"... the state of social media ..."

Actifesto of 7 statements

"... towards visibility
and the visualization of the quality
of arts and culture
online ..."

"... redefine and
set the stage for civil society:
an act for open data
to foster transparency and
mutual trust between citizens
and government ..."

"... strengthen
civil society journalism:
curate, verify, generate trust
and engage the audience
through social media ..."

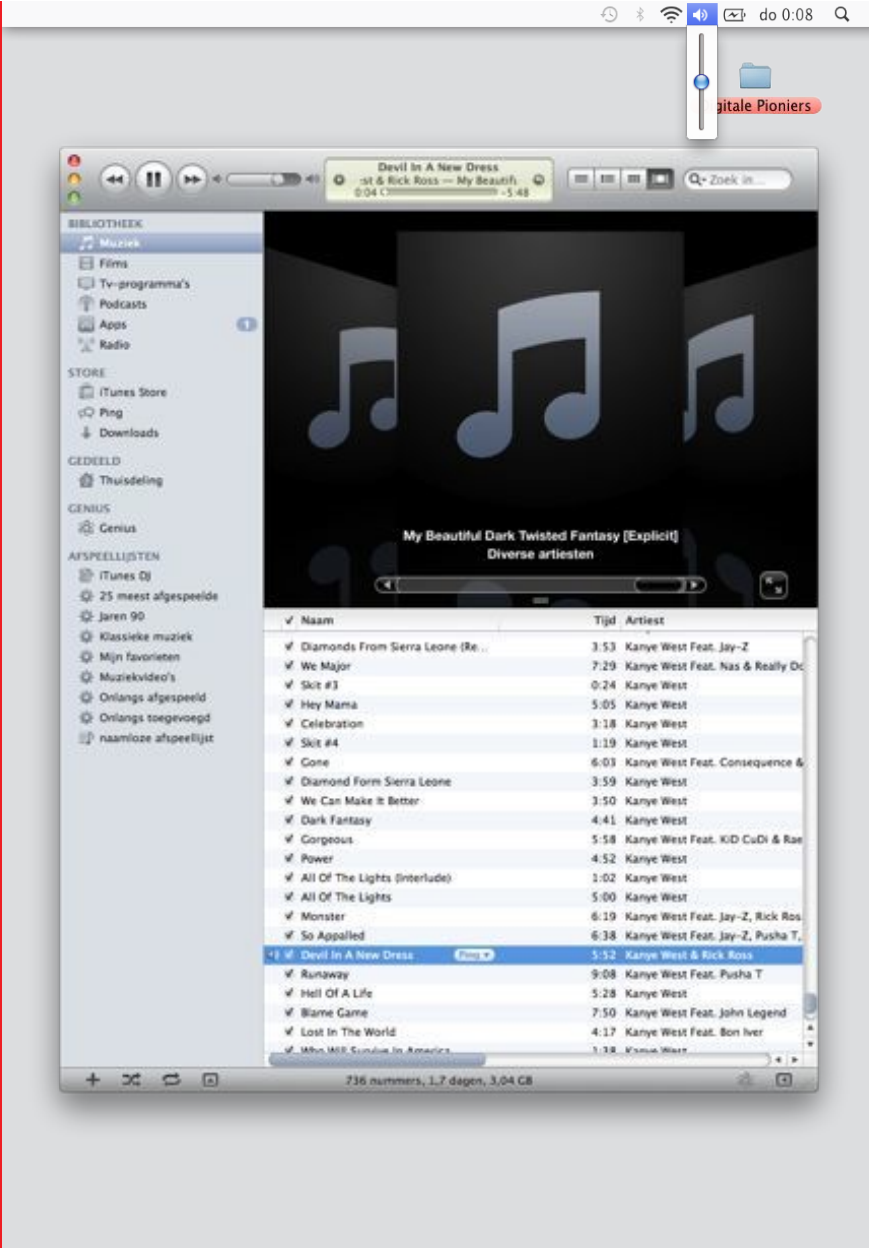
"... focus on a
bottom-up approach
and active collaboration
between new and existing
organizations working with
migration and integration ..."

"... find space
for pioneers in education
to prepare the field
for the future ..."

"... create a tipping point:
boast awareness and action
for a sustainable world,
using social media
as a tool to engage a
worldwide audience ..."

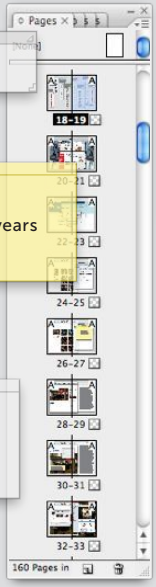
"... raise awareness
on the value
of our personal data
online ..."

"... 8 years of Digital Pioneers in the Dutch public domain ..."



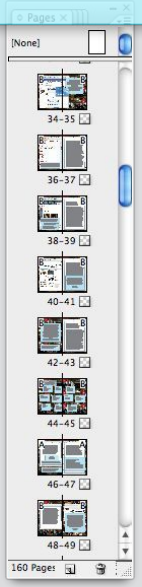
Digitale Pioniers

Index: 0:09

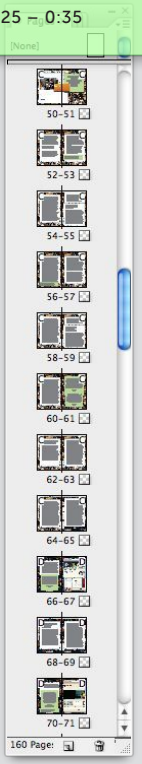


Introduction:
The next 10 years
0:10 – 0:16

1
Social media, the public domain and the Digital Pioneers programme
0:17 – 0:24



2
Digital Pioneers at work: Digital innovation in the public domain
0:25 – 0:35



Actifesto
7 statements
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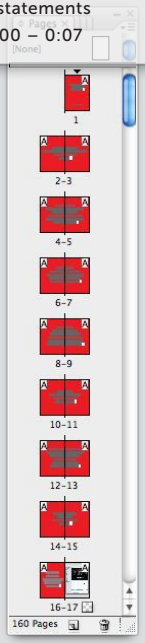
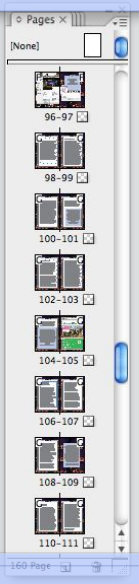


3
Challenges for the near future
0:36 – 0:47

4
On funding social innovation
0:48 – 0:54



Afterword
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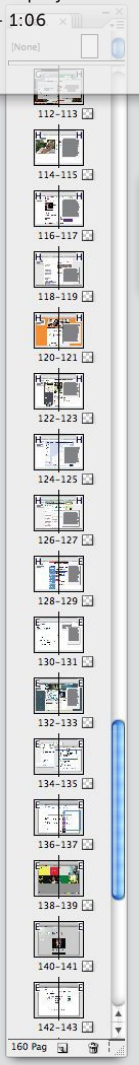
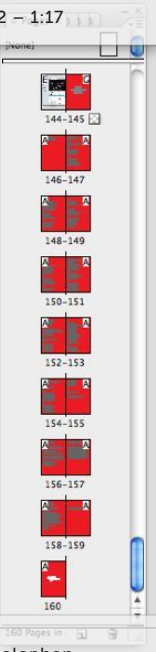
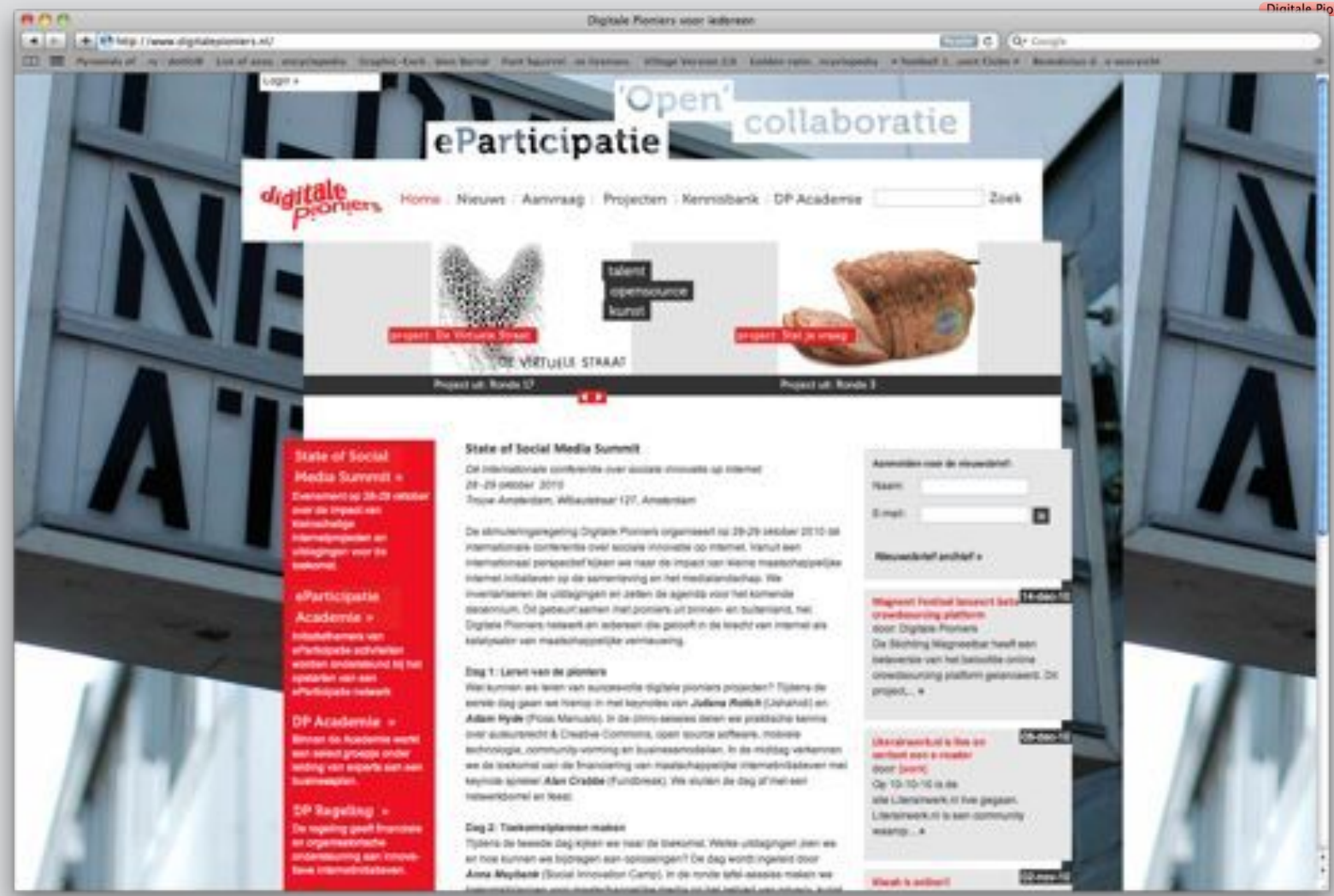
10 examples of Digital Pioneers projects
0:56 – 1:06



List of Digital Pioneers projects
1:12 – 1:17



Colophon
1:18 – 1:19


Digitale Pioniers voor iedereen
'Open' collaboratie
eParticipatie
digitale pioniers
Home
Nieuws
Aanvraag
Projecten
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DP Academie
Zoek
talent
opensource
kunst
DE VIRTUELE STRAAT
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DP Academie »
DP Regelbag »

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Add-ons
Ondersteuning
Over ons
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moet 's werelds beste browser
Firefox 3.6
'Firefox' is een programma gedownload van het internet. Weet u zeker dat u het wilt openen?
'Firefox' staat op de schijfkopie 'Firefox 3.6.13.dmg', Safari heeft deze schijfkopie op 17 januari 2011 van www.mozilla.com gedownload.
Waarschuw niet opnieuw bij het openen van programma's op deze schijfkopie
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Annuleer
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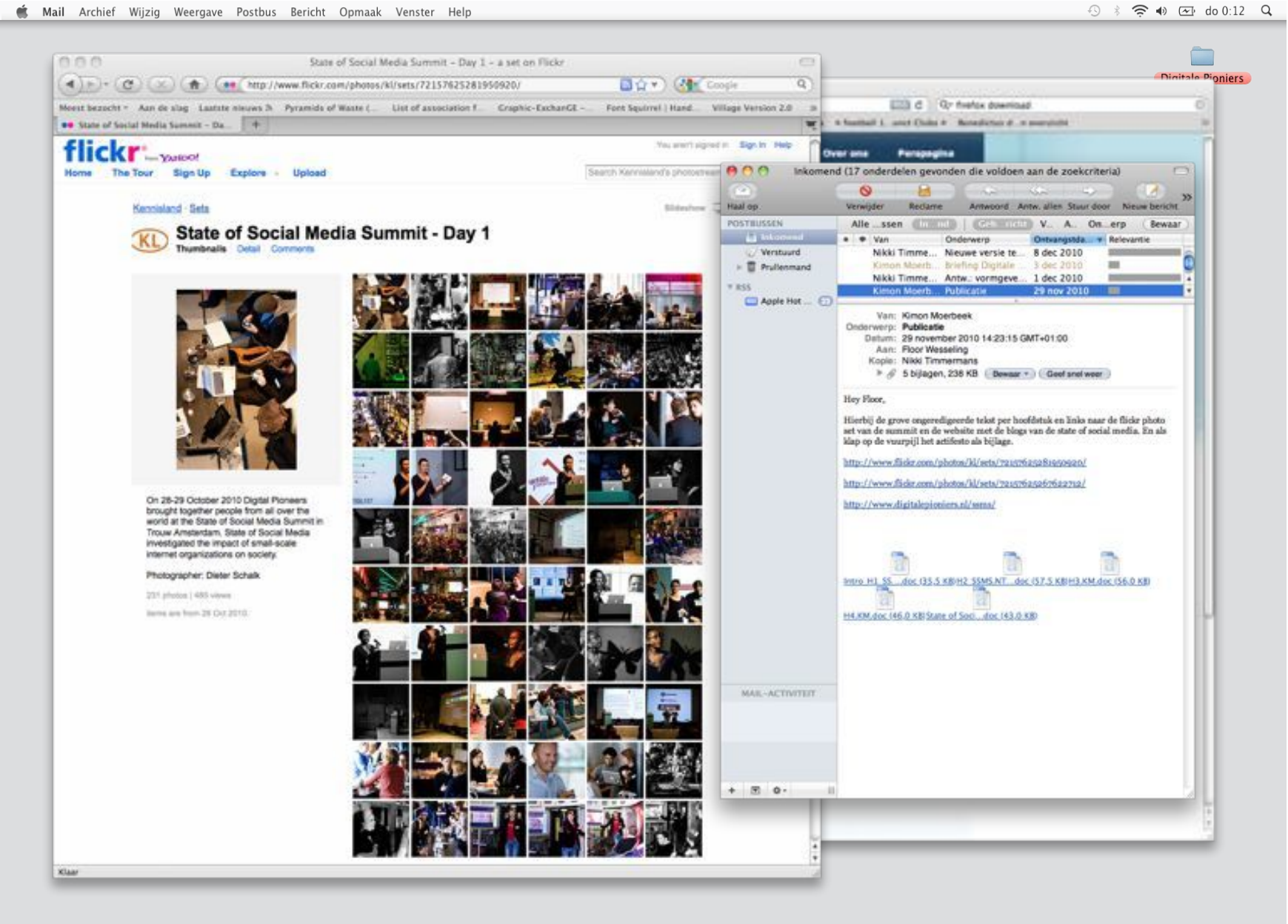
Prince Edward Island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Digitale Pioniers
State of Social Media Summit - Day 1 - a set on Flickr
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State of Social Media Summit - Day 1
Thumbnails Detail Comments
On 28-29 October 2010 Digital Pioneers brought together people from all over the world at the State of Social Media Summit in Trouw Amsterdam. State of Social Media investigated the impact of small-scale internet organizations on society.
Photographer: Dieter Schalk
Klaar
Inkomend (17 onderdelen gevonden die voldoen aan de zoekcriteria)
Haal op
Verwijder
Reclame
Antwoord
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Nieuw bericht
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Apple Hot ...
MAIL-ACTIVITEIT
Van
Onderwerp
Ontvangstda...
Relevantie
Nikki Timme... Nieuwe versie te... 8 dec 2010
Nikki Timme... Antw.: vormgeve... 1 dec 2010
Kimon Moerb... Publicatie 29 nov 2010
Van: Kimon Moerbeek
Onderwerp: Publicatie
Datum: 29 november 2010 14:23:15 GMT+01:00
Aan: Floor Wesseling
Kopie: Nikki Timmermans
5 bijlagen, 238 KB
Bewaar
Geef snel weer
Hey Floor,
Hierbij de grove ongeredigeerde tekst per hoofdstuk en links naar de flickr photo set van de summit en de website met de blogs van de state of social media. En als klap op de vuurpijl het actiflesto ala bijlage.
http://www.flickr.com/photos/kl/sets/72157625281950920/
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http://www.digitalepioniers.nl/sessa/
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H2_SSMS.NT....doc (57.5 KB)
H3.KM.doc (56.0 KB)
H4.KM.doc (46.0 KB)
State of Soci...doc (43.0 KB)

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Digitale Pioniers

State of Social Media Summit - Day 2 - a set on Flickr

http://www.flickr.com/photos/kl/sets/72157625267622712/

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Kennisland · Sets

State of Social Media Summit - Day 2

Thumbnails Detail Comments

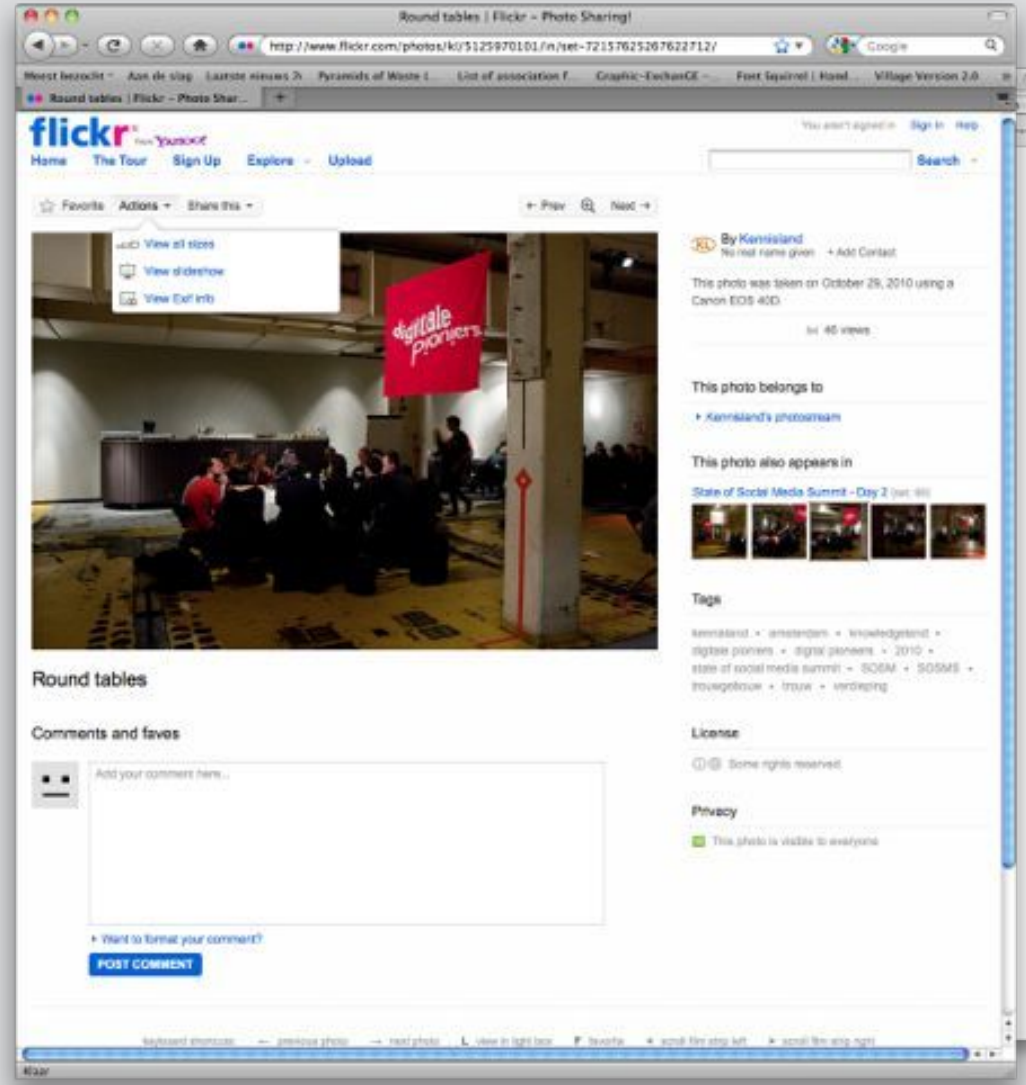
On 28-29 October 2010 Digital Pioneers brought together people from all over the world at the State of Social Media Summit in Trouw Amsterdam. State of Social Media investigated the impact of small-scale internet organizations on society.

Photographer: Marcel Oosterwijk

Klaar

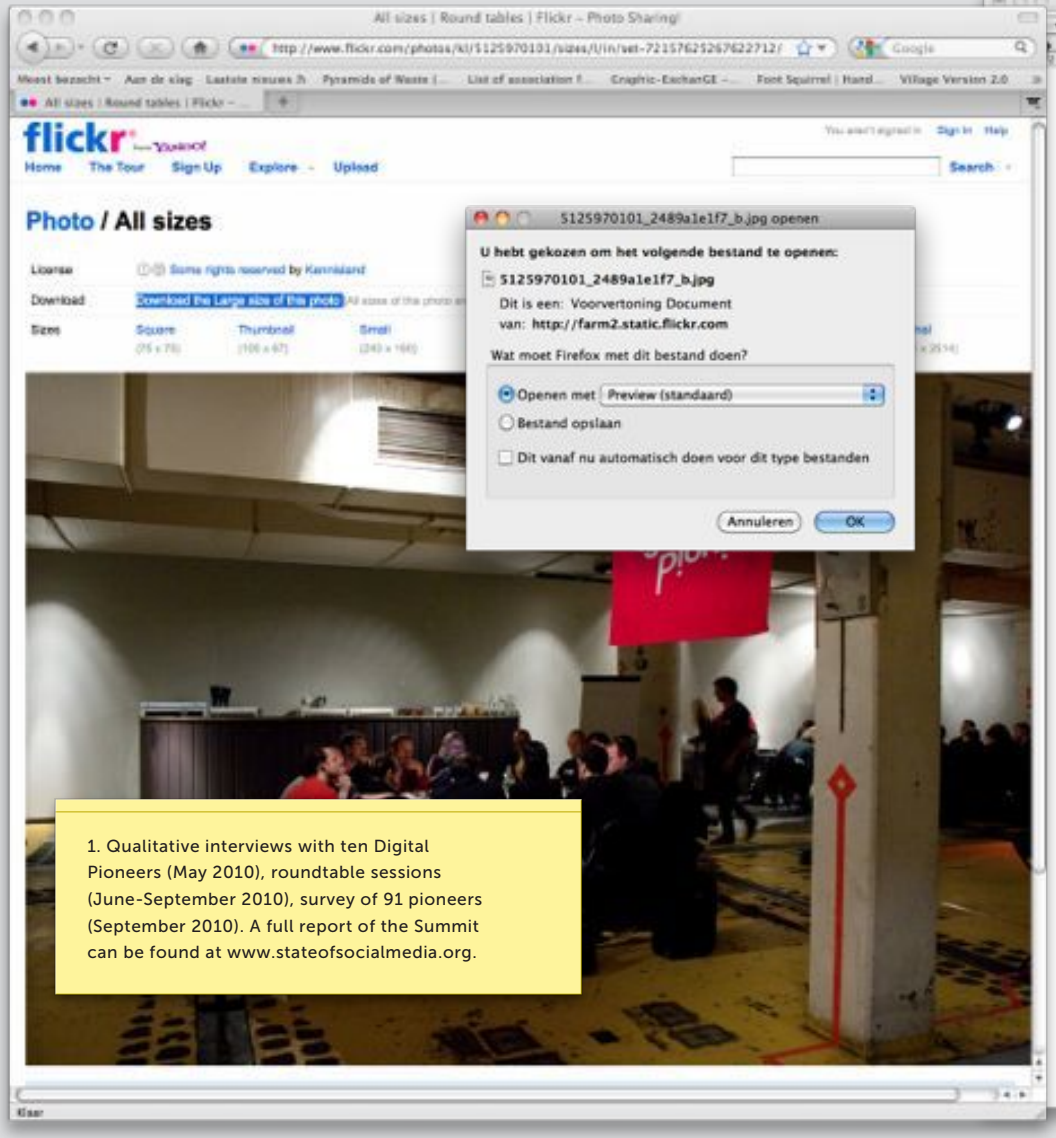
Introduction:

The next
10 years



Digitale Pioniers

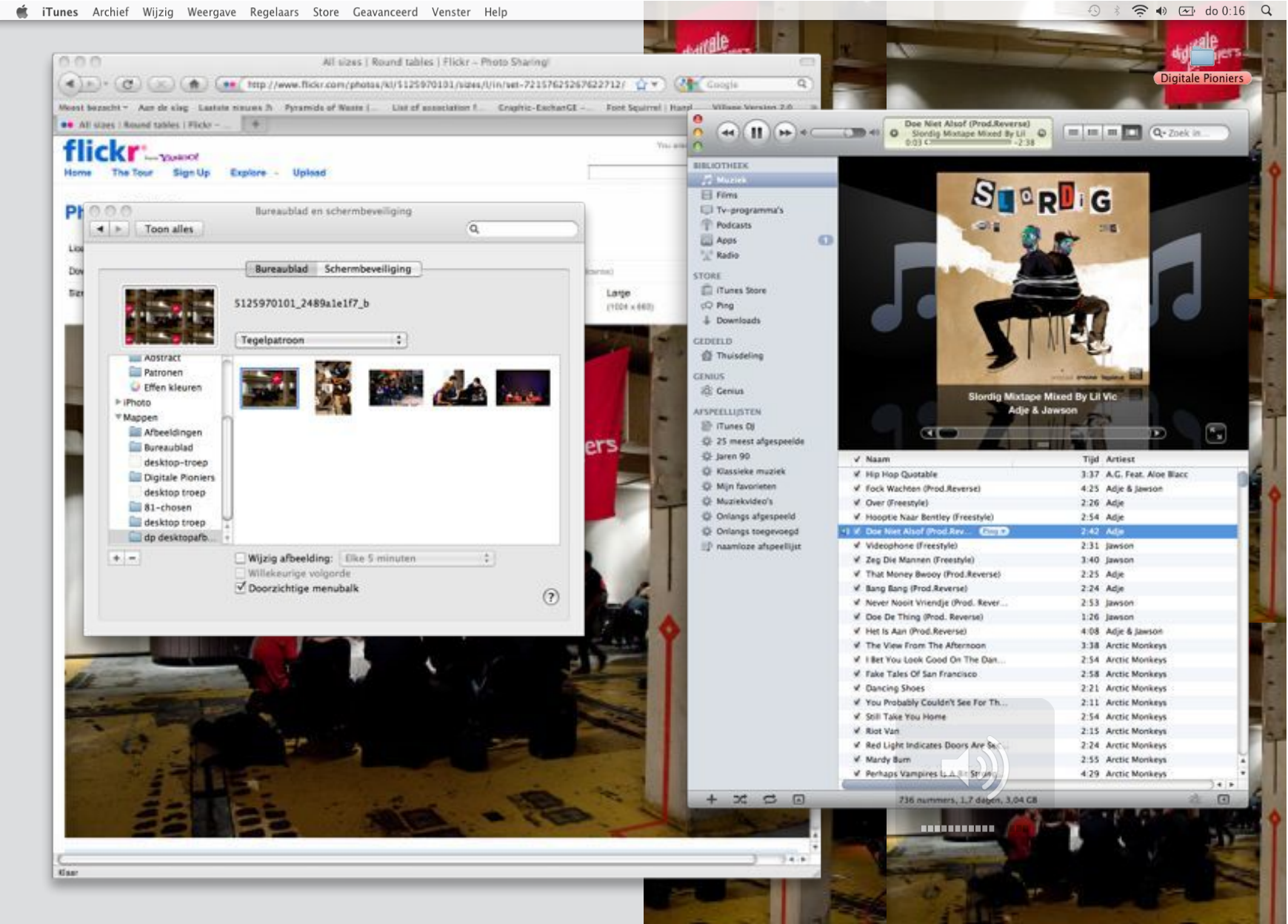
Over the last two decades, new media initiatives involving social issues have emerged around the world as part of the digital revolution. These initiatives are transforming the public domain by using new tools to facilitate new forms of citizen activity. For the last eight years, the Digital Pioneers programme, which was made possible by the Ministry of Education, Culture and Science, has made a considerable contribution by supporting pioneer projects, thereby helping them to shape the digital public domain in the Netherlands. After years of pioneering with new possibilities in the field of technology and society (e.g. governance; immigration and integration; journalism; arts and culture) it is now time to reassess the movement and visualize the next phase in the digitalization of civil society. What has been accomplished thus far? What are the most prominent current challenges for public-oriented social media entrepreneurs? How should support for this movement be organized in the near future? How should these pioneers organize themselves?



