

Co-financed by the Connecting Europe
Facility of the European Union

CONNECTING EUROPE FACILITY

EU-WIDE Legal Text Mining Using Big Data Infrastructures



D6.1: Dissemination Plan

Deliverable Form	
Project Reference No.	INEA/CEF/ICT/A2017/1567047
Deliverable No.	D6.1
Relevant Activity:	Activity 6: Dissemination and Sustainability
Nature:	R
Dissemination Level:	PU
Document version:	1.0
Date:	20/06/2019
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Document description:	The main objective of the Dissemination Plan is to outline the methodology for identifying and engaging with a wide range of stakeholders at EU level to raise awareness of and inform them about ManyLaws' activities and findings.

Document History

Version	Date	Author (Partner)	Remarks
Draft v0.10	10/11/2018	M. Stefanopoulos, A. Giannakopoulou, A. Stylianos, M. Konidi, S. Tsekeridou	Initial ToC and contributions
Draft 0.20	30/01/2019	All partners	Initial contributions
Draft 0.40	30/03/2019	All partners	Updated contributions
Final v1.0	20/06/2019	M. Stefanopoulos, A. Giannakopoulou, A. Stylianos, M. Konidi, S. Tsekeridou, N. Liti	Internal review comments consideration and Deliverable finalization

Executive Summary

The Dissemination Plan Deliverable is released within the context of Activity 6 of the ManyLaws project. The overall objective of the Dissemination Activity in ManyLaws is to raise awareness for the new platform & the Action itself. In addition, the WP aims, first, to demonstrate the results of the two different Use Cases on national level (Parliaments), so that users (and potential investors and adopters) have a real experience with the project's applications thus creating in this way a group of ManyLaws first-class promoters; and, second, to leverage liaisons with relevant national and international programmes, stakeholders and initiatives to promote ManyLaws' services.

The main objective of the Dissemination Plan is to outline the methodology for identifying and engaging with a wide range of stakeholders at EU level to raise awareness of and inform them about ManyLaws' activities and findings. In that way, foundations for effective external communication of the project's concept and potential scientific breakthroughs will be established.

The Dissemination Plan¹ maps the relevant audiences and identifies the best communication channels to address them. Furthermore, it comprises a dynamic schedule of all relevant channels for dissemination activities to be carried out, and which will be targeted by the consortium throughout the project. Creating a strong community of high levels of stakeholders from the early stages of the project leads to strengthening communication foundations throughout and beyond its development.

In order to make the ManyLaws results widely available a number of dissemination activities will be initiated during the project, with the overall objective to target all levels of the legal domain stakeholders. The ManyLaws results will be disseminated to a broad audience including ministries, policymakers (national parliaments & EU level), SMEs, business interest groups and interested citizens through activities, such as conference attendance, journal publications, internet exposure and social media. Finally, other dissemination activities extend to networking and potential collaborations with related projects in order to generate joint dissemination activities that will eventually increase the impact of the project throughout its life and beyond through a sustainable collaborative stakeholder community interested in the ManyLaws results.

¹ For reasons of convenience, Dissemination Plan and Communication Strategy are perceived to be the same for the needs of this project, therefore the terms might be used interchangeably in the text.

TABLE OF CONTENTS

LIST OF FIGURES.....	6
LIST OF TABLES.....	7
LIST OF TERMS AND ABBREVIATIONS	8
1. INTRODUCTION	9
1.1 Developing the communication strategy	9
1.2 Communication aims and objectives.....	10
2. AUDIENCE SEGMENTATION.....	12
2.1 Creating personas	12
2.2 Audience profiles and segments	14
3. EDITORIAL MESSAGING	16
3.1 Key Message per audience	16
4. COMMUNICATION MIX	20
4.1 Selection of communication channels.....	20
4.2 Offline communications channels, products and activities	21
4.2.1 Brochures, Leaflets and other visual material	21
4.2.2 Participation in events	21
4.3 Online communications (channels, products and activities)	23
4.3.1 Website and Platform Direct Promotion	23
4.3.2 Social Media Promotion	23
4.3.3 Production of an e-Info sheet.....	24
4.3.4 Customised Newsletters.....	24
4.3.5 Press releases	24
4.3.6 Content marketing.....	25
4.4 Multipliers relations/stakeholder community.....	26
4.4.1 Digital toolkit	26
4.4.2 Scientific publications	27
4.4.3 Networking with other projects or communities/third parties	28
5. MAINTENANCE AND SUSTAINABILITY	29
6. DISSEMINATION ACTIVITIES IMPACT ASSESSMENT	30
6.1.1 Success indicators.....	30
ANNEX A: PRODUCED MATERIAL	32
6.2 Logo	32
6.3 Leaflet	32
6.4 Digital channels.....	33
6.5 Social Media calendar example	33

LIST OF FIGURES

Figure 1 – A four-stage process to communicate the project	20
Figure 2 – Communication Approach	21
Figure 3– Four-stage process for stakeholder engagement	26

LIST OF TABLES

Table 1 – Target Audience breakdown	14
Table 2 - Audience framework and language preferences	15
Table 3 - Audience Breakdown	18
Table 4 – Participation in events	21
Table 5 – Potential events	22
Table 6 - Types of content and posting frequency	25
Table 7 – Types of content and objectives for social media	25
Table 8 – Scientific publications	27
Table 9 – Potential Journals for publications	27
Table 10 – EU projects or Existing Platforms of relevance	28
Table 11 – Success indicators	30

LIST OF TERMS AND ABBREVIATIONS

Term/Abbreviation	Definition
DP	Dissemination Plan
CEF	Connecting Europe Facility
EC	European Commission
EU	European Union
GA	Grant Agreement
INEA	Innovation and Networks Executive Agency
TRL	Technology Readiness Level

1. INTRODUCTION

The main goal of the ManyLaws project is to address the challenge of fragmented information in the legal domain, by delivering a set of key services that facilitate seamless and ubiquitous access to legal data to citizens, businesses and administrations built upon the application of ICT methods, the integration of automated translation services and the utilisation of HPC resources.

ManyLaws will build the proper environment and vision of semantically annotated Big Open Legal Data (BOLD), easily searchable and exploitable with proper visualisation techniques. The ultimate objective is to provide the technical foundation and the tools for making legal information available to the whole EU population, in a customisable, structured and easy to handle way.

In order to obtain significant impact, the project must not only operate effectively from research and technological point of view but also act efficiently towards the outside world. Hence, dissemination and communication planning have to go hand in hand to achieve this external impact.

