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D3.2 Report on maintenance and animation

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

Version

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1 Introduction

As defined in the Description of Work (DoW), D3.2 “Report on maintenance and animation” provides a summary of the activity undertaken and planned in tasks 3.2 (IT Platform Management and Support) and 3.3 (Platform animation). This includes the set-up, usage and maintenance of the CHEST platform during the open calls as well as during the evaluation and the project-monitoring phase, in which it supports the community building of the CHEST beneficiaries. Consequently, the work accomplished in this area is closely aligned to the dissemination and communication activities of CHEST and this report reflects this necessity.

As described in deliverable D5.1, CHEST is more than only a platform running an idea competition providing seed funding to social innovators. CHEST aims to explore new ways of fostering Digital Social Innovations in Europe implementing different means and modules supporting that goal. 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 Environment (Figure 1) implementing the Social Innovation vision of CHEST (for a detailed description, see deliverable D5.1).

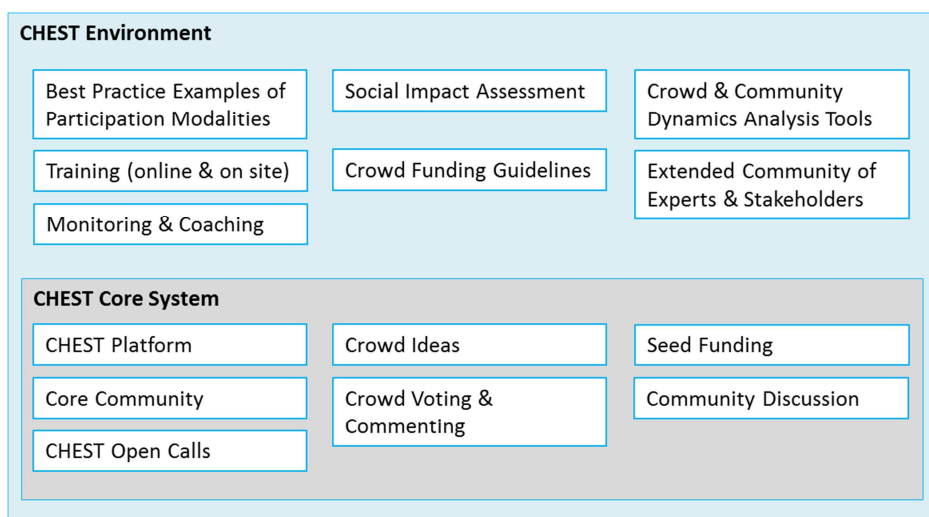


Figure 1: Architecture of the CHEST Enhanced Environment for Social Innovation

As mentioned before, the focus of this report is twofold: first of all we will lay down the activities related to the CHEST platform (described in detail in deliverable D3.1), its technical maintenance and animation in form and content (section 2). Yet, maintenance and animation are not an end in itself but rather a means to support the CHEST community building and expansion. Therefore, the report also describes the ongoing communication and dissemination activities carried out by CHEST and the implementation of the community expansion phase of the CHEST communication strategy including both the efforts undertaken by the CHEST beneficiaries as well as the supporting actions taken by the CHEST consortium (section 3). Section 4 will finally highlight another important pillar of the CHEST strategy to ensure the long-term sustainability of the funded projects as well as to provide support to all non-funded projects and to the extended CHEST community in general: The Crowd Funding Guidelines (published in D5.2) and the related measures that help social innovators and grassroots initiatives to access alternative sources of funding.

2 Platform maintenance and extension for animation and community building

2.1 Discussion forum

The platform developed for the first Call for Ideas has already proved to work effectively in supporting the collaboration and exchange of opinions and comments during the first phase of idea generation. This contribution from the community has played also an important role in the transition from the idea conception to the project proposal submission, in the third Call for Prototypes for which the innovators have taken advantage of the comments and feedback received.

For the second phase of CHEST, in which a number of projects funded by CHEST are running, the current platform has been extended with an additional environment (the CHEST forum) to let the community debate and share opinions about the CHEST experience and possibly other relevant initiatives in digital social innovation, on one hand. On the other hand, the CHEST project intends to rely on and take advantage of the CHEST funded projects' existing communities, so that CHEST can act as a glue, as a catalyst, stimulating those communities through the forum and, mutually, feeding the forum with contributions from those communities. Therefore the CHEST forum has been conceived, in a way that the project stakeholders and all other interested parties will be able not only to meet, discuss, collaborate on the ongoing activities but also to possibly establish other forms of collaboration in the field of digital social innovation.

Online communities have been playing an increasingly important role in supporting grassroots initiatives in the area of social innovation and sustainability. It is crucial for almost all Digital Social Innovations to build a vibrant community. Many of the CHEST beneficiaries, however, did not have an existing user community of substantial size at the time of applying to the CHEST open calls. Consequently, one important goal of CHEST was to set up a user crowd and community that the projects could use and activate in order to grow their own community and to increase their outreach. This is especially important as many of the projects apply crowdsourcing methodologies. As reported in deliverable D2.2, CHEST has set up an online crowd with 4,983 users active in the CHEST Call for Ideas: 956 different users gave 1,141 comments and 4,886 users submitted 28,718 votes. As CHEST follows an experimental approach, we are testing ways to make this crowd accessible for our beneficiaries and engage the users through different means in order to support the central Social Innovation vision of CHEST: to stipulate decentralized, bottom-up initiatives with a strong focus on user-centered innovation.

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 consortium¹. The CHEST Forum objective is the creation of threaded discussion boards, called forums, on the platform. It allows community members to discuss topics with one another, and the discussions will be archived for future reference. Topics, or threaded discussions, posted into the forum will be comprised of an initial post, and replies, in the form of comments. Every topics will have their own URLs so that they can be referred to from anywhere, e.g. from any other external community or web space. Multiple forums could be easily set up for different areas of discussion and can also be nested inside other parent forums, in a logical hierarchical structure. The forum has been officially launched with the kick-off of the 24 winning projects of CHEST call 2 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.

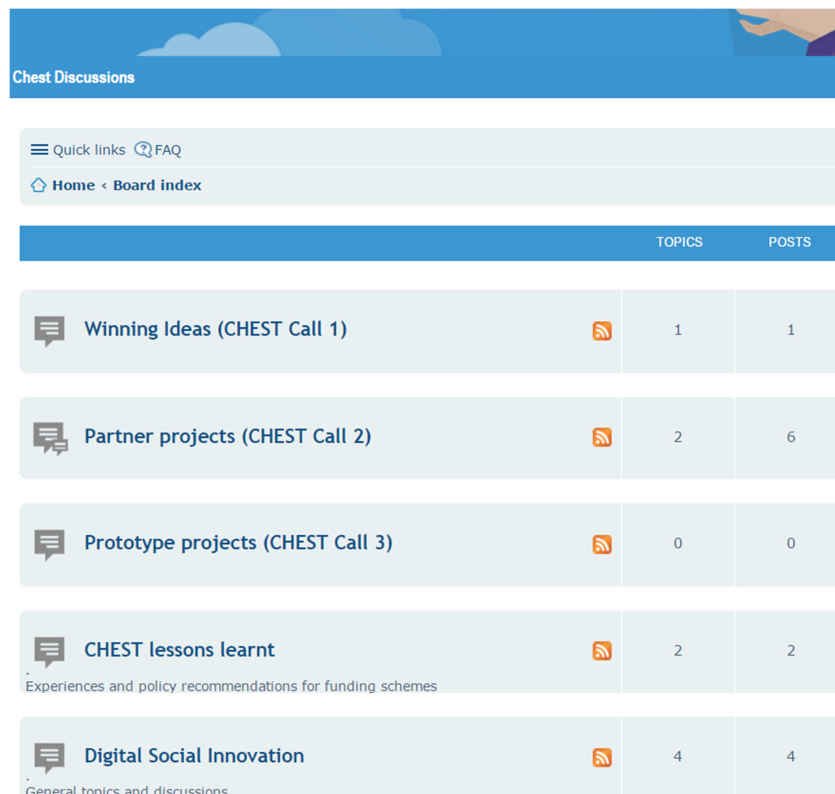
Users of the community are able to view existing discussion threads, posts, and comments and even

¹ The forum can be accessed via the CHEST website or directly at <http://mog.eng.it/chestcommunity>

initiate a new discussion from scratch.

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



Chest Discussions		TOPICS	POSTS
Quick links	FAQ		
Home < Board index			
Winning Ideas (CHEST Call 1)	1	1	
Partner projects (CHEST Call 2)	2	6	
Prototype projects (CHEST Call 3)	0	0	
CHEST lessons learnt <small>Experiences and policy recommendations for funding schemes</small>	2	2	
Digital Social Innovation <small>General topics and discussions</small>	4	4	

Figure 2: CHEST forum structure

The Forum content is structured as presented in Figure 2, and is logically divided into the following main sections:

- The first three sections are devoted to the results of the three CHEST open calls respectively: The *Call 1 Winning Ideas*, the *Call 2 Partner Projects* and the *Call 3 Prototype Projects*.
- The fourth section (*CHEST lessons learnt*) is devoted to share experience done within the CHEST project itself, and to discuss about the lessons learnt in planning and carrying out the process of cascade funding and project selection and monitoring, for the purpose of possible future initiatives like CHEST.
- The fifth section (*Digital Social Innovation*) is a place where a general discussion can take place about the realm of digital social innovation such as the publication of the final report on Digital Social Innovation in Europe or announcements of alternative opportunities for funding of social initiatives. All interested stakeholders can contribute with experience and

knowledge, and other possible innovators can take inspiration and find reference to working experiences and guidelines.

In turn, the sections are structured in detail, according to the specific topic to be discussed. For example the Call 2 project section is further detailed into the five projects, and each of them will host a separate discussion, as presented in Figure 3:

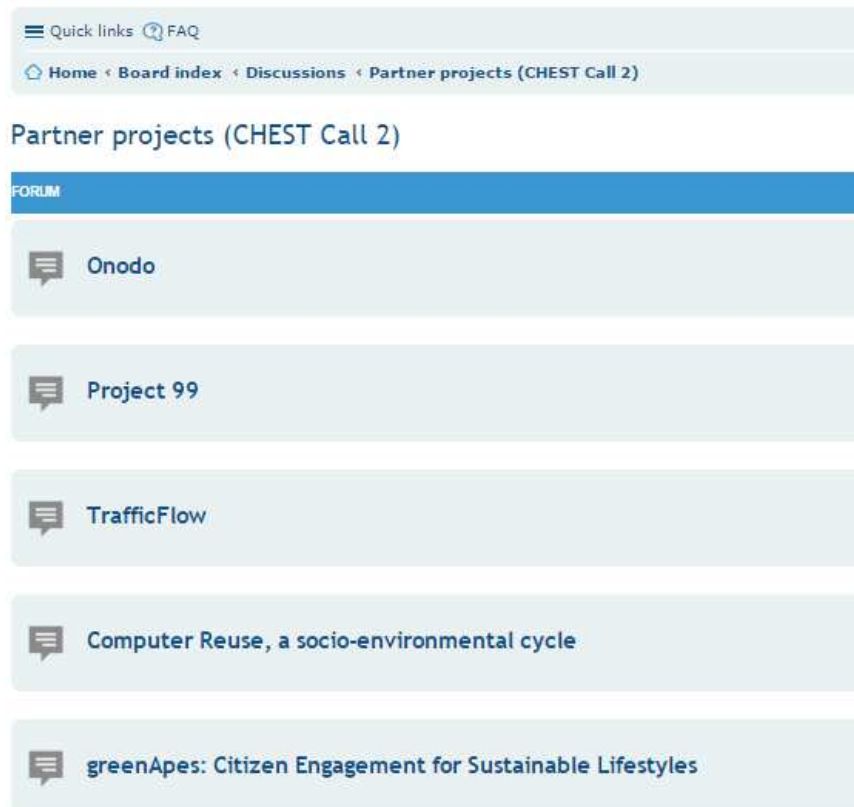


Figure 3: Sections for each partner project

2.2 CrowdMonitor

In order to further support the interaction between the CHEST beneficiaries and the extended community, we are implementing the CHEST CrowdMonitor. It enables the continuous evaluation of the projects through the Crowd. Users from the crowd are linked to the forum from the projects' pages on the CHEST website as well as from the discussion forum described under 2.1. 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"). A preliminary concept screen of the survey is shown in Figure 4. The evaluation through the CrowdMonitor will be carried out during the 3rd year of CHEST, the main phase of project activity of the winning CHEST beneficiaries.

Dear participant,

We are interested in your assessment of the projects. Please state to which extent you agree with the statements listed below by choosing the appropriate scale button.

	Completely disagree	Rather disagree	Neutral	Rather agree	Completely agree
The project implements an appropriate solution to the addressed social problem:	--	-	-/+	+	++
The project is likely to reach its goals:	--	-	-/+	+	++
The project informs regularly about its progress:	--	-	-/+	+	++

[Vote!](#)

Figure 4: Concept screen of the CHEST CrowdMonitor

2.3 Integration of Edgesense

As reported already in more detail in deliverable D5.1, the collaboration with CATALYST and the test of Edgesense enabled us to have a closer look at the role of the CHEST online crowd and their dynamics. The analysis, however, is not an end in itself; rather it is only the base for structuring access to our crowd, identifying key users, and developing communication strategies aiming to involve them in the development of the projects of the CHEST beneficiaries. Consequently, we are exploring ways to make this crowd more accessible to our beneficiaries through Edgesense so that they can valorise it better for the development of their projects. Publishing the analysis on the CHEST website (<http://www.chest-project.eu/chest-online-crowd/>, data privacy ensured through password protection) is one key element

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.

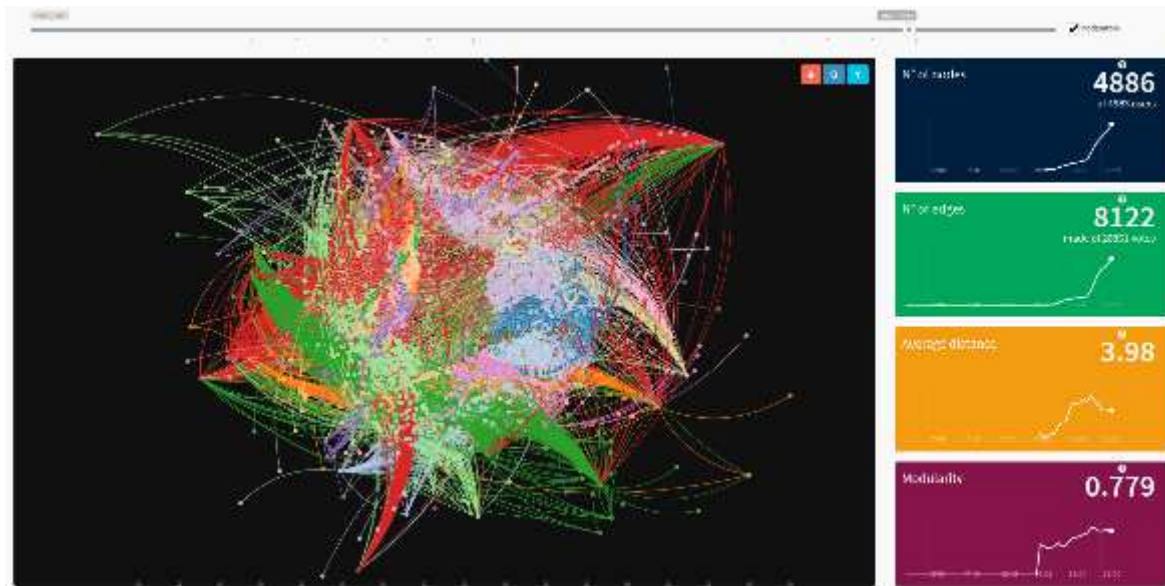


Figure 5: Edgesense Visualization of the CHEST voting activity

Figure 5 visualizes the voting activity of CHEST Call 1. 4.886 out of 4983 users (98 %) voted on different ideas, giving a total of 28.851 votes. The picture shows a very dense network with many linkages between different dots resembling the high voting activity reached in CHEST. The number of nodes is equivalent to the number of users that have written or received at least one idea or vote. Each dot in the visualization represents a node. Each node depicts a user that has either posted one or more ideas himself (the more “central” nodes of the network) and/or voted on an idea of another user (the more “peripheral” nodes surrounding the central nodes). The lines between the dots are called edges. They show the relationship established across users linking two of them through a voting (user b votes on an idea of user a). The average distance shows the average sum of all relationships across all nodes. Basically it resembles the number of interactions that the average user has had in the community. The higher this number, the more lively the community feels to the average user.

The average distance of the CHEST community has been fairly high with the average user showing about 4 (3.98) interactions with other users. This suggests that the CHEST has been successful at establishing interaction between the crowd members as the modularity measures the distance between the network and a random network with the same degree distribution, on a 0-1 scale. A value close to 0 means that there are no clearly defined sub-communities in the network while high values modularity might indicate the emergence of specialization. Not surprisingly, the CHEST online crowd shows a fair amount of sub-communities because many ideators motivated their own crowds in order to support their ideas. However, the example of such an idea with a strong supporting community visualized in Figure 6 shows also many connections reaching out and connecting different users, i. e. they voted on many different ideas. This means that the winners did not win only because of their supporters which they mobilized through their personal networks. In order to win they also needed to collect positive votes from other members of the CHEST online crowd. This suggests that the crowd voting functioned rather well as the bias of supporters mobilized for one specific idea was offset by crowd cross-voting.

