



## ► Deliverable D8.1

Initial Dissemination Plan for ChainReact including The Whistle and WikiRate

**Author** ► The WikiRate Project e.V. ► 3/17/2017

Dissemination level	Public
Contractual date of delivery	Month 12   31 <sup>st</sup> January 2017
Actual date of delivery	Month 14   17 <sup>th</sup> March 2017
Work package	WP8   Dissemination & Exploitation
Deliverable number	D8.1
Type	Report
Approval status	Approved
Version	1.7
Number of pages	38
File name	20170317_D8.1_v1.1_WikiRate.docx

### Abstract

This document presents the Draft Dissemination Plan of ChainReact [T+12] that will be followed by a Final Dissemination Plan [T+24]. To achieve success and scale for ChainReact, the project must reach the wider public. This requires the project partners to engage and stay in close contact with the community, review and align SMART Targets, and develop and execute an exploitation plan, including communication with stakeholders.

The information in this document reflects only the author's views and the European Community is not liable for any use that may be made of the information contained therein. The information in this document is provided as is and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability.



Co-funded by the European Union

## History

Version	Date	Reason	Revised by
<b>0.7</b>	03/03/2016	First draft out. Partner input/feedback sought	Hala Khalaf
<b>0.8</b>	07/03/2016	Input & comments	Richard Mills
<b>0.9</b>	07/03/2016	Input & comments	Lukasz Jonak
<b>1.0</b>	09/03/2016	Consolidation. First revision	Hala Khalaf
<b>1.1</b>	09/03/2016	Second Revision	Vishal Kapadia
<b>1.2</b>	10/03/2016	Consolidation. Clean up. Final Review	Richard Mills Vishal Kapadia Hala Khalaf
<b>1.3</b>	10/03/2017	Developing WikiRate for impact	Richard Mills
<b>1.4</b>	15/03/2017	Further articulation of strategy	Vishal Kapadia
<b>1.5</b>	15/03/2017	Revision, Evaluation section	Lukasz Jonak
<b>1.6</b>	16/03/2017	Final edits, connecting the chain	Richard Mills
<b>1.7</b>	17/03/2017	Final Review	Vishal Kapadia

## Author List

Organization	Name	Contact information
<b>WikiRate e.V.</b>	Hala Khalaf	<a href="mailto:hala@wikirate.org">hala@wikirate.org</a>
<b>WikiRate e.V.</b>	Vishal Kapadia	<a href="mailto:vishal@wikirate.org">vishal@wikirate.org</a>
<b>University of Cambridge</b>	Richard Mills	<a href="mailto:rm747@cam.ac.uk">rm747@cam.ac.uk</a>
<b>WikiRate e.V.</b>	Alexandra Henderson	<a href="mailto:alexandra@wikirate.org">alexandra@wikirate.org</a>
<b>WikiRate e.V.</b>	Theresa Heithaus	<a href="mailto:theresa@wikirate.org">theresa@wikirate.org</a>
<b>University of Warsaw</b>	Lukasz Jonak	<a href="mailto:ljonak@uw.edu.pl">ljonak@uw.edu.pl</a>
<b>Decko Commons</b>	Ethan McCutchen	<a href="mailto:ethan@grasscommons.org">ethan@grasscommons.org</a>

## Table of Contents

HISTORY .....	1
AUTHOR LIST .....	1
TABLE OF CONTENTS .....	2
1. INTRODUCTION .....	4
2. FOCUS .....	4
3. GENERAL CHAINREACT DISSEMINATION STRATEGY .....	5
3.1 STRUTS AND CONNECTIONS WITHIN THE CHAIN OF CHAINREACT.....	6
4. REVIEW OF SMART TARGETS & SYNERGIES WITH WPS.....	7
4.1 SMART TARGETS FOR WIKIRATE.ORG.....	7
4.2 SMART TARGETS FOR THE WHISTLE.....	10
4.3 SMART TARGETS FOR THE CONSORTIUM .....	11
5. DISSEMINATION PLAN .....	12
5.1 DISSEMINATION OBJECTIVES .....	12
5.2 DISSEMINATION TARGETS .....	13
5.2.1 PRIMARY GROUPS - DIRECT TARGETING .....	13
5.2.2 SECONDARY GROUPS - INDIRECT TARGETING .....	13
6. DISSEMINATION PLAN FOR WIKIRATE .....	14
6.1 OBJECTIVES .....	14
6.2 DISSEMINATION STRATEGY .....	14
7. TOOLS & ACTIVITIES FOR WIKIRATE.ORG DISSEMINATION .....	16
7.1 DIRECT ENGAGEMENT (T6.2), (T8.4) .....	16
7.1.1 STAKEHOLDER ENGAGEMENT (T8.4):.....	16
7.1.2 BUILD/MAINTAIN STRONG STRATEGIC PARTNERSHIPS (T6.1), (T6.2), (T6.3), (T8.3):.....	16
7.2 CARRY-OUT/PARTICIPATE IN EVENTS (T8.1) .....	16
7.2.1 EU MEETINGS (T8.1):.....	17
7.2.2 NON-EU EVENTS AND CONFERENCES (T8.4):.....	17
7.2.3 EVIDENCE-BASED DISSEMINATION.....	17
7.3 VOLUNTEER ENGAGEMENT .....	17
7.3.1 WIKIRATE X:.....	18
7.3.2 WIKIRATE X STUDENT AMBASSADOR:.....	18
7.3.3 STUDENT NETWORK COLLABORATIONS:.....	18
7.4 EDIT-A-THON TYPE EVENTS .....	18
7.5 WEBSITE & OTHER VISUAL IDENTIFICATION TOOLS (T8.1) .....	18
7.5.1 HOMEPAGE REDESIGN:.....	18
7.5.3 KEY LANDING PAGE UPDATES.....	22
7.5.4 VIDEO .....	22

---

7.5.5 PRESENTATION MATERIAL .....	22
7.5.6 CONTACT US FORMS .....	22
7.5.7 MULTILINGUAL TECHNICAL DEVELOPMENT .....	22
7.5.8 DIGITAL COMMUNICATIONS (INCLUDING SOCIAL MEDIA), NEWSLETTER (T8.3) AND WEB BLOG .....	22
7.5.9 MEDIA RELATIONS .....	23
7.6 SEARCH ENGINE MARKETING:.....	23
7.7 RESEARCH DISSEMINATION:.....	23
8. IMPACT FOR WIKIRATE.ORG .....	23
9. DEVELOPING WIKIRATE FOR IMPACT .....	24
10. DISSEMINATION PLAN FOR THE WHISTLE .....	27
10.1 RESEARCH OBJECTIVES .....	27
10.2 RESEARCH DISSEMINATION.....	27
10.3 RAISING AWARENESS OF THE WHISTLE .....	28
11. IMPACT FOR THE WHISTLE .....	29
12. MONITORING & EVALUATION OF THE WHISTLE.....	31
12.1 THE GOALS OF DISSEMINATION OF EVALUATION RESULTS .....	31
12.2 DISSEMINATION OF RESEARCH RESULTS ON COLLECTIVE AWARENESS PLATFORMS .....	31
12.3 DISSEMINATION OF KNOWLEDGE GATHERED & LESSONS LEARNED IN THE PROCESS OF PROJECT OBJECTIVES EVALUATION & TECHNICAL EVALUATION .....	33
13. EXPLOITATION (T8.5).....	34
14. SCALING CONTRIBUTIONS.....	35
15. CONNECTING THE CHAIN .....	36
REFERENCES .....	38

---

## 1. Introduction

Dissemination lies at the core of the ChainReact Project. To achieve scale and widespread use, it is imperative to build a dissemination and impact strategy that is fit for purpose in terms of reaching out to different partners and stakeholders and ultimately reaching a critical mass of participating users. This is a live document that will encompass WikiRate's communications and social media strategy as well as a frame for The Whistle and the entire project.

WP8 amalgamates all contributed efforts by the project partners in a structured and presentable approach to external targets. It also lays out measurable steps of outreach as detailed by partner role to ensure maximum impact. The project's objectives are to identify irresponsible corporate activity, to connect issues at corporate networks' edges to network drivers and to incentivise companies to address network issues.

## 2. Focus

ChainReact is about collaboratively generating, mapping, interpreting, and activating information about corporate networks and their impacts on society and the environment. The project is designed in a way that will foster **collective awareness** of corporate network impacts and **channel that awareness** to drive social change.

The main objective for WP8 is to define a dissemination strategy for The Whistle and WikiRate, and develop a detailed plan that describes the individual steps by each project partner that are necessary to achieve the dissemination objectives:

- To **increase awareness** of The Whistle and Wikirate.org;
- To **communicate benefits** of the Decko technology;
- To **identify relevant scientific communities**;
- To **share scientific results with the international community**;
- To **inform potential users of project achievements**;
- To **establish scientific relationships with institutions**

Deliverable 8.1 concerns the Draft Dissemination Plan of ChainReact [T+12] and a Final Dissemination Plan [T+24]. **This document is the draft dissemination plan**, with the final version of the dissemination plan to be delivered in M24.

To achieve success and scale for ChainReact, the project must reach the wider public. This requires the project partners to engage and stay in close contact with the community, develop and execute an exploitation plan, including communication with stakeholders. The Monitoring & Evaluation phases of the DP will include a structured timeline as will be outlined in this document.

---

### 3. General ChainReact Dissemination Strategy

The ChainReact project is “an effort to make supplier networks transparent, understandable, and responsive, so that companies and their stakeholders can see, react to, and ultimately **transform corporate network impacts**”. Transforming corporate network impacts is an ambitious goal that one project in isolation could not hope to achieve. At the heart of ChainReact’s strategy is the aim to provide a data eco-system that brings together the efforts of the many actors working on related challenges, offering a more synergistic and coherent approach for organisations that share common goals. To put this succinctly, ChainReact’s strategy for achieving its high level goals is chiefly to facilitate the work of other organisations, those that bring significant expertise and resources to bear in addressing challenges related to corporate networks. This approach is factored into the dissemination strategy for the project in fundamental ways.

