CITYkeys

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Deliverable 4.1 Dissemination and communication plan from m3-m12 including nomination of Advisory Board

Revision 6

Preparation date 2015-05-8 (m03)

Due date 2015-04-31 (m03)

Lead contractor............................. EUR

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Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Deliverable administration

No & name	**D 4.1 Dissemination and communication plan for m3-m15 including nomination of Advisory Board**				
Status	Released	**Due**	m3	**Date**	2015-04-30
Author(s)	Anja Katalin De Cunto, Nikolaos Kontinakis, EUR				
Description of the related task and the deliverable in the DoW	**Task 4.1 Collaboration of cities** Participants: EUR (leader), TAM, ROT, VIE, ZGZ, ZAG Estimated effort: 4.5 person months. Time schedule: m1 -m24 The first task will ensure an important involvement of cities during the whole process of developing, testing and deploying the framework. An integrated approach will help the project technical partners secure that the developed framework, KPIs, proposed policies, etc. will response to cities' needs, and will be adopted and used in a meaningful way by European cities, especially by cities involved in Smart Cities Lighthouse projects. The proposed methodology first involves only the five partner cities, then all partner and contributing cities and, finally, all cities (within and beyond the EUROCITIES network) that are interested and want to use the framework. All partners will continue the cooperation scheme that is described in Task 1.1 in order to bring better results. In this frame, AIT will cooperate with Vienna, VTT will cooperate with Tampere, and TNO will cooperate with Rotterdam and EUROCITIES with Zagreb and Zaragoza. CITYKEYS workshops will be organised in the partner cities, in Brussels or by webinars (in combination with project meetings or EUROCITIES forum meetings) according to the project schedule (m1, 5, 9, 12, 17, 21 and 24). All partners, contributing cities and EUROCITIES forum members will collaborate in order to: 1. Collect cities requirements regarding smart city performance measurement and citizens criteria. 2. Validate the final set of KPIs to include in the performance measurement framework 3. Present the final framework to the contributing and other cities and gather feedback; 4. Fine-tune the final framework and the city handbook based on that feedback; 5. Discuss the other relevant outcomes of the project: business models, smart index recommendations, etc. All relevant information, material, links, etc. about the performance measurement framework will be disseminated to the contributing cities and all other interested cities. EUR will use, apart from all available means of Task 4.2 and 4.3, webinars (using its Webex facility). Dissemination channels will include networks as EUROCITIES Environment, Mobility and Knowledge Society forum meetings, annual Cooperation Platform or EUROCITIES Conference, project events, etc In order to help in the sustainability of the project's results the creation of an online "cooperation platform" for cities is foreseen. The platform will several abilities like: •Hosting of documents and files related to the framework •A space where identified best solutions and practices can be showcased by cities •A space where the results of the framework can be described and exhibited •A blog facility for cities to communicate and collaborate In order to ensure the project sustainability, this "cooperation platform" will be included in the project website and embedded in an existing website such as the EUROCITIES or the GDC website. **D4.1 Dissemination and communication plan for m3-m15 including nomination of Advisory Board (m3)**					

Planned	VTT	AIT	TNO	EUR	TAM	ROT	VIE	ZGZ	ZAG	Total

resources PM	0.02			0.25						
Comments	Effort for this deliverable is continuous throughout the project. The exact division of PM for the WP 4 per partner is reported in section 2.3.									

V	Date	Authors	Description
0.1	2015-03-11	EUR	First draft for comments
0.2	2015-04-13	EUR	Second draft for comments
0.3	2015-04-27	EUR	Third draft for comments
0.4	2015-04-28	VTT	Comments
0.5	2015-04-30	EUR	Updated based on comments
0.6	2015-05-06	VTT	Corrections and comments
0.7	2015-07-02	VTT	Advisory board update
1	2015-05-08	EUR	Final version

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1. PUBLISHABLE EXECUTIVE SUMMARY

Funded by the European Union HORIZON 2020 programme, the aim of CITYkeys is to develop and validate, with the aid of cities, key performance indicators and data collection procedures for the common and transparent monitoring as well as the comparability of smart city solutions across European cities.

The purpose of 'Deliverable D4.1 Dissemination and communication plan for m3-m15 including nomination of Advisory Board' is to describe in detail the means to guarantee maximum communication and dissemination of the CITYkeys project results.

The document sets a communication and dissemination plan which includes:

- target group of the project;
- partners' dissemination roles;
- participation and/or presence of the project in media, journals, conferences and other events;
- dissemination means and communication tools that will be used;
- content of the WP4 workshops;
- timeline and description of the monitoring & evaluation of communication activities;
- nomination of the advisory board members.

The overall objective for all communications and dissemination efforts within CITYkeys is to enable key stakeholders, in particular cities, to benefit from the results of the project. Also to enable their active participation to the project main aim, namely to develop and validate key performance indicators and data collection procedures for the common and transparent monitoring as well as the comparability of smart city solutions across Europe.

2. INTRODUCTION

2.1 About CITYkeys

Funded by the European Union HORIZON 2020 programme, the aim of CITYkeys is to develop and validate, with the aid of cities, key performance indicators and data collection procedures for the common and transparent monitoring as well as the comparability of smart city solutions across European cities.

The tangible objectives of the CITYkeys project are to:

1) Develop and validate a transparent performance evaluation framework: including KPIs definition, guidelines for data collection, performance system prototype and testing in case-cities
2) Develop recommendations for the implementation of the performance system into the cities' decision-making process and recommendations for the development of new business
3) Engage stakeholders in identifying and exploiting opportunities for synergy and replicability; and establish a collaboration platform for European cities.

One of the key factors of the work methodology of CITYkeys lies in the extensive collaboration and communication with European cities: on a first level with the five project partner cities (Rotterdam, Tampere, Vienna, Zagreb and Zaragoza), on a second level with the contributing cities of the project and finally with all cities interested in contributing and using the framework.

An ambitious communication strategy is considered a key factor to ensure the collaboration with cities and other identified stakeholders.

2.2 Purpose and target group

The purpose of 'Deliverable D4.1 Dissemination and communication plan for m3-m15 including nomination of Advisory Board' is to describe in detail the means to guarantee maximum communication and dissemination of the CITYkeys project results.

The document sets a communication and dissemination plan which includes:

- target group of the project;
- partners' dissemination roles;
- participation and/or presence of the project in media, journals, conferences and other events;
- dissemination means and communication tools that will be used;
- content of the WP4 workshops;
- timeline and description of the monitoring & evaluation of communication activities;
- nomination of the advisory board members.

