COMPETITIVENESS AND INNOVATION FRAMEWORK PROGRAMME

CIP-ICT-PSP-2013-7

strategic

SERVICE DISTRIBUTION NETWORK AND TOOLS FOR INTEROPERABLE PROGRAMMABLE, AND UNIFIED PUBLIC CLOUD SERVICES

Deliverable D8.2c

Report on Dissemination and Pre-marketing Activities

Workpackage	WP8 – Exploitation, Sustainability and Wider Use
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Status-Version:	Version 1.0
Date:	06/02/2017
EC Distribution:	Public
Abstract:	A report detailing the dissemination of STRATEGIC results, along with relevant pre-marketing activities. The report will be produced based on the outcomes of task T8.1. It will be delivered in three successive iterations; this document is the final of the three and reports the last year's annual results.

Document Revision History

Version	Date	Modifications Introduced	
		Modification Reason	**Modified by**
V1.0	06/02/2017	Final version after review	SILO & ATOS

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Definitions, Acronyms and Abbreviations

Acronym	Title
CIP	Competitiveness and Innovation Framework Programme
CMS	Content Management System
CoR	Committee of Regions
EC	European Commission
ENISA	European Union Agency for Network and Information Security
FP7	7th Framework Programme
GPL	General Public License
ICT	Information and Communications Technology
ISV	Independent Software Vendor
KEP	Knowledge Exchange Platform
LGFL	London Grid for learning
NGO	Non-Governmental Organization
PSN	Public Services Network
PSP	Policy Support Programme
SME	Small-Medium Enterprise
SIG	Special Interest Group

Table 1: Definitions, Acronyms and Abbreviations

Executive Summary

This deliverable presents the performed dissemination and pre-marketing activities of the project, during the last year of the project. The dissemination during this third year followed the described plans for Phase II of the dissemination plan, with activities aiming at attracting potential supporters and users of the STRATEGIC results. The project consortium attempted to support the envisioned marketing plan and help on the promotion of STRATEGIC Service Store as a product and the valuable experience of the consortium as an added benefit for the public bodies interested to adopt cloud.

In general, the dissemination in this period consisted of local events and web based activities and was based on the project's concrete results and the pilot demonstrations. The dissemination activities on the last year included many local workshops, 2 online webinars and the overall increase of our contact list. During the third year, the project had an updated website and social accounts with increased effectiveness. Also, lots of new material has been created, with an **updated press release** and **presentation**, **4 new videos**, **11 blog posts** and **15 best practices**.

After the end of the project, marketing activities like **updating the website** of the project, the social accounts and use of promotional material such as brochures, and newsletters will continue but partners can also focus on localized marketing of the platform in order to support their exploitation plans.

1 Introduction & Scope of the deliverable

1.1 Scope and purpose of the document

This main purpose of the document is to report the various activities that took place for task T8.1 during the third year of the project regarding the dissemination and pre-marketing of the STRATEGIC project.

This execution of the dissemination and pre-marketing activities has been based on the plans provided on deliverable D8.1 [1]. For this third year of the project, these activities included publications, presentations, participation in exhibitions and workshops, production of best practices, participation in publications, a strong presence of the project in social media, an updated version of the project website, contacts with stakeholders, as well as networking with other projects and initiatives (including FP7, CIP (ICT-PSP) and Horizon 2020 projects).

1.2 Target audiences

As in the two previous iterations of this deliverable, this is a public document, intended for both internal and external project references. Internal audience is the consortium partners, while external can be diverse set of cloud stakeholders, public or private, users or providers, public bodies (governmental agencies), developers and ISVs (Independent Software Vendors).

In both cases this deliverable aims to report the dissemination activities that took place during the final year of the project also to provide updates on the project dissemination plan and material produced.

1.3 Structure of the document

Initially, in chapter 2, a recap of the dissemination plan of the project as defined in D8.1 is described, along with more details about the current status of the dissemination and pre-marketing process.

In chapter 3 the dissemination tools created and the dissemination activities performed are described. The dissemination tools and a list of the performed dissemination activities that took place during the final year of the project is provided, overall and by partner. Finally, a list with the projects with which the STRATEGIC consortium conducted synergies with is provided.

The online presence of the project during the third year is presented in chapter 4, with focus on the project website and the other dissemination channels used.

The activities that had focus reaching more stakeholders as part of the dissemination and pre-marketing mechanism is presented in chapter 5 of the deliverable. These activities include the usage of the Special Interest Group (SIG), local workshops, webinar and direct contact to related stakeholders and possible customers.

Finally, an overview of the all the activities is provided in chapter 6, while the overall conclusions of the document are stated in the chapter 7.

2 Project Dissemination Plan

2.1 Phases of Dissemination Implementation

Dissemination plan has provided in deliverable D8.1[1], as dissemination and pre-marketing activities have started since the project start. Dissemination and pre-marketing activities were constantly monitored and sometimes revised based both on feedback and project progress, in order to allow timely and detailed planning based on the defined strategy and methodology. Dissemination activities gradually intensified as the project results become available and pilot operations were performed. During the third year of the project the dissemination activities were closely related to the exploitation activities, therefore the definition of exploitation agreements, IPR sharing agreements and detailed business plans of each partner and the consortium was an important influence for the dissemination.

The project dissemination phases can be better conceptualised in the 3 following phases:

1. Phase I covered the first 12 months of the project duration. The main purpose of this phase was the creation of general awareness about the project objectives, its approach and expected results (approach-oriented content). This has been achieved mainly through the website and the social media presence of the project, through the design and sharing of promotional material such as brochures and newsletters, and, finally with focused scientific publications in conferences. In addition, there was targeted circulation of the WP2 questionnaire to a list of stakeholders identified by all partner. The complete list reached around 150 organisations in Europe. This list was further exploited for sharing the project newsletters. The organisation representatives were asked whether they would like to opt out and only a couple decided to use this option, while the vast majority of them appeared to be particularly interested in the project's technologies and initial results and have decided to keep on receiving our informative material and on being up-to-date concerning the project's activities.

2. Phase II had been executed during the last year of the project with concrete STRATEGIC results already developed. The dissemination activities during this phase aimed at attracting potential customers and users of the STRATEGIC results. The main output disseminated consisted of the project's concrete results and the pilot demonstrations. The project's results were disseminated via activities which also assisted in the exploitation of the project outcomes, since the aim was to attract new supporters and users.

3. Phase III is the dissemination and marketing stage that is executed after the end (M36+) of the project and is currently aiming at attracting potential customers and stakeholders interested in the STRATEGIC results.

2.2 Stakeholder Recap

As analysed in the deliverable D8.1[1] and D8.2a[4], there is a broad range of stakeholders that can be positively influenced by the project, such as public bodies, governmental agencies, cloud providers, cloud application developers or ISVs and also citizens, as STRATEGIC intends to benefit a wide range of stakeholders. However, STRATEGIC target audience can be classified into primary target audience, those who directly use and benefit from STRATEGIC framework

and services (e.g., public administrations, companies, cloud providers, etc.), and secondary target audience (citizens).

For the first group the advantages of STRATEGIC are clearer; this group includes the public bodies, the cloud application developers, the cloud solution integrators and the cloud service providers.

More specifically, the **public bodies** will greatly take advantage of the cloud computing and public cloud services through STRATEGIC, in particular the Service Store marketplace, which will help them to reduce costs and provide better public services. The cloud application developer and cloud solution integrators will be able to develop and deploy public cloud applications and services for public bodies independently of the underlying provider. This will allow them not only to reduce costs, but also to enhance the quality and the performance. The cloud service providers will be able to offer cloud services to public bodies based on the STRATEGIC framework, increasing so the number of services offered over the same infrastructure, or reducing the existing infrastructure for the same amount of services.

On the other hand, **citizens** can benefit from STRATEGIC in that administrative processes could become simpler, more inexpensive and more consistent. Cloud Computing can also produce significant benefits for citizens in terms of increased accessibility and availability of public services.

Although these are the main stakeholders of STRATEGIC, another group to take into consideration is the **small and medium-sized enterprises** (SMEs). Without the vendor lock-in problem and its associated risks, those SMEs that were before concerned about jumping into the cloud will now be able to embrace the cloud computing paradigm, exploiting the Service Store and the other STRATEGIC assets.

Since the presented target groups have different backgrounds and interests, it is important to target each group with dissemination material that is understandable and that addresses their interests. Thus, in order to have effective dissemination, it is crucial to have a good understanding of the target audiences in order to create appropriate dissemination material and use the proper dissemination tools and channels.

2.3 Dissemination and Marketing

The marketing approach followed by STRATEGIC is directly linked to the dissemination, communication and pre-marketing activities. In particular, the marketing efforts of the consortium and the individual partners have been performed in parallel with the dissemination actions for STRATEGIC approach and framework. The exact way that Marketing and dissemination actions are linked has been documented also in deliverable D8.3a[5] and D8.3b[7].

STRATEGIC consortium based its marketing effort on the content marketing, a term that describes any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers. During the project duration, STRATEGIC invested on mostly on inbound marketing by creating or distributing content that customers want to read, view or listen. This content was relevant to Cloud and to governmental bodies. This content was provided through:

- The project website
- Blogs
- Webinars

- Social media channels
- Search engine results
- Marketing campaigns (email campaigns)
- Face-to-Face interaction at workshops and other networking events

The main target was to advertise the benefits offered by STRATEGIC to public bodies and the way these can pass to the citizens, and on the other hand on the benefits to business partners that can offer cloud infrastructure or create applications. In the same time, we tried to find opportunities to get a share of the cloud application management market. This however was a preliminary task and as now the consortium has concluded on specific agreements regarding the exploitation this task will continue, in a distributed way partners will seek for opportunities on their local market, including collaboration with technology providers, independent software vendors, as well as service developers and service integrators that could overall fit in the STRATEGIC framework.

During this period a re-branding of STRATEGIC as a platform and not a project has taken place. This started with creation of the updated website that is not focusing on the project information but on the benefits to the stakeholders and then the usage of the strategic-platform.eu domain that can be used for the marketing and dissemination of the platform.

During this period the approach followed by STRATEGIC was that each partner of the consortium and the consortium in a centralized way had to make dissemination and marketing efforts. Partners tried to promote STRATEGIC by using the STRATEGIC Service Store for demonstration and the dissemination material that has been created. This way STRATEGIC approached local audiences, while the dissemination and marketing leader tried to communicate STRATEGIC in a wider audience by using the project website, social media and mail campaigns.

2.3.1 STRATEGIC Marketing and Dissemination After Project End

One of the main goals of the consortium during this reporting period was to define and concretize the plans of the Phase 3 of the dissemination, thus the marketing and dissemination plans after the project end.

After the agreement for the localized exploitation of the product, STRATEGIC project partners (such as ATOS, BT and SILO) can utilize their existing sales channels and representatives of, which have a large number of public bodies in their existing customer portfolios, and especially with the arrangement of direct meetings, discussions and presentations[7]. The usage of the National Point of Contacts (NPoC) approach suggest that specific companies are responsible for local markets. In this direction, localized versions of the project website will be created for the better marketing of the STRATEGIC Service Store by ATOS and SingularLogic, as these websites will help us contact with public sector in Spain and Greece accordingly. Also, the organization of local workshops or webinars is a practice followed during the last year of the project and that can be further used by the partners that exploiting STRATEGIC as a platform after the project end.

