

Data Pitch

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D6.6 Summary of activities and impact analysis v2

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1. Executive summary

The report outlines the activities that have been undertaken in relation to Work Package 6 (WP). This has been updated in relation to [D6.5 Summary of Activities and Impact Analysis V1](#).

It has been shown that the programme has achieved and exceeded almost all of the KPI's that were associated with WP6. Although engagement through our Social media channels has continued to be the focus for the second half of the programme, with this channel accounting for 33.3% of our website user base, we have not been able to reach the target KPI for the number of tweets sent. On the other hand, the report does show that the Data Pitch partners have managed to keep a consistent approach to engaging with our audience across the programme, with an increase in the number of unique users (19,278 increase by <120) in the second half of the programme. Although the number of sessions and average duration of these sessions has dropped over the same period.

Furthermore, the report shows the importance of needing to build a network of relevant stakeholders that can support programmes in delivering it's news and activities.

2. Measurable Criteria for Success

2.1. Dissemination & engagement timetable and metrics

In Deliverable 6.2 “Dissemination, engagement, communication strategy” partners presented the work being led by the Data Pitch communications team, including the efforts and role played by the whole consortium. The previous deliverable focused on the following dissemination, engagement and communication elements:

- Utilising the full reach of the Data Pitch consortium networks
- Community building
- Employing a multi-channel approach
- Strategic media engagement
- Collaboration with other related (EU) projects¹

The following table breaks these elements down into specific activities that have been undertaken by the Data Pitch consortium over the duration of the programme. These activities were measured by different consortium members (Data Pitch dissemination team members).

These results have allowed partners to monitor where reworking and/or refining of activities can take place to ensure the success of the programme. The table is broken down into specific activities associated, their channels and then finally the key metrics that have been achieved vs those proposed.

¹ D6.2 Dissemination, engagement and communication strategy
<https://drive.google.com/drive/search?q=d6.2%20datapitch>

Dissemination Activities	Measures	Metrics as of today	Metrics to be achieved by the end of the project
Website	Articles on data economy microsite	86	70
Social Media	Size of community (Twitter, Facebook followers, mailing list subscribers, Bloggers etc)	> 3K (<i>Partner communities exceed 100K*</i>)	10K
	Total Tweets & Blogs	2K	3K
Collaboration and Partnerships	Companies receiving information about the call	>300K	300K
	Competitive call promotion reach	>3M	3M
Networking	Peer networking events organised	11	10
Publications	Press releases	15	10
	Other online Media coverage	123	100

**These reach metrics are estimates based off the number of users and subscribers on partner platforms*

The table shows that almost all of the KPI's have been achieved. The outstanding KPIs relate to the number of tweets sent and our size of the community. Although we have increased our activities on social media, as this is where we have seen the most engagement, we have still not managed to meet the intended target of tweets sent. The reason for this, was due to our desire to publish relevant and engaging content, rather than reaching our metric from tweeting generic messaging. However, we have managed to maintain a consistent online presence, by publishing an average of two tweets per day in M18-M36. Although Data Pitch's direct community size is around 3K, the partners have been exploiting their own communities to multiply the impact and reach of our success. This partner community size exceeds 100,000 members.

3. Overview of activities

3.1. [Website](#)

The project's website was launched in April 2017. It serves as the central access point for anyone seeking to learn about Data Pitch as a project and as an accelerator. It has been continuously updated and adapted to reflect current developments within the project, and features information on the consortium partners, startups, deliverables, work packages, and news items. It also contains information on the subject matter of open data and the goals of Data Pitch to foster the European Open Data ecosystem.

Aside from offering comprehensive information on the Data Pitch project and the calls, the website also promotes the other communication and dissemination channels that are in use. On its front page, it links to the Twitter and Facebook accounts (more detail below), and also offers visitors the option to subscribe to the Data Pitch newsletter. Press releases and milestones, as well as materials such as the project's logo and other branded assets, are also made available on the website.

Since M18 of the programme, the website has seen a consistent stream of visitors. This has been reflected below against the first half of the programme:

Metric	M1 - M18	M19 - M36	Total for M1-36
Page Views	83,284	81,300	167,503
Unique users	19,158	19,278	39,095
Sessions	34,199	29,795	64,922
Average Visit Duration	2 min 30s	2 min 26s	2 min 29s

The majority of our website traffic has come directly from our social media presence with 33.3% of users deriving from this channel. The one standout platform that drove the most traffic towards our website was Twitter. Activities were aligned to exploit this user base through the programme duration. The statistics also show that the number of sessions has decreased in the second half of the programme, yet the number of users has increased. It can be assumed that due to Data Pitch not running a third call, less users were re-visiting the site to discover the new challenges or call updates.

