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D7.1 - Detailed Communication & Dissemination Plan

WP7 - Task 7.1
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Abbreviations and acronyms

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

Summary

This Detailed Communication and Dissemination Plan (D7.1) outlines all the activities that have been and will continue to be carried out to promote MAKING-CITY, and reminds partners of the guidelines related to their dissemination and communication activities. The plan is an update to D7.11, which was the initial version of the Detailed Communication and Dissemination Plan.

D7.1 has been improved based on the monitoring of results collected to reach the objectives and actions that have been set. For example, D7.1 provides updates on the project's target audiences, key messages, visual identity, channels and tools to be used, as well as numbers for social media accounts (number of likes, number of views, number of subscribers...).

Keywords

MAKING-CITY, energy efficiency, urban areas, energy transition, City Vision 2050, smart and low-carbon cities, PED concept, 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 Deliverable 7.1 is to describe the MAKING-CITY communication and dissemination strategy, and to give more visibility to the entire process. This document includes a section on the context of the project and identifies the communication objectives, the target groups and the key messages. The document also defines the tools and channels used to communicate with the audience and to disseminate the project's results.

The scope includes all actions taken in and outside the project, in terms of knowledge dissemination and public communication on the project and its results. These communication actions have been continuously monitored and updates have been provided in this document, and in the "Reports on dissemination and public communication activities" (D7.12, D7.13 & D7.7).

1.2 Partner contributions

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 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, etc). The communication and dissemination strategy developed in this document has been and will continue to be followed by all partners.

Their contributions for this deliverable are summarised in the table below:

Table 1: Contribution of partners

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

	<ul style="list-style-type: none"> • Webinars to disseminate the results • Strong cooperation with WP8 to collaborate with existing initiatives and related projects.
32 – R2M	Task 7.3 – Events: <ul style="list-style-type: none"> • Organisation and execution of Design Thinking workshop as part of the Mid-Term Event (Month 30).
Lighthouse Cities	Task 7.1 – Public communication: <ul style="list-style-type: none"> • Organisation of local actions to engage local actors: events, conferences... All tasks <ul style="list-style-type: none"> • Support to translate in key European languages communication and dissemination content, promotional materials... when needed. • Support to relay news and results produced in the MAKING-CITY project. • Support to produce the project videos.
Other partners	All tasks <ul style="list-style-type: none"> • Support to translate in key European languages communication and dissemination content, promotional materials... when needed. • Support to relay news and results produced in the MAKING-CITY project. • Support to produce the project videos.

1.3 Relation to other activities in the project

The communication strategy depends on, and is linked to, **the data management and open access strategy** which is elaborated in WP9 – Coordination, Task 9.5. Taking into consideration the European GDPR regulation, it provides guidelines for the management of data results and documents generated by the project, as well as states the policies regarding the sharing of public data and documents.

The objective is to establish measures for promoting findings during and after the project's lifetime while enhancing and ensuring relevant project information transferability (how data is collected, processed and generated). Moreover, the data management and open access strategy will help the partners make their research data Findable, Accessible, Interoperable and Reusable (FAIR).

The communication strategy is also linked to **the collaboration with other relevant smart cities initiatives, projects and networks**, which is the focus of WP8. As part of Task 8.2, the MAKING-CITY project participates in the Dissemination and Communication task group within the Lighthouse Projects Cooperation framework, and supports the communication and dissemination activities surrounding the events, conferences and webinars of the projects involved.

The stakeholders' dialogue and MAKING-CITY think-tank detailed in Task 8.4 also aligns with WP7 in that a visual identity and promotional materials were developed to promote the think tank and a series of events and webinars will be organised to maximise the impact of project developments and results.

Overall, WP7 will support all the WPs by promoting and communicating on their respective research activities and results.

2 Communication & dissemination objectives

Based on the needs of the project, MAKING-CITY's main **communication & dissemination objectives** are to:

- ▶ **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 multiple 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 toolkit (best practices and recommendations for implementing PEDs).

3 Target audiences

MAKING-CITY will communicate and disseminate project results to all project stakeholders at local, national and European levels (city representatives, policymakers, energy planners, large private and public companies, SMEs, entrepreneurs, universities and research centres), as well as citizens. These groups have been further refined into a more specific set of audiences.

Table 2: Target audiences

Target Group	Target Audience	Relevance
EU Institutions	European Council	MAKING-CITY project results could influence the planning and coordination of policies by heads of Member States and the president of the European Commission regarding smart cities and energy efficiency policies.
	European Commission	MAKING-CITY project results could influence new legislation proposed by the European Commission regarding smart cities and energy efficiency policies.
	Council of the European Union	MAKING-CITY project results could influence the energy efficiency laws proposed by the Transport, Telecommunications and Energy Council and adopted across Member States.
	European Parliament	MAKING-CITY project results could influence the legislation that is prepared and passed by the European Parliament regarding smart cities and energy efficiency policies.
Local, national and EU policymakers	City mayors and representatives open to the urban energy transition movement	The results of the MAKING-CITY project would directly benefit city mayors and representatives in that they would have access to real-life examples in which PEDs were successfully implemented in different cities across Europe. Results would enable those that are open to the urban energy transition movement to begin planning and advocating for their own energy transitions.
	City mayors and representatives reluctant to embrace the urban energy transition movement	The MAKING-CITY project results would provide city mayors and representatives that are reluctant to embrace the urban energy transition movement with persuasive examples of the effectiveness and advantages of implementing PEDs within their own cities.

	Heads of Member States	The results of the MAKING-CITY project would benefit heads of Member States in that they would have access to concrete examples in which PEDs were successfully implemented in different cities in countries across Europe. Having access to the same results would enable heads of Members States and city mayors and representatives to collaborate and begin planning for energy transitions to take place in cities throughout their respective countries.
	European policymakers in the field of smart cities and energy efficiency (see above for more detail)	European policymakers in the field of smart cities and energy efficiency represent an important target group, as the results of the two Innovation Camps organised in the framework of MAKING-CITY will be part of a toolkit that will include best practices and recommendations for implementing the PED technologies. It could also lead to new European policies and regulations on urban energy efficiency systems.
Energy providers	Private/public companies in the field of energy efficiency	The outcomes of MAKING-CITY will provide evidence of the effectiveness and replicability of the implementation of PEDs, which will in turn, provide energy companies in the field of energy efficiency with business solutions and opportunities, boosting their competitiveness.
	Private/public companies with minimal investments in energy efficiency	The outcomes of MAKING-CITY will provide evidence of the effectiveness and replicability of the implementation of PEDS, which could in turn, encourage energy companies with minimal investments in energy efficiency to invest more of their resources in energy efficient solutions and develop low carbon technologies.
Urban planification experts	Energy planners	PED demonstrations and the City Vision 2050 developed in “Lighthouse” and “Follower” cities will provide energy planners with guidance and solutions to implement and achieve a long-term energy planning strategy.
	Urban planners	Results of the project (including the final toolkit) will help urban planners design future cities that integrate efficient energy systems that are smarter and generate fewer carbon emissions, as demonstrated in MAKING-CITY.
Energy efficiency networks	Associations, NGOs and clusters	MAKING-CITY project results could benefit associations, NGOs and clusters by contributing to their bodies of knowledge and providing relevant stakeholders with successful examples of PED implementation and replication.

	Related projects	MAKING-CITY results will benefit other Lighthouse Projects in that they will serve as a basis for experience sharing and discussion to further the urban energy transition movement. Together, MAKING-CITY and the related projects will benefit by collaborating to maximise the sum of their project results and reach a greater number of stakeholders.
	Local energy efficiency initiatives and communities	Local energy efficiency and sustainability initiatives found in neighbourhoods undergoing or eager to undergo the energy transition process will benefit from the results achieved in the MAKING-CITY project in that it directly aligns with and helps them reach their energy efficiency goals for their respective communities.
Academic and research institutions	Universities and students	University programs focused on energy efficiency and sustainable urban planning and students enrolled in these programs will benefit from the MAKING-CITY results in that the project provides practical examples of theoretical solutions often taught in academic settings. Project results could inspire students to pursue careers in energy efficiency and sustainable urban planning, or encourage the creation or development of university programs.
	Research centres in the energy efficiency and sustainable urban planning sectors	Researchers in the field of energy efficiency will benefit from the outcomes of the project (mainly concrete examples of research applications), which will be widely disseminated to increase their knowledge on energy efficiency, energy storage and transfer, and the use of renewables.
General public	Young adults	It is important to inform and educate young adults about the PED approach and how it can make cities more sustainable and energy efficient via the MAKING-CITY results. They could impact their decisions of what to study, what careers to pursue and where to live.
	Families	Families living in cities where there is an opportunity to become a part of the urban energy transition may be inspired by the MAKING-CITY results achieved in the retrofitting of demo houses. They may choose to retrofit their own houses, or urge their city leaders and representatives to embrace the energy transition for the good of their community.