2.3 Contribution of partners

The dissemination strategy is the project's guidance document for all dissemination and deployment activities between m3 and m12 of the project and has been developed by EUROCITIES with the contribution of all project partners.

3. DISSEMINATION AND DEPLOYMENT OBJECTIVES

3.1 Overall objective

The overall objective for all communications and dissemination efforts within CITYkeys is to enable key stakeholders, in particular cities, to benefit from the results of the project. Also to enable their active participation to the project main aim, namely to develop and validate key performance indicators and data collection procedures for the common and transparent monitoring as well as the comparability of smart city solutions across Europe.

Through different targeted activities, dedicated communication tools and appropriate communication channels, the CITYkeys project will ensure that all major project deliverables are well disseminated to cities and main stakeholders involved in smart cities project and at the same time ensuring the appropriate involvement of cities during the whole process of developing, testing, and deploying of the framework.

The main objectives of this dissemination strategy are:

- To ensure effective communication and information dissemination with stakeholders;
- To guarantee the maximum visibility of the project;
- To inform key stakeholder at local, regional, national, European and international level on the project results and outcomes;
- To cooperate with other initiatives, projects and networks focused on smart cities;
- To support and encourage cities' cooperation.

Within WP 4, the high level dissemination and deployment aims just described are translated into the following operational actions:
- Define target groups for disseminating the progress and outputs of CITYkeys to ensure the widest possible dissemination;
- Organisation of events at local, national, European and international level;
- Ensure the collaboration with EU and international initiatives related to smart cities and key performance indicators;
- Develop a varied set of innovative and high quality, online and printed communication tools;
- Ensure wide visibility of the project results through networking activities linked to both project specific and external events;
- Monitor the impact of the communication activities.

3.2 Timeline and Milestone

The following table depicts the timeline of the main communication and dissemination activities of CITYkeys:

Table 1. CITYkeys list activities related to WP4

			Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
WP4: Communication and dissemination	1	24												
T4.1: Collaboration of cities	1	24												
Workshops organisation			W1				W2				W3			
T4.2: Stakeholders and cooperation	1	24			D 4.1									
T4.3: Dissemination and exploitation	1	24			D 4.5					D 4.2				D 4.3
Dissemination & exploitation strategies					*Plan for m3-m12 *Advisory board					Draft exploitation plan				*Report for m3-m12 *Plan for m13-m24
Social media					Setup social media accounts	Launch social media campaign	Social media campaign							
Material				Contact database	Website	*Logo *Leaflet *Templates								
WP5: Management	1	24												
Project meetings			Tampere				Rotterdam			Vienna				
Project month			1	2	3	4	5	6	7	8	9	10	11	12
Reporting periods			Period 1											
Milestones					M1						M2			M3
			Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan

Description of deliverables:

- D4.1 : Dissemination and communication plan, for m3-m12, including nomination of Advisory Board [m3]
- D4.2 : Exploitation plan [m8]

Report on the developed exploitation plan following the EC's requirements.

- D4.3 : Communication and dissemination report for m3-m12 and plan for m13-24 [m 12]

Report of dissemination activities from m3 to m12 and communication and dissemination plan for m13 to m24 (The major workload for this deliverable consists of actual dissemination activities that are carried out).

- D4.5 : Website [m3]

Implemented public website with initial information about the project and link to the cities' cooperation platform.

As main milestone of CITYkeys related to this deliverable, by project month 3 (April 2015) the project is ready to start active communication and dissemination. At the same time the advisory board is nominated.

Table 2. CITYkeys list of milestones related to WP4

Schedule of relevant Milestones				
Milestone number [18]	Milestone title	Lead beneficiary	Due Date (in months)	Means of verification
MS1	The project is ready to start active communication and dissemination	4 - EUR	3	The Advisory Board is nominated. Web site is operational with relevant contents, including leaflet and brochure

3.3 Contribution of partners

The WP 4 efforts "Communication and Dissemination", throughout the duration of the project, are divided as below:

Table 3. CITYkeys division of PM per partner related to WP4

Participation per Partner	
Partner number and short name	WP4 effort
1 - VTT	0.25
2 - AIT	0.25
3 - TNO	1.75
4 - EUR	9.60
5 - TAM	0.20
6 - ROT	0.20
7 - VIE	0.20
8 - ZGZ	0.20
9 - ZAG	0.20
Total	12.85

Even though EUROCITIES as WP leader will have main responsibilities for creating all the main projects deliverables related to communication, dissemination and stakeholders involvement, all projects partners will actively input to their development and contribute to their active use. For example populating the website news & events section and Twitter and LinkedIn discussion will be a shared responsibility among all CITYkeys partners.

Partners will also input on main communication and dissemination deliverables such as the leaflet and website development.

Representation at local events and communications at local level will be mainly done by city partners with support from EUROCITIES.

Description of partners' efforts and responsibilities is detailed under each section of this document.

4. DISSEMINATION AND DEPLOYMENT TARGET GROUP

The CITYkeys communication and dissemination efforts will be directed towards communicating to as many local authorities and relevant stakeholders as possible. A good dissemination strategy relies on appropriate mailing lists.

4.1 Contact database

For the promotion of CITYkeys, EUROCITIES will mainly make use of their own contact databases, which consist of several thousands of city officials from ca 180 cities in Europe, active in the EUROCITIES forum of Knowledge society, Environment, Mobility and Economic Development.

In addition to EUROCITIES contacts, a specific project contact database of different target groups has been compiled from project month 2 (March 2015). The database includes city officers and policy-makers active in the field of smart cities, as well as relevant contacts at EU, national and regional level. This database is structured according to the contacts' position, country, area of expertise, etc.

EUROCITIES, as WP leader, will be responsible for developing and maintaining the database which will be updated regularly with additional contacts throughout the whole project life. Partner cities will play a key role in populating the database with key contacts at national, regional and local level. Expert partners will also contribute with key contacts in their respective thematic area.

Local decision-makers and officers

Local and regional authorities constitute the most important target group of the project. Contributing cities will undertake a fundamental role within the CITYkeys project.

Multipliers at European, national and international level

Secondary target groups include other stakeholders, research & academia, consultants, national authorities, European stakeholder and multiplier organisations, industry and SMEs and press & media.

Role of partners & timing:

- EUROCITIES leads this activity.
- All other partners provide contacts;
- Contacts are added every time new synergies are created;
- The database is revised every 2 months.