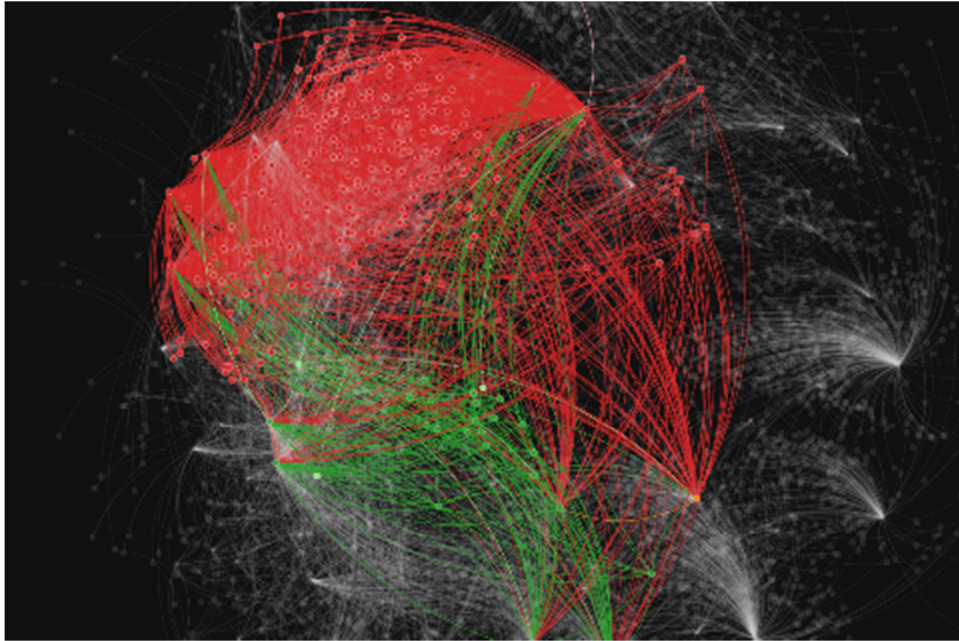


Figure 6: View of an idea submitted, which received extensive support from all over the CHEST online crowd

Taking a closer look at some key users of the community we see that many users have voted on many different ideas rather than supporting only one project for which they might have been mobilized by the submitter. Figure 7 shows one example of such a key user of the CHEST online crowd who has not submitted an idea himself but has voted on many different ideas. For the multiplier-based dissemination strategy applied by CHEST, such insights provided by Edgesense are highly valuable as they enable the identification of very active and well-connected individuals among the wider crowd of users. These multipliers will form part of the CHEST communication and dissemination activities carried out in year three. 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.

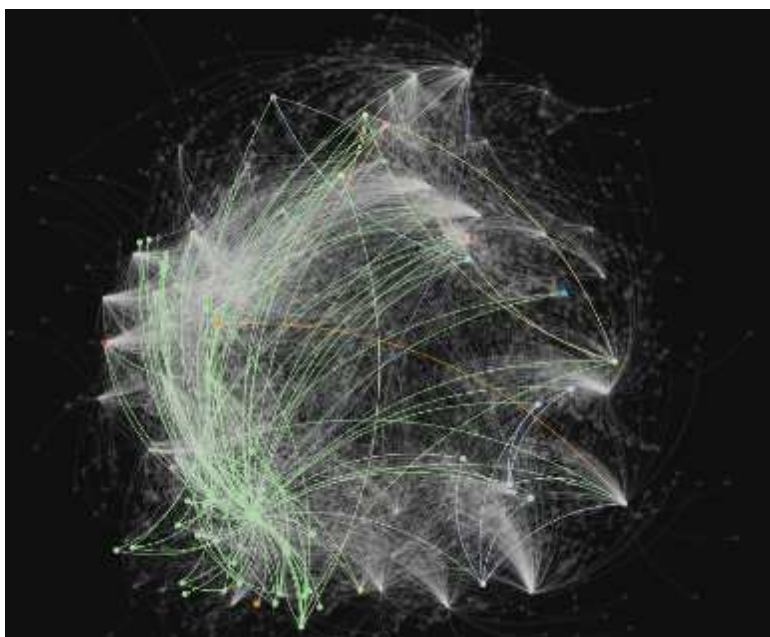


Figure 7: High voting activity by one key user of the CHEST online crowd

3 Community expansion

The CHEST community plays an important role by supporting the exchange of knowledge and experiences among the CHEST beneficiaries and other stakeholders. As described in detail in deliverable D4.3, CHEST follows a decentralised and bottom-up approach rather than a top-down strategy for setting up the CHEST Community. This means that members create their own groups and where these groups are precisely and dynamically tailored to each member's interest. Members will also be more motivated in and loyal to groups they created on their own. To reach our target groups and to foster a bottom-up community building process with a wide audience of stakeholders, we are implementing a two-stage process (described in deliverable D4.3). The first part focused on starting engagement with our **CHEST Core Community** as shown in Figure 8.

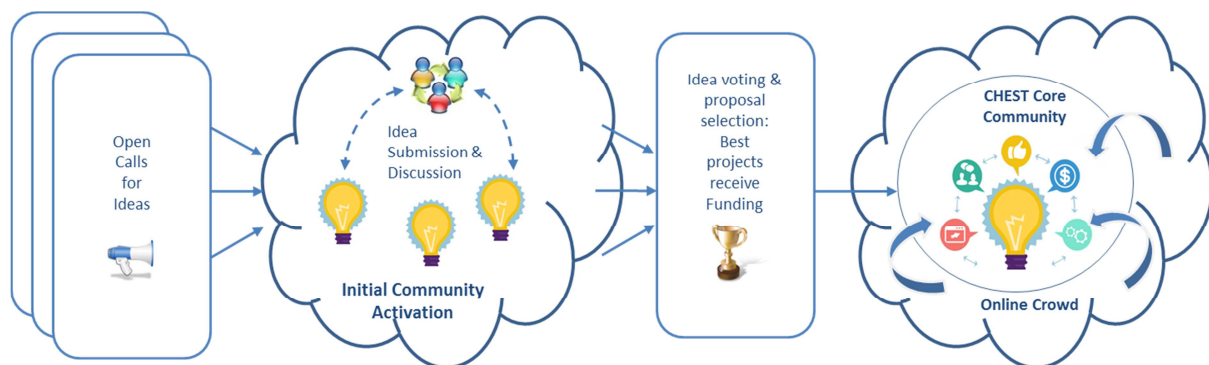


Figure 8: CHEST Community building

The second stage is the community expansion resulting in the **CHEST Extended Community of Experts & Stakeholders**, in which the “CHEST beneficiaries” and their networks play a key role as “community seeds” (see Figure 9). The expansion of their networks is strongly supported by the CHEST consortium (section 3.1). The approach provides an opportunity to support this goal helping to advance not only the projects supported under the three call strands but also to facilitate collaborative activity; connecting entrepreneurs with funders, sharing learning and best practices, and seeking funding and sustainable new business models. CHEST supports this through ongoing platform animation and dissemination activities. The following sections describe in detail the efforts carried out by the extended CHEST consortium including the five beneficiaries of CHEST Call 2, the new CHEST partners. We present the conjoint efforts promoting the CHEST community platform and for the dissemination of CHEST as a whole, the resulting networks and new partnerships established which cross-fertilize the community seeds. We also highlight the measures undertaken to ensure the broad involvement of end-users, another important pillar of the seed communities.

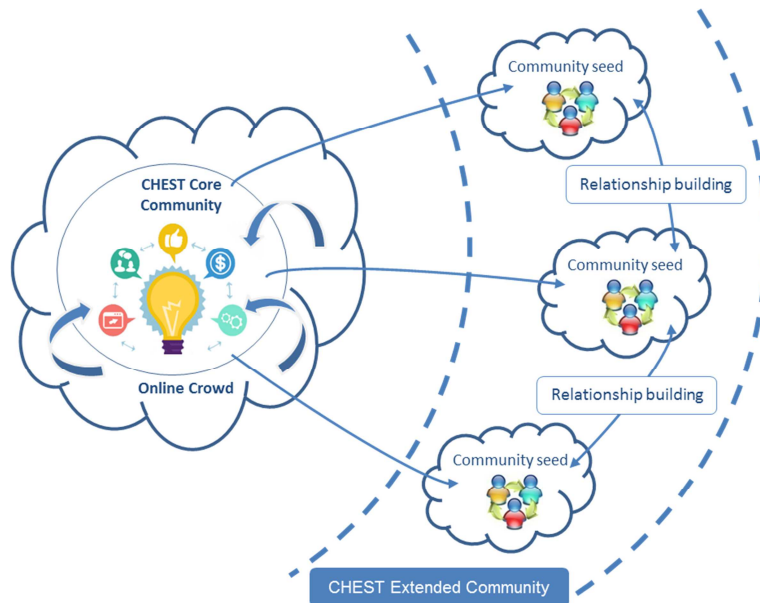


Figure 9: CHEST Community expansion

The same strategy will be further expanded and enriched through the CHEST Call 3 beneficiaries during CHEST year 3. The community expansion through these prototype projects will be reported in the final progress report of CHEST.

3.1 Promotion of the CHEST Community Platform

The further animation of the CHEST platform supported the community engagement and dissemination strategy building on the insights gained from the preparatory phase, on the co-production approach with partners and key stakeholders and on the benefits of having secured a wide partnership-based support for the bid from relevant private and public organisations.

As part of the continued dissemination process, the CHEST partners have expanded their 'Community' through the delivery of targeted communication. This centred around 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. Furthermore, it enabled the consortium to meet all legal and administrative requirements in the inclusion of all 29 CHEST beneficiaries given the fact that this process provided unpredicted challenges. During the reporting period, dissemination and community engagement activities within the project consortium centred around the Call 2 winners. With the detailed administration issues now resolved, since 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. They – together with their own networks – will serve as "community seeds", focal points from which the CHEST Community will continue to grow. In addition to the overarching steering measures for community engagement as defined in D4.3, each call 3 winner will define their own strategies for dissemination, starting with their own networks and tools. This will be regularly monitored as part of their reporting activities.

The conjoint promotion of the CHEST beneficiaries included a tailored community involvement strategy for each of the winners depending on their level of development. The outcomes of the strategy are listed below.

During development of project:

- The involvement of as many target groups and stakeholders as possible in the co-design of the platform for the co-identification of missing functionalities
- Identification of possible uptake groups/individuals for next phase
- Creation of community around the platform (especially developers) – landing page, posts, social media, mailing lists, etc. Participation of possible uptake groups/individuals in interim report

After project release:

- Maximum project uptake based on estimates of previous phase
- Community involvement in on-going improvements/development
- Broad diffusion of the platform – national and international
- Participation of community in final report

These objectives will be achieved by the following strategies, which have been undertaken for each individual project:

- A project blog with regular updates to share the progress and findings of the project openly and continuously.
- A regularly maintained social media strategy with the aim of informing and engaging the community.
- A launch event of the preparatory phase to be attended by a wide range of key stakeholders.
- The project team's attendance at local events and national conferences to build relationships with stakeholders as well as promotion of the project
- Relations building with the local and national press to gain coverage of the project.
- Link with networks such as the Digital Social Innovation mapping work being supported by NESTA and a range of allied innovation networks.

CHEST implemented a multiplier-based dissemination strategy building on existing communities of stakeholders with a wide reach. 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 dissemination, 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 issues have 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 or a system evaluation and the results and any issues encountered are also to be published in the project journal for open discussion with the community (see D1.1 for details on the monitoring process).
- 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 results of the above mentioned multiplier-based dissemination strategy as applied by the CHEST Call 2 beneficiaries are laid down in more detail in sections 3.2, 3.3 and 3.4.

Furthermore, we support also those innovators that had not been successful in their application to the CHEST open calls. As mentioned above, especially for CHEST Call 2 and Call 3 beneficiaries, the reporting elaborates in detail the need to stipulate collaborative measures during the funding period. The social impact reporting scheme developed for the interim and final reports for the CHEST beneficiaries are incorporating the Social Reporting Standard SRS² and the IA4SI methodology framework³. In addition, a special focus is 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 experiences gained from the close collaboration with the CHEST beneficiaries in steering their projects towards incorporating collaborative methods into the project monitoring procedures have been used to further develop the **CHEST social impact reporting template** and make it publicly available to the broad DSI community via the CHEST website⁴. Many Social Entrepreneurs face the challenge of providing a concise reporting of their activities that is tailored to their needs. Contrary to available reporting schemes, the CHEST social impact reporting template is not limited to showcasing financial results, committee structures and business operations. Rather, it emphasizes the impact social organisations have on society and their target groups (details will be reported in D2.3). As CHEST made an adjusted version of the reporting template freely available, we also aim to facilitate discussions regarding the impact and results among the CHEST community. By reporting and communicating results, the CHEST partners also promote the results-based reflection of the projects funded and the growth of a learning culture among the CHEST community. The template will also be further disseminated along the various CHEST communications throughout the upcoming months.

CHEST played an active role in 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.

² 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.

³ 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.

⁴ <http://www.chest-project.eu/chest-social-impact-reporting-template/>



Figure 10: CHEST participating in the panel discussion on opening policy making in the EU for Social Innovations

In the 2015 DSI Final Report, more than 992 organisations were identified consisting of education and skills (254) and developing new models for participation and democracy (251), with least activity around DSI science and technology projects (110) and DSI finance and economy solutions, such as crowdfunding for social good projects (104). Although this number is considered low, it was recognised that most are disconnected from these stronger networks. Building on the results and organisations identified within this study, the CHEST partners have identified a number of wider initiatives that exist that support DSI who have and will continue to be targeted in order to further broaden the CHEST Community.

These organisations have been contacted via email targeted at key stakeholders within the company. The emails were tailored based on the nature of the organisation but shared they key theme of explaining the key values of CHEST and the introduction of the community platform. Further contact has been made to these organisations through social media by following them on Facebook and Twitter, then retweeting relevant information and articles. 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 366 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 1 provides just a few of the most relevant stakeholders highlighting the outreach enabled by the multiplier-based strategy).

Table 1: Selected examples of CHEST multipliers on Twitter

CHEST Follower	No. of followers	Self-description
Mariagrazia Rosa (@NormanBuffong)	427.942	EcoGuy. Big on: Arts. Biz. Co-ops. Domaining. Empathy. Ethics. Feminism. Gaia. Inner God. Joy! Justice. LOA. LOHAS. Music. NBA. Om. Qi. New Media. Tech. Vegan.
Kalle Nieminen (@Pla_voluntario)	408.807	A maior Rede Global de Voluntários e ONGs. Tel: (43) 3037-1240 / Caixa Postal: 7016 / Londrina / Paran / Brasil CEP: 86050-981
John Rampton (@johnrampton)	323.309	Entrepreneur, Investor & Connector. Founder of @Due. I blog about my success and my epic failures on @Entrepreneur, @TechCrunch, @Forbes and @Inc.
StartSomeGood (@Loyalty360)	223.894	Association focused on customer, channel, employee & brand loyalty engagement, CEM & CRM. NEWSLETTER SIGNUP: http://t.co/DexuGswS LinkedIn: http://t.co/TevHmFFs
MOMpreneur (@PlasticBank)	182.097	Turning plastic waste into a currency to help people ascend from poverty. Join the Social Plastic Movement at https://t.co/Pd5HF2fwxz
Loyalty 360 (@NewFuelSystem)	172.313	Green technology company focused on #recycling plastic to fuel, water purification processes, and production of #environmental friendly vehicles. #plastictooil
Iernox (@DavidKatzEO)	152.987	EO Global Citizen of the Year, Founder of The Plastic Bank (Recycling Ocean Bound Plastic to Reduce Poverty) and Core Values Institute.
Cynthia M Hernandez (@andrewalmack)	142.775	Creating abundance, fueling innovation, & loving this big goofy world. Founder @plastics4change :Changing lives through recycling.
INSPIRE_EU (@StrategyDC)	124.139	@huffpost: America's most trusted reputation & crisis expert. Advises world leaders, CEOs & celebs. Pres Ervin Hill Strategy #Fixer #Speaker #Writer #Leader
David Katz (@Iamherox)	118.859	If you are a social good problem solver then you are HeroX. HeroX is the world's problem solver community. Empowered by XPRIZE style incentive challenges.
Plastic Bank (@ChangeMakerFan)	89.181	Tweeting Change Makers
Julia Röhrich (@CrowdTStartUps)	88.862	Design High Quality Screen Printed #Tees for Your #StartUp. Zero Risk. Zero Upfront Cost. We Directly Ship to Your Customers. You Keep The Profits.
OnClic (@SocialNPR)	88.214	Digital Disruptive Start Up http://t.co/OI67j8V01m Want your own @SocialNTV Channel? Even an iPhone or Android can STREAM LIVE CONTENT! Nationwide Distribution
KTN UK (@stbaasch)	75.166	Founder & CEO of XRM Co-Founder of @prompt3D Initiator of @TAAAlliance Interested in #Investments & #Technology
Vishal Kapadia (@Social_Plastic)	71.722	Social Plastic is plastic collected by @PlasticBank that has been harvested by the poor/removed from the oceans, beaches or waterways.
IoT LAB (@FabLabHub)	71.639	Helping start FabLabs Connecting w/innovators - teachers - students - biz - 3D Printing - STEAM not STEM
Hunter Consultancy (@LynnSerafinn)	57.989	Author #7Graces of Marketing, #Tweepelicious, #SocEnt Guide to Successful Blogging
Loomio (@SOCLAlmedia)	55.890	Tweeting about Social Good on Social Media.
Start-Ups.Co (@StartUpsEducate)	53.414	Start-Ups.co is a Blog that features daily Start-Ups news, reviews and interviews. We were featured in TechCrunch, Alltop, and .Co.
Vaggelis Ververelis (@DigitalAgendaEU)	50.975	Official EU account for #DigitalAgenda & #DigitalSingleMarket. Maximizing the potential of ICT in Europe is our goal.

