



Final Report of SDDP Co-Laboratory

How Do We Achieve Maximum Media Impact with Minimum Budget?

Unsafe *Plus* CYPRUS Training

17-19 September 2007

St. Raphael 5 hotel*

Limassol, Cyprus



Insafe *Plus CYPRUS* Training, Limassol, Cyprus

17-19 September, 2007

How Do We Achieve Maximum Media Impact with Minimum Budget?

Report on Developing Ideas, Initiatives, Projects and Methods to Achieve Maximum Media Impact with Minimum Budget.

EDITORS

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Insafe is the Coordinating Node of all European Safer Internet Awareness Nodes. It is run by the EU Schoolnet and represents a network of national nodes that coordinate Internet safety awareness in Europe. The network is set up and co-funded within the framework of the European Commission's Safer Internet plus Program.



CyberEthics is the Cyprus Safer Internet Awareness Node, which hosted the Insafe Plus Training meeting in Limassol, Cyprus, September 17-19, 2007. The CyberEthics campaign is co-funded by the EU Commission DG Information Society and Media and the partners in Cyprus, which are:

- o Cyprus Neuroscience & Technology Institute (Coordinator)
- o Cyprus Broadcasting Corporation
- o Family Planning Association
- o University of Cyprus
- o Olive Branch Foundation.



The Cyprus Intercultural Training Initiative is a loose Association of experts trained to organize co-laboratories using the SDDP method. The people who served as facilitators of the various sessions of the Insafe Plus Training Meeting documented in this report are members of CiTi.

ACKNOWLEDGEMENTS

The SDDP Facilitation Team who organized the SDDP co-laboratory documented here, as well as the CyberEthics Team, would like to thank the Insafe Coordinating Node as well as all EU Nodes who have participated for their enthusiastic contributions, time, energy and expertise they brought to the co-laboratory described in this report:

- Achieving Max Media with Minimum Budget - Defining an *Action Plan*.

All 26 participants were willing to dedicate the time necessary to work together with understanding to share old and new ideas and to describe projects that have already worked successfully. Their hard work, perseverance and humor made the co-laboratory's experience both richly diverse and productive. The participants, i.e. the experts in the safer use of the Internet, are the primary authors of views expressed in this document.

The Facilitation Team of the 'Achieving Max Media with Minimum Budget' co-laboratory consisted of: Ilke Dagli, Elia Petridou, and Kerstin Wittig.

EXECUTIVE SUMMARY

This report documents the results of the 'Achieving Max Media with Minimum Budget' co-laboratory – Defining an Action Plan, which took place during the Insafe Plus Training Meeting in Cyprus. The co-laboratory, which involved different participants, was implemented using a structured democratic dialogue method known as structured dialogic design process. The participants produced 82 ideas/actions during the co-laboratory. Following a process of clustering, selecting and exploring influences among different ideas, the participants came up with an influence map. The mapping process enables the diverse group of Safer Internet stakeholders highlight the ideas that will be most influential in their goal to achieve maximum media impact with limited budget.

The most influential driver in the 'Media - Influence Map' is idea 64 (Exchange of good practices). It is therefore concluded that the stakeholders (and this possibly includes the European Commission) need to address these influential drivers by exchanging good practice examples as well as practical tips with respect to creating and sending media messages. A follow-up co-laboratory should be used to structure more initiatives/actions in order to receive a more detailed map of the influential drivers. The structuring/mapping of these actions/initiatives would provide a clear and efficient roadmap to reach the ultimate goal of all Safer Internet Nodes across Europe to reaching maximum media impact despite a limited budget. Another follow-up meeting could then focus on the actual implementation of the actions/initiatives identified.

1. INTRODUCTION

For the first time ever, all Awareness Nodes of the EU Safer Internet project used the Structured Design Dialogue Process (SDDP) during their Insafe Training meeting which took place in Limassol, Cyprus September 17-19, 2007. The SDDP is a technique that facilitates dialogue by engaging all stakeholders in a democratic manner. The primary aim of an SDDP co-laboratory is to achieve consensus regarding actions for improvements, based on a shared understanding of the current situation. The process is designed in such a way as to harness the collective wisdom of all participants. In a SDDP co-laboratory, the participants are the experts whose shared knowledge is extracted and then used to generate influence maps between separate ideas.

The SDDP co-laboratory 'Achieving Max Media With Minimum Budget' documented here built on experiences gained from previous relevant training sessions in Bruges and Stockholm as well as the results of the 6-month evaluations (Customer Satisfaction Surveys) performed by the coordinating node.

The co-laboratory was dealing with sharing and developing ideas, projects, initiatives, and methods to achieve maximum media impact with limited budget. Participants collected and exchanged as much information and knowledge as possible to be

used accordingly by the nodes so as to achieve as much media exposure as possible at the lowest possible cost to define an *action plan*. The triggering question that was tackled in this co-laboratory was:

What ideas and actions can nodes do to materialize achieving max media with limited budget?

After having participated in the structured dialogue it was expected that:

- Participants would gain a deeper understanding of the complexity of the situation and the interconnections between "ideas";
- Participants would have the opportunity to understand how the "others" may think and what actions they would like to take in order to achieve the "ideal" situation;
- A "voted" consensus between all participants taking part in the co-laboratory would emerge in the "influence tree" as a joint product.

Following the presentation and discussion of the results, participants were expected to develop a roadmap to achieve progress. The results of this co-laboratory are also expected to assist the nodes to use ideas or projects that have already worked successfully for some of the nodes as well as to test these ideas and methods in the own country, thus becoming more dynamic and more efficient.

1.1 Meetings of the Insafe Knowledge Management Group

The Insafe Knowledge Management Group met the following days in order to discuss, decide, and formulate the final versions of the triggering questions used during the SDDP co-laboratories:

Impromptu meeting of 20 June 2007

Held in Luxembourg and focused on training meeting in Cyprus from 17-19 September 2007.

Teleconference of 28 June 2007

Continued discussion on content of Cyprus training meeting.

Meeting of 26 July 2007

This meeting took place in the Insafe community chat room and further examined the content of the sessions to be included in the Cyprus training meeting.

Meeting of 31 July 2007

Review of draft program, best practice sharing session and mobile phone session.

Meeting of 10 August 2007

Preparation of Cyprus training.

Meeting of 23 August 2007

Cyprus training meeting, information pack, virtual tours of community, overview of coming meetings.

Email communication of 6 – 29 November 2007

Formulation of the Triggering Questions for the Insafe Brussels Meeting.

2. METHODOLOGY: STRUCTURED DIALOGIC DESIGN PROCESS

The Structured Dialogic Design Process (SDDP) is a methodology that supports *democratic* and *structured* dialogue among a heterogeneous group of stakeholders. It is especially effective in resolving complex conflicts of purpose and values and in generating consensus on organizational and inter-organizational strategy. It is scientifically grounded on seven laws of cybernetics/systems science and has been rigorously validated in hundreds of cases throughout the last 30 years.

The SDDP methodology was chosen to support the European network of Safer Internet Nodes in structuring the stakeholder representatives' ideas on an action plan regarding the achievement of maximum media impact with minimum budget.

The SDDP is specifically designed to assist inhomogeneous groups to deal with complex issues, in a reasonably limited amount of time. It enables the integration of contributions from individuals with diverse views, backgrounds and perspectives through a process that is participatory, structured, inclusive and collaborative.

A group of participants, who are knowledgeable of the particular situation, are engaged in collectively

developing a common framework of thinking based on consensus and shared understanding of the current or future ideal state of affairs. SDDP promotes focused communication among the participants in the design process and their ownership of and commitment in the outcome.

2.1 Structure and Process in a typical SDDP co-laboratory

When facing any complex problem, the stakeholders can optimally approach it in the following way:

1. Develop a shared vision of an ideal future situation. This ideal vision map serves as a magnet to help the social system transcend into its future state.
2. Define the current problématique, i.e. develop a common and shared understanding of what are the obstacles that prevent the stakeholders reaching their idealized vision.
3. Define actions/options or a roadmap to achieve the goals.

