

**EU COMMUNITY**

ICT-2013.5.4 ICT for Governance and Policy Modelling



*EU COMMUNITY MERGES ICT AND SOCIAL MEDIA NETWORKING WITH ESTABLISHED ONLINE MEDIA AND STAKEHOLDER GROUPS TO CULTIVATE TRANSPARENCY, ENHANCE EFFICIENCY AND STIMULATE*

**Deliverable D7.1****Organisation of sub-communities report**

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<b>Abstract:</b>	The Report (1) defines sub-communities, (2) lists criteria of anticipated profile of users; (3) identifies first sub-communities prospects derived from EurActory ranking; (4) lists further actions to drive more users to reflect the anticipated profile.
<b>Keyword List:</b>	Sub-communities, pilot, PolicyLine, Engagement, Ranking

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## Document Description

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## Definitions, Acronyms and Abbreviations

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**Table 1:** Definitions, Acronyms and Abbreviations

<b>Acronym</b>	<b>Title</b>
Sub-community	Community of users formed around specific policy pilot

# 1 Executive Summary

This deliverable provides the background for selection and engagement of most relevant stakeholders around three policy pilots using the PolicyLine.

The report answers the following questions:

1. What are the sub-communities and what are the key requirements for the selection of users of sub-communities?
2. Who are the users already active on EurActory and how do the top EurActory users (based on EurActory ranking) reflect the criteria of anticipated users of PolicyLine?
3. How will EurActory users with top ranking within the expertise of pilots' policy areas be attracted to the PolicyLine? Also, how will so far not active users and prospect users be identified, selected and attracted to engage with the PolicyLine?



## 2 Introduction: basis for valuable pilots

### 2.1 Objectives and Purpose of the Deliverable

The effective participation of users on EU Community platforms is not only a key condition for the successful testing and evaluation of the whole project, but also a prerogative for its future sustainability. Therefore, this report outlines and explains the methodology deployed by EU Community to select the participants of the pilots around the three pre-defined policy topics (sub-communities). In addition, the report lists the criteria for their selection, the evaluation of the results of this process and the methodology to engage them as contributors.

### 2.2 Relation of D7.1 to other Deliverables

The present Deliverable is part of work package 7 – Pilot Operations. The aim of this work package is to set up three specific pilots for testing the PolicyLine application. Users' Sub-communities are needed for the right functioning of PolicyLine and for implementing the pilots in a real-time environment.

This deliverable is closely connected with selected activities from all work packages in an integration effort.

- **WP1 Project Management**

Pilot experts have been appointed to advice on the selection of the sub-communities; this process will also be reported in the **EU Community Experts Committee activity report (D1.2.2)**.

- **WP2 Community Requirements & Specifications**

The selection of pilot sub-communities will follow the methodology and criteria established during the **CreActiv Workshops (D2.2)** and described in the **Community requirements and specifications (D2.4)**.

- **WP3 Opinion Mining & Reputation Management Component**

The **Reputation Management Module (D3.2.2)** will be used to identify and refine the most relevant experts per topic.

- **WP4 Policy Modelling and Impact Assessment Component**

The interactions of users will result in more data coming to the EU Community database. Therefore, there is an iteration cycle with WP4 **and more specifically with the conceptualisation and representation of Policy Processes most recently described in D4.3.1 ('Policy Component Prototype First Version')**. As pilots start producing data,

WP4 and WP7 will continuously collaborate to evaluate and refine our perception of a Policy Process. The outcome of this evolving understanding will be recorded in D4.3.2 (**'Policy Component Prototype Second Version'**).

- **WP5 Visualisation Component**

The place where contributors will meet and exchange is the PolicyLine application, the **Visualization prototype (D5.1)**.

- **WP6 Platform Development**

Users have been pre-engaged on EurActory according with the opportunity to convert them to PolicyLine. Both applications are part of the **Integrated Prototype (D6.2)**.

- **WP7 Pilots Operation**

The selection of the sub-communities is the basis for all following activities in WP7, specially the **Pilot information base (D7.3)**, the **Online discussions report (D7.4)** and the **Stakeholder workshop reports (D7.5)**.

- **WP8 Evaluation**

The contributors selected will be among the crowd of users evaluated in the **four feedback reports (D8.2)**. Their experience as active users will be essential to the evaluation of the platform.

- **WP9 Dissemination & Exploitation**

The contributors selected will also be used as "power users" to lead the rest of the community by example during the **Dissemination Workshops (D9.8)**. Their behaviour will also be analysed to prepare the **EU Community' Exploitation Plan (D9.9)**.

## 2.3 Structure of the Deliverable

The organisation of the sub-communities report is structured into five chapters.

The first chapter describes the initial requirements established ahead of the actual selection of sub-communities. It is called "**Expectations: desired pilot participants**" and includes major characteristics and proportion of the participants that will provide valuable feedback and powerful launch of the pilots.

The second chapter deals with the users already highlighted in EurActory. It is called "**Universe: hundred users pre-profiled**" and describe the methodology used in WP9 to compose and disseminate the EurActory tool. This section also describes the kind of users that have been pre-engaged ("activated"), including division according to policy priorities (pilots).

The third part outlines the methodology that has been used to select the sub-communities out of those pre-engaged users. It is called "**Methodology: select most relevant users**" and lists the practical steps that have been taken to extract the pilot participants out of the pre-engaged users, according to the initial requirements.

The fourth section is the evaluation of the selected pilot participants. It is called "**Validation: confirm the selection results**" and reveals the demographics of the sub-communities and compares them with the initial requirements.

The fifth chapter prepares for the next phase of the pilot operation. It is called "**Conversion: from users to contributors**" and plans a list of tasks to drive contributions from the selected pilot participants.

