

Feasibility study on effective
forms of electronic networks
Final report

June 2011



EXECUTIVE SUMMARY

- EIGE has to face 3 issues:
 - find a way to centralize knowledge related to gender equality
 - facilitate the dialogue among stakeholders
 - raise awareness
- In that context, the aim of this “feasibility study on effective forms of electronic networks” is to determine an overall design of the most appropriate network for EIGE. To do so, a 4-step methodology was proposed
- The inception phase aimed at precisising the methodology and suggesting networks to analyze
- During the analysis phase, 5 networks selected by EIGE were interviewed. The data collected helped us compare: the European Parliament Facebook page, Second Life, Social Science Research Network, Deloitte community of practice, UNDP gender network. We also interviewed FEMM Facebook page but did not consider it in the analysis as far as it is a brand new network. Networks analysis was executed by applying the AGAT methodology in order to understand these networks’ success factors and determine their suitability for EIGE. Other interviews were performed with EIGE’s stakeholders to understand their needs. The analysis of stakeholders furthermore clarified the stakeholders’ expectations regarding the potential electronic platform to set up
- Key conclusions of this phase were:
 - stakeholders do not all have the same level of knowledge in the use of electronic network
 - stakeholders underlined the importance to have such a specific gender equality network
 - someone dedicated to the platform and able to publish content is key when you want your network be “living”
- It seems that the adequate network for EIGE will be composed of a repository of knowledge, a forum, a profile (internal or from other network), an agenda, a translator, Skype, a chat tool, a division of website for specific areas
- Once the network concept was globally designed, stage III “Proposal” started with:
 - workshops with EIGE to discuss requirements
 - functional and technical design
 - communicational design
 - risk analysis
 - action plan
- Last part of the project consisted in a consolidation of all results

FINAL REPORT AGENDA

Introduction

1. Needs for a European electronic network on gender equality and reasons of a feasibility study on effective forms of electronic networks
2. Presentation of the various stakeholders
3. Definition of an electronic network

Methodology

1. Project organization
2. Project governance
3. Meeting schedule

Part I Analysis of the different forms of electronic network

1. Overview of the methodology used for the analysis (AGAT framework)
2. Success factors used for the analysis
3. Different forms of electronic networks identified
4. Choice of the five electronic networks to be analyzed
5. Detailed analysis of the electronic network (1 to 5)
6. Synthesis
7. Stakeholder interviews
8. Synthesis
9. High level definition of EIGE electronic platform and presentation of potential scenarios

Part II Proposal for an effective European electronic network on Gender Equality

1. Chosen scenario for EIGE electronic network
2. Requirements classified on the AGAT framework
3. Design of the European electronic network on gender equality
4. Functional and technical design
5. Risk analysis
6. Communicational design
7. Action plan

Part III Summary report

1. Overall implementation plan
2. Conclusion of the feasibility study

Introduction

TOPICS PRESENTED IN THE INTRODUCTION PART

1

Needs for a European electronic network on gender equality and reasons of a feasibility study on effective forms of electronic networks

2

Presentation of the various stakeholders

3

Definition of an electronic network

CONTEXT

Situation

- EIGE: European Institute for Gender Equality
- Founded in May 2007
- It supports the EU and its member States in their efforts to promote gender equality, to fight discrimination based on sex and to raise awareness about gender equality issues
- Its mission consists in:
 - collecting and analyzing data on gender issues
 - developing methodological tools (e.g. integration of the gender dimension in all policy areas, facilitate the exchange of best practices and dialogue among stakeholders)
- 30 employees

Issues to address

- 1 Centralisation of knowledge:** a major objective of EIGE is to collect, analyse and distribute data on gender equality and there is currently no centralized platform allowing it
- 2 Facilitate the dialogue among stakeholders:** to reach its goals, EIGE needs to build an exchange platform to make the stakeholders talk and share best practices
- 3 Raise awareness:** limited tools and sources of information are currently available to inform people

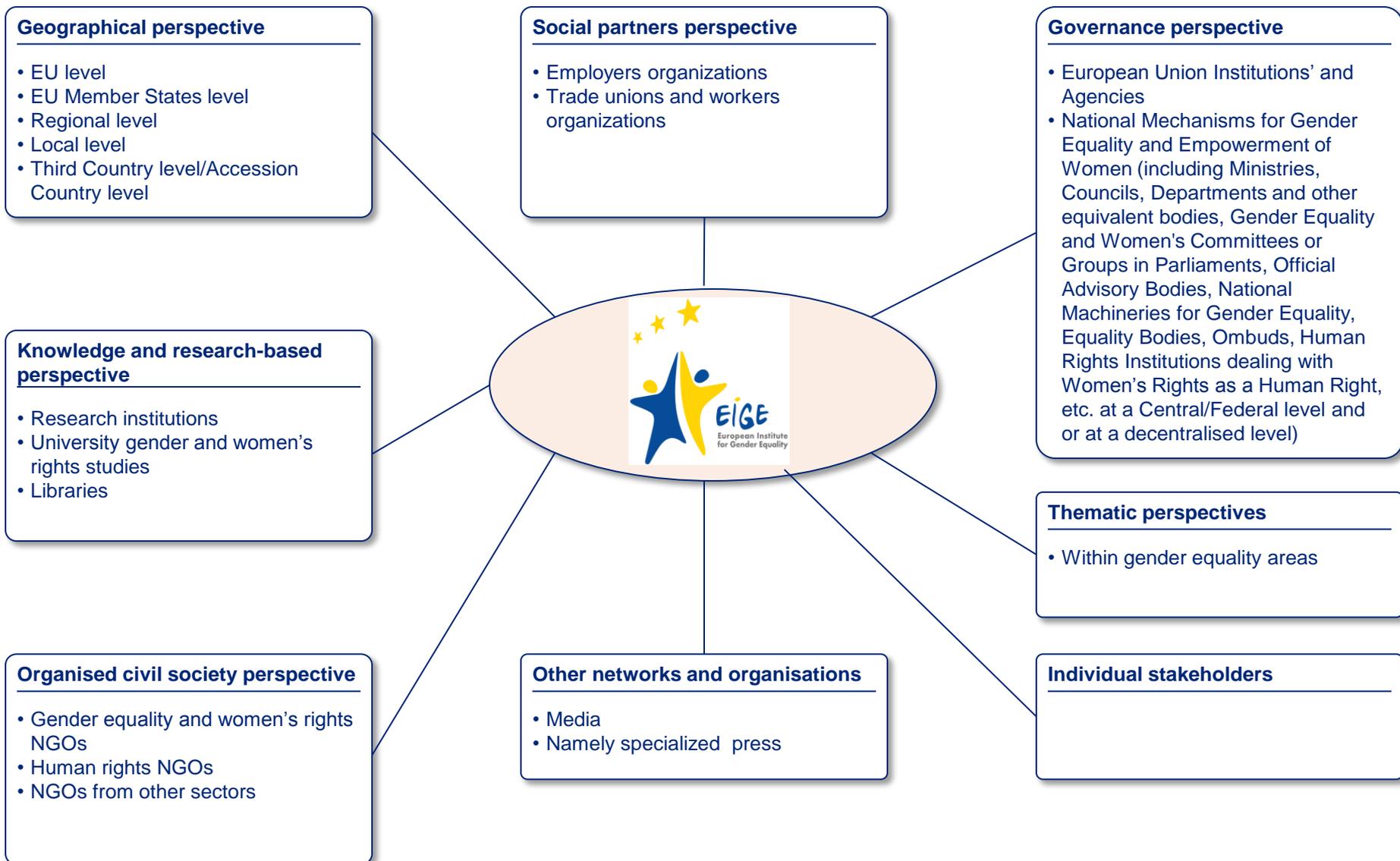
Objective of the project

Build an electronical network that would gather all the stakeholders on a same platform where they would be able to share, discuss and analyse topics on gender equality

TO REACH THE OBJECTIVE 9 SPECIFIC GOALS HAVE BEEN IDENTIFIED

- 1 Gather non-governmental and equal opportunities organisations, research centres, social partners, organisations and experts dealing with gender equality and gender mainstreaming and other related bodies actively seeking to achieve equality at national and European level and in third countries;
- 2 Bring added value in terms of cooperation and dialogue, e.g. providing the possibility of establishing sub-networks;
- 3 Provide a high-quality framework to its members, based on knowledge and experience;
- 4 Support and encourage research, optimize the use of available resources and foster the exchange and dissemination of information;
- 5 Collect and pool knowledge through an online platform for timely and effective exchange of information, experience and knowledge on gender equality;
- 6 Effectively disseminate useful information;
- 7 Foster articulation and synergies by facilitating discussions and development of gender equality initiatives;
- 8 Bridge different stakeholders;
- 9 Foster cross-fertilisation in different intervention areas of stakeholders.

THE NEW ELECTRONIC NETWORK WOULD NEED TO COVER THE FOLLOWING STAKEHOLDERS AND ACTORS PERSPECTIVES



STAKEHOLDERS' CLASSIFICATION USED IN THIS STUDY

Stakeholders	Definition	Stakeholders	Definition
Trade Unions	Different categories of workers organizations from all EU and third countries*	Decentralized government-states, local level	Public autonomous bodies under the authority of a ministry and independent high authorities, departments, working groups (advisory bodies) dealing with gender equality; municipalities
Employer federation	All type of employers associations from EU countries	Citizens	Individual stakeholders from all EU and third countries*
Central/ federal governments and parliaments	EU institutions and agencies; authorities: various ministries and councils; national parliaments; commissions; delegations for Gender Equality and Empowerment of Women	Media	Press particularly interested in the publication of information related to Gender Equality
Public institutions, independent and other bodies	Gender equality and Women Rights NGOs from all countries, delegations on women rights, gender competence centers, Equality authorities, center of ombudsman for equal treatment, Human Rights committees and NGOs; coordination unit against Trafficking Human Beings; commission for Protection Against Discrimination; commission for the Improvement of Protection of Family Violence victims; observatory against children's sexual abuse and child pornography; commission for preventing and opposing female genital mutilation; other NGOs	Companies	Companies interested in Gender Equality within their organization
		Researchers	Research institutions and universities dealing with gender and women's right studies, libraries from all countries
		Consultants	All advisory bodies involved in issues linked to Gender Equality

AN ELECTRONIC NETWORK IS AN EXCHANGE PLATFORM WHERE...

...different communication techniques or media tools...

- Status
- Events
- Profile
- File sharing
- Social news
- RSS reader
- Bookmarking
- Aggregator
- Wiki
- Widgets
- Blogs
- Forum

...are combined together

Feature	Facebook (f)	Twitter (t)	YouTube	RSS	Blogger (b)	Puzzle Piece (W)
Status	✓	✓				
Events	✓					
Profile	✓	✓				
File sharing	✓		✓			
Social news						
RSS reader				✓	✓	
Bookmarking						
Aggregator						
Wiki	✓					✓
Widgets						
Blogs	✓				✓	
Forum	✓					

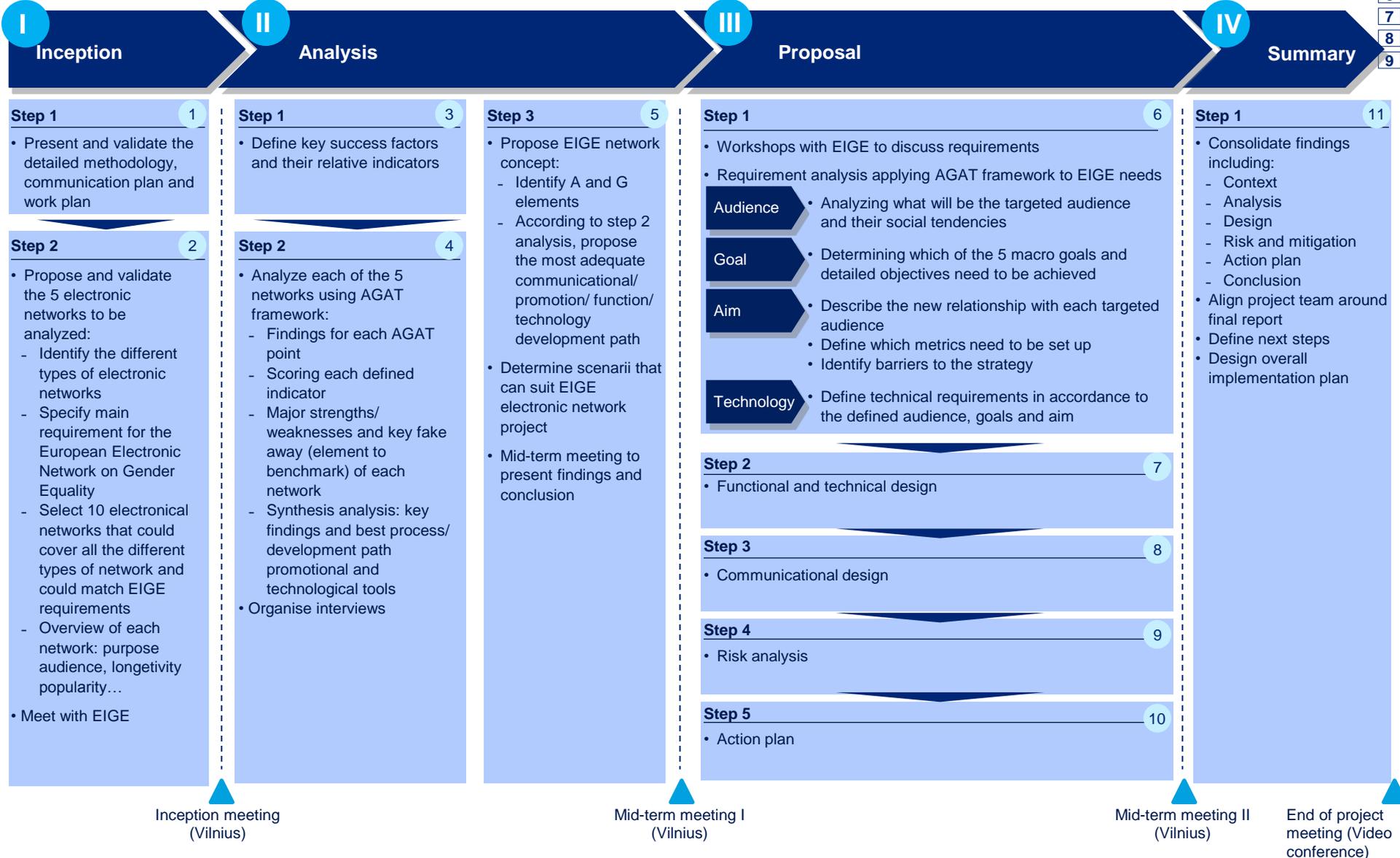
Part I: analysis of the different form of electronic networks

TOPICS PRESENTED IN PART I

1	Overview of the project methodology used for the analysis
2	Success factors used for the analysis
3	Different forms of electronic networks identified
4	Choice of the five electronic networks to be analyzed
5	Detailed analysis of the electronic network (1 to 5)
6	Network synthesis
7	Stakeholder interviews
8	Synthesis
9	High level definition of EIGE electronic platform and potential scenarios

PROJECT METHODOLOGY

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EXPLANATION OF THE AGAT METHODOLOGY

A

Audience

We guide you in analyzing the audience you wish to acquire by looking at the stakeholders, the actions taken to reach them and the reasons why they would join such a network



G

Goals

We assist you to determine the goals and objectives you want to achieve by setting up an electronic network



A

Aim

We support you in determining the functionalities needed according to the expectations of the members in order to foster a strong relationship. We also help determining the best way to communicate to your targeted audience in accordance with the type of content proposed



T

Technology

We guide you to find and deploy the appropriate technology in line with the existing platforms and devices



METHODOLOGY USED TO PERFORM THE ASSESSMENT OF ELECTRONIC NETWORKS (1/2)

Objectives

Proposed indicators

Indicators taking into account EIGE constraints

Audience

- Analyze your target audience and their usage of social media tools

- Age
- Gender balance
- Multi nationality
- Multi language
- Stakeholders:
 - Trade Unions
 - Employer federation
 - Central/ federal governments and parliaments
 - Public institutions, independent and other bodies
 - Decentralized government states, local level
 - Researchers
 - Consultants
 - Citizens
 - Media
 - Companies

- Average spread of age of the audience
- Proportion of men/ women using the network
- Spread of nationalities in the audience
- Number of languages used within the audience
- Do stakeholders use this network in their activity?
 - Yes/No
 - Yes/No

Goals

- Determine the goals and objectives you want to achieve through an electronic network

- Knowledge repository
- Listening
- Talking
- Supporting
- Community building and networking

- Published content is produced by all types of stakeholders, quantity of posted documents
- Do people publish comments? How active are they?
- Messages are spread and engage the users in a dialogue: quantity of messages
- Role of network “administrators”: Are they active? Do they censor or correct articles produced by stakeholders?
- Communities allowing interactions between users are set up

METHODOLOGY USED TO PERFORM THE ASSESSMENT OF ELECTRONIC NETWORKS (2/2)

Objectives

Proposed indicators

Indicators taking into account EIGE constraints

Aim

- Determine how your objectives will change your relationship with your stakeholders in the future

- Reach
- Activity of members: hit/ upload
- Bridge stakeholders
- Propagation speed
- Sustainability

- Proportion of potential users of your network
- Average number of connections per week
- Number of daily uploads
- Speed necessary for data sharing is adapted to the network
- Is the use of the network a passing trend?

Technology

- Find and deploy the appropriate technology to achieve your objectives and reach your target audience

- Time to deploy
- Maintenance
- Cost of deployment
- Evolution

- Months required to deploy the technology before go live
- Network is manageable without the constant help of the developers
- Level of investment required
- Technology is able to evolve easily according to the requested changes on the electronic network

CLASSIFICATION OF THE ELECTRONIC NETWORK

Type	Description	Our proposed networks*
User-centric	Networks where the users are interested in seeing what other users are doing and sharing	<ul style="list-style-type: none"> • Facebook • LinkedIn • Second Life • Twitter** • Yammer**
Content-centric	Networks where the visitors are attracted by the content (articles, stories and publications) rather than by the people	<ul style="list-style-type: none"> • European Parliament Facebook group • Wikipedia • The Guardian online • YouTube** • Picassa**
Mixed	Networks where both the content and the members attract visitors	<ul style="list-style-type: none"> • Social science research network • Academia • Deloitte Community of practice • MacRumors (Forum) • Barack Obama website • CORDIS

* Details for the proposed networks next slides

** Not analysed in this study

FACEBOOK

EIGE is already having a Facebook page

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Description

Facebook is a social network site where users may create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common interest user groups, organized by workplace, school, or college, or other characteristics



How long have they existed?

- Creation in 2004
- Creators: Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, Chris Hughes (students)

Who is running them?

- Facebook corporation
- CEO: Mark Zuckerberg

The number of users

- 500,000,001 (and counting)

How active they are?

- 50% of active users log on to Facebook in any given day
- People spend over 700 billion minutes per month on Facebook

The demographic of the users

- 70 % are aged between 18 and 44
- 70% are located outside the US
- 54% of women

Added value to their users?

- Number of profiles
- Tagging people on pictures

What tools they are using?

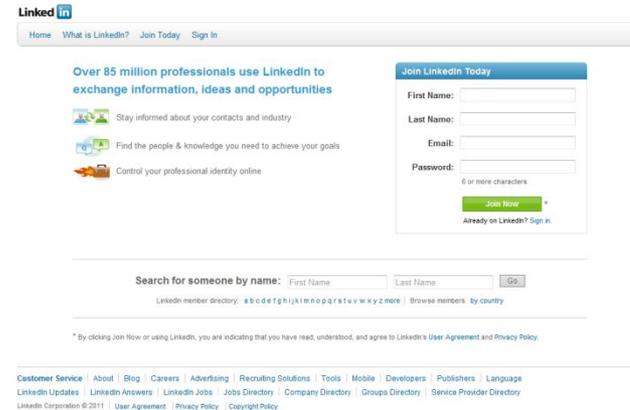
- Status ✓
- Events ✓
- Profile ✓
- File sharing ✓
- RSS reader ✗
- Wiki ✓
- Blogs ✓
- Forum ✓

LINKEDIN

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Description

LinkedIn is an online social network for business professionals, which is designed specifically for professional networking, to help them find a job, discover sales leads, connect with potential business partners. Unlike most of the other social networks, LinkedIn does not focus on making friends or sharing media like photos, videos and music



How long have they existed?

- Creation in May 2003
- Creators: Reid Hoffman and founding members from Paypal and social.net

Who is running them?

- CEO: Jeff Weiner (previously Yahoo!Inc. executive)

The number of users

- 90 million registered users (200 countries)

How active they are?

- 47.6 million users per month (21.4 million US users per month)
- 1 new member every second

The demographic of the users

- 50% members the United States
- 11 million in Europe
- 3 million users in India (fastest growth)

Added value to their users?

- Amount of job offers
- Business networking opportunities

What tools they are using?

Status	✓
Events	✗
Profile	✓
File sharing	✓
RSS reader	✗
Wiki	✗
Blogs	✓
Forum	✗

EUROPEAN PARLIAMENT FACEBOOK GROUP

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Description

The European parliament Facebook group is the official group of the institution on the platform. It is a place where the parliament explains what the main topics of the week are and where people comment on them



How long have they existed?

- Creation in April 2009

Who is running them?

- Person in charge nominated by European Parliament

The number of users

- 117,656 members

How active they are?

- 250 new members liking the group every hour
- One major post a day commented numerous times (at least 40 times)

The demographic of the users

- European interested in politics
- Mostly between 18 and 34 years

Added value to their users?

- Insight into major decisions taken by the European Parliament

What tools they are using?

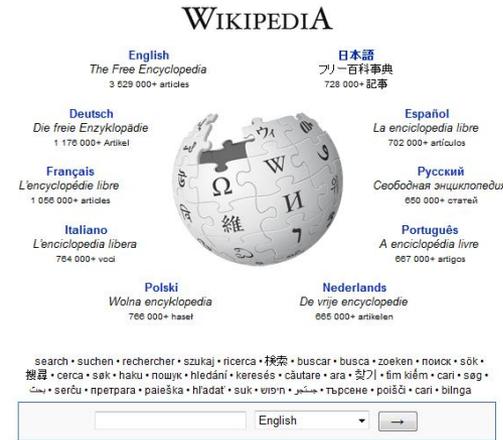
Status	✓
Events	✓
Profile	✓
File sharing	✓
RSS reader	✓
Wiki	✗
Blogs	✓
Forum	✓

WIKIPEDIA

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Description

Wikipedia is a free, web-based, collaborative, multilingual encyclopedia project supported by the non-profit Wikimedia Foundation. Its 17 million articles (over 3.5 million in English) have been written collaboratively by volunteers around the world, and almost all of its articles can be edited by anyone with access to the site



How long have they existed?

- Creation in January 2001
- Creators: Jimmy Wales and Larry Sanger

Who is running them?

- Owned by Wikimedia Foundation (non-profit charitable organization)
- Board of Trustees and Advisory Board

The number of users

- Interaction by millions of users

How active they are?

- 17 million articles in 266 languages (3.5 million in English)

The demographic of the users

- Average age of contributors: 26.8 (25.3 for readers)
- 85% male (survey April 2009)

Added value to their users?

- Articles written by volunteers around the world

What tools they are using?

Status	✗
Events	✗
Profile	✗
File sharing	✗
RSS reader	✗
Wiki	✓
Blogs	✗
Forum	✗

THE GUARDIAN

Description

Guardian.co.uk is the website of the British newspaper "The Guardian". It includes news, comment and features, breaking news, multimedia, ongoing special reports and free archives.



How long have they existed?

- Creation in November 1995

Who is running them?

- Guardian news and media department

The number of users

- 3,000,000 unique visitors a day

How active they are?

- In the top 20 most visited websites in the UK (16th)
- Pages with up to 1,869 comments

The demographic of the users

- 31% U.K. users
- Mainly 25-34 years users, graduated and mostly male

Added value to their users?

- Interactivity between the members

What tools they are using?

