

Replication, Dissemination & Communication Campaign

Task 5.2 Replication & Exploitation Campaign Deliverable 5.2 Replication & Exploitation Campaign Plan Report on activities carried out



Gloria Piaggio, Mirella Marrazzo

September 1th, 2014

REPLICATION, DISSEMINATION & COMMUNICATION CAMPAIGN	1
INTRODUCTION	3
<i>Targets</i>	3
<i>Tools</i>	3
<i>Expected Results</i>	3
1. FINDING BUDDY CITIES	4
2. MASTER CLASSES	7
<i>Organizing Master Classes</i>	7
<i>Preparatory Phase</i>	7
<i>Master Classes</i>	7
Agenda	7
Report	8
<i>Timing</i>	9
3. COMMUNICATION CAMPAIGN.....	10
<i>Background</i>	10
<i>Why</i>	11
<i>What</i>	11
<i>When</i>	13
Events.....	13
<i>Who</i>	17
<i>How</i>	17
Tools.....	18
<i>Where</i>	20
<i>Whom</i>	20
WHO IS WHO	28
EXPECTED RESULTS	29
TABLE 1: BUDDY CITIES.....	6
TABLE 2: BUDDY CITIES AND MASTER CLASSES.....	9
TABLE 3: EVENTS	16
TABLE 4. COMMUNICATION MESSAGES PER CATEGORY	17
TABLE 5: MEDIA	20
TABLE 6:INTAKE WORKSHOPS.....	23
TABLE 7: INTENSIVE LAB SESSIONS	25
TABLE 8: TRANSFORM AND MUNICIPALITIES PLANNING	26
TABLE 9: ACTIONS WITH SCHOOLS AND STUDENTS	27
TABLE 10: NETWORKS.....	27
TABLE 11: WHO IS WHO.....	28
TABLE 12: COMMUNICATION WHO IS WHO.....	29

Introduction

The Replication & Exploitation Campaign aims at sharing **Transform Smart City Planning methodology and results** in order to induce and trigger replication. It explains both the strategic planning and concrete actions deriving from Smart Urban Labs.

It will raise stakeholders' awareness and interest in contributing to improve environment and quality of life.

The extended and varied project partners will consent a vast and wide-ranged dissemination.

Targets

The following target groups are considered:

- **Transform Cities:** continuing and extending Transform methodology in their own territory, including:
 - Local politicians
 - Regional and national politicians
 - Municipal and other local government staff
 - Municipally owned companies;
- **Other cities:** starting from "Buddy Cities", i.e. cities having a special connection with Transformers, and in future also others;
- **Business:** Transform business partners will share the experience with their extended commercial networks in order to promote the Transform methodology and also involve other companies in the process and foster market deployment of involved technologies and products;
- **Energy partners**, public or private;
- **Research:** knowledge partners will use the wide network and system of knowledge sharing in order to bring Transform to the attention and interest of other research institutions as well as other stakeholders.
- **Civil Society:** all Transformers will involve Civil Society whose commitment is essential to implement the transformation approach

Tools

Tools used for reaching replication and dissemination goals are:

- **Smart Energy City Handbook** telling the Transform Story and explaining how to replicate it;
- **Smart Energy City Planning Master Classes** given to **Buddy Cities**, creating an opportunity for sharing the experience and knowledge and pragmatically help them to start the transformation process also using the Smart City Handbook;
- Communication will be used throughout the project by all partners in order to create awareness and raise interest in applying Transform methodology after the end of the project. Cities will give special attention to students who can contribute in changing behaviour according to each city's organizational education system. Each partners websites, newsletters, events, networks, communication systems will be used for this purpose.
- DST Decision Support Tool, online simulation using city data and analytics to calculate the impact of multiple low carbon measures (such as district heating and retrofitting) on CO2 emissions, energy consumption, RES and costs

Expected Results

Through the Replication & Dissemination Campaign Transform expects to:



- Acquire **political commitment** from Transform Cities to pursue the process by signing, before the end of the project, a “**letter of Commitment**” resulting from the Transform team. Extend the commitment to Buddy Cities having them sign a “**Memorandum of Understanding**” to follow the Transform process
- Reach as many contacts as possible in each stakeholder category:
 - Cities and public authorities: Letters of Commitment, Memorandums of Understanding, at least twenty contacts;
 - Companies: twenty contacts per industrial partner;
 - Research: ten contacts per research partner;
 - Civil society: according to each Transform City’s characteristics;
 - Students in all six Transform cities.

1. Finding Buddy Cities

Buddy Cities are those with which Transformers have an easy and concrete connection with: sister cities, EU projects partners, political agreements, technical exchange, nearby, personal contacts...

In order to consent a real and concrete replication of Transform methodology, a specific contact is searched; this will bring the invited cities to really want to apply lessons learned by Transform cities in their own urban planning. The choice of Buddy Cities must therefore reflect a very pragmatic and problem-solving approach and not a formal checking of number of cities passively acquiring knowledge.

Each Transform City (TC) fills in the table (next page) with the Buddy City (BC) characteristics. It is important to note that:

1. each Transform City needs to have at least **two** Buddy Cities
2. there is no limit, as long as points 3 & 4 are respected
3. Buddy Cities should participate in their Buddy Transform City’s Master Class to be held in 2015,
4. travel and lodging expenses must either be foreseen by each TC or the BC must agree to cover them.

Once the complete list is acquired, WP5 prepares a draft letter formally inviting Buddy Cities to participate in the Transform Replication & Dissemination Campaign.

Each Mayor or representative signs his/her letter and sends it, keeping WP5 informed on answers.



