services that you provide.*

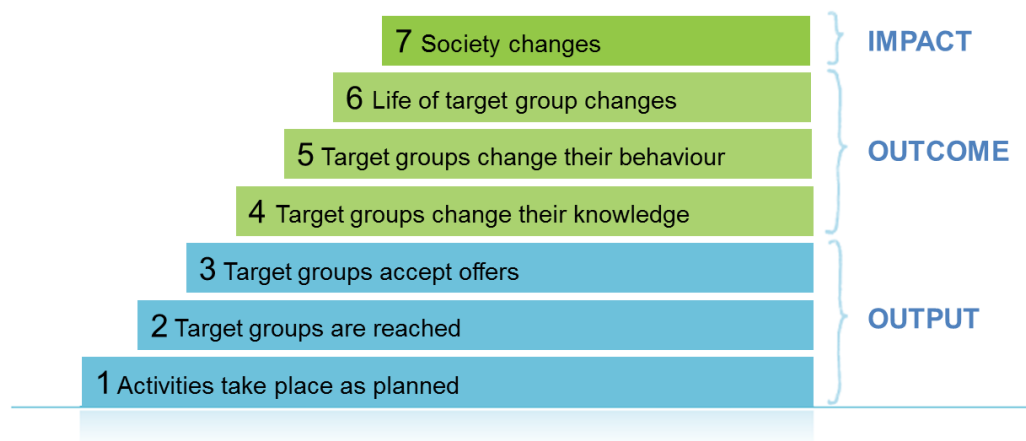
- *Networks and cooperation approach: Your own activity can also be spread by forming or joining a network or by entering into cooperation with other organisations in the market.*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

## 10. Measuring your Social Impact

*In chapter 2 you have described the societal problem you are addressing. In this section we ask you to report on the social impact you anticipate for the individual target groups as a result of your solution – and the extent to which you succeed in realizing your objectives. To understand the concept of social impact, the distinction between resources used, work performed, and impact has proven useful:*



Adopted from Kursbuch Wirkung, Phineo gAG

### 3.1 Your expected social impact

*Impacts are defined as the social changes which can be observed as a consequence of the output of your activity. Ecological impacts are also considered as social impacts in this context. Impact can affect the individuals directly addressed. For instance, changes in the behaviour of parents attending parental training. Changes (impacts) may also affect some groups indirectly such as the children of parents who have participated in parental training. In certain cases, it is also possible to specify results on the level of society. For instance, it may be possible to quantify a re-socialisation programme's cost savings for the whole economy due to a particularly low relapse rate or the carbon dioxide savings that result from an energy-saving campaign.*

*Please describe the social impact you anticipate for the individual target groups as a result of your activity!*

*Recommendation: Stay between 2000 and 5000 characters.*

[...]

*Based on this description you should derive a set of useful indicators (Key Performance Indicators, KPIs) which help you to measure your social impact – and to set your specific goals for these indicators. In many cases, it will be difficult to directly measure the impact of your activity. However, appropriate indicators that are known to be closely connected with your intended effects will allow you to make statements about the effectiveness of your activities – even if you are not able to ultimately prove causality, it will be helpful to explain why you derive the effectiveness of your activity from certain indicators. In order to facilitate this process we have pre-defined a list of common indicators which each CHEST beneficiary should report:*

Dimensions	Indicators	Variables	Target value	Measured value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process		
		Number of users involved in co-design process		
		Ratio between men and women involved		
		Ratio between young, adult and old people involved		
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)		
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries		
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website		
		Number of comments / replies on project blog entries on CHEST website		
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)		
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)		

*In addition to this list of indicators common for all CHEST beneficiaries we ask you to define those indicators that best suit your project (from the catalogue of additional indicators, appendix 3). In order to do so, you should first choose your primary and your secondary social impact area and then identify at least 3 different indicators for each impact area that are most suitable for your project. If suitable, you can in addition also choose an economic impact area and similarly identify at least 3 different indicators for that area. The social and economic impact areas are listed below:*

