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Title:
Communication and dissemination strategy
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Working Group:
WP 9
Short Description:
<p>This communication and dissemination strategy, developed under WP 9, describes how the smarticipate project will communicate its activities and results to the outside world. It provides a strategic overview of the key messages to be communicated, the audience we strive to reach, and the channels by which to do so. It explores the challenges associated with communicating the project and outlines the way in which the success of our communication and dissemination activities will be measured. The strategy is a “living document” and major updates are foreseen in months 15 and 27 to respond to the demands of an evolving project. The commercial exploitation aspect of the project will be further elaborated in subsequent editions.</p> <p>The communication and dissemination tasks of the project will run from month 3 to month 36. The development of the communication and dissemination strategy is led by ICLEI. It will undergo two updates (months 15 and 27) to respond to the demands of an evolving project.</p>
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COMMUNICATION AND DISSEMINATION STRATEGY

SMARTICIPATE

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This communication and dissemination strategy (D 9.1) 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. It will undergo two updates (months 15 and 27) to respond to the demands of an evolving project.

1. Objectives

The objectives of the project communication and dissemination activities are to widely promote and gain high visibility of the project work and outcomes at local, regional and European level. It aims 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 work of the three partner cities (Royal Borough of Kensington and Chelsea, London; Hamburg, and Rome) and to stimulate sufficient interest to develop a viable commercial exploitation plan upon the close of the project. 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.

- **Trigger change**

Shift local authorities towards more innovative open data policies and encourage the uptake of the smarticipate platform to solve urban planning challenges and stimulate new solutions across Europe.

- **Develop service offerings**

A business model for the commercial exploitation of the project outcomes will be developed.

2. Review of the communications environment

One of the most significant communications challenges facing smarticipate is concisely and accurately stating what the project is about and what it hopes to achieve. This can partly be attributed to the innovative nature of the project and the wide-ranging applications of the smarticipate platform. There is no blueprint as to how this open-governance platform should work in practice and to what degree citizens should or should not be involved – smarticipate is breaking new ground, and in doing so faces an uphill task in terms of reliably communicating the project.

To express the project in a way that is understandable to all, it is necessary to reduce smarticipate to its most basic mission. At its core, smarticipate aims to bring citizens into the planning process by giving them access to open data, and by doing so better involving them in the decision-making process. While one can argue that this explanation does not go far enough, to detail all of smarticipate's aims and components as listed in the proposal would likely overwhelm readers. Keeping the text 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 can be difficult to grasp, examples should be used as a means to show the project in action. Through seeing the aims of the project demonstrated, smarticipate becomes more comprehensible. The 'Urban Stories', produced by partner We Love the City, play a major role in this regard.

In terms of generating interest from other local authorities and, indeed, the media, the cities involved must be made the face of the project. London, Hamburg and Rome are major metropolises with large populations and strong international profiles – their very involvement in this project is enough to stimulate interest, and this must be capitalised on in dissemination activities.

Another benefit is the great public interest in smart cities and open data, with both terms entering the popular lexicon of citizens across Europe. Links with other EU-funded projects should be made to maximise visibility and impact (see 5.7.) and the dissemination possibilities of having a project with major cities on a ‘trendy’ topic embraced. It may be necessary to explore what precisely is meant by a ‘smart city’, as although there is a great deal spoken about the topic, it is difficult to find a single definition that is widely accepted.

Open data is often unused, as most citizens find the information overly complex. When communicating to cities, it is necessary to present smarticipate as a means of making open data comprehensible. Smarticipate should be seen as a way to turn open data into something from which intelligent analysis and conclusions can be drawn.

For some local governments, the notion of providing open data is a controversial one and often politically untested. Although not the main focus, smarticipate will attempt to show the positives of providing citizens with access to high-quality, comprehensive open data. Through this the project will indirectly stimulate open data collection and usage across Europe, leading to more open, transparent and democratic societies.

The scoping report to be developed by ICLEI will play a significant role in embedding the activities of smarticipate into the wider context of participatory policy-making and ICT activities of European cities. The report will also help with the development of the smarticipate platform, providing an overview of current local practices in Europe. (D.9.2)

As ICLEI will produce materials in English only, it is up to the city partners to reach out to their citizens. In addition to providing materials in the native language of citizens, the cities are able to modify the material provided by ICLEI to fit into the local context and to tap into local interests around the themes explored in smarticipate.

The actual application of the project has also shifted from what is contained in the proposal, with urban planning the ultimate focus (less so providing open data for the creation of various apps). As such, communication activities should reflect the urban planning angle wherever possible.

The live case studies will be an important step in presenting the tangible benefits of smarticipate not only to residents of the cities in question, but to the wider world. They will show in a practical sense how smarticipate has empowered citizen groups to partner with the local government to create a positive urban planning outcome.

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.

3. Target Group

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. Civil Society Organisations and NGOs are considered to be the 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. Developers with a keen interest in the topic, such as those from organisations like the Open Knowledge Foundation, will also be addressed.