		@GoettingerEU & @Ansip_EU
Cool Science! (@ProtecThePlanet)	48.952	Just like Captain Planet. Trying to protect the earth every day.
Frederic Vaissade (@StartSomeGood)	43.124	The best crowdfunding platform for social entrepreneurs, changemakers and nonprofits globally. Your ally in creating change. Dream big, raise funds, do good.
H2020 SME Instrument (@weusegadgets)	42.106	We feature creative and innovative ideas
Javier Bardin (@coolmyplanet)	41.432	Earth's #sustainability outside the box.
Socialniinovace (@SocialGooder)	37.170	Tweeting about social good on social media.
Hub Westminster (@SHORT_REPORT)	36.740	Global Consultancy: Public Affairs, Communications & #EconDev Spearheading @SI_Initiative @GSE_Institute @GSE_Funding @Lemoyne_SocEnt #CGIAmerica #SocEnt
Worldcoo (@DanSiepen)	27.492	Director of Growth & Product Strategy at @titanvine - Growth at @flatmatetv @policyparty @coderfactory - Evangelist @codeclubaus - Coffee Addict. #startups :)
Irena (@ClimateCoLab)	24.377	Crowdsourcing solutions to climate change.

On that basis, the CHEST partners will continue to use social media with a greater push on stimulating members including creating better visibility of the linked in group in dissemination material, and more regular updates particularly as the winning projects are delivered and to promote ongoing CHEST activities. This will be evaluated again in Month 30.

Within this reporting period we have seen a focus on the promotion of the CHEST open call winners, initial project results and the CHEST Platform, capitalizing and expanding on this network established. Activities directly targeted at the CHEST community include the development of two newsletters (see annex) accompanying the launch of the projects. The first **newsletter was sent out to 417 specifically selected recipients throughout Europe** (Fab labs, charities, NGOs, academic institutes & private investors; the main CHEST target group as shown in Table 2) in M22, which introduced the CHEST community platform and also focused on the promotion of the call 2&3 winners. The second is due in M30 which will detail results of the new CHEST projects and will be disseminated to a much wider **audience of around 15.000 recipients**. The partners will continue to exploit their own networks as defined in the first year progress report including a further article in PNO's own innovation place newsletter.

The CHEST project website has been extended with updates including:

- Release of the CHEST community forum
- Profiles of CHEST collaborators
- CHEST Social Impact Reporting Template supporting social entrepreneurs
- Improvements to homepage and 'About CHEST' sections
- New page with details of the Call 3 winning projects
- Additions to the 'News' section

Planned activity for the CHEST website

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

to other comparable initiatives in the future including sharing of experiences with other CAPS projects

The continued delivery of an effective dissemination strategy is central to the expansion of the CHEST Community in order to encourage relationship-building and cross-fertilization between networks of beneficiaries and the CHEST Community & promotion of the CHEST workshops. As outlined, the majority of efforts in the first Reporting Year centered around creating initial awareness of the project and call promotion to maximise the number and diversity of submissions received. As a result of this activity an extensive database of innovation incubators, venture capitalists, non-governmental organisations (NGOs), social associations, social enterprises and citizens has been established. An overview of the main target groups identified is given in the following table:

Table 2: CHEST target groups

Name	Description
Fab Labs	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. CHEST has created a database of contact details of 85 Fab Labs across Europe and contacted them to promote the winners, platform and workshops
Charities & NGOs	Charities and NGOs are key targets for CHEST because of aligned social and environmental goals. These will range from small scale organisations to multinational collaborators. CHEST have contacted existing relevant social innovation organisations to raise awareness of the CHEST project winners in order to promote and collaborate with these projects. CHEST has added a database of 46 NGOs and charities, which includes the ASHOKA network and NESTA.
Academic Research Institutions	A number of academic research institutions and universities have digital social innovation labs, including Manchester Metropolitan Digital Innovation, the Social Inclusion department through the Digital Economy at Newcastle University. Contact research institutions/universities that have social innovation labs promoting the CHEST community platform in order to encourage collaborative project building. CHEST have created and contacted a database of 56 relevant institutions.
Venture Capital	Venture Capital lies at heart of the privately sourced investment funding on offer to Digital Social Innovators. The model 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 82 Venture Capital have been contacted by CHEST.
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. CHEST have contacted 90 angel groups regarding the promotion of the call 2 and call 3 winners.
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. We have contacted 58 accelerators who offer rapid growth to start ups as well as quick adoption of their services.

3.2 Partnerships

Supported and stipulated by the CHEST consortium, the beneficiaries of Call 2 have 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 in Table 3).

Table 3: 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)
Academia & Research	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 Politècnica de Catalunya
Companies	Trinijove (education and coaching for poor & disadvantaged people)
	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
Small-scale local eco venues	Snook Design Agency
	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 (vegetarian 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)
Media	Medialab Prado
	El Mundo
	La Sexta
	El Español
	Digimedios

The following subsections describe the partnerships established by each of the CHEST Call 2 beneficiaries and highlight the project-specific strategic value of each partnership as well as the many potentials for cross-connecting relationships.

Onodo

The goal of the first project phase has been to leverage our existing network of contacts - both at the individual and organizational level - to bring them along into the design process as potential users, gathering a mix of different user profiles - as defined in the initial project plan- in order to ensure a diverse and effective participation.

Therefore, in the user requirements gathering phase Onodo has worked with:

- The School of Journalism and Communications of Unidad Editorial: current students of the Master of Data Journalism and Research as well as alumni, currently working in relevant Spanish and Latin American media outlets (La Sexta, El Mundo). This was the first Master program to offer specialized data and visualization journalism training and represents the best national source of data journalists in the country.
- The Data Journalism Working Group of Medialab Prado. Medialab Prado is a citizen laboratory for the production, research and dissemination of cultural projects that explore collaborative forms of experimentation and learning that have emerged from digital networks. The Data Journalism Working Group was established in October 2011, and facilitates the exchange of knowledge among practitioners through regular monthly activities and special events, often including international guests (from The New York Times, Pro Publica or The Guardian, among others).
- Civil Society Organizations such as Access Info Europe (the leading European organization advocating for access to public information), Somos Más (improving relations between Europe and Colombia) and Gobierno Transparente (promoting government transparency in Spain).
- Media outlets, some with a more traditional approach (El Mundo, La Sexta) and some others experimenting with new media models (El Español, Digimedios)
- Civio's citizens network: Onodo has reached out to individuals who are interested in the tool through Civio's newsletter, currently received by more than 8,000 people. Some that have participated in the workshop.

The collaboration with the previous partners has so far been directed at understanding their needs and gathering their requirements, as the early stage of the project required. Once the first prototype is available, Onodo will reach a broader network of Spanish and European collaborators with the goal of getting them to use the product. The potential partners include:

At the national level:

- Journalism Schools and research centres: School of Journalism of El País (Universidad Autónoma de Madrid), Universidad Internacional de la Rioja (UNIR), University of Elche, Laboratorio de Redes Personales y Comunidades (Universidad de Sevilla), EgoLab - GRAFO (Universidad Autónoma de Barcelona), Innovation Centre BBVA (Madrid).
- Citizens Labs: Apart from Medialab Prado (based in Madrid), we aim to reach the Centre of Contemporary Culture of Barcelona.
- Media outlets such as El Confidencial and El Diario and media labs such as the Laboratorio de Innovación Periodística de Diario de Navarra, La Vanguardia Vang Data, Vocento Media Lab.
- Civic movements and organizations: 15m.cc, Goteo, LaboDemo, Qué hacen los Diputados, Nation Rotonda, CIECODE, Observatorio Ciudadano contra la Corrupción, and Vote99, among others.

At the European level, Onodo will focus on media newsrooms and new digital media initiatives (see 2.2. for changes in target groups): European Fund for Investigative Journalism, Belgium; European Fund for Investigative Journalism, Belgium; Danish Association for Investigative Journalism (FUJ), Denmark; SCOOP, Denmark; CORRECT!V, Germany; Netzwerk Recherche, Germany; Icelandic Center for Investigative Journalism, Iceland; Mary Raftery Journalism Fund, Ireland; Associazione di Giornalismo Investigativo, Italy; Investigative Reporting Project Italy, Italy; European Journalism Centre, the Netherlands; ZAM, the Netherlands; Hate Speech International, Norway; Norwegian Foundation for Investigative Journalism (SKUP), Norway; Investigativ.ch, Switzerland; Swiss Investigative Reporters Network, Switzerland; Bureau of Investigative Journalism, United Kingdom; and the Centre for Investigative Journalism, United Kingdom.

Magenta TrafficFlow

Lama Agency (www.agenzialama.eu): Magenta is supported by the LAMA agency to carry out the impact evaluation and to contribute to the elaboration of market scenarios. LAMA is a private agency specialized in strategic consultancy, organizational management and social innovation. The partnership is regulated by a contractual agreement between Magenta and Lama. The primary person collaborating on the project is Marco Tognetti (<https://goo.gl/e7lhYL>), expert in strategy and management. Lama and Magenta are currently investigating how to spin-off the business part of CHEST/TrafficFlow, possibly by funding a new start-up devoted to the creation and distribution of analytics in the physical world.

Florence Metropolitan City (<http://www.cittametropolitana.fi.it/>): Magenta sought and found official support by the Government of the Florence Metropolitan City, a public body constituted by the City of Florence and its nearby cities. The goal of this partnership is to work together with decision makers in terms of traffic policies in order to steer the effort of the projects toward significant activities whose output will have a clear and measurable impact on the citizens. Support was granted by means of an official act of the City's Council⁵. The strategic value of this partnership relates to the possibility of having an official endorsement and validation on the results obtained by the project. Besides, Magenta will have the chance to maximize the short and long-term impact of our initiatives on the public. Through the Florence Metropolitan Area, the project engaged all the

⁵ <http://met.cittametropolitana.fi.it/news.aspx?id=195554>

cities that are part of it. After presenting the project to all such 42 cities, an agreement for a pilot action has been agreed with five of them:

- Florence (approx. 360.000 inhabitants)
- Castelfiorentino (approx. 20.000 inhabitants);
- Campi Bisenzio (approx. 50.000 inhabitants);
- Empoli (approx. 50.000 inhabitants);
- Sesto Fiorentino (approx. 50.000 inhabitants)

Magenta directly encountered the Mayor, or the relevant City Council members, of these cities together with the offices responsible for traffic and mobility, and defined with them the objective of the pilot action.



Figure 11: Pilot presentation of Magenta TrafficFlow to all representatives of the cities of the Metropolitan Area of Florence, May 20, 2015

GreenApes (www.greenapes.com): Being a fellow CHEST partner project, the mission of greenApes is to encourage sustainable lifestyles. During preliminary CHEST meeting, Magenta discussed with GreenApes representatives, and found out both projects share one of the pilot cities (Florence, Italy). Together, Magenta and GreenApes plan to develop initiatives that could boost each other's impact. The strategic value of this partnership relates to the possibility of tapping in already established communities, showing the impact of the traffic monitoring technology on sustainability issues related to mobility. The partnership is based on a verbal agreement.

FIWARE (www.fiware.org): FIWARE is an EU-supported platform for developing web and mobile software solutions, using open-source components. Magenta obtained funding from one of the FIWARE accelerators (<http://soul-fi.ipn.pt/portfolio/magenta/>) to design and develop a platform where users will have the possibility to acquire, visualize, and exchange traffic and other type of data and analytics, thereby supporting the scaling-up of our product toward the European and international level.

SmartCitizen (smartcitizen.me): Smart Citizen is a (EU-funded) platform to generate participatory processes of people in the cities. Connecting data, people and knowledge, the objective of the platform is to serve as a node for building productive and open indicators, and distributed tools, and thereafter the collective construction of the city for its own inhabitants. While the general objective of smartcitizen shares many common points with Magenta's, they lack a way to measure traffic

effectively, exactly the technology that we are developing within CHEST. The project connected with them in order to agree on a data protocol that will enable our sensor to feed their platform, and exchanged exemplars of Magenta's respective sensors in order to create powerful monitoring stations. Similar to GreenApes, the strategic value of this partnership relates to the possibility of tapping-in already established communities. The partnership is based on a verbal agreement.

CaffeScienza (<http://www.caffescienza.it/>). Partially financed by the CAPS SciCafe2.0 project, CaffeScienza is an initiative to develop and foster knowledge around a variety of scientific topics with social interests. It works as an informal and free meeting which explores the latest novelties in science and technology.

LineaComune (<http://www.lineacomune.it/>): LineaComune is a private/public company who provides IT services for public bodies. They are particularly active in the territory of Magenta's pilot action. They enabled the project to reach several administrations interested in the crowd-sensing technology beyond the pilot. One of them already responded, leading to the sale of the system to a union of Municipalities in the Catania area (CT).

Project 99 / Aye Mind

The core partnership for delivery of the Project 99 programme is set out in detail in the original bid and is brought together under the membership of a "Digital Wellbeing Collaborative" group, that oversees the overall progress of the work. This includes the Health Board (GGCNHS) as lead partner, led by the Mental Health Improvement function, with active contributions also from other NHS partners, such as CAMHS – Child and Adolescent Mental Health Services. Other core partners involved in this development and delivery include Snook, Young Scot and Mental Health Foundation, along with web developer Powered By Coffee, all of whom have commissioned contracts for specific elements of the work, but are also part of the overall partnership to create the overall project progress. This body of partners is complemented by an active network of local partners (drawing on all six of the Community Planning Partnerships in the Health Board area), including local youth projects. This broad partnership approach, backed up by detailed committee and structural connections gives the innovative work backed by CHEST the means of influencing wider policy and practice. This arrangement also gives supported and sustainable access to and input from local young people, who are vital element in the collaborative development of the digital resources (e.g. local youth workers accompanying young people to the hands-on development sessions, to ensure emotional and practical support)

Building on the detailed local development work, Project 99 (and its newly created public brand of Aye Mind) is now being successful in building up a wider partnership of agencies and individuals who will be valuable in considering and developing next stage work to build and sustain a legacy of the work in hand. This includes being featured at a national "Scottish Coproduction Network" conference and as one of the main case studies in their published toolkit (a body of work actively backed by Scottish Government), presenting to the Young Scotland in Mind Network (YSIM), a pan-Scotland collective of youth-related voluntary agencies with a focus on mental health and wellbeing. This network will be invaluable as the work progresses in sharing outputs, seeking involvement in further development work and in disseminating learning. Linked to this national networking has been a growing range of partnership arrangements that are yielding specific benefits for the work in hand. For example, we are now partnering with Respect Me, Scotland's national anti-bullying agency, including bespoke content development and professional awareness raising. We also have undertaken partnership work with See Me, Scotland's campaign and programme to address the stigma and discrimination associated with mental health problems – this includes joint work with young people with lived experience of mental health problems. We have begun to build relationships with national agencies focused on digital innovation also, including Scotland's Digital Health Institute (DHI) and academic and senior health service colleagues too.

As Project 99 enters the second stage of the CHEST funding period, with prototype materials and learning to share, it will be building up further with international networking – including additional sharing with the other CHEST Call 2 partners, and growing a more specific network of agencies with an involvement in youth wellbeing and digital development. As part of this, the project will be drawing on the specific connections, networks and partnerships that a number of our consortium members have, such as Young Scot, who are linked to a range of European youth networks, and the Mental Health Foundation's international links.

Summarising progress with regard to partnership building and networking in this phase of work, Project 99 is delighted with the overall breadth and depth of engagement that is being built, both within local service systems and nationally. The project has already been able to create new partnerships in an opportunistic way (for example with Respect Me – this will deliver a whole new section of resource on responding to bullying issues) and with the Scottish anti-stigma programme (See Me), who have actively collaborated on our highly successful co-design work for the Support Squared strand (see section 3.4). Connections with the national Coproduction programme (including feature in their new toolkit) and with the Scotland-wide voluntary sector network, Young Scotland in Mind, will also be invaluable in the sharing, refining and dissemination phases of the work.

GreenApes

Municipality of Florence: the municipality translated its support in the roll-out of the project in supporting our reach out with local stakeholders (such as public transport and waste management companies). The municipality will also contribute in the dissemination efforts. Nevertheless a formal agreement is hard to subscribe as we are a private entity with a long-term project and public tenders would be needed for more structured and formal agreements.

Public transport Company of Florence (ATAF): greenApes will hold a contractual agreement with the local public transport company within a couple weeks. They are supporting the dissemination by hosting communication material on the fleet and in their media channels. They will be progressively engaged in the rewarding scheme.

Waste Management Company of Florence (Quadrifoglio): there are very good chances of having a formal agreement within a couple weeks. They will be participating to the scheme in two main ways. Offering some prizes to sustainable citizens and by delivering points (to be used in the rewarding scheme) to citizens that will take special waste to collection points. We are planning a joint campaign to motivate citizens on special waste management, which could give quite some visibility to greenApes (in all bins in town).

Small-scale local Eco venues in Florence (SMEs): greenApes is engaging a growing number of eco-venues in the rewarding scheme. These venues will grant special offers to users who have collected sufficient points on greenApes and are thus a key player. Venues include organic-vegetarian-vegan restaurants, 2nd hand stores, organic clothing producers, local organic farmers, suppliers of cultural events. The venues subscribe a written agreement which entails no costs till spring 2016, but just the commitment to deliver special offers that will be declared on the apps (e.g. free dessert, 30% discounts, extra goods, tickets for cultural events...). Venues are also going to display the project sticker on the window pane, thus helping the reach out effort. greenApes is also negotiating a cooperation with one of the largest supermarket chains in the region (COOP). This will probably start in a couple months, but has a huge potential in terms of visibility. By the time of writing, the following 15 venues and local initiatives have become partner of GreenApes:

- Stile Biologico (fair fashion)
- Progetto Verde (sustainable furniture)

- Il Vegetariano (organic restaurant)
- Lo Sverso (organic cocktail bar)
- Universo Vegano (vegan restaurant)
- Libreria Brac (library and café)
- Agrimè (organic food delivery)
- Melrose (second hand store)
- Boutique Nadine (fair fashion)
- Treedom srl (Reforestation)
- Aguaraja (outdoor activities)
- Fairmenti (green events)
- Senza Spreco (food waste reduction)
- Cescot Firenze (young professionals' training)
- UISP Firenze (sports and healthy lifestyles organisation)

Municipality of Essen: the cooperation is very close, even if currently based on a verbal agreement of interest. greenApes was included in the final presentation given by the Municipality for the European Green Capital nomination, which the city won (for year 2017). The project currently assessing if a formal agreement is needed to adopt greenApes as official tool for citizen engagement. In the meantime, the city has organized many meetings with local stakeholders (NGOs, public transport company, university groups...), and has passed on a map of the eco-venues in town.

