



Project Acronym: DEAS

Project number: ASP769

D.T2.3.3

Report on study visits and bench-learning actions

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DEAS – D.T2.3.3 – Report on study visit

Executive Summary

To raise knowledge and ability to exploit OD/LOD by Alpine Space public and private actors the SFG and Business Upper Austria organized a joint study visit on environment. This joint approach of Styria and Upper Austria was published under the event title: **DEAS OPEN DATA DAYS**. The DEAS OPEN DATA DAYS took place from the 15th to the 16th of June 2021 and the Study Visit was carried out in the morning of the 15th of June 2021. The content of the Study Visit included three good practices, one from the open data Ecosystem, one from the service providers and finally OD/LOD business models. We were very pleased to welcome Mr. Ebner from the Austrian Ministry of Digitalization and Economy, Mr. Mörth, OGD Representative of the Land of Styria and Mr. Ginthör from the Competence Center Know Center. Additionally two best practice business models from Styria and Business Upper Austria were presented and the content reflected every area of the quadruple helix approach. The online study visit was carried out in German and translated into English to widen the target group of our OD/LOD event. Consequently, 69 interested Austrian SME and start-ups joined the DEAS OPEN DATA DAYS along with our DEAS partners, members of the local and transitional working group, as well as public participants.



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1. Purpose of this report

The main objective of this report is to clearly focus on the main benefits for Austrian SMEs and stakeholders on our OD/LOD DEAS study visit on environment as well as to document and evaluate the lessons learned for our partnership. The study visit carried out by Styria and Business Upper Austria was the first part of the DEAS OPEN DATA DAYS and was held virtually. Due the COVID-19 pandemic, it was unfortunately not possible to have such a big event in presence. Therefore, a clear and transparent documentation is necessary and key to a further successful implementation of the DEAS project and the pilot actions.

2. Short description of the activity

The online study visit was carried out via Zoom Meeting and the participants were invited to join online. All participants had the possibility to contribute actively and were able to follow the meeting in German as well as in English. Due to that fact, our target group was much bigger and even more SME had the possibility to learn more about OD/LOD in the Alpine Space region. The content of the morning was reflecting every area of the quadruple helix approach, precisely the open data ecosystem, service providers as well as successful OD/LOD business models.



DEAS Data Economy Alps Strategy to stimulate participation, competitiveness and new business in Alpine Space

ONLINE STUDY VISIT 15.06.2021 (GERMAN & ENGLISH)		
TIME	ACTIVITY	ENTITY/SPEAKER
08h55	Virtual Waiting Room (Zoom)	Moderation: SFG
09h00	Welcome and brief presentation of the DEAS Project	Project Partner GF Mag. Christoph Ludwig (SFG) Prof. DI (FH) Christian Altmann, MBA (Business Upper Austria)
09h20	Good Practice 1	Open Data Ecosystem Open Data in Austria - MR Mag. Wolfgang Ebner (Ministry of Digitalization and Economy) OGD in Styria - Dr. Oswald Mörth (OD Steiermark)
10h20	Good Practice 2	Service Provider & Open Data Business Models & Data – Dr. Robert Ginthör (Know Center)
11h20	COFFEE BREAK	
11h35	Good Practice 3	Open Data - Business models Water level – Mag. Johannes Strassmayer (Pegelalarm.at) Medical Waste Management – DI (FH) Hans Pfeiffer MSc (Ikoone Data & GeoScience Lab)
12h35	Discussion among participants / Q&A Session	Open to all Participants
13h00	LUNCH BREAK	

Project Partners



Lead Partner



The DEAS OPEN DATA DAYS were promoted all over Austria, but mainly in the two partner areas Styria and Upper Austria. Our target groups were invited to learn more about OD/LOD at our online event. In addition to the DEAS project partners and members of the local and transnational working group, Austrian companies and Start-ups were invited as well as intermediaries. Over four hours, all participants got an extremely accurate overview in different OD/LOD areas addressed. Not only the Austrian Ministry of Digitalization and Economy as well as the OD representative of Styria presented future perspectives on OD/LOD, fascinating research and business model were shown to our participants, too. Additionally, an overview of future OD/LOD applications and services were indicated. The Study Visit was moderated by the SFG and opened by both CEOs of the organizing partners, SFG and Business Upper Austria.

3. Methodology applied to organize the activity

The content of the Study Visit included three good practices, one from the open data ecosystem, one from service providers and finally OD/LOD business models. We were very pleased to welcome Mr. Ebner, from the Austrian Ministry of Digitalization and Economy, Mr. Mörth, OGD Representative of the Land of Styria and Mr. Ginthör from the Competence Center Know Center. The Know Center is a leading European Research Center for data-driven business and artificial intelligence.

