



Web-COSI
Web Communities for
Statistics for Social Innovation

INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS

Web-COSI “Web COmmunities for Statistics for Social Innovation”

www.webcosi.eu

SEVENTH FRAMEWORK PROGRAMME

ICT-2013.5.5 Collective Awareness Platforms for Sustainability and Social Innovation
Coordination and support actions (Coordinating actions)

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Deliverable 4.1

Communication Tools – Brochure and Website

Partner in charge: i-genius

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Deliverable 4.1

Title: Communication Tools – Brochure and Website

Partner in charge: i-genius

Type: Other

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Deliverable 4.1

Activity: Communication Tools – Brochure and Website

Summary

The aim of deliverable 4.1 and its related activities was to create a very simple, yet modern set of communication tools (website, social media channels, brochure and logo) that clearly outlines the Web-COSI project and enables a variety of individuals from different fields and backgrounds across the globe to have easy access and understanding to Web-COSI regardless of their internet usage and capabilities. The key message behind Web-COSI is 'Statistics for Everyone'. Web-COSI is a grassroots project designed with communities in mind and it is with this approach that we hope will enable those who come into knowledge of Web-COSI to feel that the statistics beyond GDP generated are for all and that each individual input is valued.

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Introduction

Web-COSI is a grassroots project designed with communities in mind. The aim of Web-COSI is to improve the way the multiplicity of stakeholders and society at large (social entrepreneurs, civil society, policy makers, researchers, data producers and data users) engage with statistics beyond GDP, whether they be officially produced or are generated via community based organisations. Under the mantra '*Statistics for Everyone*', Web-COSI will be exploring innovative ways to bring the production, promotion, access and engagement with statistics to life so that we can enjoy easier access to data and improve policy 'beyond GDP' in all kinds of areas from health, education, transport, combating poverty or making it easier to start your business.

Key message: *Statistics for Everyone*

Our key message is simple and is the overall big idea we must keep coming back to. Every distribution of and access to information must be simplified to enable anybody to understand it.

Target audience: Our target audiences are consumers, workers, communities, citizens at large – as well as all stakeholders – policy makers, civil society organisations, (social) entrepreneurs, researchers and practitioners.

Main Objective: To improve citizen access and engagement with statistics beyond GDP.

Main Goals: To raise awareness and to create interest and engagement with Web-COSI amongst online communities. The overall main goal is the development of a Wiki of Progress Statistics facilitating the access to statistical information related to civil society grassroots organisations.

i-genius was the ideal project consortium partner to take the lead in Web-COSI's communication tools. With our extensive background in media profiling and Academy training in social business education and marketing communications, we have worked on numerous projects with clients such as Channel 4 and the British Council, as well as expanded the awareness of our social entrepreneur members in over 200 countries.

Activities

1.1 Logo

The logo for the Web-COSI project was conceived and designed by i-genius after initial meetings with ISTAT, the project coordinator. We used one of our designers who have worked on many international projects, such as the prestigious Formula 1 World Championships.

Shape: We went for a circular shape to represent unity and the earth.

Figure: The figure represents people. We decided upon a figure that was neither male nor female in order to allow for people to better relate to and accept it.

Colours: We wanted the colours of the logo to represent the diversity of people and characteristics.

Figure 1: Web-COSI logo



1.2 Website

The Web-COSI website was built on a Wordpress user template, which enables quick and easy access to updating and maintenance. We followed the EC Communication guidelines¹ as detailed to us by our project partner and consortium coordinator, ISTAT. The Web-COSI website allows for the hosting of static information pages, as well as events listings and news postings. It acts as a perfect and easily navigable site allowing visitors to access relevant information and documents within a few clicks. The website was developed by our designer who also works on projects alongside Channel 4 and other prestigious clients. As the Web-COSI project will evolve over time, the website is designed to ensure it can be updated with ease of use.

<http://www.webcosi.eu>

1.3 Brochure

Using the same designer who created the logo (for consistency and continuity purposes) we created a colorful and fresh-looking brochure that details the project partners, relevant links, as well as introduction information to the Web-COSI project. We used icons to help better anchor each information bullet-point.

¹ http://ec.europa.eu/research/participants/data/ref/fp7/146012/communicating-research_en.pdf

Figure 2: Web-COSI brochure



Web-COSI is developed and managed by a well-balanced team of European partners:

Istat
ISTAT
Italian National Statistical Institute (coordinator)
Italy
www.istat.it

Lunaria
Lunaria
Social Promotion Association
Italy
www.lunaria.org

OECD
OECD
Organisation for Economic Co-operation and Development
France
www.oecd.org

i-genius
i-genius
World Community of Social Entrepreneurs
UK
www.i-genius.org

CONTACT:
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m.calza@istat.it

Connect and Network
Project website: www.webcosi.eu
Project email: rd.projects@istat.it
EU FP7 CAPS Projects: ec.europa.eu/digital-agenda/en/caps-projects

Social Media
Facebook: <https://www.facebook.com/Web-COSI/>
Twitter: <https://twitter.com/WebCOSI>
YouTube: <https://www.youtube.com/WebCOSI>
Search "Web-COSI" on Google Plus & LinkedIn

Wikiprogress
Website: <http://www.wikiprogress.org/>
Facebook: <https://www.facebook.com/Wikiprogress>
Twitter: <https://twitter.com/Wikiprogress>

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Web-COSI
Web Communities for
Statistics for Social Innovation
STATISTICS FOR EVERYONE
www.webcosi.eu

European Commission
SEVENTH FRAMEWORK PROGRAMME
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Additional activities

2.1 Social Media and Newsletters

Further to our commitment to developing and delivering the website and brochure, we also created social media channels and a newsletter sign up to allow for greater opportunity and desired medium of information access for all potential visitors and followers.

Facebook: <https://www.facebook.com/WebCOSI>

Twitter: <https://twitter.com/webcosi>

LinkedIn: <http://www.linkedin.com/groups/WebCOSI-6530464>

YouTube: <https://www.youtube.com/WebCOSI>

Web-COSI Newsletter sign up: <https://forms.sign-up.to/4931/3101>

2.2 Communications and Public Relations Plan (PR Plan)

To help support the project and its partners, i-genius created a complimentary Communications and PR Plan, which follows a general timeframe of the 2-year project. This was to help ensure each partner is promoting Web-COSI in similar content in order to create consistency across each partners' promotions.

2.3 Dropbox

i-genius' last input at the initial stage of the deliverable 4.1 was to create a shared Dropbox folder for all project partners, which has enabled easy access to the sharing of documents.

Next Steps

There were no issues that arose throughout the process. The Web-COSI website and brochure went through numerous drafts before going public and to print. This was to ensure that each partner was in agreement with the content and its method and medium of distribution.

To date Web-COSI has received newsletter sign-ups and seen a steady in-flow of followers via its social media channels (LinkedIn in particular). Whilst it is too early to comment on the results achieved, we are confident over the duration of the project that the communications tools and its related outputs will provide an integral platform for sharing the Web-COSI projects, its aims and desired outcomes.

The website will be constantly maintained during the life cycle of Web-COSI and it will be operative for five years after the end of the project constituting also a repository of the outputs of the project.

i-genius will provide the various metrics related to the usage and accessibility of the website.