Public transport Company of Essen (EWAG): the company will support the dissemination of the project and take part in the citizen engagement exercise. A formal agreement is being developed in prevision of the launch at the end of October. Communication spaces on the local fleet are prominent and a great way to inform citizens.

NGOs in Essen: greenApes participated at the NGO roundtable and started envisioning cooperation plans with the most active NGOS including Essen transitions town. The project is probably going to stick to verbal agreements for this cooperation which nevertheless are very important for dissemination purposes. Relations have been established with the following 7 initiatives:

- Essen packt an! citizen initiative
- WiederbrauchBAR repairCafé
- Foodsharing Essen
- Slow Food Youth
- Velo City, Albert Hölzle, citizen initiative
- Kommunalagentur NRW
- Initiative für Nachhaltigkeit

Small-scale local Eco venues in Essen: the work carried out in Essen is identical to the one being done in Florence. The launch in Essen is 1 month later than in Florence so formal agreements are yet to be subscribed and we are in the groundwork phase, which is promising. By the time of writing, the following 19 venues have become partners of GreenApes:

- Bäckerei Troll (organic bakery)
- Bio Fleischerei Burchhardt (organic butcher)
- Café del Angel (eco café)
- Goodies (organic café & bar)
- Ma(h)l anders (organic vegetarian restaurant)
- KaffeGarten Ruhr (café & fair trade shop)

- Unperfekthaus (co-working space)
- Lush (organic retailer)
- Cob (fair fashion store)
- Trödel Konsumreform (fair fashion & accessories)
- Native Souls (fair fashion store)
- Dear Goods (fair fashion store)
- Second One (second hand fashion store)
- Delicious (organic restaurant)
- Tofino Burgerbude (organic burger restaurant)
- Reformhaus Kaubisch (organic supermarket)
- Stadtwald Bioladen (organic supermarket)
- Grugapark (botanic garden)
- Veganz (vetgan supermarket)

Computer Reuse

By now, eReuse has established the following partnerships:

Revertia is a company based on Spain (Galicia) offering electronic reuse and waste processing service. They have participated on an European project www.life-ecoraee.eu with the role to optimize reuse processes and are interested on eReuse tools. eReuse.org partnership consists of: 1) Grow up a local platform in Galicia (Spain) and adapt and use eReuse tools and traceability service. There is a verbal agreement.

The European project **Ecoraee** (Demonstration of WEEE reuse process for the promotion of standards in accordance with European standards) is led by the University of Vigo in collaboration with revertia and EnergyLab (technology center energy efficiency and sustainability). eReuse.org partnership consists of Research on new methods of reuse and ensure final recycling. There is no contractual agreement yet but strong mutual interest.

CoreTIC is a reuse program done by the Catalonia Government (Spain) with the aim of increase reuse internally and externally donate for reuse 1500 computers to charity organizations. Reutilitza.cat partnership consists of use the platform with an expected amount of 30.000 computers / year. There is a verbal agreement and they support with a letter of intent our application to CHEST.

Universitat Politècnica de Catalunya (Spain) has a reuse program (reutilitza.upc.edu) and are interested in internal reuse (program reupc) and external reuse for local and cooperation for development projects. It is not a reuse center but a service-learning program where university students learn and perform the registration process and preparation of computers for reuse. Together with eReuse.org and Reutilitza.cat it does voluntary activities with young students, adapt and use eReuse tools and traceability service and work with Reutilitza.cat for performing voluntarism.

Labdoo.org is a global social network to help bringing digital devices around the world. Operates on a voluntary basis and is mainly focused to support education. Partnership has been established in order to add a traceability service. There is already a verbal agreement.

The organisation **Respon.cat** is based on Spain (Catalonia) and promotes CSR in Catalonia by involving businesses and organisations that are most committed to Social Responsibility. This partnership will promote Reutilitza.cat to businesses that want to do reuse. There is a verbal agreement.

Aeress is a Spanish network of social enterprises active in reusing, repairing and recycling, and employing people traditionally at risk of socio-economic exclusion. Both partnerships consists in spreading both projects over the other ones. There is a strong mutual interest.

Waste Agency of Catalonia (Spain) is an entity of public law and responsible for managing the waste and to promote the minimisation of waste and to nurture selective waste collection. Both partnerships consists of evaluation of our results and measure the impact of the project on improve reuse and ensure the final recycling. There is a verbal agreement.

Andromines is a social enterprise based on Catalonia (Spain) that employs people traditionally at risk of socio-economic exclusion in the fields of re-use, repair and recycling EEE. eReuse partnership consists of Adapt and use eReuse tools and traceability service. Reutilitza.cat will federate their platform and offer preparation for reuse service to reutilitza.cat donors. There is a verbal agreement.

Computer Aid is based on London (Uk) and provides low cost solutions using ICT to tackle poverty and to overcome disadvantage, working closely with local communities. They will adapt and use eReuse tools and traceability services. There is a verbal agreement.

Trinijove is a private foundation based on Catalonia (Spain) that aims its efforts in the education of people with difficulties and helps them in the labor of finding a job. It will support eReuse with training and job-searches in the reuse of electronics sector. There is a memorandum of understanding.

Pangea is a Federation based on Catalonia (Spain) with the aim of bringing Internet and new information and communications technology associations, NGOs, individuals and nonprofit groups that working for change, social justice, education, peace, the environment, development, cooperation, etc. Pangea is a cloud service provider of eReuse technologies and currently hosting eReuse.org and Reutilitza.cat and pursues to host other regional platforms. There is a contractual agreement.

APC is an international network with the mission is to empower and support organisations, social movements and individuals in and through the use of information and communication technologies (ICTs) to build strategic communities and initiatives for the purpose of making meaningful contributions to equitable human development, social justice, participatory political processes and environmental sustainability. APC has supported the dissemination of eReuse.org to their members and is interested in learning best practices. There is a strong mutual interest.

The Spanish branch of **European Recycling Platform** (ERP), a pan-European organization to implement the European Union's regulations on the recycling of electrical and electronic waste (WEEE Directive). ERP will evaluate the reuse and recycling rate of the eReuse tools and traceability solutions and services. There is mutual interest.

3.3 Dissemination and engagement of the extended CHEST community

Table 4 shows the cumulated results of the conjoined dissemination activities carried out by all CHEST partners in order to grow and engage the extended CHEST community. Details on each partner project's Key Performance indicators are given in the subsequent project-specific subsections and in the annex.

Table 4: Cumulated Key Performance Indicators of CHEST conjoined dissemination activities and reach

Dimensions	Indicators	Variables	Value
KNOWLEDGE SHARING	Sharing through social media channels	Number and description of communication channels addressed	6 channels: 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.)	Twitter: 1.481 Facebook: 2.793 (see details below in section 3.3 & annex)
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	Tweets: 373 (see details below in section 3.3 & annex)
	Dissemination and knowledge sharing through events	Number of physical events/workshops/public meetings participated by CHEST partners	78 events (see details below in section 3.3)
		Number of participants of physical events/workshops/public meetings participated by CHEST partners (potential reach)	2.795 participants (see details below in section 3.3)

The following subsections describe the dissemination and community engagement strategies developed by each of the CHEST Call 2 beneficiaries and highlight activities carried out during the first half of the CHEST funding period or which are being planned for the second half.

Onodo

Onodo's dissemination and community building strategy is split in two main phases. During the development phase of Onodo the project's main objectives are:

- To involve as many target groups as possible in the co-design of the platform for the co-identification of missing functionalities.
- To identify possible uptake groups/individuals for second phase
- To create a community around the platform (especially developers) – landing page, posts, social media, mailing lists, etc.
- To foster the participation of possible uptake groups/individuals in the user-centered evaluation

After development phase, Onodo aims for a broad community involvement through the following goals:

- Maximum project uptake based on estimations of phase A.
- Community involvement in on-going improvements/development
- Broad diffusion of the platform – national and international

As the primary target group are multimedia journalists, the dissemination and engagement activities will have their particularities in mind: they are early-adopters, more open to test new tools and techniques than traditional investigative journalists are. This target demands very user-centric, easy

to use tools, frequent repositories of journalistic data and a set of case studies, tutorials and FAQs. To reach them, we will focus on the “easy-to-use” key messages: “from zero to graphs, from graphs to stories”; “every network tells a story”, etc.

EUSKO JAURLARITZA
EKONOMIAKIN GARAEN
ETA LEHIAKORTASUN SAILA

GOBIERNO VASCO
DEPARTAMENTO DE DESARROLLO
ECONÓMICO Y COMPETITIVIDAD

Euskadi+innova

GRUPO
spri

Innovación Social
Noticias
Detalle de la noticia

Onodo: una herramienta para mapear datos en red de manera sencilla

Vota esta noticia ☆☆☆☆☆ | Resultado: ☆☆☆☆☆ 3 votos

Compartir: [Twitter](#) [Facebook](#) [Google+](#) [LinkedIn](#) [Print](#)

Fundación Cívico está trabajando en el desarrollo de Onodo, una plataforma que permitirá construir mapas visuales en base a datos interrelacionados, facilitando así la comprensión de información compleja. La herramienta, dirigida tanto al periodismo de datos como a otros ámbitos, cuenta con la financiación del programa europeo Chest.

Onodo es un proyecto dirigido a que cualquier persona u organización pueda convertir conjuntos de datos en una red visual, donde sea mucho más sencillo comprender las relaciones entre cada uno de los elementos. La herramienta surge a raíz de una iniciativa anterior lanzada por Fundación Cívico, Quien Manda, un mapa sobre los vínculos de poder que existen entre las personas más influyentes en España.

A partir del trabajo desarrollado en ese proyecto, y con la colaboración de Barcelona Media, Cívico ha decidido adaptar la base tecnológica de Quien Manda -la herramienta que permite visualizar en un mapa las relaciones entre políticos y empresarios- para que pueda ser utilizada en cualquier otro contexto. El objetivo es crear una plataforma de uso sencillo y en código abierto, permitiendo la gestión de datos de múltiples fuentes y facilitando su integración con otras herramientas como Google Refine o Gephi.

Fundación Cívico y Barcelona Media presentaron Onodo al programa europeo de innovación social Chest Project, obteniendo la financiación necesaria para llevar adelante el proyecto. Actualmente el equipo está desarrollando la herramienta y la intención es que se construya con las aportaciones ciudadanas. Para testear Onodo y adaptarlo a las necesidades de los diferentes perfiles de usuarios, organizarán una serie de talleres abiertos a personas interesadas en contar historias a través de la visualización de datos. El primero de ellos será el 7 de mayo en Madrid.

Fecha: 17/04/2015 Autor: Laura Fernández

[Ir al Listado de noticias](#)

Comentarios

Figure 12: Article about Onodo in EskadInnova (<http://www.euskadinnova.net/es/innovacion-social/noticias/onodo-herramienta-para-mapear-datos-manera-sencilla/12932.aspx>)

As mentioned above, the first phase of Onodo’s dissemination and community building has been 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.

Table 5: 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	Dissemination and Community Engagement, part of the yearly Ibero-American summit. 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	Veracruz, México	Two Weeks - December 2014	Around 200 People attended to Cívico Conference

	(power networks in Spain). Journalist & Software Developers & Librarians Quien Manda, Issues Assessment			
Workshop 2: Medialab Prado	Comunity Engagement Our goal was to continue the learning process started in Mexico and to get to know potential users with interesting use cases media, activists and social changers, education professionals and researchers, public officers Yes, Medialab Prado among others background for implementing Onodo, which will be based on the requirements, preferences and priorities of the potential users attending these events	Madrid, Spain	7th May 2015	19 People registered and attended the session. A total of 30 people gave feedback about the tool.

Accordingly, we are planning the following dissemination actions:

- **Submitting Onodo into the main Digital / Multimedia Journalist Tool lists.** These lists are globally consulted repositories of information. Most of them include a featured tool or technique, screen-captures, main functionalities, links to the tool, tutorials and examples. Sometimes they also include interviews to creators or some expert to give advice. We will actively propose this consideration to existing repositories such as: Journalist's Toolbox, Journalism Tools, Poynter's Digital Tool Catalogue, Journalism.co.uk, Data Driven Journalism, Mediashift, Global Editors Network Submit a project, School of Data, Global Investigative Journalism Network, GeoJournalism.org, Data Journalism Tools.
- **Reaching existing networking communities for journalists:** We will use direct communications supported if necessary with advertising and paid media (Facebook Ads, etc).

Communities for multimedia journalists	Country	More info
Journalists on Facebook	Global	1.3 million fans. Page run by Facebook employees, a community of journalists on the platform.
LinkedIn for Journalists	Global	83.258 members
/r/journalism	Global	9.000 members
Modern Journalist in Slack	Global	
Open Newsroom, a Google Group	Global	More than 1,100 members
Open Data Slack Community	Global	Mapping, data technology and tools
News Hackers list in Twitter	Global	
Dev/Data list in Twitter	Global	

- **Presenting the platform** in existing discussion lists for data-journalists and collaborative investigators: Data Driven Journalism, Visualizing.org, Data Driven Journalism Community, OKFN-Español, Global Investigative Journalism Network, School of Data, Open-visualisation, Secret Contracts, Investigative Reporters and Editors.
- **Active search for evangelists and influencers** of new journalistic tools. Direct communication with experts that can endorse Onodo. We need to give them access to the beta version and share with them a basic information package (with screenshots, list of functionalities, examples and tutorials).
- **Active presence in sectorial events and conferences:** if possible, having a slot to present Onodo to other attendants
- **Taking part in contests, challenges and competitions** related to innovation in news products, investigative reporting, etc, i.e: Best Startup for News, Global Editors Network.
- Near the date of release, a **pilot investigation with a relevant media partner**.

...to community building

- **We plan to organise a challenge or contest - Best story about influence mapping and power networks using the Onodo platform** - In 2016, once we have a critical user base interacting, repositories of data uploaded to the tool, training materials and examples. If satisfactory in terms of participation and quality of the submitted projects, we can replicate abroad in partnership with local partners.

Further ideas to foster user engagement and interaction within the platform:

- **Help other users.** Our support process can rely on the most dedicated users, encouraging them to share their insights and helping others. To do so, we can set incentives for hardcore users (access to premium schemes, advance training, etc.) to increase their activity. By joining one of our email lists a user can stay in the know and respond when others need support.
 - General Announcement List - Done
 - General Discussion List - Yet to be done
 - Developers List - in Spanish <https://groups.google.com/forum/#!topic/civio-dev/tEaU-y-GiS4>
- **Issue list in Github.** Developers and tech-savvy users can participate in the Issue list to identify problems, submit new functionalities and contribute to the development of the platform on Github. We rely on user feedback to make Onodo better: any time a user runs into a problem with the software, he or she will report the bug so we can fix it: <https://github.com/civio/onodo.org>
- **Real-time user support.** The community can ask or answer questions in Slack (<https://slack.com>). Our development team and user community will actively use Slack to stay in contact.
- **Contribute content.** Because Onodo is a tool that relies on a global community, users can contribute stories and investigations to the project. We welcome articles that help other users to understand networks and master the tool. To make Onodo available as broadly as

possible globally, we will welcome translation contributions for our documentation and user interface in multiple languages.

- **Promoting Onodo.** Users can help Onodo grow by spreading the word among their community. Sharing stories and graphics will be easy, encouraging others to get involved and try out Onodo. Onodo will have a “Get Started” guide to make the process easier to beginners.
- **“They already use Onodo” section on the platform’s website.** A list of case studies, featured investigations and media partners that have use the platform for their own projects.
- **Training activities focused on specific targets and their needs:** civic organizations, educators, designers, investigative units, etc. Map & discuss sessions where users can get a global vision of the project’s possibilities and can narrate their own stories. As previously specified, we can stablish partnerships with other organizations or individuals to carry out workshops throughout Europe. Every event will entail a dissemination process. Example: FlashHacks - Madrid: a workshop about “crowdsourcing” organized by Civio and Open Corporates in March 2014-
- **A Basic Toolkit** for network mappers and workshop organizers who are interested in celebrating training sessions using Onodo without Civio’ assistance. A set of guidelines.
- **User satisfaction periodic surveys.** Conduct surveys in order to better understand and register user’s demands. For example, every 6 months.

Table 6 lists the concrete actions planned by Onodo for the second phase of the CHEST funding period.

Table 6: Dissemination and community engagement activities planned by Onodo during the expansion phase

Activity	Description	Location	Date	Reach
Online validation process	Beta phase will start in M10	Online	Not done yet	150
International Journalism Festival	http://www.journalismfestival.com	Perugia	6-10, April 2016	Workshop 30/ Conference 150
Dataharvest - Dataharvest EIJC16	http://www.journalismfund.eu/dataharvest-european-investigative-journalism-conference	Mechelen, Brussels, Luxemburg	2-5 June 2016	Workshop 50/ Conference 150
3rd European Conference on Social Media ECSM	http://academic-conferences.org/ecsm/ecsm2016/ecsm16-home.htm	EM Normandie, Caen, France	12-13 July 2016	Conference 150
Influence Mapping Conference/Workshops	http://influencemapping.org/events/	Unknown	TBD	Unknown
Story telling contest	Online challenge to find the best story about influence mapping and power networks using the Onodo platform	Online	2016	Unknown

Magenta TrafficFlow

The dissemination and community engagement strategy of Magenta TrafficFlow focuses on three main target groups: decision makers (public bodies), smart citizens and developers.