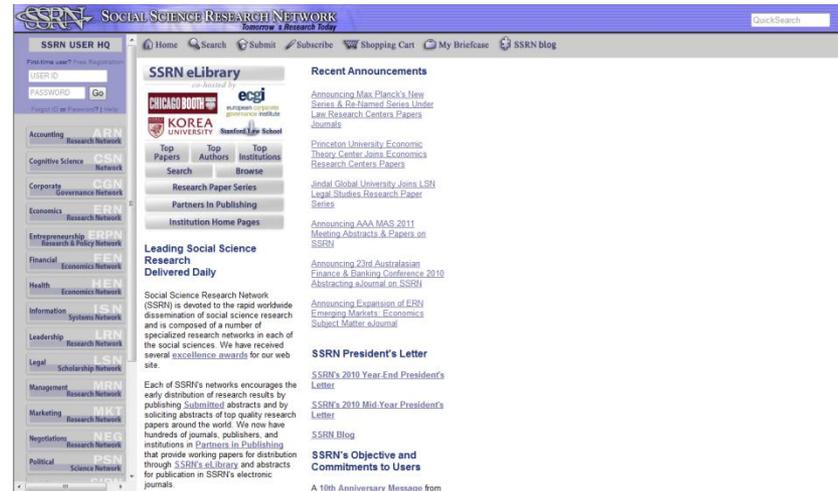
Status	✗
Events	✗
Profile	✓
File sharing	✓
RSS reader	✓
Wiki	✗
Blogs	✓
Forum	✗

SOCIAL SCIENCE RESEARCH NETWORK

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Description

The Social Science Research Network (SSRN) is a website devoted to the rapid dissemination of scholarly research in the social sciences and humanities. SSRN is viewed as particularly strong in the fields of economics, finance, accounting, management, and law



How long have they existed?

- Creation in October 1994
- Creators: Michael C Jensen (Financial economist) and Wayne Marr

Who is running them?

- President and CEO: Gregg Gordon
- Chairman: Michael C Jensen

The number of users

- 500,000

How active they are?

- 314,000 documents
- 149,000 authors
- 650,000 papers downloaded a month

The demographic of the users

- Graduate students
- People aged over 45 years

Added value to their users?

- Famous authors
- Presence of universities

What tools they are using?

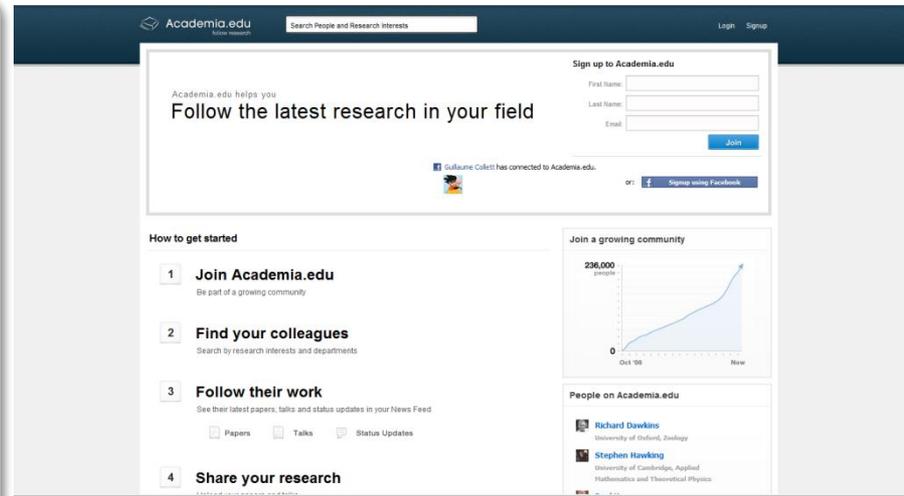
Status	✗
Events	✓
Profile	✓
File sharing	✓
RSS reader	✓
Wiki	✗
Blogs	✗
Forum	✗

ACADEMIA

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Description

Academia.edu is a free social networking website and collaboration tool aimed at academics and researchers from all disciplines. It became one of the largest social networking sites for academics in 2010. It has been called a “Geni-portal for researchers”.



How long have they existed?

- Creation in September 2008

Who is running them?

- CEO: Richard Price

The number of users

- 236,000

How active they are?

- Daily page view 20,605
- +32% traffic in the last 3 months

The demographic of the users

- Postgraduate education
- Aged between 18-34
- Mostly women

Added value to their users?

- Allows to follow a researcher
- Facebook like for people in the educational sector

What tools they are using?

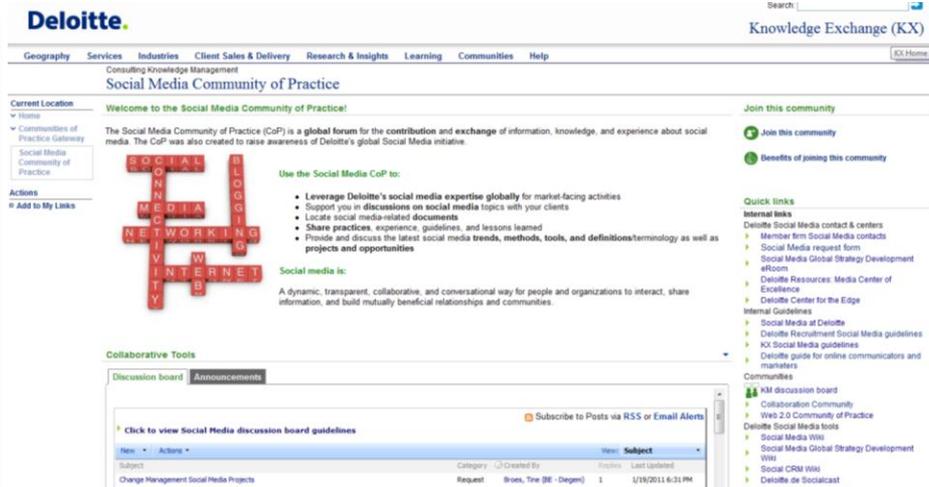
Status	✓
Events	✗
Profile	✓
File sharing	✓
RSS reader	✗
Wiki	✗
Blogs	✗
Forum	✗

DELOITTE COMMUNITY OF PRACTICE

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Description

The Community of Practices (CoP) are global forum for the contribution and exchange of information, knowledge and experience about a certain topic. The CoP was also created to raise awareness within Deloitte regarding global initiatives



How long have they existed?

- Creation in 2010 for Luxembourg platform (global platform is older)

How active they are?

- 2,598 new documents in the last quarter
- 13,000 unique profiles were visited in last quarter

Who is running them?

- Deloitte Knowledge
- Deloitte offices around the world

The demographic of the users

- Employees of any Deloitte firms

The number of users

- 200,000
- Average monthly unique visitors 27,097

Added value to their users?

- Ease the diffusion of knowledge
- Get the expertise from other experts in the fields

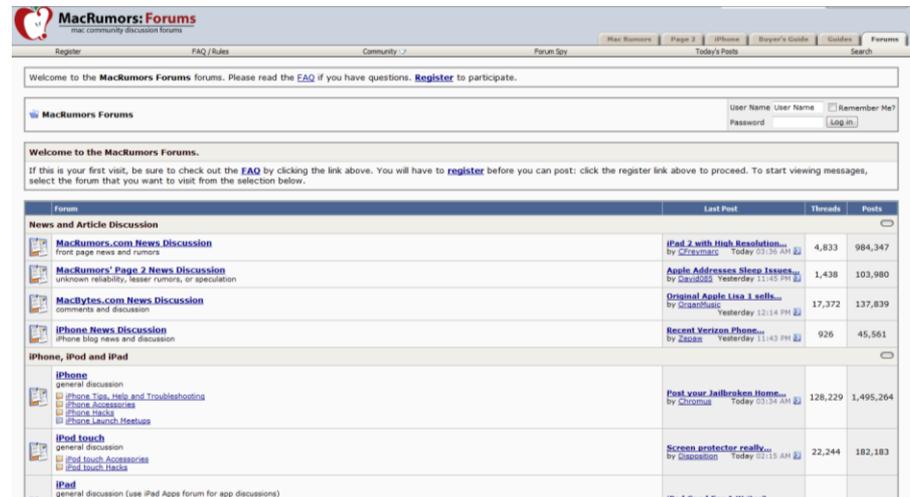
What tools they are using?

- | | |
|--------------|---|
| Status | ✗ |
| Events | ✓ |
| Profile | ✓ |
| File sharing | ✓ |
| RSS reader | ✓ |
| Wiki | ✓ |
| Blogs | ✓ |
| Forum | ✓ |

MACRUMORS

Description

MacRumors is a website aggregating Mac and Apple related news, rumors, and reports. The website consolidates reports and cross-referencing claims, its tagline is "News and Rumors You Care About." Users can find support for Apple-related issues, as well as talk to other Mac users about other community and industry related issues. The website also serves as one of the most prominent sites for broadcasting live coverage of Apple announcements via MacRumorsLive.com



How long have they existed?

- Creation in 2000

Who is running them?

- Owned by Arnold Kim

The number of users

- 400,000 members

How active they are?

- Daily updates with rumors
- 10,000,000 forum posts as of May 2010
- 6,589,541 visitors per month globally
- Ranked among the most used forums

The demographic of the users

- 18 to 34 years
- Mostly men
- College education level

Added value to their users?

- Insights into the future release and the brands
- Discuss with other interested in the topic

What tools they are using?

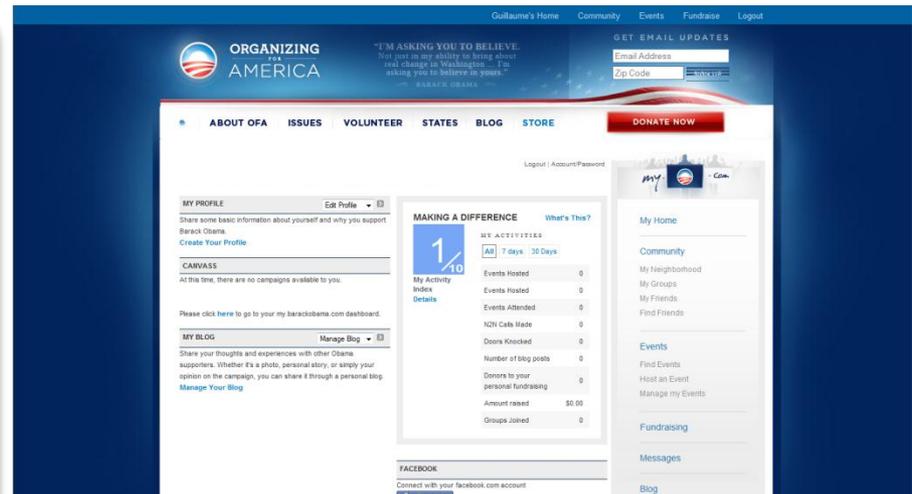
Status	✗
Events	✗
Profile	✓
File sharing	✗
RSS reader	✓
Wiki	✗
Blogs	✓
Forum	✓

MY.BARACKOBAMA.COM

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Description

My.BarackObama.com is a "Neighbor-to-Neighbor" tool allowing the campaign management team to reach a large number of people in a short time in their own community. It is a place for fundraising, event sharing and to discuss the users opinions about policies and issues they support along with Obama



How long have they existed?

- Creation in 2007, for the campaign

Who is running them?

- Chris Hughes (one of the founder of Facebook) helped creating it
- Campaign management team

The number of users

- Millions

How active they are?

- Manage to raise 51 million in a month with 61,000 contributors

The demographic of the users

- Over 45 years
- Mostly women
- 66% of visitors are from the USA

Added value to their users?

- Know what happens in your neighbourhood

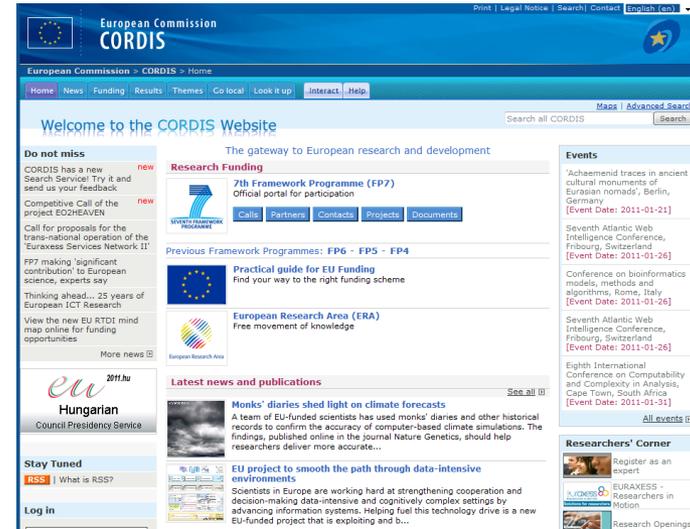
What tools they are using?

Status	✗
Events	✓
Profile	✓
File sharing	✗
RSS reader	✗
Wiki	✗
Blogs	✓
Forum	✗

CORDIS – COMMUNITY RESEARCH AND DEVELOPMENT FROM EUROPEAN COMMISSION

Description

CORDIS, the Community Research and Development Information Service for Science, Research and Development, is the official source of information on the seventh framework programme (FP7) calls for proposals; it offers interactive web facilities that links together researchers, policymakers, managers and key players in the field of research



How long have they existed?

- Creation in August 2002

Who is running them?

- Publications office

The number of users

- NA

How active they are?

- Many rubrics, articles posted frequently

The demographic of the users

- Between 25 and 54 years
- Mostly women with children

Added value to their users?

- User can read the article from the site but also provide articles, give feedback
- Local information also available

What tools they are using?

Status	✗
Events	✓
Profile	✗
File sharing	✓
RSS reader	✓
Wiki	✗
Blogs	✗
Forum	✓

SECOND LIFE

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Description

Second Life is a virtual world developed by Linden Lab. The users ("residents") are able to interact with each other through avatars. Residents can explore, meet residents, socialize, participate in activities, trade virtually or travel around the world.

Second Life is a game but also a social network. It is an area where people can meet and debate freely and on an international way. Many debates, expositions, conferences, trainings, hiring, concerts, occur frequently on Second Life



How long have they existed?

- Creation in June 2003
- Creators: Philip Rosedale formed Linden Lab in 1999 (computer hardware allowing people to immerse in a virtual world)

Who is running them?

- Bob Komin, CEO

The number of users

- 21.3 million accounts registered (November 2010)

How active they are?

- Total of nine minutes on the site during each visit

The demographic of the users

- Majority of users aged 25-34
- Mostly male users

Added value to their users?

- User-created, community-driven experience
- Realistic virtual life

What tools they are using?

Status	✗
Events	✓
Profile	✓
File sharing	✗
RSS reader	✗
Wiki	✗
Blogs	(website) ✓
Forum	(website) ✓

CLASSIFICATION OF THE ELECTRONIC NETWORK

 Our recommendation
Selected by EIGE

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Type	Our network recommendations	Our vision for EIGE
 User-centric	<ul style="list-style-type: none">• Facebook• LinkedIn• Second Life	<ul style="list-style-type: none">• A user centric tool is essential for EIGE so that it can reach a population it would have never reached otherwise (e.g. young people); but you already have a Facebook page• These networks focus on the “user owner”, not really appropriated for a European Institute intending to share information
 Content-centric	<ul style="list-style-type: none">• European Parliament Facebook page• Wikipedia• The Guardian online	<ul style="list-style-type: none">• A content centric tool is useful for EIGE as far as your main objective is to promote gender equality via the collect and analysis of data and so articles will be published• It has to go even beyond as far as debates also need to occur to promote gender equality in the appropriated way
 Mixed	<ul style="list-style-type: none">• Social science research network• Academia• Deloitte Community of practice• MacRumors (Forum)• Barack Obama website• CORDIS• UNDP*	<ul style="list-style-type: none">• A mixed tool, where both the content and the members attract visitors seem to be the most appropriated tool for EIGE• This way, information can be shared with and between people

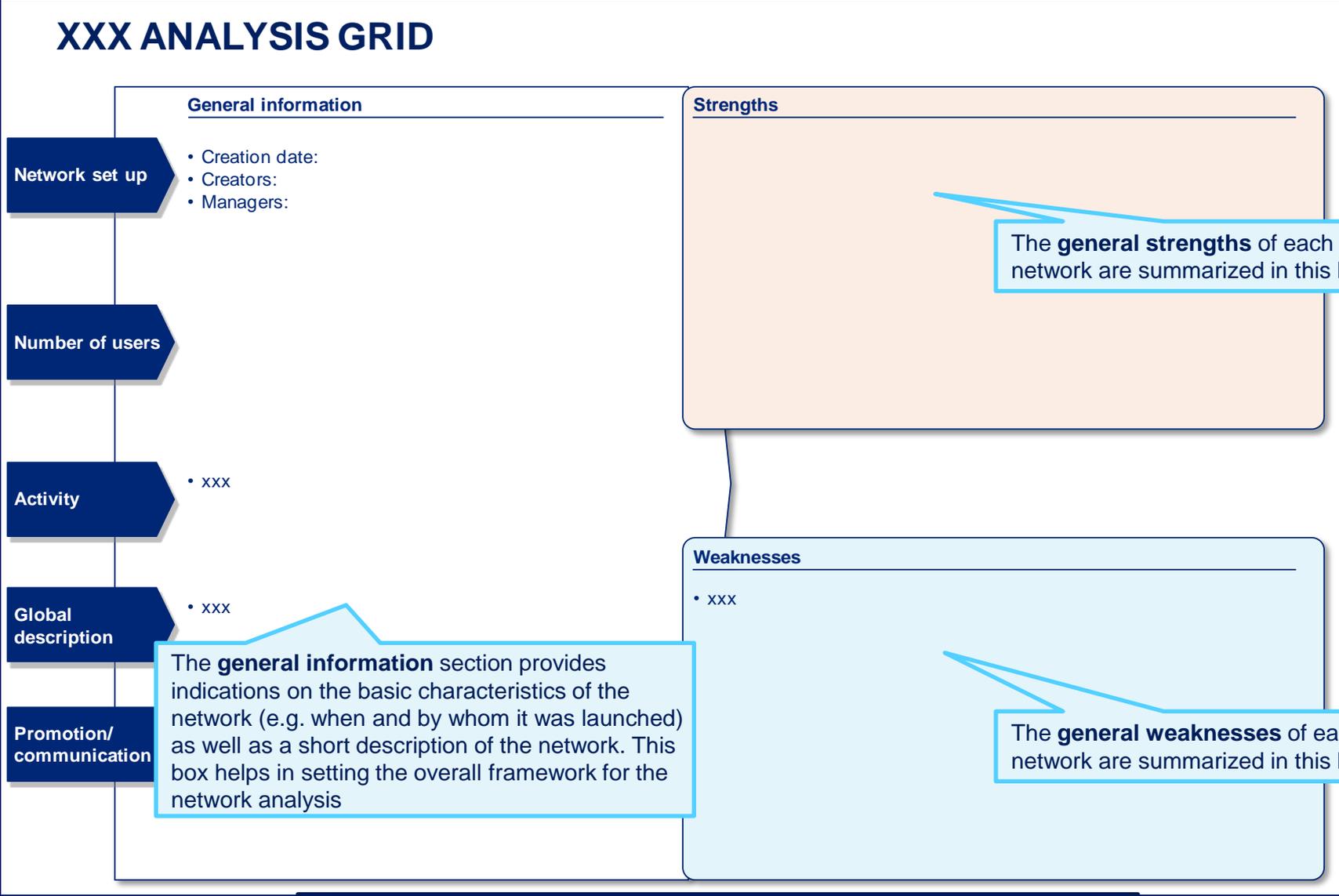
* Not proposed by Deloitte, selected by EIGE

INTERVIEWS DONE FOR THE ANALYSIS

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Contact	Date	Contact	Date
European Parliament Facebook page <ul style="list-style-type: none"> Florent Le Montagner and Thibault Lesénécal, <i>Web Communications unit in charge of the European Parliament Facebook page</i> 	14 March ✓	European Union institution <ul style="list-style-type: none"> Anne-Marie Faradji, <i>Gender equality Division, Council of Europe</i> Renata Orlova, <i>Advisor for Latvia (social policy, labor, anti-discrimination, gender equality), Council of the European Union</i> 	March 23 ✓ 19 May ✓
Second Life <ul style="list-style-type: none"> Steve Jarett, <i>Community facilitator</i> 	15 March ✓	Ministries and councils <ul style="list-style-type: none"> Maria Theresa Portelli, <i>Communication officer National Commission for the Promotion of Equality, Malta</i> 	April 11 ✓
Social Science Research Network <ul style="list-style-type: none"> Keith Handy, <i>Helpdesk</i> 	4 April ✓	Knowledge and research-based <ul style="list-style-type: none"> Rosa Demova, <i>Project coordinator at the centre of women's studies and policies, Bulgaria</i> Maria Edström, <i>research officer, University of Gothenburg, Sweden</i> 	April 1 st ✓ April 5 ✓
Deloitte Community of Practice <ul style="list-style-type: none"> Stan Garfield, <i>Community Evangelist, Global Consulting Knowledge Management</i> Laurent Brochmann, <i>Deloitte IT</i> 	16 March ✓ 14 March ✓	Human rights institution dealing with Women's rights <ul style="list-style-type: none"> Katalin Gregor, <i>Legal adviser at Hungarian Equal treatment, Hungary</i> 	April 1 st ✓
UNDP network on gender equality <ul style="list-style-type: none"> Laura Hildebrandt, <i>Knowledge Management Specialist, UNDP Gender Team</i> 	17 March ✓	Organized civil society <ul style="list-style-type: none"> Jurate Seduikiene, <i>Women's Issues Information Center, Lithuania</i> Alexandra Jachanová Doleželová, <i>chair of Czech women's lobby</i> 	April 1 st ✓ April 5 ✓
FEMM Facebook page <ul style="list-style-type: none"> Zoltán Pethő, <i>Administrator, Secretariat of the Committee on Women's Rights and Gender Equality - European Parliament</i> 	19 May ✓	Social partners <ul style="list-style-type: none"> Marie-Laure Barbé and Marie Abdali <i>technical counselors, CFTC France</i> Pascale Coton, <i>General Secretary, CFTC France</i> 	March 31 ✓ April 4 ✓

PRESENTATION OF THE ANALYSIS GRID (1/2)



This analysis grid is performed for each selected network and is backed by a detailed AGAT analysis of the corresponding network (ref. next slide)

PRESENTATION OF THE ANALYSIS GRID (2/2)

XXX: DETAILED ANALYSIS

Audience

Number of registered members in the network
 Description of the typical user profile of the network
 Average age of the user and dispersion around this average
 % of men and women who subscribed to the network
 Countries in which the network is available
 Geographical analysis of the users of the network
 Number of languages in which the network is available
 Indication on whether predefined stakeholders are active in the network
 Are the people reached the ones the network effectively targeted?

Goals

What kind of documents can be downloaded on the network?
 Quantity of information (# of documents) shared in the network per month
 Assessment of the interactivity of the network
 Do the admins control the content/ use the network in any way?
 Can users participate in communities in order to discuss specific topics?
 Through which techniques can users interact with each other?

Aim

Number of users actively contributing to the content of the network
 Number of users accessing the network on a daily basis
 Penetration rate of the network within the target community
 Number of visits on the network per week
 Length of the visit per connection
 Quantity of content uploaded per day
 System requirements for participating in the network
 Is the use of the network a passing trend?

Technology

Elapsed time between developing the network to launching it online
 Can the network be administered by persons other than the developers?
 Indication on how stable the network is (indicator = occurrence of a bug)
 Have extra applications been developed for specific communities?
 What is the size of the team needed to administer the network
 Deployment cost including development and promotion cost
 Is the technological framework able to adapt quickly to the user needs?

EUROPEAN PARLIAMENT FACEBOOK PAGE ANALYSIS GRID

General information

Network set up

- Creation date: April 2009 (launched for the European Parliament elections to encourage young people to vote)
- Creators: European Parliament Web team via a Web agency
- Managers: 31 persons work at European Parliament Web Communication unit to produce articles in 22 languages. They are involved in specific projects and 4 of the European Parliament Web team are among other things dedicated to the Facebook page

Number of users

- 151,802 fans (April 4)

Activity

- Centralize information received by people on relevant topics in Europe and make people show their interest, react and debate on those topics

Global description

- All the social media efforts of the European Parliament are inter-related. Content is cross-promoted on 7 different platforms (Facebook, MySpace, Twitter, Flickr, Youtube, Delicious, blog managed by European Parliament Web team)
- Social media sites and their links to the European Parliament website now attract more people on the European Parliament website than Google search does
- People mostly like to read about international politics, human rights, food

Promotion/communication

- European Parliament has a 2,5 million Euro budget for social networks
- Web team has cooperated with a communication agency for the creation of posters, TV ads, 3D installations, online communication strategy, etc.