## 3 Expectations: desired pilot participants

### 3.1 What are the reasons for piloting with real users?

The purpose of the creation of sub-communities of users is to apply effective methods to involve selected groups of users into testing and validating components of the EU Community tools – especially PolicyLine. Users will be identified based on several characteristics, invited to use the tools, and engaged.

### 3.2 Who are the users targeted by the pilots?

The EU Community Requirements (D2.4) define the users of EU Community tools as EU stakeholders – decision makers, influencers, and analysts of EU related policy processes both on EU level (predominantly in Brussels) and on national level (EU Member States capitals).

EU stakeholders are mostly represented by:

- **Institutional or Decision Makers:** European Commission, Council of the European Union, European Parliament, National Parliaments, European Council, European External Action Service, European Investment Bank, European Court of Auditors, decentralised agencies and bodies.
- **Influencers:** industry federations, trade unions, corporates, think tanks and NGOs.
- **Analysts:** media, EurActiv.com and EurActiv Network of Crosslingual policy portals, consultants and academic institutions.

### 3.3 What are the topics of these pilots?

Sub-communities of EU Community users are organized around specific pilots. The selected policy pilots were chosen based on their priority in the current EU agenda and popularity among EU stakeholders (See D2.4).

The following table (Table 2) lists the three policy pilots, pilot experts assigned to help with their creation and periods in which the pilots will be / are created and tested.

**Table 2:** Policy Pilots

Pilot	Pilot expert	Organisation	Period of pilot operation
Energy Union	Jason Anderson	WWF	September 2015 - May 2016
Innovation and	Kumardev	European Young	December 2015 -

Entrepreneurship	Chatterjee	Innovators Forum	June 2016
Future of EU	Laetitia Veriter	European Movement International	February 2016 - September 2016

### 3.3.1 Energy Union

Energy Union focuses in particular on the 'Next climate and energy package', what is often referred to as the '2030 package', such as the Green 10 ([www.green10.org](http://www.green10.org)) and Can-Europe ([www.climnet.org](http://www.climnet.org)). The pilot will work with a broad partnership of EU Policy Stakeholders concerned with 'Energy Union' and more efficient and transparent policy-making at EU level. Civil society groups, who are currently working together on Climate and Energy issues, notably the Green 10, their national members, and Can Europe will be targeted. They will be able to comment and share information, documents, multimedia on EU legislation related to the 2020 goals and the 2030 package and better present their information to policy makers (policy options) during face to face meetings and other existing channels.

### 3.3.2 Entrepreneurship and Innovation

Stakeholders will focus on policies to support, nurture, and foster innovation, and particularly on the risk taking for innovation and youth for engagement. The pilot will look at innovation framework aspects of this policy, focusing on Open and Big Data, Space related services, Digital Social Innovation, and Smart Cities such as Beta Group, Sandbox network etc.

### 3.3.3 Future of EU

Future of EU is a horizontal and multi-dimensional policy topic focusing on options for the next treaty reforms. The pilot will work with a broad partnership of EU policy stakeholders concerned with the Future of Europe theme and a more efficient and transparent policy-making at EU level.

## 3.4 What are the selection criteria for users

The aim of effective users' engagement is to (mainly) target selected groups for specific policy areas. In this sense, the users targeted for initial testing and use during the piloting of the project will be identified according to several criteria:

- *Expertise and Relevance* - users should rank high on the EurActory ranking in order to be identified as generally reputable and leading figures in EU and national policy process and as experts. The EurActory ranking is a comprehensive algorithm developed by this project to waive barriers of uncertainty/ambiguity leading to trust and debates. The parameters include Self-evaluation, Peers Endorsement, Physical Brainstorming, Business Card reputation (a combination of Organisation reputation and

Job Title Reputation), Document assessment, Network Reputation, Proximity Trust, and Past Reputation.

- *Diversity* – users should be identified within different policy sectors and from different types of organizations (see 3.2). Minimum 20 per cent of users should represent each of the stakeholders' groups, i.e. decision-makers, influencers and analysts.
- *Geographic Diversity* - users should represent both EU level (Brussels) and national level (in EU Member States). Minimum 50 per cent of users of PolicyLine users should come from EU Member States and minimum 25 per cent of users should represent EU level. Each EU Member State should be represented by at least one stakeholder.
- *Gender balance*. Minimum 40 per cent of users should represent each gender.

The proportional split of users groups next to each criterion will be consulted with the experts and therefore they may be subject to revision.

Based on these characteristics, the consortium will evaluate current data from EurActory ranking and in order to achieve the desired pool of actors using PolicyLine, complement the lists set-up according to EurActory ranking with target lists of potential users, which will be attracted to use the platform by means discussed in chapter 5.

### 3.5 Focus on priority countries

One of the key characteristics of the pool of users is geographic diversity (as described on previous page). The criteria will be fulfilled when minimum 50 per cent of PolicyLine users come from EU Member States and minimum 25 per cent represents EU level. Each EU Member State should be represented by at least one stakeholder.

At the same time, intensive effort to involve stakeholders on EU Member State level is possible – due to budgetary and capacity measures – only in selected priority countries.

The consortium will concentrate its impact on a selection of EU Member States capitals according to the relevance of the pilot topic in those countries. The selected capitals are chosen based on several criteria:

- geographic reach – combination of Brussels, old EU Member States (France, UK, Germany) and new EU Member States (Slovakia, Czech Republic, Poland)
- stakes in policy making – powerful countries (France, Germany, Poland, UK), 2016 Presidency (Slovakia)
- stakes in policy areas:
  - Energy Union (France, Germany, Spain, Poland, Czech Republic, Slovakia);

- Innovation and Entrepreneurship (France, Germany, Italy, Poland, Slovakia);
- Future of the EU (France, Germany, UK, Czech Republic, Slovakia)
- feasibility of user engagement: selected EurActiv partners have track record and capabilities to engage key stakeholders

This proposed selection will be discussed with the respective pilot expert (Table 3) and may be a subject for revision.

