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## D7.2 - Project website & social media accounts

**WP7 - Task 7.1**  
May 2019 [M6]

Authors: Chloé Chavardes (LGI) & Mathilde Bazin-Retours (LGI)



[www.makingcity.eu](http://www.makingcity.eu)



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## Abbreviations and acronyms

Acronym	Description
D&C	Dissemination and Communication
PED	Positive Energy District
PC	Project Coordinator
WP	Work Package
WPL	Work Package Leader

## Executive Summary

This deliverable D7.2 outlines the main sections and technical characteristics of the MAKING-CITY website. It also presents Twitter and LinkedIn, the key social media channels used in the project to build a project's community online and disseminate the MAKING-CITY results.

The MAKING-CITY public website was designed and developed to serve as a dynamic information and communication tool, as well as a platform for the project team. It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, such as:

- what the project is about
- what the project is delivering, and why
- who the project partners are
- what the latest news and events of the project are
- where to find more information on the topic or related topics

In addition, the two main objectives set for Twitter and LinkedIn are to:

- maintain closer relationships and engage with the target audiences, as well as disseminate knowledge on the PED concept and its benefits.
- bring the research carried out in MAKING-CITY closer to citizens and policymakers (at local, national and European level), and inform them on the potential replicability of the PED concept in European and international cities.

## Keywords

MAKING-CITY, energy efficiency, urban areas, energy transition, City Vision 2050, smart and low-carbon cities, PED concept, Twitter, LinkedIn, social media, website, communication and dissemination.

# 1 Introduction

## 1.1 Purpose and target groups

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

The main purpose of this deliverable D7.2 is to outline the main sections and technical characteristics of the MAKING-CITY website, plus presenting Twitter and LinkedIn which are the key social media channels used in the project to build a project's community online and disseminate the MAKING-CITY results. The target audiences that we are trying to reach through the activities carried out via the website and social media accounts are citizens and key stakeholders of the project at local, national and European levels (city representatives, policymakers, energy planners, large private and public companies, SMEs, entrepreneurs, universities and research centres...).

The MAKING-CITY public website and the project's Twitter and LinkedIn accounts will be continuously updated and tracked. Actions online and its results (number of followers, number of tweets...) will be presented and described in other deliverables such as D7.7 – Report of the dissemination and public communication activities, and D7.14 – Analysis of impacts generated by MAKING-CITY C&D activities (initial and updated versions).

## 1.2 Contribution partners

In WP 7, Cap Digital (CAP) and LGI lead the MAKING-CITY communication and dissemination activities: LGI focuses on the global communication of the project and its results, whilst CAP is in charge of disseminating the results and progress of work carried out in MAKING-CITY to key stakeholders (city representatives, policymakers, energy planners, large private and public companies, SMEs, start-ups, entrepreneurs, universities and research centres, NGOs...).

The daily management of the MAKING-CITY website and the Twitter and LinkedIn accounts (technical updates, publication of news, announcing events, sharing pictures, designing visuals for social media...) will be handled by LGI as described in the following table:

Partner	Contribution
31-LGI	<b>Task 7.1 – Public Communication:</b> <ul style="list-style-type: none"> <li>• Communication &amp; dissemination Plan</li> <li>• Visual identity: logo, presentation and document templates</li> <li>• Promotional materials: flyer, roll-up...</li> <li>• Digital tools and channels: website and social media accounts</li> <li>• Content: factsheets, videos, success stories and testimonials...</li> </ul> <b>Task 7.3 – Events:</b> <ul style="list-style-type: none"> <li>• Organisation of two workshops (Month 30 and Month 60).</li> <li>• Organisation of two Innovation Camps in the two "Lighthouse cities" of the project (production of a policy toolkit including the output of the camps).</li> </ul>
34-CAP	<b>Task 7.2 – Dissemination:</b> <ul style="list-style-type: none"> <li>• Identifying relevant events (conferences, fairs, forums...) and coordinating the consortium's participation.</li> </ul>

	<ul style="list-style-type: none"> <li>• Coordinating publications in specialised magazines and open access journals and online repositories.</li> <li>• Electronic newsletters.</li> <li>• Webinars to disseminate the results</li> <li>• Strong cooperation with WP8 to collaborate with existing initiatives and related projects.</li> </ul>
Lighthouse Cities	<p><b>Task 7.1 – Public communication:</b></p> <ul style="list-style-type: none"> <li>• Organisation of local actions to engage local actors: events, conferences...</li> </ul> <p><b>All tasks</b></p> <ul style="list-style-type: none"> <li>• Support to translate in key European languages communication and dissemination content, promotional materials... when needed.</li> <li>• Support to relay news and results produced in the MAKING-CITY project.</li> <li>• Support to produce the project videos.</li> </ul>
Other partners	<p><b>All tasks</b></p> <ul style="list-style-type: none"> <li>• Support to translate in key European languages communication and dissemination content, promotional materials... when needed.</li> <li>• Support to relay news and results produced in the MAKING-CITY project.</li> <li>• Support to produce the project videos.</li> </ul>

**Table 1: Contribution of partners in WP7**

## 1.3 Relation to other activities in the project

Contributions from the MAKING-CITY partners are strongly encouraged in the form of engaging written content and/or pictures for the public website and the social media channels. When disseminating their results and/or organising an event related to the project, the MAKING-CITY partners must use the online form available on the digital workplace and outlined in section 5.2 of the deliverable D7.11 – Communication & Dissemination Plan (Initial version).

In addition, they can participate to build a project's community online and to give the largest possible visibility to the project by sharing and retweeting content and posts published on the MAKING-CITY website and social media channels. To help them, LGI and CAP designed a special handbook with a list of hashtags to use, among other (see section 5.2 of D7.11).

## 2 Public website

### 2.1 Context & objectives

The MAKING-CITY public website (task 7.1) was officially launched in April 2019: [www.makingcity.eu](http://www.makingcity.eu)

It will be continuously updated and will evolve with the lifecycle of the project, according to **the initial version of the Communication & Dissemination Plan** (D7.11 submitted in March 2019). As the main information entry point and delivery channel for results and progress achieved in MAKING-CITY, the public website will also disseminate the key messages to the target audiences, inform on events, publications or activities of interest for the MAKING-CITY community (project's deliverables, reports...), and foster participation and engagement among the consortium members. In addition, any stakeholder can access it to gain information or to contact relevant partners. Lastly, the public website will promote the **European and international visibility** of MAKING-CITY.

