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The Interreg IVB North Sea Region Programme

Investing in the future by working together for a sustainable and competitive region

OPENINGUP

FINAL CONFERENCE

BRUSSELS / 2 & 3 DECEMBER 2014

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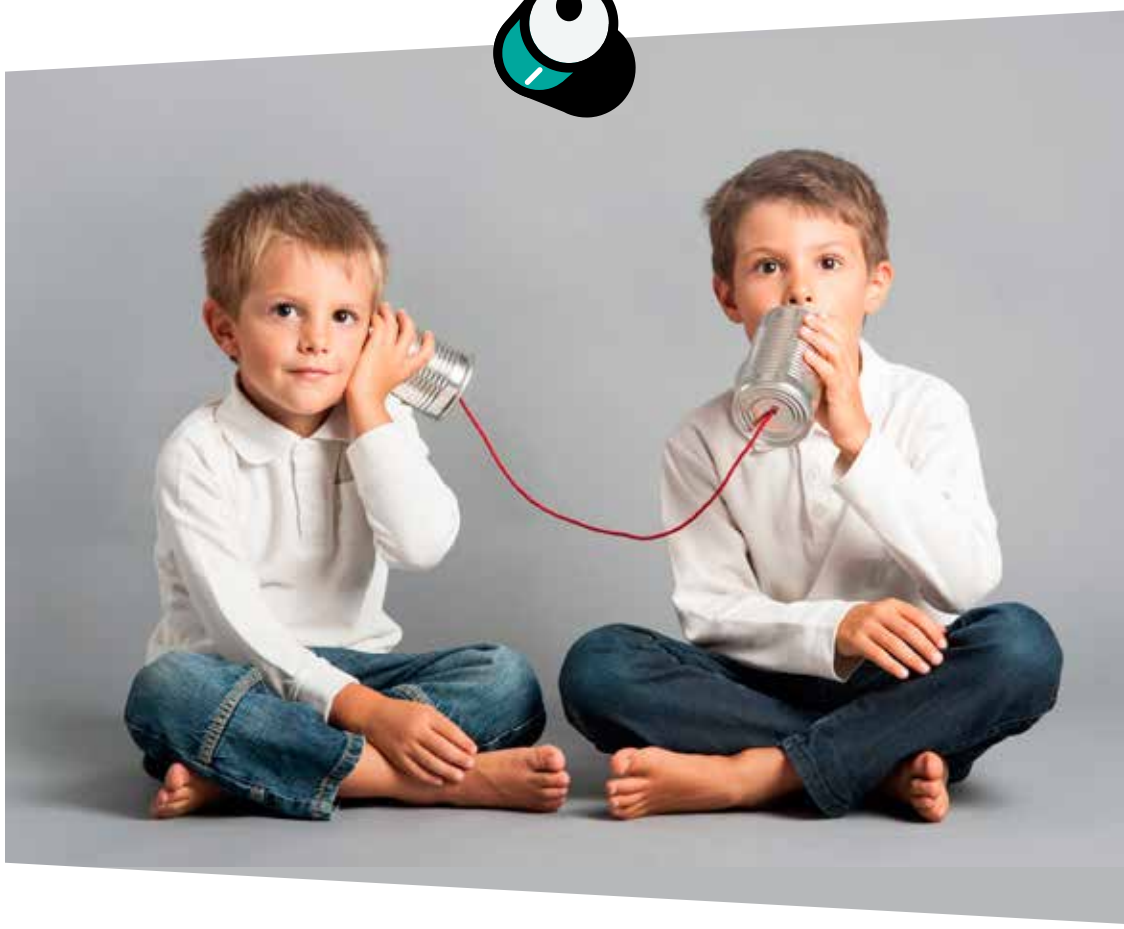

VENUE / AREA 42

INTRO

WELCOME TO THE FINAL CONFERENCE OF OPENING UP.

For three years eight European regions around the North Sea have tested new methods, set up trainings, and developed ad hoc applications on Social Media and Open Data.

A first assignment for local governments is to use these Social Media channels in their own communications. A second, much more difficult task for local governments, is to organize their own processes to be able to listen to what citizens, businesses and organizations, using the same Social Media, are saying about the municipal service delivery. Along with a more open style of communication, there is an increasing move towards opening up information, primarily through the formal and informal release of large Open Datasets.

