



Summary of knowledge sharing communication and activities done and dispersion effect year 1.

Deliverable 5.2

Project acronym	GovTech4All
Project title	GovTech4All Beta
Call	DIGITAL-2022-GOVTECH-02-SGA
Type of action	DIGITAL-SIMPLE
Deliverable number and title	5.2
Work package	WP5
Due date	30/06/2024
Submission date	30/06/2024
Start date of the project	01/07/2023
End date of the project	30/06/2025
Deliverable responsible partner	Bron Innovation
Version	1
Status	Final
Author(s) name(s)	Hanna Wallin [HW] (Bron Innovation)
Contributing partners	Kamila Gasinska [KG] (Innovation Agency Lithuania), (Alex Borg [AB] Lisbon Council)
Reviewer(s)	Jet Klaver [JK] (Stichting ICTU), Despoina Mitropouloy [DM] (GRNET), Ana Lomba [AL] (Beta-I)
Document type	R – Report
Dissemination level	PU – Public

Disclaimer

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Innovation Council and Small and Medium Enterprises Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.



Document History

Versioning and contribution history

Version	Date	Modified by	Comments
0.1	31/05/2024	Hanna Wallin	First draft
0.2	19/06/2024	Kamila Gasinka, Besiana Balla	Feedback
0.3	24/06/2024	Hanna Wallin	Adjustments from comments. Ready for submission.
0.4	28/06/2024	Alex Borg	Final Quality Revision
0.5	30/06/2024	Alex Borg	Submission

Deliverable abstract

This report, Deliverable 5.2, provides a comprehensive summary of the communication and dissemination (C&D) activities conducted during the first year of the GovTech4All project, detailing their impacts and effectiveness. GovTech4All, a collaborative initiative involving 21 organisations across 14 European countries, aims to foster innovation in the public sector by integrating solutions from startups and SMEs through the GovTech methodology. The communication strategy has been central to achieving project goals, focusing on stakeholder engagement, knowledge sharing, and awareness raising.

Key achievements include the successful implementation of various communication tools and platforms, regular knowledge-sharing sessions, and significant online presence through a dedicated website and LinkedIn page. Notable outcomes encompass strengthened relationships among consortium partners, effective dissemination of insights, and enhanced expertise in GovTech. The project has exceeded several Key Performance Indicators (KPIs), such as social media engagement and event organisation, indicating robust progress and laying a strong foundation for continued success.

This document outlines the strategic approach, tools utilised, key messages conveyed, and phases of communication and dissemination, concluding with an assessment of the first-year impacts and KPIs. The GovTech4All project has effectively utilised strategic communication to foster relationships, disseminate knowledge, and raise awareness, thereby making significant strides towards its overarching objectives.



Table of contents

1. Executive Summary	5
2. Introduction and overall strategy	5
2.1 The GovTech4All project.....	5
2.2 GovTech4All Communication strategy.....	6
2.3 Expected outcomes and impacts.....	6
2.4 Communication and dissemination objectives.....	6
2.5 The KPI of the communication and dissemination	7
3. <i>Effective Communication: Efforts and Achievements</i>	7
3.1 Stakeholders, target groups and messages	7
3.2 New partners.....	8
3.3 Key messages.....	9
3.4 Communication & dissemination related to the work packages.....	9
4. <i>Tools and channels</i>	9
4.1 Project logo and visual identity	10
4.2 Project website on Joinup and the social channel LinkedIn	11
4.3 Blog post.....	11
4.4 Newsletter	12
4.5 Publication repository	12
4.6 Project events.....	12
5. <i>Anticipated Achievement of Outcomes, Objectives, and Key Performance Indicators (KPIs)</i>	13
5.1 Impact, Objectives, and KPIs Assessment for Year One.....	13
6. <i>Conclusion</i>	15
<i>Annex 1 – Personas</i>	16
Target groups and Personas	16

List of figures and tables

Figure 1- GovTech4All Colour Scheme 2	10
Figure 2- GovTech4All Colour Scheme 2	10
Table 1- Identified KPIs	7
Table 2- GovTech4All Event Participation.....	12
Table 3- KPIs Status.....	14
Table 4- Additional Figures not included in the KPI Table.....	15



1. Executive Summary

Communication and Dissemination (C&D) are a key element for the success of the project. Through its C&D activities, GovTech4All intends to maximise the impact of its actions and raise awareness of new ways to deliver public sector innovation, based on collaboration between innovative players such as startups or SMEs and government agencies using the methodology of GovTech.

