Deliverable 6.2
Report on dissemination activities – Version a
WP6 Dissemination and exploitation
Task 6.1 inGOV promotion

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Public

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Abstract: This deliverable reports the dissemination activities during the first year of the inGov project, along with the respective evaluation and the general strategy for the second year.

Executive summary

The inGOV project aims at developing and enacting an IPS Holistic Framework that will improve the way that public services are delivered, allowing them to be more inclusive, democratic and transparent.

This document reports the dissemination and communication activities carried out during the first year of the inGOV project (January 1st, 2021 - December 31st, 2021), following the strategy described in the deliverable "D6.1 Dissemination and Exploitation Plan".

The project has created the tools for its branding and for its online presence, including the project website and social media accounts. The online presence has been established through numerous announcements and posts by the partners, both on the inGOV media and on the partners' own channels. At the academic level, there has been significant presence and contribution in conferences and workshops, culminating in several conference and one journal paper, in addition to two workshops organised by inGOV. Active liaisons with other projects and initiatives have been initiated, in addition to interactions with stakeholders.

The actions of the first year are mostly in agreement with initial Key Performance Indicators as described in D6.1, with small deviations that will be taken into account for the activities of the second year, along with the shift in focus that the maturity of the project will bring about.

Document History

Version	Date	Status	Author	Description
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v1.0	13/01/2022	Final	Anna Zoakou	Final version

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Acronyms and Abbreviations

Acronym/Abbreviation	Description
CPSV	Core Public Service Vocabulary
Dx.y	Deliverable number y, belonging to WP number x
EC	European Commission
IPS	Integrated Public Services
KPI	Key Performance Indicator
REA	European Research Executive Agency
WP	Work Package

Partners List Abbreviations

Acronym/Abbreviation	Description
UNIS GR	UNI SYSTEMS SYSTIMATA PLIROFORIKIS MONOPROSOPI ANONYMI EMPORIKI ETAIRIA
Deloitte	DELOITTE CONSULTING SRL
CERTH	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS
UBITECH	UBITECH LIMITED
RIDE	RIDE TECHNOLOGIES DOO
KUL	KATHOLIEKE UNIVERSITEIT LEUVEN
DUK	DANUBE UNIVERSITY KREMS
UoM	UNIVERSITY OF MACEDONIA
MITA	MALTA INFORMATION TECHNOLOGY AGENCY
LAND NÖ	AMT DER NIEDEROSTERREICHISCHEN LANDESREGIERUNG
THESSALY	PERIFERIA THESSALIAS
BJELOVAR	GRAD BJELOVAR
UNI	UNISYSTEMS LUXEMBOURG SARL

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Introduction

The current document is the deliverable "D6.2 Report on dissemination activities – Version a" that reports the dissemination activities for the first year of the project along with the respective KPIs and evaluation. It is produced in the context of WP6 "Dissemination and exploitation".

The document comprises seven chapters and four main sections, listed and described in Table 1.

Section & Chapter	Description
Overview	
• Chapter 1 Overview and high-level dissemination strategy	• Overview and strategy
Methods	
• Chapter 2 Communication and dissemination tools	• Website and promotional material
• Chapter 3 Communication and dissemination channels	• Online presence
Actions	
• Chapter 4 Communication and dissemination activities	• Consortium activity
• Chapter 5 Clustering activities - Liaisons with other H2020 Projects	• Cluster of projects
Monitoring	
• Chapter 6 Evaluation	• KPIs and evaluation
• Chapter 7 Summary and conclusions	• Conclusions

Table 1 Overview of the document's sections.

1. Overview and high-level dissemination strategy

The inGOV project aspires to develop and put in practice an IPS Holistic Framework that will improve the way that public services are delivered, allowing them to be more inclusive, more democratic and more transparent. Towards this goal, the main aim of task T6.1 "inGOV promotion" is to ensure wide awareness of inGOV among the project's stakeholders and other interested parties, and appropriate participation in related activities. Accordingly, this report aims to describe the communication and dissemination actions that have been carried out to promote the project during its first year.

The actions of this year could fall into three broad categories: development of the communication tools and channels, initial engagement of interested stakeholders, and networking. To put them in perspective, a look can be taken at the dissemination strategy as it has been previously defined.

The deliverable D6.1 "Dissemination and Exploitation Plan" set out the directions that guide the project's overall dissemination and communication planning, and made the relevant strategy specific and refined.

D6.1 identified five areas of projected impact by inGOV: scientific, policy making, public administration, business, citizens. Five target groups were identified in correspondence to these areas, namely: scientific communities, policy makers, public administrations, businesses, and citizens.

In order for dissemination activities to increase awareness and contribute to the success of the project in these areas, D6.1 specified the messages that need to be delivered, and positioned them in three categories: scientific policy making, business, and wider audience groups.

A large part of the first-year actions were devoted to the preparation of the dissemination and communication infrastructure (covered in Chapter 2 and partially Chapter 3). In addition to that, the activities dealt mainly with communicating messages related to scientific policy making and addressed to the corresponding stakeholders (scientific communities, policy makers, and public administrations). This orientation was in accordance with the maturity level of the project and with the planning for the early dissemination phase, as also defined in D6.1.

For reference, the relevant high-level messages, as specified in D6.1, were the following:

- The future of IPS

- Organize the co-creation landscape for IPS – Re-write the future of IPS

- Create common language for co-creation in the Public Service development

The bulk of dissemination actions during the year aimed at an initial engagement of stakeholders around those conceptual axes, demonstrating at the same time inGOV vision and readiness (covered in Chapters 3 and 4).

Networking and synergies have been identified as an integral part of inGOV activities, involving public administrations as well as other research projects and initiatives. This purpose has been served both by

the participation in dedicated actions – such as clustering events, conferences, meetings with policy makers – and by the overall engagement initiated by the consortium's communication activities (covered in Chapter 4).

Overall, the dissemination and communication actions described in this document are considered to follow the directions and strategy set out in the project's description and in D6.1. After reporting the actions in detail in the following Chapters, Chapter 5 evaluates them with respect to quantitative KPIs and locates areas for future improvement. Chapter 6 concludes the document with a summary of the report and the findings.