**Table 3:** Geographic and policy pilots distribution of targeted users

Location	Pilot 1 Energy Union	Pilot 2 Innovation and Entrepreneurship	Pilot 3 Future of EU
EU / Brussels	X	X	X
FR / Paris	X	X	X
GER / Berlin	X	X	X
SK / Bratislava	X	X	X
CZ / Prague	X		X
IT / Rome		X	
PL / Warsaw	X	X	
ES / Madrid	X		
UK / London			X

### 3.6 What are the Pilot's Key Performance Indicators?

The following table (Table 4) mentions the indicators that will be used to evaluate the set-up, functioning and engagement of Sub-communities. They had been defined in the Description of Work by brainstorming among consortium partners and consultation with external experts and benchmarking with similar platforms actual results (e.g. EurActiv.com, BlogActiv.com...). The KPIs identification numbers (#) correspond with numbering used in the Description of Work.

**Table 4:** Key Performance Indicators related to Sub-communities

#	Relating to which expected Impact	Indicator	Method of Measurement	Expected Progress		
				Year 1	Year 2	Year 3
1	Empower EU Policy Stakeholders with effective digital tools for a more efficient and transparent policy-making at EU level.	Engaged EU Policy Stakeholders	Number of unique monthly visitor on all online platforms created for EU Community	N/A	1,500 (500 per pilot)	2,500

3	Improve policy options for decision makers through the use of actual EU Policy Stakeholders' rating, document curation and process visualization (i.e. Policy Timeline).	Platform Use	Number of contributions from EU Stakeholders (tools to drive direct contributions appear on year 3 and is not main focus of the project).	N/A	150 (1 contribution/contributor)	500 (2 contributions/contributor)
4	Better structure EU Policy consultations by providing highly visual and engaging tools.	End User Satisfaction	Informal survey user satisfaction	50% satisfied	60% satisfied	70% satisfied
6*	Engage with users beyond the Brussels bubble. EU Community will promote its platforms on a Pan-European level.	Platform Use / Dissemination	Number of contributor engaged per country	N/A	at least 4 contributors in FR; DE; UK and SK (4/country)	at least 8 contributors in FR; DE; UK; and SK plus at least 4 contributors in CZ; IT; PL and ES
8	Enhanced methods and tools for better quality policy-making based on an innovative 3-steps approach to policy-making at EU level – (1) Structure Policy Content & Curation, (2) Visualisation for more efficient policy-making, (3) Deliver Efficiency and Transparency to EU policy existing stakeholders.	Engaged EU Policy Stakeholders	Number of registered users on all online platforms created for EU Community	N/A	150 (10% of visitors)	250 (10% of visitors)
9	Improved Research & Development policy modelling tools and methods by putting the policy stakeholders in the driving seat from the beginning of the project.	Dissemination	Number of cluster activities undertaken	4	6	6
10	Improved and facilitated EU Policy Stakeholders' actual work (effective incentives to participation) using advanced crowd-sourcing techniques (i.e. EurActiv WikiDossier).	Feedback loop on user real benefits	Number of consultation activities (interviews, surveys, workshops questionnaires)	4	15	5
12	Better engagement of EU Policy Stakeholders in	Stickiness	Average number of visits per	1,5	2.0 (market	2,5



	more efficient and inclusive policy debates.		returning visitors within same month		average is 2)	
13	Enhancing younger generation participation in the policy debate by using highly visual and collaborative tools combined with EU policy topics close to the youngsters (i.e. Renewable energies and Innovation and Entrepreneurship towards Horizon 2020 goals).	Young end users needs	Number of young users (18-35 years old) consulted	30 (1/3 reg users) 1 x 30 experts)	50 (1/3 reg users) 1 x 30 experts)	80 (1/3 reg users) 1 x 30 experts)

KPI #6 was modified compared to the Description of Work. During the course of the project, the consortium realised that monitoring of sub-communities is not an efficient way of measuring buy-in from the community. Therefore, it is proposed to re-focus this particular KPI on the tracking of the country of residence of the contributors.

## 4 Universe: thousands of users profiled

The second phase deals with the profiles already identified in EurActory. In this section the methodology used in WP9 to compose and disseminate the EurActory tool is described. This section is also describing the kind of users that have been pre-engaged ("activated"), including their policy priorities (pilots).

### 4.1 Databases

External sources of people data are crawled by the EurActory platform (see D6.2). Both crawled and additional relevant of sources are used to identify relevant stakeholders to approach and engage on EurActory.

The databases, mentioned in Table 5, have been used to target users. The type of audience defines four groups of actors: decision-makers, influencers and analysts; all combined are EU stakeholders.

**Table 5:** Databases used for acquisition of users and their engagement

Category	Database	Owner	Audience
Internal	Newsletter Subscribers	EurActiv	EU stakeholders
Internal	Registered Users	EurActiv	predominantly influencers
Internal	BlogActiv users	EurActiv	EU stakeholders, predominantly analysts
Directory	Who Is Who	European Commission	Institutional
Directory	Transparency Register	European Commission	Influencers
Directory	EPAD	Dods	Institutional
Directory	Stakeholder.eu	Lexxion	Influencers
Directory	Eur. Agenda		EU Stakeholders
Directory	EU consultant db		Analysts
Directory	Trombinoscope.eu		EU Stakeholders

Further directories of desired actors are:

- Alumni networks of EU institutions stagiaires
- Alumni network of Erasmus students
- Events attendees (internal and external events)
- Accredited media to the EU institutions

## 4.2 Users Acquisition and Engagement

The following main communication techniques are used to drive users to the EurActory platform. They were suggested during discussions with experts.