To make useful and relevant information available to the website's visitors, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders such as:

- what the project is about
- what the project is delivering, and why
- who the project partners are
- what the latest news and events of the project are
- where to find more information on the topic or related topics

For MAKING-CITY, the public website will contribute to achieving the objectives in terms of public communication previously detailed in D7.11:

- ▶ **communicate and disseminate the project's activities and objectives** and contribute to maximising its results and impacts.
- ▶ **promote and ensure the visibility of MAKING-CITY** and its associated actions at diverse levels: local, regional, national and European.
- ▶ **highlight and describe the work done in the 2 Lighthouse Cities and the 6 Follower Cities** chosen to be part of MAKING-CITY.
- ▶ **centralise and make available** all possible relevant public reports and results of the project.
- ▶ **inform and educate citizens and policymakers** about MAKING-CITY and the benefits of the Positive Energy District (PED) concept.
- ▶ **foster collaboration and achieve synergies** with other EU projects, networks, stakeholders and experts in the field of urban energy efficiency systems.
- ▶ **explain and ensure the visibility of the City Vision 2050**, the long-term vision developed in MAKING-CITY to boost the replicability of the PED concept in the largest number of cities.
- ▶ **support the implementation of PED concept through two Innovation Camps** (organised during the last six months of the project) and the participation of key stakeholders (city representatives, policymakers, energy planners, large private and public companies, SMEs, start-ups, entrepreneurs, universities and research centres, NGOs...). The outputs of the Innovation Camps will feed into the design and publication of a policy toolkit (best practices and recommendations for implementing PEDs).

**Browser compatibility:** the website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop, tablet or mobile phone.

## 2.2 Homepage

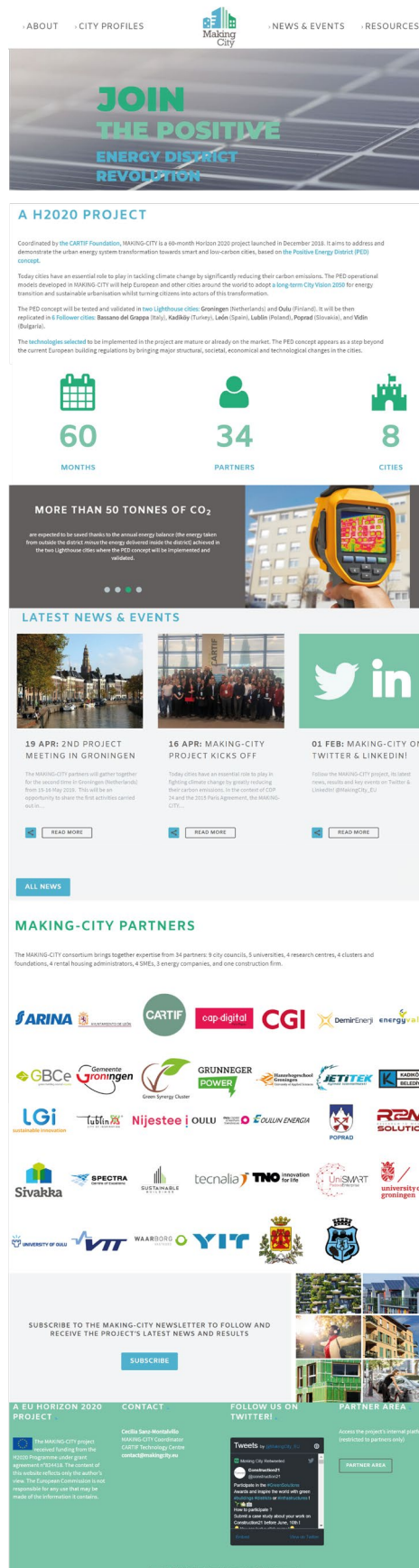


Figure 1: Screenshot of the homepage

All the important information on the project can be directly found from the homepage under the header and/or the different sections. Therefore, visitors have direct access to general information on:

- ▶ the project and its context (starting date, coordination, main objective...)
- ▶ “Lighthouse” and “Follower” cities involved in MAKING-CITY
- ▶ key definitions such as what is a Positive Energy District (PED)
- ▶ the activities carried out
- ▶ the latest news and upcoming events
- ▶ all published reports, newsletters, and promotional materials produced in the project (flyers, press releases, videos...)
- ▶ the expected impacts and objectives
- ▶ the related projects and networks
- ▶ the link to the partner area

In the footer (all pages and not only on the homepage), users can find the EU funding emblem and acknowledgement, name of the coordinator, project’s email, access to the restricted internal platform (allows partners to share documents and work in a collaborative way), plus the project Twitter feed.

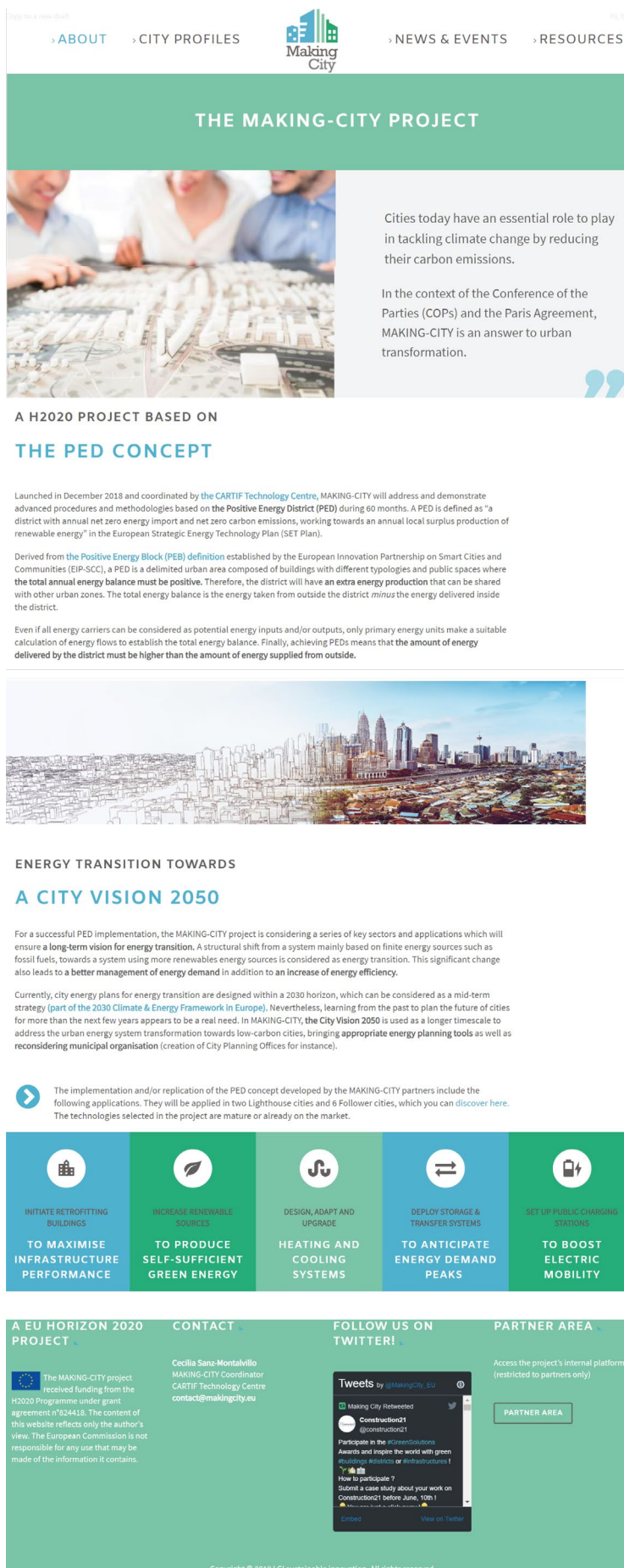


## 2.3 About MAKING-CITY

### 2.3.1 The project

The “MAKING-CITY project” page describes:

