



D8.7 INTERIM DISSEMINATION AND COMMUNICATION REPORT

Project Acronym:	DiDIY
Project Name	Digital Do It Yourself
Grant Agreement no.	644344
Start date of the project	01/01/2015
End date of the project	30/06/2017
Work Package producing the document	WP8 - Dissemination, future roadmap and sustainability
WP Lead Partner	FKI
Other Partner(s) involved	all
Deliverable identifier	D8.7
Deliverable lead beneficiary	FKI
Due date	M15 (March 2016)
Date of delivery	31/03/2016
Version	1.0
Author(s)	FKI
Classification	PUBLIC
Document Status	APPROVED
<i>This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644344.</i>	
<i>Disclaimer: The views expressed in this document do not necessarily reflect the views of the EC.</i>	



Executive summary

Deliverable D8.7, Interim dissemination and communication report, describes the dissemination activities performed in the first 15 months of the DiDIY Project, and the main ones planned for the rest of the Project. The first part of the report presents the several dissemination channels that were chosen and, for each of them, how the corresponding activities were implemented, and what are the main results, lessons learned and other relevant data. The second part of the report describes some adjustments to the dissemination strategy and channels that take into account the experience of the first 15 months, the actions already planned for the near future, and the guidelines to carry on all dissemination and communication activities from April 2016 to the end of the Project.

Revision history			
Version	Date	Created / modified by	Comments
0.0	21/03/16	FKI	First, incomplete draft
0.1	24/03/16	FKI	Extensions, fixes, etc.
0.2	28/03/16	FKI	Extensions, fixes, etc.
0.3	29/03/16	FKI	Extensions, fixes, etc. First formal distribution to SB.
1.0	31/03/16	LIUC	Approved version, submitted to the EC Participant Portal.



Table of Contents

Executive summary.....	2
1. Introduction.....	5
1.1 Terms and acronyms.....	5
2. Dissemination and communication in the first 15 months of Project activities.....	6
2.1 Background and initial strategy.....	6
2.2 Dissemination channels and targets.....	6
2.2.1 Visual identity.....	7
2.2.2 Website and other online infrastructure.....	8
2.2.3 Website customization activity.....	9
2.2.4 Project Blog.....	11
2.2.5 Social networks.....	12
2.2.6 Project brochure.....	12
2.2.7 Fact sheets.....	13
2.2.8 Online Courses.....	14
2.2.9 Online Surveys.....	14
2.2.10 Videos and written publications.....	14
2.2.11 Public Events.....	15
2.2.12 Coverage in traditional mass media and/or Web portals and communities.....	15
2.2.13 Press releases.....	16
2.2.14 VNI/Newsletter.....	17
2.3 Summaries of online activities.....	17
2.3.1 Website usage.....	17
2.3.2 Downloads from www.didiy.eu.....	19
2.3.3 Social Network activity.....	20
2.4 Summary of previous dissemination and communication activity.....	23
3. Future dissemination and communication activity.....	25
3.1 Tuning of dissemination and communication strategy.....	25
3.2 Dissemination channels and targets.....	25
3.2.1 Online contests.....	26
3.2.2 Re-attempt contact with stakeholders.....	27
3.2.3 Proposed partnerships.....	27
3.2.4 DiDIY Legal Advisory Board (LAB).....	28
3.2.5 Website.....	28
3.2.6 Blog.....	30
3.2.7 Social networks.....	30
3.2.8 Expected/forthcoming publications.....	31
3.2.9 Public events.....	32
3.2.10 Online Courses.....	34
3.2.11 Interviews and press releases.....	34
3.2.12 VNI and Newsletter.....	35
3.2.13 Fact sheets and brochure.....	35
3.2.14 Visual/video communication.....	35
3.3 Future contributions of Project Partners to dissemination/communication activities.....	35
3.3.1 ABACUS.....	35



3.3.2 AC.....	35
3.3.3 LIUC.....	36
3.3.4 POLIMI.....	36
3.3.5 UOW.....	36
Annex 1 - List of main videos and publications from Project members.....	37
Annex 2 - Public events in which the Project has been presented.....	38
Annex 3 - Press releases on the Project.....	44
Annex 4 - Selection of coverage of the Project in media.....	45
Annex 5 - List of Blog posts from January 2015 to March 2016.....	46



1. Introduction

This document reports the main information on the communication and dissemination activities performed in the first 15 months of the DiDIY Project.

Chapter 2 describes the dissemination and communication strategy implemented, as well as the main results achieved and main lessons learned in the same period. Chapter 3 first illustrates how the strategy has been adapted as a consequence; then, it outlines the main dissemination and communication activities planned, or proposed to third parties, for the rest of the Project. Several annexes with analytical information complement this document.

1.1 *Terms and acronyms*

DIY	Do It Yourself
DiDIY	Digital Do It Yourself
GA	Grant Agreement
SB	Steering Board
WP	Work Package
TT	Transversal Task
CMS	(Web) Content Management System
LAB	Legal Advisory Board
VNI	Virtual Network of Interest



2. Dissemination and communication in the first 15 months of Project activities

2.1 Background and initial strategy

Dissemination and communication are one of the activities of Work Package 8 “Dissemination, future roadmap and sustainability”. In the first part of the Project, the roadmap and main directives for this WP have been:

- the corresponding parts of the original Project Proposal by the DiDIY Consortium;
- deliverable D8.2, “Dissemination and Communication Plan”¹, released in March 2015.

Consequently, and as explained in D8.2, WP8 activities have been heavily focused on:

- studying, and trying to contact directly, in order to work together toward the Project goals, as many organizations and communities of stakeholders as possible, including but not limited to EU institutions and academia to fablabs, teachers associations, trade unions, and NGOs;
- collecting materials for “products” (from the courseware to policy guidelines) that would be used outside, if not after, the Project itself.

Coherently with the Project subject, as much dissemination and communication as possible have been done in “Do-It-Yourself style”, that is with the resources available among Project members and the communication department of all partners.

2.2 Dissemination channels and targets

The “Communication activities” chapter of the Project Grant Agreement describes the “*communication channels that have been identified in the draft dissemination and communication strategy as the most adequate to convey the messages arising from the Project research work*”. Such channels, and the corresponding targets, are shown in Table 1. Each channel is described in more detail in its own section. The two final sections summarize the main data from the online channels, and the resulting conclusions.

Table 1 – Dissemination and communication channels and targets.

Channel	EU Institutions	Academia	Mainstream media	Makers, DiDIY advocates/activists	Other stakeholders ²
Visual identity			Y	Y	Y
Website	Y	Y	Y	Y	Y
Blog	Y	Y	Y	Y	Y
Social networks			Y	Y	Y

¹ Available online at www.didiy.eu/sites/didiy.eu/files/didiy-public/public/deliverables/didiy-d8.2-1.0-pub.pdf.

² These would be the other categories (teachers, local administrators, unions, artists, etc) mentioned in D8.2 (www.didiy.eu/sites/didiy.eu/files/didiy-public/public/deliverables/didiy-d8.2-1.0-pub.pdf).

Brochure			Y	Y	Y
Fact sheets			Y	Y	Y
Online courses					Y
Online surveys					Y
Articles, videos and scientific papers		Y	Y	Y	Y
Public events ³	Y	Y	Y	Y	Y
Press releases			Y		
Interviews			Y	Y	Y
Virtual Network of Interest/Newsletter	Y	Y		Y	Y

2.2.1 Visual identity

The first element of the visual identity of the DiDIY Project is its logo, shown in Figure 1.



Figure 1 – Logo of the DiDIY Project.

The logotype synthesises the collaborative and multidisciplinary potential at the basis of the Project. It represents both the flows of information and knowledge involved in a DIY activity when integrated through digital means and the collaborative design path of DiDIY. Each line stands for the creative journey of a DiDIYer that takes advantage of the contemporary networks to meet other individuals, in order to produce innovation.

The collaborative nature of the Project is reflected also by the different nuance of colours used for the lines. The transparent colour lines simulate a sort of immateriality (Bits) and are opposed to the knots where the colour appear more defined (Atoms). This colour relation also stands for the multidisciplinary approach brought into the Project, thanks to the different knowledge backgrounds of the several partners of the Consortium.

³ This category includes the “Concertation Activities” that according to the GA had to be organized “(at least two per year) with other ICT related projects... to facilitate exchange of information and good practice and to discuss topics of common interest to all relevant projects.

The acronym DiDIY is then written in its extended version, “DIGITAL DO IT YOURSELF”, to ease its readability and the understanding of the newly identified and studied socio-technological phenomenon.

Starting from the logotype design, a graphic guideline was defined to confer a definite identity to the Project. A colour used for the DI syllables became the main colour of the Project, and other four different colours have been assigned to each of its WP areas.

Representative pictures (under Creative Common licenses) have been selected to easily represent the main concept at the core of the Project.

The guidelines have been applied to the graphic dissemination material produced so far: factsheet, web banner, brochure, website. The logo and the graphic guidelines were designed by the Project partner POLIMI. The logo and website work has been documented and its description has been published as Annex of deliverable D8.2. Other parts of the website work are documented in the following section.

The same graphic guidelines and representative pictures have been used to design two series of web banners, at two different resolutions, for websites willing to show their support and interest for the Project. Two examples of these banners, which are available for download on the website, are shown in the two following pictures.

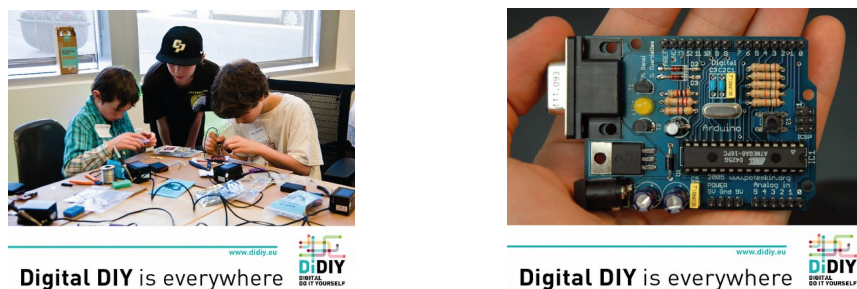


Figure 2 – Two examples of web banners of the Project

2.2.2 Website and other online infrastructure

The official website of the Project is reachable at the address www.didiy.eu. According to the criteria outlined in the GA, it has been implemented with the Drupal Open Source CMS. The main reasons for this choice, approved in the January 2015 SB Meeting included, but were not limited to:

- in-house expertise by FKI;
- full support for completely multilingual websites (to support different translations by Project members of, e.g., press releases, or some of the most important pages);
- support for different levels and categories of forums, to be used both internally, for collaborative work, and externally, to interact with DiDIY stakeholders always in the same environment;
- good support for multiple, independent, multilevel taxonomies for content; collaborative building, inside the website, of these taxonomies (that is of how DiDIY can be described/classified) was considered a good way to support the activities of WP2, particularly relating to the DiDIY Knowledge Framework, while making at the same time easier to catalogue future content;

- availability of forms for both Project members and anonymous visitors to submit material for DiDIY case studies and DiDIY-related events, and further ways to present and filter the same data, by means of the feature called “Drupal views”.

Later on, the team adopted several complementary tools (e.g., internal Project mailing lists, hackpads at hackpad.com for collaborative writing, etc) to perform some of those activities, in line with Decision 12, eventually ratified at the February 2016 SB Meeting:

“Decision 12 on productivity tools: it is confirmed that for the development of deliverables each WP leader will adopt the tools that he thinks are the best ones to achieve excellent outcomes, with an invitation to use open source tools and to avoid unneeded changes that only would generate inefficiencies”

2.2.3 Website customization activity

Between February and March 2015 WP8 leader and the POLIMI team worked to give a good look and feel to the website, testing at least ten different Drupal themes, several page layout schemes and other features. Eventually, as the best possible compromise between available resources, budget and the will to use only Free/Open Source themes and software, the graphic theme and structure were decided that are shown and described in the following screenshots and paragraphs.