4.2 Advisory board

The contact database also includes the contacts of the Advisory Board members. Members have been selected among experts who represent the Smart Cities domain broadly and have a proven track record of commitments. The advisory board consists of eight cities representatives, scientific experts and members of other European smart city initiatives relevant for CITYkeys.

They will be invited on a case-by-case basis to workshops and events, and to peer review project results. Depending on the actual participation of the Advisory Board members, and as

explained in critical implementation risk #8 of the work description, the consortium might substitute some of the Board members in favor of other, more interested stakeholders.

Table 4. List of advisory board members

CITIES		
Manchester	James Evans	James.Z.Evans@manchester.ac.uk
Mannheim	Inge Kronbach	Inge.Kronbach@mannheim.de
Birmingham	Jennifer Crisp	Jennifer.Crisp@birmingham.gov.uk
Utrecht	Muriël Pels	m.pels@utrecht.nl
Newcastle	Carlos Calderon	carlos.calderon@newcastle.ac.uk
Dresden	Franz Pielenz	FPielenz@dresden.de
Porto	Rui Branco	ruibranco@cm-porto.pt
Terrassa	Albert Marin Acevedo	albert.marin@terrassa.cat
Burgas	Jana Koleva	j.koleva@burgas.bg
INDUSTRY		
Uponor	Ilari Aho	ilari.aho@uponor.com
Siemens	Christian Schwingenschloegl	chris.schwingenschloegl@siemens.com
EDF	Alain Marti	alain.marti@edf.fr
SWEGO	Jyri Nieminen	jyri.nieminen@swego.com
OTHER STAKEHOLDERS		
University of Aarhus	Martin Brynskov	brynskov@cavi.au.dk
CEN/CENELEC	Bernard Gindroz	GINDROZB@gmail.com
ISO	John Devaney	John.Devaney@bsigroup.com
The Urban Inistitute	Lutz Heuser	lutz.heuser@the-urban-institute.de
Pirkanmaa Innovation	Petri Räsänen	petri.rasanen@pirkanmaa.fi
Climate Associates	Keith Dickerson	keith.dickerson@mac.com

Role of partners & timing:
- EUROCITIES leads this activity;
- All other partners provide candidate members of the advisory board;
- VTT proposes the members of the advisory board;
- The advisory board is set by month 3 of the project (April 2015).

4.3 Synergies with other initiatives & stakeholders

CITYkeys partners will seek cooperation with relevant initiatives at EU level in order to further reach its main target group, local authorities from large and medium European cities.

The list of synergies includes, as a minimum:

- European Commission & other European institutions;

- CONCERTO follow-up project;
- CIVITAS projects;
- Green Digital Charter;
- Covenant of Mayors;
- Reference Framework for European Sustainable Cities;
- City protocol;
- "Lighthouse projects" as they were selected and co-funded after the HORIZON 2020 SCC-01 calls for projects;
- ICT-PSP pilots;
- European Innovation Partnership on Smart Cities and Communities (EIP-SCC);
- Smart Cities and Communities Marketplace;
- DIGITALEUROPE;
- International standardisation organisation such as CEN/CENELEC, ETSI, ITU & ISO

For all these initiatives as well as those that will be relevant during the project life, CITYkeys will:

- Establish links with key contacts and add them to the project contact database;
- Explore the possibility to organise joint events or publications;
- Build its work and outcomes in relation to the results of these initiatives

Role of partners & timing:

- EUROCITIES leads this activity in collaboration with the coordinator (VTT)
- All partners look into opportunities to further collaborate with key stakeholders and initiatives at local, European and international level.

5. CITYKEYS PROMOTION TOOLS

A detailed communication matrix has been developed by EUROCITIES (see annex 7.2). It describes the main communication actions and the use of the CITYkeys communication tools described in the section below.

5.1 Project identity

A project identity and graphic charter have been developed by EUROCITIES to establish a common and recognisable CITYkeys brand, which will be used for all the project communications, both on a European and local level.

The project identity relates to the appearance and visibility of a project towards the external stakeholders. This includes a logo and templates for project deliverables and PowerPoint presentations.

At the heart of the project identity is the CITYkeys logo, which is designed to include the name of the project and a graphical combination of the outline of a key and a city skyline. Green colour has been chosen to underline the link of the project with sustainability.

Figure 1. CITYkeys logo

Figure 2. CITYkeys logo in black and white

Figure 3. CITYkeys logo in inverted green and white

Figure 4. CITYkeys logo in inverted black and white

A CITYkeys graphic charter has been developed at m2 of the project (March 2015) in order to coordinate among partners on the correct use of the logotype and the project colours (see Annex 1 for the CITYkeys graphic charter).

Role of partners & timing:

- EUROCITIES is responsible for developing logo and CITYkeys graphic charter by m3 of the project
- Partners provide input

5.2 Style

When communicating CITYkeys main objectives and results a clear and simple language is encouraged. Texts should be attractive to the readers and focus on the key messages and main results to be disseminated.

Following EUROCITIES' communications guidelines, the style for CITYkeys communications should be:

- Clear: allowing the readers to immediately understand the message(s)
- Consistent: in terms of grammar, style, as well as image and profile branding
- Courteous: by tailoring style to the needs and interests of the target audience
- Correct: built on an 'attention to detail' policy
- Concise: and to the point, so the readers don't get lost in the text
- Complete: also by providing references and pointers to further engage readers

The CITYkeys graphic charter (see Annex 1 of this document) also contains the list of fonts in use for all CITYkeys communication activities.

Role of partners & timing:

- EUROCITIES is responsible for developing logo and CITYkeys graphic charter by m3 of the project

- Partners provide input

5.3 Website

The dedicated CITYkeys project website (Deliverable 4.5 of the project but described in this section of *this* report) will be the project's main gateway to the outside world, providing information on the project objectives, partners, methodologies, results, publications and news. All the public project deliverables will be also available for downloading from the website. The website will be available at www.citykeys-project.eu. The working page and its development can be followed at http://wsdomino.eurocities.eu/citykeys/home.

The website is attractive, simple, easy to navigate and mobile friendly. The updating process will be user friendly and will not require specialised skills. The content management system will allow for the easy creation of new pages, inclusion of new text, image and video content.

The website will also include links to dedicated pages on social media, i.e. LinkedIn and Twitter (see section 4.3 for further details).