TC	Buddy City	Country	Size (000)	Distance (km.)	Contact person	Role	Email	SoA as Smart Cities	SEAP	Kind of link
GOA	Turin	Italy	800	150	G. Presutti	Smart City Director	Gianfranco.presutti@comune.torino.it	Participation process and created a dedicated Foundation with stakeholders	Y	signed MoU for cooperation on Smart City
	Milan	Italy	1,2	150	R. Galliano	Smart City Director	Renato.galliano@comune.milano.it	Participation process and created a dedicated Association with stakeholders	Y	signed MoU for cooperation on Smart City
	Naples	Italy	1	700	Tommaso Sodano	Deputy Mayor	vicesindaco@comune.napoli.it	Participation process and created a dedicated Association with stakeholders	Y	working together on buildings energy efficiency and joint national project "Agire" on Smart city
	Benevento	Italy	300	800	Attilio Renzulli	Head Smart City	energymanager@energiaambiente.benevento.it	Participation process	Y	working together on buildings energy efficiency and joint national project "Agire" on Smart city
	La Spezia	Italy	92	100	Pier Luigi Fusoni	Smart City Director	pierluigi.fusoni@comune.sp.it	Participation process		same Region
	Savona	Italy	70	40				<i>Smart Polygeneration Microgrid Pilot Project in University</i>	Y	same Region
	Alessandria	Italy	89	90	Mauro CATTANEO	Smart City Alderman		Participation process		near Genoa, cooperation on Smart City process
	Nice	France	344	200	Angèle Martines			Participation process and Smart solar District		sister city, will to cooperate on smart city
	Bari	Italy	1.2	1200	Pasquale Capezuto	Smart City (Energy Manager)	p.capezuto@comune.bari.it	pioneer Mediterranean city taking concrete measures and actions toward sustainability and energy efficiency	y	connections with Enel
	L'Aquila	Italy	72	700	Alfredo Moroni	Smart City Alderman	Alfredo.moroni@comune.laquila.it	strongly hit by the earthquake. The reconstruction phase, started few month ago, will be oriented toward the implementation of innovative smart cities solutions (closely link with genoa's technologies such as Electric mobility etc)	y	connections with Enel
AMS	Antwerp	Belgium	480	158				smart city agreement		
	Parkstad Limburg	The Netherlands	255	215				Responsible Capital Program		
FHH										
CPH	Albertslund *	Denmark	28		Lise Arp	Green Cities coordinator	info@greencities.dk	Green Cities agreement (focus on sustainable development).	y	One of the partners of the 'Green Cities' - which is a partnership between 6 Danish municipalities (and 2 observers). The partnership aims to maintain, protect and improve the environment and works towards creating a sustainable local community in the

									long term.	
	Allerød*	Denmark	24		Lise Arp			Green Cities Agreement (focus on sustainable development)	(y)	
	Ballerup*	Denmark	49		Lise Arp	Green Cities coordinator		Green Cities Agreement (focus on sustainable development)	(y)	One of the partners of the 'Green Cities'
	Herning*	Denmark	87		Lise Arp	Green Cities coordinator		Green Cities Agreement (focus on sustainable development)	y	One of the partners of the 'Green Cities'
	Kolding*	Denmark	58		Lise Arp	Green Cities coordinator		Green Cities Agreement (focus on sustainable development)	y	One of the partners of the 'Green Cities'
	Aalborg*	Denmark	197		Lise Arp	Green Cities coordinator		Green Cities Agreement (focus on sustainable development)	(y)	Observer in the 'Green Cities' partnership
	Aabenraa*	Denmark	59		Lise Arp	Green Cities coordinator		Green Cities Agreement (focus on sustainable development)	(y)	Observer in the 'Green Cities' partnership
LYO	Grenoble	France	157		Xavier Normand					In consideration
	Nantes	France	287		Vincent Hure Virginie Thune		virginie.THUNE@nantesmetro.pole.fr			Idem
	Bordeaux	France	239							Idem
	Dunkerque	France	197		frederick.mabile		frederick.mabile@tud.fr			Idem
	Ajaccio	France			Denis bravi					Idem
	Lorient	France			Pierre Crépeaux		pcrepeaux@mairie-orient.fr			Idem
	Genève	Suisse			Gaëtan Cherix					
WIE	Berlin	Austria			In progress	In progress	In progress			
	Munich	Austria			In progress	In progress	In progress			
	Prague	Austria			In progress	In progress	In progress			
	Bratislava	Austria			In progress	In progress	In progress			
	Salzburg	Austria			In progress	In progress	In progress			
	Graz	Austria			In progress	In progress	In progress			

* Copenhagen has invited the partners and observers of the 'Green Cities - partnership' to become 'Buddy Cities' in the TRANSFORM project. However, we have not yet made an agreement with any of them. This will probably take place during September 2014.

Table 1: Buddy Cities



2. Master Classes

Master Classes are a way of directly involving Buddy Cities in the process through a participative, involving and interactive experience.

All results from Transform – collected in the Handbook – will be shared with Buddy Cities.

It is advisable for **partners** to attend **Master Classes** as the purpose is to share the experience, convincing Buddy Cities of the advantages of the Transform Smart City Planning through the positive cases, i.e. the best practices learned and applied during the Transform project, such as managing dialogue with stakeholders, or learning about methods of acquiring data for Decision Support Tools, funding means, etc., of all six cities and their industrial and research partners. This is essential as it is part of the added value of the European project.

Organizing Master Classes

A tentative schedule of Master Classes, to be held in March and April 2015, is sent to Transform Cities for approval before the end of 2014; WP5 then sends a draft invitation letter which each TC approves and sends to its Buddy Cities, keeping WP5 informed of the answers.

WP5 leader will send a checklist of necessary actions for the preparation of Master Classes to TCs and will periodically monitor its completion.

Preparatory Phase

Before the Master Class, the following actions will take place

- Each TC calls BC contact person
- Conference call with TC, BC, WP5 and eventually others for knowledge gathering
- TCs send request for data to BCs
- Answers are organized by competent WP leader
- WP5 and hosting TC go through Organizational Check list

Master Classes

DOW, pag.17: “The Replication & Exploitation Campaign will carry out six “Master Classes” in chosen target areas/cities/markets, chosen thorough existing networks and connections of each partner which will lead to individuating “buddy Cities” easily involved in the replication process.”