- *Use of targeted email communication* for specifically selected individuals and created based on criteria already mentioned. This measure focuses on the quality of users with a potential to engage them on a long-term basis (loyalty) and involve them more intensively (focus on pro-active participation). This measure combines email sending to mid-size groups (up to hundred) together with individual emails to selected individuals. This measure is currently implemented in Brussels and will be replicated in priority countries.
- *Use of targeted email communication* to individuals listed in various databases (whose emails are available). This measure combines focus on both quantity and quality – it aims at targeting clearly identified target groups and at the same time spread messages to thousands of users for a unique campaign. This measure is implemented only in Brussels.
- *Use of selected media channels* to target more general or not clearly identifiable audience. The range of media channels as presented in Table 6, involves EurActiv media portals across the whole EurActiv Network, as well as social media channels such as Twitter, Facebook, LinkedIn etc. This includes the contacts portfolio of the consortium partners plus the network of the experts engaged in the project.

As mentioned in D2.4, LinkedIn and Twitter have emerged as the most important social media sources in a recent survey of 37 EU stakeholders. Both have a large user base (LinkedIn: 300M, Twitter: 646M) and, unlike other social media, a professional orientation. As such, they are considered of great importance to the project. They have been used for user engagement on EurActory as well as others to invite future users to register so they can follow the project developments.

**Table 6:** Media Channels

Channel	Internal	External
LinkedIn	Internal LinkedIn groups of EurActiv Network, EU Community and Project partners	Various LinkedIn groups of professionals
Twitter	Internal twitter accounts of EurActiv Network, EU Community and Project partners	Various external twitter accounts
Facebook	Internal Facebook pages of EurActiv Network, EU Community and Project partners	Various external Facebook accounts
EurActiv Network	Articles across EurActiv Network Text and banner ads across EurActiv Network	

*Offline*, leaders are engaged during events such as conferences, workshops and round tables. No less that fifteen CreActiv Workshops were organised with key stakeholders. EU Community was also officially presented in the European Parliament. Under the following links you can see videos recorded at these events [video 1](#) and [video 2](#).

### 4.3 Description of EurActory activated users

In the following sub-chapter, we are presenting current data about the users and activated users of EurActory. A user of EurActory is an individual whose profile has been set-up automatically. An activated user is an individual who confirmed the own profile, thus, activated it. Users can be considered prospective users of the platform. Activated users are already engaging with the platform and therefore are valuable in terms of feedback and actual use of the platform.



**Figure 1:** Example of activated (left) and not activated (right) user profile on EurActory

For illustration purpose, the above shown figure depicts two types of user profiles. Sorin Moisa is an activated user, whereas Pilar Del Castillo Vera is not.

The following part presents specific characteristics of EurActory users. Their presentation follows the structure of characteristics of users described in sub-chapter 3.4.

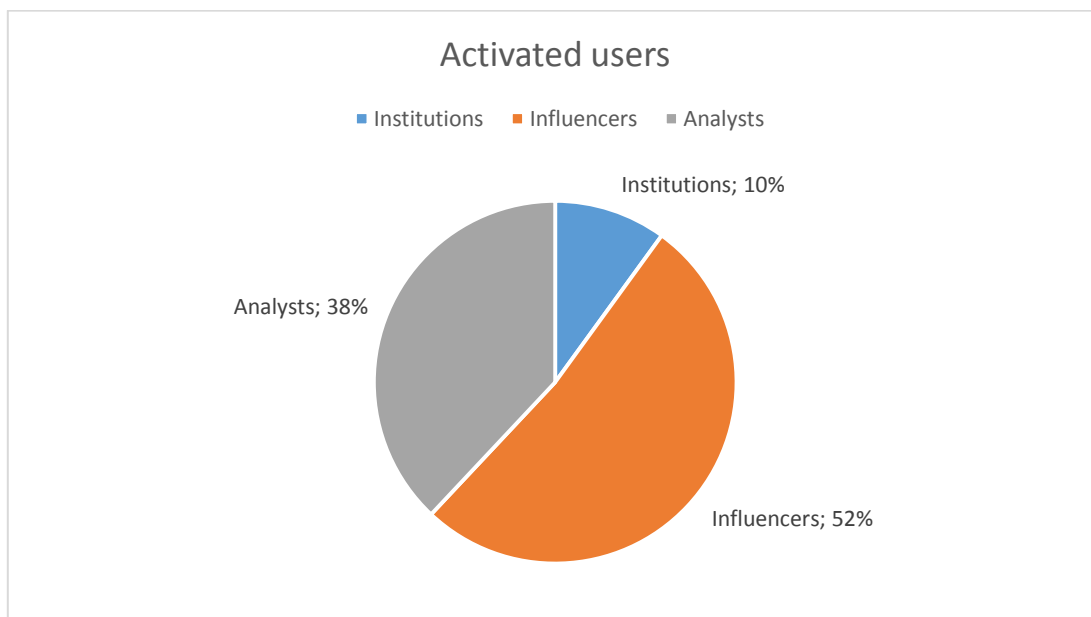
**Types of actors.** The following table depicts the representation of institutions, influencers and analysts in the pool of EurActory users. We can count some 38.000 users at EurActory, with major dominance of institutional actors. This dominance is caused by the databases we use to activate profiles.

