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Abstract

This is the CitizenScape Dissemination Strategy, which aims to disseminate the project results to the different target groups identified, through web and traditional means by identifying key events and seizing market opportunities, The key dissemination target groups for CitizenScape are: (a) Regionally: local citizens, local administration and local politicians, (b) Nationally: other local authorities, business partners, and (c) European level: the EC and stakeholders involved in formulating policies regarding eParticipation in Legislative Processes and other eDemocracy / eParticipation projects, particularly the European Parliament.

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Executive Summary

This report is the CitizenScape Dissemination Strategy, which will be implemented in WP2.2 as the shop window of the project. The aim is to expose the progress and outputs of the CitizenScape project and European trials to disseminate real life implementation and experiences on the potential of such tools to reengage citizens in legislative and decision making processes thus increasing local authority's transparency.

The Strategy aims to disseminate the project results to the different target groups identified, through a series of physical and web based events and known market opportunities. The work includes two dissemination workshops/communication events (mid- and end project, in Month 9 and 24), relevant press work from the start of the project (press conference, press releases, press clippings, etc.), attendance at relevant events, communications / briefings to identified audiences as well the setup and maintenance of a project web site at www.citizenscape.org.

The project will also link into MOMENTUM and the other eParticipation Action projects to, where relevant, provide a coordinated dissemination from all of the projects.

The key dissemination target groups for CitizenScape are:

- a) Regionally: local citizens, local administration and local politicians,
- b) Nationally: other local authorities, business partners
- c) European level: the EC and stakeholders involved in formulating policies regarding eParticipation in Legislative Processes and other eDemocracy projects, particularly the European Parliament.

This Dissemination strategy describes mechanisms for the delivery of information to the target groups. It is the first release of the dissemination strategy for channelling CitizenScape's achievements to key external audiences. It is expected that while this document is delivered in month 3 of the project. The strategy will subsequently be reviewed and updated on an on-going basis (at least at each project meeting) to reflect new activities and actions. The strategy outlines the objectives of the dissemination workpackage (WP2.2) and defines the set of target audiences and regions, the methodology and detailed plans for channelling, the partner's responsibilities as well as the Web Marketing Plans.

A consolidated schedule of activities will be maintained by the leader of WP2.2.

The CitizenScape Dissemination strategy will be reviewed at each project meeting. During project reviews the WP2.2 leader will present progress against the current plan, and an updated plan will be produced, which takes account of newly identified opportunities or changes in previous opportunities.

CitizenScape dissemination will be channelled through different means:

- Physical dissemination (in collaboration with MOMENTUM and other eParticipation Action projects where possible):
 - 2 principle dissemination workshops
 - Regional dissemination workshops at partner councils to demonstrate the CitizenScape services to local stakeholders (MEP's, neighbouring Councils, Strategic partners, Regional / Central Government and citizens)

- Attendance / Exhibiting / demonstrations at identified conferences / events within the EU
- Meetings / presentations to identified representatives within Central Government / MEP's and other Local Authority agencies/organisations in each partner territory
- Print material
 - Press Coverage
- Web marketing plan
 - The www.citizenscape.org website (and if necessary localised versions for partners –at partner's discretion)
 - European contact details database of local authorities and regular site visitors
- Demonstration of the system to the European Parliament in order to show the usability of the service.

1. Introduction

This aim of this dissemination strategy is to have a planned and successful communication of the CitizenScape eParticipation project as it evolves to the target audience primarily within each Partner Territory. Effectively this strategy is a plan of activities. The basis of this strategy/plan can in turn be developed into a marketing / communication plan to support the deployment of the service after the current project ends.

This is an evolving plan that should develop based on input from the partners and will respond to the project as the various activities are completed.

The implementation of European Directives and other legislation at regional and local level has a major impact on citizens' lives, but few are aware or participate in the local implementation of such legislation.