We are very proud to present our results to you:

- The Social Media Maturity Measure. This test assesses the Social Media and the conversation maturity of your municipality or city. By comparing the results the measure shows you how and where to improve. Try it on http://www.socialmediamaturity.eu
- The Social Media Game. This role-playing game offers civil servants a virtual environment with realistic scenarios how citizens communicate with their government. The civil servants are assessed on their response and guided how to do better. Download a printable version on http://www.socialmediagame.net/
- Using temporary social networks to involve citizens and professionals to report on suspicious or unpleasant situations.
- Use geographical Open Data as a basis for managerial reports
- Use co-creation events like hackathons as a facilitating method to develop new apps
- Various lessons, guidelines and academic reports on multichannel communication, train-the-trainer methods, digital service delivery, elections and Social Media, citizens participation, Open Data and the value for business

All project results will be gathered at www.opening-up.eu.
We hope you enjoy the presentation of the results during the two-day showcase of our final conference.

Wouter Degadt, Project manager e-Government, Intercommunal Leiedal , Belgium
2 & 3 December 2014

PROGRAMME OVERVIEW

TUESDAY 2 DEC

SOCIAL MEDIA

Social media is now part of our daily lives. A first assignment for a local government is to use these social media channels in their own communications.

8.30 A.M.
Registration

9.00 A.M.
Plenary session / Introduction
Keynote: From #convgov to #socgov: citizen is king, but your employees are your superheroes! *(Sofie Verhalle)*
Keynote: Digital Transformation. Disruption is impacting all of us, how to deal with it in local government *(Jo Caudron)*
Cast your vote! *(Katja Retsin)*

10.30 A.M.
Coffee break

11.00 A.M. & 11.30 A.M.
Break-out sessions with practical examples
Evaluating: Social Media Maturity Measure *(Marijke Lemal)*
Listening: Social Media Monitoring *(Henk van der Leest)*
Conversing: Content strategy for a municipal Facebook *(Jenny Brodén)*

12.00 A.M.
Lunch

1.00 P.M.
Plenary sessions
Serious Gaming: A social Media Game *(Otto Thors)*
Cast your vote! *(Katja Retsin)*

2.00 P.M.
Intermezzo

2.30 P.M. & 3.00 P.M.
Break-out sessions
Collaborating: Building social networks for a safer society *(Elle De Jonge and Renske Stumpel)*
Social Media and local participation *(Birgitte Städe)*
Let's Gro: participation through Social Media *(Marijke Lemal and David Kok)*

3.30 P.M
Coffee break

4.00 P.M.
Closing session
Comedy: A critical view on Social Media *(Nigel Williams)*
Cast your vote! *(Katja Retsin)*

5.00 P.M.
End

7.00 P.M.
Dinner

WEDNESDAY 3 DEC

OPEN DATA

The challenge for governments and companies is to create custom tools and approaches to work with this information and integrate their services with social networks. Opening Up aims to help them develop innovative services through the use of open data and to encourage smart use of Social Media. In the project, eight European regions around the North Sea will test new methods, set up training, and develop ad hoc applications.

8.30 A.M.

Registration

9.00 A.M.

Plenary session

Introduction

Keynote: The road to Open Data enlightenment is paved with nice excuses *(Toon Vanagt)*

Keynote: Generating rendement with Open Data *(Arjan El Fassed)*

Cast your vote! *(Katja Retsin)*

10.30 A.M.

Coffee break

11.00 A.M.

Break-out sessions with practical examples

Basics of Open Data: what you need to know (*Wouter Degadt)*

Embedding Open Data in your organisation: Tactics & Tricks (*Job Wiegant)*

Improving decision making through publishing GIS (*Bjorgulf Torjussen)*

12.00 A.M.

Lunch

1.00 P.M.

Plenary sessions

Open Knowledge Foundation Business Lounge *(Pieter-Jan Pauwels)*

Cast your vote! *(Katja Retsin)*

2.00 P.M.

Intermezzo

Digital Baltic - a neighbour project

2.30 P.M.

Break-out sessions

Can you build a business with (local) open data? *(Jan Liefers)*

Combining data through standards and metrics (*Mike Thacker)*

3.30 P.M.

Coffee break

4.00 P.M.

Closing session

Keynote speaker *(Gesche Schmid)*

Business lounge: jury decision and prizes *(Pieter Colpaert)*

Cast your vote! *(Katja Retsin)*

5.00 P.M.

Keynote by Deputy Prime Minister of Belgium and Digital Agenda (*Alexander De Croo)*