The C&D strategy is organizing and managing the communication and dissemination activities carried out by the partners and in amplifying the magnitude of their impact.

The strategy is a living and adaptive document, evolving throughout the project period in response to lessons learned during its implementation. It has been updated once (June 2024) during the first year of the project.

The strategy and the communication and dissemination activities have been outlined and explored through the collaboration of consortium partners, led by Bron. Together they provided input to identify key events, determine action plans, select optimal communication channels, and establish necessary procedural guidelines for the communication activities.

The first year of the GovTech4All project has seen considerable progress in meeting its expected outcomes, impacts, objectives, and KPIs. The project has effectively fostered relationships, disseminated knowledge, and raised awareness through strategic communication and active participation in relevant events. Some KPIs have exceeded targets, while others show ongoing progress, indicating a strong foundation for continued success.

2. Introduction and overall strategy

2.1 The GovTech4All project

European Citizen's expect great digital public services which requires innovation and use of new technologies by the public sector. Govtech4All is where governments come together to adopt the best solutions developed by startups and other governments across the European continent.

The objective is to cultivate a dynamic public sector technology market to ensure that governments adopt and (re)use the best solutions rather than simply those that align with existing procurement processes or those not hampered by the "not invented here" syndrome. GovTech4All aims to facilitate access of startups in the drive to foster innovation in public administrations through novel procurement processes as well as fostering the (re)use of the best solutions in Europe across borders.

GovTech4All is the inaugural implementation of GovTech4All Framework Partnership Agreement. The initiative brings together 21 influential GovTech organisations from across 14 countries in Europe and soon to be 26 organisation from 18 countries with a singular purpose – to catalyse the creation of a unified European GovTech community and market.

In this project, both public and private sector organisations, research bodies, and NGOs are working together to learn from each other by collaborating to share insights, execute common pilot initiatives and enhance the prominence of GovTech at the national and EU levels. Concretely, the project's central focus revolves around the delivery of three pilots:

1. Secure information in cross-border data spaces.
2. Helping EU citizens obtain social benefits with personal regulation assistants.



3. Startup challenge for innovative procurement.

2.2 GovTech4All Communication strategy

The GovTech4All communication strategy is designed to promote the projects activities and results to targeted stakeholders and to the society as a whole, through a strategic and effective approach.

Various digital tools and platforms have been used to facilitate fluid communication, provide timely updates on activities and documents, and enable information sharing amongst partners, the GovTech community as well as European society overall.

To ensure the successful implementation and operation of the GovTech incubator, addressing various challenges, establishing shared objectives, and nurturing a GovTech Community, it has been essential to schedule regular and well-organised partner meetings. These meetings have occurred through monthly knowledge-sharing meetings called the GovTech4All Cafés, and weekly meetings within and across work packages and pilots, Managements meetings, workshops, and events. Online platforms such as Microsoft Teams have served as the primary channels for collaboration and communication, offering advantages in terms of time efficiency, cost-effectiveness, and environmental sustainability.

2.3 Expected outcomes and impacts

The expected outcomes and impacts of fostering good communication and collaboration will be elaborated in this Summary of knowledge sharing, communication and activities done in this first year of the project.

Specifically, the expected impacts can be summarised in the following points:

- Strengthen the consortium and partner country relationships.
- Capture, store, and disseminate knowledge and insights
- Enhance expertise in GovTech-related areas. Raise awareness of the GovTech incubator and knowledge sharing amongst stakeholders and target groups.
- Create and maintain a clear project identity when communicating with stakeholders and target groups, adhering to the GovTech4All brand book.
- Promote knowledge sharing and awareness through social media channels and other communication mediums.
- Create and foster the GovTech community and partnerships with analogous initiatives and projects.

2.4 Communication and dissemination objectives

GovTech4All communication and dissemination strategy is based on the following general objectives, with a purpose to coordinate the internal collaboration and dissemination within and across borders. The dissemination activities are designed to consolidate the project in the following directions:

2.4.1 Consolidating the internal consortium through knowledge sharing

The foster of an internal collaboration and facilitate co-creation in partners' activities, internal communication is playing an important role.