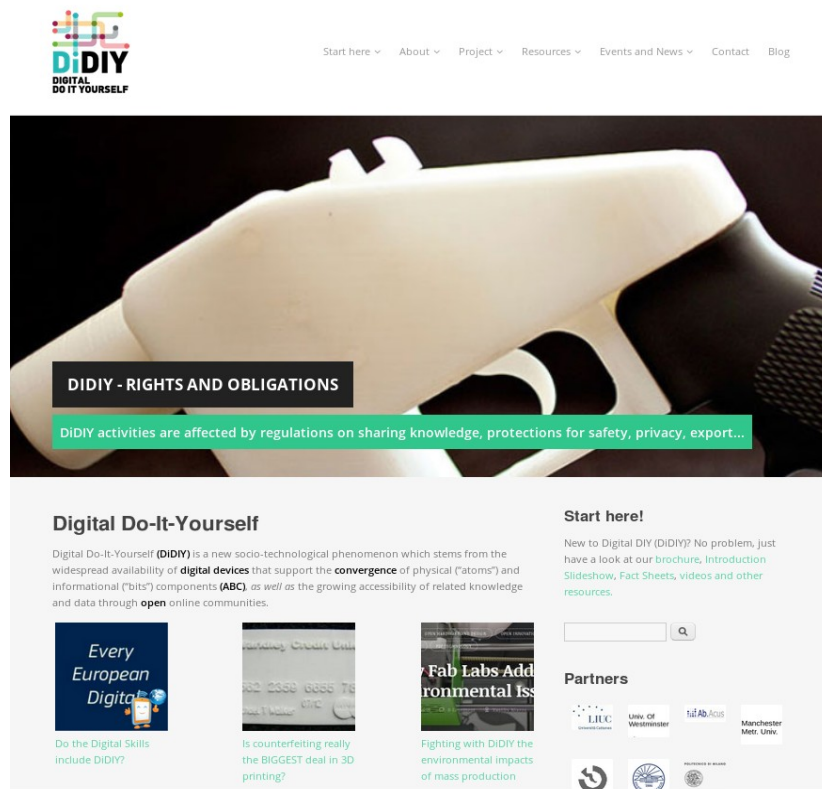


Figure 3 – Home page of www.didiy.eu, with default layout for desktop computers.

Figure 3 shows how the home page looks like on desktop computers, or tablets with large screens.

Direct access to the main research areas of the Project is provided by banners in the home page, and by the links in a dedicated sidebar box, shown in Figure 4, in all other pages.



Figure 4 – Sidebar box with links to research areas and results.

The graphic theme used is a custom adaptation of the Drupal Venture theme, which is released with the same Free Software license as the original one⁴. On mobile devices, its adaptive layout takes the form shown in Figure 5.

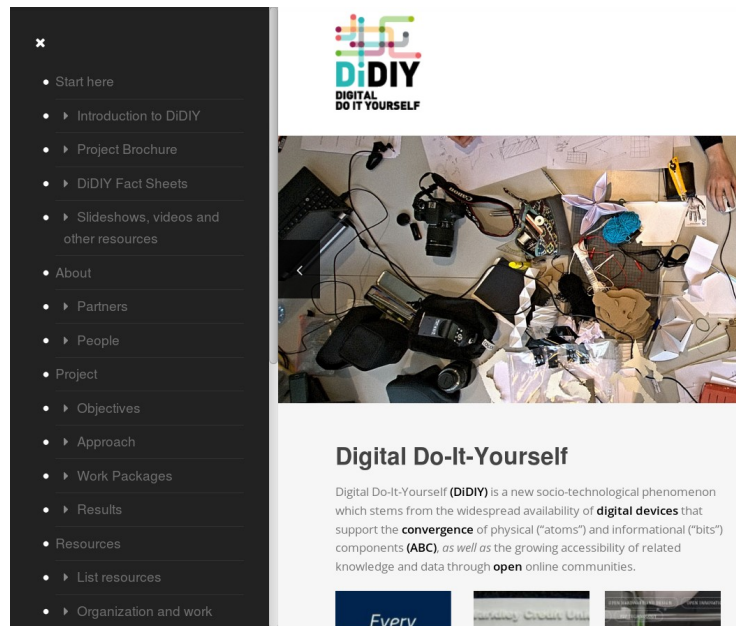


Figure 5 – Home page of www.didiy.eu in “mobile device” layout mode, with menu open.

Overall, the website is currently recognized as “mobile-friendly” by the Google Webmaster Tools, as shown in this screenshot taken on 21 March 2016.

⁴ The original Drupal theme is at www.drupal.org/project/venture_theme. The modified version used by the Project can be downloaded by the Colophon page of the website www.didiy.eu/colophon.

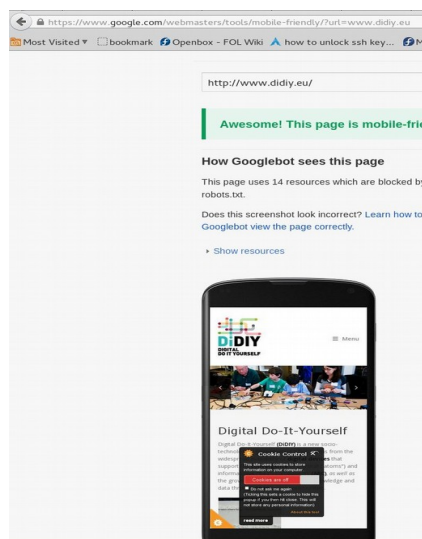


Figure 6 – Result of a “mobile friendly” test performed on www.didiy.eu with Google Webmaster Tools.

Structure-wise, besides the Contacts page and the blog, which deserves its own chapter, the main areas of the website are:

- *About*: general introduction to the Project, its Partners and its team;
- *Project*: Objectives, Research Approach, Work Packages and Results;
- *Resources and Events*: the pages and resources about the main research areas of the Project, i.e., Organization and Work, Education and Research, Creative Society, Legal Systems and Ethics. A “DiDIY Case Studies” chapter (www.didiy.eu/resources/list), available since spring 2015, is conceived to work just like an archive in which both Project members and anonymous visitors can submit⁵ and catalogue DiDIY material like links, interesting projects, papers, research centres, etc. The DiDIY Event Calendar (www.didiy.eu/events-calendar) has a similar content and aim, but is reserved to events;
- *Events and News*: besides linking to the Event Calendar, media coverage of DiDIY activities.

2.2.4 Project Blog

The DiDIY blog (www.didiy.eu/blog), whose home page is shown in Figure 7, was conceived as a collection of short, informal updates on the Project activities (for example in the form of “storytelling”), at least 200 words each. Their content would range from personal points of view to comments on some DiDIY-related event or other projects, trip reports from conferences, informal status reports on some specific activity, answers to questions asked on social networks.

All Partners were asked to contribute in equal measure to this chapter of the website, to engage the widest possible audience. The goal was to guarantee an average of one post per week, following a rotating Editorial Schedule prepared by WP8 leader. In this way, almost 80 blog posts have been produced on about all sides of DiDIY, and of the Project activities. The list of blog posts produced until March 2016 is in Annex 5.

⁵ Through the form linked from the Resources menu, www.didiy.eu/node/add/didiy-case.

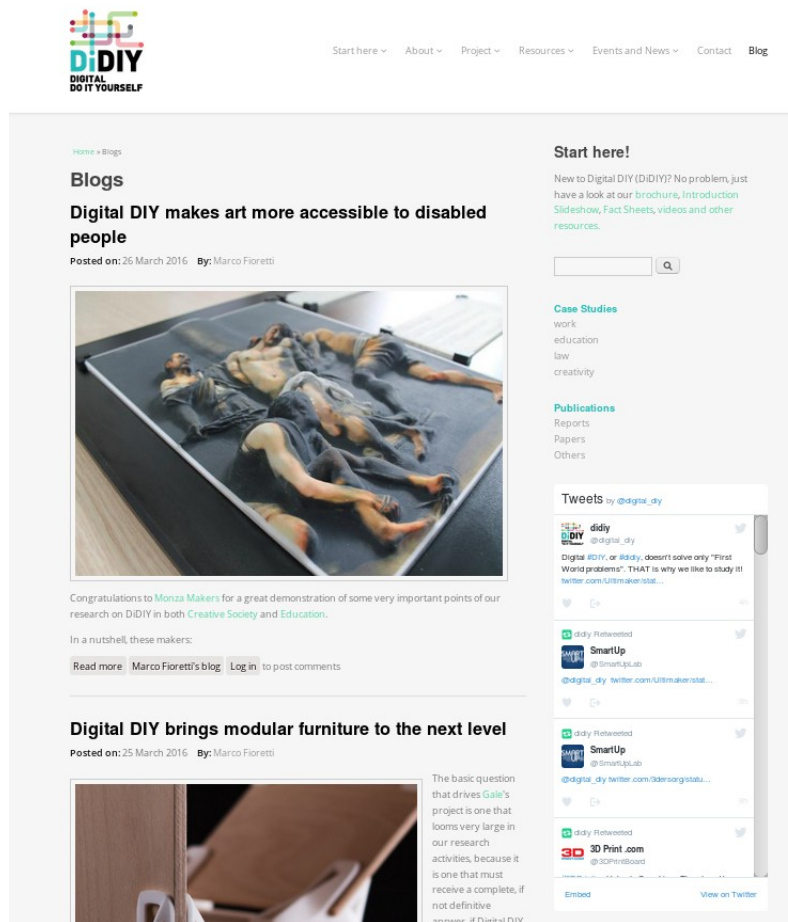


Figure 7 – First version of the home page of the Project blog.

2.2.5 Social networks

In the first month of activity the Project set up a number of official accounts on several social networks. Very soon, however, it became evident that engagement with third parties happened almost exclusively on Twitter and Facebook. Therefore, in order to make the most efficient use of available time, only the official Project accounts on those two network are being used. They are @digital_DIY on Twitter and, on Facebook, the page www.facebook.com/didiyproject. The main results from the activity on Facebook and Twitter are shown and discussed in the section “Summaries of online activities”. Some data about the interactions and mutual support of social network-based dissemination among DiDIY partners, instead, are available in the “Facebook” and “Twitter” tabs of the Annex 2 spreadsheet.

2.2.6 Project brochure

An official Project brochure was produced in summer 2015 by WP8 leader and POLIMI members, made available on the website⁶, and distributed in several conferences and other public meetings

⁶ The Project brochure is reachable at the address www.didiy.eu/sites/didiy.eu/files/didiy-public/public/DiDIY_brochure.pdf.



that Project members attended since autumn 2015. The content of the brochure will be updated, if necessary, during summer 2016, after the next Project Meeting.



Figure 8 – External side of the official Project Brochure.

2.2.7 Fact sheets

Five fact sheets on the main areas of research of the Project have been prepared and published online at www.didiy.eu/project/fact-sheets, as planned, in January 2016. Besides a general introduction to DiDIY, they present facts about DiDIY impacts on: Education and Research, Organization and Work, Creativity, Rights and Responsibilities. All fact sheets, as shown in Figure 9, have a visual style similar to the one of the website.

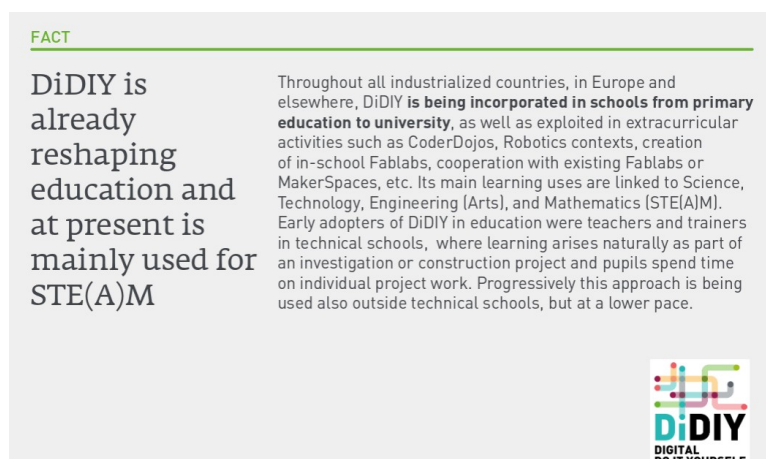


Figure 9 – One fact from the fact sheet about "Impact of DiDIY in Education and Research".

The explanatory text of the DiDIY fact sheets is longer than that of most other documents of the same type, but this couldn't be helped. Making them shorter could be even worst, because, as it has



became apparent in the first year of activity and discussed at the end of chapter 2, most people have no idea of what DiDIY is, at least in the sense, and with the scope, defined and studied in this project.

2.2.8 Online Courses

A first edition of an introductory DiDIY course has been prepared in March 2016, and a first session will be run in April 2016. Since this is a formal Project deliverable, the structure, constraints and target audience for the course are described in the corresponding document.

2.2.9 Online Surveys

Sample online surveys were run in May and October 2015, and are discussed in detail in deliverables D8.3 and D8.5. Other questionnaires and surveys, online or offline, have been ran by several Project partners, but since their main aim was not dissemination and they have already been covered in other Project documents they are not mentioned again here.

2.2.10 Videos and written publications

During the summer of 2015 the Project has set up its official video channel (<https://vimeo.com/didiy>) on the Vimeo video portal, preferred to YouTube for several reasons, beginning from the absence of advertising, which makes of it a host more suitable for an EU research/educational project. This video channel already hosts several videos, as shown in Figure 10, but so far it has been used less than other online channels. This situation should change in the future, also thanks to its support for the coming Online Courses.