- ▶ the project in general and its approach
- ▶ the “Lighthouse” and “Follower” cities involved in MAKING-CITY
- ▶ the PED concept developed in MAKING-CITY
- ▶ the City Vision 2050 followed in MAKING-CITY
- ▶ the applications and technologies covered by the implementation and/or replication of the PED concept



The screenshot shows the MAKING-CITY project website. The header includes navigation links: ABOUT, CITY PROFILES, NEWS & EVENTS, and RESOURCES. The main heading is "THE MAKING-CITY PROJECT". Below this is a large image of people working on a model, with text explaining the project's goal: "Cities today have an essential role to play in tackling climate change by reducing their carbon emissions. In the context of the Conference of the Parties (COPs) and the Paris Agreement, MAKING-CITY is an answer to urban transformation."

**A H2020 PROJECT BASED ON THE PED CONCEPT**

Launched in December 2018 and coordinated by the [CARTIF Technology Centre](#), MAKING-CITY will address and demonstrate advanced procedures and methodologies based on the [Positive Energy District \(PED\)](#) during 60 months. A PED is defined as "a district with annual net zero energy import and net zero carbon emissions, working towards an annual local surplus production of renewable energy" in the European Strategic Energy Technology Plan (SET Plan).

Derived from the [Positive Energy Block \(PEB\)](#) definition established by the European Innovation Partnership on Smart Cities and Communities (EIP-SCC), a PED is a delimited urban area composed of buildings with different typologies and public spaces where the **total annual energy balance must be positive**. Therefore, the district will have an **extra energy production** that can be shared with other urban zones. The total energy balance is the energy taken from outside the district **minus** the energy delivered inside the district.






Even if all energy carriers can be considered as potential energy inputs and/or outputs, only primary energy units make a suitable calculation of energy flows to establish the total energy balance. Finally, achieving PEDs means that **the amount of energy delivered by the district must be higher than the amount of energy supplied from outside**.

**ENERGY TRANSITION TOWARDS A CITY VISION 2050**

For a successful PED implementation, the MAKING-CITY project is considering a series of key sectors and applications which will ensure a **long-term vision for energy transition**. A structural shift from a system mainly based on finite energy sources such as fossil fuels, towards a system using more renewables energy sources is considered as energy transition. This significant change also leads to a **better management of energy demand** in addition to an **increase of energy efficiency**.

Currently, city energy plans for energy transition are designed within a 2030 horizon, which can be considered as a mid-term strategy ([part of the 2030 Climate & Energy Framework in Europe](#)). Nevertheless, learning from the past to plan the future of cities for more than the next few years appears to be a real need. In MAKING-CITY, the **City Vision 2050** is used as a longer timescale to address the urban energy system transformation towards low-carbon cities, bringing **appropriate energy planning tools** as well as **reconsidering municipal organisation** (creation of City Planning Offices for instance).

The implementation and/or replication of the PED concept developed by the MAKING-CITY partners include the following applications. They will be applied in two Lighthouse cities and 6 Follower cities, which you can [discover here](#). The technologies selected in the project are mature or already on the market.

 <b>INITIATE RETROFITTING BUILDINGS</b> <b>TO MAXIMISE INFRASTRUCTURE PERFORMANCE</b>	 <b>INCREASE RENEWABLE SOURCES</b> <b>TO PRODUCE SELF-SUFFICIENT GREEN ENERGY</b>	 <b>DESIGN, ADAPT AND UPGRADE</b> <b>HEATING AND COOLING SYSTEMS</b>	 <b>DEPLOY STORAGE &amp; TRANSFER SYSTEMS</b> <b>TO ANTICIPATE ENERGY DEMAND PEAKS</b>	 <b>SET UP PUBLIC CHARGING STATIONS</b> <b>TO BOOST ELECTRIC MOBILITY</b>
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**CONTACT**

Cecilia Sanz-Montalvo  
 MAKING-CITY Coordinator  
 CARTIF Technology Centre  
[contact@makingcity.eu](mailto:contact@makingcity.eu)

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**PARTNER AREA**

Access the project's internal platform (restricted to partners only)

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Figure 2: Screenshot of the "MAKING-CITY project" page

## 2.3.2 Objectives & expected impacts

The “Objectives & expected impacts” page presents the 10 objectives of the MAKING-CITY project plus the 8 key expected impacts. Icons and a styled list were used for a more visual appearance and a quick understanding of them.



The screenshot shows the MAKING-CITY website page titled "OBJECTIVES & EXPECTED IMPACTS". The page features a navigation bar with links: ABOUT, CITY PROFILES, NEWS & EVENTS, and RESOURCES. The MAKING-CITY logo is centered in the navigation bar.

**OBJECTIVES & EXPECTED IMPACTS**

MAKING-CITY is a 60-month European Horizon 2020 project that focuses on **demonstrating the potential of the PED approach** as the basis for efficient and sustainable planning and development of cities.

Main objectives and expected impacts include solutions to help cities implement the PED concept.

**10 OBJECTIVES TO REACH**

- 1 Demonstrate the PED concept in **the two Lighthouse cities selected in the project**: Groningen and Oulu.
- 2 Establish a validated procedure to support the definition of PED concept (calculation procedures, identified barriers, assessed technical, social and regulatory framework conditions).
- 3 Replicate the PED concept developed in MAKING-CITY in **the 6 Follower cities selected**.
- 4 Support and promote **the City Vision 2050** in the methodologies and procedures needed for the implementation of PEDs within integrating the 2030 mid-term timescale.
- 5 Develop a rigorous monitoring and evaluation programme.
- 6 Determine **business models integrating the PED deployment** to foster the creation of a business ecosystem behind the PED concept developed in MAKING-CITY.
- 7 Organise social innovation activities to raise business opportunities in the cities by integrating the PED concept and involving industrials, SMEs, NGOs...
- 8 Deploy an **exploitation and market strategy** from the market analysis to the identification of exploitable results and technologies.
- 9 Establish a strong communication and dissemination strategy to promote and raise awareness about the PED developed in MAKING-CITY.
- 10 Foster **strong cooperation** with related projects and relevant clusters of projects.