- Monthly meetings are conducted, in the form of webinars that are open for everyone to attend. The meetings topics is derived from lessons learned and challenges emerging from the GovTech Incubator. The topics have been defining challenges, public innovation methodologies, synergies with other initiatives, procurement, among others.
- Partners use their social media channels to disseminate lessons learned and consortium activities.



- To facilitate this effort, Work Package 5 (WP5) has provided guidelines and a calendar of activities to ensure the smooth execution of these tasks.

2.4.2 Strengthening national communities in partner countries and raising awareness on the lessons learned and results at the EU level and beyond.

The project is, by design, open to the inclusion of new partners. A crucial aspect of external communication will therefore be to reach out to relevant actors who wish to get involved, with national digital agencies playing a key role. One of the objectives of external communication is to bring new partners on board and strengthen the ownership of senior management among the partners.

- GovTech4All plans to organise two on-site events to which stakeholders, target groups, and partners will be invited. During these events, we will share the overall results of the GovTech incubator. Whenever possible, these events will be coordinated with other pertinent GovTech activities and events to foster the development of an EU GovTech ecosystem. Specific efforts will be made to reach currently underrepresented stakeholders within the consortium.

2.5 The KPI of the communication and dissemination

To monitor the progress of communication and dissemination activities, KPIs were produced summarising the objectives of the actions to be undertaken. To verify their achievement, it will be necessary to develop and consolidate appropriate monitoring systems. Some of them have already been prepared and included below as means of verification.

Table 1 - Identified KPIs

Activity	KPIs	Means of verification
Project website (Joinup) visits	1200	Joinup data report
Number of followers on social medias	200	Platform analytic tools
Number of newsletters	8	Subscriber statistics
Number of non-scientific publications	3	Publications section on project website.
Annual events for the project	2	Report on the events
Number of subscribers to newsletters	100	List of subscribers
Number of participants in the annual events (each)	100	List of participants registered
Number of posts on social media (partner accumulated sum)	100	Platform analytic tools

3. Effective Communication: Efforts and Achievements

3.1 Stakeholders, target groups and messages

GovTech4All target groups have included both national and international stakeholders, the consortium partners and their ecosystems, SMEs and startups in the digital and innovation sector, as well as the public sector and European citizens on the whole. Communication has been tailored according to the primary target group for the particular GovTech activity or pilot. Collaboration with other GovTech networks, such as the GovTech Connect, GovTech Global Alliance, SPIN4EIC and World Bank GovTech Global Partnership, has been initiated to support further dissemination about the GovTech4All project in Europe and beyond.



To enhance the understanding of the various GovTech stakeholders, personas have been developed and incorporated into the updated version of the communication strategy. These personas (described in annex 1) offer insights into the motivations, challenges, and needs of the key stakeholders and target groups involved in the GovTech4All project. By tailoring communication and engagement strategies to the specific requirements of each persona, the WP5 team can maximise stakeholder engagement and project impact. The personas include policymakers, startup founders, innovation managers, citizens, local politicians, and public servants.

3.2 New partners

To foster a pan-European GovTech ecosystem and market, it has been essential to collaborate with all critical European GovTech actors, particularly those from public administrations responsible for digital transformation and digital governance. This includes national digital teams from the European community from inside and outside the European Union, supporting variable geometry and preparatory work for eventual EU membership. Attracting and reaching out to new potential partners has required a unique and tailored approach, as there is no one-size-fits-all solution.

During this first year the process of getting new partners onboard the GovTech4all has resulted in the inclusion of these organisations:

The Centre de Telecomunicacions i Technologies de la Informació (CTTI), is a public company of the Generalitat de **Catalunya**, established in 1993 and affiliated with the Department of Digital Policies and Public Administration. As a central hub for digital transformation within the Catalanian government, CTTI is tasked with the design, construction, coordination, and deployment of technological projects aimed at delivering innovative solutions across various public administration departments and agencies of the Generalitat de Catalunya. The organisation's mission is to support the Generalitat in its digital transformation journey by coordinating innovation, transformation, and data governance while also ensuring the provision of excellent and client-focused information, communication, and technology services that meet the evolving technological needs.