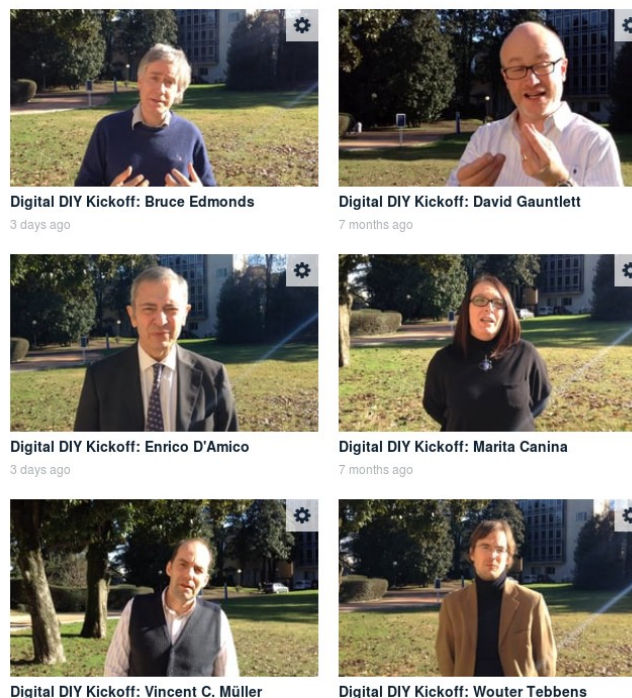


Figure 10 – The DiDIY kickoff video interviews on the DiDIY Vimeo channel.

In the first 15 months of the Project, more than ten short videos and a few scientific papers, or articles in online or printed magazines, have been produced by Project members, or have featured



interviews of them, or short descriptions of the Project. In addition to this, the Project has been announced and mentioned many times, especially in the first months and in Italian mainstream media. The main videos and publications from Project members in 2015 and first quarter of 2016 that are about the Project, or about themes directly related to the research activities of the Project, is in Annex 1.

2.2.11 Public Events

Project members have started participating to, and in some cases organizing, public conferences and meetings in which they presented the Project, in one way or another since the beginning of 2015. In the first three quarters of the year, this activity has been mostly limited, to Italy at the geographic level, and to the Free Software/Makers/Open Hardware communities. This is a natural, largely expected consequence of the facts that:

- three out of seven partners of the Project are based in Italy;
- dissemination is part of WP8, which is led by FKI;
- the WPs that started at the beginning were exactly those of FKI and Italian partners.

This issue, which is also present in the production of other articles, or interviews, was signalled at the July 2015 SB meeting. Effort to correct it, giving a more balanced exposure (both thematically and geographically) to the Project, started in November 2015. In total, we have presented, or represented the Project in general, or some of its activities, in over *sixty public events*.

Contributions have been of all types from presence in booths, to keynotes or talks at conferences to private meetings, or organization of robotics contests or other events. The complete list of events is in Annex 2. The main points to highlight from that list of events are:

- so far, this kind of activity has taken place mostly in Italy, Spain and UK, but most of South-Western Europe has been visited, plus one presence in Japan and one in the USA;
- the total number of people who participated at all these events is surely over one thousand, but a more exact calculation has not been possible. At the same time, it is important to highlight that the Project has been already presented to very different audiences including, but not limited to: engineers, industrial designers, product developers of many kinds, circular economy researchers, policy makers, educators, entrepreneurs, social scientists, philosophers, agronomists, genetists, students, artists, designers, members of Chambers of Commerce and public employees.

2.2.12 Coverage in traditional mass media and/or Web portals and communities

From December 2014 to March 2016 the Project has been mentioned, or some of its members have been interviewed, or invited to write articles, in more than seventy newspapers, magazines and specialized websites. The list of such mentions is in Annex 4. Here we mention explicitly only some of the interviews and articles which:

- did the most to help the Project to establish direct contacts with certain communities of stakeholders, or
- have the greatest potential to do so in the rest of the Project.



Table 2 – Dissemination and communication channels and targets.

Date	Title	Magazine or website	Type/audience
2014/12/20	Interview to prof. Luca Mari	“Schermi d'Europa” radio talk show	Managers of the Public and Private Sector, businesspeople. “Schermi d'Europa” is a talk show at Radio24, the national Italian Radio Station which is owned by Confindustria, the Italian employers' federation and national chamber of commerce
2015/04/30	Mention of DiDIY in LinuxVoice podcast ⁷	Linux Voice	“an independent GNU/Linux and Free Software magazine from the most experienced journalists in the business”
2015/ 05/26	Researchers to track down obstacles to digital DIY ⁸	JoinUp.eu	“collaborative platform created by the European Commission and funded by the European Union via the Interoperability Solutions for European Public Administrations (ISA) Programme. It offers several services that aim to help e-Government professionals share their experience with each other.”
2015/06/26	DiDIY. An interview with Marco Fioretti ⁹	International Society of Biourbanism	“a not-for-profit scientific network for high-quality research, theory making, education, and practice in Urbanism and Architecture. It supports research, publishing and education by providing a shared area for the exchange and dissemination of knowledge about biourbanism as a new epistemological approach to cities and biophilic design.
2016/01/20	Digital Do-It-Yourself and (local) Public Administrations: a relationship still waiting to be developed ¹⁰	ForumPA	This is a guest post explaining why and how DiDIY is relevant for Smart Cities, and how their administrators should support it. ForumPA is the online home of one of the largest Italian open communities of public managers and employees working on innovation in and by Public Administration
2016/02/22	How hard is life for female makers in Europe? ¹¹	Wister	“Women for Intelligent and Smart TERRitories” is a large Italian network of women, whose mission is to produce and promote events, papers and general knowledge on gender issues and barriers in (digital)

7 <https://www.linuxvoice.com/podcast-season-3-episode-7>.

8 <https://joinup.ec.europa.eu/community/epractice/news/researchers-track-down-obstacles-digital-diy>.

9 <http://www.biourbanism.org/didiy-an-interview-with-marco-fioretti>.

10 In Italian, original title “Fai-da-te digitale e Pubbliche Amministrazioni, un rapporto ancora da sviluppare”, <http://www.forumpa.it/smart-city/fai-da-te-digitale-e-pubbliche-amministrazioni-un-rapporto-ancora-da-sviluppare>.

11 In Italian, original title “Quanto è dura la vita per LE maker in Europa?”, <http://www.wister.it/quanto-dura-vita-per-maker-in-europa>.



			technology
--	--	--	------------

2.2.13 Press releases

According to deliverable D8.2, “DiDIY Dissemination Plan”, official press releases were to be “*published whenever needed, i.e., at the official Project launch, when deliverables are published, and so on, usually written by LIUC and/or FKI, with participation by other partners*”. As of March 2016, three official press releases have been issued. They are listed in Annex 3.

2.2.14 VNI/Newsletter

The DiDIY Virtual Network of Interest (VNI) was defined in the GA as follows: “*A Virtual Network of Interest including academic, civil society and industrial representatives will be installed to effectively guarantee the virality of the communication implemented. Each partner will be called to invite any Civil Society Organisation, think tank, ICT and policy analysis recognized experts to join the network and contribute with their own contacts to multiply the dissemination width*”.

VNI-related dissemination and communications should happen in a dedicated forum of the website¹², which was set up for this very purpose in the first months of the Project. In the same period, a mailing list software to manage and send a DiDIY email newsletter was set up, initially at LIUC and then, for technical reasons, moved to the FKI email server.

In the first phase of the Project, however, it was not possible to achieve a sufficient amount of easily shareable information, and consequently a clear vision of which organizations to address with the VNI, and how. Similar considerations apply to the newsletter. The reasons of these problems are explained at the end of this section.

Consequently it has been decided to postpone the decision of what to do on these specific activities at the beginning of April 2016. Possible decisions are:

- VNI: set up VNI and newsletter as follows:
 - VNI: set it up as an actual web forum in which periodically (once a month) the Project interviews, or invites in the forum, an expert on a specific subject related to DiDIY, and invites the corresponding stakeholders on that subject (SMEs, journalists, teachers, etc) to participate in a dedicated Question and Answers session on the forum itself;
 - newsletter: set it up as an unidirectional channel, that issues one or two email messages per month, summarizing the best of the DiDIY blog, Project news, or third party news and resources that are related to, and relevant for, DiDIY as defined by the Project;
- merge the VNI and the DiDiY newsletter, that is make of the second a complete mailing list where all subscribers may post, not just the administrator, thus enabling discussions as it would happen in a web forum.

¹² www.didiy.eu/forums/didiy-network.



2.3 Summaries of online activities

2.3.1 Website usage

The charts below show the trend of page views from the beginning of the Project and the number of unique visitors in the same period¹³. The main highlights from the two charts are:

- the first chart (Figure 11) only shows views of the most important pages, *excluding the home page*, and of blog posts; in other words, it excludes views of both auxiliary pages (e.g., the Contact form) and of the home page, to focus on pages that, presumably, have earned more attention than a casual glance, and whose views are therefore much more relevant as a measure of interest for the Project
- again in Figure 12, the average monthly number of page views has been quite low, and relatively constant, over the first 10/11 months of the project, and for this reason it is not shown in the chart. However, the same number about tripled since January 2016, that is since when first, the fact sheets have been available, and then blogging was restructured as described in another subchapter.
- in 2016, for the same reasons, the monthly number of unique visitors (Figure 13) has increased from 200 to 300% with respect to the same value over 2015.

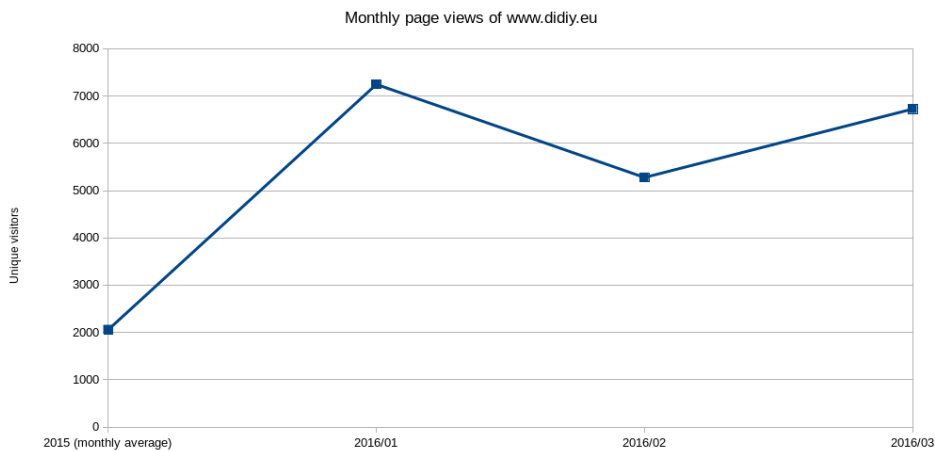


Figure 11 – Monthly Page Views of the most important pages of www.didiy.eu.

¹³ Due to a server crash in December 2015, the exact numbers for that month were lost. The values in the two charts are estimates, averaged from the three previous months.

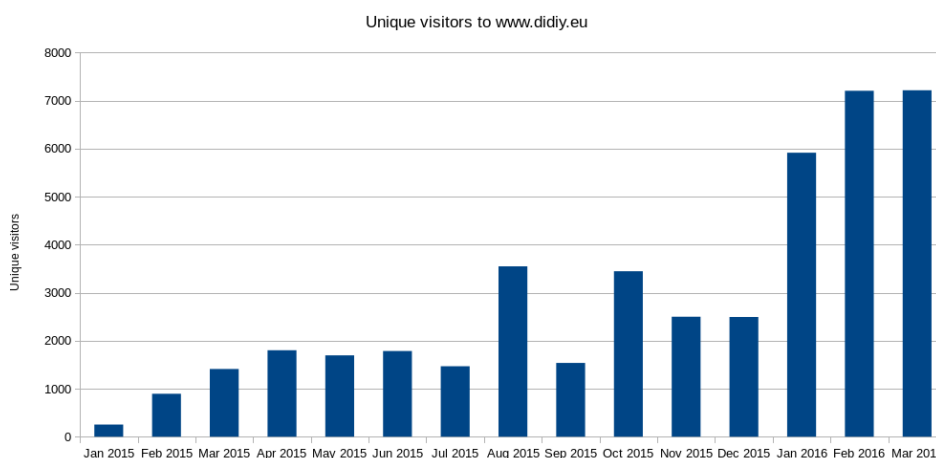


Figure 12 – Unique visitors of www.didiy.eu since the beginning of the Project.