The presence of STRATEGIC in social media is of high importance for the inbound marketing therefore the centralized social media account of STRATEGIC will remain active.

Finally, the centralized dissemination of the project will continue, as the presence of STRATEGIC in social media is of high importance for the inbound marketing and the centralized social media accounts and the website of STRATEGIC are crucial parts of this activity. It has been also suggested that special offers for the platform can be provided to list of people that we have as contacts (SIG

members, people participated in webinars and local events, people registered for the project's newsletter, people requested for a demo of the platform).

3 Dissemination Activities

For the dissemination and the pre-marketing of the project, specific activities have been performed for the dissemination, communication and pre-marketing actions of project. These activities tried to target broad audiences, including all relevant stakeholders such as public bodies, governmental agencies, cloud providers, cloud application developers, cloud-based independent software vendors (ISV), policy makers, citizens and businesses/enterprises (notably users of public cloud services). However, during this reporting period the dissemination activities focused of the marketing and pre-marketing part in order to reach greater audience and identify more target groups and to promote STRATEGIC as a product to potential customers.

The dissemination material created was mostly targeting to demonstrate STRATEGIC Service Store, and also promote our experience with eIDAS services using STORK and SEMIRAMIS. The dissemination was executed by STRATEGIC in a two-facet approach; per each partner of the consortium and the consortium in a centralized way.

This way STRATEGIC approached local audiences, while the dissemination and marketing leader tried to communicate STRATEGIC in a wider audience by using the project website, social media and email campaigns. An important part of the activities done during the last year of the project and also the most important part of the exploitation approach agreed, is the connection with public organizations in regional level. All partner tried to contact organizations both at regional (at each technical partners' and pilots' countries) and EU level (by contacting EU level organizations like the EU Committee of the Regions[1]).

3.1 Dissemination Material Updates

In this period, we focused on the creation of material that can be used for the marketing of the project in order to help the exploitation planning of the project. For this reason, new content was created, while in the same time existing content was updated to better support this approach.

In order to achieve the desired results with inbound marketing, new content was created or updated and was promoted through various marketing mechanisms.

On deliverable D8.1 [1] the planning of the material to be provided has been organized, and updates regarding the status have been provided also in deliverable D8.2[4]. In the same sense, next table provides and updated overview of the activities and their status. More details for each activity can be found in the next sections of the document.

Dissemination Activity	Status / Schedule
Logo	Available, provided in D8.1
Project Presentation	Project presentation, technical presentation and product presentations available. Available online on has been published online in: http://strategic-project.eu/presentations/
Project Website	Project website is available at http://strategic-platform.eu and http://strategic-project.eu

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[1] http://cor.europa.eu/

Dissemination Activity	Status / Schedule
Press Release	Available, provided in D8.1, translated into Serbian and Italian and published in project website. Fina Release also published on project website during this reporting period (http://strategic-project.eu/Publications)
Journalistic Description	Available, provided in D8.1, translated into Serbian and Italian and published in project website. (http://strategic-project.eu/Publications)
FactSheet	Available, provided in D8.1 and published in project website (http://strategic-project.eu/Publications)
Brochure	Available, provided in D8.2a and distributed in various events during the project duration
Poster / Academic Poster	Available, provided in D8.2a and used in various events during the project duration
Newsletter	Newsletters have been send using MailChimp along with the invitations to webinars.
Social Media	Twitter, LinkedIn, Facebook YouTube and Slideshare have been used for the dissemination of the project results. More details can be found in section 4.2
STRATEGIC Special Interest Group (SIG)	SIG is a community of stakeholders interested in STRATEGIC and has been contacted throughout the project. More details can be found in chapter 5.1

Table 2: Dissemination and pre-marketing status

3.1.1 Project Presentation Updates

Project presentation has been updated with the latest outcomes of the project, uploaded to the consortium private repository and it has been already used in dissemination events and activities from all partners. A version of the project presentation without reference to events or presenter has been also been uploaded to SlideShare[2].

The technical presentation has also been updated with the latest outcomes, architecture and technical details of the platform[3].

Finally, a presentation focusing on the STRATEGIC Service Store has been created in order to support better the marketing attempts of the STRATEGIC from the partners[4].

All presentations are also available on a dedicated page in the project website[5].

3.1.2 Final Release Update

Along with the updated presentations, an updated press release has been created for the dissemination of the project results by consortium partners. The press release is also available on the project website[6].

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[2] http://www.slideshare.net/StrategicProject/strategic-project-presentation/
[3] http://www.slideshare.net/StrategicProject/strategic-technical-presenation
[4] http://www.slideshare.net/StrategicProject/presenting-strategic-service-store
[5] strategic-project.eu/presentations/

3.1.3 Videos

For the dissemination and marketing of the STRATEGIC we created dedicated videos. Initially we created videos that demonstrated the platform (including presentation of STRATEGIC Service Store as overall solution[7] or by focusing in specific capabilities of the platform, like security[8] and auto scaling[9]). Moreover, for the easier marketing of the platform a short commercial video presenting the value proposition has been created[10].
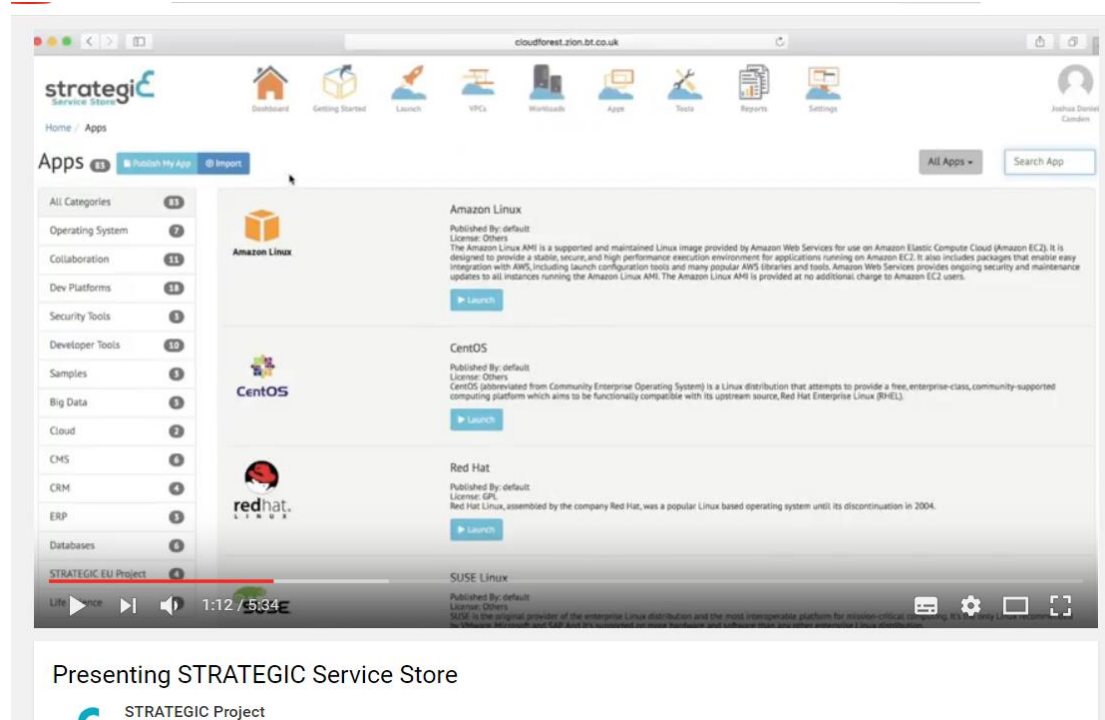
Figure 1: Screenshot of the video demonstration

Also, for the better marketing of the STRATEGIC we created dedicated a short commercial video presenting the value proposition of the platform[11].

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[6] http://strategic-project.eu/publications-deliverables/
[7] https://www.youtube.com/watch?v=whcKxudnFeo
[8] https://www.youtube.com/watch?v=hFweNVoLrLw
[9] https://www.youtube.com/watch?v=38MaD_dsAGo
[10] https://www.youtube.com/watch?v=yfZwdbtEEXc
[11] https://www.youtube.com/watch?v=yfZwdbtEEXc

Figure 2: Screenshot of the commercial video

All videos have been uploaded to a dedicated page on the project website.

3.1.4 Other dissemination material

3.1.4.1 Project Posters and Brochures

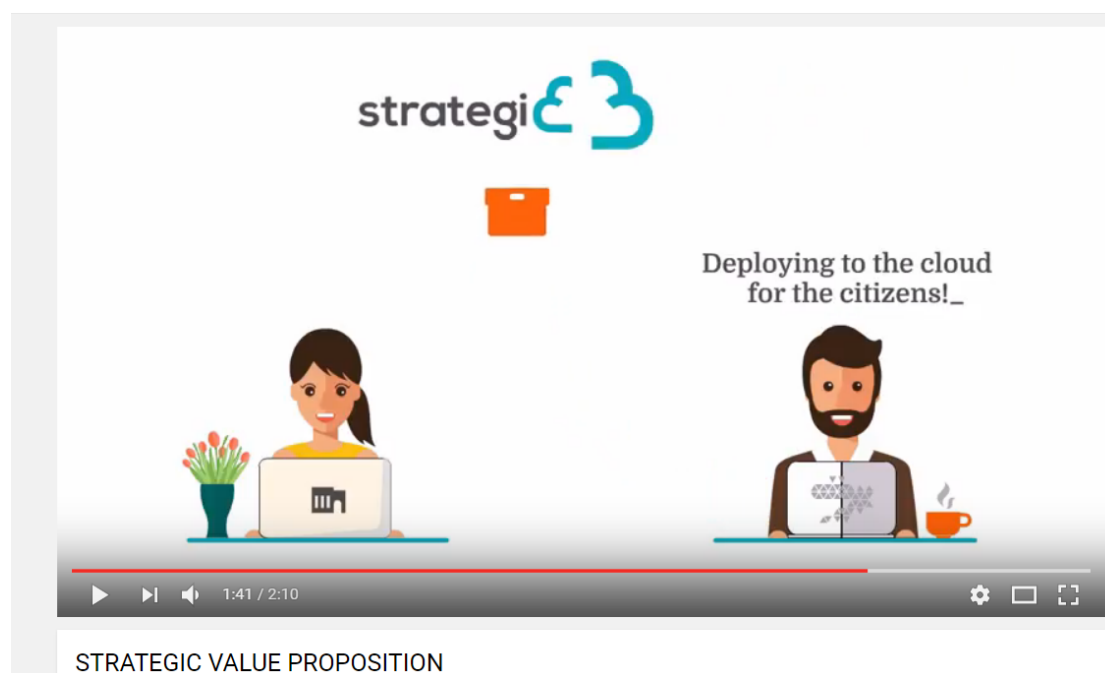As consortium members that are attending dissemination events should be able to catch audience attention for STRATEGIC, project posters have been created, printed and dispatched to all consortium partners. Two posters have been designed; the main STRATEGIC project poster aims at a very diverse target audience, while a scientific poster targets to be used when attending events with scientific or technical focus. Each technical partner of the consortium has been provided with the STRATEGIC scientific poster, while both posters have been presented in deliverable D8.2a [4] and no changes have been introduced to them.