Agenda

Master Classes follow and use the Handbook and take place with the following tentative agenda:

- Welcome & introduction by host
- Greetings of EU officer (?)
- Transform Discovery Labs by Transformers
- Workshop 1 Politic Commitment & Transformation Agenda
 - Explanation; Q&A
- Workshop 2 SoTA
 - KPIs, BQ, BR
 - Buddy cities comment their SoTA
- Workshop 3 Tools

- Status Quo Report + IWs
- active confrontation of topics + prioritization + SWOT
- Workshop 4 SULs
 - Intensive Lab Sessions + Implementation Plan
 - Q&A
- Workshop 5
 - Decision Support Environment
 - Q&A
- signing of letter of commitment or Memorandum of Understanding

Report

Each City will write a report and summary on participation, development, results and outcome of their Master Classes, including suggestions, observations and questions from participating Buddy Cities.

Timing

Activity	Partner	2014												2015					
		Jan	F	Mr	Ap	My	Jun	Jul	Au	S	O	N	D	Jan	F	Mr	Ap	My	Jun
		13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
WP5 Leader sends Buddy Cities Table to all partners	WP5L																		
Draft invitation letter sent to TCs	WP5L																		
Eventual changes returned	TCs																		
Transform Cities return table to GOA	TCs																		
Transform Cities send Invitation letter to respective Buddy Cities	TCs																		
BCs return answers to own TCs	BCs																		
TCs return Buddy Cities's answers to GOA	TCs																		
Master Classes timing proposed to Transformers	WP5L																		
Transformers confirm Master Class date	TCs																		
Draft General Master Class Agenda sent to Transformers	WP5L																		
Each city agrees on own specific Master Class Agenda	TCs																		
Draft formal invitation letter for Master Classes sent to Transform Cities	WP5L																		
Transform Cities agree or change	TCs																		
Formal invitation to Master Classes sent by each Transform City to own Buddy City	TCs																		
WP5L sends Organization Check List to Transformers	WP5L																		
Eventual changes returned	All																		
WP5 monitors Organization Check List	WP5L																		
Dedicated meeting to discuss Master Classes during Transform meeting	All																		
Dedicated conference calls between WP5, WP6 & TCs for Master Class Organization	All																		
Eventual physical meeting	All																		
Master Classes	All																		
Report on Master Classes prepared by WP5,WP6	WP5L																		

Table 2: Buddy Cities and Master Classes

3. Communication Campaign

A coordinated, targeted and focused Communication Campaign will promote awareness on Smart City Transformation Process and on the Transform methodology and actions. It is therefore important that all partners be involved, and put efforts in spreading information as much as possible, using a varied range of channels.

A coordinated and homogeneous message both in its contents and in its form is crucial.

As written in the DOW, throughout the whole project external communication will be carried out using existing instruments such as cities' and companies' websites, newsletters, existing networks of all partners, participation in conferences and meetings and direct stakeholders involvement. Involvement of students of all ages will be specifically sought in order to trigger behavioural changes. Detailed explanation of type of message per category, as well as articles and events already done or foreseen follows.

The extent and variety of project partners will promote an ample communication and replication process of the smart cities and communities.

Background

Urban areas, currently responsible for three-quarters of the global energy demand¹, are the logical starting point for intervention to TRANSFORM urban areas into resource efficient, low carbon, SMART places. Such a fundamental transformation necessitates disruptive change in planning, development and decision making. That means a change towards real integration in planning and more flexible decision making processes. Cities need to combine long term strategy and vision with practical, tangible and financially robust plans for implementation in surroundings which are open to new and integrated ways of working. TRANSFORM supports cities willing to take this leap. The outcomes set standards for future European Smart City projects.

The TRANSFORM consortium consists of six frontrunner cities² from across Europe as well as energy companies³, both local and European, that work together with leading knowledge institutions⁴ and European commercial partners⁵ to create a wide span of influence across the continent. TRANSFORM's integrative approach to smart energy development, foresees strong stakeholder Processes, mobilizing both relevant stakeholders and the politicians of the participating cities and in other European cities through networks.

TRANSFORM will deliver a 'how to become a Smart Energy City' Handbook that will contain all models and experiences for replication. Replication will be triggered by master classes involving professionals in other municipalities, companies and networks on an operational level, and through a strong political movement.

¹ Today, European cities are responsible for about 70% of the overall primary energy consumption, and this share is expected to increase to 75% by 2030., EIFER, European Institute for Energy Research. <http://www.eifer.uni-karlsruhe.de/spip.php?rubrique12>

² Genoa, Hamburg, Copenhagen, Grand Lyon, Vienna, Amsterdam.

³ ENEL, ERDF, DONG

⁴ AIT, IRE, DTU. OIR, Hespul, IBA

⁵ Accenture, Arup, Siemens



Stakeholders involvement and replication are key activities not only for project's sake, but for the successful implementation of smart solutions

A communication campaign is therefore an important framework to identify target public, messages and tools to reach them in the best way.

Why

A coordinated Communication Campaign is needed in order to:

- **Create Visibility and Raise overall awareness and promote Smart City Vision**
 - **Promote EU Policies and Strategies:** EU projects are an important channel used by the Commission to promote and disseminate its policies and strategies, as well as integration among partners of different countries and categories
 - **Demonstrate importance for Smart City process** and climate and energy issues of coordinated planning and action from European Union
 - Explain, **share**, communicate Smart Cities and Communities Vision and methodology
 - **Raise citizen awareness**
 - Demonstrate usefulness of **strategic integrated planning**
 - Demonstrate the importance of involvement of the **quadruple helix** (institutions, business, academia, civil society)
 - Secure **Political Commitment** through analysis and definition of political issues concerning Transform and the Smart Cities and Communities transformation process. This will address both local politicians, aiming at gaining consensus, commitment and consequent policy changes and at national and European politicians for promoting strong measures favouring smart cities
 - “advertise” **Transform Partners’** – specially business and research – excellence, useful for market deployment of actions, results, products.
- **Capitalisation and dissemination of Transform results; share and extend Transform process**
 - Goals, partnership, methodology, results
 - Involve and get **consensus** within partner cities and other partners for model replication. Municipal workers will be a specific target group as their involvement and commitment are essential for the success of the process.
 - **Replicate** Transform within Transform cities, e.g. in other Smart Urban Labs. Show need and **Lobby for new legal approaches and business models**
 - Within Transform cities (all stakeholders)
 - At national level
 - At EU level
 - **Involve** other cities, academia, business, stakeholders in the transformation process
 - Involve **Buddy** Cities and other potential cities interested in the Transform methodology
 - Show importance and **concrete results** to be attained through involvement, networking, partnerships, participation, sharing