2. Communication and dissemination tools

2.1 Website

The inGOV public website followed the specifications set out in D6.1 and took into account the visual identity of the project. It can be found at https://inGOV-project.eu/.

The website was set up by RIDE and made fully available on July 1st, 2021 and was progressively enriched during its first year. Since the first days of its operation, it is serving the purposes of providing public information about the goals and the progress of inGOV, communicating our news and our participation in events, and enabling the partners to communicate their viewpoint on their project activities.

In the six months of its operation, there have been 9,700 visits to the website by 708 unique visitors. The average viewing time was 3m 19sec. The traffic throughout these months is seen in Figure 2-1.
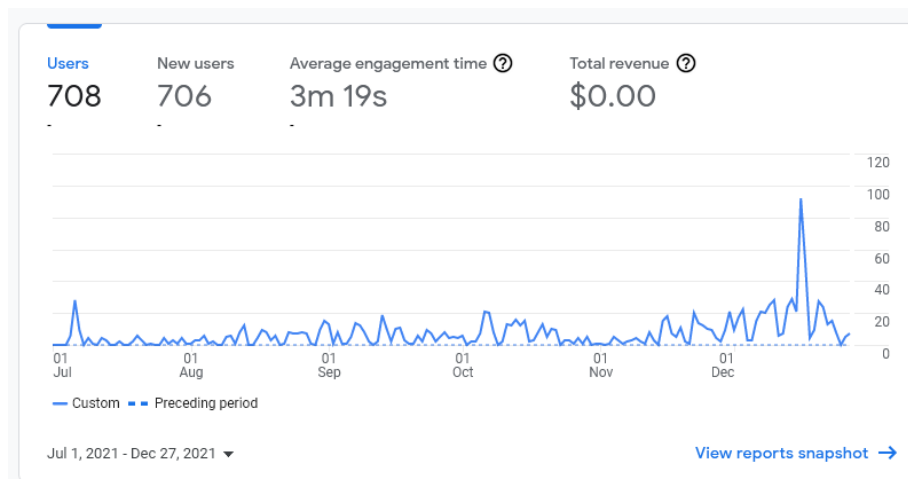

Figure 2-1 Google Analytics overview of the inGOV website during 2021.

The website consists of eight main pages, in addition to the "welcome" homepage, some of which are divided into subsections as follows:

- About
  - o Overview
  - o Goals and objectives
  - o Consortium
- Pilots
  - o Austria
  - o Croatia
  - o Greece
  - o Malta

- Resources
  - Deliverables
  - Communication and dissemination material
  - Glossary
- News and events
- Synergies
- Blog
- Contact

In addition, all pages feature a search bar, links to the project's social media, a link to the privacy policy, and a link to the private repository. The homepage includes a form for subscribing to the inGOV newsletter.

Figures 2.2-2.4 give an indicative overview of some of the pages.