A Google Universal Analytic tag will be added to the CITYkeys website which will enable a comfortable and easy monitoring of the use of the website. The tag features the collection of different type of monitoring data in order to get can get a better understanding of how visitors interact with the website and each of its pages.

Figure 5. CITYkeys website home page

5.3.1 Site map

The website currently contains the following sections/sub-sections:
- o **Home**
- o **About us**
    - o The Project
    - o Partners
    - o Advisory Board
    - o Project calendar
- o **Calendar**
- o **Results**
    - o Performance measurement framework
    - o Data sets & data collection
    - o Policy making recommendations
    - o Business models & opportunities
    - o Smart city index
    - o Project deliverables
- o **News & Events**
- o **Resources**
    - o Synergies
    - o Downloads
- o **Online Forum**

More pages and subpages can be easily created through the lifetime of the projects and according to the project needs.

In the section below are described the content and purpose of each of the website sections which have been created.

Home Page

The home page of the CITYkeys website is the introductory page, typically serving as a table of contents for the website.

In addition to the bar of menu with the links to the website sections and subsections - through drop down menus - it contains a search option, contact details, logos of the Horizon 2020 funding programme and those of the project partners.

The home page also includes banners, an overview of the twitter feed of the @citykeys_eu twitter account and an update list of the latest event and news related to the website.

The alive twitter feed and the banners, which rotate continuously allowing up to five different key messages to be displayed, make the website dynamic and appealing.

About us

The 'about us' section and subsections, contains a summary of the project main objectives and deliverables as well as a description of the partners involved in the project and their main expertise and tasks. The contacts of the CityKeys advisory board (see section 4.2), their expertise and tasks are be also reported.

The project calendar page contains an interactive application, called Time mapper, which allows the visualisation of the project timeline and main deliverables. Its main feature is easy and interactive visualisation of the projects objectives beyond a simple text format.
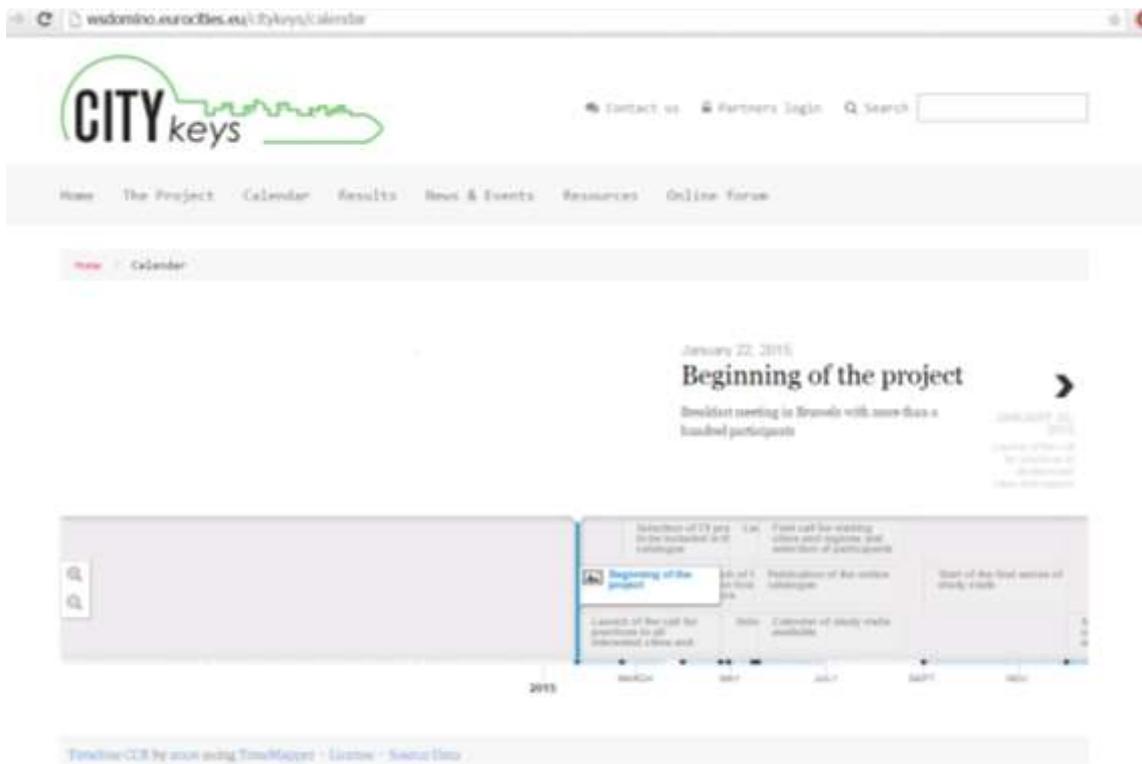
Figure 6. CITYkeys 'Project Calendar' page with example of interactive project timeline

Calendar

In the 'Calendar' page all the vents related to the projects and events of interest for CITYkeys stakeholders will be placed.

Figure 7. The 'Calendar' page with different events as in EUROCITIES website

Results

Under the headline "Results" will be collected the main outcomes of the project related to the work done in the area of:

- o Performance measurement framework
- o Data sets & data collection
- o Policy making recommendations
- o Business models & opportunities
- o Smart city index

The 'project deliverables' page will collect all the official deliverables of the project of public use.

News & Events

The 'news&events' page provides a list of events and news related to the CITYkeys projects or other relevant initiatives.
The listing follwos the chronologicla order of upload.

Figure 8. CITYkeys 'News & Events' page

Resources

The 'resources' page of the CITYkeys page will be the repository place for additional documents from synergies with stakeholders and information related to the working topics of CITYkeys.

In the "downloads" page it will provided a list of all the project deliverables and additional materials relevant to the project.