CitizenScape is a 2 year eParticipation Programme Trial Project that will integrate and test state-of-the-art Web 2.0 social networking ICT-based tools and solutions in a socially purposeful way in concrete legislative and decision-making processes - specifically looking at engaging Citizens to debate and engage with the implementation of EU environmental legislation at a local level. It will define the precise conditions to be fulfilled, the desires and needs expressed by citizens for collective participation in major EU issues, and the specific barriers to be overcome for deployment. The project will, in parallel with integrating "best of breed" components into the technological solution, adapt the very successful Public-i webcast methodology to create a framework for recruiting citizens to CitizenScape and then moderating their inputs. From this experience it is planned that the platform and approach will be applied and contribute to other EU policies as a key driver to sustain and expand the service after the trial period. The project seeks to create a 'democratic pathway' by attracting and recruiting citizens to use the Web 2.-style space of CitizenScape and then migrating them to more formal online democratic tools (such as petitioning). These formal tools will be the means to access the decision makers – in this case Local Councillors.

CitizenScape is unique in its combination of a strong and focused implementation methodology alongside the operational use of innovative technology. CitizenScape will be a flexible online space that will blend and integrate social networking and other Web 2.0 technologies with more formal online democratic tools. The Citizen eParticipation methodology will create an accessible and inclusive model for online and offline engagement with citizens which will ensure that CitizenScape implementations not only have effective technologies but also effective offline recruitment activities and support to guarantee that the "*Citizen Scapes*" are vibrant and active democratic centres. Experience with the eParticipate and LEGESE projects has indicated that these offline plans and activities are essential for driving traffic and use of eParticipation tools and that a blended approach is essential to ensure high take-up and best value from services.

The CitizenScape Trial Project will include:

- Identifying and recruiting community activists
- Creating a frame of reference and then code of conduct for the CitizenScape
- Recruiting and training community moderators to help manage and maintain the site

- Integrating Web 2.0 tools with online democratic tools to provide an easy-to-use coherent service.
- Amending and extending the Public-i methodology to create an inclusive and accessible citizen eParticipation process
- Programme of offline recruitment and training activities in order to support the online space
- Implementing the trial with real-life users for a period of one year.
- Analysis of the results and assessment of the impact of the trial.
- Dissemination of the project objectives and results, and joined-up activities with other initiatives in the eParticipation Action.

CitizenScape is a citizen-driven initiative that will provide tools, applications and services that empower citizens to contribute to legislative and decision-making processes and address the implementation of EU initiated legislation by Local Authorities. CitizenScape will involve key stakeholders, i.e. actors from both civil society and public institutions in a shared environment that is moderated and managed by the Local Authority.

The CitizenScape Partners are:

Partner		Role		Web
1. National Microelectronics Applications Centre Ltd	MAC	Project Manager, Coordinator, user requirements, sustainability.	IE	www.mac.ie
2. Public-i Group Ltd	PI	Technology Platform service Provider/Evaluator.	GB	www.public-i.eu
3. Bristol City Council	BCC	ePetitioner/Viewfinder System & User Org/Field Trials	GB	www.bristol.gov.uk
4. Comune di Genova	CDG	User Org/Field Trials – Large City	IT	www.comune.genova.it
5. Donegal County Council	DCC	User Org/Field Trials – Remote Rural Area	IE	www.donegalcoco.ie
6. RDA Zilina	RDA	User Org/Field Trials – less favoured region.	SK	www.razsk.sk

This report is the CitizenScape Dissemination Strategy, which will be implemented in WP2.2 as the shop window of the project and will aim to expose the outputs of the CitizenScape project and European trials to disseminate real life implementation and experiences on the potential of ICT tools to re-engage citizens in legislative and decision making processes thus increasing local authorities transparency.

The CitizenScape Dissemination Strategy aims to disseminate the project results to the different target groups identified, through web and traditional means by identifying key events and seizing market opportunities. The work includes two dissemination workshops/communication events (mid- and end project, in Month 12 and 24), relevant press work from the start of the project (press conference, press releases, press clippings, etc.), as well the setup and maintenance of a project web site at www.citizenscape.org

2. Dissemination in CitizenScape

The CitizenScape project aims to “showcase” its pilot service and demonstrate its concrete achievements at European and national, but particularly at the regional and local legislative levels, that are most relevant (and have most impact) on citizens’ lives.. The CitizenScape project aims to establish itself as a best practice test bed in line with the EC’s 2010 eGovernment action plan. This work is undertaken in WP2.2.

The work includes two dissemination workshops/communication events (mid- and end project, in Month 12 and 24), relevant press work from the start of the project (press conference, press releases, press clippings, etc.), attendance at relevant events, communications / briefings to identified audiences as well the setup and maintenance of a project web site at www.citizenscape.org.