Target group 1: “Decision makers” (Public bodies)

There are approx. 150.000 local municipalities or local government in Europe (<http://www.ccre.org/>). Magenta has already demonstrated that they can reach far locations without physically going there (Sicily). Of particular interest are medium cities between 50.000 and 100.000 inhabitants (nearly 50% of the European cities, <http://goo.gl/Iz7XDd>) because they usually rely on limited budget while having the same social needs in terms of “smartness” of big cities.

The message to them:

Magenta TrafficFlow provides a solution for traffic monitoring, a fundamental function for any mobility-related issue or improvement at limited cost with no infrastructure necessary and a large economic impact: e.g., saving in infrastructure, reduce maintenance cost, claim heavy traffic toll, etc.

How to engage them

- Official agreement with mobility or innovation/participation offices
- Best “marketing” tool: reference cases of other cities, success stories
- Propose pilot of limited size (at little or no cost)
- Attend/organise workshop, smart city events, etc.

Results: After presenting the project to 42 cities, at the time of writing we finalized an agreement for a **pilot action with five cities with a total of 530.000 inhabitants**:

- Florence (approx. 360.000 inhabitants)
- Castelfiorentino (approx. 20.000 inhabitants);
- Campi Bisenzio (approx. 50.000 inhabitants);
- Empoli (approx. 50.000 inhabitants);
- Sesto Fiorentino (approx. 50.000 inhabitants)

We directly encountered the Mayor, or the relevant City Council members, of these cities together with the offices responsible for traffic and mobility, and defined with them the objective of the pilot action.

Target group 2: “Smart citizens”

Smart citizens are activists, volunteers, technology enthusiasts, mobile/web information channel subscribers, etc. In our pilot area there approx. 50.000 (sum of subscribers of various existing mobile and information channels). Some of them have clear needs in terms of traffic monitoring (e.g., cyclists).

The message to them:

The timely and accurate information provided by Magenta TrafficFlow can save traveling time; there is value in a well-positioned window!

How to engage them:

- Feeding existing web and mobile information channels;
- Tell “stories” about recurring and popular events as seen by the sensor network;
- Link to existing online and physical initiatives (city sdk, smartcitizen.me, maker communities, etc.);
- Provide usable data visualisation tools that users can play with and share result on online channels (also used to make claims...);

- Data-marketplace open to everyone, where users can provide/acquire data for free or for money.

At the time of writing, the rollout of our crowd-sensing project has resulted in a pilot group of 40 smart citizens equipped with our crowd sensor device.

Target group 3: “Developers”

Developers are producers of mobile/web software in the mobility domain. There are approx. 30.000 organisations active in this domain throughout Europe

The message to them:

Magenta TrafficFlow provides an alternative solution to existing data-providers (Google, Mobile carriers), at a fraction of the cost

How to engage them:

- Providing an open API based on well accepted standards and formats (e.g. REST/JSON, DatexII)

Table 7: 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 ⁶
Facebook page	Activation of Facebook page	All	Metropolitan Area of Florence, Agenzia Lama	From March 2015	1.250 ⁷
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

⁶ Twitter followers of Florence: <https://twitter.com/comunefi>

⁷ 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	
Planned					
Media coverage	Various newspaper articles (Gonews: http://goo.gl/wEKFuT Corriere Fiorentino: http://goo.gl/lpWp8I Il Tirreno: http://goo.gl/HCOlf2)	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	
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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> (see Figure 13)
- Corriere Fiorentino: <http://goo.gl/lpWp8l>
- Il Tirreno: <http://goo.gl/HCOlf2>

Traffico sotto osservazione con la tecnologia. L'obiettivo: studiare soluzioni per migliorare la viabilità

02 settembre 2015 14:02 Attualità Castelfiorentino



La presentazione alla stampa del progetto

La tecnologia al servizio della mobilità urbana. Per risolvere uno dei problemi che maggiormente angustiano i cittadini: il traffico. È questo l'obiettivo del progetto *Chest/Traffic Flow*, promosso dalla Città Metropolitana di Firenze, che ha scelto Castelfiorentino per una sperimentazione altamente innovativa. In grado di combinare la capacità di rilevazione dei flussi veicolari con un percorso di cittadinanza attiva, al fine di individuare insieme alle istituzioni locali quelle modifiche alla viabilità urbana che possano migliorare sensibilmente la qualità della vita di tutti, automobilisti e residenti.

Le caratteristiche del progetto, che partirà nei prossimi giorni, sono state illustrate questa mattina nella sala consiliare del Municipio dal Sindaco, Alessio Falorni (in qualità di consigliere delegato alla Pianificazione Strategica della Città Metropolitana), da Jürgen Assfalg (responsabile SIT e Reti informative Città Metropolitana di Firenze), da Walter Nunziati (responsabile del progetto) Annalisa Maritan (Comandante Polizia Municipale Unione dei Comuni) e Marco Chiarugi (Comandante territoriale Polizia Municipale dell'Unione, Comando territoriale di Castelfiorentino, Gambassi Terme e Montalione). Erano presenti anche



Altri articoli di Empolese Valdelsa

29-10-2015 13:05
Empoli | Due spettacoli per i ragazzi di 'Cersaola', dagli anni ruggenti a Notre Dame da Paris

29-10-2015 12:51
Castelfiorentino | Diritti dell'infanzia, un progetto per conoscere dalla teoria alla pratica

29-10-2015 12:47
Castelfiorentino | L'Abc aspetta la Final Four di Coppa Toscana. In campo anche i grifolbi

29-10-2015 12:30
Empoli | Giornata mondiale del risparmio, Borsito e la Banca di Cambiano fanno lezione alla "Santissima Annunziata"

29-10-2015 12:26
Fucecchio | Celebrazione dei defunti al vecchio cimitero: l'iniziativa della Misericordia

Gallerie recenti

28-10-2015 17:45
Firenze | Appello agli

Figure 13: Partial screenshot of GoNews article on Magenta TrafficFlow

Project 99 / Aye Mind

Project 99 is using multiple methods for engaging a wide community:

- face-to-face (including through bespoke interactive workshops),
- online – both web and social media
- and through more formal publication and dissemination routes. These will include blogs, articles, technical papers, policy proposals within partner agencies and systems.

Project 99's core messages are complementary for each of three **target groups**:

- **for young people:** (1) get involved in developing digital assets for your peers, and (2) explore via the platform how you can better utilise digital tools and approaches in looking after your mental health and wellbeing
- **for youth-related workers:** (1) get involved in shaping digital toolkit content for your peers, through sharing insights and support needs, and (2) explore via use of the toolkit how you can better utilise digital tools and approaches in looking after the mental health and wellbeing of young people
- **for service planners, managers and policy makers:** (1) gain a more detailed understanding of the potential of digital resources as part of the wider service and resource landscape and (2) devise forward actions that will facilitate youth-related workers and young people in better utilising digital assets, as part of a comprehensive youth mental health approach



Figure 14: Project 99 / Ayemind being featured as one of the 7 main case studies in the new Scottish Coproduction Toolkit
<http://www.coproductionscotland.org.uk/resources/resource-case-studies/project-99/>

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 Table 8, 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 2015 (see Figure 14)
- 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 Lakey 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/>

Table 8: Dissemination and community engagement activities carried out / planned 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 Group (TL)	Glasgow	William Street Clinic	21.04.2015	15
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	Update	Lifelink Brand	23.09.2015	10

(HS)		Street		
Health Improvement and Inequalities Group - GGCNHS	Update	JB Russell House	28.05.2015	9
Core Partners Design session (HS&TL)	Discussion	Bath Street Glasgow	06.07.2015	8
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

At the time of writing, Project 99 is refining the details of the next stages of dissemination and community engagement, building on success of the first phase; these will be finalised at Digital Wellbeing Collaborative Meeting of 17th November consisting of:

- (1) Further detailed engagement with young people for hands-on co-creation work that will lead to the development of the main “youth portal” content – this will be a series of 6 workshop sessions between early November and mid-December (dates now being confirmed).
- (2) Wider youth engagement work to socially market the platform and associated products – this will aim to bring the resources to the attention of thousands of young people; one specific initiative now being planned is a campaign in January 2016 using Young Scot’s extensive youth reach
- (3) Completion of the workers toolkit; promotion and dissemination of this
- (4) Distillation of policy and service implications for sharing with service networks, managers, planners, policy-makers

Currently, Project 99 has established significant networks of agencies and colleagues aware of and engaging in the development work, all of which will be drawn on in creating, refining, field testing and disseminating digital content. Examples include: Scottish Community Development Centre, NHS Health Scotland, Greater Glasgow and Clyde Health Improvement Managers Group, Scottish Coproduction Network and the Joint Improvement Team, Young Scotland in Mind (250 members). In addition, we have active links with See Me, Respect Me, academic institutions (e.g. University of Strathclyde), Scottish Government’s Mental Health Division, the national Choose Life suicide prevention network and the network of children’s services planning leads. Cumulatively, this network of active contacts will allow the project to reach several thousand youth-related workers and their respective managerial and planning colleagues. Through them, there is the potential to engage

longer term with many thousands of young people, across Scotland and beyond. Project 99 will also look to continue blogging, pursue diverse publications and host dissemination seminars and webinars for partners.

European networking and dissemination will be built up in the second half of the CHEST funding period, drawing on connections of Young Scot and Mental Health Network. Examples include:

- the European Youth Information and Counselling Agency (ERYICA) and the European Youth Card Association (EYCA).
- Mental Health Foundation will assist in connecting with European mental health networks, such as Mental Health Europe (<http://www.mhe-sme.org/>) of which Mental Health Foundation is a member.
- There would also be a potential connection with OBESSU (<http://www.obessu.org/>) and EYF (<http://www.youthforum.org/>)
- Project 99 will brief Scotland MEPs (have already begun this task) view to connecting with any projects undertaking allied youth digital developments across Europe;
- The project will also look to include our learning and good practice in mapping work under the EU Joint Action on Mental Health and Wellbeing (<http://www.mentalhealthandwellbeing.eu/>), as well as seeking to highlight the work under technology strands of EU policy as well.

GreenApes

For the dissemination of greenApes and the engagement of a large user community, greenApes has identified 4 main target groups: end users, customers, municipalities, and NGOs.

End users are citizens who want to be rewarded for your sustainable actions. If they already live a sustainable lifestyle their goal is to be a role model & get rewarded for their actions. greenApes can engage them via the apps and local workshops, through our social media channels, media coverage, NGOs, municipalities, customers and venues. At the time of writing GreenApes has a **crowd of 1.800 end-users** who already installed the App.

Customers are venues and B2C suppliers. Their goal is to attract targeted customers, to build loyalty among them and brand themselves. greenApes can engage with them via the GreenApes app, 1 to 1 sales meetings, through our social media channels, direct communication via email, and through media coverage

Municipalities are cities who want to reward their sustainable citizens. greenApes can engage them through direct meetings and conferences.

NGOs are non-profit organisations who want to reward their existing volunteers and to engage new ones. greenApes can engage with NGOs on conferences, direct meetings, through our social network channels and media coverage.

The following table provides an overview of the dissemination and community engagement activities carried out by greenApes during the first half of the CHEST funding period and the ones planned for the second half.

Table 9: Dissemination and community engagement activities carried out / planned 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 the local bus fleet	June 2015 onwards	100'000 - 1'000'000 people
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 mad 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 asataretd 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
Coopeation 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, als osetting up a scheme to reward the voluteering 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 commnity manager (Maira Bartoloni) has a backgournd 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 commnity manager (Julia Wegenast) has a backgournd in social studies and media, is a part of a couple NGOs and	July 2015	t.b.d.

	has followed the creation and communication of a local gardening project		
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.
Planned			
"Sustainability" Workshops in Cities	We are structuring a calendar of events to engage local users in "physical" events focusing on sustainability topics (e.g. veg recipes, repairing, creative recycling)	November 2015 onwards	t.b.d.
Launch in Essen	We will follow the successful experiences in Florence (press agency, launch party, video, local facebook page...)	November 2015	t.b.d.
Blog	We are collecting information and material to start a blog around sustainability focusing on the contents presented by users and giving prominence to their stories. The blog will be integrated in the website	December 2015	t.b.d.
Instagram	greenApes is populated by user generated photos, often in high quality and quite inspiring.	December 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 in Figure 15, further examples in the annex). 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.



Figure 15: Article on greenApes om Corriere della sera

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 si saranno i BankoNuts, ossia punti che consentiranno di vincere premi (punti 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 felice di promuovere questa iniziativa - ha commentato l'assessore all'ambiente Alessia Becini - 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».

GreenApes was part of Essen's application to the European Green Capital 2017 project, which the Municipality won in June⁸. The project also prepared videos disseminated and promoted through social media.

Computer Reuse

The Computer Reuse project consists of two subprojects: Reutiliza.cat and eReuse.org. Reutiliza.cat is a local eReuse ecosystem in Catalonia (Spain), where public organisations, private companies, and recipients exchange services and goods. This platform is in close cooperation with the public waste agency, associations of manufacturers responsible for recycling 80% EEE in Spain, social enterprises that repair and refurbish equipment, and consumer groups guaranteeing the final recycling of the devices.

eReuse.org is the overarching model and a set of open-source technologies for reusing digital devices. The background and foreground Intellectual Property follows an open model (unrestricted), as the goal is to bootstrap the reuse process, generate local efficiencies, guarantee final recycling and ensure traceability. The eReuse.org supports existing reuse programs to create their own federated eReuse platforms, operate one as a cloud service or develop their own platform to add traceability and integrate reuse tools.

Reutiliza.cat

For Reutiliza.cat, the first goal is to engage 10 to 20 social receivers with a high social impact followed by a campaign on social networks with the collaboration of the 900 projects that in the past received computers from Reutiliza.cat. There are four main target groups for Reutiliza.cat: donors, receivers, professionals and volunteers.

Donors (supplier-side) can be private persons or public entities. Reutiliza.cat offers them social visibility donating their unused computers and a set of certifications such verified data deletion, reused by charities, legal donation and social and environmental impact of their action. The campaign to the donors will start before the CSR week of Catalonia (11 of November). It will be

⁸ <http://ec.europa.eu/environment/europeangreencapital/applying-for-the-award/2017-egca-applicant-cities/>

accompanied by viral marketing activities by receivers (voting projects), crowdfunding campaigns and direct phone calls to test value proposal. Reutiliza.cat aims to engage around 20 big donors and 1-2 recycling centers.

Social receivers (customer-side) can be individuals excluded by the digital divide or a social entity. Reutiliza.cat will engage them through second-level agents (schools coordinators, federations of NGOs, social welfare, etc.) Moreover, the project will offer support for their crowdfunding campaigns (for example through the CHEST deliverable D5.2: Best practice guide on Crowdfunding) to the most economically disadvantaged social entities, help them to communicate their social impact to better engage donors. Reutiliza.cat aims to engage 20 receivers.

Professionals (supplier-side) can be Reuse centers, social enterprises or autonomous technical entities that offer preparation services to donors, and installation and maintenance for recipients. Agreements, calls. Reutiliza.cat aims to engage five professionals who will receive a percentage of computers they prepare or a monetary compensation. Reutiliza.cat will help them getting devices and target customers (donors and recipients).

Volunteers (supplier-side) can be students or unemployed people wanting to gain experience, perform voluntary tasks and build chances of occupancy in providing preparation for reuse services to donors and maintenance for recipients. Reutiliza.cat aims to engage 20 volunteers through agreements with service-learning programs, ranking of reputation on website, or presentations in schools.

To users Reutiliza.cat provides tools and licenses for certification of traceability processes and devices. Github presence, integration with plugging with commercial tools, conferences, videos, viral campaigns. Engagement around 60 users.

eReuse.org

For eReuse.org, the main target groups are charitable programs as Reutiliza.cat, reuse centers, recycling centers, and professionals. To them eReuse.org provides free hosting on the incubia platform and the usage of our traceability systems. Incubia is a service to test the FOSS tools before the installation. Reuse initiatives (reuse centers, professionals, etc.) who wish to continue using the service after a trial period are migrated to eReuse Services (or other suppliers that may exist in the future). eReuse.org aims to engage 5 reuse initiatives from incubia (50% of incubia users) and 10 through a set of measures consisting of a grants program, social network dissemination, pilot projects, an direct contacts. Furthermore, from its partners the project is engaging potential users of eReuse Services (donors, receivers, professionals) when they ask for additional platform services. eReuse.org aims to engage around 20% of Reutiliza.cat users.

To waste agencies, researchers, citizens, brands and governments eReuse.org provides open data repositories with aggregated details about traceability and social impact of electronic reuse. The project aims to engage 20 users in campaigns (fair trade, life cycle impact of electronics), open documents, papers, publications.

