





Project number:	693729
Project acronym:	smarticipate
Project title:	smart open data services and impact assessment for open governance
Instrument:	Horizon2020
Call identifier:	H2020-INSO-2015-CNECT
Activity code:	INSO-1-2015

Start date of Project:	2016-02-01
Duration:	36 months

Deliverable reference number and title (as in Annex 1):	D9.8 Contextualisation, Dissemination, Replication Strategy
Due date of deliverable (as in Annex 1):	M27 – final updated version
Actual submission date:	M28 <i>see “History” Table below</i>
Revision:	

Organisation name of lead contractor for this deliverable:
ICLEI Europe

Project funded by the European Commission, Horizon2020, topic INSO-1-2015		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium (including the Commission Services)	



European Commission
Information Society and Media

Title:
D9.8 Contextualisation, Dissemination, Replication Strategy
Author(s)/Organisation(s):
Sean Carroll, Joseph Marshment-Howell (ICLEI Europe)
Working Group:
WP9
References:

Short Description:
This is the final updated of the project Contextualisation, Dissemination, and Replication Strategy – it describes how the smarticipate project will communicate its activities and results to the outside world.
Keywords:
Communication, dissemination, exploitation

History:				
Version	Author(s)	Status	Comment	Date
001	Sean Carroll	review	Final draft for review	24.05.2018

Review:			
Version	Reviewer	Comment	Date
001	Nicole Schubbe (Hamburg)		31.05.2018
001	Patricia Hernandez (Rome)		30.05.2018

COMMUNICATION AND DISSEMINATION STRATEGY

CONTENTS

1.	Introduction	3
2.	Objectives	3
3.	Review of the communications environment	4
4.	Target Groups	6
4.1.	Primary target groups	6
4.2.	Secondary target groups	10
5.	Visual identity	10
6.	Key channels	12
7.	Key messages	21
8.	Key Communication products	22
9.	Exploitation of the smarticipate solution	24
10.	Evaluation and monitoring	27
10.1.	Outputs	28
11.	Roles and responsibilities	29

This communication and dissemination strategy (D 9.8) describes how the smarticipate project will communicate its activities and results to the outside world. The communication and dissemination tasks of the project (WP 9) will run from month 3 to month 36. The development of the communication and dissemination strategy is led by ICLEI. This is the third iteration of the strategy, which has been updated to take into account the project's evolution.

1. Introduction

A great deal has been achieved within the first 15 months of the project, with communications channels firmly established, the tone and messaging of the project made more concrete, and the visual identity enhanced. The success of the communications activities is evident by the fact that a number of KPIs that were due to be achieved in months to come have already been surpassed (see the table on pg. 128 for further details).

Efforts in the initial project period were largely spent putting the communication basis into place. This includes setting up, designing, and adding content to the website; devising key messages and agreeing on target groups; creating and expanding the reach of social media accounts; publishing introductory leaflets, banners, and publications; and holding relevant events, particularly the three Smartathons.

The second project period saw the communications tone and content evolve in line with the project. The focus of the smarticipate platform became clearer, allowing the project to more accurately reflect its capabilities. In each of the three partner cities, the application of the smarticipate platform was better defined, which informed the communications activities.

As the project moves towards completion, the final project period will put an emphasis on attracting media attention, reaching out to citizens in each of the three target cities, and highlighting the potential of the smarticipate platform to be applied to other cities in differing contexts.

2. Objectives

The objectives of the project communication and dissemination activities remain to widely promote and gain high visibility of the project work and outcomes at local, regional and European level. Communication activities aim to sensitise European cities to the possibilities of open data and the power of the smarticipate platform to engage residents in the urban planning process. It also aims to showcase the platform's application in each of the three partner cities (Royal Borough of Kensington and Chelsea, Hamburg, and Rome) and to stimulate sufficient interest to develop a viable commercial exploitation plan upon the close of the project. In the final period of the project, rather than holding up the use of the smarticipate within the three partner cities as the final objective of the platform, a narrative will be created whereby these are

just examples of how the smarticipate platform can be used - it has a vast potential to meet other objectives. In other words, the ability to plant trees in Hamburg, for example, is not the end product, it is merely one way of applying the power of the smarticipate platform. Rather than finding areas to plant trees, a city may wish to use smarticipate to find out where e-vehicle charging points are most needed, for example.

The primary objectives of the project's communication and dissemination activities are to:

- **Raise awareness**

Promote the power of open data when used in conjunction with the smarticipate platform. This covers project outcomes on the local, regional and European level.

- **Promote the platform and stimulate discussion**

The smarticipate platform will be framed as a tool with many potential uses and the ability to help cities achieve e-governance objectives. Through promoting the platform, the project aims to stimulate discussion about the role of e-governance in Europe.

- **Trigger change**

Demonstrate the benefits and challenges of open data policies to local authorities and encourage the uptake of the smarticipate platform to solve urban planning challenges and stimulate new solutions across Europe.

- **Develop service offerings**

Create a business model for the commercial exploitation of the project outcomes.

3. Review of the communications environment

Effectively communicating the complex technical nature of smarticipate posed a challenge at the outset of the project. This was addressed through producing communication materials that focus on the project aims rather than going into great technological depth about the platform itself - in other words, focusing on the “why” rather than the “how”. The smarticipate communication activities have promoted the idea that by using the smarticipate platform citizens will be empowered to have their voice heard, while cities will benefit from new ideas and input.

As the project has evolved, it is now possible to put a greater emphasis on the technical aspect of the platform, with potential users able to test out a beta version of the platform for themselves.

Technical partners will continue to be allowed to explain the smarticipate platform in their own words and will be empowered through the communications channels to do.