In the case of ManyLaws, we will employ a communication method which will rely on the contributions of all consortium partners and will incorporate both online and offline communications channels and activities in order to achieve the optimal dissemination results. The proposed communication and dissemination strategy are based on a set of variables which together define:

- Whom we're trying to reach (i.e. audiences, including what they need, and their information source preferences);
- What we're trying to achieve with each (i.e. goals);
- Why they should pay attention to you (i.e. how your USPs matches their needs).

These variables inform the structure of the present document which includes the following **key sections**:

- The editorial messaging and visual identity documents translate the project's USP into textual and visual form, forming two sides of the same coin;
- The communication mix sets out:
 - The activities and products suited to the various audiences;
 - The channels through which the products can reach them;
 - The relative resources to be allocated to each;

A success indicator process that sets out how we are going to monitor and optimise the communications activities, setting out – for each goal of each product/activity - what we will measure as a success indicator.

1.1 Developing the communication strategy

The conceptualisation of our communication strategy and dissemination plan is grounded in an array of principles which inform our proposals. Thus, we will pay close attention in order to:

- Ensure communications activities and key messages are integrated and mutually reinforcing. This will maximise the overall impact while ensuring the coherence and consistency of messages across all communication channels;

- Engage stakeholders to not only significantly increase the reach of our communication actions but also add to the credibility of our messages in the eyes of the target groups;
- Ensure that all activities are open and accessible to all. Accessibility will be essential in engaging the diverse target groups for this project;
- Develop messages that connect with people at an individual level. The task of visibility activities is to demonstrate to target audiences: 'What's in it for me?' All content must be user-centred, clear and accessible;
- Be sensitive to the cultural and sectoral context. We will pay close attention to historical, social and political sensitivities linked to our topic, to ensure communications activities are representative and appropriate;
- Highlight the success stories;
- Give a voice to users – we will empower users by providing them with the tools and knowledge to share their own experiences;
- Ensure the highest possible quality standards of all communications and visibility activities;
- Attach utmost importance to planning and delivery of dissemination. No matter how high quality they may be, communication materials are of no use if they do not reach the desired target audiences. Therefore, effective dissemination will be critical to the success of communication actions;
- Devise all activities with measurable performance indicators and impact targets and then assess impact to feed into an improved communication strategy.

1.2 Communication aims and objectives

The consortium partners have set three overarching communication aims for the ManyLaws project : (1) design and implement a strategic communication campaign across European public organisations; (2) disseminate Action's developments and findings to all key actors in broader European community and national public bodies integrating their feedback at key points of the project and reaching out to potential users through different channels; (3) ensure sustainability and uptake of ManyLaws results after the end of the Action.

In order to accomplish the aforementioned aims, we need to tackle the following communication objectives:

- Raise awareness of the new ManyLaws platform and the action itself through a pan-European and a country-specific campaign targeting to Austria and Greece, the two pilot cases of the project;
- Drive traffic to the new platform as well as the website to be published as a communication medium²;

² Throughout the document, we consistently refer to the ManyLaws portal/platform that will be ready and alive during the 2nd year of the ManyLaws project and the ManyLaws website, the main communication

- Convert first-time and occasional users into regular users;
- Engage public authorities;
- Advertise results from application cases and potential applications.

medium to be constantly updated from the start of the project until its end. Therefore, the reader is kindly requested to have this distinction in mind.

2. Audience segmentation

Business market segmentation is a process carried out sequentially. The first stage is known as macro segmentation and involves the use of easily observable variables, such as geographic and demographic characteristics of prospects. The micro-segmentation is the second stage and aims to delineate homogenous groups of organisational interested parties within relevant macro segments, by using individual and relational criteria.

The advanced use of segmentation allows everyone to be part of a micro-segment, which triggers the opportunity for precise targeting, with knowledge of what the retention and value drivers are for each targeted audience. The end result is higher retention and growth, with the parallel benefit of enhanced organisational planning.

The entire project – all activities, website, offline communications products and activities, etc., – must be underpinned by a clear articulation of:

- Our different audience classes: including their current behaviour (e.g. where they currently get information, their social media habits, their preferred method of consuming information...);
- Our communication objectives for each audience – i.e. what we want to achieve with each audience;
- Clear links between each audience's behaviour/needs and our Unique Selling Proposition (what we offer each audience that no one else does).

2.1 Creating personas

The first step is to create our user personas—most cases need more than one. A user persona can be defined as a representation of your ideal user. Personas are developed based on user demographics and behaviour, along with our own understanding of their motivations and challenges.

In that respect, demographic criteria are age, location, education level and nationality³. From this vision, we can then extract and develop the project's activities, key performance indicators, its editorial messaging, the website's features and content types, the project's promotional products, channels and other aspects of its communication strategy. Taking into consideration the pilot countries (i.e. Greece and Austria), we have created the following **five-main user personas**:

³ The term *nationality* is conventionally adopted and used for communication purposes. The term *citizenship* would indeed be more appropriate in legal terms, because it refers to the status of a person recognised under the custom or law as being a legal member of a sovereign state. Hence, when speaking about specific countries (i.e. in our case, Greece and Austria) the term *citizenship* would also cover the case of EU citizens, for instance, who might have lived, live or will live in Greece or Austria and, thus, are potentially subject to the Greek or Austrian law.

1. Citizen



Age: 20-60

Location: Greece or Austria

Nationality: Greek or Austrian

User story: 1. A citizen who wants to move to Austria or Greece;
2. Citizen researching the Greek and Austrian laws.

2. Lawyer



Age: 25-60

Location: Greece or Austria

Nationality: N/A

User story: Lawyer researching Greek, Austrian and European laws for professional purposes.

3. Business Person



Age: 20-60

Location: Greece or Austria

Nationality: Greek or Austrian

User story: Business person who is interested in doing business in Austria or Greece.

4. Legal Administrator



Age: 30-60

Location: Austria or Greece

Nationality: Greek or Austrian

User story: Legal Administrator providing legal advice or reporting.

5. Parliamentary Administrator



Age: 30-60

Location: Europe

Nationality: European, Greek or Austrian

User story: Interested in the law-making procedure (e.g. constitutionality of a bill, the interrelatedness of a bill with other legislation).

2.2 Audience profiles and segments

Usually, target audiences which tend to find a product or service appealing, share similar characteristics and provide additional help in creating fine-tuned messages from top to bottom. Also, audience segmentation identifies the expected (predicted) contribution to overall organisational success based on expected “lifetime” relationship between the target audience and the organisation.

Having presented the five-main user personas, we enlist the core target audiences/stakeholders in the table below, identifying the communication objective we envision for them in relation to the promotional campaign.