Strengths

- Possibility to reach a young public that does not always feel concerned by European politics via the tools this public is used to interact with
- Editorial tone used, less institutional than other European Institutions (presence of an editorial committee)
- Questions posted on the Facebook wall to launch debates among fans
- Number of users sufficient to launch debates with a high level of interactions
- 69% of Members of European Parliament use social networks (mainly Facebook) to connect with the citizens
- Spreading promotional content on other Facebook pages or on other electronic networks (e.g. Twitter) to attract people on the European Parliament Facebook page

Weaknesses

- Information platform, with no direct contact person
- Debate between citizens and Members of European Parliament not developed enough. That is the reason why, an application for online chat is about to be launched

EUROPEAN PARLIAMENT FACEBOOK PAGE: DETAILED ANALYSIS

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Audience

- Number of members: 151,802 fans
- Profile of the users: European citizens with a Facebook account
- Spread of age of the users: 75% users under 35 years
- Proportion of men/women: global equality, 48% male/ 48% female (4% users with unanswered gender on their Facebook profile)
- Countries of implementation: worldwide
- Origin of the users: Italy> Germany> Greece> Romania> Bulgaria> Spain> Belgium (USA ranks 15th)
- Number of languages available: one, English but some specific articles written in the language of the country the article covers
- Targeted audience = audience reached? yes, young Europeans are reached via that electronic network

Goals

- Type of documents available: links to European Parliament website, Europarl TV, press releases, videos, pictures, articles
- Quantity of posted documents: 2 status update per day
- Quantity of messages exchanged between users per day: 300 comments per post
- Reaction of network administrators: only administrators post comments on the wall, launch debates, add documents and pictures, plan events. Initially only citizens could comment on the wall but no debate was launched
- Communities of users: only in the discussion area
- Links of the communities: possibility to comment on information, blog, tools from Facebook (communicator), discussion area

Aim

- Number of active users: 200,000 visitors per month
- Proportion of potential users: all users that are not fans of the Facebook page, from EU countries, about to be EU countries, other countries
- Number of visits per month: 8,000 users "like" and 4,000 users comment (February 2011)
- Average number of connections per day: 100,000 views per post/ status update
- Speed necessary for data sharing: no speed, Facebook structure is enough
- Is the use of the network a passing trend? Growing number of fans, especially since the December 2010 marketing campaign

Technology

- Implementation time before go live: in 24 hours, already 1,000 fans
- Network manageable without constant help of developers: yes
- Bugs occurrence/ frequency: no real bug, if they occur, linked and corrected by global Facebook team
- Applications with specific development? developing a specific audio, video live chat
- Members of development/ maintenance team: global web team of 30 people, 4 dedicated to the Facebook Page
- Deployment cost: 0€
- Moderation of the content if it does not comply with European Parliament policies (racism, sexism, etc.) but rarely needs to be done

SECOND LIFE ANALYSIS GRID

General information

Network set up

- Creation date: June 2003
- Creators: Philip Rosedale formed Linden Lab in 1999 (computer software allowing people to immerse in a virtual world)
- Managers: Rod Humble, CEO

Number of users

- 21.3 million accounts registered (November 2010)
- No European Institution found

Activity

- Online virtual world. Second Life users (residents) are able to interact with each other through avatars. Network members can explore the virtual world of second life, meet other members, socialize, participate in individual and group activities, create and trade virtual property and services with one another
- Second Life has an internal economy and currency (Linden dollar) that can be purchased with other currencies used to buy, sell, rent or trade land, goods and services with other users.
- Second Life economy generated US\$3,596,674 in economic activity during the month of September 2005

Global description

- Men are significantly more satisfied with the game than women
- People who play less than 20 hours per week are more satisfied than those who play more
- Second Life gamers are more interested in building something in the game, making money, exploring avatar features, the geography of the world, the game features and the scenarios. They are less interested in making friends with other players

Strengths

- High interactivity (real time visual, textual and audio interaction) and feeling of augmented reality
- High flexibility of the network design (avatars can be modified at random, an individual personality can be created)
- Attractive platform for business clients
- Expanded possibilities for market research based on users' behavior (click supervision, interaction analysis, frequency statistics)

Weaknesses

- High system requirements
- Access in certain circumstances submitted to budget constraints
- Highly visual interface
- Low user content flexibility (no upload or download of documents)
- Network design does not allow targeted research of contents
- Slow access to content
- Unprofessional image (primary use is for private purposes)
- Passive use of the network is not possible

SECOND LIFE: DETAILED ANALYSIS

Audience

- Number of members: 21.3 million accounts registered
- Profile of the users: both private and business users
- Spread of age of the users: spread between 13 and 85 years with an average of 33 years old
- Proportion of men/women: 58.9% men/ 41.1% women (developing skills in the game is a more important motivation for women)
- Countries of implementation: worldwide
- Origin of the active users: USA (31.19%)> France (12.73%)> Germany (10.46%)> UK (8.09%)> Netherlands (6.55%), US centric
- Number of languages available: 10 languages, you can start a discussion in any language
- Stakeholders using the network: public institutions, independent and other bodies, citizens, media, companies

Goals

- Type of documents available: no direct download of documents but access to online content in the virtual world
- Quantity of posted documents per week: 250,000 virtual goods are created every day (=online content), 7,000 companies are active in the network
- Quantity of messages exchanged between users per day: 1,250 text-based messages every second, 6 billion minutes of voice in 2009
- Reaction of network administrators: adult-oriented content controls, age controls, user budget controls
- Communities of users: yes
- Links of the communities: voice and text-chat, blogs (LindenBlog), forum

Aim

- Number of active users: 830,000 per 60 days
- Average number of connections per week: 198,000
- Time spent per connection on the network: nine minutes on the site during each visit; “addicted” gamers stay between 6 and 9 hours per session
- Number of daily uploads: 250,000 virtual goods are created every day (=online content)
- Speed necessary for data sharing: broad band internet access

Technology

- Animation system coming from “Gaming industry”
- Technology platform developed in-house

SOCIAL SCIENCE RESEARCH NETWORK ANALYSIS GRID

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General information

Network set up

- Creation date: October 1994
- Creators: Michael C Jensen (Financial economist) and Wayne Marr
- Managers:
 - President and CEO: Gregg Gordon
 - Chairman: Michael C Jensen

Number of users

- 800,000

Activity

- Sharing of scholarly research worldwide

Global description

- Social Science Research Network (SSRN) is the leading resource for sharing and disseminating scholarly research worldwide. SSRN is an online community serving researchers around the world. The multi-disciplinary eLibrary consists of scholarly research spanning a variety of subject areas. SSRNblog.com will offer insight and information on networks, journals, new features and technologies, rankings, and anything else surrounding SSRN

Strengths

- Highly professional image
- Themes and subjects organized around specific research fields
- Strong partnerships with content providers (universities, supranational bodies, high schools, other research bodies)
- Quick access to content
- Little possibility for individualization of user profiles

Weaknesses

- Visually unattractive interface
- Limited interaction possibilities with other users (only upload of content)
- Strong content supervision and hence limited upload possibility for the members
- Mostly passive members (little participation to the user content)
- Low reach-out non-professional users

SOCIAL SCIENCE RESEARCH NETWORK: DETAILED ANALYSIS

Audience

- Number of members: more than 800,000 registered members (155,267 authors)
- Profile of the users: graduate students, academic research corpus
- Spread of age of the users: people aged above 45 years
- Proportion of men/women: 64% men / 36% women
- Countries of implementation: worldwide (browsing location primarily school and work)
- Origin of the users: USA (29%)> Brazil (11.4%)> India (8.9%)> UK (5%)> Canada (4%)> Germany (2.2%)> Other (39.5%)
- Number of languages available: one, English
- Stakeholders using the network: researchers, consultants, companies, central/ federal governments and parliaments, public institutions, independent and other bodies
- Targeted audience = audience reached? Yes

Goals

- Type of documents available: 327,200 scholarly working papers and forthcoming papers (264,300 downloadable full text documents, 1000 e-journals)
- Quantity of posted documents per month: 4,376 papers
- Quantity of messages exchanged between users per day: 771,056 papers downloaded a month (1 of 5 abstract reviews results in a download)
- Reaction of network administrators: electronic supervision of download statistics (deletion of papers/ denial of access for the uploader in occurrence)
- Communities of users: arranged by 18 research fields (e.g.: accounting, cognitive science, legal, philosophy, political science, ...)
- Links of the communities: forum, blog

Aim

- Average number of connections per week: around 290,000
- Time spent per connection on the network: users stay on average 6:20 minutes on the site

Technology

- Bugs occurrence/ frequency: few bugs
- Applications with specific development: E-library beta tool (advanced research), uploading tool for research papers (primary filtering and referencing), download statistics

DELOITTE COMMUNITIES OF PRACTICE: ANALYSIS GRID

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General information

Network set up

- Creation date: November 2008
- Creators: Deloitte Touche Tohmatsu Limited
- Managers: Deloitte Global Consulting Knowledge Management

Number of users

- More than 6,000 community users

Activity

- Community members deepen their understanding by:
 - interacting on an ongoing basis
 - asking and answering questions
 - sharing their knowledge
 - reusing good ideas
 - solving problems for one another

Global description

- 40 community sites launched and 20 under development
- Groups of people (100+ members) who, for a specific topic, share interest, specialty, role, concern, set of problems, passion

Promotion/communication

- Ongoing communications and marketing of the communities program
- Tutorials, videos, presentations, email messages
- Moderator Community

Strengths

- Various communities with common interest in a topic: foster the exchange of information worldwide
- Actively managed and supported by a dedicated communities team
- Monthly health report to monitor all communities and take appropriate action
- Collaborative functions including discussion boards, blogs and events calendars

Weaknesses

- Lack of full email integration of discussion boards
- Lack of available time for practitioners to lead and participate

DELOITTE COMMUNITIES OF PRACTICE: DETAILED ANALYSIS

Audience

- Number of members: 6,000 community users
- Profile of the users: Deloitte collaborators
- Spread of age of the users: recent college graduates (22) to very experienced people (50+)
- Proportion of men/women: 50% men/ 50% women
- Countries of implementation: 140
- Origin of the users: USA> UK and Switzerland> Canada> Germany> Belgium> Netherlands> Australia> other countries
- Number of languages available: one, English
- Stakeholders using the network: only Deloitte workers
- Targeted audience is the audience reached as far as the target is global and counts all workers around the world

Goals

- Type of documents available: Internal templates (proposals, credentials, project deliverables, presentations, etc.)
- Quantity of posted documents per week: over 100
- Quantity of messages exchanged between users per day: over 100
- Reaction of network administrators: community moderators monitor all activity and regular site reviews are conducted
- Communities of users: 40 communities (20 under development)
- Links of the communities: discussion boards, blogs, wiki, newsletters, distribution lists, conference calls, documents, saved searches, news feeds, external resources

Aim

- Number of active users: 35,000 (not all registered as community users)
- Number of active users connecting daily: 20,000
- Proportion of potential users: all 35,000 users become community members
- Average number of connections per month: 20
- Speed necessary for data sharing: acceptable to users
- Is the use of the network a passing trend? No

Technology

- Implementation time before go live: 6 months
- Network manageable without constant help of developers: yes
- Bugs occurrence/ frequency: occasional
- Applications with specific development ? some custom developments
- Members of development/ maintenance team: 10
- Technology able to evolve easily: SharePoint has evolved from 2003 to 2007 to 2010; about to migrate to 2010 version

UNDP GENDER EQUALITY NETWORK ANALYSIS GRID

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General information

Strengths

Network set up

- Creation date: September 2009
- Creators: United Nations Development Programme (UNDP) with the help of an agency
- Managers: UNDP hired people dedicated to the platform

- Network for UNDP staff with specific interest in gender equality
- Connect people from UNDP like never before and particularly true since UNDP will soon have a global network for all UNDP concerns (270,000 communities)
- Platform enables the organization of private groups
- A temporary platform set up for all UNDP users to test the future global network

Number of users

- 35,000

Activity

- Network concentrating the knowledge of both UNDP and external people (like consultants) focusing on gender equality concerns around the world
- The aim of this working platform is to group all documents in one area, share knowledge and discuss topics related to gender equality

Global description

- UNDP intends to launch in the coming month one single platform that will include among others the current gender equality network (11,700,000 available files)
- Various communities are contained on the future platform (focusing on women, children etc.). Flexible user access to government, NGOs, etc.
- 1,000 to 3,500 members per community and 1 facilitator

Weaknesses

Promotion/ communication

- Mailing list to UNDP users
- Corporate messages from UNDP director and UNDP network facilitator are sent to UNDP users

- System is heavy and could be simplified
- Difficult to use for uninitiated users
- Some cultural challenges remain in the organization of the platform (e.g. people not used to talk in front of an audience; self-conscious people who need a validation by their boss)

UNDP GENDER EQUALITY NETWORK: DETAILED ANALYSIS

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Audience

- Number of members: 35,000
- Profile of the users: United Nations (UN) Women unit (50%), other users (consultants, retired people from UNDP, etc.) having a professional interest in gender equality
- Spread of age of the users: 20 to 70 years
- Proportion of men/women: 10% men/ 90% women
- Countries of implementation: worldwide
- Origin of the users: worldwide (but most of the users come from the USA since the platform was launched in New York)
- Number of languages available: all languages supported by Google translator; most of the content originally posted in English
- Stakeholders using the network: central/ federal governments and parliaments, decentralized government- states, local level, Public institutions, independent and other bodies, researchers, consultants, citizens (few)
- Targeted audience = audience reached? Yes

Goals

- Type of documents available: articles (some from the news), UNDP and external publications, research papers, working documents, strategic notes, videos, audio documents, photos, bookmarks, calendar for events
- Quantity of posted documents per week: 300
- Quantity of messages exchanged between users: about 20 topics per week and 5 answers per message (100 messages per week)
- Reaction of network administrators: they publish and control content on some areas of the network
- Communities of users: around 100
- Links of the communities: blog, discussions forum, Skype, photos and videos gallery, wiki (not that much used)

Aim

- Number of active users: 6,000
- Number of active users connecting daily: 400
- Proportion of potential users: huge since UNDP will move to a global platform
- Average number of connections per week: 20,000
- Number of daily uploads: 60 (news excluded)
- Speed necessary for data sharing: IT team is working daily on the improvement of the speed necessary to display pictures
- Is the use of the network a passing trend? No, number of users is growing and will soon be increasing

Technology

- Network is manageable without constant help of developers, technology evolves and is improved everyday
- Bugs occurrence/ frequency: no bug, platform is stable
- Applications with specific development: visual representation of the publications cover pages and a directory to find pictures of United Nations staff
- Members of development/ maintenance team: 3 in the core team dedicated to gender equality, 3 consultants and UNDP IT team
- Technology able to evolve easily? Yes

FEMM FACEBOOK PAGE ANALYSIS GRID

General information

Strengths

Network set up

- Creation date: February 2011 (before the International Women Day)

- Good opportunity to promote the committee on women's rights and gender equality of the European Parliament activities (especially because citizens do not reach easily the FEMM section on the European Parliament website)
- Have the politicians on their side

Number of users

- 772 fans (1st June)

Activity

- Provide an additional, broad and popular channel to communicate around the committee activities
- Objectives:
 - enhance the visits to the committee webpage
 - enhance the visibility of the committee to a larger public

Global description

- Use the Facebook page to post information with links to the same content on the committee webpage
- Publish content from their press monitoring support
- Internal initiative, does not belong to a specific development plan

Promotion/communication

- No dedicated budget to promote the FEMM Facebook page
- Only one social media is used: Facebook
- Use of a newsletter for the committee's communication
- Try to be promoted via other parliaments websites

Weaknesses

- New Facebook page, not yet well known
- Only one person dedicated to the Facebook page, able to spend only 10 minutes per day on it (person has other activities to work on)
- Politicians are used to talk with people via their own page
- Difficult to make it be living: people do not launch debate, it is hard to get comments even when debate is launched by the administrator
- Have not yet organized debates and do not plan such an activity in the near future

FEMM FACEBOOK PAGE: DETAILED ANALYSIS

Audience

- Number of members: 772 fans
- Profile of the users: European citizens with a Facebook account
- Spread of age of the users: 21% users between 18 and 24 years, 45% users between 25 and 44 years (only people above 18 can be fan of the page at the moment)
- Proportion of men/women: 25% male/ 75% female
- Countries of implementation: worldwide
- Number of languages available: one, English but some specific articles are written in the language of the country the article covers
- Targeted audience = audience reached? Yes, young Europeans are reached via that electronic network

Goals

- Type of documents available: news, photos (after events), pictures, articles, links to other websites
- Quantity of post views: 30,000 post views per month (number of times people see a new post)
- Reaction of network administrator: administrator is a supervisor, does not really launch debate, only add articles or links to the committee webpage
- Communities of users: only in the discussion area
- Links of the communities: possibility to comment on information, blog, tools from Facebook (communicator), discussion area

Aim

- Number of active users: posts are viewed up to 2,000 times
- Proportion of potential users: all users that are not fans of the Facebook page
- Number of visits: about 20 new fans per week
- Speed necessary for data sharing: no speed, Facebook structure is enough
- Is the use of the network a passing trend? Too soon to judge, brand new Facebook page

Technology

- Network manageable without constant help of developers: yes
- Bugs occurrence/ frequency: no real bug, if it occurs, corrected by global Facebook team
- Members of development/ maintenance team: 1 person dedicated to the Facebook page
- No development forecasted, wait to have a critical number of fans before planning any development (no dedicated budget)
- Deployment cost: 0€
- Moderation of the content if it has no link with gender (no real problem for the moment)

NETWORKS SYNTHESIS (1/2)

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Audience

	European Parliament Facebook page	Second Life	Social Science Research Network	Deloitte Community of Practice	UNDP gender network
• Number of members	151,802	21 mio accounts	800,000	6,000	35,000
• Profile of the users	EU citizens	private, business	academics	collaborators	mainly UN women
• Spread of age of the users	75% under 35	13 to 85	above 45	22 to over 50	20 to 70
• Proportion of men/women	48% / 48%	58.9% / 41.1%	64% / 36%	50% / 50%	10% / 90%
• Countries of implementation	worldwide	worldwide	worldwide	worldwide	worldwide
• Origin of the users	IT>GER>GR	US>FR>GER	US>BR>IN>UK	US>UK>CH>CA	Mainly US
• Number of languages available	1 (English)	10 (during conversations)	1 (English)	1 (English)	languages from Google translator
• Targeted audience = audience reached?	yes	no	yes	yes	yes
• EIGE Stakeholders using the network	<ul style="list-style-type: none"> citizens 	<ul style="list-style-type: none"> citizens media companies public institutions independent and other bodies 	<ul style="list-style-type: none"> citizens researchers 		<ul style="list-style-type: none"> citizens researchers governments public institutions independent and other bodies

Goals

• Type of documents available	<ul style="list-style-type: none"> press releases videos/ pictures articles 	no document	scholarly documents	internal templates	<ul style="list-style-type: none"> articles publications research papers
• Quantity of posted documents per week	10	250,000 virtual goods created	around 1,100	over 100	300
• Quantity of messages exchanged per day	300 comments	1,250 messages		over 100	20
• Reaction of network administrators	animator	supervisor	supervisor	moderator	publisher moderator
• Communities of users	discussion area		18	40	around 100
• Links of the communities	<ul style="list-style-type: none"> blog discussion area Facebook communicator 	<ul style="list-style-type: none"> voice/ text chat blog forum 	<ul style="list-style-type: none"> blog forum 	<ul style="list-style-type: none"> discussion board blogs wiki newsletters documents news feeds 	<ul style="list-style-type: none"> blog and forum Skype wiki photos, videos

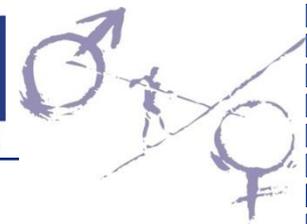
NETWORKS SYNTHESIS (2/2)

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	European Parliament Facebook page	Second Life	Social Science Research Network	Deloitte Community of Practice	UNDP gender network	
Aim	• Number of active users	200,000 visits per month	420,000 visits per month	35,000	6,000	
	• Number of active users connecting daily	120 comments	198,000	20,000	400	
	• Proportion of potential users			29,000	single UN platform	
	• Average number of connections per week	around 500,000		290,000	30,000	20,000
	• Number of daily uploads		250,000	over 21,000		60
	• Speed necessary for data sharing	yes	broad band Internet access	acceptable	acceptable	acceptable
	• Use of the network a passing trend?	no		no	no	no
Technology	• Network manageable with little support	yes	no	yes	yes	yes
	• Bugs occurrence	no bug	some bugs	no bug	occasional	few daily improvements
	• Applications with specific development	audio and video chat	whole platform	E-library beta tool	customer applications	publications cover page
	• Members of development/ maintenance team	4			10	6
	• Technology evolves easily		yes, developed in-house	yes	yes	yes

* FEMM not considered in the synthesis due to its young living age

COUNCIL OF EUROPE INTERVIEW (1/9)



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Stakeholder profile

- **Name:** Council of Europe dedicated to equality between women and men
- **Location:** France
- **Category:** European Union Institutions
- **Description:** Since 1979, the organization has been promoting European co-operation to achieve real equality between women and men. It possesses a wealth of information on subjects such as violence against women, trafficking of human beings, gender mainstreaming, positive action, balanced participation in decision-making, national machinery for equality, men and gender equality

Access to specific data

- **Access method to gender equality information:** exchange best practices between European countries during meetings
- **Content browsed for:** legal texts from EU countries regarding gender equality
- **Specific (gender equality) network in place:** own website and restricted extranet
- **Use of social networks to access gender equality information:** no use
- **Exchange with other gender equality experts:** United Nations, Council of Europe, OECD
- **Use of other organization networks:** in healthcare, education and sport

What they would like to find on a gender equality network

- Information “from the field” to concretely know if measures are applied in EU countries after law enforcement

Comments

- No use of social network
- Little use of electronic documents

Overall use of social media



COUNCIL OF THE EUROPEAN UNION INTERVIEW (2/9)

Stakeholder profile

- **Name:** Council of the European Union
- **Location:** Belgium
- **Category:** European Union Institution
- **Description:** Legislature of the European Union (EU) representing the governments of member states
This is where national ministers from each EU country meet to adopt laws and coordinate policies

Access to specific data

- **Access method to gender equality information:** rely on the information provided by experts mandated by the authorities they represent
- **Content browsed for:** do not need to browse content
- **Specific (gender equality) network in place:** no network set up
- **Use of social networks to access gender equality information:** do not use any network
- **Exchange with other gender equality experts:** based on conclusions provided by experts, they deal with topics such as law drafts, high level discussions. They only base what they are talking about on experts conclusions. They do not give their own opinion, only provide the opinion of the country they represent

What they would like to find on a gender equality network

- No real use of the networks in their daily working activity
- Contact person has to deal with various topics: social policies, work, discrimination, gender equality

Comments

- The advisor we were in contact with is only the voice of her country. She does not need to look for content and for working activity sees little interest in having an electronic network dedicated to gender equality

Overall use of social media



NCPE INTERVIEW (3/9)



- 1
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Stakeholder profile

- **Name:** National commission for the promotion of equality (NCPE)
- **Location:** Malta
- **Category:** Ministries and councils
- **Description:** The National Commission for the Promotion of Equality (NCPE) is a government funded body set up in January 2004. The Commission works to ensure that Maltese society is free from any form of discrimination based on:
 - sex / gender and family responsibilities in employment
 - racial / ethnic origin and gender in the provision of goods and services and their supply

Access to specific data

- **Access method to gender equality information:** Internet, publications, books
- **Content browsed for:** statistics, policies, guidelines, best practices, articles related to gender equality in Malta and for other EU countries
- **Specific network in place:** internal network, data sharing on their website
- **Use of social networks to access gender equality information:** use Facebook
- **Exchange with other gender equality experts:** share information with NGOs, governments
- **Use of other organization networks:** European network on gender equality, NGOs networks, government information

What they would like to find on a gender equality network

- Information not only related to gender equality but also linked to other discriminations
- Discussion area where communication with other experts is possible
- The tool has to be popular and friendly
- Possibility for users to upload documents/ data sharing

Comments

- They easily find gender equality information but it is difficult to access specific and up-to-date gender statistics
- The interviewee uses social networks to find information related to gender equality
- They sometimes go to the European Parliament Facebook page and have their own Facebook page where they upload information related to events (not a very popular page, only 17 fans)

Overall use of social media





CWSP INTERVIEW (4/9)

Stakeholder profile

- **Name:** Centre of women's studies and policies
- **Location:** Bulgaria
- **Category:** Knowledge and research-based
- **Description:** The Center of Women's Studies and Policies (CWSP) is established as a Foundation under the Bulgarian Law on Non-Profit Legal Entities. CWSP succeeds the Women's Program of the Open Society Foundation. CWSP enhances the work on women's, gender and equal opportunities issues in Bulgaria and further develops new areas of expertise and activities. It implements its own or joint projects with similar domestic or international organizations.

