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**EAGLE**  
**EnhAnced Government LEarning**

[www.fp7-eagle.eu](http://www.fp7-eagle.eu)

FP7-ICT-2013-11

Objective 8.2 Technology-enhanced learning;

Target outcome c): Holistic learning solutions for managing, reaching  
and engaging learners in the public administrations

Deliverable No 9.4


**EAGLE Demonstrations @ BarCamps and Fairs**

WP 9 – OUTREACH – Dissemination and Exploitation  
Lead Participant: ACCEL

Approval Panel	Name / Partner short name	Department / Function	Date
Author	Cedric Cohen / ACCEL	Project Assistant	31/03/2016
Author	Jeanette Müller / ACCEL	CEO	02/04/2016
Author	Thomas Gantenbein / ACCEL	Project Manager Communications	21/04/2016
Reviewer	Celina Raffl / DHBW	EAGLE Project & Research Assistant	16/12/2016
	Sabine Moebs / DHBW	Scientific Coordinator	10/01/2017



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement N°310806.


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## Executive Summary

The aim of deliverable D9.4 is to promote and demonstrate EAGLE to potential end-users, technology and training providers for local administrations, and multipliers (like associations of local administrations). For this purpose, EAGLE participated at conferences that are attended by these target groups and therefore lead to contacts with organisations and persons that EAGLE can use for further exploitation activities (e.g. pilot projects). The four selected conferences are *16<sup>th</sup> neueVerwaltung*, *8<sup>th</sup> European Quality Conference*, *LEARNTEC 2016* and *LEARNTEC 2017*. EAGLE delegations informed visitors about the project, its benefits and potential impact. Moreover, intense networking efforts have led to many promising contacts for future cooperation and collaboration.

### Need for the Deliverable

In order to promote EAGLE to target groups, it is imperative to rely on diverse forms of dissemination. Beyond scientific conferences, fairs and large meetings for public administrations and decision-makers in EAGLE-related fields are an important part of this multi-channel communication strategy as defined EAGLE's Dissemination and Exploitation Plan. Sending a delegation to such events not only offers the opportunity to promote the project directly, but also to explore synergies with similar projects (e.g. LearnPAd) and to get immediate feedback from potential end-users.

### Objectives of the Deliverable


With the help of this deliverable, we aim to:

- Promote the EAGLE Learning Solution by presenting its benefits and features to potential end-users, technology and training providers for local administrations, and multipliers (like associations of local administrations)
- Demonstrate the latest prototype of the knowledge platform
- Collect feedback from target groups
- Establish new contacts to representatives of the above target groups to facilitate exploitation activities (e.g. pilot projects).

### Outcomes

EAGLE hosted an information booth at several conferences. Additionally, at *neueVerwaltung* Prof. Dr. Moebs held a presentation titled „Und sie bewegt sich doch! Wissens- und Erfahrungsaustausch durch digitales Lernen“. As a result of the two conferences,

- EAGLE gained a total of 60 new personal contacts to decision-makers (e.g. national ministries interested in hosting or using the Learning Solution), technology providers and multipliers and potential end-users
- The usability of the latest prototype was tested; results were used for the further development of the EAGLE Learning Solution.

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## 1 Objectives

EAGLE's exploitation activities mainly target local governments, regional technology providers and regional training providers for local administrations. The overall objective of this deliverable is to support exploitation of EAGLE's work by **convincing these target groups of the benefits of the EAGLE Learning Solution**.


More specifically, the objectives are to establish contacts with

- Local administrations in order to later involve them in validation or pilot projects
- Decision-makers from local or national ministries to either involve them in validation/pilot projects or to have them host/promote the EAGLE Learning Solution to local administrations
- Multipliers like associations of cities, municipalities, regions, IT providers etc. to collaborate with them at making the EAGLE Learning Solution known in public administrations
- Technology providers to explore possibilities to exploit the whole EAGLE Learning Solution or single technological innovations
- Training providers to local administrations to explore with them possibilities to use the EAGLE Learning Solution for their training activities

## 2 Strategy

To reach these objectives EAGLE was present at one conference attended mainly by representatives of local administrations (16<sup>th</sup> neueVerwaltung), one conference attended by many decision-makers in local administrations, national and regional decision-makers and multipliers (8<sup>th</sup> European Quality Conference), and two conferences attended by many technology and training providers (24<sup>th</sup> LEARNTEC 2016 and 25<sup>th</sup> LEARNTEC 2017).

At each of these conferences, EAGLE collected information on attendees, prepared information material to be distributed, recorded contact details of people approaching EAGLE and followed-up promising contacts with e-mails.