**7. Social impact areas (including ecological impacts)**

**1.1 Impact on community building and empowerment**

- 1.2 Impact on information
- 1.3 Impact on ways of thinking, values and behaviours
- 1.4 Impact on education and human capital
- 1.5 Impact on employment
- 1.6 Impact on environment
- 1.7 Impact on civic and political participation
- 1.8 Impact on policies and institutions
- 8. Economic impact areas
  - 2.1 Users' economic empowerment
  - 2.2 The economic value generated by the project

*In appendix 3, you will find an extensive catalogue of potential indicators for each impact area. If non or not enough of the indicators listed in appendix 3, you can also define your own indicator(s) according to your needs.*

*For each indicator, please define a target value you aim to achieve at the end of the 10-month funding period and fill the following table with your set of indicators for each impact area!*

Impact area: [...]				
Dimensions	Indicators	Variables	Target value	Measured value
[...]	[...]	[...]	[...]	
		[...]	[...]	

*While some indicators will be only quantifiable once your prototype is finished, others can be assessed already during the development phase. One way to allocate their values is an early concept or prototype test / evaluation. One key prerequisite to achieve a high impact in developing Digital Social Innovations is the user-centred design involving your target users right from the project start (co-design). Following an iterative development cycle, we ask you to carry out such a concept test / prototype evaluation involving your target users already within the first 5 months of your funding period. There are many different and easy to use techniques available to carry out such early-stage evaluations (user analysis, concept test, etc.) taking place even before a running system is available (using click-demos, mockups or paper) – for example:*

- Scenario-based testing  
(<http://www.cs.pomona.edu/classes/cs181f/supp/scenariotest.html>)
- Wizard-of-Oz prototyping (<http://www.ucc.ie/hfrq/projects/respect/urmethods/wizard.htm>)
- Paper prototyping  
(<http://www.paperprototyping.com/what.html>)
- Video Prototyping  
(<http://www.ucc.ie/hfrq/projects/respect/urmethods/video.htm>)

*Choose an applicable methodology (for possible methods other than the few stated above please take a look at <http://www.ucc.ie/hfrq/projects/respect/urmethods/methods.htm>) and carry out an evaluation/test of your envisioned prototype/concept testing a suitable sub-set of your indicators (selecting some but not all indicators identified for your project under section 3.2) – you should at least provide following information (Dimension: Online Community Building, Indicator: User involvement in prototype evaluation / test usage):*

- *Number of target groups involved in co-design process*
- *Number of users involved in co-design process*
- *Ratio between men and women involved*
- *Ratio between young, adult and old people involved*

*Please provide a brief summary of the evaluation results and describe those areas (indicators) for which the prototype will be well suited – and the weak spots you found where further improvements in the requirements or early design will be necessary. The goal here is not to show that your idea is already perfect. On the contrary: As your project is new and innovative, it is very likely that in interacting with your target groups by testing your idea with them you will encounter unforeseen critical issues. Please describe these issues and provide your ideas to address them. In order to help you solve these problems we will involve the experts of our CHEST community providing you with feedback and ideas so please be brief but clear in your description.*

*Recommendation: In addition to assessing the values of the KPIs you measured, please stay between 3000 and 5000 characters in the description of your evaluation.*

[...]

## Appendix 1: Templates for Summary of Progress

Repeat for each work package:

<b>Work Package Number :</b>
<b>Actual Starting month :</b> <b>Predicted / Actual End month :</b>
<b>Work Package Objectives:</b>
<b>Description of work this period</b>
<b>Progress towards the Deliverables for this Work Package</b>
<b>Summarise any problems you have encountered, and how they have been overcome</b>
<b>Description of planned activity for next reporting period</b>



## **Project Management And Dissemination**

Summarise any management concerns and activities to recover the situation.

Detail any publications, publicity or other dissemination activity.

### Deliverable Status

Summarise the project progress against deliverables, noting any discrepancies against the Project Plan and action to recover situation if necessary.

Use **Green** text for completed, **Red** for late and **Blue** for items due in the next quarter.

[illegible]

## Appendix 2: List of common indicators to monitor the social impact of all CHEST beneficiaries

Below you'll find a list of indicators aiming to monitor the social impact of all CHEST Digital Social Innovation initiatives.