Access to specific data

- **Access method to gender equality information:** Internet
- **Content browsed for:** laws, articles, research, analysis, archive on gender mainstreaming tool/ EU regulations; NGOs websites
- **Specific network in place:** own legislative database to store information (analysis, opinions on national legislations) on women's issues, cares, pensions, trafficking, domestic violence, etc.; look for best practices from EU countries applicable to Bulgaria
- **Use of social networks to access gender equality information:**
 - Wikigender (OECD development center for comparative analysis and dialogue on development issues of mutual interest for OECD members from developed and developing countries; forum; new online special feature by UN women watch)
 - UN women
- **Exchange with other gender equality experts:** with NGOs via email
- **Use of other organization networks:** part of many international networks that do not have a common database

What they would like to find on a gender equality network

- Information related to programs and costs on gender equality
- Discussion area
- Presentation of current/ prospective EIGE research activity, "advertising" from EIGE

Comments

- Easily find required data
- Very enthusiastic organization with the idea of a global gender equality network
- The interviewee already participated (read and commented) in discussions related to gender equality on discussion forums
- The interviewee already connected to European Parliament Facebook Page
- CWSP became a national database centre in 2003 (previously no Bulgarian database)

Overall use of social media



UNIVERSITY OF GOTHENBURG INTERVIEW (5/9)

Stakeholder profile

- **Name:** University of Gothenburg, Swedish secretariat for gender research
- **Location:** Sweden
- **Category:** Knowledge and research-based
- **Description:** Since 1998, a national secretariat is established in Göteborg, as a step in a comprehensive investment in research focusing on gender differences. Some of its tasks are: to gain an overview of gender research in Sweden; actively distribute research results among universities; increase awareness regarding the significance of the gender perspective; analyze the status and development opportunities of the gender perspective in all areas of study.

Access to specific data

- **Access method to gender equality information:** Internet
- **Content browsed for:** legislations, statistics, articles based on gender equality in Sweden and in Europe
- **Specific (gender equality) network in place:** own research network at a Swedish scale open to everyone (90 players); produce newsletters. Portal www.jamstall.nu (tools to increase gender equality; reports; database; web TV; collaboration with university)
- **Use of social networks:** social networks are used to collect information but journalists from the university animate Twitter and Facebook page
- **Exchange with other gender equality experts:** via e-mail, conferences, networks
- **Use of other organization networks:** belong to various networks of universities, organizations, NGOs, government etc.

What they would like to find on a gender equality network

- Links to other countries and statistics
- Organization of conferences and forums
- Short articles and links to key people in the EU gender community
- Gender based statistics
- Possibility to find key documents, that the network guides you to find most important documents (lot of documents deal with gender)
- Find global documents with focus on gender aspects (e.g. green papers with impacts on gender equality) and EIGE research on these topics
- Inform on future EU research programs with a focus on gender aspects and explain how to be part of these programs

Comments

- Globally easy to get gender information but difficult to have a focus (e.g. easy to have a report on poverty in Europe but difficult to have details related to gender differences in poverty)
- Portal "jamstall" to gather stakeholders on one platform

Overall use of social media



HUNGARIAN EQUAL TREATMENT INTERVIEW (6/9)



Equal
Treatment
Authority

Stakeholder profile

- **Name:** Hungarian Equal treatment authority
- **Location:** Hungary
- **Category:** Human rights institution dealing with Women's rights
- **Description:** The Equal Treatment Authority conducts proceedings if the principle of equal treatment might have been violated either at the request of the injured party or upon its own motion in cases set forth by law in order establish whether any discrimination occurred

Access to specific data

- **Access method to gender equality information:** receive Hungarian complains based on gender inequality
- **Content browsed for:** laws
- **Specific (gender equality) network in place:** database where complains related to 19 protection areas from Hungarian law are stored
- **Use of social networks to access gender equality information:** Equinet network, European network of Equality Body, created in 2007 (33 member organizations from 28 European countries to promote equality and combat discrimination in the areas covered by EU Equal Treatment)
- **Exchange with other gender equality experts:** via Equinet network
- **Use of other organization networks:** no use of other network, only search for information related to disability, ageing population, ethnicity (19 protection areas of Hungarian law)

What they would like to find on a gender equality network

- Get up-to-date data about most common discriminations in Europe
- Find best practices from other EU countries
- Look for solutions to fight discrimination before going to national courts

Comments

- Easily find required information they need (even if their database is not up-to-date, last update from 2006/2007)
- Little use of other networks, only linked to Equinet network
- This stakeholder has communication problem because it is a small structure

Overall use of social media



WIIC INTERVIEW (7/9)

Stakeholder profile

- **Name:** Women's Issues Information Center
- **Location:** Lithuania
- **Category:** Non Governmental Organization, supported by the United Nations
- **Description:** The Women's Issues Information Centre (WIIC) was established in April 1996. The Centre works in partnership with other women's NGOs, government sector and international agencies to develop a gender perspective on all aspects of women's lives and ensure that women's perspective is represented in developmental programmes, in the policies and legislative social and welfare reforms.

Access to specific data

- **Access method to gender equality information:** from their good relationships with Lithuanian authorities; use of the Internet
- **Content browsed for:** laws, articles, information related to organizations linked to the same issues they have
- **Specific (gender equality) network in place:** store their data on a network shared with other NGOs, the government, the press, the parliament and citizens
- **Use of social networks to access gender equality information:** belong to other NGOs network, European women's lobby network
- **Exchange with other gender equality experts:**
 - use other NGOs electronic networks
 - part of women datacenter in Lithuania
 - already shared projects with UNDP
- **Use of other organization networks:** Facebook

What they would like to find on a gender equality network

- Possibility to find data, methodology, information and policies quicker
- Discussion area

Comments

- Do not always easily find the information they look for
- Well organized entity:
 - data sharing with other entities
 - use social networks like SSRN and European Parliament Facebook Page

Overall use of social media



CZECH WOMEN'S LOBBY INTERVIEW (8/9)

Stakeholder profile

- **Name:** Czech women's lobby
- **Location:** Czech Republic
- **Category:** Organised civil society
- **Description:** network of non-profit organizations promoting women's rights in the Czech Republic. Member of the European Women's Lobby, joining women's and gender organizations in the European Union and cooperating with European institutions. Supports that women have right to political, social and economic equality with men: asserts the interests of all women regardless of their race, ethnic origin, health condition, sexual orientation, age, religion or belief

Access to specific data

- **Access method to gender equality information:** Internet/ Google search; library focusing on gender equality issues
- **Content browsed for:** best practices from abroad, statistical data, legal analysis from EU countries
- **Specific (gender equality) network in place:** no network
- **Use of social networks to access gender equality information:** no use of social networks
- **Exchange with other gender equality experts:** via Internet discussion areas, blog, forums
- **Use of other organization networks:** belong to the women in development association

What they would like to find on a gender equality network

- Find data difficult to collect (like best practices from other EU countries)
- Translate legislations that are currently only available in the language of the country where it is issued
- Find legal advices, family policies to be able to make comparisons

Comments

- Some data are difficult to collect
- Some laws are only published in the language of the country and not available in English so difficult for Czech women's lobby to find required information
- Interviewee communicates via blogs and forum

Overall use of social media



CFTC INTERVIEW (9/9)

Stakeholder profile

- **Name:** Confédération française des travailleurs chrétiens, CFTC (French Confederation of the Christian Workers)
- **Location:** France
- **Category:** Union
- **Description:** 132,000 members, CFTC includes 1,145 trade-unions grouped together in 16 professional federations. CFTC insists on the fact that life is not confined to work. That is the reason why, CFTC wants to put the worker at the center of his life. Regarding gender equality, CFTC mainly fights against gender inequality in salaries

Access to specific data

- **Access method to gender equality information:** Internet; press review from documentalist, reception of magazines and newsletters, French government, Department of work, Parity observatory, Halde (authority fighting against discrimination)
- **Content browsed for:** laws, firms' agreements (best practices)
- **Specific (gender equality) network in place:** no internal network but a library with agreements negotiated by unions that can be used during other unions negotiations (time saving)
- **Use of social networks to access gender equality information:** CFTC "equity" commission (network of 22 regional CFTC entities sharing information)
- **Exchange with other gender equality experts:** meetings with experts, departments, Parity observatory, Halde, etc.
- **Use of other organization networks:** look for information and best practices in Europe related to retirements, handicap, social protection, occupational medicine, all kind of discriminations, etc. that can be applicable in France

What they would like to find on a gender equality network

- Possibility to check the information they already have with the one from the gender equality network
- Possibility to cross-check figures
- Make comparisons with other EU countries
- Look for concrete elements that will help get arguments for unions' negotiations
- Find missing information/ data difficult to access

Comments

- Difficult to get the information they need
- Top Management uses forum, blogs from associations but no use of electronic networks (even if they realize it could be useful to provide information to its stakeholders)
- Gap between management using electronic tools and technical workers still using paper documents

Overall use of social media



LESSONS LEARNT FROM THE ANALYSIS (1/2)

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Electronic networks: what works

Marketing is key

- Launch a marketing campaign to create awareness about the existence of the network and motivate stakeholders to use it

Multi-platforms drive traffic

- Use different tools to promote your network (EIGE Facebook page, EIGE website, etc.)

Word of mouth

- Word of mouth is one of the best manners to create awareness among experts/ researchers and inform them of the presence of a platform dealing with their domain of expertise

Google translator

- Google translator solves translation problems so that everybody can access content in its own language (for languages supported by Google Translator)

Chat tool

- Specific audio and video chat for live discussions can enhance traffic as it is considered as adding value

Editorialists

- Summarized articles/ content is adding significant value and increase traffic

Classify information

- Be able to categorize information by topic in order to create more clarity and classify communities

Design profiles

- Design specific profiles and define the access to the platform by profile (those could be Facebook profiles)

Restricted audience

- Focus on a small audience, create a regular interaction with the network and then focus on the other audiences



LESSONS LEARNT FROM THE ANALYSIS (2/2)

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Electronic networks: what to avoid

Debate launching

- Do not rely on people to launch a debate (debate in that case is never launched)

Wiki

- It is really difficult to make people use wikis

Stakeholders' use of networks

- Be aware that all stakeholders are not used to electronic networks. Some of them keep the habit to work with paper documents
- The use of networks really depends on the stakeholders:
 - some of the stakeholders are using them in their daily activity and really understand the importance of a single platform where data are stored, people can exchange information, discuss, etc.
 - others do not use electronic tools in their activity and keep working on paper documents with no real exchange of information
- Stakeholders are truly aware of the importance to join a common platform but are all using different networks
- In the end, it seems that:
 - 2nd life is a game that is never used (or even known) by the stakeholders and so has no real interest for an institution that intends to communicate
 - Facebook is the tool to use to reach citizens' attention
 - Deloitte community of practice, SSRN and UNDP networks are the best repositories of knowledge
 - a mix between Facebook communication tool and Deloitte community of practice, SSRN, UNDP seems to be the most appropriate tool for EIGE to communicate with its stakeholders, while marketing its activity in an active manner

POSSIBLE SCENARIO FOR EIGE'S ELECTRONIC NETWORK

	Scenario 1: full package	Scenario 2: scalable network package	Scenario 3: repository package
Tools	<ul style="list-style-type: none"> • Repository of knowledge • Forum • Profile (internal or via Facebook) • Agenda • Google translator • Skype (messaging) • Chat tool • Division of website for specific area 	<p>Same tools as in scenario 1:</p> <ul style="list-style-type: none"> • Repository of knowledge • Forum • Profile (internal or from other network) • Agenda • Google translator • Messaging tool like Skype • Chat tool • Division of website for specific topics <p>But these tools will be implemented in a scalable way, one after the other</p>	<ul style="list-style-type: none"> • Repository of knowledge • Forum
Methodology	<ul style="list-style-type: none"> • All technology deployment • Marketing campaign • Reach the audience 	<ul style="list-style-type: none"> • Technology deployment step-by-step • Focus on a restricted audience • Marketing campaign to enlarge the audience 	<ul style="list-style-type: none"> • All technology deployment • Marketing campaign • Reach the audience
Human resources	<ul style="list-style-type: none"> • 2 or 3 Full-Time Equivalent, able to animate the network and produce editorial documents 	<ul style="list-style-type: none"> • 1 and then 2 Full-Time Equivalent, able to animate the network and produce editorial documents 	<ul style="list-style-type: none"> • 1 Full-Time Equivalent with IT skills able to create the platform
Go live	<ul style="list-style-type: none"> • 6 to 8 months* 	<ul style="list-style-type: none"> • 6 to 8 months* 	<ul style="list-style-type: none"> • 2 to 3 months*
Difficulty	<ul style="list-style-type: none"> • Generate buzz around the network 	<ul style="list-style-type: none"> • Generate buzz around the network 	<ul style="list-style-type: none"> • Generate buzz around the network • Attract and retain people

* does not take into count the required time for RFP procedures, project initiation, etc.

ILLUSTRATIVE FUNCTIONALITIES OF A COLLABORATIVE PLATFORM

1. Document management

- Basic Library Services & Office documents
- Basic Search
- Office Web Applications
- Co-authoring
- Taxonomy and Folksonomy
- Content Organiser
- Offline access to documents

2. Calendars & meeting management

- Calendars
- Meeting workspaces
- Advanced Meeting management

3. Team collaboration

- Team Workspace
- News
- Discussion Threads
- Links
- Tasks
- Alerts and Notifications

4. Business intelligence

- Create KPI, Reports and Dashboard

5. Messaging

- Email integration

6. Real-time communication

- Unified Communication & Presence awareness
- PowerPoint Broadcast service

7. Social Computing

- Personal Pages > My sites & Organisation chart
- Wikis, Blogs & Social Networking
- Outlook Social Connector

8. Business process management

- Ad hoc workflows

9. Search

- Basic Search
- Advanced Search solution

10. Online Forms

- Online forms

11. Security management

- Manage security for sites, folders and documents

Part II: proposal for an effective European Electronic network on Gender Equality

TOPICS PRESENTED IN PART II

1	Chosen scenario for EIGE electronic network
2	Requirements classified on the AGAT framework
3	Design of the European electronic network on gender equality
4	Functional and technical design
5	Risk analysis
6	Communicational design
7	Action plan

CHOSEN SCENARIO FOR EIGE'S ELECTRONIC NETWORK

	Scenario 1: full package	Scenario 2: scalable network package	Scenario 3: repository package
Tools	<ul style="list-style-type: none"> • Repository of knowledge • Forum • Profile (internal or via Facebook) • Agenda • Google translator • Skype (messaging) • Chat tool • Division of website for specific topics 	<p>Same tools as in scenario 1:</p> <ul style="list-style-type: none"> • Repository of knowledge • Forum • Profile (internal or from other network) • Agenda • Google translator • Messaging tool like Skype • Chat tool • Division of website for specific topics <p>But these tools will be implemented in a scalable way, one after the other</p>	<ul style="list-style-type: none"> • Repository of knowledge • Forum
Methodology	<ul style="list-style-type: none"> • All technology deployment • Marketing campaign • Reach the audience 	<ul style="list-style-type: none"> • Technology deployment step-by-step • Focus on a restricted audience* • Marketing campaign to enlarge the audience 	<ul style="list-style-type: none"> • All technology deployment • Marketing campaign • Reach the audience
Human resources	<ul style="list-style-type: none"> • 2 or 3 Full-Time Equivalent, able to animate the network and produce editorial documents 	<ul style="list-style-type: none"> • 1 and then 2 Full-Time Equivalent, able to animate the network and produce editorial documents 	<ul style="list-style-type: none"> • 1 Full-Time Equivalent with IT skills able to create the platform
Go live	<ul style="list-style-type: none"> • 6 to 8 months** 	<ul style="list-style-type: none"> • 6 to 8 months** 	<ul style="list-style-type: none"> • 2 to 3 months**
Difficulty	<ul style="list-style-type: none"> • Generate buzz around the network 	<ul style="list-style-type: none"> • Generate buzz around the network 	<ul style="list-style-type: none"> • Generate buzz around the network • Attract and retain people

* study launched by EIGE on its audience may help to select the restricted audience
 ** does not take into count the required time for RFP procedures, project initiation, etc.
 63 Feasibility study on effective forms of electronic networks

EIGE'S AGAT

Proposed indicators

Principles for EIGE

Audience

- Age
- Gender balance
- Multi nationality
- Multi languages
- Stakeholders

- All ages and all levels of education
- Relative equality between men and women in the number of users (no imbalance between men and women due to network design)
- Around 30 nationalities
- Main language is English, possibility to have some areas in the network in other languages
- All stakeholders analyzed are EIGE targets

Goals

- Knowledge repository
- Listening
- Talking
- Supporting
- Community building and networking

- Upload and download of articles, documents, leaflets, videos, etc. A priori no EIGE internal resources dedicated to summarize raw data received
- Network set up so that stakeholders can express ideas regarding gender equality news and receive information/ feedback in a very intuitive/ informal way
- Network set up to foster exchange of information and data related to Gender Equality
- A platform for stakeholders to communicate and share information, methods, best practices, publications and find possible cooperation partners
- Specific communities interact on the network and exchange information with other communities

Aim

- Reach
- Activity of members: hit/ upload
- Bridge stakeholders
- Sustainability

- Network's communication plan designed to regularly acquire new users from different stakeholders classes
- Users are able to upload documents, post messages and comment blogs, converse electronically, and create communities
- Network monitored to check that it is scaled to support actual and planned users' activity
- Network regularly updated so that users are interested in remaining active on the network

Technology

- Time to deploy
- Maintenance
- Cost of deployment
- Evolution

- Network development roadmap announced to the users, and deployed as planned
- Once deployed, network is manageable without the constant help of the developers
- Deployment and development costs are monitored to remain within initial allocated budget
- Technology is able to evolve easily according to the requested changes to the electronic network

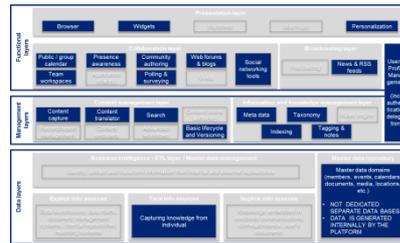
ACTION PLAN DESIGN

Functional and technical workshops



Analysis

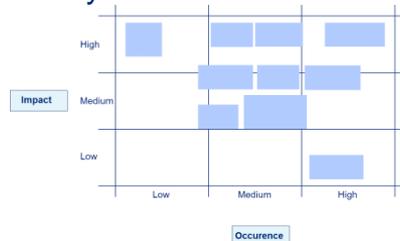
Functional architecture



Technical solution comparator

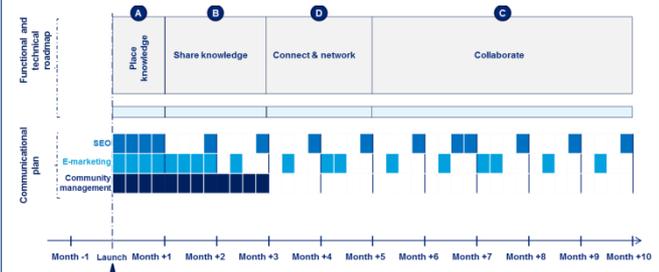
	Liberty (Community edition)	Drupal	SharePoint
Functional coverage rating	1.00	1.50	1.25
Non-functional consideration rating	1.25	0.75	1.75
Overall rating	1.63	1.88 2 nd choice	2.13 1 st choice

Risk analysis



Action plan

Development roadmap and supported communicational plan have been designed



Functional workshop



OVERVIEW OF FUNCTIONAL WORKSHOP

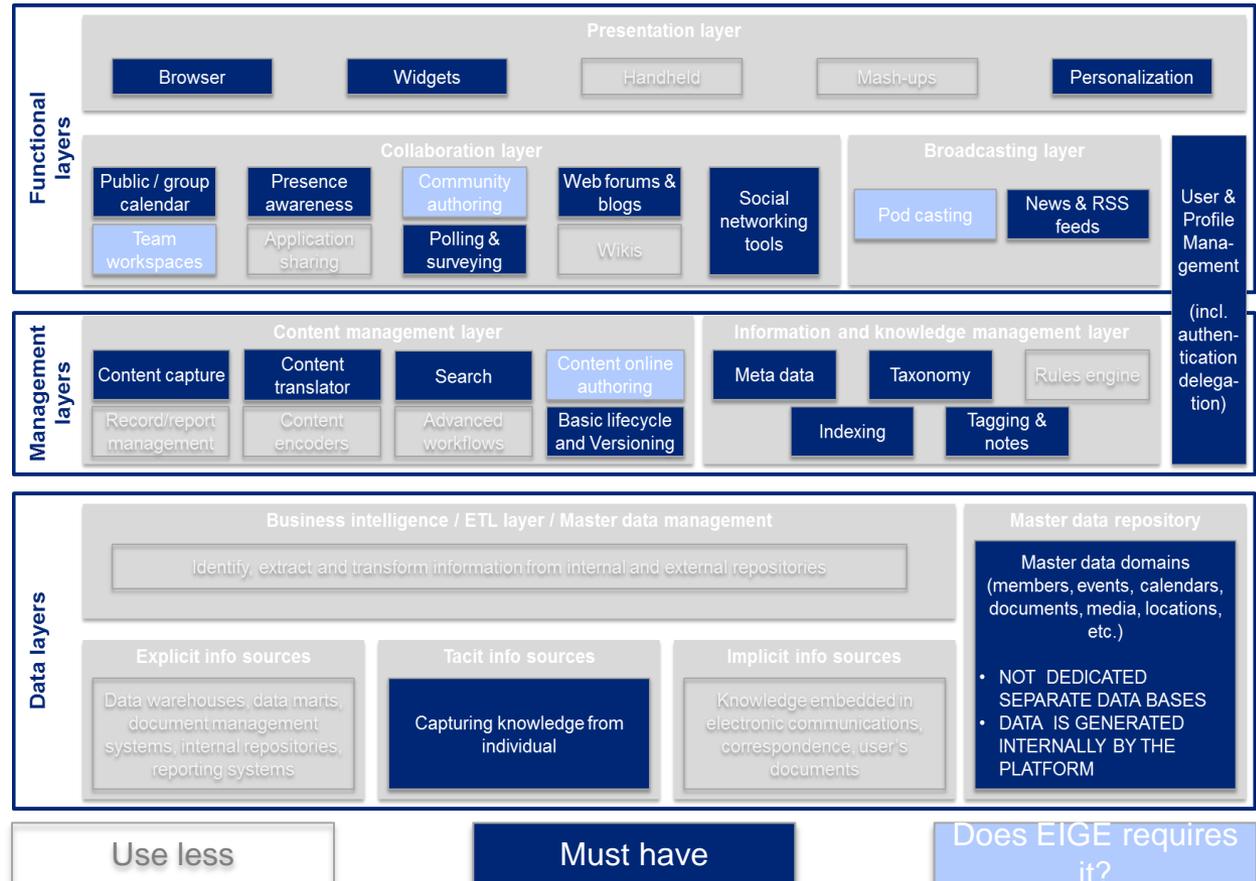
- Rapid overview of how the functionalities EIGE has chosen to offer on EIGE's network are mapped on standard Deloitte functional architecture for social media & collaboration platforms
- Details on each selected functionalities are detailed in this workshop

Scenario 2: scalable network package

Same tools as in scenario 1:

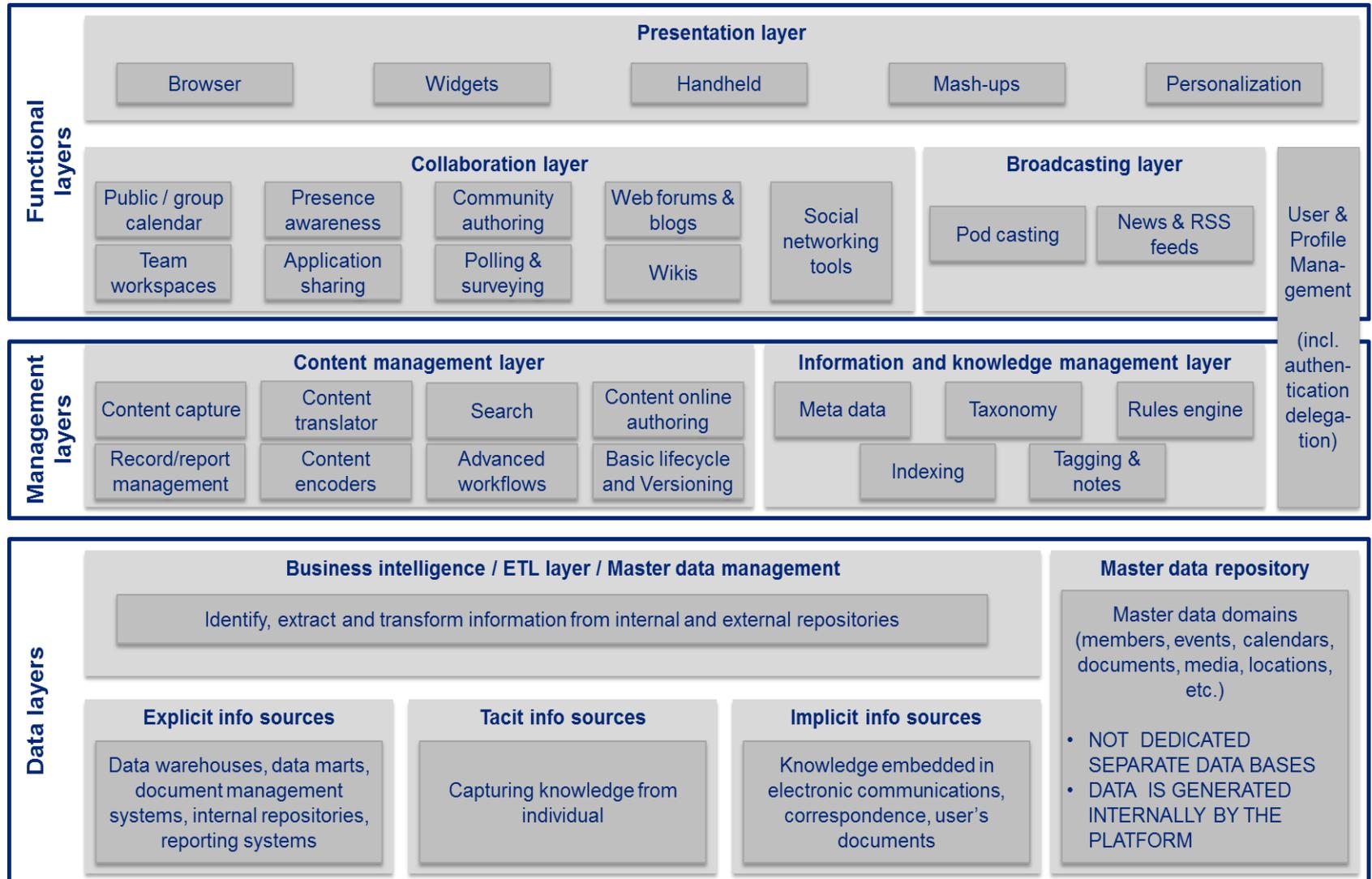
- Repository of Knowledge
- Forum
- Profile (internal or via Facebook)
- Agenda
- Google translator
- Skype (messaging)
- Chat tool

But these tool will be implemented in a scalable way, one after the other





DELOITTE FUNCTIONAL ARCHITECTURE FOR SOCIAL MEDIA & COLLABORATION PLATFORMS





EXPLANATION OF THE DIFFERENT LAYERS

Described in this document

Functional layers

Functionalities accessible to everybody surfing the portal, what they can see and use.