SPEAKERS

SOFIE VERHALLE

Managing Partner at Talking Heads

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Sofie Verhalle - better known as lamazone on social media - is the ever-enthusiastic Managing Partner of Talking Heads. She first embraced the internet professionally in 2005, as Marketing Manager of the Online Media Team at Telenet. There she combined passion for web, project management and language. In 2008, she was Talking Heads' first employee. She built the social media agency to be a reference in Belgium and took over at the helm in 2012. Talking Heads helps governments, organisations and brands to integrate the mechanics of social media into their communication and organisational strategy. Sofie is known as a real Tasmanian Devil, passionate about her work. She believes in karma, structural chaos and her team.

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JO CAUDRON

Managing Partner at DearMedia

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Jo Caudron is the author of the books "Social media, the essentials" (Luster), "Fixing the media, the dramatic impact of new media" ("Media Morgen", Lannoo), and since July 2014 "Digital Transformation, a model to master digital disruption". He has been CEO, chairman of the board, evangelist, … but overall he considers himself as an entrepreneur. In 1993, Jo started the very first web agency in Belgium (The Reference) and today he is the founding partner of Dear Media, a consulting company, specialized in new media innovation.

jocaudron

@jcaudron

jocaudron

KATJA RETSIN

Host, announcer, writer

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Katja Retsin is a Flemish host and announcer for radio and television. Furthermore, she writes books and columns. Katja studied for translator and interpreter English-Spanish. After that she followed a course Media and Communication, which made her went to work at the radio and television. First she was production assistant at the production company IDTV for two years, after which she risked her chance as VJ at MTV music channel.
After four years she moved to the VRT, where she went to work as announcer and presenter. In April 2008, Katja said goodbye to the broadcast station to focus on her presenting work. Katja is also owner of a few shops for women's clothing and is active as a writer of children's books.

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MARIJKE LEMAL

Head of research Thomas More Media & Business School

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Dr. Marijke Lemal is head of research at Memori - Thomas More. She coaches the research team and realizes inspirational projects herself. Marijke is mainly passionate about social media, social marketing and innovations in the media landscape. As a communications strategist and driven researcher she is committed for 200%.

thomasmore

@MarijkeLemal

marijke-lemal

HENK VAN DER LEEST

Policy Advisor at Municipality of Groningen

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Henk van der Leest is policy advisor in communications at the municipality of Groningen, the city in the north of the Netherlands where he was born. Originally educated as a Biologist and working at the environmental department, he became more and more interested in the way the local government involved citizens in policy- and decision-making, communications and interaction. He now is experienced in new media, Social Media – Twitter/Facebook, webmonitoring, webcare, reputationmanagement – and citizen participation.

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JENNY BRODÉN

Project manager at Karlstad Kommun

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Jenny Brodén studied Environmental science at Karlstad University and is currently Project Manager at Karlstad Kommun. Within her function she is the Project Manager of the Opening Up project for Karlstad Kommun.

missbroden

Jenny Brodén

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OTTO THORS

Social Media Strategist at WEgovernment

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Otto Thors is an independent professional with vision, expertise and experience in the field of digitization, public services and social media. As editor in chief of the widely read magazine inGovernment he is top of mind when it comes to projects and initiatives related to the organization of public services, communications and digitization. Otto is a specialist in the field of new trends such as social media, e-participation and digitization. With his energetic charisma and inspiring lecture Otto is a frequent speaker and presenter at (inter)national conferences and in-company meetings.

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thors

ELLE DE JONGE

Chief-Inspector, National Project Manager ANPR, Dutch National Police

ELLE DE JONGE
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Elle De Jonge started his carreer at the Dutch State Police in 1973. After patrolling the streets he has been a firearms and tactical instructor and has been involved for more than 10 years with the Riot unit. After this he became a policy officer and from 2006 he was the project manager Research & Innovation of the Regional Police of Groningen. Since april 2013 he is the National Project manager ANPR for the Dutch National Police within the Sensing-program. He has experience with citizens participation as the project manager of the Compronet project.