	Vulnerable communities	Vulnerable populations, such as those living in social housing, will benefit from the MAKING-CITY project in that it will provide them with the opportunity to retrofit their homes—lowering their risk of experiencing energy poverty—that they may not have had otherwise for financial reasons.
	Engaged citizens	MAKING-CITY results will benefit citizens that are engaged in the urban energy transition movement in that they will reinforce their belief in the ability of systems to embrace positive change.
	Unengaged citizens	MAKING-CITY results will benefit unengaged citizens by showing them the importance and feasibility of implementing and replicating PEDs as well as the positive social, environmental and economic impacts brought about by urban energy transitions.

4 Communication & dissemination strategy

The overall MAKING-CITY communication and dissemination strategy is based on a series of key messages tailored for audience groups and a coherent and common project description. Both have been and will continue to be implemented according to a specific timeline and throughout the different channels and tools described in a dedicated section in this deliverable.

4.1 Key messages for promoting the project

An initial set of tailored messages for MAKING-CITY was developed to promote the project in the most effective way. Based on the results and analysis carried out in the project, the messages below have been further refined and developed for each user type (existing, potential, private/public...):

Table 3: Key messages for each audience type

Target Group	Target Audience	Key Messages
EU Institutions	European Council	<ul style="list-style-type: none"> MAKING-CITY will produce energy transition solutions and new knowledge regarding the implementation of PEDs and the use of renewables, energy storage and transfer, heating and cooling systems, smart buildings and electric vehicles that could facilitate the planning and coordination of smart city and energy efficiency policies, and ultimately help cities become more sustainable. MAKING-CITY will produce reliable, valid and replicable urban planning and energy planning strategies, as well as a City Vision 2050 long-term planning process that could facilitate the planning and coordination of smart city and energy efficiency policies.
	European Commission	<ul style="list-style-type: none"> MAKING-CITY will produce energy transition solutions and new knowledge regarding the implementation of PEDs

		<p>and the use of renewables, energy storage and transfer, heating and cooling systems, smart buildings and electric vehicles that could inform and inspire new smart city and energy efficiency legislation proposed by the EC, and ultimately help cities become more sustainable.</p> <ul style="list-style-type: none"> MAKING-CITY will produce reliable, valid and replicable urban planning and energy planning strategies, as well as a City Vision 2050 long-term planning process that could inform and influence new smart city and energy efficiency legislation proposed by the EC.
	Council of the European Union	<ul style="list-style-type: none"> MAKING-CITY will produce energy transition solutions and new knowledge regarding the implementation of PEDs and the use of renewables, energy storage and transfer, heating and cooling systems, smart buildings and electric vehicles that could inform and influence laws proposed by the Transport, Telecommunications and Energy Council and adopted across Member States. MAKING-CITY will produce reliable, valid and replicable urban planning and energy planning strategies, as well as a City Vision 2050 long-term planning process that could inform and influence laws proposed by the Transport, Telecommunications and Energy Council and adopted across Member States, ultimately making cities more sustainable.
	European Parliament	<ul style="list-style-type: none"> MAKING-CITY will produce energy transition solutions and new knowledge regarding the implementation of PEDs and the use of renewables, energy storage and transfer, heating and cooling systems, smart buildings and electric vehicles that could inform and influence legislation that is prepared and passed by the European Parliament regarding smart cities and energy efficiency policies, ultimately making cities more sustainable. MAKING-CITY will produce reliable, valid and replicable urban planning and energy planning strategies, as well as a City Vision 2050 long-term planning process that could inform and influence the legislation that is prepared and passed by the European Parliament regarding smart cities and energy efficiency policies.
Local, national and EU policymakers	City mayors and representatives open to the urban energy transition movement	<ul style="list-style-type: none"> City mayors and representatives will have access to new urban planning knowledge, energy transition solutions and concrete examples in which PEDs were successfully implemented in cities across Europe. The urban planning and energy planning strategies as well as the City Vision 2050 planning process produced by MAKING-CITY will enable city mayors and representatives to begin planning and advocating for their respective energy transitions to ultimately make their cities more sustainable.

	City mayors and representatives reluctant to embrace the urban energy transition movement	<ul style="list-style-type: none"> • The MAKING-CITY project results provide reluctant city mayors and representatives with evidence of the effectiveness, advantages and benefits of implementing PEDs within their own cities. • The urban planning and energy planning strategies as well as the City Vision 2050 planning process produced by MAKING-CITY will simplify and facilitate the energy transition process taken on by city mayors and representatives in their respective cities and help them make them more sustainable. • City mayors and representatives reluctant to embrace the energy transition movement have the opportunity to become part of a group of public officials leading the energy transition and the sustainability city movement.
	Heads of Member States	<ul style="list-style-type: none"> • Heads of Member States will have access to new urban planning knowledge, energy transition solutions and concrete examples in which PEDs were successfully implemented in cities across Europe. These resources will help Heads of Member States fulfil their respective national urban agendas. • The urban planning and energy planning strategies as well as the City Vision 2050 planning process produced by MAKING-CITY will enable heads of Member States to begin planning and advocating for energy transitions to take place in cities throughout their respective countries.
	European policymakers in the field of smart cities and energy efficiency (see above for more information)	<ul style="list-style-type: none"> • A toolkit including best practices and recommendations for implementing PED technologies developed by MAKING-CITY could inform urban energy efficiency systems policies and regulations made by European policymakers in the field of smart cities, sustainable cities and energy efficiency.
Energy sector	Private/public companies in the field of energy efficiency	<ul style="list-style-type: none"> • Energy providers in the field of energy efficiency will benefit from new business solutions and opportunities, and become more competitive. • MAKING-CITY will provide new opportunities for energy providers to implement more efficient energy systems in cities willing to emit less carbon and save more energy.
	Private/public companies with minimal investments in energy efficiency	<ul style="list-style-type: none"> • The new business solutions and opportunities resulting from MAKING-CITY will incentivise energy providers with minimal investments in energy efficiency to invest more of their resources in developing energy efficiency solutions. • The opportunities provided by MAKING-CITY for energy providers to implement more efficient energy systems in cities willing to emit less carbon and save more energy will

		incentivise those with minimal investments in energy efficiency to develop low carbon technologies.
Urban planification experts	Energy planners	<ul style="list-style-type: none"> Energy planners will be able to design more efficient energy systems and contribute to the development of low-carbon, sustainable cities thanks to the toolkit developed in MAKING-CITY. Energy planners will have access to the knowledge gained through the PED demonstrations, in addition to guidelines for implementing a long-term energy planning strategy. This knowledge will help them boost the energy transition taking place in their respective municipalities.
	Urban planners	<ul style="list-style-type: none"> Urban planners will be able to collaborate with energy planners to design sustainable future cities that integrate efficient energy systems that are smarter and generate fewer carbon emissions thanks to the toolkit developed in MAKING-CITY. Urban planners will have access to the knowledge gained through the PED demonstrations and guidelines for implementing a long-term urban planning strategy.
Energy efficiency networks	Associations, NGOs and clusters	<ul style="list-style-type: none"> Associations, NGOs and clusters would benefit from having access to the new knowledge, solutions and strategies developed within the MAKING-CITY project. Key stakeholders that are part of energy efficiency associations, NGOs and clusters would benefit from having access to successful PED demonstrations and from being a part of the same network as those who are experts in their implementation and replication.
	Related projects	<ul style="list-style-type: none"> Other Lighthouse Projects will benefit from MAKING-CITY results in that they will create the opportunity for experience sharing, discussion and collaboration to achieve their common goal of furthering the urban energy transition movement and making cities more sustainable.
	Local energy efficiency initiatives and communities	<ul style="list-style-type: none"> MAKING-CITY project objectives align with the goals of local energy efficiency and sustainability initiatives and the results of the project will help them reach the goals they have set in their respective communities.
Academic and research institutions	Universities and students	<ul style="list-style-type: none"> MAKING-CITY will boost current university programs in energy efficiency and sustainable urban planning by providing new knowledge and concrete examples of theoretical solutions for energy efficiency, energy storage and transfer and the use of renewables. MAKING-CITY will improve the quality of education students receive in the field of energy efficiency and sustainable urban planning by providing new knowledge and concrete examples of theoretical solutions for energy