In each of the three cities it is now confirmed how the smarticipate project will be used, with a beta version of the platform available to test out. One danger is that politicians receive the impression that this is the totality of the smarticipate platform - that it was designed purely to carry out these three use cases. That is, of course, not the case. The smarticipate platform should be viewed as system that can be used in a variety of ways, depending on the objectives of the user and the data sets available. The three city use cases should not be seen as final outcomes, but rather a springboard from which more use cases can be put into place.

Inherent within this approach is the need to emphasise smarticipate as a research and innovation project. The lessons learned in the creation of the platform is a major part of the value of the project - the platform itself cannot be considered a 100 percent final product, but rather a step in an innovative direction which can be expanded upon.

This will also be reflected in the exploitation plan, which rather than selling the three use cases, will sell the potential of the platform.

Communications activities will also stimulate discussion around e-governance and open data. E-governance is a topic that is gaining popularity in Europe and smarticipate is well-positioned to contribute to this conversation. This angle will also aid smarticipate in gaining media coverage.

The project communication messages have been altered to reflect this.

The group of "smart implementers", comprised of the most active participants chosen from the three Smartathons, will continue to be engaged both for their input and to spread the word about the project to relevant stakeholders and their local communities. These stakeholders can both contribute to the platform and effectively spread the word to their local community, furthering the project's reach.

To help the cities target citizens (particularly in terms of encouraging residents to trial the platform) communications materials will be provided to them that can be fed through their channels.

London, Hamburg and Rome are major metropolises with large populations and strong international profiles – their involvement in this project will continue to be promoted strongly, though with the caveat that their experience is only one possible iteration of how the smarticipate platform can be used. The live case studies will continue to track the evolution of smarticipate within the three cities, drawing on input from not only personnel within the local government, but other people of interest within each city.

Other European cities will also be invited to express their interest in the project. This can range from inviting cities to find out more, to potentially purchasing a version of the smarticipate platform (feeding into the exploitation strategy).

Links with other EU-funded projects will be encouraged to maximise visibility and impact (see 5.7.) and the dissemination possibilities of having a project with major cities on a 'trendy' topic embraced.

Keeping communication texts brief and informative is something that all partners communicating on the

project should strive for, particularly keeping in mind that our audience has limited time and is bombarded with calls for attention from other sources.

As the project comes to its conclusion, ensuring the uptake and replication of the project outcomes by European cities will become a major focus. The Exploitation Road Map (D 9.7) to be developed by GeoVille will guide the commercial exploitation of the smarticipate platform.

4. Target Groups

Primary target groups	Secondary target groups
Public authorities (city administrations + EU policy makers)	Business
Civil Society Organisations and NGOs	European networks (multiplier organisations)
General public	
Smart implementers	

4.1. Primary target groups

Smart implementers

Smart implementers are dedicated and inspiring individuals or small groups who want to explore how smarticipate can have an impact in their city. They share an intimate knowledge of their city, a good feeling for data and an affinity for (and knowledge about) technology. They include members of SMEs and NGOs. For smarticipate, it is important that they have a hands-on mentality and are open to working together.

These smart implementers will be used to spread the word about the project on the ground. They are a key channel to inform the public about the potential of the smarticipate platform. The project will work with these individuals and groups to improve the platform, and will leverage their networks to disseminate the smarticipate message more widely.

Such smart implementers have already been identified in each of the partner cities:*

ADFC	Jens Deye jens.deye@hamburg.adfc.de
------	--------------------------------------------

	Ergys Dema ergys.dema@gmail.com
Roma Servizi per la mobilità	Francesco Iacorossi francesco.iacorossi@agenziamobilita.roma.it
Free and Hanseatic City of Hamburg, Senate Chancellery	Sabine Hilfert sabine.hilfert@sk.hamburg.de
ADFC Germany	Saskia Ellenbeck saskia.ellenbeck@adfc.de
Hamburg Cycle Guide	Andreas Thinius andreas.thinius@cycleguide.de
Socrata	Doug McLeod doug.mcleod@socrata.com
Vu.city	Ander Goss a.goss@vu.city
Commonplace	Toby Benett toby@commonplace.is
Wagstaff Design	Jason Hawthorne > via LinkedIn
The Boston Consulting Group	Gerald Onourah >via LinkedIn

HafenCity University Hamburg	Nina Hälker nina.haelker@hcu-hamburg.de
Helmut-Schmidt-Universität	Sissy-Ve Basmer-Birkenfeld basmers@hsu-hh.de
Uni Kassel	Nicole Raddatz Nicole.raddatz@uni-kassel.de
Uni Kassel	Matthias Simon Billert billert@uni-kassel.de
London Cycle Campaign	Tom Harrison TomHarrison@lcc.org.uk Dr Ashok Sinha ashok@lcc.org.uk
University of Westminster	Rachel Aldred R.Aldred@westminster.ac.uk
LabGov	Christian Iaione christian.iaione@gmail.com
Eutropian	Daniella Patti, Levente Polyak levente.polyak@eutropian.org:
Uni Hamburg	Gerrit Küstermann kuestermann@informatik.uni-hamburg.de

OpenKnowledgeFoundation	Anna Albers anna.alberts@okfn.de
-------------------------	-----------------------------------------

It is important to note that ‘smart implementers’ are not limited to people from the project’s pilot cities.

Through taking part in the project, smart implementers will receive:

- Direct access to a development partner network of excellence
- Guided access to the smarticipate platform and tools
- Unique access to the requirements management system Redmine

Public authorities (city administrations + EU policy makers)

The primary target group for project communication are **European public authorities**, particularly **policy and decision makers** involved with the handling and management of open data. Through its communication activities, smarticipate aims to influence participatory policy makers in local governments across Europe, embedding smarticipate as part of the on-going activities in European cities in the area of ICT-enabled open governance. Through doing so, the commercial exploitation of the smarticipate platform will be aided. Technical departments and relevant **ICT and open data consultants** will also be targeted by the project.