Table 10: Dissemination and community engagement activities carried out / planned 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. Potential users interested on incubia and to be suppliers of reutilitza.cat	Madrid, Face-to-Face, Presentation	27.05.2015	50 entities
Poster at conference	Present poster to all attendees. Dissemination. EnvirolInfo.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. EnvirolInfo.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
Planned				
Media coverage	Dissemination Radio (RAC1.com) Catalan coverage. About programmed obsolescence. Potential receivers, partners and donors.	Online and Offline Media (mainly in Spain)	October 2015	500'000 people
Event	Solidary Economy Fair. Dissemination, community engagement, networking with potential receivers and partners.	Barcelona	October 2015	1000 Visitors, 150 entities, 2000 online
Event	Fem Xarxing - Intercanvi experiencies pel CLIMA (27 October). Dissemination, community engagement. Potential receivers and partners.	Barcelona	October 2015	50 entities, 500 online
Event	6 week Corporate Social Responsibility, Dissemination, networking with potential donors	Barcelona	November 2015	250 donors
Event	Participation on 2on Networking.	Barcelona	November	100 users,

	Recycling companies. Potential incubator entities		2015	1000 online
Event	European Week for Waste Reduction. Dissemination, multipliers.	Online	November 2015	200 visitors, 50000 online visitors
Training	Reuse Workshop on UPC. 50 to 70 students. Training on eReuse.org. Volunteers	Barcelona	November 2015	50 trained users
Presentation	Casa capell. Potential donors, receivers, volunteers.	Mataró	November 2015	60 attendees
Training	Reuse Workshop on Institute. 40 students. Training on eReuse.org. Volunteers	Barcelona	December 2015	40 trained users

3.4 End-user involvement

As reported in D1.1, The monitoring of Call 2 and Call 3 beneficiaries takes place in a similar two-stage process. Each project 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 SRS1 and the IA4SI methodology framework². Moreover, a special focus is 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 co-designed creation of high-impact Digital Social Innovations following an iterative development cycle.

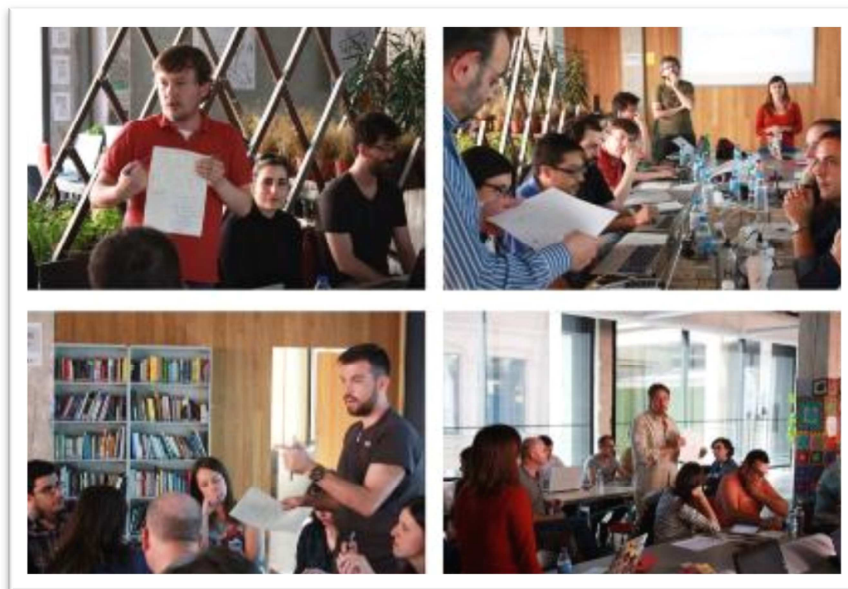


Figure 16: End-user requirements workshop carried out by Onodo

As shown in Table 11, the conjoint efforts of user-involvement stipulated by the CHEST consortium and implemented by the 5 winning projects of CHEST Call 2 has led to a very high participation of the projects' target groups thus fostering the benefits of user-centered design while at the same time

significantly contributing to the building of the projects' seed communities. Details of the measures carried out are described in the following sections.

Table 11: Cumulated Key Performance Indicators related to community building by Call 2 winners

Dimensions	Indicators	Variables	Value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	10
		Number of users involved in co-design process	1.780

Table 12 provides a summative overview of the target groups involved by the different projects enriching the CHEST approach to community expansion:

Table 12: Summative overview of target groups involved by the CHEST Call 2 beneficiaries

Target group	Short description
Civil Society / Smart Citizens	<ul style="list-style-type: none"> • Civic organizations, activists and social movements using actor-network mapping; • Smart Citizens deploying crowd sensors • Mobile app users (Android- or iOS), (potentially) interested in issues of sustainability
Media	<ul style="list-style-type: none"> • Multimedia journalists • Content creators • Storytellers
University / Academia	<ul style="list-style-type: none"> • Education communities • Schools • Universities • Researchers (social scientists, network scientists, legal researchers)
Public Administrations	<ul style="list-style-type: none"> • Decision / policy makers, e.g. in the domain of public health or youth • Administrations of municipalities
Network analysts / developers	<ul style="list-style-type: none"> • Business intelligence analysts- using network mapping tools • Open source mobile and web application developers addressing mobility, transportation, tourism, and related areas
Young people	<ul style="list-style-type: none"> • Risk groups of young people (such as looked after and accommodated), area aged between 13 and 21, risks of mental illness or digital exclusion
Youth workers	<ul style="list-style-type: none"> • Youth-related social workers and planners / service managers
Eco Venue owners (SMEs)	<ul style="list-style-type: none"> • Local, small-scale suppliers of eco products and services
NGOs / Charities	<ul style="list-style-type: none"> • Non-Profit Organizations promoting sustainable lifestyles • Organisations / social projects in need of electronic devices
Enterprises	<ul style="list-style-type: none"> • Medium and big corporations acting as donors of used computers and electronic devices

The following sections describe in more detail the various target groups and the concrete measures of their involvement in the co-design process of each CHEST call 2 beneficiary as well as the project improvements resulting from the direct user feedback.

Onodo

The first step in our design process consisted in gathering requirements and understanding the user needs. We did so working with potential users in two different locations: a two-week Citizen

Innovation Lab, part of the 2014 Ibero-American summit that took place in Veracruz, Mexico; and a one-day workshop which we organised in Madrid in May 2015. Both are described below.

Citizen Innovation Lab (LabIC) @ Veracruz, Mexico

Onodo was selected as one of the participant ideas in the Citizen Innovation Lab (LabIC) that took place in Veracruz, Mexico, in November 2014. The two-week LabIC, part of the yearly Ibero-American summit gathering the head of state of the Spanish -and Portuguese- speaking nations of Europe and the Americas, aimed to incubate and show the potential of citizen-led innovations in the fields of the environment, open government or 3D printing, among others.



Figure 17: David Cabo and Eva Belmonte, leaders of the Onodo project, present their goals

The Onodo team in LabIC was led by Eva Belmonte, Onodo's project manager, and David Cabo, Onodo's lead software developer, and complemented with six volunteers of diverse background and skills, mostly journalists, librarians and software developers.



Figure 18: The full Onodo team working on a proof-of-concept implementation.

Onodo's goal during LabIC was to understand the needs of our volunteers and to explore the 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). To do so Onodo decided to create two proof-of-concept projects, while keeping track of the issues and suggestions raised by the volunteers.

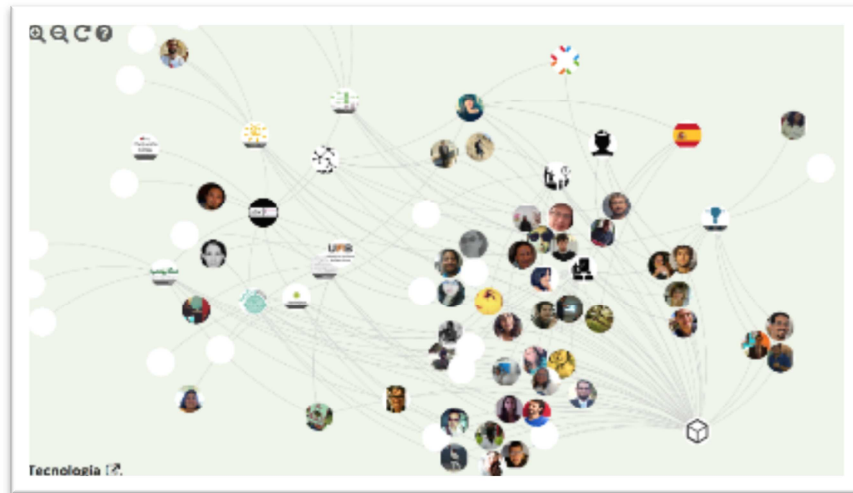


Figure 19: Proof-of-concept project: mapping all the participants in the Citizen Innovation Lab,

During the first week it was explained to the volunteers how to use the existing tool, and gathered information about all the other participants in LabIC. A database was created, cloning *Quién Manda* and adapting its look and feel to make it look like a LabIC-specific social network, allowing users to explore and navigate through the other ideas being incubated, their project members and their skills.

For the second week Onodo decided to construct a database of missing people across Latin America, as a consequence of the political environment at the time in Mexico: 43 students had recently disappeared, apparently for political reasons, and their photos were shown constantly across national media. A site displaying each of these 43 profiles, as well as their relations (education, origin, relatives...) acted as a powerful memorial site, and raise awareness about the bigger problem of citizens kidnapped across Latin America for political motives.

Part of each working day was dedicated to discussing strengths and weaknesses of the existing platform, and to discuss potential new features and usage scenarios. In order to make this a thorough exercise, each day was dedicated to a different functional area: API, visualization, user experience, data modelling... At the end of LabIC all the gathered feedback was discussed together with the volunteers and triaged into three categories: Must, Should, Could. The final output is presented in the next section.

Onodo workshop @ Medialab Prado, Madrid

On May 7th 2015 Civio and Eurecat organised a workshop about Onodo in Madrid's Medialab Prado, a citizen laboratory for the production, research and dissemination of cultural projects that explore collaborative forms of experimentation and learning that have emerged from digital networks. Onodo's goal was to continue the learning process started in Mexico and to get to know potential users with interesting use cases. Interesting target groups have been defined (media, activists and social changers, education professionals and researchers, public officers, among others) and invited directly. An open call has been published in social networks for anyone else attracted to the idea. On the day of the workshop 19 people have been interested in using Onodo, plus some passers by curious about the idea of network analysis but without an immediate need for it.

As was the case in Mexico, the information gathered in the Medialab Prado workshop provides a background for implementing Onodo, which will be based on the requirements, preferences and priorities of the potential users attending these events.



Figure 20: Participants drawing their desired network visualizations and apps.

Over 30 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 influence network analysis tool.

Part I. User's needs and requirement

Participants sketched the ideal tool based on desired technical requirements, information architecture preferences and needed functionalities. The drawing process helped them to put ideas in order and highlight specific issues and needs:



Figure 21: Gathering user's needs and requirement

Participants were then invited to share publicly and discuss their thoughts about the ideal platform:

Part II. The road to Onodo

Representatives of Civio and Eurecat briefly explained their previous experience in influence mapping and network analysis, as well as some of the goals of Onodo.

Part III. Sorting user's needs

At this point participants were asked to write as many feature requests as they wanted in Post-It notes we provided them, with only one feature per Post-It, and being as specific as possible. Once they were done and couldn't think of more features, all of them were gathered in circle and asked to explain their requests one at a time in front of the rest of the group. After a request was described it was added to a big wall, clustering them by areas -data model, visualization properties, API / data export, UX and others- and trying collectively to detect duplicates and overlaps.

In order to prioritize the whole set of features an approach slightly different from that used in Mexico was applied: instead of trying to get the 30 participants to agree on a feature priority, each of them got eight small stickers representing their votes. They were then asked to put these stickers on the eight features they considered most important. The output of this exercise resulted into the Functional Specification document.



Figure 22: Gathering and voting feature proposals collectively

Magenta TrafficFlow

Magenta TrafficFlow implements a participatory traffic monitoring system based on crowd sensing. At the time of writing, it has started the crowd-deployment of the 50 sensors produced so far. During the second half of the CHEST funding period the project will focus on receiving extensive feedback from the pilot users and their experiences with the crowd sensors. This phase of the crowd involvement will be carried out in collaboration with CaffèScienza (<http://www.caffescienza.it/>), partially financed by the fellow CAPS project SciCafe2.0 - The European Observatory for Crowd-Sourcing. Another end-user workshop dedicated to collecting and discussing the experiences of the project's user-crowd of pilot users is currently planned for December 2015.

During the first six months of the CHEST funding period, the project's co-design approach built on two main methods:

1. **Focus group.** A focus group brings together a cross-section of stakeholders in an informal discussion group format. Views are elicited by a facilitator on relevant topics. Magenta used the focus groups with our three main target groups: smart citizens, decision makers, and developers. The focus groups were carried out in four workshops, of which two were dedicated to decision makers (<http://goo.gl/XqLvR6>), one to smart citizens and activists (<http://goo.gl/CKxKo5>), and one was a large mixed event on various aspects related to digital social innovation (Maratona Firenze Digitale - <https://goo.gl/tqWAFK>).

2. Surveys. A survey involves administering standard questionnaires to a sample population. Surveys can help determine customer preferences, work practice and attitudes. Magenta has used surveys to identify user's needs in particular with the target groups of decision makers. Surveys for evaluation of the project results will be used at a later stage.

Up to 85 users have been involved in these co-design activities, of which around 50 in the smart citizen target group, 30 belonging to the decision makers, and 5 developers. The ratio between men and women involved is around 60/40, while the ratio between young, adult and old people involved is around 5/90/5 (where people in high school age or less are considered young, and retired persons are considered old).



Figure 23: Magenta TrafficFlow end-user workshop

Magenta gained a lot of insights from the direct interaction with our target groups. Some of them lead to design iterations that were not foreseen at the beginning, and some other lead to the assessment of which scenarios are most suitable for the project's technology:

- A big concern raised by most users in the smart citizens target group was related to privacy: "How can we place a camera looking outside from our window without incurring in privacy issues?" they asked. After some thought, the team went back to the design table and decided to remove the cameras from the sensor. Magenta has always been aware that it could not record images, but the fact that it was able to *show* images was sufficient to raise concerns. Magenta's sensor is now "blind" to the eye of the human, in the sense that the very first operation that is performed makes it impossible to recognize a person or any other sensible detail from the image. The sensor was also package in much "friendly" way, removing the old big lens and leaving only a tiny hole for a lens with smaller aperture.
- Magenta discovered that placing a piece of equipment in an everyday environment is not that easy for a wide number of reasons: power outlet not close to the window, lack of support for the device, etc. The team designed a small support (with the help of Fablab makers in Florence) that enabled a completely autonomous device, running on battery for several days if needed.
- The project found out that a great use case for the technology is that of shops, professional and commercial premises already facing the street from a low vantage point. Shop owners have been surprisingly friendly and enthusiast about adopting the technology, also because

Magenta has been able to provide them some valuable data about the number and behaviour of potential customer passing by their premises. The project is partially re-designing the detection algorithm to be able to operate from a low vantage point.

Project 99 / Aye Mind

The **Project 99 / Aye Mind** work has adopted a multi-pronged approach to prototyping and evaluation – based on online and live prototyping as well as on co-production. During the first six months of the CHEST funding period the project has carried out nine co-design workshops and meetings with altogether 68 participants.

Online prototyping

The first iteration of the Aye Mind website went live in May 2015. Since then, a series of feedback workshops to gather participants' views and plan upcoming updates has been carried out. The online prototyping allowed to rethink and rewrite content in a form more suited to online publication: shorter text, more direct and less 'specialist'. This plain English style will be carried forward for the rest of the project and has already been adopted for other projects. However, participants highlighted the need to better articulate the nature of the project and how it fits in overall mental health strategy and services. They have also expressed concerns that the website doesn't display well on older browsers still in use in the NHS. A prototyping workshops with the design team and developers also highlighted the need to simplify the branding and design in order to reduce the website page load time and therefore improve users' experience.

Live prototyping

The Aye Mind team is encouraging users not to wait until the resources are finalised to start using them. For the example, the project has introduced two analogue tools to support youth-related workers who want to introduce changes in their organisation. The first one is a pledge card: "Next week, I will try ... So that ..." and the second is a challenge to their organisation: "To do ... I need ..."

The various work tools being created will be assembled as elements of the overall toolkit, and are being incorporated in blogposts in a rolling basis – see for example <http://ayemind.com/workshop-materials/> for a blogpost on workshop materials and approaches, including embedded tools.

Figure 24: User card as example of prototyping materials

The challenge to the organisations in particular highlighted that few youth-related workers have access to the digital tools that young people use, either through lack of hardware (Iphone 6 vs old not internet-enabled Nokia mobile phones) or through policy blockages (Tweets needing to be approved by the hierarchy before they can be published). Aye Mind aims to highlight those needs and reflect that message back to organisations.

Support Squared (<http://ayemind.com/support-squared-materials/>) was also developed as a live prototype. This was the first workshop where young people tackled difficult subjects related to mental health and took them from idea to animation in one-day – to be published and shared on social media openly (live feed of the results: <http://ayemind.com/support-squared-see-the-social-media-story/>). Although there are several things the project would do differently in the future (make the most of the young people's mobile phones instead of using cameras, computers and software), the prototype was incredibly successful and it will be replicated in the future by other projects. There has been already significant sharing of the created resources by multiple partners and by young people (including through some of the creators, via their own social media feeds – see @ayemind99 feed on Twitter for examples).