Mr. Ebner from the Austrian Ministry of Digitalization and Economy is the head of Digitalization and E-Government in Austria and presented the data strategy of Austria. Furthermore, he introduced the data action plan and a future data hub, which should be established in Austria. He is definitely one of the most influential and profoundest expert on OD/LOD. On regional level, Mr. Mörth know the needs and wishes of OD/LOD users, especially when it comes to governmental data, data quality and exploitation. The Know Center is Europe's leading competence center on Big Data and established a European big data hub as well. Moreover, the Know Center supported and produced some data based spin-offs and does high-innovative research in close cooperation with SME and Start-ups.

Additionally, two best practice business models from Styria and Business Upper Austria were presented. The content reflected every area of the DEAS quadruple helix approach. The two CEOs are very active members of our DEAS local working group and support the two topics, which will be discussed in the workshops. Johannes Strassmayr is an expert on data use and founder of a European water levels app FloodAlert (pegelalarm). Mr. Pfeiffer carried out global warning systems for the European Commission and is CEO of ikoone Data & GeoScience Lab.

4. Communication activities carried out

As mentioned before, the Study Visit was one part of the DEAS OPEN DATA DAYS and these two days on OD/LOD were promoted by the two partners responsible for the study visit. In Styria and Business Upper Austria personal invitations, newsletters and social media advertising were carried out to reach the target group. The agenda was created via Adobe Illustrator and publication material like social media postings and footers were provided. Additionally all speakers received a branded DEAS OPEN DATA DAYS background to use via Zoom Meeting. Moreover, all DEAS partners and local working group as well as transnational working group members were invited to join the online event on OD/LOD.

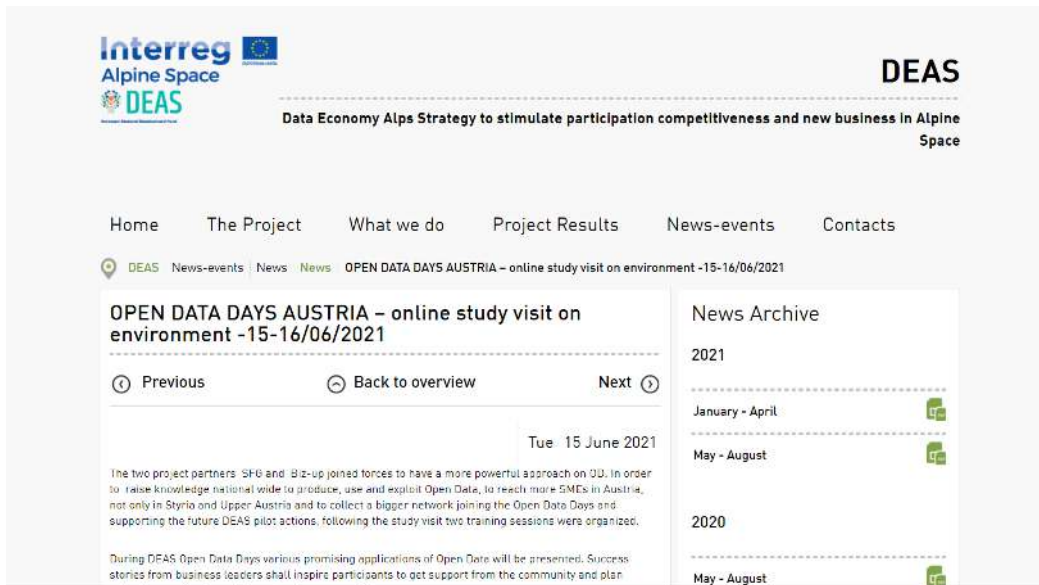


DEAS posting for social media in 1200 x 630 Pixel



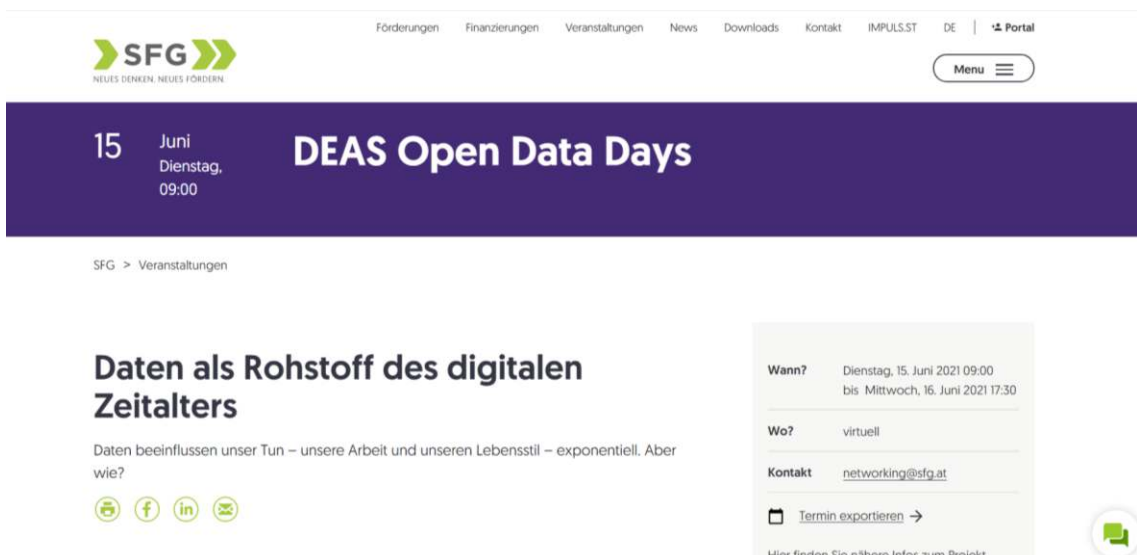
DEAS Footer

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Promotion on the Alpine Space Website: <https://www.alpine-space.eu/project-news-details/en/9546>