		efficiency, energy storage and transfer and the use of renewables.
	Research centres in the energy efficiency and sustainable urban planning sectors	<ul style="list-style-type: none"> MAKING-CITY results will offer researchers concrete examples of research applications, in the case of the PED demonstrations, which will be widely disseminated to increase their knowledge on energy efficiency, energy storage and transfer and the use of renewables.
General public	Young adults	<ul style="list-style-type: none"> The MAKING-CITY project results offer an opportunity for young adults to learn more about the PED approach and how it can make cities more sustainable and energy efficient. The MAKING-CITY project results may inspire young adults and impact their decisions of what to study, what careers to pursue and where to live.
	Families	<ul style="list-style-type: none"> The MAKING-CITY project results offer an opportunity for families to learn more about the PED approach and how it can make cities more sustainable and energy efficient. The MAKING-CITY project results may inspire families living in cities where there is an opportunity to become a part of the urban energy transition to retrofit their own houses. The MAKING-CITY project results may inspire families to urge their city leaders and representatives to embrace the energy transition for the good of their community.
	Vulnerable communities	<ul style="list-style-type: none"> The MAKING-CITY project results will provide vulnerable communities with energy sovereignty. The MAKING-CITY project will provide vulnerable communities with the opportunity to retrofit their homes, lowering their energy demands, increasing their knowledge of their energy consumption habits, and lowering their risk of experiencing energy poverty.
	Engaged citizens	<ul style="list-style-type: none"> MAKING-CITY results will encourage engaged citizens, inspire them to continue supporting the urban energy transition movement and reinforce their belief in the ability of systems to embrace positive change.
	Unengaged citizens	<ul style="list-style-type: none"> MAKING-CITY results may encourage unengaged citizens to become more engaged by showing them the importance and feasibility of implementing PEDs. MAKING-CITY results may encourage unengaged citizens to become more engaged by showing them the positive social, environmental and economic impacts brought about by urban energy transitions.

4.2 MAKING-CITY general description

A text describing MAKING-CITY has been drafted in two versions (short and long), to **ensure a coherent and common message about the project**. This text is used consistently by all partners in materials dedicated to promoting, communicating and disseminating the results of MAKING-CITY (flyers, PowerPoint presentations, articles published by partners...), and to present the project at events or conferences. In addition to English, it will also be translated in key European languages with the support of local partners (Italian, Polish, Spanish, Turkish, and so on).

Short version:

Today cities have an essential role to play in fighting climate change by greatly reducing their carbon emissions. In the context of COP 24 and the 2015 Paris Agreement, the MAKING-CITY project aims to address and demonstrate the urban energy system transformation towards smart and low-carbon cities, following the Positive Energy District (PED) concept.

Coordinated by the CARTIF Foundation and gathering 34 partners from 9 countries, MAKING-CITY focuses on demonstrating the potential of the PED approach as the basis for efficient and sustainable planning and development of urban areas: energy storage and transfer, heating and cooling systems, use of renewables, renovation of buildings for improved energy efficiency, and smart buildings...

The PED concept developed in the project will be tested and validated in two “Lighthouse cities”, Groningen (Netherlands) and Oulu (Finland) and then replicated in 6 “Follower cities”: León (Spain), Bassano del Grappa (Italy), Kadiköy (Turkey), Trenčín (Slovakia), Vidin (Bulgaria) and Lublin (Poland).

Visit our website for more information: www.makingcity.eu

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Long version:

Today cities have an essential role to play in fighting climate change by greatly reducing their carbon emissions. In the context of COP 24 and the 2015 Paris Agreement, the MAKING-CITY project aims to address and demonstrate the urban energy system transformation towards smart and low-carbon cities, following the Positive Energy District (PED) concept.

Coordinated by the CARTIF Foundation and gathering 34 partners from 9 countries, MAKING-CITY focuses on demonstrating the potential of the PED approach as the basis for efficient and sustainable planning and development of urban areas: energy storage and transfer, heating and cooling systems, , use of renewables, renovation of buildings for improved energy efficiency, and smart buildings...

The PED concept developed in the project will be tested and validated in two “Lighthouse cities”: Groningen, the largest city in Northern Netherlands, and Oulu, the largest city in Northern Finland – both counting more than 200,000 inhabitants. The PED will be then replicated in 6 “Follower cities”: León (Spain), Bassano del Grappa (Italy), Kadiköy (Turkey), Trenčín (Slovakia), Vidin (Bulgaria) and Lublin (Poland).

Finally, MAKING-CITY will contribute to the long-term City Vision 2050 boosting energy transition in cities. A toolkit, including best practices and recommendations will also be designed for European energy and urban planning stakeholders and policymakers to help them implement PED solutions that will have a positive impact on citizens and their quality of life.

Visit our website for more information: www.makingcity.eu

Coordinator:

Cecilia Sanz Montalvillo

CARTIF Technology Centre

cecsan@cartif.es

MAKING-CITY has received funding from the European H2020 Research and Innovation programme under the Grant Agreement n°824418.

4.3 Content flow

To ease the information flow, a simple yet effective process has been set up to allow all partners to collaborate on content creation and relay the information that will be shared through the communication channels described in the next section.

LGI and CAP use the following email address – news@makingcity.eu – to receive news, announcements, scientific papers, pictures or information concerning events participation related to the project from all partners. It is also used to collect all relevant information via a **dedicated form** (available on the homepage of the MAKING-CITY digital workplace: <https://www.research.net/r/5ZMPFVF>) in order to follow up and track of all the actions: dates and location of an event, title and type of publication published...

In addition, exchange of information is ensured through monthly project teleconference calls.