The brochure is a type of dissemination material that is distributed during conferences, workshops and general project events. A total of 500 brochures have been printed and distributed to all consortium partners in order to be shared to audience when attending events. During year 3 of the project the usage of brochures was very important as they were shared in all local events that have been organized. The STRATEGIC brochure has been presented in deliverable D8.2a [4], and up to now no changes have been introduced to the brochure.

3.1.4.1.1 Towards a Cloud of Public Services Brochure

The project also participated in the "Towards a cloud of public services" brochure-newsletter. This newsletter is available online on EC website[12], along with a page dedicated to STRATEGIC project[13]

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[12] http://ec.europa.eu/newsroom/horizon2020/document.cfm?doc_id=6985
[13] https://ec.europa.eu/digital-single-market/en/strategic-project-cloud-public-services

3.2 Report of Dissemination Activities

During the third year of the project STRATEGIC tried to participate or organized dissemination opportunities that helped on reaching targeted audience in local and EU level. In comparison to the previous years where mostly the scientific and technological knowledge generated in the project's context has been disseminated, in this final phase of the project the goal was to disseminate, describe and showcase the concrete results of the project to a wide range of potential users and stakeholders such as governmental bodies, municipalities, application developers, cloud providers and IT companies.

3.2.1 Participation in international conferences/exhibitions/workshops

STRATEGIC consortium has participated in various dissemination events like meetings, conferences, exhibitions and workshops that had international impact. The list provided in **Table 3** gathers the most important events that the STRATEGIC partners have participated.

Activity	Where / When	Type of Dissemination / Means used	Responsible Partner(s)	Expected Benefits
http://netfutures2016.eu/	30 April 2016, Brussels	Presentation of the project outcomes	ATOS	Dissemination, networking
http://cf2016.holacloud.eu	18-20 October 2016, Madrid	Presentation of the project as part of DPSP cluster	(as part of DPSP cluster)	Dissemination, networking
Digital Infrastructures for Research Conference	28-30 September 2016, Krakow	Presentation of the STRATEGIC Service Store marketplace	URNS	Promotion of marketplace to the research community
Festival della Scienza	26 October – 5 November 2016, Genova	Presentation of the STRATEGIC in correlation with Genoa	GENOA	Dissemination, networking
Cloud Computing and Intelligent Systems	17-19 August 2016, Beijing	Presentation of the STRATEGIC Service Store	British Telecommunications	Dissemination, networking
MIT Workshop on Advanced Technologies for Cloud Services	29-30 June 2016, Boston	Presentation, Workshop participation	British Telecommunications	Dissemination, networking

Table 3: List of participation in international activities

3.2.2 Participation in local conferences/exhibitions/workshops

This section provided the information related to attended meetings, conferences, exhibitions and workshops that each partner has attended.

3.2.2.1 SingularLogic

The following events were used by SingularLogic for the dissemination of STRATEGIC and its results.

Activity	Where / When	Type of Dissemination / Means used	Target Group / Target Size (estimation)	Expected Benefits
FP7 VITAL-STRATEGIC Stakeholders' Workshop	30 June 2016, AIT premises, Athens	Workshop, Presentation	30	Contact with public municipalities
STRATEGIC Presentation	24 May, Pireaus University, Athens	Presentation	20	Contacts with the university and possible interest from startups companies to use Service Store
Face to face meetings with 2 municipalities in Athens and 3 software companies	N/A	Platform demonstration, discussion	1-2 persons per time	Possible Customers

Table 4: Participation in local dissemination activities (SingularLogic)

3.2.2.2 Atos

The following events were used by Atos for the dissemination of STRATEGIC and its results.

Activity	Where / When	Type of Dissemination / Means used	Target Group / Target Size (estimation)	Expected Benefits
Oportunidades de financiación europea para fomentar la innovación en la administración pública	INAP, Madrid, 16/11/16	Project Presentation, brochures, pendrive	31	Possible customers. New members for the SIG group Contact with public municipalities

Table 5: Participation in local dissemination activities (Atos)

3.2.2.3 British Telecommunications

The following events were used by BT for the dissemination of STRATEGIC and its results.

Activity	Where / When	Type of Dissemination / Means used	Target Group / Target Size (estimation)	Expected Benefits
STRATEGIC Service Store Training	June 20th 2016,	Presentation, hands-on	30	Possible customers

Activity	Where / When	Type of Dissemination / Means used	Target Group / Target Size (estimation)	Expected Benefits
	London	sessions		
Service Store evaluation workshop	7th October 2016, London Borough of Camden	Presentation, hands-on sessions	10	Possible customers

Table 6: Participation in local dissemination activities (BT)

3.2.2.4 National Institute of Chemical Physics and Biophysics

The following events were used by NICPB for the dissemination of STRATEGIC and its results.

Activity	Where / When	Type of Dissemination / Means used	Target Group / Target Size (estimation)	Expected Benefits
Workshop on high-level design for cloud services for the public sector in Estonia	19 October 2016, Information System Authority	Project presentation, brochures	12	Promotion of STRATEGIC approach, clarity on potential wrt Estonian use cases.
Seminar on hybrid cloud solution in public sector in Estonia	28 October 2016, State Infocommunication Foundation	Project presentation	15	Comparison of an Azure hybrid cloud platform to STRATEGIC's Service Store, Understanding of OpenStack/AzureStack tradeoffs
Workshop on brainstorming on public sector and cloud service adoption in Estonia	14 October 2016, Ericsson Estonia premises	Project presentation	~15	Possible extended list of applications for the public sector
Workshop about the SUNFISH project in Estonia	12 December 2016, Cybernetica AS premises	Project presentation	3	Understanding of a match between STRATEGIC and SUNFISH

Table 7: Participation in local dissemination activities (NICPB)

3.2.2.5 Uranus Computing

The following events were used by Uranus for the dissemination of STRATEGIC and its results.

Activity	Where / When	Type of Dissemination / Means used	Target Group / Target Size (estimation)	Expected Benefits
FP7 VITAL-STRATEGIC Stakeholders' Workshop	30 June 2016, AIT premises, Athens	Workshop, Presentation	30	Contact with public municipalities

Table 8: Participation in local dissemination activities (URANUS)

3.2.2.6 The City of Genoa

The following events were used by the City of Genoa for the dissemination of STRATEGIC and its results.

Activity	Where / When	Type of Dissemination / Means used	Target Group / Target Size (estimation)	Expected Benefits
Seminar	University of Modena and Reggio 20/06/16	Strategic presentation	50 students and teachers	Contact with university and possible involvement on strategic next activities
Dissemination meeting	Albenga, Pericoli sr 23/06/16	Strategic presentation	20 operators	Contact with university and possible involvement on strategic next activities Contact with local enterprise
workshop	University of Firenze 11/08/16	Strategic presentation	10 teachers	Possible involvement in next activities
seminar	ESTA, Milano 21/09/16	Strategic presentation	15 operators	Possible involvement in next activities
STRATEGIC workshop	17th October 2016, Genoa	Demonstration	7	Feedback, Dissemination
STRATEGIC workshop	18th October 2016, Genoa	Demonstration	5	Feedback, Dissemination
capitalisation meeting	Esta , Milano 23/11/16	Strategic presentation	25 operators	Connection to other similar project for capitalisation activities

Table 9: Participation in local dissemination activities (City of Genoa)

3.2.2.7 Municipality of Stari Grad

The following events were used by MoSG for the dissemination of STRATEGIC and its results.

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Activity	Where / When	Type of Dissemination / Means used	Target Group / Target Size (estimation)	Expected Benefits
STRATEGIC Workshop	October 21st 2016, Belgrade	Demonstration, presentation	10	Feedback, contact with local communities

Table 10: Participation in local dissemination activities (Municipality of Stari Grad)

3.2.2.8 London Borough of Camden

The following events were used by CAMDEN for the dissemination of STRATEGIC and its results.

Activity	Where / When	Type of Dissemination / Means used	Target Group / Target Size (estimation)	Expected Benefits
Service Store evaluation workshop	7th October 2016, London Borough of Camden	Presentation, hands-on sessions	10	Possible customers

Table 11: Participation in local dissemination activities (London Borough of Camden)

3.2.3 Liaison with other projects/initiatives

For maximizing dissemination results, STRATEGIC has created synergies with related European funded projects and initiatives. As STRATEGIC focus on enabling governmental bodies to adopt public cloud services, we tried to synergize with projects related to e-government section and also with projects with cloud objectives. Related projects to STRATEGIC with which liaison has been conducted and the partner that is responsible for the connection are listed in **Table 12** that follows:

Project Name	Project Site	STRATEGIC Partners Involved	Short Description
Radical Rapid Deployment for Intelligent People and Living	http://www.radical-project.eu/	Genoa Atos-Spain	The project aims at developing an online platform dedicated to improve environmental standards.
Clout Cloud of Things for empowering the citizen clout in smart cities	http://clout-project.eu/	Genoa	ClouT's overall concept is leveraging the Cloud Computing as an enabler to bridge the Internet of Things with Internet of People via Internet of Services, to establish an efficient communication and collaboration platform exploiting all possible

Project Name	Project Site	STRATEGIC Partners Involved	Short Description
			information sources to make the cities smarter and to help them facing the emerging challenges such as efficient energy management, economic growth and development.
ICity	http://www.icityproject.eu/	Genoa London	The iCity project aims at making a step forward in the co-creation of services of public interest by third parties (developers, small and medium enterprises, etc) that are pushing for their space as service providers in the urban spaces of Smart Cities.
Smart City Association	http://www.genovasmartcity.it/index.php/it/	Genoa	Genoa Smart City's challenge to improve the quality of life of every citizen through dissemination of networks, services, technological innovation and sustainable economic development.
CLIPS	http://www.clips-project.eu/	MoSG	A colleague of Prof. Dr Milan Marković (Prof. Dr Srđan Krčo and DunavNet company) is a partner in CLIPS project and due to close nature of the projects, helpful experience was exchanged
PaaSPort	http://paasport-project.eu/	SingularLogic	PaaSport aims at aligning and interconnecting heterogeneous PaaS offerings, easing application and data portability, and lowering switching costs.
Sonnets	www.sonnets-project.eu	ATOS	Sonnets aims to transform public sector into an innovation reference STRATEGIC is related to public administrations and cloud adoption and will participate on the Sonnets workshop on 10th of February 2016
Foodie Project	http://www.foodie-project.eu/	ATOS	Invited us in workshop. Contacted in order to research the interest of publish some of the apps they develop in our Service Store marketplace
SUNFISH	http://sunfishproject.eu	NICPB	NICPB has contacted SUNFISH partner and has contributed to the architecture of the

Project Name	Project Site	STRATEGIC Partners Involved	Short Description
			SUNFISH platform with experience from the STRATEGIC's OpenStack integration efforts.