Figure 25: Support squared story card example and storyboard development

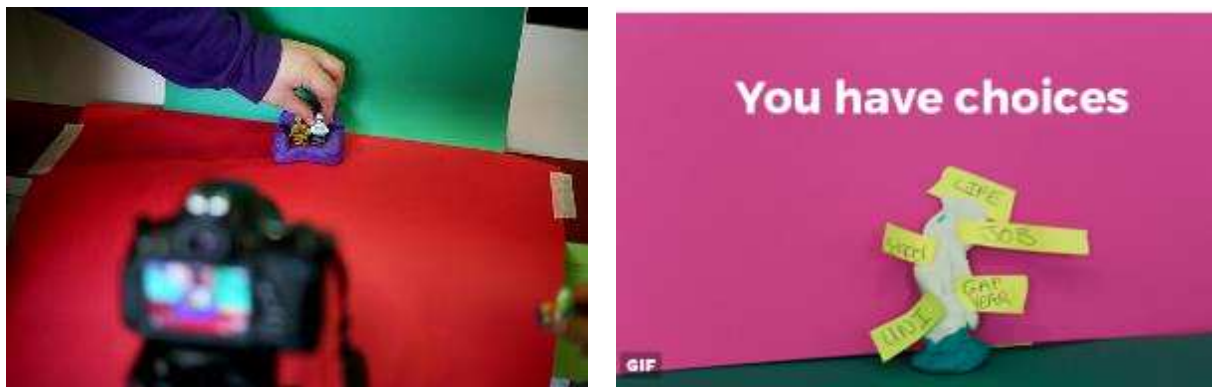


Figure 26: Making-of and example of storyboard (animated GIF)

Co-production

The Aye Mind team is continuously liaising with future users to gather their input. All target groups (young people, youth workers, policy makers) have been involved in the co-design process. The proportion of adults is higher than expected because the team wants to make sure that the young people are fully supported by professionals before, during and after the workshops. It is also important that youth workers will be able to share the Aye Mind message with a larger group of young people and over a much longer period of time. So it is essential that they are well equipped to do so. There will be six co-creation interactive workshops with young people (drawing on a wide range of pre-existing youth groups and networks) in the next phase, with the majority of these being programmed during the month of November (dates now being confirmed with local partners). Paper prototyping is being used for the development of Aye Mind's Workers toolkit.

GreenApes

When the CHEST project officially started the iOS greenApes app (and thus the backend) was already 2 years old with an existing user crowd. This had allowed the team to build upon quite some experience, which was enriched by direct, qualitative conversations with users. These inputs drove

the development of the new Android and web apps developed with the CHEST support. In particular, before proceeding with the design of the new apps, greenApes performed a survey among testers to receive feedback on the existing features of the iOS app. The survey was sent out to 150 testers and was completed by 13 users. The team then proceeded with more qualitative conversations with about 20 users.

Some important learnings emerged from this feedback phase:

- users were mostly interested in socializing features: users explicitly mentioned the need for features helping networking and communication, such as private messaging, tagging, hashtags
- it was social interactions to motivate them to increase their green behaviours: both the university campus challenge and qualitative interviews users mention how the green actions of other users push them in uptaking new behaviours or keeping up with the ones they already adopted
- the local dimension of the app was expected to be boosted: users expressed the will to find “sustainable venues” in their area
- help in finding eco-products was appreciated: in the survey and qualitative interviews users shared their need to be informed about sustainable alternatives available in their area
- the existing competitions feature was not well received: few users had used it, some for lack of interest and others because the mechanics to invite other users were discouraging

On the basis of this feedback the greenApes structured the Android and Web apps, while trying to optimize the existing backend code and “refurbishing” the iOS app. greenApes also wanted to involve venue owners and other potential clients in the design of the “rewarding” feature, through which users could find special offers granted by such commercial partners. Therefore, they lead a workshop with 15 venue keepers and small producers of eco-products and services, prior to the kick off of the CHEST project, in order to collect feedback on the rewarding scheme. This provided very valuable information, which pushed the team to develop a scheme in which users did not have a standard discount fee, but rather a dynamic pointing system, through which coupons could be generated. They were fine with simplifying the scheme (loyalty schemes can be very complex and expensive to run) as long as they had a system to check the validity of coupons and were given the flexibility of granting a limited amount of rewards per month or being capable of changing them over time. Once greenApes drafted the scheme they interviewed in 1:1 sessions some venue keepers in Florence and did some final adjustments.

While approaching the release the team then tested the Android app, with a closed group of beta-users. Feedbacks included bug reporting but was also focused on gathering more general feedback on contents and UX. The overall structure of the app seemed to meet the expectations of users, which clearly was heavily facilitated by the fact we had incorporated the inputs that were given to the iOS app. The product rating feature developed on the iOS App did not prove very successful and we thus suspended its development on the Android app, to prioritize the social features that users demanded. The team will redesign the product rating, working with focus groups, and then proceed to the development on Android in the following months, only if the feature will have proven successful.

Subsequently, greenApes aims to conduct a thorough process with the web app in October/November. Additionally, the project will implement a **polling feature for direct crowd-involvement** in the development and improvement of the platform during the second half of the CHEST funding period. Triggered by different usage events (e.g. executing a certain functionality with the app, reaching a certain level of nuts, etc.) short questionnaires will be shown to the user asking for their direct feedback and additional ideas on issues related to the triggering events. This will further enhance our iterative development processes.

greenApes recently hired 2 community managers for our pilot cities, who will also have the role of interviewing users and organizing physical meet-ups on a regular basis, during which the project will collect inputs on upcoming features. A new questionnaire that will be used to guide the post-launch improvements is being drafted, with the help of UX and user engagement experts who have hired as consultants. Finally, greenApes recently realized that they need to involve in the co-design of the app another very important target group: NGOs. Such organizations are potentially very important for the dissemination of greenApes. By preparing features that can help them in engaging volunteers while giving visibility to their work, greenApes has the opportunity of accessing a wide segment of potential target users. Conversations and feedback sessions already started in Essen and are quite promising.

Computer Reuse

The project's approach of co-design and end-user involvement builds on five main methods:

- Focus group.
- Training
- Research
- Pilot projects
- Project voting

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. Computer Reuse conducted two focus group sessions. 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 the team identified two new agents (the recycler and networks of recipients). In late November, the project will repeat the activity.



Figure 27: Focus group session with AERESS network

Training. Computer Reuse conducted training to target groups to validate the degree of compliance with the functional and nonfunctional requirements. The trainings were carried out on two sessions, the first one to unemployed people willing to offer preparation for reuse services (4 days), and the second one open to all reuse and recycle players (1 day).



Figure 28: Training session

Expert session. Computer Reuse participated in enviroInfo2015.org the 29th International Conference on Informatics for Environmental Protection with topic "Building the knowledge base for environmental action and sustainability". Target groups were researchers, decision makers, and domain experts on areas such as environmental agencies, environmental science, consultants and anybody concerned about the state of the environment and interested in the application of ICT for sustainable development. The paper "Breaking Barriers on Reuse of Digital Devices Ensuring Final Recycling" and poster "eReuse.org: an ecosystem for traceable reuse of digital devices in a circular economy". Paper won Best Paper Award out of 36 peer-reviewed papers from the EnviroInfo conference. It was presented in a plenary hall and discussed following a ConverStation format, with each presenter presenting their results to a table of 6-8 attendees and leading a discussion with them, and doing this 3-4 times. Feedback was very positive about this approach, leading to more valuable conversations than traditional presentations.



Figure 29: eReuse at the 29th International Conference on Informatics for Environmental Protection

Pilot projects. Computer Reuse runs several pilot projects that test different tools and services of eReuse ecosystems. With Reutilitza.cat the direct donation that group together the donors, the professionals prepare computers for reuse on donors' location, and the social receivers will pick up the computer on donor have been tested.



Figure 30: Representatives of donors and receivers from the pilot projects

The pilot in Computer Aid, an organization with more than 250 thousand prepared computers, was aimed to test the data deletion feature.



Figure 31: Logistics of the Computer Aid pilot

Up to 115 users have been involved in these co-design activities of which 5 are professionals belonging to reuse centers, 40 are researchers, decision makers and domain experts, 30 are unemployed learning IT, 20 are other reuse initiatives, 20 are donors and receivers. Computer Reuse gained a lot of insights from the direct interaction with our target groups. The project identified new target groups, a new service, new features for tools, existing and new forms of cooperation between groups, new services, and priorities to define business and system development roadmap, most relevant are:

- During the pilot made in ComputerAid.org, the project identified a set of needs that were not identified before (support for server disk cloning, improve interface and usability, not certify defective discs, Access by network, etc.) Many of these have been overcome, but the main one is the certificate of approval. eReuse.org process has not been approved by UK institutions so ComputerAid donors will not have enough trust in the processes. eReuse.org proposal for ComputerAid follows a common-pool resource schema in which ComputerAid invests in eReuse.org certifications and they will recover the investment when other users make use of the same approval.
- The focus group allowed the project to identify a two new actor groups:
 1. the waste management company dedicated to recycling only. The Spanish Royal Decree promotes reuse and waste managers has the risk to not receive more waste if they do not practice it.
 2. networks and groups second-level of social receivers because there is a risk of dying of success (more demand than supply)
- During the focus group, the project identified that the preparation for the reuse of computers is a secondary activity in most reuse centers. The informal market has more

"competitive prices" (no taxes, no security of employees, etc.) Reuse centers extract higher profits from the sale of large electrical products such as refrigerators, washing machines, etc. Therefore, Computer Reuse adds traceability to these electrical products to promote the use of the project's tools.

- The Reutilitza.cat pilot project helped the project to understand the interests of the professionals and reuse centers: i) they prefer to not receive a percentage of the devices prepared and get an economical compensation for work done ii) is more rentable for them the installation service and maintenance of computers than the resale. This has led to four decisions:
 1. the amount paid by the recipient must be increased to compensate labor of reuse centers,
 2. the project should help receivers to raise funds from crowdfunding institutions,
 3. maintenance implies that Computer Reuse tools should incorporate IT asset management features,
 4. Computer Reuse must help reuse centers to find recipients.

Project voting. Currently 542 citizens that have voted on the various projects of the receivers and 901 receivers that have received computers from donors. Citizens giving their vote to social projects (receivers) are co-designers as their votes are an important feedback on the selection of the beneficiary projects receiving the devices. Furthermore, they are also asked to explain their relationship with the project (direct beneficiary, indirect beneficiary and supporter). The receiver presents their projects on reutilitza.cat and only if they collect enough votes their projects become visible to potential donors for being chosen. Consequently, charities applying for donations need to engage and mobilize their own communities as the more support they can muster the more devices they can receive.

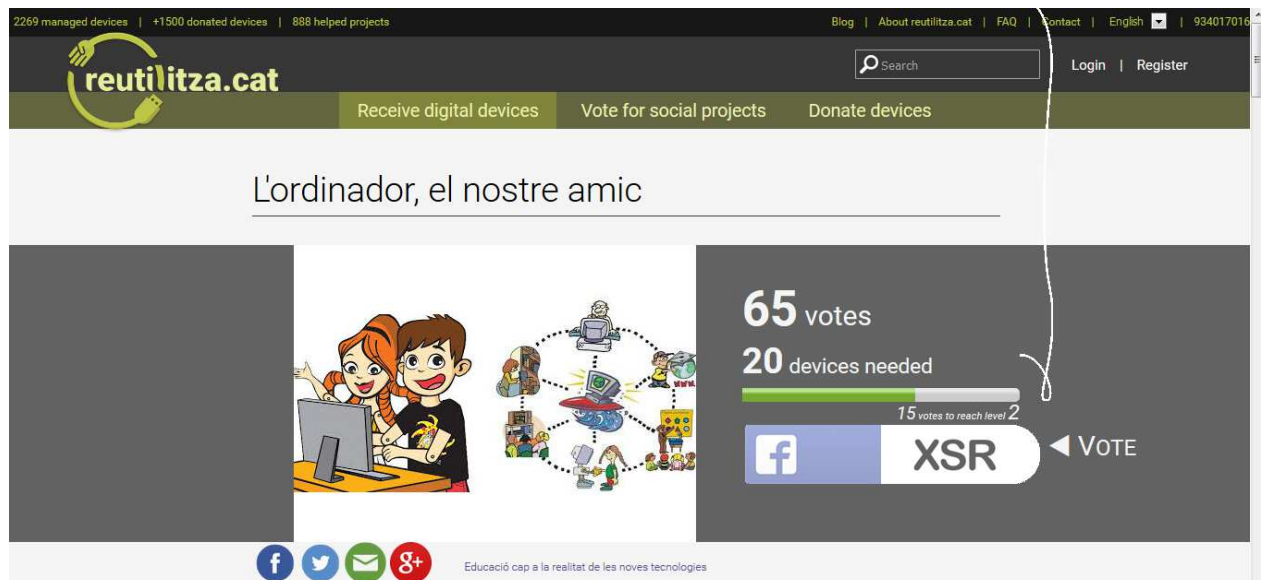


Figure 32: Project "L'ordinador, el nostre amic" has received 65 votes from citizens (<https://www.reutilitza.cat/en/project/lordinador-el-nostre-amic>)

4 Facilitating Crowdfunding for the extended CHEST community

4.1 Best-practice guide on Crowdfunding

With deliverable D5.2 “Best-practice guide on Crowdfunding”, CHEST has produced a comprehensive overview of the Crowdfunding market and valuable guidelines for social innovators to benefit from this popular alternative source of funding. As highlighted in the report, social innovators may face difficulties in obtaining funding through conventional financial options. Crowdfunding offers a financial alternative for social entrepreneurship. Crowdfunding platforms enable an entrepreneur to access funding from many different funders, that is, the crowd. Thus in order to attract funding from these potential funders, the entrepreneur must advertise the social venture to overcome the lack of information that potential funders may have. The report is concerned with the issue of financing social entrepreneurship and looks into how social entrepreneurs can exploit the resources of the crowd to finance their initiative. It describes the different types of Crowdfunding, its advantages and risks as well as key success criteria. Furthermore, the report provides a step-by-step guide that will facilitate the process of planning, developing and running a successful crowdfunding campaign for Digital Social Innovations:

Table 13: Overview of the step-by-step guide on Crowdfunding, for details see D5.2

1.	Decide if crowdfunding is appropriate for your project	<ul style="list-style-type: none"> • If it's easy to communicate the benefits of your project • If you already have a community • If you want to test the market potential • If you want to raise money and promote your project
2.	Start your project and test your concept	<ul style="list-style-type: none"> • Apply a user-centered design approach and test your concept or prototype with your target group
3.	Develop awareness of your project and create a community	<ul style="list-style-type: none"> • Engage and cultivate a community that believes in your idea • Develop a community building plan and extensively use Social Networks for applying it
4.	Prepare your campaign	<ul style="list-style-type: none"> • Choose the type of crowdfunding that is most appropriate for your project • Carefully calculate your funding target, keep it as small as possible
5.	Choose a crowdfunding platform	<ul style="list-style-type: none"> • Take a close look at all platforms you consider appropriate and thoroughly match your project's needs to their conditions and focus
6.	Design the crowdfunding campaign on the platform	<ul style="list-style-type: none"> • Develop a pitch-deck describing your project concisely • Produce a short video and other materials visualizing your venture • Develop a reward scheme that suits your project and your target community
7.	Launch and manage your campaign	<ul style="list-style-type: none"> • If possible, choose a short campaign duration between 30 and 40 days • Stay informative during your campaign, post regular updates and introduce new rewards
8.	Stay informative after your campaign ends	<ul style="list-style-type: none"> • Keep your supports informed about the process of their rewards • Communicate the progress of your project to a wide community • Assess the lessons you learned during your crowdfunding campaign

4.2 Stipulating Crowdfunding among the extended CHEST community

The best-practice guide on Crowdfunding (D5.2) is an important pillar of the CHEST strategy to support as many social innovations as possible and not to limit its efforts to the CHEST open calls and the resulting beneficiaries. Our aim is to animate also the non-funded CHEST applicants to design and implement their own Crowdfunding campaigns enabling them to bring their project idea to life using alternative sources of funding. Furthermore, Crowdfunding is an important means to ensure the sustainability of the CHEST funded projects as it provides a very accessible form of follow-on funding once the CHEST funding period has expired.

Consequently, it is important to make the document and its contents available to the extended CHEST community. D5.2 will be published on the CHEST website. Beyond that, within the CHEST website a special **funding web page** will be developed dedicated to Crowdfunding and other alternative financial resources where major insights and contents of the report will be summarized. In addition, at the time of writing, the CHEST consortium is planning a **webinar on funding schemes** available to social innovators. On the one hand, this webinar will include crowdfunding thus further disseminating the insights of the report. On the other hand, focus will also be put on funding opportunities such as upcoming CAPS calls. Thus, the webinar will facilitate the application to EU funding schemes by other than “the usual suspects”. In a dedicated mailing CHEST will inform all members of its growing community about the Crowdfunding guide and announce the webinar for extended training on Crowdfunding. We will also disseminate the guide through the extensive network of CHEST and CAPS partners and events. Furthermore, we will also stipulate and encourage all CHEST beneficiaries to set up and run their own Crowdfunding campaigns in order to scale their projects after the CHEST funding period. Again, the CHEST extended community and online crowd will provide a valuable starting point for each beneficiary – reached through dedicated communications or through the CHEST discussion forum.

5 Summary

The report presented the various measures and activities implemented in order to animate and populate the CHEST platform and thus, enabling the potential of the CHEST Enhanced Environment for Social Innovation, 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 animation of the platform goes 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 (section 2.1). 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 (section 2.2). 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 (section 2.3).

The expansion of the CHEST community, however, requires a much broader strategy than the mere provision of technical tools. 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 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. 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. CHEST developed a special social impact reporting scheme for the beneficiaries helping them to assess the logic chain of their approach to the societal problem at hand. It also includes a strong focus on community engagement, acknowledging the fact that social innovation is that of a conjoint development, a process of collective learning, the initiatives funded by CHEST are implementing measures of co-design and co-creation. The experiences gained through this process have led to the further development of the CHEST social impact reporting scheme and to making it publicly available as another tool supporting innovators in the field of Digital Social Innovation. By reporting, the CHEST partners also promote the results-based reflection of the projects funded and the growth of a learning culture among the CHEST community (see section 3.1).

As mentioned before, dissemination and community engagement activities reported in this document centred around the promotion and the support of the Call 2 winners, who – together with Call 3 winners – lie at the core of the expansion-phase of the CHEST Community. They and their own networks will serve as “community seeds”, focal points from which the CHEST Community will continue to grow. 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:

- 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** (see section 3.2).

- 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** (see section 3.3).
- 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 (see section 3.4).

The best-practice guide on Crowdfunding (D5.2) 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 (see section 4).