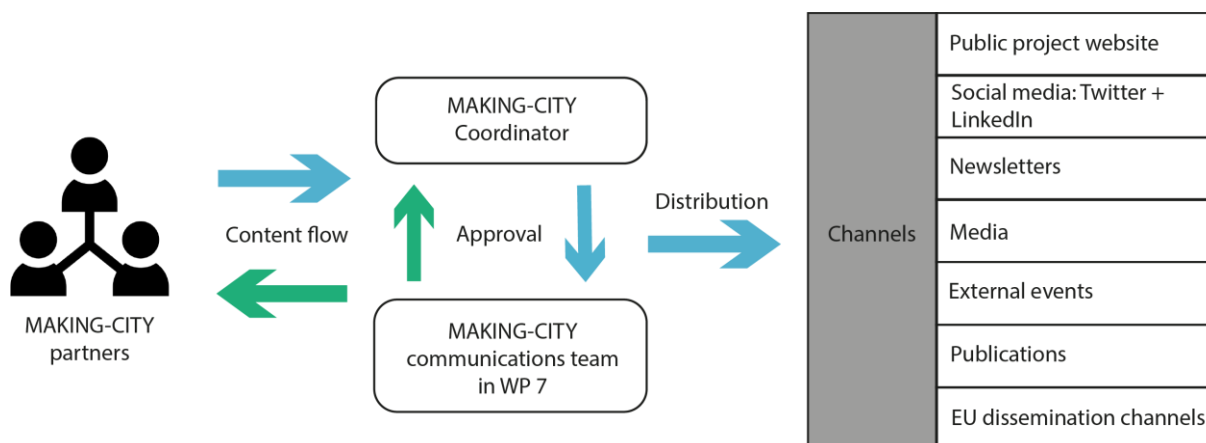


Figure 1: Content information flow

5 Management of the Dissemination & Communication Activities

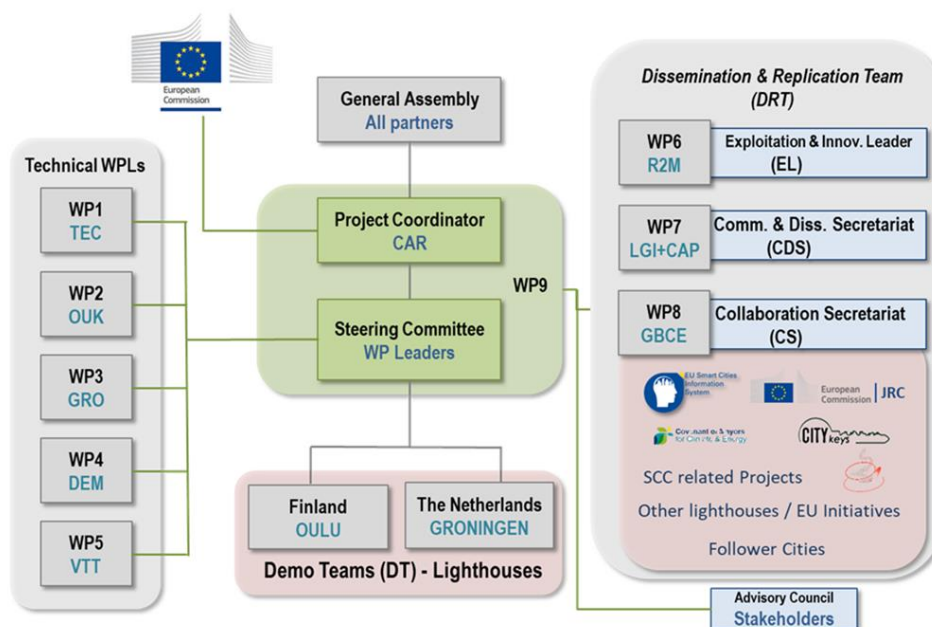


Figure 4: Project management and decision-making structure

5.1 The MAKING-CITY Dissemination & Communication Secretariat

Following the MAKING-CITY management strategy (Figure 4), the Dissemination and Communication (D&C) activities are led by **the Communication and Dissemination team assisted by the Communication and Dissemination Secretariat (CDS)**. This secretariat is managed by CAP, the WP7 leader assisted by LGI, the PC and the WPLs. The CDS is the office which centralizes all contacts towards dissemination and communication target audiences, including the media (web, TV, newsletters...).

5.2 Role and Responsibility of the Partners

When disseminating their results, the MAKING-CITY partners must contact the CDS at least 45 days in advance (according to the article 29.1 of the Horizon 2020 Programme Annotated Model Grant Agreement). To ease the information flow and simplify the process, an online form was created (see section 4.3 and Figure 5). Partners can use it when they participate to an event and/or a conference at local, national or international level related to the MAKING-CITY project, and/or when they publish an article about the project. To complete the reporting of the partners participations in events and/or dissemination activities, they are requested to fill in periodically the follow-up document established by the WP7. This document is dedicated to follow and analyse the impact of the communication and dissemination activities conducted throughout the project in relation to identified KPIs.

MAKING CITY - Events & Publications Reporting

Hi,

With this form you can share information with the comms & dissemination team about your participation in a conference/event, or the publication of an article/scientific paper related to the MAKING CITY project. If you have any further questions, you can always send us an email at news@makingcity.eu and we'll get back to you!

*** 1. What type of information do you want to share?**

☐ an event where the MAKING CITY project will be/was presented

☐ a publication mentioning/related to the MAKING CITY project

2. For an event, please indicate...

Name of event	<input type="text"/>
Date(s)	<input type="text"/>
Type (conference, panel session...)	<input type="text"/>
Coverage (local, national or European)	<input type="text"/>
Location	<input type="text"/>
Partner organisation(s) attending	<input type="text"/>
Language	<input type="text"/>
Number of attendees	<input type="text"/>
Event website	<input type="text"/>
Short description of the event	<input type="text"/>
Promotional materials (stand, roll-up, flyers, tweets...)	<input type="text"/>

Figure 5: Screenshot of the online form for events & publications reporting

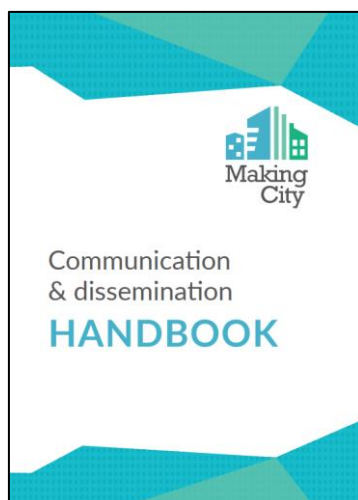


Figure 6: Communication & dissemination handbook

When dealing with the organisation of a local event, the CDS can advise partners in terms of promotion and communication actions to ensure a coherent visibility for MAKING-CITY and its results. In addition, a short handbook was designed and presented at the project meeting in May 2019 in Groningen. It is available on the digital workplace to provide communication and dissemination guidelines and recommendations to the MAKING-CITY partners when promoting the project. This tool will be updated if needed.

Contributions from the MAKING-CITY partners include: the participation at local, national or international events and/or conferences related to the project; publishing scientific papers; interacting with local/national media when relevant. They are also strongly encouraged to contribute to communication and dissemination activities by providing content for the project's newsletters, website and social media channels (see table section 1.2).

5.3 Reporting of dissemination & communication activities

As mentioned in the previous section, the MAKING-CITY partners will contact the Communication & Dissemination team via a dedicated online form directly accessible from the digital workplace. They can also contact the C&D team at the following email address for other requests: news@makingcity.eu

Key contacts:

Communication team

mya.belden@lgi-consulting.com

Dissemination team

charlene.salmon@capdigital.com

To make sure that all the necessary information is collected, an email will be sent to all partners two months before the deadline for the periodic reports. The information collected will then be used by CAP, the WP7 leader, to report on dissemination and communication activities in the periodic reports. LGI will use this information as well in the deliverables D7.7, D7.12, D7.13 and D7.14.

5.4 Requirements for the dissemination of the generated knowledge

The recommendations and requirements for presenting and disseminating knowledge generated in the project is thoroughly detailed in the handbook available to MAKING-CITY partners.

5.4.1 Open Access

CAP will oversee the coordination of publications in specialised magazines, open access journals and online repositories. Open access refers to free Internet access to research articles and it must be ensured according to the article 29.2 of the Horizon 2020 Programme Annotated Model Grant Agreement. Two types of open access are possible:

- ▶ Green open access: immediate or delayed open access that is providing via self-archiving with a copy saved in an online repository.
- ▶ Gold open access: immediate open access via a publisher and the possibility to save a copy in an online repository.
- ▶ Open Research Europe: new platform facilitating the scientific publication with peer review and dedicated to research stemming from Horizon 2020 funding to all subject areas.

As mentioned above, MAKING-CITY is required to make publishable results and research data freely available. As such, they will be published on Zenodo and on the MAKING-CITY website. Partners will also ensure that this requirement is met.

5.4.2 Authorship & acknowledgement

In deliverables and publications, partners must acknowledge all persons who have contributed to the document, including persons from other work packages. They should be noted in the author(s) section.

Acknowledgment to EU funding must also be included in all communication and dissemination material (printed document, publications, PowerPoint presentation, online content ...). MAKING-CITY partners must indicate the sentences mentioned in section 6.1 about the mandatory EU emblem, acknowledgement and required disclaimer.

Moreover, they must respect appropriate and similar size when using both the EU flag and the MAKING-CITY logo. When necessary, they must mention the coordinator's contact information:

Coordinator:

Cecilia Sanz Montalvillo

CARTIF Technology Centre

cecsan@cartif.es

6 Channels and tools

The different channels and tools presented in this section have been and will be further developed in the following deliverables:

- D7.2 – Project website and social media accounts (Month 6)
- D7.3 – Project brand, flyer and roll-up (Month 8)
- D7.8 – Project presentation videos (Month 60)
- D7.9 – MAKING-CITY electronic newsletter (Month 60)

6.1 Visual identity guidelines and templates

All the communication and dissemination tools described in the following section use a consistent brand identity for MAKING-CITY, which matches the image that the project wishes to convey. In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem and acknowledgement and required disclaimer with the sentences below (article 29). Moreover, it is important to note that “when displayed together with another logo, the EU emblem must have appropriate prominence” (article 38):



This project has received funding from the European H2020 Research and Innovation programme under the Grant Agreement n°824418.

Figure 7: EU emblem and acknowledgement

In material disseminating the project’s results (publications), the acknowledgement must also include a disclaimer excluding the EC’s responsibility (article 29.5).

This project has received funding from the European H2020 Research and Innovation programme under the Grant Agreement n°824418. The content of this document reflects only the author’s view. The European Commission is not responsible for any use that may be made of the information it contains.

Figure 8: EU disclaimer

6.1.1 Logo

One of the first actions in the communication activities (Task 7.1) was to develop the project’s visual identity. To build its brand recognition, a logo was designed on time for the kick-off meeting of the project. It is, and will be associated, and included, in all documentation (paper or electronic) and promotional materials.

The logo strengthens the identity of the project. To achieve this, several logo versions were designed and examined, with the aim to represent as best as possible the project in the simplest and clearest way.