Methodology: Structured Dialogic Design Process

The three phases are done using exactly the same dialogue technique. Each phase completes with similar products:

- (1) A list of all ideas [SDDP is a self documenting process].
- (2) A cluster of all ideas categorized using common attributes.
- (3) A document with the voting results [erroneous effect=most popular ideas do not prove to be the most influential].
- (4) A map of influences. This is the most important product of the methodology. Ideas are related according to the influence they exert on each other. If one is dealing with problems, then the most influential ideas are the root causes. Addressing those will be most efficient. If one is dealing with factors that describe a future ideal state, then working on the most influential factors means that achieving the final goal will be easier/faster/more economic, etc.

In the following, the process of a typical SDDP session with its phases is being described more precisely:

First The breadth of the dialogue is constrained and sharpened with the help of a triggering question. This is formulated by a core group of people, who are the Knowledge Management Team (KMT) and is composed by the owners of the complex

problem and SDDP experts. This question can be emailed to all participants, who are requested to respond with at least three contributions before the meeting.

Second All contributions/responses to the triggering questions are recorded in the CogniScope II software. They must be short and concise, hence contain one idea in one sentence. The authors may clarify their ideas in a few additional sentences.

Third The ideas are clustered into categories based on similarities and common attributes. A smaller team can do this process to reduce time (e.g., between plenary sessions).

Forth All participants get five votes and are asked to choose their favourite (most important to them) ideas. Only ideas that received votes go to the next and most important phase.

Fifth In this phase, participants are asked to explore influences of one idea on another. For example, they might be asked to decide whether solving problem x will make solving problem y easier. If the answer is yes (great majority) an influence is established on a map of ideas. The way to read that influence is that items at the bottom are root causes (if what is being discussed are obstacles), or most

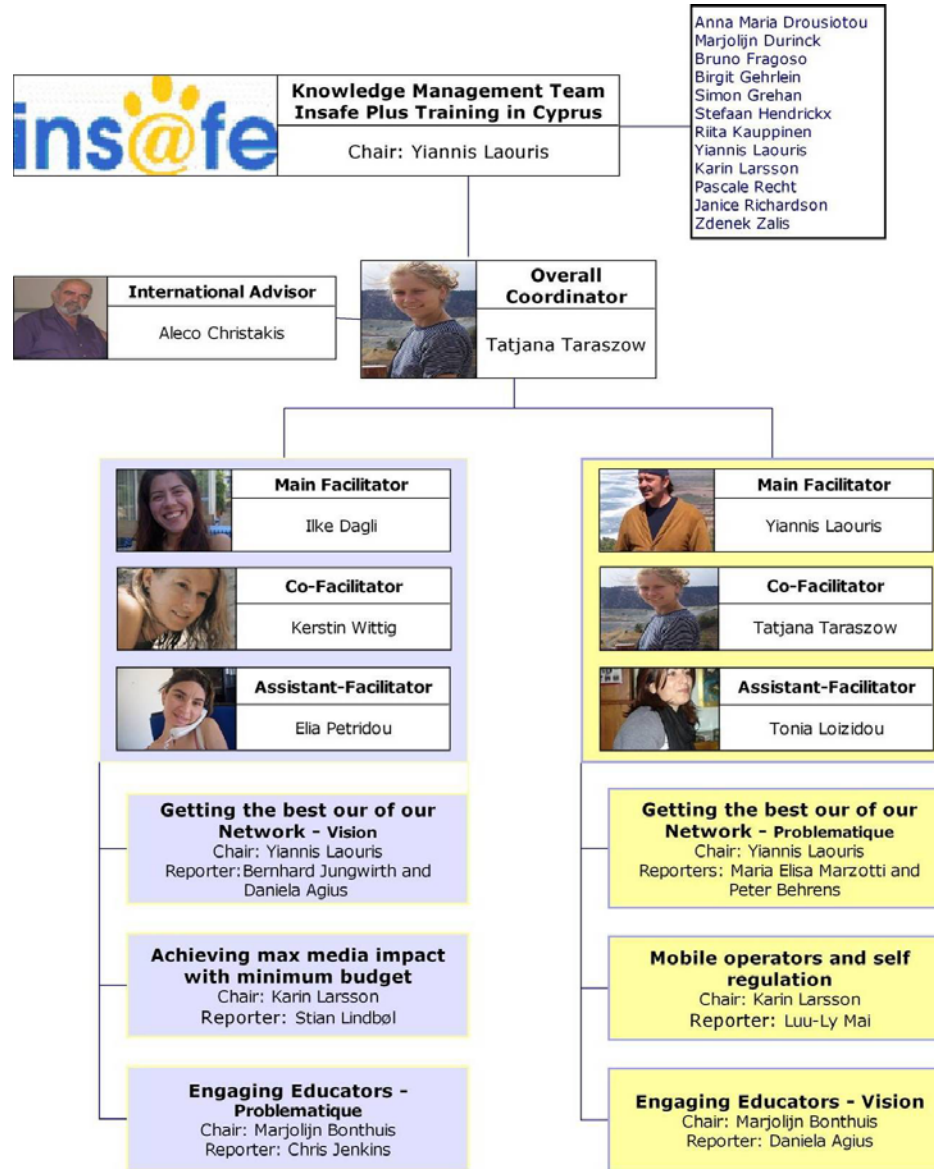
Methodology: Structured Dialogic Design Process

influential factors (if what is being discussed are descriptors of an ideal situation or actions to take). Those root factors must be given priority.

Sixth Using the root factors, participants develop an efficient strategy and come up with a road map to implement it.

Please refer to Annex A: Structured Dialogic Design Process – Frequently Asked Questions for more detailed information.

3. ORGANIZATIONAL CHART OF SDDP CO-LABORATORIES, INSAFE TRAINING MEETING



4. RESULTS OF THE CO-LABORATORY 'ACHIEVING MAXIMUM MEDIA IMPACT WITH MINIMUM BUDGET'

18 September 2007, staff of the European network of Safer Internet Nodes engaged at St. Raphael Hotel, Limassol, Cyprus, for three hours in a structured dialogue focusing on the triggering question:

What ideas and actions can nodes do to materialize achieving max media with limited budget?

Ideas and Actions achieving maximum media impact with limited budget

Insafe nodes' staff described 82 ideas and actions ahead of the co-laboratory and during the dialogue with the entire group. These ideas and actions appear as actions in Table 1 'Media – List of Actions'. For detailed information about the meaning of each idea/action please refer to Table 2 'Media – Actions with Clarification' in Appendix C.



Table 1 'Media - List of Actions'

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

#: Action

- 1: Stats / Annual reviews (Jason Steele)
- 2: Be insistent (Liene Kalna)
- 3: Personal contacts (formal/informal of main media) (Alenka Zavbi)
- 4: [DELETE] Use statistics and examples (Gudberg Jonsson)
- 5: Nodes engage with educators (Karl Hopwood)
- 6: Know your target group (Daniela Agius)
- 7: Building strong relationship with the media (Ronald Hechenberger)
- 8: [DELETE] Sponsorship (Marjolijn Durinck)
- 9: Establish valuable media partnerships (Karin Larsson)
- 10: Engage media schools (Judith Swietlik-Simon)
- 11: Negotiate contracts with communication companies (Ellen Stassart & Tom Van Renterghem)
- 12: Establish partnerships with key editors (Gry Hasselbalch)
- 13: [DELETE] Good relations with the media (Lena Fagerström)
- 14: Maximize internal staff communication competencies (Maria Elisa Marzotti)
- 15: [DELETE] Be proactive at dealings with media (Agnieszka Wrzesien)
- 16: Activate local media with local events (Juuso Peura)
- 17: [DELETE] Involve entities at local level (Luca Pitolli & Claudia Ceccarelli)
- 18: More often common press releases showing the European character of the project (Anna Rywczynska)
- 19: Press releases on a frequent basis (Veronica Samara)
- 20: Involve all stakeholders in Press Releases (Graine Walsh)
- 21: [DELETE] Find financially strong partners (Stephanie Kutscher)
- 22: True collaboration (Teemu Ruohonen)
- 23: [DELETE] Good interaction with journalists (Stian Lindbol)
- 24: Celebrity (Jose Luis Zatarain)
- 25: Media attending events (Jason Steele)
- 26: Have a good positive publicity (Liene Kalna)
- 27: [DELETE] Involving the media agency in the project - helping with social communication (Alenka Zavbi)
- 28: Keep the message simple (Gudberg Jonsson)
- 29: Improve communications with schools (Karl Hopwood)
- 30: Engage other stakeholders (Daniela Agius)
- 31: Use media relations of partners and industry (Ronald Hechenberger)
- 32: Cooperation with TV and media companies (Marjolijn Durinck)
- 33: Work proactively on PR and media relations (Karin Larsson)