The following activities were carried out by the SFG:



Promoting the DEAS OPEN DATA DAYS via <https://www.sfg.at/e/open-data-days/> including registration management

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networking networking
EINLADUNG: DEAS Open Data Days

18.05.1

DEAS

OPEN DATA DAY'S

Interreg Alpine Space DEAS

Daten beeinflussen unser Tun – unsere Arbeit und unseren Lebensstil – exponentiell. Aber wie?
15. bis 16. Juni 2021
Zoom Meeting // Virtuelle Veranstaltung

“Daten sind das Gold des digitalen Zeitalters”

Falsch! Daten sind tatsächlich der ausschlaggebende Rohstoff des digitalen Zeitalters, aber anders als Gold, sind Daten unerschöpflich.

Seien Sie dabei, wenn an zwei hochkarätig besetzten Tagen die Verwendung von Open Data für verschiedene vielversprechende Anwendungen präsentiert werden. Erfahren Sie welche Daten Sie wie nutzen können und lassen Sie sich von **Erfolgsbeispielen aus der Wirtschaft** inspirieren. Holen Sie sich Unterstützung aus der Community und planen Sie mit einem Wissensvorsprung Vorteile für sich ein.

Entscheiden Sie sich am ersten Nachmittag zwischen zwei hochinteressanten Panels und erfahren Sie, wie aus **Daten Innovationen werden**. Zur Diskussion stehen die Nutzung von Daten in der umweltfreundlichen sowie effizienten Entsorgung von medizinischem Abfall oder die Verhinderung von Überflutungen durch die intelligente Messung von Wasserständen. Bei unserem **Workshop** am zweiten Tag, lernen Sie von einem erfahrenen Datenanalysten mit viel Bezug zur wirtschaftlichen Realität, wie Sie mit Daten richtig umgehen und einen **Mehrwert für Ihr Geschäftsmodell** generieren.

Die DEAS Open Data Day's sind kostenfrei, absolut praxisbezogen und die **Plätze sind limitiert** (first come first serve). Bitte um Anmeldung – gerne auch nur für einen der beiden Tage – unter <https://www.sfg.at/open-data-days/>

Wir freuen uns auf Ihr Kommentar

Personalized invitation to 3.100 Styrian companies

Steirische Wirtschaftsförderung SFG

Los geht's Gefällt dir

machen, worum es bei dieser Seite geht. Hier erfährst du mehr zu den Personen, die die Seiten verwalten und Beiträge darin posten.

Seite erstellt: 31. Juli 2017

Ähnliche Seiten

- Wirtschaftsinsider Anita Höller gefällt das Medien- und Nachrichtenunterne... Gefällt mir
- Aus unserer Region Otmar Malli gefällt das Lokaler Verein Gefällt mir
- Ivents Kulturagentur René Heinrich gefällt das Veranstaltung Gefällt mir

Füge dein Unternehmen zu Facebook hinzu
Präsentiere deine Arbeit, erstelle Werbeanzeigen und verbinde dich mit Kunden oder Unterstützern.
Seite erstellen

Steirische Wirtschaftsförderung SFG
28. Mai um 09:38

Seien Sie dabei, wenn an zwei hochkarätig besetzten Tagen (15. & 16. Juni) die Verwendung von Open Data für verschiedene vielversprechende Anwendungen präsentiert werden. Erfahren Sie welche Daten Sie wie nutzen können und lassen Sie sich von Erfolgsbeispiel... **Mehr ansehen**

OPEN DATA
DAY'S | 15.-16. Juni 2021

Interreg Alpine Space SFG DEAS

Du, Siq Mer und 1 weitere Person

First Facebook Posting on 28th of May 2021

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Steirische Wirtschaftsförderung SFG
Los geht's
Gefällt dir

Info [Alle ansehen](#)

MURVORSTADT
Nikolaiplatz 2 8020 Graz, Österreich
ANNENVIERTTEL GRAZ

Wir beschleunigen den Erfolg steirischer Unternehmen: Durch Förderungs- und Finanzierungsaktionen sowie Innovations- und Technologie-Beratung.