To illustrate low-carbon cities and the concept of PED, the MAKING-CITY logo was designed with a series of buildings representing the large city’s diversity infrastructure (residential, industrial, public



buildings...). Moreover, green was selected to represent the sustainability aspects in the project and blue as an implied reference to the energy and renewable sources.

In text, the proper form to refer to the name of the project is MAKING-CITY.

It is important to note that the MAKING-CITY logo must have a proportionate size when displayed with other logos.



Figure 9: MAKING-CITY logo

6.1.2 Project presentation template

A PowerPoint presentation template (Task 7.1) was designed and distributed to all the partners before the kick-off meeting. Easy to use and to customise by partners, it contributes to building the 'MAKING-CITY brand' and ensures consistency and visibility of the project when partners are attending events or conferences.



Figure 10: Presentation template

6.1.3 Other corporate materials

Standard presentation: a standard presentation in English (Task 7.1) was designed and is continuously updated to include the achievements of the project to support partners when they present MAKING-CITY at conferences, events, workshops, meetings with stakeholders, etc. Partners are free to update and translate it into their own language whenever needed.

Flyer: a flyer (Task 7.1) was designed and will be distributed at workshops and events organised by MAKING-CITY, as well as at external events. It includes the main message, keywords, consortium members, and the results of the project.



Figure 11: Flyer

Poster: a poster was also designed to promote the project at conferences, workshops and online platforms. It includes key information about the project, consortium members, and contact information.



Figure 12: Poster

Roll-up: a special version of the project roll-up was designed for the kick-off meeting of the project. It presents the 2 “Lighthouse cities” and the 6 “Follower cities” involved in MAKING-CITY, as well as the logo, the Twitter account and the future public website.

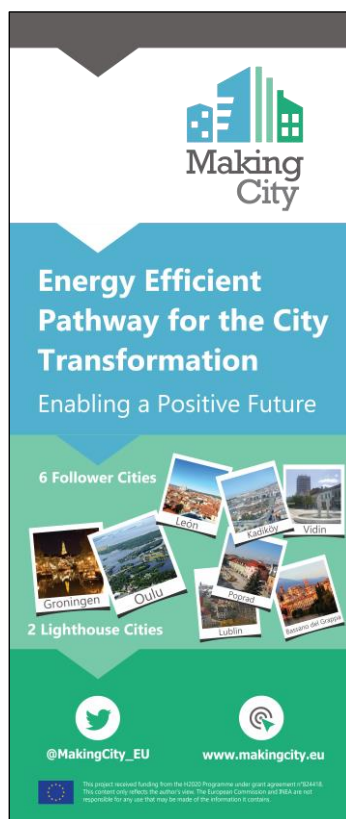


Figure 13: Roll-up

6.2 Online resources

6.2.1 Public website

The public website (Task 7.1) was officially launched in the first half of 2019: www.makingcity.eu

It is regularly updated and promotes the project as the main information entry point and delivery channel for results and progress achieved. It also serves to disseminate key messages to target audiences, inform on events, publications or activities of interest to the MAKING-CITY community, and foster participation and engagement among consortium members.

To make available useful and relevant information for online visitors, it was decided that the website should address the needs and questions that would most likely interest external stakeholders, or online visitors, 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

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.

IONOS: to understand how the website is used by visitors, a IONOS account has been registered for the project. The upcoming reports will give a clear idea on:

- how many users are visiting the website
- Pages that are the most viewed
- the geographic location of online visitors

These results help the Communications team adapt its strategy to be more efficient and reach a wider audience.

Three main sections are used to communicate and disseminate information:

1. **Newsroom:** relevant activities, milestones and results of the project will be communicated and disseminated.
2. **Events calendar:** list of past and upcoming events, organised within the framework of MAKING-CITY, or by other organisers relating to the project.
3. **Resources:** public deliverables/reports, the yearly electronic newsletters, and all of the communication and promotional materials (press releases, fact sheets, flyers, photos, and videos) produced during the project will be shared and available to download in this section

6.2.2 Social media: Twitter & LinkedIn



Figure 14: MAKING-CITY Twitter account

TWITTER

A MAKING-CITY Twitter account (@MakingCity_EU) was created on time for the kick-off meeting of the project (Task 7.1). The account currently has **899 followers**.

Twitter is used as one of the main channels to build a 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 the general public 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 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
- ▶ local energy initiatives and communities
- ▶ influencers in the energy efficiency and sustainable urban planning sectors
- ▶ general public/citizens

MAIN ACTIONS

The MAKING-CITY Twitter account is managed daily and:

- ▶ targets 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.
- ▶ replies to users who tweeted or mentioned **@MakingCity_EU**
- ▶ follows and engages communication with users who tweet specific words that relate to MAKING-CITY activities.
- ▶ tracks 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:

Table 4: Twitter hashtags

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

**Figure 15: Examples of visuals specially designed for Twitter**

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

LINKEDIN

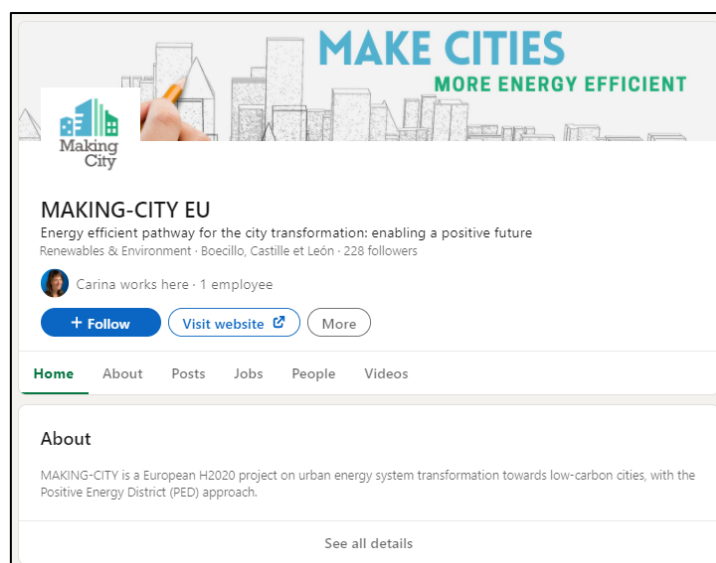


Figure 16: MAKING-CITY LinkedIn page

A MAKING-CITY LinkedIn page (www.linkedin.com/company/making-city-eu) was created as part of Task 7.1 and currently has **228 followers**.

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
- ▶ local energy initiatives and communities
- ▶ influencers in the energy efficiency and sustainable urban planning sectors

MAIN ACTIONS

The MAKING-CITY LinkedIn page is managed daily and:

- ▶ shares 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.
- ▶ manages the followers' community and reply to messages and comments.
- ▶ looks 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 serves 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.

6.2.3 Newsletters

At least 5 electronic newsletters (task 7.2) were expected to be distributed to the MAKING-CITY community, to inform them on the latest achievements of the project, outputs and relevant events, conferences or workshops. At M30 four newsletters have already been distributed. The periodicity of the newsletter distribution may be increased to disseminate the amount of relevant news in relation with the project. To create and develop interest for this newsletter, partners are encouraged to share all relevant information related to the project using a form accessible directly on the project's digital workplace (see section 4.3).

The newsletter will contain different sections:

- ▶ an editorial section written by one key stakeholder/city representative speaking on behalf of its WP, explaining its role, the stakes and advances of the project
- ▶ a "featured" section presenting the main news or upcoming event linked to an article published on the website
- ▶ a "news" section sharing the last articles published on the website
- ▶ an "calendar" section announcing upcoming events identified as relevant for the project members
- ▶ a last section named "news for partners" grouping all relevant information shared by the partners via the form

To create engagement among the consortium members, the newsletters contain a specific mention at its end, asking readers to contribute by sharing information (via the form).

The results and statistics are drawn for each newsletter. Conclusions and possible areas of improvement can be indicated, with the aim to help optimise future mailings.

A subscription pop-up box will be embedded into the public website, complying with the European GDPR regulation and allowing subscribers to opt in to receive the latest achievements and results generated by the project.