Table 1 'Media - List of Actions'

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

#: Action

- 34: [DELETE] Invite media to activities (Judith Swietlik-Simon)
- 35: [DELETE] Find Sponsoring (Ellen Stassart & Tom Van Renterghem)
- 36: Establish a set of 'person sources' (Gry Hasselbalch)
- 37: Use illustrations (Lena Fagerström)
- 38: Apply ideas already tested by other nodes (Maria Elisa Marzotti)
- 39: Promote yourself as an expert on Internet safety issues (Agnieszka Wrzesien)
- 40: [DELETE] Conduct an online survey (Juuso Peura)
- 41: Massive use and promotion of web site (Luca Pitolli & Claudia Ceccarelli)
- 42: Exchange of contacts to advertising agencies (global ones) (Anna Rywczynska)
- 43: Invite a media representative to the Advisory Board (Veronica Samara)
- 44: [DELETE] Use strong, bold, bright images (Graine Walsh)
- 45: [DELETE] Find agencies, media etc. willing to work pro bono (Stephanie Kutscher)
- 46: Everybody wins (Teemu Ruohonen)
- 47: [DELETE] Have some new hard facts (Stian Lindbol)
- 48: Timely (Jose Luis Zatarain)
- 49: Technology developments (Jason Steele)
- 50: Involve society in project activities creating a human interest angle (Liene Kalna and Graine Walsh)
- 51: [DELETE] Keep the stories local (Gudberg Jonsson)
- 52: Face to face training (Karl Hopwood)
- 53: Design systematic adverts (Daniela Agius)
- 54: [DELETE] Be present at the right time (Ronald Hechenberger)
- 55: Smart use of web 2.0 (Marjolijn Durinck)
- 56: [DELETE] Conduct research/quantitative studies (Karin Larsson)
- 57: Address to school journals and websites (Judith Swietlik-Simon)
- 58: Recruit specific person for media (Ellen Stassart & Tom Van Renterghem)
- 59: Develop online newsletter (Gry Hasselbalch)
- 60: [DELETE] Expert comments (Lena Fagerström)
- 61: [DELETE] Engage free communication agencies (Maria Elisa Marzotti)
- 62: Co-operate with websites for children (Juuso Peura)
- 63: [DELETE] Keep in contacts with press agencies (Luca Pitolli & Claudia Ceccarelli)
- 64: Exchange of good practice (Anna Rywczynska)
- 65: Try to bring on board a mass media representative (Veronica Samara)
- 66: Use national network partners for dissemination (Stephanie Kutscher)

Table 1 'Media - List of Actions'

Triggering Question: *"What ideas and actions can nodes do to materialize achieving max media with limited budget?"*

#: Action

- 67: Get some ministers to participate (Stian Lindbol)
- 68: [DELETE] Share resources with other nodes (Jose Luis Zatarain)
- 69: Strong spokesperson (Jason Steele)
- 70: Create a good and catchy headline (Gudberg Jonsson)
- 71: Adopt real life stories (Daniela Agius)
- 72: [DELETE] Cooperation with national stakeholders (Marjolijn Durinck)
- 73: Provide tips to address to sponsors (Judith Swietlik-Simon)
- 74: Combination with publicity actions (Ellen Stassart & Tom Van Renterghem)
- 75: Develop press material according to 'news values' (Gry Hasselbalch)
- 76: Use the internet (Lena Fagerström)
- 77: Maximize sponsorship (Maria Elisa Marzotti)
- 78: Make importance of topic clear to relevant institutions (Stephanie Kutscher)
- 79: [DELETE] Develop well-defined content (Judith Swietlik-Simon)
- 80: Maintain press list with key journalists (Gry Hasselbalch)
- 81: Start a blogg (Lena Fagerström)
- 82: Develop competencies working groups within the network (Maria Elisa Marzotti)

Clustering the Ideas and Actions

The participants altogether grouped these 82 ideas and actions into six categories based on common attributes among the ideas identified by the Nodes' staff. These categories were named the following:

(1) Insafe Network, (2) Cooperation Organization, (3) Practical Tips, (4) Online Strategies, (5) Message Creation, and (6) Communication Skills. For more detailed information, refer to Figure 1 'Media - Cluster'.

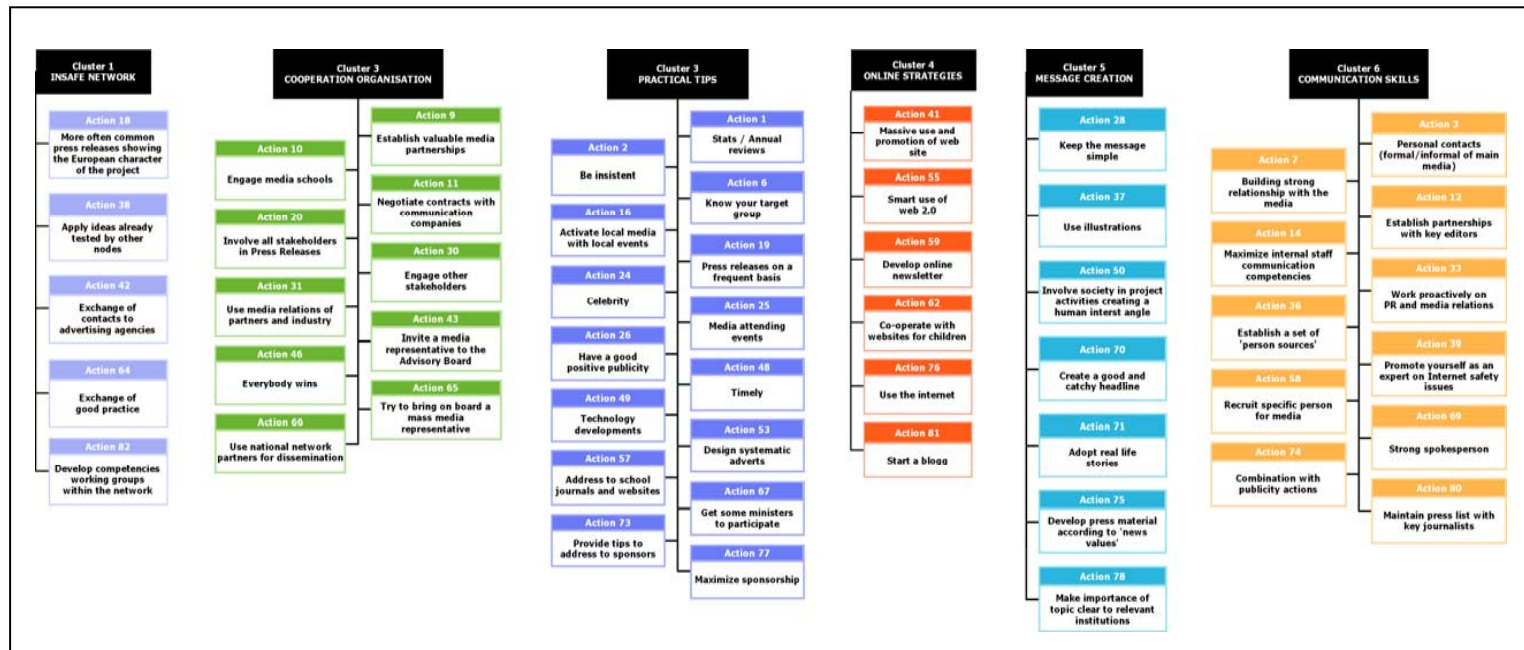


Figure 1 'Media - Cluster'

Prioritizing the Ideas and Actions

Each participant chose five factors that they thought were those most important. As shown in Table 3 'Media – Voting Results', 29 factors received one or more votes. The four dominant statements that received eight or more votes are:

Idea/Action #48: Timely (12 votes).

Idea/Action #39: Promote yourself as an expert on Internet safety issues (11 votes).

Idea/Action #1: Stats / Annual reviews (10 votes).

Idea/Action #55: Smart use of web 2.0 (8 votes).