Figure 9.example of CITYkeys 'Downloads' page

Online Forum

The Online forum will be an additional place where interested stakeholders and partners will have the possibility to:

- showcase identified best solutions by cities
- exhibit the results of the framework
- A blog facility for cities to communicate and collaborate
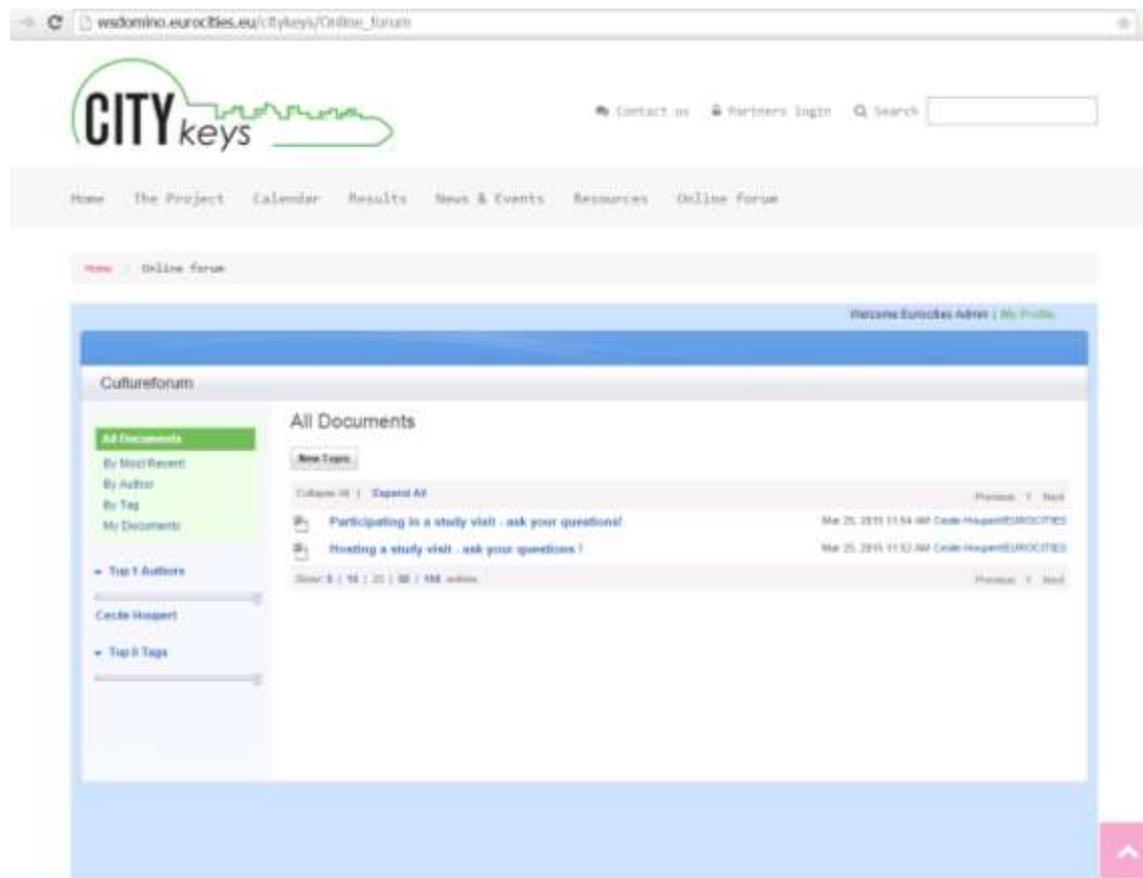
Figure 10. CITYkeys 'Forum' page with example of open discussions

Website technology

The technology of the backend website is based on Lotus Domino and Web Portal while the cloud managed system is an IBM based technology, identical to the one used for the EUROCITIES website. All website templates are based on java scripts, CSS and html.

The website contact database is shared with the EUROCITIES contact database and is based on Lotus Domino technology.
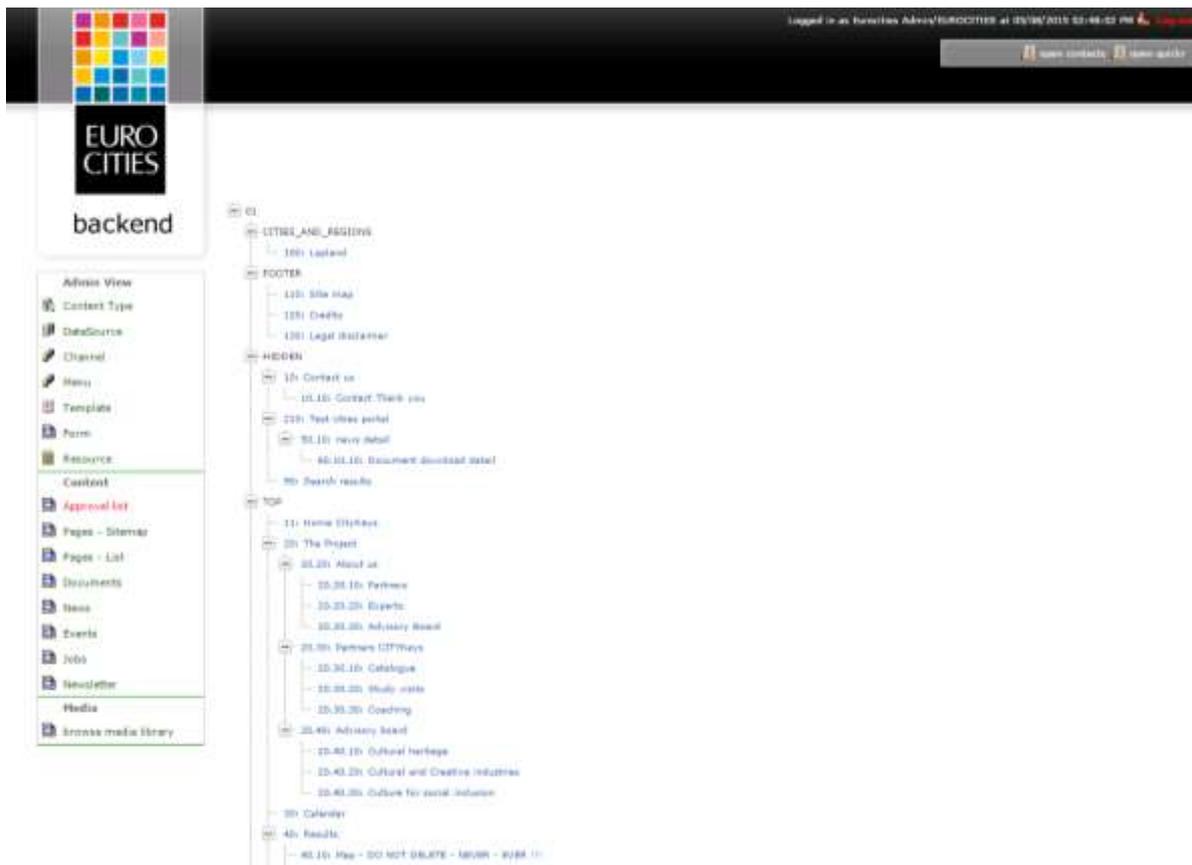
Figure 11.The CITYkeys website backend page

Role of partners & timing:

- EUROCITIES is responsible for developing the website by project month 3
- Partners provide input for the website content

5.4 Social media campaign

The use of social media will be important in order to raise awareness on the work undertaken by the project. By using social and digital media, the project aims to fulfil the following objectives:

- Maximise the return on investment by steering additional traffic to the CITYkeys website;
- Complement traditional communications channels e.g. printed publications, events, press outreach and targeted mailings;
- Provide a low-barrier method for audiences to interact;
- Monitor mentions of CITYkeys, project partners, project outcomes and other important activities;
- Engage with our critics and influencers on key issues and amplify positive comments;
- Provide on-site coverage of key events for those who cannot attend.

