

# Dissemination tools

## Decentralised Citizens ENgagement Technologies

Specific Targeted Research Project Collective Awareness Platforms



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FP7 – CAPS  
Project no. 610349  
D-CENT  
Decentralised Citizens  
ENgagement Technologies

Lead beneficiary: Forum Virium Helsinki

## DS.2 Dissemination tools

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**FORUM  
VIRIUM  
HELSINKI**



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# 1. Introduction

This deliverable will list a set of material that supports the dissemination of the project. It includes a project website, factsheet, brochure, project logo and visual guidelines, project presentation, stickers, roll-up and press release.

## 2. Website

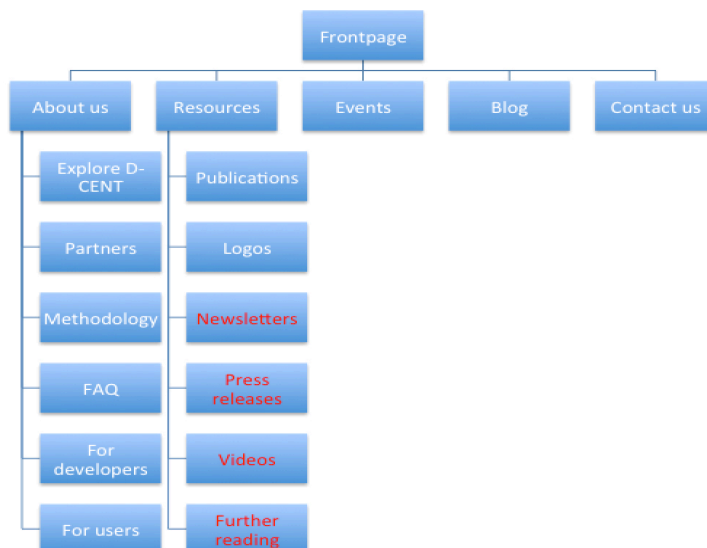
<http://dcentproject.eu>

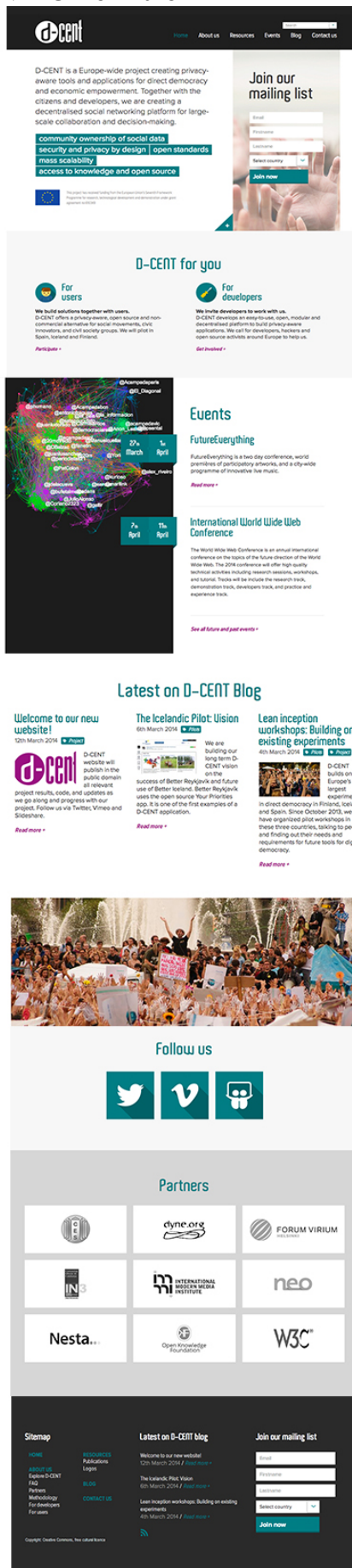
The current D-CENT website was launched on 13th March, just before the Launch event on the 14th of March. At the same time, D-CENT blog was launched at <http://dcentproject.eu/blog>. Within the next month, we will complete phase two, which will bring new resources to the site: videos, newsletter, press release and further reading.