1. Qualitative interviews with ten Digital Pioneers (May 2010), roundtable sessions (June-September 2010), survey of 91 pioneers (September 2010). A full report of the Summit can be found at www.stateofsocialmedia.org.

The urgency of these questions and the premature discontinuation of the Digital Pioneers programme prompted the organization of the State of Social Media Summit in Amsterdam in October 2010. This publication is the product of the conversations[1] we had with pioneers before, during and after this summit. The interviews we conducted, the round tables we organized in the summer of 2010, the survey and blog we posted online have provided us with a grasp of what has been happening in the field and what challenges lie ahead of us. We used input from the entire Digital Pioneers community to compile the conference programme of the State of Social Media Summit, as well as this publication. We hope that this publication will provide insight into the next decade of social innovation on the Internet and that it will invite you to join the conversation.

The first chapter of this publication contains a brief introduction to the topic at hand, along with an introduction to the Digital Pioneers programme. The second chapter elaborates on the concrete activities of the Digital Pioneers, thereby illustrating how they transformed the public domain. In the third chapter, the most urgent challenges are identified and possible paths of solutions are recommended. The fourth and final chapter builds upon the third chapter by discussing the funding of social innovation.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Adje & Jawson
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736 nummers, 1,7 dagen, 3,04 GB

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Digitale Pioniers
1
Social Media,
the public domain
and the
Digital Pioneers
Programme
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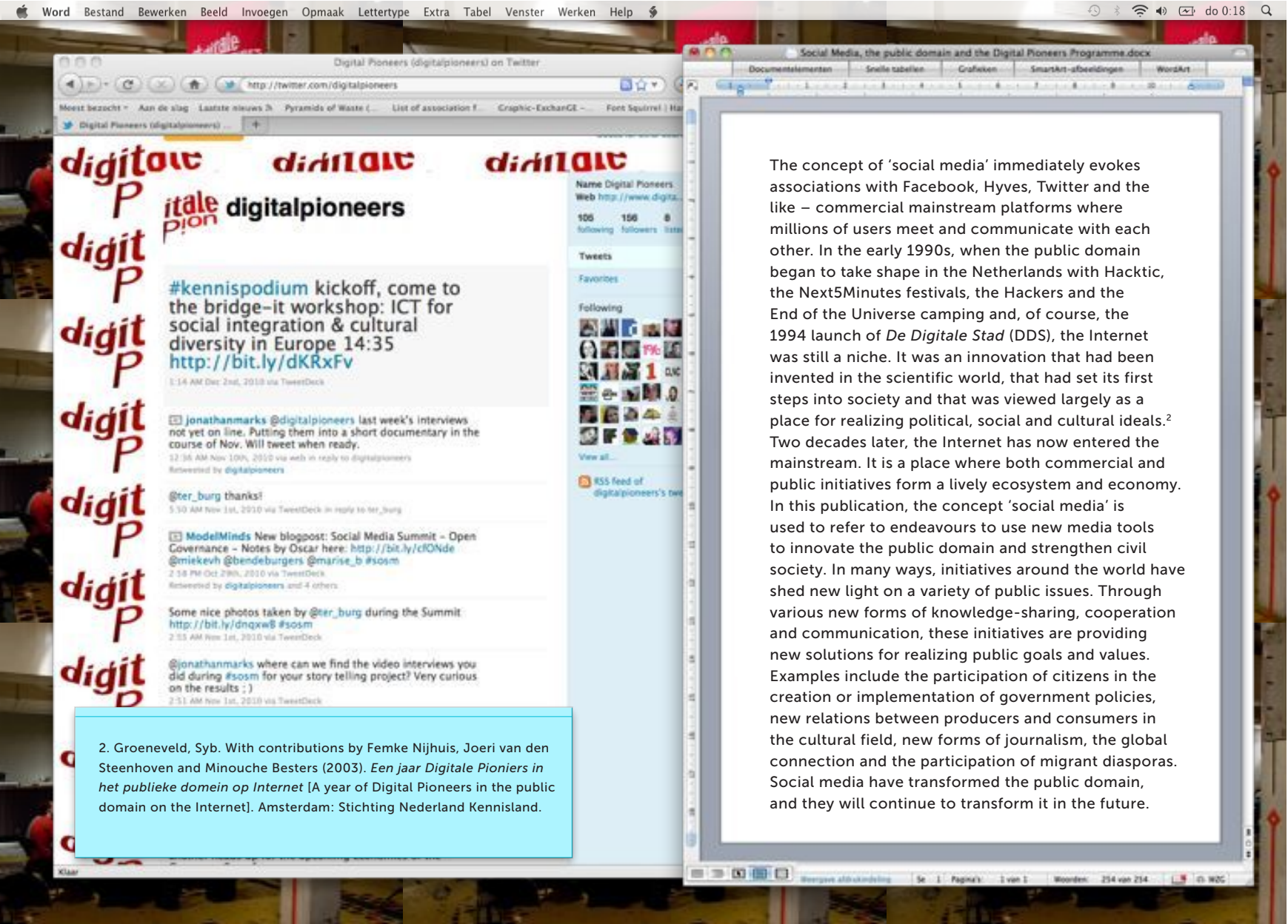
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Digital Pioneers (digitalpioneers) on Twitter
http://twitter.com/digitalpioneers
digitale pioniers
digitalpioneers
#kennispodium kickoff, come to the bridge-it workshop: ICT for social integration & cultural diversity in Europe 14:35 http://bit.ly/dKRxFv
jonathanmarks @digitalpioneers last week's interviews not yet on line. Putting them into a short documentary in the course of Nov. Will tweet when ready.
@ter_burg thanks!
ModelMinds New blogpost: Social Media Summit – Open Governance – Notes by Oscar here: http://bit.ly/cfONde @miekevh @bendeburgers @marise_b #sosm
Some nice photos taken by @ter_burg during the Summit http://bit.ly/dnqxw8 #sosm
@jonathanmarks where can we find the video interviews you did during #sosm for your story telling project? Very curious on the results ;)
Tweets
Favorites
Following
Social Media, the public domain and the Digital Pioneers Programme.docx
The concept of 'social media' immediately evokes associations with Facebook, Hyves, Twitter and the like – commercial mainstream platforms where millions of users meet and communicate with each other. In the early 1990s, when the public domain began to take shape in the Netherlands with Hacktic, the Next5Minutes festivals, the Hackers and the End of the Universe camping and, of course, the 1994 launch of De Digitale Stad (DDS), the Internet was still a niche. It was an innovation that had been invented in the scientific world, that had set its first steps into society and that was viewed largely as a place for realizing political, social and cultural ideals.[2] Two decades later, the Internet has now entered the mainstream. It is a place where both commercial and public initiatives form a lively ecosystem and economy. In this publication, the concept 'social media' is used to refer to endeavours to use new media tools to innovate the public domain and strengthen civil society. In many ways, initiatives around the world have shed new light on a variety of public issues. Through various new forms of knowledge-sharing, cooperation and communication, these initiatives are providing new solutions for realizing public goals and values. Examples include the participation of citizens in the creation or implementation of government policies, new relations between producers and consumers in the cultural field, new forms of journalism, the global connection and the participation of migrant diasporas. Social media have transformed the public domain, and they will continue to transform it in the future.
2. Groeneveld, Syb. With contributions by Femke Nijhuis, Joeri van den Steenhoven and Minouche Besters (2003). Een jaar Digitale Pioniers in het publieke domein op Internet [A year of Digital Pioneers in the public domain on the Internet]. Amsterdam: Stichting Nederland Kennisland.

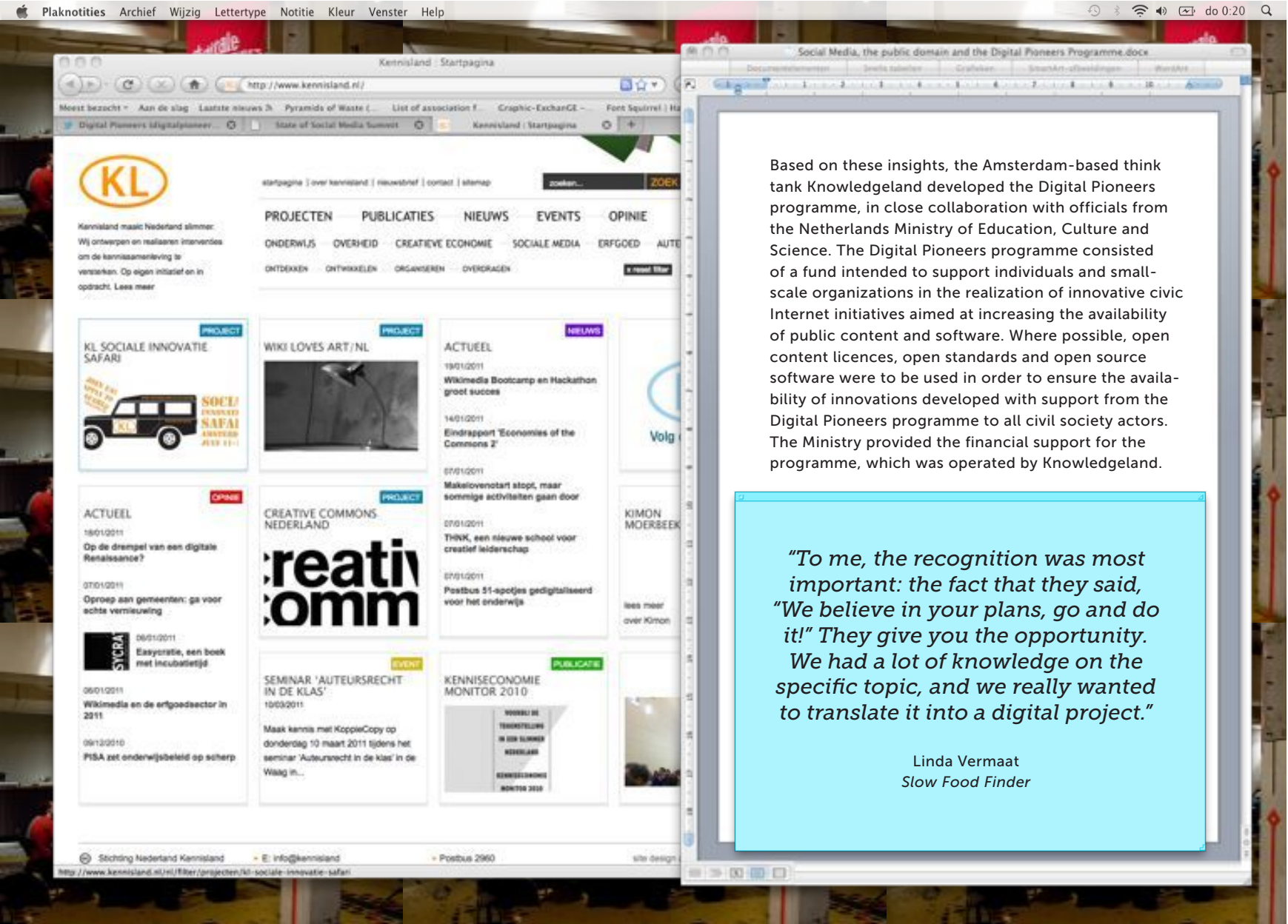
Digital Pioneers and social media in the Netherlands

Since 2002, the Digital Pioneers programme has substantially influenced the emergence and development of social media initiatives in the Netherlands. In eight years, the Digital Pioneers programme supported 211 non-profit start-up ventures[3] (see 1:12 – 1:17). The point of departure for the programme was the conviction that social media could and should add to the realization of public values, including pluriform debate, knowledge-sharing, social inclusion and open source in the digital age. These values are immediately related to the more general democratic ideals in Dutch society with regard to media and information, including freedom of expression, independent media, reliability, pluriformity of debate, quality, accessibility and transparency. A study conducted by TNO at the request of the Dutch parliament in 2001[4] concluded that small starting non-profits and individuals were especially likely to have innovative ideas, although they tend to lack the finances necessary in order to realize them. The provision of support to starting social media entrepreneurs could allow their knowledge and ideas to reinforce the digital civil society, thereby increasing the social function of new media.[5]

3. Digital Pioneers supported 211 projects. 178 projects were supported by the fund and 49 projects participated in the Digital Pioneers Academy. 16 out of the 49 projects participating in the Academy were also supported by the fund.

4. TNO-STB (2001). *Publieke diensten op het internet* [Public services on the Internet]. Delft: TNO.

5. Groeneveld, Syb. (2007). *Open Doors. Programming Civil Society Media in the Netherlands.* Amsterdam: Stichting Nederland Kennisland.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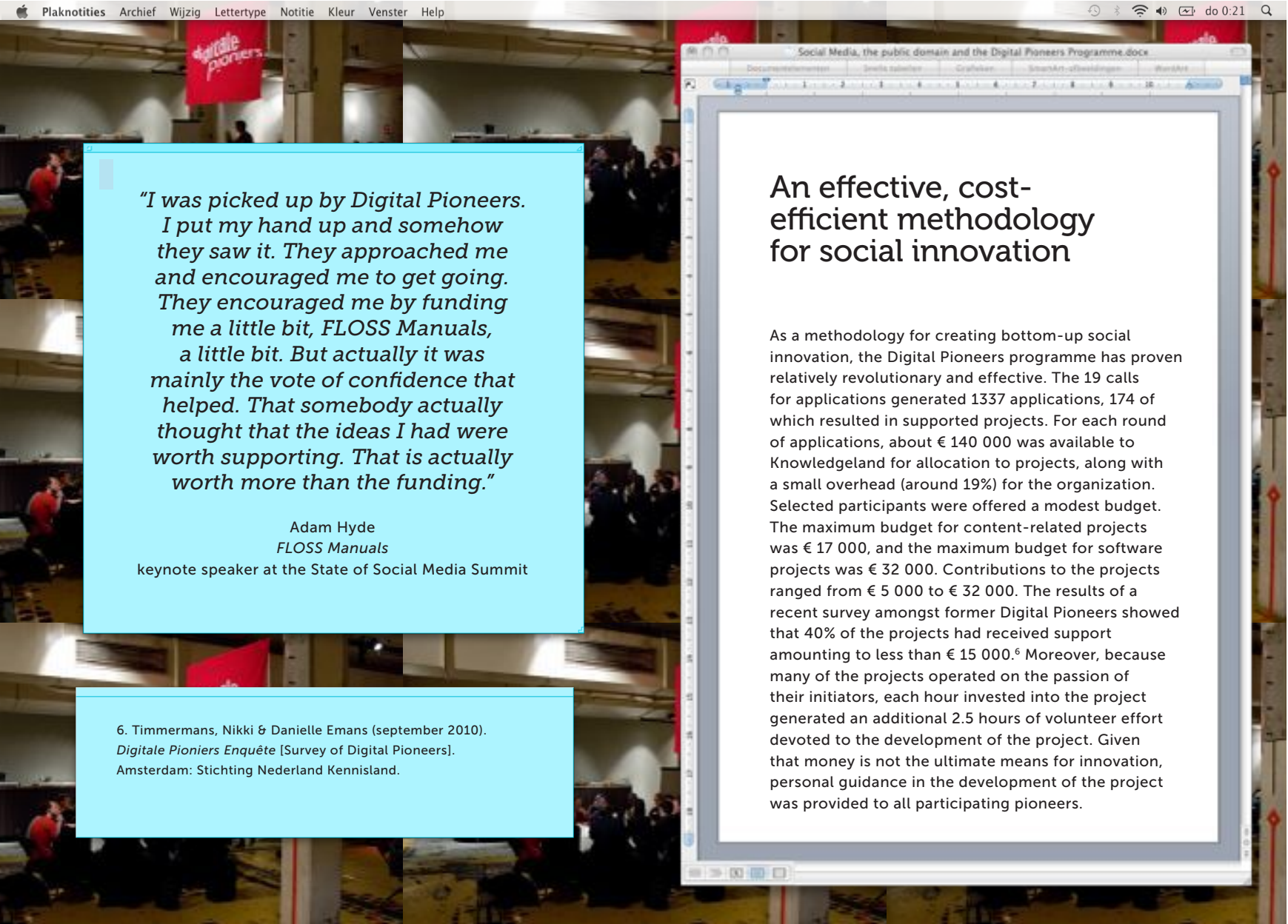
Kennisland : Startpagina
http://www.kennisland.nl/
KL
PROJECTEN PUBLICATIES NIEUWS EVENTS OPINIE
ONDERWIJS OVERHEID CREATIEVE ECONOMIE SOCIALE MEDIA ERFGOED
KL SOCIALE INNOVATIE SAFARI
WIKI LOVES ART/NL
ACTUEEL
Wikimedia Bootcamp en Hackathon groot succes
Eindrapport 'Economies of the Commons 2'
Makelaovenotart stopt, maar sommige activiteiten gaan door
THINK, een nieuwe school voor creatief leiderschap
Postbus 51-spotjes gedigitaliseerd voor het onderwijs
ACTUEEL
Op de drempel van een digitale Renaissance?
Oproep aan gemeenten: ga voor echte vernieuwing
Easycratie, een boek met incubatietijd
Wikimedia en de erfgoedsector in 2011
PISA zet onderwijsbeleid op scherp
CREATIVE COMMONS NEDERLAND
SEMINAR 'AUTEURSRECHT IN DE KLAS'
KENNISECONOMIE MONITOR 2010
Social Media, the public domain and the Digital Pioneers Programme.docx
Based on these insights, the Amsterdam-based think tank Knowledgeland developed the Digital Pioneers programme, in close collaboration with officials from the Netherlands Ministry of Education, Culture and Science. The Digital Pioneers programme consisted of a fund intended to support individuals and small-scale organizations in the realization of innovative civic Internet initiatives aimed at increasing the availability of public content and software. Where possible, open content licences, open standards and open source software were to be used in order to ensure the availability of innovations developed with support from the Digital Pioneers programme to all civil society actors. The Ministry provided the financial support for the programme, which was operated by Knowledgeland.
"To me, the recognition was most important: the fact that they said, "We believe in your plans, go and do it!" They give you the opportunity. We had a lot of knowledge on the specific topic, and we really wanted to translate it into a digital project."
Linda Vermaat
Slow Food Finder



"I was picked up by Digital Pioneers. I put my hand up and somehow they saw it. They approached me and encouraged me to get going. They encouraged me by funding me a little bit, FLOSS Manuals, a little bit. But actually it was mainly the vote of confidence that helped. That somebody actually thought that the ideas I had were worth supporting. That is actually worth more than the funding."

Adam Hyde
FLOSS Manuals
keynote speaker at the State of Social Media Summit

An effective, cost-efficient methodology for social innovation

As a methodology for creating bottom-up social innovation, the Digital Pioneers programme has proven relatively revolutionary and effective. The 19 calls for applications generated 1337 applications, 174 of which resulted in supported projects. For each round of applications, about € 140 000 was available to Knowledgeland for allocation to projects, along with a small overhead (around 19%) for the organization. Selected participants were offered a modest budget. The maximum budget for content-related projects was € 17 000, and the maximum budget for software projects was € 32 000. Contributions to the projects ranged from € 5 000 to € 32 000. The results of a recent survey amongst former Digital Pioneers showed that 40% of the projects had received support amounting to less than € 15 000.[6] Moreover, because many of the projects operated on the passion of their initiators, each hour invested into the project generated an additional 2.5 hours of volunteer effort devoted to the development of the project. Given that money is not the ultimate means for innovation, personal guidance in the development of the project was provided to all participating pioneers.

6. Timmermans, Nikki & Danielle Emans (september 2010). *Digitale Pioniers Enquête* [Survey of Digital Pioneers]. Amsterdam: Stichting Nederland Kennisland.

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Digitale Pioniers

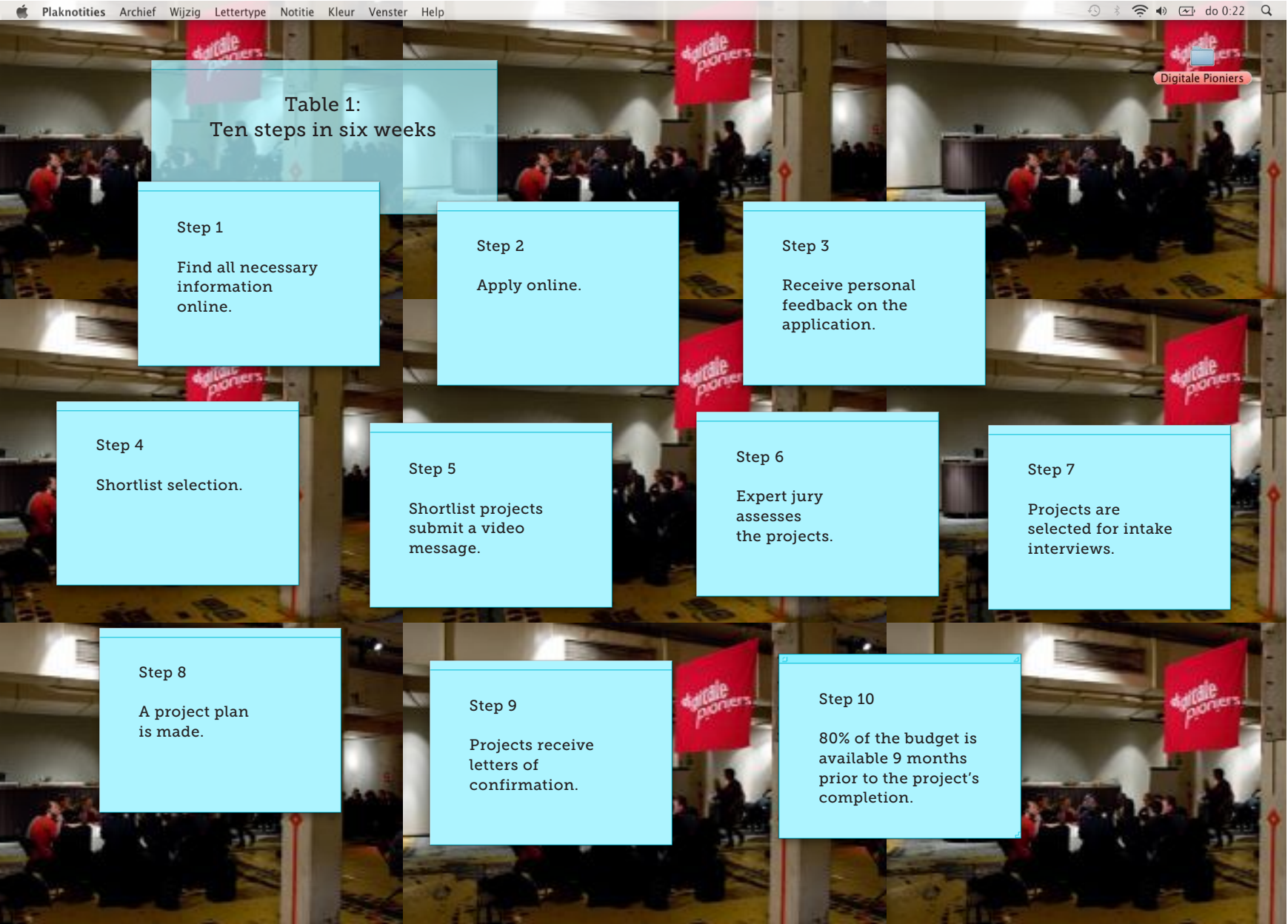

Table 1:
Ten steps in six weeks

Step 1

Find all necessary information online.