What

Smart City as innovative, energy saving, citizen involving place and process, improving quality of life

- **The Transform Methodology**



Starting from acquiring knowledge and data, the Transformation Agenda, both general and specific for each partner city, is determined. A specific, decision support software tool stems from the process and helps trigger the smart city transformation process. The project Handbook will be used for spreading Transform after its completion.



Figure 1: Transform methodology

SotA= State of the Art
 SULs= Smart Urban Labs
 IWs= Intake Workshops
 DSE= Decision Support Environment

• **Data**

The first step requires acquisition of

- Baseline Questionnaires and Report
- Key Performance Indicators
- SWOT analysis
- Smart Urban Labs questionnaires
- Results from Intake Workshops

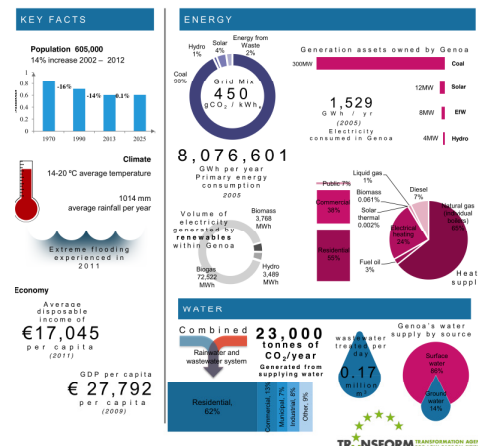


Figure 2: Baseline Report

• **Examples**

• **Political Vision, Purpose, Commitment**

Communicating to politicians is specifically addressed as **their conviction and commitment is the essential starting point of the transformation process.**

Investigating, discussing, sharing the broader vision and goals of a smart city and its meaning in a high political level, as well as the appropriate instruments and actions to forward it are the basis of the methodology. Politicians from Partner Cities and Buddy Cities will have an opportunity to contribute in establishing a strong foundation for the building of a successful and real smart city process.

Two dedicated events will be organized

• **Genoa, June 2014**

The TRANSFORMAtion Dialogue High Level Political Event held in Genoa on June 17th & 18th, 2014, constituted the core of the Smart Week in Genoa reuniting over twenty European



projects concerning related actions such as solid state lighting, retrofitting, open data, energy efficiency, legal and governance, etc., as well as the Annual Assembly of Fedarene, the European Federation of Energy Agencies and of ITU, International Telecommunications Union of the United Nations.

It was aimed at presenting and raising awareness on the need for a transformation, through the use of eight Guidelines:

Political
Economic
Social
Technological
Legal
Environmental
Governance
Spatial (Urban)

including southern Europe and Mediterranean point of view in a context of actual and effective European union approach to climate change and smart cities.

The second and final event will harvest seeds sown at the first meeting and throughout the project.

A Transform Smart City Open Forum was started, inviting cities, business, research,, civilsociety to contribute in the improvement of the proposed Guidelines.

- **Final Meeting, tbd, June 2015**

The Closing Transform Political High Level Smart Conference will conclude the Transform Project integrating project results with follow-ups of the Smart City Charter discussions.

If possible the Conference will take place within the framework of the European Energy Week.

However, due to the complexity of the Transform Methodology – natural considering it confronts the overall change a city must begin in order to become a smart city – a simplified explanation of the process will be drawn, having each Work Package leader summarize the process, highlighting important aspects, showing barriers and ways to overcome them. WP5 will send a template to make all summaries similar and consistent.

When

Communication will be held throughout the whole project and its extension after conclusion will be assured by signing the Letters of Commitment to proceed with the Transform Methodology signed by each partner.

All partners will inform WP5 and 6 Leaders of past and upcoming events for a better coordination of communication.

Events

Dedicated Events: all partners will organize events, internal or involving external participants, to communicate and explain the Transform process. WP5 and WP6 leaders will keep track and coordinate a common line of communication for all.

“Piggy back” events: all partners will participate in other events where they will inform about the transform process. They will communicate the list of past and future events to WP5.

Event Name	Location	Date	Transform partner	Category	expected visitors	visitors typology
<u>2013</u>						
Smart City Event	Amsterdam , NL	June	AMS,CPH	Conference		
Climate Protection Concept Renewable Wilhelmsburg	hamburg	October	IBA, FHH	Conference	150 - 500	
Smart City Exhibition	Bologna, IT	October	GOA	Fair		
Science Festival 2013	Genoa, IT	24th October - 2nd November	GOA	Conference, Workshop, Training		
Smart City Expo	Barcelona, SP	November	GOA, CPH	Fair	7000	
Smart Cities Week 2013	Vienna, AU	28-29 Nov	VIE	Conference, Workshop,		Scientific Community, local, international Stakeholders
Study Visit Green Digital Charter	Vienna, AU	6 dec	VIE	Conference		Experts and Stakeholders of the EUROCITIES Initiative
<u>2014</u>						
Exchange on TRANSFORM within Municipality	Vienna, AU	27 jan	VIE	Conference		internal Stakeholders, City Representatives
Seminar on Smart City Governance	Lyon	30 jan	LYO	Seminar		local Stakeholders
German - Austrian Urban Network	Wien	27 march	VIE	Conference		Scientific Community, local, international Stakeholders
3 rd Annual Smart to Future Cities 2014	London, UK	29-30 April	CPH	Conference	150+	Cities, Business, Knowledge partners
Presentation TRANSFORM project on meeting with delegation from Ulan Bator	Wien	9 may	VIE	Meeting		international Representatives
CORP Conference	Wien	21-23 may	VIE	Conference		Scientific Community, local, international Stakeholders
Smart City Event	Amsterdam , NL	13-14 June	AMS	Conference		