Table 3 'Media - Voting Results of the Actions'

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

(VOTES) Action

- 48: (12 Votes) Timely (Jose Luis Zatarain)
- 39: (11 Votes) Promote yourself as an expert on Internet safety issues (Agnieszka Wrzesien)
- 1: (10 Votes) Stats / Annual reviews (Jason Steele)
- 55: (8 Votes) Smart use of web 2.0 (Marjolijn Durinck)
- 7: (7 Votes) Building strong relationship with the media (Ronald Hechenberger)
- 66: (7 Votes) Use national network partners for dissemination (Stephanie Kutscher)
- 24: (6 Votes) Celebrity (Jose Luis Zatarain)
- 28: (6 Votes) Keep the message simple (Gudberg Jonsson)
- 50: (5 Votes) Involve society in project activities creating a human interest angle (Liene Kalna and Graine Walsh)
- 64: (5 Votes) Exchange of good practice (Anna Rywczynska)
- 9: (4 Votes) Establish valuable media partnerships (Karin Larsson)
- 11: (4 Votes) Negotiate contracts with communication companies (Ellen Stassart & Tom Van Renterghem)
- 16: (4 Votes) Activate local media with local events (Juuso Peura)
- 14: (3 Votes) Maximize internal staff communication competencies (Maria Elisa Marzotti)
- 32: (3 Votes) Cooperation with TV and media companies (Marjolijn Durinck)
- 70: (3 Votes) Create a good and catchy headline (Gudberg Jonsson)
- 20: (2 Votes) Involve all stakeholders in Press Releases (Graine Walsh)
- 31: (2 Votes) Use media relations of partners and industry (Ronald Hechenberger)
- 43: (2 Votes) Invite a media representative to the Advisory Board (Veronica Samara)
- 49: (2 Votes) Technology developments (Jason Steele)
- 58: (2 Votes) Recruit specific person for media (Ellen Stassart & Tom Van Renterghem)
- 82: (2 Votes) Develop competencies working groups within the network (Maria Elisa Marzotti)
- 18: (1 Votes) More often common press releases showing the European character of the project (Anna Rywczynska)
- 25: (1 Votes) Media attending events (Jason Steele)
- 36: (1 Votes) Establish a set of 'person sources' (Gry Hasselbalch)
- 59: (1 Votes) Develop online newsletter (Gry Hasselbalch)
- 62: (1 Votes) Co-operate with websites for children (Juuso Peura)
- 75: (1 Votes) Develop press material according to 'news values' (Gry Hasselbalch)
- 80: (1 Votes) Maintain press list with key journalists (Gry Hasselbalch)
- 2: (0 Votes) Be insistent (Liene Kalna)
- 3: (0 Votes) Personal contacts (formal/informal of main media) (Alenka Zavbi)
- 4: (0 Votes) [DELETE] Use statistics and examples (Gudberg Jonsson)
- 5: (0 Votes) Nodes engage with educators (Karl Hopwood)

Table 3 'Media - Voting Results of the Actions'

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

(VOTES) Action

- 6: (0 Votes) Know your target group (Daniela Agius)
- 8: (0 Votes) [DELETE] Sponsorship (Marjolijn Durinck)
- 10: (0 Votes) Engage media schools (Judith Swietlik-Simon)
- 12: (0 Votes) Establish partnerships with key editors (Gry Hasselbalch)
- 13: (0 Votes) [DELETE] Good relations with the media (Lena Fagerström)
- 15: (0 Votes) [DELETE] Be proactive at dealings with media (Agnieszka Wrzesien)
- 17: (0 Votes) [DELETE] Involve entities at local level (Luca Pitolli & Claudia Ceccarelli)
- 19: (0 Votes) Press releases on a frequent basis (Veronica Samara)
- 21: (0 Votes) [DELETE] Find financially strong partners (Stephanie Kutscher)
- 22: (0 Votes) True collaboration (Teemu Ruohonen)
- 23: (0 Votes) [DELETE] Good interaction with journalists (Stian Lindbol)
- 26: (0 Votes) Have a good positive publicity (Liene Kalna)
- 27: (0 Votes) [DELETE] Involving the media agency in the project - helping with social communication (Alenka Zavbi)
- 29: (0 Votes) Improve communications with schools (Karl Hopwood)
- 30: (0 Votes) Engage other stakeholders (Daniela Agius)
- 33: (0 Votes) Work proactively on PR and media relations (Karin Larsson)
- 34: (0 Votes) [DELETE] Invite media to activities (Judith Swietlik-Simon)
- 35: (0 Votes) [DELETE] Find Sponsoring (Ellen Stassart & Tom Van Renterghem)
- 37: (0 Votes) Use illustrations (Lena Fagerström)
- 38: (0 Votes) Apply ideas already tested by other nodes (Maria Elisa Marzotti)
- 40: (0 Votes) [DELETE] Conduct an online survey (Juuso Peura)
- 41: (0 Votes) Massive use and promotion of web site (Luca Pitolli & Claudia Ceccarelli)
- 42: (0 Votes) Exchange of contacts to advertising agencies (global ones) (Anna Ryczynska)
- 44: (0 Votes) [DELETE] Use strong, bold, bright images (Graine Walsh)
- 45: (0 Votes) [DELETE] Find agencies, media etc. willing to work pro bono (Stephanie Kutscher)
- 46: (0 Votes) Everybody wins (Teemu Ruohonen)
- 47: (0 Votes) [DELETE] Have some new hard facts (Stian Lindbol)
- 51: (0 Votes) [DELETE] Keep the stories local (Gudberg Jonsson)
- 52: (0 Votes) Face to face training (Karl Hopwood)
- 53: (0 Votes) Design systematic adverts (Daniela Agius)
- 54: (0 Votes) [DELETE] Be present at the right time (Ronald Hechenberger)
- 56: (0 Votes) [DELETE] Conduct research/quantitative studies (Karin Larsson)
- 57: (0 Votes) Address to school journals and websites (Judith Swietlik-Simon)

Table 3 'Media - Voting Results of the Actions'

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

(VOTES) Action

- 60: (0 Votes) [DELETE] Expert comments (Lena Fagerström)
 - 61: (0 Votes) [DELETE] Engage free communication agencies (Maria Elisa Marzotti)
 - 63: (0 Votes) [DELETE] Keep in contacts with press agencies (Luca Pitolli & Claudia Ceccarelli)
 - 65: (0 Votes) Try to bring on board a mass media representative (Veronica Samara)
 - 67: (0 Votes) Get some ministers to participate (Stian Lindbol)
 - 68: (0 Votes) [DELETE] Share resources with other nodes (Jose Luis Zatarain)
 - 69: (0 Votes) Strong spokesperson (Jason Steele)
 - 71: (0 Votes) Adopt real life stories (Daniela Agius)
 - 72: (0 Votes) [DELETE] Cooperation with national stakeholders (Marjolijn Durinck)
 - 73: (0 Votes) Provide tips to address to sponsors (Judith Swietlik-Simon)
 - 74: (0 Votes) Combination with publicity actions (Ellen Stassart & Tom Van Renterghem)
 - 76: (0 Votes) Use the internet (Lena Fagerström)
 - 77: (0 Votes) Maximize sponsorship (Maria Elisa Marzotti)
 - 78: (0 Votes) Make importance of topic clear to relevant institutions (Stephanie Kutscher)
 - 79: (0 Votes) [DELETE] Develop well-defined content (Judith Swietlik-Simon)
 - 81: (0 Votes) Start a blogg (Lena Fagerström)
- Total Votes Cast: 117

The Influence Map

The voting results were used to select factors for the subsequent structuring phase to identify inter-relations among the generated obstacles.

Participants structured 10 ideas/actions. The following Figure 2 'Media – Influence Map' shows the resulting influence tree.