Figure 2-2 Homepage of the inGOV website.
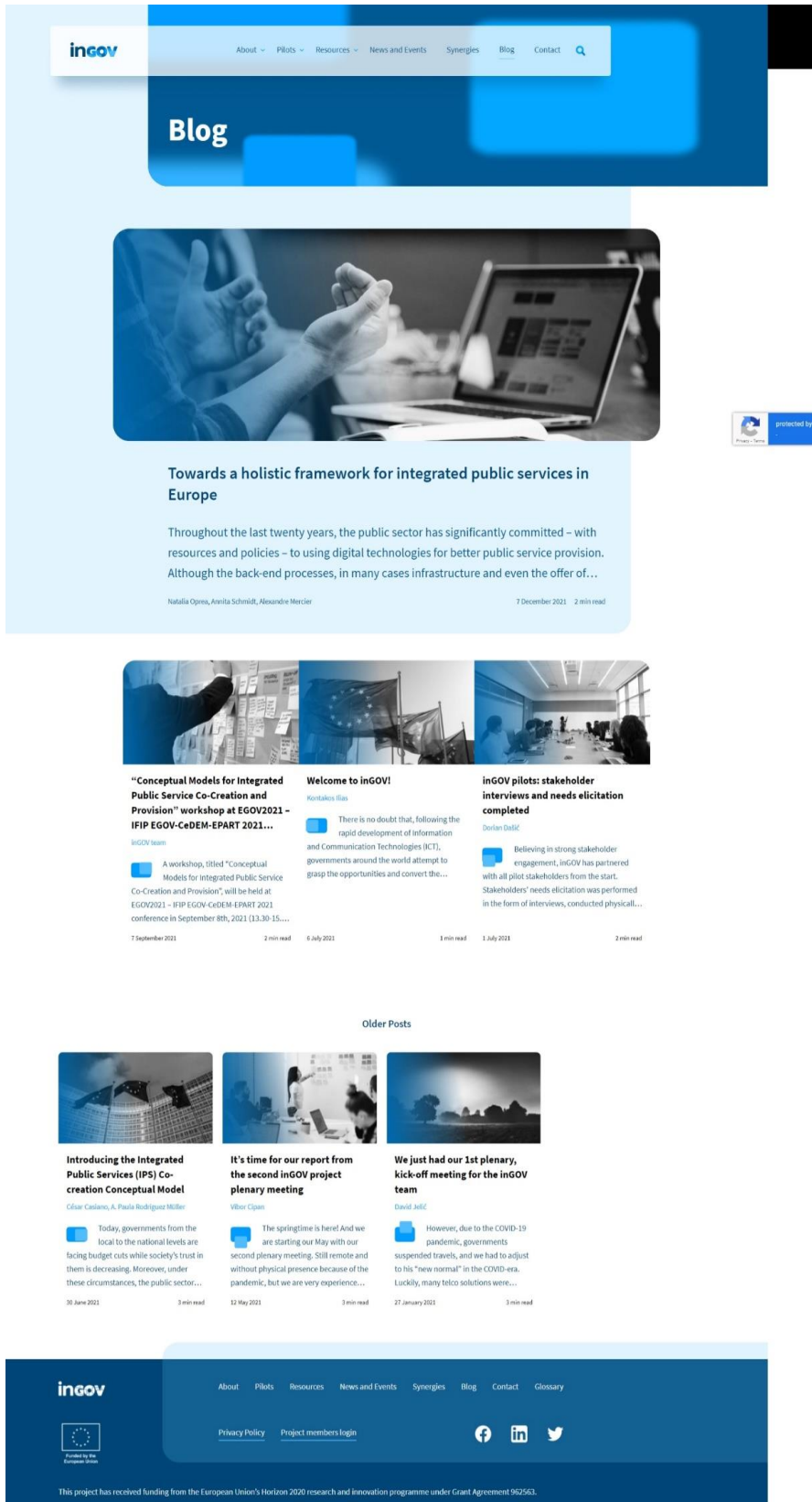
Figure 2-3 The blog of the inGOV website.
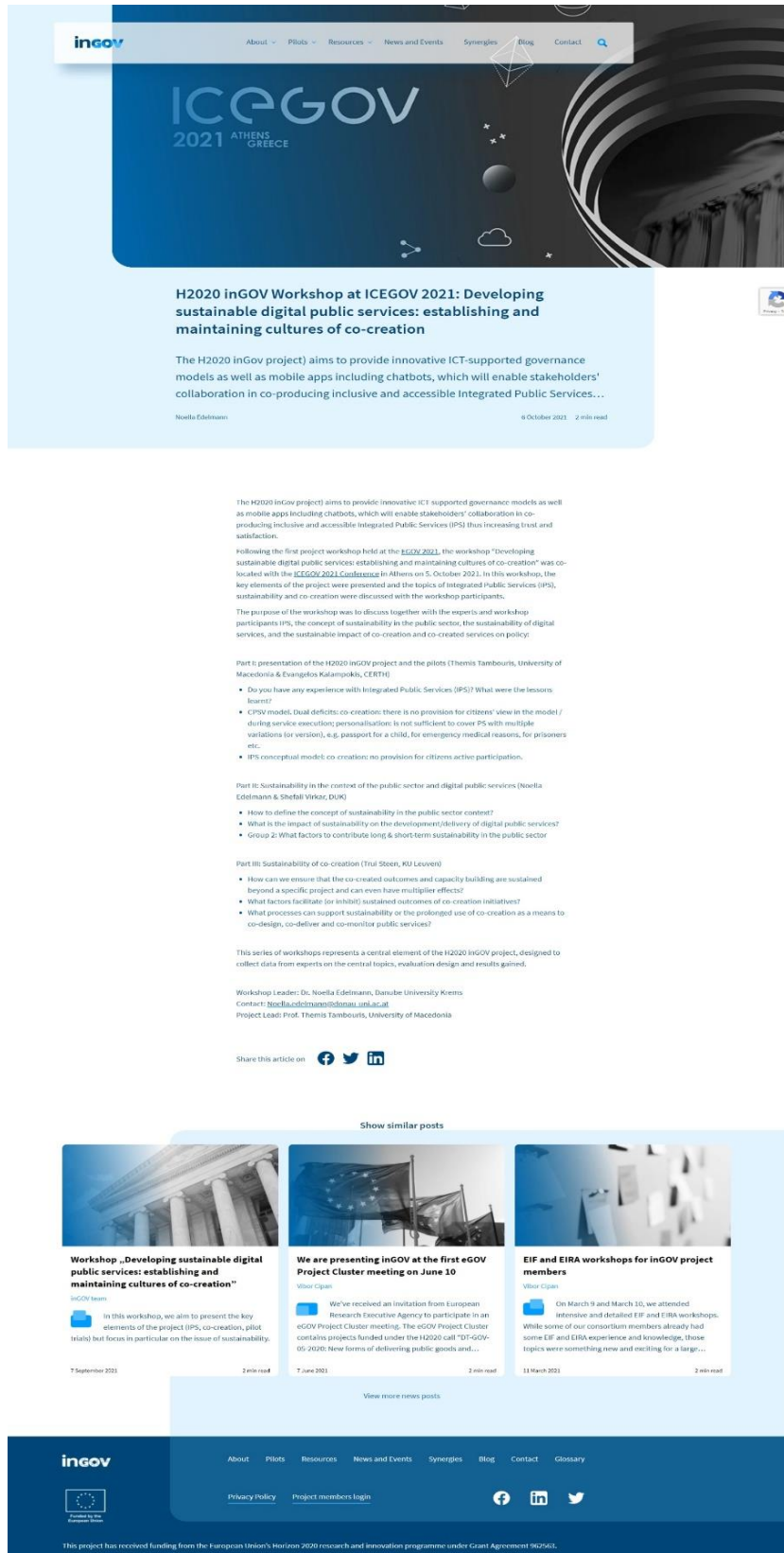
Figure 2-4 Individual news post on the inGOV website.

2.2 Promotional material

Promotional material consists of a leaflet and the project's visual identity.

The visual branding comprises of the logos, social media headers, and presentation template. These elements were prepared in the first months of the project; the logos and the ppt template as well as their underlying concepts were presented in detail in D6.1. Social media headers are shown below, in Par. 3.1 "Social media".

The leaflet is available in a web version (for online viewing) and a print version (for physical printing). Physical printing and distribution at in-person events are foreseen to start in the second year of the project, dependent on the easing of health restrictions due to the pandemic.

Figures 2.5 and 2.6 show the website version of the leaflet.

Figure 2-5 First page of the inGOV leaflet.

Figure 2-6 Second page of the inGOV leaflet.

3. Communication and dissemination channels

3.1 Social media

The project has established its presence on three social media and networking platforms: LinkedIn, Facebook, and Twitter. Table 2 provides an overview of the activity during the first year of the project.

Platform	Account name	# followers	# posts	# interactions
LinkedIn	inGOV project	64	7	51
Facebook	inGOV.project	24	3	9
Twitter	inGOV_project	40	17	69
	Total:	128	27	129

Table 2 Social media activity overview.