2.3.2 Downloads from www.didiy.eu

The following table lists the downloads of official, public Project documents, that is the deliverables, the brochure and the fact sheets, since the beginning of the activity. The main highlights from the table are:

- in the first quarter of 2016 downloads have already increased more than 4.5 times, with respect to the whole year 2015;
- the distribution of downloads is as expected: those intended for the larger public, e.g., the fact sheets, and D8.4, the report about DiDIY support and awareness in Europe, constitute over 60% of all downloads;
- comparing the downloads numbers of the four area-specific fact sheets provides a very coarse, but still useful indication of which research areas of the Project raise the most interest (see the end of this section for more on this topic).

Table 3 – Downloads from the Project website so far.

Downloads from www.didiy.eu	2015	2016 (first quarter)	Total since Project start
<i>TOTAL</i>	571	2625	3196
D1.8: Informed Consent Procedures And Recruitment Criteria	19	91	110
D2.1: Options for the Knowledge Framework	23	54	77
D2.2: Foundational interpretation of DiDIY	19	69	88
D2.3: Knowledge Framework - Initial version	16	71	87
D3.1: WP3 Research model		12	12
D4.1: WP4 Research space and agents	26	88	114
D4.2: Integration of background knowledge	18	52	70
D4.3: WP4 Methodological plan	7	66	73
D6.4: Legal aspects of dissemination of project results	10	11	21



D6.5: Use of open standards and collaboration tools	14	4	18
D8.1: Project website	17	50	67
D8.2: Dissemination and communication plan	25	123	148
D8.3: First online surveys	18	55	73
D8.4: Current DiDIY support and awareness in Europe	349	950	1299
D8.5: Second online surveys	10	49	59
D8.6: Fact sheets description		50	50
Fact Sheet: DiDIY and Creative Society		33	33
Fact Sheet: DiDIY General Facts		129	129
Fact Sheet: DiDIY, Education and Research		49	49
Fact Sheet: DiDIY, Organization and Work		179	179
Fact Sheet: DiDIY, Rights and Responsibilities		309	309
Official DiDIY Brochure		131	131

The three most downloaded files are highlighted in green. The number of downloads of the four area-specific fact sheets show that the one about Rights and Responsibilities, that is legal and Intellectual Property issues, has been so far much more popular than the others. The fact sheets about Creativity and Education/Research have been downloaded about ten and, respectively, six times less than that one. The fact sheet about Organization and Work is somewhere in the middle, with 179 downloads.

There is one likely explanation for this difference in interest, and one that we must verify and take in due account in the rest of the Project. The explanation may be that the greatest interest is in the areas (first Legal/IP issues, and second Organization/Work) in which, on one hand there are more economical interests at stake; and on the other hand, there has been less awareness and research until now.

2.3.3 Social Network activity

The activity on both Twitter (@digital_diy) and the Project Facebook page (www.facebook.com/didiyproject) has been quite low from April to December 2015, that is from the official announcement of the website availability in April, to the end of the year. The situation has changed for the better in the first quarter of 2016.

On Facebook, visibility has increased slowly but constantly, especially in terms of “Weekly Total Reach”, which is defined as “*the amount of people exposed to the page in any form over the [previous] week*”. The “Weekly Total Reach” and other basic Facebook engagement parameters in the first quarter of 2016 are shown in the following chart.

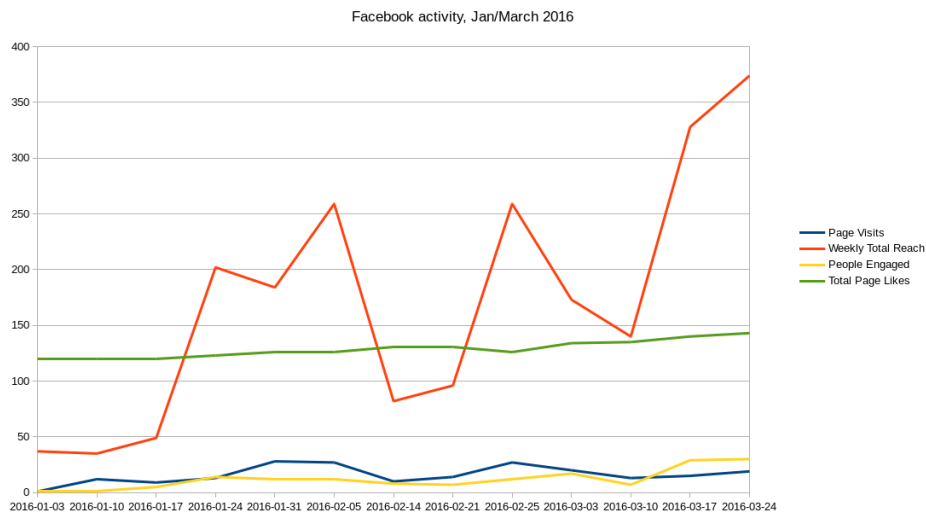


Figure 13 – Weekly Total Reach and other statistics of the official Project page on Facebook.

A detailed summary of the reactions to the last (as of 30 March 2016) five posts on Facebook is shown in Figure 14.

Published	Post	Type	Targeting	Reach	Engagement
03/26/2016 10:41 am	Digital DIY makes art more accessible to disabled people. And to "d			186	7 2
03/24/2016 4:23 pm	In case there were still doubts about it... Digital DIY helps artisans			141	4 1
03/24/2016 9:13 am	Please pass this around, especially to your Italian Contacts: On April			16	8 3
03/23/2016 4:56 pm	The DiDIY project is happy to contribute, by sharing part of our research			20	0 1
03/22/2016 6:28 am	Do the EU digital skills include Digital ***DIY***? Not clear yet. Please			44	9 5

Figure 14 – Reactions to DiDIY blog posts on Facebook.

The snapshot is significant because it shows the validity of the updated blogging strategy described in later paragraphs of this document: the two most recent posts, which have reached many more people than the three previous ones, are those which are not about internal activities of the Project, but examples of how *real world, third party activities* are relevant from the Project’s point of view.

As far as Twitter is concerned, the situation is similar to the one on Facebook. Little activity in the first 10/11 months of 2015, much better in 2016. The @digital_diy account has earned over 57K impressions in the period from January 1st, 2016, to March 29th, 2016, as shown in the diagram below from Twitter Analytics. In this context, the term “impression” means that a tweet has been actually delivered to the Twitter stream of a particular account.



Your Tweets earned **57.6K impressions** over this **90 day** period

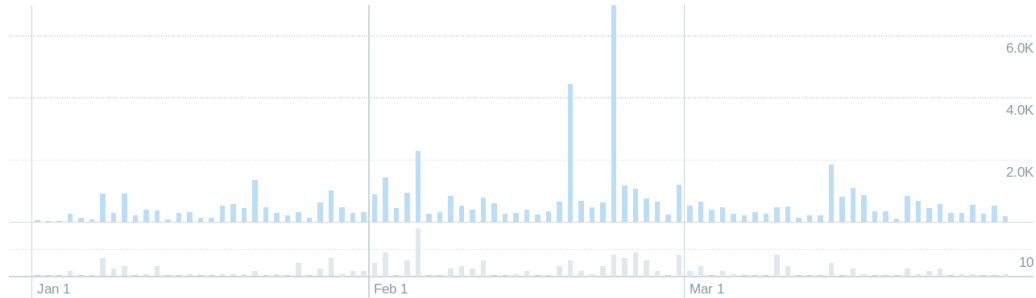


Figure 15 – Twitter activity of @digital_diy in the first quarter of 2016.

In the same period, the Project account has earned each day, on average:

- 1 new follower (almost doubling followers in the last three months, by going from to 113 to 186 followers);
- 633 impressions;
- 3 “retweets”;
- 3 “likes”;
- 2 link clicks.

It is also worthwhile to note how diverse the five top tweets in the same period were, as shown in this other snapshot from Twitter Analytics.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	didiy @digital_diy - Feb 23 PLS RT, because we REALLY want to know how #women participate (or not) in digital #DIY didiy.eu/blogs/digital-... cc @GirlsInTech @EU_H2020			4,916	27	0.5%
	didiy @digital_diy - Feb 19 Large dataset of.. Objects shows relevance of #DiDIY project didiy.eu/blogs/large-da... #H2020 #3dprinting #makers pic.twitter.com/6KMXVX8saKx			4,463	31	0.7%
	didiy @digital_diy - Mar 14 The need of a digital #DIY movement for repair didiy.eu/blogs/need-dig... cc @stepscentre @spru @RestartProject			1,911	20	1.0%
	didiy @digital_diy - Jan 21 our take on smart #farming, instead... digital #DIY style slideshare.net/mfioretti/digi... cc @kieran_sullivan @robvank twitter.com/robvank/status...			1,548	9	0.6%
	didiy @digital_diy - Feb 5 Just so you know: we had a great time last Tuesday with @bacharakis & @theTechMinistry #makers in #thessaloniki. Report will follow			1,470	10	0.7%

Figure 16 – Five Top Tweets, five greatly different topics, but all related to the DiDIY research.

In fact, from top to bottom, the topics of these top tweets are:



- gender differences and barriers in DiDIY;
- DiDIY as a challenge to Intellectual Property of designs of physical objects;
- the role of DiDIY in fighting waste;
- DiDIY in (smart) farming;
- meetings with Greek makers groups.

This demonstrates both how uniquely broad the scope of the Project is, and how all its sides, raise equal interest among the corresponding shareholders. Other evidence of the broad, albeit still limited in size, appeal of the Project are the “top interests of the reached audience”, again from Twitter Analytics.

Table 4 – “Top interests of the reached audience” by the Project in Twitter so far.

Tech news	90%
Technology	85%
Science news	82%
Business news and general info	71%
Business and news	66%
Politics and current events	61%
Startups	60%
Entrepreneurship	55%
Books news and general info	54%
Business and finance	51%

2.4 Summary of previous dissemination and communication activity

In the GA the assumption was made that¹⁴:

“The direct relevance of DiDIY research and its expected impact on the reshaping process of current forms of work and organization will significantly ease the communication of the Project research goals to the general public”

In the first year of research, however, the research, analysis and debate to define a rigorous DiDIY Knowledge Framework, which is still ongoing at the time of writing of this document, have proved

¹⁴ Sec. 2.2, “Measures to maximize impact”.



that DiDIY is *much more of a greenfield that we ourselves assumed at the beginning, and a big one at that.*

Externally, the research done for the “DiDIY Support and Awareness in Europe” report, as well as the attempts to contact stakeholders for the online surveys and other reasons, have confirmed that finding: understanding, awareness and, consequently, interest and will to engage in discussions of DiDIY and all its implications, *as studied by the Project*, are still quite scarce (even among Makers!).

On one hand, these are positive outcomes: they mean that DiDIY is little known, and therefore really needs research, and eventually guidelines, with the scope and points of view adopted by the Project Consortium. As purely anecdotal evidence of this situation, there is the fact that we have been praised because¹⁵:

“[the DiDIY Project] may be onto something. Working as you are doing in one organic way seems really interesting. Because if Atoms/Bit Convergence means something, then categories like coders, hackers, makers, or even software and hardware, converge as well. Then, it doesn't make much sense to insist on any one of them as a different phenomenon, they are all just different faces of one “do something” phenomenon. It's good that, beginning from the very project name, you at DiDIY focus on that rather than on limited categories like makers, hackers and so on”.

This intrinsic complexity of DiDIY, and the fact that in the first 6/8 months of the Project not many data and research findings were available to facilitate communication with concrete examples, are the reason why, to name the most important issues:

- the fact sheets are “heavier”, that is have much more text than most other documents of the same type. Facts about DiDIY cannot be listed without some explanation, as it would be possible on topics like, for example, EU policies on refugees, that at least at a basic level are already known to most people;
- launch of VNI and newsletter was postponed, waiting to have more material, from fact sheets to public presentations and direct contacts with some potential partners, that would make it easier to engage with more stakeholders.

All in all, at the end of March 2015 the results of dissemination activity seem to be:

- relatively limited in quantity, if measured in terms of number of *already* established *regular* contacts or active partnerships with EU institutions or other stakeholders, or in terms of attention by mainstream media,
- but quite positive in quality, if measured in terms of how many *different* stakeholders and audience types have been already introduced, and of the signs of interests received by several of them (see also section 3.2.3), in spite of the complexity of the research topic.

Finally, the increased online visibility of Project activities and communication in the first quarter of 2016 already seems to validate the changes discussed in the next section.

¹⁵ This is an edited summary of a private conversation between WP8 Leader and some ICT experts, in March 2016.



3. Future dissemination and communication activity

The definition and planning of dissemination and communication activities from April 2016 to the end of the Project, which are described in this section, has been shaped by:

- research activities and findings, plus experiences in the field;
- the considerations presented in section 2.4;
- proposals from an internal task force, that was set up to work on this very topic, at the first Project Meeting of 2016, and worked throughout almost the whole month of February.