Table 1 – Target Audience breakdown

Audience class	Specific audience	Further Breakdown	Communication Objectives
Target groups	Public Administrations	Ministries	<ul style="list-style-type: none"> • Raise awareness; • Inform; • Drive traffic; • Collaborate; • Advertise results from application cases and potential applications.
		Civil servants	
		Policy makers (national parliaments & EU level)	
		Legal associations	
	Business	National, regional and local administrations	<ul style="list-style-type: none"> • Raise awareness; • Inform; • Drive traffic; • Engage; • Convert first-time and occasional users into regular users.
		Legal firms, consulting firms, media organisations	
		Business associations	
		SMEs	
	Broad Public	Business interest groups	<ul style="list-style-type: none"> • Raise awareness; • Inform; • Drive traffic; • Engage; • Convert first-time and occasional users into regular users.
		Subject matter experts	
		NGOs	
		Civil society	
	Multipliers	Media	Interested citizens
Individuals involved in law issues			
National newspapers			
		Magazines/newspapers related to Law	
		Blogs/Websites of projects similar or relevant to ManyLaws	

As it can be inferred from the above table, media are not perceived as target groups, rather as multipliers and will be engaged to help us transmit the campaign’s messages and materials more effectively and in a broader fashion, both at European and at the national level. Multipliers have an immensely important role as 'message transmitters' to potential new outlets. They may not necessarily be large in numbers but may have enough influence to derive direct and/or indirect benefit from their actions in support of the initiative. During the early stages of the implementation of our dissemination strategy, we will compile a comprehensive list of multipliers (e.g. press contacts) that are particularly relevant to the initiative.

To ensure that our messages will successfully reach our target audiences, it is essential that the selection of the appropriate communication and dissemination activities, channels and products (for more information, read section 7) is based on each target audience’s preferred way of receiving information (e.g. traditional print media, social media, broadcast media, going to conferences or personal contacts), and their language preferences:

Table 2 - Audience framework and language preferences

Target audiences	Information preferences	Language preference ⁴
Public Administrations	Conferences, Technical Articles/reports, Traditional print media, Newsletters, Personal contacts.	OK-Core
Business	Personal contacts, easy-to-read/non-technical informative material, Social Media, Broadcast media.	Core-Fluent
Broad Public	Social media, traditional print media, broadcast media.	National

⁴ Language preference includes:

- Core-Fluent: the audience class is fluent in one of our core language(s);
- OK-Core: the audience class can get by in one of our core language(s), but would prefer content in their national language(s);
- National language: the audience class can only read content in their national language(s).

3. Editorial messaging

The editorial messaging section of the communication strategy sets out how the Project is going to be described in a textual form in many different contexts.

Its aim is to clearly deliver the project's **Unique Selling Proposition**, as described below:

Elevator Pitch

An '**Elevator Pitch**' is the phrase or paragraph which anyone in our project could give to the member of any audience class if they found themselves together in an elevator, during the 15 seconds it takes for the elevator to pass between two floors.

It must capture the essence of our USP so well that the audience member asks for more information and/or makes a mental note to "look you guys up".

We propose the following elevator pitch:

"ManyLaws is one of the first legislative portals that allows users to easily make an intelligent and more customised search and retrieval according to their information needs from legal open data repositories. Additionally, it provides different customised services for different types of stakeholders using various text-based or geo-related visualisations."

3.1 Key Message per audience

If following the above Elevator Pitch, the recipient shows an interest, further key messages can be provided, depending on the recipient's audience class, and hence reflecting our USP for that particular audience class.

We have devised key messages that are:

- Consistent (with a common narrative);
- Compelling (encourages action);
- Relevant (important to the audience);
- Credible (believable by the audience);
- Different (not available anywhere else);
- Defensible (against challenge).

Messages will be tailored to each audience and will address its needs reflecting each audience's level of knowledge and awareness in that way. Messages are not fixed and will be adapted and tailored in the delivery of each activity and in the production of visibility materials. Important factors that will be taken into account include:

- Attitudes: Knowledge of current attitudes of our audience will help to determine the style and tone of our messages;
- Awareness levels: The content of our messages should be appropriate to the awareness levels of our target audience;
- Barriers to change: An effective messaging strategy should consider the target audience's factors which may limit target groups' willingness to adopt new technologies;

- Cultural background of our audience will influence a variety of issues related to both the content and imagery of our campaign.

Here we provide a number of key messages, reflecting our communication objectives for that audience class:

Table 3 - Audience Breakdown

Audience Class	Specific Audience	Top Key Messages
<p>Public Administrations</p>	Ministries	<ul style="list-style-type: none"> • Visit ManyLaws and gain accurate and up-to-date access to legal information with no commercial spin.
	Civil servants	<ul style="list-style-type: none"> • ManyLaws is a legislative platform that not only furnishes the current law on a particular theme or topic but also provides a simplified expert interpretation of legal language using simple keywords.
	Policy makers (national parliaments & EU level)	<ul style="list-style-type: none"> • ManyLaws offers visualization of correlations, dependencies and conflicts between different laws. • Don't waste your time searching for legal journals and libraries. ManyLaws is the fastest and most transparent way to gain access to legal information.
	Legal associations	<ul style="list-style-type: none"> • Check out how other nations handle your problem and stay up-to-date on the current jurisdiction of the European Court of Justice.
	National, regional and local administrations	<ul style="list-style-type: none"> • Gain easy access to legal information unleashing the power of data mining in a comprehensive and well-structured way. • ManyLaws offers visualisation services, shaped to the special needs of any legal information to make a real difference to potential users.
<p>Business</p>	<p>Legal firms, consulting firms, media organisations</p>	<ul style="list-style-type: none"> • A legislative portal that not only furnishes the current law on a particular theme or topic but also provides a simplified expert interpretation of legal language using simple keywords. • ManyLaws offers visualization of correlations, dependencies and conflicts between different laws.