Dimensions	Indicators	Variables
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process
		Number of users involved in co-design process
		Ratio between men and women involved
		Ratio between young, adult and old people involved
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website
		Number of comments / replies on project blog entries on CHEST website
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)

### Appendix 3: Catalogue of project specific indicators to monitor your social impact<sup>26</sup>

Below you'll find a catalogue of possible indicators to assess different areas of social impacts. Not all of them are suitable for your prototype. Please choose your primary and your secondary social impact area and then identify at least 3 different indicators for each impact area that are most suitable for your project. If applicable, you can in addition also choose an economic impact area and similarly identify at least 3 different indicators for that area. If none or not enough of the indicators listed in appendix 3, you can also define your own indicator(s) according to your needs.

#### 3. Social impact areas (including ecological and political impacts)

##### 1.1 Impact on community building and empowerment (additional indicators)

Dimensions	Indicators	Variables
ONLINE COMMUNITY BUILDING	Change in time spent on the platform by users	Time spent by the users, on average
		Change in time spent on the platform by users
ONLINE COMMUNITY EMPOWERMENT	Number of groups spontaneously created by the users	Number of groups spontaneously created by the users
	Project capability to influence trust among users	Self-assessment on project capability to influence trust among users
		Sharing of personal data among users
LOCAL COMMUNITY BUILDING	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups
	Project capacity to provide to local communities/groups instruments for better organise themselves	Project self-assessment of its capacity to provide to local communities/groups instruments for better organise themselves
LOCAL COMMUNITY EMPOWERMENT	Number of events organised by the the project addressing local communities	Number of participants to events organised by the project addressing local communities

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<sup>26</sup> This set of impact indicators is based on the methodological framework developed by the IA4SI project ([www.ia4si.eu](http://www.ia4si.eu)). You can find the full set along with further explanations under [http://ia4si.eu/wp-content/uploads/2014/11/D%202%201\\_methodology\\_1.1\\_301114.pdf](http://ia4si.eu/wp-content/uploads/2014/11/D%202%201_methodology_1.1_301114.pdf)

The IA4SI methodological framework is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License.

	Project capability to influence local communities in terms of social inclusion and non-discrimination	Project self-evaluation of its capability to make local communities more inclusive
		Number of project activities/outputs dedicated to fostering social inclusion and non-discrimination in local communities

### 1.2 Impact on information (additional indicators)

Dimensions	Indicators	Variables
ACCESS TO INFORMATION	Typology of information- data available on the platform	Typology of information- data available on the platform - selection from a list including: <ul style="list-style-type: none"> <li>Articles/long post/structured content</li> <li>Short post/status updated</li> <li>Forum discussions</li> <li>Forum entries</li> <li>Images</li> <li>Videos</li> <li>Other contents</li> </ul>
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Number of instruments provided allowing users to verify the quality of the information he/she access to

### 1.3 Impact on ways of thinking, values and behaviours (additional indicators)

Dimensions	Indicators	Variables
CHANGES IN OPINIONS / WAYS OF THINKING	Topics where opinion change is expected to happen	Topics where opinion change is expected to happen
		Detailed description of topic and subtopics
	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviours	Activities performed by the project in order to achieve the expected changes in users opinions, values and behaviours
	Number of people participating in the activities	Number of people participating in the activities
CHANGE IN BEHAVIOURS	Topics where changes in behaviours are expected to happen	Topics where changes in behaviours are expected to happen

### 1.4 Impact on education and human capital (additional indicators)

Dimensions	Indicators	Variables
TRAINING PROVIDED BY THE PROJECT	Training efficiency	Hours of training provided by the project
		Number of persons trained
		Topics covered by training activities
		Budget allocated to training
	Tools for education/training developed by the project	Number of tools for education/training developed by the project
		Description of tools for education/training developed by the project
IMPACT ON HUMAN CAPITAL	Impact on users eSkills	Number of activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide
		Number of participants to activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction

		of digital divide
	Project self-evaluation of its capability to support the personal development of its users	Project self-evaluation of its capability to support the personal development of its users
		Description of project's support to the personal development of its users
CHANGE IN TRAINING CURRICULA, EDUCATIONAL POLICIES AND PERSONAL INVESTMENTS IN EDUCATION	Project self-evaluation of its capability to influence changes in training curriculum of secondary and higher education	Project self-evaluation of its capability to influence changes in training curricula of secondary and higher education
	Project self-evaluation of its capability to influence changes in educational policies	Project self-evaluation of its capability to influence changes in educational policies
		Description of project influence on educational policies
	Project self-evaluation of its capability to influence its users investment in education	Project self-evaluation of its capability to influence its users investment in education
		Description of project influence on users investments in education