The projected total number of followers / posts / interactions for the first year of the project was 100 / 50 / 50 according to D6.1. The number of posts was significantly lower than planned, although in retrospect the original plan of 50 posts might have been an overestimation, given the lack of reportable actions in the initial phase of the project. Another area for future improvement is the simultaneous posting on all channels. The target for the number of followers and interactions was exceeded, establishing momentum for the next years.

The project's social media branding is showcased in Figure 3.1 with the header of the Twitter account. Figures 3.2,3,4 show indicative posts on each of the three platforms.

Figure 3-1 Header of the inGOV Twitter account.

Figure 3-2 Post on the inGOV LinkedIn account.
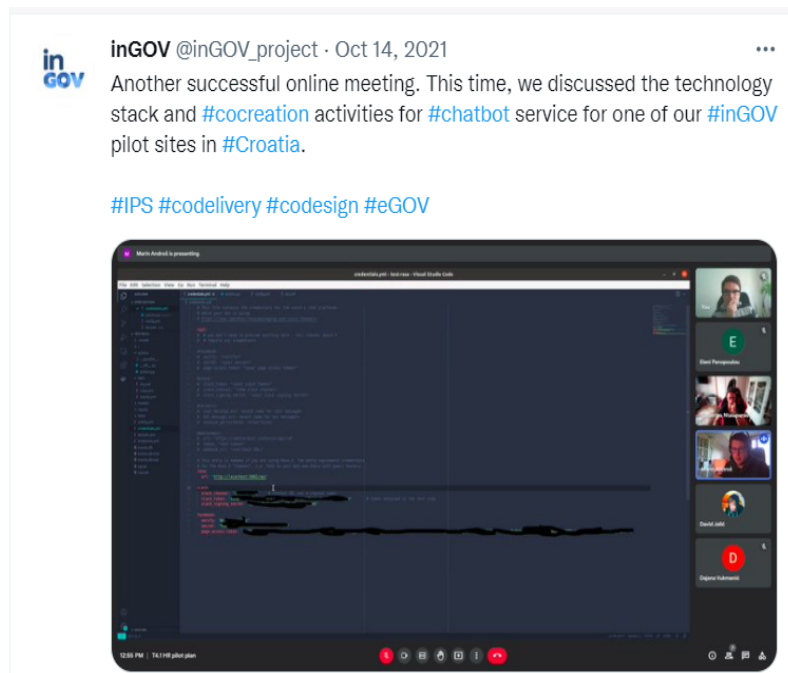
Figure 3-3 Post on the inGOV Twitter account.
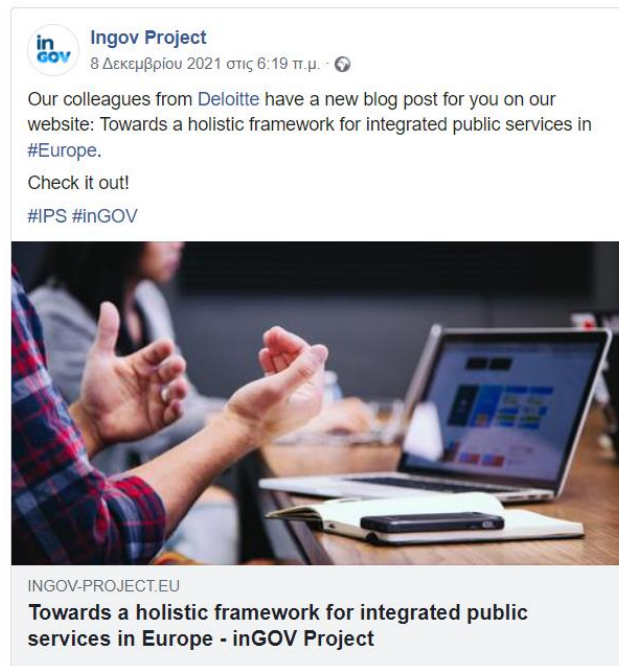
Figure 3-4 Post on the inGOV Facebook account.

3.2 Newsletter

The first issue of the inGOV electronic newsletter was sent out in December 2021. The first issue highlighted the activity of inGOV in events and publications, and the blog posts on the public website, and provided an overview of the project and a closer look at one of the pilots. Screenshots of the issue can be found in the Appendix.

The second issue is scheduled to be sent out in January 2022, dedicated to an overview of the first year of the project. This will meet the original goal of two editions for the first year, although the aim for the second year is to have the next two editions more evenly spaced in time.

In addition to the members of the consortium, 57 external contacts subscribed and received the first newsletter. Their contact details were either provided by inGOV partners, or they were collected during the inGOV workshop in ICEGOV (see Par.4.1.2) and in clustering events. In all cases, consent to be contacted was given explicitly, either in written to the linking partners or by filling the relevant form on the project's website. Within the first week after sending out the electronic edition, 46% of the recipients have opened it.

3.3 Blog posts and news

inGOV public website published seven blog posts and six news items throughout the year, which followed the progress of the project.

The blog posts were provided by four different partners and offered views and information on the project. More specifically, they tackled mainly the project plenary meetings and workshops, and

focused on concepts that are central to inGOV, such as co-creation and inclusivity in Public Services, and how the consortium works towards them.

The list of blog posts is as follows:

- We just had our 1st plenary, kick-off meeting for the inGOV team (27/1)
- It's time for our report from the second inGOV project plenary meeting (12/5)
- Introducing the Integrated Public Services (IPS) Co-creation Conceptual Model (30/6)
- inGOV pilots: stakeholder interviews and needs elicitation completed (1/7)
- Welcome to inGOV! (6/7)
- "Conceptual Models for Integrated Public Service Co-Creation and Provision" workshop at EGOV2021 – IFIP EGOV-CeDEM-EPART 2021 conference (7/9)
- Towards a holistic framework for integrated public services in Europe (7/12)

The "News and events" section was populated primarily by the partner responsible for the promotion activities (RIDE). The posts emphasized the participation and contributions of the consortium to Public Services and eGovernment workshops, and the organization of its own workshops.