3.1 Tuning of dissemination and communication strategy

The intrinsic, and partly unexpected, complexity of the research subject, together with the unavoidable scarcity of research results suitable for easily engaging the stakeholders have limited the effectiveness of dissemination and communications in the first year of the Project.

A radical change in volume, and even more in nature of communication, for example to deploy a corporate-level brand identity or communication campaign may help to compensate that, but it would not be possible. Besides, at this point in time, it is (possibly much) less necessary than it would have been at the beginning.

The reason is that in March 2016 we have better “tools” (e.g., brochure, fact sheets, online course, some videos) for first contacts with our intended audiences, plus some first research results to show and new promising contacts and ideas, described in the rest of this chapter. We are confident that they will make it much easier than in the first year to reach out and disseminate Project results and proposals, in order to guarantee their long-term usefulness and sustainability. In practice, we will tune the dissemination activities as follows:

- we will continue to use substantially the same channels defined for the first part of the project, plus some additions;
- we will increase internal communication among all members of the Project, in order to continue to make as much as possible from internal resources, that is on collaboration among all Project members, and the communication departments of all the Partners of the Consortium¹⁶.

3.2 Dissemination channels and targets

The dissemination channels that will be used in the second part of the Project are listed in the following table. New channels, or new activities in existing channels, are in red. Channels in which there will be more changes, or from which the biggest returns are expected, are listed first. The way in which we will work in each channel is described in the rest of this Chapter.

16 As part of their already allocated WP8 efforts, and according to what is said in the GA (Section 2.2, “Communication activities”): *“To increase interest and awareness about the research conducted within the Consortium, the communication departments of all partners will work in close collaboration to address to right diffusion channels and also to ensure maximum impact in the targeted communities of stakeholders (students, teachers and other professionals of the education sector, creative industry players, policy makers and the general public).”*



Table 5 – Dissemination and communication channels and targets for the Project.

Channel	EU Institutions	Academia	Mainstream media	Makers, DiDIY advocates/activists	Other stakeholders ¹⁷
Online contests				Y	Y
Re-attempt contacts with stakeholders					Y
Partnerships	Y	Y			Y
Legal Advisory Board	Y	Y		Y	
Website	Y	Y	Y	Y	Y
Blog	Y	Y	Y	Y	Y
Social networks			Y	Y	Y
Publications and videos		Y	Y	Y	Y
Public events ¹⁸	Y	Y	Y	Y	Y
Online courses					Y
Interviews			Y	Y	Y
Press releases			Y		
Virtual Network of Interest/Newsletter	Y	Y		Y	Y
Fact sheets			Y	Y	Y
Brochure			Y	Y	Y
Visual identity			Y	Y	Y

3.2.1 Online contests

In the second part of the Project we are planning to organize online or in presence contests involving students, or other categories of DiDIYers. These contests will consist of producing, with a predefined set of DiDIY technologies and tools, an object of the same type, or about the same topic or area of activity, which will be followed by an open online vote to declare the winner. The hope is that this will become another effective way to focus attention, increase interest and involve more people about DiDIY in general, but also about the Project activities.

¹⁷ These would be the other categories (teachers, local administrators, unions, artists, etc..) mentioned in D8.2 Dissemination Plan, issued in March 2015 (www.didiy.eu/sites/didiy.eu/files/didiy-public/public/deliverables/didiy-d8.2-1.0-pub.pdf).

¹⁸ This category includes the “Concertation Activities” that according to the GA have to be organized “(at least two per year) with other ICT related projects... to facilitate exchange of information and good practice and to discuss topics of common interest to all relevant projects”.



3.2.2 Re-attempt contact with stakeholders

As soon as the website has been updated as described in a following section, WP8 leader shall try again to contact directly all the representatives of the several stakeholders categories listed in the 2015 Dissemination Plan that were contacted in spring 2015, to make them aware of the latest findings and resources from the Project (new fact sheets, videos, etc), in order to try again to engage them.

3.2.3 Proposed partnerships

The actions performed in the first part of the project have raised interest in several organizations who, in one way or the other, are directly working on DiDIY or are interested in its success and larger diffusion in society. As an example, the Project has been already invited to:

- contribute a chapter to a coming e-book “Women Empowerment in STEM” (WE_STEM)¹⁹;
- participate to the preparation of the Rome events of the European Maker Week, coming in May 2016.

At the time of this writing, we are also actively discussing how to exchange information, and if/how to work together, with the individuals and organizations listed below:

- prof. Adrian Smith from University of Sussex, to explore collaborations around Digital DIY and grassroots innovation;
- Practical Action (<http://practicalaction.org>), UK-based international NGO that uses technology to challenge poverty in developing countries. Contact is prof. Tim Whitehead of the De Monfort University, Leicester;
- Laboratory for the Governance of the Commons of LUISS University, Rome (www.labgov.it/about-labgov). Contact is Prof. Iaione;
- Barcelona City’s network of fablabs and makerspaces²⁰. Various collaborations are being explored, including sharing findings from practitioners and co-organising a public conference;
- Unilink private University in Rome, which has one laboratory on digital fabrication and one on the Internet of Things (<http://comunicazionedigitale.unilink.it/laboratori>), to organize a meeting and/or a seminar on DiDIY.

Of course, we will continue to pursue as many opportunities like these as possible. It is already our intention, for example, to directly contact the Open Knowledge Foundation Network (www.okfn.org), which is a “*worldwide non-profit network of people passionate about openness, using advocacy, technology and training to unlock information and enable people to work with it to create and share knowledge*”. We will propose to OKFN joint initiatives like events or more online courses on the topics of common interests, e.g., DiDIY and Open Design, or DiDIY and Intellectual Property.

¹⁹ www.statigeneralinnovazione.it/online/call-for-contributions-aperte-le-adesioni-alla-creazione-delle-book-women-empowerment-stem-we_stem.

²⁰ Some parts of this network are described in this article www.makery.info/en/2015/03/13/tomas-diez-tout-un-ecosysteme-merge-autour-de-la-fab-city-a-barcelone.



3.2.4 DiDIY Legal Advisory Board (LAB)

The DiDIY Legal Advisory Board (LAB) is a honorary body of lawyers, legal scholars and experts who can be consulted for review of legal aspects related to the Project and subject matter. The DiDIY LAB will start to be available in April 2016 and, as of 30 March 2016, it is composed by the following members.

Table 6 – The Project Legal Advisory Board.

Name	Main affiliation(s)	More Info
Malcolm Bain	Partner, id law Partners - Associate Professor at the University of Barcelona and teaching assistant at the Open University of Catalonia - Fellow of the Free Software Foundation Europe - Board member: Catalan association of Free Software companies - Member of the Editorial Committee of IFOSSLR (International Free and Open Source Software Law Review)	
Angela Daly	Queensland University of Technology (Australia), Swinburne Institute for Social Research (Australia), Tilburg Institute for Law, Technology and Society (Netherlands)	Author of “Socio-Legal Aspects of the 3D Printing Revolution” April 2016, Palgrave Macmillan
Primavera Di Filippi	CERSA/CNRS, Berkman Center for Internet & Society at Harvard, Creative Commons France	
Melanie Dulong de Rosnay	PhD in law and permanent researcher (associate research professor) at French National Centre for Scientific Research (CNRS), heads the Information and Commons Research Group at Institute for Communication Sciences CNRS/Paris Sorbonne/UPMC. She is also a visiting Fellow at London School of Economics and Political Science Department of Media and Communications	Author of “Digital Golems. Copyright and Lex Electronica” (2016). Other publications available at www.iscc.cnrs.fr/spip.php?article1558
Andrew Katz	Moorcrofts law firm: https://www.moorcrofts.com	
Carlo Piana	Array law firm: http://array.eu	https://en.wikipedia.org/wiki/Carlo_Piana

Besides greatly helping the research of (at least) WP6 on Legal Issues, Rights and Responsibilities, the LAB will have an important, albeit indirect, role also in communication and dissemination. We count on the fact that presence and support of a LAB with such expert members will surely help the Project to get more visibility and attention among several stakeholders, including but not limited to EU lawmakers, Public Administrators, legal scholars, and makers.

3.2.5 Website

Compatibly with available resources and initial decisions to only use Free/Open software and graphic content, the Project website must become easier to use and navigate, and much richer in content, to make it easier for every visitor to:

- discover the DiDIY Project online;
- understand immediately what it is doing;



- (above all) allow the same visitors to easily explain to *others* the points above.

These goals will be achieved with the redesign described in the rest of this section, and by blogging as described in the next one.

Theme redesign: already outsourced to web designer, results should be ready in the first half of April 2016

Structure redesign: the layout of the home page and the main blog page, as well as the overall structure of the website, and its menu, will be changed as described in the following list by WP8 Leader within April 2016 (but some of the work listed below has already been performed in March):

- main menu and sidebar: the current “Start here” sub-menu will be removed. The block with the same name in the sidebar will be replaced with one linking to the new home page (see below) which will perform the same function;
- home page/blog home page: The current grid with the latest blog posts and resources does provide a good overview of how complex and multidisciplinary the Project is. For the same reason, however, it is quite confusing for newcomers. At the same time, nowadays it is much more common, for many Web users to “enter” any website not from its home page, but from one of its other pages, by following a direct link seen on Facebook, Twitter, email or other channels. Therefore, the current home page will become the home page of the blog section, at www.didiy.eu/blog. The actual home page, instead, will become an (almost) static grid of icons/short titles linking to:
 - general introduction to the Project (to be written by the WP8 Leader);
 - main areas (DiDIY and work, DiDIY and education, etc) of the Project itself. Each of the pages linked from these boxes would also provide direct contact info for the corresponding WP Leader. Each of these pages, which must be as short and simple as possible, will be written by team members working in the corresponding WP/TT, with assistance of WP8 Leader and completed, when available, with an embedded video;
 - one link titled “Read more...” which leads to one short page, prepared by the WP8 Leader, with links to: fact sheet, videos, press kit for journalists consisting of: link to Contact, “DiDIY in the media” and press release pages, downloadable logo, pictures;
 - one link titled (temporarily) “In the spotlight now” to a page, prepared by the WP8 Leader which from time to time is updated to introduce, e.g., with content particularly relevant in that moment (be it a blog post, or page, or even a new member of the team, or the author of the most recent deliverable). The same link may also be added in the sidebar;
- other pages and blocks that will be updated by the WP8 Leader:
 - past DiDIY Events;
 - pages linked from the “Case Studies” sidebar block;
 - pages linked from the “Publications” sidebar block;
- the People page (www.didiy.eu/project/people) will have on top a grid with pictures linking to each member page (in alphabetical order, since grouping them by Task/WP would make the page harder to maintain, and probably even look unbalanced, since sizes of the several sub-teams are not the same;



- update the already existing website usage guide to clearly explain how to format all blog posts and main pages with the same style and layout.

3.2.6 Blog

Blogging must become much more frequent, publishing not only original content, but also excerpts of relevant online content, in order to establish direct contacts with DiDIY stakeholders and practitioners all over Europe. This approach has been started in February 2016, and has already yield positive results, from much higher website visits and visibility on social network, to the partnerships described in other parts of this report. In general, it will be crucial that the whole team (either directly, or by means of their PR departments) intensifies production of content on the website. Adequate visibility through the website cannot be achieved if it is not updated as often as possible, with concrete examples of what we are doing.

In practice, while most of such publishing activity, and at a higher pace than in the past, must be performed by the WP8 Leader as part of his duties, it is essential that this effort will be as shared as possible, to present adequately all faces of the Project and its multidisciplinary, which is at the core of its value.

Such a production of content will be consist of:

- semi-static pages by each WP/TT, updated when needed, that summarize activities and resources in one WP/TT, like the current one for the Ethics TT;
- (for the most part) blog posts, even outside the rotating schedule periodically posted on the TB list. They should be at least 3/4 per week. Such blog posts can even be content by team members previously published elsewhere, when their license allows it, or short syntheses of other articles by third parties. The blog posts published in February and March 2016 give an idea of what such content may be, even in the future. All blog posts will be formatted in the same way (described in the website), with the WP8 Leader providing direct support, rename/relink pages to other locations, etc, and all members will be required to follow those guidelines.

3.2.7 Social networks

In general, all Partners will be requested to increase, from now to the end of the Project, the internal, reciprocal exchange of information on conferences, or call for papers in journals, interviews in mainstream media etc that other partners may attend.

All members will be also required to signal to the WP8 Leader Facebook groups, mailing lists, forums and other online communities, as well as Twitter streams/hashtags of DiDIY-relevant events, that he should follow on behalf of the Project.