Figure 17: Template for the MAKING-CITY newsletter



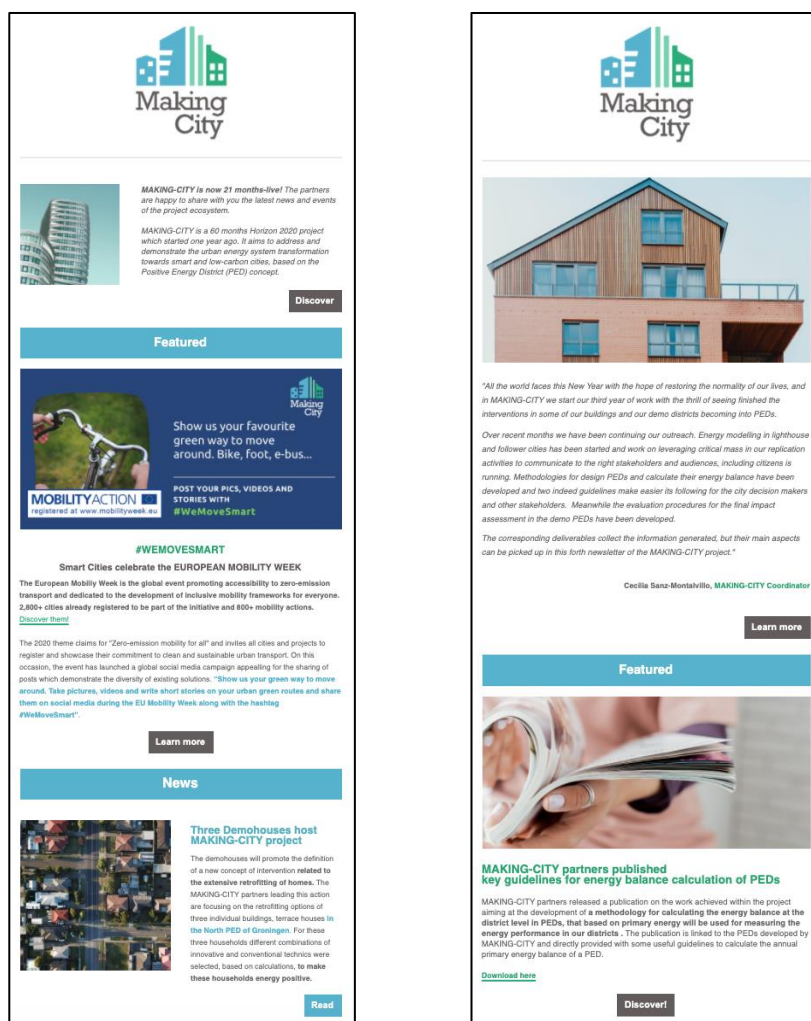


Figure 18: MAKING-CITY newsletters

6.2.4 Webinars

A series of 10 webinars (task 7.2) will be produced to disseminate the results of the project and to inform the project's stakeholders about the progresses achieved.

Tools designed for organising webinars, will be used such as GoToMeeting or Livestorm. Webinars will last on average 1 to 2 hours and will be divided into thematic sessions on specific topics related to PEDs. They target project members, city representatives, start-ups, and innovative companies that are interested or involved in the positive energy sector.

The first webinar will act as an introduction to the project, its objectives, and its partners. Each webinar will then include a first part on the project and its results, then a second part could be dedicated to exploring specific subjects such as citizen involvement, energy transition management, energy storage, that could be replicable to other projects, and therefore, engage a larger community to follow MAKING-CITY achievements.

Knowing that specific webinars will be organised by GBCE in WP8, other sister projects could be invited to the MAKING-CITY webinars having the opportunity to share their knowledge and experience.

6.2.5 Project videos

A total of 5 short project videos (1-2 minutes) will be produced to communicate on MAKING-CITY and more specifically on the research activities conducted in the “Lighthouse cities” (Task 7.1).

The first video produced took place in Groningen and provides an introduction to the MAKING-CITY project, an overview of the city and its districts, an explanation of the different approaches taken in the city, and a word from the project coordinator, the deputy mayor, the lighthouse city project coordinator for Groningen and a citizens’ initiative representative.

Originally, videos were going to be filmed in different countries, with interviews also taking place during key project meetings and events. As COVID-19 has complicated both travel and group gatherings, WP7 has changed the original production plans and has set out to produce the following videos in order to maximise the impact of project activities, progress and results:

- ▶ The second video will be an animated video explaining the PED concept, why it’s important, and how it will be implemented (M31).
- ▶ The third video will focus on REFLECT – The MAKING-CITY Think Tank developed in WP8 (M36).
- ▶ The fourth video will provide a before and after of the PED implementation that took place in Oulu. This video is set to be released closer to the end of the project when greater developments have been achieved and COVID-related restrictions have been lifted (M48).
- ▶ The fifth video will provide a before and after of the PED implementation that took place in Groningen. This video is set to be released closer to the end of the project when greater developments have been achieved and COVID-related restrictions have been lifted (M54).

All of these videos will be shared on the project public website and the social media channels. A MAKING-CITY **YouTube channel** has been created to host the project videos and gain in visibility when using searching tools (Search Engine Optimisation).

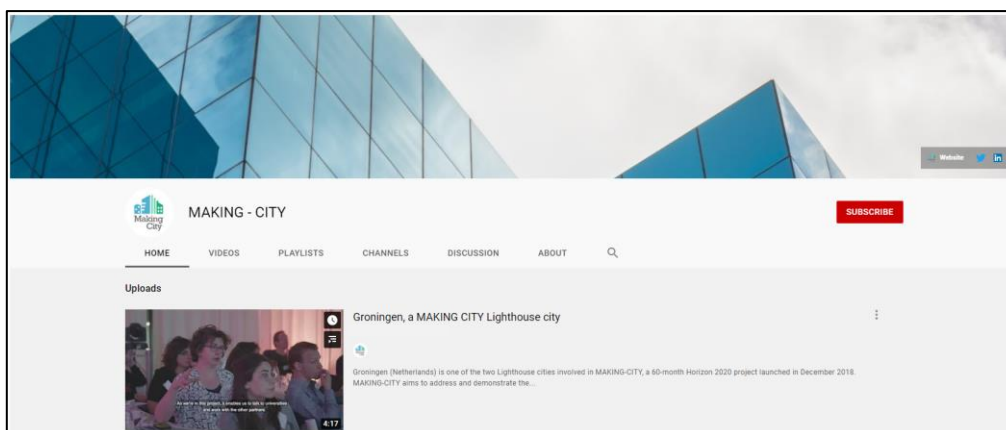


Figure 19: YouTube channel

6.3 Communication & dissemination content

This section presents all the external communication and dissemination content that is used to promote the project, its results and expected impacts while ensuring its visibility and maintaining consistency in the diffusion of the ‘MAKING-CITY brand’ to the media, key stakeholders and the general public.

In addition to English and to maximise access to various media, stakeholders and the general public, key external communication and dissemination content will also be translated in key European languages with the support of local partners when needed (Italian, Polish, Spanish, Turkish, and so on).

6.3.1 Press releases

To ensure efficient communication and visibility in mainstream and specialised media (previously selected in the field of energy, smart cities and sustainable urbanisation), press releases will be distributed at some major times in the project (task 7.1). **A first press release was shared on 13 December 2018** announcing the project's kick-off meeting in Valladolid, Spain (See Annex 1). It is publicly available on the website (under the section “Resources”).



Figure 20: Press release about the kick-off meeting

6.3.2 Factsheets

Eight factsheets will be produced and will present the City Vision 2050 for the eight cities involved in the project—both Lighthouse Cities and Follower Cities—in a comprehensive and visually engaging way. These factsheets will be widely promoted on the MAKING-CITY public website, social media, conferences and through European networks and initiatives (Task 7.1). In addition to targeting European citizens, the factsheets will target European policymakers, city officials, energy providers, urban experts and the scientific community.

Additional factsheets may be produced to promote other project results.

6.3.3 Testimonials and success stories

At least eight testimonials and success stories will be produced and widely promoted on the MAKING-CITY public website, social media channels, media, and through European networks and initiatives (Task

7.1). Four different categories of interest have been identified based on the expected impacts of the project. Testimonials and success stories will be collected from:

- ▶ Someone who earned a job as a result of MAKING-CITY
- ▶ Someone whose quality of life has improved as a result of MAKING-CITY
- ▶ Someone who recently moved to a PED and has somehow been involved in MAKING-CITY
- ▶ Someone living in a demo house within the framework of MAKING-CITY

These testimonials and success stories will be featured on the MAKING-CITY website as news posts and will include a portrait of the participant and what they choose to share. These posts will be promoted on social media in the form of cards, presenting their portraits and excerpts of their testimonials or stories.