Table 12: Liaison with other projects

3.2.3.1 DPSP Cluster

Along with the direct contact with some projects, STRATEGIC participates in the DPSP Cluster. DPSP Cluster is an initiative launched by DG-CNECT in April 2015 and it groups together the EU-funded projects researching on Data Protection, Security and Privacy in the Cloud that have joint forces to seek synergies between the projects and create greater impact[14]. DPSP cluster was also part of the NetFutures event[15] and the Cloud Forward conference[16].

3.2.4 Standardization Activities

This section captures the actual contribution to specific standards and standardization working groups by the STRATEGIC consortium.   Moreover, it presents the standards upon that STRATEGIC outcomes have been built.

Strategic service store relies on existing IaaS interfaces in order to instantiate the various services that rely on specific execution environments. In most of the times these execution environments are operating systems that can be spawned on top of existing hypervisors. These hypervisors may be commercial (e.g. ESXI) or open source (e.g. KVM/Xen). Irrelevant of the nature of the hypervisor, it could be argued that the area of the IaaS is pretty standardized since there are de-facto IaaS management platforms that provide holistic management of the resources that are exposed/managed by the hypervisor.

However, STRATEGIC tried to invest more on the standards in other cloud topics that were relevant to the sustainability of the platform, as compliance with standards is an important factor for public sector and could provide or product with an added benefit. During 2016 an active synergy between STRATEGIC and PaaSport has been provided on DIN SPEC 91337[17]. The standard was created by PaaSport and STRATEGIC project contributed to the standard through comments to the defined model and especially in the part of the standard that defines the application lifecycle in cloud providers[18]. For the longevity of the STRATEGIC platform it is important that the STRATEGIC consortium has already technical expertise and experience in order to be one of the first platforms to comply with the standard. If this standard is adopted by the PaaS market, STRATEGIC will be able to support deployment of the applications on DIN SPEC 91337 compliant PaaS providers.

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[14] https://eucloudclusters.wordpress.com/data-protection-security-and-privacy-in-the-cloud/

[15] http://netfutures2016.eu/dpsp-cluster/

[16] http://cf2016.holacloud.eu/clusters-meetings/

[17] http://www.din.de/en/wdc-proj:din21:244843175

[18] http://www.din.de/blob/217780/33cd453d3231837bb29bcd275c12e501/broschuere-din-spec-91337-data.pdf

3.3 Other Activities

In this section, we cover other dissemination activities of the project.

Activity	Where / When	Type of Dissemination / Means used	Responsible Partner(s)	Expected Benefits
Interview for the Cordis results pack articles on STRATEGIC project	Skype 13/01/2017	Interview	ATOS	Publication of an article on STRATEGIC results in Cordis (EC)

Table 13: Participation on other activities

Publications are dissemination opportunities that can be exploited to disseminate project results in scientific and non-scientific direction. For this reason, as the STRATEGIC generated more results on both technical and pilot cases perspective, publications focused on non-scientific impact of the project.

Title	Author	Media	Link
Challenges for trustworthy (multi-)Cloudbased services in the Digital Single Market	DPSP Cluster[19]	Whitepaper	https://eucloudclusters.files.wordpress.com/2015/05/dpspcluster-whitepaper-v3-1.pdf

Table 14: Participation on other activities

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[19] http://netfutures2016.eu/dpsp-cluster/

4 Online Presence

The online presence of the STRATEGIC is crucial for the dissemination of the project and its outcomes. Online presence is mostly provided by the project website and the social media, but not limited to that. The STRATEGIC website during the last year of the project acted mainly as the landing point for anyone interested in the project outcomes including, deliverables, publications, best practices, news and events and other dissemination material. The website also presents all project information like project objectives, mission and members. Social media, mail campaigns and webinars have been also used to communicate the results of the project along a wider audience.

4.1 Project Website

The STRATEGIC website[20] is the backbone of STRATEGIC dissemination and is also crucial for the marketing approach that STRATEGIC follows in order to attract potential customers. Consortium further elaborated in this view and in deliverable D8.3[5] a plan was provided in order to transform the dissemination of the project into a pre-marketing related activity. The website has been completely refactored o in order to better support the marketing approach of STRATEGIC.

In order to make STRATEGIC website a core part of the marketing framework, the website has to follow a more product oriented approach, but still as it is a research project this has be clearly stated and all the project information must be available.

For the creation of the new version of the project website the open source CMS platform (WordPress[21]) has been selected instead of Drupal platform of the first version of the website. In addition to this a specific mechanism for the development, updating and deployment of the website has been created, as presented in deliverable D8.2b[6]. The website is also available on the strategic-platform.eu domain, in order be easier for marketing and promotion perspectives. In this deliverable, the final version of the website with all the updated and the content published during year 3 is presented.

The main page of the project website is presented in **Figure 3** below.

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[20] http://www.strategic-project.eu/
[21] https://wordpress.org/
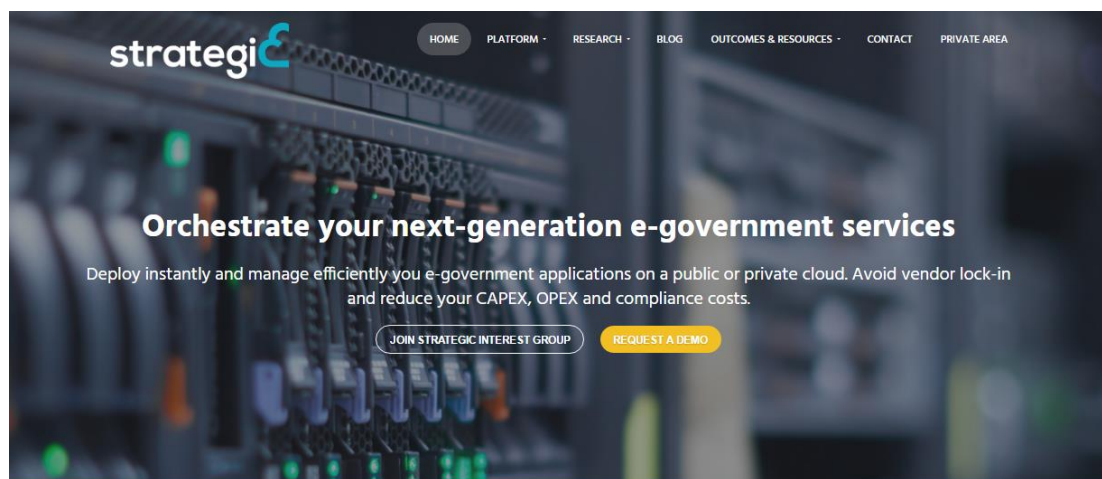
What is STRATEGIC platform?

e-Government services increasingly rely on cloud computing paradigm. Next generation services that involve cross-authentication of citizens and secure exchange of information raise many challenges. In addition, running services lack of holistic lifecycle management since public bodies tend to fall into the vendor lock-in loophole. Furthermore, several legal constraints that have to be taken under consideration (e.g. data locality) are hard to be met.

STRATEGIC aims to become the first one-stop shop for next generation e-Government services across Europe. The STRATEGIC Service Store acts as a marketplace for developers that want to publish their applications. The STRATEGIC orchestration services help public bodies to manage the entire lifecycle of an application in public, private or hybrid infrastructure. Continuous monitoring and security are inherent features of the platform. Are you an e-Government application developer? A public body? An IaaS provider? You can participate in our interest group in order to learn more or ask for a demo.

Figure 3: Updated main page of STRATEGIC website

For better demonstration of the website menu and also the responsive nature of the design, **Figure 4** displays the menu of the website under a device with small screen.

Figure 4: Responsive view of the site menu

4.1.1 Published Material Overview

For the dissemination and the marketing of the project it is important that the website not only presents the results, but also makes STRATEGIC easier to be found by people interested on the domain and the problems that STRATEGIC solves. Therefore, the goal of achieving good results on searches in the internet (as part of the inbound marketing) can be achieved by publishing an extended set of material that ranges from general and high level information regarding the cloud adoption, to focused and technical instructions.

SEO or Search Engine Optimization is the name given to activity that attempts to improve search engine rankings[22]. Regarding this direction, the attempt of the consortium was to make the webpage content easier to be discovered from the search engines, by using proper tags and keywords and also terms that potential customers will possible search. For this reason the website content, like the blog posts, the training content, the best practices and the pilot stories are presented in an easy to read and understand format.

4.1.2 Blogs

In order to populate the project website with blogs that have content that is useful for the STRATEGIC stakeholder and each consortium partner would help, a blog plan was contacted after the creation of the new website. Although the plan was not followed in precision it helped us on the creation of blogs covering all aspects of the project.

Figure 5: Blog Page in project website

Overall, 11 blog posts are available in the project website.

4.1.3 Best Practices and Short Guidelines

For this reason, the updated website focuses heavily to the training and best practices. A specific section for the training material has been created, and the training material created already is added to the site.

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[22] https://www.redevolution.com/what-is-seo/
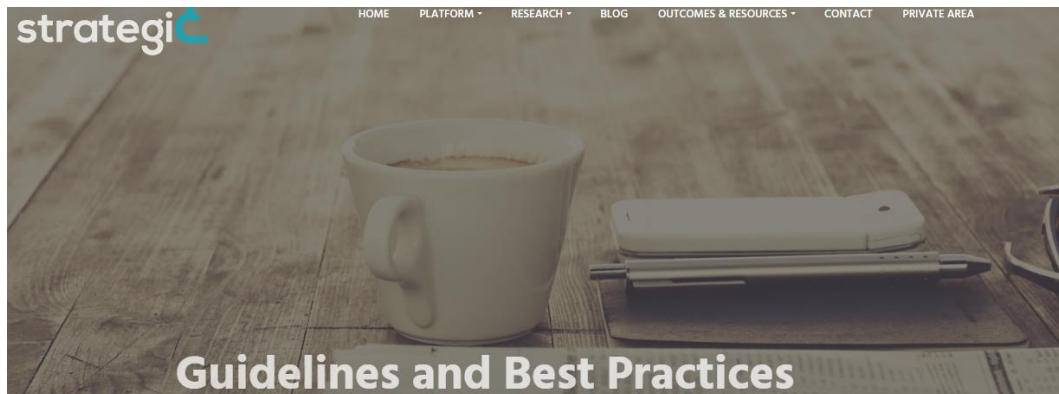
In this page you can find parts of our experience with the cloud adoption by public bodies.