- Presentation layer: set of software components used to render content and information
- Collaboration layer: set of software tools used by members of communities to exchange information, ideas and knowledge
- Broadcasting layer: set of software services used to disseminate content without a need to be logged on the platform

Management layers

Tools accessible to people managing the website.

- Content management layer: set of software components used to create, edit, and share data and document
- Information and knowledge management layer: set of tools used to structure, classify, and describe information and knowledge

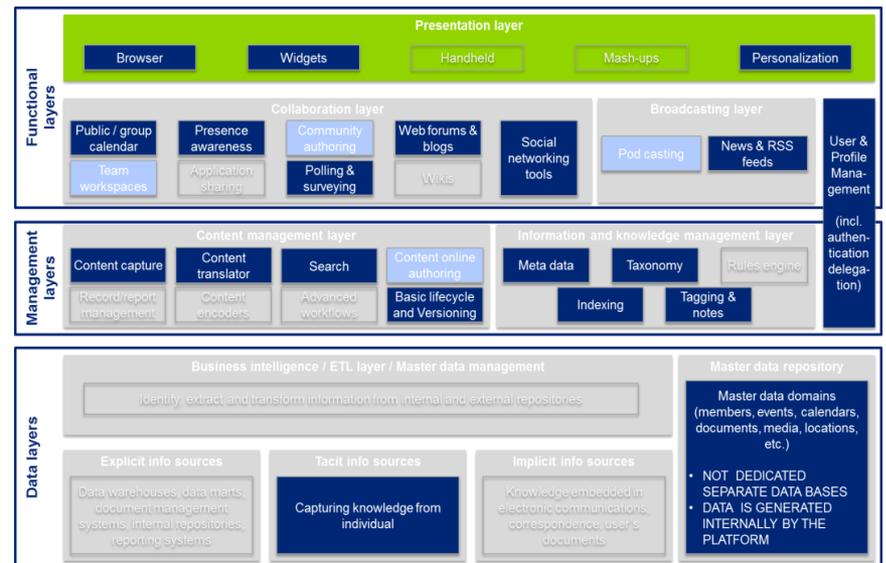
Data layers

Features to manage data and document the platform is working with.

- Business intelligence / ETL layer / Master data management: set of data transformation tools where data is enriched and formatted in order to be managed by the platform
- Explicit info sources: the different data bases where structured content is recorded. This concerns mainly data managed by operational applications and systems
- Tacit info sources: the different data sources where unstructured content (such as documents) are stored, This mainly concerns content managed in file systems
- Implicit info sources: the different sources of information where data is not obviously accessible (hence implicit) and should be extracted before being integrated or indexed in the platform. This concerns electronic communications, attachments, etc.
- Master data repository: repository of referential and critical information for an organization. In the case of EIGE this would be data for stakeholders, members' profile, etc.



Presentation Layer



BROWSER



A software application to search and surf on the web ; these applications allow to save personal data like favorite pages, history of surfing....

Example:

- Internet explorer
- Opera
- Firefox
- Safari
- Chrome

EIGE website should be compatible with all these browsers



WIDGETS



Concise web applications that can help customize a home page

Example:



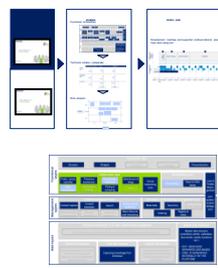
PERSONALIZATION



Customization of the visual interface of the website (for example iGoogle) used to change the page to what people like most

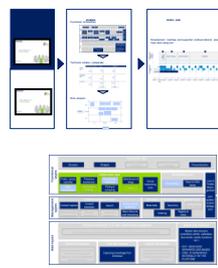
Example:

The same pages with two different presentations



Collaboration Layer

FORUMS



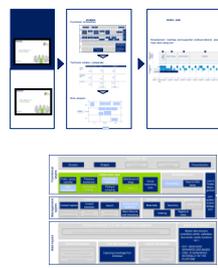
A meeting place for open discussion on a particular topic used to exchange ideas and points of view using a nickname

Users can write messages and see other's ones, information on author, date of post are often provided

Example:

FACEBOOK FORUM - FACEBOOK		SUJETS	MESSAGES	DERNIER MESSAGE
	Chat général Discussions générale à propos de quoi que ce soit en rapport avec Facebook ...	22	35	de Louissette  Mer 27 Avr 2011 09:13
	Promotion de votre groupe facebook Vous pouvez promouvoir vos groupes facebook et recruter de nouveaux membres ...	1	3	de saby  Mar 26 Avr 2011 18:25
	Créer un groupe sur Facebook Rechercher des amis pour faire un groupe sur Facebook avec vous ...	0	0	Pas de message
	Rechercher des amis Trouver de nouveaux amis sur Facebook ici ...	1	3	de babette  Sam 26 Mar 2011 17:51
	Support Facebook Vous avez des problèmes avec Facebook? Chercher de l'aide ici ...	30	38	de paquito  Jeu 28 Avr 2011 17:26
	Autres Tout sur facebook qui ne rentre pas dans les autres sections ...	4	4	de David Tran  Jeu 21 Avr 2011 13:16
	Lien vers facebook Cliquez ici pour aller sur http://www.facebook.fr			

PRESENCE AWARENESS

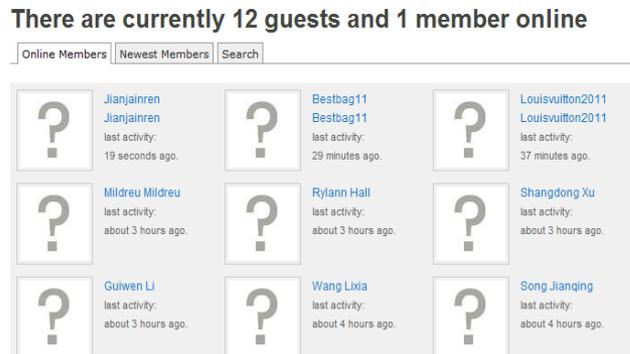
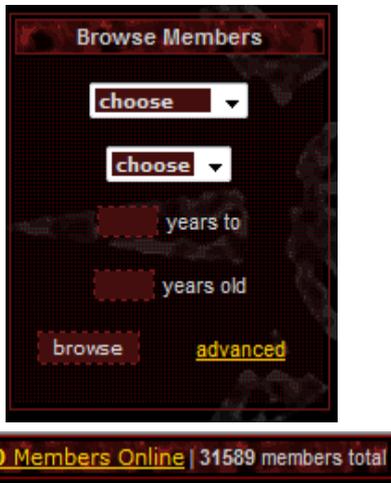


Presence awareness allows users to see whose members is currently online. When coupled with communication tools, users can just click on member's name to contact them.

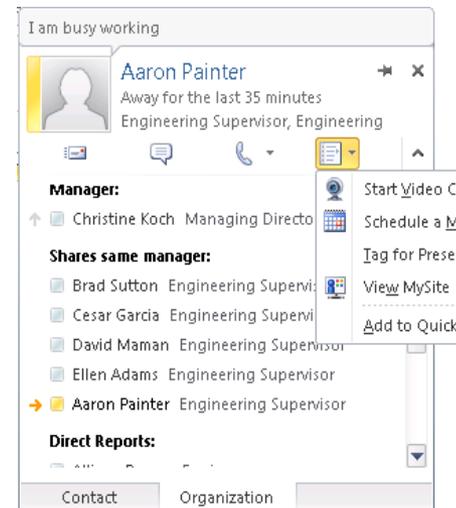
Different functionalities exist: just an indication of the current members online, the possibility to browse members, or a listing of connected users with details of their recent activity.

Integration of other social network is also possible.

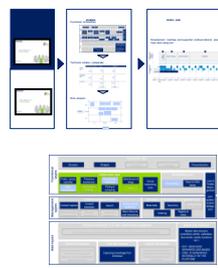
Example:



The facebook Status web part allows to display a member's status to other logged in end users.



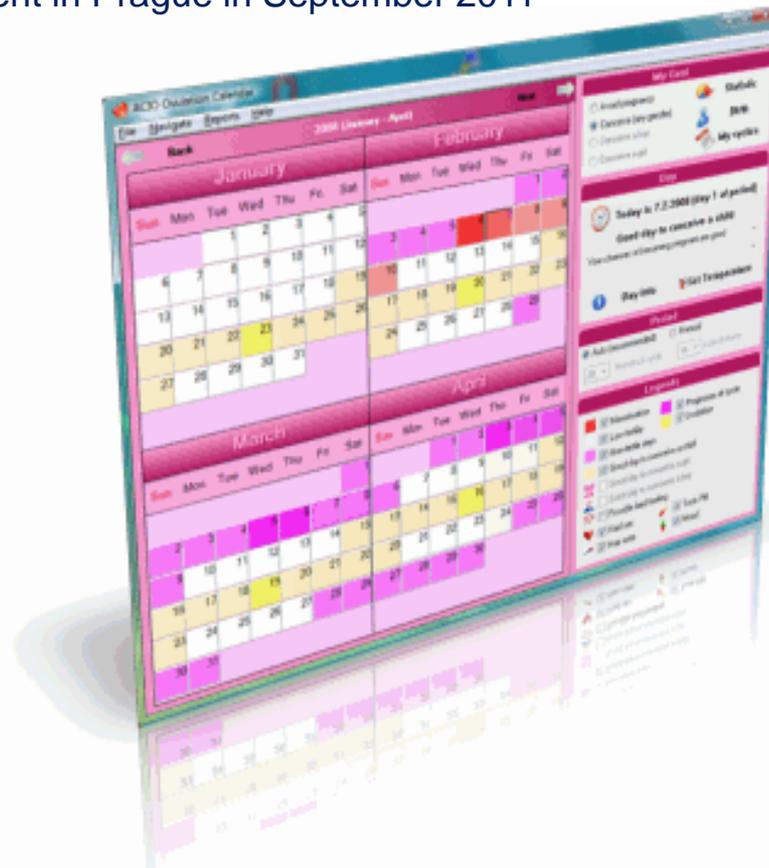
PUBLIC / GROUP CALENDAR



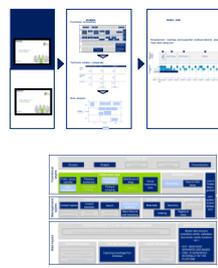
Tool used to publish events and share the details with people
The application should be able to merge several agendas

Example:

Possibility to publish an event in Prague in September 2011



TEAM WORKSPACE



Online team workspace are dedicated places inside a web site where people participating in a project can share ideas, forums, task lists, meeting schedules, etc.

Example:



USEFUL LINKS

- [BUDGWEB-Annual Activity Report](#)
- [SECGEN-Annual Activity Report](#)
- [AAR2009-All DGs](#)
- [Add new link](#)

TEAM DISCUSSION

- Subject**
- [Nouvelle méthode pour l'AAR / New method for AAR](#)
- [Add new discussion](#)

SOCIAL NETWORKING TOOLS

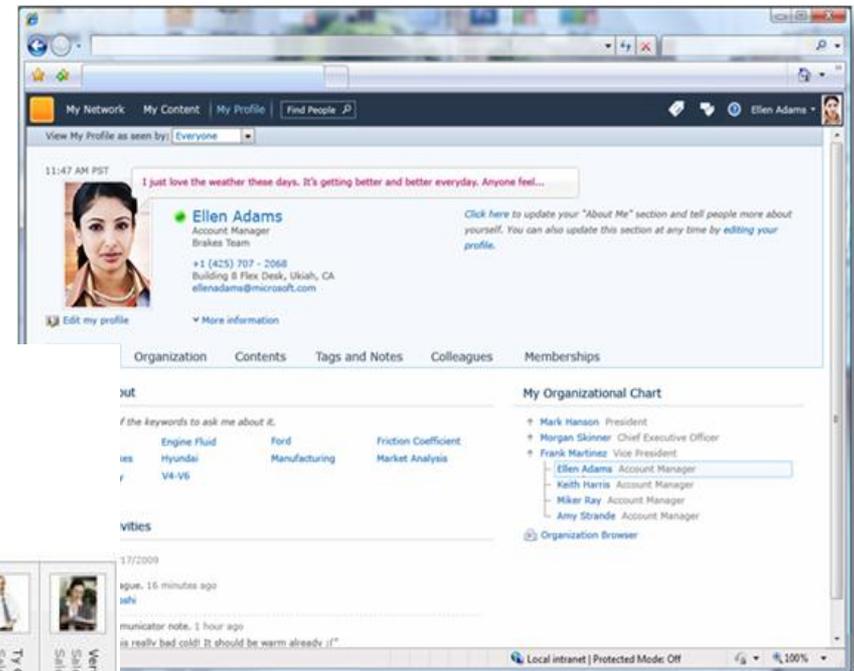


Social networking tools are designed to help people stay in touch, meet, and manage their community network. They are used to facilitate interaction and communication between people.

While it is possible to have a custom platform with dedicated networking tools, it is also possible to integrate other social networks such as facebook, linkedIn, etc.

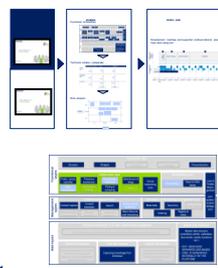
Example:

- Instant messaging
- User activity (history)
- User profile sharing
- User connections
- Interface with social network



 Jack Creasey Managing Director	 Steve Luper Regional Sales Manager	 Lene Aalling Sales Manager	 Eric Gruber Salesperson My motivating skills were enhanced on the recent Online Video Reservation System Project. I have extensive MS Office 2007 experience.	 Hazem Abolrous Salesperson Sales Engagement Management	 Howard Gonzalez Salesperson Sales Engagement Management	 Josh Edwards Salesperson Sales Engagement Management	 Manish Chopra Salesperson Sales Engagement Management	 Nate Sun Salesperson Sales Engagement Management	 Parida Doyle Salesperson Sales Engagement Management	 Ty Carlson Salesperson Sales Engagement Management	 Vernette Price Salesperson Sales Engagement Management
--	--	--	--	---	--	---	--	---	---	---	---

COMMUNITY AUTHORIZING



Community authoring allows a group of online users with a common interest to create content, share ideas, around a specific topic. Unlike team workspace that is more project-oriented, online community are more subject-oriented.

Example:

- Facebook groups
- Community of experts

Deloitte. Knowledge Exchange (KX)

Geography Services Industries Client Sales & Delivery Research & Insights Learning Communities Help

Consulting Knowledge Management

Microsoft Community

Current Location

- Home
- Services
- Technology Integration
- U.S. Systems Integration

Microsoft Community

- Itasca

Actions

- Add to My Links

Welcome to the Microsoft Community of Practice

The Microsoft Community of Practice (CoP) site provides a way for Deloitte practitioners to collaborate on and share knowledge about Microsoft technologies, particularly around custom development using the .Net framework. See the "Resources" section below for quick access to relevant information such as project qualifications, practitioners, learning and more.

Microsoft guidelines

Important: Please read this section before you engage in any activities that involve Microsoft

Microsoft Corporation, all of the DTT member firms and their affiliates must conform to the independence rules of the SEC and PCAOB relative to interactions with or activities related to Microsoft. The Microsoft Marketplace Guidelines describe both impermissible and permitted marketplace activities. However, consultation with National Office (Independence) is encouraged- and in some cases required- before engaging in any activity that may have a bearing on Deloitte's independence of Microsoft. The course "Maintaining Independence with Microsoft" is required for some practitioners depending on service line assignment and level, and is recommended for any professional who may provide implementation services related to Microsoft's technologies

Join this community

Benefits of joining this community

Get Involved

To get involved in the community, contact the community moderators:

- Becerril, Javier (US - Costa Mesa)
- Bannon, Tracy (US - Camp Hill)
- Charbanchaichai, Pisit (US - Seattle)
- Kulkarni, Pankaj (US - Mumbai)

Quick links

- Core team
- Contact us
- Discussion Board
- Microsoft SharePoint CoP
- Cloud Computing CoP
- User Experience CoP
- Mobile Computing CoP
- SI Design - Industrialization

Discussion board | Blog | Practitioner Highlight | Calendar

Archived Discussion Board [Subscribe to Posts via RSS or Email Alerts](#)

New		Actions	Created By	Replies	Last Updated
Category	Subject				
	Welcome to your discussion board		Conley, Curtis Alan (US - Chicago)	0	

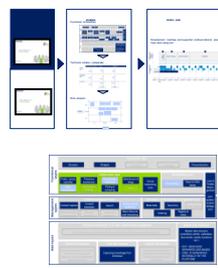
Microsoft Resources

Project Highlight | Clients | Practitioners | Content | Learning | Methods and Tools

Contact us if you are interested in having your project showcased. Download and fill out the "Project Highlight Template" for your project and send it to us

Featured our January Highlighted Project

POLLING AND SURVEY



Polls can be termed as quick surveys that involve only a single question.
 Surveys take more time to complete and consists of multiple questions.

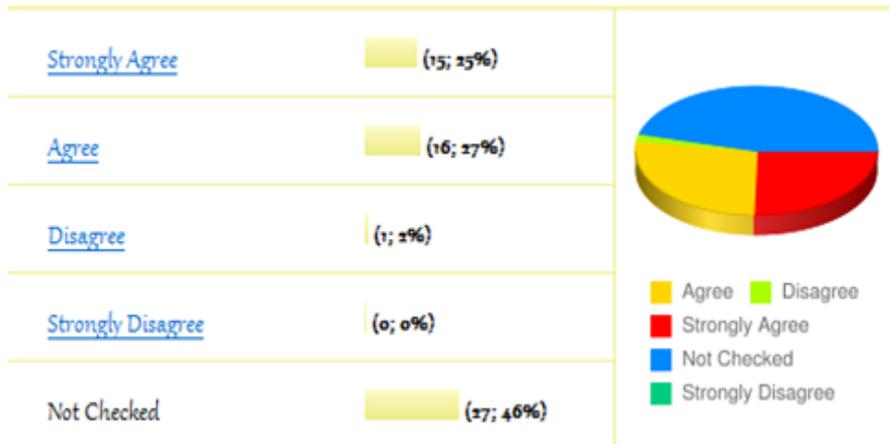
Example of poll :

- Do you think that men earn higher revenues than women in your company?

Survey

Poll

Gender inequality still exists



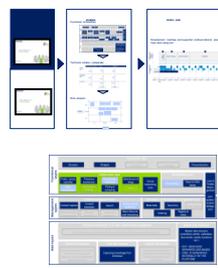
Widespread Support for Gender Equality, but More Changes Needed

	Women should have equal rights		Among supporters of equal rights	
	%	%	Most changes made	More changes needed
U.S.	97	33	64	
Britain	97	29	69	
France	99	18	82	
Germany	97	37	63	
Spain	99	18	80	
Poland	95	42	56	
Russia	85	43	51	
Turkey	89	32	64	
Egypt	60	36	59	
Jordan	61	61	37	
Lebanon	95	47	51	
China	95	53	46	
India	92	57	41	
Indonesia	64	58	41	
Japan	89	8	89	
Pakistan	79	34	60	
S. Korea	93	27	71	
Argentina	97	23	73	
Brazil	95	15	84	
Mexico	96	26	73	
Kenya	73	22	77	
Nigeria	45	29	70	

Samples in China, India and Pakistan are disproportionately urban. See the Methods section for more information.

“Do you think women should have equal rights with men, or shouldn’t they?” If ‘yes’: “Which of these two statements comes closer to your own views – even if neither is exactly right. (Survey country) has made most of the changes needed to give women equal rights with men, OR (Survey country) needs to continue making changes to give women equal rights with men.” (Pew Research Center Q80 & Q81)

USER & PROFILE MANAGEMENT



Tool used to manage nominative users, distinct from anonymous users and maintain data about them.

Amount of information available on social networks can be very developed:

- Possibility to add Facebook, LinkedIn... accounts
- Research domains,
- Nationality,
- Links,
- Favorites,
- Resume...

Example:

Gender: Male
 Female
 Prefer not to disclose

Occupation:

Location:

More about you:

Interests:

Enter a comma between each interest.

Job title:

Profession:

Company:

Work phone:

Work pager:

Work fax:

Work email: [Add email address](#)

Relationship status: Country/region:

Interested in: Friends
 Dating
 Activity Partners
 Business Networking

Hometown:

Places lived:

Humor:

Fashion:

Favorite quote:



Broadcasting Layer

PODCASTS



A podcast (or non-streamed webcast) is a series of digital media files (either audio or video) that are released episodically and often downloaded through web.

The word replaced webcast in common vernacular due to the fame of the iPod and its role in the rising popularity and innovation of web feeds

Example:



RSS & NEWS



A feed that automatically delivers specific web content : often used to get latest news from one or several sources.

Example:



This is the icon designing RSS
On the right, see a result on Gender equality
(Google RSS, sort from newest to oldest)

gender equality × Rechercher

Environ 1 730 résultats (0,08 secondes) Google.com in English [Recherche avancée](#)

▶ [ADB, ILO publish report on tackling gender inequality at work](#)
Microfinance Focus - Il y a 9 heures
... and Labor Markets in Asia: Rebalancing for **Gender Equality**' emphasizes on the fact that Asian countries have an opportunity to tackle **gender inequality** ...
[Losses Related To Gender Bias](#) - Sunday Leader
[Asia's 734M women vital economic bloc](#) - istockAnalyst.com (press release)
[Lack of jobs for women costs Asia billions yearly: report](#) - Tehran Times
[Journal Online](#)
[Autres articles \(13\) »](#)

[Through Eyes of Bigotry, Same-Sex Equality is not an Immigrant ...](#)
Lez Get Real - Melanie Nathan - Il y a 2 heures
For the best part of twenty years LGBT activists have been touting immigration **equality** for same-sex couples. There have been various incarnations of the ...