The website is an interactive, up-to-date window to the project activities and themes. It contains a blog, basic information about the project, news, events, materials, contacts, and the possibility to send comments to D-CENT crew and sign up for the newsletter. It shares updates about our progress and is one of our means to engage the developers and citizens/users.

The website has links to D-CENT social media accounts on Twitter, Slideshare and Vimeo. The site is coded with Wordpress. The blog will be a collaborative one, allowing multiple editors and writers. All partners will actively contribute in updating the site.

The structure is like planned in the communications plan and strategy – Deliverable 6.1. The sitemap is included below (pages marked with red will be added within the next month).





## Front page

The front page includes a short introduction to the project, subscription to our mailing list and hoist boxes in which we promote the project and the website's content. Our social media links, partner logos and EU funding are well visible as well.

## About us

This section offers information about the project, its partners and methodology. It also includes an FAQ section for recently asked questions and special subpages for developers and users, which will be updated according to the progress of the project.

## Resources

The section includes materials that can be uploaded from the site (brochure, public deliverables, logos, presentations). Later it will also have our videos, newsletters and official press releases shown, plus linkage to relevant further reading. All general news will be published in the blog as part of its content.

## Events

This section includes a list of upcoming events and archive of the old ones.

## Blog

At this point, D-CENT blog posts are written by the project team members. Later, we will also invite writers from the communities we work with. The goal is to have a collaborative blog with multiple profiles and outside writers.

## Contact us

This section includes our contact information, contact form and other info of how to

## 2.1 Upcoming updates to the website

Within the next month, we will add new resource pages to the site: videos, newsletter, press release and further reading. Under videos section, we publish clips from the launch event, organised the 14th of March in London, at Nesta. The clips will include introduction, two panels and a number of short interviews we did amongst the speakers and audience (23 clips all together).

A press release describing the project will be sent out at the beginning of April. It will follow by our first newsletter. Further reading section will be published with links to interesting sources and reading material related to D-CENT.

As the project evolves, we will update “For users” and “For developers” sections to better explain how people can participate. We will complement the FAQ page (under “About us”) with new questions that emerge and add new upcoming events to the Events calendar. And of course update all the other content according to the course of the project.

We will continue to grow the blog and have interesting content online. Currently, the blog posts are written by project team. In the upcoming months we will start to develop the blog into a more collaborative one, inviting also outside writers from the communities, people and projects we work with.

### 3. Factsheet

The D-CENT Factsheet contains basic information about the D-CENT project in a simple, short format. It is a two-sided A4-sized document. It is shared in the D-CENT website (under Resources) and can be printed out as handout.

[http://dcentproject.eu/wp-content/uploads/2014/03/Factsheet\\_ENG.pdf](http://dcentproject.eu/wp-content/uploads/2014/03/Factsheet_ENG.pdf)





# Overview



D-CENT (Decentralised Citizens Engagement Technologies) is a Europe-wide project creating privacy-aware tools and applications for direct democracy and economic empowerment. Together with the citizens and developers, we are creating a decentralised social networking platform for large-scale collaboration, decision-making, and economic empowerment.

D-CENT brings together world-class technologists and academics with a large number of citizen groups across Europe. Besides the platform, the project explores how communities might manage common goods and facilitate online exchange with Bitcoin-style digital social currencies.

D-CENT started in October 2013 and will run until May 2016. It is funded by the European Union's Seventh Framework Programme for research, technological development and demonstration.

## Objectives

D-CENT will create an open, decentralised, and privacy-aware social networking platform for large-scale collaboration. The modular platform enables citizens to share in real-time open data, democratic decision making tools, and digital social currency for the social good. D-CENT will also grow longer-term alternatives to today's highly centralised platforms and power structures.

## Methodology

D-CENT builds on Europe's largest experiments in direct democracy— the Open Ministry crowdsourcing site linked into parliament in Finland, the participation democracy websites Better Reykjavik and Better Iceland in Iceland, and 15M, one of Europe's most dynamic social movements in Spain.

D-CENT will run large-scale pilots in Spain, Iceland, and Finland through Lean UX experimentation, leveraging existing networked social movements and the user-base tens of thousands of people.