The news items were the following:

- EIF and EIRA workshops for inGOV project members (11/3)

- We are presenting inGOV at the first eGOV Project Cluster meeting on June 10 (7/6)

- Workshop "Developing sustainable digital public services: establishing and maintaining cultures of co-creation" (7/9)

- Conceptual Models for Integrated Public Service Co-Creation and Provision (8/9)

- H2020 inGOV Workshop at ICEGOV 2021: Developing sustainable digital public services: establishing and maintaining cultures of co-creation (6/10)

- GovCamp Vienna 2021 Workshop: How to make co-created digital public services sustainable? (26/11)

4. Communication and dissemination activities

The members of the consortium participated in a number of conferences, workshops, and clustering events, while additionally the project organized its first two workshops. Press releases and online announcements were prepared, as well as one journal publication. In addition, the project was included in academic activities.

A comparison with the targets projected in D6.1 can be found in Chapter 5.

4.1 Events

In total, consortium members made 11 presentations about inGOV in six conferences, and further participated in 12 other events. inGOV organized its first workshop in September 2021 and the second one in October 2021.

4.1.1 Conferences

The list of conferences and corresponding contributions follows, with links to the contributions wherever available:

- dg.o 2021: 22nd Annual International Conference on Digital Government Research (9-11/6)
  - Inclusive Governance Models and ICT Tools for Integrated Public Service Co-Creation and Provision: The inGOV project [poster], E. Tambouris, K. Tarabanis
  - Towards Inclusive Integrated Public Service (IPS) Co-Creation and Provision, E. Tambouris, K. Tarabanis, https://doi.org/10.1145/3463677.3463726
- EGOV2021 – IFIP EGOV-CeDEM-EPART 2021 (7-9/9)
  - Integrated Public Service Co-Creation: Objectives, Methods and Pilots of inGOV project, E. Tambouris, K. Tarabanis, http://ceur-ws.org/Vol-3049/Paper9.pdf
  - Applying Explainable Artificial Intelligence Techniques on Linked Open Government Data, E. Kalampokis, A. Karamanou, K. Tarabanis, https://doi.org/10.1007/978-3-030-84789-0_18
  - Adoption of automation technologies in public organizations: The perception of healthcare professionals in Greece, A. Daikou, I. Tamouridou, E. Kalampokis, K. Tarabanis, http://ceur-ws.org/Vol-3049/Paper14.pdf
- 6th South-East Europe Design Automation, Computer Engineering, Computer Networks and Social Media Conference (SEEDA-CECNSM 2021) (24-26/9)
  - Towards personalised public service co-creation using core vocabularies, A. Gerontas, D. Zeginis, E. Tambouris, K. Tarabanis, https://doi.org/10.1109/SEEDA-CECNSM53056.2021.9565886
- ICEGOV 2021: International Conference on Theory and Practice of Electronic Governance (6-8/10)

- o PassBot: A chatbot for providing information on Getting a Greek Passport, P. Antoniadis, E. Tambouris
- o Towards Co-creating Getting a Transport Card Integrated Public Service, A. Gerontas, E. Panopoulou, G. Zempila, E. Tambouris, A. Akrivousi, K. Farmakis, S. Papadimopoulou, K. Tarabanis
- o Towards the Inclusion of Co-creation in the European Interoperability Framework, C. Casiano Flores, A.P. Rodriguez Müller, V. Albrecht, J. Crompvoets, T. Steen, https://doi.org/10.1145/3494193.3494320
- 2nd Conference of innovation and digital transformation of Regions of Greece (16-18/10)
  - o Co-creation of Integrated Public Services: The inGOV project, E. Tambouris
- 25th Pan-Hellenic Conference on Informatics (26-28/11)
  - o Integration of chatbots with Knowledge Graphs in eGovernment: The case of Getting a Passport, G. Patsoulis, R. Promikyridis, E. Tambouris

4.1.2 inGOV workshops

inGOV organised two workshops, as part of the EGOV2021 and the ICEGOV2021 conferences.

4.1.2.1 "Conceptual Models for Integrated Public Service Co-Creation and Provision"

The workshop ran online on September 8th, 2021, as part of the EGOV2021 conference. Apart from the project partners, approximately 20 people attended the event. The workshop was organized by the University of Macedonia.

The goals of the workshop were described as follows: "Integrated Public Services (IPS) lie at the heart of eGovernment. The European Union has proposed an IPS conceptual model and guidelines for IPS provision. In addition, it has developed the Core Public Service Vocabulary (CPSV) to be used as a standard data model for public services. These models however need to be further enhanced to support personalised and inclusive IPS co creation and provision. They also need to be supported by an IPS holistic framework to provide practical guidelines and recommendations to practitioners. In this workshop we will first present a number of user stories and scenarios. We will then discuss IPS and CPSV shortcomings. We will present possible IPS and CPSV enhancements as well as factors shaping the IPS holistic framework and, finally, we will discuss alternatives with participants."

A contribution to the workshop was published:

- o Conceptual Models for Integrated Public Service Co-Creation and Provision, E. Tambouris, A. Gerontas, A. Paula, R. Müller, C. Casiano, A. Cioffi, N. Oprea, K. Tarabanis, http://ceur-ws.org/Vol-3049/Paper28.pdf

4.1.2.2 "Developing sustainable digital public services: establishing and maintaining cultures of co-creation"

The workshop ran both online and physically at the Harokopio University in Athens, Greece, on October 5th, 2021, as part of the ICEGOV2021 conference. Apart from the project partners, approximately 20

people attended the event. The workshop was organized by the Danube University Krems. Workshop webpage: https://www.icegov.org/track/2021-workshop-1/

The goals of the workshop were described as follows: "In this workshop, we aim to present the key elements of the project (IPS, co-creation, pilot trials) but focus in particular on the issue of sustainability. With the experts invited and the workshop participants, we would like to discuss the concept of sustainability in the public sector, the sustainability of digital services, the sustainable impact of co-creation, and co-created services on policy."