6.103 Personen gefällt das, darunter 55 deiner Freunde

6.522 Personen haben das abonniert.

58 Personen war hier

Steirische Wirtschaftsförderung SFG
7. Juni um 08:26

Seien Sie dabei, wenn an zwei hochkarätig besetzten Tagen (15. & 16. Juni) die Verwendung von Open Data für verschiedene vielversprechende Anwendungen präsentiert werden. Erfahren Sie welche Daten Sie wie nutzen können und lassen Sie sich von Erfolgsbeispiel... [Mehr ansehen](#)

OPEN DATA
DAY'S | 15.-16. Juni 2021

interreg Alpine Space DEAS SFG upper The Land (Styria) Regional Development European Union

Du, Sig Mer, Philipp Lutnik und 3 weitere Personen

Second Facebook Posting on 7th of June 2021

Steirische Wirtschaftsförderung SFG
1,053 followers
2w •

Seien Sie dabei, wenn an zwei hochkarätig besetzten Tagen (15. & 16. Juni) die Verwendung von Open Data für verschiedene vielversprechende Anwendungen präsentiert werden. Erfahren Sie welche Daten Sie wie nutzen können u ...see more

[See translation](#)

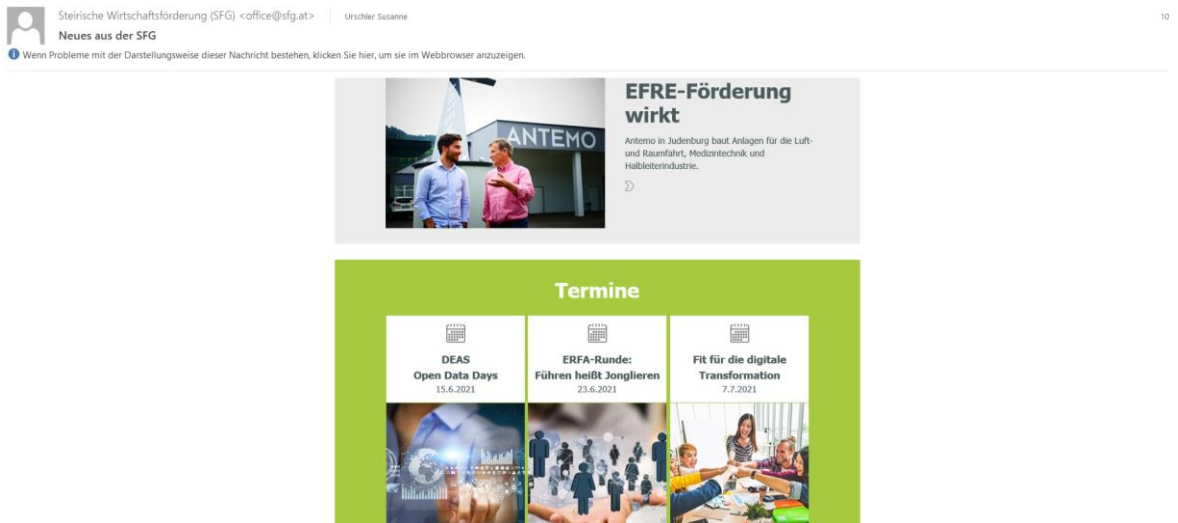
OPEN DATA
DAY'S | 15.-16. Juni 2021

interreg Alpine Space DEAS SFG upper The Land (Styria) Regional Development European Union

4

LinkedIn Posting on the 7th of June 2021

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Newsletter promotion “Neues aus der SFG” to 3.000 Styrian companies

The following activities were carried out by Business Upper Austria:



ITC-Newsletter to 1.201 recipients on the 12th of May 2021



LinkedIn on the 26th of May 2021

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ITC-Special-Newsletter to 1.190 recipients on the 27th of May 2021



Promotion on the ITC Website <https://www.itcluster.at/> from the 27th of May to the 16th of June 2021



BIZ-up Newsletter on the 2nd of June 2021 to 4.825 recipients



LinkedIn Posting on the 2nd of June 2021

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LinkedIn Posting on the 8th of June 2021



Kostenfreier Workshop: Datengetriebenes Business

16. Juni 2021 | Online

Lernen Sie von einem erfahrenen Datenanalysten mit Daten richtig umzugehen, um damit einen Mehrwert für Ihr Geschäftsmodell zu generieren. Der Workshop findet am zweiten Tag der DEAS Open Data Days statt, die viel Bezug zur wirtschaftlichen Realität haben. Die Teilnahme ist kostenfrei, eine Registrierung aber erforderlich.

Foto: DEAS / Seb Deck

[Details & Anmeldung](#)

ICT Newsletter on the 9th of June 2021 to 1.189 recipients



LinkedIn Posting on the 14th of June 2021

After our successful DEAS OPEN DATA DAYS, a lot of follow up and dissemination activities are planned. Press releases and articles in our local, regional media and newsletters are planned. Additionally, features in our social media channels will be carried out soon so reach our DEAS target group again.