**Table 7:** EurActory users according to type of actor

Organisation	Number of Profiles	From which number of activated profiles
<b>Institutions</b>		
European Commission	31,190	1
Council of the European Union	4,029	1
European Parliament	1,300	21
Other Institutions	1,316	
<b>Total Institutions</b>	<b>37,835</b>	<b>23</b>
<b>Influencers</b>		
European Movement International	5	4
EuropaBio	4	3
European Chemical Industry Council	4	1
WWF European Policy Programme	3	1
DIGITALEUROPE	3	1
Oracle	2	2
European Students' Forum	2	1
EPPA SA	2	
EU40	2	2
Acumen public Affairs	2	1
Junior Achievement Young Enterprise Europe	2	1
European Publishers Council	2	2
Hill & Knowlton International Belgium	1	1
EPIA	1	1
Transparency International EU Liaison Office	1	1
International Trade Union Confederation	1	1
Climate Action Network (CAN) Europe	1	1
JA-YE	1	1
PlasticsEurope Services SPRL	1	1
Burson-Marsteller	1	1
Verband Deutscher Maschinen- und Anlagenbau	1	1
London School of Economics and Political Science	1	1
European Civic Forum	1	1
Office for a Democratic Belarus	1	1
Confederation of Swedish Enterprise	1	1
European Biomass Association	1	1
Oxfam International Eu Advocacy Office	1	1
Other Influencers	75	34
<b>Total Influencers</b>	<b>123</b>	<b>68</b>
<b>Analysts</b>		
EurActiv	15	14
European Journalism Centre	2	

Open Evidence	2	2
IS-practice	2	2
Sorbonne-Paris III	1	1
Euro-Bid WatchLLP	1	1
eGov Center of ITMO University	1	1
HEC Paris	1	1
Open Knowledge	1	1
Universitat Oberta de Catalunya (UOC)	1	1
The Young Foundation	1	1
University of Oxford	1	1
Wilfried Martens Cente for European Studies	1	1
Vrije Universiteit Brussel	1	1
CRENoS (Centro di Ricerche Economiche NOrd e Sud)	1	1
EU40	1	1
21c Consultancy	1	1
Martens Centre for European Studies	1	1
Media Managers' Club	1	1
Other Analysts	31	16
<b>Total Analysts</b>	<b>67</b>	<b>49</b>
<b>Grand Total</b>	<b>38,025</b>	<b>140</b>

As shown on the following figure (Figure 2), the representation of institutions, influencers and analysts among activated users, on the other hand, is more balanced. So far, influencers represent 52 per cent of EurActory’s activated. Analysts represent 38 per cent and institutional users 10 per cent.



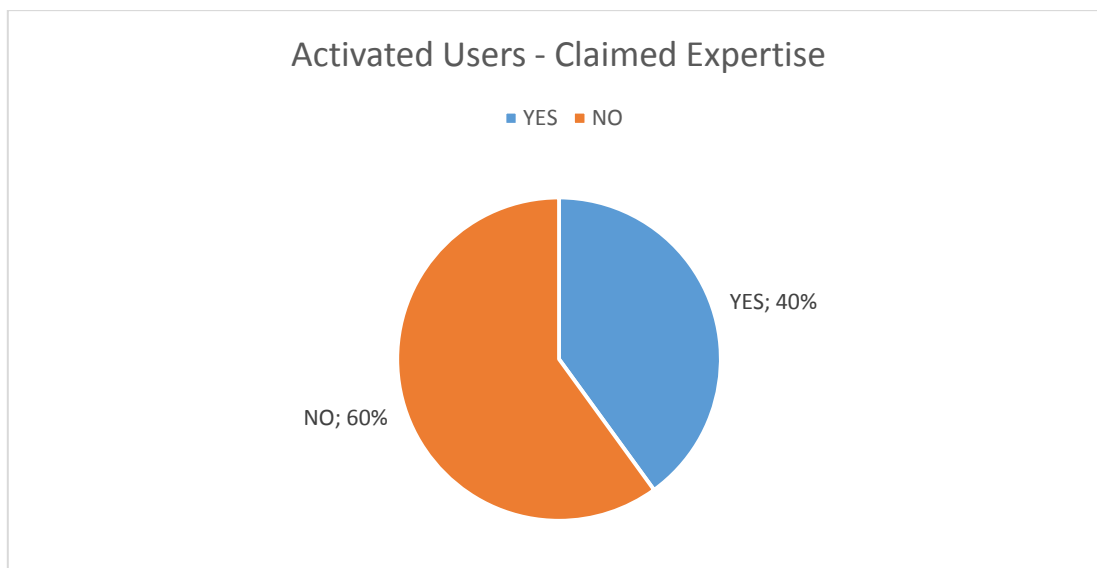
**Figure 2:** Types of Activated Users

**Relevance reflected by claimed expertise.** As a second criteria for relevance, we focus on the expertise of users. Each user can claim his/her expertise. In the Figure 3 below, activated user Claude Rolin selected his expertise for the following policy areas: Interaction between enterprise policy and other policies; Trade; Industrial policy. Once a user claims an expertise, administrators of EurActory approve it before this information is made public. Once a user activates his profile (and thus becomes an activated user), he still needs to claim his expertise. Activated users, who have not claimed expertise, are regularly invited by email to do so.



**Figure 3:** Example of EurActory profile with specified expertise approved by moderator

The following figure (Figure 4), illustrates that 40 per cent of activated users claimed their fields of expertise.



**Figure 4:** Activated Users – How many claimed expertise?

Expertise is related to specific policy topics. Policy topics are part of broader policy areas (three of these policy areas were selected for the first three pilots). The following table (Table 8) lists the expertise listed under pilot policy areas (Energy Union, Innovation and Entrepreneurship and Future of the EU). The table depicts, how many users representing institutions, influencers and analysts claimed their expertise in specific policy topics.