Established in 2017, the **Federale Overheidsdienst Belied en Ondersteuning** (FPS BOSA) serves as a cornerstone of the federal administration in Belgium, facilitating a modern administration dedicated to the service of citizens and businesses. The agency was formed from the integration of services from several federal level administrative departments as part of a federal administration redesign initiated in 2014. One of the main reasons the organisation was established is to support the development of both existing and new digital services for citizens, businesses, and public administrations. FPS BOSA's mission emphasises digital innovation, aiming to transform the Belgian federal administration into a digital pioneer.

Originally established in 1990 as the Management Systems Unit Ltd (MSU) and later evolving into the **Malta Information Technology Agency** (MITA), the organisation has been at the forefront of Malta's information, communication, and technology policy and public service innovation. As an arm of the Office of the Prime Minister, MITA manages significant digital innovation programmes to enhance public service delivery, with a focus on propagating information, communication, and technology use across society and the economy. They also support the delivery of education programmes to bolster information, communication, and technology literacy across the Maltese isles.

Ríkiskaup, founded in 1947 and operational since 1949, manages central public procurement for Iceland, under the Ministry of Finance and Economy. The body is responsible for the direct implementation of tenders, purchases, and sales related to government procurement. Ríkiskaup in a renewed pursuit for greater efficiency and optimisation in procurement across public administrations in Iceland, has set a focus on fostering innovative and digital procurement solutions to meet the diverse needs of public institutions and corporations.



Serbia's GovTech Programme, under the Office of the Prime Minister, encourages the public sector to adopt innovative technologies to enhance service delivery and operations. The programme operates in two phases: identifying public sector challenges and developing innovative solutions through collaboration with private and research entities. Launched to accelerate the digital transformation of the public sector, the programme reflects Serbia's commitment to fostering simple, efficient, and transparent administration focused on citizen engagement

3.3 Key messages

GovTech4All key messages have been driven by the aim to convince targeted groups of the value of the project and assure its objectives are clearly stated, understandable, and accessible.

Therefore, GovTech4All have proposed five key messages, each of them referred to a specific group of stakeholders (public sector, SMEs/startups, and policy makers) that will be engaged during the lifetime of this project.

1. GovTech4All brings together 21 GovTech European key players from 14 countries – soon to be 26 organisations from 18 countries – to foster a single EU GovTech market and promote new models of public sector innovation.
2. The goal is to open the public sector technology market to ensure that European governments use the best solutions- not those that better fit procurement processes or that suffer from the "not invented here" syndrome.
3. In the project, both public and private sector organisations, research bodies and NGOs will work together to learn from each other, deliver common pilots and raise the profile of GovTech in each country as well as at the EU level.
4. Concretely, the project's central focus is the delivery of three pilots, through startup challenges, in-house development, and innovative procurement to develop reusable and interoperable digital solutions.
5. GovTech4All will create building blocks for a thriving Pan-European GovTech ecosystem.

3.4 Communication & dissemination related to the work packages

While the main challenges were being defined (WP1) and the pilots were being designed (WP2), the first communication stage focused on raising awareness about the project's scope and expected activities and results. For this purpose, the main external communication channels (JoinUp and LinkedIn) were launched. The first contents were published on them to start getting visibility among target groups and stakeholders. In this phase we also promoted internal communication and linkage within the consortium members and with the GovTech Connect initiative.

As the pilots are continuously worked on and monitored (WP2), and the target groups and stakeholders have been informed about the project, this communication is focusing on keeping them engaged and developing a community of interest through specific content and updates about the pilots, such as first accomplishments or learnings. This will be implemented until the end of the first Specific Grant Agreement. As the communication and dissemination reaches new organisations and people the GovTech ecosystem (WP1) is growing and the possibility to engage stakeholders on the scalability of the solutions (WP3) is starting to take place.

The next stage, although activities have already started in this regard, are the promotion of proven solutions among the project's partners and stakeholders and the consolidation of future pilots and projects within the GovTech ecosystem leading to further GovTech development by attracting potential partners and investors.

4. Tools and channels

To establish a clear and recognisable identity for GovTech4All, a brand book was created that defines and pervades all external communication efforts, aiding in the establishment of GovTech4All as an easily recognisable entity. The



brand book also provides clear guidelines on how funding by the EU should be communicated and visually displayed.