5.4.1 Twitter

Twitter is a microblogging platform that allows users to post short messages and chat with other users via their phones or web browsers. Unlike email or text messaging, these conversations are in the open. Twitter has the potential to deliver many benefits in support of a project's communications objectives.

Tweets will contain:

- The latest news from the project
- News and pictures from meetings or workshops
- Retweets from related twitter accounts of initiatives, partners, cities and projects

The CITYkeys Twitter account is: @citykeys_eu. The CITYkeys Twitter page can be consulted at https://twitter.com/CityKeys_eu.
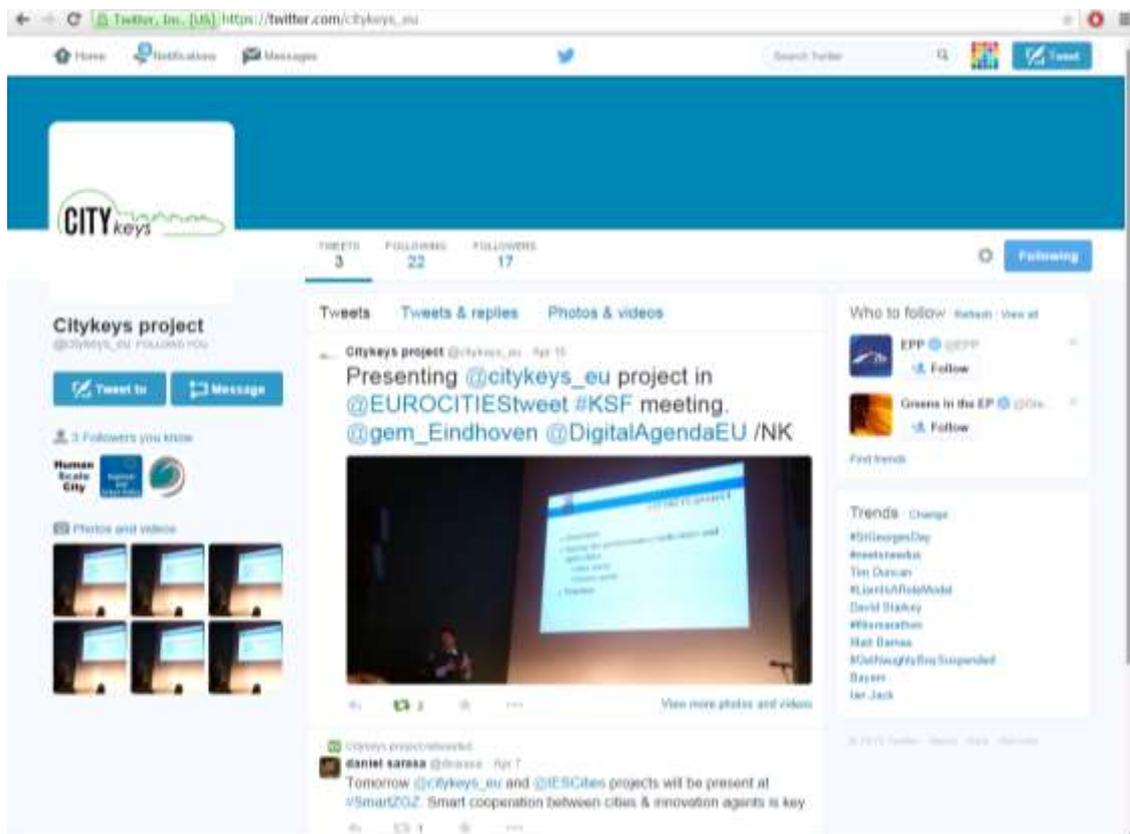
Figure 12. CITYkeys twitter account

The latest tweets are also visible through a Twitter feed on the CITYkeys website homepage.

All project partners have the possibility to use the account in order to keep stakeholders informed abut the projects outcomes, publications and events.

Role of partners & Timing:
- EUROCITIES manages the CITYkeys twitter account.
- Partners provide news bites for twitter when appropriate.
- Partners tweet from events where possible.
- At least one tweet per week

5.4.2 LinkedIn

LinkedIn is a social networking website for people in professional occupations. The dedicated CITYkeys group that has been created on LinkedIn aims to create an expert community of cities and related stakeholders.

The aim of the CITYkeys LinkedIn group to:

- share experiences and enhance collaboration.
- keep in touch with peers.
- keep up to date with advancements in the project.
- announce events.