It is important to note that there are some inherent limitations to the accuracy of the data. Google Analytics is primarily based on cookies and devices. Therefore, one user using several devices (e.g. a laptop and a smartphone) would show up as two users. Similarly, a user that deletes the browser's cookies or uses another browser would also show up as a new user. Furthermore, Google Analytics relies on JavaScript to track users, which is disabled by some, and if somebody is using an adblock service there would be no data at all. This has an effect on the metrics of total visits and unique indicators. Thus, while the data is the best source of information available, it should not be taken at face value.

As the programme is coming to an end, the website will be turned into a static repository which will hold a wealth of knowledge about the insights and outcomes from the past three years of the programme life.

3.2. Social media

The following social media channels have been used by the consortium over the duration of the programme:

- Twitter
- Facebook

- Youtube

3.2.1. [Twitter](#)

The Twitter account was created at the start of the project in February 2017, in preparation for the launch of the website and to build up community engagement. It allows for direct and instantaneous contact with the various stakeholders in the field of open data, startups and individuals. Whereas the website offers access to in-depth information on all aspects of the project, Twitter has been a vehicle for messages and announcements.

In the last 18 months of the project we gained over 320 new followers, posting on average 30 tweets per month in the process. We have achieved over 43,000 impressions monthly and these posts have generated more than 3,000 profile visits for the period of July 2018 to December 2019. The Data Pitch Twitter account is our most active channel, as this is where we have seen the most engagement from our audience over the duration of the programme. To date, we have amassed a community of 1,239 Followers from over 1,700 tweets.

As previously mentioned, our main website user base was derived from our social media channels, with Twitter being the most engaging for our audience. Based on this, our goal was to increase our Twitter activities in the second half of the programme to grow our online presence and reach on this platform.

3.2.2. [Facebook Page](#)

The Facebook page was created at the beginning of the project. It is primarily used to mirror the content shared on the website and through Twitter. The aim of using the channel was to multiply our messages and increase the reach in order to heighten the penetration of relevant stakeholder groups - mainly startups. Despite not being a focus in the dissemination strategy, it was updated periodically to ensure that our startup audience received the most relevant and applicable content.

The Facebook page has 138 likes. Analysis has shown that engagement is much lower than on Twitter. As we discovered that Facebook was offering less return in value for our communication activities, the partners took the decision to maintain our presence on this platform rather than committing resources to growing this profile.

3.2.3. [Youtube Channel](#)

The Data Pitch Youtube channel was established in July 2017. It hosts videos related to the project like explanations of the project and application process, webinars on both Data Provider and Sectoral challenges, the promotional video from the Data Pitch Launch event in 2018, and training resources such as workshop recordings to enable self study. As a hosting platform, the content has been implemented into the website and shared across the social media channels. Where relevant, it has been branded with the Data Pitch Logo to align it with the other communication channels.

In total, we have produced 21 videos across the length of the programme, with a total viewership of 2,906 views. Since M18, we have produced and uploaded 11 videos to our channel. These videos

have primarily been webinar recordings from the challenge webinars run as part of work package 4. Other video's consist of highlights from partner run events, which have been aimed at promoting the success of the programme.

3.3. Mailing list

The mailing list has been used to promote important updates and milestones to subscribers. It has been set up to highlight substantial updates on a semi-frequent basis, therefore complementing the more continuous flow of information found on the website and the Data Pitch social media channels. We have a number of different mailing lists which have different audiences. This enables us to focus on sending through related and relevant content to the applicable audience. In the last 18 months, we have sent a total of 10 newsletters to around 450 subscribers.

Our engagement numbers across the newsletters sent has been quite strong. The performance of our newsletters over the programme has seen an average open rate of 35%. This figure is above the industry average for similar sector campaigns, with industry noting an average 28.3%. From our open rates, 43.6% of those individuals receiving the newsletter are clicking and interacting with our content.

3.4. Events

In order to promote programme activities such as the second open call, partners needed to ensure dissemination and outreach is maximised. For this to occur, attendance at international conferences was a priority. In order to understand what events could be relevant for the programme, partners identified events that had a strong startup attendance. The programme also made a conscious effort to target events in countries where we saw an underrepresentation from startups in our first round.

Other than just promotion, these events have provided opportunities for Data Pitch to expand their network - creating new ties, the ability to gather input, insights, and new knowledge that is beneficial to the success of such programmes.