Public authorities were invited to stakeholder dialogue events, enabling them to test out the smarticipate platform.

This group also includes cities and regions that wish to become smarticipate partners. While some cities are just beginning to define a smart city policy, others have already adopted one and are looking for partners, strategies and tools to jump forward. This second group is our focus. More specifically, with ‘smart implementers’ we focus on ‘fast’ running cities with innovative policy makers who share a dedication to technology and participation. However, we also need a ‘slow’ strategy for the other group of cities.

Informing EU policy makers of the outputs of smarticipate and its applications for urban planning within a smart city framework can work to influence European-level legislation on the subject.

Civil Society Organisations and NGOs

Civil Society Organisations and NGOs are considered to be a primary target group for project level communication, as not only can these organisations act as multipliers for the smarticipate message, they can also direct interested citizens towards the project. Citizen groups can steer the discussion with the Public Administration in terms of identifying which of the interventions proposed will be accepted and which will be considered less attractive.

Developers with a keen interest in the topic, such as those from organisations like the Open Knowledge

Foundation, will also be addressed.

General public

Following advice from the European Commission, the general public has been elevated to a primary target group in project communication activities. This will involve working closely with each partner city to ensure that they are sufficiently supported to reach out to their citizens, promoting smarticipate in line with the key messages. The communication objectives related to the general public are to clearly present the project goals and progress as well as to promote the usage of the smarticipate platform, ensuring that a good user base exists in each of the three pilot cities and beyond.

Through the series of Smartathons, smaller groups of citizens have already been involved in the conceptual design of the platform.

Outreach activities in each of the cities will be tailored to suit the local residents, leveraging existing communication channels, relationships with civil society (and other) organisations, and capacities of the city partners. Consortium level communication will be focused on local authorities, while citizen-focused dissemination activities will be carried out at local level by the three partner cities, two of which have dedicated communications departments.

4.2. Secondary target groups

Business

Our aim in targeting private sector actors is to make them aware of the potential of smarticipate and to inform them of how open data and the smarticipate platform can be used to bolster their business.

European networks (multiplier organisations)

European networks who can multiply the smarticipate message are a secondary target group for communications activities. These organisations can enhance the reach of the smarticipate communication activities, and engage many of the same stakeholder groups that we wish to target.

5. Visual identity

A minimalistic visual identity has been developed for the project. The project's logo informs the aesthetic of the project, with dark green, white and black the chosen colour scheme for all communication products. The colour scheme aims to give a feel and recognisable tone to the project materials.

Large, striking images will be used to communicate the project, conveying a modern and innovative feel. Where possible, image colour tones will be muted and the subject matter will relate to people in the three cities. This visual identity seeks to reinforce the idea of simplicity and ease-of-use.

The project strapline is **"Opening up the smart city"**, which aims to concisely allude to the mission

of the project and to serve as a catchy slogan. It should be used in all communication products in addition to the logo.

The visual identity comprises a logo featuring the project name and the silhouette of a city. The logo has been modified from its original version, with the three words “citizens”, “administration”, and “business” removed. This decision was made as it was felt that when used in combination with the strap line the logo became overly wordy. All partners should exclusively use the updated version of the logo (available via the intranet).



A professional graphic designer was enlisted to produce the design for the Scoping Report document. The elements of this report will be used in future smarticipate communication activities. Graphic elements produced for the Smartathon promotional activities, as well as the Smartathon lessons learnt documents, will also be incorporated into future communication products. An example of the graphic design of the scoping report is available below:



This is particularly relevant for communications surrounding the project's final conference. All materials will be branded according to the graphic elements provided from the graphic designer.

6. Key channels

Key channels for the communication and dissemination activities of the project are the project website, the

communication channels of project partners, a mailing list, the project Twitter account, and events.

Project website

ICLEI Europe has designed and developed a project website featuring the latest news, information and resources stemming from the project. The project website is accessible at the URL: <http://www.smarticipate.eu>. The website was first presented as a static page that contained basic information about the project, with a more in-depth and dynamic website launched in June 2016. The website will be online for at least two years after the closure of the project. The website is foreseen to be in English only, due to practical and financial constraints involved with translating and maintaining the website in three languages. As the website does not reach those residents of Hamburg and Rome that are not confident in English, the smarticipate leaflet has been translated into German and Italian.

The website has been created using a wordpress theme with a vast array of options in terms of look and style. The online space has been designed to feel fresh and innovative, reflecting the project itself.

The website is not static, but rather is frequently updated throughout the project. ICLEI will check the quality of all materials on the website on a frequent basis.

The **Homepage** display has been re-organised to place a greater emphasis on dynamic content. Visitors are first provided with information on the most important smarticipate events, before the latest news stemming from the project. Under this section are the three latest Live Case Study entries. Visitors can also access information on each of the three cities involved in the project. The whiteboard animation video, which gives an overview of smarticipate, is prominently displayed on the homepage.

The **About page** gives a concise overview of the project, its aims and the partners involved. It contains four partner interview videos, allowing project consortium members to introduce the project in their own words.

Each city is given its own space on the **Cities page**, in which they can post updates, resources and any other relevant information. ICLEI has an overview of all content posted to ensure relevant quality checks are carried out. While ICLEI, as WP9 leader, will provide suggestions and content, city partners will also be proactive about suggesting materials for the page. The Live Case Studies will be accessible via each city's page.

The **Partners page** provides an introduction to the organisations that comprise the project consortium. It includes the organisation logo and a link to each organisation's website. A photo of each project partner has been included on this page.