Activity on Twitter and Facebook will proceed as follows. First of all, the official Twitter /Facebook accounts of all partners, as well as all individual Project members who already are on the same networks, will be required also in this second phase of the Project, to:

- share/retweet the Project tweets and Facebook posts as often as possible, that is, every time that it is appropriate (that is directly relevant, or at least potentially interesting to their own followers) to do so;
- regularly signal, to the Project account on the same networks, relevant resources for the project, e.g., tweeting about some article, but adding the Project account in cc.



In the second place, starting in April 2016, we will try to stimulate Twitter users²¹ to tell us how they use or see DiDIY, by launching certain hashtags with our own examples, completed with photos and videos when possible, and inviting other users to give their own answers. Just as example of the concept, some of these hashtags may be: #DiDIYlegalChallenge, #DiDIYandWork, #DiDIYRepair, #DiDIYandEthics, #DiDIYisGoodBecause or #IuseDiDIYfor.

3.2.8 Expected/forthcoming publications

As of 30 March 2016, the articles and papers listed in the following table have been written, or are being written, by Project members, or by third parties, about some aspects of the Project, on several online and printed magazines or journals. This is a partial list, which includes only the work that at this date have been already accepted for publication, or will be *surely submitted for publication* in 2016.

Table 7 – Expected/forthcoming publications.

Title (temporary)	Partner	Type	Title of periodical series, event or video production	Publisher
DiDIY and product liability	AC	Peer-reviewed article	N/A	
3D bioprinting and human enhancement	AC	Peer-reviewed article	N/A	
DiDIY, cyberweapons and gun control	AC	Peer-reviewed article	N/A	
digital and physical risk	AC	Peer-reviewed article	N/A	
digital synthetic biology and biohacking	AC	Peer-reviewed article	N/A	
The role of (Co-)Design	POLIMI	Peer-reviewed article	N/A	
Musings on Makerspaces as Jazz	MMU	N/A	N/A	
Digital DIY and collaborative (self) production	FKI	opinion ed.	N/A	Shareable
The Digital DIY Project: an introduction	FKI	opinion ed.	N/A	Ouishare
The Digital DIY Project: an introduction	FKI	interview	N/A	ResearchItaly
Taking DIY to the next level	FKI	magazine article	N/A	Tech News Network
Digital Do-It-Yourself Fabrication Practices And Legal Challenges	LIUC, FKI	Conference paper	INTERNET, LAW AND POLITICS: BUILDING A EUROPEAN DIGITAL SPACE	IDP

²¹ In theory, the same activity may be tried even on Facebook. However, both the level of DiDIY followers and engagement on Twitter, as well as its own nature, make more likely that better results will be obtained on this social network.



3.2.9 Public events

As of 30 March 2016, about 25 public or private meetings and other similar activities have been already scheduled or proposed for 2016. As it happened in the first half of the Project, these events already target very diverse audiences, representing many DiDIY stakeholders in several European Countries. A partial list of the already accepted activities is in the following table.

Table 8 – Scheduled events.

Date	Place	Title (temporary)	Event	Audience type	Countries Addressed	Partners responsible
2016/03/29	UK – Leeds	Digital risks in the physical world	Interdisciplinary Ethics Applied (IDEA)	Philosophers	UK	AC
2016/04/05	IT – Venice	Gender differences and barriers in Digital DIY, in schools and beyond	Open Meeting at “Le Calamite” NGO	teachers, equal opportunities advocates, makers	IT	FKI
2016/04/05	IT – Padova	Legal and burocratical obstacles to Digital DIY	Open Meeting with representatives of fablabs of the Veneto Region	makers, SMEs, public servants	IT	FKI
2016/04/05	IT – Castelfranco Veneto	DiDIY and education	Meeting with student makers of IPSIA Galilei High school	Students, teachers	IT	FKI
2016/04/12	DK – Billund	TBD	Lego Idea conference	N/A	DK	UOW
2016/04/14	PL – Warsaw	Lesson on “Digital Do-It-Yourself (DiDIY) fabrication practices and legal challenges”	4th International Week of Lazarski University	Lawyers, legal scholars	PL	LIUC
2016/04/18	DK – Copenhagen	TBD	“Design in the Digital Age” workshop	Designers	DK	AC
2016/04/27	UK – Nottingham	Digitally making as an opportunity for skilling and empowerment	Cumulus “In this place” international conference	Designers	UK	POLIMI
2016/04/29	IT – Castellanza (VA)	TBD	MBA Ieseg meeting	Business managers	IT	LIUC
2016/05/11	SE – Umeå	TBD	TEDxUmeå	N/A	SE	UOW
2016/05/13	Swiss – Bern	Digital DIY and Commons-based production	IASC European Regional Meeting	Commons researchers	Europe	FKI
2016/05/13	IT – Lainate (MI)	TBD	Disruptive Week	SMEs, general public	IT	LIUC



2016/05/13	BE – Leuven	‘Optimistic and Transformational Making’,	Apestaartjaren digital media conference	N/A	BE	UOW
2016/05/22	IT – Padova	DiDIY presentation	Inventor Show	makers, PMI, general public	IT	ABACUS
2016/05/24	CH – Geneva	“The body in the age of mechanical reproduction: some ethical concerns of 3D bioprinting”	workshop “3D bioprinting: a new medical and ethical frontier?”, Brocher Foundation	Doctors, philosophers	CH	AC
2016/05/25	IT – Rome, Varese	(co) Organization of several events	European Makers Week	Makers, general public	IT	FKI, LIUC
2016/06/14	IT – Ferrara	Presentation, to be confirmed	IACAP conference	N/A	IT	AC
2016/06/27	UK – Brighton	Skilling and learning through digital Do-It-Yourself:	Design Research Society (DRS) international conference “Design + Research + Society: Future-Focused Thinking”,	Designers	UK	POLIMI
2016/06/30	ES – Barcelona	DiDIY presentation	Open Design / Shared Creativity	n/A	ES	ABACUS
2016/07/06	ES – Barcelona	Several meetings	DiDIY Open Day meetings	several	ES	organized by FKI, all other partners will participate
2016/09/01	IT – Milan	Organization	Co-design workshop	Designers	IT	POLIMI
2016/09/06	UK – Newcastle	participation	British Academy of Management Conference	Business managers	UK	MMU
2016/09/08	DK – Aalborg	Skilling and learning through digital Do-It-Yourself:	Engineering and Product Design Education (EPDE)	Designers, engineers	DK	POLIMI
2016/10/01	IT – Milan	Organization	Co-design workshop	Designers	IT	POLIMI
2016/10/14	IT – Rome	DiDIY presentation	Maker Faire Rome	Makers, general public	IT	ABACUS, FKI

Here is some extra information about some of those activities, and on planning of future ones (by “Mini DiDIY tour” we mean one day in which one or more Project members visit more groups and organization in the same area, in order to give the Project the greatest possible exposure in that area, but also to efficiently gather data from the field):



- a “Mini DiDIY tour” in the Veneto Region of Italy will take place in 4-6 April 2016, in order to promote the Project activities, and gather data from the field in several organizations or representatives of DiDIY stakeholders, like local teachers and representatives of regional fablabs and of the government of Regione Veneto (this mini-tour in Veneto will be the second, after the one that took place in Thessaloniki on 3 February 2016, connecting the Project to local Makers, University professors and students, and startup consultants. That mini-tour is described in the DiDIY Blog post www.didiy.eu/blogs/fruitful-day-didiy-thessaloniki);
- a “DiDIY Open Day” will take place in Barcelona on 6 July 2016, right after the mid-2016 DiDIY internal Project meeting in the same town: it will be a series of events, almost all open to the general public, with invited speakers, and participants from the local Makers Community, Public Administration and other stakeholders;
- European Makers week, May/June 2016:
 - the WP8 Leader has been invited by the organizers of EMW2016 in Rome to participate in the organization of the event, and propose DiDIY-related talks and other activities;
 - Lombardy-based partners of the Consortium are also organizing events for EMW2016.

In the future, other “DiDIY Mini Tours” like the ones in Venice and Thessaloniki will be proposed as a semi-official “Know DiDIY” format to makers and other DiDIY stakeholders in Italy, and possibly in other countries in which the DiDIY Consortium is present. Such a “mini-tour” may be also organized in Bruxelles, the day before or after the review meeting with the Project Officer.

3.2.10 Online Courses

Online Courses will contribute throughout the rest of the Project to spread knowledge of both DiDIY and the Project activities, that is to contribute to dissemination, communication and long term sustainability, as described in the corresponding deliverable.

3.2.11 Interviews and press releases

During the first half of the Project, it has become evident that production and distribution practices of press releases, as well as their perception, greatly vary among the several EU countries in which the DiDIY Consortium members operate. In Italy, for example, press releases are still much more common, and useful, than in UK to reach mainstream media, event organizers and other contacts. Therefore, it is not effective to distribute press releases in the same way in all the countries in which the Consortium is present. However, the Consortium will, from now, issue at least one press release per quarter, starting at the beginning of April 2016, to announce the starting of all WPs and the availability of online courses.

The press department of all partners will cooperate, coordinated by the WP8 Leader, to prepare, distribute and translate these press releases.

These activities, as well as the “search” for interviews and space for articles contributed by Project members in mainstream media, will be intensified in the last six months of the Project, that is in 2017. The reason is that such media, or more exactly their audiences, are much more likely to be interested and give space to the Project when it will have started to produced its final results, rather than the more specialistic, high-level papers and other deliverables (with the obvious exception of the fact sheets and brochure) produced so far.



3.2.12 VNI and Newsletter

A decision will be taken in April 2016, as already explained in the VNI/Newsletter paragraphs of section 2.

3.2.13 Fact sheets and brochure

Policy fact sheets will be updated in June 2016, as foreseen by the GA. The brochure will be updated in the same period, or later, if the need arises.

3.2.14 Visual/video communication

All Project members will be encouraged to produce, by themselves or with the assistance of their communication departments, short, simple videos that explain some points of their research findings and activities.

The added value of professionally produced “visual communication” products would surely be relevant. Therefore, in addition to producing the above video clips we will evaluate, in the last 4/3 months of the Project, the possibility to produce the following items²²:

- infographic versions of some fact sheets, when more and better defined data and other materials are available;
- a short (3 / 4 minutes?) introduction video and/or one of the same length that highlights the main results, custom made by professionals;
- a poster to display at conference stands and/or events, with the same “visual identity” as the current logo, brochure and fact sheets.

3.3 *Future contributions of Project Partners to dissemination/communication activities*

Some basic contributions to future communication/dissemination activities are due by all partners, and are already covered in other sections of this document. These are activities like writing on the Project blog or sharing Project-related news, resources and announcements through the social network accounts (both individual ones, and the official accounts of each Partner). The same applies, even if not in the same amount for all partners, to participation to public events. In addition to these contribution, and besides FKI who leads the WP including dissemination, other partners will contribute to communication and dissemination in the second phase of the Project as follows.

3.3.1 ABACUS

- Participation to events/conferences in order to expand DiDIY network
- Dissemination of DiDIY news and information on ABACUS website
- Scouting of contents on relevant topics to be shared on the social networks
- Publicize the Project on others magazines
- Contribution to future policy fact sheets

3.3.2 AC

- Maintaining links with the AC Makers club

²² If budget allows it, as the only way to do it may be hiring external experts.