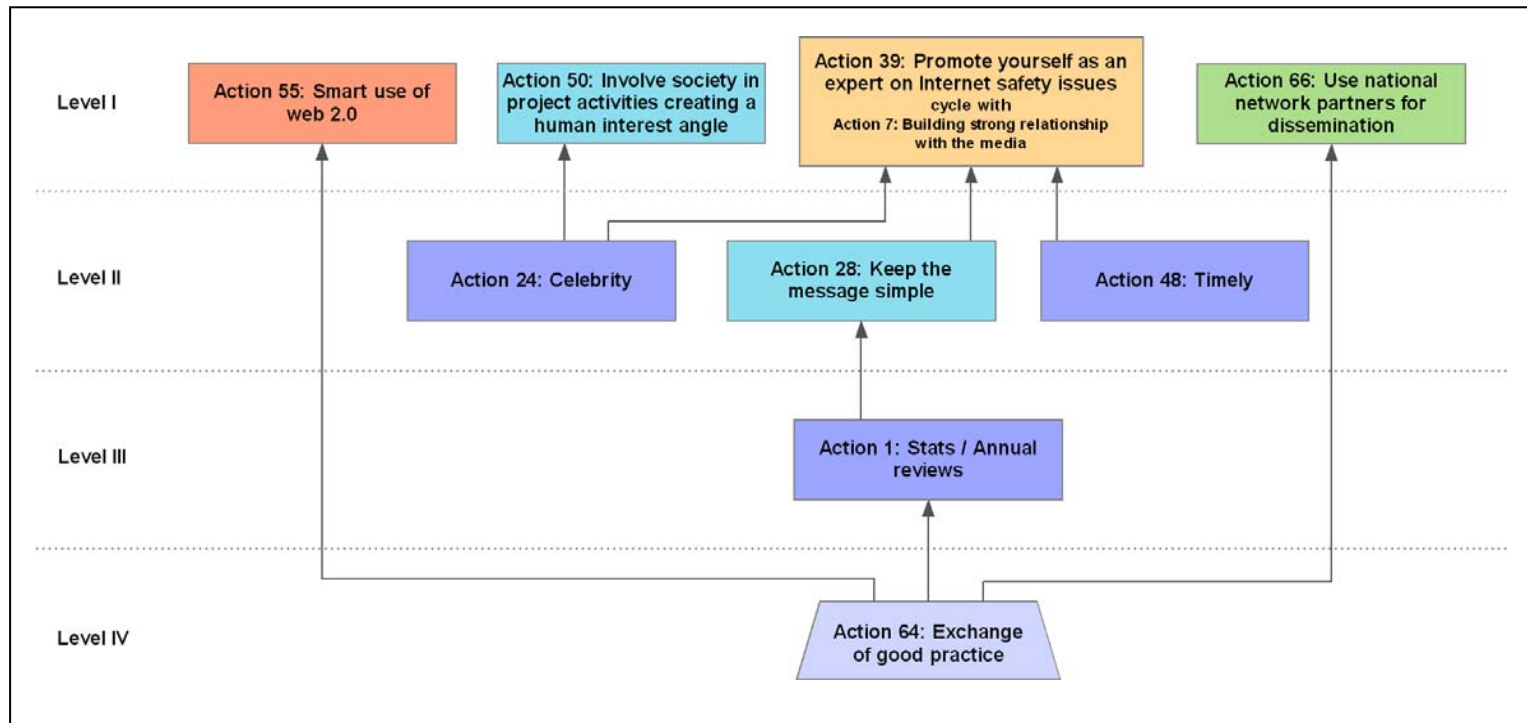


Figure 2 'Media – Influence Map'

The 10 ideas/actions were structured within four levels and are related according to the influence they exert on each other. Those ideas/actions that appear lower in the Influence Map, hence are

positioned at the root of the tree, i.e. Level IV, are more influential in terms of influence than those at higher levels and are the ones to tackle preferentially. More specifically, **Action #64: Exchange of good practice**, located at Level IV in

Results of the co-laboratory 'Achieving Maximum Media Impact With Minimum Budget'

the Map, influences most of the other actions appearing on the Map. Furthermore, **Action #24: Celebrity** as well as **Action #48: Timely** at Level II are also root causes. Since no arrow feeds into those two actions from Action #64 they are also root ideas/actions of the overall Achieving Maximum Media Impact Map.

5. DISCUSSION OF RESULTS AND CONCLUSIONS

The greatest value of this methodology lies in its power to identify the root causes of a problematic situation and highlight the ideas that are most influential when one attempts to achieve progress. We will therefore begin the interpretation of the results with a discussion that focuses on the “deep drivers,” i.e., the items that appear at the root of the map.

In the Media co-laboratory the 26 participants represented 19 countries because some countries had more than one participant, i.e., Italy (3), Sweden (2), UK (2), Finland (2), Poland (2), and Belgium (2). Since no individual voting data have been kept in record it is not possible to evaluate possible country bias. However, the method as such invites participants to transcend from their individual points of view and consider ideas in an objective way, as they continuously have to “relate” their ideas to the ideas of others. Previous research has led to the adoption of Dye’s Law of the Requisite Evolution of Observations¹, which states that evolutionary learning occurs in a structured

dialogue as the observers learn how their ideas relate to one another.

The most influential action that appears as the root driver in the ‘Media – Influence Map’ is: Action 64 (Exchange of good practice). Furthermore, Action 24 (Celebrity) and Action 48 (Timely) can be interpreted as root drivers as no arrows feed into those actions from other actions. The conclusion from this result is therefore straightforward. The stakeholders (and this possibly includes the European Commission) need to address these influential drivers by (1) ensuring possibilities for nodes to exchange good practices and to do so, and (i.e., Action 64), and (2) developing a successful PR strategy (i.e., Actions 24, 48).

A follow-up co-laboratory could be organized in order to structure more initiatives/actions and create a richer and more detailed map of the influential drivers. The structuring/mapping of these actions/initiatives would provide a clearer and more efficient roadmap to reach the ultimate goal of all Safer Internet Nodes across Europe to achieve maximum media impact with limited a budget. Another follow-up meeting could then focus on the actual implementation of the actions/initiatives identified.

¹ Dye, K. M. & Conaway, D. S. (1999). *Lessons Learned from Five Years of Application of the CogniScope Approach to the Food and Drug Administration*. CWA Report, Interactive Management Consultants, Paoli, Pennsylvania.

Interpreting Ideas at the Top Level of the Tree

The ideas that end up at the top level of the tree are usually *obviously important*, but according to the collective work *not influential!* In many cases, ideas that make it to the top level might have received significant votes during the selection process. This is referred to as the Erroneous Priority Effect². For example, idea 39 received the second highest number of votes (11 votes) during the selection process, but turned out to have minimal influence in the context of the goal of achieving maximum media impact. Also the other ideas at the top level, i.e. ideas 55, 7, 66, and 50 received many votes: 8 votes, 7 votes, 7 votes, and 5 votes respectively.

In general, ideas at the top must be given lower priority if the interest is to make progress and address efficiently the deep driver actions. The appearance of the Erroneous Priority Effect is a demonstration of the strength of this methodology. *If the participants haven't gone through the structuring phase and used their own votes to decide which actions to take, their decisions would not have been focused on factors that are most influential!*

² The EPE was demonstrated first by Kevin Dye and refers to the fact that individual preferences voted on prior to relational inquiry may prove to be "Erroneous" if at the end they are collectively judged to not be the most influential.

Interpreting Ideas in the Middle of the Tree

The main body of the results is usually in the middle levels. Many distinct and good ideas end up in these levels. They might not have maximum power with regard to their ability to facilitate the process of change. However, they must still be considered very carefully because: (1) Sometimes ideas at the root are not so easy to address/resolve, while some ideas in middle levels might be more accessible. More often than not, individual participants have knowledge, tools or resources, which can immediately address such ideas. We should not delay the process of addressing them when such circumstances apply. (2) One idea in a middle level may still be "intensively connected," to ideas that lie above. This makes it a very influential idea, because addressing it makes addressing all those that are connected above it easier to address. (3) A particular participant or team may already pose the tools or know-how to materialize an idea in the middle of the structuring, thus making change cost effective.

Focusing attention to the mid-levels, the group of the Media co-laboratory perceives the following as most significant actions/initiatives that could contribute to reach maximum media impact with minimum budget:

- 1 Stats/Annual reviews
- 24 Celebrity
- 28 Keep the message simple

48 Timely

These actions/initiatives have in common that they focus on particular PR strategies to both involve the media and attract the target group/audience. With respect to the categories, the actions in the main body had been clustered into the following two categories: Practical Tips (Ideas 1, 24, 48) and Message Creation (Idea 28). The main conclusion that should be derived from these results is:

The network should exchange good practice examples as well as practical tips with respect to creating and sending media messages in order to reach its overall goal of having maximum media impact despite a limited budget.