The CitizenScape Dissemination work package (WP2.2) will be the shop window of the project and will aim to communicate the outputs of the CitizenScape project and European trials to disseminate real life implementation and experiences on the potential of ICT tools to reengage citizens in legislative and decision making processes and increase local authority’s transparency.

The consortium plans to use both web and traditional means of dissemination (in collaboration with MOMENTUM and other eParticipation Action projects where possible) to ensure that suitably packaged outputs are delivered to each of the target audiences. The identified outputs for the dissemination work package are as follow:

- Physical dissemination
 - 2 principle dissemination workshops
 - Regional dissemination workshops at partner councils to demonstrate the CitizenScape services to local stakeholders (MEP’s, neighbouring Councils, Strategic partners, Regional / Central Government and citizens)
 - Attendance / Exhibiting / demonstrations at identified conferences / events within the EU
 - Meetings / presentations to identified representatives within Central Government / MEP’s and other Local Authority agencies/organisations in each partner territory
- Print material
 - Press Coverage
- Web marketing plan
 - The www.citizenscape.org website (and if necessary localised versions for partners –at partner’s discretion)
 - European contact details database of local authorities and regular site visitors
- Demonstration of the system to the European Parliament in order to show the usability of the service.

The CitizenScape Consortium will execute the integrated dissemination strategy (described here) with respect to MOMENTUM and all the Consortia active within the eParticipation Preparatory Action. In this context, any reasonable effort will be provided for the twin aim of increasing the European impact and added value of each single project, and getting benefit (wherever possible) from alliances, synergies and economies of scale in the joint conduct of some activities. For

example, the following initiatives will be taken on by the Project Coordinator, from the start of the work programme, under the continuous supervision of the EC officials:

- establishment of a permanent (virtual) collaboration structure, gathering at least one representative from all the active Consortia;
- exchange of (non sensitive) information and knowledge regarding the contents of each project and its respective dissemination roadmap;
- development of a joint communication strategy, based e.g. on:
 - o reciprocal links to the respective project websites;
 - o a common design of printed material, showing all the projects logos and abstracts (if relevant);
 - o an integrated plan of seminars, workshops and conference participations;
 - o open participation of speakers from other projects at each respective dissemination event;
 - o alignment of contacts with parliaments and other users;
 - o the possibility to reach further or deeper synergies at bilateral level or with different speed;
- interim and final reports to the EC will be provided of the clustering results.

1.1 Dissemination Objectives

The objectives of the CitizenScape Dissemination and Awareness plan are:

1. To devise a strategy to best disseminate project results to the different target groups identified.
2. To communicate the CitizenScape services to ensure a wider understanding of their operation, applicability, best practice and contribution towards re-engaging the community with Legislative Authorities in each Partner territory.
3. To communicate the CitizenScape services to ensure a wider understanding of their potential contribution towards re-engaging the community with Local Authorities to all other EU Member States.
4. Attract Business Partners throughout the EU for subsequent deployment of the CitizenScape services across Europe and to National and European Legislative Authorities.

1.2 Target Audiences

The key dissemination target groups for CitizenScape are:

- a. Regionally: local citizens, local administration and local politicians including in their local region MEP's,
- b. Nationally: other local authorities, business partners
- c. European level: the EC and stakeholders involved in formulating policies regarding eParticipation in Legislative Processes and other eDemocracy projects, particularly the European Parliament.
- d. All other eParticipation Action projects / Project Leaders

1.3 Dissemination strategy methodology

The CitizenScape project central issues are ones that a great number of Local Authorities all over Europe can relate to and as such it is expected that the views of the project should be popular with those target groups. The fact that the CitizenScape project is an EU financed project can function as an additional boost to the authority expressed by the project operators.

Each CitizenScape partner will compile a list of mass media channels in their region and make this available to the WP2.2 leader in order to evaluate how best to approach the dissemination actions in their regions and make the CitizenScape brand and URL known to as many people as possible.

The dissemination activities currently are centred on convention/conference presences by CitizenScape partners. These of course are very important both as proper dissemination activities, but also as an important means of knowing and getting known by Local Authorities, decision makers and other key players in each region.