Genoa Smart Week	Genoa, IT	16/20 June	GOA	Week long event with various EU projects meetings	500	mainly smart city experts or interested actors
TRANSFORMation Dialogue	Genoa	17/18 June	FHH, GOS	High level political event	350	experts and stakeholders
Energy Week	Brussels, BE	June	AMS	Conference, Workshop		
Tomorrow / Demain	Copenhagen (and in other cities, across the world)	21 August	CPH	Recordings for a documentary on sustainable and smarter cities 'Tomorrow' (title of the film)		Politicians, Experts, Business, citizens
Amsterdam delegation to Hamburg	Hamburg	22 August	AMS, FHH	Visit		
Intensive Lab session Vienna	Vienna, AU	9 – 12 Sept	ALL	Workshop		
NEW ENERGY CITIES meets EUROPEAN CITIES	Beijing, China	12 Sept	GEN	Conference		Professionals, Architects, Energy Efficiency Experts, Local Administrations, Government
European Mobility week		16-22 Sept	ALL	Conference, Workshop		Cities, EU Commission
EUROCITIES Environment forum	Copenhagen	17 – 19 Sept	ALL	Conference, Workshop		Cities, EU Commission
Smart Scaling: Learning from the European “Smart City” Movement & EcoDistrict Projects	Washington, USA	25-26 Sept 2014	GOA			Professionals, Architects, Energy Efficiency Experts, Local Administrations, Government
Cities 2014	London, UK	15 Oct	CPH	Conference	100	Cities, business and Academia
Smart City Exhibition	Bologna, IT	22-24 Oct	GOA	Fair		Professionals, Architects, Energy Efficiency Experts, Local Administrations, Government
Smart City Week	Vienna, AU	November	VIE	Conference, Workshop		Professionals, Architects, Energy Efficiency Experts, Local Administrations, Government

EUROCITIES 2014 Munich. Theme: Energising Cities: more information:	Munich	5 – 8 November .	ALL	Conference		Professionals, Architects, Energy Efficiency Experts, Local Administrations, Government
Smart City Expo world congress Barcelona	Barcelona	28/30 Nov2014	GOA...	Fair		Professionals, Architects, Energy Efficiency Experts, Local Administrations, Government
UrbanFuture Global Conference in Graz Austria.	Graz	19 November	VIE	Conference		Professionals, Architects, Energy Efficiency Experts, Local Administrations, Government
Pollutec	Lyon	4 December	LYO	3 days Exhibition - Conference		Politicians - experts - citizens - companies
Green Capital Days (conference in occasion of the handover of the European Green Capital Award)	Copenhagen, DK	8 – 9 December	CPH	2 day conference	2000	Cities, EU Commission
<u>2015</u>						
Assises de l'énergie	Bordeaux - FR	27/29 January	Lyon	3 days conference	2000	Elected officials, local government officials, institutional, private and voluntary organizations.
4th Annual Smart to Future Cities 2015	London, UK	28-29 April	CPH	Conference	150+	Cities, Business, Knowledge partners
Amsterdam Smart City Event		May				
Berlin Metropolitan solutions Messe		20/22 May				
Green Week Brussels		June				
End event Transform		June				

Table 3: events

Who

All partners will be involved in Communication, which is in fact not specifically tackled but is considered as an integrated part of all tasks and Work Packages.

Amsterdam, Hamburg and Genoa have a more specific role respectively as Project Coordinator, Political Issues Manager and Leader of WP5 on Replication and Dissemination. They will share and propose communication initiatives with all partners and coordinate the process.

Lyon, Vienna, Copenhagen will integrate communication

Research partners will use their channels to communicate the Transform process, through networking and participation in specific events, as well as any other useful method.

Commercial Partners will use their extended networks and partners with other businesses, institutions, cities, and academia to communicate process and results of Transform.

How

All communication needs to be coherent and coordinated, using Transform logos and layouts.

WP5&6 will upload and update standard messages to be used by all by July 2014.

Communication will be carried out with events and tools.

Tailor made messages for each category will be as follows:

Category	Main message	newsletter	Ppt presentation.	leaflet	website	Masterclasses	Local events	International events	media coverage
Citizens	A smart city is an easier, happier place to live in A Smart City empowers citizens in managing their and their kids' future A Smart City improves quality of life for all				X		X		X
Business	A smart city is an opportunity for business and innovation Spreading Transform methodology will trigger and promote market deployment of products and services	X	X	X	X		X	X	X
Associations	A Smart City means inclusion A Smart City listens	X		X	X		X		
Other cities	Getting smart is a development opportunity One smart city changes nothing, all smart cities improve the world Smart cities is a network, a system	X	X	X	X	X		X	
Media	The future is smart Smart includes many topics				X		X		X
EU networks	Replication of smart experiences New smart projects	X			X			X	
EU offices	EU projects trigger Smart City process Promoting and implementing EU policies	X			X			X	
Urban planners	Smart, integrated urban planning improves liveability and implements vision	X	X	X	X		X	X	X
Utilities	A smart city offers more sustainable solutions and business and innovation opportunities Smart grids enable smart cities	X	X	X	X		X	X	X
Politicians	Smart city means better services for citizens and easier, focused management of public resources	X		X	X	X	X	X	X
Universities-researchers	Smart solutions mean life-long research and innovation Smart cities require integrated multi-disciplinary research and cooperation	X	X	X	X		X	X	X