[More work needed on gender equality, directors' gathering told](#)
The Australian - Glenda Korporaal - Il y a 5 heures
IAG chairman Brian Schwartz warned yesterday that action was needed to increase the number of women on company boards. He was commenting after the release ...

[WROC gets award for the elimination of gender-based violence](#)
Jamaica Observer - Il y a 8 heures
... with a signed commemoration of the United States' recognition of WROC's work in promoting **gender equality** at WROC's Beechwood Avenue offices Friday. ...

[Asia has the chance to tackle gender inequality in labor – ADB](#)
GMANews.TV - Il y a 3 jours
Asian countries have a window of opportunity to tackle **gender inequality** in their labor markets and support sustainable crisis recovery, according to a new ...
[Gender equality in work pays off](#) - Radio Australia
[Asia needs to improve employment options for women: ADB](#) - Indian Express
[Lack of jobs for women costs Asia billions yearly: report](#) - Reuters
[TrustLaw - Monsters and Critics.com](#)
[Autres articles \(177\) »](#)



Content Management Layer

CONTENT CAPTURE



Sharing personal knowledge/experience with people by putting documents/media online; this can be performed through a simplified interface which can also allow anyone to access data.

Example:

Document Libraries

 Correspondence	Correspondence Document Library.	39	3 months ago
 Documents	This system library was created by the Publishing feature to store documents that are used on pages in this site.	1	13 months ago
 E-mails	E-mails Document Library.	48	7 days ago
 Eudonet tools	Eudonet tools Document Library.	5	2 weeks ago
 Images	This system library was created by the Publishing feature to store images that are used on pages in this site.	1	12 months ago
 Pages	This system library was created by the Publishing feature to store pages that are created in this site.	3	3 weeks ago
 Presentations	Presentations document library.	10	6 weeks ago
 Templates ACG		3	6 months ago
 Templates Audit	Templates Audit	9	3 months ago

CONTENT TRANSLATOR



A content translator is a tool used to translate contents in another language directly on screen:

- words
- sentences
- text
- webpages...
- different meanings can be provided

Some websites offer the possibility to entirely change the language

Example:

The screenshot shows the European Commission website with a language selection menu open. The menu lists various languages, including Bulgarian (bg), Czech (cs), Danish (da), German (de), Estonian (et), Greek (el), English (en), Spanish (es), French (fr), Irish (ga), Italian (it), Latvian (lv), Lithuanian (lt), Hungarian (hu), Maltese (mt), Dutch (nl), Polish (pl), Portuguese (pt), Romanian (ro), Slovenian (sk), Slovenian (sl), Finnish (fi), and Swedish (sv). A pink circle highlights the language selection menu, and a pink arrow points from the text 'Some websites offer the possibility to entirely change the language' to it.

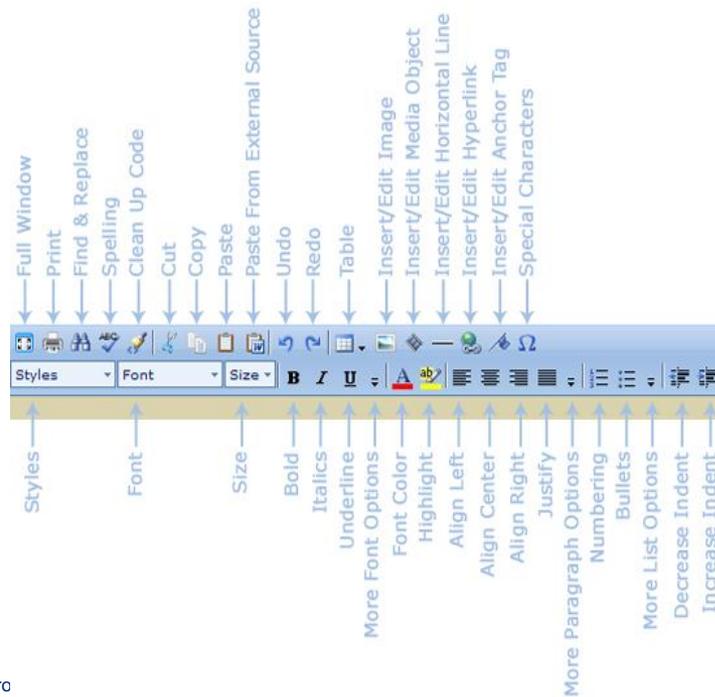
CONTENT ONLINE AUTHORIZING



The content online authoring is the name given to creation/edition/deletion of contents directly on the website through a simplified interface, without needing computer skills

Example:

- a blog allows to create and edit articles or pages online without touching the page code
- a What You See Is What You Get (wysiwyg) editor allows to create contents online with a look like word editor



LIFECYCLE AND VERSIONING



Versions of a document which are normally numbered in the chronological order to distinguish them, a new version must be validated before being published.

Example:

Name ↕	Modified ↕	Size ↕
↑ Parent folder		
📁 Entagged v 0.35	2008-03-26	
📁 v0.31	2007-03-28	
📁 v0.30	2007-03-28	
📁 v0.21	2006-02-05	
📁 v0.20	2005-09-14	
📁 v0.19	2005-07-02	
📁 v0.18	2005-02-25	
📁 v0.17.1	2005-01-11	
📁 v0.17	2005-01-10	
📁 v0.16	2005-01-08	
📁 v0.15.1	2005-01-01	

SEARCH



Research can be made on the portal, and it is important to clearly define how it can be performed :

- by meta data
- by key words
- by Full text search

Manage Filters
Search Within Results

Refine by File Format:

PowerPoint (4990)	Word (2820)
PDF (1499)	Excel (689)
Discussion Board (165)	Area (27)
Web Page (7)	E-mail (5)

(Others: 18)

Refine by Year:

2011 (819)	2010 (3205)
2009 (3560)	2008 (2711)
2007 (935)	2006 (574)
2005 (301)	2004 (228)

(Others: 598)

Sources:

Content (10440)
Qualification (1642)
Learning (197)
Client (182)
(Others: 3)

Content Types:

Engagement Management and Deliverables (4628)
Sales and Marketing (4112)
Research and Publications (1140)
Events and Learning (861)
Tools (225)
Internal Communications (196)
Practice Management (152)
Methods (80)

Industries:

Public Sector (2314)



Information and Knowledge Management Layer

METADATA



Data providing information about one or more aspects of the data, such as:

- time and date of creation
- author
- placement on a computer
- country
- theme: statistics on gender equality or surveys

Example:

Description _____	
Title	template powepoint timesaver
Origin _____	
Authors	
Last saved by	
Revision number	522
Version number	
Program name	Microsoft Office PowerPoint
Company	DT
Manager	
Content created	25/03/2009 00:32
Date last saved	02/05/2011 11:12
Last printed	
Total editing time	65:03:00

INDEXING



Referencing of objects, pages or content, realized automatically by the platform in order to perform quick and efficient search.

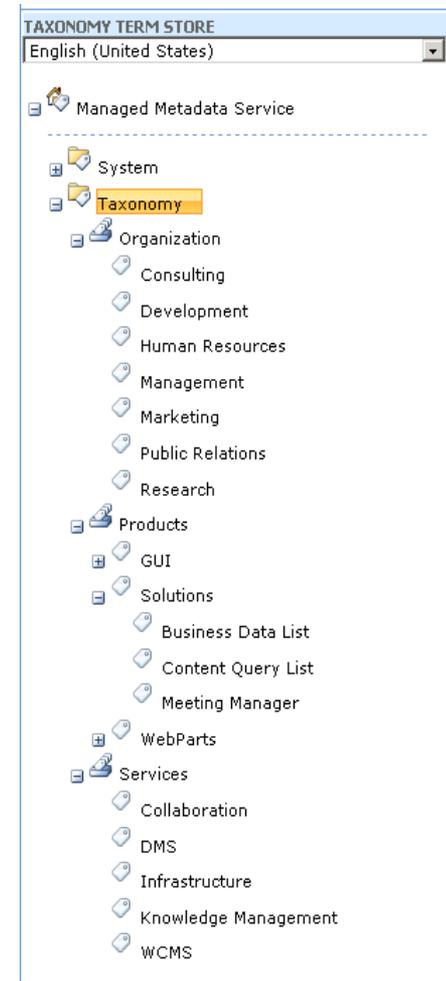
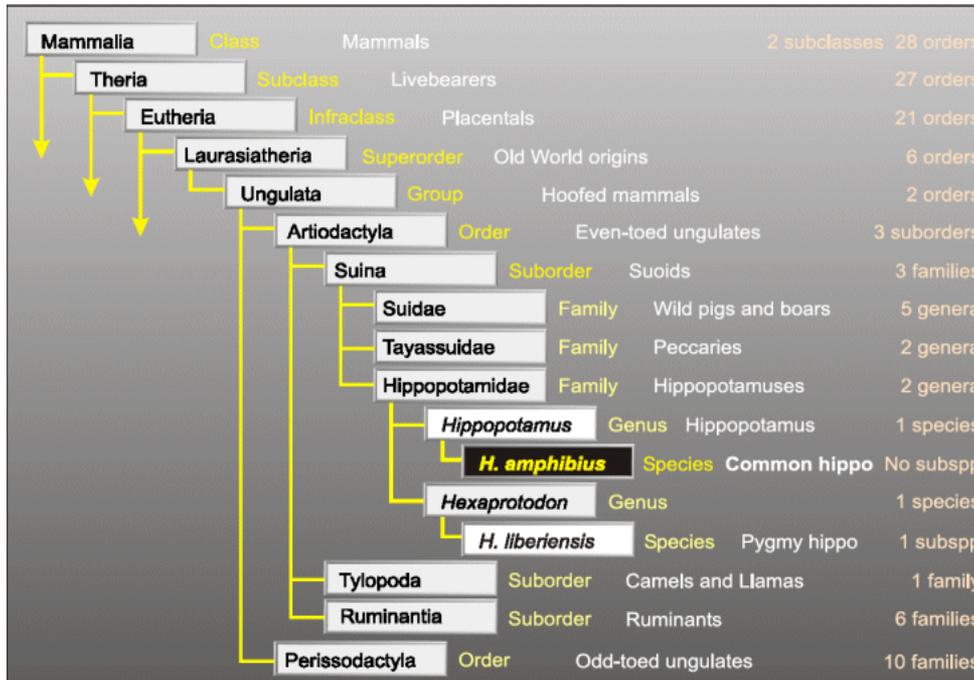
Different technical solutions have different performance.

TAXONOMY



Classification by super type-subtype relationships but also but theme : that type of document can be linked to a certain country etc...

Example:



Technical workshop



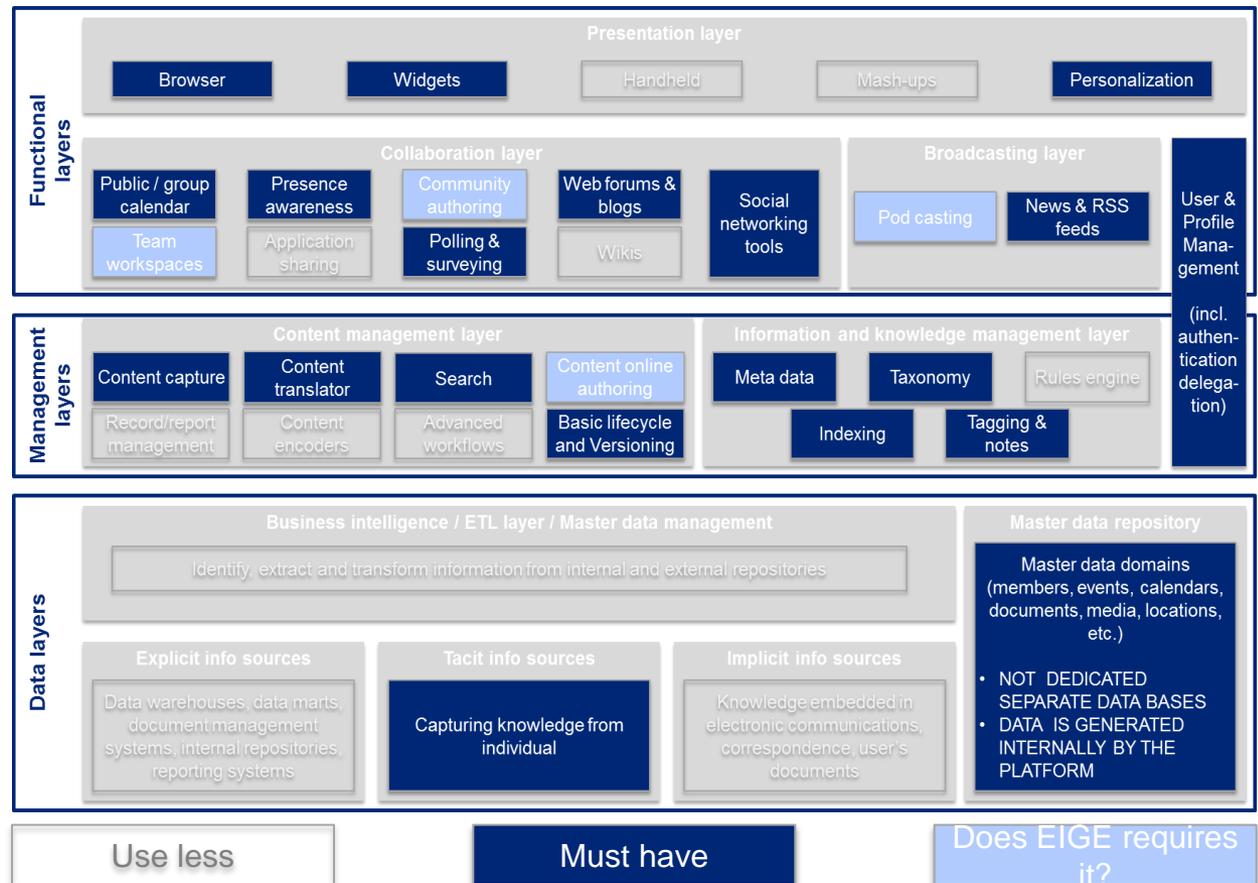
EIGE'S NETWORK FUNCTIONAL ARCHITECTURE

- Rapid overview of how the functionalities EIGE has chosen to offer on EIGE's network are mapped on standard Deloitte functional architecture for social media & collaboration platforms
- Details on each selected functionalities won't be detailed in this workshop but will be addressed in the "Functional Workshop"
- The mapping of EIGE's requirements on the Deloitte functional architecture drives us in the selection of the technical elements needed to support it

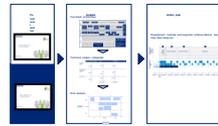
Scenario 2: scalable network package

Same tools as in scenario 1:

- Repository of Knowledge
 - Forum
 - Profile (internal or via Facebook)
 - Agenda
 - Google translator
 - Skype (messaging)
 - Chat tool
 - Division of website for specific area
- But these tool will be implemented in a scalable way, one after the other



CONTENT TRANSLATOR



Technical difficulty

- Both types of solution offer multi-language support but it is always limited to static content (menu, action items, etc.). This is accomplished by translating some property pages in the desired languages.
- Third-party solution is required to add multi-language support on dynamic content.
- Then full support of multi-languages is reach through:
 - Static translation of properties file in targeted languages for static content
 - Automatic translation of dynamic content by an third-party add-ons

Demerits

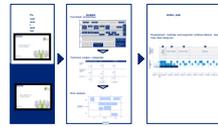
- Performance issue
- The translation control is handled by third party
- Need to adhere to the terms & condition of the third party
- No control over any issues that are caused by the third party applications

Merits

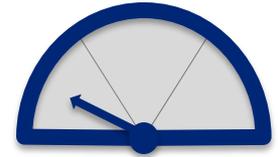
- Dynamic content as well as static content will be translated in the respective languages
- For Web content and page navigations need not create articles in different languages
- Implementation is easy

- 
- **Google translator is a solution relatively cheap that can be integrated easily by embedding dynamic part of the platform in a snippet code (small piece of code) (works on most platform)**
 - **It requires a developer or integrator to implement the feature**

SKYPE INTEGRATION



- Skype is a communication tool used to unify communication channels:
 - instant text messaging
 - file transfer
 - voice call (VOIP)
 - video conferencing



Technical difficulty

- Skype buttons can be used on website, blog or even in email signature to let members contact other members easily. This requires prior registration on Skype

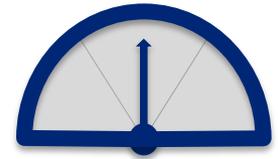


Websites never support the communication, clicking on a button will simply open up Skype client software to initiate the communication via Skype. The integration effort only resides in inserting the button on a web page

SOCIAL NETWORK INTEGRATION - AUTHENTICATION

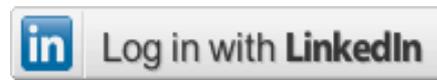


- Online communities often performs some delegation to third-party social network for:
 - registration & Authentication with social network account
 - presence awareness and common interest sharing



Technical difficulty

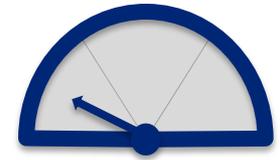
- Most famous social network that offer that kind of features are:



- The technology used is the O.Auth 2.0 authentication protocol which functions as:
 - members shall have or register for an account
 - web site needs to register for an AppId, The appId is a unique identifier for the Web site that ensures that the social network have the right level of security in place between the user and your website
 - in order to log the user into your site, three things need to happen:
 - 1.First, the social network needs to authenticate the user. This ensures that the user is who s/he say s/he is
 - 2.Second, the social network needs to authenticate the Web site. This ensures that the user is giving her/his information to the Web site site and not someone else
 - 3.Third, the user must explicitly authorize the website to access her/his information. This ensures that the user knows exactly what data s/he is disclosing to the Web site
 - once authenticated a user token will be communicated to the Web site by the social network and will be used to call user-oriented services offered by the social network

This type of integration requires some integration efforts with the expertise of a developer

SOCIAL NETWORK INTEGRATION – PRESENCE AWARENESS



Technical difficulty

twitter

AE Twitter Web Part

Sharepoint
Sharepoint Tweets

bhrnjica Cool. All #pdc10 session video list: <http://bit.ly/b3bX9K>
reply

jimwooley Wish I could attend Bart DeSmet and the #RxNet team talking about LINQ to Everything today at #PDC10 (Opposite to Anders C#/VB futures talk)
5 days ago reply
10+ recent retweets

waltritscher Charles Petzold finished his Windows Phone 7 book, in time for #pdc10. Get your own digital copy (1K pages) <http://bit.ly/dr0Hdz>
5 days ago reply
50+ recent retweets

pvandorp RT @msdnNL: Most of the #pdc10 sessions available for download at <http://bit.ly/br2J81>
5 minutes ago reply

twitter Join the conversation

The "Twitter" Web Part allows to display the Tweets of the specified Twitter search or Twitter user. The list is automatically updated in regular intervals,

LinkedIn

LinkedIn Contacts

New Actions Settings

ProfilePicture	Last Name	First Name	Company
	Lonsdale NEW	Brett	Lightning Tools Ltd
	Swan NEW	Nick	Lightning Tools Ltd

The "linkedin" Web Part allows a member to see and display her/his linkedin contact into the user profile.

facebook

Facebook Sharing Web Part

Share

Site Actions Browse Page

View All Site Content
View all libraries and lists in this site.

Share!
Share this site with your freinds on facebook.

The facebook "Share!" action allows members to share Web site content or whole Web site on their facebook page.

Facebook Status Web Part

Phil Wicklund

The facebook Status web part allows to display a member's status to other logged in end users.

- This kind of integration with pieces of information from social networks is not technically difficult. Yet it requires the expertise of software developer or integrator
- A major benefit for members is to have a unique place where they can have a view on their activity on different social networks, while being able to consult the activity of their social network peers

CUSTOM CHAT TOOL & PRESENCE AWARENESS



- This kind of feature is needed when you want to offer to users the possibility to exchange text message peer-to-peer even if they do not have Skype
- Chat tool should be coupled with presence awareness as to know when community member to be reached is online
- The integration effort depends on the technical platform chosen
- Some tools offer the possibility to record and keep track of the conversation, whether other tools do not

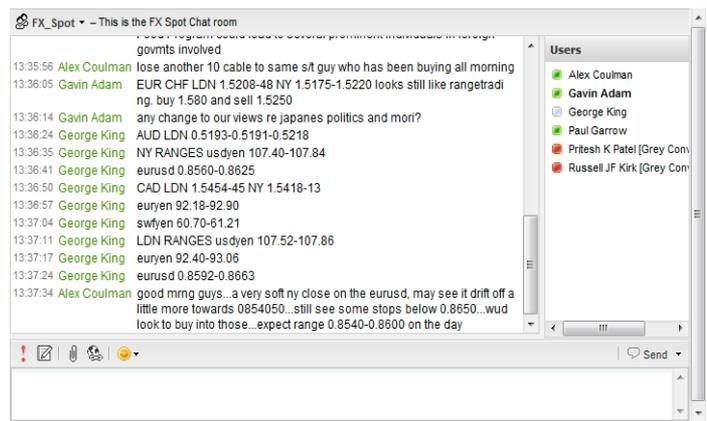


Technical difficulty

Sample with Chat Portlet for liferay



Sample with Formicary WebChat for SharePoint



Integration of a custom Chat tool is quite difficult and does not allow for sophisticated features proposed by famous communication software. Further it often requires to configure the Chat room before being able to use it



TWO CATEGORIES OF SOLUTION MAY BE CONSIDERED FOR THE PLATFORM THAT WILL SUPPORT EIGE'S NETWORK

"Best-of-breed" Components

Definition

- "Best-of-breed" solutions are obtained by combining different software components from different providers
- The idea is to get a best trade-off between sophistication and total cost of ownership (TOC: licensing fee, development and integration cost, operational cost, etc.)

Advantages

- Flexibility to pilot and introduce features based on latest trends
- Large number of stable, open source components available to create a comprehensive solution

Disadvantages

- Integrating and standardizing the frontend components will take time/effort
- Increased complexity of maintenance with multiple technologies and frameworks
- Multiple support contracts for components
- Often provided by small companies on a market where consolidation occurs

Packaged Solutions

Definition

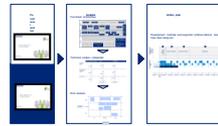
- Packaged solutions are out-of-the-box software that can be customized to answer a specific business need (web content management, online collaboration, ...).
- They offer a wide range of functionalities that can rapidly deployed with limited development or integration efforts
- They are generally provided by famous software provider (Microsoft, Oracle, HP, etc.)

Advantages

- Faster implementation
- Minimal custom integration required between publishing and analytical components
- Greater cohesiveness between various application components / features
- Pre-packaged/integrated analytical platform for member and information based profiling delivered within the solution

Disadvantages

- Licensing cost
- Vendor lock-in in terms of upgrading/replacing components/features
- More enterprise-oriented than community-oriented



TYPICAL SOLUTION BY CATEGORIES OF PLATFORM SOLUTIONS

“Best-of-breed” solutions ecosystem is composed of a multitude of pieces of software that are generally open source. Whereas packaged solutions are products marketed by a small number of established software providers.

Best-of-breed Components

Typical solution

- **Portal software coupled with third party add-ons or custom developments in platform languages (Java, C#, etc.) if functionalities are not available**
- Generally defined as a software platform for building websites and web applications
- Make it easy for users to build web pages and websites by assembling portlets or gadgets onto a portal page
- Portal websites combine a theme, a set of pages, navigation, and a set of portlets and gadgets
- Need of a developer team to develop additional portlets and gadget

Portal Products

- WordPress
- Drupal
- DotNetNuke
- Liferay
- Typo3
- Tiki
- CMSMadeSimple,
- Alfresco
- eZ Publish
- OpenCMS
- Xoops
- Joomla!
- Etc.

Packaged Solutions

Typical solution

- **Major editor’s collaboration or web content management packages**
- Deployable as such but customizable
- No need of developer team
- Ex: Microsoft SharePoint, IBM WebSphere, Oracle WebLogic

Packages

- MS SharePoint 2010
- Oracle Beehive Collaboration Software
- IBM WebSphere with collaboration Accelerator
- Etc.