The **Platform page** looks at the technical side of the project. It outlines how the project will work in practice, using a graph to aid clarity. In the future, the platform itself will be accessible here.

Every news item published is collected on the **News page**. The **Newsletter archive** is housed as a subpage, while the **smarticipate in the news page** displays an overview of every news item published about smarticipate.

The **Resources page** contains useful items for download, as well as all materials produced by the project. Each scientific article published on smarticipate is accessible via this page, as is every public deliverable produced by the project.

The **Contact page** outlines how a visitor can get in touch with the project coordination.

Mailing list

Interested stakeholders may subscribe to a mailing list to receive a bi-annual electronic newsletter (D 9.3) containing the latest news from the project. The mailing list will also be used to inform subscribers about project events and updates. All messages to the mailing list must either come from or be approved by ICLEI. The mailing list can be subscribed to on the smarticipate website. Currently, 154 people have subscribed.

Twitter

A dedicated Twitter account has been set up, @smarticipate, as a micro-blogging media service to disseminate information on a regular basis and engage with the target groups. Twitter gives users the possibility to interact with each other on the basis of topics and themes they are interested in and as such can become a powerful tool to raise further project awareness. To increase the reach of tweets, popular hashtags such as #smartcities and #opendata will be used, tagging them as part of a wider conversation.

The success of the Twitter account will be analysed based on the number of followers and the rate of interaction. The account now counts 695 followers, surpassing our aim to have 200 followers by the end of the project.

A visual social media campaign was previously launched to promote each city contained within the Scoping Report. Postcard-style images were produced by a professional graphic designer, each containing one sentence alluding to the work of a city from the report set against an eye-catching image from the city in question. The sentence is not intended to be informative, but rather to arouse curiosity, encouraging the reader to download the case study to find out more. The rate of engagement stemming from this campaign has surpassed expectations. In the month the campaign started, downloads of the Scoping Report increased more than five-fold (838 downloads in March compared to 130 in February). Unique visitors to the website also more than doubled from 1,312 to 3,144.

Given the success of this initial campaign, further campaigns using postcard-style images were implemented to promote the smarticipate guidance documents.

Partners are encouraged to take a more active interest in Twitter.

Videos

Experience shows that videos are ideally suited to disseminate ideas, information and know-how in an engaging way, leading to higher conversion rates than static text. Videos are also social-media-ready and social-media-friendly – easy to share and easy to understand. As such they will form part of the communications strategy.

Interviews with experts from the project consortium have been filmed, providing an engaging and informal introduction to the project. These videos are not intended to be comprehensive, but rather to provide a quick overview of project work.

A cartoon-animation has also been produced, presenting a theoretical depiction of smarticipate in action. Translation from English into German and Italian has been carried out. In addition to promotion via project channels, city partners will also feed the video through their channels.

Three videos have been produced showcasing the first three Smartathons. The videos include interviews with participants and project partners, and aim to give a sense of the atmosphere and discussion at each event.

A video has also been produced by Fraunhofer IGD (in German with English subtitles) which outlines how the platform will bridge the gap between cities and residents. It includes interviews with partners in the project and is available to view on the About page of the smarticipate website.

The Urban Planning Department of the City of Rome has produced two videos related to the Roman urban stories. During the *Forum of the Public Administrations*, a national event that took place on 24 May 2017, the City of Rome produced another video.

Events

As face-to-face communication is the most effective means of communication, the project consortium will attend events that are relevant to the topic and through which target groups can be reached. Each partner will participate in one event each during the duration of the project. All partners will visit different events to maximise dissemination results. From the partners travelling, an active role at those events is requested (i.e. info stand, presentation, meetings with key stakeholders, writing an article for the website, sharing their experience via social media, etc).

The various events organised by the project are also of great importance. In the case of Rome, three preparatory meetings with local stakeholders were held prior to the first Smartathon. A fourth meeting with local stakeholders was held to discuss the data that is considered necessary for the platform to ensure the app responds to citizens' expectations.

The key stakeholder groups relevant for the replication of the smarticipate outcomes have been invited to a series of separate Dialogue Events (D 9.4), where they received first-hand information on the applications and processes developed in the pilot cities: Hamburg, Rome and London. Their feedback is a critical resource for improving the relevance of the project outcomes, turning them into co-creators rather than just recipients.

The one-day events brought together representatives of Local Governments, Civil Society Organisations and NGOs, Multiplier Organisations (e.g. European networks), Business (e.g. ICT, consulting, planning), and EU policy-makers and the European Commission, in different compositions depending on the aim and topic of each event. A list of stakeholder dialogue events is available below:

What?	Where?	Description	When?
1. Local governments and planning experts	Portland	Smarticipate was present at the 53rd Annual Congress of ISOCARP, the International Society of City and Regional Planners, to share the results and discussions of this project with an global audience of local governments and planning experts. The conference track in which the smarticipate session took place was 'Governance & Inclusive Communities'. Smarticipate was represented by David Ludlow (UWE) and Peter Ulrich (ICLEI) who engaged in a dialogue with external partners. The session was organized around the following questions.	26 October 2017
2. Large scale and bottom up – the potential of digital stakeholder engagement platforms for large scale urban transformation projects.	Hamburg	To this workshop smarticipate invited partners from different Smart City Lighthouse projects to discuss what the challenges for stakeholder engagement in large scale urban transformation projects are and how tools like smarticipate can be useful in addressing these challenges. Participants had the opportunity to exchange their experiences with stakeholder engagement in urban transformation projects. In addition, the workshop provided an introduction to the features of smarticipate and the possibility to experiment live with a test version of the tool.	10 November 2017