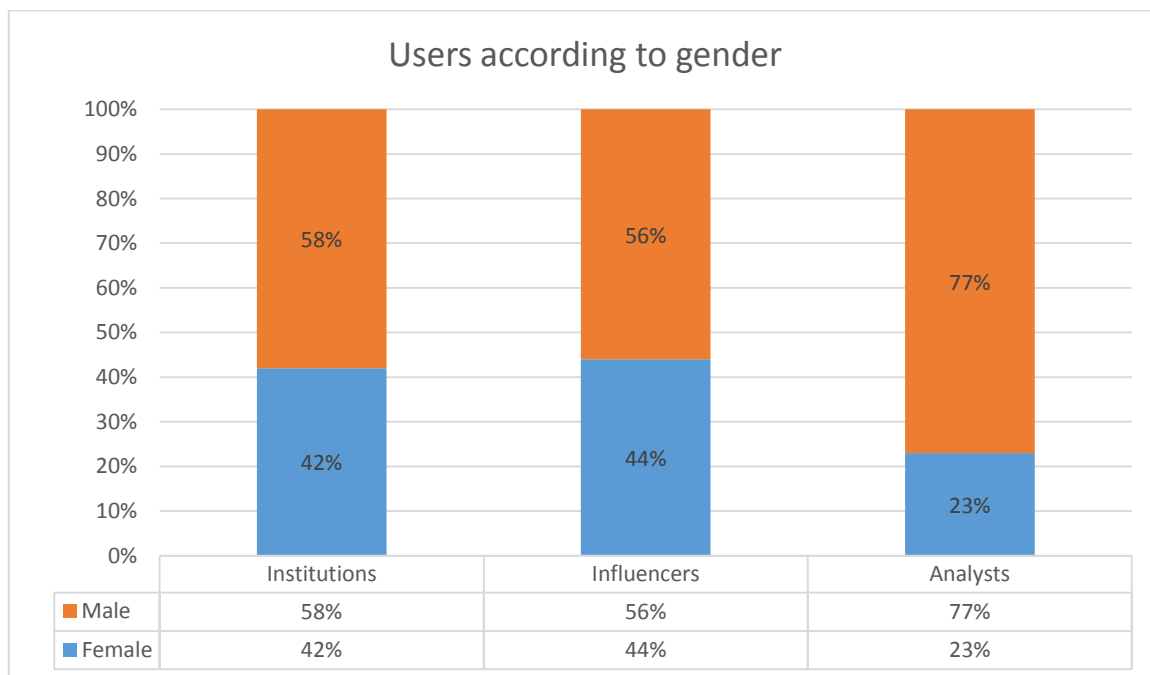
**Table 8:** Activated users per selected policy expertise

Policy Topics	Institutions	Influencer	Analyst	Grand Total	Share
<b>Energy Union</b>					
Energy		2	4	6	11%
Renewable energy		1	1	2	4%
Biofuels		1		1	2%
Energy policy for Europe		1		1	2%
Energy technologies			1	1	2%
The environment		1		1	2%
<b>Total Energy Union</b>	<b>0</b>	<b>6</b>	<b>6</b>	<b>12</b>	<b>21%</b>
<b>Innovation and Entrepreneurship</b>					
Small and medium-sized enterprises		5		5	9%
Enlargement		2	2	4	7%
Innovation		1	3	4	7%
Research and innovation			4	4	7%
Research and technology		1	2	3	5%
Competitiveness		2		2	4%
Enterprise		1	1	2	4%
Financial instruments	1		1	2	4%



Interaction between enterprise policy and other policies	1		1	2	4%
Public procurement		1	1	2	4%
Chemical industry			1	1	2%
External relations		1		1	2%
<b>Total Innovation and Entrepreneurship</b>	<b>2</b>	<b>14</b>	<b>16</b>	<b>32</b>	<b>57%</b>
<b>Future of EU</b>					
Institutional affairs		5	2	7	13%
<b>Total Future of EU</b>	<b>0</b>	<b>5</b>	<b>2</b>	<b>7</b>	<b>13%</b>
<b>EU affairs</b>					
Transparency			2	2	4%
Access to documents			1	1	2%
European Parliament			1	1	2%
Governance			1	1	2%
<b>Total EU affairs</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>5</b>	<b>9%</b>
<b>Grand Total</b>	<b>2</b>	<b>25</b>	<b>29</b>	<b>56</b>	<b>100%</b>

**Gender Balance.** The balance of male and female users within specific user types is depicted on the following figure (Figure 5). Users from institutions (42 percent female and 58 per cent male) and influencers (44 per cent females and 56 per cent males) are fairly balanced. The user pool of analysts, however, is not well balanced yet – 23 per cent representing females and 77 per cent males.



**Figure 5:** EurActory users – split according to gender

## 5 Execution: select most relevant users

### 5.1 Description of selected users

PolicyLine will be piloting three topics which are Energy Union, Entrepreneurship & Innovation, and Future of the EU. In order to provide an interesting debate on these topics, a list of experts will be extracted from EurActory and assigned to the selected pilot topics.

Users are selected based on their position in the EurActory Expert Ranking. For each pilot topic, the top experts were extracted (between 40 and 50 experts for each pilot).

Their ranking results from the criteria mentioned in the following table (Table 9) and the weights given to each of them. The weights will evolve as the community evolves and its interaction with the platform increases. Moreover, the Past Reputation criterion of D3.2.2 will be activated in due course.