Table 4. Communication messages per category

Tools

- Brochure: a simple brochure has already been produced. A final, more sophisticated version is being investigated. It could be a shorter version of the Handbook.
- Leaflet
A light A4 leaflet has been prepared and can be translated by each partner into its language. It states Transform basic facts and partners.
- Websites <https://www.urbantransfrom.eu>
- Twitter <https://twitter.com/TransformEU>
- E-Newsletters every 6 months. This should keep a vast public informed on Transform activities, WP6 coordinates and redacts it, all partners should contribute, send it to their mailing lists and upload them to their sites, keeping WP6 informed of newsletters sent (to how many and what type of contacts) and uploading (which site with how many contacts)
- Ppt presentations
- Media coverage (local & national newspapers, radio, tv)

Press releases will be coordinated with WP5 and WP6 in order to guarantee a standard and agreed upon message both in contents and form

Media Name	Kind	Journalist	Interviewees	Audience/readers	Date	Link or pdf in sharepoint	Follow up
Web (Dome of Visions)	Article in occasion of the CPH ILS Visions	Luna Signe Hørdum Nielsen/Dome of Visions	Different TRANSFORM partners	Danish urban planners and developers	April 2014	http://domeofvisions.dk/nordhavn-som-fremtidens-rollemodel/	
Cinema and other broadcasting channels	Documentary on sustainable and smarter cities 'Tomorrow' (title of film)	Directors: Cyril Dion and Mélanie Laurent. Producer: Move Movie	Politicians, Experts, Business, citizens from cities across the world – City of Copenhagen: Mayor Morten Kabell, Jørgen	Cinemas, world-wide, Cannes Film Festival, and the World Summit on Climate Change in Paris, December 2015	Première: November 2015	http://www.kisskissbankbank.com/en/projects/demain-le-film	

web			Abildgaard and Else Kloppenborg		
	Video and articles published in occasion of TRANSFORMATION Dialogue	Different: Municipality of Genoa Media Office and web media	Politicians, Experts, Business, citizens from Genoa and Hamburg	June 2014	http://www.genovasmartcity.eu/index.php/resoconto-genova-smart-week https://www.youtube.com/channel/UCIsANaQxh9TE-JsdR3aTUNw http://www.ilsecoloxix.it/p/genova/2014/06/05/ARrelBb-sviluppo_urbano_sostenibile.shtml http://ricerca.repubblica.it/repubblica/archivio/repubblica/2014/06/16/mobilita-sostenibile-ricerca-e-innovazione-scatta-questa-mattina-la-settimana-smartGenova02.html?ref=search http://www.rinnovabili.it/smart-city/genova-smart-city-tra-le-6-citta-elette-dal-progetto-ue-transform-567/ http://www.key4biz.it/Smart_City/2014/06/Genova_Smart_City_Smart_Week_Innovazione_Trasformazione_Cambiamento_225510.html http://genova.erasuperba.it/eventi-genova/genova-smart-week

web	Articles	Riccardo	15	http://www.ilsecoloxix.it/p/genova/2014/05/15/ARF9E5G-voltri_ponente_genova.shtml
	published in	Porcu	June 2014	
	occasion of ILS	Massimilia		http://genova.repubblica.it/cronaca/2014/05/19/news/voltri-86372633/
	Mela Verde	no Salvo		
	(14-16 May)	Municipality of Genoa		http://www.genovasmartcity.it/index.php/it/portfolio
		Media Office		

Table 5: media

All partners should fill in the information on articles, interviews, comments appearing on press and other media. The table will be in the share point.

- Roll-ups might be planned for specific events. All partners are free to make them as well as posters, keeping form and contents within Transform standards
- Gadgets may be ordered respecting Transform standards

Where

Communication will take place in all partners' cities.

All partners need to send WP5 Leader a list of foreseen events, indicating the possibility of including dedicated or collateral information on Transform (Table 1). All partners need to integrate their networks in the process. See also website.

Whom

Communication will be addressed to various categories, trying, within the project's possibilities, to build tailor made messages for each.

- **Transform Municipalities**

Each Municipality will make an effort in promoting the Transform philosophy and methodology within its departments and participated companies.

Methods are:

➤ **Intake Workshop**

the IW aim at finding and sharing priority topics within the Municipality's goals, so the Transformation Agenda of each city can concentrate in investigating ways of implementing and promoting such goals. A specific report results.

City	date	Municipality participants		external participants	Key Topics	Description
		#	Departments			
VIE	16/18. 10.13				New buildin, Refurbis hmen, Mobility	the meeting took place in Vienna's Smart City Framework definition ...
AM S	8/9.10 .13	15 Civil servants form the departmen t of spatial planning and the program office for climate and energy.	West poort warmte, waternet, city of utrecht, stadsverwarming purmerend, city of zaanstad, praxis, abn amro, rai, slotervaart ziekenhuis, Omgevingsdienst Noordzeekanaal, Prov,incie noord holland, alliander, havenbedrijf, shell, EFL, lincubators elan wonen, Ymere, AEDES, Accenture		Smart retrofit, heating and cooling, big (comme rcial) users	Intake workshop was part of a greater campaign to involve endusers, stakeholder, experts in order to create a broad consultation how to improve the SEAP
GO A	24/25. 10.13	100	Smart City Energy & Environment Lawyers ICT Tendering & Procurement Building Management Urban Planning Organization & Planning Mobility Culture	Genova Smart City Association including companies, research, associations, civil society	Smart buildings Mobility Sustainability & RES New entrepreneurship Integrated planning enabling infrastructure	participants were asked to confront municipal smart goals + SEAP actions + Smart City Vision Decalogue. It was a very successful way of involving municipal workers and inform on Transform
CP	31.10/	52	Six sections from	Stakeholde	Six	Participants were