3. Smarticipate - co-creation made easier	Rome	Participants had the opportunity to exchange their experiences with co-creation processes in their cities. In addition, the workshop provided an introduction to the features of smarticipate and the possibility to experiment live with a test version of the tool. Furthermore, the workshop discussed how digital stakeholder engagement tools like smarticipate could improve co-creation processes. Lastly, as an add-on after the end of the workshop, there was the possibility to join a local 'smartathon' to experience how citizens of Rome are co- designing the features of smarticipate.	24 November 2017
4. Smart Implementer Summit London	London	As participants at this workshop had already had some initial experiences with the smarticipate platform, the existing prototype was only briefly introduced. From there, the discussion turned to the work of the Smart Implementers, as selected participants gave brief presentations. Following this, the participants had a chance to engage in a round-table discussion about the potential for using the smarticipate platform to enhance their work or to create altogether new applications for urban participatory projects. The workshop had several representatives from the municipal level who considered public applications of the smarticipate platform, while participants working primarily in the private sector contributed by discussing business models and possible non-governmental use of the platform.	19 January 2018
5. Are you making the most of how smart your citizens are?	Brussels	What does digital transition mean for urban planning and participation? What experiences exist in ICT-enabled open governance? How to improve knowledge, regulations and funding mechanisms across all levels of governance? This workshop tackled the questions above, inviting participants to share experiences and to find out what next steps are available to cities and regions. The workshop aimed at bringing together voices from local and regional governments, academia, national and EU level, as well as connect different communities active in the field, such as EU Urban Agenda Digital Transition partnership, JPI Urban Europe, EIP-SCC Citizen Focus, Digital Social Innovation and others.	29 May 2018

From 7-8 November 2018 in Vienna (Austria), a larger (approx. 100-150 participants) conference will

convene all stakeholders involved in the Dialogue events, together with a wider audience, to explore and discuss the project outcomes and promote their replication (D 9.5). The already established conference series 'Informed Cities Forum' (2010, 2011, 2013, 2015, 2016) will dedicate one edition solely to the smarticipate project.

It should also be noted that city partners often mention smarticipate when addressing visiting delegations from other cities, outlining the platform's capabilities and the progress made within the project. It has also been found that students from the three partner cities frequently request interviews on the topic of smarticipate as part of their academic research.

Smartathons

The Smartathon events are of major importance to the project, providing a space to reach out to citizens and to define the journey of the platform in each of the three partner cities. Both iterations of these events have been extensively promoted through the project website and via social media channels, captured through articles, photos and videos.

The second round of Smartathons took place in Hamburg (10 November 2017), Rome (24 November 2017) and London (19 January 2018). Following the events, interviews with participants were conducted to gather feedback on the Smartathons and smarticipate platform development.

The previously mentioned 'smart implementers' group were included in the Smartathons, as they have a leading role in bringing smarticipate to the local level in the cities. The 'smart implementers' from all three cities came together at the Smart Implementer Summit in London on 19 January 2018.

Networking channels of project partners

All project partners will contribute to dissemination through their own systems and communication channels (own websites, e-newsletters, smarticipate logo in email signatures, etc). The target groups should be reached out to in their own languages. As opportunities arise the partners will present the project and results at conferences, in magazines and industry publications (5.8.). The project partners' press contacts will be used to strategically place the outcomes of the project on local, regional, national and international levels. All partners will use their websites, newsletters, events and contacts to share and disseminate the activities and results of the project. All partners will be requested to contribute to national dissemination in their own countries. At present, the project covers DE, AT, NL, IT, & UK. City networks that the project cities are members of, such as ICLEI Europe, EUROCIITIES, etc. will be requested to further spread news of smarticipate.

As discussed previously, city partners will be given support to reach out to citizens.

Partner channels include:

Hamburg:

- LGV Twitter account
- LGV website - <http://www.hamburg.de/bsw/lgv-gremien-projekte/7967696/smarticipate/>
- Website Coordination Center Digital City - <http://www.hamburg.de/digitale-stadt/>

UWE:

- Website - <http://www1.uwe.ac.uk/et/research/cccs/projects/smarticipate.aspx>

Rome:

- Urban Planning Department of the City of Rome <http://www.urbanistica.comune.roma.it/>
- [MEDCITIES](#)
- The [Covenant of Mayors](#)

WeLoveTheCity:

- www.welovethecity.eu
- www.facebook.com/welovethecity/
- www.linkedin.com/company/we-love-the-city

Links with relevant EU projects

Smarticipate will continue to establish promotional links with other projects, including:

- The [Smart Cities Information System \(SCIS\)](#) brings together project developers, cities, institutions, industry and experts from across Europe to exchange data, experience and know-how and to collaborate on the creation of smart cities and an energy-efficient urban environment.
- [Grow Smarter](#) gathers cities and industry to integrate and demonstrate '12 smart city solutions' in energy, infrastructure and transport, to provide other cities with valuable insights on how they work in practice and opportunities for replication. The idea is to create a ready market for these smart solutions to support growth and the transition to a smart, sustainable Europe.
- The [Triangulum project](#) is testing the use of a systems innovation approach to drive dynamic smart city development. The approach will be piloted in three lighthouse cities: Manchester, Eindhoven and Stavanger, before being replicated in the follower cities of Prague, Leipzig and Sabadell.
- [REMOURBAN](#) is developing and testing a sustainable urban development model that combines the energy, mobility and ICT sectors to improve efficiency and reduce greenhouse gas emissions in the cities of Valladolid, Nottingham and Tepebasi.
- The [Market Place of the European Innovation Partnership on Smart Cities and Communities](#) (EIP-

SCC) is a central hub of information for all those active in smart cities projects across Europe.