	Business associations	<ul style="list-style-type: none"> • Don't waste your time searching on legal journals and libraries. ManyLaws is the fastest and most transparent way to gain access to legal information. • Check out how other nations handle your problem and stay up-to-date on the current jurisdiction of the European Court of Justice. • ManyLaws, helps you obtain an initial overview of the legal matter you are concerned about by interpreting trustworthy sources of data information. • Usage of everyday legal information in a professional context, made easier than ever. • Easy access to legal information via data mining in a comprehensive and well-structured way.
	SMEs	
	Business interest groups	
Broad Public	Subject matter experts	
	NGOs	
	Civil society	
	Interested citizens	
	Individuals involved in law issues	

4. Communication mix

4.1 Selection of communication channels

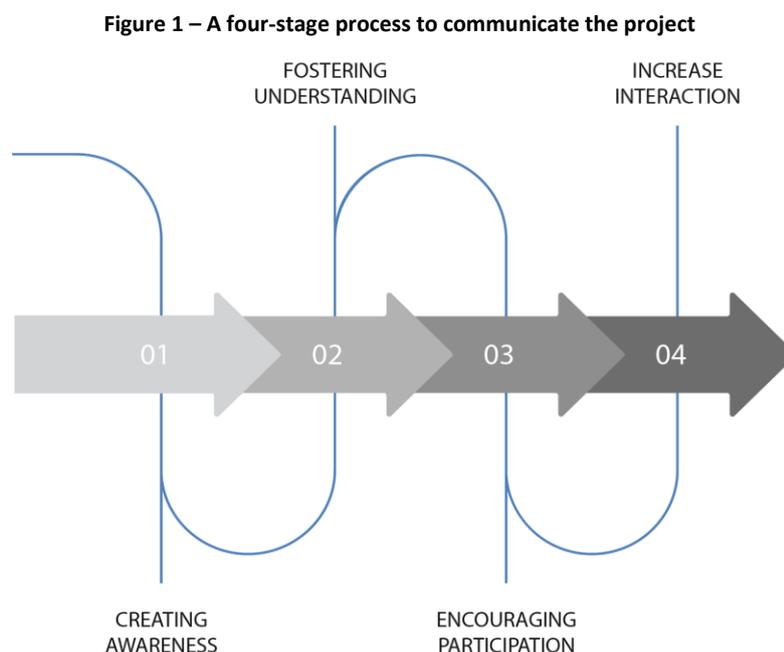
In this section, we discuss the various communication activities that we will implement, i.e. we present all the channels we are going to utilise to effectively disseminate the new platform and website and engage the target audiences. At this point, we need to stress two conditions; first, that the description for each activity that follows is a basic mission statement. Second, that this document is work in progress, which means that channels and activities will be constantly re-evaluated, as the platform materialises (this means that they will be enriched and become more detailed as we progress to the date of the communication strategy’s implementation).

Our communication mix develops on four fronts:

- Offline communications (channels, products and activities);
- Online communications (channels, products and activities);
- Multipliers relations.

The communication activities will take into consideration local/regional particularities and various other peculiarities associated with the various niche target groups (for example, we need to understand differences among national cultures, interests of people deriving from national traditions, etc.).

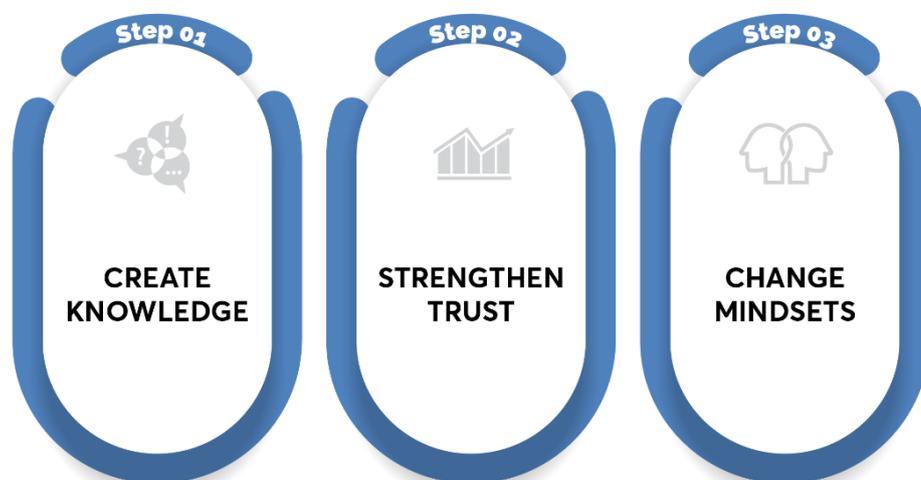
The figure below illustrates a four-stage process to promote the project



In stage one, communication activities will magnify awareness of the ManyLaws project – let the right people know information about the project, its mission and scope. In stage two, we will verify that the communication messages and the information have been genuinely understood by stakeholders and target audiences. In stage three, the communication messages (including social media) and effective networking encourage participation in the platform (increase traffic). In the final stage, we ensure that interaction is maintained.

This communication approach is expected to achieve the following results:

Figure 2 – Communication Approach



4.2 Offline communications channels, products and activities

4.2.1 Brochures, Leaflets and other visual material

We propose the creation of a number of posters and tri-fold A4 flyers containing essential information regarding the project and consequently the platform to inform the key target audiences. The flyer will be printed and distributed as part of delegate packs at the conferences the consortium plans to attend and as part of promotional activities.

We also propose to use infographics to visualise data-rich content, which we would like to disseminate online in an effort to make things clearer and easy-to-digest for potential users. Infographics are used to engage the viewer more easily to the context than a text description or simple visualisation of data. They provide an elaborate form of data visualisation, making data, trends and issues more easily accessible to readers through a combination of visuals and texts.

Infographics will be used in a threefold way:

- First, they will be uploaded on the website and platform (either on specific sections or in a dedicated infographic section);
- Second, they will be embedded in other communication products, leaflets, posters, etc.;
- Third, they will be mobilised on social media.

4.2.2 Participation in events

The ManyLaws project will participate in different events such as conferences, workshops, etc. throughout the project duration and will be represented by the different consortium members. The table below explains the "Who, How and Why?" rationale of participating in events.

Table 4 – Participation in events

Target audience	The target audience may change for each event and vary (e.g. academics, researchers, civil servants etc.).
Objectives	To build awareness of the ManyLaws project at a relatively large scale; to meet representatives from various groups of interest; to create collaboration with related projects.
Expected impact	ManyLaws will map potential events for participation and, then, decide its participation to these events in accordance with an estimation of the greatest impact possible on the project.

Content	Presentation of the ManyLaws project and some of its results once available.
Date(s)	It depends on each specific event.
Leader	Individual Partners
Contributions	Presentations to be prepared by ManyLaws members with assistance from the project officer.
Estimated cost	Costs may include travel expenses, participation fee, printing of dissemination materials etc.

Each event will be documented in a Dissemination registry (<https://docs.google.com/spreadsheets/d/1qhFTjnPL6SamLUyYE2qYI72TyJgyqxIU-Vi13iUSqRc/edit#gid=953190539>) with the conference details, type of audience, attendee information and a short summary concluding the impact created and listing the potential future activities and collaborations.