COMPARATOR – OVERVIEW

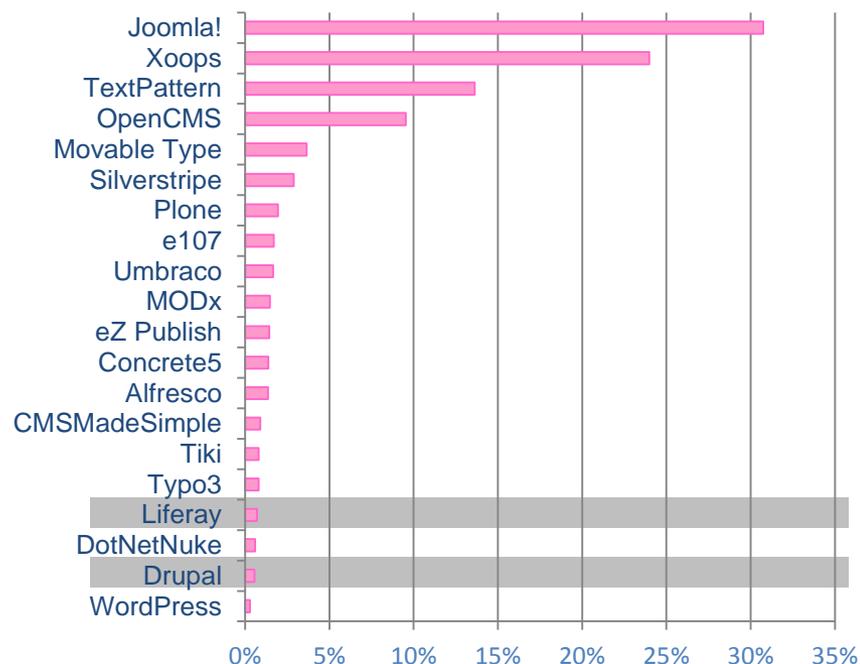
- Presentation of 3 solutions that can be considered for EIGE network platform.
- They have been chosen for the following reasons:
 - supported by the DIGIT
 - popular and growing
 - different technologies
 - best-of-breed vs. packaged
- Two of them are highly customizable Web portal solutions that requires integration efforts: Liferay and Drupal
- Two of them are “supported” by the DIGIT: SharePoint and Drupal



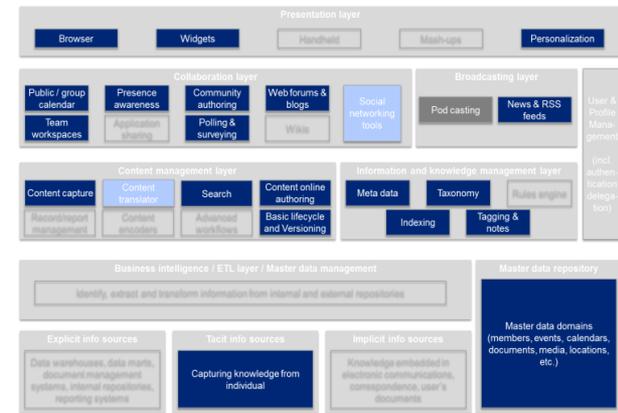
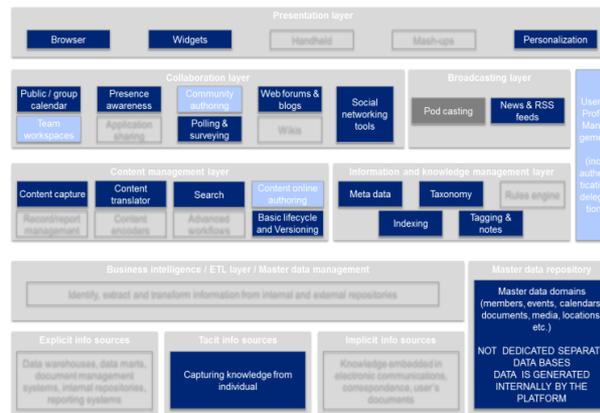
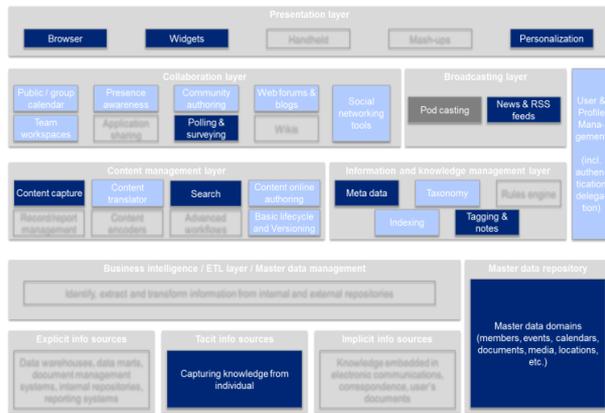
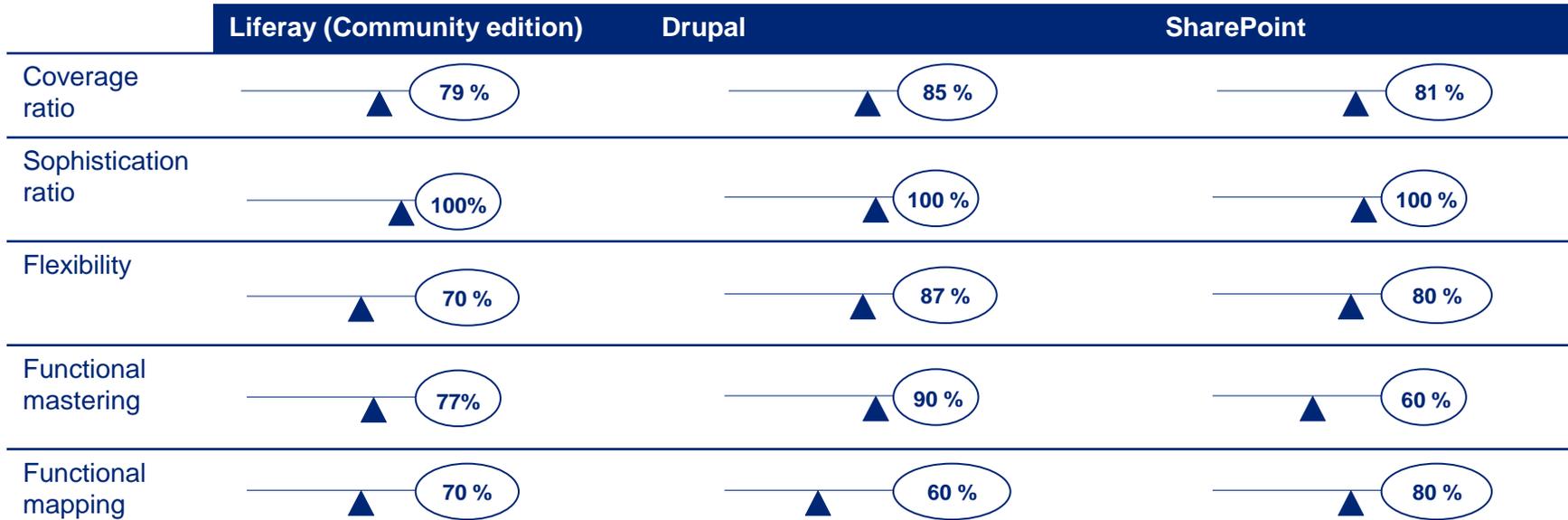
COMPARATOR – GENERAL

	Liferay (Community edition)	Drupal	SharePoint
Editor	Liferay, Inc	Community-developed	Microsoft Corporation
Licensing	<ul style="list-style-type: none"> • Free for Community Edition • Per license/server for Enterprise Edition 	• Free software	• Per license/server
Technology	Open source Java	Open source PHP	Proprietary .Net
Market share	0,7 %	0,5%	#1 of commercial horizontal portal
Supported by the DIGIT	No	Yes	Yes

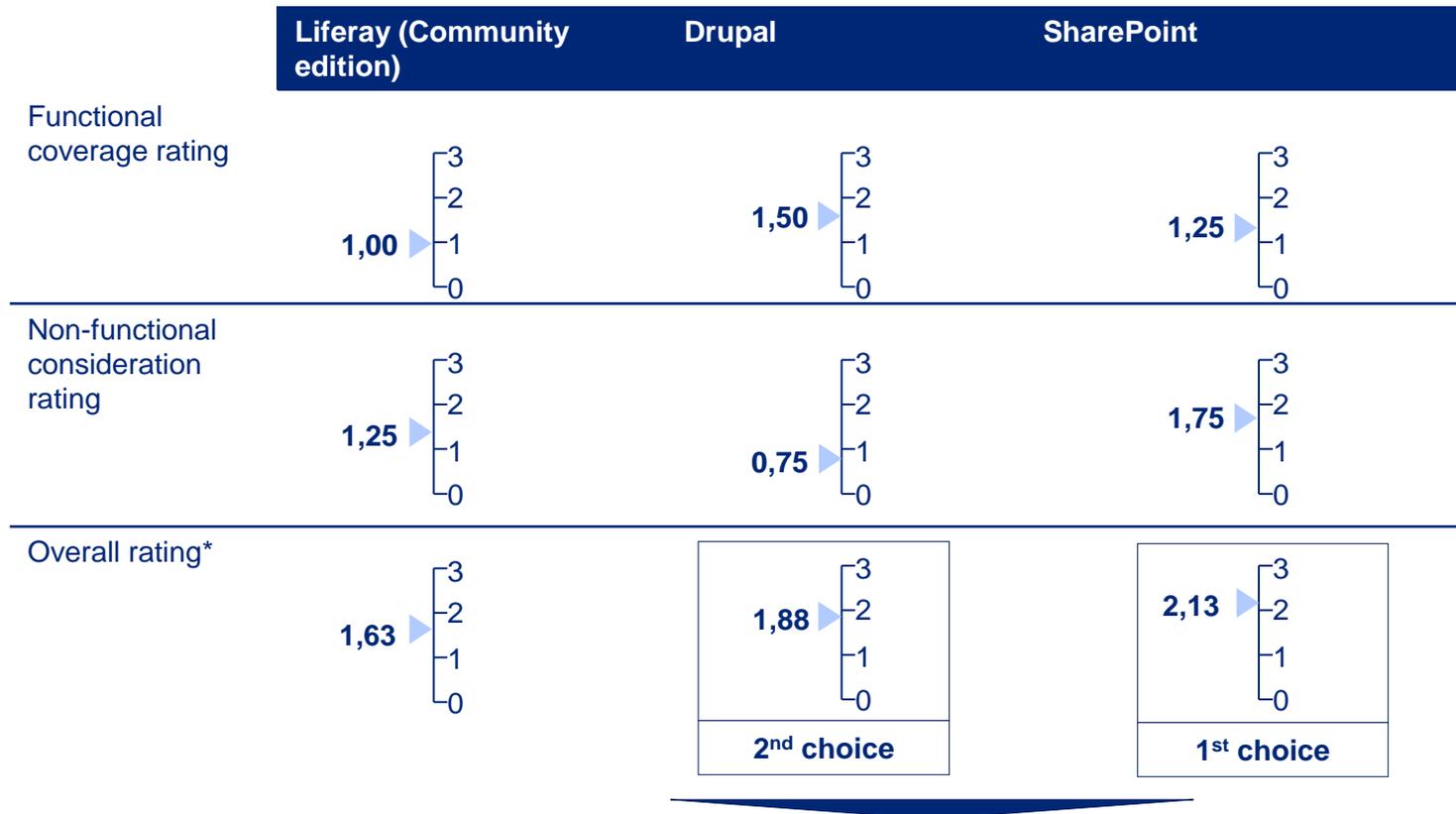
Market share of open source portals



COMPARATOR – FUNCTIONAL COVERAGE



COMPARATOR – WRAP-UP



Key considerations

- Drupal has a good overall rating. Because it is the solution already used by EIGE and preferred by DIGIT for extranet, Drupal has been chosen by EIGE

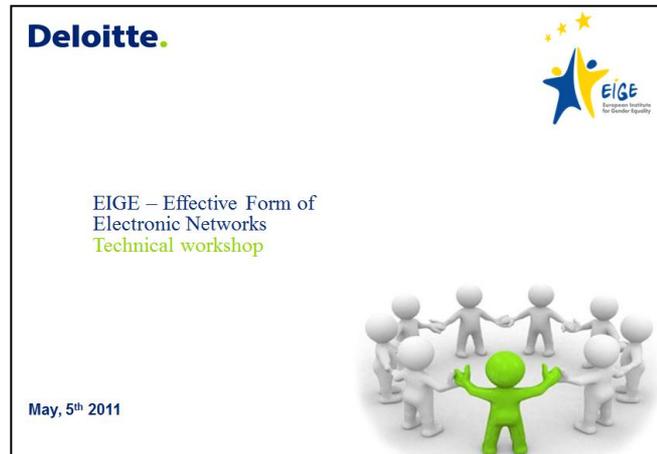
- Technical workshop presented advantages and drawbacks of open-CMS compared to proprietary ones
- 3 solutions were compared: Liferay, Drupal and SharePoint
- Due to its user-friendliness and the fact that it is relatively easy to master and maintained, SharePoint takes the lead. However, its strength must be tempered with its lack of flexibility
- Drupal is the DIGIT solution for extranet. For this reason, it remains reasonable to consider it as a complete product. Even if it is difficult to master
- Liferay is out off the run and should not be considered any longer

: overall rating = 1 functional coverage rating + 0,5* non-functionnal consideration rating

OVERVIEW AFTER WORKSHOPS



Technical workshop



- A technical workshop was conducted to present the 2 categories of technical solution to support EIGE's network functional architecture: open-source CMS versus proprietary
- A comparator of 3 solutions (Liferay, Drupal, and SharePoint) was also presented to demonstrate their advantages and drawbacks
- The remaining of the document details how deployment could be phased based on Drupal as this is the technical solution selected by EIGE

Functional workshop

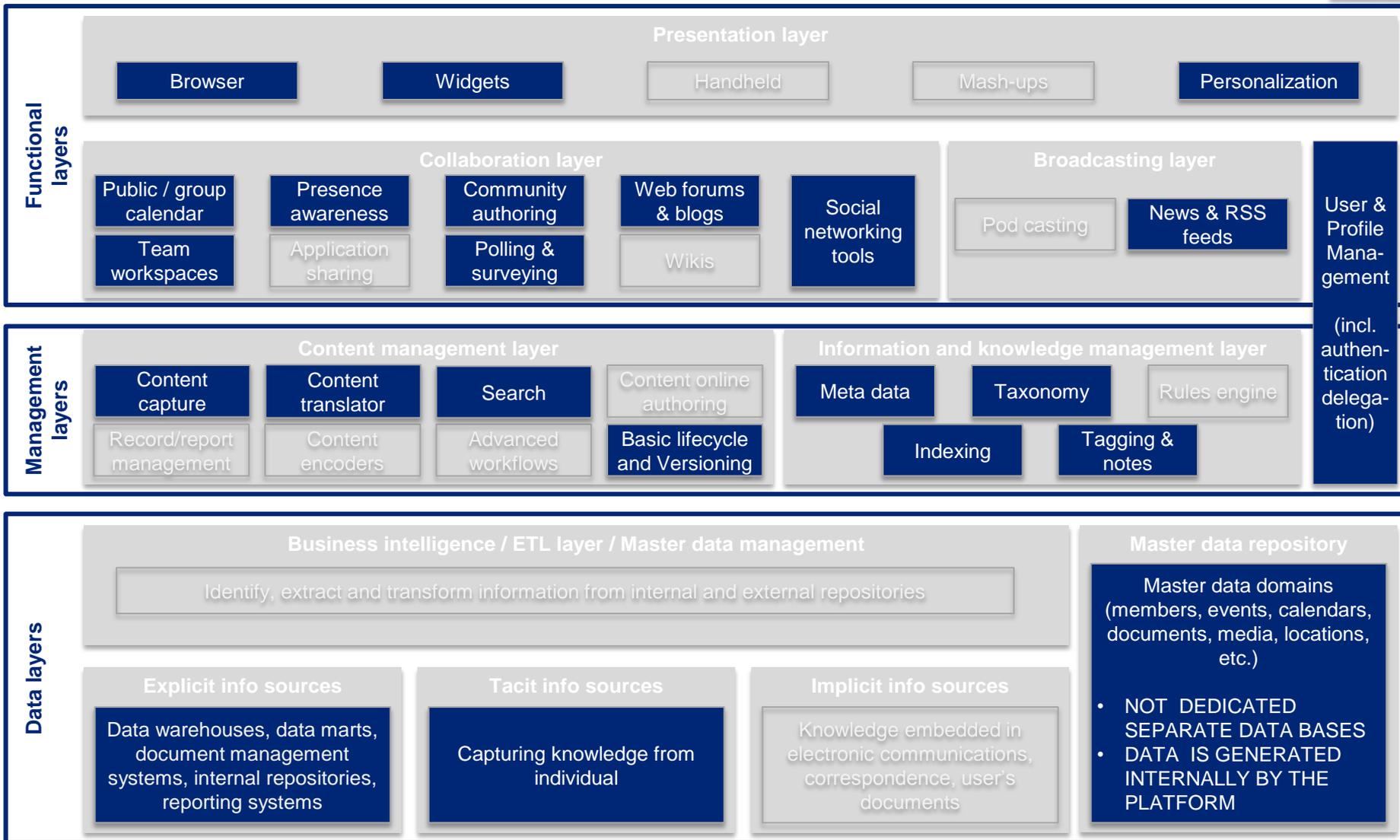


- A functional workshop was conducted to identify the functionalities the EIGE's network platform should offer to so that different audience groups are able to exchange knowledge and collaborate on various projects and topics related to gender equality
- The outcome is the functional architecture of EIGE's network platform

PROPOSED FUNCTIONAL ARCHITECTURE FOR EIGE'S NETWORK PLATFORM



Use less
Must have



RISK ANALYSIS



ESTIMATES

- 1
- 2
- 3
- 4
- 5
- 6
- 7

Technical risk

- Platform's instability
- Hacking/ security breach*
- Availability
- Platform is not ready on time

Impact



Occurrence probability



Mitigation

- Quality management
- Security management
- Scalability management
- Project management

Functional risk

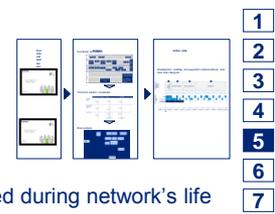
- Misuse, libel, intellectual property breach
- Risk of low traffic
- Lack of awareness



- Disclaimer, confidentiality charter
- E-marketing
- Community manager

*: includes attacks such as denial of service, spamming, fake accounts, exposure of personal data, social engineering, etc.

RISK MATRIX



- Risk is to be managed during network's life
- Risk is to be managed mainly during network's implementation project

Impact	High	Availability Misuse, libel, intellectual property breach	Hacking/ Security breach	
	Medium		Platform's instability	Lack of awareness
	Low			Platform is not ready on time
		Low	Medium	High
		Occurrence		

Key considerations

The risk located on the top line are the most damaging. Preventing action must be taken

The risk placed on the middle line are related to marketing and communication. They will be mitigated by the communication plan

This risk is related to the network's implementation project. Mitigation will be a thorough project management

RISK MITIGATIONS

Risks	Mitigation
Platform's instability	Quality management aims at ensuring that the solution will answer the functional requirements, that stability is guaranteed, and that bugs are minimized. This is achieved mainly during development and implementation through thorough functional and technical testing
Platform is not ready on time	Project management will guarantee that the deadlines are respected by splitting the project in manageable items and phases. The project manager thoroughly follows the planning for the realization of the deliverables, manages the resources, and report meeting with the different project stakeholders
Availability	Scalability is the ability of a system, network, or process, to handle growing amounts of work in a graceful manner or its ability to be enlarged to accommodate that growth. Scalability management consists in designing the process that will support the estimated workload, monitoring the actual load of the solution and taking corrective actions as regards system resources
Hacking/ Security breach	Security management aims at ensuring that data is protected against human and software malicious actions such as spamming, misuse of accounts, identity theft, social engineering, virus that could affect platform stability and data integrity
Misuse, libel, intellectual property breach	Disclaimers and confidentiality charters are legal texts that the users must acknowledge in order to browse and/or register to a web site. The text presents the rules of conducts and the limitations of web site owner liabilities
Risk of low traffic	E-marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet and Web 2.0. The basics of the e-marketing and traditional marketing plan are the same: creating a strategy to deliver the right messages to the right people at the right time using the right channels
Lack of awareness	The community manager is a person that is responsible to animate and brand a community by publishing information and events, posting links, creating awareness in other communities and media so that people want to become members and to contribute to the community. A community manager is especially requires at the launch of the community

COMMUNICATION PLAN (1/2)

Search engine optimization (SEO)

- Process of improving the visibility of a website or a web page in search engines:
 - have an attractive content (well ranked on the Internet)
 - define key words
 - link campaigns on various websites
 - publish articles on other websites
 - set up directory registration

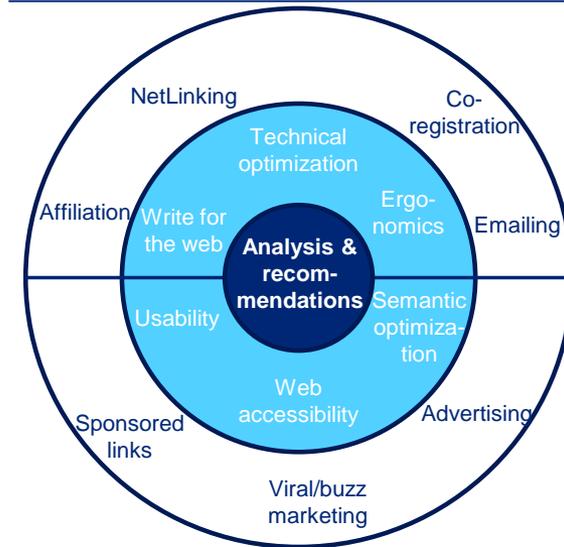
E-marketing

- E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect to the users:
 - news
 - e-mailing
 - online forum
 - add word
 - be visible on Facebook

Community management

- Management of an electronic network where a community is interacting through the collective action of volunteers and stakeholders
 - propose useful and informative content
 - sponsor targeted community
 - develop RSS feeds
 - online communities
 - user generated content

E-marketing wheel



Social media wheel



COMMUNICATION PLAN (2/2)

MARKETING PLAN		Audience	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
SEARCH ENGINE OPTIMISATION		All categories	Key words	█								
Linking campaign				█						█		
Directory registration				█								
Content management				---	---	---	---	---	---	---	---	---
Publish article in other web places				█	█	█	█	█	█	█	█	█
Web analytics				---	---	---	---	---	---	---	---	---
LAUNCH DAY			All categories		█							
E-MARKETING												
E-mailing campaigns Send e-mailing informing of the network set up	Companies*		█									
	Institutions**		█	█								
	Citizens		█	█	█							
	Researchers		█	█	█	█						
Newsletters and co-registration	All categories		█	█	█	█	█	█	█	█	█	
	Companies*		→						→			
E-events : chat with an expert, online conference...	Institutions**		→						→			
	Citizens		→	→					→			
	Researchers		→	→	→				→			
Expert program	Institutions**		█	█					█	█		
	Researchers		█	█	█				█	█	█	
E-learning on hot topic	Companies* and citizens		█	█					█	█		
COMMUNITY MANAGEMENT												
Generate content on a very regular basis	All categories		---	---	---	---	---	---	---	---	---	
Build the community and manage it		█	█	█	█	█	█	█	█	█	█	
Brand promotion across other web platform		---	---	---	---	---	---	---	---	---	---	

• 15K€ (global estimation)
• 7K€ to buy key words

• 25K€ (global estimation)
• 25 to 50K€ for bannering

• 8K€ (done in house)

- As far as most of the communication is done online, costs can be reduced
 - As far as SEO is concerned, highest costs will come from words EIGE will may want to buy
 - In e-marketing, highest costs are due to bannering (25 to 50K€ budget to be forecasted, just for bannering)
 - Community management, if done by EIGE, is not that expensive (8K€)

COMMUNICATION PLAN: DETAILS

Online actions

- As far as the communication plan goes with the launch of an electronic network, we proposed online actions
- To avoid a huge quantity of different documents to produce, we suggest 1 newsletter for all audiences

Month 1

- Month 1 is a preparation month for all marketing actions. This preparation month will help avoid publications' delays

SEO and community management

- As discussed during mid-term II, there is no possible adaptation of Search Engine Optimisation and community management tools to EIGE audience. These are global actions to take whatever the audience