D-CENT will be an open, modular and decentralised platform. Its code-base will be described by open specifications, open standards, and released under an open source licence. It will also integrate successful open-source codebases. Developers will be able to easily write API-based apps and add new modules. We call for open source developers, hackers, social movements, and democracy activists around Europe to work with us.

## Timeline

D-CENT project started in October 2013 with research and a Lean UX methodology, collecting user stories and features from the different user groups across Europe.

The coding starts in the spring of 2014. We will start by making immediately usable tools for the citizen communities in Iceland, Spain and Finland. The first functional (beta) version of D-CENT will be published by August 2014. After that we start iterating and piloting the platform and its applications, testing it out in Iceland, Finland and Spain.

## Our principles

- community ownership of social data
- security and privacy by design
- open standards
- access to knowledge and open source
- mass scalability
- reusability of solutions



## Work packages

The D-CENT project is divided into seven work packages (WP). Two of the WPs are focused on research (WP2 and WP3) and two in technical work (WP4 and WP5). Others provide support that helps run the project.

- WP1** Methodology, Use cases requirements and impact assessment
- WP2** Network-driven data analysis, modelling and visualization
- WP3** Economic Analysis on new Commons and sustainable economic cultures
- WP4** Design of platform architecture and pilots
- WP5** Lean implementation and integration of pilots
- WP6** Promotion and dissemination
- WP7** Project Management

## Partners

D-CENT has a strong international network as its consortium. The partners come from seven countries spread across Europe from North to South.

- Nesta, UK (coordinator)
- CNRS-Centre d'économie de la Sorbonne, France
- Dyne.org Foundation, The Netherlands
- Forum Virium Helsinki, Finland
- International Modern Media Institute, Iceland
- NEO Europe
- Open Knowledge Foundation, UK
- Open University of Catalunya and Barcelona Media, Spain
- World Wide Web Consortium, France

## Coordinator

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### Nesta

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United Kingdom

## Follow us

**Website:** [www.dcentproject.eu](http://www.dcentproject.eu)

**Twitter:** @dcentproject

**Blog:** [dcentproject.eu/blog](http://dcentproject.eu/blog)

**Newsletter:** [dcentproject.eu/newsletter](http://dcentproject.eu/newsletter)

**Twitter:** @dcentproject

**Vimeo:** [vimeo.com/dcentproject](http://vimeo.com/dcentproject)

**Slideshare:** [slideshare.net/dcentproject](http://slideshare.net/dcentproject)

## In short

- **Full title:** Decentralised Citizens ENgagement Technologies
- **Project acronym:** D-CENT
- **Starting date:** 1 October 2013
- **Duration:** 2,5 years (until May 2016)
- **Budget:** 2,5 million euros

## Contacts

### Francesca Bria (coordinator)

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Nesta...



## 4. Brochure

The D-CENT brochure is a two-sided postcard of the size A6. The first version was printed for the ICT 2013 Conference in Vilnius in November 2013. The current version was updated and printed for the Launch event in March 14th 2014.

<http://dcentproject.eu/wp-content/uploads/2014/03/Brochure.pdf>



# ANY D-CENT\* IDEAS ON DEMOCRACY AND DIGITAL CURRENCIES?

\*D-CENT = Decentralised Citizens ENGagement Technologies  
Open, decentralised social networking platform for large-scale collaboration.  
Enables to share in real-time open data, democratic decision making and  
digital currencies for the common good.

## DECENTRALISED CITIZENS ENGAGEMENT TECHNOLOGIES

- ▶ Digital tools for direct democracy and economic empowerment across Europe
- ▶ Created with citizens movements, civic innovators and developers
- ▶ Large scale testing in Spain, Iceland and Finland

**Enables direct engagement** in democratic decision making and deliberation. Communities can manage common goods and make exchanges with digital social currencies based on Bitcoin.

**Principles:** Community ownership of social data + Security and privacy by design + Interoperable social standards + Access to knowledge & open source + Exploits the network effect via mass user adoption

Social movements

Civil society groups

Researchers

Policy makers

Civic innovators

Developers

Active citizens

### Want to participate?

Contact: [info@dcenproject.eu](mailto:info@dcenproject.eu)

More info: <http://dcenproject.eu>, @dcenproject



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This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610349.