**Table 9:** Criteria composition for ranking

Criteria	Weight %
Self-Assesment	5
Peer-Assesment	10
Business-Card	15
Documents	15
Proximity	15
Network	15
Offline	25
<b>System Score</b>	<b>100</b>

Based on their ranking, users were chosen for the three pilot topics; with a maximum of 50 users for each single topic.

Even if an active profile has an advantage over the profile that has not been activated, we note that some non-activated profiles are in the lists of top ranked experts. This is due to the level of expertise of these people. Now, the objective will be to engage them and have them activate their profile in order to take part in the debate on the three pilot topics.

As some users are considered experts in various fields, some individuals may be found in more than one list of users.

The following tables list the top ranked users based on pilot topics. These lists are subject to changes as they are updated on a daily basis.

**Table 10:** Top users ranked for the policy topic of Energy Union

#	Name
1	Maros SEFCOVIC
2	Miguel ARIAS CANETE
3	Dominique RISTORI
4	Jerzy BUZEK
5	Manon Dufour
6	Sharon Turner
7	Sarah Keay-Bright
8	Markus Steigenberger
9	Andreas Rüdinger
10	Patrizia TOIA
11	Gerassimos THOMAS
12	Hans-Olaf HENKEL
13	Morten Helveg PETERSEN
14	Frauke Thies
15	Danuta Maria HÜBNER
16	Adam White
17	Miloslav RANSDORF
18	Imke Luebbeke
19	Jonathan Gaventa
20	Christopher JONES
21	Christina von Westernhagen
22	Mechthild WOERSDOERFER
23	Thomas Legge
24	Klaus-Dieter BORCHARDT
25	Helen Spence-Jackson
26	Marie DONNELLY
27	Shane Tomlinson
28	Dries Acke
29	Harry Huyton
30	Julia Michalak
31	Massimo GARRIBBA
32	Jason Anderson
33	James Crisp
34	Ian DUNCAN
35	Jean-François Fauconnier
36	Laura Croze
37	Andreea Flintoaca-Cojoccea
38	Pilar del Castillo
39	Daniel CALLEJA CRESPO
40	Claude TURMES
41	Willy De Backer
42	Martin SCHULZ
43	Alice Stollmeyer

44	Andreea Flintoaca-Cojocea
45	Christina von Westernhagen
46	Willy De Backer
47	J. DACKNER
48	Brendan Hodgson
49	A. IZQUIERDO
50	M. BEAUJEAN

**Table 11:** Top users ranked for the policy topic of Entrepreneurship and Innovation

#	Name
1	Richard Branson
2	Daniel Ek
3	Alex Ljung
4	Peter Arvai
5	Jean-Claude JUNCKER
6	Martin SCHULZ
7	Markku Markkula
8	Guenther OETTINGER
9	Andrus ANSIP
10	Guy VERHOFSTADT
11	Frans TIMMERMANS
12	Jan Koum
13	Axelle LEMAIRE
14	Max Levchin
15	Kumardev Chatterjee
16	Lambert van NISTELROOIJ
17	Róza Gräfin von THUN UND HOHENSTEIN
18	Taavet Hinrikus
19	Kristo Käärmann
20	Eva PAUNOVA
21	Antonio TAJANI
22	Nirj DEVA
23	Nicolas Brusson
24	Frédéric Mazzella
25	Francis Nappéz
26	Miriam DALLI
27	Philippe Legrain
28	Marlene MIZZI
29	Seán KELLY
30	Paul RÜBIG
31	Chris Barton
32	Avery Wang
33	Philip Inghelbrecht
34	Dhiraj Mukherjee

35	Andrew Fisher
36	Vicky FORD
37	Philippe DE BACKER
38	Riccardo Zacconi
39	Michał BONI
40	Robert Gentz
41	Jude KIRTON-DARLING
42	Dominique RIQUET
43	Antonio TAJANI
44	Xavier Niel
45	Kaja KALLAS
46	Dita CHARANZOVÁ
47	Vera JOUROVA
48	Martina Ferracane
49	Eric Wahlforss

**Table 12:** Top users ranked for the policy topic of Future of the EU

#	Name
1	Angela MERKEL
2	Jean-Claude JUNCKER
3	Frans TIMMERMANS
4	Alexis TSIPRAS
5	David CAMERON
6	François HOLLANDE
7	Donald TUSK
8	Martin SCHULZ
9	Guy VERHOFSTADT
10	Danuta Maria HÜBNER
11	Jeremy Rifkin
12	Judy Dempsey
13	Ann METTLER
14	Jacques Delors
15	Antonio Vitorino
16	Mark Leonard
17	José Ignacio Torreblanca
18	Bernd Huettemann
19	Elmar BROK
20	Mercedes BRESSO
21	Jo LEINEN
22	Nigel FARAGE
23	Marine LE PEN
24	Manfred WEBER
25	Janis Emmanouilidis
26	Bernadette Ségol

27	Simon Hix
28	Hugo Brady
29	Jean Quatremer
30	Luca Visentini
31	Peter Spiegel
32	Joschka Fischer
33	Alberto Alemanno
34	Mario Monti
35	Yves Bertoncini
36	Pieter Cleppe
37	Jon Worth
38	Bruno Waterfield
39	Pascal Lamy
40	Valéry Giscard d'Estaing

During the implementation of ranking, we were confronted with several issues. The most interesting challenge was that of bootstrapping the ranking and the user engagement process: the user engagement process relied on the demonstration of the usefulness of a software platform that was still being built, whereas the ranking relied on criteria that required a large number of users and user interactions in order to produce a quantification of reputation, which would, unavoidably, have its special characteristics and biases, but would also be consistent and reasonable. Given a large number of profiles and a small number of users, highly weighted criteria only applicable to experts registered as users resulted in a distorted view of reputation. The Consortium reacted to these challenges by adapting to the realities of the current moment, setting weights to the Criteria that seem appropriate for the current stage of the project, and the immediate future, and engaging its experts to provide input, via the RMS, that would highlight their opinions on their peers. The entire process of periodic re-evaluation and adjustments will be described in more detail in the deliverable describing the third version of the Reputation Management prototype (D3.2.3).