- [ERA-NET Smart Cities and Communities](#) works with cities in Europe and China to encourage the development and sharing of best practice in order to achieve energy efficiency targets set for 2020 and 2050.
- [SocialCar](#) aims to develop a new communication network for intelligent mobility, sharing information of car-pooling integrated with existing transport and mobility systems.
- [OrganiCity](#) combines top-down planning and operations with flexible bottom-up initiatives to create a strong foundation for sustainable cities based on inclusive and open societies.
- [CitySDK](#) is an open source City Service Development Kit which is being created drawing on pilot activities in three cities in the fields of smart mobility, smart participation and smart tourism.
- [CityKeys](#) is developing and testing a performance measurement framework to monitor and compare the activities of cities involved in implementing Smart City solutions.
- [The Spanish network of Smart Cities \(RECI\)](#) aims to exchange experiences among cities and work together to develop a sustainable management model that improves the quality of life of citizens, focusing on aspects such as energy saving, sustainable mobility, eGovernment, and security.
- [Civitas Digitalis](#) (BMBF) aims to promote the development of new and needs-based offers for the smart service city of the future and to increase the quality of life of citizens by means of citizens' participation in urban development.
- The [ESPRESSO](#) project will focus on the development of a conceptual Smart City Information Framework based on open standards. This framework will consist of a Smart City platform (the "Smart City enterprise application") and a number of data provision and processing services to integrate relevant data, workflows, and processes. The project will build this framework by identifying relevant open standards, technologies, and information models that are currently in use or in development in various sectors. The project will analyse potential gaps and overlaps among standards developed by the various standardisation organisations and will provide guidelines on how to effectively address those shortcomings.
- [Smart Mature Resilience](#) is a multi-disciplinary research project working for more resilient cities in Europe. Researchers and cities come together to enhance cities' capacity to resist, absorb and recover from the hazardous effects of climate change. A Resilience Management Guideline and a set of practical tools are piloted in a core group of cities and shared with a wider group of cities, strengthening the nexus of Europe's resilient cities. The City of Rome is a partner city in the project.
- The [mySMARTLife](#) project aims at developing an Urban Transformation Strategy to support cities in the definition of transition models, as a suitable path to reach high level of excellence in its development process, addressing the main city challenges and progressing to the smart people and smart economy concepts. Lighthouse cities - Nantes (France), Hamburg (Germany) and Helsinki (Finland) will address a large scale demonstration action, in very specific and representative areas of the city.

Academic journals

As per the proposal, articles in eight scientific publications are expected. Scientific and academic journals that will be considered include:

- International Journal of Electronic Governance
(<http://www.inderscience.com/jhome.php?jcode=ijeg>)
- Interaction Design and Architecture
(<http://www.mifav.uniroma2.it/inevent/events/idea2010/?s=9>)
- Planning Practice and Research Journal
(<http://www.tandfonline.com/toc/cppr20/current>)
- Journal of Smart Cities
(<http://jsc.whioce.com/index.php/JSC>)
- EUobserver
(www.euobserver.com)
- Brussels Diplomatic
(<http://www.brusselsdiplomatic.com>)

To date, four articles have been posted in scientific publications. These can be viewed on the website's [Resources page](#).

7. Key messages

The following key messages have been identified according to the objectives of the communication activities and the activities embarked on in the first phase of the project:

- **Key message 1 (CITIES):** Smarticipate can help your city to tap into the ingenuity and ideas of the citizenry and involve citizens in the urban design process, enhancing acceptance of new projects and making citizens key partners in the planning of the city. It makes the process more efficient, saves time and improves understanding among citizens of the planning process.
- **Key message2 (CITIZENS):** The smarticipate platform is easy to access and intuitive to use. Try it in your neighbourhood for yourself to see its benefits. Smarticipate puts you directly in touch with local governments, making you a partner in developing the city you live in.
- **Key message 3 (CITIES/BUSINESS):** The smarticipate platform can be used in a variety of ways to meet your e-governance needs. The use cases in London, Hamburg and Rome are just the beginning - get in touch to discuss how your city/business can take advantage of smarticipate's potential.
- **Key message 4 (GENERAL):** Enhancing access and understanding of open data can have positive

consequences, such as citizens/business using this data to gain insights and improve city services and designing new commercial products or enterprises.

- **Key message 5 (CITIES/BUSINESS):** The smarticipate platform will soon be rolled out across Europe, and we want to work with you. Find out more about what smarticipate offers and how it can help you to build a better city.

8. Key Communication products

Leaflet

The leaflet provides an introduction to the project and has been developed to ensure partners have a physical product to disseminate at events. The leaflet is a handy means of promoting the project and its activities to a wide audience. In addition to printed copies, an electronic version is available for download from the project website. Text within the leaflet is limited, with an emphasis on attractive visuals.

A comprehensive update to the leaflet text took place in 2018, ensuring the leaflet showcased an accurate vision of the project and the platform. In addition to English, the leaflet was translated into German and Italian.

Newsletter

The e-newsletter is disseminated electronically. All issues are accessible through a newsletter archive on the project website. Relevant project news is included, with content additionally sourced from other selected EU-funded smart city projects. Live Case Studies are also contained within the newsletter.

In addition to those who subscribed via the website, the first e-newsletter was sent to recipients of the Informed Cities newsletter (2000+ recipients), a previously established channel for disseminating information on urban innovations. The e-newsletter is designed in and disseminated through Mail Chimp, an online mass mailing marketing tool.

PowerPoint template

To ensure a consistent look and feel across project presentations, a PowerPoint template has been designed. The PPT will be used to present at internal and external events.