**EXPECTED IMPACTS**

- The PED concept developed in MAKING-CITY will **boost the use of renewables** as main sources of energy, waste recovery technologies, and innovative storage solutions to reduce greenhouse gas emissions.
- MAKING-CITY will **lead the way towards a larger implementation of PEDs** thanks to validated technical feasibility, suitable business models and wide social acceptance.
- MAKING-CITY will significantly **improve energy efficiency, maximise the positive annual energy balance**, and optimise the energy produced at the district level.
- MAKING-CITY will increase the installation of **electric mobility solutions** such as electric charging stations.
- The PED deployment in a large array of European cities will contribute to **improving air quality in urban areas**.
- MAKING-CITY will **transform the local economy of urban areas** having a positive impact on citizens' quality of life and attracting investors.
- More than 4 358 jobs are expected to be created** (directly and indirectly) in the 8 cities involved in the MAKING-CITY project. The replication of the PED concept in at least 20 other European cities would generate the creation of **around 14 500 new jobs**.
- MAKING-CITY will **encourage the mobilisation of public and private investment** through the validated PED replication and advanced business models.

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**CONTACT**

Cecilia Sanz-Montalvillo  
MAKING-CITY Coordinator  
CARTIF Technology Centre  
contact@makingcity.eu

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Embed View on Twitter

**PARTNER AREA**

Access the project's internal platform (restricted to partners only)

**PARTNER AREA**

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Figure 3: Screenshot of the “Objectives & expected impacts” page

## 2.3.3 Consortium

The “Consortium” page gathers all the MAKING-CITY partners’ logos:



The screenshot shows the MAKING-CITY PARTNERS page. At the top, there is a navigation bar with links: > ABOUT, > CITY PROFILES, > NEWS & EVENTS, and > RESOURCES. The MAKING-CITY logo is centered. Below the navigation bar, the page title "MAKING-CITY PARTNERS" is displayed. A text block states: "The MAKING-CITY consortium brings together expertise from 34 partners: 9 city councils, 5 universities, 4 research centres, 4 clusters and foundations, 4 rental housing administrators, 4 SMEs, 3 energy companies, and one construction firm." Below this, a grid of 34 partner logos is shown, including ARINA, Ayuntamiento de León, CARTIF, cap-digital, CGI, DemirEnerji, energyvalley, GBCe, Gemeente Groningen, Green Synergy Cluster, GRUNNEGER POWER, Hanze Hogeschool Groningen, JETITEK, KADIKÖY BELEDİYESİ, LGI, Lublin, Nijestee, OULU, OULUN ENERJIA, MESTO POPRAD, R2M SOLUTION, Sivakka, SPECTRA, SUSTAINABLE SOLUTIONS, tecnalia, TNO, UniSMART, university of groningen, UNIVERSITY OF OULU, VIT, WAARBORG, and YIT. At the bottom, there are four sections: "A EU HORIZON 2020 PROJECT" with a disclaimer, "CONTACT" with contact information for Cecilia Sanz-Montalvo, "FOLLOW US ON TWITTER!" with a tweet from @MakingCity\_EU, and "PARTNER AREA" with a link to the internal platform. The footer contains the copyright notice: "Copyright © 2019 LGI sustainable innovation. All rights reserved".

Figure 4: Screenshot of the “Consortium” page

## 2.3.4 Related projects & networks

The “Related projects & networks” page is dedicated to all the Horizon 2020 projects in the field of energy, plus the smart cities initiatives, projects and networks related to the MAKING-CITY project. By clicking on “read more” buttons, visitors can directly access the related projects & networks’ official websites.



Figure 5: Screenshot of the “Related projects & networks” page



## 2.4 City profiles

The “City profiles” page presents the 2 “Lighthouse cities” and the 6 “Follower cities” involved in the MAKING-CITY project. A map allows visitors to easily locate each city.

From this page, visitors can also access a page per city presenting for both the “Lighthouse” and “Followers cities” the main city’s features and key applications and technologies that will be used to implement and/or replicate the PED concept developed in MAKING-CITY.



ABOUT CITY PROFILES Making City NEWS & EVENTS RESOURCES

### CITY PROFILES

2  
LIGHTHOUSE CITIES

6  
FOLLOWER CITIES

The Positive Energy District (PED) concept developed in MAKING-CITY will be tested and validated in two Lighthouse cities which have been chosen based on their current work and commitment on energy transition. The PED will be replicated in 6 Follower cities.

GRONINGEN BASSANO DEL GRAPPA LEON POPRAD OULU KADIYOV LUBLIN VIDIN

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CONTACT

Cecilia Sanz-Montalvillo  
MAKING-CITY Coordinator  
CARTIF Technology Centre  
contact@makingcity.eu

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Embed View on Twitter


PARTNER AREA

Access the project's internal platform (restricted to partners only)


PARTNER AREA

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Figure 6: Screenshot of the “City profiles” page

[ABOUT](#)
[CITY PROFILES](#)

[NEWS & EVENTS](#)
[RESOURCES](#)

## GRONINGEN



- With more than 200,000 inhabitants, Groningen is the largest city of Northern Netherlands and one of the two "Lighthouse cities" involved in the MAKING-CITY project.
- Groningen North and Groningen South are the two districts selected to implement the PED approach developed in MAKING-CITY.
- Retrofitting of residential buildings, biogas technology, solar panels and geothermal heating system are the main solutions that will be implemented as part of the PED concept.
- A special focus will be made on cycling and electric mobility: a "SolarRoad", smart charging stations for electric vehicles...

### CITY CONTEXT

Groningen was chosen as one of the two "Lighthouse cities" involved in MAKING-CITY due to its current urban energy transformation strategy. In the Netherlands, natural gas remained for decades the main energy source to respond to the national energy demand. However, reiterated earthquakes caused by the gas exploitation activities seriously damaged houses and revealed a need for sustainable alternatives.

To achieve this energy transformation, the city council of Groningen adopted in 2011 a Master Plan which aims at making Groningen energy neutral by 2035. "Groningen Energies 2015-2018" completed this political willingness followed by the 2017 "Next City" plan and its core objective of turning the city of Groningen into a real-life lab for energy transition. As member of the [Global Covenant of Mayors for Climate and Energy](#), Groningen committed to reduce by 70% its gas emissions in 2030 while establishing a sustainable use, consumption and energy production.

### PED IMPLEMENTATION

Groningen North and Groningen South are the two districts selected to implement the PED concept developed in the MAKING-CITY project. Several infrastructure typologies are represented in both urban areas: residential buildings bordering a university campus, industrial and tertiary blocks, public facilities... Part of the residential area in Groningen North was built in the 1960's while the vast majority of Groningen South is relatively new, constructed around the 1980's.