Step 2

Apply online.

Step 3

Receive personal feedback on the application.

Step 4

Shortlist selection.

Step 5

Shortlist projects submit a video message.

Step 6

Expert jury assesses the projects.

Step 7

Projects are selected for intake interviews.

Step 8

A project plan is made.

Step 9

Projects receive letters of confirmation.

Step 10

80% of the budget is available 9 months prior to the project's completion.

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Social Media, the public domain and the Digital Pioneers Programme.docx

Furthermore, the application process avoided all unnecessary formalities, and the allocation of funds took place quickly. Applications knew within six weeks whether they could start their projects within the Digital Pioneers programme. See Table 1 for the approach of ten steps in six weeks. The principles of small budgets and no bureaucracy, combined with the specific theme of social media made the programme a popular and successful means of generating social innovation.

Table 2:
The Academy

Around fifteen Digital Pioneers projects spent six months working to achieve financial independence and sustainability.

Nine seminars were conducted on a variety of topics, including business models, target groups, online marketing and professional development.

Social Media, the public domain and the Digital Pioneers Programme.docx

In 2006, the programme was supplemented with the option for pioneers to participate in the Digital Pioneers Academy. The Academy was born out of the need for pioneers to make their online initiatives more sustainable for the future. This six-month trajectory focused on forming a strategy for becoming an independent sustainable organization and making a business plan. The three best business plans won awards of € 25 000, € 15 000 and € 10 000, respectively. Four Academies were organized for a total of 51 participants. See Table 2 for the Academy process.

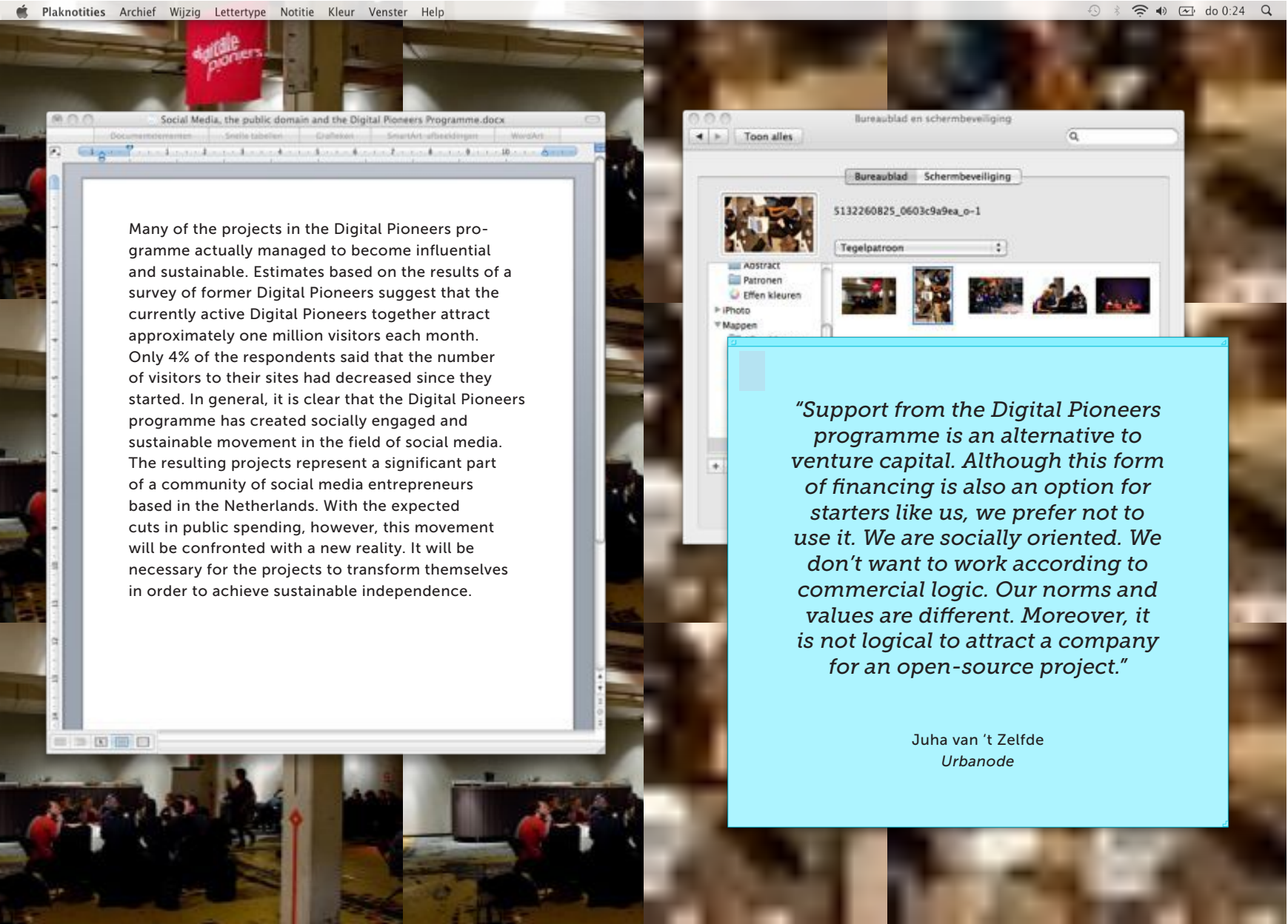
Personal coaching and writing a business plan took place in four phases:

1) deepening the concept;

2) moving from concept to business model;

3) moving from business model to business plan; and

4) developing a presentation and pitch for additional financial support (€ 25 000, € 15 000 or € 10 000).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digitale pioneers
Social Media, the public domain and the Digital Pioneers Programme.docx
Many of the projects in the Digital Pioneers programme actually managed to become influential and sustainable. Estimates based on the results of a survey of former Digital Pioneers suggest that the currently active Digital Pioneers together attract approximately one million visitors each month. Only 4% of the respondents said that the number of visitors to their sites had decreased since they started. In general, it is clear that the Digital Pioneers programme has created socially engaged and sustainable movement in the field of social media. The resulting projects represent a significant part of a community of social media entrepreneurs based in the Netherlands. With the expected cuts in public spending, however, this movement will be confronted with a new reality. It will be necessary for the projects to transform themselves in order to achieve sustainable independence.
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Toon alles
Bureaublad
Schermbeveiliging
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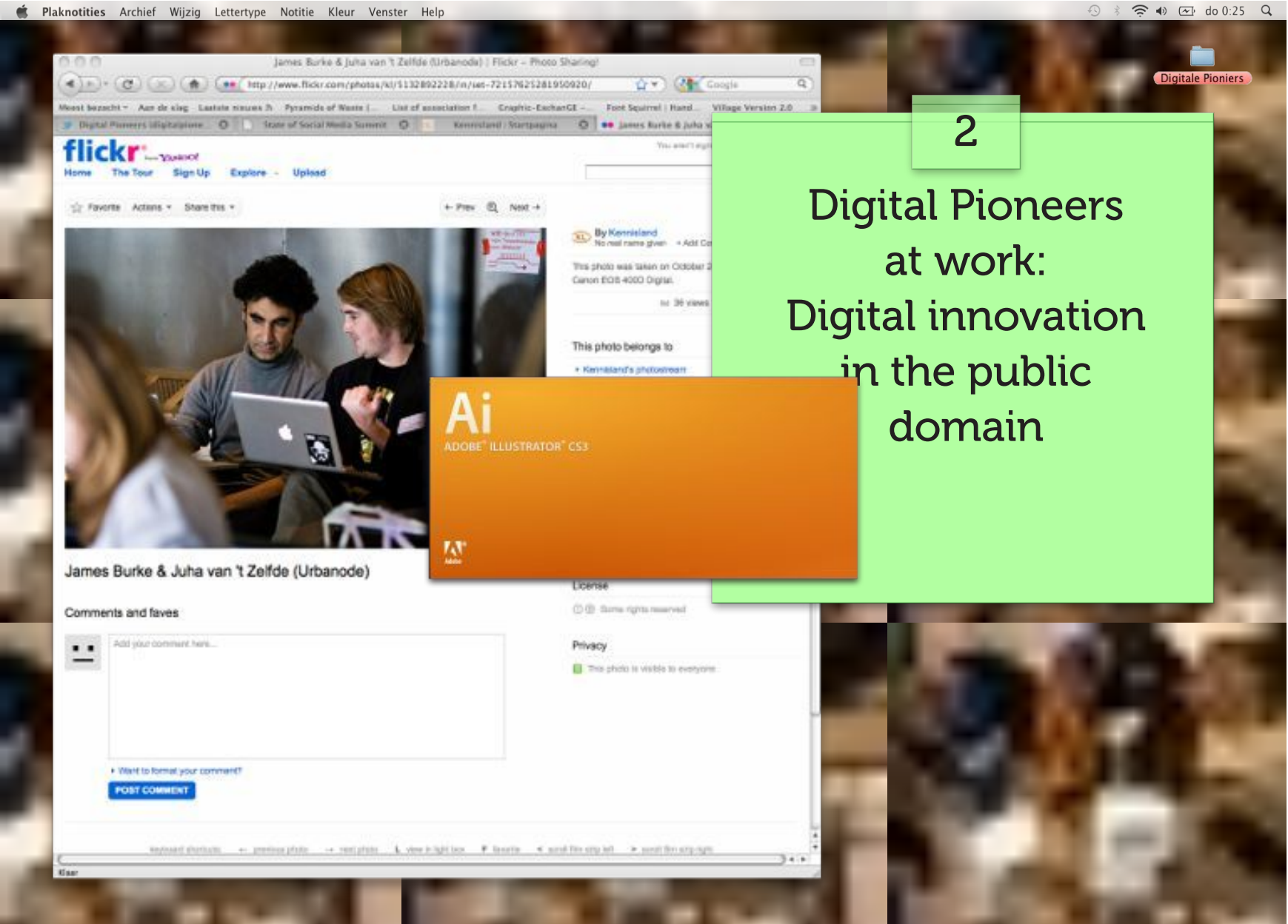
Abstract
Patronen
Effen kleuren
iPhoto
Mappen
"Support from the Digital Pioneers programme is an alternative to venture capital. Although this form of financing is also an option for starters like us, we prefer not to use it. We are socially oriented. We don't want to work according to commercial logic. Our norms and values are different. Moreover, it is not logical to attract a company for an open-source project."
Juha van 't Zelfde
Urbanode



2

Digital Pioneers at work: Digital innovation in the public domain

Social media initiatives have worked on a variety of topics and specific public issues. Projects range from *OpenKamer.tv* (which makes recordings of the House of Representatives in the Dutch parliament available, enriching the recordings with valuable metadata) to the *AeXist Diabetes* project (which supports diabetes patients by allowing them to log their histories and collaborate with healthcare professionals online). Despite the wide variety of topics, all of the projects share a set of public values, which serves to unite all of the Digital Pioneers projects.

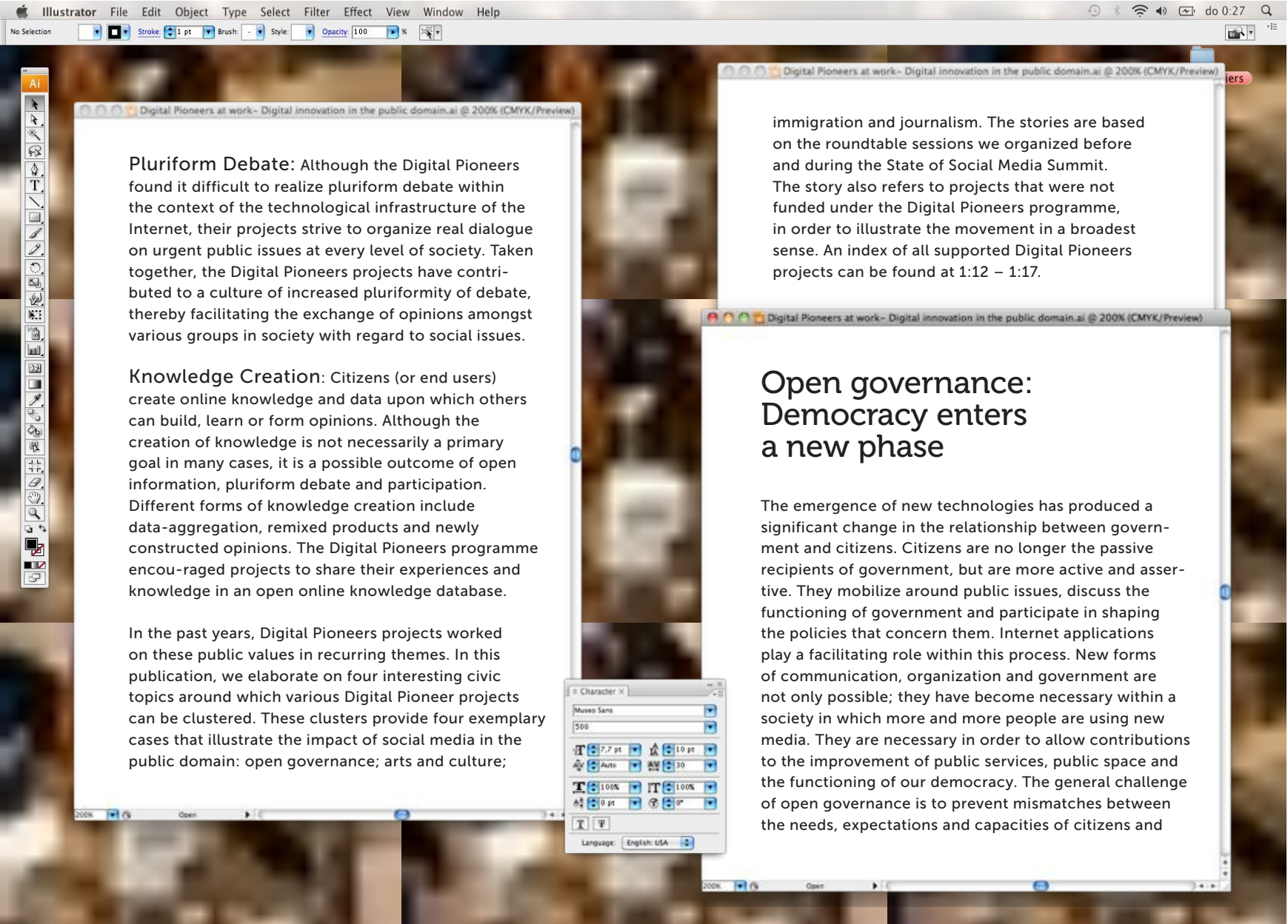
The public values of the Digital Pioneers

A retrospective qualitative study[7] showed how four public values – open information, knowledge creation, participation and pluriform debate – had been of primary importance to the programme's initiators over the years, as well as to the participants in Digital Pioneers. In most projects, at least one of these values has played a prominent role.

Open Information: According to the Digital Pioneers, this is the most important public value. Within a political context, open information involves opening up closed governmental information or making the relation between citizens and government more transparent. The use of open content licensing and open software is often a way to disclose information (political or otherwise) that is produced openly, while facilitating the free and public exchange of knowledge. The Digital Pioneers programme actively encouraged projects to use open content licensing and open source.

Participation: Most projects enhance participation (or the possibility of participation) in some form. In essence, participation involves helping citizens to act pro-actively within the public domain. Participation consists of several stages, ranging from activities targeted towards raising awareness and encouraging involvement regarding specific issues to intensive forms of cooperation in which citizens take action on social issues.

7. Hoed, Marc den (May 2010). *Digitale Pioniers en het publieke domein op internet* [Digital Pioneers and the public domain on the Internet]. Amsterdam. Page 24.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Pluriform Debate: Although the Digital Pioneers found it difficult to realize pluriform debate within the context of the technological infrastructure of the Internet, their projects strive to organize real dialogue on urgent public issues at every level of society. Taken together, the Digital Pioneers projects have contributed to a culture of increased pluriformity of debate, thereby facilitating the exchange of opinions amongst various groups in society with regard to social issues.
Knowledge Creation: Citizens (or end users) create online knowledge and data upon which others can build, learn or form opinions. Although the creation of knowledge is not necessarily a primary goal in many cases, it is a possible outcome of open information, pluriform debate and participation. Different forms of knowledge creation include data-aggregation, remixed products and newly constructed opinions. The Digital Pioneers programme encou-raged projects to share their experiences and knowledge in an open online knowledge database.
In the past years, Digital Pioneers projects worked on these public values in recurring themes. In this publication, we elaborate on four interesting civic topics around which various Digital Pioneer projects can be clustered. These clusters provide four exemplary cases that illustrate the impact of social media in the public domain: open governance; arts and culture;
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immigration and journalism. The stories are based on the roundtable sessions we organized before and during the State of Social Media Summit. The story also refers to projects that were not funded under the Digital Pioneers programme, in order to illustrate the movement in a broadest sense. An index of all supported Digital Pioneers projects can be found at 1:12 – 1:17.
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Open governance: Democracy enters a new phase
The emergence of new technologies has produced a significant change in the relationship between government and citizens. Citizens are no longer the passive recipients of government, but are more active and assertive. They mobilize around public issues, discuss the functioning of government and participate in shaping the policies that concern them. Internet applications play a facilitating role within this process. New forms of communication, organization and government are not only possible; they have become necessary within a society in which more and more people are using new media. They are necessary in order to allow contributions to the improvement of public services, public space and the functioning of our democracy. The general challenge of open governance is to prevent mismatches between the needs, expectations and capacities of citizens and

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government activities. With the possibilities of social media, democracy is entering a new phase. We can define roughly three ways in which initiatives are attempting to engage citizens in politics and government. These three clusters represent three different directions of communication: top-down, bottom-up and horizontal. In other words, they represent communication from government to citizens, from citizens to government and amongst citizens with each other.[8]

Until recently, it was necessary for people who were interested in information regarding government activities to invest considerable effort in communicating with civil servants or politicians. Others were forced to rely on secondary information offered by centralized media. Few people made the effort to attend town hall meetings, let alone meetings of the national parliament, or to telephone their local representatives about particular day-to-day decisions. Government and governance was something that was 'out there'; it was not something in which citizens could participate on a day-to-day basis. Several initiatives provided solutions for individuals wishing to be informed about what is happening in the arena of politics and government, about which candidates deserve their votes and about what happens after they vote. One example is the *150volksvertegenwoordigers.nl* (150representatives) project, which provides information about all members of the parliament. Other examples include

8. Geraci, John (June 2009). *The four pillars of an open civic system*. Via Oreilly.com (http://radar.oreilly.com/2009/06/the-four-pillars-of-an-open-ci.html).

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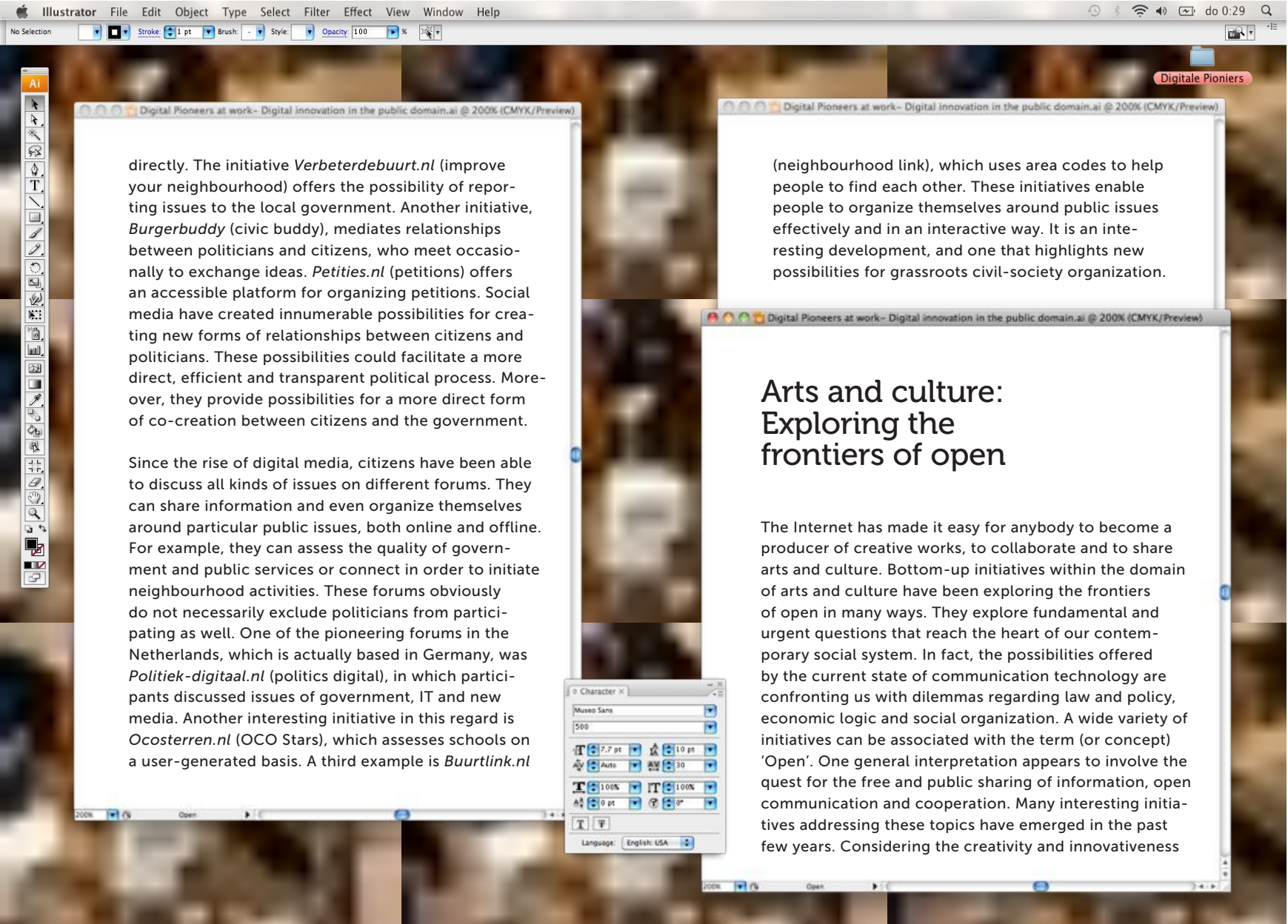
Politix.nl, which provides insight into the historical and current voting behaviour within the parliament, and *Democratiespel.nl* (democracy game), which uses a game setting to explain how the Dutch political process actually works. *Polidocs.nl* is a search engine for political documents, *OpenKamer.tv* (open chamber) streams debates from the House of Representatives and Ikregeer.nl offers documents concerning the most recent questions in the House of Representatives. Together, these initiatives have created a revolutionary change in the opportunities available to citizens for becoming informed and understanding what exactly is taking place in the political arena. These projects could serve to enhance the legitimacy and credit of administrations and help people to see more possibilities for participation.

The gap between citizens and the government is a hotly debated issue of all times. This gap is obviously a particularly appropriate issue for contemporary social media entrepreneurs, who seek to use new media applications to connect citizens, public servants and politicians. While the topic of transparency (as elaborated above) tends to involve top-down communication, these initiatives provide citizens with a voice, from the bottom up. Several new governance tools are available to those wishing to inform politicians directly. With *Maildepolitiek.nl* (mail politics), they can contact any politician throughout the Netherlands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directly. The initiative *Verbeterdebuurt.nl* (improve your neighbourhood) offers the possibility of reporting issues to the local government. Another initiative, *Burgerbuddy* (civic buddy), mediates relationships between politicians and citizens, who meet occasionally to exchange ideas. *Petities.nl* (petitions) offers an accessible platform for organizing petitions. Social media have created innumerable possibilities for creating new forms of relationships between citizens and politicians. These possibilities could facilitate a more direct, efficient and transparent political process. Moreover, they provide possibilities for a more direct form of co-creation between citizens and the government.
Since the rise of digital media, citizens have been able to discuss all kinds of issues on different forums. They can share information and even organize themselves around particular public issues, both online and offline. For example, they can assess the quality of government and public services or connect in order to initiate neighbourhood activities. These forums obviously do not necessarily exclude politicians from participating as well. One of the pioneering forums in the Netherlands, which is actually based in Germany, was *Politiek-digitaal.nl* (politics digital), in which participants discussed issues of government, IT and new media. Another interesting initiative in this regard is *Ocosterren.nl* (OCO Stars), which assesses schools on a user-generated basis. A third example is *Buurtlink.nl*
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(neighbourhood link), which uses area codes to help people to find each other. These initiatives enable people to organize themselves around public issues effectively and in an interactive way. It is an interesting development, and one that highlights new possibilities for grassroots civil-society organization.
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Arts and culture: Exploring the frontiers of open
The Internet has made it easy for anybody to become a producer of creative works, to collaborate and to share arts and culture. Bottom-up initiatives within the domain of arts and culture have been exploring the frontiers of open in many ways. They explore fundamental and urgent questions that reach the heart of our contemporary social system. In fact, the possibilities offered by the current state of communication technology are confronting us with dilemmas regarding law and policy, economic logic and social organization. A wide variety of initiatives can be associated with the term (or concept) 'Open'. One general interpretation appears to involve the quest for the free and public sharing of information, open communication and cooperation. Many interesting initiatives addressing these topics have emerged in the past few years. Considering the creativity and innovativeness

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existing within the context of arts and culture, it seems a highly suitable context within which to experiment with open initiatives. Not surprisingly, several remarkable projects have been initiated within this segment.