Table 5 – Potential events

Event Name	Main subject	Date (or periodicity)	Value to the project
iDSC2019	Data Science Conference	22-24/05/2019	Interact with relevant scientific community +user groups + industry representatives
AAIC 2019	Artificial Intelligence and society	27 May 2019	Interact with relevant scientific community +user groups + industry representatives
dg.o 2019	Annual International Conference on Digital Government Research	18-20 June 2019	Interact with relevant scientific community +user groups
ICAIL 2019	Artificial Intelligence and law	17-21 June 2019	Interact with relevant scientific community +user groups
ADV EGOV Konferenz	e-Government and related domains	26-27 June 2019	Interact with relevant scientific community +user groups
Samos Summit 2019	Government 3.0, Legal Informatics	1-3 July 2019	Interact with relevant scientific community + user groups
Samos Summer School 2019	6th International Summer School on Government 3.0 - opengov2019	1-5 July 2019	Interact with relevant scientific community + user groups
EGOV-CeDEM-ePart 2019	e-Government, e-Democracy, e-Participation and associated domains	1-4 Sept 2019	Interact with relevant scientific community + user groups
Lex Summer School	The school aims at providing knowledge of the most significant ICT standards emerging for legislation, judiciary, parliamentary and administrative documents.	9-17 Sep 2019	Managing Legal Resources In The Semantic Web Diving In Akoma Ntoso
ReMeP 2019	Legal informatics conference	23-24 Sep 2019	Connect researchers who wish to present their projects with practitioners and businesses looking for legal informatics solutions.
ATAIS & MCIS 2019	Information Systems Conference	Sept 2019	Interact with relevant scientific community +user groups

Event Name	Main subject	Date (or periodicity)	Value to the project
AMCIS	Information Systems Conference	Oct 2019	Interact with relevant scientific community +user groups
JURIX 2019	International Conference on Legal Knowledge and Information Systems	11-13 Dec 2019	Interact with relevant scientific community + user groups
HICSS2020	Computer Science Conference	Jan 2020	Interact with relevant scientific community +user groups
GovLabAustria iLab Symposium	Austrian Innovation Lab run by BMÖDS and DUK	Q1 / 2020	User groups
GovTech Pioneers	e-Government Industry event	TBD	Interact with relevant user groups + industry representatives
IRIS 2020	International Legal Informatics Symposium	27-29 Feb 2020	Interact with relevant scientific community + user groups
ICEGOV 2020	e-Government, e-Democracy, e-Participation and associated domains	TBD	Interact with relevant scientific community +user groups + industry representatives
iDSC 2020	Data Science Conference	May 2020	Interact with relevant scientific community +user groups + industry representatives

4.3 Online communications (channels, products and activities)

4.3.1 Website and Platform Direct Promotion

The online platform and the project's website (please refer to Annex) will be the central hubs where communication messages are initiated. The home page or various internal pages (on occasion) will be used as landing pages for various dedicated campaigns on social media. A number of activities will aim directly at increasing the platform's and website's traffic:

SEO techniques

We propose the deployment of SEO techniques, the use of the right keywords and extensive tagging to improve the visibility of the website and the platform. We plan to increase their visibility in organic search engine results by optimising the pages with keywords, the terms users are likely to search on Google, Yahoo and Bing (the three engines that currently generate the most traffic). We will deploy several techniques: write keyword-rich page titles and add description meta tags; include keywords in headers; position keywords in the first paragraph of the body text; use keywords in hyperlinks, etc. The aim will be to make the website and the platform appear in top search results.

Backlinks on similar projects and platforms

Here we will utilise a web banner, as we will try to create synergies with websites relevant to our purpose and place this banner (that will redirect to the platform and the website) on their pages. Furthermore, we will produce relevant content and post it on such websites/portals, so as to help us increase organic search on web searches. A list of possible synergies and connections with projects that are similar to ManyLaws is offered in section 7.4.3.

4.3.2 Social Media Promotion

The latest series of changes in the algorithms used on social media and social networks cause a radical reduction of organic reach in favour of paid advertising, making the social media landscape a "pay-to-play" arena. Social media promotion success can, thus, be smart and move towards an advocacy-oriented communications strategy, according to which our

online communications goal is to create informative, newsworthy and shareable content which will transmit our key messages on social media (without paid advertisement). This is obviously the one leg of the social media campaigns (the organic), with paid advertisement and boosts being the second leg.

Our experienced communication team has already created new dedicated Facebook, Twitter and LinkedIn channels, in order to capitalise from the widespread reach, massive impact, as well as the high quality of advertising options these platforms offer.

Each of the proposed channels will be useful towards reaching a specific target segment as well as achieving a specific objective for our campaign. Under these circumstances we are going to provide an efficient and engaging social media presence; a prerequisite for any dissemination of social media content.

We will upload dedicated social media posts to increase interaction and engagement with users. It is not uncommon for receivers of communications messages to remain passive and not engage within the community. Thus, a set of dedicated interactive promotional tools (like photos, events, guides etc.) will help us increase engagement and convey the desired messages. The consortium partners will be involved in this process throughout the project in many ways, such as providing material after an event they attended.

Proper procedures, guidelines and templates will be created and agreed with the project partners, to ensure the timely dissemination of content through social media. We will have a monthly plan (**content calendar**), with contents and visuals that would be reviewed in advance (please refer to Annex for an example of the calendar). For this purpose, an overarching social media calendar for all channels/accounts will be created and maintained by our social media team, to best attune the dissemination of the messages among the various channels. This calendar will contain the sub-calendars of each account which will, in turn, be communicated with all project partners.

Furthermore, we plan to establish an online platform (our proposal is Trello) that will allow to all partners make their contributions in content creation for social media. Given that many partners in this consortium are active in the field and they can offer insights on activities, events, etc. related to this project, we will communicate them to add on this platform their contributions for content development.

4.3.3 Production of an e-Info sheet

The e-Info sheet is a pdf document (maximum 2 pages long), fully interactive. It usually replicates a section of the landing page of the campaign with valuable information (data, facts, etc.). These are clickable, to allow for easy re-direction to the pages/social media, etc. The information included in the e-Info sheet is easily-digested and has clear calls-to-action (CTA). As a result, we deem the e-Info sheet integral among our online communications products.

4.3.4 Customised Newsletters

Having gathered all the registered users in a list, we will create a customised template (replicating the e-Info sheet). This is accompanied by an email body text, carefully structured with clear CTAs informing users for key milestones and future activities of the project. This email also contains a link redirecting receivers to download the e-Info sheet (this link is tagged and allows us to measure and analyse downloads for further improvement and better targeting of the campaign).

4.3.5 Press releases

In addition to the production of an e-Info sheet and newsletters, we propose the creation of press releases which will be used to inform on the ManyLaws' milestones and results and, therefore, their role will be key. Our main objectives will be to cultivate media relations, get more exposure in European and national press and, thus, disseminate our message more effectively. We plan to produce several press releases. To be more specific, the first press release will be dispatched as soon as the website is ready and published. In that way, the website's traffic will increase, and the target audiences will have the opportunity to get updated on every aspect of our campaign. Next, another press release will be prepared to promote the platform itself. Information, material as well as a link leading to the platform will also be included in this press release. Finally, more press releases will be dispatched at the discretion of the consortium partners throughout the duration of the project in order to inform on key milestones and results.