As it is the public who will use the smarticipate app, the general public will be targeted in communications activities as a secondary group. It is easier (and more logical) for the city partners to reach out to their residents, so at project level the general public are considered a secondary target group only. Beyond the project’s key messages, materials will be tailored by the city partners to ensure they resonate with the local populace. This includes all interested stakeholders, including businesses. While consortium level communication will be focused on cities, citizen-focused dissemination activities will be carried out at local level by the three partner cities.

European networks who can multiply the smarticipate message are a secondary target group for communications activities, as are EU policy makers. Informing 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.

	Target groups	Objectives	
Primary target groups	Public authorities	<ul style="list-style-type: none"> ● Policy and decision makers in various departments ● Open data specialists ● Staff with specialist technical knowledge in technical departments or consultants 	<ol style="list-style-type: none"> 1. Raising awareness of smarticipate and the benefits of involving citizens in the planning process through the platform 2. Promoting the collection of high-quality open data which can be fed into the smarticipate platform 3. Providing capacity building on the use of the smarticipate platform
	Civil Society Organisations and NGOs		<ol style="list-style-type: none"> 1. Raising awareness of smarticipate and tapping into the multiplier effect of CSOs and NGOs networks

Secondary target group	General public	Citizens in the three partner cities	1.Raise awareness of smarticipate and encourage exploration and engagement with the platform
	Business		1.Make them aware of the potential of smarticipate and the chance to use open data and the platform to bolster their business
	European networks (multiplier organisations)		1. Raising awareness of smarticipate and tapping into the multiplier effect of their networks
	EU policy makers		1. Sensitising them to the possibilities of bringing citizens into the planning process via smart means of using open data

4. 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).



5. 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 and LinkedIn accounts, and events.

5.1.

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.

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 will be frequently updated throughout the project. ICLEI will check the quality of all materials on the website on a frequent basis.

The website structure is as follows: Homepage – About – Cities – News – Resources – Partners – Contact.

The **homepage** provides a brief introduction before presenting the three cities involved in the project. The three latest news item are also displayed on the homepage.

The **About page** gives a concise overview of the project, its aims and the partners involved.

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.

Every news item published is collected on the **News page**. The e-newsletter archive will also be housed here.

The **Resources page** contains useful items for download, as well as all materials produced by the project.

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.

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

More pages will be added as the project progresses, including a dedicated page for the smarticipate platform (launched pending the technical completion of the smarticipate platform).

5.2.

Mailing list

Interested stakeholders may subscribe to a mailing list to receive a semi-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.

5.3.

Twitter and LinkedIn account

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.

A LinkedIn account will also be set up, targeted at professionals working in the field of smart cities.

The ability to directly link the smarticipate platform with social media channels in partner cities will be explored.

The success of the Twitter account will be analysed based on the number of followers and the rate of interaction. We aim to have 200 followers by the end of the project.

5.4.

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.

Experts from the project consortium will be asked to discuss the project in their own words, providing an engaging and informal introduction to the project. Each video will be approximately 2 minutes in length. At least 3 videos will be produced over the course of the project.

A cartoon-animation video will also be produced if sufficient budget is available, presenting a general introduction to smarticipate. The video will be characterised by cartoons being drawn in real-time, with a voice-over explaining the potential of the project. In the case of sufficient budget, translation from English into German and Italian will be carried out.

5.5.

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).

Potential events to take part in include:

- General Assembly of the European Innovation Partnership on Smart Cities and Communities - 24 May 2016 - Eindhoven (The Netherlands)
- EU Week of Cities and Regions, 10 - 13 October 2016 - Brussels (Belgium)
- Metropolitan Solutions, 31.05.2016 - 02.06.2016 - Berlin (Germany)
- Real Corp, 22-24 June - Hamburg (Germany)
- Intergeo, 11-13 October 2016 - Hamburg (Germany)
- [Smart City Clouds: Technologies, Systems and Applications \(SCCTSA\) Workshop](#), 6-9 December 2016, Shanghai (China)
- Intergeo, 26-28 September 2017 - Berlin (Germany)
- AGIT Salzburg (Austria) <http://www.agit.at/>

Vital elements are also the various events organised by the project. The key stakeholder groups relevant for the replication of the smarticipate outcomes will be invited to a series of separate Dialogue Events (D 9.4), where they will receive first-hand information on the applications and processes developed in the pilot cities: Hamburg, Rome and London. Their feedback will be a critical resource for improving the relevance of the project outcomes, and turn them into co-creators rather than just recipients.

One 1-day event each will be designed for 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.

The Smartathon events will be of major importance, allowing the project to reach out to citizens and to define the journey of the platform in each of the three partner cities. These events will be promoted on the project website and via its social media channels in the run up to the event, as well as through the relevant partner city's channels. Each event will be captured through articles, photos and videos, which will be displayed on the project website.

Towards the end of the project, 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.

5.6.

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, EURO CITIES, etc. will be requested to further spread news of smarticipate.

Partner channels include:

Hamburg:

- LGV Twitter account
- LGV website
- Website Coordination Center Digital City (not yet online)

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](#)

5.7.