## 5. Logos, font and visual guidelines

The main color of the D-CENT logo is green. It is also available in black and magenta, and all these have 3 shades that can be used as stated in the style guide.

[http://dcentproject.eu/resource\\_category/logos/](http://dcentproject.eu/resource_category/logos/)





The D-CENT font for headers, subheaders, quotes and highlights is Aldo. The body font is Gill Sans.

# Header

## Header

### Header

#### Header

For all headers,  
subheaders, quotes and  
highlights, use Aldo.

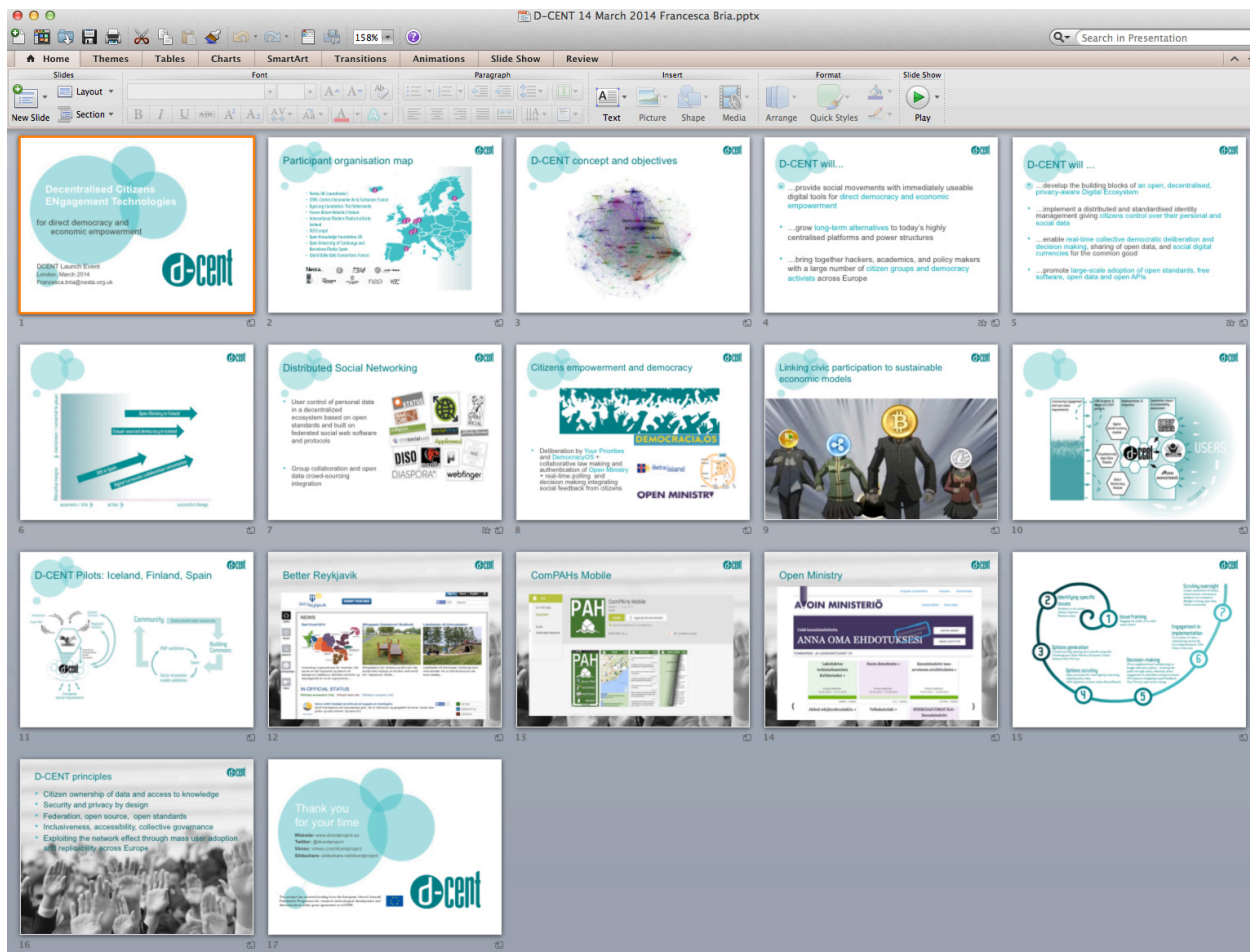
Gill Sans is the body font. Where not available, clean, sans-serif should be used. The Gill Sans font size should never exceed 14. For anything larger, use Aldo.