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### 3 Preparation

To prepare for the conferences and fairs, DHBW and ACCEL

- created an EAGLE explainer video in German and English (<http://www.eagle-learning.eu/en/media/photos-videos>)
- produced a persona flyer in German and English ([http://www.eagle-learning.eu/sites/fp7-eagle.eu/files/downloads/eagle\\_brochure\\_web.pdf](http://www.eagle-learning.eu/sites/fp7-eagle.eu/files/downloads/eagle_brochure_web.pdf))
- created an EAGLE roll-up banner ([http://www.eagle-learning.eu/sites/fp7-eagle.eu/files/downloads/eagle\\_banner\\_en\\_web\\_02\\_0.pdf](http://www.eagle-learning.eu/sites/fp7-eagle.eu/files/downloads/eagle_banner_en_web_02_0.pdf))
- created a new EAGLE flyer with information on the benefits for local administrations of becoming a validation partner ([http://www.eagle-learning.eu/sites/fp7-eagle.eu/files/downloads/eagle\\_validation\\_en\\_03\\_web.pdf](http://www.eagle-learning.eu/sites/fp7-eagle.eu/files/downloads/eagle_validation_en_03_web.pdf)), and
- produced all necessary material for the booth (name tags, table tags, etc.)

In addition,

- DHBW set-up mock-ups of the EAGLE Learning Solution for eye-tracking
- HRW prepared a questionnaire on cultural factors facilitating or hindering learning

### 4 Follow-up


- News and images on the conferences in Leipzig and Luxembourg were posted on the homepage: pictures from the fair in Leipzig (<http://www.eagle-learning.eu/en/eagle-16-congress-neue-verwaltung-leipzig>) and Luxembourg (<http://www.eagle-learning.eu/en/conference-shows-eagle-learning-solution-heart-public-administrations-needs>) are available on the EAGLE website.
- “Thank you” e-mails were sent to speakers and participants
- Promising contacts were approached to be involved in validation activities.
- Contacts were collected in a central data base for further use in exploitation activities.

## 5 Activities

### 5.1 16<sup>th</sup> neueVerwaltung in Leipzig

#### 5.1.1 Overview and objectives of the conference

Since its launch in the year 2000, “neueVerwaltung” (new administration) has become one of the biggest congresses on eGovernance in the German-speaking part of Europe and marks the year’s highlight in the calendar of every major decision-maker, practitioner and leader in public administration on all governmental levels. The conference’s headlines and topics are slightly adapted every year and adjusted to the most salient and contemporary issues that need to be addressed. 2016<sup>th</sup> year’s motto was: *stabil. mobil. agil.*

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The congress is meant to be a “marketplace of information” and offers a platform to a broad variety of themes, which are all targeted at advancing the modernisation of public administration. Apart from the aforementioned focus on current and future projects related to eGovernment, this includes human resource management, IT-management, data-safety and data-protection and process- and finance-management.

Thus, for the 16<sup>th</sup> time, the public’s sector leading specialists and professionals came together to discuss their experiences regarding the digitalization of the public administration and to share their views with representatives of academia, research and industry. Especially the challenges posed by demographic change were considered a main theme during the conference. Anke Weingend, managing director of dbb-Akademie, emphasized the need to be aware of the quick reaction and adequate adoption, as well as the complexity of the daily job tasks with which all the sectors and all the employees are confronted.

The conference’s mains success is related to its diversity. An interesting mix of professional forums, exhibitions of current projects and workshops (in which new ideas, best practices, innovative solutions are discussed) provides an excellent opportunity to actively engage in shaping the more efficient and more people-orientated public administration of the future. Moreover, there are vast opportunities to engage in effective networking and sharing common experiences (for further information see <http://www.neueverwaltung.de/> - in German only).



FIGURE 1: THE EAGLE DELEGATION (ACCEL, DHBW, FOKUS) IN FRONT OF THE INFORMATION BOOTH.

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### 5.1.2 EAGLE's efforts at the conference

From 2–3 June 2015, our delegation represented EAGLE in Leipzig. DHBW, FOKUS, ACCEL and HRW were involved in preparation and implementation. The exhibition booth at the neueVerwaltung attracted many people who took the opportunity to get to know the project and its partners and learn about the latest advances. Various participants showed interest in an engagement as pioneers with EAGLE.

At the information booth, interested visitors were given the opportunity to try the latest version of the prototype of the knowledge platform. An eye-tracking-monitor helped to assess its usability and helped detect potential for further improvements. Moreover, visitors were encouraged to participate in a new survey, which evaluated the impact of cultural factors on the exchange of open knowledge resources in the public sector.

Prof. Dr. Sabine Moebs, scientific coordinator of EAGLE, held a presentation with the title “Und sie bewegt sich doch! Wissens- und Erfahrungsaustausch durch digitales Lernen“.

Additionally, the results from the latest customer-orientated studies were presented. To assess the potentials of IT-supported learning, mayors, heads of departments, as well as employees in several different sectors have been interviewed. Here is a short overview of the findings (the full report “[Lernen und Wissen teilen](#)” is available on the EAGLE website):


- Municipalities continue to learn the analogue way
- Little experience with IT-supported learning
- More content for the core topics is desired
- Important information is dispersed on different systems
- Inter-regional cooperation is important
- Public administration employees wish for more time to learn, time spaces for uninterrupted studying and receiving feedback on their progress

### 5.1.3 Results

The EAGLE delegation was successful at accomplishing several important tasks over the course of the conference:

- Apart from many interested visitors that were welcomed at the information booth, 21 new and promising personal contacts were established with representatives from
  - academia,
  - public institutions,
  - local governments and
  - the private sector.
- Presenting the results of the latest survey (outlined in section 5.1.2 before) and demonstrating the latest version the knowledge platform prototype.
- EAGLE's scientific coordinator, Prof. Dr. Sabine Moebs, elaborated on the potential of eLearning in communities in her presentation for the panel on „Kommunale Strategien für IT, eGovernment und eLearning“. She especially emphasized the claim EAGLE aims to complement,



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rather than replace, already existing forms of learning experience sharing within the public administration. The presentation was a success. The impact can be measured in terms of newly gained contact information and personal feedback that was received in the course of the conferences.