Several issues seem to be of relevance, including the disclosure and sharing of artistic expressions. For example, the *Ipoetry* project by Poeziëcircus archives and presents every performance of poets during their events, and Wormweb programmes cutting-edge sound art and music that tends to be neglected by mainstream media. These initiatives are attempting to bring particular forms of culture to the public and facilitate the related communities. Such an endeavour would be much more difficult, if not impossible, without such online platforms. Other initiatives (e.g. *Simuze*, *Blender*, **openmargin* and *NARB*) are actively trying to connect producers with producers, consumers with consumers or producers with consumers. *Simuze* was a community for music producers and consumers that attempted to offer an alternative for the industry. Blender connects 3D animators to work on collective projects. **openmargin* is a visionary tool that connects readers of e-books by facilitating communication through the 'margins' of the books, and *NARB* connects museum visitors by facilitating the exchange of their comments on certain exhibitions. These projects are contributing to an open and free culture, and they are stimulating innovation and openness within the entire arts and culture sector.

"In the world of museums, different target groups exist. For example, there are artists and curators, as well as the general public. We wanted to reach the general public in order to make art less complex and more accessible to lay people. We thought, 'Let's crowdsource, so that people can share their insights on the platform'."

James Burke
NARB

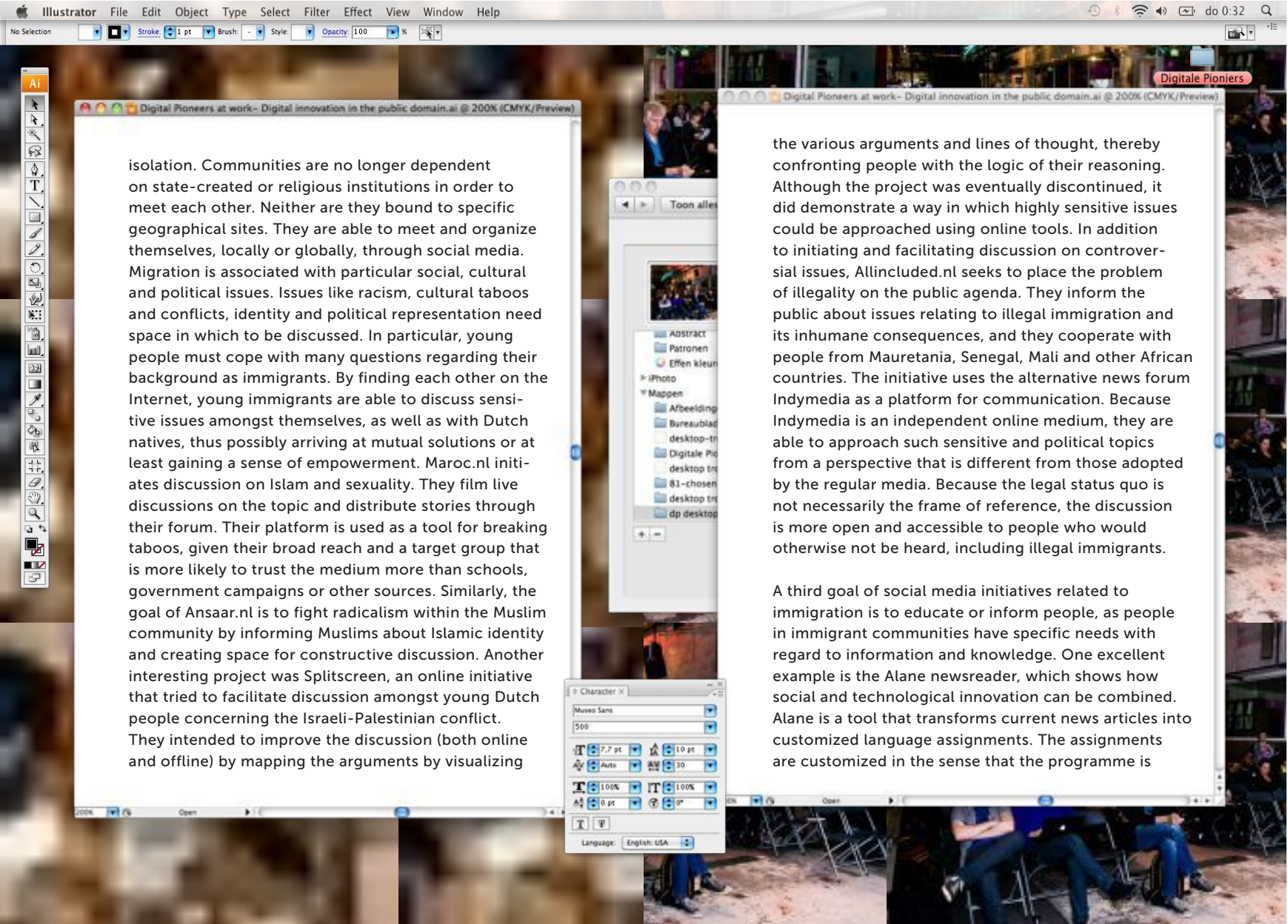
"We couldn't believe that there was still no online atlas for architecture, so we decided to create one by ourselves. During our research, we found out that people all over the world wanted such a platform. We started and anticipated rapid growth."

Mieke Vullings
Mimoa

Migration and integration: Bottom-up possibilities

Migration is an omnipresent phenomenon in the contemporary world. It is hard to imagine that, until recently, immigrants had been forced to pay exorbitant telephone costs if they wanted to maintain contact with their family and friends. Important documents had to travel for days or even weeks. Moreover, minorities became easily isolated and invisible within the public sphere. In contrast to former times, minorities now have excellent tools with which to organize themselves and become visible. Social media are facilitating the connection of diasporas and specific ethnic groups, and they provide a platform for dialogue, discussion and learning, as well as for the exchange of information and the sharing of knowledge. Several pioneering initiatives address single, specific goals, while others focus on multiple goals simultaneously. The overarching objective is to empower particular immigrants and contribute to diversity within society.

People of particular backgrounds can connect through specific ethnically oriented platforms. Initiatives like *Maroc.nl*, *Turkishplace.nl* and *Ansaar.nl* are directed towards particular target groups, and they create a convenient online atmosphere within which relevant issues can be discussed, people can chat with each other, information can be shared and others who have an interest in a given group can approach them. Users are able to find other users with similar questions needs and interests. The online initiatives can facilitate this community in different ways. For example, Maroc.nl created 'Ask Lina', a tool that provides young people of Moroccan descent with the possibility of asking sensitive questions. On Turkishplace.nl, young people can open accounts and communicate with each other in a manner similar to that used by Facebook; the platform also facilitates connections between students and companies that are specifically interested in this group. Ansaar.nl is an online environment in which Muslims can find each other to talk about Islam and other social issues, or simply to engage in general conversations with likeminded people. Another initiative is *Hier-sta-ik.nl* (here I stand), in which young refugees in refugee centres in the Netherlands can present themselves and their talents. To this vulnerable group, who lack the means to communicate with the rest of the world and who have a limited amount of freedom, this online medium offers the possibility of being connected and overcoming their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isolation. Communities are no longer dependent on state-created or religious institutions in order to meet each other. Neither are they bound to specific geographical sites. They are able to meet and organize themselves, locally or globally, through social media. Migration is associated with particular social, cultural and political issues. Issues like racism, cultural taboos and conflicts, identity and political representation need space in which to be discussed. In particular, young people must cope with many questions regarding their background as immigrants. By finding each other on the Internet, young immigrants are able to discuss sensitive issues amongst themselves, as well as with Dutch natives, thus possibly arriving at mutual solutions or at least gaining a sense of empowerment. Maroc.nl initiates discussion on Islam and sexuality. They film live discussions on the topic and distribute stories through their forum. Their platform is used as a tool for breaking taboos, given their broad reach and a target group that is more likely to trust the medium more than schools, government campaigns or other sources. Similarly, the goal of Ansaar.nl is to fight radicalism within the Muslim community by informing Muslims about Islamic identity and creating space for constructive discussion. Another interesting project was Splitscreen, an online initiative that tried to facilitate discussion amongst young Dutch people concerning the Israeli-Palestinian conflict. They intended to improve the discussion (both online and offline) by mapping the arguments by visualizing
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the various arguments and lines of thought, thereby confronting people with the logic of their reasoning. Although the project was eventually discontinued, it did demonstrate a way in which highly sensitive issues could be approached using online tools. In addition to initiating and facilitating discussion on controversial issues, Allincluded.nl seeks to place the problem of illegality on the public agenda. They inform the public about issues relating to illegal immigration and its inhumane consequences, and they cooperate with people from Mauretania, Senegal, Mali and other African countries. The initiative uses the alternative news forum Indymedia as a platform for communication. Because Indymedia is an independent online medium, they are able to approach such sensitive and political topics from a perspective that is different from those adopted by the regular media. Because the legal status quo is not necessarily the frame of reference, the discussion is more open and accessible to people who would otherwise not be heard, including illegal immigrants.

A third goal of social media initiatives related to immigration is to educate or inform people, as people in immigrant communities have specific needs with regard to information and knowledge. One excellent example is the Alane newsreader, which shows how social and technological innovation can be combined. Alane is a tool that transforms current news articles into customized language assignments. The assignments are customized in the sense that the programme is

responsive to the level of individual students. A similar initiative was the *Virtual Integration Game*, which was used by municipalities to inform immigrants about participation in the Netherlands. Coping with such health issues as HIV/AIDS is particularly difficult for people who have language difficulties, who are restricted by cultural taboos or who are do not know how to access health institutions. The Lifeboat project produced a series of documentaries about people coping with the disease, with the goal of informing and inspiring people in the same situation. They are currently working to build an online library to make the films available to anyone who might be interested.

"When difficult events take place in society, people start looking for answers on the Internet. This happens all the time on Maroc.nl. Although this might result in flaming, it generates profound dialogue and discussion as well."

Mohamed Al Aissati
Maroc.nl

Civil-society journalism: Niche platforms and new tools

The Internet has democratized the role of the journalist in society. Normal citizens can now be the first to report a news story. For example, they are the first at the scene of events, and they are able to transmit their stories to the world before official reporters can. They report stories easily by using their mobile phones and the Internet. Citizen journalism (or networked journalism, as this development is sometimes called) might be problematic from the perspective of the traditional ethics of quality journalism. Nevertheless, it apparently represents an irreversible change in the journalistic field, and it offers new possibilities for exploring the democratic function of media in terms of news, news interpretation and the formation of opinions on social actuality. The Internet offers new opportunities for finding or crowdsourcing information, as well as for analyzing information and making it public in a networked way.

Bottom-up initiatives have been building platforms for alternative perspectives and alternative views that can counterbalance mainstream media. *VJ Movement* is a global network of more than 150 video journalists and editorial cartoonists, which presents stories from reporters on the ground. Operating under the motto, 'There is more than one truth', VJ Movement provides an alternative angle on current affairs all around the world. With *Mobile Reporters*, people can upload stories with their mobile phones and publish them on the web easily. It enables citizens to let their voices be heard. Over the past few years, interesting niche platforms have been started in which individuals can share news and opinions. Examples include *Indymedia*, a network of news sites (started by media activists) on which citizens can publish their stories, *Global Voices*, a community of citizen bloggers, and *Africa Interactive*, a niche platform for news related to Africa, published by African citizen journalists.

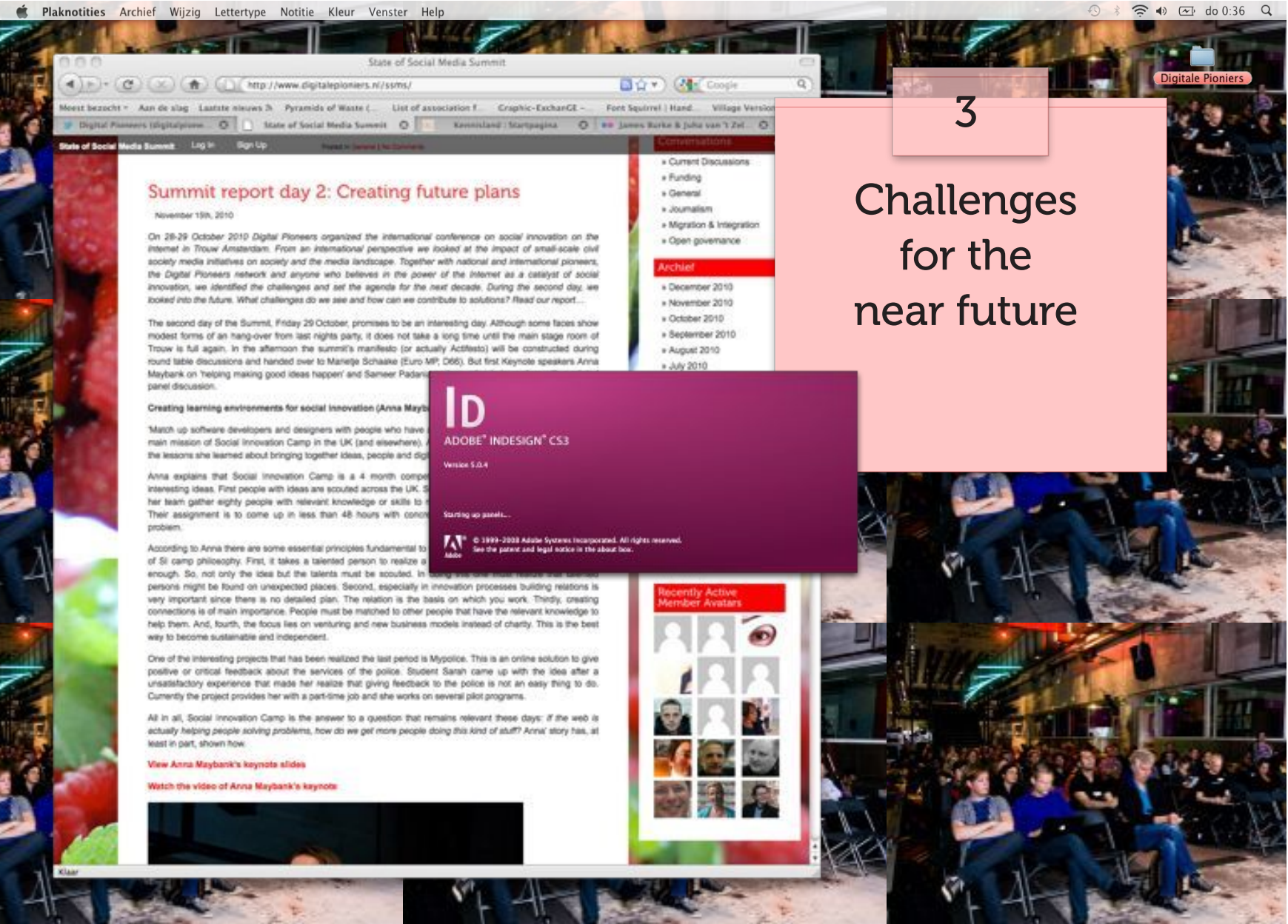
Bottom-up initiatives have also been building new digital tools for gathering, analyzing and publishing information that can lead to journalistic news stories. *Polidocs.nl* is a project that discloses the documents of the Dutch parliament and explores new ways of visualizing this information. For example, their interruption graph shows how many times politicians were interrupted during their discussions. Such tools provide new insights into the power relations between politicians,

and they have been used by the mainstream media, as in an article published in the Dutch newspapers *NRC Next* and *NRC Handelsblad*.[9] Bottom-up media projects have been contributing to journalistic diversity and ensuring that the information needs of citizens are met.

"The Swift River platform was born out of the need to understand and act upon a wave of crisis data that tends to overwhelm the first 24 hours a disaster. Since then, there has been a great deal of interest in this tool for other industries, news rooms and monitoring groups."

Juliana Rotich
Ushahidi
keynote speaker at the State of Social Media Summit

9. Marx, Maarten (2010). Interruptiegraaf bij *NRC*. Via Politicalmashup.nl (http://politicalmashup.nl/2010/11/interruptiegraaf-bij-nrc/).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Summit report day 2: Creating future plans
November 19th, 2010
Conversations
» Current Discussions
» Funding
» General
» Journalism
» Migration & Integration
» Open governance
Archief
» December 2010
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» October 2010
» September 2010
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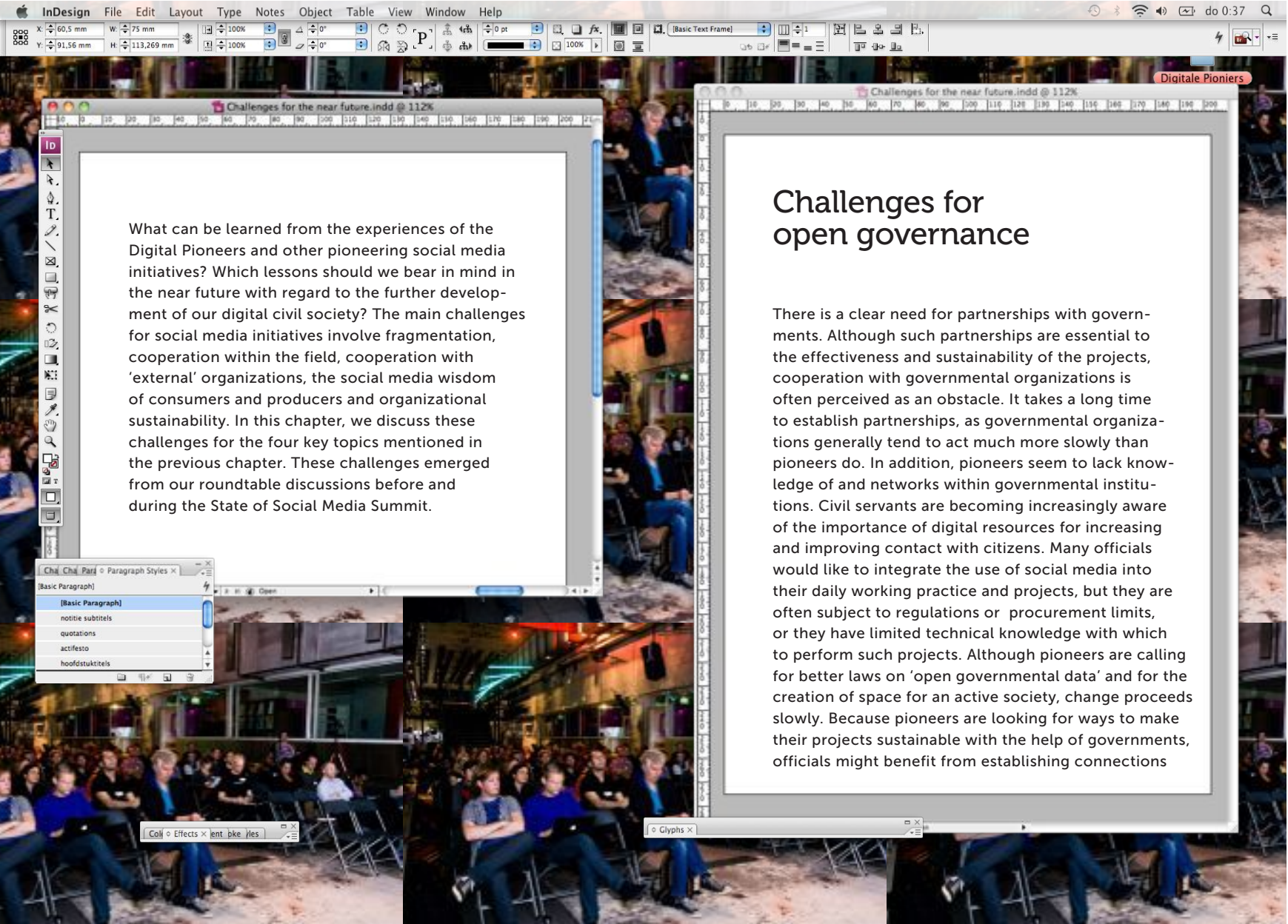
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What can be learned from the experiences of the Digital Pioneers and other pioneering social media initiatives? Which lessons should we bear in mind in the near future with regard to the further development of our digital civil society? The main challenges for social media initiatives involve fragmentation, cooperation within the field, cooperation with 'external' organizations, the social media wisdom of consumers and producers and organizational sustainability. In this chapter, we discuss these challenges for the four key topics mentioned in the previous chapter. These challenges emerged from our roundtable discussions before and during the State of Social Media Summit.
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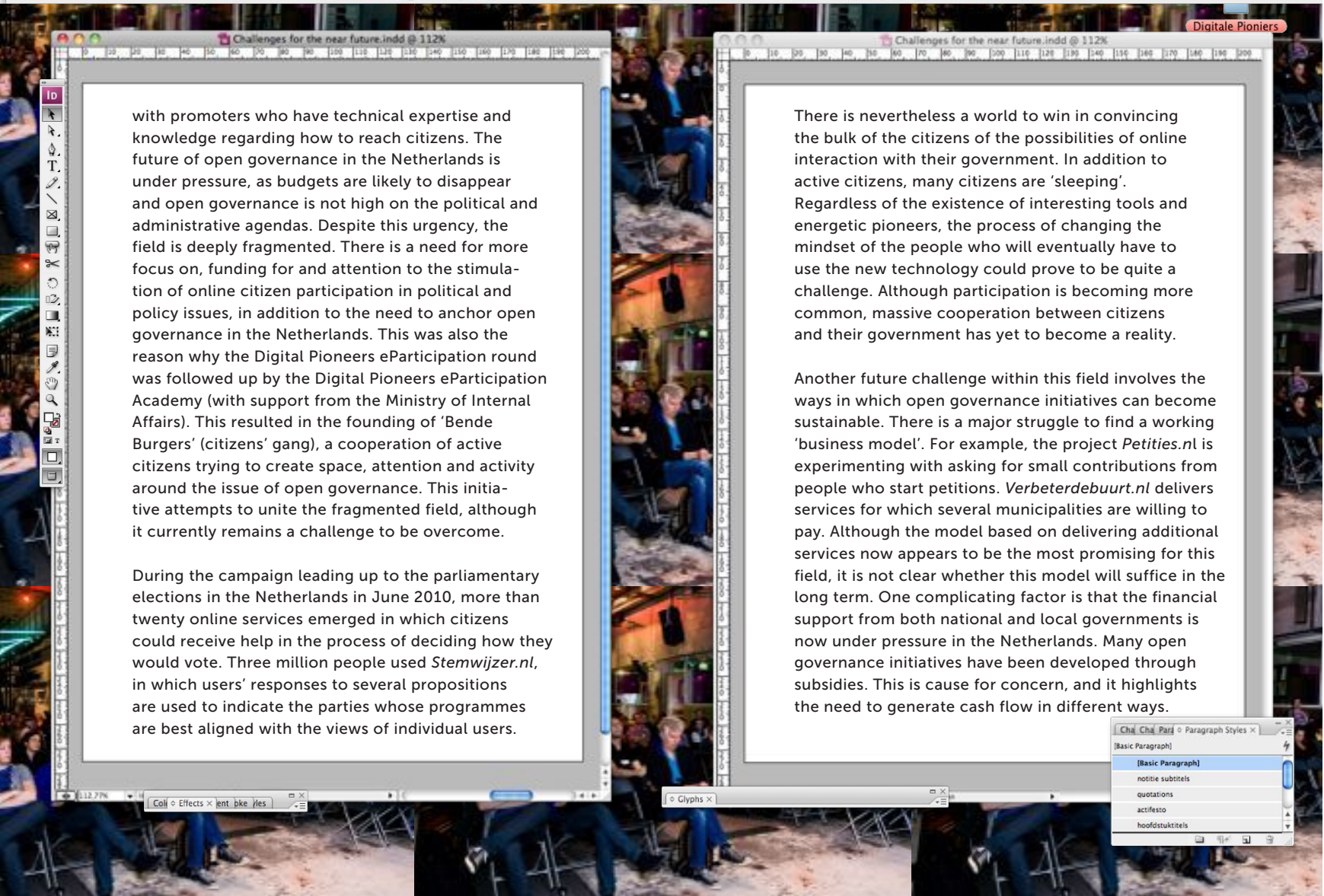
Challenges for open governance
There is a clear need for partnerships with governments. Although such partnerships are essential to the effectiveness and sustainability of the projects, cooperation with governmental organizations is often perceived as an obstacle. It takes a long time to establish partnerships, as governmental organizations generally tend to act much more slowly than pioneers do. In addition, pioneers seem to lack knowledge of and networks within governmental institutions. Civil servants are becoming increasingly aware of the importance of digital resources for increasing and improving contact with citizens. Many officials would like to integrate the use of social media into their daily working practice and projects, but they are often subject to regulations or procurement limits, or they have limited technical knowledge with which to perform such projects. Although pioneers are calling for better laws on 'open governmental data' and for the creation of space for an active society, change proceeds slowly. Because pioneers are looking for ways to make their projects sustainable with the help of governments, officials might benefit from establishing connections

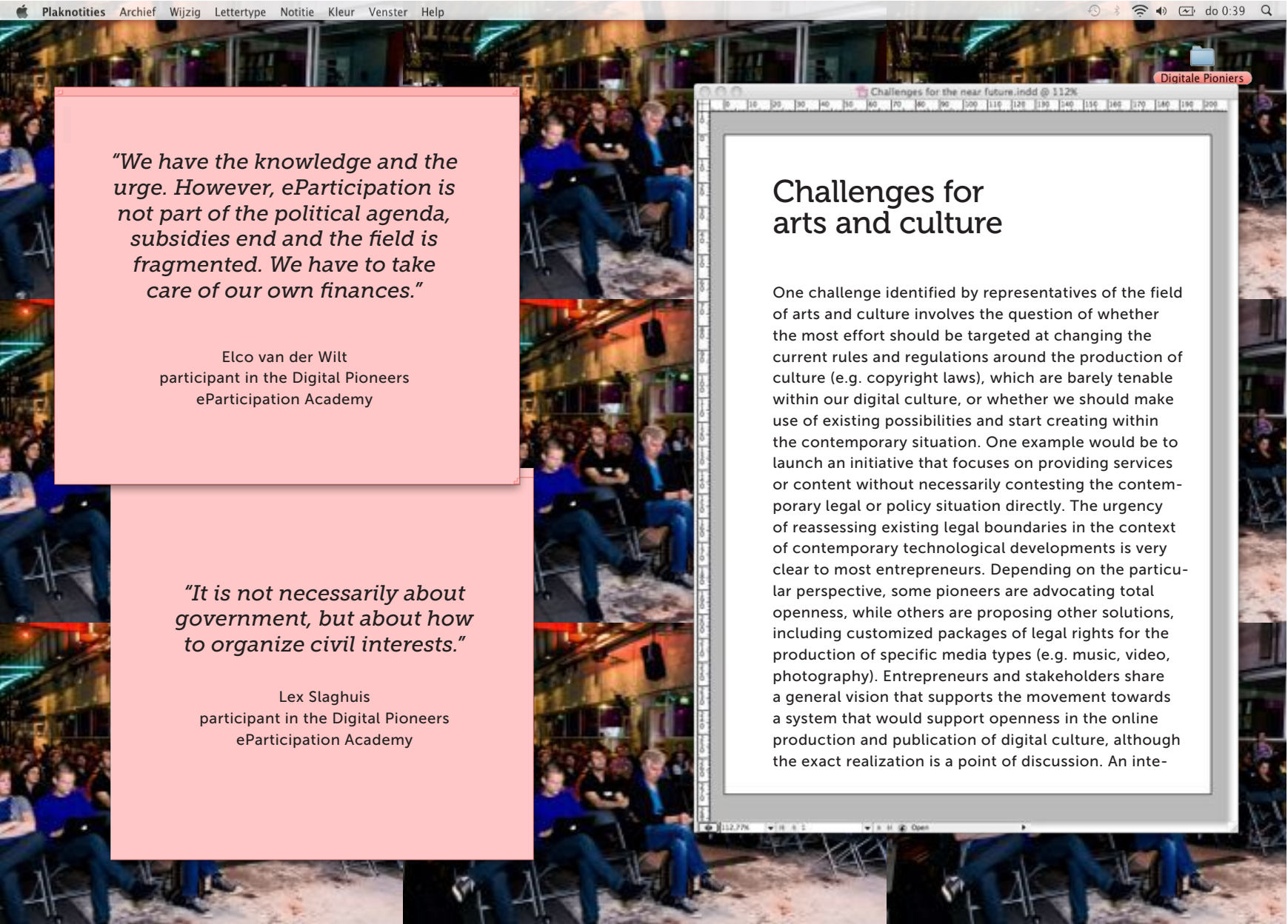


with promoters who have technical expertise and knowledge regarding how to reach citizens. The future of open governance in the Netherlands is under pressure, as budgets are likely to disappear and open governance is not high on the political and administrative agendas. Despite this urgency, the field is deeply fragmented. There is a need for more focus on, funding for and attention to the stimulation of online citizen participation in political and policy issues, in addition to the need to anchor open governance in the Netherlands. This was also the reason why the Digital Pioneers eParticipation round was followed up by the Digital Pioneers eParticipation Academy (with support from the Ministry of Internal Affairs). This resulted in the founding of 'Bende Burgers' (citizens' gang), a cooperation of active citizens trying to create space, attention and activity around the issue of open governance. This initiative attempts to unite the fragmented field, although it currently remains a challenge to be overcome.