Overall, the PED Implementation in Groningen North and Groningen South involves the retrofitting of residential buildings (floors, roofs, fronts, windows, smart thermostats and sensors to real-time measuring of energy consumption...) in order to maximise infrastructure performance. Solar panels will be installed on the roofs of some buildings and parkings. In addition, solar thermal panels will support geothermal heat pumps which are directly connected to the geothermal district heating system. The surplus of thermal energy produced by some residential buildings will be stored and used during energy demand peaks. On the other hand, biogas technology will be used to collect and "digest" -under high pressure and thanks to bacteria-, waste and waste water produced by public sport and catering facilities.

A special focus will be made on cycling and electric mobility. For instance, an existing cycling lane will be converted into a "SolarRoad" by the integration of solar panels in its surface able to produce around 60,000 kWh yearly. Moreover, smart charging stations for electric vehicles will be installed and directly connected to the current grid.


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#### CONTACT

Cecilia Sanz-Montalvo  
MAKING-CITY Coordinator  
CARTIF Technology Centre  
[contact@makingcity.eu](mailto:contact@makingcity.eu)

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#### PARTNER AREA

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Figure 7: Screenshot of a Lighthouse city page: Groningen example

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## LEON



➤ With its 130,000 inhabitants, León is located in the Spanish region of Castile and León. It is one of the 5 "Followers cities" involved in the MAKING-CITY project.

➤ Entrevias is a group of 5 highly populated neighbourhoods selected to replicate in León the PED concept developed in MAKING-CITY.

### PED REPLICATION

Entrevias is a group of 5 separated neighbourhoods located at the north of León representing 21.2% of the city's population: La Inmaculada, Cantamillanos, Asuncion, San Esteban, Las Ventas and San Mamés. With a high density, these districts were built during the 1940's and 1950's to house industrial workers.

A poor isolation of buildings makes today the PED replication applicable in these neighbourhoods through the retrofitting of buildings and the use of biomass and geothermal technology as sources of energy, among others. The final objective is to improve energy efficiency of public facilities located in the 5 districts selected plus to improve and reduce energy consumption for many dwellers.


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#### CONTACT

Cecilia Sanz-Montalvillo  
MAKING-CITY Coordinator  
CARTEP Technology Centre  
[contact@makingcity.eu](mailto:contact@makingcity.eu)

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**Figure 8: Screenshot of a Follower city page: León example**



## 2.5 News & events

### 2.5.1 The newsroom

The 'Newsroom' section reports on the news and events relating to MAKING-CITY and its related projects, as well as news and events of interest to the project's key stakeholders.

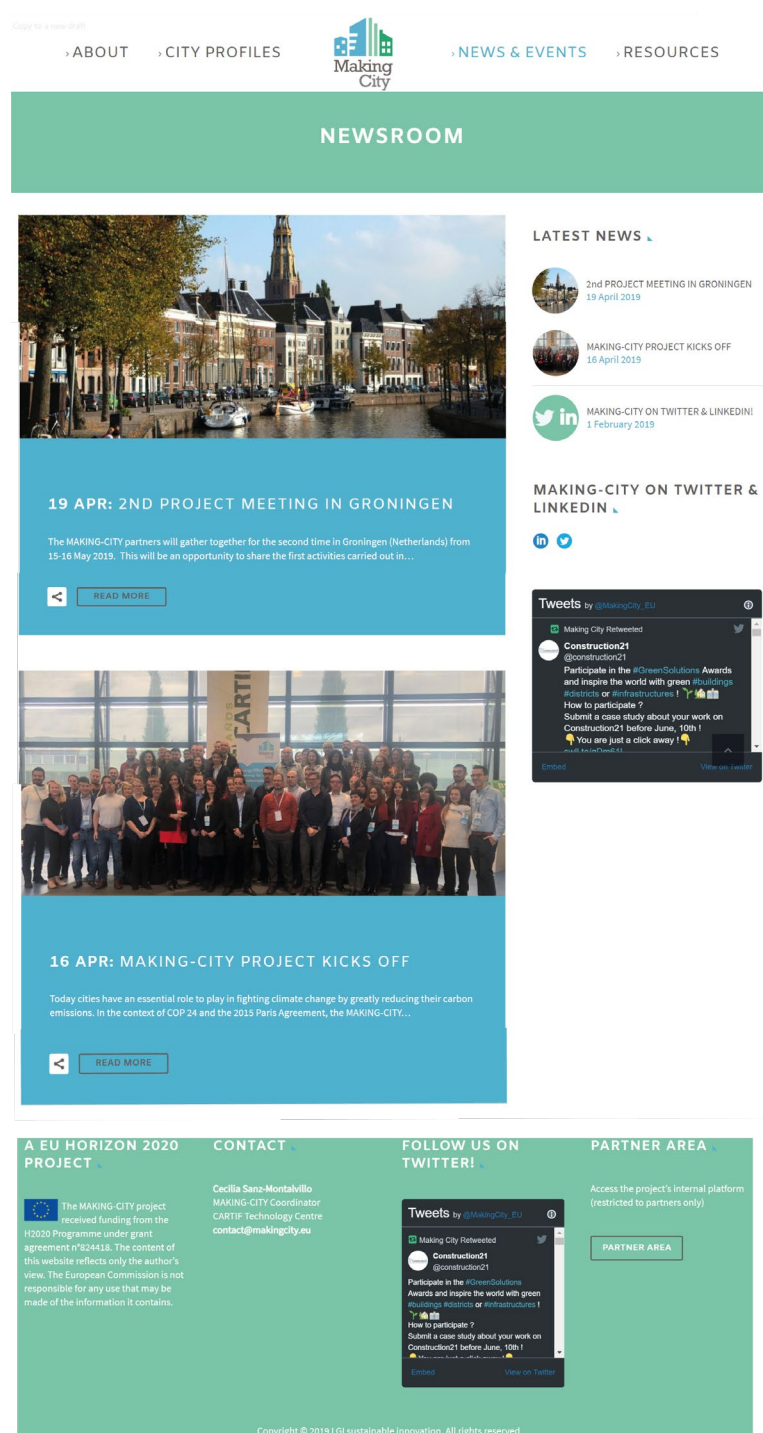


Figure 9: Screenshot of the MAKING-CITY newsroom

## 2.5.2 The events calendar

The “Events calendar” is a useful tool, presenting by month, or by list, all the past and upcoming events relating to MAKING-CITY.