- Considering the topics of DiDIY-related risks, such as the creation of a new digital divide, environmental impacts, and dangers of digitally controlled and/or manufactured DIY weapons, as part of TT2
- Contribution to future policy fact sheets

3.3.3 LIUC

- Contribution to dissemination activities at conferences
- Diffusion of DiDIY news and contents through internet and social networks
- Updating of websites (Lab#ID and SmartUp) with info on DiDIY
- Realization and/or diffusion of press releases
- Writing and/or diffusion of news and articles
- Scouting of contents on relevant topics to be shared on the social networks
- Contacts with people and institutions aimed to involving them as part of the network of interest;
- Printing and distribution leaflets on DiDIY
- Contributions, suggestions, reviews on the DiDIY dissemination documents or channels
- Development of relations with different subject in order to promote the Project at their events and to involve them in the VNI
- Organization/attendance at relevant events

3.3.4 POLIMI

- Organization/attendance at relevant events/conferences in order to expand DiDIY network
- Contribution to other dissemination activities at conferences
- Printing and distribution leaflets on DiDIY
- Contributions, suggestions, reviews on the DiDIY dissemination documents or channels

3.3.5 UOW

- Contribution of content for social media including writing blog posts on DiDIY-related material
- Diffusion of DiDIY news and content through social media
- Contributions, suggestions, reviews on the DiDIY dissemination documents or channels
- Attendance and participation at relevant events and conferences, in order to expand DiDIY network
- Research meetings with people and institutions where the community of interest for DiDIY will be highlighted and networks expanded
- Contribution to future policy fact sheets



Annex 1 - List of main videos and publications from Project members

Main author	Partner	Type	Title of periodical, series, event	Year of publ.	URL	Open Access?
D. Gauntlett	UOW	Book	New York: Peter Lang	2015		
D. Gauntlett	UOW	Paper	Maker Pro, San Francisco: John Baichtal, ed. Maker Media	2015		
D. Gauntlett	UOW	Paper	Creativity in the Digital Age, London: Springer-Verlag	2015		
A. Ravarini	LIUC	Paper	Conference Proceedings KITA 2015	2015/11		
Enrico D'Amico	ABACUS	Video	DiDIY VIMEO channel	2015/01	https://vimeo.com/153588203	Yes
Vincent C. Mueller	AC	Video	DiDIY VIMEO channel	2015/01	https://vimeo.com/152987186	Yes
Wouter Tebbens	FKI	Video	DiDIY VIMEO channel	2015/01	https://vimeo.com/152130705	Yes
Bruce Edmonds	MMU	Video	DiDIY VIMEO channel	2015/01	https://vimeo.com/153590256	Yes
Marita Canina	POLIMI	Video	DiDIY VIMEO channel	2015/01	https://vimeo.com/131845571	Yes
D. Gauntlett	UOW	Video	DiDIY VIMEO channel	2015/01	https://vimeo.com/131845569	Yes
D. Gauntlett	UOW	Video	Nelson Zagalo and Pedro Branco, editors, Creativity in the Digital Age	2015/03	https://www.youtube.com/watch?v=JVmmBuvA3wQ	
D. Gauntlett	UOW	Video	2015 LEGO Idea Conference	2015/04	https://vimeo.com/125016064	
D. Gauntlett	UOW	Video	Symposium FORMA MGLC	2015/05	http://livestream.com/zivo/The-power-of-New-Media/videos/88596048	
D. Gauntlett	UOW	Video	Media Education Summit 2015	2015/11	https://www.youtube.com/watch?v=v0Q-6Tyfwjo	
D. Gauntlett	UOW	Video		2016/02	https://www.youtube.com/watch?v=APpW1Ni5ihg	
M. Canina	POLIMI	video	"Know who's doing research" POLIMI series	2016/02	https://www.youtube.com/watch?v=oFdGTmXILkM	
G. Salvia	POLIMI	Paper	Journal of Design Research, 14(1)		http://dx.doi.org/10.1504/JDR.2016.074782	



Annex 2 - Public events in which the Project has been presented

Date	Place	Title	Event	Audience type	Countries Addressed	Partners responsible	Audience size
2015/01/29	UK – Dundee	Talk & Workshop with A. T. Holroyd	Platforms for Creativity	artists, designers	UK	UOW	N/A
2015/03/13	IT – Gallarate	Creattivare: SmartUp per StartUp	Settimana della Scienza 2015	general public	IT	LIUC	150
2015/03/19	IT – Castellanza	Dall'idea al progetto imprenditoriale. Sviluppare la creatività attraverso la tecnologia	Ryla 2015	Rotary youth leadership award	IT	LIUC	40
2015/03/25	UK – Cambridge	Keynote with A.T. Holroyd	Research Through Design Conference	designers	UK	UOW	N/A
2015/04/01	IT – Milan	DiDIY presentation	Opentotlab meeting	makers	IT	Ab.Acus	N/A
2015/04/01	NL – Rotterdam	DiDIY presentation	Stadslab meeting	makers	NL	ABACUS	N/A
2015/04/10	IT – Busto Arsizio	Homo Faber & Homo Ludens: tecnologia e creatività	Robocup Junior Italia 2015	students, general public	IT	LIUC	100
2015/04/24	BE – Brussels	European Commission	private presentation	European Commission	IT	LIUC	N/A
2015/05/05	DE – Munich	What's hot in the philosophy of AI?	Technical University of Munich, Carl von Linde-Akademie	Philosophers, engineers	DE	ACT	N/A
2015/05/29	SL – Liubiana	'Ten thoughts about New Technologies, Social Media and Innovative Approaches within Cultural Institutions', talk and workshop	symposium on digital media and cultural institutions, International Centre of Graphic Arts	Graphic designers	SL	UOW	N/A
2015/06/11	IT - Milan	Traiettorie di evoluzione dell'Industry 4.0	Internet of Things e Big Data Summit	SMEs	IT	LIUC	N/A
2015/06/28	IT – Vicenza	Il "fai da te digitale" per un'innovazione sostenibile in Europa	Festival of Digital Freedom	Wikipedia/Fre e Software/Open Access advocates	IT	LIUC	30
2015/07/03	IT – Varese	Progetto DiDIY - Digital Do It	Camera di Commercio di	Public Institution	IT	LIUC	20



		Yourself (Horizon 2020): un'esperienza possibile	Varese	(Chamber of Commerce Varese)				
2015/07/15	IT – Milan	Visit to WeMake & OpenDotDot	Private meetings	Makers	IT	all	N/A	
2015/08/10	UK – Winchester	Making Things	Workshop	Makers	UK	UOW	N/A	
2015/09/23	USA – Chicago	talk and workshop	Platforms for Creativity	Makers, Designers	USA	UOW	N/A	
2015/09/24	FR – Nantes	Digital DIY: a social, cultural and economical phenomenon	FOSSa 2015 conference	Academics, Free Software/Open Data activists	IT, FR, ES, others	FKI	N/A	
2015/09/24	FR – Nantes	Digital DIY : Rights and obligations for a sustainable industrial society	FOSSa 2015 conference	Academics, Free Software/Open Data activists	IT, FR, ES, others	FKI	N/A	
2015/09/24	FR – Nantes	DiDIY table at the fOSSa Digital Village	FOSSa 2015 conference	Academics, Free Software/Open Data activists	IT, FR, ES, others	FKI	N/A	
2015/09/26	IT - Varese	Infopoint	European Researchers' Night 2015	general public	IT	LIUC	N/A	
2015/09/29	IT - Milan	Nuovi servizi per l'Additive Manufacturing	MakeForum	general public	IT	LIUC	N/A	
2015/10/01	Online	Video conference with David Bollier about DiDIY and Commons Law perspective	Video conference/interview	Commons activists, economists	online	FKI	N/A	
2015/10/14	JP, Kyoto	Opening Keynote	Embrace the Disruption	N/A	JP	UOW	N/A	
2015/10/17	IT – Rome	Horizon 2020 and Digital Do It Yourself: social, technological and cultural impact	Maker Faire Rome	Makers, teachers, general public	IT	FKI	N/A	
2015/10/20	PT – Lisbon	Introduction to DiDIY	ICT2015	research, politics, industry, startups, investors, academia.	worldwide	ABACUS	N/A	
2015/10/26	UK – London	participation	SPRU/CIED Workshop on “How can makerspaces,	Makers, NGOs,	UK, others	POLIMI	N/A	



			fablabs and hackerspaces help cultivate sustainable developments?“(
2015/11/05	ES – Barcelona	Digital Fabrication and Digital DIY in the context of the Mobile World Capital Foundation	Closed strategy workshop	N/A	ES	FKI	N/A
2015/11/06	IT - Castellanza (VA)	Introduction to DiDIY	Private presentation (1)	Public Institution (Regione Lombardia)	IT	LIUC	20
2015/11/11	IT - Milan	“Industria 4.0: tecnologie e applicazioni per le aziende italiane”	webinar	general public	IT	LIUC	N/A
2015/11/15	PT – Lisbon	Digital Platforms as Knowledge Artifacts for clusters of SMEs	KITA workshop, IC3K Conference	SMEs	EU	LIUC	N/A
2015/11/15	PT – Lisbon	Project DiDIY Digital Do It Yourself - Horizon 2020	IC3K Conference	general public	EU	LIUC	N/A
2015/11/16	ES – Barcelona	Coordination of session on the possibilities of a commons-based, bottom-up organised Internet of Things.	session in FabLab Barcelona on The Things Network		ES	FKI	N/A
2015/11/18	IT – Lazise (VR)	Digital manufacturing in ambito logistico e produttivo	Global Logistics & Manufacturing	SMEs	IT	LIUC	N/A
2015/11/23	IT - Castellanza (VA)	Introduction to DiDIY	Private presentation (2)	Public Institution (Regione Lombardia)	IT	LIUC	20
2015/11/30	IT – Milan	Amplificatori della creatività: verso la società della conoscenza	Stati Generali Ricerca & Innovazione	ICT/Public officers	IT	LIUC	200
2015/12/02	GR – Thessaloniki	Ethics of Genetic Enhancement	Philosophy Dept. Meeting	Philosophers, genetists	GR	AC	N/A
2015/12/03	SK – Nitra	Digital DIY for sustainability of rural areas	SURAP -	Academics, agronomists, activists	worldwide	FKI	150
2015/12/06	AT – Wien	Digital DIY and social innovation	Global Villages meeting	Social/Rural innovation NGO	AT, DE	FKI	10



2015/12/15	IT - Gallarate(VA)	Progetto AMAmI	Public presentation	general public	IT	LIUC	N/A
2016/02/03	GR – Thessaloniki	Meeting with Oecon Group (startup/female entrepreneurship consulting)	Private meeting	Business consultants	GR	FKI	2
2016/02/03	GR – Thessaloniki	Digital DIY for sustainability of rural areas	Talk	SW engineering / Agronomy students and teachers	GR	FKI	30
2016/02/03	GR – Thessaloniki	Introduction to DiDIY	Open meeting with TechMinistry makerspace	Local makers/hackers	GR	FKI	10
2016/02/03	GR – Thessaloniki	Introduction to DiDIY	Private meeting with ACT Makers Club	students	GR	FKI, AC	10
2016/02/11	UK, London	Creativity and well-being	Filming	N/A	UK	UOW	N/A
2016/02/15	UK – Sheffield	DIY killer robots	Sheffield Robotics	Philosophers, robotics experts	UK	AC	N/A
2016/02/20	ES – Barcelona	DiDIY/FKI booth	First Congress of Technological Sovereignty	Makers, NGOs,	ES	FKI	300
2016/02/23	ES – Barcelona	DiDIY/FKI booth	Mobile Social Congress	Makers, NGOs,	ES	FKI	200
2016/02/24	ES – Barcelona	DiDIY and perspectives on democratising technology	Plenary session of Mobile Commons Congress	Makers, NGOs,	ES	FKI	150
2016/02/29	UK, London	Studio talk on design and creativity	N/A	N/A	UK	UOW	N/A
2016/03/07	ES – Barcelona	Digital DIY and collaborative production of material goods	Sustainable Fabrication course series	Makers, Sustainable Development activists	ES	FKI	60
2016/03/07	ES – Valencia	Digital making as a means to improve education	Design Research Society (DRS) international conference “Design + Research + Society: Future-Focused Thinking”,	Designers	ES	POLIMI	N/A
2016/03/08	IT – Rome	Digital DIY can change society but how much space is	“Yes, WE_STEM” meeting	Academics, Public Managers,	IT	FKI	20



		it leaving to women?		Gender issues experts, educators			
2016/03/09	IT – Milan	Participation	Manufacturing 4.0: a close future		IT	POLIMI	N/A
2016/03/10	FR – Paris	Brain surveillance	Workshop ‘Dual use, Future Computing, Neurorobotics and the Human Brain Project’	Philosophers, robotics experts	FR	AC	N/A
2016/03/11	ES – Barcelona	Coordination and moderation	Session on “Internet of Things”	Commons activists, makers, hackers, public officers	ES	FKI	N/A
2016/03/11	ES – Barcelona	Coordination	Session on “Industrial Commons and Open Design”	Commons activists, makers, hackers, public officers	ES	FKI	N/A
2016/03/11	ES – Barcelona	Some proposals for networking open labs, free knowledge and cooperation	Session on “Industrial Commons and Open Design”	Commons activists, makers, hackers, public officers	ES	FKI	N/A
2016/03/11-13	ES – Barcelona	Co-organising Partner	Commons Collaborative Economy	Researchers, policymakers, practitioners	EU	FKI	300
2016/03/12	ES – Barcelona	Coordination and moderation	Session on “Legal and Policy questions related to Digital DIY	Commons activists, public officers, lawyers	ES	FKI + several members of DiDIY LAB (Legal Advisory Board)	N/A
2016/03/13	ES – Barcelona	participating as Project Member	session on "Open Source Circular Economy"	Commons activists, economists	ES	FKI	N/A
2016/03/14	IT – Gallarate	Il fai da te digitale: una nuova alleanza fra tecnologia e creatività	Settimana della Scienza 2016	general public	IT	LIUC	100
2016/03/16	IT – Gallarate	Dialogo sulla tecnologia digitale come amplificatore di creatività	Settimana della Scienza 2016	teachers	IT	LIUC	150
2016/03/16	IT – Milan	participation	Open Education Wemake Workshop	Makers, teachers, general public	IT	POLIMI	N/A
2016/03/18	IT – Milan	Dire Fare Educare	meeting	teachers,	IT	ABACUS	N/A