During the campaign leading up to the parliamentary elections in the Netherlands in June 2010, more than twenty online services emerged in which citizens could receive help in the process of deciding how they would vote. Three million people used *Stemwijzer.nl*, in which users' responses to several propositions are used to indicate the parties whose programmes are best aligned with the views of individual users.

There is nevertheless a world to win in convincing the bulk of the citizens of the possibilities of online interaction with their government. In addition to active citizens, many citizens are 'sleeping'. Regardless of the existence of interesting tools and energetic pioneers, the process of changing the mindset of the people who will eventually have to use the new technology could prove to be quite a challenge. Although participation is becoming more common, massive cooperation between citizens and their government has yet to become a reality.

Another future challenge within this field involves the ways in which open governance initiatives can become sustainable. There is a major struggle to find a working 'business model'. For example, the project *Petities.nl* is experimenting with asking for small contributions from people who start petitions. *Verbeterdebuurt.nl* delivers services for which several municipalities are willing to pay. Although the model based on delivering additional services now appears to be the most promising for this field, it is not clear whether this model will suffice in the long term. One complicating factor is that the financial support from both national and local governments is now under pressure in the Netherlands. Many open governance initiatives have been developed through subsidies. This is cause for concern, and it highlights the need to generate cash flow in different ways.



"We have the knowledge and the urge. However, eParticipation is not part of the political agenda, subsidies end and the field is fragmented. We have to take care of our own finances."

Elco van der Wilt
participant in the Digital Pioneers
eParticipation Academy

"It is not necessarily about government, but about how to organize civil interests."

Lex Slaghuis
participant in the Digital Pioneers
eParticipation Academy

Challenges for arts and culture

One challenge identified by representatives of the field of arts and culture involves the question of whether the most effort should be targeted at changing the current rules and regulations around the production of culture (e.g. copyright laws), which are barely tenable within our digital culture, or whether we should make use of existing possibilities and start creating within the contemporary situation. One example would be to launch an initiative that focuses on providing services or content without necessarily contesting the contemporary legal or policy situation directly. The urgency of reassessing existing legal boundaries in the context of contemporary technological developments is very clear to most entrepreneurs. Depending on the particular perspective, some pioneers are advocating total openness, while others are proposing other solutions, including customized packages of legal rights for the production of specific media types (e.g. music, video, photography). Entrepreneurs and stakeholders share a general vision that supports the movement towards a system that would support openness in the online production and publication of digital culture, although the exact realization is a point of discussion. An inte-

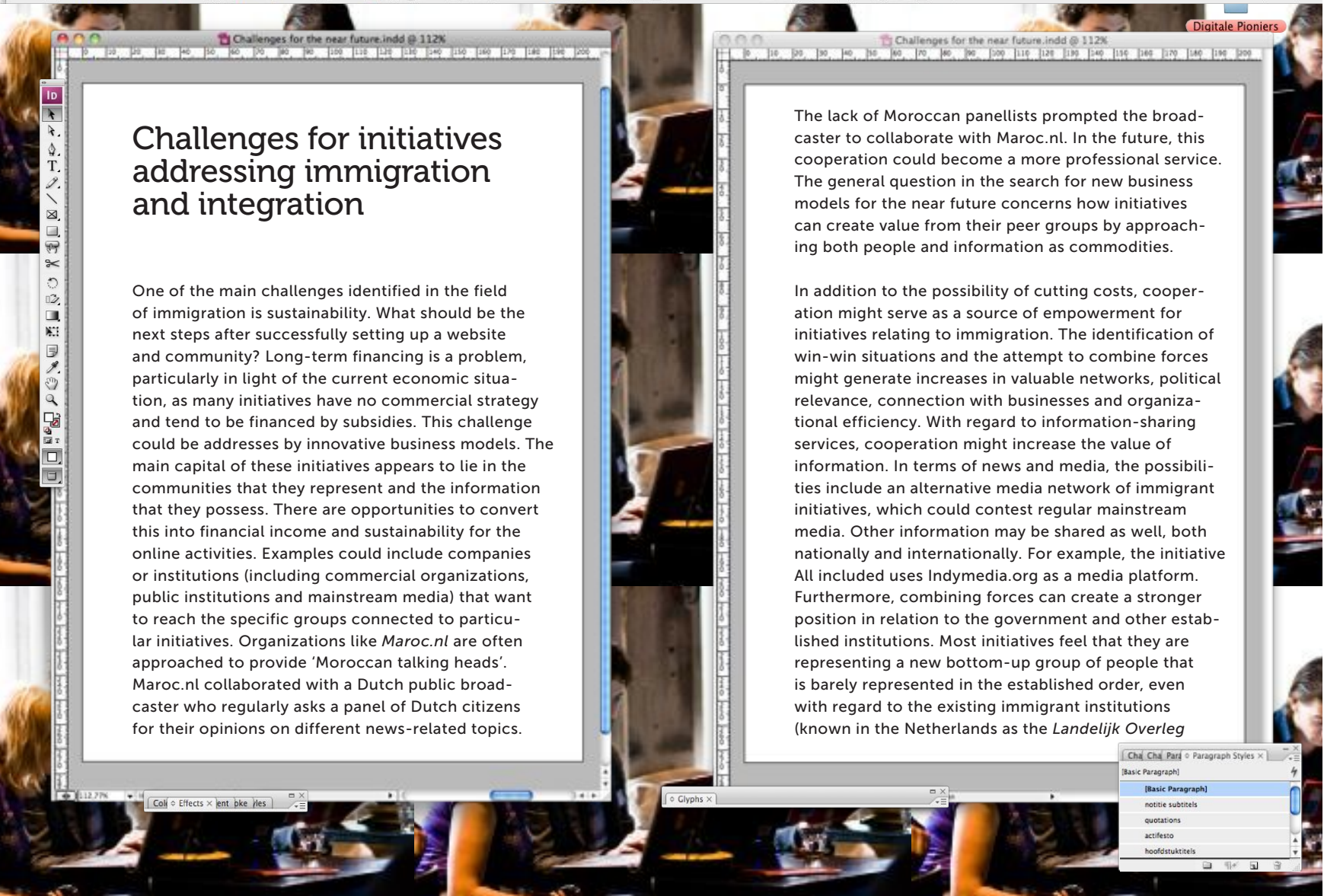
resting case in this regard involves the different impact of copyright issues on various forms of content. The specific features of the content (and the related community) have direct consequences for the legal needs. It has been argued that, for a variety of reasons, *Creative Commons* (CC) seems to be a more obvious solution with regard to images and text than it is for the production of music. Reasons include the different career expectations of musicians, differences in the creative process, the association with the industry (the Dutch Buma/Stemra) and the uniqueness of particular songs. In general, therefore, professional musicians seem to aspire to early association with the industry and to protect their work, as they assume that their success (financial and otherwise) is dependent upon it. In contrast, professional photographers could be paid by the hour and distribute their work immediately under CC licences. There is still considerable work to be done in order to adapt structures to specific needs, and even to find out what exactly is needed.

In addition to the endeavour to change and/or make use of the possibilities of the central system, another challenge involves confronting the consumers and producers of content with the possibilities of an open approach. In other words, it involves promoting a paradigm shift. If pioneers and policymakers still have many questions, it is logical to assume that a significant number of consumers and producers must still

be slightly puzzled about the changing playing field. The initiators of the movement are therefore charged with the task of extending the discussion and activity and at least making people (and institutions) aware of the situation and its possibilities. This need not take place from an ideological perspective, but can consist of simply showing the possibilities and the success stories. One obstacle in this regard is the commercial industry's strong lobby against the open production of digital culture. For this reason, a solely political-ideological lobby might not work, and the presentation of practical examples might prove a more convincing method. Moreover, it is necessary to overcome general distrust and ignorance by a wide variety of agents and stakeholders. The objective in this regard is not necessarily to convince everybody to open up everything. The point seems to be that people should be conscious of the state of social media and that they should be able to make deliberate choices.

"We need to visualize success stories involving open culture. We should make our own Dutch RIP Remix Manifesto!"

Sebastiaan Ter Burg
Woberator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Challenges for initiatives addressing immigration and integration
One of the main challenges identified in the field of immigration is sustainability. What should be the next steps after successfully setting up a website and community? Long-term financing is a problem, particularly in light of the current economic situation, as many initiatives have no commercial strategy and tend to be financed by subsidies. This challenge could be addresses by innovative business models. The main capital of these initiatives appears to lie in the communities that they represent and the information that they possess. There are opportunities to convert this into financial income and sustainability for the online activities. Examples could include companies or institutions (including commercial organizations, public institutions and mainstream media) that want to reach the specific groups connected to particular initiatives. Organizations like *Maroc.nl* are often approached to provide 'Moroccan talking heads'. Maroc.nl collaborated with a Dutch public broadcaster who regularly asks a panel of Dutch citizens for their opinions on different news-related topics.
The lack of Moroccan panellists prompted the broadcaster to collaborate with Maroc.nl. In the future, this cooperation could become a more professional service. The general question in the search for new business models for the near future concerns how initiatives can create value from their peer groups by approaching both people and information as commodities.
In addition to the possibility of cutting costs, cooperation might serve as a source of empowerment for initiatives relating to immigration. The identification of win-win situations and the attempt to combine forces might generate increases in valuable networks, political relevance, connection with businesses and organizational efficiency. With regard to information-sharing services, cooperation might increase the value of information. In terms of news and media, the possibilities include an alternative media network of immigrant initiatives, which could contest regular mainstream media. Other information may be shared as well, both nationally and internationally. For example, the initiative All included uses Indymedia.org as a media platform. Furthermore, combining forces can create a stronger position in relation to the government and other established institutions. Most initiatives feel that they are representing a new bottom-up group of people that is barely represented in the established order, even with regard to the existing immigrant institutions (known in the Netherlands as the *Landelijk Overleg*
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Digitale Pioniers
Challenges for the near future.indd @ 112%

Migranten or LOM). In addition to the benefits of collective efforts for relationships with the government, improved contact with business could be interesting as well. Related possibilities include cooperating to offer particular services and becoming more visible to commercial enterprises. Cooperation and sharing information and knowledge might also enhance the efficiency of organizations. Confronted with similar organizational issues, the initiatives might learn from each other, perhaps even developing new ideas.

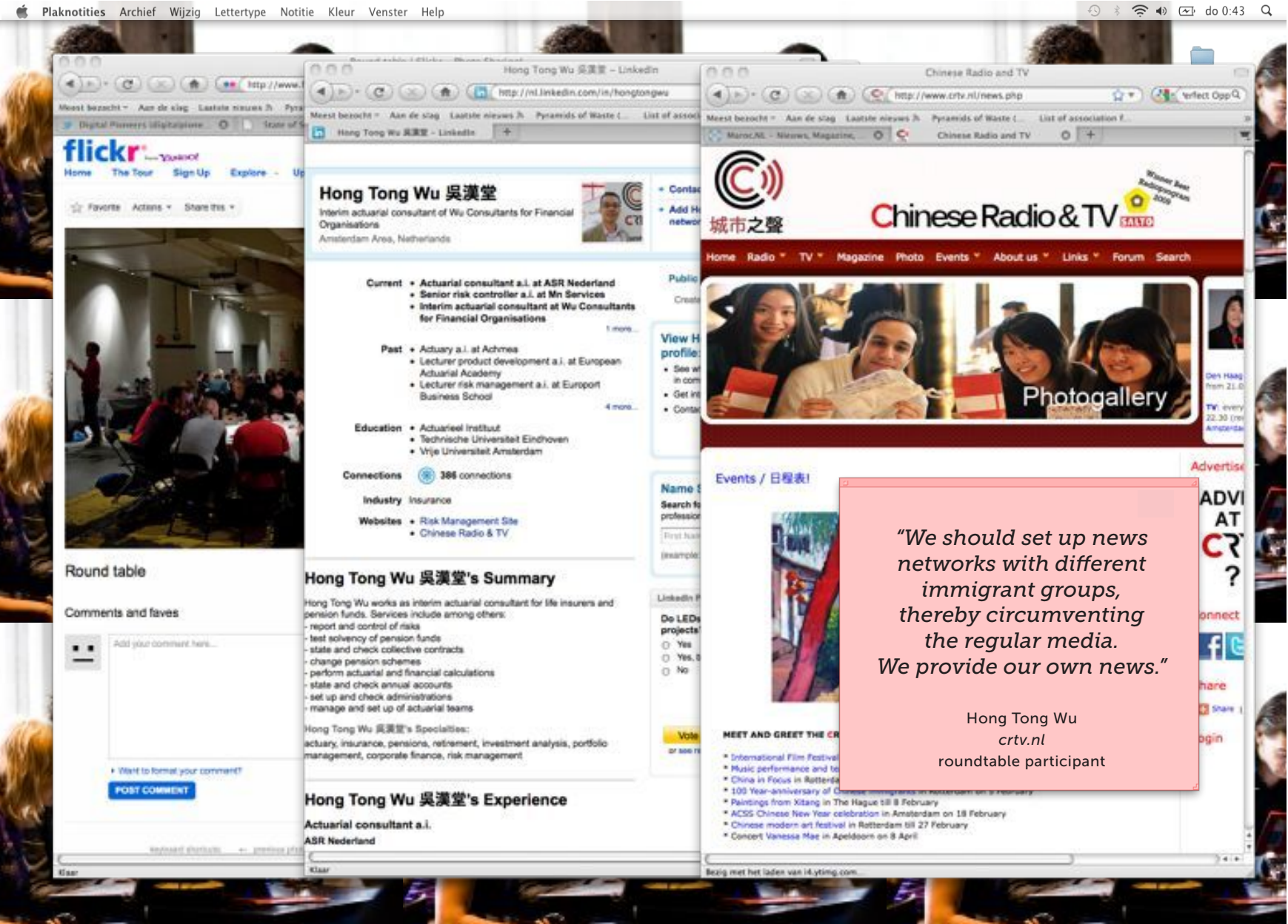
With these opportunities in mind, a second challenge with regard to sustainability is becoming even more urgent. This challenge involves how to maintain connections amongst people and how to serve particular peer groups. In some situations, it has proven difficult to keep people connected. On the other hand, most of the initiatives have strong unique selling points. They identify with existing groups, and they will have a loyal audience as long as they can remain 'authentic' in their identification with these groups. For example, Maroc.nl kept in touch with their target group by offering a free SMS service during Ramadan. One pitfall involves maintaining an overly strict or conservative idea about users. Excessive focus on a particular group might cause initiatives to miss many opportunities. Initiatives should be flexible with regard to the composition of the target group. In general, the maintenance of strong ties with the audience and

Challenges for the near future.indd @ 112%

community is an important challenge for the future, regardless of their precise composition. This can be achieved by understanding and engaging the users.
A final and very specific challenge for this cluster of social media initiatives involves the political sensitivity of issues relating to immigration. Heavy issues (e.g. radicalism) are being discussed online. Although several initiatives are trying to facilitate open constructive discussion, some of the initiators perceive a general distrust in society with regard to these issues, while others (e.g. the mainstream media) are abusing their openness. The particular role of the communities as mediators between specific sub-groups and wider society is confronting the initiators with dilemmas regarding openness and the safety of their users.

"Established immigrant organizations need to open up."

Armand Sag
Turkishplace.nl
roundtable participant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Hong Tong Wu 吳漢堂
Interim actuarial consultant of Wu Consultants for Financial Organisations
Amsterdam Area, Netherlands
Current
Actuarial consultant a.i. at ASR Nederland
Senior risk controller a.i. at Mn Services
Interim actuarial consultant at Wu Consultants for Financial Organisations
Past
Actuary a.i. at Achmea
Lecturer product development a.i. at European Actuarial Academy
Lecturer risk management a.i. at Europort Business School
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Technische Universiteit Eindhoven
Vrije Universiteit Amsterdam
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Hong Tong Wu 吳漢堂's Summary
Hong Tong Wu works as interim actuarial consultant for life insurers and pension funds. Services include among others:
- report and control of risks
- test solvency of pension funds
- state and check collective contracts
- change pension schemes
- perform actuarial and financial calculations
- state and check annual accounts
- set up and check administrations
- manage and set up of actuarial teams
Hong Tong Wu 吳漢堂's Specialties:
actuary, insurance, pensions, retirement, investment analysis, portfolio management, corporate finance, risk management
Hong Tong Wu 吳漢堂's Experience
Actuarial consultant a.i.
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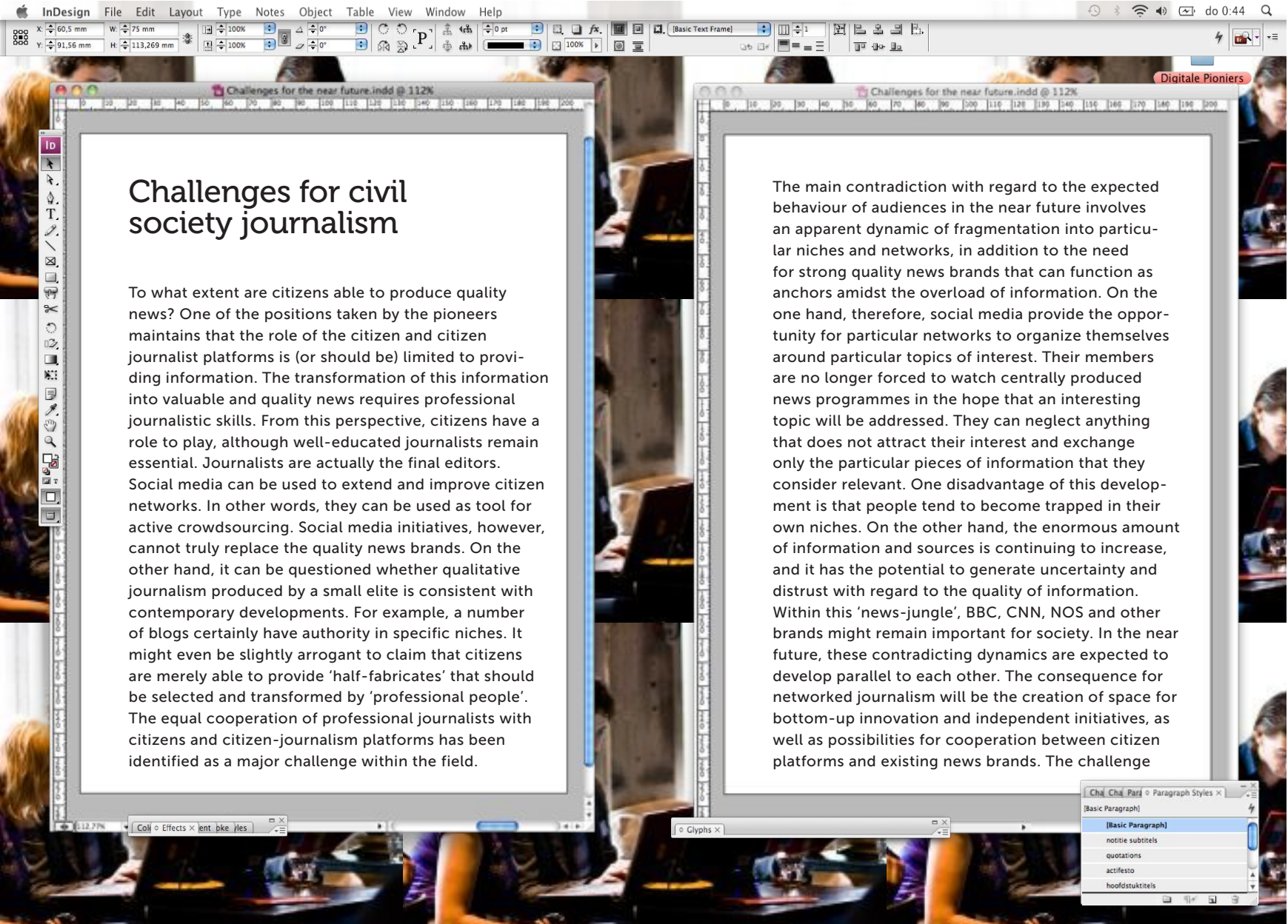
"We should set up news networks with different immigrant groups, thereby circumventing the regular media. We provide our own news."
Hong Tong Wu
crtv.nl
roundtable participant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Challenges for civil society journalism
To what extent are citizens able to produce quality news? One of the positions taken by the pioneers maintains that the role of the citizen and citizen journalist platforms is (or should be) limited to providing information. The transformation of this information into valuable and quality news requires professional journalistic skills. From this perspective, citizens have a role to play, although well-educated journalists remain essential. Journalists are actually the final editors. Social media can be used to extend and improve citizen networks. In other words, they can be used as tool for active crowdsourcing. Social media initiatives, however, cannot truly replace the quality news brands. On the other hand, it can be questioned whether qualitative journalism produced by a small elite is consistent with contemporary developments. For example, a number of blogs certainly have authority in specific niches. It might even be slightly arrogant to claim that citizens are merely able to provide 'half-fabricates' that should be selected and transformed by 'professional people'. The equal cooperation of professional journalists with citizens and citizen-journalism platforms has been identified as a major challenge within the field.
Digitale Pioniers
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The main contradiction with regard to the expected behaviour of audiences in the near future involves an apparent dynamic of fragmentation into particular niches and networks, in addition to the need for strong quality news brands that can function as anchors amidst the overload of information. On the one hand, therefore, social media provide the opportunity for particular networks to organize themselves around particular topics of interest. Their members are no longer forced to watch centrally produced news programmes in the hope that an interesting topic will be addressed. They can neglect anything that does not attract their interest and exchange only the particular pieces of information that they consider relevant. One disadvantage of this development is that people tend to become trapped in their own niches. On the other hand, the enormous amount of information and sources is continuing to increase, and it has the potential to generate uncertainty and distrust with regard to the quality of information. Within this 'news-jungle', BBC, CNN, NOS and other brands might remain important for society. In the near future, these contradicting dynamics are expected to develop parallel to each other. The consequence for networked journalism will be the creation of space for bottom-up innovation and independent initiatives, as well as possibilities for cooperation between citizen platforms and existing news brands. The challenge
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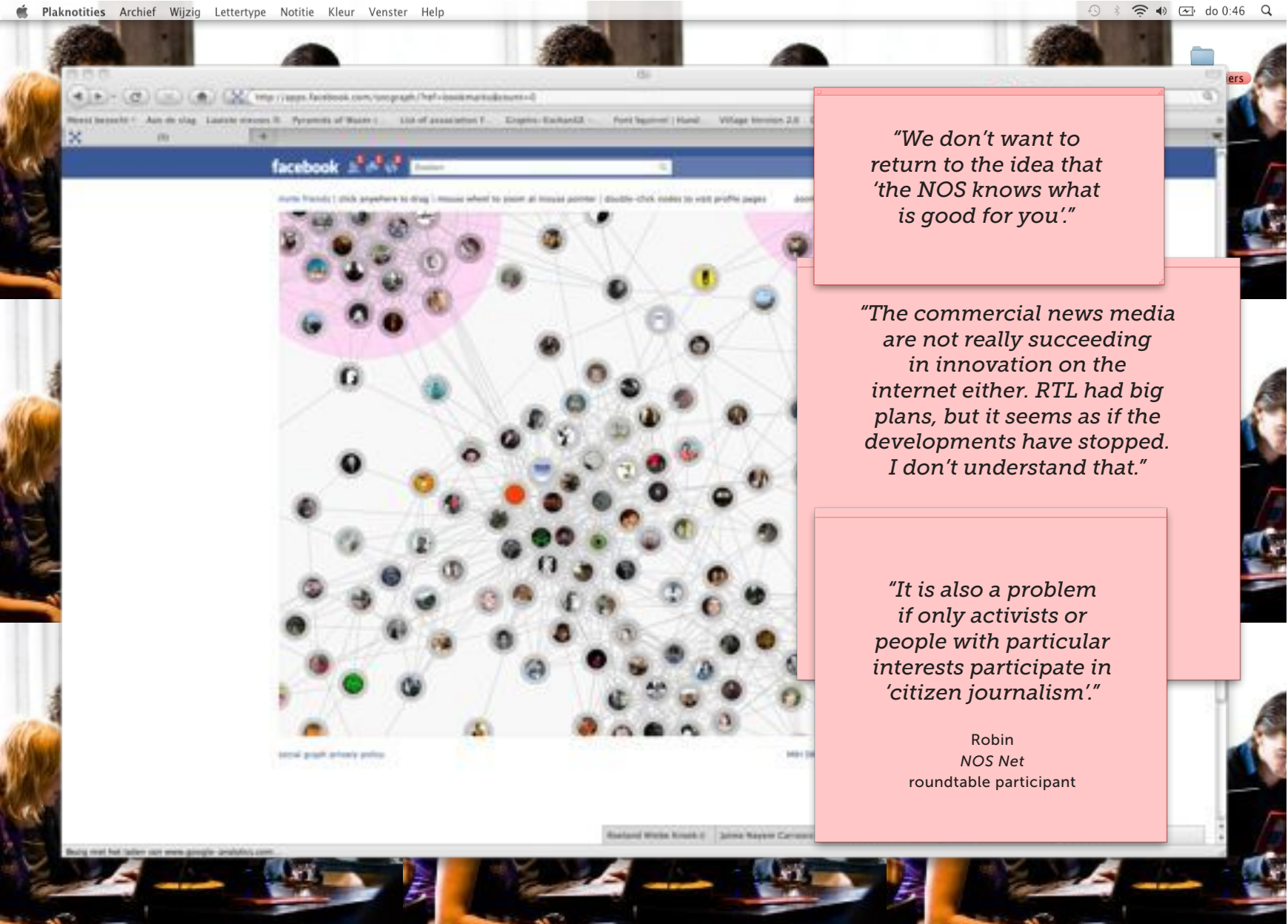
for bottom-up citizen-journalism projects will involve their visibility as serious partners for professional media within the fragmented field, in addition to the danger of becoming trapped within their own niches.