Specifically, the tools and impactful channels that the **Work Package 5** team have implemented are:

- The GovTech4All project website on the GovTech Connect collection on Joinup.
- Project e-mail addresses that can be used to contact the partners within the work packages and pilots.
- A LinkedIn page with monitored scheduling of published posts.
- Project news published in the dedicated section of the website.
- A newsletter hosted on the Joinup and shared with the one who joined the collection.
- PowerPoint presentation and Word document templates developed with the project's visual identity.
- Project publications to be hosted in the project section of the Joinup page.
- Offline communication materials such as lanyard and pins used at project events or by partners participating in events of other organisations/networks.
- Digital communication materials as digital flyers to reduce the amount of printed paper.
- The organisation of GovTech4All events and webinars.

4.1 Project logo and visual identity

The logo design of the GovTech4All project was created in by Bron's professional team of communication experts. The inputs, suggestions, and ideas on which the realisation process was based were collected among the various partners, allowing to finalise the development of a logo accepted by all through a participatory process.

The logo aims to represent the ambition for GovTech4All by illustrating collaboration and the drive for cooperation between different sectors. The colours serve as a reminder that cross sectorial collaboration is the focal point, emphasising the significance of working together to achieve success.

Once the logo was finalised, it was made available in both vectorial and pixel formats (.jpeg, .png, .svg, .ai, .eps) that can be used as required and shared with the project partners through a project library on the Microsoft Teams platform.

The project colours in the logo are orange, grey and black and in the communication templates also the colour blue.

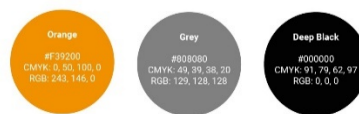


Figure 1 - GovTech4All Colour Scheme 2



Figure 2 - GovTech4All Colour Scheme 2

As for the **brand's typography**, **ROBOTO** was chosen for titles and relevant texts, to convey a technological atmosphere. It is available as an open-source font. **CALIBRI Light** has been chosen for body text, to facilitate readability and maximise accessibility.



4.2 Project website on Joinup and the social channel LinkedIn

The project's website has been developed as a tab under the GovTech Connect collection on Joinup and was launched at the end of M3 (September 2023).

Website url: <https://joinup.ec.europa.eu/collection/GovTechconnect/GovTech4All>

The process of defining the website and its structure was followed by Bron and involved Lisbon Council and Intellera. The project website uses the JoinUp, to gather and maintain the GovTech community in Europe under one roof. The project homepage features as a tab under the GovTech Connect project. Close collaboration is foreseen in GovTech communicative efforts between GovTech4All and GovTech Connect, based on and in recognition of each projects' unique missions and orientations.

The website and its activities are managed in full compliance with GDPR, including the mandatory publication of privacy and cookie policies on the website. The website is continuously updated by Bron.

In addition to using the project website as the most important online communication tool, GovTech4All also exploits the impact potential of social media channels. The selection of social media channels to be used is based primarily on the type of content the project can produce and the target audiences that can be reached. The social media channel and the project website are working synergistically; the main purpose of GovTech4All social profiles is to redirect user traffic to the project website to generate as much interest in the project as possible and to speed up the process of attracting potential stakeholders for collaboration.

LinkedIn is the social media channel chosen to communicate and disseminate the project and its results. It was a strategic decision to not use any other social media platforms given the activities that the project will undertake.

LinkedIn Page Name: GovTech4All

Link: <https://www.linkedin.com/company/GovTech4All>

LinkedIn allowed the project to leverage and disseminate to the already established networks of consortium members, to establish from the outset, an effective network of contacts possibly interested in the project. Moreover, LinkedIn already features several groups focused on the topics covered by GovTech4All representing an additional opportunity to disseminate project activities.

The LinkedIn administration dashboard allow for constant monitoring of users who have interacted with the page, providing the analytics needed to possibly recalibrate communication actions.

4.3 Blog post

Twice a month partners share GovTech insights on JoinUp as a blog post. The blog post is also shared on LinkedIn and disseminated through partners reposting. A blog drafting plan per partner is shared through a live document on the Consortium Teams platform.

The blog posts allow project partners to share their insights, experiences, and best practices with a broader audience. This helps disseminate crucial information about GovTech solutions and how they can be effectively implemented in various contexts. It also contributes to increased transparency by providing insights into the project's progress, challenges, and results. This builds trust among stakeholders and demonstrates that the project is being managed responsibly.