#	Title
1	Cloud Migration for Public Bodies: Benefits and Obstacles
2	Selection of appropriate cloud computing service model
3	Selection of Appropriate Cloud Computing Deployment Model
4	Selection of Cloud Provider and the Benefits of Cloud Brokerage
5	Preparation and Design of a Private OpenStack Installation
6a	Installation of OpenStack IaaS Using MaaS and Juju

Figure 6: Best Practices page in project website

A sample of the best practise pages is depicted below.
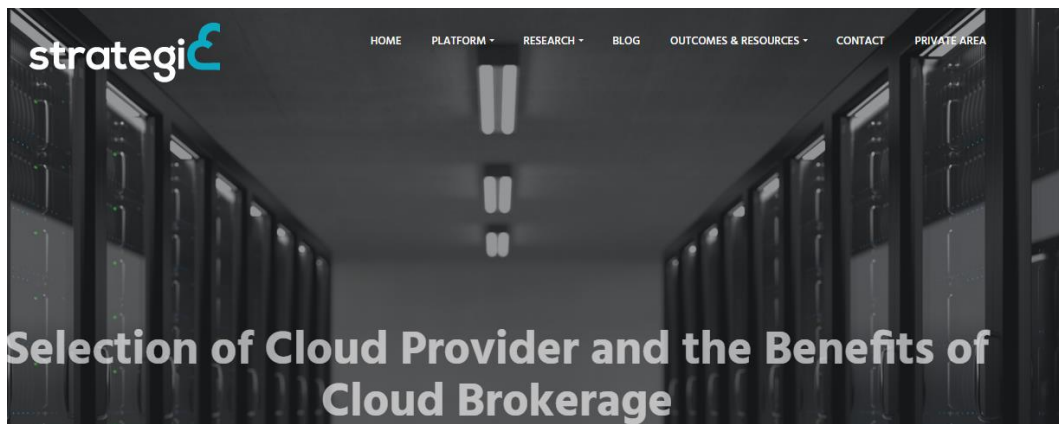
After the selection of the cloud model (IaaS, PaaS, SaaS), a public body has to select not only deployment model (private, public, etc.), but also **must select the solution or provider that will use.** We consider the IaaS model the most relevant for the usage by public bodies, so the IaaS market had been extensively analysed in the project duration.

IaaS is a diverging market with IaaS providers that range from small start-ups with products based on open source solutions, like OpenStack or CloudStack to big companies like Amazon, Rackspace that follow their own approach and have big market shares. We have collected the following advices for the selection of the appropriate cloud provider or cloud platform.

Figure 7: Best Practices page in project website

Overall, 15 best practices have been provided in the project website.

4.1.4 Training Material and Guidelines

In the website we also provide useful material created regarding the cross-border applications with the usage of the outcomes STORK and SEMIRAMIS project through STRATEGIC, the actual usage of the platform, and more details about IaaS installation[23].

Figure 8: Useful training material in project website

4.1.5 Pilot Stories

Promoting the results of pilot use cases in order to make the usage of Service Store easier to understand is also important for the marketing of the platform. These results are provided as a single web page per each pilot so that were easier to be disseminated using our social media but also pilot partners' media.

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[23] http://strategic-project.eu/more-information-documentation/
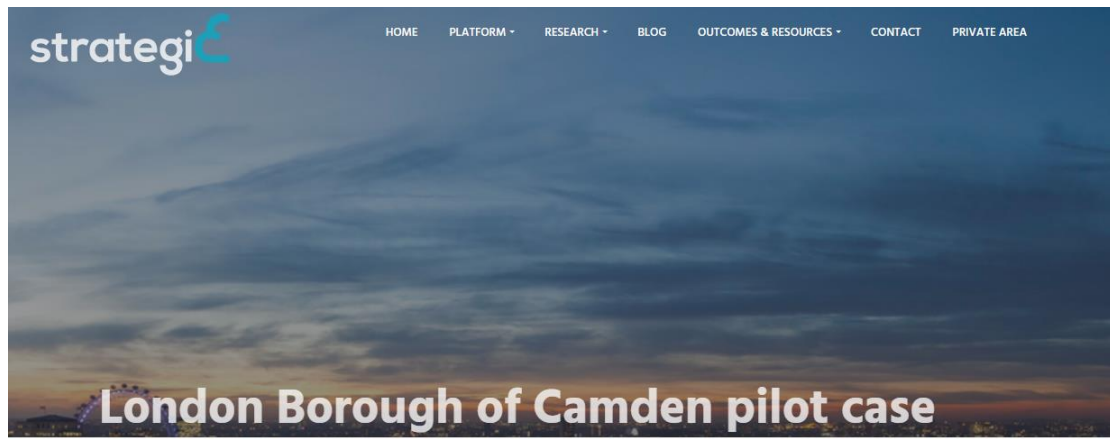
The London Borough of Camden is a democratically accountable public body. We believe residents have a right to access data which does not compromise people's privacy.

Camden's Digital Strategy made clear our commitment to the publication of Open Data. It is a priority for Camden despite our unprecedented financial challenge because we believe it creates value.
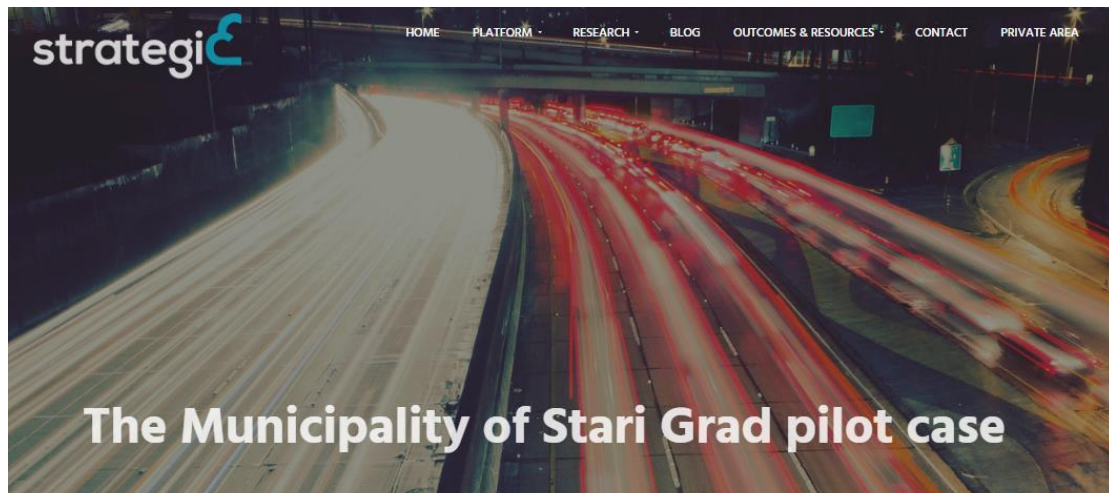
Open Data creates value for **residents** by providing information in new and accessible ways to help them make decisions about their lives and their communities. It helps them to hold councillors and council officers to account for their decisions and policies.

Figure 9: CAMDEN pilot stories in project website

STRATEGIC pilots – The City of Genoa: deploying an open data application in the Cloud with STRATEGIC

Genoa is one of the most important cities in Italy, the third largest in the North and the capital of the Liguria region. It is located in the Gulf of Genoa in front of the Ligurian Sea. The Municipality of Genoa is the local Public Administration of the city.
The Municipality of Genoa experience in cloud computing, dates back to some years ago when its own private cloud had been included in the Ligurian Region data center. Since then Genoa has extended its focus on cloud culture and technologies also by participating in different EU and international projects (for instance ClouT, ICity, Radical, MoveUs etc.) spanning different aspects from IaaS/PaaS/SaaS solutions to IoT and so on.

Figure 10: Genoa pilot stories in project website

Figure 11: MoSG Stories in project website

4.1.6 Videos -Tutorial

For the dissemination and marketing of the STRATEGIC we created dedicated videos that demonstrate the platform usage and a short commercial video presenting the value proposition of the platform, as described in 3.1.3. The videos have been embedded on the project website in order to be accessed easier by interested parties through a dedicated page[24].

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[24] http://strategic-project.eu/videos-webinars/
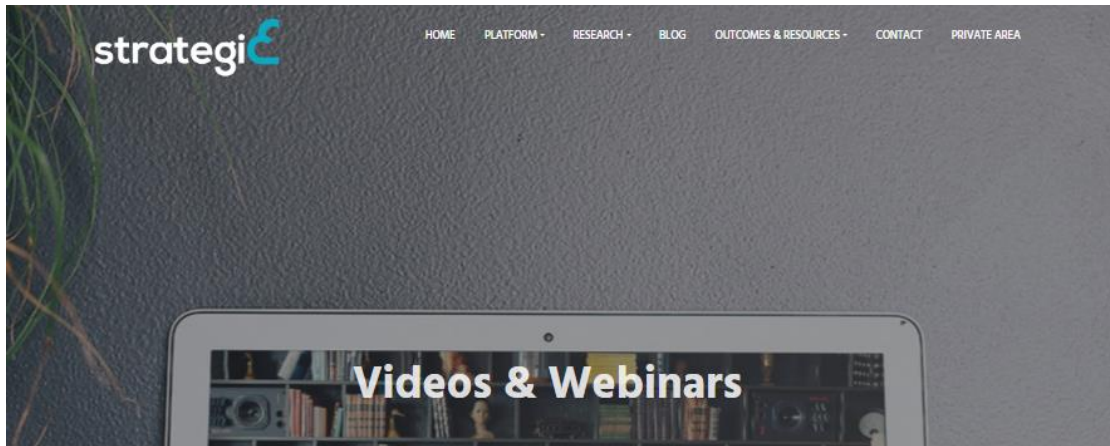
Figure 12: Videos page in project website

The webinars of the project are also provided as part of this page specific page.

Figure 13: Presenting webinars in project website

4.1.7 Project Deliverables

Deliverables that are annotated as public are published after their successful acceptance from the commission, and these deliverables include:

DEL NO.	DELIVERABLE TITLE	Link
D2.1	Report on Stakeholders Requirements	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D2._1_Report_on_Stakeholders_Requirements_v1.0-public.pdf
D2.2	Pilot Scenarios, Use Cases and Pilot Operations Requirements	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D2.2%20_Pilot%20Scenarios_Use%20Cases%20and%20Pilot%20Operations%20Requirements_v1.1.pdf
D2.3	STRATEGIC Framework Architecture and Technical Specifications	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D2.3_Strategic%20Framework%20Architecture%20Technical%20Specifications_v1.0.pdf
D3.1	Specification of Cloud-Enablement and	http://strategic-project.eu/strategic_public_files/deliverables/