In light of these developments, one relevant question concerns how quality journalism can be financed in the future. *VJ Movement*, *Marokko.nl* (Marokko Media) and other initiatives are trying to develop their own business models. For example, Marokko Media is able to benefit from its very specific audience. Parallel to their journalistic function, they are able to connect certain institutions to their Dutch-Moroccan users for purposes of policy or research. One can obviously question the extent to which qualitative independent journalism can be combined with the agendas of institutional partners or even companies. It is clear, however, that the particular network of audience of an independent media initiative provides specific opportunities in this regard. Other possibilities for earning money might emerge from the development of technology of paid systems (e.g. systems that would allow users to pay small amounts for their views automatically by simply clicking on a link). Several problematic issues have emerged in the discussion concerning the feasibility of a strong field of new journalism (including citizen journalism). One issue involves competition with publicly funded mainstream media, which appears to pose an obstacle to innovation. It is difficult for

starting initiatives to compete, regardless of whether they have a good business model. Another issue involves the need for a critical mass in order to keep a medium alive, particularly in light of the increasing relevance of consumers-as-producers (in addition to producers). In the context of the Netherlands, this might be an obstacle because of the relatively small size of the audience. One result might even be that English would become the primary language of new journalism initiatives. Moreover, the initiative and motivation of citizens to contribute to serious journalism could be overestimated, particularly if new initiatives start to professionalize and lose their cutting-edge character, as was previously the case in the context of radio.

> *"The danger is that people will start to think that they no longer need professional journalists."*
>
> Bas de Vries
> *NOS Net*
> roundtable participant



"We don't want to return to the idea that 'the NOS knows what is good for you'."

"The commercial news media are not really succeeding in innovation on the internet either. RTL had big plans, but it seems as if the developments have stopped. I don't understand that."

"It is also a problem if only activists or people with particular interests participate in 'citizen journalism'."

Robin
NOS Net
roundtable participant

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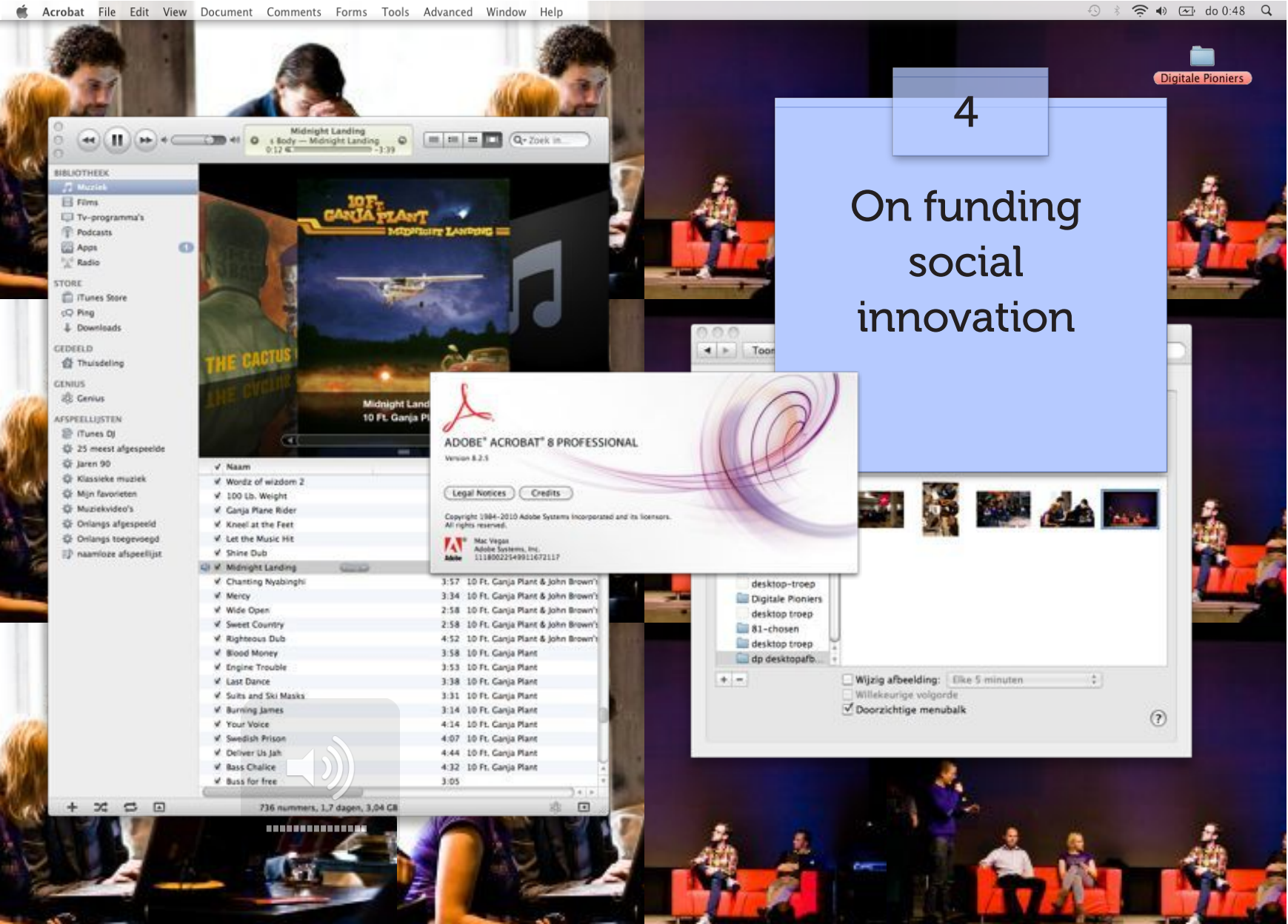
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As we have seen in the previous chapter, financial sustainability is a major issue for most, if not all, pioneering initiatives. This issue is becoming even more urgent within the current political and financial context. Moreover, the discontinuation of the Digital Pioneers programme will leave a hole in the funding field with regard to the topic of social media, at least in the Netherlands. In general, it is becoming essential to transform funding strategies for social innovation. Funding strategies like the Digital Pioneers programme play a key role in generating social innovation. How can the movement of digital pioneers be supported financially in the future? Opportunities may be found in the emerging approach of crowd funding and smarter funding by existing institutions.
The challenges involved with funding social innovation on the Internet were discussed at the roundtable with representatives from several Dutch funds that have missions in the area of media and e-culture. This issue was also addressed in a panel discussion at the State of Social Media Summit.

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Crowd funding

The emergence of crowd funding is central to contemporary discussions on funding. The term 'crowd funding' refers to online platforms that enable artists, social entrepreneurs and other cultural practitioners to raise funds for their projects and ideas directly from the public. Initiatives based on this strategy are appearing all over the world: the New York-based *Kickstarter.org* currently appears to be the most successful crowdfunding platform, although it is currently available only for projects based in the US. *Fundbreak* provides a similar service in Australia and the United Kingdom. The Fundbreak platform integrates several forms of social media, (e.g. networking, bookmarking, video, slideshows and blogging) to provide professionals with the opportunity to exhibit their projects. In addition to generating funding, Fundbreak thus functions as a marketing tool as well. In the Netherlands, *Voordekunst.nl* (for art) offers a hybrid approach to crowd funding, which was recently initiated by the *Amsterdam Arts Fund*. This concept illustrates that crowd funding is considered a serious option for supporting artistic activity in the near future, even according to traditional funding institutions. The concept is that the fund executes a quality check and provides the first 30% of the finances. The rest is up to the market, the crowd, private investors and other parties.

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The experiences of these initiatives suggest several 'golden rules' that can help individual projects use crowd-funding strategies successfully: a clear end result, an short, interesting film about the project, an existing fan base or network as a point of departure and a specific incentive to encourage 'the crowd' to participate. Crowd funding seems a very welcome strategy within the contemporary financial and political reality. It nonetheless raises a number of questions as well. For example, what are the implications of crowd funding for the quality of projects (e.g. in the arts) that may lack any specific norm to be successful? Will projects become entirely dependent on populism? Will the use of the *World Wide Web* as a platform contribute to the disintegration of local cultural communities? The initiators claim that the innovativeness resides precisely in the fact that crowd funding circumvents the 'taste' of government, thereby democratizing creative or social work. It is further assumed that 'niche' projects are just as well equipped to sell themselves online as are projects with broader popular appeal. Moreover, operating a crowd-funding platform does not mean that everything is left to the crowd. In most cases, platforms work with gatekeepers who preselect viable projects supported locally, as donors identify predominantly with projects from their direct environment.

On funding social innovation.pdf

Crowd funding is expected to grow within society as a funding strategy, along with a number of related developments (e.g. group buying, group sharing and the emergence of niche networks). It is also expected to grow as a way of organizing corporate responsibility and providing solutions for all kinds of social issues in communities.

"Crowd funding can be used outside of the guidelines; it can be used for other alternatives if you have a good idea. It is not so closed, and gives options for projects that don't fit the guidelines of arts organizations and governments. There is where you get real innovation!"

Alan Crabbe
Fundbreak, keynote speaker at the State of Social Media Summit

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On funding social innovation.pdf

Smart funding

Existing funding institutions are confronted with a complex, rapidly changing reality, which is forcing them to rethink their funding strategies. With decreasing finances and a call for sustainable projects, it is necessary to innovate. The Voordekunst.nl initiative presented above is an interesting experiment in this regard. In addition, the successful principles of Digital Pioneers (i.e. approachability; small, fast budgets, personal contact, lack of bureaucracy, coaching, access to networks and general flexibility) provide the field with lessons about how to create considerable movement and sustainable projects with relatively small budgets.

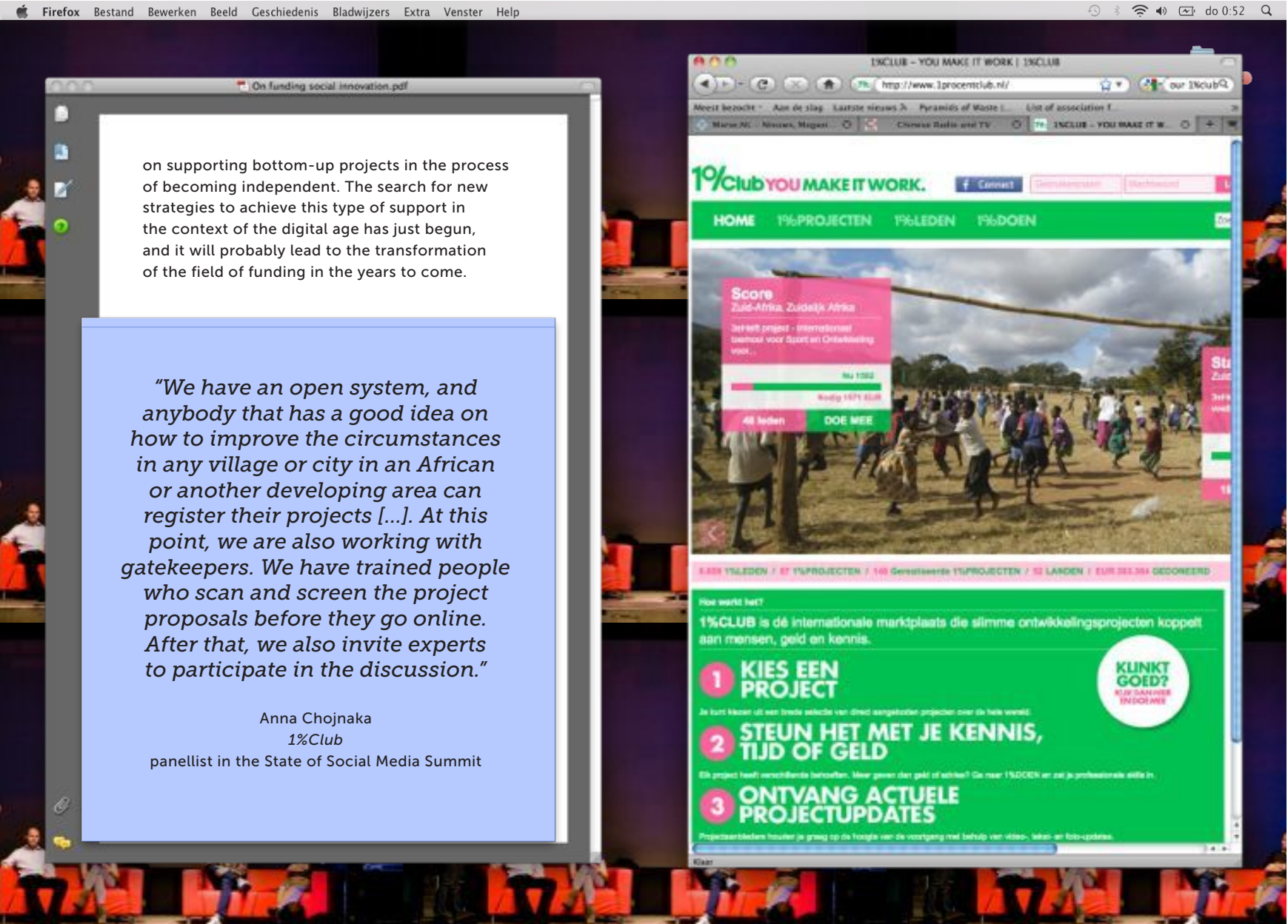
In addition to economic and political changes, funds appear to be struggling with the rise of social media and their consequences for structure and strategy within the field. Although it is widely recognized that social media are currently playing a key role in social and cultural activities (a role that is likely to increase even further in the near future), they are still far from realizing their full potential.

This potential resides at two levels:
1) innovation in the actual organization of funding and
2) the support of particular social media initiatives.

On funding social innovation.pdf

With regard to the latter level of potential, it is hard to see how such projects as those generated by the Digital Pioneers programme (as illustrated extensively above) can be supported in the future without the Digital Pioneers programme, particularly given the fact that social media initiatives are not necessarily limited to any specific discipline.

In general, it is expected that funding will be transformed in the direction of greater focus on independence, sustainability and entrepreneurship. In addition to the Digital Pioneers programme, a number of other programmes have adopted a similar approach. Examples include Incubate, *BID* (Business in Development) and consultation at the *Virtual Platform*. Within these programmes, additional attention is being paid to the development of projects instead expecting projects to take the form of finished projects at the time they are proposed. Elements that support this vision include a preliminary process, coaching and access to a network. Entrepreneurship and sustainability can be anticipated within such a developmental process, thereby preventing the loss of considerable extra work on projects that will be rejected 'at the gate' of funding institutions. One difficulty in this regard involves the extent to which it is legitimate for funds to provide advice to projects that they must assess in a later stage. The focus is clearly changing from simply providing finances to a concentration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on supporting bottom-up projects in the process of becoming independent. The search for new strategies to achieve this type of support in the context of the digital age has just begun, and it will probably lead to the transformation of the field of funding in the years to come.
"We have an open system, and anybody that has a good idea on how to improve the circumstances in any village or city in an African or another developing area can register their projects [...]. At this point, we are also working with gatekeepers. We have trained people who scan and screen the project proposals before they go online. After that, we also invite experts to participate in the discussion."
Anna Chojnaka
1%Club
panellist in the State of Social Media Summit
1%CLUB – YOU MAKE IT WORK | 1%CLUB
http://www.1procentclub.nl/
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HOME
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Zuid-Afrika, Zuidelijk Afrika
DOE MEE
1%CLUB is dé internationale marktplaats die slimme ontwikkelingsprojecten koppelt aan mensen, geld en kennis.
1 KIES EEN PROJECT
2 STEUN HET MET JE KENNIS, TIJD OF GELD
3 ONTVANG ACTUELE PROJECTUPDATES
KLINKT GOED?

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State of Social Media Actifesto

Seven key action points for reinforcing digital civil society in the near future were placed on the agenda by representatives of the field of digital pioneers. These points were discussed during the roundtable sessions on journalism, open governance, arts and culture, and immi-gration, as well as education, sustainability and freedom and privacy during the State of Social Media Summit, and they were presented in the State of Social Media Actifesto.

Towards visibility and the visualization of the quality of arts and culture online.

As pioneers in the field of digital arts and culture see the need to strengthen the base of support in society, they will commit themselves and work together to increase the visibility of their endeavours.

Redefine and set the stage for civil society: an act for open data to foster transparency and mutual trust between citizens and government.

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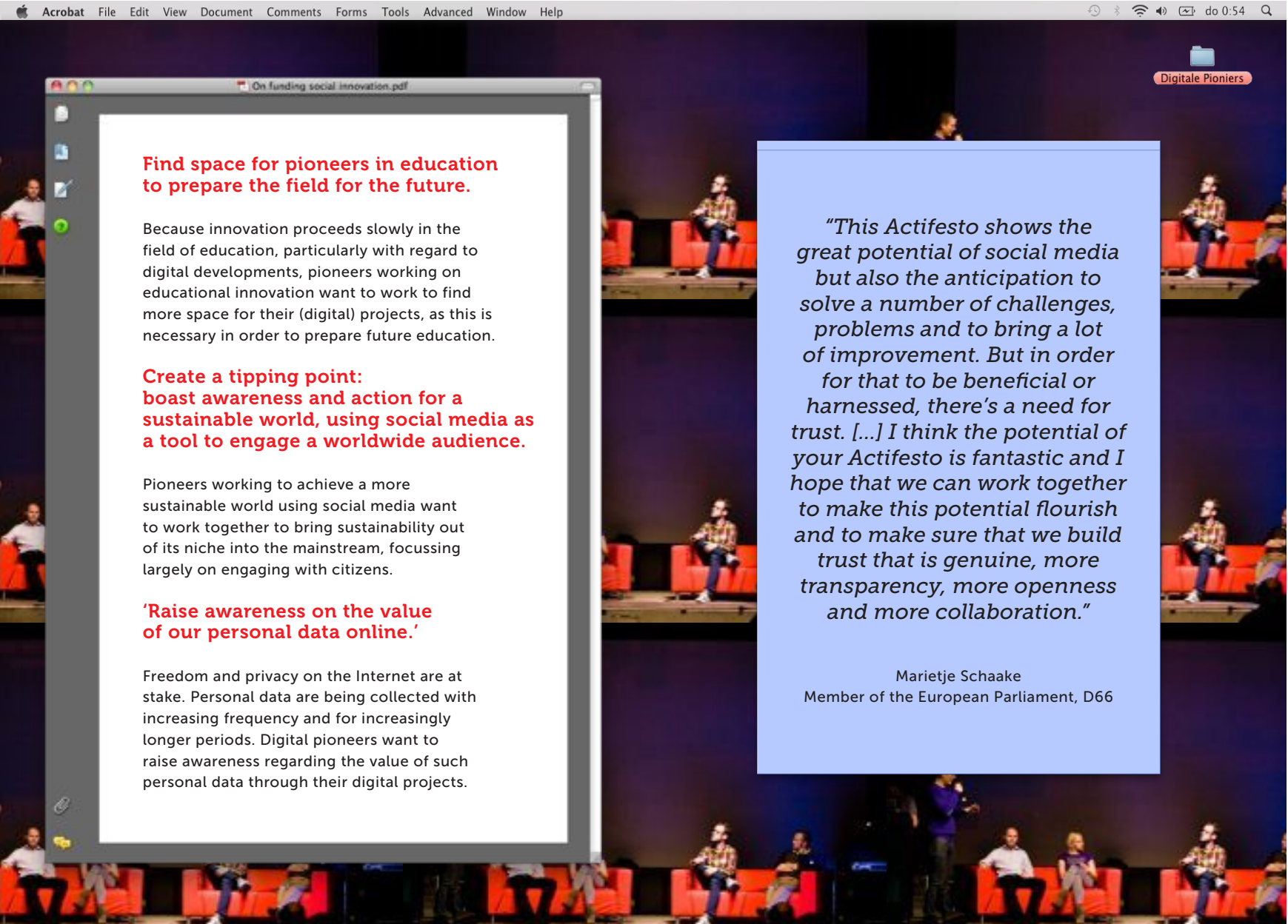
According to open governance pioneers, transparency is a key factor in establishing renewed relationships between government and society. This will require stretching the boundaries for open governmental data both within and outside the government.

Strengthen civil society journalism: curate, verify, generate trust and engage the audience through social media.

In order to bring civil society journalism to the next level, civil society journalism pioneers will work together to build trust by curating and verifying information, as well as by engaging citizens in the conversation.

Focus on a bottom-up approach and active collaboration between new and existing organizations working with migration and integration.

Pioneers in the field of immigration and integration are making a strong stand for self-organization (online or offline), providing a voice for the stories of immigrants while seeking to collaborate with existing, traditionally top-down organizations that are working with the topics of immigration and integration.



Find space for pioneers in education to prepare the field for the future.

Because innovation proceeds slowly in the field of education, particularly with regard to digital developments, pioneers working on educational innovation want to work to find more space for their (digital) projects, as this is necessary in order to prepare future education.

Create a tipping point: boast awareness and action for a sustainable world, using social media as a tool to engage a worldwide audience.

Pioneers working to achieve a more sustainable world using social media want to work together to bring sustainability out of its niche into the mainstream, focussing largely on engaging with citizens.

'Raise awareness on the value of our personal data online.'

Freedom and privacy on the Internet are at stake. Personal data are being collected with increasing frequency and for increasingly longer periods. Digital pioneers want to raise awareness regarding the value of such personal data through their digital projects.

"This Actifesto shows the great potential of social media but also the anticipation to solve a number of challenges, problems and to bring a lot of improvement. But in order for that to be beneficial or harnessed, there's a need for trust. [...] I think the potential of your Actifesto is fantastic and I hope that we can work together to make this potential flourish and to make sure that we build trust that is genuine, more transparency, more openness and more collaboration."

Marietje Schaake
Member of the European Parliament, D66

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On funding social innovation.pdf

Afterword

For Knowledgeland, the Digital Pioneers programme and Academy have been one of the most important projects in which we have ever been involved. This was not only because it sometimes felt as if the Digital Pioneers brand was better known that our own identity, but also because the constant interaction with the Digital Pioneers has shaped the way we look at such key concepts as innovation and social agency.

The mission of Knowledgeland is to make the Netherlands a smarter country by improving the conditions that enable the knowledge economy to thrive. With the Digital Pioneers programme, we set out to create a space in which civil society media projects could develop from ideas (in many cases, very rough ideas) into sustainable projects and services. Along the way, we encouraged experimentation and the exchange of knowledge with other projects and the rest of society.