Launch day

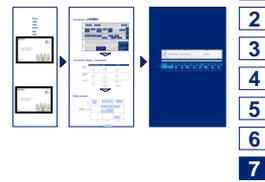
- We suggest to have a launch day (beginning of month 2) where a press conference can be organized to announce the launch of the electronic platform with possibly representatives from stakeholders' categories. The conference can be followed/ podcasted on your website/ Facebook page, etc, This way you will already have articles/ photos/ videos to advertise the network. Part of this content can also be used in the first newsletter

Audiences

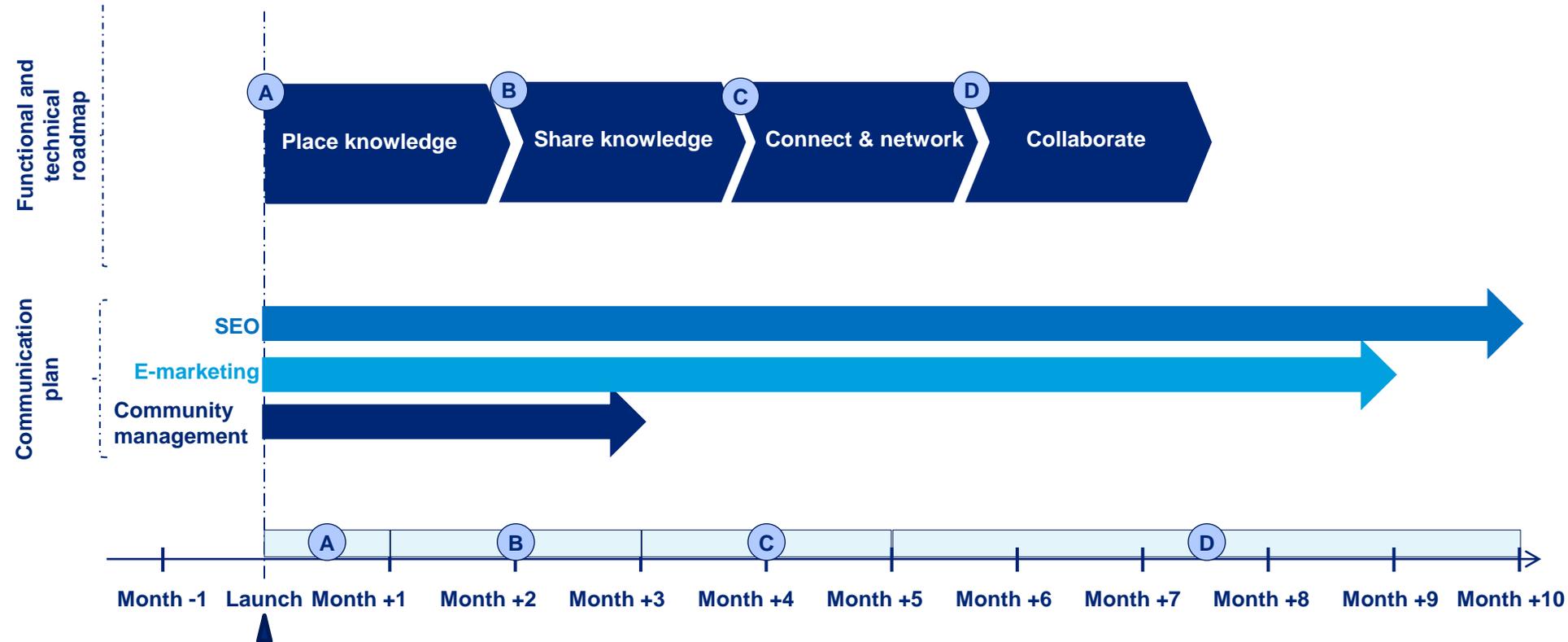
- To determine which tool to use with which audience, we decided to split EIGE's stakeholders into 4 categories:
 - trade unions/ employees' federations/ companies
 - all kind of institutions: institutions, governments and related, NGOs
 - citizens
 - researchers

Within each of the 4 categories, the message to broadcast will be the same

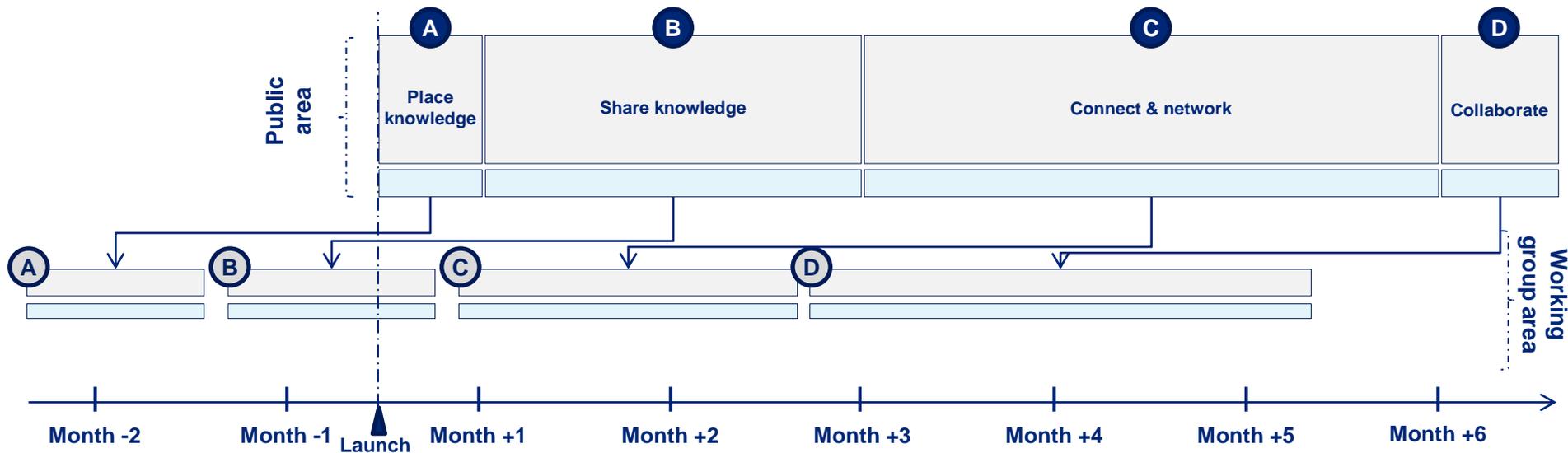
ACTION PLAN



Based on functional, technical and risk aspects, we designed the following action plan composed of a roadmap and supported by the communication plan



EIGE MAY CONSTITUTE A GROUP OF SELECTED STAKEHOLDERS IN ORDER TO TEST NETWORK AT EACH STAGE BEFORE THE RELATED VERSION IS RELEASED



- EIGE constitutes a group of selected stakeholders to assess the usability of the network
- The idea is to collect feedback from “real” users and fine-tune the network consequently before releasing the next stage of the network

Part III: summary report

TOPICS PRESENTED IN THE PART III SUMMARY REPORT

1

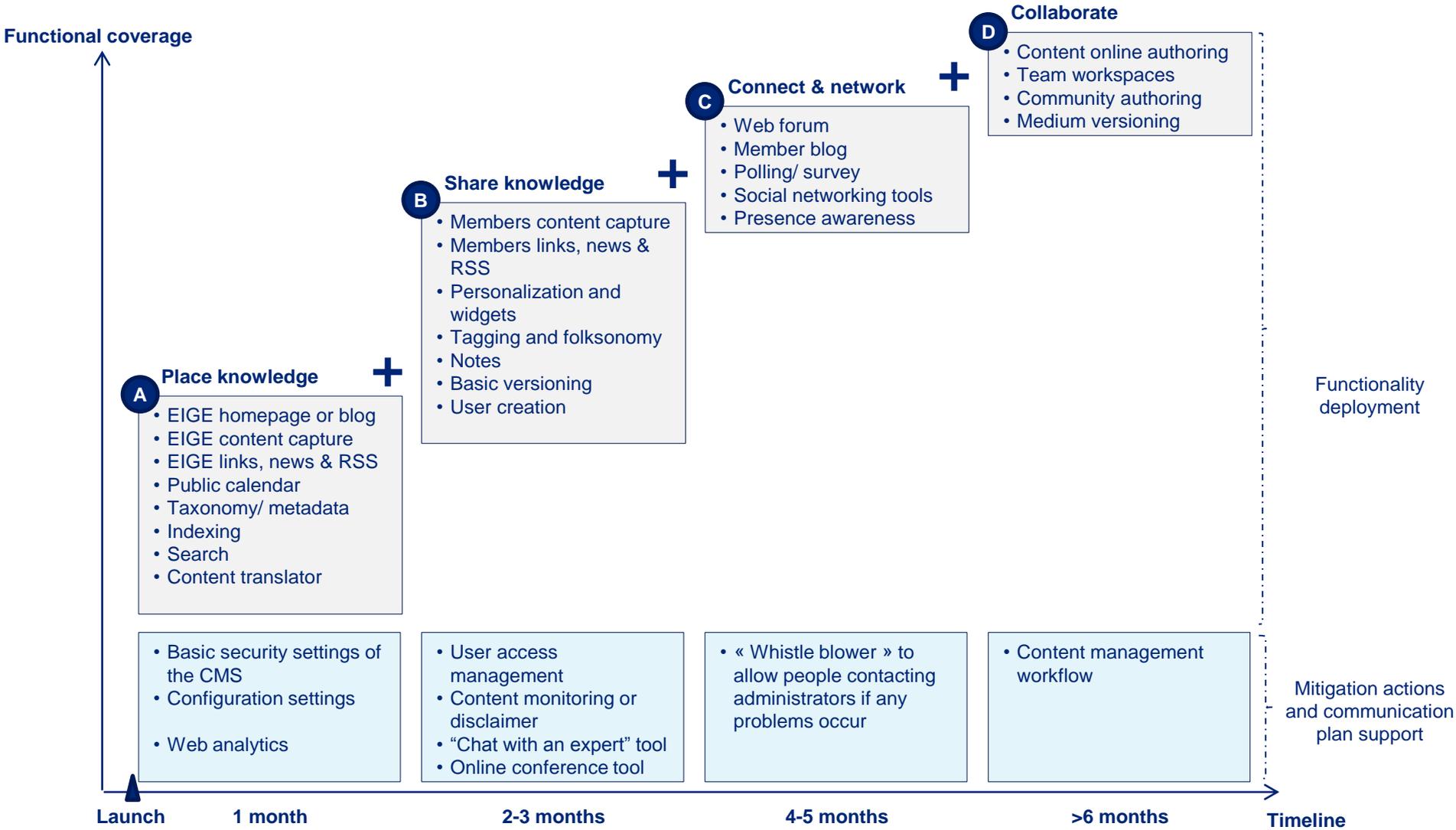
Overall implementation plan

2

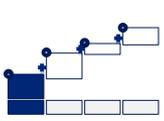
Conclusion of the feasibility study



EIGE'S NETWORK FUNCTIONAL DEVELOPMENT PATH



A PUBLISH KNOWLEDGE PHASE – FUNCTIONAL ASPECTS



EIGE content capture

- The editorial team will start publishing little by little the documents they have been prepared since several weeks
- They will classify it according to the taxonomy defined

EIGE Links, News & RSS

- The editorial team will start posting links and news that are also prepared in advance and according to the communication plan
- Publication of documents will automatically generate news on the RSS channel and on the “New content” box on the home page

Public calendar

- Short-term and mid-term events will be posted on the public calendar according to the communication plan
- Dates for the launches of future phases might also be communicated

Taxonomy/ metadata

- EIGE should already think of the taxonomy and metadata that will be used to classify content. This will guarantee that documents published are in line with it and that no taxonomy terms remain without any content
- This will also ensure that indexing is consistent with search criteria
- Taxonomy and metadata have to be defined in as many languages as the platform is willing to offer so that search could be performed in those languages

Indexing

- Indexing will be automatically done by the technical platform according to taxonomy, metadata, and text in content

Search

- Search criteria other than full-text search should be aligned with content metadata and defined taxonomy. EIGE should define search and filter criteria at the same time as the design of the taxonomy and metadata. Search and filter criteria will have to be translated in as many languages as the platform is willing to offer
- To search on external libraries accessible directly from the Internet, search engine tool can be used. For those not accessible from the Internet, specific connectors should be implemented

Content translator

- Documents will be posted in one language. Users will have the possibility to have the page translated in the language they select
- Full-text search will only work in the same language as the document’s language

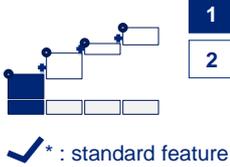
Mitigating actions and communication plan support

- At this stage standard security settings of the technical platform should be enabled. The only accounts that exist are for administrators and members of the editorial team. Content posting and comments are only limited to the editorial team
- Web analytics will allow to track behaviors of the users

Key considerations

- The first phase of the functional roadmap consists in fueling with content the network to jump start it
- The editorial team should publish content on the network
- Content to be published will be prepared several weeks before the launch so that audience will have the feeling of a living network

A PUBLISH KNOWLEDGE PHASE – TECHNICAL ASPECTS

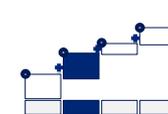


Options offered by Drupal platform

EIGE content capture	✓
EIGE Links, News & RSS	✓
Public calendar	<p>FullCalendar module allows administrators to create events and publish them online</p>
Taxonomy/ metadata	✓
Search	<p>On top of internal search engine, Google Custom Search Engine (CSE) can be used to search any set of one or more sites. After setting up this module, configure it by entering Google's unique ID for your CSE. Specific connectors will be implemented to access external libraries not directly accessible from the Internet</p>
Content translator	<p>Internationalization is a collection of modules to extend Drupal core multilingual capabilities and be able to build real life multilingual sites. It concerns only static content such as taxonomy terms, variables blocks. It is not an automatic translator but a module offering the possibility to create a real multilingual portal. To allow automatic content translation, external tool such as Google Translate API must be installed</p>
Mitigating actions and communication plan support	<p>Security Review automates checking many of the configuration errors that lead to an insecure Drupal site and looks for existing vulnerabilities and attack attempts. Google Web Analytics module adds the Google Analytics web statistics tracking system to your website</p>

*: If the feature is not provided as standard or if add-ons are required, the details are given

B SHARE KNOWLEDGE – FUNCTIONAL ASPECTS

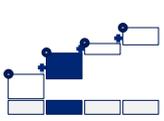


Members Content capture	<ul style="list-style-type: none"> Registered members will start publishing the documents they want to share. They will classify them according to the defined taxonomy Depending on the control exercised by EIGE’s editorial team, it may be required to validate the document before it is publicly available
Members Links, News & RSS	<ul style="list-style-type: none"> Registered members will be able to proposed links and piece of news that they identified interesting for EIGE’s audience Depending on the control exercised by EIGE’s editorial team, it may be required to validate the document before it is publicly available
Personnalization and Widgets	<ul style="list-style-type: none"> Registered users will have the possibility to customized their home page and place available widgets (news, links, calendars, etc.) the way they want This functionality is clearly a way to retain people by making them organize the information they received
Tagging / folksonomy	<ul style="list-style-type: none"> Registered users will have the possibility to add key words on documents published by other registered members or the editorial team. This will built up a user-defined classification of the content and will allow a filter search on criteria different from those defined by EIGE At that moment, the user starts making its content
Notes	<ul style="list-style-type: none"> Registered users will be able to add short comments on documents and pages and start a debate on the content
Versioning	<ul style="list-style-type: none"> Depending on the control exercised by EIGE’s editorial team, versioning could be activated At this stage versioning will only be limited to the possibility to give 2 status to the content: <ul style="list-style-type: none"> - uploaded: a registered user has uploaded a document but it is not yet published - published: a member of the editorial team has validated an uploaded document and it is now available publicly
User creation	<ul style="list-style-type: none"> Users will be able to create their own accounts. They will have the possibility to fill-in different types of information (personal information, CV, contact information, picture, etc.) Users will also be able to log into the platform using their social network account but they will not be able to see who is online, connect to each other, etc. User activity will be automatically collected and attached to their profile
Mitigating actions & communication plan support	<ul style="list-style-type: none"> User access will be managed by simple effective mechanisms: “captcha” and email confirmation. The editorial team should also have regular report identifying fake accounts set up To mitigate the risk of confidentiality, libel, IP rights, breaches and misuse, EIGE should either publish a disclaimer/terms of use to limit its liability, or introduce mechanisms of pre-validation as described in the different boxes

Key considerations

- The second phase consists in acquiring members and letting them post and comments content
- Users are free to register but simple mechanisms and reporting are in place to limit creation of fake or misuse accounts
- To limit its liability, EIGE should either add disclaimer, validate all contents or comments added

B SHARE KNOWLEDGE – TECHNICAL ASPECTS



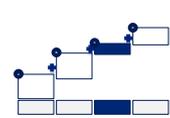
✓* : standard feature

Options offered by Drupal platform

Member content capture	✓
Members Links, News & RSS	✓
Personnali-zation and Widgets	Both SharePoint and Drupal do not offer much of user-customization functionalities
Tagging / folksonomy	Nodewords allows you to add meta tags to Drupal pages, both manually and automatically based on various settings. Paying attention to meta tags, such as keywords, description and canonical URL, may help obtain better search engine positioning
Notes	✓
Versioning	Revisoning is a module for the configuration of workflows to create, moderate and publish content revisions; revised documents are identified with different versions numbers
User creation	✓
Mitigating actions and communication plan support	Captcha is a challenge-response test most often placed within web forms to determine whether the user is human. The purpose of CAPTCHA is to avoid being spammed by robots. To allow this additional modules are required

*: If the feature is not provided as standard or if add-ons are required, the details are given

C CONNECT & NETWORK – FUNCTIONAL ASPECTS



Web forum

- The editorial team or registered users will be able to launch web forum on specific topics related to gender equalities, or the EIGE network (what should we improve? What do you want to see on the network? etc.)
- The web forum initiator will be able to choose whether the forum is readable only by the EIGE network community or by the public. The latter case allows to attract more people, whereas the former allows to have more control on the information

Member blog

- Registered users will be able to create and maintain a page where they will publish their thoughts and ideas, add key words on them
- Other registered users will be able to tag and comments parts of blogs

Polling / survey

- The editorial team will have the opportunity to post short questions to collect statistics on specific subjects related to gender equality topics or to EIGE's network
- Polling/ survey will be publicly available

Social networking tools

- Other social networking tools such as instant communication will be made available to users to interact with each other, either directly from the platform (e.g. instant messaging with possible recording features) or through external clients (e.g. Skype, YIM, etc.)
- Users will have the possibility to connect to other users by adding EIGE's network contacts to their profile

Presence awareness

- Users will be able to know who is online and be proposed with different ways to connect to other members depending on the communication channels they have specified on their profile (e.g. instant message, voice, video, etc.)

Mitigating actions and communication plan support

- As in any online community, some basic behavioral principles or codes of ethics will be documented. "Whistle blower" functionality will be available to the users so that misuse and inappropriate behavior can be reported to the editorial team that will take appropriate actions

Key considerations

- The third phase consists in encouraging interaction between members and between members and EIGE's network
- Tools to network and communicate with each other are proposed to users. That strengthens the community activity and groups of users will start to be set up by "affinities" (working topics, geographical areas, working groups, etc.). That will be the basis for collaboration

C CONNECT & NETWORK – TECHNICAL ASPECTS

Options offered by Drupal platform

Web forum



Member blog



Polling / survey



Social networking tools

Janrain Engage allows to authenticate new and existing users with popular social networks, map user profile data from these websites to Drupal fields, and share Drupal content with a user's friends on their social networks

Presence awareness

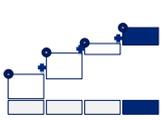
Follow adds sitewide and per user links on various social networking sites. The links are in 2 blocks. The Follow Site block lists all the links for the site itself, and by default is visible on all pages. The Follow User block lists all the follow links for the user and is visible only on user profile pages

Mitigating actions and communication plan support

- **Email link:** to allow people contact administrators and signal infringement
- **"Ask the Expert"** or Advice Column module to have an "Ask the Expert" feature where the users could submit questions and an expert could give advice. This requires a custom development for SharePoint and the integration of an additional module for Drupal
- For **Online conference**, links to Ustream.tv feed can be posted on the web site

*: If the feature is not provided as standard or if add-ons are required, the details are given

D COLLABORATE – FUNCTIONAL ASPECTS



Team workspaces

- Team workspaces will be proposed to group of users collaborating on a specific work project to produce a specific set of deliverables. Team workspace are ephemeral and last only for the duration of the project
- A project coordinator will lead and manage the workspace (user access, etc.)
- Functionalities will be tasks, calendars, team discussions, list of members, chat room, etc.

Community authoring

- Community authoring will be proposed to groups of users who have a common interest and who will exchange and foster ideas on a specific gender equality topic. They are long-lasting dedicated areas where expertise, knowledge, views, and ideas are piled-up
- A community moderator will manage the community, grant access, etc.
- Functionalities will be discussions, calendars, events, list of members, chat rooms, community topology (graphical or text representation of the community nodes and links), etc.

Medium versioning

- The medium versioning features will allow users to collaborate on a specific document by keeping track of the different versions
- Members of a community or team workspace will check-in/check-out the document to be able to edit it locally and to upload the changes

Content online authoring

- For the users who do not have productivity suites installed on the computer they are using to access EIGE's network (e.g.: at the hotel for a conference), content online authoring will offer basic functionalities to view and edit the content of a document
- This feature is far from being as much as sophisticated as standard MS word functionalities but will offer a good spare wheel in case of emergency

Mitigating actions and communication plan support

- As in any online community, some basic behavioral principles or codes of ethics will be documented. "Whistle blower" functionality will be available to the users so that misuse and inappropriate behavior can be reported to the editorial team that will take appropriate actions

Key considerations

- The last phase consists in building groups of users to better foster ideas and collaboration
- This could be achieved following 2 axes:
 - project/team
 - idea/community
- On each axis, dedicated areas are set up and opened to a limited number of registered users

D COLLABORATE – TECHNICAL ASPECTS

Options offered by Drupal platform

Team workspaces

Drupal does not have out-of-the-box concept of dedicated area for project team. The context of “Group” of users could be extended by adding Drupal modules such as task list, calendars, forums, etc.

Community authoring



Medium versioning

Reversioning is a module for the configuration of workflows to create, moderate and publish content revisions

Content online authoring

CKEditor HTML text editor brings many of the powerful WYSIWYG editing functions of known desktop editors like Word to the web. It is very fast and does not require any kind of set up on the client computer. It is necessary to set it up if you want to create “rich” content

Mitigating actions and communication plan support

Reversioning is a module for the configuration of workflows to create, moderate and publish content revisions. It will allow team workspace leaders and community authoring moderators to validate content before it is published if it is required

*: If the feature is not provided as standard or if add-ons are required, the details are given

CONCLUSION OF THE FEASIBILITY STUDY: NEXT STEPS

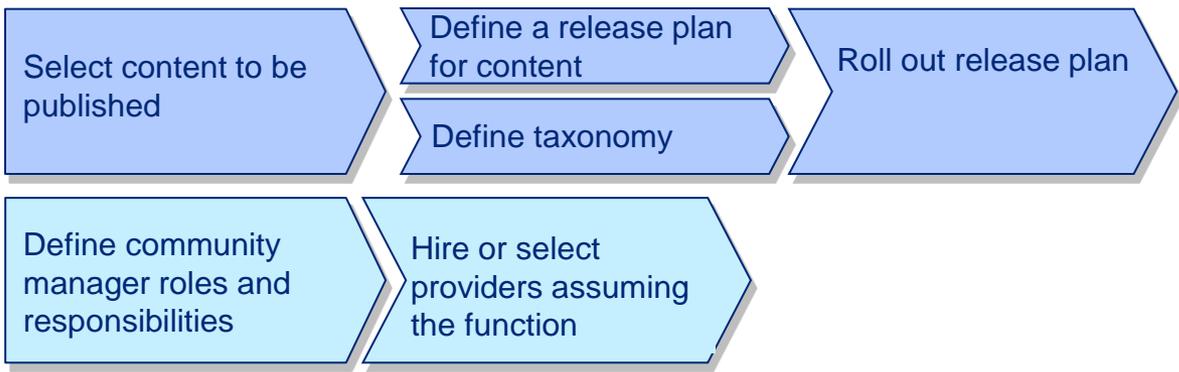
Electronic network platform set up



Marketing and communication aspects



Focus on the content



After this feasibility study, next steps will deal with:

- the set up of the platform
- marketing and communication aspects
- content production

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