All promotional activities for the CitizenScape project will comply with some basic guidelines:

- coherent use of the CitizenScape logo and graphic design
- always make sure CitizenScape is mentioned during a presentation
- always make sure that the CitizenScape URL is printed correctly on business cards, informational material, fair stands, posters or whatever promotional material is used
- respect colour schemes, typeface and proportions of the CitizenScape brand; it is important to show a consistent image
- prepare special press oriented material and keep it available whenever journalists might be around; writing an article on CitizenScape should be extremely easy and all imaginary data and background information should be distributed in a synthetic and easy-to-read form
- Press releases for project events will be written by the WP2.2 leader, for local events press releases will be written by local partners and if necessary translated

1.4 Workpackage WP2.2

Dissemination of the CitizenScape service is undertaken in WP2.2 that runs the full duration of the project. WP2.2 is led by PI.

WP2.2 aims to increase awareness of Legislative eParticipation and the CitizenScape Service in particular. Its specific objectives are:

- Increased Legislative eParticipation awareness and the central importance of engaging citizens in all eGovernment legislative services and initiatives.
- CitizenScape Service awareness, particularly in the 3 Trials Countries (CZ, FR, UK)
- Promotional materials, website and two dissemination workshops.

The work of WP2.2 will aim to both increase general awareness amongst the Legislative Authorities, but also to attract Business Partners to deploy and enrich the service subsequently.

The work of this WP involves 2 main tasks:

1. External coordination and dissemination – to produce the CitizenScape Promotional / Dissemination Materials. In this, maintenance of the project website www.citizenscape.org by all partners will be particularly important (see WP3).
2. Dissemination Workshops – in month 12 and 24. These will be particularly important in hearing citizen and Legislative Authority feedback and identifying and attracting further Legislative Organisations and Business Partners. The aim will be to tie these workshops to suitable high-profile eGovernment events, particularly a demonstration of the system to the European Parliament in order to show the usability of the service, and ensure top quality and maximum potential audience, in the context of the overall eParticipation Initiative.

Both of these tasks will be undertaken in close collaboration with the MOMENTUM support project and the other eParticipation Preparatory Action projects to avoid duplication and through synergy to achieve a greater impact.

2. Dissemination Plan

2.1 Dissemination Workplan

The outline plan is a range of concurrent activities summarised as follows:

- 2 principle dissemination workshops at 12 and 24 months
- Regional dissemination workshops at partner councils to demonstrate the CitizenScape services to local stakeholders (MEP's, neighbouring Councils, Strategic partners, Regional / Central Government and citizens)
- Attendance / Exhibiting / demonstrations at identified conferences / events within the EU
- Meetings / presentations to identified representatives within Central Government / MEP's and other Local Authority agencies/organisations in each partner territory
- Print material
 - Press Coverage
- Web marketing plan
 - The www.citizenscape.org website (and if necessary localised version for partners –at partner's discretion)
 - European contact details database of local authorities and regular site visitors
- Demonstration of the system to the European Parliament in order to show the usability of the service.

2.1.1 Project Dissemination Workshops at 12 and 24 months

There will be 2 principle dissemination workshops at locations to be agreed and hopefully in collaboration with the other eParticipation Preparatory Action projects. It is proposed that these workshops occur in:

- In Month 12 (Dec 2008) when the CitizenScape System will be operational in the 3 Regions, and the Interim Progress Report will have been completed.
- At the end of the project (Dec 2009) to share the experience and results of the project, and attract further Legislative Organisation users and Business Partners for Deployment of the service.

The objectives of these workshops will be to disseminate the Legislative eParticipation services through demonstrating their operation; performance, results, usability, applicability, best practice and to discuss future potential. The invited audience will include representatives from the EU Commission / Parliament / eParticipation Action projects plus representatives from any EU Member State expressing an interest in the CitizenScape project.

CitizenScape will identify and bring together the key stakeholders in the use of ICTs in the legislation/legislative processes. These stakeholders include CIOs of Parliaments, representatives of Ministers and Members of Parliaments as well as local and regional authorities, where applicable, in their role as users of the proposed technological solutions. NGOs and their increasing contribution in his field will also be integrated, including civil society organisations

working in relevant fields. It will also include ICT industry experts who have experience in developing, installing and maintaining relevant ICT systems and tools.

Through the 2 targeted workshops with the above mentioned types of actors there will be a definition of future requirements for tools and applications, based on exchange of experiences, needs and opportunities identified.