DEL NO.	DELIVERABLE TITLE	Link
	Migration Solutions and Services	STRATEGIC_D3.1%20Specification%20of%20Cloud-Enablement%20and%20Migration%20Solutions%20and%20Services_v1.0.pdf
D3.2	Specification of Development and Governance Services	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D3.2_Specification%20of%20Development%20and%20Governance%20Services_v1.0.pdf
D3.3	Use of the STRATEGIC Framework solutions by the Pilot Sites	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D3.3%20Use%20of%20the%20STRATEGIC%20Framework%20solutions%20by%20the%20Pilot%20Sites_v1.0.pdf
D4.1a	STRATEGIC Cloud Broker and Marketplace	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D4.1a_STRATEGIC%20cloud%20broker%20and%20marketplace_v1.1.pdf
D4.2a	Migration, Adaptation, Localization and Governance Tools	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D4.2a_Migration%20Adaptation%20Localization%20and%20and%20Governance%20Tools_v1.0.pdf
D4.2b	Migration, Adaptation, Localization and Governance Tools	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D4.2b_Migration-Adaptation-Localization-and-Governance-tools_v1.0.pdf
D4.4a	Integrated STRATEGIC Framework and cloud infrastructure	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D4.4-Integrated-STRATEGIC-Framework-and-Cloud-Infrastructures_v1.0.pdf
D5.1a	Cloud-Enablement of Distributed Services	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D5.1a_Cloud-Enablement%20of%20Distributed%20Services_v1.0.pdf
D5.2a	Report on Pilot Sites Preparation	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D5.2a_Report%20on%20pilot%20sites%20preparation_v1.0.pdf
D5.1b	Cloud-Enablement of Distributed Services	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D5.1b_Cloud-Enablement-of-Distributed-Services_v1.0_0.pdf
D5.2a	Report on Pilot Sites Preparation	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D5.2a_Report-on-pilot-sites-preparation_v1.0.pdf
D5.2b	Report on Pilot Sites Preparation	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D5.2b_Report-on-Pilot-Sites-Preparation_v1.0.pdf

DEL NO.	DELIVERABLE TITLE	Link
D5.3	Report on Training and Training Materials	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D5.2a_Report-on-pilot-sites-preparation_v1.0.pdf
D5.4	Pilot Operations Plans	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D5.4_Pilot_Operations_Plans_v1.0.pdf
D6.1a	Report on Pilot Incidents and Service Improvements	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D6.1a_Report-on-Pilot-Incidents-and-Service-Improvements_v1.0.pdf
D7.1	Evaluation Framework	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D7.1_Evaluation-Framework_v1.0_final.pdf
D7.2a	Report on Stakeholders' Evaluation	http://strategic-project.eu/wp-content/uploads/STRATEGIG_D7.2a_Report-on-Stakeholders-Evaluation_v1.0.pdf
D8.1	Dissemination and Pre-marketing Planning	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIC_D8.1_Dissemination%20and%20Pre-marketing%20planning_v1.0.pdf
D8.2a	Report on Dissemination and Pre-marketing Activities	http://strategic-project.eu/strategic_public_files/deliverables/STRATEGIG_D8.2a_Report%20on%20Dissemination%20and%20Pre-marketing%20Activities_v1.0.pdf
D8.2b	Report on Dissemination and Pre-marketing Activities	http://strategic-project.eu/wp-content/uploads/STRATEGIC_D8.2b_Report-on-Dissemination-and-Pre-marketing-Activities_v1.0.pdf

Table 15: List public deliverables available on the project website

4.1.8 Project Public Material

In addition to the project deliverables that are public, the following material has been published on the project website to help the dissemination of the project to public audience.

- Press Release

- Press Release (Italian Version)

- Press Release (Serbian Version)

- Final Press Release

- Journalistic Description

- Journalistic Description (Italian Version)

- Journalistic Description (Serbian Version)

4.1.9 Website Statistics

As already described in deliverable D8.1[1], Google Analytics is used for the constant monitoring of project's website traffic. For the whole duration of second year, the overview of visitors and page with details about new or returning users and average time of each session is shown in **Figure 14**.
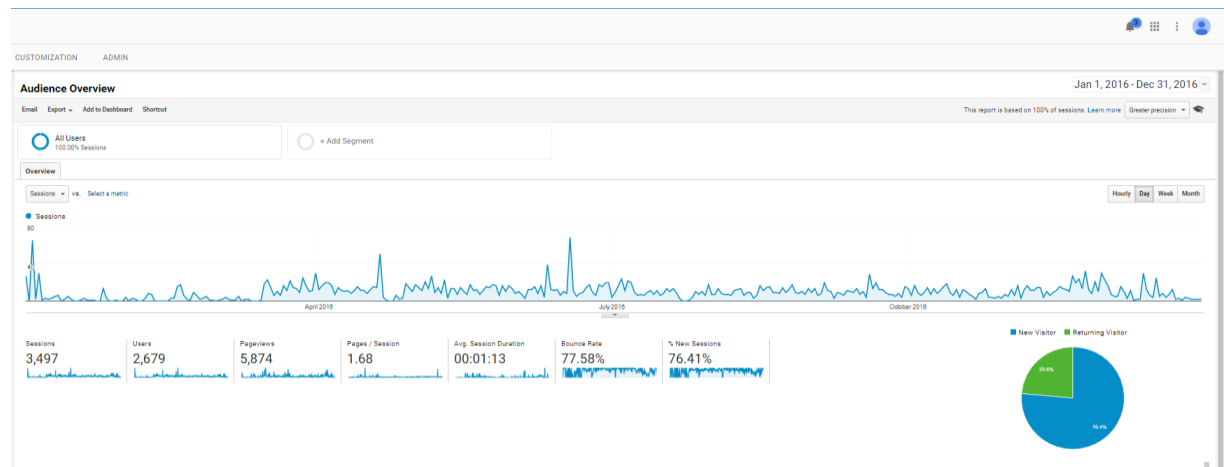

Figure 14: Overview of STRATEGIC website analytics

One issue we had during the previous years was that the pages per session metric was low. In the updated version of the project website we tried to increase this number along with the average session duration. This has been accomplished with an increase on the pages per session from 1.29 to 1.68 and the average duration from 37 seconds to 93 seconds. More details are depicted in **Figure 14**.
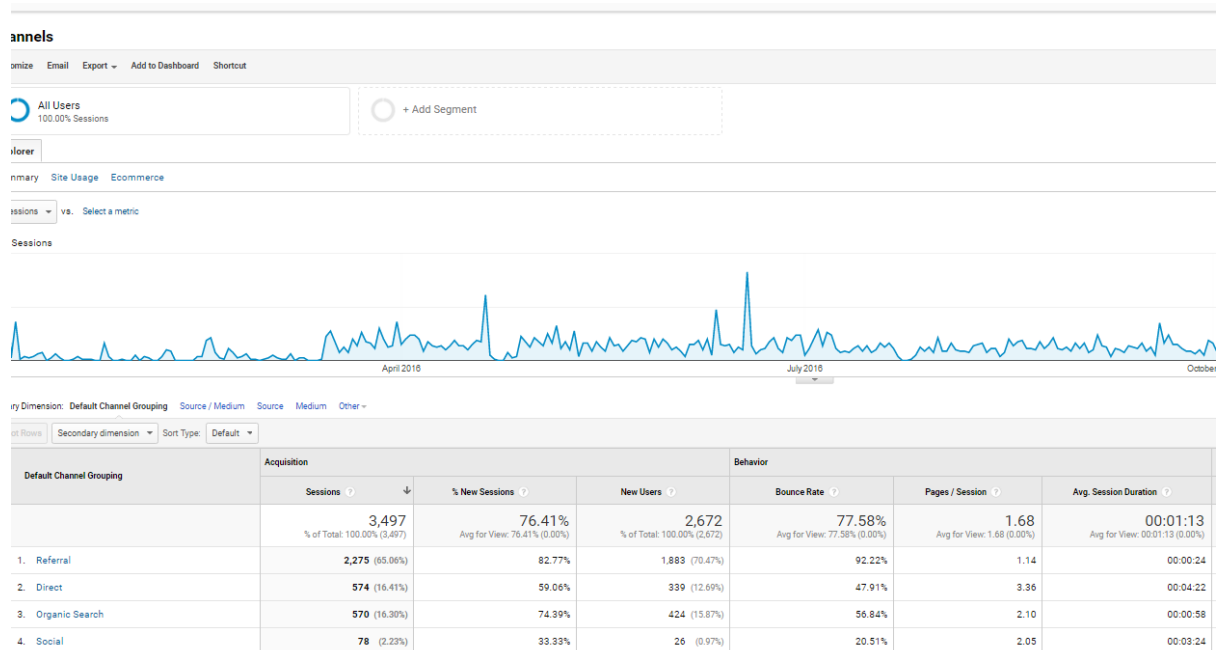

Figure 15: Traffic analysis in STRATEGIC website

As shown, the site had a total of 3497 unique visitors, with an average page view per session of 1.68 pages. The number of visitors and the total of page views of the site prove that dissemination through project website is effective.

For our marketing approach is important to focus on the users coming from internet search (organic search). These users are important for the sustainability of the product that STRATEGIC offers they are possible customers and they probably weren't aware of STRATEGIC prior to their visit on the website. For this reason, we worked towards this direction and provided various useful material that people would like to read. Result of this is an increase from 6.79% to 16.30% of the search based sessions, and a good visibility of the project website on the search engines. For example, when searching on major search engines for "public sector cloud adoption" returns STRATEGIC on a high place.

Also, the social media and the direct access to the website (e.g.: people aware of the website through brochures, meetings, etc.) is also important and represents the 1/3 of the traffic (more than 1100 users). Both channels have high number of pages viewed and time spent on the website and so it is important that both the number of the views and the time spend has been increased considerably, confirming an overall positive outcome of the dissemination strategy.

4.1.10 Plans

The defined exploitation agreement of the consortium with the usage of National Point of Contacts suggests that specific companies are responsible for local markets. In this direction, localized versions of the project website will be created for the better marketing of the STRATEGIC Service Store by ATOS and SingularLogic, and we expect that these websites will affluence the contact with public sector in Spain and Greece accordingly.

4.2 Social Media Presence

The presence of STRATEGIC in social media is of high importance for the inbound marketing. Social media account on Twitter, Facebook, LinkedIn, YouTube and SlideShare have been already used for the dissemination and sharing of content created for the marketing of the project. In these social media accounts we disseminated not only news regarding the project but also news and articles that potential customers will be interest. In this chapter the results of the social media presence of the project are analyzed.

It is important that social media accounts also serve as an important communication stream of internet users with the project team, and the allowed us to create contacts with people that are interested in the STRATEGIC results.

4.2.1 Twitter

Twitter is a very popular social network that is ideal to act as a mean for sharing the project's news, advances and outcomes, while allowing the connection of the project with other related projects. The main attributes that are being monitored in Twitter are the number of followers and the sharing of news posted by STRATEGIC (re-tweets). Twitter is currently being used as the most important STRATEGIC social media channel, and during the third year the impact of STRATEGIC twitter account was greatly improved.

Figure 16: STRATEGIC Twitter account

As shown in Figure 16, STRATEGIC has currently 238 followers (in comparison to 43 in first year and 113 in the second year) and has posted 141 (86 of them in the last year) tweets from the creation of the account. As part of the analytics, Twitter suggest the *Impressions*, that are the number of times users saw the Tweet on Twitter, and the *Engagements* that is the total number of times a user has interacted (retweets, follows, likes or using the link) with a Tweet.

Period	Followers	Tweets & Retweets	Impressions
Y1	43	33	N/A
Y2	113	55	8012
Y3	238	141	9930

Table 16: Impact of STRATEGIC Twitter account per year

During this last year, the overall impression had an increase on the overall number, but most importantly, the increase was performed in a consistent way across all months of the project that is depicted by a much-improved median of tweets and the impression per month.