For us, the ongoing success of the Digital Pioneers programme has illustrated that this bottom-up approach to innovation, which encourages experimentation outside of existing institutions, does indeed work. It has therefore extended outside the domain of civil society media. A special

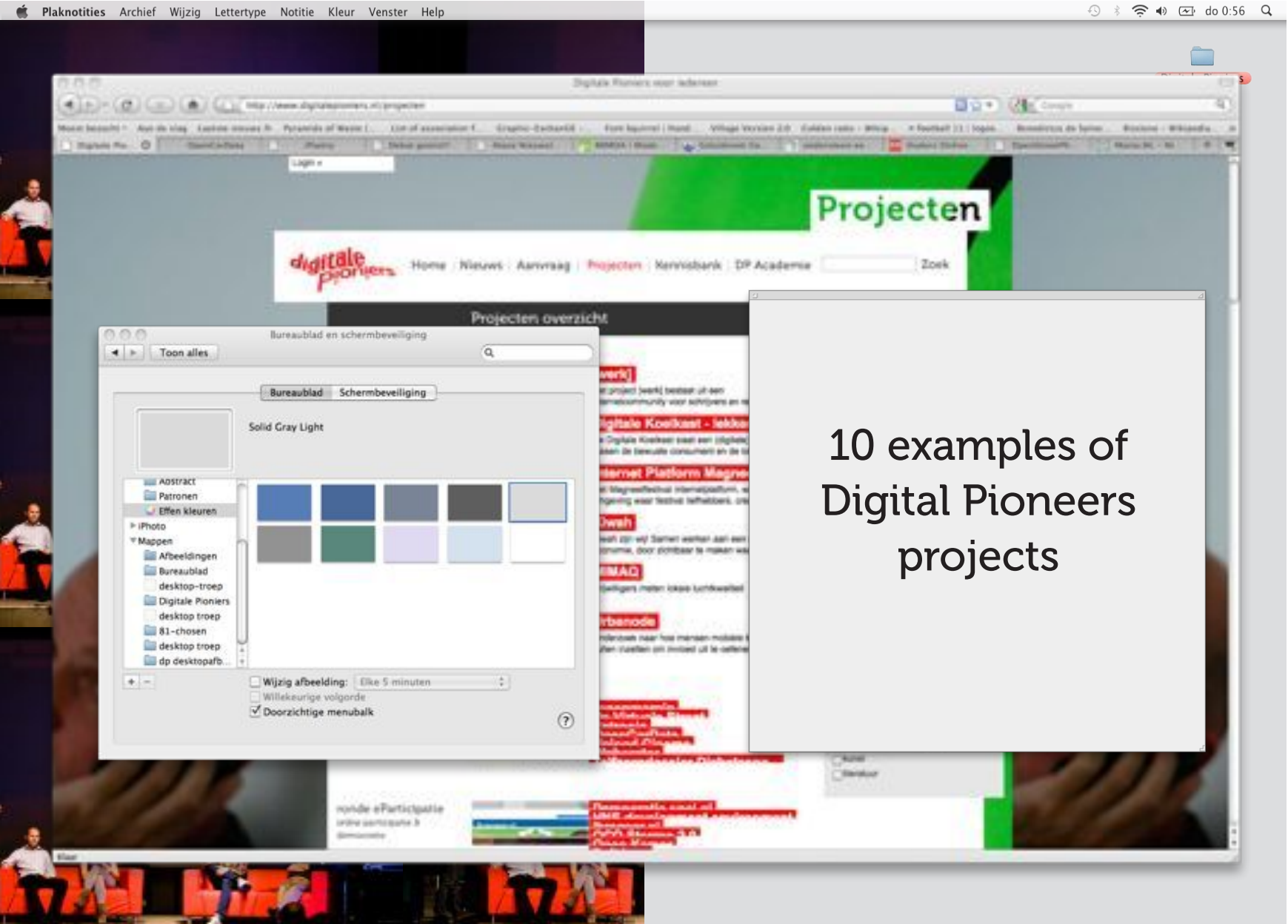
On funding social innovation.pdf

round of the Digital Pioneers programme was held and an edition of the Academy was aimed at improving citizen participation. In 2008, Knowledgeland organized *Education Pioneers*, a project aimed at encouraging teacher-driven innovation within the school system in the Netherlands.

The support of the Ministry of Education, Culture and Science has been essential for us and for the many Digital Pioneers who participated in the programme, not only in terms of financing, but also through the way in which they closely followed the development of the supported initiatives. We are sure that our collaboration has built 'genuine trust', as so aptly expressed by Marietje Schaake (Member of the European Parliament, D66) in her reaction to the State of Social Media Actifesto during the Summit.

It nonetheless remains to be seen how the void that has been created by the discontinuation of the Digital Pioneers fund can be filled. The current emergence of crowd-funding services creates new possibilities for funding small-scale initiatives. On the other hand, experience will have to prove whether these services will provide sufficient room for experimental services and project ideas that fall outside of the mainstream.

Paul Keller & Nikki Timmermans
Knowledgeland | Kennisland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Projecten
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Wijzig afbeelding:
Elke 5 minuten
Willekeurige volgorde
Doorzichtige menubalk
10 examples of Digital Pioneers projects

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OpenCarData
2010,
Reset,
Round 17

OpenCarData collects, stores and disseminates Real-World OBD (On Board Diagnostics) auto data. OBD-II serves as an enormous medical passport for our vehicles: a universal standard for inspection and diagnosis of vehicle data. OpenCarData Technology enables end users to utilize these data. Mobile phone developments (iPhone & Android) allow the accessible collection of OBD-II data, which can be unlocked using the Internet. The Auto Emission Profile is one example of an application that has been developed. This application enables users to compare the car's actual fuel consumption with its EU energy label. Unlike the previously determined label, an emission profile provides a dynamic representation of the car's actual measured CO2 emissions. The emission profile is thus determined by the way in which the car is used; the driver is in control. The OpenCarData technology provides motorists with a consumer-friendly way to achieve a smarter, more efficient and more conscious use of their vehicles.

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Ipoetry
2009,
Open,
Round 16

Ipoetry aspires to be a platform for young poets. It combines four websites of the *Stichting Poëziecircus* (Poetry Circus Foundation), which together reach a large portion of the audience of people who are interested in poetry. The site consists of a portal with general information (e.g. an agenda of live shows and a top 10), a platform for the national *Poetry Slam* contest, a site listing all poetry stages and an audio-magazine containing recordings of live poetry. The primary goal of Ipoetry is to use new media to pursue the general mission of Poëziecircus: to support poetry and young talented poets. The goal of the new audio-magazine is to make the organization's archives publicly available for two main purposes: 1) to share important Dutch cultural heritage and 2) to emancipate the poetry culture and integrate it into the youth culture of the 21st century. Creative Commons licensing is used for the presented work and using material from the website is stimulated.

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Open Kamer
2009,
eParticipation
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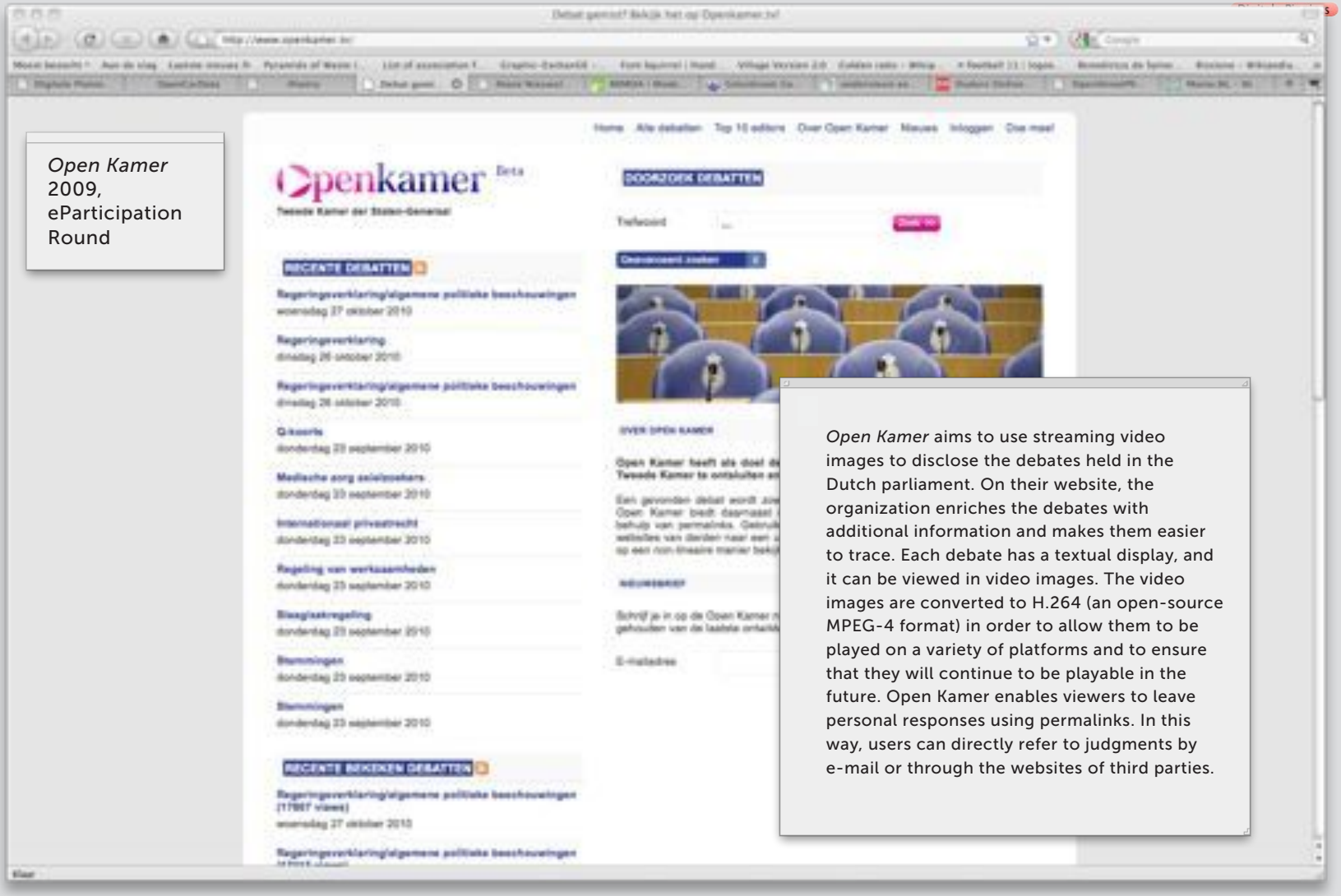

Open Kamer aims to use streaming video images to disclose the debates held in the Dutch parliament. On their website, the organization enriches the debates with additional information and makes them easier to trace. Each debate has a textual display, and it can be viewed in video images. The video images are converted to H.264 (an open-source MPEG-4 format) in order to allow them to be played on a variety of platforms and to ensure that they will continue to be playable in the future. Open Kamer enables viewers to leave personal responses using permalinks. In this way, users can directly refer to judgments by e-mail or through the websites of third parties.

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Alane Newsreader
2008,
Use your Talent,
Round 14

DE ALANE NIEUWSLEZER

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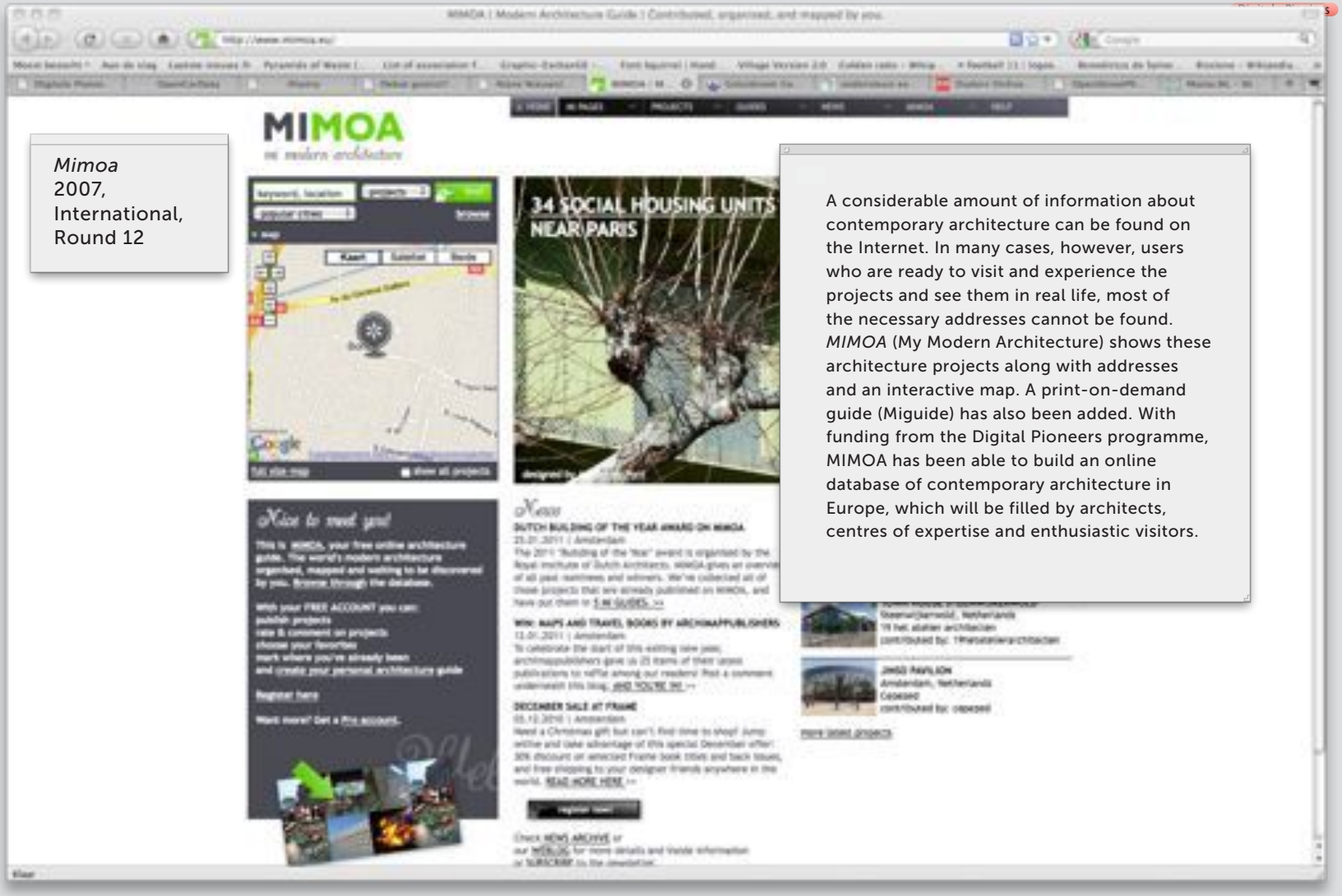
WETENSCHAPPELIJK ONDERBOUWD

Language technology like the *Alane Newsreader* helps to improve learning effectiveness for people who are learning Dutch as a second language. With this online application, students learn new vocabulary by reading current news articles. The software combines resources on the Internet, including RSS feeds of online newspapers and the online translation services of Google (i.e. Google Translate). It selects texts that are comprehensible, while simultaneously providing sufficient opportunity for learning new vocabulary. In this way, it is possible to select articles that fit are appropriate to the student's language proficiency (in the first or second language), interests and learning goals. The free use of the Alane newsreader in public libraries (e.g. Amsterdam) has been developed with help of the Digital Pioneers fund. Watch a short introduction video of the Alane newsreader (in Dutch).

Plaknotities Archief Wijzig Lettertype Notitie Kleur Venster Help
do 1:01

Mimoa
2007,
International,
Round 12



A considerable amount of information about contemporary architecture can be found on the Internet. In many cases, however, users who are ready to visit and experience the projects and see them in real life, most of the necessary addresses cannot be found. *MIMOA* (My Modern Architecture) shows these architecture projects along with addresses and an interactive map. A print-on-demand guide (Miguide) has also been added. With funding from the Digital Pioneers programme, MIMOA has been able to build an online database of contemporary architecture in Europe, which will be filled by architects, centres of expertise and enthusiastic visitors.

Plaknotities Archief Wijzig Lettertype Notitie Kleur Venster Help
do 1:02

Geluidsnet
2004,
Sustainability,
Round 4

The media regularly report about the discussion between Schiphol Airport and the inhabitants of the area concerning the noise of airplanes. *The Geluidsnet Foundation* was established because these discussions lacked an objective measurement of the noise. This measurement was made possible by the development and installation of 25 measurement spots in the inhabited Schiphol area. The noise is recorded by certified microphones and is supported by frequency-analysis software developed at the University of Groningen. These measurements are visualized on the Geluidsnet.nl website. Up-to-date information about the noise in a selected area is shown using a map. Other municipalities, the national government and European initiatives have shown interest in the method.

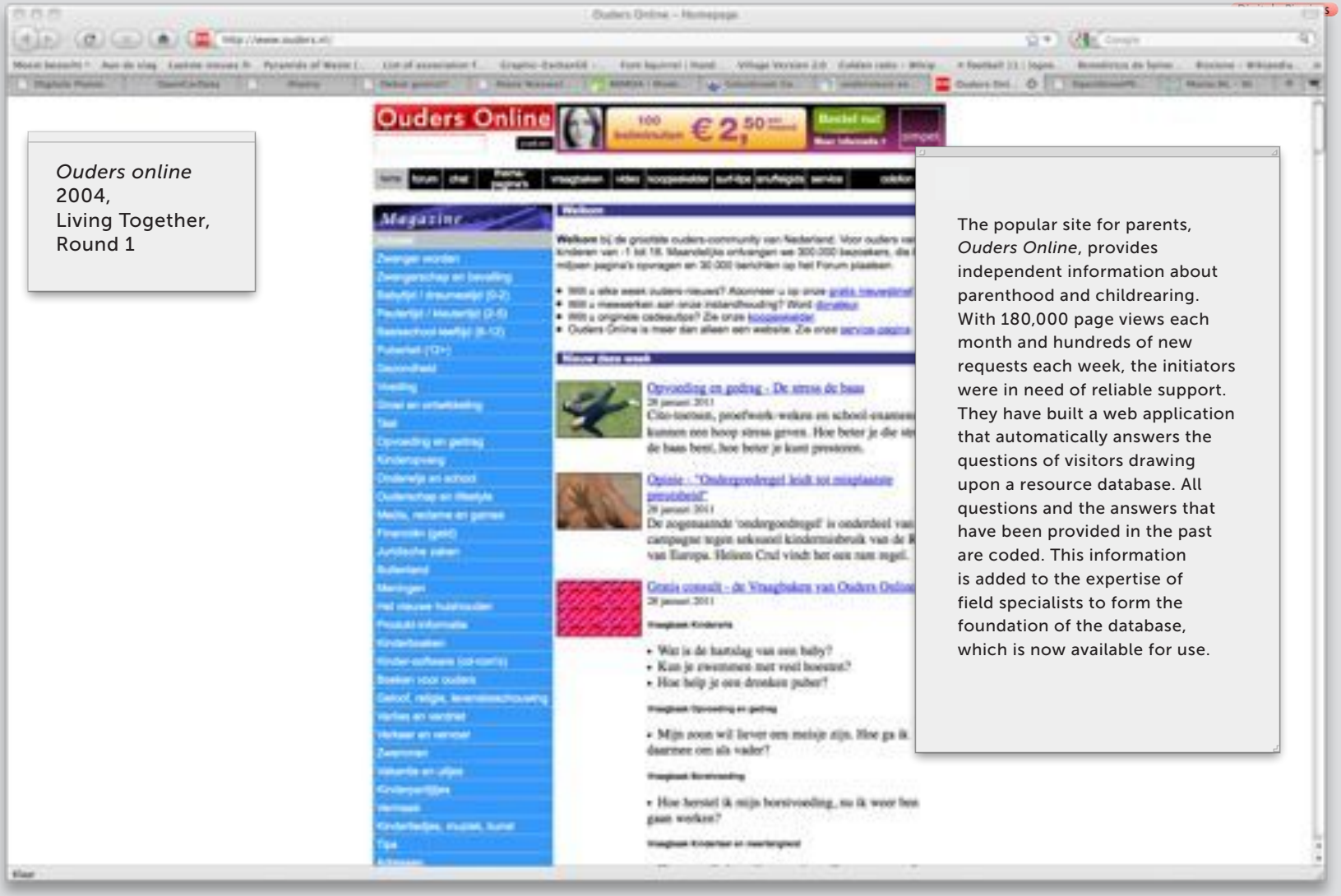
Plaknotities Archief Wijzig Lettertype Notitie Kleur Venster Help
do 1:03

Petities.nl
2004,
Sustainability,
Round 4

Since the 1 June 2005, the *Petities Online* foundation has been making it possible for every citizen to draw attention to a large public by starting a petition. The foundation stimulates democracy and makes people less dependent on media and the awareness of politicians. The basic principle of the initiative is to offer petitions as a serious agenda-setting option. In order to discourage nonsense petitions, users are required to pay a small fee to start a petition, and the initiator operates as the moderator. In order to avoid SPAM, each person can be invited only once by a friend.

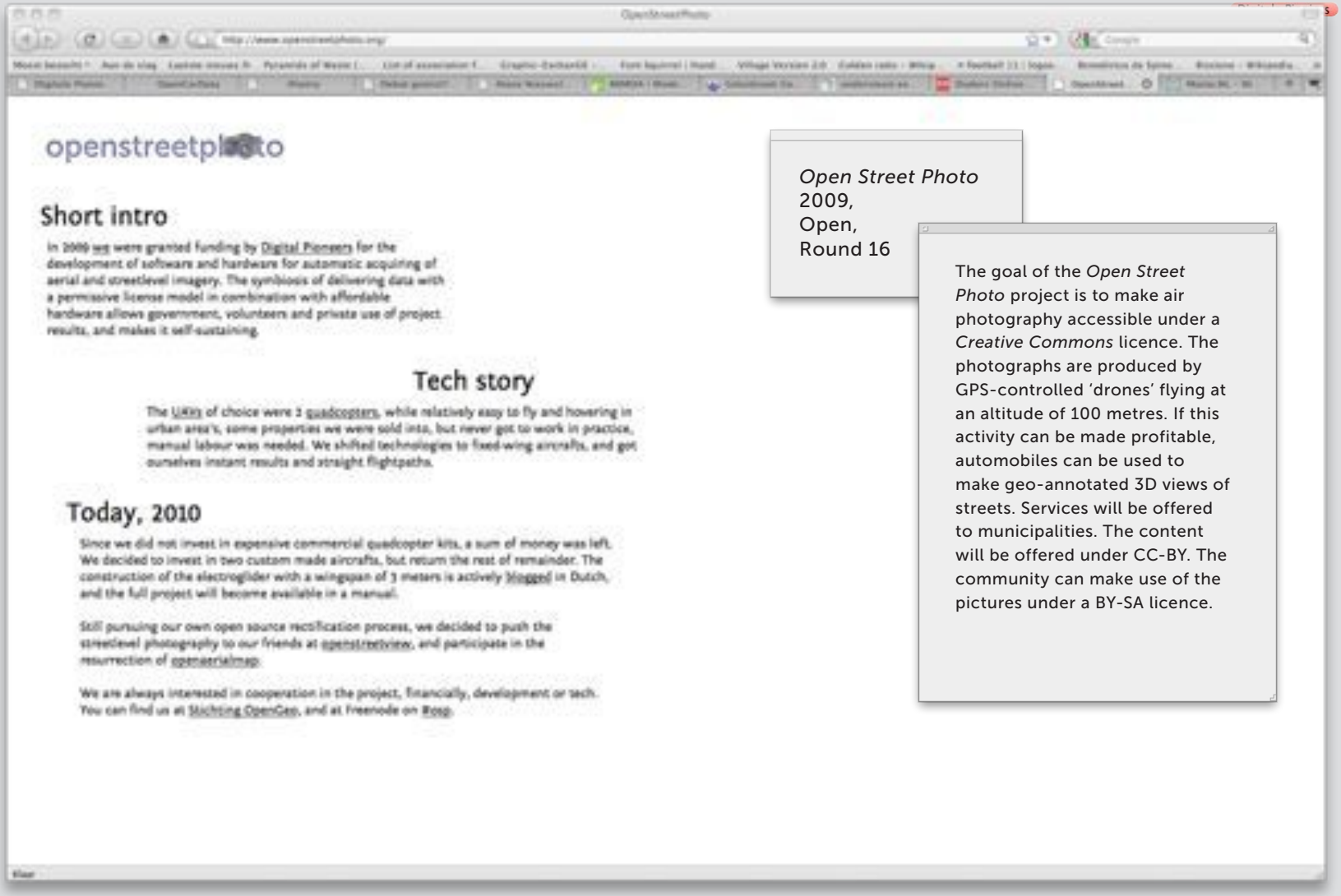
Plaknotities Archief Wijzig Lettertype Notitie Kleur Venster Help do 1:04

Ouders online
2004,
Living Together,
Round 1



The popular site for parents, *Ouders Online*, provides independent information about parenthood and childrearing. With 180,000 page views each month and hundreds of new requests each week, the initiators were in need of reliable support. They have built a web application that automatically answers the questions of visitors drawing upon a resource database. All questions and the answers that have been provided in the past are coded. This information is added to the expertise of field specialists to form the foundation of the database, which is now available for use.