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RENSKE STUMPEL

Project Manager at Municipality Groningen

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Renske Stumpel is project manager customer services at the municipality of Groningen (200.000 inhabitants). She coordinates the Opening Up project for Groningen. Before this she was involved in the Interreg IV B project Smart Cities, an international innovation network on e-government - consisting of governmental and academic partners. Themes like social media, participation and innovation in customer services inspire her.

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BIRGITTE STÄDE

Communication Consultant at Høje-Taastrup Municipality

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Birgitte Städe is Communication Consultant at Høje-Taastrup – a municipality in rapid development near Copenhagen. Birgitte has been leading the Opening Up-project in Høje-Taastrup and has together with colleagues launched Høje-Taastrup on social media. Besides Opening Up Birgitte is also involved in the branding of Høje-Taastrup and communication about other high-profile projects such as city development and the municipal climate action plan.

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DAVID KOK

Social Media Manager at council Almere

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David Kok is Social Media Manager at the municipality Almere and is the initiator of the "Social Media Measuring Rod". David is a versatile communication scientist, who gained a broad experience during the last ten years within the city of Amsterdam, in particular in the areas of strategic communication advice, change communication in (complex) fusion projects, social media, (management/organization) consulting, leadership, organizational development, business operations, administrative processes and finance.

@davidkok

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NIGEL WILLIAMS

Stand-Up Comedian

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Belgium's 'No punches held, no holds barred' comedian. If you like your comedy a bit rough around the edges, you'll love Nigel Williams. Nigel's act
is full of energy and healthy misan-thropic rage, with improvisation and audience participation guaranteed. Nigel's act has been described as "A long distance sprint of laughs with no final destination".
Nigel has performed in Holland, England, Scotland, Denmark, Sweden, Estonia, Finland and Germany and is best known for the political and social bent of his humor.

nigel williams

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TOON VANAGT

Internet entrepreneur & open data enthusiast

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Toon Vanagt is an entrepreneur with broad experience in all aspects of setting up and managing startups since 1999. His first internet company (Casius.com) raised over 4 million € to build a European marketplace matching home owners with quality construction contractors, based on positive reviews and verified credentials.

His current startup (Data.be) was born in 2012 out of frustration with the high prices to buy 'public' business information and the low usability of many government websites.
Although Belgium is very open with regards to company data, the publications are scattered on several websites with outdated search options. By mashing up official sources, data.be consolidated the information in a fast and intuitive website with an API for easy third party integration.
Toon will present the need for official gatekeepers, quality data, open data chain documentation and how governments can make money with open data to boost transparency in business.

@Toon

toonvanagt

ARJAN EL FASSED

Executive Director of Open State Foundation

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Arjan El Fassed is executive director of Open State Foundation, a non-profit organization that promotes democratic transparency, account-ability and participation with the development of online platforms and promotes unlocking and re-use of open (government) data. He is a former member of parliament in the Netherlands, dealing with digital rights, open data. He lead advocacy both at international development agencies such as Oxfam International as well as human rights organizations in the Middle East. He was engaged in successful online initiatives and was placed on Twitter's suggested user list which led to more than 200k followers.

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WOUTER DEGADT

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As a staff member at the e-Government department within the intercommunale Leiedal, Wouter Degadt is responsible for several European projects: Digital Agenda for the North Sea Region (DANS), Vital Rural Area (VRA), iAge and Opening Up.

He is the project leader of Opening Up. By means of this project, Wouter wants to implement the success story in matters of Open Data & Social Media within the region Zuid-West- Vlaanderen (13 cities within the region of Kortrijk).

wildwouterbaan

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JOB WIEGANT

Information Manager at municipality Groningen

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Job Wiegant has been working as communication and information professional since 1999. With a background in psychology, he is interested in the way people interact with technology and new ways of using information. Job worked as a teacher human-computer interaction for the Hanze University and worked a couple of years as a consultant in the commercial and non-profit sector. At the moment, he is working for the municipality of Groningen, as information manager. Open data is one of the topics he is addressing, because he believes (local) government can gain a lot from a more transparent way of handling data.