The blog posts have served as a marketing tool that increases the project's visibility and reach. This helps attract attention from potential funders, partners, and users. It also functions as ongoing documentation of the project's development and lessons learned. This is valuable for future reference and for evaluating the project's long-term impact and success.



4.4 Newsletter

During the course of the project, consortium members will create and plan content that will be included in the newsletters that will be sent out to those who joined the GovTech Connect collection. The design of the newsletter follows the design of all newsletters from JoinUp.

The content created so far, has showcased the project's updates and progress, shared recent news and events, promoted the attendance to upcoming webinars, workshops and other events, as well as linking with other communication tools (social media and website).

4.5 Publication repository

One of the sections of the project website on JoinUp is dedicated to the collection of documents that can be viewed by users. Project deliverables has been listed and described in this section.

4.6 Project events

During the project several events have been held to gather a broad spectrum of target audiences, including both policy makers, politicians, SMEs, startups, researchers and civil society.

Table 2 - GovTech4All Event Participation

Name of Event	No of events	Type of Event	Description and output
GovTech4all Café	9	Online Sessions	To consolidate the consortium and partner countries. Increased skills and knowledge on GovTech related topics and have foster a collaborative atmosphere.
Annual meetings for the project	3	On Site	The first meeting was on the launch of the project in June 2023 in Brussels. Second was the project review in January 2024 in Brussels and the third one on the selection of new pilots in June 2024 in Brussels.
Events not mandatory	4	Online and on site	Pilot 3 has delivered a session on Challenge definition design methodology and have had a hybrid event when pitching the Challenges from 6 local and regional governments in Europe. GovTech4All partners have attended events talking about the project, e.g., GT4Impact in Madrid.
Collaboration events	2	Online and on site	Together with the GovTech Connect co-organised an open session on "Policy Makers Leading the Way: Best Practices for Building a Successful GovTech Ecosystem with Startups." The Webinar aimed to stimulate insightful discussions regarding the role and practices of national governments and Central Public Administrations in nurturing the GovTech ecosystem, through a Panel featuring GovTech practitioners. In a side event on GT4Impact in Madrid, Connect, GovTech4All and JRC hosted a session on "Designing Europe's GovTech Roadmap".
Roundtable	2	On Site	Brussels, June 2023 and June 2024.



4.6.1 GovTech4All Cafés

Aligned with the objectives outlined in section 2.2.1 to strengthen the internal consortium through dynamic knowledge sharing, the consortium organises monthly GovTech4All Café sessions. These knowledge exchange moments have served as a vibrant forum where consortium members convene to discuss topics derived from lessons learned and challenges encountered within the GovTech Incubator.

The GovTech4All Cafés are designed not only as a platform for internal knowledge exchange but also as an inclusive space for guest contributors to join and share their insights. During this first year the Café session sought insights from different stakeholders within the ecosystem, namely: Serbia's GovTech Programme, the World Bank GovTech Global Partnership, the GovTech Connect team, the SPIN4IEC project and presentation of new partners from Iceland, Malta, and Catalunya.

To facilitate smooth and agile planning and execution, detailed guidelines and a comprehensive calendar of topics have been shared via invitations and maintained in a living document on the Consortium Teams platform.

Each Café session has culminated in the publication of a summary and key learnings as a blog post on JoinUp and LinkedIn. This ensures that valuable insights are disseminated widely, fostering awareness and engagement among stakeholders, and promoting cross-border knowledge exchange.

4.6.2 Pilot 3 – the startup challenge

The outcome of Pilot 3's challenge definition and scouting phase involved extensive communication and dissemination efforts. This included sending out invites for the challenge pitching event in Vilnius in April, live streaming the event, creating visual content, and posting news alerts and reminders. The strategic approach to these efforts proved to be highly effective.

Following the pitching event, the communication focus shifted to promoting the challenges and attracting innovative startups to share their solutions. This required adapting the language and tone to better engage the target audience. Thanks to a meticulous working plan from Beta-I, a partner in Pilot 3, the communication process ran smoothly.

During these two months of intensive communication, the LinkedIn page saw a significant increase, gaining approximately 250 new followers.

4.6.3 Outreach through the participation in events

In addition to the organisation of events by the GovTech4All project partners, the participation of partners in key events is planned, since it is deemed strategic for project developments and maximisation of impact. Therefore, partners have participated in and also contributed to the Innovation Procurement Conference, in Brussels in March 2024; the GovTech 4 Impact World Congress, held in Madrid in May 2024; and the Creative Bureaucracy Festival, in Berlin in June 2024.