In addition to the 2 scheduled workshops, the consortium will actively participate in information and awareness raising eParticipation Preparatory Action activities during the project in the form of ad hoc information events, publications of brochures and reports for wider dissemination of results and perspectives, including appropriate reporting to the European Parliament.

CitizenScape includes actions for a joined-up implementation with MOMENTUM and the other selected eParticipation Preparatory Action (cross-project co-operation) and will aim to avoid isolated or disconnected implementation. In addition, where possible, synergies with other projects in the area concerned will be developed, especially with eParticipation projects, IST research projects and projects funded through the various Structural Funds programmes. Also, relevant experience from other Commission funded programmes or application (e.g. DG RTD funded research projects, the Interactive Policy Mechanism application, the Eur-lex portal, the “Europe for citizens” programme, etc) will be considered when appropriate.

2.1.2 Regional dissemination workshops at partner councils to demonstrate the CitizenScape services to local stakeholders (MEP’s, neighbouring Councils, Strategic partners, Regional / Central Government and citizens)

Each partner User Region will hold at least one workshop / open day to demonstrate the CitizenScape eParticipation services and their contribution to engaging with the Community. The events themselves could be webcast to a wider audience. The events should occur after a minimum of 6 months of activity on site so that best practice feedback and results from the project can be communicated.

Invitees to these days could other Local Authorities within the same Country, Local Strategic partners such as Police Authorities, regional and central government representatives and on if desired the general public.

In addition it is proposed that an information pack on the CitizenScape project is produced to introduce the Partner Councils to the project.

2.1.3 Attendance / Exhibiting / demonstrations at identified conferences / events within the EU

Investigation into potential conferences / events within the EU where the CitizenScape services could be disseminated will occur. These events could either be territory specific or cover the EU in its totality.

2.1.4 Meetings / presentations to identified representatives within Central Government / MEP’s and other Local Authority agencies/organisations in each partner territory

The project should develop through the partner councils and thereafter the appointed business partners, a list of key contacts within each region. Then a structured programme of contact should be implemented to ensure progress is communicated.

In addition in each partner region the following will be briefed on the project:

- Relevant Local Government Associations
- Central Government body responsible for Local Government
- local Member of Parliament
- All MEP's in each territory.

2.1.5 Print materials

Press releases will be issued both on a Partner territory basis on specific activity and across the wider EU Member States on the CitizenScape services. A template for press releases will be developed and a plan for regular releases on specific activity and on the overall progress of the project..

The CitizenScape project will issue a project press release in April 2008 and at least quarterly thereafter. Each Local Authority Partner should issue an initial press release to launch their service and should in turn issued progress press releases on their own specific progress combined with the wider progress of the overall project.

3. Web marketing plan: www.citizenscape.org

The CitizenScape website is at www.citizenscape.org. This is the centre of the project's dissemination, collaboration, and subsequent market rollout activities. The CitizenScape website has been designed around the strong branding of its logo and the logo can be found in Annex A. The project website is also available at www.citizenscape.eu which will be used in the subsequent commercial market deployment, after the current project ends, (as .org cannot be used for commercial purposes).

www.citizenscape.org is the CitizenScape project's "window to the world", its home page summarises the Service and also shows the logo, and is simple but highly interactive in line with the project's Web 2.0 service objectives, as follows:



For the moment, at the start of the project, www.citizenscape.org just provides basic information about the project. However this will be enhanced as all Consortium Partners add content, upload files, links to local webcasts, modify pages and run discussions in relation to particular WPs using the site's powerful Content Management System (CMS).

www.citizenscape.org has been designed around an interactive Web 2.0-like home page to provide:

1. An open **Public Area**, that will be central to the project's dissemination, and include information on the CitizenScape services and the project, links to the Webcast meetings of the Partners, links to the eParticipate Preparatory Action, the MOMENTUM support action site, other projects, and information on eParticipation in general.
2. A closed **Private Consortium Area** to provide the consortium Partners with direct read/write access to the content of all pages on the website, to input and edit content and links, and allow effective and efficient collaboration and discussion, as well as access to all private deliverables and reports during this project and subsequently. Partners will be able to restructure the public and private areas and tabs to meet their evolving needs as the project progresses.