FIGURE 2: PROF. DR. MOEBIS (DHBW) GIVING A PRESENTATION.

## 5.2 8<sup>th</sup> European Quality Conference in Luxemburg

### 5.2.1 Overview and objectives of the conference

The 8<sup>th</sup> European Quality Conference took place from 1<sup>st</sup> and 2<sup>nd</sup> October 2015 at the Maison du Savoir – Cité des Sciences, Luxemburg, and was organized by the Luxembourgish Presidency of the Council of the EU in collaboration with the European Public Administration Network (EUPAN) and the European Institute of Public Administration (EIPA). Its main theme was how the economic crisis has affected the public administrations' functioning and has forced them to tackle the public's increasingly changing needs and expectations. The two-day conference offered a unique platform for European public sector organisations to share their good practices and experiences. The issues tackled by the keynote speakers revolved around public administration modernisation. The participants' lively discussions were focused on how to strengthen the capacity of public administration in tackling current and future challenges.

The keynote of the conference was about how these challenges require the public administration to strengthen their innovative capacity. The conference was structured around the following themes:

1. Public administration in the cycle of policy design, implementation and evaluation
2. Strategic thinking in a future-oriented and innovative public administration
3. Strengthening professionalism in building an innovative public administration
4. Innovative service provisions through stakeholders and citizen-user involvement
5. Societal responsibility

The European Quality Conference brought together around 300 participants from a great variety of sectors, including civil servants from different EU member states and abroad, researchers and members of the academic community and public management practitioners. The total of 54 speakers in-






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FIGURE 4: SIGN LEADING THE WAY TO THE EUROPEAN QUALITY CONFERENCE.


### 5.2.3 Results

Many professionals from national and local public administration across Europe demonstrated interest in the EAGLE project and asserted the timeliness and relevance of such a learning solution. In the course of the two days, 29 new personal contacts have been established. Amongst them are:

- National ministries interested in hosting (e.g. CTIE, Luxembourg)
- National ministries interested in using (e.g. Kompetencesekretariatet, Denmark)
- Multipliers (EUPAN, EIPA)



FIGURE 5: DR. MÜLLER (ACCEL) AND DR. RAS (LIST) NETWORKING AT THE EAGLE INFORMATION BOOTH.

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## 5.3 LEARNTEC 2016 & 2017

### 5.3.1 Overview and objectives of the conference

“**LEARNTEC** – learning with IT”, is one of the largest congresses and fairs with regards to digital learning for schools, universities, and enterprises. In 2016, the conference took place for the 24<sup>th</sup> time, from January 26 to 28; in 2017, the conference took place from 24–26 January. Technology-enhanced learning in public administration provides an added value to the already broad programmatic spectrum of the **LEARNTEC** conference. As such, EAGLE is a perfect match for the **LEARNTEC** conference. The conference is also an opportunity to reach decision-makers from IT providers, as the following quote from the conference’s website shows: “Every year, over 7,250 HR decision-makers and IT managers from all over the world come to the trade fair and convention in Karlsruhe, where they can find out about the possibilities of digital learning from over 250 exhibitors from 14 countries and look for concrete solutions for imparting and managing knowledge”.

### 5.3.2 EAGLE’s efforts at the conferences

EAGLE was present at **LEARNTEC** twice. In 2016, Prof. Dr. Sabine Moebs, Scientific Coordinator of EAGLE, was invited to give a presentation at the **LEARNTEC** convention about “EAGLE: Learning solution for local government in rural regions”. In 2017, DHBW is present with a booth and EAGLE will be presented there in collaboration with HRW.

### 5.3.3 Results

In 2016, Prof. Dr. Sabine Moebs, Scientific Coordinator of EAGLE, held the presentation “EAGLE: Learning solution for local government in rural regions” at the **LEARNTEC** conference. The attendance at the conference presentation was low, but some stakeholders became aware of EAGLE through the conference documentation and contacted EAGLE after the conference.

For 2017, it is planned to inform widely about the results of the EAGLE portal. The prototype will be made available for testing. The EAGLE consortium plans to attract the interest predominantly of IT- and training providers and has arranged meetings at the booth in advance.

## 6 Impact

This deliverable had the following impacts:

- Conferences have successfully been used as a platform to promote EAGLE and its latest advances to stakeholders within the field of public administration, academia and technology (only to mention a few) and establishing personal contacts with them.
- Demonstrating the latest prototype of the knowledge platform to the many visitors at the information booths.