In the meantime, the platform is being enriched, offering more value to potential users therefore increasing the conversion rate (percentage of people reached, convinced to open an EU Community account).

Therefore, the overall approach to tackling the ranking and engagement issues, where one was relying on the other, creating a vicious circle, was to attack both at the same time and get from a point where problems in one caused problems for the other, to a point where we can hope that success in one will help the other also succeed.

The Consortium's resolve to base the building of the three pilot sub-communities on the ranking system, despite initial difficulties, resulted in not only keeping the corresponding commitment to do so set in the DoW, but also into effective collaboration and use of external experts that resulted in a better Reputation Management System and is set to result in both more effective engagement and sub-community building.

## 6 Validation of the selection results

The results of the EurActory ranking and the lists of 40+ top users for each policy pilot were validated by experts. Current results show that:

- Only 117 EurActory users activated their profile. Therefore, lists of users depicted above contain also profiles of users with inactive profiles. A desired situation would be to have many more users for each pilot with activated profiles.
- In the initial extract of the ranking of users, EurActiv portals representatives ranked on the top of the lists, hence EurActiv's users were most active on the platform and appraised each other from the very beginning of the project (which further shows that the ranking works correctly). In order to provide our users with a more accurate ranking, EurActiv employees have been downgraded if they were not real experts in the relevant pilot topics. As a result, the ranking was greatly improved and feels more realistic now. Nevertheless, this leads us to the assumption that much more effort has to be deployed in order to have other users engaged on much greater scale.
- The ranking shows only very initial data. For a more credible and representative pool of data, we need to have the ranking launched for a longer period and to work on quantity, quality and engagement of users.

When comparing the desired pool of profiles and currently activated profiles it can be concluded that most effort has to be deployed in order to raise the number of activated users based in EU capitals (outside Brussels). These efforts are indeed planned especially for the last months of year 2 and the whole year 3 of the project.

## 7 Conversion: from users to contributors

In order to facilitate the use of the PolicyLine, the efforts will focus on driving more users of EurActory to PolicyLine and motivate them to become active contributors.

The following methods will be used:

First, the EurActory application (<http://euractory.eucommunity.eu/>) and its benefits will be further promoted by effective involvement of the EurActiv network. The EurActiv partners are present in the following countries (France, Germany, UK, Italy, Spain, Poland, Slovakia, Czech Republic, Romania, Bulgaria, Turkey). Each partner from the network will compile a list of minimum thirty stakeholders who could benefit from EurActory and invite them by email to use the service. These stakeholders will be also informed about key changes on the platform to increase their use of the service and spread word to other stakeholders. EurActory will be further promoted by social media and specific stories on EurActiv portals.

Second, PolicyLine (<http://policyline.eucommunity.eu/>) will be promoted in priority countries (Belgium, France, Germany, UK, Poland, Czech Republic, Slovakia). Each pilot will be promoted by an email campaign specific for each policy pilot targeting stakeholders in each country. These stakeholders will receive messages before the launch of the pilot, a kick-off message after the pilot has been launched, a message about pilot workshop, information about EurActory and PolicyLine achievements and changes. Partners will be further asked to engage active contributors with a sort of moderating or commentary role.

Consortium partners and EurActiv Network partners will also use further channels of communication:

- EurActiv Partners will write stories and distribute audiovisual content to promote the web sites and engage users both from Brussels and EU Member States Capitals (<http://www.euractiv.com/video/eu-community-launches-new-tool-relevant-experts-312100>);
- EurActiv Youtube channel (<https://www.youtube.com/user/EUXTV>) will contain videos about both platforms (e.g. EurActory -Who matters in EU policy-making? - <https://www.youtube.com/watch?v=y7xDfT06NIQ>);
- Twitter feeds (project channels, consortium partner channels, EurActiv partners channels) will promote regularly the EurActory and PolicyLine and substantial changes;
- Facebook fan pages of consortium partners, of EurActiv and of EU Community will invite visitors to profile creation and active engagement. Higher conversion should be achieved by the use of attractive images linking to EurActory and PolicyLine;
- EurActory and PolicyLine will be promoted on LinkedIn profiles, within LinkedIn groups and via posts, as well as personal invitations will be sent out to relevant LinkedIn contacts to use EurActory and Policy Line.



Consortium members will also promote PolicyLine during both external events and those organized by the project itself.

## 8 Conclusions

This Deliverable presented the establishment and involvement of users around specific policy pilots. The so called sub-communities will be formed in order to create an effective pool of experts involved in policy process.

The composition of members of sub-communities should reflect several criteria – expertise and relevance, actor diversity, geographical diversity covering the EU and third countries involved, and gender balance. These sub-communities will be formed based on lists reflecting ranking of professionals using EurActory, as well as on active conversion of new users in Brussels and other EU capitals.

The deliverable also presented an overview of the quality of users with activated profiles on EurActory and their ranking. Based on the quality of these lists, it can be concluded that we need longer time span to: (a) intensify efforts to have more activated profiles, (b) engage users more intensively and give more time to have more data influencing the ranking of users, (c) intensify efforts in EU capitals to increase the quantity of users and their geographical diversity. The deliverable concludes with tools to be used to drive profile activation and engagement – a combination of email marketing campaigns, social media campaigns and storytelling on EurActiv Network Policy Portals.