4.1.3 Workshops

Additionally, inGOV members participated in three workshops on e-governance:

- Introduction to European Interoperability Framework (EIF) and European Interoperability Reference Architecture (EIRA) (10-11/3)
- GovCamp Vienna 2021 (26/11)
- SEMIC2021 Human Centric Data Spaces (8/12)

4.1.4 Other events

inGOV members participated in three clustering events, discussed in detail in Chapter 5.

The project was represented by partners in several events and meetings with policy makers and other stakeholders:

- LANDNO participated in one thematic working group meeting by the Federal Government of Lower Austria; two Regional EU Projects Stakeholder Meetings by the Business Agency of Lower Austria; and one workshop by the Ministry of Austria about digital guests registration; additionally it held an introductory meeting with a digital tourism start-up.
- MITA introduced the project and the Malta pilot to the Digitalisation Core Group of the Government of Malta.
- UoM participated in a meeting with representatives of the EC and PricewaterhouseCoopers related to the development of CPSV and other IPS data models.

4.2 Online announcements and press releases

inGOV partners have disseminated their participation in the project as well as the work carried out through 11 official announcements in their organizations' communication channels.

The activities comprise:

- o LANDNO: Two mentions with introduction to inGOV on the website of the Federal Government of Lower Austria, and a mention in the booklet "Platform Industrie 4.0" by the Austrian government, on the future use of technological developments and innovations of digitization.

- - https://www.noe.gv.at/noe/Wirtschaft-Tourismus-Technologie/Forschungsprojekt-inGov.html
  - http://land-noe.at/noe/teamdigitalisierung.html
  - https://plattformindustrie40.at/wp-content/uploads/2021/09/00_Steckbrief_Niedero%CC%88sterreich.pdf

- THESSALY: Two press releases.

  - https://www.thessaly.gov.gr/enimerosi/deltiotypou/43676
  - https://www.thessaly.gov.gr/enimerosi/deltiotypou/45191

- DUK: Three articles, in the department newsletter and the university magazine, two introductory pages on the university's website, and description on the GovLabAustria website by the Austrian Federal Ministry of Arts, Culture, Public Service and Sport.

  - https://www.donau-uni.ac.at/de/universitaet/fakultaeten/wirtschaft-globalisierung/departments/egovernance-wirtschaft-verwaltung/zentren/e-governance/news-veranstaltungen/news/2021/h2020-ingov-workshop-bei-der-icegov-2021--athen.html
  - https://www.donau-uni.ac.at/en/university/faculties/business-globalization/departments/e-governance-administration/news-events/news/2021/report-on-the-ingov-project-plenary-meeting--12-may-2021.html
  - https://www.donau-uni.ac.at/de/aktuelles/upgrade-das-magazin-fuer-wissen-und-weiterbildung-der-donau-universitaet-krems/alle-ausgaben/upgrade-2-21-recht-viel-los/die-verwaltung-wird-digital.html
  - https://www.donau-uni.ac.at/de/aktuelles/news/2020/eu-forschung-zu-integrations-und-e-governance-themen.html
  - https://www.donau-uni.ac.at/de/forschung/projekt/U7_PROJEKT_4294970241
  - https://www.govlabaustria.gv.at/projekt/horizon2020-inclusive-governance-models-and-ict-tools/

- CERTH: One introductory page on the institute's website.

  - https://www.iti.gr/iti/projects/inGOV.html

In addition to official announcements, partners have shared information about the project on their social media, both organizational and personal, through approximately 20 postings.

4.3 Scientific publications

One peer-reviewed article in the journal Administrative Sciences has been published by collaborators of the project:

- "A Scoping Review of Empirical Evidence on (Digital) Public Services Co-Creation", by A.P. Rodriguez Müller, C. Casiano Flores, V. Albrecht, T. Steen and J. Crompvoets, https://doi.org/10.3390/admsci11040130

The abstract of the article is as follows:

"The public sector is facing significant challenges regarding public services provision, including declination of users' trust and limited resources. An alternative approach to traditional public service provision with the potential to address these challenges is the co-creation of public services. Co-

creation promises to foster innovative solutions to provide high-quality services that respond to users' needs. Considering this background, we aim at critically exploring public service co-creation via a scoping review, employing the PRISMA-ScR method. Our review focuses on 25 empirical studies out of 75 analyzed articles that examine the implementation of co-creation of (digital) public services and investigates how the empirical literature portrays the concept of public service co-creation. Our findings primarily suggest that co-creation can be implemented in a wide range of sectors and settings, to improve public services and to foster innovation, throughout the whole public service cycle, using a variety of digital, analog and hybrid co-creation tools and strategies. Yet, our review has also shown that there is still an implementation gap that needs to be bridged between knowing and doing in the context of public services co-creation in a digital setting."

4.4 Academic activities

Partners UoM and DUK have incorporated inGOV in their academic activities through teaching curricula and student projects. Both universities have used and discussed the project's contents in classes, including its methodologies and projected outcomes.

In UoM, four relevant projects have been assigned: one undergraduate group project, one graduate project, one undergraduate and one graduate dissertation. In DUK, co-creation is the focal point in two doctoral theses.

5. Clustering activities - Liaisons with other H2020 Projects

inGOV participates at the eGOV cluster of projects, which encourages synergies between thematically close projects, putting projects' coordinators in contact with policy officers, discussing policy needs, as well as encouraging contributions to the Conference on the Future of Europe.

The eGOV cluster encourages the following activities and initiatives:

- Policy issues and perspectives presented by EC, including REA.

- Presentations by participating consortia about their respective project objectives and goals.

- Ongoing actions focusing on:

    o conducting regular liaison meetings,

    o forming working groups on specific thematic areas (co-creation, technical solutions),

    o appointing "project ambassadors" on various topics,

    o investigating dissemination and exploitation booster support.

In this context, three clustering events where inGOV participated were organized during the year. They are overviewed here.

5.1.1 1st eGOV Project Cluster Meeting (10/06/2021)

The initial eGovernment cluster meeting can be summarised as follows:

- Policy issues and perspectives were presented by EC, including REA, officials.