### 1.5 Impact on employment (additional indicators)

Dimensions	Indicators	Variables
IMPACT ON JOB CREATION (DIRECTLY DEVELOPED BY THE PROJECT)	New job places generated	Number of persons recruited specifically for the project
	Number of persons recruited specifically for the project that will continue to work after the end of the project	Number of persons recruited specifically for the project that will continue to work after the end of the project
	Impact on woman employment	Rate of woman in the project
	Number of new job places generated (or expected to be	Number of new job places generated (or expected to be generated) by the

	generated) by the project outputs	project outputs
	Number of spin-off/start-ups developed as a result of the project	Number of spin-off/start-ups developed as a result of the project

### 1.6 Impact on environment (additional indicators)

Dimensions	Indicators	Variables
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE GREENHOUSE GASES ISSUE	Project self-assessment of its capability to provide easier access to innovative solutions for low carbon technologies	Project self-assessment of its capability to provide easier access to innovative solutions for low carbon technologies
	N. of compensation activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of compensation activities performed by the users since their engagement with the project according to the project
PROJECT IMPACT ON BEHAVIOURS RELATED TO AIR POLLUTION RELATED TO TRANSPORT ISSUE	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of air pollution related to local, everyday transport	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of air pollution related to local, everyday transport
	Project self-assessment of its capability to provide easier access to innovative solutions for a sustainable transport choices	Project self-assessment of its capability to provide easier access to innovative solutions for a sustainable transport choices
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE WASTE ISSUE	Project self assessment of its capability to provide easier access to waste management technologies	Project self assessment of its capability to provide easier access to waste management technologies
	N. of waste reduction activities performed by the users since their engagement with the project	N. of waste reduction activities performed by the users since their engagement with the project according to the project
	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling initiatives, etc.)

	initiatives, etc.)	
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	Increase of green / local / ethical products purchased by users in relation to start of the project- in percentage	Increase of green / local / ethical products purchased by users in relation to start of the project- in percentage
	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project
	N. of green labels or certifications for products or services promoted by the initiative	N. of green labels or certifications for products or services promoted by the initiative
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE BIODIVERSITY ISSUE	N. of biodiversity conservation initiatives supported by the users	N. of biodiversity conservation initiatives supported by the users
	Project self-assessment of its capability to provide easier access to biodiversity conservation technologies / methodologies	Project self-assessment of its capability to provide easier access to biodiversity conservation technologies / methodologies

### 1.7 Impact on civic and political participation (additional indicators)

Dimensions	Indicators	Variables
IMPACT ON CITIZENS/USERS POLITICAL AWARENESS	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues
	Project self assessment of changes in the time spent by users in persuading friends, relatives or fellow workers about social/political issues	Project self assessment of changes in the time spent by users in persuading friends, relatives or fellow workers about social/political issues
	Changes in the	Changes in the social/political topics



	social/political topics addressed by users	addressed by users
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Instruments developed by the project offering new channels/way for civic participation	Number of instruments developed by the project offering new channels/way for civic participation
	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation
	Project self evaluation of its capability to increase the time spent by citizens in participating to civic-society organisation	Project self evaluation of its capability to increase the time spent by citizens in participating to civic-society organisation
	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions
IMPACT ON CITIZENS/USERS POLITICAL PARTICIPATION	Instruments developed by the project offering new channels/way of political participation	Number of instruments developed by the project offering new channels/way of political participation
	Project self-evaluation of its capacity to increase citizens/users participation to national and local election	Project self-evaluation of its capacity to increase citizens/users participation to national and local election
	Project self-evaluation of its capacity to increase citizens/users participation in: signature campaigns, boycotts and manifestations	Project self-evaluation of its capacity to increase citizens/users participation in signature campaigns, boycotts and manifestations
	Project capability to improve political participation of citizens belonging to group at risk of discrimination	Project self evaluation of its capability to improve political participation of citizens belonging to group at risk of discrimination