5. Anticipated Achievement of Outcomes, Objectives, and Key Performance Indicators (KPIs)

5.1 Impact, Objectives, and KPIs Assessment for Year One

Strengthening Consortium and Partner Country Relationships

The consortium has successfully fostered relationships. Monthly GovTech4All Café sessions, weekly engagement in the implementation of work packages and pilots and active participation in key events like the GovTech 4 Impact



World Congress and the Creative Bureaucracy Festival have facilitated dynamic knowledge sharing and collaboration.

Knowledge Capture, Storage, and Dissemination

Knowledge capture and dissemination have been effective. Regular blog posts on Joinup and LinkedIn, along with comprehensive event reports and social media updates, have ensured widespread dissemination of insights and developments.

Enhancing Expertise in GovTech

Expertise has been enhanced through active engagement in various GovTech-related activities and events. The project has hosted insightful sessions with stakeholders like the World Bank GovTech Global Partnership and others.

Raising Awareness of the GovTech Incubator

Awareness has been raised. Strategic communication efforts, including the use of social media channels and participation in high-profile events, have effectively promoted the GovTech incubator.

Creating and Maintaining a Clear Project Identity

The project identity has been maintained through consistent communication efforts aligned with the GovTech4All brand book. The use of a dedicated LinkedIn page and regular blog posts has reinforced the project's identity.

Promoting Knowledge Sharing and Awareness

Knowledge sharing and awareness have been promoted successfully. The increase in LinkedIn followers and active participation in events indicate successful outreach and engagement efforts.

Fostering Partnerships with Analogous Initiatives

Partnerships have been fostered with initiatives like GovTech Connect and SPIN4IEC, supporting broader dissemination and collaboration.

Table 3 - KPIs Status

Activity	KPIs	Status 2024-05-31	Comments
Project website (Joinup) visits	1200	1884	Unique page views on GovTech4all's tabs on Joinup.
Number of followers on social medias (LinkedIn)	200	730	LinkedIn page GovTech4All is created. Posts has got a total of 1193 reactions, 54 reposts and 22 comments.
Number of newsletters	8	32	Newsletters is sent to subscribers on GovTech Connect collection on Joinup, weekly.
Number of non-scientific publications	3	1	Assessment in Pilot 2.
Annual events for the project	2	3	Kick off and round table in June 2023 Project review gathering in January 2024 Round table in June 2024
Number of subscribers to newsletters	100	314	This figure represents the members of the GovTech Connect collection
Number of participants in the annual events (each)	100	Approx. 25	The events have been internal and only invited events.



Number of posts on social media (partner accumulated sum)	100	71	Posts include blogpost from partners, blogpost from Cafes, events, engaging startups for the 3 rd pilot.
---	-----	----	---

Table 4 - Additional Figures not included in the KPI Table

Activity	Status 2024-05-31	Comments
Blogpost from partners	10	
Govtech4all Cafés	8	
Blogpost from Cafés	7	
Posts from Pilot activities	4	Pilot 2 and 3

In summary, the first year of the project has seen considerable progress in meeting the expected outcomes, impacts, objectives, and KPIs. The project has effectively fostered relationships, disseminated knowledge, and raised awareness through strategic communication and active participation in relevant events.

6. Conclusion

The document details the GovTech4All project's communication and dissemination activities and their impacts in the first year. It outlines the objectives aimed at strengthening internal consortium collaboration, raising awareness, and fostering partnerships, and provides an assessment of the project's progress in meeting these goals.

The first year of the GovTech4All project has seen considerable progress in meeting its expected outcomes, impacts, objectives, and KPIs. The project has effectively fostered relationships, disseminated knowledge, and raised awareness through strategic communication and active participation in relevant events. Some KPIs have exceeded targets, while others show ongoing progress, indicating a strong foundation for continued success.



Annex 1 – Personas

Target groups and Personas

The target groups are divided into actors like Policy makers, Startup founders, Innovation managers, Citizens, Local politicians and Public servants as these reflect on the personas that are involved in making GovTech happen. In this chapter we describe these personas to provide insights into the motivations, challenges, and needs of key stakeholders and target groups involved in the GovTech4All project. Tailoring communication and engagement strategies to address the specific requirements of each persona can help maximize stakeholder engagement and project impact.