It is vital that these **actors who share goals with the ChainReact project perceive value in the approach of the project** and the tools/platforms it develops. Each strut of ChainReact is being designed and developed with this in mind, on the basis of extensive research into how external actors tackle the specific issues they focus on, and how increased transparency, visibility and potential for collaboration could be leveraged to amplify their efforts. It is also important that these potential collaborators are aware of the platforms ChainReact is developing, and so considerable resources are dedicated to raising awareness of the project with key stakeholders and building relationships with those stakeholders.

In practice, we have found that this approach works best when design and relationship building proceed largely in parallel. Having a well-developed value proposition in place, and being able to demonstrate it with working examples, opens doors to new potential collaborators - but design and development can only proceed so far without input and feedback from the actors whose engagement it is designed for. Once buy-in from an organisation has been obtained and a specific piece of collaborative work planned, it is in the execution of this work where ChainReact can learn to improve the design of the platforms, augmenting these so that they more closely match the needs of partners in executing their projects. The importance of close collaboration with appropriate early institutional adopters cannot be overstated, for both WikiRate and The Whistle.

These relationships factor into dissemination strategy in a number of ways. Firstly, a successful collaboration with one actor in a particular space (e.g. an NGO working on human rights advocacy, an academic studying environmental performance), and the public outputs stemming from that collaboration, are useful in establishing the credibility of the approach and cultivating relationships with other actors in that space. Having an endorsement from one actor, and a compelling output from their project, illustrates the value of the approach for related actors. For WikiRate in particular, where all outputs are presented openly and transparently, the platform itself becomes functionally more useful with each successful engagement - subsequent engagements can leverage and build upon the work of prior engagements, even when these were lead by different actors. For WikiRate it is the development of the open structured knowledge resource from which value is ultimately derived - the more

---

knowledge this repository contains the more a new project can work with and build out in new directions.

Secondly, in relation to impact and achieving the project's wider goals, this should in many cases be lead by the external partner rather than internal consortium partners. For example, where an NGO collects data on the contents of Modern Slavery Act statements through WikiRate, the need that motivated this particular project exists within that NGO, and they already have a use in mind for the collected data. In this example, the intended use of the data might be in direct outreach to companies, in the publication of a report, which assesses the compliance, or performance of companies, in engagement with policy-makers on future development of the related legislation, or in advocating for similar legislation in additional jurisdictions. Similarly, for The Whistle, a successfully executed reporting campaign should generate data, which is valuable to the partner NGO (otherwise they have little reason to run it), along lines, which are established and mutually agreed at the commencement of the collaboration.

Therefore, a key element to ChainReact's strategy for impact is to work closely with selected partners who share common goals with the project, allowing those partners to make more effective use of their own resources to conduct work which they would otherwise not have been able to conduct, or to do so at a much larger scale than they could have achieved without ChainReact. All of ChainReact's struts are intended to increase the power and size of the communities who use them, empowering these communities to in turn pursue the same broad aims of the project through the means which they have determined are most fitting for the issues they focus on or the resources at their disposal. As such, much of the dissemination plan for the project itself has the aim of raising profile among key stakeholders, driving adoption of the platforms and then scaling both in terms of adoption and in terms of tailoring the platforms to maximise impact.

### 3.1 Struts and connections within the Chain of ChainReact

ChainReact consists of 3 main struts, WikiRate, Open Corporates and the Whistle. Much of Y1 has focused on establishing connections between these entities. Particularly effort has been focused on strengthening the connection between WikiRate and OpenCorporates, such that relationship metrics can be tracked on WikiRate.org (WP5) and defined/designed by external contributors (WP6). Work in WP6 has focused on scoping the targets and also the conceptual framing of relationship metrics alongside existing WikiRate.org metric data about corporations. Critical to the scaling of this piece is the relationship development (T8.4) with major actors in the space such as United Nations Principles for Responsible Management Education Initiative (UN PRME), Global Reporting Initiative (GRI), major NGOs and Universities worldwide. These relationships bring community, which will help scale the reach and impact of the metrics cultivated on WikiRate, which touch on relationship and performance data of companies.

Initial work connected the struts of OpenCorporates and WikiRate – to utilize OpenCorporates data on the WikiRate platform as some of the first relationship metrics on the site. In parallel the Whistle is in co-development with collaborating NGOs and WikiRate is working with NGO partners to cultivate interface to scale its offerings, whilst maintaining and building community.

## 4. Review of SMART Targets & Synergies with WPs

Given the importance of a communication plan and SMART targets as laid out under **Objective 3, Sub goal B**, Work Package Deliverables and Tasks have been carefully connected to ensure maximum results, including but not limited to deliverable D7.2 (Community Engagement SMART Targets), T6.1 (Corporate Outreach Strategy), etc. The development of the SMART Targets took into consideration research, preparation, implementation, verification and timeline. Q1, Q2 and Q3 of Year 1 involved extensive market research for direct engagements, building relationships and expanding the WikiRate community. As outlined below, the partners have been working in parallel to ensure that tasks are executed and deliverables are met:

### 4.1 SMART targets for WikiRate.org

The SMART Targets for WikiRate up to Q6 were developed to ensure that the project's objectives are met in a logical and realistic manner. That said, the first 4 quarters indicated that although the targets are well designed and fit for purpose, they also require adaptation and revision to encompass realities around outreach and dissemination:

With the project being a three-year effort, Year 1 focused on research, testing and outreach. WikiRate enjoyed buy-in from a number of prominent players in the field of sustainability and sustainable data reporting, especially from civil society organisations - who champion corporate ESG data that are more transparent, understandable and usable- and academics who are utilising wikirate.org as a tool students can use to apply the theories and concepts they learn in the classroom. This CSO/academic demand formed a natural segue for ChainReact's **relationship building (T6.3)**. The rollout of the Walk Free Modern Slavery Act project has been gaining momentum with a number of university professors expressing their interest in joining the collaborative research efforts. After the first pilot including Columbia University, preparations are being made by the Walk Free lead to get students from the universities of Nottingham and Johns Hopkins on wikirate.org to join the MSA research project. The Walk Free Foundation is also planning to research Australian companies conducting business in the UK. Generated data will strengthen the case of implementing Modern Slavery Acts elsewhere (**T8.3, T8.4**).

The joint partnership between WikiRate, the United Nations Global Compact (UNGC) and its independent initiative Principles for Responsible Management Education (PRME) set an ideal



framework for dissemination. The signed Memorandum of Understanding between these parties outlined an external communications and dissemination plan: WikiRate has been already mentioned in PRME’s newsletter that reached a wide member network of more than 650 universities. This partnership exemplifies how **stakeholder communications (T8.4)** can be leveraged in communicating with companies about the project and how the companies can engage in contributing to achieving the 2030 agenda.

WikiRate has also been busy researching possible corporate engagement. **Company reach-out (T6.2)** as it was envisioned in the grant agreement is challenging, as companies are on a learning curve regarding the importance of data-metric-driven engagements and impact. The Zalando example detailed in the D6.1 Annual Report added perspective on how company reach-out planning should be handled when designing the Dissemination Plan. D6.1 details an expansion of engagement beyond companies to include NGOs and industry initiatives with a focus on supply chain issues. This has (positive) implications for dissemination, as the additional actors to be engaged are likely to also contribute to dissemination.

The WikiRate Dissemination Plan explains the methodology and approach to be adopted beyond Year 1 to encourage companies to address issues in global corporate networks that threaten global sustainability.

Q3 and Q4 of 2016 have been important for WikiRate for its relationship building with active participation in the below **events**:

Date	Event	Location	Participation
8-9 Sep 2016	International Corporate Accountability Roundtable (ICAR)	Washington DC	Roundtable Discussions
31 Oct - 4 Nov 2016	Reporting 3.0 Feedback on the 1st Exposure Drafts of the Reporting Blueprint and Data Blueprint	Virtual	Virtual Discussions
1-3 Nov 2016	Business for Social Responsibility Conference (BSR)	New York	Panel Member
10 Nov 2016	Germany and the Open Government Partnership (Stiftung Neue Verantwortung)	Berlin	Panel Discussions
10-11 Nov 2016	Sustainable Business Roundtable - European School of Management and Technology (ESMT)	Berlin	Session Attendance
14-16 Nov 2016	Business and Human Rights Conference (OHCHR)	Geneva	Conference/Session Attendance
30 Nov 2016	Traceability, Trust and Transparency Event (Accenture)	Berlin	Presentation

1-2 Dec 2016	OEB Shaping the future of learning (ICWE GmbH)	Berlin	Session Attendance
--------------	--	--------	--------------------

Table 1. WikiRate Q3/Q4 Event Participation

In Q5: WikiRate engaged in a several high-level meetings and events:

Date	Event	Location	Participation
1-2 Feb 2017	DSI4EU	Rome	Interactive Session
2 Mar 2017	Meeting with MANA to discuss strategic partnership	Berlin	Meeting

Table 2. WikiRate Q5 Event Participation

**WP8 Related SMART Targets:**

Target No.	Action Objective / Work Package	Specific	Measurable	Appropriate	Realistic	Time
ST19	Supply network pilot campaign design / WP6, WP8	Identified partners and established SMART targets	Present 5 campaign-specific SMART targets at review	Needed for successful generation of supply chain data for ChainReact	Metrics will be designed for realism	Q6
ST21	Dissemination plan / WP8	Specify dissemination objectives and needs for ChainReact	Plan incorporates all struts	Maximises dissemination and reach of project results	Building on knowledge of research and engagement relevance of WikiRate and Whistle outreach	Q4
ST22	Dissemination targets / WP8	Opening up ChainReact to wider participation and consideration	SMART Targets in line with research, publicity and engagement objectives.	Identifies research and engagement objectives and capacity	Clear idea of dissemination opportunities and what we have to show by this point	Q6

Table 3. WP8 Related SMART Targets - Lead: WikiRate

**4.2 SMART targets for the Whistle**

The Whistle, under the lead of the University of Cambridge, has been focusing on achieving the objectives set out in Work Packages **WP2** and **WP4** (research, planning & outreach) and **WP3** (product design & development). With its dissemination activities limited during Year 1, The Whistle Team has been focusing on research and product design. WP2 (research) and WP4 (building relationships with potential NGO partners) have been proceeding in parallel. Establishing relationships with potential NGO partners is vital for both of these work packages. As part of this work, The Whistle has been represented at a number of conferences and engaged in discussions with frontline human rights organisations. Detailed progress report and dissemination projections are outlined under Section “Plan for The Whistle”.