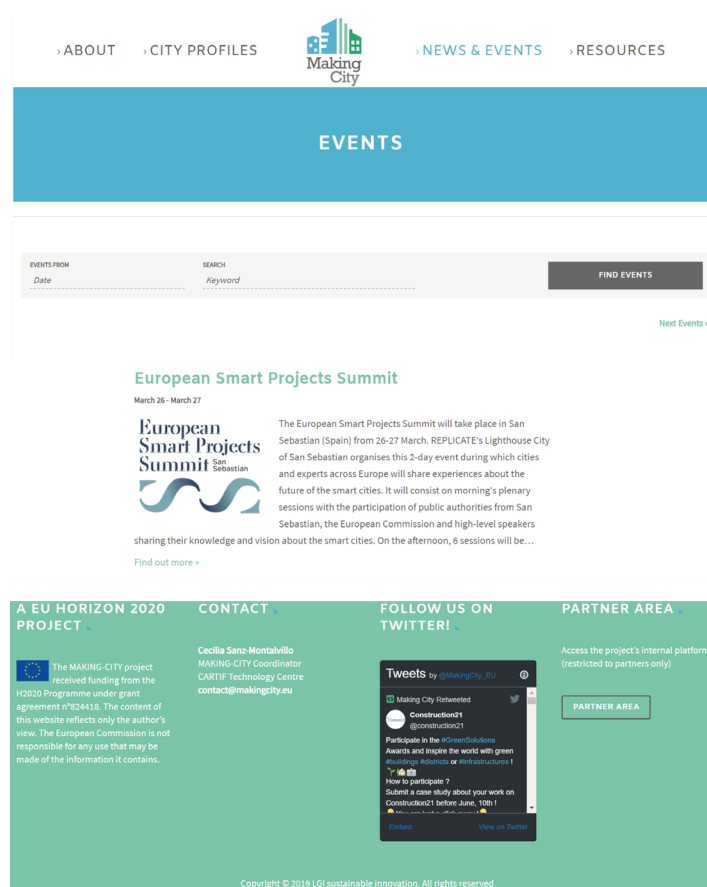



Figure 10: Screenshot of the MAKING-CITY events calendar

## 2.6 Resources

The “Resources” section gives access to the results of the project and public reports/deliverables, the upcoming policy toolkit, the MAKING-CITY electronic newsletters, and all the communication and promotional materials produced during the project (flyers, press releases, fact sheets, videos, and photos).

Copy to a new draft

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## MEDIA RESOURCES

ALL

PROMOTIONAL MATERIALS

Flyer: coming soon

Poster: coming soon

ALL

PRESS DOCUMENTS

Press release: [MAKING-CITY officially kicks off](#)

Fact sheets: coming soon

Policy toolkit: coming soon

ALL


PROJECT VIDEOS

Coming soon

SUBSCRIBE TO THE MAKING-CITY NEWSLETTER TO FOLLOW AND RECEIVE THE PROJECT'S LATEST NEWS AND RESULTS

[SUBSCRIBE](#)

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**CONTACT**

Cecilia Sanz-Montalvillo  
MAKING-CITY Coordinator  
CARTIF Technology Centre  
[contact@makingcity.eu](mailto:contact@makingcity.eu)

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Tweets by [@MakingCity\\_EU](#)

Making City Retweeted

**Construction21**  
@construction21

Participate in the #GreenSolutions Awards and inspire the world with green #buildings #districts or #infrastructures!

How to participate?

Submit a case study about your work on Construction21 before June, 10th!

[Embed](#) [View on Twitter](#)


**PARTNER AREA**

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Figure 11: Screenshot of the “Media resources” page


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## NEWSLETTERS

Coming soon



NEWSLETTER N°1







Coming soon

NEWSLETTER N°2


Coming soon


NEWSLETTER N°3

Coming soon

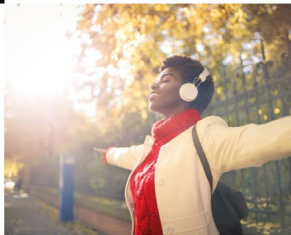

NEWSLETTER N°4





Coming soon

NEWSLETTER N°5


Coming soon

NEWSLETTER N°6

SUBSCRIBE TO THE MAKING-CITY NEWSLETTER IF YOU WOULD LIKE TO FOLLOW AND RECEIVE THE PROJECT LATEST NEWS AND FIRST RESULTS

SUBSCRIBE

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 MAKING-CITY Coordinator  
 CARTIF Technology Centre  
[contact@makingcity.eu](mailto:contact@makingcity.eu)

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Figure 12: Screenshot of the Newsletters page