Consortium Partners may develop local websites if they feel they are helpful to achieve the project objectives. However those sites should be linked to and from www.citizenscape.org with the agreed CitizenScape logo and look and feel.

3.1 Use of the www.citizenscape.org website

The CitizenScape forum website at www.citizenscape.org has been developed using the open-source Plone¹ Content Management System with a closed (password-protected) custom back end for consortium partners and administration. The site consists of public information and a restricted read-write and collaboration area for the project Partners. The www.citizenscape.org content will be continuously updated, enhanced and expanded by all of the CitizenScape Consortium Partners throughout the project using the Plone CMS that enables all partners to upload files, edit pages, run discussions in relation to particular topics, add new topic tabs and even restructure the site itself. Annex C is a quick overview on how project partners register and start adding/editing web pages on the site.

www.citizenscape.org is structured in a very simple way to allow easy use and access. It initially has 8 main sections of content (or tabs, as shown earlier):

- Home
- News
- Events
- Technology
- Partners
- EU Legislation
- Links
- Press

For instance the Technology section contains details of the CitizenScape platform and how it will endeavour to engage and inform citizens as follows:



The screenshot shows the CitizenScape website interface. At the top left is the CitizenScape logo. Below it is a navigation menu with tabs for Home, News, Events, Technology, Partners, EU Legislation, Links, and Press/News. A search bar is located in the top right corner. The main content area is titled "Technology" and contains the following text:

CitizenScape Technology

CitizenScape will use Web 2.0 tools in order to create interaction spaces which Local Authorities can use in order to encourage and stimulate debate around the legislative process. Web 2.0 tools such as discussion boards, wikis and blogs will be used in order to create citizen interaction around either a single issue or a single legislative process. The focus of the project is on the integration of such tools, not on new development or research. These tools will be used in parallel with more formal democratic tools such as e-petitions and webcasting of meetings to ensure that the discussion reached decision makers in a format which they are able to respond to. Rather than create energy and engagement outside the formal process CitizenScape aims to use informal tools to create accessible inclusive mainstream debate.

The project will trial a number of techniques to engage and inform citizens including:

- Creation of a legislation wiki to enable citizens to discuss legislation or policy and suggest changes for the future - helping citizens to express democratic decisions / legislation and policy in "real" language.
- Video blogs from officers and Councilors explaining the impacts of the legislation / decisions
- Multimedia discussion site for citizens to engage in debate with the Local Authority and with each other

On the right side of the page, there is a calendar for April 2008 and a login/register section.

¹ See <http://plone.org/>

4. Conclusions and Recommendations

The CitizenScape Dissemination WP2.2 workpackage will be the shop window of the project and will aim to expose in full view the outputs of the CitizenScape project and European trials.

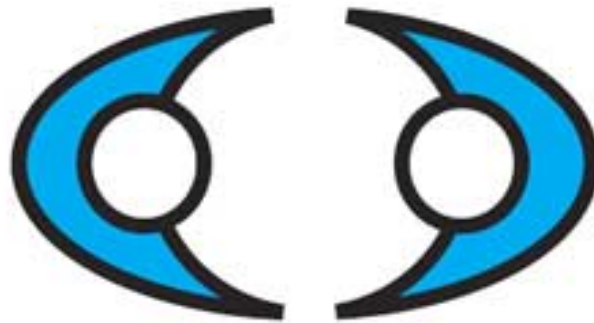
The objectives of the Dissemination and Awareness plan are to:

- Identify the dissemination target groups for the CitizenScape dissemination
- To devise a strategy, plan of action and to implement activities designed to best disseminate project results including identifying relevant source materials and dissemination mechanism
- To identify major outputs for the dissemination workpackage and the milestones

This working document has outlined the preliminary dissemination plans for the CitizenScape project. It has defined the main objectives, target groups and actions which will be undertaken by the CitizenScape consortium during the duration of the project. This plan will be revisited frequently and updated on an on-going basis by all partners to include all new dissemination activities identified in the future.

Annex A: CitizenScape Logo

The CitizenScape Logo Concept is based closely on the original eParticipate logo. It keeps the same shape but portrays a different meaning. It shows two people/groups coming together (Ariel view), encouraging easy interactive communication and participation. It shows a peer-to-peer Web 2.0 interactive connection between the local authority and the citizens.