Target No.	Action Objective / Work Package	Specific	Measurable	Appropriate	Realistic	Time
ST1	Interviews with relevant NGOs and analysis complete WP2	Interview NGOs who collect or analyse information from civilians	25 interviews, analysis complete	Required to establish which needs The Whistle should be designed to meet	Initial work in progress, proceeding well	Q4
ST2	In-depth research with initial partner WP2	Work closely with initial reporting partner to determine what the minimum viable product is for the first reporting campaign	Work with at least 1 partner NGO to establish what their specific needs from a Whistle reporting campaign are, and how these can be met with a specific design	Required to establish The Whistle's minimum viable product for the first reporting campaign	Some potential partners already identified	Q5
ST3	Design produced that fits first campaign WP2	Produce a design which meets the needs of the first reporting campaign	Design specified in a manner which allows development team to implement	Designs that serve reporting campaigns are the primary output of WP2 research		Q5
ST4	First test campaign design complete and validated WP2	Design for first reporting campaign should be implemented and validated	Internal validation that The Whistle is ready to serve the first reporting campaign	Must establish that The Whistle's implementation matches design closely enough to be used in first campaign	Depends on progress in WP3 and WP4, should be achievable in the absence of major delays for WP3/4	Q6
ST8	Potential WP4	Identify a	In discussions	Identifying and	Some	Q4

	partners identified and discussions in progress		short-list of potential partners who are interested in using The Whistle	with at least 1 potential partner, with loose agreement about how their campaign would be structured	building relationships with the most appropriate NGO partners is key to The Whistle's success	potential partners already identified	
ST9	Commitment from NGO partner to run campaign	WP4	Firm commitment that an NGO partner will run a test reporting campaign using The Whistle	MOU or similar document with partner NGO	The Whistle and partner NGO should be committed to running a test reporting campaign, and the roles/responsibilities of each party should be clear		Q5
ST10	Partner NGO for first campaign approves design	WP4	Buy-in from campaign partner on design	Agreement between The Whistle and partner NGO on a design that serves the first campaign	Vital that the partner NGO endorses the design of the alpha product		Q5
ST11	First reporting campaign ready to launch	WP4	The Whistle is ready to serve the first reporting campaign	First campaign approved by Ethics Advisory Board, The Whistle and partner NGO are ready to support it	Commensurate with target that the first reporting campaign should launch by Month 18 or shortly thereafter	Other SMART targets for WP2/3/4 build towards this target, as such it depends on good progress in all three WPs	Q6

Table 4. WP8 Related SMART Targets - Lead: Cambridge

### 4.3 SMART targets for the Consortium

The project partners' contribution for WP8, although minimal -as effort has been calculated (except for Cambridge & the University of Warsaw) at two months each out of a 42.00 effort- remains influential. Through their own networks and workflow, ChainReact is being promoted with the intention of increasing awareness of both The Whistle and Wikirate.org (**T8.1**); the dissemination plans for WikiRate and The Whistle outlines each project partner's role.

## 5. Dissemination Plan

### 5.1 Dissemination Objectives

ChainReact works to change corporate behaviour by amplifying both the *reputational risk of ignoring supply chain problems and amplifying the reputational benefit of addressing them*. In order to achieve this aim, the project team needs to define a **dissemination strategy** for both The Whistle & WikiRate and develop a **detailed plan** that describes the **individual steps by each project partner** that are necessary to achieve the dissemination objectives.

Year 1 has helped set the frame for all project partners around corporate engagement and degree of involvement. External communications, initial discussions and other opportunities have been explored during this period, which provided a much-needed context. Consortium partners took steps to disseminate ChainReact's objectives through their networks and other platforms: CERTH designated a [ChainReact Page<sup>1</sup>](#) on their lab website, which offers a link to ChainReact's official page: <http://chainreact.org/>.

As this document represents the draft version of the dissemination plan, and due to different scopes and plans laid out for Year 1, two sections of the dissemination plan will be outlined: one for WikiRate and one for The Whistle. Version 2.0 will have a more collaborative/combined approach where all partners work either in unison or in parallel to implement an integrated outreach plan for all struts of the project and to ensure data funnelling success from The Whistle to WikiRate.

The decision to develop The Whistle and WikiRate (and related dissemination plans) separately in the early stages of the project was taken in recognition that the two components have different needs and strengths at this point. Whereas WikiRate already has a functional product and established network, The Whistle started the project as a concept to be further developed through research and design (although starting with a strong academic network through the Cambridge lead Dr Ella McPherson). These two components also serve different needs, meaning that the strongest way to pitch them to prospective partners is different; WikiRate covers any aspect of company ESG performance and networks, while The Whistle focuses on civilian reporting. Our approach has been to develop WikiRate and The Whistle so that each is independently strong (in terms of the platform, its network and dissemination plan). There is however a considerable overlap in the domain of WikiRate and The Whistle, and useful links and introductions to external organisations are already being made. For both platforms, being embedded within the ChainReact project adds a significant incentive for participation for some potential partners. Working with partners who value what both WikiRate and ChainReact offer is ultimately the best route to achieving the project's overall objectives, during year 2 of the project we will turn our attention to these particular cases and develop a dissemination strategy specific to these cases.

---

<sup>1</sup> <http://mklab.itl.gr/content/chainreact-co-ordinator>

## 5.2 Dissemination Targets

A multi-channel dissemination approach will be adopted to maximise the audience. The Whistle has an email list with +100 people who are following the project, while WikiRate has +1560 user accounts registered on wikirate.org. Growing a user base for both WikiRate and The Whistle is at the centre of planning for a successful dissemination approach. However, building a community will also require maintaining it and providing incentives for continued commitment. Community growth and maintenance (T8.3) weighs in on achieving ChainReact's overarching milestones, notably MS4 and MS5.

Based on Year 1 external dialogues and interactions; two broad categories were identified under which current and future targets fall, keeping in mind that the wider public would become an integral partner and driver for success:

### 5.2.1 Primary Groups - Direct Targeting

- Direct contacts (NGO, Academic, Corporate, Research Institutes, sustainability professionals): researched, tracked, and maintained in-house. Examples:
  - Amnesty Int'l, Transparency Int'l, Oxfam, Greenpeace, Unicef, RDR, etc.
    - Ranking Digital Rights (RDR) is a research partner WikiRate has been collaborating with to publish their rankings on the platform. RDR is currently looking for alternative research tools that would replace their current technology. Meeting was scheduled to discuss how the Decko technology could achieve that. (T8.1)
  - UNGC, PRME, GRI, other Standards Orgs, etc.
  - GSC, Other direct corporate engagement, etc.
  - Partnership with MANA - detecting corporate environmental violations.
  - Researchers, Peer-Reviewed Journals.
- Social media targets.

### 5.2.2 Secondary Groups - Indirect Targeting

Indirect connections established:

- Network Connections, e.g.:
  - HIIG through RDR, Zalando through Accenture event, etc.
- User Engagement:
  - Students through academic engagements, volunteers through Walk Free project, etc.
- Events: DSI4EU (WP8), RightsCon, ICAR, BSR, OHCHR, Accenture, other events, etc.

- Meetings with civil society and corporate stakeholders to increase awareness of the Whistle and WikiRate. Examples:
  - WikiRate met with Zalando (a Berlin-Based online shopping platform) to brainstorm on how to best capture supply networks. This connection became viable after presenting at an event organised by Accenture: “Trust, Transparency, and Traceability”, part of their annual event series "Digital meets Sustainability".
- Building the Chain → leveraging Integrations: CAPS and other connections:
  - ASSET, MANA, The Whistle
- Investors
- Journalists / Press

## 6. Dissemination plan for WikiRate

### 6.1 Objectives

As outlined in the Dissemination Objectives Section above, and in order to achieve the main overall aim of ChainReact, it is crucial to align a strategy to disseminate progress information about the project’s goals and objectives.

These deliverable aims to produce a Dissemination Plan with measurable objectives that will be revised, adapted according to the developments, and periodically reviewed for the duration of the project. The strategy will be a live document and will encompass WikiRate’s communications and social media strategies including participation in events and calls for engagements. The WikiRate DP will consist of interchangeable phases including its design, implementation and verification phases.