Redmine

To bring further attention to smarticipate, and to ensure that the work of smarticipate brings added benefit

to interested parties such as entrepreneurs, the European tech community, and citizens, it is recommended that the Redmine project management tool be opened to the public. As well as being conceptually in line with the project's ethos, it will also allow others to profit from the work of the smarticipate consortium, saving developers a great deal of time and resources. By preventing the duplication of work, this has the potential to greatly aid European societies. It will be of particular importance to ensure the smart implementers have access to Redmine.

Live case studies and Policy Paper

The work carried out in the pilot cities of Hamburg, Rome and London is currently being documented in a series of 'Live Case Studies' (D 9.6.1). Different from usual case studies, which present results after they have been achieved, the Live Case Studies work similar to Blogs. Starting with a first version in month 6, the case studies are updated every 3 months. The Live Case Studies are available through the project website and promoted through all dissemination channels.

ICLEI works closely with city partners on their live case studies, making suggestions and providing a final language and quality check prior to publication.

In the initial stage each Live Case Study interview was conducted with a representative from a partner city, but interviews have also been carried out with a wider-range of stakeholders, such as Smartathon participants or others involved in open data and citizen participation activities. By bringing in a greater range of voices, it is foreseen that a more complete picture of the impact of smarticipate will emerge.

The overall process of developing the tools and applications during the smarticipate project will be published in a Policy Paper (D 9.6.2), including policy recommendations for further advancing ICT-enabled open governance on the local level in Europe. Both Live Case Studies and the Policy Paper will be used as input for the final conference.

Press releases

A total of six press releases will be disseminated to a media list of contacts from all partners. The list will be comprised of online and print media operating at national level in various European countries. Press releases will be crafted in a manner that appeals to journalists, linking the smarticipate project with relevant media narratives. They will be focused around significant developments or events. Each partner is encouraged to further promote the press releases. Upcoming press releases will focus on: Launch of the platform; Policy Paper; Final Conference; Live Case Studies compilation; End of the project.

Roll-up banners

A roll-up banner has been developed to ensure a good level of visibility of smarticipate at events and to communicate the key elements of the project at a glance. Partners are encouraged to request the banner

from ICLEI as needed.

Scoping report

The scoping report *Open Governance in the Smart City* is now available online. Launched alongside the “Manifesto on Citizen Engagement” at a ceremony in Brussels on 23 November, the report provides an overview of how cities are using smart technology to enhance governance processes.

Three questions are explored by the report: What is open governance in the smart city? How do cities make use of Information and Communication Technology (ICT) for Open Governance? What are the risks, opportunities and lessons learnt for the use of ICT in open governance?

To find the answers, the authors examined the ICT activities of 11 cities. Case studies include Amsterdam’s Datapunt platform, which aims to make Open Data more accessible to citizens, and Decide Madrid, a one-stop shop for all open governance processes run by the city. Tirana’s Ime tool, which allows citizens to easily report issues in the city to the administration is looked at, as is Smart Chicago Collaborative, a non-profit organisation that promotes civic tech in the American city.

Based on the analysis of the cases, the report provides seven “recommendations”, or things to be considered by cities when using ICT in open governance processes.

The report has been widely promoted through all project channels.

9. Exploitation of the smarticipate solution

The dissemination strategy aims to create an overall public awareness of the *smarticipate* project activities and outcomes. The exploitation roadmap (D9.7) builds on this foundation. As exploitation activities are strongly tied to market conditions and business opportunities, the exploitation roadmap will, in effect, guide the navigation of this environment, describe responsibilities and outline specific actions ensuring maximum utilisation of the project outcomes and their continuous development and marketing. With the inclusion of a diverse range of public and private sector consortium partners, an effective value chain has been generated to allow for the full exploitation of *smarticipate* project outcomes.

The overall objective of the exploitation roadmap is to ensure sustainability of the *smarticipate* platform and its impact by defining a business plan and addressing IPR issues. This objective will be achieved through the following steps:

→ Co-development of smarticipate solution with end-users

smarticipate products are co-developed with targeted end-users. The integration of end-user feedback during the design and implementation phase ensures that the final product is streamlined with the end-users’ actual needs and capabilities. The customer groups will be characterised, unique selling points will be

specified and the market potential for these products will be defined.

→ **Drafting mature business plans for the smarticipate solution**

The co-development process will test business hypotheses of the entire business workflow with end-users, refining them to a validated state that will be used as the basis for a mature business plan. This will guarantee that all post-project commercialisation efforts to successfully place resulting products are based on well informed recommendations.

→ **Establishing IPR for the smarticipate solution**

An effective system for intellectual property management will be created that is of significant value to all involved partners. This involves the defining of relevant business exploitation cases.

The consortium recognised the exploitation potential of the developed solutions in a competitive commercial environment and all partners are committed to design the exploitation strategy to ensure maximum market penetration. As a first step the partners will define, discuss and agree on the IPRs of the various system components. The terms and conditions for the use of IPR protected components will be elaborated and documented in the Exploitation Roadmap (D9.7). Furthermore, the Exploitation Roadmap will include a detailed market analysis and give an overview of prices and potential turnovers and the resulting financial success of the solution. A first draft of the Exploitation Roadmap was circulated to the partners and will be the basis for discussion during a dedicated business meeting planned at the end of July.

Some first insight are given below:

What (is the business context)?

The smarticipate solution is an ICT system and platform designed by and for city administrations to support citizen-city planning proposals. The smarticipate solution makes open data available to citizens in an understandable format. By doing so, it will transform open data from a little used resource to a vital tool to plan the future of a city. Through the smarticipate solution, users will be able to see proposed urban planning changes on a 3D/2D map of their city. If the user has an idea to improve the proposal, they can make the change directly, observing their alterations in real time. Other users can also see the new proposal and comment on it. If potential changes violate any legal or policy barriers, the intelligent system will inform the user and gives detailed reasons based on the data provided. In addition to making changes to urban design, citizens will be able to feed in data from their own locality, improving data sets.