During the second 18 months of the programme, Data Pitch members actively participated in a number of related events. Dissemination activities during those events included distributing general dissemination material such as flyers and stickers, giving presentations and running discussion panels during events.

For a list of the events attended see Appendix 5.1

3.5. Collaboration and partnerships

To promote Data Pitch and strengthen the emphasis on corporates sharing data, partnerships and collaborations were sought with similar initiatives or relevant organisations within the ecosystem, these included:

- Open Data Incubator for Europe (ODINE) Cross-promotional efforts as well as presentations and events

- TechHub - Cross-promotional efforts as well as collaborating on running events
- The LondonConnectory - Cross-promotional efforts as well as collaborating on running events
- European Data Incubator (EDI) - Cross-promotional efforts as well as presentations and events
- EIT Digital - Cross-promotional efforts as well as presentations and events
- BDVE - Cross-promotional efforts and working with members from the Public Private Partnership (PPP) monitoring group
- Data Market Services (DMS) - Cross-promotional efforts as well as presentations and events
- Altice labs - Data and challenge provider for the second call
- Bloomberg - Data and challenge provider for the second call
- Greiner Packaging Limited - Data and challenge provider for the second call
- GROW Observatory - Data and challenge provider for the second call
- José De Mello Saude - Data and challenge provider for the second call
- Konica Minolta - Data and challenge provider for the second call
- Met Office - Data and challenge provider for the second call

3.6. Training

The programme has provided a number of learning opportunities to both the participant companies, and the wider ecosystem. On the Data Pitch website, visitors can discover our various toolkits and our [Data Innovation Academy](#). These are both a selection of resources and training materials including:

Toolkits

- [Data Sharing Toolkit](#)
- [Legal and Privacy Toolkit](#)

Data Innovation Academy

- Data science and skills
- Open data
- Digital business skills
- Business innovation
- Legal and privacy matters pertaining to data sharing and use

These are all free resources that can be accessed by the ecosystem to increase their skills capacity.

Our in-accelerator support has included a number of webinars and online resources. These can be accessed at any time, and enable startups to learn at a self guided pace. The thematic areas were determined by the needs analysis conducted at the startup of each acceleration period. Training was mainly provisioned via webinars, including; Data protection workshop, B2B Sales, Data Protection by Design, Fundraising 101. A full list of the training services provided can be found in D5.4 Summary of Round 2

3.7. Deliverables

Below is a full list of the completed deliverables in the last 18 months of the programme:

- D2.4 Updated EaaS facilities and support
- D2.5 Usage analysis, lessons learned, recommendations
- D3.7 Data legality report v2
- D3.9 Legal and privacy aspects of transnational cross-sector data sharing in open innovation
- D4.3 Summary of round 2
- D5.4 Round 2: final review
- D5.5 Peer networking and alumni services report
- D6.6 Summary of activities and impact analysis v2
- D7.4 Success stories
- D7.5 Impact assessment results

The full list of Deliverables can be found on the Data Pitch website under the [deliverables](#) page.

3.8. Publications

We have been reaching out to targeted business, technology and sector specific media publications with compelling stories about startups, data providers and the data ecosystem. We have also been placing byline articles which show thought leadership within the European data ecosystem space in leading titles. Some of our most notable titles in the last 18 months have been:

- [Tech At Bloomberg](#): *Data Pitch: Why Bloomberg is laying down a challenge to Europe's leading startups*
- [Business Reporter](#) - *European start-up programme creates value with access to data*
- [Data IQ](#) - *Data start-ups celebrated with ODI's Data Pitch awards*
- [IOTNow](#) - *Parking aids and wearable heart monitors among the start-ups in new accelerator*

4. Summary

This report has documented the dissemination activities and materials in the final 18 month period of the Data Pitch programme.

The report shows a consistent trend in terms of users and level of outreach generated across our communication channels. This was due to the promotion around a number of programme

Milestones such as; The announcement of the second open call and the launch of the Accelerator. Our communication strategy set out that Data Pitch should produce a constant stream of content via our various channels.

Based on the first 18 months of the programme, we saw that Twitter was the most effective way of sharing insights. This continued to be our most engaged channel in the second half of the programme. As we saw less uptake in our Facebook account, the decision was taken to focus on growing our twitter profile.

This report also highlights the importance of seeking newsworthy and publishable content to highlight the benefit of sharing data for innovation within public sector organisations and corporates. This content will act as a resource offering insights and recommendations on how similar future programmes can be fully exploited. This content can be found on the Data Pitch website, which will be turned into a centralised repository storing a wealth of resources.