Appendix

CHEST Newsletter



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 for more information.

Mandatory KPIs for Onodo

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	0	7 targets (Journalists/Media; University/Academia/ Researchers; Network analysts; Public Administration; Civil Society; Developers; Information consumers/citizens)	6 targets in Medialab: Media (Civil Society, University/Academia, Public Administration and Network analysts).
		Number of users involved in co-design process	10 offline 20 online	60 offline, 120 online	29 offline
		Ratio between men and women involved	60/40	50/50	62% men and 38% women
		Ratio between young, adult and old people involved	30/20/0	10/80/10	0/95/5
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.)	n.a.	1 (the project addresses 100% information asymmetries): 5 Pilot investigations with media partners Number of areas of knowledge addressed by Onodo is the first two months after launch.	To be measured from M10 onwards
	Number of tools /activities	Number of tools/activities developed by	0	1 Tool/Platform (Onodo) 3 Workshops	To be measured from M10 onwards

	developed by the project for influencing information asymmetries	the project for influencing information asymmetries		5 Tutorials	
KNOWLEDGE SHARING	Sharing through social media channels	Number and description of communication channels addressed	0	4 - Blog; Social networks: Twitter Newsletter; Press Release	1- Newsletter
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	Twitter followers: > 2000 followers Subscribers to the mailing list during the first year: >1000	Twitter: 58 followers 101 subscribers to the mailing list during the user requirements collection phase.
	Sharing through social media channels	Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	12 newsletters Twitter: 1000 tweets; 20 blog posts	2 during the user requirements collection phase. (See annex for full content.) 12 tweets and 57 RT during the user requirements collection phase (through Civio's Twitter account) Blog: not yet started

Mandatory KPIs for Magenta TrafficFlow

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	0	3	3: Civil society (smart citizens) decision makers (public administrations), developers
		Number of users involved in co-design process	0	15	85

		Ratio between men and women involved	n.a	70/30	60/40
		Ratio between young, adult and old people involved	n.a	30/70/0	5/90/5
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.)	0	5	4 (thanks to the quantitative information provided by the project)
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	2	3
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	0	18
		Number of comments / replies on project blog entries on CHEST website	0	0	30
	Sharing through social media channels	Number and description of communication channels addressed	0	4	3 (1-Project web blog, 2-Facebook page, 3-Twitter stream)
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	200 followers 10000 users reached	FB page followers: 187. FB engaged users: about 10000. FB reached users: about 30000. Twitter followers (multiple profiles): 250.
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	100 posts	18 blog posts 30 Tweets 30 FB posts 2 LinkedIn groups announcements

Mandatory KPIs for Project 99

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
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COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	0	3 – young people in our target age range; youth-related workers; managers and policy makers	3 – active engagement with all three groups is underway
		Number of users involved in co-design process	0	120	68
		Ratio between men and women involved	n.a.	50/50	
		Ratio between young, adult and old people involved	n.a.	70/30	30/70 ⁹
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.)	n.a.	4	3
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	50	24 ¹⁰
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	[will be guided by info from CHEST central team – keen to contribute a range of blogposts to the CHEST blog]	n.a.
		Number of comments / replies on project blog entries on CHEST website	0	n.a.	n.a.
	Sharing through social media channels	Number and description of communication channels addressed	0	4. Twitter, Facebook, email, memes	

⁹ Our main spring / summer programme has been with workers and agencies, with interest and participation in these exceeding our expectations. The autumn and winter phases will have a dominant focus on youth engagement, hence the ratio will shift towards young people involvement.

¹⁰ Examples of these can be found on our website – <http://ayemind.com/support-squared-materials/>

		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	Project 99 is using its partners' social media networks to maximise impact totaling 50,000 twitter followers	
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)		Twitter Reach: 100,000	50,000

Mandatory KPIs for GreenApes

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	-	4 user groups iOS, Android & web app users Venue owners	4 iOS, Android app users Venue owners 1 NGOs we did not manage to start a thorough process with web users yet. We included NGOs as target groups, and started engaging them also in co-design. Something we had not envisioned initially
		Number of users involved in co-design process	-	20 iOS 20 Android 20 Web 10 Venue Owners	30+ iOS 30 Android 0 Web 10 Venue Owners and possible commercial customers 4 from NGOs
		Ratio between men and women involved	-	50:50	42% male 58% female
		Ratio between young, adult and old people involved	-	The project focuses on adult citizens, mainly in the 18-40 range.	2% :: 18- 21% :: 19-24 27% :: 25-31 27% :: 32-40 16% :: 41-50 6% :: 51+

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.)	-	4 on greenApes users can learn from each other how to lead a more sustainable lifestyle. Giving prominence to best practices that rarely are visible on dominant media. At the same time it allows citizens to find small venues and producers, which offer sustainable products and services. Such small “eco-players” typically can not compete with the marketing budget of “traditional” players	4 the expectations are fully met. The main content generation is not done by our team (with the exception of the scientific dissemination around environmental facts, which we provide in some sections of the app), but by the users themselves, who share sustainable ideas, tips & inspiring behaviors.
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	2 iOS app, Facebook page	5 iOS App, Web app Android App, Facebook Page, Blog	4 iOS App, Web app Android App, Facebook Page
KNOWLEDGE SHARING	Sharing through social media channels	Number and description of communication channels addressed	2 Facebook , Twitter	Facebook Page Twitter Blog We envisioned these as the main channels of communication of the project. We wanted to engage on mainstream social media and create a dedicated blog, to showcase the best practices and most outstanding citizens on greenApes	Facebook Page Instagram Although we are still in the pre-launch phase we have defined the communication plan, which will entail a Facebook global page, and separate Facebook pages dedicated to pilot cities. Instagram appears to be a more relevant channel for our project rather than Twitter. We are about to launch our instagram

					page. We still have to kick off the blog where we will share articles connected to the most outstanding stories coming from our users and cities.
		Quantified measure of followers on selected social media channels (e. g. twitter followers, Facebook friends, etc.)	Facebook: 1'800 Twitter: 315	Facebook: 50'000 followers Twitter: 3'000 followers Blog: 1000 readers	Facebook: 2'500 Twitter: 421 Blog: not started yet
	Sharing through social media channels	Quantified measure of communications on selected social media channels (e.g. number of project tweets and re-tweets, etc.)	n.a. (the tracking indicates posts that were posted since the project started)	gA staff: Facebook: 100 posts Twitter :100 tweets Blog: 24 articles Users: 1000 green actions shared from greenApes to facebook	Facebook: 23 posts Twitter: 19 tweets Blog: 0 articles Users (testers): 85 green actions shared from greenApes to facebook

Mandatory KPIs for Computer Reuse

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	4: Citizens voting Receivers Donors Initiatives on incubia	7: Citizens voting Receivers Donors Professionals Volunteers Alumni certified Initiatives on incubia	6: Citizens voting Receivers Donors Professionals Alumni certified Initiatives on incubia
		Number of users involved in co-design process	1243: Citizens voting 342 Receivers 895 Donors 4 Initiatives on	2600: Citizens voting 1524 Receivers 910 Donors 24 Professionals	1524: Citizens voting 542 Receivers 901 Donors 8 Professionals

			incubia 1	9 Volunteers 10 Alumni certified 100 Initiatives on incubia 6	2 Volunteers 0 Alumni certified 65 Initiatives on incubia 5
		Ratio between men and women involved	n.a	60/40	n.a
		Ratio between young, adult and old people involved	n.a	60/30/10	n.a
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.)	1/6: 1. Professionals can select those devices with more potential to reuse	5/6: (1) Professionals can select those devices with more potential to reuse Donors can realize if their devices are (2) reused, (3) traced and (4) social and environmental impact of their donations, (5) users can know product durability from (8000 digital devices) on traceability systems.	2/6: 2. Donors can realize if their product are reused and where.
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	2: 1. An open source tools to extract device hardware info (Serial numbers). 2. Certified device reuse potential(to receivers)	11: 6. Certified device traceability (to donors). 7. Certified reuse social impact (to donors). 8. APP to track devices localization and final recycling. 9. Open data about traceability (at least 8 mil devices), 10. Authorized recycling	5: 3. Certified data erasure (to donors). 4. Certified device reuse (to donors) 5. A system to store data about traceability

				collection points on the system (at least 50), 11. A tool to discover product durability	
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	10	0
		Number of comments / replies on project blog entries on CHEST website	0	10	0
	Sharing through social media channels	Number and description of communication channels addressed	4: Project Web (reutilitza.cat), Twitter (Reutilitza.cat), Facebook (Reutilitza.cat), Vimeo	7: Project web (reutilitza.cat, eReuse.org) Twitter (Reutilitza.cat, eReuseOrg), Facebook (Reutilitza.cat), Vimeo , Github	6: Project web (reutilitza.cat, eReuse.org) Twitter (Reutilitza.cat, eReuseOrg), Facebook (Reutilitza.cat), Vimeo
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	243	705	395
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	43 Posts on Fb Reutilitza.cat 5.831 vimeo impressions 0 Downloads of tools on GitHub	402 321 Tw/RT 81 FB Posts 60 Downloads on Github 16.505 vimeo impression 60 Downloads of tools on GitHub	266 201 Tw/RT 65 FB Posts 12.505 vimeo impressions 0 Downloads of tools on GitHub

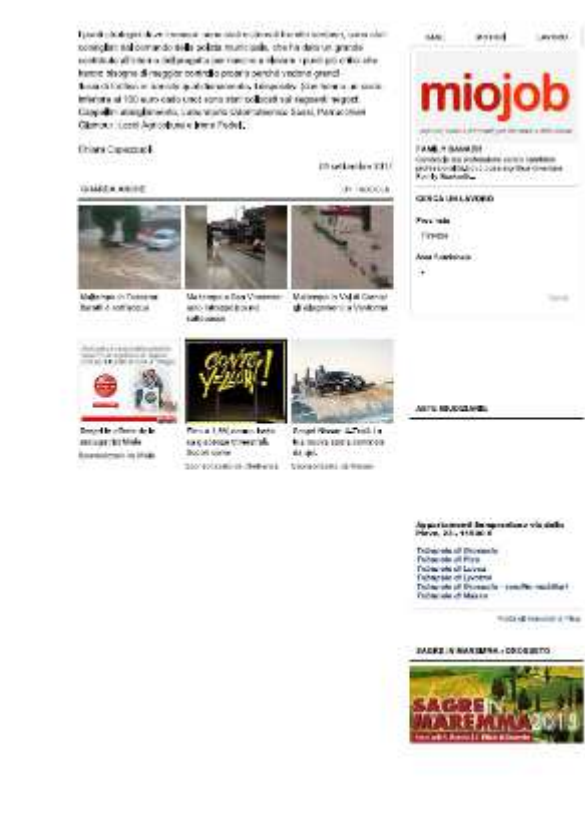
Press coverage of Magenta TrafficFlow



Figure 33: Corriere Fiorentino: <http://goo.gl/lpWp8l>



Figure 34: Il Tirreno: <http://goo.gl/HColf2>





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Press coverage of greenApes



Ambiente

GreenApes, il social network dedicato all'ecosostenibilità

Sono già oltre 40 mila le "buone azioni verdi" che hanno compiuto gli utenti della prima community internazionale per diffondere e condividere il vivere all'insegna del green. Più sei bravo e più ti applaudono e ti premiano con le noci di cocco che servono a guadagnare sconti in negozi reali. Firenze sarà la prima città a premiare i cittadini che rispettano l'ambiente.



"NON BEI SOLD nella giungla". È questo il motto di "GreenApes", il nuovo social network dedicato all'ecosostenibilità. Non sei solo perché puoi contare sul resto della comunità e perché hai una forte responsabilità nei confronti di chi vive con te nella giungla. È la filosofia che ha spinto un team di esperti e una società di servizi informatici toscane a creare un social dove poter condividere idee e azioni del vivere green.

"GreenApes" letteralmente

significa "Scimmioni verdi". Tutti gli utenti che si iscrivono al social lo divengono: loggandosi da Facebook la piattaforma permette di scegliere tra un nickname con un'immagine del profilo da scimmia oppure quello del profilo Facebook. Poi si inizia a far crescere la propria pagina condividendo le proprie "buone azioni verdi" e altre proposte, idee e conoscenze. In questo modo si ottengono "bankNuts", le noci di cocco che fanno guadagnare punti. Più noci di cocco si possiedono, più si sale nella classifica della sostenibilità e si vincono B&B premi.



L'idea di creare un social network per condividere esperienze ecosostenibili nasce da un team di esperti e da una società di servizi informatici toscane, che ne ha fatto una startup innovativa e certificata, che ha ottenuto numerosi riconoscimenti tra cui il Premio Sviluppo Sostenibile 2014, con medaglia del Presidente della Repubblica. Dopo tre anni di sperimentazioni il social vanta già 44.450 buone azioni per l'ambiente compiute da utenti sparpagliati in tutto il mondo. Accessibile da iOS e Android, oltre che tramite l'applicazione desktop, greenApes è la prima realtà che premia sistematicamente i cittadini per uno stile di vita consapevole, facendo guadagnare i punti-noci che potranno essere convertiti in omaggi, sconti e offerte presso una rete di attività commerciali e organizzazioni aderenti al progetto.

Figure 36: Article on greenApes in repubblica.it



Andare in bici, mangiare prodotti biologici, comprare oggetti di seconda mano, risparmiare energia, portare alle stazioni di riciclaggio i rifiuti speciali fa ottenere Nut, che hanno il ruolo di far capire all'utente l'importanza di alcune azioni. I Nut sono anche usati per far salire di posizione gli utenti in una classifica della sostenibilità virtuale, ma non sono spendibili. Si ricevono BankNuts in base a quanto un post che racconta un'azione/idea ispira la community. Le BankNuts hanno la possibilità di essere convertite in offerte dei partner. Lo scopo è quello di creare una community internazionale, interessata alle sorti del pianeta, per ispirare e sentirsi ispirati dai piccoli gesti e dalle idee creative che gli utenti condividono: uno strumento per migliorarsi diventandosi e socializzando.

La piattaforma adotta un approccio che mira a modificare lo stile di vita di chi lo adopera, tramite la gratificazione a chi si comporta "bene" e l'emulazione, incentivata attraverso la community in cui tutti condividono le proprie azioni virtuose. Ogni post infatti può essere "applaudito": più si è bravi e più la community applaude. Per esempio "MariaTheApe" ha guadagnato 200 noci di cocco postando la foto della sua preziosa raccolta differenziata casalinga. "ValeTheApe" ne ha guadagnate 20 curando il risotto con la zucca coltivata nell'orto e LucaFromTheBranch ne ha guadagnate 20 con il suo post "Ho risparmiato energia e acqua facendo una doccia veloce e fredda". Sul social c'è anche la possibilità di segnalare bar, ristoranti e negozi dove poter fare i propri acquisti green: gli utenti li segnano sulla mappa cittadina e condividono la loro esperienza.

"Firenze sarà la prima città a premiare i cittadini sostenibili", spiega il cofondatore della startup Gregory Eve, ideatore di greenApes insieme a Renato Orsato, professore brasiliano in Strategie per la Sostenibilità, Francesco Zingales, ingegnere chimico e consulente in strategie aziendali e Develer, società di servizi informatici. Nel capoluogo toscano gli sconti saranno attivi dal 30 settembre. "Sono molte le realtà che stanno entrando a far parte della rete", ha detto Eve. "Finora abbiamo ricompensato le azioni basandoci sul racconto fatto da coloro che le hanno compiute sui social media, ora stiamo anche lavorando sui meccanismi che consentano di verificare l'autenticità di tali comportamenti". Vi sono due versioni di greenApes: una per gli utenti comuni e una per le aziende. Quest'ultima è una piattaforma asportata e customizzabile per medie e grandi imprese che vogliano coinvolgere attivamente i dipendenti nella riduzione degli impatti ambientali e nelle attività di CSR, Responsabilità Sociale d'Impresa. La giungla si sa è un ambiente difficile in cui sopravvivere ma la community ti può aiutare a rendere il mondo un posto migliore dove abitare.



GREENAPES, IL NUOVO SOCIAL NETWORK DEDICATO ALL'ECO-SOSTENIBILE



Firenze, presentato "greenApes" il social network dedicato all'ecosostenibilità che premiando le azioni eco-sostenibili dei suoi utenti vuole promuovere il vivere 'green'.

Gli utenti, postando e condividendo i propri comportamenti "green", guadagnano dei punti che possono essere convertiti in omaggi, sconti e offerte presso una rete di attività commerciali e organizzazioni aderenti al progetto e legate al settore della sostenibilità. Dopo 3 anni di sperimentazione e 40.000 azioni condivise, Green Apes viene lanciata a Firenze ed in seguito, a Essen in Germania. GreenApes è accessibile attraverso app iOS e Android, oltre che tramite l'applicazione desktop. Una volta scaricata la app, nel mondo di greenApes ognuno diventa una scimmia che nella giungla deve conquistare noci di cocco. Più noci di cocco si posseggono, più si sale nella classifica della sostenibilità e si ottengono premi. Le noci di cocco si ottengono completando e condividendo azioni green. Andare in bici, mangiare prodotti biologici, comprare oggetti di seconda mano, risparmiare energia, portare alle stazioni di riciclaggio i rifiuti speciali fa ottenere Nut, che hanno il ruolo di far capire all'utente l'importanza di alcune azioni e sono usati a livello di "gamification" per far salire di posizione in una classifica della sostenibilità virtuale, ma non sono spendibili. Fondata da un team di esperti e da una società di servizi informatici toscana, greenApes è una start up innovativa certificata, che ha ottenuto numerosi riconoscimenti tra cui il Premio sviluppo sostenibile 2014, con medaglia del Presidente della Repubblica.

Figure 37: Radio feature on greenApes on controradio