### 1.8 Impact on policies and institutions (additional indicators)

Dimensions	Indicators	Variables
PROJECT CAPABILITY TO INFLUENCE POLICIES AND INSTITUTIONS	Number of policy recommendations produced by the project	Number of policy recommendations produced by the project
	Number of policy makers and institutions representatives aware of the policy recommendations	Number of policy makers and institutions representatives aware of the policy recommendations
	Meetings/conferences organised/attended for influencing policy-makers	Number of meetings/conferences organised/attended for influencing policy-makers
		Number of policy makers/institutions represented in the meeting
	Project self-evaluation of its capability to influence institutions/governments transparency	Project self-evaluation of its capability to influence institutions/governments transparency
	Project capability to influence parties/democratic processes transparency	Project capability to influence parties/democratic processes transparency
	Policies/regulations/laws changed or updated by the project	Number of policies/regulations/laws changed or updated by the project
	Number of institutions created or changed by the project	Number of institutions created or changed by the project
USERS IMPACT ON POLICIES AND INSTITUTIONS	Project self-evaluation of its capability to influence the capability of citizens/users and civic society organisations of influencing policies	Project self-evaluation of its capability to influence the capability of citizens/users and civic society organisations of influencing policies
	Number of policy recommendations/documents /petitions produced by users	Number of policy recommendations/documents/petitions produced by users thanks to the use of the project outputs
	Project evaluation of users capability to influence institutions/governments transparency	Project evaluation of users capability to influence institutions/governments transparency
	Project evaluation of users capability to influence parties/democratic processes transparency	Project evaluation of users capability to influence parties/democratic processes transparency
	Number of policies/regulations/laws changed or updated by project users	Number of policies/regulations/laws changed or updated by project users
	Number of institutions created or changed by project users	Number of institutions created or changed by project users

#### 4. Economic impact areas

##### 2.1 Users' economic empowerment (additional indicators)

DIMENSION	INDICATOR	VARIABLE
IMPACT ON ACCESS TO FINANCE	Project self-evaluation of its capability to increase the access to finance of its users	Project self-evaluation of its capability to increase the access to finance of its users
		Total Funding distributed
		Type and description of instruments for increasing access to finance
	Impact through crowdfunding	Money attracted by the project through crowdfunding
		Project self-evaluation of improving investment risk diversification opportunities for the users of the project through crowdfunding
IMPACT ON ENTREPRENEURSHIP AND INCOME GENERATION FOR THE USERS	Project self-evaluation of its capability to support the creation of entrepreneurial initiatives by users	Project self-evaluation of its capability to support the creation of entrepreneurial initiatives of its users
	Number of enterprises or business ideas developed by the project users	Number of enterprises or business ideas developed by the project users
		Instruments stimulating entrepreneurial activities
	Number of test beds provided by the project supporting the users for testing business ideas	Number of test beds provided by the project supporting the users for testing business ideas
	Project self-evaluation of its capability of improving the support to users for diversifying income resources	Project self-evaluation of its capability to improve user support in diversifying income resources
	Project self-evaluation of its capability of increasing the incomes of the users	Project self-evaluation of its capability of increasing the incomes of the users
	Project self-evaluation of its capability of increasing the resilience of its users	Project self-evaluation of its capability of increasing the resilience of its users to cope with crises

	to cope with crises	
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## 2.2 The economic value generated by the project (additional indicators)

DIMENSION	INDICATOR	VARIABLE
ECONOMIC RESULTS	Project self-evaluation of increasing the resource pooling of the users	Project self-evaluation of increasing the resource pooling of the users
	Cost saving related to resource pooling	Cost-saving related to resource pooling
	Percentage of use of shared resources	Percentage of use of shared resources
	Monetary value of shared resources	Monetary value of shared resources
BUSINESS MODELS	Business Models	Business Models
	Project self-evaluation of being able to generate a new business model	Project self-evaluation of being able to generate a new business model
	New market opportunities for partners	New market opportunities for partners
	Number of business collaborations	Number of business collaborations
COMPETITIVENESS AND EXPLOITATION	Project competitors	Project competitors
	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors
	Number of persons able to be dedicated to exploitation and innovation transfer	Number of persons able to be dedicated to exploitation and innovation transfer
	Number of activities for the transfer of each project output	Number of activities for the transfer of each project output