6.3.4 Toolkit

A toolkit will be produced and widely disseminated to European cities and policymakers at the end of the project (Task 7.3). This document will include the outputs of the Innovation Camp, organised in Month 60. The toolkit will contain best practices and recommendations for implementing PED technology and engaging with local citizens.

6.4 Conferences & events

Presenting the project's results at conferences and workshops or have a booth to disseminate the knowledge acquired is a key action to maximise its impact (Task 7.2). It will also help to communicate towards key stakeholders. Brokerage meetings in the energy, renewables and smart cities sectors will be proactively attended.

Face-to-face communication being the most effective means of communication, the project consortium is encouraged to attend events that are relevant to the topic and through which target groups can be reached. We will make sure to evaluate the interest and readiness of the consortium to be present at key international events and ensure to be represented in the most relevant way (public intervention and/or booth). For other events, we will make sure the relevant project partner attends and sends us related information in due time. The most appropriate events over a 12-month cycle will be identified and a project partner will be responsible for getting in touch with the event organisers and ensuring the project is properly represented.

Relevant events include among others:

- ▶ EU Sustainable Energy Week (annual event in Europe)
- ▶ Smart City Expo World Congress (16-18 November 2021 in Barcelona)
- ▶ Annual EUROCITIES Conference
- ▶ URBIS Smart City Fair
- ▶ Smart City Market Forum
- ▶ European Energy Efficiency Conference
- ▶ Energy Cities' Annual Conference

An online form was created to monitor the partners' participation and actions in international and national conferences (see section 4.3).

Due to COVID-19, many events are reprogrammed remotely and/or cancelled, rescheduled. This has an impact in particular on the major fairs, exhibitions and conferences that cannot be held digitally or if so, in different formats than originally. Therefore, the digitalization of events and conferences led to a broaden offer of online events and multiple opportunities to gather key audiences and share knowledge on specific topics.

6.5 Workshops

Two European-wide dissemination workshops (Task 7.3) will be organised to share the results of the project with determined relevant stakeholders.

The first MAKING-CITY workshop will take place in Month 30 as a Mid-Term Event, and will align with the beginning of GreenWeek in order to maximise the reach and impact of the event. The target audience of the Mid-Term Event includes all Lighthouse Projects and its purpose is to disseminate project results, engage with experts from similar projects and discuss the social and behavioural challenges faced in the urban energy transformation sector.

The event will open with presentations on project results from WP1 and WP5, which will then be followed by a panel in which the project's Lighthouse and Follower Cities will discuss the social and behavioural challenges often faced, such as how to engage citizens, encourage them to participate in the urban energy transition movement and boost their enthusiasm about energy transition goals.

The panel will be followed by a Design Thinking workshop in which MAKING-CITY partners and Lighthouse Projects will answer the question "How might we, MAKING-CITY and Lighthouse Projects together, better understand how we each work to bridge the gap with citizens?"

Results of the event will be widely promoted on the MAKING-CITY website and social media outlets in order to ensure the effective dissemination of project results.



Figure 21: Mid-Term Event Visual

The second MAKING-CITY workshop, occurring in Month 60, will take place as a Final Event. Relevant European conferences and events in the fields of energy efficiency and urban planification will also be

identified when planning a date for the Final Event. This will help mutualise efforts and maximise the reach and impact of the project's dissemination.

6.6 Innovation camps

Two dedicated 2-3-day Innovation Camps (Task 7.3) will be organised in the two “Lighthouse cities”, during the last six months of the project. Their objectives are to share the knowledge acquired in the project, build ties to strengthen the current PED community and boost its engagement, as well as to raise awareness and help solve challenges that European cities are facing concerning the implementation of PED.

Gathering policymakers, city representatives, energy providers, citizens and other key stakeholders, these Camps aim at making participants work together on specific challenges of PED implementation. Some representatives of the “Lighthouse cities” and “Follower cities” will attend these events and provide successful experiences and results to codesign **a toolkit** that will contain best practices and recommendations for implementing PED technology whilst boosting citizen support.

The programme will include:

- ▶ knowledge and experience sharing sessions
- ▶ hands-on workshops using innovative methodologies, such as the **Lego Serious Play Method** and design-thinking

6.7 European dissemination channels

All the official channels set up by the EU institutions will be used to disseminate the project's results (Task 7.2). The following official EU dissemination channels will be targeted:

Table 5: EU dissemination channels

Magazines	Research*eu results magazine	www.cordis.europa.eu/research-eu/home_fr.html
	Horizon – The EU Research and Innovation Magazine	https://horizon-magazine.eu/
Portals	CORDIS	www.cordis.europa.eu/home_fr.html
	Horizon 2020 newsroom	www.ec.europa.eu/programmes/horizon2020/en/newsroom
	Smart Cities Marketplace	www.smart-cities-marketplace.ec.europa.eu/

As WP8 deals with collaboration with other SCC-1 projects and networks, **the Smart Cities Information System (SCIS)** will be an additional dissemination channel.

6.8 Scientific publications

A number of scientific publications (Task 7.2) will be prepared with the lead of the academic partners of the consortium. They will be primarily presented in some of the conferences that are mentioned in the MAKING-CITY “Conferences & events” section. Their content will mention the main findings of the project’s deliverables.

MAKING-CITY will follow the open access policy of Horizon 2020 by providing online access to scientific information that is free of charge to the end-user and that is reusable, such as Zenodo or Open Science Repository. The Open Research Europe repository is currently being created by the European Commission and will also be an option for partners publications. The platform will be dedicated to open access with fast publication and peer-review to research stemming from Horizon 2020 funding to all subject areas. In the context of this project, scientific information refers to peer-reviewed scientific research articles (published in scholarly journals), articles, conference papers and research data. As such, the project will combine different measures to foster open access to knowledge as much as possible.

We will encourage project partners to regularly send us information about their scientific publications when related to PEDs via an online form (see section 4.3). We will disseminate summaries of these scientific publications on the project website, through our newsletter and social media tools. We will as well identify the most relevant events to disseminate these results. This action is therefore closely linked to the 5.4 “Conferences & events” actions.

6.9 Collaboration with other European projects & initiatives

Strong collaboration and coordinated actions with relevant energy efficiency and smart cities networks, initiatives and projects will be established such as with (Task 7.2):

- ▶ Covenant of Mayors
- ▶ CIVITAS
- ▶ European Innovation Partnership on Smart Cities and Communities (EIP-SCC)
- ▶ JPI Urban Europe
- ▶ EUROCITIES
- ▶ EERA Smart Cities
- ▶ Build UP

In the framework of WP8, it is planned that “lighthouse” and “follower” cities plus relevant technical partners will participate in task groups of the SCC framework. These task groups will tackle topics such as: dissemination and communication, replication, business models, finance, and data management. The project will also join the “Lighthouse projects Cooperation Network” if this one is created, composed of 47 “lighthouse” cities and 68 “follower” cities. Collaboration will therefore include:

- ▶ the sharing of information and best practices

- the organisation of common events and joint participation to conferences and webinars
- the identification of common dissemination channels

6.10 REFLECT - The MAKING-CITY Think Tank

As part of Task 8.4 Collaboration with Stakeholders, Task Groups on Smart Cities and Political Positioning, a think tank was developed and launched in M27 to foster an advanced dialogue between stakeholders and experts on the topics of smart cities and the energy transition towards a common 2050 City Vision. Communication and dissemination activities described in this section are being carried out to support the think tank.

6.10.1 REFLECT visual identity

A logo was designed to represent REFLECT in the clearest and simplest way possible while also maintaining a resemblance to the MAKING-CITY logo. The use of the shadowed buildings serves to evoke the concept of “reflection,” the core purpose of the think tank.



Figure 22: REFLECT Logo

6.10.2 Promotional materials

A series of visuals were designed to promote the launch of REFLECT on the MAKING-CITY website, Twitter and LinkedIn.



Figure 23: Visual 1 promoting the REFLECT launch

The visuals were created with the intention of catching the eye of viewers, informing them of the think tank's launch, its purpose and its objective, and encouraging them to learn more.

7 Key Performance Indicators (KPIs)

Work Package 7 aims at delivering information and communicating on the results of the project, its activities and its achievements to targeted audience groups. We have selected KPIs to be able to adapt the content and overall communication and dissemination strategy if needed and best respond to the audience's expectations. The fourth column indicates the progress that has been made through the first half of the project.