[http://dcentproject.eu/wp-content/uploads/2014/03/D-CENT\\_styleguide.pdf](http://dcentproject.eu/wp-content/uploads/2014/03/D-CENT_styleguide.pdf)

## 6. Project presentation

The project presentation is a basic introduction to the project.

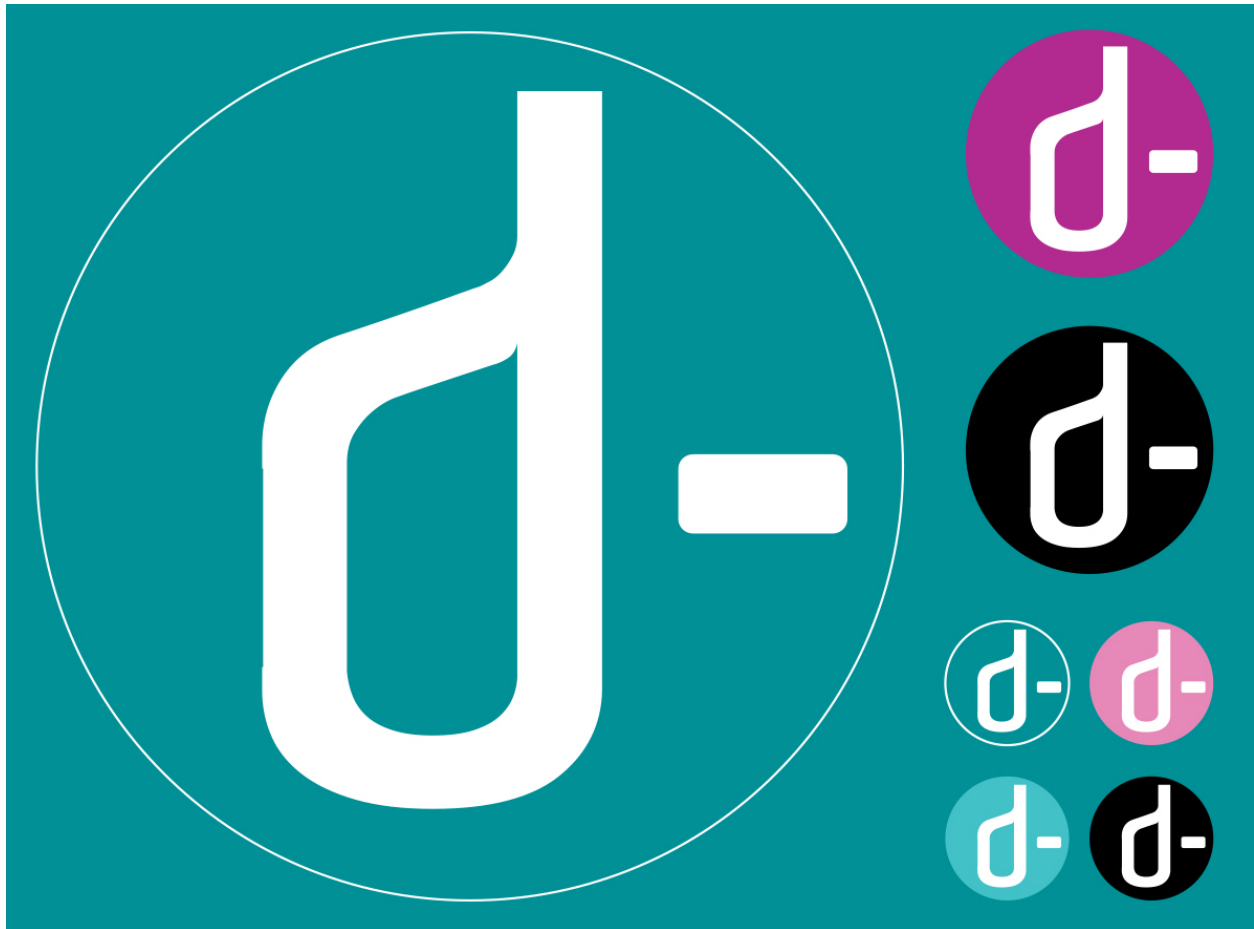
[http://dcentproject.eu/wp-content/uploads/2014/03/Presentation\\_D-Cent\\_Launch-event.pdf](http://dcentproject.eu/wp-content/uploads/2014/03/Presentation_D-Cent_Launch-event.pdf)