- Participating project consortia (namely GLASS, Across, Interlink, mGOV4EU) presented their respective project objectives and goals.

- Ongoing actions were agreed to:

    o conduct regular liaison meetings,

    o form working groups on specific thematic areas (co-creation, technical solutions),

    o appoint "project ambassadors" on various topics,

    o investigate Dissemination and Exploitation Booster Support.

5.1.2 2nd eGOV Project Cluster Meeting (01/07/2021)

This follow-up meeting is summarised as follows:

- Continuation of discussion from the 1st meeting regarding actions for furthering the cluster goals, especially on topics of common interest for the cluster's projects.

- Agreement on the format to facilitate cooperation and ensure continuation of the collaboration.

- Answering how to construct dedicated working groups for specific topics.

- Determination of potential outputs/deliverables of this collaboration.

5.1.3 INTERLINK clustering event (04/11/2021)

Interlink is a live-streaming collaboration platform, with the purpose of facilitating project clustering and co-creation. The event can be summarised as follows:

- Discussions on the next generation of public administrations and related e-services. There was general agreement that Trust is the central issue for uptake and successful implementation.

- Determination of development for a new governance model that combines elements of a "top-down" approach and a "bottom-up" approach.

- Discussions on how digital transformation can be adopted by public administrations.

- Exchange of experiences and developments among the projects in the cluster.

Cluster actions are ongoing and will be conducted and expanded further in the next two years of the project.

6. Evaluation

6.1 KPIs and overview

The inGOV communication and dissemination KPIs were defined in D6.1. The ones relevant for the first year are listed in Table 3, along with the achieved numbers.

KPI	Year 1	Achieved
Website unique visitors	800	708
Social media accounts		
Followers	100	124
Accumulative posts	50	27
Accumulative interactions on posts	50	129
Press releases	5	3
Newsletter		
Editions	2	1 + 1 in preparation
Subscribers	20	63
No of videos	1	0
No of scientific papers in high impact journals	2	1
No of scientific papers in high impact topic specific conferences	4	6
No of scientific workshops organized	1	2
Internal dissemination in partner's network	2	0
Leaflets	50	0

Table 3 Dissemination and communication KPIs for the first year of inGOV.

Certain areas were on track or even outperforming the initial target. These comprise the social media followers and newsletter subscribers, scientific papers in conferences, and, notably, the organization of scientific workshops.

Specifically about social media activity, as also mentioned in Par. 3.1, the number of posts was significantly lower than planned, although in retrospect the original plan might have been an overestimation, given the lack of reportable actions in the initial phase of the project. The target for the number of followers and interactions was exceeded, establishing momentum for the next years. An area for future improvement is the simultaneous posting on all channels, along with establishing a high and consistent output of posts. As an aside, project partners have disseminated relevant actions on their personal and institutional social media and websites numerous times, as described in Par. 4.2.

As about the newsletter, as also mentioned in Par. 3.2, a second issue is scheduled to be sent out in early January, dedicated to an overview of the first year of the project. This will meet the original goal

of two editions for the first year, although the aim for the second year is to have the next two editions more evenly spaced in time. It is noted that the number of subscribers external to the consortium has already exceeded the target for both the first and the second year of the project, highlighting the central role that this channel can have in dissemination and synergies.

The number of scientific papers in high impact journals at the end of the year was one, instead of the envisioned two. However, the total number considering both high impact journals and conferences was seven, with the envisioned number being six. In the second year the consortium will aim at targeting both channels of scientific dissemination.

Areas where more concerted action is needed are the issuance of press releases, the dissemination in partners' networks, and the preparation and circulation of videos about inGOV. The consortium expects that the relevant KPIs can be achieved during the second year of the project, also considering that there will be more reportable actions and results.

Concerning the inGOV informational leaflet, as mentioned in Par. 2.2, physical printing and distribution at in-person events were hindered by the restrictions due to the pandemic, and they are foreseen to start in the second year of the project.

Finally, although there were not specific relevant KPIs defined, it can be noted that inGOV partners have participated in six conferences, four workshops, and nine clustering or other dissemination events, as described in detail in Par. 4.1.4. In addition, two of the partners have actively included inGOV actions in their academic curricula, as described in Par. 4.4.

6.2 Strategy – Future actions

As discussed also in Par. 1.2, the first-year actions dealt with the preparation of the dissemination and communication infrastructure, with communicating messages related to scientific policy making, and with building synergies. These directions were in line with the strategic planning of inGOV, as laid out in the project description and deliverable D6.1.

The target groups for engagement during the first year were mainly public administrations, policy makers, and scientific communities, as the relevant messages at this stage revolved around scientific policy making.

The second year will see inGOV entering a more mature phase, where more tangible results will start appearing. This fact sets the stage for greater participation of the target audiences and feedback from the stakeholders. Additionally, it will require informing and engaging the business community.

The communicated message will expand to include the increase of participatory governance, the development of related added value services, and a roadmap for business and market opportunities. Accordingly, the target audience will expand to businesses and citizens. (More details can be found in D6.2.)

The future communication and dissemination actions will be informed by these directions, while being led by the KPIs set out for the second year of the project. Special attention will be paid to the identified areas for improvement according to the first-year achievements, and to metrics with deviations from plans.

7. Summary and conclusions

This document presented the dissemination and communication actions performed by the inGOV consortium during its first year. It included both the preparation of infrastructure and the actual dissemination activities, along with the participation in external events. The bulk of actions during the year aimed at an initial engagement of stakeholders around the thematic axes of co-creation and the future of IPS, while demonstrating at the same time inGOV vision and readiness.

The activities ranged from online presence through the public website and social media to contributions to conferences, and from dedicated stakeholders' events to press releases. Overall, they were in accordance with the maturity level of the project and with the planning for its early phase.

In its second year, the dissemination actions are expected to take into account the deviations from the planned metrics, to extend to more groups of stakeholders, and to continue to provide a window on the inGOV accomplishments.

Appendix

Figures from A-1 to A-7 show the first issue of the inGOV newsletter (the relevant details can be found in Par. 3.2).