Links with relevant EU projects

A web linking strategy with other organisations, projects (particularly Horizon 2020) and events will be embarked upon, raising the profile of the project in key target audiences. Potential projects to link with include:

- 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](#) brings together 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 connect online and offline participation in Hamburg and Kassel. The project is still in application phase.
- 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.

5.8.

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>)
- Information Journal - Special Issue: Smart City Technologies, Systems and Applications –
(http://www.mdpi.com/journal/information/special_issues/SCCTSA16 - submission due 28 February 2017)
- EUobserver
(www.euobserver.com)
- Brussels Diplomatic
(www.brusselsdiplomatic.com)

6. Key messages

Key messages will be updated during the project. In the first phase of the project, 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 message 2 (CITIZENS):** This project offers you the chance to shape your city, providing you with the information needed to propose uses for land and to respond to planning proposals. It puts you in touch directly with local governments, making you a partner in developing the city you live in.
- **Key message 3 (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.

7. KEY COMMUNICATION PRODUCTS

7.1.

Leaflet

The leaflet will provide an introduction to the project and will be developed to ensure partners have a physical product to disseminate at events. The leaflet will be a handy means of promoting the project and its activities to a wide audience. It will be produced in English with translation foreseen into German and Italian. In addition to printed copies, an electronic version will be available for download from the project website. Text within the leaflet will be limited, with an emphasis on attractive visuals. A well-presented, readable leaflet is desired.

7.2.

Newsletter

The e-newsletter will be disseminated electronically. All issues will be accessible through a newsletter archive on the project website. Relevant project news will be included, with content additionally sourced from other selected EU-funded smart city projects. It may include relevant policy updates and interviews with experts from the project consortium. In addition to those who subscribed via the website, the first e-newsletter will be sent to recipients of the Informed Cities newsletter (2000+ recipients), a previously established channel for disseminating information on urban innovations. Recipients will be able to unsubscribe from future mailings if they so wish and will be informed that they are receiving the smarticipate newsletter as they had previously signed up to the Informed Cities list. The e-newsletter will be designed in and disseminated through Vertical Response, an online mass mailing marketing tool.

7.3.

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.

7.4.

Promotion pack

A pack to support the consortium to promote the launch of the project will be developed, providing a supporting document containing: news items, social media hooks, content related text and graphics.

7.5.

Live case studies and Policy Paper

The work carried out in the pilot cities of Hamburg, Rome and London will be 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, they will be

further elaborated and updated every 3 months until they reach their final version at the end of the project. The live Case Studies will be available through the project website and promoted through all dissemination channels.

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

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. The Policy Paper will be published in Month 27. Both Live Case Studies and the Policy Paper will be used as input for the Dialogue Events with stakeholders.

7.6.

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.

7.7.

Roll-up banners

A roll-up banner will be 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 will be able to request the banner from ICLEI as needed. It will be available for the first Smartathon event on 17 September 2016.

7.8.

Scoping report

Through desk research, 12-15 European cities will be identified that already have experience in applying elements of ICT-enabled open governance. Their experiences will be analysed and portrayed in a scoping report (D 9.2) illustrating the variety of existing local practices, which will be the reference context for the applications developed in smarticipate. The scoping report will be published both in electronic (pdf) and printed formats. The Scoping Report will be published in Month 9.

7.9.

Exploitation Road Map

Towards the end of the project and based on the outcomes of the WPs and the ongoing exchange with key practitioners, a final exploitation roadmap that incorporates all results and recommendations will be produced. It will also include examples for such enduring actions and will build the basis for the maintenance of the project outcomes after the project life time. Embedded in the roadmap will be a

business model based on different formats for services packages.

The exploitation plan will include

- Business context
- Market analysis
- Financial elaboration
- Operational roll-out plan (including exploitation by each partner, foreseen contracts, marketing strategy)

8. Evaluation and monitoring

Regular monitoring and evaluation helps to assess whether channels and tools are effective. If necessary they can be amended accordingly. Evaluations will be carried out for progress reports.

The following indicators will be used for evaluation:

- The e-newsletter will be disseminated through Vertical Response, 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.
- Evaluation forms at events to gain feedback on the project and activities.

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

Dissemination and exploitation oriented indicators	PM24	PM36
Number of unique monthly website / web-portals visitors	300	1000+
Number of registered users for Newsletter	100	200
Number of press releases	6	6
Number of scientific publications	8	8
Expected usage of smarticipate tools by different stakeholders for already defined use cases	20	100+
Expected number of external participants in knowledge exchange events (Workshops, Conferences, Meetings)	300	300

8.1. Outputs

- 500 project leaflets disseminated
- Six electronic newsletters (two per year) targeting at least 200 subscribers
- Six press releases targeting 100 media contacts
- 5 events attended for outreach work
- Live case studies
- Policy Paper
- Roll up banner
- Scoping Report

9. 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 WP9:

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

D 9.2 Scoping Report: Month 9

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

D 9.4 Stakeholder Dialogue Events: 5 events during months 16-21

D 9.5 European Conference: Month 30

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

D 9.6.2 Policy Paper: Month 27

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