## 7. Stickers

Two set of stickers were printed for the Launch event on the 14th of March: one sheet with round stickers in different sizes, and one traditional logo sticker.



## 8. Roll-up

One roll-up was produced for the Launch event on the 14th of March:



- community ownership of social data
- security and privacy by design
- open standards
- access to knowledge and open source
- mass scalability
- reusability of solutions

Europe-wide project creating  
open source, decentralised and  
privacy-aware tools for direct democracy  
and citizen empowerment

[www.dcentproject.eu](http://www.dcentproject.eu)

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## 9. Press release

Press release 1<sup>st</sup> April 2014

### New initiative launches to redentralize the Internet for democratic innovation

**A new European-wide project has been launched which aims to build decentralized and privacy-aware technologies for democratic participation to empower European citizens.**

The initiative, D-CENT (Decentralised Citizens ENgagement Technologies), backed by the European Commission, will see the development of new open source, decentralized and privacy-aware tools and applications for direct democracy and economic empowerment.

Together with citizens and developers, D-CENT aims to create a distributed social networking platform for large-scale collaboration and decision-making. Digital rights and democratic participation are key issue that D-CENT is going to address, ensuring that people are in full control of their data, maintaining privacy, and trust in the systems they use.

The project will also explore how to link democratic decision-making to economic empowerment, experimenting how communities might manage common goods and facilitate online exchanges with Bitcoin-style crypto currencies for the common good.

And finally the project will study possible implementations of liquid democracy: collective deliberation, decision-making, and the pros and cons of proxy voting.

Through engagement with well-established citizen movements the tools will be tested in large-scale pilots in Finland, Iceland and Spain later this year.

Francesca Bria, coordinator of D-CENT at Nesta, said: “Together with developers, social movements, and grassroots civil society groups we are building open source, decentralized, privacy-aware tools that will be able to valorize the collective knowledge of citizens, re-imagining new democratic institutions. D-CENT wants to support new citizen movements, building technologies designed for the common good.”

D-CENT will use free and open source software, and open data, and the code will be released under open source license. This allows reusability across Europe, and software developers to use the code and write API-based applications on top of it. D-CENT works with existing open knowledge initiatives that have similar aims to redentralised digital infrastructures for citizens empowerment.

For any media inquiries on the D-CENT project contact:

Kaisa Eskola, Forum Virium Helsinki

kaisa.eskola@forumvirium.fi

#### Notes to editors:

D-CENT (Decentralised Citizens ENGagement Technologies) brings together world-class technological designers and academics, including some of the world's most successful technologists and open source developers. The project will also involve three major citizens movements in Europe through the M15 in Spain, the International Modern Media Institute in Iceland (IMMI) and Open Ministry in Finland.

The project partners are Nesta, Centre d'economie de la Sorbonne, (CNRS) Dyne.org Foundation, Forum Virium Helsinki, International Modern Media Institute (IMMI), NEO Europe, Open Knowledge Foundation, Open University of Catalunya and Barcelona Media, and World Wide Web Consortium.

D-CENT project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610349. The project started in October 2013 and goes on until 2016. The budget for 2,5 years is 2,5 million euros.

Website: [www.dcentproject.eu](http://www.dcentproject.eu)

Blog: [dcentproject.eu/blog](http://dcentproject.eu/blog)

Twitter: @dcentproject

Factsheet: [http://dcentproject.eu/wp-content/uploads/2014/03/Factsheet\\_ENG.pdf](http://dcentproject.eu/wp-content/uploads/2014/03/Factsheet_ENG.pdf)