4.3.6 Content marketing

All the above can be achieved by the implementation of an innovative online content strategy. The core aim of this strategy will be to increase the organic and viral reach of the ManyLaws online presence, which in turn will also promote the online platform and the website (for example the home page will be frequently used as a landing page for our promotional activities), by focusing on content consumption, which consists of one-way actions (photo views, website clicks), two-way actions (post likes, comments, shares) and interactions. The combination of content consumption and interaction can be used to calculate the number of engaged users.

We distinguish three main blocks of online content:

Table 6 - Types of content and posting frequency

Type of content	Description	Posting frequency
Time sensitive	Content with a begin and end-date, such as event/initiative promotion; also posting of ad hoc announcements	One-time
Informative Evergreen	Visuals, texts, infographics and landing pages aiming to inform the public and increase awareness on the campaign material	Repeated in regular intervals
Lead generation	Content aiming to attract user registrations via tailored Calls to Action (CTAs)	Repeated in regular intervals

As far as social media posts are concerned, they will incorporate the following types of content:

Table 7 – Types of content and objectives for social media

Type of content	Objective
Textual posts including links to the landing page; they may or may not be accompanied by one of the other types of content listed in this table.	Increase traffic to the landing page.
Interactive posts (surveys/polls built-in or with the help of Playbuzz, a tool that allows for the creation of attractive interactive content).	Engage the users; increase awareness; entertain.
Infographics	Inform and increase awareness.
Visuals	Inform and increase awareness; entertain.

All types of contents listed in the tables above will be employed to attain the optimal result for the communication purposes. All visual content will be optimised for use in its respective online vehicle.

We will continuously consult the data and insights and fine-tune the content mix to achieve optimal visibility and engagement.

The proper hashtags and account mentions/tags will be included in the communication messages with the goal of increasing the posts amplification and discoverability.

Our approach will be based on practices for evergreen shareable content:

FAQs PAGES

FAQs should be a staple for a new coming platform. They should assist visitors with relevant and useful information about their navigation and how they can benefit from their registration to the platform. Furthermore, FAQs have the advantage

that they're fairly easy to update, just by paying attention to customer service and social media queries. As with the passage of time data collection will get bigger it is important to remember that the core value of every action is the platform, and the organisation. So, this section should be easily searchable or structured based on topics or categories of questions.

CASE STUDIES

Case studies are a fantastic format of content that is easily staying green. They can be added separately upon different time actions, without any obligation to create content at once. Additionally, these testimonials are great ways to showcase the value you have provided, by other people, therefore can provide to potential users. The added bonus of this type of content is that we are able to use a variety of formats including images or PDF files to tell the story.

4.4 Multipliers relations/stakeholder community

In this section, we present the first main ideas of how to identify, create, animate and engage the stakeholders/multipliers of this project. Our main goal is to turn the identified stakeholders into a solid network that will promote our ideas, convey our messages and, basically, bring in front of the eyes of our target audience our storytelling practices to strengthen the visibility of ManyLaws services. We aspire to not only create a network of stakeholders that will become "dead" after their original contribution. The aim is to create a community of stakeholders that will be animated and thus be readily utilised to improve the image of ManyLaws. The figure below illustrates our approach for stakeholder engagement:

Figure 3– Four-stage process for stakeholder engagement



Our methodology to utilise stakeholders materialises in five steps. In **step one**, we identify our stakeholders for this project. This happens on two fronts: first collaboratively and via desktop research that allows us to spot people in national authorities/organisations and their contact details, and, second, via contact and collaboration with national experts, who can provide contact details of relevant persons.

In **step two**, and given that we have identified the main stakeholders, we research needs/gaps /supplements/additions to the existing informative actions/material. For example, we identify if they provide any yearly projects if they offer specific lectures/topics (even distantly related to our concept) and, in general, if there are any opportunities to create synergies with the content of the ManyLaws project. At this stage, we potentially customise content, so as to fit the identified needs of the stakeholders.

Next, in **step three**, we establish a connection with the stakeholders, either through email or by phone. We utilise the created digital toolkit (**e-kit**) to raise awareness of the project and attract promoters to it (for more information, read section **4.4.1**). In **step four**, we encourage the adoption of informative material by demonstrating the benefits of collaboration both for us and them in conveying the messages to the target audience. In this step, we constantly communicate with the stakeholders to assure smooth implementation and utilisation of the material.

Finally, in the **fifth step**, we monitor the implementation and engagement of the material through: website visits, bounce rates, Geo-location, demographic qualitative data of the visitors, downloads, conversions, and channel acquisition of the online digital platform.

4.4.1 Digital toolkit

This is also called an e-Kit and is usually a light pdf which directly links to a number of electronic resources. It usually is a one/two-pager, with clickable areas, links and a couple of pitches to present our message and provide our call to action (e.g. "visit the website to find more information"). Stylistically, the e-Kit will be influenced by the broader visual concept.

We will encourage the dissemination by producing a dedicated media toolkit for partners and stakeholders to use. The toolkit will include the following items for online dissemination:

- A brief overview text summarising the key features, and the purpose of the ManyLaws project. This may be used as part of articles, signposting, web pages etc.
- ManyLaws graphic elements and brand guidelines to help our partners maintain and increase the visibility of the platform.
- A set of PowerPoint slides which may be integrated into stakeholders as part of their events and activities.

The digital toolkit will be available on the landing page of the website and will be integrated wherever it is considered to be essential (e.g. in a press release). Finally, it will also be distributed (e.g. in a USB stick) at the events that the consortium partners will attend.

4.4.2 Scientific publications

A major part of the project involves research that is carried out by researchers, therefore we anticipate that the consortium will be able to submit various articles for publications in peer-reviewed journals. The table below explains the "Who, How and Why?" rationale of publishing articles in academic journals.