2016/03/19 -20	IT – Busto Arsizio (VA)	Infopoint	Expo Model Show	makers general public	IT	LIUC	N/A
-------------------	----------------------------	-----------	--------------------	--------------------------	----	------	-----



Annex 3 - Press releases on the Project

Date	Title	Partners responsible	URL
2014/12/01	“Digital Do It Yourself”: con Horizon 2020 la LIUC esplora il “fai da te digitale”	LIUC	http://liuccommunicatistampa.blogspot.it/2014/12/digital-do-it-yourself-con-horizon-2020.html
2015/04/22	The Horizon 2020 "Digital Do It Yourself" Project is up and running, and welcomes your contribution	LIUC/FKI	www.didiy.eu/horizon-2020-digital-do-it-yourself-project-and-running-and-welcomes-your-contribution Italian translation: http://liuccommunicatistampa.blogspot.it/2015/04/il-progetto-digital-do-it-yourself-di.html
2016/03/08	A marzo tante occasioni per conoscere il “fai da te digitale” Il progetto europeo DiDIY, “Digital Do It Yourself”, presentato in manifestazioni dedicate alla scienza, alle donne, al modellismo: a Roma, Gallarate, Busto Arsizio	LIUC	www.liuc.it/ricerca/lab_id/cm/upload/CSDiDIY_ITA7mar16defok.pdf



Annex 4 - Selection of coverage of the Project in media

Date	Title	Magazine or website	Type/audience
2015/04/30	Mention of DiDIY in LinuxVoice podcast ²³	Linux Voice	“an independent GNU/Linux and Free Software magazine from the most experienced journalists in the business”
2015/ 05/26	Researchers to track down obstacles to digital DIY ²⁴	JoinUp.eu	“collaborative platform created by the European Commission and funded by the European Union via the Interoperability Solutions for European Public Administrations (ISA) Programme. It offers several services that aim to help e-Government professionals share their experience with each other.”
2015/06/26	DiDIY. An interview with Marco Fioretti ²⁵	International Society of Biourbanism	“a not-for-profit scientific network for high-quality research, theory making, education, and practice in Urbanism and Architecture. It supports research, publishing and education by providing a shared area for the exchange and dissemination of knowledge about biourbanism as a new epistemological approach to cities and biophilic design.
2016/01/20	Digital Do-It-Yourself and (local) Public Administrations: a relationship still waiting to be developed ²⁶	ForumPA	This is a guest post explaining why and how DiDIY is relevant for Smart Cities, and how their administrators should support it. ForumPA is the online home of one of the largest Italian open communities of public managers and employees working on innovation in and by Public Administration
2016/02/22	How hard is life for female makers in Europe? ²⁷	Wister	“Women for Intelligent and Smart TERritories” is a large Italian network of women, whose mission is to produce and promote events, papers and general knowledge on gender issues and barriers in (digital) technology

²³ <https://www.linuxvoice.com/podcast-season-3-episode-7>.

²⁴ <https://joinup.ec.europa.eu/community/epractice/news/researchers-track-down-obstacles-digital-diy>.

²⁵ <http://www.biourbanism.org/didiy-an-interview-with-marco-fioretti>.

²⁶ In Italian, original title “Fai-da-te digitale e Pubbliche Amministrazioni, un rapporto ancora da sviluppare”, <http://www.forumpa.it/smart-city/fai-da-te-digitale-e-pubbliche-amministrazioni-un-rapporto-ancora-da-sviluppare>.

²⁷ In Italian, original title “Quanto è dura la vita per LE maker in Europa?”, <http://www.wister.it/quanto-dura-vita-per-maker-in-europa>.



Annex 5 - List of Blog posts from January 2015 to March 2016

Blog posts published on www.didiy.eu/blog from 2015/01/30 to 2016/03/31

<i>Published/updated</i>	<i>Title/Link</i>	<i>Autor</i>	<i>Partner</i>
2015/01/30 - 9:10pm	The DiDIY website goes online! Please remember that...	Marco Fioretti	FKI
2015/02/06 - 8:51pm	What is Digital DIY?	David Gauntlett	UOW
2015/04/20 - 3:47pm	Some challenges for 2+ years of collaborative research...	Imari	LIUC
2015/04/29 - 12:46pm	Digital DIY from a perspective of Free Knowledge and Open Hardware	Wouter Tebbens	FKI
2015/05/18 - 11:54am	DiDIY and Education at the Italian Finals of RoboCup Jr.	rrossi	ABACUS
2015/05/20 - 2:02pm	Online Design Sharing Platforms for Digital DIY	Wouter Tebbens	FKI
2015/05/25 - 7:25pm	What next in 3D technology: from formal design towards descriptive representation	bruceedmonds	MMU
2015/06/09 - 9:20pm	Something about the social perception of DiDIY...	Imari	LIUC
2015/06/25 - 12:24pm	The spirit of 'Do It Yourself'	David Gauntlett	UOW
2015/06/25 - 12:50am	What is Digital DIY? – part two	David Gauntlett	UOW
2015/07/01 - 4:51pm	D4.1 and D4.2 in a nutshell	sbiguzzi	ABACUS
2015/07/17 - 5:09pm	Milan makerspaces	David Gauntlett	UOW
2015/08/15 - 5:46pm	Digital Artisans: reshaping craftsmen's work through Digital Do-It-Yourself	Aurelio Ravarini	LIUC
2015/09/02 - 11:58am	1 million DiDIY "micro:bit" boards to be given to all 11-12 years olds in the UK	bruceedmonds	MMU
2015/09/03 - 11:29am	Ulisse: a fantastic example of DiDIY on education	sbiguzzi	ABACUS
2015/09/15 - 6:49pm	Meet DiDIY at the fOSSa 2015 conference	Marco Fioretti	FKI
2015/09/19 - 1:34am	Making meaningful connections ... and Digital DIY	David Gauntlett	UOW
2015/10/08 - 10:57am	The Commons Law Perspective, Open Hardware and Digital DIY	Wouter Tebbens	FKI
2015/10/09 - 10:06am	Design-at-home viruses?	bruceedmonds	MMU
2015/10/12 - 1:26pm	Digital DIY at the Maker Faire in Rome	Marco Fioretti	FKI
2015/10/12 - 6:45pm	Meet DiDIY at the ICT2015	idevita	ABACUS
2015/10/12 - 9:04am	The Threats of Dangerous Information	Wouter Tebbens	FKI
2015/10/14 - 5:50pm	Trajectories of Design for Digital DIY	Carmen Bruno	POLIMI
2015/10/14 - 5:53pm	Design around Digital DIY	Carmen Bruno	POLIMI
2015/10/14 - 6:47pm	Learning from the Cuban 'technological disobedience'	Giuseppe Salvia	POLIMI
2015/10/14 - 7:00pm	The Right to Repair	Wouter Tebbens	FKI
2015/10/15 - 9:41pm	DiDIY at fOSSa 2015, between open chairs, robots and worms	Marco Fioretti	FKI
2015/10/19 - 12:23pm	Demande d'information: soutien et sensibilisation au «bricolage numérique» en Europe	Marco Fioretti	FKI
2015/10/19 - 12:24pm	Info request: Digital DIY support and awareness in Europe	Marco Fioretti	FKI
2015/10/21 - 11:06pm	Launch of Online Survey ICT2015	sbiguzzi	ABACUS
2015/10/21 - 2:00pm	The Things Network: a Digital DIY, commons based IoT datanetwork	Wouter Tebbens	FKI
2015/11/12 - 9:48pm	The ethics of 3D bioprinting	Alexandre Erler	AC
2015/11/16 - 3:34pm	E&T Magazine articles on Digital DIY	bruceedmonds	MMU
2015/11/20 - 3:44pm	Wanted: examples of ILLEGAL use of 3D printing, Open Hardware and other Digital DIY	Marco Fioretti	FKI
2015/11/21 - 12:28pm	It has happened: A legal ban on digital DIY files	Vincent C. Müller	AC
2015/11/21 - 12:36pm	The end of gun control: Digital DIY	Vincent C. Müller	AC
2015/11/26 - 10:34pm	Digitally manufactured weapons: can they be controlled?	Alexandre Erler	AC
2015/11/26 - 12:22pm	On the effects of prohibiting dangerous files on the Internet	Wouter Tebbens	FKI
2015/11/26 - 12:43pm	Pilot survey: Digital DIY in Crafts and Agriculture	Marco Fioretti	FKI
2015/12/01 - 10:16am	A structural view on the ethical non-neutrality of DiDIY	Imari	LIUC
2015/12/02 - 9:43am	UK makes private copying illegal again	Wouter Tebbens	FKI
2015/12/03 - 9:35am	The political side of DiDIY	Imari	LIUC
2015/12/04 - 3:04pm	Skilling and learning through digital DIY	Giuseppe Salvia	POLIMI
2015/12/30 - 12:51pm	Some more thoughts on controlling the spread of dangerous information online	Alexandre Erler	AC
2016/01/04 - 8:39am	DiDIY, from Agricultural Extension to Global Villages and Social Makers	Marco Fioretti	FKI
2016/01/07 - 1:54pm	DiDIY fact sheets, December 2015 edition	Marco Fioretti	FKI
2016/01/19 - 7:43pm	When the DIY is a reason for living	idevita	ABACUS
2016/01/29 - 12:56pm	Looking back: the Xerox 914 Copier	bruceedmonds	MMU
2016/02/02 - 9:11am	Meeting all makers and DiDIY advocates in Thessaloniki	Marco Fioretti	FKI
2016/02/08 - 9:35am	The new digital revolution of do-it-yourself making: Research project on ethical impact at Anatolia College/ACT	Vincent C. Müller	AC
2016/02/11 - 7:36pm	Musings on Makerspaces as Jazz	Magnus Josefsso	MMU
2016/02/15 - 9:42am	Digital DIY and 'creative society'	David Gauntlett	UOW
2016/02/16 - 4:33pm	Drone regulations for DIY drones	Wouter Tebbens	FKI
2016/02/20 - 8:34am	Large dataset of.. Objects shows relevance of DiDIY project	Marco Fioretti	FKI
2016/02/23 - 1:30pm	Digital DIY and women: how are you living it?	Marco Fioretti	FKI
2016/02/23 - 11:30am	A fruitful day for DiDIY in Thessaloniki	Marco Fioretti	FKI
2016/02/23 - 11:48am	Can we say something about who (Di)DIYers are?	Imari	LIUC



2016/02/24 - 7:24pm	DiDIY robotics makes ALL children work together	Marco Fioretti	FKI
2016/02/26 - 12:01pm	"Asweeping democratization in manufacturing"	Marco Fioretti	FKI
2016/02/27 - 10:35am	Beyond "Right to Repair": digital DIY and the Right to Keep Buying	Marco Fioretti	FKI
2016/03/01 - 10:34am	ADiDIY's smartphone "for women, conceived BY women"	Marco Fioretti	FKI
2016/03/01 - 9:25am	Hacking (Di)DIY online communities	Imari	LIUC
2016/03/02 - 9:10am	The role of kids in preparing the future DiDIY society	Marco Fioretti	FKI
2016/03/02 - 9:15pm	Simulate It Yourself (SIY)	bruceedmonds	MMU
2016/03/04 - 9:45am	DiDIY and product liability	Alexandre Erler	AC
2016/03/09 - 6:07pm	Are non-DiDIY-ers "less valuable humans"?	Marco Fioretti	FKI
2016/03/10 - 1:51pm	The leapfrogging value of Digital DIY	Marco Fioretti	FKI
2016/03/11 - 12:34pm	The need of a digital DIY movement for repair	Giuseppe Salvia	POLIMI
2016/03/14 - 12:32pm	On Textiles, Crafts and Digital DIY: "the spirit of the maker is very important"	Marco Fioretti	FKI
2016/03/15 - 12:11pm	Fighting with DiDIY the environmental impacts of mass production updated	Marco Fioretti	FKI
2016/03/17 - 11:47am	Is counterfeiting really the BIGGEST deal in 3D printing?	Marco Fioretti	FKI
2016/03/17 - 9:51am	DiDIY or DiDIWO?	Isabelle Risner	UOW
2016/03/22 - 12:14pm	Do the Digital Skills include DiDIY? updated	Marco Fioretti	FKI
2016/03/23 - 4:56pm	DiDIY contribution to ebook on Women Empowerment in STEM	Marco Fioretti	FKI
2016/03/24 - 4:26pm	Digital DIY helps artisans to produce better products	Marco Fioretti	FKI
2016/03/24 - 4:38pm	Digital DIY brings modular furniture to the next level	Marco Fioretti	FKI
2016/03/26 - 10:36am	Digital DIY makes art more accessible to disabled people	Marco Fioretti	FKI