Short Discussion about further Scientific Parameters

The SDDP provides further techniques and scientific methods that can provide deeper analysis and greater understanding of various aspects of the dialogue. Many of these methods are probably beyond the scope and needs of this particular dialogue. We therefore restrict our further analysis to a brief summary of additional points that might be of value and to some basic comparisons of various parameters between all six co-laboratories.

Discussion of Results and Conclusions

Table 7. Comparison of scientific descriptors across the different co-laboratories

The table compares the total number of ideas generated; the number of categories produced during the clustering process, the number of ideas that received at least one vote, the number of ideas that the participants managed to “structure” during the mapping phase, the number of levels in the map, the Situational Complexity Index (SCI)³ and the Spreadthink (ST)⁴. Please refer to the text for interpretation of the data.

Co-Laboratory	# of ideas generated	# of categories	# of ideas voted	# of ideas structured	# of levels in the map	SCI	Spreadthink (%)
Getting The Best Out Of Our Network - Defining the problématique	61	6	26	24	6	3.08	43
Getting The Best Out Of Our Network - Defining the ideal network	74	9	29	15	5	3.66	39
Engaging Educators – Defining the problématique	70	-----	21	14	4	3.07	30
Engaging Educators – Defining the ideal collaboration	79	5	27	14	8	8.59	34
Achieving max media impact with minimum budget	82	6	29	10	4	4.68	35
What initiatives/actions can Nodes take in order to encourage the mobile industry to take desired actions?	53	5	29	14	3	8.21	55

³ The complexity index (SCI) is defined as $SCI = DK(N-7)/R(R-1)$ where

V = Number of ideas receiving 1 or more votes

N = The number of ideas

K = The number of connections in the map

R = The number of ideas in the map

D = $(V-5)/(N-5)$

⁴ The Spreadthink (ST) is defined as: $ST = V/N * 100$

About the Total Number of Ideas

We know from Warfield's work⁵ that the average of observations, i.e., the number of ideas generated needed to adequately describe a complex problem is 64. In the Media co-laboratory discussed here the number of observations was 82. This is a first indication of the richness and diversity of contributions offered by the participants. A too large number might be an indication of a complicated situation. (Refer to discussion below concerning the Situational Complexity Index)

About Number of Categories

The number and content of categories is very useful when the group engages in the practical phases of addressing systematically the various obstacles and ideas. The categorization phase does not have a visible effect on the final outcome. The exercise of categorizing factors serves to understand better the ideas especially as they differentiate between one another (Peirce's Law of *Requisite Meaning*⁶).

About the Number of Ideas Structured

Optimally, participants can structure all ideas that received votes. In practice however, because of time limitations, participants manage to structure only ideas that received many votes. In our case

⁵ Warfield, J. N. (1995). Spreadthink: Explaining ineffective groups. *Systems Research*; Vol. 10 No 1, pp. 5-14.

⁶ Turrissi, P.A. (Ed.) (1997). *Pragmatism as a Principle and Method of Right Thinking*: State University of New York Press.

they structured 10 out of 29. Optimally, and considering the fact that the structuring phase originated five actions at the top level, which is half of the total structured actions the Insafe nodes' staff should have structured a few more actions.

About The Number of Levels in the Map

The number of levels in the map is usually a reflection of the number of ideas that the group of participants managed to structure in the influence map. For these co-laboratories, the participants achieved a more than average number, which is highly regarded considering the limited amount of time they had for this process. Partly the reason is because the process began off-line (before the actual face-to-face meetings) with the collection of ideas by email. This preliminary work encouraged the participants to learn something about the methodology and to begin their thinking before the actual co-laboratory.

About the Situational Complexity Index

The Situational Complexity Index (SCI) is a useful measurement to evaluate how complex is a problem compared to other analogous problems. In the case of the Media co-laboratory the SCI was 4.68. Compared to similar situations studied by the same facilitators' team, the SCI is considered average, indicating a complex but manageable situation. The SCI is much higher for the Mobile Industry and the Engaging Educators vision co-laboratories.

About Spreadthink

The Spreadthink (ST) is a measure that is very helpful to evaluate the degree of agreement among the participants. Looking at the formula ($ST = V/N * 100$) it is easy to recognize that it reflects the percent of ideas that received votes. In our case, for the Media co-laboratory the ST was 35. Compared to the other co-laboratories it is at the average. This indicates fairly diverse opinions among the participants, taking into account the diversity in personnel, national interests and backgrounds of the participants.

STRUCTURED DIALOGIC DESIGN PROCESS

FREQUENTLY ASKED QUESTIONS

What does SDDP stand for? What is the difference with SDP?

The Structured Design Process (SDP) or Structured Dialogic Design Process (SDDP) is a methodology that enables groups of stakeholders to discuss an issue in a structured democratic manner that enables them to achieve results. It is a deeply reasoned, scientific, psychosocial methodology that has evolved from over 30 years of development to its current implementation as a software-supported process for large-scale, collaborative design.

When was the first time that structured dialogue was considered necessary?

The need for such an approach was first envisioned by systems thinkers in the Club of Rome ([Ozbekhan](#), 1969, 1970), and systematically refined through years of deployment in Interactive Management (IM), to emerge as methodically grounded dialogue practice that now is supported by software specifically designed for the purpose (e.g., [CogniScope](#) system). Interactive Management, originally developed by John Warfield and [Alexander Christakis](#) in the early 1970's (Christakis, 1973; Warfield & Cardenas, 1994), has evolved into its third generation as SDDP.

What does Agoras mean?

The agoras were the vital centers of the Greek cities. The outdoor markets and convention halls of Athenian Agoras is where gossip mixed with politics. The agora of Athens was the birthplace of democracy. Here the town's citizens discussed pressing issues and made decisions on the basis of popular vote.

What is the Institute for 21st Century Agoras?

The [Institute for 21st Century Agoras](#) is a volunteer-driven organization dedicated to vigorous democracy on the model of that practiced in the agoras of ancient Greece. It employs Co-Laboratories of Democracy that enable civil dialogue in complex situations. Systems thinkers who were also presidents of the International Society for Systems Science ([ISSS](#)), such as Bela Banathy and [Alexander Christakis](#), founded the Institute.

What is the Club of Rome?

The [Club of Rome](#) was founded in April 1968 by [Aurelio Peccei](#), an Italian industrialist, and [Alexander King](#), a Scottish scientist. The Club of Rome is a global think tank and center of innovation and initiative. As a non-profit, non-governmental organization (NGO), it brings together scientists, economists, businessmen, international high civil servants, and heads of state and former heads of state from all five continents who are convinced that the future of humankind is not determined once and for all and that each human being can contribute to the improvement of our societies. [Hasan Özbekhan](#), [Erich Jantsch](#) and [Alexander Christakis](#) were responsible for conceptualizing the original

prospectus of the Club of Rome titled "The Predicament of Mankind." This prospectus was founded on a humanistic architecture and the participation of stakeholders in democratic dialogue. When the Club of Rome Executive Committee in the summer of 1970 opted for a mechanistic and elitist methodology for an extrapolated future, they resigned from their positions.

How are co-Laboratories different from workshops?

Many group processes engender enthusiasm and good feeling as people share their concerns and hopes with each other. Co-Laboratories go beyond this initial euphoria to:

- Discover root causes;
- Adopt consensual action plans;
- Develop teams dedicated to implementing those plans; and
- Generate lasting bonds of respect, trust, and cooperation.

Co-Laboratories achieve these results by respecting the autonomy of all participants, and utilizing an array of consensus tools including discipline, technology, and graphics that allow stakeholders to control the discussion. Co-Laboratories are a refinement of Interactive Management, a decision and design methodology developed over the past 30 years to deal with complex situations involving diverse stakeholders. It has been successfully employed all over the world in situations of uncertainty and conflict.

What are usual purposes applications of SDDP?

SDDP is the perfect tool to support a diverse group of stakeholders resolve conflicts and work together in designing by consensus a new vision/solution/strategy/roadmap. It is perfect for:

- Resolve issues among diverse stakeholders
- Democratic large-group decision-making
- Policy design & decision-making
- Complex (wicked) problem solving
- Strategic planning & effective priority setting
- Portfolio & business asset allocation
- Problem identification

How many hours does a group need to invest on a co-laboratory?