Table 6: Key performance indicators

Channels	Target groups	KPIs	Results at M30
Public website	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning • General public 	<ul style="list-style-type: none"> • At least 7000-page views by the end of the project • Top page views • Top user countries 	<ul style="list-style-type: none"> • 267,871 page views • Homepage 57,421 • Events Calendar 41,712 • USA: 21,780 users, Singapore: 8,908 users, France: 7,450 users
Twitter	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning • General public 	<ul style="list-style-type: none"> • At least 500 followers by the end of the project • Number of tweets 	<ul style="list-style-type: none"> • 899 followers • 1077 tweets

LinkedIn	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning • General public 	<ul style="list-style-type: none"> • At least 200 followers by the end of the project • Number of posts 	<ul style="list-style-type: none"> • 228 followers • 129 posts in the last 12 months
Newsletters	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning 	<ul style="list-style-type: none"> • Number of subscribers: over 200 by the end of the project 	<ul style="list-style-type: none"> • 274 subscribers
Webinars	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised 	<ul style="list-style-type: none"> • Number of participants • Number of likes on social media • Number of shares on social media 	<ul style="list-style-type: none"> • N/A

	in energy efficiency and/or sustainable urban planning		
Project videos	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning • General public 	<ul style="list-style-type: none"> • Number of views: over 600 by the end of the project • Number of likes on social media • Number of shares on social media 	<ul style="list-style-type: none"> • 216 views • 57 likes on social media • 18 shares on social media
Press releases	<ul style="list-style-type: none"> • Mainstream and specialised media • General public 	<ul style="list-style-type: none"> • Number of shares/mentions in the media about MAKING-CITY 	<ul style="list-style-type: none"> • 8 press releases in national and local written press (plus online on social media)
Factsheets	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning • Mainstream and specialised media • General public 	<ul style="list-style-type: none"> • Number of shares/mentions in the media about MAKING-CITY • Number of views • Number of likes on social media 	<ul style="list-style-type: none"> • N/A
Testimonials & success stories	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers 	<ul style="list-style-type: none"> • Number of shares/mentions in the 	<ul style="list-style-type: none"> • N/A

	<ul style="list-style-type: none"> • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning • Mainstream and specialised media • General public 	<p>media about MAKING-CITY</p> <ul style="list-style-type: none"> • Number of views • Number of likes on social media 	
Toolkit	<ul style="list-style-type: none"> • EU, local and national policymakers • Urban planification experts 	<ul style="list-style-type: none"> • Number of views/downloads • Number of copies distributed 	<ul style="list-style-type: none"> • N/A
Public events	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning • General public 	<ul style="list-style-type: none"> • Number of attendees: at least 8 public events by the end of the project 	<ul style="list-style-type: none"> • 55 partners participations in events, conference, exhibitions, fairs, workshops
Workshops & Innovation Camps	<ul style="list-style-type: none"> • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning 	<ul style="list-style-type: none"> • Number of attendees: at least 30 participants for each workshop and 40 for each 	<ul style="list-style-type: none"> • N/A

	<ul style="list-style-type: none"> • Energy efficiency networks, associations, NGOs, clusters or related projects • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning • General public 	Innovation Camp	
Scientific publications	<ul style="list-style-type: none"> • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Universities, students and research centres specialised in energy efficiency and/or sustainable urban planning 	<ul style="list-style-type: none"> • Number of articles published: at least 5 by the end of the project 	<ul style="list-style-type: none"> • 13 publications in conference proceedings/workshop, in journal or book section
EU channels	<ul style="list-style-type: none"> • EU institutions • EU, local and national policymakers • Energy providers • Urban planification experts • Private/public companies and start-ups specialised in energy efficiency and/or sustainable urban planning • Universities and research centres specialised in energy efficiency and/or sustainable urban planning 	<ul style="list-style-type: none"> • Number of shares/mentions/articles about MAKING-CITY 	<ul style="list-style-type: none"> • 45 publications in all kind of media

8 Conclusion

This Detailed Communication and Dissemination Plan is an updated version of the plan that was submitted in Month 4 (D7.11). Its content and structure have evolved as the project has unfolded and new knowledge has been gained. In accordance with the evolution of the project, the target audiences have been further defined, key messages have been revised and rewritten to include greater detail and hold greater relevance, the overall strategy has been refined and concrete plans for communication and dissemination activities taking place in the second half of the project have been elaborately described.

The strategy established in the first version of the plan has proven successful—a number of KPIs have not only been achieved, but surpassed by large margins. The MAKING-CITY project has succeeded in building a community in the urban energy transition space with the support of the communication and dissemination channels and tools established in this document.

Moving forwards, WP7 will continue to follow the overall strategy and carry out the specific plans developed for communication and dissemination activities over the next 30 months.

Annex 1 Press Release

PRESS RELEASE



European Project MAKING-CITY officially kicks off

Energy efficient pathway for the city transformation: enabling a positive future

MAKING-CITY, the new large-scale demonstration project funded by Horizon 2020 EU's research and innovation programme, holds its kick-off meeting on 13th-14th December in Valladolid, Spain. Gathering 34 partners coming from 9 countries, this 60-month H2020 project with a budget of 20 million euros aims to address and demonstrate the urban energy system transformation towards low carbon cities following the Positive Energy District (PED) concept.

Coordinated by CARTIF Technology Centre, the project involves 2 "lighthouse cities", Groningen and Oulu, for the demonstration of their objectives. Both cities have been chosen due to their current work and commitment on energy transition, and the work with them will help others, our 6 "follower cities": León (Spain), Bassano del Grappa (Italy), Kadıköy (Turkey), Poprad (Slovakia), Vidin (Bulgaria) and Lublin (Poland), to replicate the solutions proposed. The consortium is completed by representing key stakeholders within the value chain of smart cities: leading European research/academic institutions, large industries, SMEs, public bodies and specific exploitation expert partners.

MAKING-CITY enables a positive future for cities. Whatever their size is, cities are essential actors in fighting climate change. In 2016, the organisation's "Deadline 2020" report indicated that cities alone can reduce 5% of the world's global emissions, contributing to meet the COP 21 Paris Agreement, and in concert with other tiers of government and the private sector, they can potentially contribute to reduce 46%.

MAKING CITY will focus on achieving evidences about the actual potential of the PED approach. This approach will be the basis of high efficient and sustainable plan and will be used to **implement an energy efficient pathway for the city transformation**. In a context of the COP 24 and the 2015 Paris Agreement, MAKING CITY will provide a long-term vision (the "City Vision 2050") making a considering change in the cities' energy systems and organisational structure. The project will develop advanced procedures and methodologies based on the PED defined as SET Plan does: "A Positive Energy District is a district with annual net zero energy import and net zero CO2 emissions, working towards an annual local surplus production of renewable energy".

Activities and results carried out in the MAKING CITY project would benefit to a lot of cities taking into consideration that nearly 9,000 cities from the six continents have already publicly pledged to participate in the Global Covenant of Mayors for Climate and Energy, an international coalition of cities and local governments sharing the same long-term vision of action to "combat climate change and move to a low emission, resilient society".



This project has received funding from the Horizon 2020 Programme under grant agreement n°824418.

PRESS RELEASE

Project Details

Project N°: 824418

Starting Date: 01/12/2018

Project Duration: 60 months

Partners

- Spain: Cartif (RTO), Leon Municipality (Public), Green Building Council España (Assoc) & Tecniaia (RTO)
- The Netherlands: Groningen Municipality (Public), Warmtestad B.V (Ind), TNO, (RTO), Grunneger Power (Coop), Stichting Energy Valley (RTO), Waarborg Mediacentrale (Ind), Stichting Nijestee (Ind), CGI Nederland B.V. (Ind), Sustainable Buildings B.V. (SME), University of Groningen (Univ) & Hanze University of Applied Sciences (Univ)
- Finland: Oulu Municipality (Public), Oulu Energy (Ind), Oulu University (RTO), Oulun Sivakka OY (Ind), YIT (Ind), Jetitek OY (SME), Arinan Künsteistöt OY (Ind) & Teknologian Tutkimuskeskus VTT OY (RTO)
- Italy: Bassano del Grappa Municipality (Public) & Unismart Padova Enterprise SRL (SME)
- Turkey: Kadikoy Municipality (Public) & Demir Enerji (SME)
- Slovakia: Poprad Municipality (Public) & Slovak Technical University of Bratislava (Univ)
- Bulgaria: Vidin Municipality (Public) & Green Synergy Cluster (Assoc)
- Poland: Lublin Municipality (Public) & Lublin Energy & Heating Company (Ind)
- France: LGI (SME), Cap Digital (Assoc) & R2M (SME)

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