1. Maria - Policy Maker

- **Background:** Maria is a mid-level policy maker working in a government ministry in one of the EU member states. She is responsible for developing policies related to digital innovation and public sector modernisation
- **Goals:** Maria aims to enhance the efficiency and effectiveness of public services through the adoption of innovative technologies and practices. She seeks solutions that can streamline government operations and improve citizen satisfaction.
- **Pain Points:** Maria faces challenges in navigating complex procurement processes and ensuring that government investments in technology yield tangible benefits. She also encounters resistance to change from within the bureaucracy.
- **Needs:** Maria needs access to reliable information and resources to support evidence-based decision making. She is interested in learning about successful GovTech initiatives and best practices from other countries.

2. David - GovTech Startup Founder

- **Background:** David is the founder of a GovTech startup based in a European country. His company develops digital products and solutions.
- **Goals:** David's primary goal is to scale their business, secure fundings and get funded pilots to test their solutions in a real-life environment.
- **Pain Points:** David struggles with navigating the complexities of government procurement processes and competing against larger, more established vendors. He also faces challenges in securing funding and attracting top talent.
- **Needs:** David needs support in accessing procurement opportunities, networking with potential partners and investors, and gaining visibility for his startup within the GovTech ecosystem.

3. Fatima - Innovation Manager at an Academic Institution

- **Background:** Fatima works as an innovation manager at a university or research institution in Europe. She is responsible for fostering collaboration between academia, industry, and government to drive innovation and technology transfer.
- **Goals:** Fatima aims to support the development and commercialisation of cutting-edge technologies originating from academic research. She seeks opportunities to collaborate with GovTech startups and public sector organisations on joint projects.
- **Pain Points:** Fatima faces challenges in bridging the gap between academic research and real-world applications. She also encounters barriers to collaboration, such as intellectual property rights issues and differing priorities among stakeholders.
- **Needs:** Fatima needs access to funding opportunities, networking events, and platforms for knowledge exchange to facilitate partnerships between academia, industry, and government in the GovTech space.



5. Emma - Citizen

- **Background:** Emma is a resident of a European city, and she interacts with various public services on a daily basis. She is interested in how technology can improve her quality of life and the efficiency of government services.
- **Goals:** Emma wants convenient access to essential services such as healthcare, transportation, and education. She values transparency, accountability, and inclusivity in government decision-making processes.
- **Pain Points:** Emma experiences frustration with outdated or inefficient government services, long wait times, and lack of responsiveness to citizen needs. She may also feel disconnected from the decision-making processes that affect her community.
- **Needs:** Emma needs user-friendly digital platforms and channels for interacting with government agencies and providing feedback. She also seeks opportunities to participate in civic engagement activities and influence policy decisions.

6. Miroslav - Local Politician

- **Background:** Miroslav is an elected official serving as a local councillor or mayor in a European municipality. He is responsible for representing the interests of his constituents and overseeing the delivery of public services at the local level.
- **Goals:** Miroslav aims to improve the quality of life for residents in his community and promote economic development and social inclusion. He seeks innovative solutions to address local challenges and enhance government efficiency.
- **Pain Points:** Miroslav faces pressures to deliver results within limited budgets and resources. He may encounter resistance to change from entrenched interests or bureaucratic inertia. He also needs to balance competing priorities and interests among diverse stakeholders.
- **Needs:** Miroslav needs access to data-driven insights, best practices, and case studies to inform decision-making and policy development. He also values opportunities for collaboration and knowledge exchange with other local governments and stakeholders.

7. Anna - Public Servant

- **Background:** Anna works as a public servant in a government agency or department responsible for delivering public services. She plays a frontline role in interacting with citizens, processing requests, and implementing government policies and programs.
- **Goals:** Anna is committed to serving the public interest and ensuring that government services are delivered efficiently, effectively, and equitably. She seeks opportunities to innovate and improve service delivery processes.
- **Pain Points:** Anna faces challenges related to workload pressures, resource constraints, and outdated systems or processes. She may also encounter resistance to change from colleagues or supervisors who are resistant to adopting new technologies or practices.
- **Needs:** Anna needs training and support to acquire new skills and competencies relevant to her role in a rapidly evolving digital environment. She also values recognition and opportunities for professional development and career advancement.