Furthermore, the report highlights the importance of having a presence at international conferences. These events offer opportunities to build connections and relationships with like minded initiatives who can provide value through collaborations and cross promotion activities.

5. Appendix

5.1. Past events attended

The following events were attended by the Data Pitch consortium partners to promote the programme over the full 36 month period.

<u>Name</u>	<u>Date</u>	<u>Place</u>
<u>Year: 2017</u>		
Centre for Data Innovation for Smart Cities	Feb 2017	Brussels, Belgium
UK /France Data Summit	Feb 2017	London, UK
Open Data Camp	March 2017	Cardiff, UK
Census and Geodemographics Group (CGG)	May 2017	London, UK
Enterprise Europe Network Workshop on Innovation Hubs	May 2017	Birmingham, UK
Data Analysts User Group (DUG),	June 2017	London, UK
Transforming Transport European Project	June 2017	Madrid, Spain
ICEIRD	Aug 2017	Thessaloniki, Greece
Elsevier Hacks 2017	Aug 2017	Helsinki, Finland
4YFN Tel Aviv Experience	Sep 2017	Tel Aviv, Israel
NMW Lab17	Sep 2017	Frankfurt, Germany
HackZurich	Sep 2017	Zurich, Switzerland
TechBBQ	Sep 2017	Copenhagen, Denmark
Pixels Camp	Sep 2017	Lisbon, Portugal
Pirate Summit	Sep 2017	Cologne, Germany
Stockholm Tech Festival	Sep 2017	Stockholm, Sweden
Re:work : Deep learning summit	Sep 2017	London, UK
NEXTConf	Sep 2017	Hamburg, Germany
Bits & Pretzels	Sep 2017	Munich, Germany
South SUMMIT	Sep 2017	Madrid, Spain
What The Data	Sep 2017	Hamburg, Germany
Start-up Fest Europe	Sep 2017	Amsterdam, Netherlands
High-Tech Venture Days	Oct 2017	Dresden Germany
Web Summit	Nov 2017	Lisbon, Portugal
Global Entrepreneurship week	Nov 2017	London, UK
Hub Berlin	Nov 2017	Berlin, Germany
Slush	Nov 2017	Helsinki, Finland
European Big Data Value Forum	Nov 2017	Versailles, France
<u>Year: 2018</u>		
EU startups Summit	April 2018	Barcelona, Spain

Infoshare	May 2018	Gdansk, Poland
The Next Web	May 2018	Amsterdam, Netherlands
Lisbon Investment Summit	June 2018	Lisbon, Portugal
Pirate Summit	July 2018	Cologne, Germany
Europas	July 2018	London, UK
Unbound	July 2018	London, UK
Venturefest	Sep 2018	London, UK
CorpAccel Summit	Sep 2018	London, UK
TechBBQ	Sep 2018	Copenhagen, Denmark
Oslo Innovation Week - 100 pitches	Sep 2018	Oslo, Norway
Connected world	Sep 2018	London, UK
Delta Summit	Oct 2018	St Julian's, Malta
BDV Forum	Nov 2018	Vienna, Austria
Smart Cities Expo Barcelona	Nov 2018	Barcelona, Spain
Data4AI	Nov 2018	Brussels, Spain
ICT days	Dec 2018	Vienna, Austria
<u>Year: 2019</u>		
MWC Barcelone	Feb 2019	Barcelona, Spain
Big Data Paris 2019	March 2019	Paris, France
E-Sides Workshop, "Towards Value-Centric Big Data: Connect People, Processes and Technology"	April 2019	Brussels, Belgium
Lisbon Investment Summit	June 2019	Lisbon, UK
Data for policy	June 2019	London, UK
Vivatech	June 2019	Paris, France
IoT Week	July 2019	Aarhus, Denmark
Data Driven Personalisation Workshop	July 2019	London, UK
Open and User Innovation Conference	July 2019	Utrecht, Netherlands
BDVA Summit	July 2019	Riga, Latvia
WomENCourage Conference	Sep 2019	Rome, Italy
BDVA Summit	Sep 2019	Riga, Latvia
EC ICT days (exploitation meeting)	Sept 2019	Helsinki, Finland
South Summit	Oct 2019	Madrid, Spain
EBDVF	Oct 2019	Helsinki, Finland
London Connectory: Data sharing for urban mobility	Oct 2019	London, UK
Water UK event	Nov 2019	London, UK
ODI Summit	Nov 2019	London, UK