The duration of a typical co-laboratory ranges from a minimum of 10-20 hours to over 100 hours. The application of virtual technologies has made it possible to shorten the time required for an SDDP application, while securing the fidelity of the process and of the products. Parts of the co-laboratory are done asynchronously (e.g. through email communication having the facilitators compile and share all data) and others synchronously, in a physical or virtual environment. The virtual SDDP model has been described in a paper by [Laouris & Christakis](#).

Is SDDP grounded on solid science?

The SDDP is scientifically grounded on seven laws of cybernetics recognized by the names of their originators:

1. Ashby's Law of Requisite Variety (Ashby, 1958);
2. Miller's Law of Requisite Parsimony (Miller, 1956; Warfield, 1988);
3. Boulding's Law of Requisite Saliency (Boulding, 1966);
4. Peirce's Law of Requisite Meaning (Turrisi, 1997);
5. Tsivacou's Law of Requisite Autonomy in Decision (Tsivacou, 1997);
6. Dye's Law of the Requisite Evolution of Observations (Dye et al., 1999) and
7. Laouris Law of Requisite Action (Laouris & Christakis, 2007).

Which are the four Axioms of Dialogic Design?

1. COMPLEXITY: We live in a world that is very complex. Problems are complex & interconnected.
2. PARSIMONY: Human cognition & attention is limited. Attention and cognition is usually overloaded in group design.
3. SALIENCY: The field of options in any evaluation is multidimensional. "Salient synthesis" is difficult.
4. ENGAGEMENT: Disregarding the participation of the stakeholders in designing action plans is unethical and the plans are bound to fail.

Where can I read more about SDDP?

You can search about SDDP on Wikipedia or visit any the following sites:

Book by Aleco Christakis; A must for beginner or advanced practitioners	Book	http://Harnessingcollectivewisdom.com
A Wiki for Dialogue community Support	The Blogora	http://blogora.net
Institute for 21st Century Agoras	Website	http://www.globalagoras.org/
Lovers of Democracy; Description of the technology of Democracy	Website	http://sunsite.utk.edu/FINS/loversofdemocracy/technologyofdemocracy.htm
New Geometry of Language And New Technology of Democracy by Schreibman and Christakis	Publication	http://sunsite.utk.edu/FINS/loversofdemocracy/NewAgora.htm
Application of SDP in a network of scientists from 20 countries by Laouris and Michaelides	Book chapter	http://www.tiresias.org/cost219ter/inclusive_future/inclusive_future_ch7.htm
A paper on the application of synchronous/asynchronous SDDP by Laouris and Christakis	Publication	http://sunsite.utk.edu/FINS/loversofdemocracy/Laouris_Christakis_VirtualSDDP_2007_04_28.pdf

FACILITATION TEAM

Ms. Ilke Dagli

Ms. Dagli has a Bachelor in Political Science. She is a trained SDDP facilitator with extensive experience in co-laboratories involving politicians, economists and media people. She works closely with Prof. Aleco Christakis, President of the 21st Century Agoras in furthering the applicability of structured dialogue.



Ms. Elia Petridou

Ms. Petridou has received her Bachelor of Arts degree in New Jersey City University with a double major in Economics and Political Science, and a Masters in International Relations from McGill University. Previously she served as coordinator for the Media literacy and the EU Citizenship projects. Now she is Director for the Hotline and Associate for the Awareness Node. Ms. Petridou is also a trained facilitator for the Structured Dialogic Design Process and serves as the Secretary of the Cyprus Intercultural Training Initiative.



Ms. Kerstin Wittig

Ms. Kerstin Wittig has a M.A. in International Relations / Peace and Conflict Studies, Educational Sciences and Islamic Sciences from the University of Tuebingen, Germany. She has conducted a 3-months field research for her M.A. dissertation on bi-communal activities in Cyprus in 2004. Kerstin has been with CNTI since October 2005. She has an interest in Conflict Resolution and Management and she is trained as a facilitator. Her main responsibilities at CNTI include developing of new projects, drafting of project proposals, networking with European NGOs, especially in the field of Development Education. She is the local coordinator for European projects, and she also coordinates the organization's efforts to assist victims of human trafficking in Cyprus.



Table 2 'Media - List of Actions with Clarification'

Triggering Question: *"What ideas and actions can nodes do to materialize achieving max media with limited budget?"*

Action 1: Stats / Annual reviews (Jason Steele)

Research stats / annual reviews contribute to power articles. In the UK they use research statistics to contribute to powerful press articles.

Action 2: Be insistent (Liene Kalna)

Not to stop on the first failure. Go and ask more than one time.

Action 3: Personal contacts (formal/informal of main media) (Alenka Zavbi)

With some of the journalists or TV or radio or whichever media is fine to have also informal contact, so that we invite them for coffee just to keep in contact even if we don't have news for them at the moment.

Action 4: [DELETE] Use statistics and examples (Gudberg Jonsson)

Action 5: Nodes engage with educators (Karl Hopwood)

Meaningful dialogue is crucial. What works and what doesn't. Educators need to be involved as they know what the best ways are to reach out to young people. They are the people who have to deliver the resources that are created by the nodes...

Action 6: Know your target group (Daniela Agius)

Be aware of the habits/likings/addictions of the target group so as to have a more effective impact.

Action 7: Building strong relationship with the media (Ronald Hechenberger)

By professional media relations, proactive approaching and agenda setting. Use a professional media agency or PR consultant.

Action 8: [DELETE] Sponsorship (Marjolijn Durinck)

Find sponsors and more important: make good contracts so that you stay neutral as awareness node, because depending on commercial sponsors can be tricky!

Action 9: Establish valuable media partnerships (Karin Larsson)

Co-operate with TV-channels and/or advertising agencies in order to gain access to their knowledge and network.

Action 10: Engage media schools (Judith Swietlik-Simon)

This is also the most efficient way to get material with close connection to the target group. It may be necessary to organize some sort of competition to attract the participation of the youngsters and have some real attractive prices. But it will be less expensive than any agency. And the results are quite competitive.

Action 11: Negotiate contracts with communication companies (Ellen Stassart & Tom Van Renterghem)

You have to find a company which works free for you.

Action 12: Establish partnerships with key editors (Gry Hasselbalch)

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

Action 13: [DELETE] Good relations with the media (Lena Fagerström) *Establish contact with journalists that have a special interest in your questions.*

Action 14: Maximize internal staff communication competencies (Maria Elisa Marzotti)

Insafe could offer thematic trainings for this common purpose, only for staff members devoted to communication. The aim is to have the most competences for the project staff so we don't need communication agencies to do it.

Action 15: [DELETE] Be proactive at dealings with media (Agnieszka Wrzesien)

Act as a generator of information; highlight current issues related to Internet Safety.

Action 16: Activate local media with local events (Juuso Peura)

Action 17: [DELETE] Involve entities at local level (Luca Pitolli & Claudia Ceccarelli)

It's fundamental to involve entities at local level in order to enhance the multiplying effect.

Action 18: More often common press releases showing the European character of the project (Anna Ryszczynska) *We do press releases on a pan-European level but we only do them on big events. Generally more often press releases at European level. Stress the need for each node to release something to the international media on what is going on at the European level.*

Action 19: Press releases on a frequent basis (Veronica Samara)

Press releases to an emailing list of reporters. This list can be assembled by checking for a few weeks the newspapers of the country, and which reporters write about technologies and safety.

Action 20: Involve all stakeholders in Press Releases (Graine Walsh)

Provide direct quotes, contact details for journalists, do their work for them.

Action 21: [DELETE] Find financially strong partners (Stephanie Kutscher)

Have strong partners. More important for the media to write about a big company or institution or a project.

Action 22: True collaboration (Teemu Ruuhonen)

Everybody is solving same problem at the same time.

Action 23: [DELETE] Good interaction with journalists (Stian Lindbol)

Action 24: Celebrity (Jose Luis Zatarain)

To present the campaigns with a relevant person (child ombudsman) etc.

Action 25: Media attending events (Jason Steele)

Journalists attend events - good pictorial evidence.

Table 2 'Media - List of Actions with Clarification'

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

Action 26: Have a good positive publicity (Liene Kalna)

From the beginning try to have a good publicity in media. You must do activities which attract media. Establish credibility.

Action 27: [DELETE] Involving the media agency in the project - helping with social communication (Alenka Zavbi)

Social communication means social responsibility.