The LinkedIn profile is available at https://www.linkedin.com/groups/CityKeys-project-8297057?home=&gid=8297057.
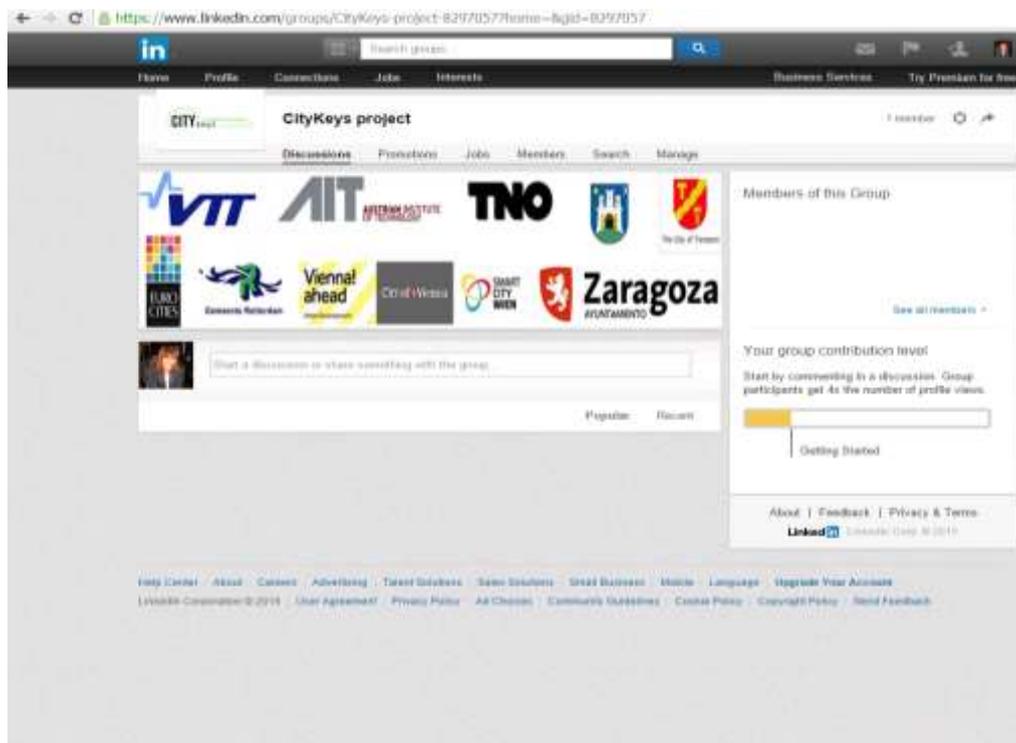
Figure 13. CITYkeys LinkedIn account

Role of partners & Timing:
- EUROCITIES manages the CITYkeys LinkedIn account.
- Partners start discussion when appropriate.
- Relevant discussion are initiated when the project has main

5.5 Publications

5.5.1 Leaflet

A leaflet will be developed by month 4 of the project (May 2015) as a general information tool on the project. It will be the identity card of the project, highlighting the project objectives, activities and expected results. This will be distributed at meetings and events both at European and national level.

This leaflet will also be available electronically on the project website as well as on the partners' websites.

Role of partners & timing:
- EUROCITIES is responsible for drafting the text of the leaflet and for coordinating the layout process with our internal designer.
- All partners should use the leaflet to promote the project among their contacts and at relevant events.
- The leaflet will be produced by month 4 (May 2015).

5.5.2 PowerPoint presentation template

A standard CITYkeys PowerPoint presentation template (see Annex 3) has been developed that can be used for promotion and awareness raising of the project at relevant events across Europe. This will include the project's main objectives and expected outputs and results.

Role of partners & timing:
- EUROCITIES is responsible for delivering the presentation
- Partners will use the presentation to promote the project at relevant meetings and events across Europe.
- The presentation will be updated regularly to incorporate project results and adapted when necessary to specific target groups and/or the scope of a particular event.

5.6 Press relations

EUROCITIES will regularly post articles related to the project progress on its own website www.eurocities.eu and members reserved monthly newsletter FLASH, targeted forum newsletter and public newsletter URBAN VOICE.

Figure 15. CITYkeys article in EUROCITIES website

Figure 16. Announcement of CITYkeys survey in EUROCITIES "Flash" newsletter

Dissemination will also target EU-level media and specialised magazine.

6. CITYKEYS EVENTS

6.1 CITYkeys Workshops

CITYkeys workshops will be organised in the partner cities, in Brussels or by webinars (in combination with project meetings or EUROCITIES forum meetings) according to the project schedule. All partners, contributing cities and EUROCITIES forum members will collaborate in order to:

- Prepare the surveys for the cities and citizens needs
- Present and discuss the existing frameworks
- Discuss draft frameworks and KPIs
- Work together for the data collection and KPIs calculation procedures & methodologies

Table 5. CITYkeys workshops of m1-m12

Workshop title	Date	Indicative content
W1 – Surveys	February 2015, Tampere (M1)	• Finalise the questionnaires for the surveys to identify the cities' and citizens' needs (Task 1.1)
W2 – Cities needs & KPIs	June 2015, Rotterdam (M5)	• Present D1.1: "Overview of the needs" (Task 1.1) • Present and discuss the existing frameworks for KPIs and data collection (Task 1.2) • Present and discuss the first drafts of CITYkeys KPIs (Task 1.3)
W3 – Draft framework components	October 2015, Vienna (M9)	• Present and discuss D1.2: "Overview of the current state of the art" (Task 1.2) • Present and discuss the second drafts of CITYkeys KPIs (Task 1.3) • Discuss draft data sets that are needed for the framework (Task 2.1) • Discuss about methodology for data collection and indicators calculation (Task 2.2)

6.2 European/international events

It is very important that CITYkeys has visibility at European-wide events so that its results can be further disseminated to a large number of stakeholders. It is also crucial to present the project at such events to reach European-wide projects, associations and networks which can then pass on the information from the project to their partners and members.

A standard PowerPoint presentation and a factsheet will be available for partners to use when participating in events. Both documents will be updated when new project results become available, and adapted to the scope and target groups of the respective events for which they will be used. Where no speaking opportunities are possible, CITYkeys will still strive to be promoted through dissemination materials (leaflet).

EUROCITIES will keep track of all representational opportunities through an events' calendar, information on actually attended events being included in the Dissemination Report (more information in Section 13 – Tracking and evaluating dissemination). Within this events calendar specific events will be targeted.

A non-exclusive list of events where the CITYkeys project will be presented follows:

Table 6. Events that CITYkeys will be presented between m3-m12

Name of the event	Date and place	Target group	Partners to present
EUROCITIES Knowledge Society forum meeting	14-16 April, Eindhoven	European	EUROCITIES
EUROCITIES Cooperation platform	21-22 May 2015, Prague	European	EUROCITIES
EIP-SCC Marketplace General Assembly	21-22 Berlin, 2015	International	EUROCITIES/ VTT
EUROCITIES Environment forum meeting	3-5 June Brussels	European	EUROCITIES
Smart city event	3-5 June 2015, Amsterdam	International	EUROCITIES/ VTT
EUROCITIES Knowledge Society forum	October 2015, Rome	European	EUROCITIES
ICT 2015 conference	October 2015, Lisbon	International	EUROCITIES/VTT
EC Open Days Week	October 2015, Brussels	European	All
H2020 smart cities brokerage event	Brussels, date to be confirmed	International	EUROCITIES
EUROCITIES Annual conference	November 2015, Copenhagen-Malmo	European	EUROCITIES
Lighthouse projects events	*Tbc, autumn 2015*	*European*	*All*
TRANSFORM project event	*Tbc, autumn 2015*	*European*	*Vienna*
EUROCITIES Knowledge Society forum	January 2016, Brussels	European	EUROCITIES

| Connected cities conference | January 2016, Brussels | European | EUROCITIES/VTT |

Additional initiatives will be identified by EUROCITIES and partners through the duration of the project or when new opportunities will arise from the cooperation with key stakeholders.