CitizenScape

Annex B: Known Events and Conferences

CitizenScape will be attending the following conferences:

1. 28th – 29th February 2008 - London UK -Empowerment Symposium
<http://www.empowerment-symposium.com/>
2. 1st -3rd July 2008 – Bournemouth UK -Local Government Association Annual conference
<http://www.lga.gov.uk/lga/events/display-event.do?id=28858>
3. 7th – 9th October 2008 – Belfast UK - Society of Local Authority Chief Executives Annual Conference
<https://secure.solace.org.uk/conference2008/>

Annex C: Consortium use of www.CitizenScape.org

www.CitizenScape.org is built on the open-source Plone Content Management System². It provides an extensive suite of tools to add/edit web pages without any knowledge of HTML. An user manual on the use of Plone sites is available at <http://plone.org/documentation/manual/plone-2.5-user-manual/introduction>

The following is a quick overview and reference on how project partners register and start adding/editing web pages.

Register as a Consortium User

There is a login window on the left hand side of the homepage. This window contains a New User? Link. Please click on this and fill out the form.



The screenshot shows a web browser window displaying the CitizenScape homepage. The browser's address bar shows the URL 'http://www.citizenscape.org/'. The page features the CitizenScape logo at the top left. Below the logo, there is a navigation menu with links for 'Home', 'About Us', 'Contact Us', 'FAQ', 'Privacy Policy', and 'Terms of Service'. The main content area is titled 'Registration Form' and contains a form with the following fields: 'Full Name', 'User Name', 'Email', and 'Password'. The 'Full Name' field has a placeholder text 'Please fill in your full name'. The 'User Name' field has a placeholder text 'Please fill in your user name'. The 'Email' field has a placeholder text 'Please fill in your email address'. The 'Password' field has a placeholder text 'Please fill in your password'. Below the form, there is a 'Submit' button. At the bottom of the page, there is a footer with the text '© 2008 CitizenScape. All rights reserved. Terms of Service'.

You will receive an email containing a link which you must click on to activate your login. This security feature proves that your email address is not bogus. The Website Administrator at MAC will then add you to the Consortium Members Group. This grants edit and post access to your user account.