Table 8 – Scientific publications

Target audience	Technical experts and scientific community
Communication channels	<ul style="list-style-type: none"> • Scientific journals • Conference proceedings
Objective	<ul style="list-style-type: none"> • Make the target audience aware about ManyLaws' innovation in building a system capable of acquiring, storing, integrating and processing large amounts of legal information, at an advanced level in various languages, using the power of text mining, information processing and visual analytics. • Generate interest from potential users.
Content	Objectives and (intermediate or final) achievements of ManyLaws
Leader	Individual Partners – mostly academic but not only.
Contributions	Partners preparing a publication
Estimated cost	Not project specific – part of partners' normal research activity

Table 9 – Potential Journals for publications

High Impact Journals	Website/URL
Government Information Quarterly	https://www.journals.elsevier.com/government-information-quarterly
IEEE Transactions on Emerging Topics in Computing	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6245516
Electronic Government, an International Journal	https://www.inderscience.com/jhome.php?jcode=eg
International Journal of Electronic Government Research	https://www.igi-global.com/journal/international-journal-electronic-government-research/1091
JeDEM - eJournal of eDemocracy and Open Government	https://jedem.org/index.php/jedem
TGPPP - Transforming Government: People, Process and Policy Journal	http://info.emeraldinsight.com/products/journals/journals.htm?id=tg

High Impact Journals	Website/URL
European Journal of Information Systems	https://www.palgrave.com/gp/journal/41303
Data Mining and Knowledge Discovery, Springer Netherlands	http://www.springer.com/computer/database+management+%26+information+retrieval/journal/10618
Information Polity	http://www.iospress.nl/loadtop/load.php?isbn=15701255
Information Society	http://www.indiana.edu/~tisj/index.html
International Journal of Information Technology and Management	http://www.worldscinet.com/ijitm.html
International Journal of Public Administration in the Digital Age	http://www.igi-global.com/IJPADA
International Journal of Public Information Systems	http://www.ijpis.net/
Jusletter-IT - The magazine for IT and law	https://jusletter-it.weblaw.ch

4.4.3 Networking with other projects or communities/third parties

A search for related projects will be carried out, and projects identified as relevant for potential collaboration with ManyLaws will be approached. A list of such relevant projects will be maintained and expanded throughout the lifetime of the project and connections will be established through the project officer or a project partner participating in both projects, or otherwise familiar with the related project. Activities for possible collaboration would need to be identified for each targeted project.

Table 10 – EU projects or Existing Platforms of relevance

Project/Platform name	Website/URL
Lynx - Building the Legal Knowledge Graph for Smart Compliance Services in Multilingual Europe	http://lynx-project.eu/
OpenLaws	https://openlaws.com/home
EUTHORITY : Conflict and Cooperation in the European Union Legal System	
EUCASES : EUropean and National CASE Law and Legislation Linked in Open Data Stack	http://eucases.eu/start.html
ONE-LEX : Ontologies for European Laws in Executable Format	
MIREL : Mining and Reasoning with Legal texts	http://www.mirelproject.eu/
Nomothesi@ : harvesting Greek legislation from the National Printing Office, making it available as linked data and interlinking with other open Greek data sets.	http://legislation.di.uoa.gr/

5. Maintenance and sustainability

Maintaining and animating an online community might be even harder than creating it. Very often online communities lose interest, the number of created content decreases, interaction and engagement wane and they end-up “dead”. We have identified a number of activities that promise maintenance of the promoter’s network, reassuring us that they will return to the platform:

- Increase the concept of ‘shareability’: Usually, administrators are hesitant to share new elements within the community because of the extra burden due to the time needed for the creation of the material. Easy transactions and share of material among the members of the network could make them use the platform on a more frequent basis.
- Frequent updates: This is the key to the longevity of any online community. Frequent research on what changes in the legislation landscape (information that can be provided by the network itself) can also lead to a regular update of material.
- Customised material: The existence of ready-to-be used and easily customisable material (in terms of national peculiarities, needs, etc.) can be a catalyst for the re-usability of the online content.

6. Dissemination activities impact assessment

In order to make sure that the impact of each activity is assessed prior to its implementation, and to ensure compatibility with the ManyLaws goals, all dissemination activities should be reported to the consortium prior to being carried out.

All partners will be actively involved in all the dissemination activities.

In many cases they will take the lead:

- Production of press releases,
- Production of leaflets/brochures
- Organisation of local meetings
- Writing pieces for the newsletter
- Providing content (articles, photos, news) for social media accounts
- Sharing social media content
- Taking an active part in the online groups
- Making available their networks contact to spread the newsletter and key messages of the project
- Making inputs at the final dissemination activities

To make sure that all communication deliverables and activities are accomplished in a timely manner, the leader in terms of communication activities (IISA) will establish workflow to be shared and approved by all partners. According to this workflow, at the end of each month all partners engaged in communication activities will be asked to fill in a shared xls with the activities they tend to implement in the upcoming month. The same xls will make clear who has the lead for any of the upcoming activities. The leader will oversee the implementation of these actions.

6.1.1 Success indicators

The ManyLaws project will use the indicators below in order to track its success and measure the impact made by the project dissemination. These indicators will be referred to in future dissemination reports.

Table 11 – Success indicators

Channel	Metric	KPI Threshold	Measurement
Website			
	Number of visits	6,000	Google Analytics
	Number of visitors	5,500	Google Analytics
Social Media			
Twitter	Followers	400	Twitter
	Engagement Rate (engagements/impressions)	2%	Twitter
Facebook	Number of page likes	600	Facebook
	Engagement Rate (engagements/impressions)	2%	Facebook
LinkedIn	Followers	200	LinkedIn
	Engagement Rate (engagements/impressions)	2%	LinkedIn
Graphic design products			
	Number of errors (visual, text, printing, etc.)	0	N/A

Channel	Metric	KPI Threshold	Measurement
E-info sheet	Number of errors	0	N/A
	Number of recipients	>50	N/A
Press releases	Number of errors	0	N/A
Newsletters	Number of newsletters produced	4	N/A
	Number of recipients	>50	N/A
Digital toolkit	Number of errors	0	N/A
Participation in events	Number of events	6-10	N/A

ANNEX A: Produced material

In this Annex we present communication items/deliverables that are related to the dissemination activities of the project and have already been delivered.

6.2 Logo



6.3 Leaflet

USE / COMMUNICATE

ManyLaws has defined five main user personas and associated user stories to better present who will benefit and in what way from ManyLaws.