Figure 0-1 The first inGOV newsletter [view 1/7]

Positioning and next steps

Interoperability is a key aspect for Integrated Public Service. In Europe, the most important relevant policy document is the European Interoperability Framework, a Framework that includes a conceptual model for Integrated Public Service (IPS) delivery. inGOV will reach its goals by capitalizing on existing (mainly EU) relevant policies and initiatives, academic literature and practitioners' good practices.

inGOV conceptual approach

The project begins with the enhancement of existing EU IPS models with co-creation aspects, then we proceed with constructing a Holistic Framework providing practical guidelines to practitioners, which is supported by constructing a relevant reference architecture and ICT tools. It follows piloting and evaluating the inGOV framework and ICT tools in four European countries: Austria, Croatia, Greece and Malta. Finally, it is planned to feed our findings back to policy. The figure below captures our approach.

Efthimios Tambouris and Konstantinos Tarabanis (2021) "Inclusive Governance Models and ICT Tools for Integrated Public Service Co-Creation and Provision: The inGOV
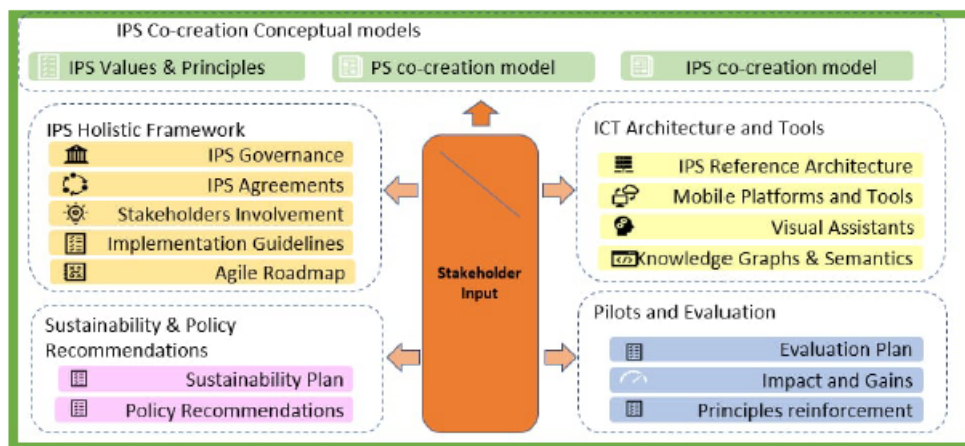
Figure 0-2 The first inGOV newsletter [view 2/7]

and ICT Tools for Integrated Public Service Co-Creation and Provision: The inGOV project", *22nd Annual International Conference on Digital Government Research (dg.o 2021), ACM, pp. 538-539.*

News

inGov is about to complete its first year. In addition to our internal work, inGov partners have participated in a number of workshops, conferences and clustering events on e-governance. The project might have been in its initial stage, but any time is a good time for extroversion!

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Introduction to European Interoperability Framework (EIF) and European Interoperability Reference Architecture (EIRA), workshop by EC DIGIT.
10-11th March
Read more

dg.o 2021: 22nd Annual International Conference on Digital Government Research
9-11th June

REA Clustering event for the call **New forms of delivering public goods and inclusive public services**
10th June
Read more

IFIP EGOV2021, a conference on e-government by the IFIP 8.5 WG.
7-9th September

6th South-East Europe Design Automation, Computer

Clustering event on **Governance for the Future**, by Interlink

Figure 0-3 The first inGOV newsletter [view 3/7]

Automation, Computer Engineering, Computer Networks and Social Media Conference
24-26th September

the Future, by Interlink.
4th November

GovCamp Vienna 2021, workshop by the City of Vienna.
26th November
Read more

25th Pan-Hellenic Conference on Informatics
26-28th November

Two significant moments were our own workshops.

Conceptual Models for Integrated Public Service Co-Creation and Provision: Our first workshop was organized online on 8th September, as part of the EGOV 2021 conference. Its focus was on the introduction of personalization and inclusion into the current EU conceptual model and guidelines for provision of Integrated Public Services. You can read more about it on our website.

Figure 0-4 The first inGOV newsletter [view 4/7]

Developing sustainable digital public services: establishing and maintaining cultures of co-creation: The H2020 inGOV Workshop at ICEGOV 2021 was organized on 6-8th October, right after our third plenary meeting, as part of the ICEGOV 2021 international conference. Both events followed a hybrid meeting format, with the physical location being in Athens. The workshop focused on the concept of sustainability in the public sector, the sustainability of digital services and the sustainable impact of co-creation and co-created services on policy. Read more about it on our website.

Last, and definitely not least, members of the consortium have published the first inGOV scientific article: *A Scoping Review of Empirical Evidence on (Digital) Public Services Co-Creation* by A.P. Rodriguez Müller et al., published in Administrative Sciences. Find out more about the public sector challenges and the promise of co-creation here.

From our blog

Introducing the Integrated Public Services (IPS) Co-creation Conceptual Model

The public sector needs to be able to provide services to citizens, organisations, and business (users) that match their needs and are accessible, user-friendly, and personalized. We believe that these challenges can be addressed through adopting public service co-creation and by exploiting emerging technologies.

Read the full blog post

Figure 0-5 The first inGOV newsletter [view 5/7]

Read the full blog post

30 June 2021
César Casiano, A. Paula Rodriguez Müller

inGOV pilots: stakeholder interviews and needs elicitation completed

98 stakeholders have been interviewed in all four pilot countries, including 8 policy makers, 37 public servants, 47 citizens, 3 businesses and 3 business representatives.
Read the full blog post

1 July 2021
Dorian Dašić

Read more from our blog

Meet our pilots

In today's issue get up close and personal with our Austrian pilot, which co-creates with 3,200 accommodation providers in Lower Austria.

A web-based solution exploiting geo-spatial data and mobile communications will provide integrated high-quality services, faster response rates and thus reduce the administrative burden.

Figure 0-6 The first inGOV newsletter [view 6/7]

Figure 0-7 The first inGOV newsletter [view 7/7]