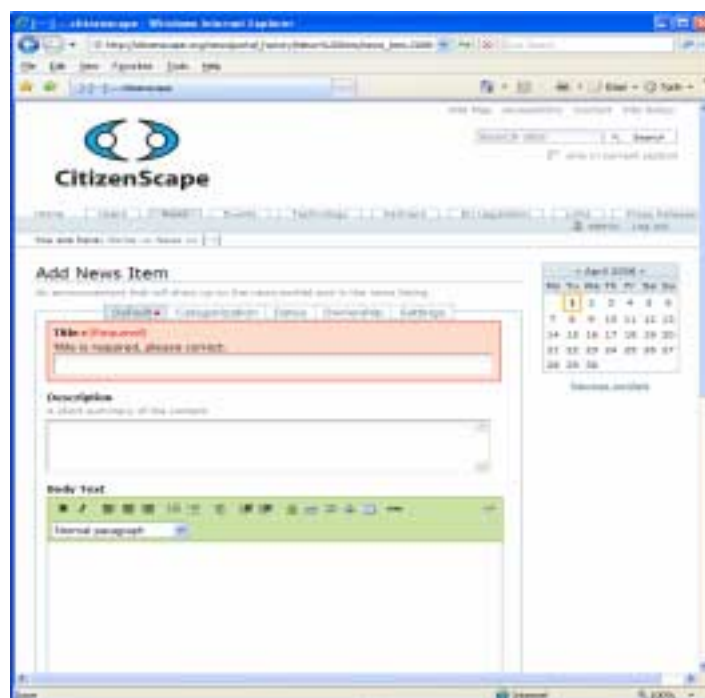
² See <http://plone.org/>

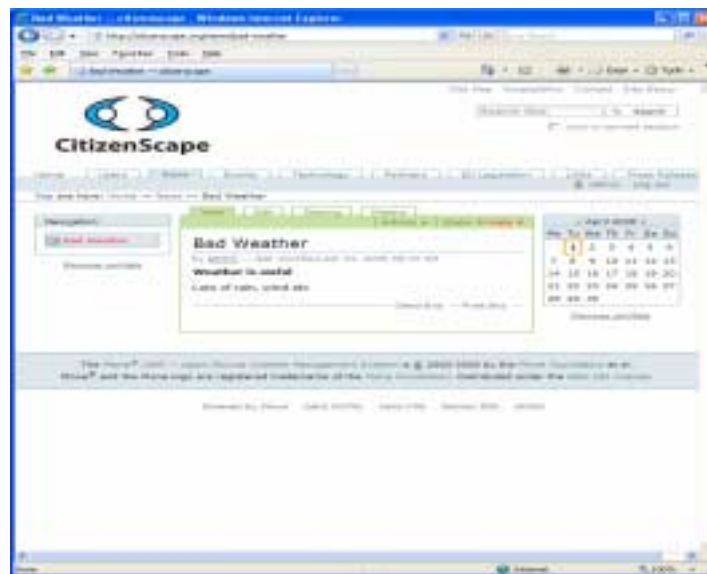
Add a News Item

Once you log in, click on the News tab along the top. Select 'News Item' from the Add new drop down list.



This opens up a New News Item page with self explanatory fields (see below). Fill out accordingly and save. The

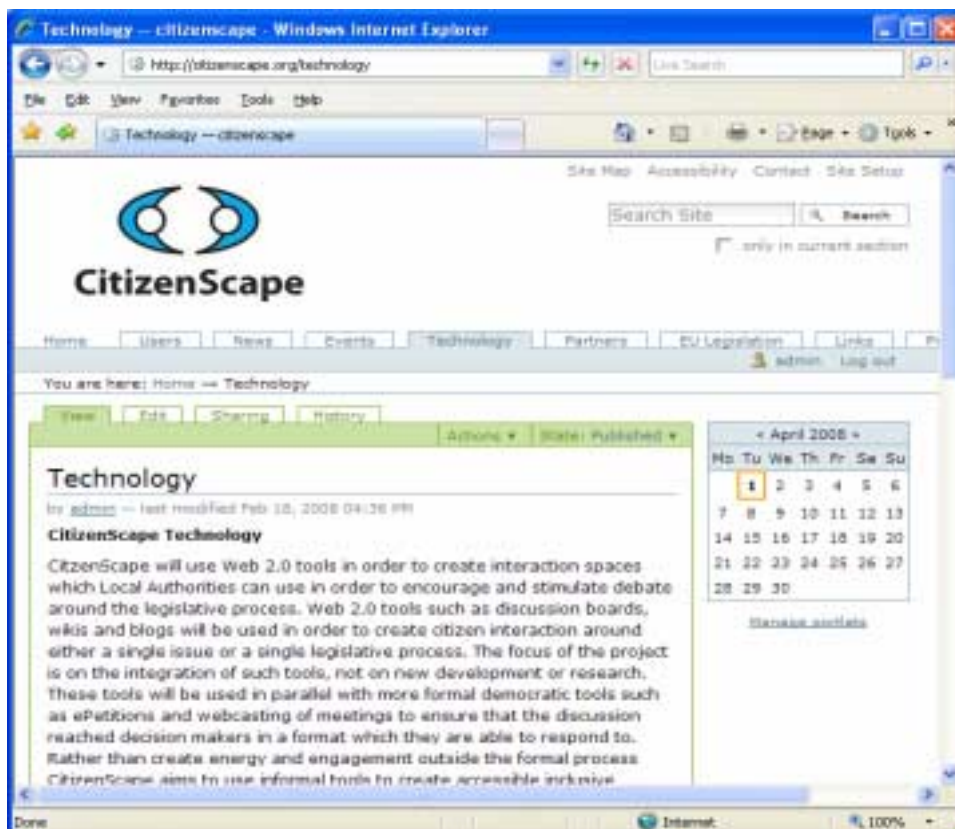




When a news item has been created, its default state is ‘private’. This means that only you can view it. Click on the down arrow icon beside ‘State: Private’ and change the state to ‘Publish’. This will make your news item available to everyone.

Edit a Page

Choose a page that needs updating (note: you need to be logged in). The Technology page for example.



Click on the Edit tab to open the document editor. Make any required changes and save. There is an option to enter a change note here. This can be useful in the event of having to roll back to an earlier version of the webpage. Images and links can be inserted by using the built in functionality of the WYSIWYG (what you see is what you get) editor.