- CITIZEN**
Age: 20-60
Location: Greece or Austria
Nationality: Greek or Austrian
User Story: 1. Citizen who wants to move to Austria or Greece
2. Citizen researching the Greek and Austrian laws
- LAWYER**
Age: 25-60
Location: Greece or Austria
Nationality: N/A
User Story: Lawyer researching Greek-Austrian and European laws for professional purposes
- BUSINESS PERSON**
Age: 30-60
Location: Greece or Austria
Nationality: Greek or Austrian
User Story: Business person who is interested in doing business in Austria or Greece
- LEGAL ADMINISTRATOR**
Age: 30-60
Location: Austria or Greece
Nationality: Greek or Austrian
User Story: Legal Administrator providing legal advice or reporting
- PARLIAMENTARY AGENT**
Age: 30-60
Location: Europe
Nationality: European, Greek or Austrian
User Story: Interested in the law making procedure (e.g. constitutionality of a bill, interest/need of a bill with other legislation)

MANYLAWS CONSORTIUM

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Digital Governance Research Centre
Established in Greece
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- HELLENIC PARLIAMENT**
European Programs Implementation Service
Established in Greece
- AUSTRIAN PARLIAMENTARY ADMINISTRATION**
Established in Austria
- DANUBE UNIVERSITY KREMS**
Established in Austria
- INTRASOFT INTERNATIONAL S.A.**
Established in Luxembourg

CONTACT DETAILS

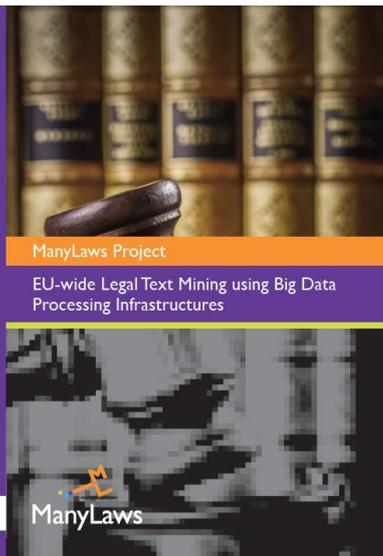
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Co-Funded by the Connecting Europe Facility of the European Union

ENHANCING PUBLIC ACCESS TO LEGAL INFORMATION ACROSS THE EUROPEAN UNION

The ManyLaws Project (EU-wide Legal Text Mining using Big Data Processing Infrastructures) is a platform set up to deliver a set of services for citizens, businesses and administrations in the European Union, Austria and Greece.



The overall objective is to enable access to legal information across the European Union and improve the efficacy of decision-making in legislative procedure operated by public bodies. The vision of ManyLaws is to produce and build the proper environment of semantically annotated Big Legal Open Data, easily searchable and exploitable based on text mining tools and algorithms offered through proper visualisation techniques. Once tested within at least two law-making procedures of the Greek and Austrian parliaments, these services may spread across more borders with the addition of laws from other EU Member States.

KNOW

The internet is loaded with massive amounts of information about legislation, bills, case law resolutions and decisions, published in each Member States' language. There is also no shortage of administration and citizen-generated content. In fact, there is so much information available that it is becoming difficult to access. ManyLaws will provide the technical foundation and the tools for making legal information available to everybody, in a customisable, structured and easy to handle way.

UNDERSTAND

- Search in parallel many EU member state legal frameworks using simple keywords (through parallel translation of search terms)
- Assess the degree of transposition of an EU directive in a national legal framework
- Indicate relevant national legislation and monitor the status of transpositions
- Analyse references to the European legislation by national laws
- Compare analysis of equivalent or relevant laws from different EU member states
- Compare analysis of connected laws from the same member state
- Visualise the progress and current status of a specific national or European legislation (after amendment/extensions) over time including preparatory acts and agreements, interrelation of laws and news or social media posts, including sentiment analysis, various geo-related visualisations
- Visualise correlations, dependencies and conflicts between different laws and decision support services (e.g. impact assessment) within legal procedures

CONNECT

Data on laws produced by the EU and at least by Austria and Greece, from 1990 to 2020, will be annotated, linked and transformed into structured open datasets with the use of supercomputing resources. The supported metadata will include: law titles, subjects, publication reference, dates of publication, keywords, article numbers (structure), and references to other laws. The portal will be built addressing the need to be harvested by the Open Data Greece portal of the Ministry of Administrative Reconstruction (<http://www.data.gov.gr>) and by the Open Government Data portal Austria (<https://www.data.gac.at>). The metadata model will comply with the W3C Data Catalog Vocabulary (DCAT), considering relevant extensions from existing legal metadata schemata, and thus enable the seamless uploading of the annotated datasets to the Open Data portals and their automatic harvesting by the European data portal (EDP).

CREATE

ManyLaws will implement a service-oriented, extensible and modular ICT architecture, interconnected with existing ODS (eTransaction, eDelivery), and exploiting existing HPC infrastructures to adequately manage, process, and annotate the large volumes of legal data. It will follow a layered approach from big data management and storage, through data processing, text mining, annotation, controlled access, to customised services per stakeholder type and advanced visualisation of results.



6.4 Digital channels

- Website: <https://www.manylaws.eu/>
- Facebook: <https://www.facebook.com/manylaws/>
- Twitter: https://twitter.com/ManyLaws_EU/
- LinkedIn: <https://www.linkedin.com/company/manylaws/>

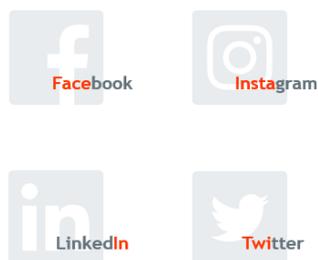
6.5 Social Media calendar example

The mocks presented below are fictitious posts, used for other projects and are presented here only for reference and as examples of how the PPT calendar will look like. Apparently, the calendar will focus on the social media utilized by this project (Facebook, Twitter, LinkedIn).

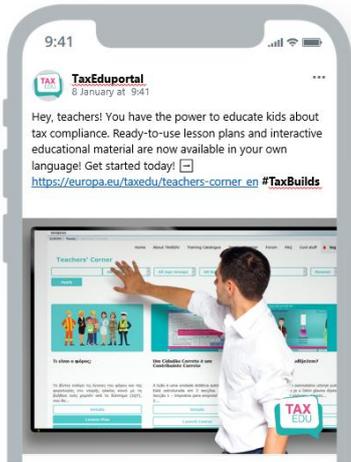
Introduction

The below table presents our suggested dates of posting per channel for the upcoming month.

However, the suggested dates are subject to change depending on the final starting date of this month's campaign.



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28 f i in t	29 f i in t	30 f i in t	31 f i in t	01 f i in t	02	03
04 f i in t	05 f i in t	06 f i in t	07 f i in t	08 f i in t	09	10
11 f i in t	12 f i in t	13 f i in t	14 f i in t	15 f i in t	16	17
18 f i in t	19 f i in t	20 f i in t	21 f i in t	22 f i in t	23	24
25 f i in t	26 f i in t	27 f i in t	28 f i in t			



Facebook posts

1

Post

Text of the Post: Hey, teachers! You have the power to educate kids about tax compliance. Ready-to-use lesson plans and interactive educational material are now available in your own language! Get started today!

https://europa.eu/taxedu/teachers-corner_en #TaxBuilds