### 6.2 Dissemination Strategy

WikiRate’s power lies in its ability to allow anyone to ask questions of companies on its open platform. These questions take the form of metrics, and can be designed by experts, but also reflected on by volunteers – which can lead to design of further metrics. WikiRate has been experimenting with this approach in Y1 of ChainReact where students are starting to consider which metrics would be most appropriate for consideration when researching company performance on United Nations Sustainable Development Goals (SDG). Frameworks exist to research data, however these frameworks are also still in development and can benefit from public exposure and research (e.g. The SDG Compass<sup>2</sup>). Similarly WikiRate’s NGO relationships lend themselves to good metric development on issues such as modern slavery, human rights, environmental issues – basically anything that spans the Environmental, Social, Governance (ESG) mix of data, also referred to as non-financial data. Not only can these metrics

---

<sup>2</sup> <http://sdgcompass.org/>



---

analyse performance, but also they can help the wider public understand how companies comply with soft legislation in terms of mandates on reporting based on the questions of civil society organisations, or NGOs, that are invested in researching these issues.

WikiRate's dissemination strategy within ChainReact centers on three aspects:

- 1) The development of and use of relationship metrics within WP6 alongside existing WikiRate metrics

Relationship metrics allow for richer and deeper information to be represented on WikiRate.org about corporations. This includes data about influence, ownership, and trading relationships.

- 2) Extension of existing wikirate.org community development through NGO, Academic and other key stakeholder relationships (T8.4)

Consultation and engagement of institutions with volunteers, or students whom can be engaged on WikiRate.org are central to WikiRate's community building strategy. In addition to building relationships with Academic institutions and NGOs WikiRate has continued to strengthen ties with larger influential organisations such as the United Nations Global Compact, Global Reporting Initiative who are helping to set standards and frameworks for corporate reporting. The bulk of the community development will center on cultivating volunteer or student researchers alongside metrics set up within particular research frames. These can be run as projects<sup>3</sup> on WikiRate.org, and research can be tracked via the relevant research group on WikiRate.org

- 3) Positioning WikiRate.org as a tool, which allows NGOs, Academics and other key stakeholders to use the platform for its own promotions and dissemination too (T8.3, T8.5)

WikiRate is primarily an open research platform – but it also aims to serve as an engagement platform. As a Collaborative Awareness Platform for Sustainability (CAPS) project it's important that not only research is cultivated within WikiRate, but that it's accessible, usable and helps to serve impact. As WikiRate drives further projects, and adoption there will be three central ways in which the platform serves engagement: advocacy engagement (helping to serve organization's advocacy needs), application engagement (helping to serve organization's ability to build applications using WikiRate data) and media engagement (external delivery of insights derived from data on WikiRate in a way which strengthens the argument being made why integrating context, and which introduces WikiRate to new audiences) . This is covered further in the Impact section below.

As WikiRate builds to scale its community it will aim to do this through the reach of other organisations. An initial partnership kicked off with the United Nations Principles for Responsible Management Education Initiative (PRME) in Y1 of the project, starting with engagement of 10 member universities globally around researching corporate performance and reporting on the sustainable development goals. This partnership has been promoted in communications to its 650 University member base and in external press releases. As data is cultivated through the project and

---

<sup>3</sup> <http://wikirate.org/projects>



---

shared around the member base, the idea is to attract further support and interest in subsequent research projects.

WikiRate is excited to build on these sorts of engagement within different frames of research – including with NGOs, and their volunteers. Projects with Amnesty International and the Walk Free Foundation stand WikiRate in good stead to scale this offering in Y2 and Y3 of the project. With the added relationship metric dynamic from WP6 and the forthcoming editathon(s) co-organised with Open Corporates and Ranking Digital Rights in Y2/3 of the project, we expect to scale to facilitate more interesting and engaging research project on corporate performance over the course of the 3 years.

## 7. Tools & Activities for WikiRate.org Dissemination

The following list outlines several tools and activities that WikiRate is using/exploring for an effective dissemination. Although they are independently presented in this document, they do merge and complement one another organically depending on targets and agenda:

### 7.1 Direct Engagement (T6.2), (T8.4)

#### 7.1.1 Stakeholder Engagement (T8.4):

For WikiRate to grow and get the exposure it needs for growth, selecting an advisory board forms natural next steps for dissemination. The advisory board will be selected based on the board members' commitment to communicate, network and fundraise and network on behalf of WikiRate's mission and vision.

#### 7.1.2 Build/Maintain Strong Strategic Partnerships (T6.1), (T6.2), (T6.3), (T8.3):

Working towards collaboration with external partners is at the core of WikiRate's dissemination plan. WikiRate has 8 MOUs signed with Academic, CSO and Standards Organisations, and 13 verbal agreements translated into projects and strategic collaborations. Partners such as MANA (France), Ranking Digital Rights and the Global Sourcing Council (USA), and ASSET (Austria) have been create great opportunities for synergies where ChainReact is concerned.

### 7.2 Carry-out/Participate in Events (T8.1)

Attending/organising physical/virtual events: As listed in tables 1 & 2, the numerous events that WikiRate participated in have been a good starting point for dissemination. In events where WikiRate representatives are only attending or facilitating, up-to-date leaflets would be printed out and

---

distributed. Leaflets have been distributed once at the United Nations Business & Human Rights Forum in Geneva.

WikiRate, in collaboration with Kaleidoscope Futures are delivering a “Collaborate with WikiRate” online forum on March 16<sup>th</sup> 2017. The Forum aims to engage all the individuals and organisations who have been working with WikiRate to make it what it is today. During this online event WikiRate will present new features, share illustrative case studies from WikiRate collaborations and give some insights into what’s next for WikiRate. Targeted communications have been sent to 57 individuals and already 20 have confirmed their attendance. The success of this type of forum will be measured against scaling and diversifying of future events, specifically for ChainReact, with consideration to bring together players involved in connecting the chain.

#### 7.2.1 EU Meetings (T8.1):

WikiRate participated in two DSI4EU events. WikiRate participated in one interactive session during the February 2017 event in Rome on “Collaborative Consumption and the Sharing Economy”, where WikiRate delivered a presentation on its role as part of the ChainReact Project on Empowering academia and civil society in corporate sustainability and accountability.

#### 7.2.2 Non-EU Events and Conferences (T8.4):

Participating in a number of non-EU events has been instrumental in building relationships and disseminating WikiRate’s message and activities. Therefore, WikiRate developed an internal Google Calendar where relevant events are captured by its team. Deliberation on relevance and added value for WikiRate’s participation is decided on a case-by-case basis. For example, this year’s RightsCon event will have both ChainReact’s The Whistle and WikiRate present. This participation is further detailed under Section “Plan for The Whistle: Research Dissemination”.

#### 7.2.3 Evidence-based dissemination

Under the form of Journal articles or tailored media coverage will be considered under the long-term planning for WikiRate.

### 7.3 Volunteer Engagement

The Project is a three-year effort. The WikiRate team kicked start discussions around WikiRate X during Year 1 as a concept to foster the development of a network of student organisations with the mission to rate companies on WikiRate (T8.3). As the details evolved and better defined, it became necessary to develop a more elaborate “grassroots” piece that includes but is not limited to WikiRate X. The grassroots engagement is likely to evolve naturally over time. WikiRate will continue to test and refine a model for developing a network of students across the world researching and rating companies:

---

WikiRate is working in collaboration with a number of strategic organisations to test approaches to integrate WikiRate research into the student experience. This would be in addition to the formal academic engagement. WikiRate is speaking with universities, student unions and the UK National Union of Students (NUS) to identify opportunities for integration and explore how we can mobilise the student community to do research, verify data and contribute to campaigns. Approaches include:

#### 7.3.1 WikiRate X:

WikiRate will develop a model for a WikiRate Student Society, working in collaboration with specific universities as extensions to existing collaborations.

#### 7.3.2 WikiRate X Student Ambassador:

WikiRate will develop a role where by an enthusiastic student could work with a number of student societies, for example Amnesty International, Sustainability Society, Green Party Society, Economics Society etc. to run events using WikiRate.org, focusing on topics that are relevant to them. This would have a broader impact and enable many more students to engage with WikiRate without having to be a member of the WikiRate Student Society.

#### 7.3.3 Student Network Collaborations:

Develop partnerships with existing student networks and organisations, for example; NUS, People and Planet, CSO's with existing student networks and societies (e.g. Amnesty International).

### 7.4 Edit-a-thon type Events

The original Description of Work highlights these types of events to respond to challenges arising from the corporate network mapping. These edit-a-thons will be organised in Year 2 in close coordination with OpenCorporates. (T8.3). WikiRate will work on developing a SMART Target to ensure that these events are fit for purpose and poised to scale. The success of past WikiRate edit-a-thons has grown in popularity. This May (Q6) WikiRate is collaborating with both Ranking Digital Rights and the Humboldt Institute for Internet and Society to run a full-day event researching German Telecom Companies using the RDR Corporate Accountability Index – this event, combined with OpenCorporates' experience with crowdsourcing events<sup>4</sup> will help us set the stage for executing a valuable event for both research and engagement purposes. Ideally we would work with a large NGO interested in participating as well.

