OpenStreetMap

In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	REAL ACTIONS / TARGET ACHIEVED Q2	EXPECTED OUTPUT / OUTCOME 2016
ORGANIZATION	Recognition as an official OSMF local branch	Draft documents in order to be recognized as an official local OSM Foundation authority	1. Document drafting 2. Official recognition by the OSM Foundation	1. By the month of May 2015 2. By the month of September 2015	Official recognition of WMIT as the Italian OSM Foundatio chapter on the 28th of January **ACHIEVED**	
STRATEGIC RELATIONS / MAP DATA SHARING	Encourage the sharing of regional map data on OSM	a) analysis of existing relation: identify regions with which we have agreements; regions that have already shown interest towards or already use OSM	Drafting a report	By May 2015		
		b) one-to-one meetings with Regions in order to activate new conventions	Number of new agreements with Regions	2 new Regions by the end of 2015	1 Regione Molise **PARTIALLY ACHIEVED**	2 new Regions by 2016
		c) encourage Regions to promote the possibility for your local authority to do specific data extractions from OSM	Number of local authorities who apply for data extractions from OSM	1 local authority by the end of 2015	1 Comune Sant'Olcese (GE) interest is still in progres **POSTPONED TO 2016**	2 local authorities by 2016
MARKETING - STRATEGIC EVENTS	OSM promotion to specific targets: PA / Civil Defence; Universities / Professionals (Architects, Engineers, etc.)	OSM day with PA/architects associations representatives in the frame of the Italian Conference of OSM (organized by the community each year)	1. Number conference participants	1. At least 30	The italian conference 2015 was cancelled. WMIT organized a two days meeting in Bologna instead (November, 21-22, 43 participants); and 1 Conference at Politecnico of Milan (December,3, 42 participants) **ACHIEVED**	1. At least 50
	Organization of an international event in Italy aiming to create cooperation	"State of the map" in Trentino	1. Organization of an event in Trentino in the second half of 2016 2. Number of participants			1. At least 50

	opportunities, strengthen the community, promote OSM as a WMI project		3. Collaborations with participants			
NEW PROJECT AREAS DEVELOPMENT	Advise local authorities and other players possiblyt interested in OSM extractions or improvements of existing ones (data acquisition, conversion, development)	Regions / local authorities	Number of consulting contracts requested as a result of promotion events	At least one Region asking for a consulting contract within 1 month from the OSM day	**POSTPONED TO 2016**	At least two Regions asking for a consulting contract within 1 month from State of the Map in Trentino
		Civil protection (prevention of flooding)	Number of consulting contracts requested as a result of promotion events	At least one Civil Protection bodies asking for a consulting contract within 1 month from the OSM day	**POSTPONED TO 2016**	At least two Civil Protection bodies asking for a consulting contract within 1 month from State of the Map in Trentino
		Companies that use geographical data for special maps: e.g. transport companies; logistics companies; APT tourism boards; events organization	Number of consulting contracts requested as a result of promotion events	At least one company asking for a consulting contract within 1 month from the OSM day	**POSTPONED TO 2016**	At least two private companies asking for a consulting contract within 1 month from State of the Map in Trentino
		Universities: research projects (e.g. for the visually impaired, for the disabled, etc.).	Number of consulting contracts requested as a result of promotion events	At least one University asking for a consulting contract within 1 month from the OSM day	**POSTPONED TO 2016**	At least two Universities asking for a consulting contract within 1 month from State of the Map in Trentino
	Training on OSM	Pilot project (training course) for the Pavia Architects Association	1. Development of a pilot training course 2. Number Architects Associations requiring training courses as a result of promotion activities	At least 1 by the end of 2015	1 massive sending out of e-mails to professional schools on a national scale in December 2015 **POSTPONED TO 2016**	At least 3 by 2016
PROMOTION	Promoting OSM as an open project, integrated with other WMI projects	"Mapping parties" in places other than Milan	1. Number of events organized 2. Number of new participants 3. Number of new participants who remain active users	1. 2 events 2. 5 new participants per event 3. 1 per event remains an active user within 1 month after the event itself	- 1 Panel at "Collaborative Week" in Milan about OSM (November, 13th – Simone Cortesi, 20 participants); - 1 Conference and mapping party with OpenPuglia (Bari/December, 18, 126 participants) - 1 OSM mapping night in Basilicata (December, 18, 28 participants) - 1 mapping party in Volta Mantovana	1. 4 events 2. 7 new participants per event 3. 1 user for every event remains an active user within 1 month after the event itself

					(Mantova) on the 7th of November, presented before on the 30th of October (23 total participants) **ACHIEVED**	
		Massive promotion on social networks				
		Perugia journalism festival in April 2015	1. Number of WMI participants 2. Number of articles after the event	1. At least 3 2. At least 3 articles published within 1 month from our participation to the event		
	Raising awareness among users/operators about the fact that OSM data can be used for diverse purposes, thanks to specific tools	Advertising/articles on specialized press	1. Development of an editorial plan 2. Forecast of advertising on press 3. Request for spontaneous interviews from the specialized press	1. Drafting the editorial plan by April 2015 2. 2 ads published 3. At least two interview requests from specialized press		1. Drafting the editorial plan by January 2016 2. 2 ads published 3. At least three interview requests from specialized press