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BJORGULF TORJUSSEN

Advisor at Kristiansand Kommune, Okonomiseksjon

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Bjorgulf Torjussen holds a Master Business administration and accounting from the Norwegian School of Economics and was Controller and Business developer in the Broadband project "Fiber to the Home" for 5 years. Currently Bjorgulf is Advisor at Kristiansand Kommune.

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Pieter-Jan Pauwels is the community coordinator of Open Knowledge Belgium. He is the driving force behind Open Belgium and is in charge of open Summer of code. His mission is bringing open knowledge and open data to a level playing field, where people with all sort of backgrounds, technical and non-technical, can use, reuse and create knowledge in a sustainable way.

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Jan Liefers is manager international projects, coach and academic advisor at Hanzehogeschool Groningen. He has a passion for the world of media and communication, in particular the consequences of social media. Jan Liefers is a goal-oriented, creative innovator and is experienced in management, recruitment, coordinating and planning.

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MIKE THACKER

Owner of Porism Limited

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Mike Thacker is the owner of Porism which was founded in January 1989. Mike started Porism to give himself and his employees the freedom to develop creative solutions for clients, working with the most appropriate tools. Since then, the company has gone through many phases but always stuck to that core goal. Porism specialises in creating systems for use by local government. However, work continues in new areas, such as the semantic web and democracy apps supporting the work of elected representatives.

Mike Thacker

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GESCHE SCHMID

Programme Manager Transparency at Local Government Association

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Gesche Schmid is an information professional who worked largely in the public sector to improve public services, empower citizen, engage communities and foster innovation through the better and more intelligent use of data and information. Gesche currently manages the local transparency programme in the Local Government Association and works with councillors, decision and policy makers and practitioners in local government to develop a vision for local transparency. She promotes the opening up and better use of public data to local authorities, communities, government departments and partner organisations.

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gescheschmid

PIETER COLPAERT

Open knowledge enthusiast

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Pieter Colpaert is a researcher on linked Open Transport Data at MultiMedia Lab, Ghent university and iMinds. He holds a master degree in engineering from College Ghent since 2012. Before starting his research position at MultiMedia Lab, he was running a digital signage start-up called FlatTurtle (flatturtle.com) which focuses on data visualisation, co-founded a not-for profit organisation to promote Open Knowledge in Belgium (okfn.be), and started The DataTank (thedatatank.com), an open-source tool for smart cities which enables them to open up their data in a machine-readable fashion.

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ALEXANDER DE CROO

Deputy Prime Minister of Belgium, Minister of Development Cooperation, Digital Agenda, Telecom and Postal Services

ALEXANDER DE CROO

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Alexander De Croo is a Flemish liberal politician, economist and businessman.
In 1998, he graduated in Business Engineering at the Vrije Universiteit Brussel. He attended Northwestern University in Chicago in 2002 to complete an MBA at the Kellogg School of Management. Before his political career, Alexander De Croo became a project leader of The Boston Consulting Group in 1999. Starting from 2006, he founded a new company called Darts-ip specialized in providing service to Intellectual Property professionals.
He currently holds the office of Deputy Prime Minister of Belgium and Minister of Development Cooperation, Digital Agenda, Telecom and Postal Services.
From 2009 until 2012, he was party leader of Open Flemish Liberals and Democrats (Open VLD).