### 7.5 Website & Other Visual Identification Tools (T8.1)

#### 7.5.1 Homepage Redesign:

---

<sup>4</sup> <https://www.globalwitness.org/sv/blog/what-does-uk-beneficial-ownership-data-show-us/>

The WikiRate homepage redesign rolled out in February this year. The redesign not only captured the new stylistic effects with clearer visuals, it also introduced the 8 identified user groups (stakeholders) on WikiRate (**T8.3**) that were identified with ChainReact users in mind. As a next step (**T8.5**), partners will discuss whether ChainReact's website would be made accessible through WikiRate's homepage. The two images below show the old vs. new design of WikiRate's Homepage:

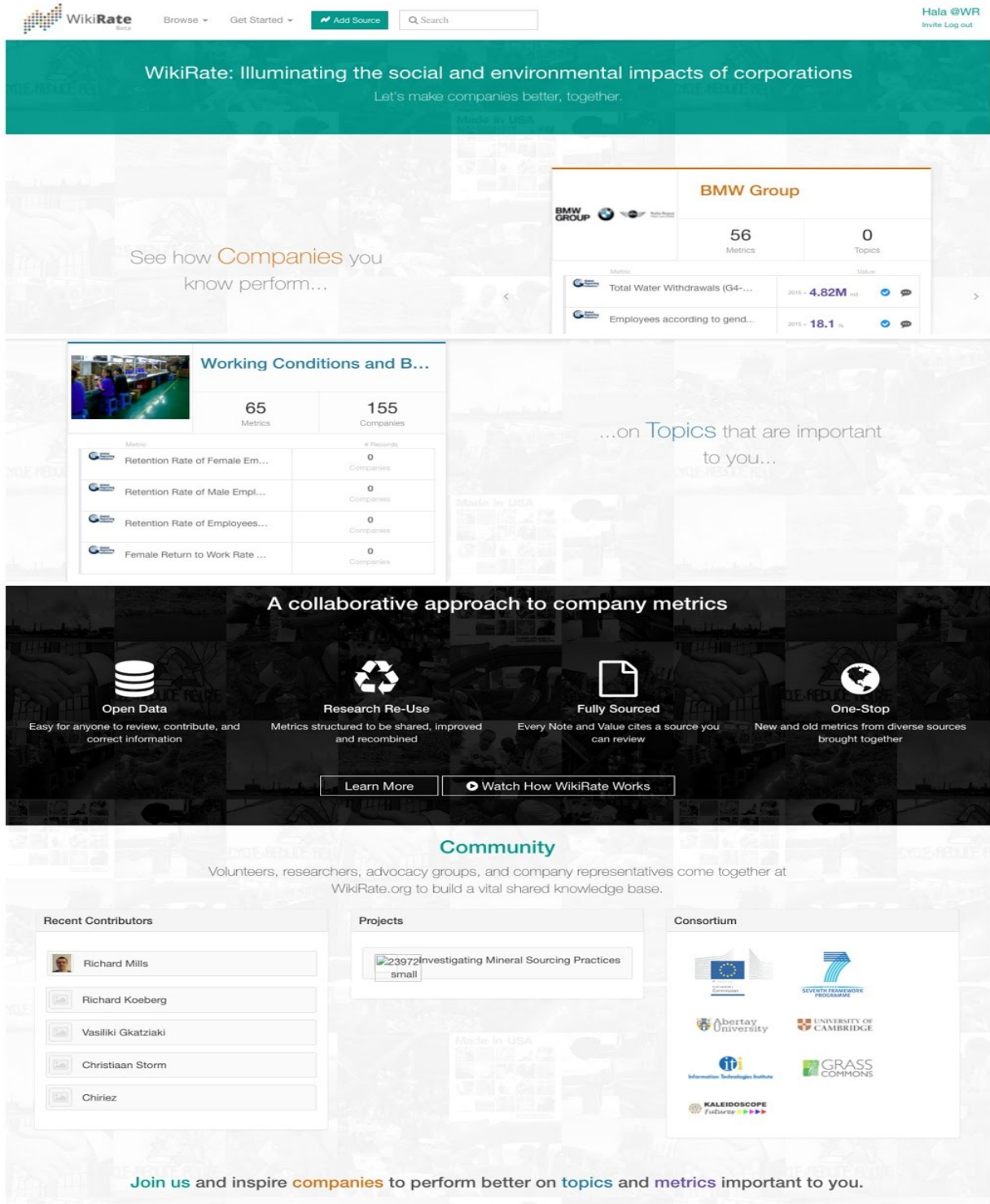


Figure 1. Previous WikiRate Homepage



Figure 2. New WikiRate Homepage



---

### 7.5.3 Key Landing Page Updates

In parallel with the homepage redesign WikiRate undertook a review of all the key landing pages on the website and identified areas for improvement. Over the last 3 months new guidance has been added to the **Using WikiRate** page, including video tutorials demonstrating how to use certain features and the **FAQs** are updated to reflect real questions we are receiving from our community. To ensure these pages are of greatest value to our users we gathered user feedback through pilots, feedback forms, the contact form and tickets to identify common areas where more guidance is required. This is a continual process and following further user feedback we will make appropriate revisions to these key pages.

### 7.5.4 Video

A new introductory video is being produced at the moment, capturing the mission and aim of WikiRate as a tool for researching corporate accountability in the sustainability world. It is expected that a finalised video will be live on [http://wikirate.org/About WikiRate](http://wikirate.org/About_WikiRate) around Q6.

### 7.5.5 Presentation Material

During Q3 and Q4, the WikiRate team developed a number of standardised presentation slides that are regularly updated and adjusted for bespoke use. The WikiRate “**User Case**” slides presents a summary of the different projects that are available on the platform. The “Introducing ChainReact” presentation is a recent document serving what its title objectives.

### 7.5.6 Contact Us Forms

A Google form has replaced the direct email link ([info@wikirate.org](mailto:info@wikirate.org)) in Q2 to include information that is helpful in tracking product experiences directly on the platform.

### 7.5.7 Multilingual Technical Development

Scale for ChainReact means scale for WikiRate and The Whistle. WikiRate’s aim is to make effective participation in the task of understanding and improving corporate sustainability accessible to a broad audience. It is only through building a strong community that is actively engaged in this challenge that it can be accomplished. The proposed development will broaden the pool of contributors and data users by implementing a technologically innovative multilingual design. Professional and volunteer researchers around the world will be able to work together to make corporate sustainability indicators and ratings data available to anyone.

### 7.5.8 Digital Communications (including Social Media), Newsletter (T8.3) and Web Blog

Strategic plan: The WikiRate team started brainstorming around a communications strategy towards the end of Q4. The discussions included ways to integrate social media, external communications and tools

for dissemination. While these dissemination tools are currently in place; the plan remains necessary to provide a structured approach, short and long-term objectives specific to each media tool, clear task division, as well as ensuring successful implementation and verification within the identified timeframe.

- Current tools focus on messaging content, events and announcements on Twitter, and through publishing a bi-monthly e-Newsletter. First issue published in Q4.
- Additional tools will revolve around integration of ChainReact.org on WikiRate.org with news and updates, and introducing a WikiRate Blog (**T8.3**) in addition to setting targets for the blog posts, think pieces for external platforms such as Medium and LinkedIn.
- Develop M&E mechanisms to monitor reception of media snippets and announcements, taking into consideration development of a consistent, structured framing for newsletter content based on user analytics. Details under Impact Section.

#### 7.5.9 Media Relations

This includes being featured/mentioned in others media publications (**T8.2**) such as the PRME newsletter, the Ranking Digital Rights blog and soon to be mentioned in a PRME blog.

#### 7.6 Search Engine Marketing:

WikiRate is utilising the USD 10,000 monthly Ad-Word Google grant from (**T8.3**) from Google (Google for non-profits). This includes identifying an iterative Google analytics strategy, utilising Keyword Planner to inform updated SEO, connecting users to topics of interest and drive traffic and amplifying key messages and stories.

#### 7.7 Research Dissemination:

ChainReact's consortium partners will make available the project publications for download. Like Cambridge University (see The Whistle Dissemination Plan), CERTH will include articles and other publications on their publications page <http://mklab.itl.gr/publications>. Any project results (components, datasets) under the Results section: <http://mklab.itl.gr/project>, as soon as they are finalised.

## 8. Impact for WikiRate.org

Achieving ChainReact's objectives depends on achieving the objectives of all its struts. A dissemination plan enables WikiRate to have tangible and measurable results in terms of reaching out to its targets with a consistent message and processes which in turn, enables the team to measure the project's impact. An example of an immediate product impact, WikiRate was approached by ASSET, an EU CAPS project during the Brussels DSI4EU event held in July 2016. WikiRate's collaboration with ASSET on providing corporate data has been a decisive factor for ASSET's proof of concept and



---

continuation (**T8.4**). WikiRate shared a csv file containing corporate data ASSET required to run a product-rating test.

To measure (whether the Dissemination Plan attained its desired impact longer term, continuous monitoring mechanisms and assessment of the dissemination activities need to be put to motion including but not limited to development of **KPIs and Results-Based Metrics** to measure impact. Phase T+12, corresponding to this deliverable, will highlight how impact can be monitored and measured from Q7 onwards to include actual use case results, impact and reach. A combination of qualitative and quantitative methods will be necessary:

Building and maintaining strong partnerships will create new opportunities with indirect targets, i.e.: Connecting with the Humboldt Institute for Internet and Society was possible through the direct partnership with Ranking Digital Rights. This connection created an opportunity for an edit-a-thon type event that will take place at the HIIG premises in Q6. Assessing reception of direct and indirect targets of WikiRate's messages and objectives can be considered as a tool to measure the success of such an event. Of course, answers may well lead to the adjustment of the direct/indirect engagement methodologies that have been implemented so far but have not been successful: i.e. what steps need to be taken to better incorporate partners' needs into these events? In terms of assessing the impact of events, quantitative indicators can be monitored, i.e. increased number of confirmations in relation to invitees, qualitative assessments can be feedback requested from participants regarding quality of the event, issues covered, facilitators selected, etc.

To monitor the impact of the website as a dissemination tool, statistics webpage activities can be monitored including for example: calculating frequency of website visits during a certain period, number of new accounts, etc. For example, MailChimp, WikiRate's newsletter generator creates KPIs that monitor outreach and impact of newsletters sent to the mailing list; number of voluntary subscribers vs. no. of unsubscribes can also be tracked using the MailChimp dashboard. While not yet in place, features such as asking for feedback when a user unsubscribes from the newsletter can also be implemented.

## 9. Developing WikiRate for Impact

The strategy for achieving broader impact of the data generated on WikiRate as part of ChainReact requires development of features along three parallel tracks. These are specifically designed to increase the visibility of the platform and data itself, by leveraging the more direct dissemination of results, which will be carried out by members of the WikiRate community.