H	1.11.13		the Technical and Environmental Administration represented (Environment, Buildings, Waste, Traffic, Parking and the Digital Section). The Finance Administration	rs from business and knowledge partners, including students	themes: Dialogue with Developers, Flexible Energy System, Vacuum Waste System, Removing Plastic from Waste, Smart Energy Buildings, EVs	introduced to the six themes, and asked on the first day to analyse and understand barriers and opportunities, including doing a SWOT. On the second day, they were asked to develop a roadmap for each theme
FH H	7/8.11.13					
LY O	25/10.13 and 05/11.13	22	<ul style="list-style-type: none"> - Department of Planning and Urban Area Policy / Travel - Water Department General - Department of Planning and Urban Area Policy / Urban area strategy - Department of Planning and Urban Area Policy / Energy mission - General Delegation for Economic and International Development / Company Services Department - Department of Planning and Public Dialog / 	<ul style="list-style-type: none"> - ERDF - ERDF - HESPU L 	Implementation of an Energy Master Plan: building a map of actors and interface points between energy mission and services of Grand Lyon	<p>The intake workshop has been divided in several steps:</p> <p>1) Preparation of the intake:</p> <ul style="list-style-type: none"> - Selection of 10 themes (9th of Oct. 2013). Transform partners (Grand Lyon, Hespul and ERDF) worked on a first selection of 10 themes in line with the SEC keys elements and local considerations (current deployment of the actions, level of integration in Grand Lyon policies, etc.) - Selection of the 3 themes (25 Oct and 5 nov 2013). Two workshops have been organised with Grand Lyon departments and Transform partners to proceed to a down selection of 3

			Citizen participation - Sanitation Department / Waste Treatment Division - Department of Housing and Urban Social Development		Smart grids: new job of flexibility develop per Citizen investment and participation in renewable energy projects	themes. - Intake workshop: It will be held in December with the key stakeholders of the 3 selected themes.
--	--	--	---	--	---	---

Table 6: Intake Workshops

➤ **Intensive Lab Sessions**

these aim at promoting implementation, gaining consensus and informing stakeholders about specific interventions in the Smart Urban Labs, either planned or being carried out. A specific report results as well as an implementation plan.

City	Date	SUL	Stakeholders	Topic	Description
AMS	18/20.06.2013	Energiek Zuidoost	Equinix Green IT PING Glamour Manifest Sietske Glamour Manifest Glamour Manifest IKEA Zuidoost Partners City of Amsterdam Nuon/Vattenfall Stadgenoot Marc Brentjens Breevast Pronam Accenture Ajax AMC	Smart retrofit: ESCO Public engagement: public actions Renewable energy: Heating and Cooling solutions	See product ILS on TRANSFORM website. In short: local stakeholders and (inter)national experts pushed the IP forward and defined projects to work on. The local team continued on this during TRANSFORM.

			<p>Evoswitch Liandon CE Delft Grenoble Heating Company MegaWATT BAM Royal Haskoning DHV Royal Haskoning DHV Amsterdam Smart City Ecofys Urgenda Wij krijgen kippen Stichting Doen</p>		
FHH	16/17.10.2013				
CPH	07/10.04.2014	Nordhavn	<p>Municipality Departments Urban planning Climate Municipal Development Sustainability</p> <p>DTU Copenhagen Cleantech Cluster Green Building Council Denmark Greater Copenhagen Utility Norrporten Malmø Stad Skanska Places COWI NCC Liander (grid manager) Kuben Byg LIFE (Univesity) Sleth arkitekter Urbania CPH European Commission Student (CBS)</p>	<p>Dialogue with developers</p> <p>Smart Energy Buildings</p> <p>How to live more sustainable</p>	<p>Stakeholders participated during interview, discussion and presentations of results.</p> <p>Members of transform and experts from the participating cities work hard during the workshop to push CPH in a smart direction!</p>
GOA	14/16.05.2014	Voltri Mela Verde	<p>Municipality Departments Urban Planning Mobility Energy and Environment ICT Port Authority RFI Italian Railways</p>	<p>Energy Governance Mobility</p>	<p>all stakeholders participated actively in the SUL that has the lowest activation level and therefore the highest need for implementation strategies, advise</p>

			Local Council Local associations University		and methodology
LYO	01/03.07.2014	Part Dieu district	Local associations, Ademe, Dalkia, City of Grenoble, CEREMA, Part Dieu 's big companies club, Grand Lyon Departments, property developers, Chamber of Commerce and Industry, ERDF, GRDF, consultants specializing in energy, social landlords.	Heating and cooling network Operation and maintenance and users behaviour Smart planning of energy network	Presentation of results to the mission Part Dieu to strengthen the guidelines and the Part Dieu district energy action plan.
VIE	09/12.09.2014	Smart Urban Lab aspern Seestadt , Smart Urban Lab Liesing-Groß Erlaa			

Table 7: Intensive Lab Sessions

➤ **inserting Transform goals and methodology in internal planning**

Cities will participate in the definition of overall goals contributing with Transform methodology and objectives in a cross-cutting approach involving various offices.

City	Description
GOA	Following the IW, the Mayor and Director General involved the organisation and planning alderwoman and director asking strategic key topics emerged during the IW to be considered as priority by all municipal directors and considered goals on which they are assessed.
CPH	Themes for the IW were coordinated with in particular the process and projects for CPH 2025, the CPH Climate Plan, and roadmaps developed for these themes. The CPH Transformation Agenda aims to support and accelerate the implementation of CPH 2025. The Implementation Plan aims to support City-initiatives in Nordhavn that ensure more sustainable urban development, notably through improved Dialogue with Developers.
AMS	Amsterdam will deliver an improved SEAP in 2014, with TRANSFORM content (TA) integrated and revised by TRANSFORM advisory board. This document will be brought to council. The IP will be part of this improved SEAP and will be used to stir the sustainability agenda of governmental bodies on the district level and financial means for sustainability on the shortterm.

Table 8: Transform and Municipalities Planning

- **Other Institutions**

Political level will be addressed through the two Transform High Level Political Events. Both local and national level politicians will be included trying to involve them for their specific field of competence.⁶

Technical and administrative level will be addressed by all partners telling the Transform Story at various events, in a knowledge and experience sharing method.