Action 28: Keep the message simple (Gudberg Jonsson)

Action 29: Improve communications with schools (Karl Hopwood)

Many nodes have excellent materials but these cannot always reach the places that they need to due to local bureaaucracy and other government constraints.

Action 30: Engage other stakeholders (Daniela Agius)

Work together with other potential stakeholders that can help in reaching target group.

Action 31: Use media relations of partners and industry (Ronald Hechenberger)

Create specific activities with partners and let partners to the media work.

Action 32: Cooperation with TV and media companies (Marjolijn Durinck)

Find out what topics they find interesting, what documentaries they are making, what problems they are facing and offer your services and work together: you provide content and man-hours, they provide broadcasting-time and media attention.

Action 33: Work proactively on PR and media relations (Karin Larsson)

Follow the media debate and prepare articles, statements or other material to use when the right moment comes.

Action 34: [DELETE] Invite media to activities (Judith Swietlik-Simon)

Our most used way to have LuSI in the media and reach a large public was the invitation of the press to all our activities (Belle Etoile, EU school, Helpline launch).

Action 35: [DELETE] Find Sponsoring (Ellen Stassart & Tom Van Renterghem)

Write projects and find sponsoring for the campaigns.

Action 36: Establish a set of 'person sources' (Gry Hasselbalch)

Person sources on which journalists can base a news item. When journalists write their articles they use a set of interviews and they always need the expert or the experience source. If we have these sources at hand it's easier.

Action 37: Use illustrations (Lena Fagerström)

Bring the camera. Good pictures increase the possibility to be published.

Table 2 'Media - List of Actions with Clarification'

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

Action 38: Apply ideas already tested by other nodes (Maria Elisa Marzotti)

This idea can apply only to full replicable models.

Action 39: Promote yourself as an expert on Internet safety issues (Agnieszka Wrzesien)

Be available to act as an expert, willingly comment on current issues, offer help in preparing relevant media releases.

Action 40: [DELETE] Conduct an online survey (Juuso Peura)

Survey results make a good headline.

Action 41: Massive use and promotion of web site (Luca Pitolli & Claudia Ceccarelli)

The web site is a fundamental tool in order to improve the visibility of the project.

Action 42: Exchange of contacts to advertising agencies (global ones) (Anna Rywczynska)

Share knowledge of contacts of advertising agencies.

Action 43: Invite a media representative to the Advisory Board (Veronica Samara)

Make him/her be involved (committed) in the nodes' activities. Put his name on the website, maybe also as communication sponsor.

Action 44: [DELETE] Use strong, bold, bright images (Graine Walsh)

Action 45: [DELETE] Find agencies, media etc. willing to work pro bono (Stephanie Kutscher)

Action 46: Everybody wins (Teemu Ruohonen)

Collaboration with industry and other partners isn't competition. Everybody wins.

Action 47: [DELETE] Have some new hard facts (Stian Lindbol)

Action 48: Timely (Jose Luis Zatarain)

Choose carefully when to send PR. extremely important if you want to succeed when u land a campaign. you must send press releases at the right time.

Action 49: Technology developments (Jason Steele)

Highlight risks of new developments, e.g., examples of new technologies. Advertise the risks and opportunities to the media to raise awareness.

Action 50: Involve society in project activities creating a human interest angle (Liene Kalna and Graine Walsh)

The media usually show the thing what people like to see. media likes to write about the things when involve family, children and teachers because they are an important part of society.

Action 51: [DELETE] Keep the stories local (Gudberg Jonsson)

Table 2 'Media - List of Actions with Clarification'

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

Action 52: Face to face training (Karl Hopwood)

This is vital in the early stages and will help to form the relationship between nodes and educators.

Action 53: Design systematic adverts (Daniela Agius)

Make sure that the adverts produced are original, clear, short and straight to the point.

Action 54: [DELETE] Be present at the right time (Ronald Hechenberger)

Approach media when related issues emerge and use it for safer internet message.

Action 55: Smart use of web 2.0 (Marjolijn Durinck)

Find a starting young company (= cheap) that is creative in marketing without much budget: a company with good contacts with bloggers (free publicity) and very creative ideas to run an 'internet buzz' (people sending the message to each other because it's funny, special etc).

Action 56: [DELETE] Conduct research/quantitative studies (Karin Larsson)

Statistical facts are always interesting for media, an easy way to get publicity.

Action 57: Address to school journals and websites (Judith Swietlik-Simon)

Articles, interviews, links etc. in school journals and on their websites. Provide print material as enclosure of school journals.

Action 58: Recruit specific person for media (Ellen Stassart & Tom Van Renterghem)

Recruit a spokesperson specific for communication.

Action 59: Develop online newsletter (Gry Hasselbalch)

Action 60: [DELETE] Expert comments (Lena Fagerström)

Be sure to be considered as authority worth asking for comments.

Action 61: [DELETE] Engage free communication agencies (Maria Elisa Marzotti)

Testing if there are communication agencies interested in safety use of NT, and in developing a conjunct communication campaign (for free).

Action 62: Co-operate with websites for children (Juuso Peura)

E.g. in Finland one web company reaches 80% of young people every week.

Action 63: [DELETE] Keep in contacts with press agencies (Luca Pitolli & Claudia Ceccarelli)

It's important to create several (but limited) "events" in order to create an expectation by the public on the project activities. Press agencies play a very important role and could provide a relevant support.

Action 64: Exchange of good practice (Anna Rywczynska)

Exchange of good practice among nodes.

Table 2 'Media - List of Actions with Clarification'

Triggering Question: "What ideas and actions can nodes do to materialize achieving max media with limited budget?"

Action 65: Try to bring on board a mass media representative (Veronica Samara)

For corporate social responsibility; media representative e.g. TV, radio.

Action 66: Use national network partners for dissemination (Stephanie Kutscher)

Action 67: Get some ministers to participate (Stian Lindbol)

Action 68: [DELETE] Share resources with other nodes (Jose Luis Zatarain)

e.g., German spot.

Action 69: Strong spokesperson (Jason Steele)

Media skills / interviewing techniques.

Action 70: Create a good and catchy headline (Gudberg Jonsson)

Action 71: Adopt real life stories (Daniela Agius)

Making adverts appear more realistic will increase impact. This can be done by using real life situations and occurrences. Use of case studies.

Action 72: [DELETE] Cooperation with national stakeholders (Marjolijn Durinck)

Find out what activities and actions national stakeholders are planning and try to work together, using their media-impact.

Action 73: Provide tips to address to sponsors (Judith Swietlik-Simon)

Without sponsoring there wouldn't be any possibilities to reach the great public through mass media. A description of the best way to address to sponsors would be helpful.

Maybe it is possible on European level to bind providers, TV and radio stations as well as publishers to a certain responsibility to share promotion space dedicated to un-commercial contents.

Action 74: Combination with publicity actions (Ellen Stassart & Tom Van Renterghem)

Whenever you have something in the newspaper which can be relevant to what you are doing then you have to react to every new thing coming in the newspaper. Follow the news and always be ready.

Action 75: Develop press material according to 'news values' (Gry Hasselbalch)

Action 76: Use the internet (Lena Fagerström)

Event calendars, communities, Youtube, authorities web sites, union websites etc.

Action 77: Maximize sponsorship (Maria Elisa Marzotti)

Sponsors can pay for communication campaign but must be coherent with the aim of the campaign.

Table 2 'Media - List of Actions with Clarification'

Triggering Question: *"What ideas and actions can nodes do to materialize achieving max media with limited budget?"*

Action 78: Make importance of topic clear to relevant institutions (Stephanie Kutscher)

Action 79: [DELETE] Develop well-defined content (Judith Swietlik-Simon)

Get the content to be shared organized in a pure way - maybe use collaborative mind mapping to structure the content and work on its development, efficient possibility to easily find the important issues and also to detect easily new ones. This will assure an exhaustive, up-to-date and consistent information transfer and with that facilitate and optimize the work of each node, without reinventing the wheel.

This will save time in content creation that may be invested in design activities.

Action 80: Maintain press list with key journalists (Gry Hasselbalch)

Have a contact list for journalists that are updated and relevant.

Action 81: Start a blogg (Lena Fagerström)

Action 82: Develop competencies working groups within the network (Maria Elisa Marzotti)

Maybe adding another specific working group?

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