PARTICIPANTS >

PARTICIPANTS DAY 1

Organisation	Name	
Atene KOM GmbH	Christian	Zieske
CGI	Arjan	Stoter
CGI	Frank	Wieland
CGI	Ton	Thomassen
CGI	Kees	Van Rooij
City of Karlstad	Jenny	Brodén
City of Kristiansand	Bjorgulf	Torjussen
Cronos	Willem	Geelen
Dutch national police	Elle	de Jonge
European Service Network	Kwinten	Lambrecht
Gemeente Almere	David	Kok
Gemeente Groningen	Irina	Van Noordt
Gemeente Groningen	Jaap	van der Laan
Gemeente Groningen	Job	Wiegant
Gemeente Groningen	Gert Willem	Hanekamp
Gemeente Groningen	Henk	van der Leest
Gemeente Groningen	Renske	Stumpel
Gemeente Rotterdam	Coen	Goebel
Gemeente Wevelgem	Saskia	Delombaerde
Gemeente Wevelgem	Cleo	Dursin
Group Nivelles	Karen	Deferm
Group Nivelles	Thibaut	Nivelles
Hoeje-Taastrup Municipality	Birgitte	Städe
Hoeje-Taastrup Municipality	Winnie	Jakobsen
Hoeje-Taastrup Municipality	Per	Nielsen
Hoeje-Taastrup Municipality	Per	Boesen
HowAboutYou	Ewoud	de Voogd
Howest	Isabelle	Van Tomme
Howest	Joke	Hautekiet
Howest	Thijs	Martens
Indiville	Jo	Steyaert
Intercommunale Leiedal	Filip	Meuris
Intercommunale Leiedal	Evelyn	Bulcaen
Intercommunale Leiedal	Koen	Byttebier
Intercommunale Leiedal	Bram	Lattré
Intercommunale Leiedal	Bob	Bulcaen
Intercommunale Leiedal	Wouter	Degadt
Intercommunale Leiedal	Jeroen	Vanthournout
Inuits bvba	Kris	Kerremans
Kristiansand Kommune	Thomas	Øderud
Nelson Group	Veerle	Robbrecht
Nelson Group	Wim	Beernaert
Novado	Pieter	Daveloose

TUESDAY 2 DEC

Organisation	Name	
Open Knowledge Belgium	Pieter-Jan	Pauwels
Open State Foundation	Arjan	El Fassed
Politiezone VLAS	Thomas	Detavernier
Politiezone VLAS	Piet	De Vulder
Politiezone VLAS	Joost	Ryngaert
Porism Limited	Michael	Thacker
Provincie West-Vlaanderen	Romy	Costa Carrelo
Stad Brugge	Kris	Taillaert
Stad Brugge	Eveline	Buyck
Stad Brugge	Severine	Willems
Stad Gent	Mattias	Versnel
Stad Harelbeke	Wouter	Linseele
Stad Kortrijk	Kris	Dhondt
Stad Kortrijk	Joke	D'Huyvettere
Stad Sint-Niklaas	Jeroen	Aps
Stad Waregem	Veerle	Deconinck
Stad Waregem	Tom	De Smet
Talking Heads	Sofie	Verhalle
Thomas More	Marijke	Lemal
Thomas More	Bruno	Koninckx
Thomas More	Carmen	Van Puyenbroeck
Thomas More	Eric	Goubin
Thomas More	Kathleen	Charliers
Thomas More	Diane	Rijmenants
Thomas More	Koen	Panis
Thomas More	Daria	Torgushnikova
Thomas More	Jose Maria	Alvarez de Toledo Valdes
Thomas More	Carlos Javier	Rosique Martínez
Vandelanotte Bedrijfsrevisoren	Bart	Ghekiere
Vlaamse Gemeenschapscommissie	Annick	Hus
Vlaamse Gemeenschapscommissie	Sofie	Coeck
Webzucht	Jeroen	Thibaut
WEgovernment	Otto	Thors
	M. Claire	Van de Velde
	Jo	Caudron
	Robbie	Demaegdt
	Andries	Maes
	Axel	Bouttelgier
	Samuel	Vandecasteele
	Tineke	Smegen
	Ruben	Meul
	Silvana	Precup
	Thomas	Ghysels