Plaknotities Archief Wijzig Lettertype Notitie Kleur Venster Help do 1:05

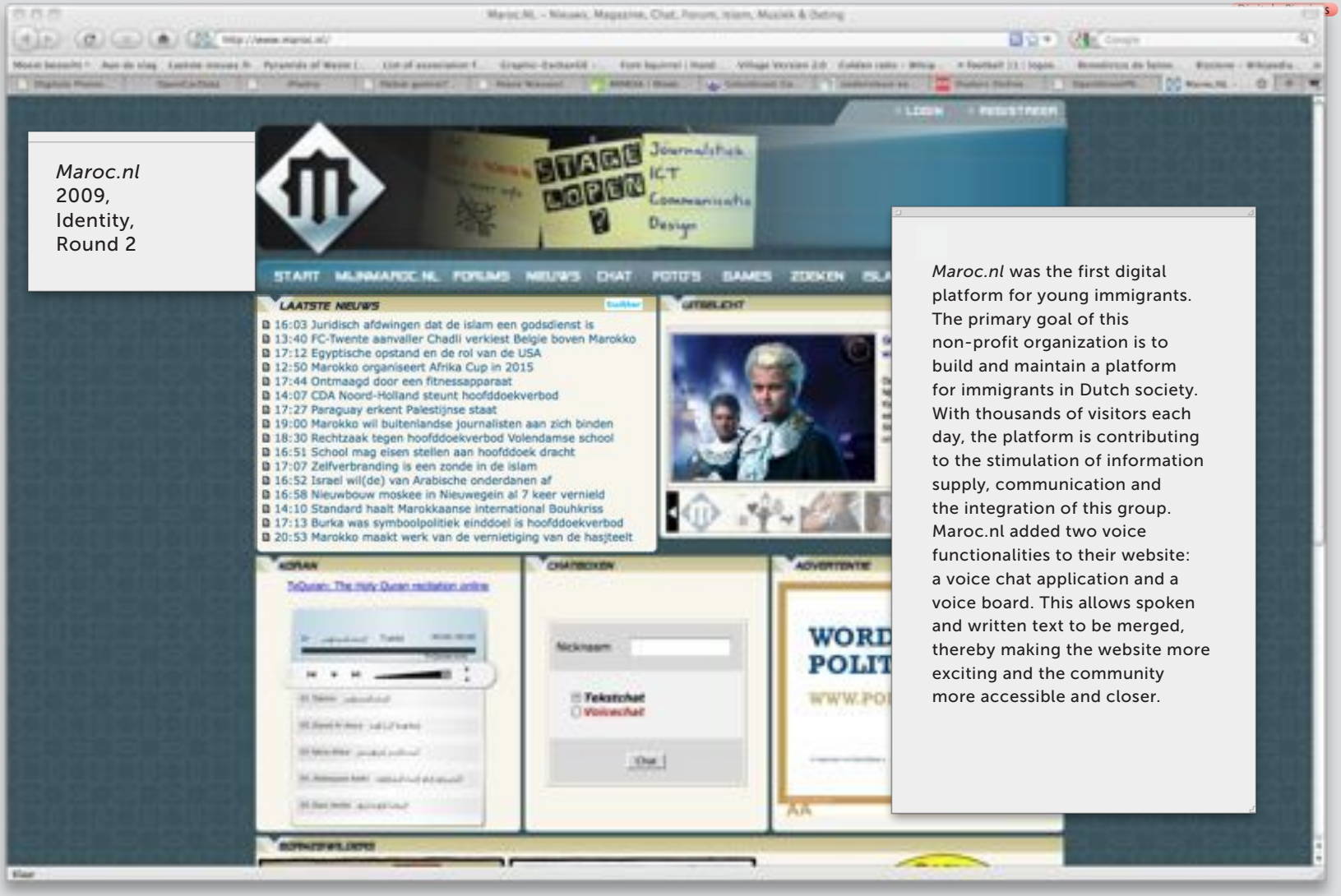


Open Street Photo
2009,
Open,
Round 16

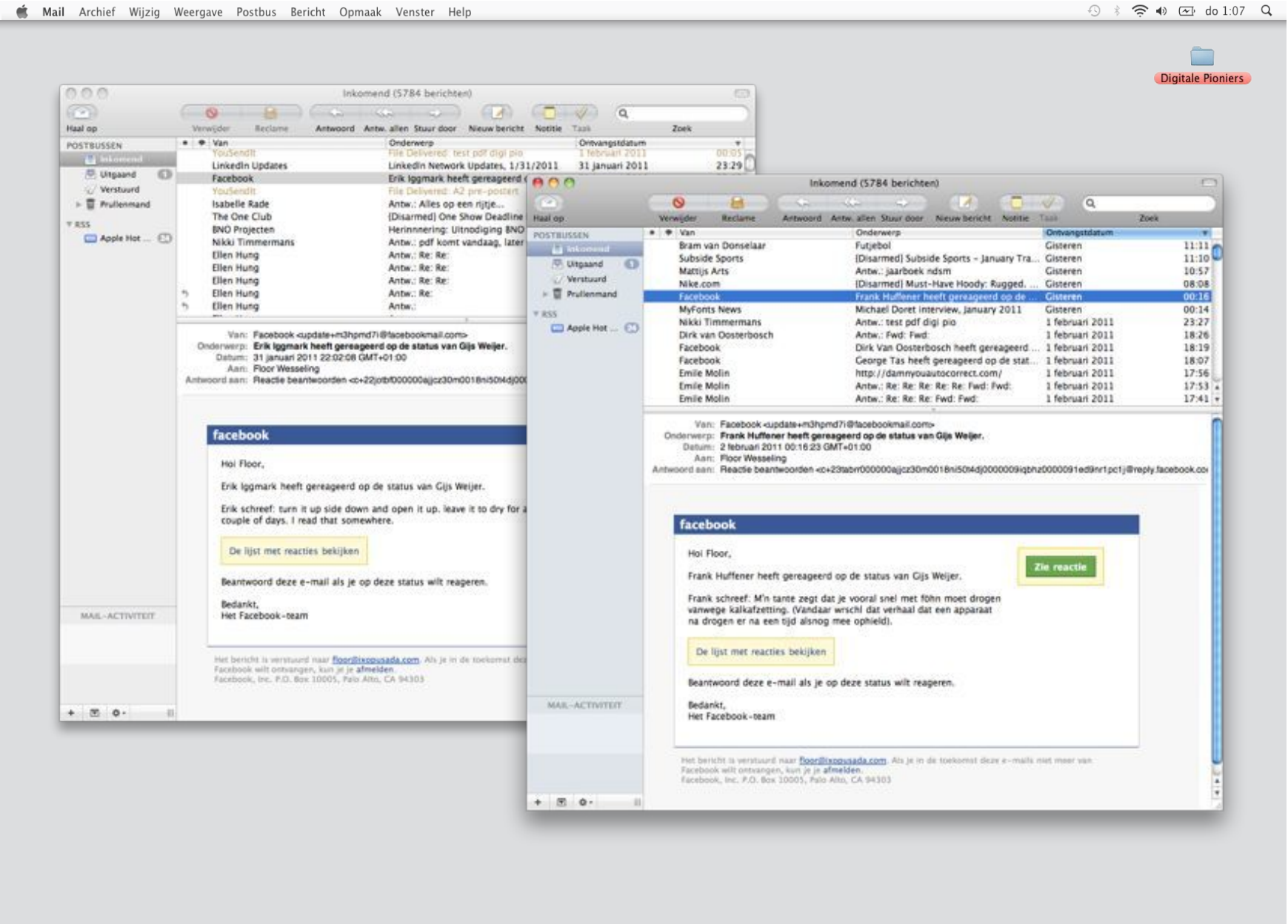
The goal of the *Open Street Photo* project is to make air photography accessible under a *Creative Commons* licence. The photographs are produced by GPS-controlled 'drones' flying at an altitude of 100 metres. If this activity can be made profitable, automobiles can be used to make geo-annotated 3D views of streets. Services will be offered to municipalities. The content will be offered under CC-BY. The community can make use of the pictures under a BY-SA licence.

Plaknotities Archief Wijzig Lettertype Notitie Kleur Venster Help do 1:06

Maroc.nl
2009,
Identity,
Round 2

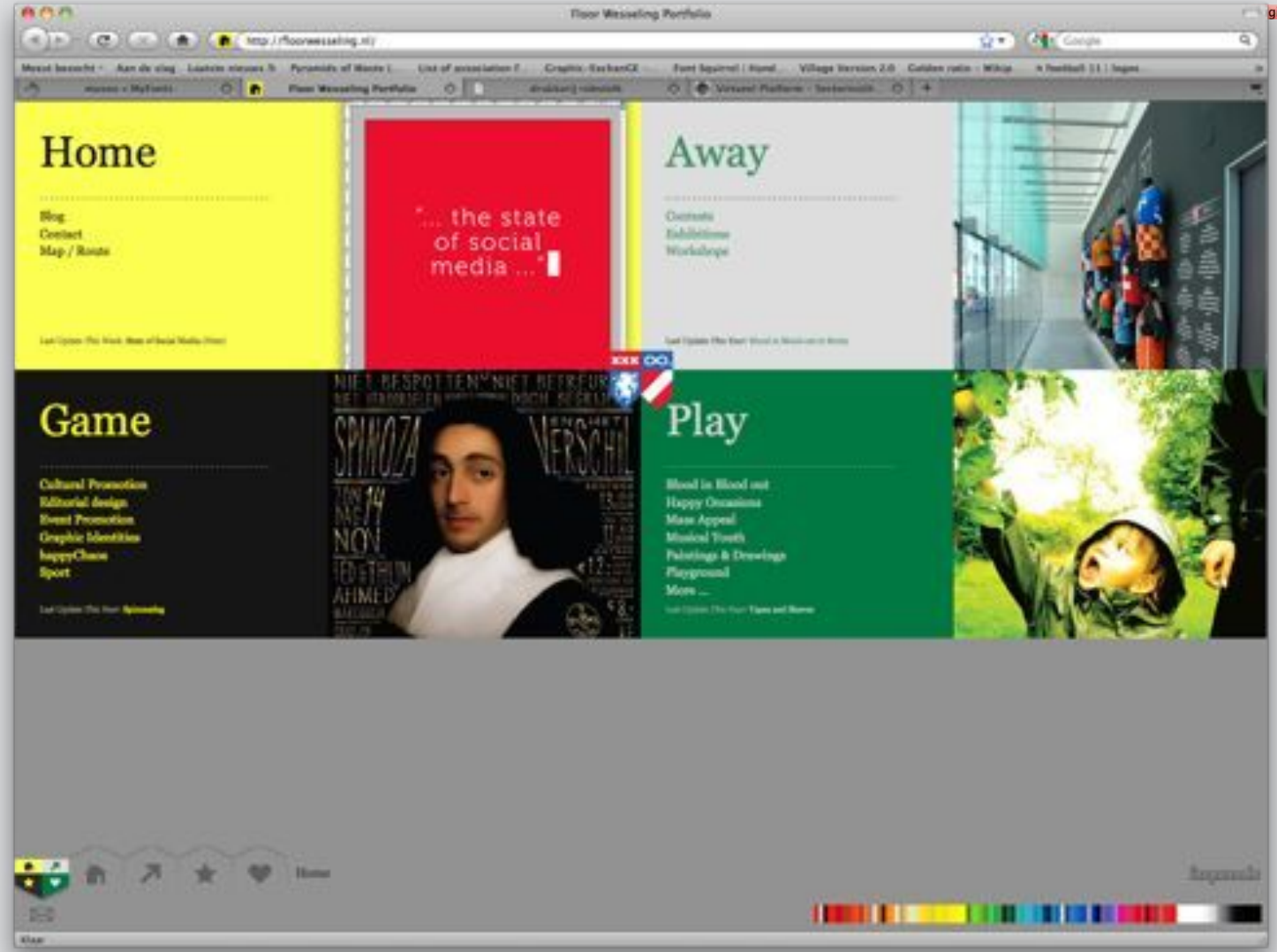


Maroc.nl was the first digital platform for young immigrants. The primary goal of this non-profit organization is to build and maintain a platform for immigrants in Dutch society. With thousands of visitors each day, the platform is contributing to the stimulation of information supply, communication and the integration of this group. Maroc.nl added two voice functionalities to their website: a voice chat application and a voice board. This allows spoken and written text to be merged, thereby making the website more exciting and the community more accessible and closer.


Mail Archief Wijzig Weergave Postbus Bericht Opmaak Venster Help
do 1:07
Digitale Pioniers
Inkomend (5784 berichten)
Haal op
Verwijder
Reclame
Antwoord
Antw. allen
Stuur door
Nieuw bericht
Notitie
Taak
Zoek
POSTBUSSEN
Inkomend
Uitgaand
Verstuurd
Prullenmand
RSS
Apple Hot ...
MAIL-ACTIVITEIT
Van
Onderwerp
Ontvangstdatum
YouSendIt
File Delivered: test pdf digi pio
1 februari 2011
00:05
LinkedIn Updates
LinkedIn Network Updates, 1/31/2011
31 januari 2011
23:29
Facebook
Erik Iggmark heeft gereageerd
YouSendIt
File Delivered: A2 pre-postert
Isabelle Rade
Antw.: Alles op een rijtje...
The One Club
[Disarmed] One Show Deadline
BNO Projecten
Herinnnering: Uitnodiging BNO
Nikki Timmermans
Antw.: pdf komt vandaag, later
Ellen Hung
Antw.: Re: Re:
Ellen Hung
Antw.: Re: Re:
Ellen Hung
Antw.: Re: Re:
Ellen Hung
Antw.: Re:
Ellen Hung
Antw.:
Van: Facebook <update+m3hpmd7i@facebookmail.com>
Onderwerp: Erik Iggmark heeft gereageerd op de status van Gijs Weijer.
Datum: 31 januari 2011 22:02:08 GMT+01:00
Aan: Floor Wesseling
Antwoord aan: Reactie beantwoorden <c+22jotbf000000ajcz30m001Bni50f4dj00
facebook
Hoi Floor,
Erik Iggmark heeft gereageerd op de status van Gijs Weijer.
Erik schreef: turn it up side down and open it up. leave it to dry for a couple of days. I read that somewhere.
De lijst met reacties bekijken
Beantwoord deze e-mail als je op deze status wilt reageren.
Bedankt,
Het Facebook-team
Het bericht is verstuurd naar floor@expousada.com. Als je in de toekomst
Facebook wilt ontvangen, kun je je afmelden.
Facebook, Inc. P.O. Box 10005, Palo Alto, CA 94303
Inkomend (5784 berichten)
Haal op
Verwijder
Reclame
Antwoord
Antw. allen
Stuur door
Nieuw bericht
Notitie
Taak
Zoek
POSTBUSSEN
Inkomend
Uitgaand
Verstuurd
Prullenmand
RSS
Apple Hot ...
MAIL-ACTIVITEIT
Van
Onderwerp
Ontvangstdatum
Bram van Donselaar
Futjebol
Gisteren
11:11
Subside Sports
[Disarmed] Subside Sports - January Tra...
Gisteren
11:10
Mattijs Arts
Antw.: jaarboek ndsm
Gisteren
10:57
Nike.com
[Disarmed] Must-Have Hoody: Rugged. ...
Gisteren
08:08
Facebook
Frank Huffener heeft gereageerd op de ...
Gisteren
00:16
MyFonts News
Michael Doret interview, January 2011
Gisteren
00:14
Nikki Timmermans
Antw.: test pdf digi pio
1 februari 2011
23:27
Dirk van Oosterbosch
Antw.: Fwd: Fwd:
1 februari 2011
18:26
Facebook
Dirk Van Oosterbosch heeft gereageerd ...
1 februari 2011
18:19
Facebook
George Tas heeft gereageerd op de stat...
1 februari 2011
18:07
Emile Molin
http://dammyouautocorrect.com/
1 februari 2011
17:56
Emile Molin
Antw.: Re: Re: Re: Re: Re: Fwd: Fwd:
1 februari 2011
17:53
Emile Molin
Antw.: Re: Re: Re: Fwd: Fwd:
1 februari 2011
17:41
Van: Facebook <update+m3hpmd7i@facebookmail.com>
Onderwerp: Frank Huffener heeft gereageerd op de status van Gijs Weijer.
Datum: 2 februari 2011 00:16:23 GMT+01:00
Aan: Floor Wesseling
Antwoord aan: Reactie beantwoorden <c+23tabyr000000ajcz30m001Bni50f4dj0000009iqbhz0000091ed9nr1.pc1j@reply.facebook.co
facebook
Hoi Floor,
Frank Huffener heeft gereageerd op de status van Gijs Weijer.
Zie reactie
Frank schreef: M'n tante zegt dat je vooral snel met föhn moet drogen vanwege kalkafzetting. (Vandaar wrschl dat verhaal dat een apparaat na drogen er na een tijd alsnog mee ophield).
De lijst met reacties bekijken
Beantwoord deze e-mail als je op deze status wilt reageren.
Bedankt,
Het Facebook-team
Het bericht is verstuurd naar floor@expousada.com. Als je in de toekomst deze e-mails niet meer van
Facebook wilt ontvangen, kun je je afmelden.
Facebook, Inc. P.O. Box 10005, Palo Alto, CA 94303

Firefox Bestand Bewerken Beeld Geschiedenis Bladwijzers Extra Venster Help
do 1:08
gitale Pioniers
museo « MyFonts
MyFonts
Find Fonts
WhatTheFont
More
Search results: museo
Foxy Tariq Aziz v
Museo Slab
Jail zesty vixen w
Museo Sans
Viewing quizzical
Museo
Lazy movers qui
Related tags
View options

Firefox Bestand Bewerken Beeld Geschiedenis Bladwijzers Extra Venster Help
do 1:09
gitale Pioniers



Firefox Bestand Bewerken Beeld Geschiedenis Bladwijzers Extra Venster Help do 1:10

gitale Pioniers

drukkerij robstolk

http://www.robstolk.nl/

03.02.11

in / 11
uit / 1

robstolk

- Museum N8 05.11.10
- Over Passie en Professie 05.11.10
- studio026 05.11.10
- Orange Babies Gala 05.11.10
- Hyperlinks... 05.11.10
- Druk in Delhi 06.07.10

Van: kantoor@robstolk.nl
Titel: Museum N8

Welkom bij de n8? Op zaterdag 6 november blijven de Amsterdamse musea tot 03.00 uur geopend tijdens de museumnacht. Je kunt er de vaste collecties en tijdelijke tentoonstellingen zien, maar ook genieten van film, muziek, performance en speciale rondleidingen. Een ticket geeft toegang tot alle locaties. Maak hier vast je programma, en ga voorbereid op pad. Kom je ook

http://www.n8.nl/2010/

Klaar

gitale Pioniers

List of Digital Pioneers projects

We have composed this list of projects supported within the Digital Pioneers programme and/or Acadamy carefully.
If there are any substantive errors or omissions, please report.

1% Club – www.1procentclub.nl
35 KM Diet – www.35kmdiet.nl
150 Volksvertegenwoordigers – www.perdefinitie.nl

A

African Hip Hop Radio – www.africanhiphop.com/radio
Alane Newsreader – www.edia.nl/nl/alane/nieuwslezers
Arts and Design Forum – www.ydi.nl

B

Baas op Zuid – www.baasopzuid.nl
Beelden uit ons verleden – (No URL available)
Big Buck Bunny – www.bigbuckbunny.org
Bliin – www.bliin.com
Boekenmijn – www.boekenmijn.nl
Bugpool – www.nobodyhere.com
Buurtonline – www.buurtlink.nl

C

Citychatcraft – www.routecraft.com/fiets
Cleanbits – www.cleanbits.net
Clip-in.net – (No URL available)
Combeat – www.sixtyseconds.nl
ConnAct – www.ConnAct.org
Cool Media Hot Talk – www.coolmediahottalk.net
Coonda – (No URL available)
Corsokoorts – (No URL available)
Creatieland – www.centrumvoorcreatiefleren.nl

D

dAN wetenschapsagenda – (No URL available)
Deltawerken online – www.deltawerken.org
Democratiespel – www.democratiespel.nl
Design Timline – (No URL available)
Digitaal debat beeldvorming – (No URL available)
Digitale Koelkast – www.slowfoodfinder.nl
Dinkel Science – www.e-cosmos.nl
Doe het niet zelf – www.doehetnietzelf.org
Donkeypedia – www.donkeypedia.nl
Droombeek – www.droombeek.nl
Duurzame student – www.duurzamestudent.nl

E

EHBH – www.litteken.net
Emocracy – www.emocracy.nl
Entropic – (No URL available)
Errorist – www.errorist.net
Europa Superstaat – www.cngres.aegee-nijmegen.nl
Euros voor vrede – www.eurosvoorvrede.nl

F

Fabplayer – (No URL available)
Face Your World – www.faceyourworld.nl
Fast facts – www.fastfacts.nl
Femfusion – www.femfusion.nl
FLOSS manuals – nl.flossmanuals.net/read
Freej Vision Mixer – freej.dyne.org
Fruitdate – www.fruitdate.nl

G

Gamesdating – www.wannagame.nl
Geldstromen – www.strohalm.nl
Geluidsnet – www.geluidsnet.nl
Gebarenforum – www.annies.nl
Goedgeefs – www.goedgeefs.nl
Great Firewall of China – www.greatfirewallofchina.org

H

Haidoe – (No URL available)
Heinook – werktook.nl
Hier Sta Ik – www.hier-sta-ik.nl
HNS Development Environment – www.hetnieuwestemmen.nl/developer
Holy – www.holy.nl
Hotel Dramatik – www.hoteldramatik.com
Huismannen.nl – www.huismannen.nl

I

IAM Open Course Ware – (No URL available)
Identiteitsbrowser – www.joods.nl
Ik herinner mij weer – (No URL available)
Ik kom in actie – www.ikkominactie.nl
Ikregeer – www.ikregeer.nl
I love politics – (No URL available)
Impakt Online – www.impakt.nl
Indymedia – www.indymedia.nl
Innof – www.innof.nl
Ipoetry – www.ipoetry.nl
Internet Dionysia – www.internetdionysia.com

J

Jamsession – (No URL available)

K

KEN (Knowlegde Explosion Network) – (No URL available)
Kidzlab – www.kidzlab.nl
Kies de toekomst – (No URL available)
Kiezers voor kiezers – (No URL available)
Kijkerstoets – www.kijkerstoets.nl
Kijkradio – (No URL available)
De Kinderboerderij – www.skbn.net
Kindertelefoon chat – www.kindertelefoon.nl
Kiwah – www.kiwah.org
Kustquiz – www.anemoon.org

L

Ledendatabase – (NO URL available)
The Ledge – www.the-ledge.nl
Lets – (No URL available)
Lifeboat – www.lifeboatfilms.org
Limburgs Nuje – (No URL available)
Literair Nederland – www.literairnederland.nl
Limboland – www.limboland.tv
Love Your Perfect Opposite – www.lypo.org

M

Magneet Festival – www.magneetfestival.nl
Maildepolitiek – www.maildepolitiek.nl
Manago – (No URL available)
Maroc NL – www.maroc.nl
Middendelfland is mensenwerk – www.mdmw.nl
Milk – www.milkproject.net
Mimaq – www.mimaq.org
Mimoa – www.mimoa.eu
Miniconomy – www.miniconomy.nl
Mobile Reporters – www.mobilereporters.org
Moirasearch – www.moirasearch.nl
Monsters van een andere wereld – (No URL available)
More is more – (No URL available)
Move Your Ass – www.llink.nl/MoveYourAss
MUGweb – www.mugweb.nl
Muziek en Zorg – www.muziekenzorg.nl

N

N8geluiden – www.n8.nl/geluiden
Narb – www.narb.me
Nationaal Integratiespel – www.inburgeringsloket.nl
Neurokids – www.neurokids.nl
Nieuwsflits – www.persmuseum.nl
Noord Verandert – www.noordverandert.nl
Nu wij weer! – (No URL available)

O

OCO sterren 2.0 – www.ocosterren.nl
Online Music Lab – (No URL available)
Oog op Europa – www.oogopeuropa.nl
Ook jij – www.ookjij.nl
OpenCarData – www.opencardata.com
Openkamer.tv – www.openkamer.tv
Open kerk – www.wirelessleiden.nl
*openmargin – www.openmargin.com
Open Progress – www.openprogress.org

Open Search – www.open-search.net
Open Street Map – www.openstreetmap.nl
Open Street Photo – www.openstreetphoto.org
Orkestkidsite – www.orkestkidsite.nl
Ouders online – www.ouders.nl
Outloud TV – (No URL available)

P

Peach Open Movie – www.blender.org
Petities.nl – www.petities.nl
Platform Medische Fouten – www.eerstehulpbijmedischefouten.nl
Poetry International Web – www.international.poetryinternationalweb.org
Polidocs – www.polidocs.nl
Politiek Digitaal – www.politiek-digitaal.nl
Politix – www.politix.nl
Powercursor – www.powercursor.com
Project B – (No URL available)

Q

Quardralab | Online Music Lab – (No URL available)

R

RadaR – www.sonokids.nl
Radio Ruisriet – (No URL available)
Rank a Brand – www.rankabrand.nl
Retyping Dante – www.retypingdante.com
Ridderradio – www.ridderradio.com
Rnul – www.rnul.nl
Romeo & Julia 2.0 – www.rj2.nl
Rotterdam Index – (No URL available)
Routecraft – www.routecraft.com

S

Shesports – www.shesports.nl
Shespot – www.shespot.nl
Shoot – www.stichtingshoot.nl
Show me your sneakers – www.submarinechannel.com
Simpele Tools – (No URL available)
Simuze – www.simuze.fm
Slamsphere – www.slamsphere.nl
SmadS-SenS – www.smadsteck.nl
Smart Cinema – www.smartcinema.net
Sonokids – www.sonokidsradio.nl
Sound Transit – www.umatic.nl
Special Dates – www.leefwijzer.nl
Special Kids – www.specialkids.nl
Speld – www.speld.nl
Splitscreen – www.netuni.nl/splitscreen/
Spotting Nature – www.ecomare.nl
Het Sprekend Boek – www.hetsprekendboek.nl
Stage Community – (No URL available)
Stel je vraag – www.steljevraag.nl
De Stem Van – (No URL available)
De Sterrewereld – www.sterrekind.nl
Stills-site – www.stillssite.nl
Streetjam – (No URL available)
Studietimer – www.studietalent.nl
Surprising Europe – www.surprisingeurope.com

T

Talk to me NL – www.cultuurlijn.nl
Talkingheadz – www.talkingheadz.nl
Think Thank – www.think-tank.nl
Thuis op Straat – www.thuisopstraat.nl
Time Project 2.0 – www.timeproject.org

Time to Turn – www.timetoturn.nl
Trading Mercator Stories – www.fattoriamediale.org/?q=nl/tms
Treemagotchi – www.treemagotchi.nl

U

Upload Cinema – www.uploadcinema.net
UR Amazing – (No URL available)
Urbanode – www.vurb.eu

V

Verbeterdebuurt – www.verbeterdebuurt.nl
Het Verhalenkasteel – (No URL available)
Verre Stemmen – www.farawayvoices.org
Virtueel Debat – (No URL available)
De Virtuele Straat – www.devirtuelestraat.nl
VJ Movement – www.vjmovement.com
VJOLOGY – www.globalstage.tv
Vlindertuin – www.uwtuinvolvlinders.nl
Vogels in beeld – www.sovon.nl
Vraag het de politiek – www.maildepolitiek.nl

W

Waar sta je? – (No URL available)
Wannagame – (No URL available)
Webvertalen – literairvertalen.org
De Wenswijk – www.wenswijk.nl
De Wereld Redden – www.dewereldredden.nl
[Werk] – www.literairwerk.nl
Wiki for Europe – (No URL available)
Wikiconcepts – (No URL available)
Wireless Leiden – www.wirelessleiden.nl
Wisebloom – www.wisebloom.nl
Wiskundeweb – www.math4all.nl
Wizzi – (No URL available)
Woberator – www.woberator.nl
Woophy – www.woophy.com
Wormstation – www.wormstation.nl

X

Y

Yellow Fellow – www.yellow-fellow.com

Z

Zelfzorgdossier Diabetespatiënten – www.zorg-enovatie.nl
Zoen of Doom – www.o2nederland.org
Zona's Kiosk – www.zonaskiosk.nl

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The Digital Pioneers fund was operated between 2002-2010 by Kennisland, an independent think tank working on social innovation, design and the realization of interventions to strengthen the knowledge society. For more information, go to www.kennisland.nl.

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