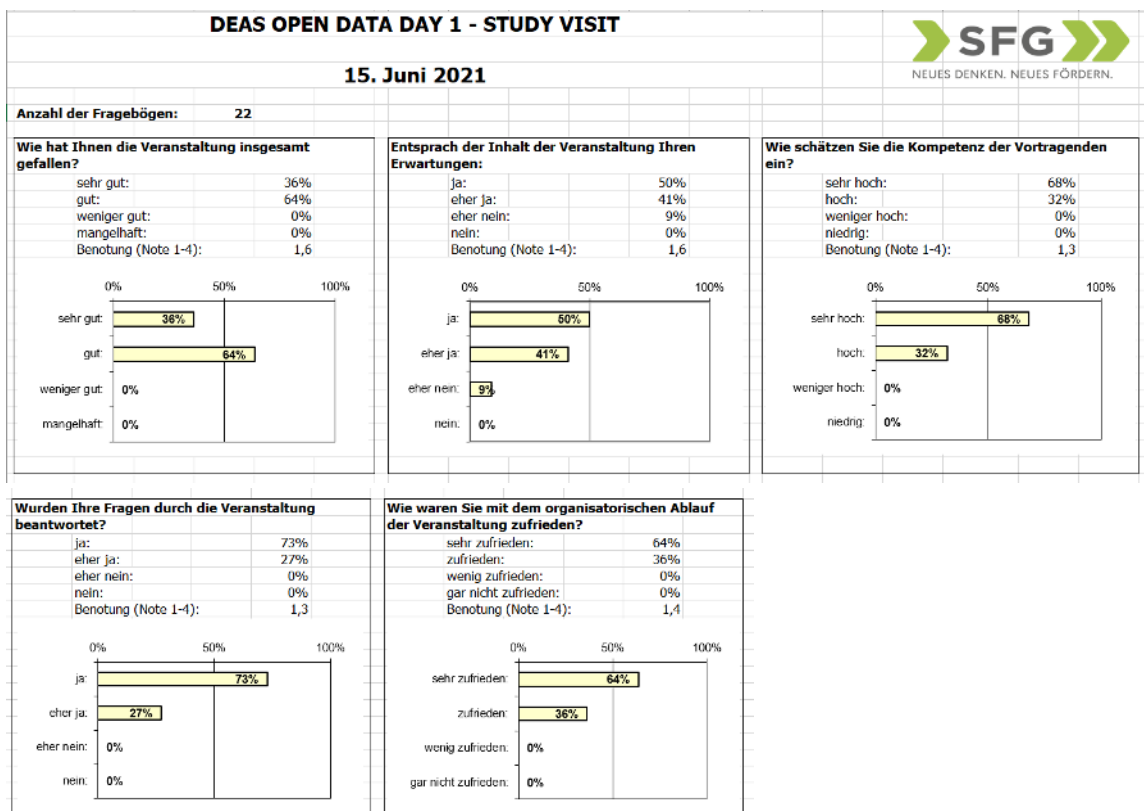
5. Lesson Learnt

The outcome and the feedback – followed under point 6.: evaluation of the event – was very good. Even for an online event the networking activities and the interaction between the participants were great. Moreover, all speakers were rated really high in competence and knowledge. All partners from the Alpine Space area got a great OD/LOD overview of the activities, challenges and players in Austria. Our SME and Start-ups got ideas and inspiration on where to start to use OD/LOD and our intermediaries saw a lot of innovative ideas from our regions.

One big learning was that it is not that easy to organize an online event in the beginning of the post-corona period. Unfortunately, it was not possible to do a physical event due to regulations in Austria. What we definitely noticed that online events have reached their peak. Participants are looking so much forward to doing physical events and meeting “real” people. That it is why it was quite hard for us to motivate people to join and stay at our two days event. The topic and the speakers seemed to be very appealing, due to 75 registrations to the DEAS OPEN DATA DAYS. Additionally, it is quite hard for participants to follow and stay focused for a whole day or more at an online event. This might be the same for physical events, but of course, you have much more possibilities for interaction. Another learning is not to focus only on the quantity of participants but also on the quality. In this special field of OD/LOD it is sometime more important to have the right people joining the event, instead of a high number of participants.

6. Evaluation of the event

After the final presentation of Mr. Pfeiffer and shortly before the lunch break, all participants were asked to do the evaluation survey online via Zoom Meeting. 22 questionnaires were collected with the following results:



How did you like the event overall?

36% VERY GOOD

Did the content of the event meet your expectations:

50% YES

How do you rate the competence of the speakers?

68% VERY HIGH

Were your questions answered by the event?

73% YES

How satisfied were you with the organization of the event?