PARTICIPANTS DAY 2

Organisation	Name	
Agentschap Ondernemen	Idris	Peiren
Atene KOM GmbH	Christian	Zieske
City of Karlstad	Jenny	Brodén
City of Kristiansand	Bjorgulf	Torjussen
Cronos	Willem	Geelen
Data.be	Toon	Vanagt
Foundation of Innovative Initiatives	Piotr	Piwowarczyk
Gemeente Groningen	Job	Wiegant
Gemeente Groningen	Henk	van der Leest
Gemeente Groningen	Renske	Stumpel
Hanze University of Applied Sciences	Jan	Liefers
Hedmark County Council	Dag	Arnesen
Hoeje-Taastrup Municipality	Winnie	Jakobsen
Hoeje-Taastrup Municipality	Per	Nielsen
Hoeje-Taastrup Municipality	Birgitte	Städe
Hoeje-Taastrup Municipality	Per	Boesen
Hogeschool PXL	Servaas	Tilkin
Hogeschool PXL	Steven	Palmaers
iMinds	Jan	Adriaenssens
iMinds	Mathias	Van Compernolle
iMinds	Lisa	Pattyn
Intercommunale Leiedal	Filip	Meuris
Intercommunale Leiedal	Wouter	Degadt
Intercommunale Leiedal	Steven	Debaveye
Intercommunale Leiedal	Inge	Wydhooge
Intercommunale Leiedal	Evelyn	Bulcaen
Intercommunale Leiedal	Koen	Byttebier
Inuits bvba	Kris	Kerremans
Kaunas regional development agency	Elena	Talockaite
Kaunas regional development agency	Lina	Misiukeviciene
KBC Group - SUT	Philip	Hellemans
Kristiansand Kommune	Thomas	Óderud
Kristiansand Kommune	Michael	Froentjes
KTU Regional Science Park	Pranas Bernardas	Milius
Local Government Association	Gesche	Schmid
Memori	Nik	Hemmeryckx
Nazka mapps	Ides	Bauwens
Nelson Group	Veerle	Robbrecht
Nelson Group	Wim	Beernaert
NextLab	Xavier	Tordoir
Open Knowledge Belgium	Pieter	Colpaert
Open Knowledge Belgium	Pieter-Jan	Pauwels

WEDNESDAY 3 DEC

Organisation	Name	
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Porism Limited	Mike	Thacker
Stad Brugge	Kris	Taillaert
Stad Brugge	Eveline	Buyck
Stad Gent	Mattias	Versnel
Stad Kortrijk	Hans	Verscheure
Stad Waregem	Ilse	Vansteenkiste
Stad Waregem	Dirk	Dheedene
Thomas More	Marijke	Lemal
Thomas More	Bruno	Koninckx
Thomas More	Koen	Panis
Thomas More	Carmen	Van Puyenbroeck
Vandelanotte Bedrijfsrevisoren	Pieter-Jan	Parmentier
Vandelanotte Bedrijfsrevisoren	Hanne	Loyson
Värmland County Administrative Board	Ida	Kullgren
Värmland County Administrative Board	Katarina	Nordmark
Vives EL-IC	Pieter	Dewaele
Vives EL-IC	Hans	Naert
Vives EL-IC	Maarten	Lonneville
Vives EL-IC	Alexander	Derck
Vives EL-IC	Chaoui	Mohamed
Vives EL-IC	Victor	Debrabandere
Vives EL-IC	Jeroen	Brock
We Open Data	Jan	Vansteenlandt
We Open Data	Michiel	Vancoillie
West-Vlaamse Intercommunale	Eveline	Huyghe
West-Vlaamse Intercommunale	Bart	Boute
	Thimo	Thoeye
	Gady	Künnapuu
	Britt	Vahter
	Janek	Adamson
	Robbie	Demaegdt
	Andries	Maes
	Axel	Bouttelgier
	Samuel	Vandecasteele
	Ruben	Meul
	Silvana	Precup
	Michiel	De Wilde
	Sander	Meert
	Thomas	Ghysels
	Nicole	La Iacona

DINNER VENUE

MAISON DE LA BELLONNE

Maison de La Bellone
46 rue de Flandre
B-1000 Bruxelles

BUS
48-86 (Bourse), 29-38-47-63-66-71-88 (De Brouckère)

TRAM
3-4 (Bourse)

MÉTRO
station Sainte-Catherine

PARKING LEPAGE
rue de Flandre 66

STATION VILLO
N°5 : Bourse - rue Paul Delvaux
N°21 : place De Brouckère
N°30 : rue de Laeken (entre 109 et 119)
N°32 : rue Antoine Dansaert, 60-62-64

PROJECT PARTNERS

LEIE DAL

Hanze University of Applied Sciences Groningen

KRISTIANSAND KOMMUNE

Høje-Taastrup Kommune

POLITIE Groningen

CITY OF KARLSTAD

Gemeente Groningen

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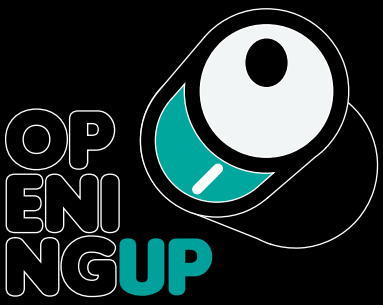

FINAL CONFERENCE 2014