Also national municipality associations will be addressed.

- **Citizens, Civil Society, consumers associations**

They are the core of smart cities and their involvement is the winning card for a concrete replication and dissemination of the smart city approach. Many lessons can be learned from successful experiences of Transform partners, which have in many cases started participation processes with innovative solutions. Intake Workshops and Intensive Lab Sessions, as well as the High Level Political Events have been strong tools for citizens' involvement. These categories could be invited to participate in the Master Classes where the overall Transform methodology will be thoroughly analysed.

- **Schools and students**

The need to specifically focus on students of all ages is connected to the essence of the Smart City which aims at improving quality of life for the future of today's kids trying to compensate and repair the misuse of our planet done by our and previous generations.

Each partner city will give information on how their school system can be addressed and propose specific actions.

City	Action	Number of students involved
GOA	Conferences at schools/University of Genoa in coordination with municipal offices in charge of curricula; students were involved for the TRANSFORMATION Dialogue, for the ILS and for the Intake workshop	40
AMS	Amsterdam works with students from TuDelft, Hogeschool Utrecht, University of Utrecht and Hogeschool van Amsterdam on the project.	35+
LYO		
CPH	Invitations to students to join the Intake Workshop and ILS	2
FHH		
WIE	Presentation of Smart City	

⁶ A specific report on Transformation Dialogue held during Genova Smart Week on June 17th and 18th 2014 will be presented

	Wien Initiative and TRANSFORM and Seminar at the Vienna University	
--	--	--

Table 9: actions with schools and students

- **Other cities**

As part of the replication campaign, **Buddy Cities** will receive communication and information on Transform as well as the specific action of the Master Classes.

- **Research**

Research institutions will receive, through networking and events, information on work done in Transform, possibly triggering feedback and further contribution to the process. As stated in the DOW, “knowledge partners will disseminate through lectures and publications”

- **Companies**

The involvement of companies will be made through all existing networks of Transform partners. This should include big and small companies, public owned companies and business concentrated in the smart city process, be it energy awareness, ICT solutions, smart mobility, improved quality of life through innovation and technology in general. The goal is informing and triggering virtuous circles in the extension of the Transform approach.

The Dow states “commercial partners will reach 20 clients per partner with the results of TRANSFORM”.

- **Associations**

They can constitute a good means of sharing Transform with a large number of members. Among these are Fedarene, Eurocities, Major Cities of Europe, national cities associations, Urban Planning networks, etc.

Network	Transform partners	typology of members	number	events or opportunities for involvement
ANCI Associazione Nazionale Comuni Italiani	GOA	Italian Municipalities	?	
Osservatorio Smart Cities ANCI	GOA	Smart Cities dedicated working group for municipalities	20	Conference call Trento meeting Genoa Smart Week June 16th
Covenant of Mayors	GOA, CPH			
Eurocities	GOA, CPH			
Forum of Cat-Med Platform	GOA	Mediterranean Cities towards sustainability		
The Council of European Municipalities and Regions (CEMR)	GOA			
ICLEI	AMS, CPH			
FEDARENE	IRE			
Major Cities of Europe C40	GOA CPH	Megacities committed to addressing climate change	+60	Annual meetings

Table 10: Networks

- **Media**

Media will be at the same time a means and a target of communication. No specific budget is allotted for dedicated media campaigns, so this will be conducted by interviews, articles, information according to each partners possibilities.

Who is who

WP 5 coordinator: Genoa Team

Name	First name	Company/City	role	email	phone
Piaggio	Gloria	City of Genoa	Smart City coordinator	gpiaggio@comune.genova.it	+390105572662
Marrazzo	Mirella	City of Genoa	Smart City	mmarrazzo@comune.genova.it	+390105572519
Delponte	Ilaria	University of Genoa	Professor	ilaria.delponte@unige.it	+39 010.548.8730
Pittaluga	Ilaria	University of Genoa	Professor	ilaria.pittaluga@unige.it	
Fabianelli	Maria	Ire Liguria	CEO	fabianelli@ireliguria.it	
Casapietra	Roberta	Ire Liguria		Casapietra@ireliguria.it	+39 010.548.8730
Roselli	Tommaso	Enel Distribuzione	Smart Cities Specialist	Tommaso.roselli@enel.com	+390683054523
Gasparin	Filippo	Enel Distribuzione	Smart Cities Specialist	Filippo.gasparin@enel.com	+390683054523
Spano	Giselle	Enel Distribuzione	Responsible for Energy Efficiency and Smart Cities	Giselle.spano@enel.com	+390683054523

Table 11: who is who

Each project partner should appoint a contact person for communication/dissemination activities and strategy.

Partner	Name	First name	Company/City	role	email	phone
ENEL	Gasparin	Filippo	Enel Distribuzione	Smart Cities Specialist	Filippo.gasparin@enel.com	+390683054523
GOA	Marrazzo	Mirella	Genoa	Smart City	mmarrazzo@comune.genova.it	+390105572519
IRE	Casapietra	Roberta	IRE	Project manager	Casapietra@ireliguria.it	+39010.548.8730
AMS	Wijten	Geertje	Amsterdam	Smart city and	g.wijten@amsterdam.nl	+31683646422

				green specialist		
CAN						
CPH	Kongsmark	Elisabeth	Copenhagen	City coordinator	A15x@tmf.kk.dk	+45 22 91 21 95
DTU						
FHH						
IBA						
HES						
ERDF						
LYO						
VIE	Hlava	Pia	Wien	Smart Cities Specialist	pia.hlava@extern.wien.gv.at	+43 (1) 4000-88783
OIR						
AIT						
HE						
ARU						

Table 12: communication who is who

Expected results

Possible Indicators:

- nr of people attending local events
- nr of people attending national events
- nr of people attending international events
- nr of articles appeared on media
- nr of distributed leaflets
- nr of names in mailing lists