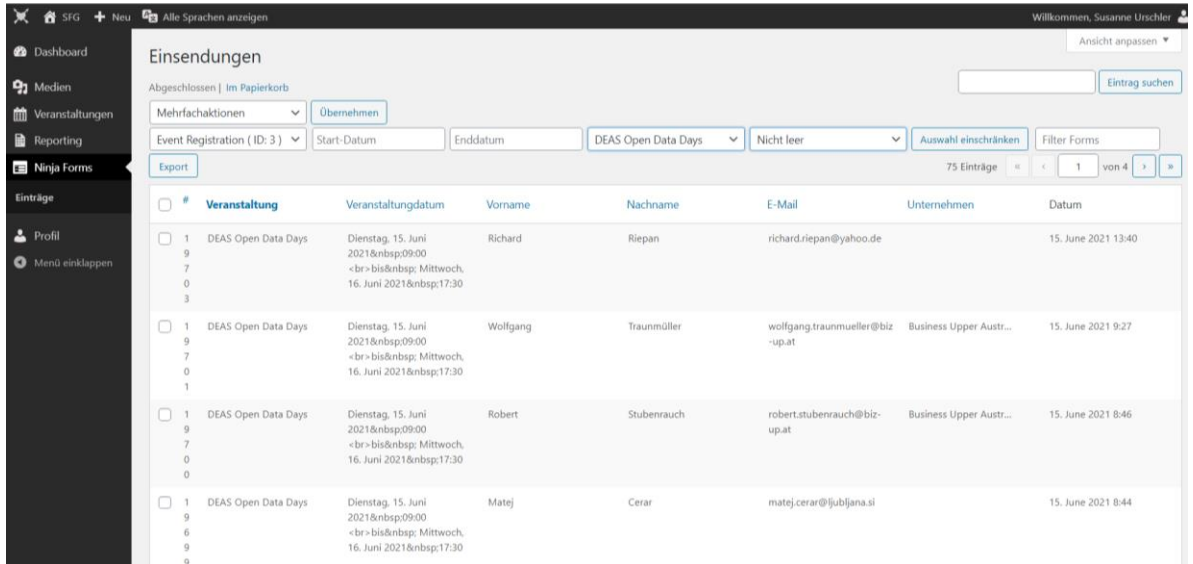
64% YES

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7. Annexes:

Agenda: attached

List of Participants: attached

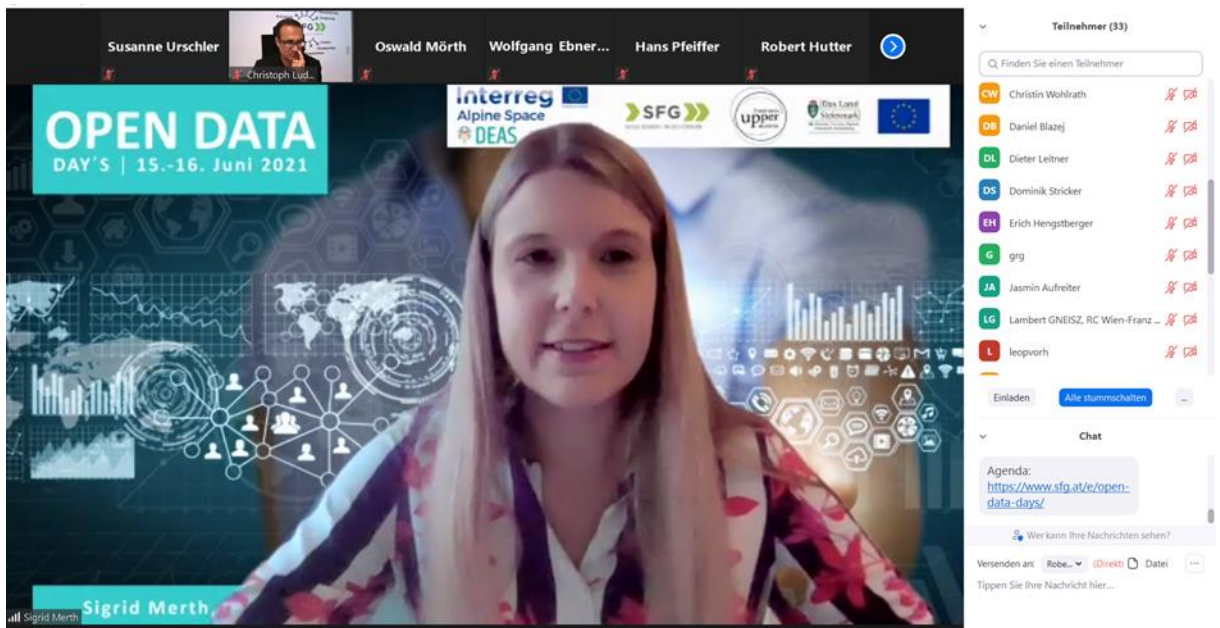


The screenshot shows a web interface for managing registrations. The main heading is 'Einsendungen' (Submissions). Below it, there are filters for 'Event Registration (ID: 3)', 'Start-Datum', 'Enddatum', 'DEAS Open Data Days', and 'Nicht leer'. There are also buttons for 'Export' and 'Filter Forms'. The main content is a table with 75 entries. The table has columns for 'Veranstaltung', 'Veranstaltungdatum', 'Vorname', 'Nachname', 'E-Mail', 'Unternehmen', and 'Datum'. The first few rows are as follows:

#	Veranstaltung	Veranstaltungdatum	Vorname	Nachname	E-Mail	Unternehmen	Datum
1	DEAS Open Data Days	Dienstag, 15. Juni 2021 09:00	Richard	Riepan	richard.riepan@yahoo.de		15. June 2021 13:40
9							
7							
0							
3							
1	DEAS Open Data Days	Dienstag, 15. Juni 2021 09:00	Wolfgang	Traunmüller	wolfgang.traunmueller@biz-up.at	Business Upper Austr...	15. June 2021 9:27
9							
7							
0							
1							
1	DEAS Open Data Days	Dienstag, 15. Juni 2021 09:00	Robert	Stubenrauch	robertstubenrauch@biz-up.at	Business Upper Austr...	15. June 2021 8:46
9							
7							
0							
0							
1	DEAS Open Data Days	Dienstag, 15. Juni 2021 09:00	Matej	Cerar	matej.cerar@jubljana.si		15. June 2021 8:44
9							
6							
9							
9							

Registrations to the DEAS OPEN DATA DAYS: 75 registrations

Photos: Screenshots



Moderation SFG

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Opening: CEO Christoph Ludwig, SFG




Wolfgang Ebner, Austrian Ministry of Digitalization and Economy

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Digitaler Aktionsplan


Sie sehen den Bildschirm von Wolfgang Ebner, BMDW Optionen anzeigen Ansicht

Wir machen mehr aus der Digitalisierung. Für Gesellschaft, Wirtschaft und Staat.




Gesellschaft:
Neue Chancen

Lebensqualität und digitale Kompetenzen in allen Regionen und Altersgruppen erhöhen



Wirtschaft:
Neues Wachstum


Neues Wachstum, neue Arbeitsplätze und breiten Wohlstand schaffen



Verwaltung:
Neues Service

Sicheren, modernen zugänglichen Services Unternehmen sowie Bürgerinnen und Bürgern bieten

Susanne Urschler



Wolfgang Ebner, BMDW

Sigrid Merth

Christian Altmann

Christoph Ludwig

Audio ein Video starten Sicherheit Teilnehmer 35 Umfragen Chat Bildschirm freigeben Aufnehmen Breakout Session Dolmetschen Reaktionen Verlassen

Susanne Urschler Sigrid Merth Wolfgang Ebner... Christian Altmann Christoph Ludwig Oswald Mörth

Aufzeichnung läuft...

OGD-Steiermark - Datennutzung

Anzahl der Zugriffe nach Kategorien



Legende: Daten-Download, Dienstleistungen, WebAppService - WMS, WebService (API)

Teilnehmer (41)

Finden Sie einen Teilnehmer

- LG Lambert GNEISZ, RC Wien-Franz
- L leopvorth
- I Inzpaugd
- M mianco.tanese
- MM Maria Wolinski
- MC Mathilde Colin
- MR Michael Kolesnik
- MP Mojca Plantan-City of Ljubljana
- MC Monika Cvetkov, Slovenia
- PB Panka Babukova
- RS Robert Stubenrauch (Bio-Up)

Einladen Alle stamm machen

Chat

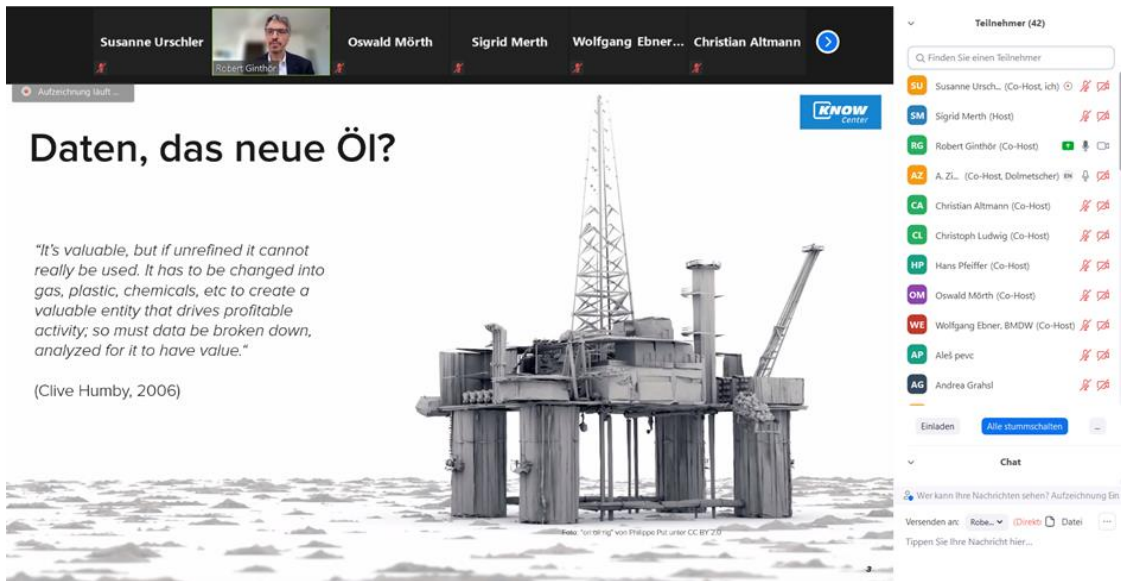
Wer kann Ihre Nachrichten sehen? Aufzeichnung Ein