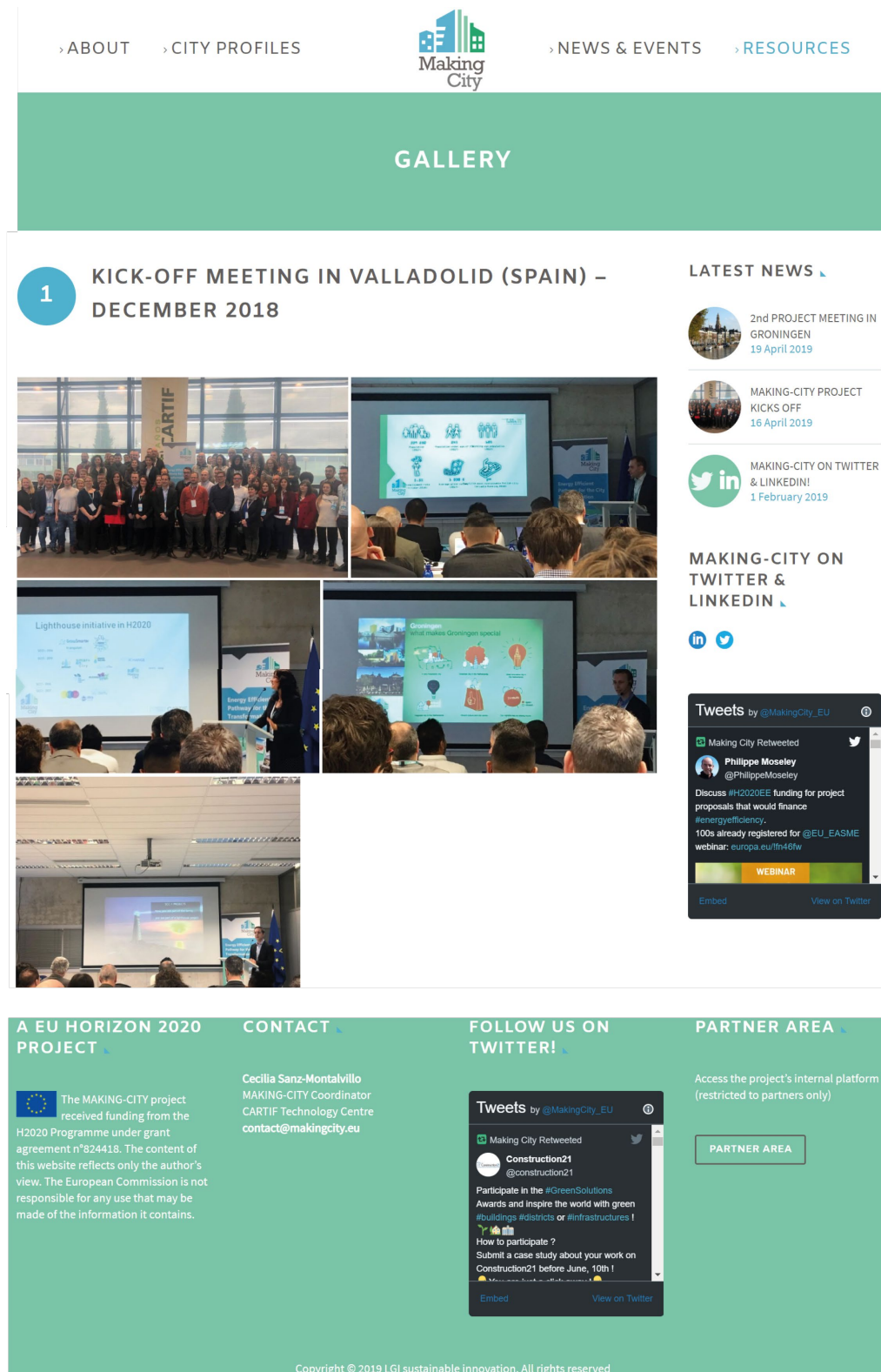



Figure 13: Screenshot of the MAKING-CITY gallery



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## RESULTS

NEW LONG-TERM URBAN PLANNING TOWARDS 2050

DEMONSTRATION OF PED CONCEPT IN OULU

DEMONSTRATION OF PED CONCEPT IN GRONINGEN

PED CONCEPT EARLY REPLICATION

EVALUATION FRAMEWORK AND SOCIAL INNOVATION

EXPLOITATION AND BUSINESS MODELS

DISSEMINATION AND COMMUNICATION


COLLABORATION WITH OTHER SCC-1 PROJECTS AND NETWORKS

- D1.2 – City diagnosis: analysis of existing plans
- D1.3 – Tools for modeling energy demand, supply side, simulation of scenarios and estimation of impacts
- D1.4 – Capacity building, coaching and mentoring
- D1.13 – New/updated SECAP of Groningen
- D1.14 – New/updated SECAP of Oulu
- D1.15 – New/updated SECAP of Bassano
- D1.16 – New/updated SECAP of León
- D1.17 – New/updated SECAP of Kadıköy
- D1.18 – New/updated SECAP of Poprad
- D1.19 – New/updated SECAP of Vidin
- D1.20 – New/updated SECAP of Lublin

SUBSCRIBE TO THE MAKING-CITY NEWSLETTER IF YOU WOULD LIKE TO FOLLOW AND RECEIVE THE PROJECT LATEST NEWS AND FIRST RESULTS

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MAKING-CITY Coordinator  
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[contact@makingcity.eu](mailto:contact@makingcity.eu)

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**PARTNER AREA**

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Figure 14: Screenshot of the Results page

## 2.7 Partner area

Accessible from the footer, the 'Partner area' is dedicated to the MAKING-CITY partners. This platform allows them to share documents and work in a collaborative way. It provides an online repository for information about the management of the project, contacts, results from the meetings, as well as internal work documents related to the different WPs, that are required to be shared. All documents and files are saved and organised in one place, and can be shared at any time, and from any location or device.

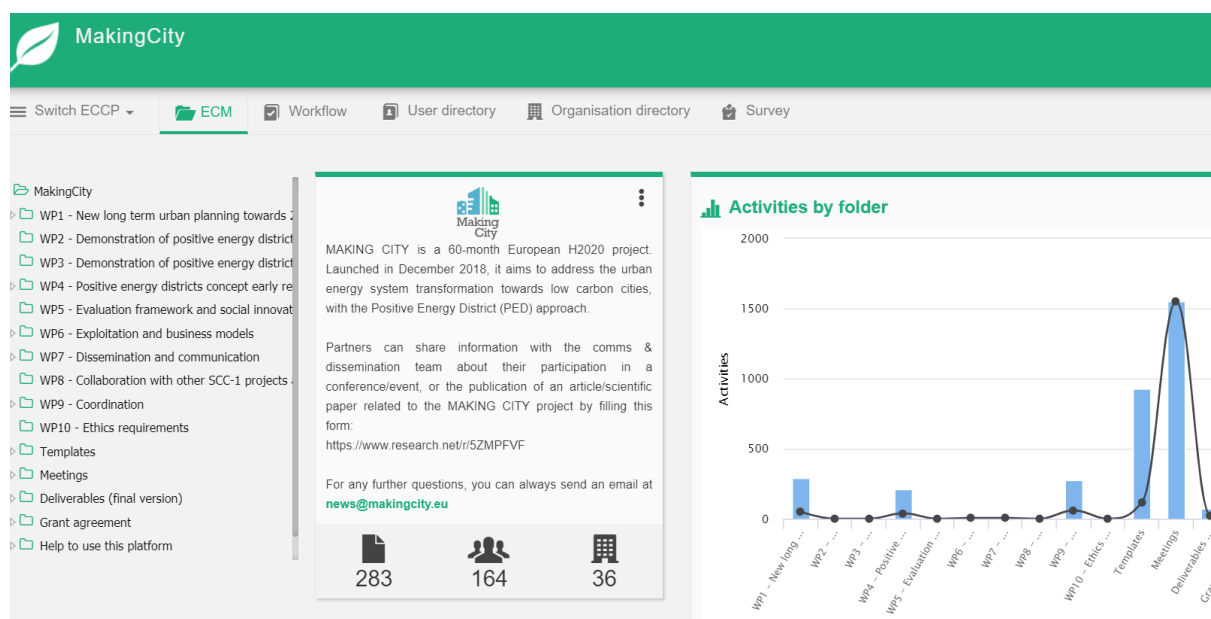


Figure 15: Screenshot of the Partner area section

## 3 Social media accounts

### 3.1 Twitter



**Figure 16: MAKING-CITY Twitter account**

A MAKING-CITY Twitter account was created on time for the kick-off meeting of the project, in December 2018 (Task 7.1): **@MakingCity\_EU**

Twitter is used as one of the main channels to build the project's community online and disseminate the project results. The two main objectives set for Twitter are to:

- ▶ maintain closer relationships and engage with the target audiences, as well as disseminate knowledge on the PED concept and its benefits.
- ▶ bring the research carried out in MAKING-CITY closer to citizens and policymakers (at local, national and European level), and inform them on the potential replicability of the PED concept in European and international cities.