**Advocacy Engagement:** Advocacy groups that use WikiRate to run data collection projects have their own uses for this data (e.g. writing reports), and these contribute to the realization of the project's goals. Each of these engagements also offers an opportunity to raise the profile of the platform and

---

project. NGOs that already work in partnership with WikiRate have expressed a desire to showcase the results of their projects more directly (e.g. Global Sourcing Council); presenting these results through their own channels (i.e. their own website) alongside their own commentary, but while retaining the presentation and depth of information that WikiRate offers. The project will pursue means of facilitating the presentation of WikiRate data on external sites. At present this is possible but not straightforward. WikiRate should offer the capacity to easily “export” code that can be embedded on another site, which pulls content directly from WikiRate in the WikiRate format. This will allow advocacy groups to choose which aspects of their projects they wish to showcase on their own site and easily obtain the code to achieve this. This has benefits to both parties: the advocacy group can show the data in situ on their own site, and WikiRate gains a presence on the group’s site through which a wider audience will become familiar with WikiRate and its structures, being able to follow links directly to the relevant content on WikiRate.org where they can interact with it further.

**Media Engagement:** This approach is similar to advocacy engagement in that it involves making an embeddable copy of WikiRate content on external sites. The difference is in the nature of the content and the intended users of the feature – where advocacy engagement involves showcasing work lead by an advocacy organisation, media engagement involves showcasing smaller “findings” or “analyses”. WikiRate will enhance its capacity for users to develop and save particular “views” of data, and make it possible for users to export these views as embeddable links. The most obvious application of these views is to visualize the data. When a user discovers something interesting in the data on WikiRate, they will be able to export the particular view of the data, which demonstrates that finding. This will most often take the form of a visualization that applies particular filters to the data (for example, by filtering a researched or calculated metric to show companies in a particular industry/country and identifying an outlier; or, by isolating one particular chain in a corporate network). These exportable views will offer a concise snapshot that quickly conveys the point being made, while being live linked to the deeper representation of the data on WikiRate so that viewers can seamlessly follow links through to the sources being cited, the discussion of data-points, and/or the data being fed into a calculation. Such views will be an attractive way of sharing a finding derived from WikiRate data to an external audience through social media, a blog, or in an article of a media outlet. This way of making it easier to “export” findings will encourage users to analyse data on WikiRate, and each export to an external platform will raise awareness of WikiRate among an additional audience – with an obvious pathway to WikiRate where the underlying data can be scrutinized in more detail.

**Application Engagement:** As the scale of WikiRate’s data grows, it becomes more attractive for external organisations to develop API integrations with WikiRate that integrate aspects of data in their own offering. WikiRate is already engaged in discussions with the ASSET<sup>5</sup> project about exactly this use of data. ASSET aims to connect products directly with information about their sustainability at the point of sale – it is specifically targeting consumers as drivers of change, by making it easier for consumers to consider this information and by making a record of these choices. Through API integration, ASSET can incorporate data from WikiRate in the view of products that it offers to consumers. This collaboration will significantly extend the reach of WikiRate’s data and its power to

---

<sup>5</sup> <http://www.asset-consumerism.eu/>

---

influence consumers' decision-making. Similarly, investment funds and tools catering to investors have expressed an interest in API integration with WikiRate. API integrations with externally developed apps offer a way to extend the impact of WikiRate's data and analyses significantly – these apps are much narrower in focus than WikiRate, and so have the potential to be tailored to particular target audiences so that they meet their specific needs. This is attractive for ChainReact in that it immediately extends the impact of the data being processed on WikiRate, while simultaneously raising awareness of this data among a wider audience. Furthermore, among the WikiRate community, knowledge that the data on the platform is being widely used in other applications offers further incentive to develop this knowledge.

For all of these above engagements – it is critical that WikiRate plays a role in finding and facilitating the best routes to impact. This includes for example the need to consult with journalists and investors in Y2 and Y3 to understand how they can benefit from the output of data from WikiRate in the three ways described above. Effectively WikiRate must serve primary stakeholders (designers of a research frame, academics, NGOs) and those that can help them research e.g. volunteers/ students. In addition WikiRate will look to understand what storytelling is possible from the data cultivated on WikiRate.org including through exports, visualisations and also using calculated metrics on the platform itself.

## 10. Dissemination Plan for The Whistle

### 10.1 Research objectives

The research objectives of The Whistle aspect of the project are to better understand how marginalised communities who suffer or witness human rights violations or abuses at the hands of corporations can be empowered and have their voices heard in a way that leads to positive change. The positioning and research objectives of The Whistle are based on the prior research of Dr. Ella McPherson, Lecturer in the Sociology of New Media and Digital Technology and Principle Investigator for the ChainReact project at the University of Cambridge.

Much optimism exists around social media as a channel for the civilian reporting of human rights violations from closed contexts, such as the torrent of YouTube videos emanating from Syria. Dr. McPherson's research has shown that human rights NGOs have a lot of trouble verifying these videos, and that – no matter how devastating the violations these videos document – NGOs cannot act on them unless they can verify them first. Furthermore, this verification process is inflected by power; the civilian witnesses more likely to have their reports verified are those with the symbolic capital to have a digital footprint proving their identities and/or those who have the cultural capital necessary to know to include verification cues, like location, time and date, in their reports.

The Whistle targets this verification hurdle, with the aim of increasing the quality, quantity, and pluralism of civilian witness reports available to (and verifiable by) NGOs. This sets the research agenda for The Whistle, with the main objective of figuring out how a platform like The Whistle should be designed to serve these ends. To achieve this objective, we must first study the fact-finding and verification practices of NGOs to better understand how this task is approached and how a tool like The Whistle can be productively integrated within this process. Each test reporting campaign is also an opportunity to observe how The Whistle functions in practice, from the perspective of both civilian reporters and the NGOs running these campaigns. These represent invaluable opportunities to not only improve the platform, but to understand more broadly how a social science research effort can be deeply ingrained in the development of software which serves a collective awareness end. The research will therefore also consider app design and development as a novel method for the social sciences.

### 10.2 Research Dissemination

The following plan covers the dissemination of research conducted in relation to The Whistle (through both WP2 and WP4), with the objectives of sharing results with the international scientific community and practitioners and establishing collaborations. In general this will involve publishing articles in relevant international journals and presenting at high profile conferences.

The Whistle was presented in a lightning talk in a session at RightsCon 2016 in Silicon Valley. This offered an opportunity to introduce the platform to a relevant audience of human rights practitioners, academics and technologists. Through this session we arranged valuable discussions with interested

---

parties, and some of these also featured as interviewees for the WP2 research. Representatives from ChainReact will also feature in two sessions at RightsCon 2017, where they will be discussing The Whistle and WikiRate. The Whistle has also featured in a workshop on “Technology for the Bottom Billion” in June 2016 organised by the Centre for Research in the Arts, Social Sciences and Humanities (CRASSH), Cambridge.

A paper based on the WP2 research has been accepted to the Human Rights Practice in the Digital Age Workshop to be held in Cambridge on 27th March 2017. This paper has the provisional title 'Barriers to technology uptake at human rights NGOs', and it will be submitted to a journal such as the Journal of Human Rights Practice in Q3 2017.

A paper about app design as a sociological research method, based on our experience of designing The Whistle, is currently being prepared. This paper is titled “The Medium is the Method: App Design as a Sociological Research Methodology”, and will be submitted to the Journal of Sociology in Q2 2017.

In 2018 research output related to The Whistle will shift to analysis and reflections on the test reporting campaigns (WP4). A session about this is likely to be proposed for RightsCon 2018, and we are considering two papers based on this research, one from the NGO perspective and one from the civilian witness perspective. Possible journals for these papers are New Media and Society, and Media, Culture and Society. Dr. Ella McPherson has also been invited to submit a paper for a special issue of Visual Communication to be published in Q3 2018 - this paper will feature The Whistle and is titled “The Fortification of Human Rights Witnessing: Humans as Machines, Machines as Humans”.

### 10.3 Raising awareness of The Whistle

The Whistle has its own website with information about the app/platform ([thewhistle.org](http://thewhistle.org)) and a blog ([thewhistle.org/blog](http://thewhistle.org/blog)). So far we have written 10 blog posts about human rights reporting and verification, these are intended to cultivate interest in The Whistle among relevant stakeholders (notably human rights fact-finders). The Whistle has also a presence on Facebook and Twitter (as “whistlereporter”). Social media has been used to share these blog posts and one video (which was shared widely), and to participate in the discourse around digital human rights reporting and verification techniques. Through a sign-up form on [thewhistle.org](http://thewhistle.org), so far over 100 people have signed up to receive notifications about the project’s development.

Going forward, The Whistle’s communication strategy is highly dependent upon the app’s development timeline and the launch of reporting campaigns. We have scheduled to send out a brief update to our contacts once we have more information about our visit to RightsCon in 2017, the current stage of our app development, as well as any other progress that is made with alpha partners.

For the time being, we would like to use social media channels to establish and nurture helpful contacts (such as NGOs or projects that have similar interests and aims).

---

Leading up to the launch of the app, we would like to increase our online presence to ensure the app is received well by a wide audience. Our main goal is to ensure we have enough of a network, and enough of a presence online, for our launch to be successful. This will take the form of short bursts of marketing periods leading up to the launch in which we would reach out to the contacts we have established both through social media and email.

After launching the app, we will schedule weekly content updates via Wordpress, Facebook and Twitter. This will be complemented by quarterly email updates to our major contacts. Content will be oriented more towards the physical product, its performance, and its impact.