Who (are our potential customers)?

From a core market perspective, the key target customers for the smarticipate solution are European public authorities, particularly policy and decision makers involved with the handling and management of open data. Technical departments and relevant ICT and open data consultants will also be targeted by the

project. Developers and development teams with a keen interest in the topic, such as those from organisations like the Open Knowledge Foundation, will also be addressed, and will be invited to develop and plug in their own apps to the system as producers or co-producers.



What (do we offer)?

Due to the complexity of implementations of such new solutions in public administrations and the nature of the various procurement systems/rules present in various countries/city administrations, the smarticipate solutions shall be offered per se as an end-to-end system, a web-platform and a mobile application. Moreover, it is envisaged to offer the developed software modules as separate, customisable tool sets and purchase additional service packages for consultation, training and maintenance.



How (do we plan to sell the *smarticipate* platform)?

The consortium is planning to offer a starter package that includes:

- 1) the integration of the system into the existing ICT infrastructures of the city
- 2) the integration of the platform into existing open data web platforms
- 3) training and maintenance for the first year

After the first year, the customer has to pay a yearly licence fee for the usage of the smarticipate front and backend system. On-demand licensed for customised sub-components or additional software models are offered. Moreover, an additional service package on an hourly basis for consultation, training and

maintenance can be purchased after the first year.

Table 1: Responsibilities and Licensing

Lead	Component	License	Price
TBD	System (backend and frontend)	<u>First year:</u> Starter licence fee for the first year (incl. installation, training and maintenance)	fixed price
		<u>After first year:</u> yearly fee	fixed price (yearly)
TBD	Mobile APP	yearly fee	fixed price (yearly)
TBD	Customisation	on demand	hourly/fixed price?
TBD	Consultation	on demand	hourly
TBD	Training	on demand	hourly
TBD	Maintenance	on demand	hourly

How (do we reach our potential customers)?

Relevant responsible city administration contacts (Scoping report, Task 9.2) shall be approached, using the participating cities as champion user showcases and blueprints for marketing, implementation and benefits of the smarticipate solutions. This shall be implemented through email with follow up marketing calls where necessary. The indirect exploitation strategy builds upon tradeshows, such as the European Conference 'Informed Cities Forum' and the international annual "Smart Cities" trade shows, and web based marketing, for which a commercial website entry shall be implemented into GeoVille's products/service website, linked to the official project website (service contact). Up to 2020, the consortium expects to propose smarticipate to all relevant stakeholders within Europe exploiting both direct contacts, as well as institutional support and dissemination/awareness activities.

10. Evaluation and monitoring

Regular monitoring and evaluation helps to assess whether channels and tools are effective. If necessary

they can be amended accordingly.

The following indicators will be used for evaluation:

- The e-newsletter will be disseminated through MailChimp, an online email marketing tool that allows for excellent evaluation and monitoring. It collects key statistics on email delivery and the open and click-through rate.
- Web statistics: number of visits, time spent on the website, where visitors are from, share of returning visitors, number of downloads (as far as possible), number of Twitter followers.

Some specific goals to benchmark the outcomes have been specified in the project proposal:

Dissemination and exploitation oriented indicators	PM24	PM36	Achieved to date
Number of unique monthly website / web-portals visitors	300	1000+	3,542 (average)
Number of registered users for Newsletter	100	200	154
Number of press releases	6	6	2
Number of scientific publications	8	8	4
Expected usage of smarticipate tools by different stakeholders for already defined use cases	20	100+	N/A
Expected number of external participants in knowledge exchange events (Workshops, Conferences, Meetings)	300	300	250 (this figure is expected to rise by at least 100 once the final conference has passed)

10.1. Outputs

- 500 project leaflets disseminated
- Six electronic newsletters (two per year) targeting at least 200 subscribers

- Six press releases targeting 100 media contacts per press release
- 5 events attended for outreach work
- Live case studies
- Policy Paper
- Roll up banner
- Scoping Report

11. Roles and responsibilities

Each partner will be involved in awareness-raising activities to their contacts, including networks and technical partners. The following deliverables will need to be produced as part of WP 9:

D 9.1 Contextualisation, Dissemination, Replication Strategy: Month 4, updates months 15 and 27

D 9.2 Scoping Report: Month 9 (completed)

D 9.3 Newsletter: Months 4 / 10 / 16 / 22 / 28 / 34

D 9.4 Stakeholder Dialogue Events: 5 events during months 16-27

D 9.5 European Conference: Month 33

D 9.6.1 Live Case Studies: First version month 6, updated every 3 months.

D 9.6.2 Policy Paper: Month 30

D 9.7 Exploitation Road Map: Month 36

All partners are charged with the following tasks:

- Contribute comments and input to communication strategy
- Contribute comments and input to promotional material
- Contribute input and articles to e-newsletters
- Promotion at relevant events
- Disseminate project communication through own channels and report on activities

City partners are additionally asked to:

- Input into Live Case Studies

- Tailor and disseminate project messages to residents in their city

ICLEI, as work package leader, will coordinate tasks under WP9 and is in charge of the following tasks:

- Develop and review communication strategy
- Evaluate and monitor communication activities
- Develop and maintain project website
- Develop a public mailing list
- Coordinate development of visual identity
- Develop promotional material: e-newsletter, leaflet, roll-up banner
- Issue six press releases
- Coordinate events promotion

GeoVille:

- Develop Commercial Exploitation Roadmap

All materials referring to the City of Hamburg or the Agency for Geoinformation and Surveying must be checked by the city's Public Relations department. To facilitate this, more time must be calculated within the development stage when preparing deliverables or materials that include Hamburg, so that the appropriate checks can be carried out.