Month 2015	Impression	Month 2016	Impression
January	235	January	143
February	458	February	391

Month 2015	Impression	Month 2016	Impression
March	4,837	March	534
April	202	April	327
May	207	May	1080
June	229	June	846
July	283	July	422
August	191	August	351
September	564	September	774
October	332	October	1816
November	59	November	2,384
December	415	December	862
Median	**259**	**Median**	**654**

Table 17: Monthly view of twitter impression for the last two years of the project

4.2.2 Facebook

An official Facebook group has been created for STRATEGIC early in the project was connected afterward to the Twitter account of the project, so that all news posted on Twitter is also displayed in the STRATEGIC Facebook group.

Figure 17: STRATEGIC Facebook account

4.2.3 LinkedIn

A LinkedIn group has been created and during the second year of the project with the goal to be used for contacting a more professional network[25]. However, we

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[25] https://www.linkedin.com/groups/8129783

found twitter much more effective in disseminating and contacting people that could be interested into STRATEGIC.

4.2.4 SlideShare

SlideShare is a social network with focus on creating and sharing presentations. STRATEGIC has created an account and it has been used for sharing the project presentation[26] to wide public. The project presentations available on the STRATEGIC SlideShare account are displayed in Figure 18.
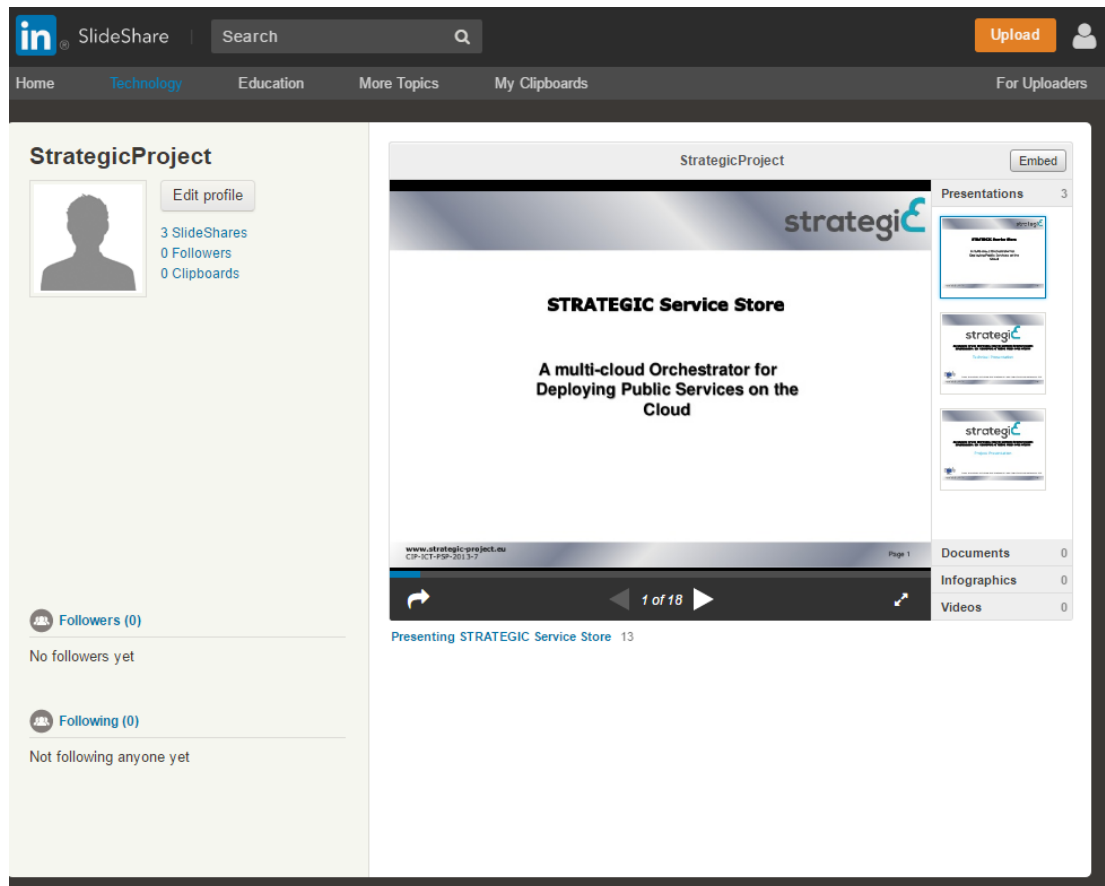

Figure 18: STRATEGIC presentation in SlideShare

Overall more than 300 views of the project presentations have been made, along with 6 downloads.

4.2.5 YouTube

During the last year of the project we have also created a YouTube account in order to publish and share easily the project videos.

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[26] http://www.slideshare.net/StrategicProject/strategic-project-presentation/
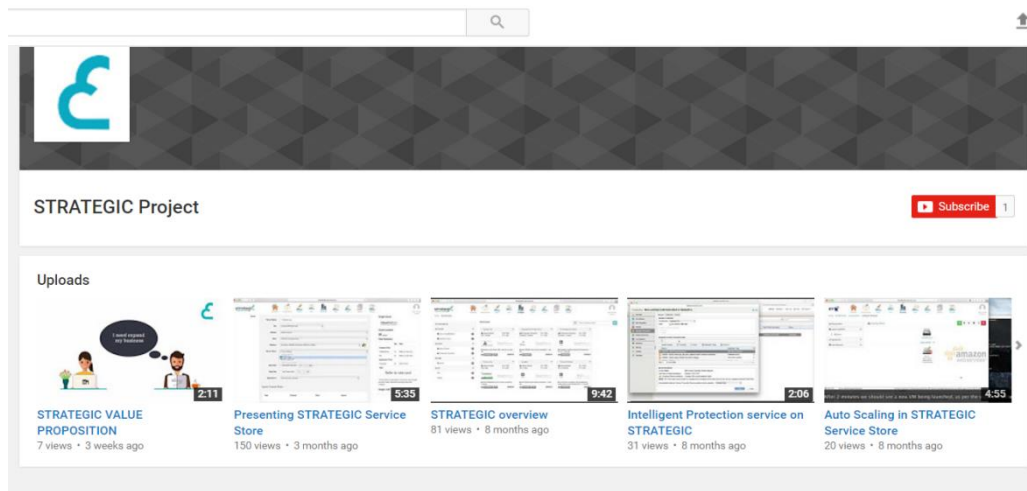
Figure 19: STRATEGIC presentation in SlideShare

4.2.6 Newsletters

STRATEGIC has already been using Mailchimp[27] for the creation of newsletters for dissemination and evaluation phase.

STRATEGIC issued 5 different invitations-newsletters that have been created and disseminated to a list of more than 117 users and the list of SIG members. Based on the overall newsletter statistics the following reporting has been created and displayed in Figure 20.

Figure 20: Overview of newsletters send during the last year of the project

The invitations followed the styling conventions of the previous newsletters and is displayed the following Figure 21 .

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[27] http://mailchimp.com/

Figure 21: STRATEGIC invitation newsletter

When STRATEGIC can be treated as product, news and special offers can be provided though the newsletter mechanism.

5 Reaching Targeted Stakeholders

For success and the sustainability of STRATEGIC it is crucial to reach stakeholders interested to use the platform. For this reason, the dissemination tasks worked in in close collaboration to the exploitation and evaluation of the project and tried to reach the target audience of STRATEGIC as product.

Based on the initial planning of the project that is presented in section 2.2 and the marketing analysis in D8.3a and D8.3b, the primary target audience is the consumers of this marketplace, the public bodies. ***Public bodies*** can take advantage of the cloud computing and public cloud services through STRATEGIC Service Store marketplace, which will help them to reduce costs and provide better public services.

Secondary audience but part important part of STRATEGIC are the application developers/integrators and the cloud providers. The ***cloud application developers and cloud solution integrators*** are able to develop or package and publish applications and services on STRATEGIC Service Store. This allows public bodies to select the services and deploy to a selection of cloud providers. The ***cloud service providers*** can benefit as well as they offer cloud services to public bodies based on the STRATEGIC framework, increasing so the number of services offered over the same infrastructure, or reducing the existing infrastructure for the same amount of services.

Although these are the main stakeholders of STRATEGIC, STRATEGIC Service Store is a platform that can be used also by any organization or company interested, including ***small and medium-sized enterprises*** (SMEs) or bigger enterprises. By using STRATEGIC Service Store, any company or organization is able to embrace the cloud computing paradigm easily and deploy applications and services on a selection of Cloud providers.

An important part of the activities done during the last year of the project and also the most important part of the exploitation approach agreed, is the connection with public organizations in regional level and other targeted audience. These include:

- SIG
- Webinars
- Face-to-Face interaction at workshops, and other networking events

The main target was to advertise the benefits offered by STRATEGIC to public bodies and the way these can pass to the citizens, and on the other hand on the benefits to business partners that can offer cloud infrastructure or create applications. As now the consortium has concluded on specific agreements regarding the exploitation this task will continue, in a distributed way partners will seek for opportunities on their local market, including collaboration with technology providers, independent software vendors, as well as service developers and service integrators that could overall fit in the STRATEGIC framework.

5.1 Special Interest Group

STRATEGIC Special Interest Group (SIG) is a group of people interested in the STRATEGIC outcomes. It was used to disseminate and discuss the STRATEGIC results and enable the discussion of project issues within a specific group of external experts and to receive valuable input from an external view. The Special Interest Group contacts that were reached multiple times on the project duration and were provided with specific treatment due to their interest on the project outcomes. These people were invited first on all webinars and also on local workshops, and also feedback on the platform was requested.

More information about SIG have been already presented in D8.2b. SIG members are provided with an environment (private area available only for members), which is available through the website of the project. This environment provides privileged and early access to information about STRATEGIC, as well as deliverables, publications submitted by partners, training material and possibly demo usage of the platform. More information is for the benefits of the member of SIG is provided below.

The SIG Members List includes more than 48 contacts registered to the website. We have to state that the actual contacts of the project that were informed about events and news is much greater, however the process for registering to SIG seemed redundant for many people that preferred to be kept updated for the news of the project through our social media accounts, and were not interested to the added value of SIG (early access to deliverables, early invitations, etc). For this reason, we have an additional list of contacts that counts more than 50 people, from public administration, developers, IT providers or even experts on cloud, security and cross-border/eIDs matters.

5.2 Other contacts

5.2.1 Cloud Providers

Due to the multi-cloud capabilities of STRATEGIC Service Store can be beneficial for Cloud providers. However, reaching cloud providers was not an easy task as it is a small and targeted group. Among the contacts we made was Orion Telecom in Serbia (host of MoSG infrastructure), Arsys in Spain, Engineering Informatica in Italy and iCloudHosting in UK (contact was made through our official Twitter account).

5.2.2 Developers

Throughout the project duration, many developers have been contacted and were informed about the platform. During the last year, we showcased the way that onboarding of new applications is performed and also tried to explain the benefits of providing applications on an application marketplace that has targeted audience, like the STRATEGIC Service Store.