Versenden an: Robe... | Direkt | Datei

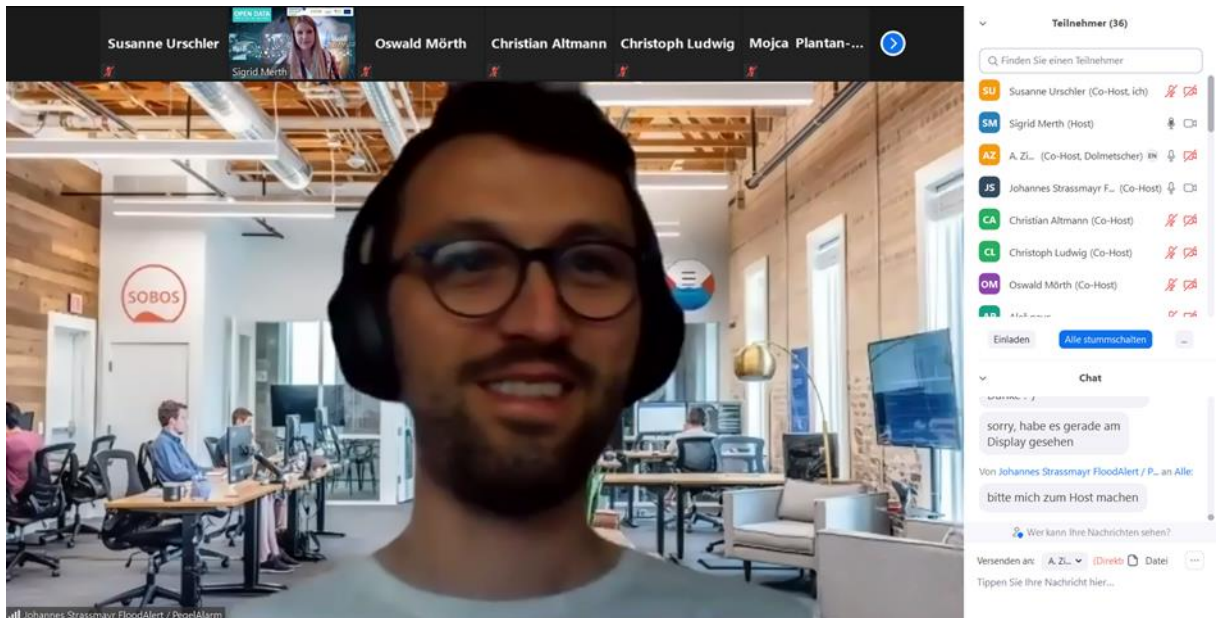
Tippen Sie Ihre Nachricht hier...

Oswald Mörth, OD Land of Styria

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Robert Ginhör, Know Center

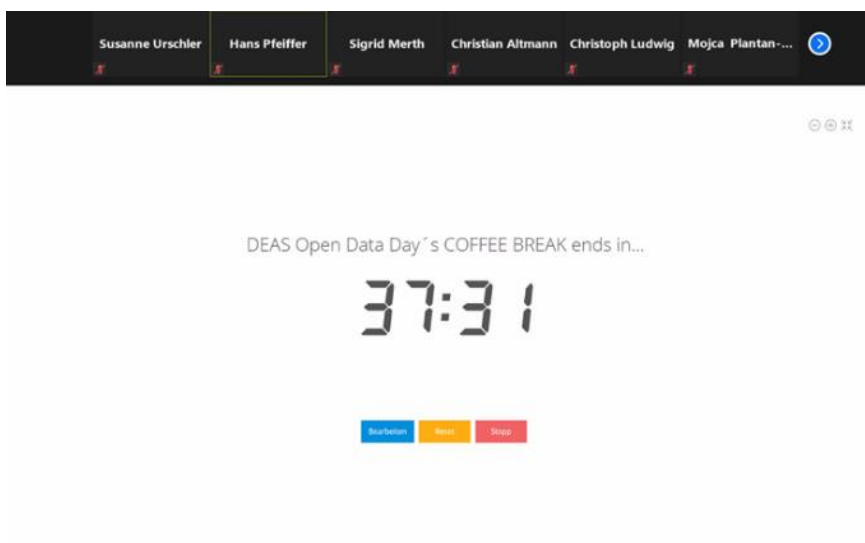


Johannes Strassmayr, pegelalarm.at

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Hans Pfeiffer, ikoone Data & GeoScience Lab



Countdown to training actions

Communication means produced: attached

Contents/Presentations: attached

Others