While raising the profile of The Whistle itself among relevant stakeholders is important, there are other means through which the platform will be indirectly publicised. Each reporting campaign conducted using The Whistle must be publicised among relevant populations of civilian reporters. Strategies for publicising specific campaigns will be developed in collaboration with the partner NGO, which will likely take the lead on raising awareness of the campaign as they will know the reporting population best.

## 11. Impact for The Whistle

For The Whistle component of ChainReact to achieve its objectives, and feed into the broader objectives of the project productively, it is vital that NGOs adopt and use the platform to run reporting campaigns, and that doing so enhances their productivity and furthers their aims. Efforts to raise the profile of The Whistle in the early stages have had human rights NGOs as their focus - for example through representation at RightsCon, a major international summit for human rights organisations. These efforts have been a great success. Relationships have been established with 5-10 NGOs who are interested in running a reporting campaign with The Whistle and who have a workable scenario in mind.

It is vital that these early campaigns are successful in facilitating the work of the partner NGOs, and that their experience of using the platform is a positive one. This is important in principle, because the NGOs we are in discussions with perform important work with limited resources - we must avoid a situation where using The Whistle causes issues or requires more effort than their existing approaches to information-gathering and verification. In practice, successful early reporting campaigns are also the most effective way of raising awareness of The Whistle among prospective users, and establishing it as a tool that has merit. For these reasons great care is being taken in selecting the most appropriate early use cases.

Our approach to designing and developing The Whistle (WP3) has been formulated to this end. Instead of deciding on a general-purpose design, which attempts to meet the diverse needs of NGOs and campaigns, we have opted to design and develop early versions of The Whistle in close collaboration with partner NGOs (see D3.2). This approach will allow us to use the available engineering resources more efficiently; only developing features once we know they are required by a specific campaign. This



---

approach has also been important in building relationships with partner NGOs. One of the issues, which emerged from the WP2 interview study, was a level of scepticism among NGOs about a project which was being lead by a research institution and which had fixed-term funding. Adopting a new platform, even a free one, has associated costs in terms of the effort required to familiarise oneself with the software and adapt existing workflows and practices. The prospect of investing this effort in a platform whose long-term support is not ensured is not an enticing one.

Our co-development approach changed the nature of the proposition to partner NGOs. In this scenario The Whistle team is investing time to understand the specific needs of the NGO (also important for the research effort) and produce a platform, which is tailored to those needs and those of the agreed-upon reporting campaign. As the platform will be developed with the NGO's workflow and use case in mind, it should require less effort on their part to adopt it. This proposition can be presented as an opportunity to have a piece of software developed which serves one's purpose at no cost, and for some NGOs this outweighs the inherent risk of adopting a new platform.

The specific impacts of The Whistle also depend heavily on the choice of partner NGOs and reporting campaigns. The Whistle aims to enhance the quality, quantity, pluralism and ease of verification of civilian witness reports available to NGOs - but it is the partner NGO that will leverage these enhancements, and the direct impacts will be related to their mission and how the reporting campaign advances this.

From a dissemination perspective, early reporting campaigns that are intended to serve advocacy objectives may be advantageous. In the early stages, campaigning or publication of a report that references The Whistle as the method of collecting reports would increase the project's visibility with relevant audiences. This is however one of many criteria that feed into the choice of reporting campaign and NGO partner - and is secondary to consideration of the risk a context poses to reporters. In the second half of the project, focus will shift towards integrating the company-relevant outputs of The Whistle reporting campaigns (sanitised outputs that have been screened/verified by the partner NGO and gone through a process of aggregation or abstraction) directly on WikiRate. This will complete one aspect of the Chain, allowing dissemination efforts for WikiRate and The Whistle to feed off and amplify each other. Several concepts for Whistle reporting campaigns which would provide valuable data on WikiRate are under discussion with NGOs, the most promising of these with a large NGO. These are however not being pursued as the first test reporting campaign because reporting campaigns that involve companies, and specifically workers, increase the risk which reporters are exposed to (and indeed the risks to which the partner NGO is exposed, as companies have considerable power to push back against any perception of unfair treatment). Lower-risk reporting contexts have been sought for the first campaign, so that the platform can be field-tested in a lower-stakes scenario, allowing subsequent (potentially higher risk) campaigns to benefit from learnings derived from the initial campaign.

There is a natural fit between The Whistle and WikiRate, and for many partners on one aspect there is a strong appeal in the other. In year 2 we will explore these opportunities for crossover collaboration more thoroughly, and the final version of the dissemination plan will include a strategy that aims to

---

maximise this particular potential for dissemination at the intersection between The Whistle and WikiRate.

## 12. Monitoring & Evaluation of The Whistle

### 12.1 The Goals of Dissemination of Evaluation Results

The process of sharing evaluation results with partners, stakeholders and the wider public is an important learning approach in planning for and scale of the project.

As with any project evaluation, there are two dimensions on which evaluation of ChainReact is considered: The first is the **evaluation of the process leading to the production of the project's desired outcomes**, the second is the **evaluation of the results themselves**. The dissemination of both process evaluation and outcome evaluation are equally important.

Independent from the above, another distinction can be made, this time regarding the targets of dissemination. The target can be **internal** (dissemination directed towards the immediate stakeholders of the project, i.e. the members of the Consortium) and **external** (provided for the external stakeholders, members of similar projects or programs and general public). There is an important functional distinction between these two avenues of dissemination. The internal communication of evaluation findings introduces an information feedback loop, a mechanism of reflexivity into the project, allowing it to readily react to any negative circumstances and events. The external dissemination provides compact information about the functioning of the project to sponsors, potential beneficiaries and especially other, similar projects – in the spirit of “mutual learning”.

The following review of dissemination paths in the ChainReact project will concentrate on external dissemination. The members of consortium are being made aware of all the evaluation findings that will be eventually communicated externally. The main difference is that because the internal dissemination can prove instrumental in project governance, it is conducted on more frequent, detailed and informal basis than the external communication of evaluation results.

The dissemination activities described below reflect the structure of the evaluation Work Package (WP7).

### 12.2 Dissemination of Research Results on Collective Awareness Platforms

In the project's Work Package structure, task 7.1 (Research on Collective Awareness platforms) takes a broader perspective on the project, and considers the components of the ChainReact ecosystem



---

alongside other forms of collective awareness. It is primarily through task 7.1 that research on collective awareness platforms that is relevant to **external** audiences will be conducted and disseminated.

This strand of research will be approached in different ways for WikiRate and The Whistle. WikiRate is a more mature platform with a growing community, and so this research will consider the manner in which users contribute and in particular how individual contributions come together to produce an open resource shared by the collective. WikiRate applies peer production principles to research, the collection and analysis of data by a collective – but does so in ways which depart from established peer production models (e.g. by allowing ownership and control of some content types, like metrics, to be either held by one user/group or collectively by “the community”). Understanding how this collective coordinates and governs itself is of interest not only from the perspective of improving the platform’s design and its community guidelines and best practices, but also for considering how “collective research” approaches can be deployed and developed more broadly.

The research on WikiRate will as such add to the literature on collective awareness platforms with insights gained from first-hand accounts of design, implementation and observation - and/or comparisons with other approaches/platforms. Possible outlets for this research include journals like Computer Supported Cooperative Work and conferences like ACM’s CHI, Internet Science and Web Science. It is anticipated that two publications will be authored, one each in year 2 and 3 of the project.

For The Whistle, initial WP7 work concentrated on establishing the benchmark against which the functionality and usage (and consequently impact and influence) of the The Whistle can be assessed in the future. The “Lessons for Existing Platforms” deliverable (D7.1) fulfils this role from the point of view of the evaluation process. It provides an initial understanding of Digital Information Verification field, general context of problems and existing solution and as such defines boundary conditions for The Whistle and its interaction with other ChainReact platforms, serving as a basis for assessment of its future development and functioning. The report is currently available for download from The Whistle project page ([www.thewhistle.org](http://www.thewhistle.org)).

As The Whistle develops, and particularly at the point where it is integrated more fully with WikiRate and the rest of ChainReact, it will offer an interesting opportunity to consider how collective awareness can be brought to bear on issues where security and ethical concerns require access to information to be heavily restricted. Reports received by The Whistle will likely go through a number of processes through which they are analysed, verified, abstracted and aggregated – with different views on these reports having different levels of restriction. Access to the full detail of individual reports will be highly restricted to selected members of the partner NGO, but other members of the NGO and its affiliates may be granted access to some aspects of reports, and ultimately some (likely aggregated) views on the reports will be presented publicly through sites like WikiRate.

The question of when and how to open a data collection process up to public participation is one which is also arising for WikiRate – where certain partners or potential partners see value in presenting their research transparently on WikiRate but are not comfortable with opening up the entirety of their research process to public scrutiny. In this case the questions are not of ethics and risk to individuals,

but rather risks to the organisation (both reputational and legal) that are posed if certain procedures (i.e. validation of data, request for company response) cannot be conducted in private, prior to publication of results. This question of how to integrate collective awareness in research contexts where some aspects must be private or obfuscated cuts across all of the components of ChainReact (also including issues around supply chain transparency), and therefore addressing it is of particular importance for the project.

Additionally, there is strong potential for constituent platforms of the ChainReact project to produce insights related to the subject of corporate non-financial performance. The nature of these insights would dictate the appropriate venue for dissemination, with possible journals including: Business & Society, Organization & Environment, Journal of Business and Human Rights, and International Journal of Management Education. Publications that combine new research/insights generated on or facilitated by the platforms are particularly desirable as they would offer opportunities to not only make useful contributions to the literature, but to demonstrate and validate that it is possible to do so with this collective awareness approach.

Independently, the research activities and results will be described in two reports, Deliverables 7.3 (Interim report on Collective Awareness research), and 7.4 (Final report on Collective Awareness research).