5.2.3 Public Bodies

Public bodies were reached mostly in the local workshops that were organized in all the countries that consortium represent. This task and it's outcomes is documented in D7.2b[8]. Apart from that however we tried to contact at municipalities at EU level. For this reason, we contacted the Committee of

Regions[28] and more specifically the Knowledge Exchange Platform (KEP)[29]. Although there was not possible to participate at an event of CoR, as it focus in Horizon 2020 projects, we found CoR a useful committee with contacts that can be further used in local exploitation level.

5.3 Local Workshops

As part of the attempt to reach public organization at local level, the consortium tried to organize local workshops in many countries during the last year in order to attract customers from the public sector, but also from SMEs. Each partner was responsible to organize at least a local workshop where the overall solution that STRATEGIC offers was presented, along with platform demonstration and discussions on the platform. These workshops were hugely beneficial for reaching public bodies and the same time important for evaluation of the platform and guided as for the decisions on the exploitation agreements of the project. Therefore, the organization of local workshops is a practice that can be followed by the partners that will exploit STRATEGIC as a platform after the project end.

In addition to local workshops an important part of our dissemination and marketing achievements during the last year were the online webinars that demonstrated the platform.

5.4 Project Webinars

In addition to local workshops an important part of our dissemination and marketing achievements during the last year were the online webinars that demonstrated the platform. Two webinars had been already performed on October and November. The webinars were advertised through various channels, especially using our contact lists and also through the social media accounts of the project.

The first webinar was delivered on October 25th 2016. Nineteen (19) people registered and attended this webinar. The attendants included software engineers, project managers, consultants and computer scientists. Only 3 participants came from organizations participating in the project (ATOS and Genoa), but all of them were not involved in the project. Nine (9) attendants came from private companies, two (2) from Universities, one (1) from a high school, two (2) from municipalities and for (4) from unknown organizations.

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[28] http://cor.europa.eu/en/Pages/home.aspx
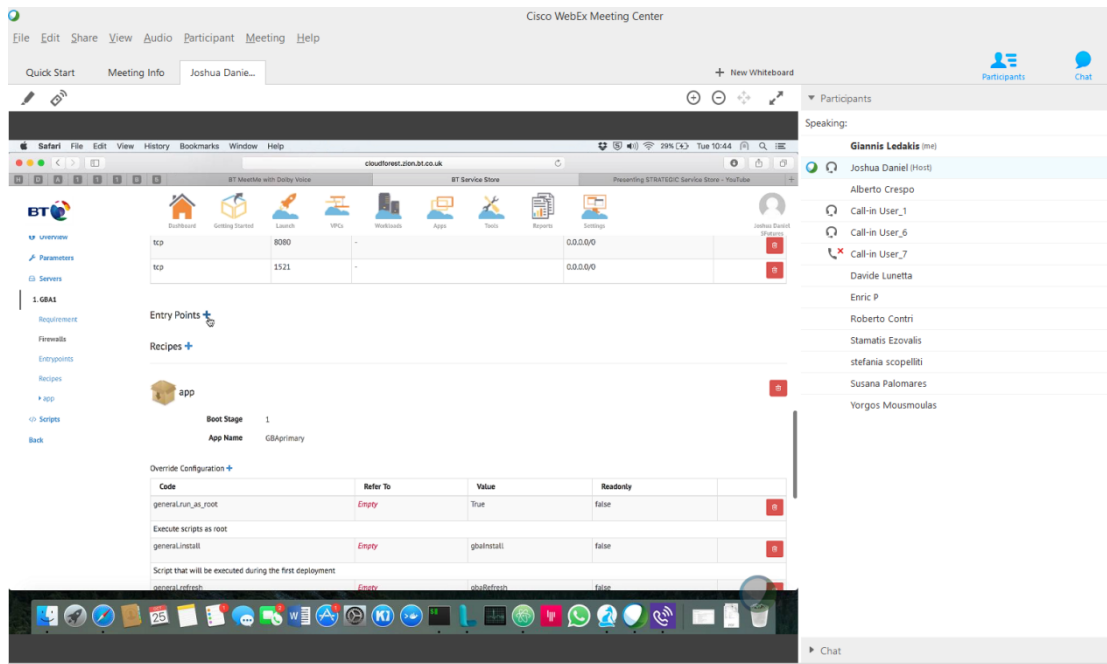[29] http://cor.europa.eu/en/activities/networks/Pages/kep.aspx

Figure 22: A screen capture from the first webinar

The second webinar was delivered on November 17th 2016. Eighteen (18) people registered and attended this webinar, but only four (4) people, had attended also the first webinar. Nine (9) attendants came from organizations participating in the project (Genoa, MoSG, Silo), but in this case, only two of them are also engaged in the project. Ten (10) of the attendants came from municipalities, one (1) from a University, four (4) from private companies and three (3) from unknown organizations. Interestingly enough, seven (7) of the attendants were from the Municipality of Stari Grad, none of whom had attended the previous webinar.
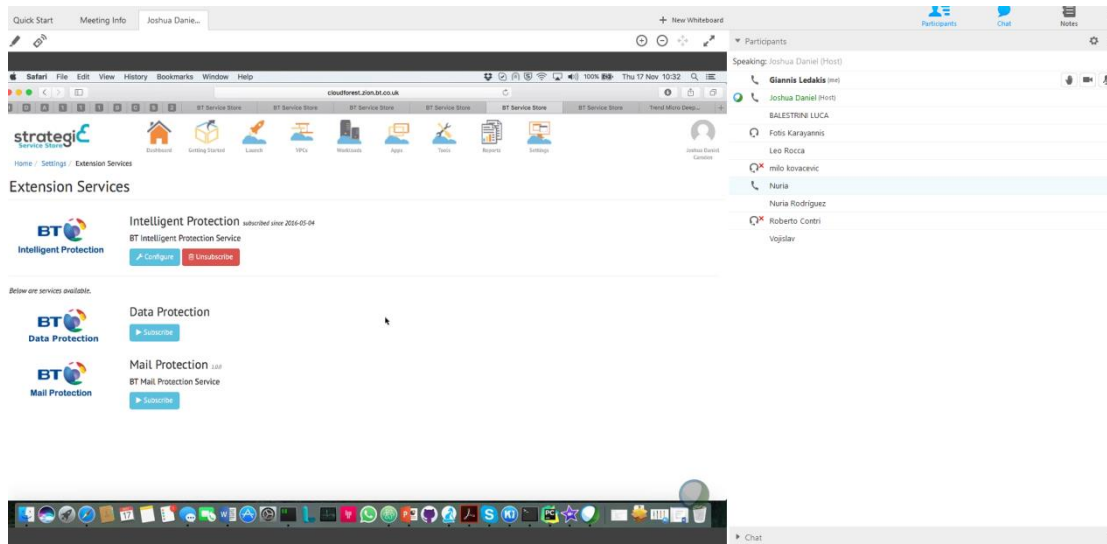

Figure 23: A screen capture from the second webinar

The benefits of the webinars allowed us to collect valuable evaluation feedback, but also were important for demonstrating our platform to broader audience. A new webinar has already been planned for early 14th of February of 2017.

5.5 Project Demonstrations

During the last year of the project the STRATEGIC Service Store was considered stable and actually at a Technology Readiness Level 7[30], so we allowed the usage of the platform by external stakeholders interested on the platform as well. However, for security reasons the platform was accessible only with IP filtering, so the interested customers provided us with an IP that was whitelisted. This approach however discouraged some customers, so now that we consider the platform to have reached a Technology Readiness Level 8, we now are able to provide STRATEGIC Service Store to customers, through a direct link from the project website, upon a request for demo is received.

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[30]   https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf

6 Overview of dissemination channels and activities

Item	Type of Activity	Nº of activities
	Publications (current reporting period)	
1	Scientific publications (books, magazines, journals)	participation in 1 best practice
2	Articles in other media	1 interview
	TOTAL (1-2)	**2**
	Participation in Events/Conferences//Workshops/ Exhibitions (current reporting period)	
3	Participations in events	19
4	Participations in exhibitions	2
	TOTAL (3-4)	**21**
5	*Training activities (current reporting period)*	**3**
	Constant dissemination activities (initiated 2014, constantly updated during current period)	
6	Social network presence	5 (Facebook, Twitter, Slideshare, LinkedIn, YouTube)
7	STRATEGIC website	3497 visitors
8	Mailing lists for promoting the project	over 110 generic list, 48 SIG members, over 50 contacts
9	Liaison projects	9
	Tools (current reporting period)	
10	Newsletters	5(invitations to webinars
11	Press Releases	Already available from previous period. Final Press Release published
15	Project presentations	Already available from previous period. Service Store Presentation also created
16	Videos	4
17	Webinars	2
18	Best Practices and Guidelines	15
19	Blog Posts	11

7 Conclusions

This deliverable presented the dissemination and pre-marketing activities during the final year of the project. The activities followed the dissemination plan presented in D8.1[1], and according to this plan year 3 was the last part of the Phase II of the dissemination plan. The dissemination activities during this phase aimed at attracting potential supporters and users of the STRATEGIC results, and for this reason dissemination was be executed in close partnership with the marketing.

This close partnership of dissemination and marketing is represented by the pre-marketing activities. In order to achieve this consortium made an effort to integrate all dissemination activities of the third year under the overall pre-marketing approach and the reach to attract audience. The project's concrete results, like the STRATEGIC Service Store and the cross-border authentication capabilities, and also the pilot demonstrations are the main project output that was disseminated in order to attract customers. The project's results were also disseminated via targeted activities that helped on the exploitation of the project results as a product. Other activities used for dissemination will continue, like the website of the project and with the use of promotional material such as brochures, newsletters in localized matter.

The dissemination activities on the last year included many local workshops, 2 online webinars and the overall increase of our contact list. During the third year, the project had an updated website with more than 1300 unique visitors from social media, online searches and direct links. The social media accounts were also active, with the Twitter account of the project reaching 238 followers and 141 tweets. Also, lots of new material has been created, with an updated press release and presentation, 4 new videos, 11 blog posts and 15 best practices.

The consortium will keep promoting project results as part of product that is offered centrally but National Points of Contact can be reached after the end of the project, in order to increase the dissemination and pre-marketing effectiveness of STRATEGIC.

8 References

[1] STRATEGIC_D8.1 - Dissemination and Pre-marking planning, 2014

[2] STRATEGIC Annex I - "Description of Work", 2014

[3] STRATEGIC_D2.2 - D2.2 Pilot Scenarios, Use Cases and Pilot Operations Requirements, 2014

[4] STRATEGIC_D8.2a - Report on Dissemination and Pre-marking Activities, 2015

[5] STRATEGIC_D8.3a - Sustainability, Business Marketing and Financial Plans, 2015

[6] STRATEGIC_D8.2b - Report on Dissemination and Pre-marking Activities, 2016

[7] STRATEGIC_D8.3b - Sustainability, Business Marketing and Financial Plans, 2016

[8] STRATEGIC_D7.2b - Report on Stakeholders Evaluation, 2016