#### MAIN TARGETS

The following targets have been initially identified to follow, retweet, and mention:

- ▶ other related EU projects in the energy efficiency and sustainable urban planning sectors
- ▶ EU institutions
- ▶ associations, NGOs, clusters and networks in the energy efficiency and sustainable urban planning sectors
- ▶ energy providers and planners
- ▶ private and public companies, and start-ups specialised in energy efficiency and/or sustainable urban planning
- ▶ universities and research centres in the energy efficiency and sustainable urban planning sectors





- ▶ European policymakers in the field of smart cities and energy efficiency
- ▶ city mayors and representatives
- ▶ influencers in the energy efficiency and sustainable urban planning sectors
- ▶ general public/citizens

## MAIN ACTIONS

The MAKING-CITY Twitter account will be managed daily and will:

- ▶ target at least one tweet/retweet a day on content published on the MAKING-CITY website or related stories with appropriate or trending hashtag(s), including the link to the tweeted content.
- ▶ reply to users who tweeted or mentioned **@MakingCity\_EU**
- ▶ follow and engage communication with users who tweet specific words that relate to MAKING-CITY activities.
- ▶ track specific words, mentions and trending hashtags to be responsive, efficient, and pro-active on the channel.

## HASHTAGS

A first list of hashtags related to the MAKING-CITY project has been established, and will be used to increase the project visibility on Twitter:

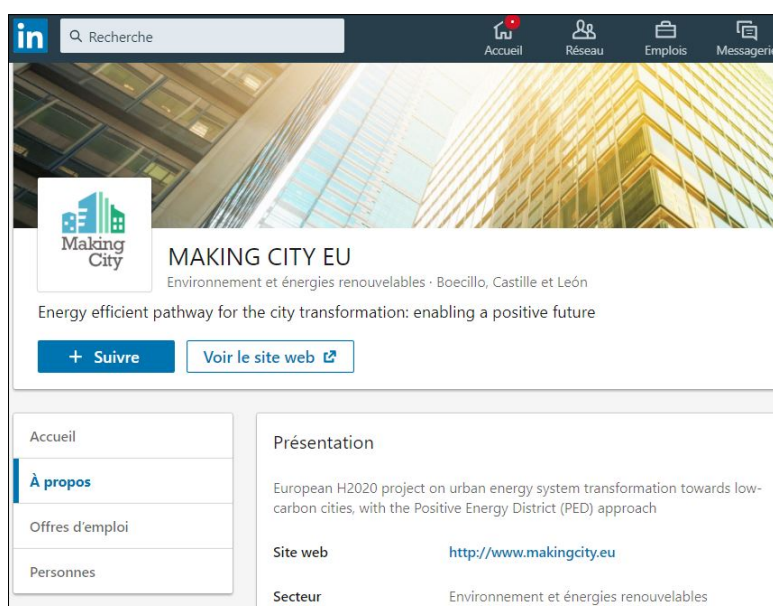
General	Specific
#H2020	#PED
#Horizon2020	#PositiveEnergyDistrict
#MakingCity_EU	#PositiveEnergyBalance
#UrbanPlanning	#EnergyStorage
#energy	#EnergySystems
#LowCarbon	#EnergyEfficiency
#SmartCities	#CityVision2050
#SocialInnovation	#LighthouseCities
#renewables	#FollowerCities
#heating	
#cooling	
#ClimateChange	
#ParisAgreement	
#CO2emissions	
#EnergyTransition	
#EuropeanCities	
#ResearchImpactEU	



**Figure 17: Examples of visuals specially designed for Twitter**

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by MAKING-CITY partners, and promote the engaging content generated by the project. The partners involved in the communication activities will closely monitor related content generated by other social media accounts to share and help disseminate it.

## 3.2 LinkedIn



**Figure 18: MAKING-CITY LinkedIn page**

A MAKING-CITY LinkedIn page was created (Task 7.1): [www.linkedin.com/company/making-city-eu](https://www.linkedin.com/company/making-city-eu)

## MAIN TARGETS

The following targets have been initially identified to follow, share, and mention:

- ▶ other related EU projects in the energy efficiency and sustainable urban planning sectors
- ▶ EU institutions
- ▶ associations, NGOs, clusters and networks in the energy efficiency and sustainable urban planning sectors
- ▶ energy providers and planners
- ▶ private and public companies, and start-ups specialised in energy efficiency and/or sustainable urban planning
- ▶ universities and research centres in the energy efficiency and sustainable urban planning sectors
- ▶ European policymakers in the field of smart cities and energy efficiency
- ▶ city mayors and representatives
- ▶ influencers in the energy efficiency and sustainable urban planning sectors

## MAIN ACTIONS

The MAKING-CITY LinkedIn page is managed daily and will:

- ▶ share at least one post per day published on the MAKING-CITY website, or relevant content from another source, on the MAKING-CITY Twitter account or on appropriate LinkedIn groups.
- ▶ manage the followers' community and reply to messages and comments.
- ▶ look for LinkedIn groups to engage dialogue with experts and professionals of the energy and urban planning sectors, as well as build a strong energy and urban planning expert community.

LinkedIn will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by MAKING-CITY partners, and promote the engaging content generated by the project. The partners involved in the communication activities will closely monitor related content, generated by other social media accounts to share and help disseminate it.

## 4 Tracking & monitoring metrics

Publishing and sharing content on the MAKING-CITY website and social media accounts (Twitter and LinkedIn) is not enough to build a project's community online and disseminate the project's results. Thus, it is indispensable to regularly evaluate and improve communication and dissemination actions taken on the MAKING-CITY website and social media accounts through a series of selected tracking and monitoring metrics. Conclusions and possible areas of improvement will also help to optimise future content and actions online. In addition, they will be presented and described in other deliverables such

as D7.7 – Report of the dissemination and public communication activities, and D7.14 – Analysis of impacts generated by MAKING-CITY C&D activities (initial and updated versions).

To understand how the website is used by visitors, a **Google Analytics account** has been registered for MAKING-CITY. The upcoming monthly reports will give a clear idea on:

- how many users are visiting the website
- which pages are viewed the most
- the geographic location of online visitors

On **Twitter & LinkedIn**, an integrated advanced analytic statistics tool will give a monthly picture of:

- how many followers the MAKING-CITY Twitter & LinkedIn accounts have
- how many tweets/posts were published
- the top tweets/posts in terms of likes, retweets/shares, and impressions

## 5 Conclusion

The MAKING-CITY website has been prepared during the first stage of the project, and was launched in April 2019, according to specific needs and aims to maximise the impact of the project. Coupled with Twitter and LinkedIn, it aims to boost the awareness on the results and milestones to be accomplished during the project, to disseminate the key messages to the target audiences, to inform on events, publications or activities of interest for the MAKING-CITY community (project's deliverables, reports...), and to foster participation and engagement among the consortium members. The MAKING-CITY website and the project's Twitter and LinkedIn accounts will be regularly updated and tracked, remaining flexible tools to build a project's community online and to give the largest possible visibility to the project.