### 12.3 Dissemination of Knowledge Gathered & Lessons Learned in the Process of Project Objectives Evaluation & Technical Evaluation

The evaluation of ChainReact as a process is realised in two aspects - Project Objectives Evaluation and Technical Evaluation. The SMART Target document (Deliverable 7.2) can be considered as the first product of this evaluation (both from the perspectives of the evaluation of project's objectives and technical evaluation). It provides the ChainReact team with a better insight and understanding of the current state of the project and allows for flexible operationalization of project's general goals. As such, it should be considered a part of internal evaluation dissemination, however, SMART Targets document snapshots can also be made available for external examination.

The core activity of **Project Objectives Evaluation (T3.2)** involves a repeatable interview- and survey-based research. The general issues the research will be covering are:

- What are the internal structural rules of project management?
- What are the functional linkages between project partners?
- What is the structure of the communication flows between the partners?
- What are the mechanisms of knowledge integration in the context of realising the project's targets?
- What is the definition of the project's targets from the perspective of particular partners? How does it influence project progress?
- What are internal institutional factors on the side of particular actors influencing the realization of the project's goals?

---

The **Technical Evaluation (T7.3)** aspect of ChainReact process has been set apart because of the complexity and specificity of modern IT development projects; especially those (as in the case of ChainReact) involving integration of various applications into one functional ecosystem by geographically distributed teams.

There is a high degree of reflexivity already built into the modern IT management practices (such as mentioned above self-evaluation of agile-oriented projects), and the general ChainReact evaluation process will be informed by these practices, reinforced by interview-based research similar to the one implemented in Project Objectives Evaluation task.

Another aspect of the Technical Evaluation is a measure of the actual usage and performance of tools and solutions created within the ChainReact project and their interplay with the wider ecosystem of online reality, especially interaction with social media and wider data ecosystems. It will be achieved by gathering statistics on traffic and user activities on the main Project websites.

The results of both organisational and technical evaluation processes are planned to be included as a part of General Annual Reports. However, for the purpose of internal dissemination and to ensure sufficient information feedback for the ChainReact project, interim evaluation reports will be issued every 6 months, and evaluation insights will be informally shared within the Consortium if needed.

At the conclusion of the project, the public dissemination of the final “Lessons learned / retrospect report”, integrating main evaluation insights is planned, with the intention of achieving a wider impact in the spirit of “mutual learning”.

## 13. Exploitation (T8.5)

It has been necessary to research and analyse what the current market has to offer, what are the external factors that are influencing the environment in which ChainReact will be deployed, including social, technological, economic and political factors, as well as a competitive analysis in order to predict the market conditions in which the ChainReact system will function.

WikiRate is also developing its Fundraising Strategy - at this stage of preparation, the partners are discussing best approaches to create a business model that remains non-profitable, and ensures continuity of the projects beyond this current grant. Critically WikiRate is evaluating ongoing partnerships and projects to see which elements are likely scalable and fundable and who would makes sense to involve in working groups. Meetings have been held with MANA, UN PRME, Bertelsmann Stiftung, GRI to discuss potential funding directions. WikiRate expects to progress these discussions in Q6-Q8 of the project (Y2).

Additionally WikiRate has not ruled out private donations as a route to supporting ongoing operations. As it stands governmental and foundation grant funding seem the most appropriate and directly accessible funding streams when approaching with other qualified partners.

## 14. Scaling Contributions

To ensure continuity and scale, the individual ChainReact partners will also have roles in drafting the Exploitation Plan (T+24) in order to facilitate their own activities and to increase their scientific and technical competence. The exploitation measures table that was presented as part of the Description of Work (DOW) has been revisited to assess how Year 1 constraints, challenges and opportunities have influenced the original planning:

Partner	Exploitation Measure
CERTH	CERTH will exploit the project results by reinforcing its research competencies and position in the areas of multimedia analysis (near duplicate detection), and social media mining (topic detection, annotation recommendation). More specifically, CERTH will plan to mature its research offerings in these domains so that they are suitable for use in very large datasets and in a dynamic real-world setting, e.g. to be applicable in real applications.
Cambridge	Cambridge will benefit from project results by strengthening its competencies in regards to research on the social impact of, and social processes involved in, collective awareness and peer production efforts – and in online human behaviour and the related motivations to participate in these endeavours. Through leading research, design and development of The Whistle, Cambridge will reflexively explore the role that social scientists can play in producing software that leverages insights derived from their research to address established issues – while also considering the potential of app design as a novel method for research in the social sciences.
Decko Commons	Decko Commons will lead the further development and broaden adoption of the Decko code. A “Decko 1.0” Release is schedule for Fall of 2017. The release will feature functionality and code structures that will broaden its appeal to open source developers, including rapid installation, mod sharing, mod packaging, tutorials, and integrated documentation. The primary dissemination mechanism, initially, will be participation in developer events.
Wikirate e.V.	Wikirate e.V. will assure continuation of Wikirate beyond the project term. The business model, including a fundraising strategy, developed in T8.5 will allow Wikirate e.V. to actively manage the project. Note that even during the project term, Wikirate e.V. will actively work on expanding available resources beyond what is required to satisfy the proposed Project, and add additional features and staff as it sees fit (of course in dialogue with project partners to avoid any conflicts with the Project).
DELAB UW	DELab UW will explore ways to disseminate and popularise the TalkFree platform in the context of CEE emerging-to-developed markets where many production and outsourcing operations are being located due to lower labour costs and lower level of workers' and local businesses protection in comparison to the economies of "old Europe". The results of the project will also add to the evidences gathered by DELab UW in the area of ICT-augmented social participation mechanisms and bottom-up regulatory schemes and thus enrich

	explanations, models and recommendations formulated by DELab UW regarding the impact of information technologies on societies and economies.
OpenCorporates	OpenCorporates will exploit the project results by making the enhanced corporate network, supplier network and brand network data available to all under an open licence (or paid for under a non-share-alike licence) including to civil society, anti-corruption investigators, government regulators and other businesses. By strengthening its data and data models it will produce beneficial network effects, which will in turn benefit the project, and similar ones like it.

Table 5. Exploitation Measures by project partner

## 15. Connecting the Chain

Year 1 shed light on the complexity of the project. Simply put: Connecting the (supply) Chain is more viable at a Tier 1 / Tier 2 level, however a chain tracing data all the way to raw materials has posed deeper challenges. The approach of explicitly identifying every link within a Chain remains the ideal to be pursued, but will in some cases raise barriers to progress. Research for WP6 suggests that simultaneously knowing the identity of supplier and supplied, and about the ESG performance of the supplier, is particularly challenging. Research has put this challenge in perspective, while also reaffirming the need for a project like ChainReact to pursue this end. In year 1 our approach to this challenge has been refined. Successful execution of the new approach outlined in WP6 in year 2, along with strong dissemination as outlined in this document, is needed to strengthen the project’s position to use “branded” companies as levers to push for disclosures by and about suppliers.

The Whistle can also be brought to bear in connecting the chain from the “bottom up”, through for example reports on working conditions within suppliers coming from the workers themselves. However, it is critical that this is handled sensitively – and preferable that the strong link between The Whistle and WikiRate is not always at the forefront of communications. Achieving corporate engagement on WikiRate is important, and is aided by a perception of WikiRate as a neutral and fair platform – this part of the project is about gaining the cooperation of companies. On the other hand, The Whistle can bring information into the public domain without the requirement of cooperation or consent from the covered companies. This is an important approach, as one cannot assume an approach of cooperation with companies will be viable in every situation.

If one thinks of WikiRate and The Whistle as “the carrot and the stick”, it is better to try the carrot first and for the stick to remain out of view at this stage. From this perspective, it is advantageous to develop The Whistle and WikiRate with a degree of separation, with The Whistle being developed and positioned primarily as a human rights reporting platform. When the Whistle’s scope broadens to encompass Business and Human Rights and develop reporting campaigns in this area, its integration with WikiRate should be positioned, from WikiRate’s perspective, as one of many integrations with “external” sources of data - with the converse being true for The Whistle, WikiRate should be just one of many potential outputs. For some stakeholders (like NGOs) the link between WikiRate and The

---

Whilst as components of ChainReact is a strong selling point for both platforms, for others (like companies) it may be more of a hindrance in securing cooperation unless it is delicately positioned.

During the first year of the project it has become clear that the challenge of mapping, understanding and influencing corporate networks is of such scale and complexity that tackling it will require each component platform of ChainReact to first expand and strengthen its own network – and then to draw deeply on those networks to devise and pursue collaborative approaches. Building the partnerships that will boost the project’s prospects for success, partnerships vital for dissemination of results and impact, has been a major theme in the first year. This work has been proceeding well, each strut of the project is now much better connected, both internally and externally, and well positioned to make progress in years 2 and 3.

## References

ChainReact DOW: <https://drive.google.com/open?id=0BwBBJ6wKf2rZWkFYb1R6cVNjWUE>

SMART Targets:

<https://docs.google.com/spreadsheets/d/1PAuNvRoMPaZing4gFtIUKs24vmAiXsvCWzPVzPYmJb4/edit#gid=0>

PRME newsletter: <http://bulletin.unglobalcompact.org/t/r-EF26710B3F53DC4C2540EF23F30FEDED>

RDR blogpost: <https://rankingdigitalrights.org/2016/11/23/rdr-wikirate/>

	WP Title	Lead
WP1	Project Management	CERTH
WP2	Research Informing Design	Cambridge
WP3	The Whistle Design & Development	Cambridge / Decko Commons
WP4	Soliciting The Whistle Reports	Cambridge
WP5	Corporate Network Mapping Design & Development	Decko Commons
WP6	Soliciting Disclosures for Corporate Network Mapping	WikiRate
WP7	Evaluation	Uni Warsaw
WP8	Dissemination & Exploitation	WikiRate