6.3 Initiatives at local level

Partners of the CITYkeys project will present the project at local level events related to smart cities on ad hoc basis.

7. MONITORING AND REPORTING

To ensure a proper reporting and tracking of the dissemination efforts, CITYkeys partners will be required to document all their dissemination and communication activities. A communication log template has been created (see Annex 4) in order to allow reporting of the different activities where CITYkeys has been promoted (meetings, articles, websites…).

Through the communication log the WP leader (EUR) and the project coordinator (VTT) will be able to regularly monitor key figures related to the success of your communication activities such as:

- number of participations in workshops and conferences,
- people from different stakeholder groups reached by the project dissemination (i.e. through Twitter and LinkedIn),
- cities contacted (i.e. by EUR mail)
- number of news articles
- traffic on the website and the forum (through Google analytics).

Results will be made available in the Dissemination and communication report for m3-m12 (D4.3 of the project) and the Dissemination and Communication report for m12-24 (Deliverable 4.4).

7.1 Horizon 2020 communication guidelines

CITYkeys will make sure all its communication activities comply with Horizon 2020 requirement related to dissemination:

Communication about European research projects should aim to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- making better use of the results, by ensuring they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

With regard to specific CITYkeys specific publications, it will be ensured that:

- all project beneficiaries agree to the publication;
- the EU and H2020 logos are included;
- publications indicate the funding by the Commission and state that they reflect only the authors' views.

7.2 Further activities to be held between m13 and m24

Between m12 and m24 of the project (February 2015 to January 2016), three additional CITYkeys workshop will take place.

The details of the communication activities to be held in the second year of the project will be provided in the project deliverable 4.3 to be delivered by m12 of the project (January 2015).

8. ANNEXES

8.1 CITYkeys graphich charter
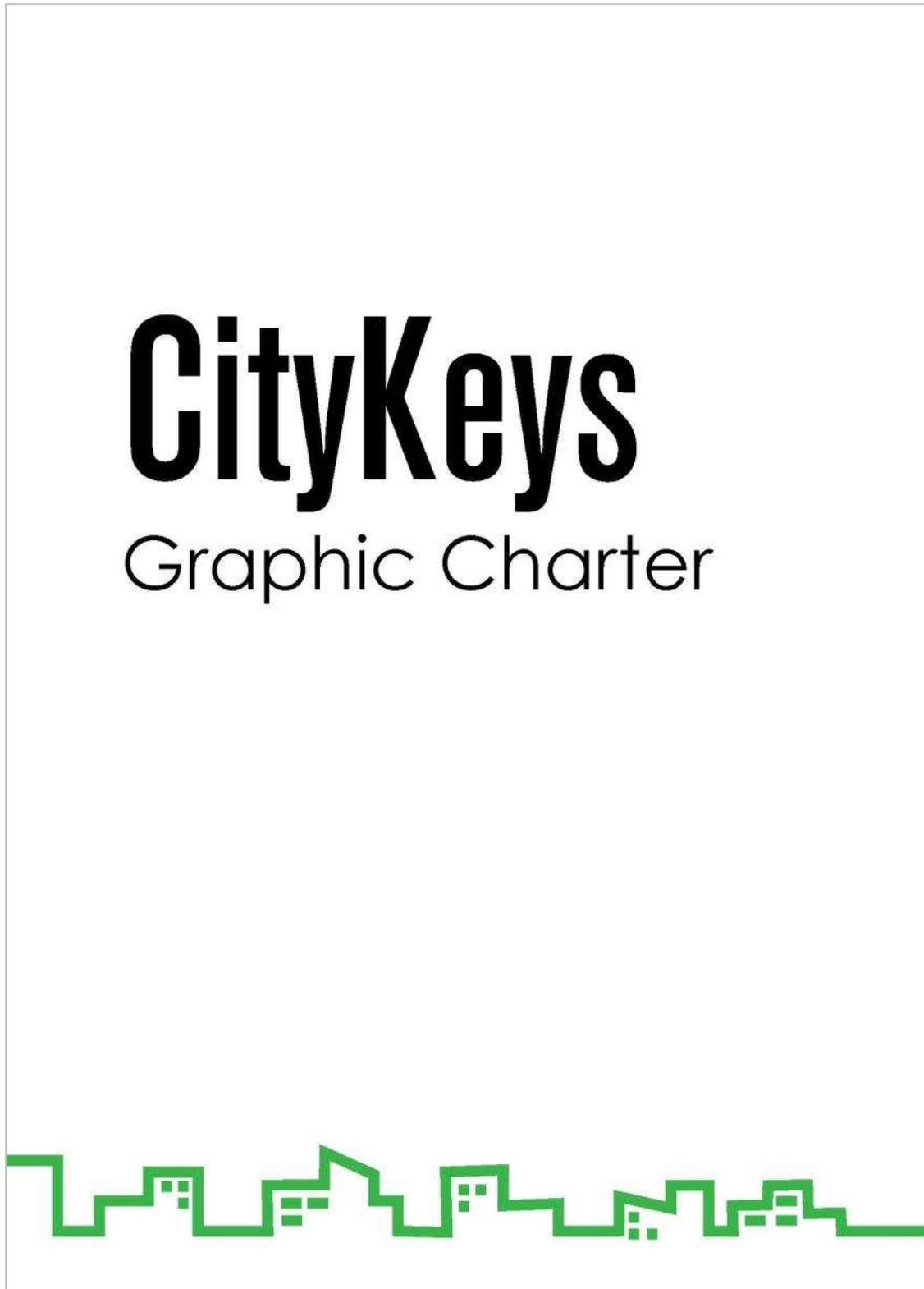
Logotype

The CityKeys color logo is to be used on all printed and digital materials distributed in color formats. For Word documents, the high resolution JPEG file format is recommended. For web content, please employ the low resolution JPEG. For large printed materials (banners, roll-ups, etc) or complex on-line and printed designs, please use the vector (AI) format.

File name:
Citykeys_logo_color.ai
Cityeys_logo_color.jpg
Citykeys_logo_color_lowres.jpg

For black-and-white printing, please use the black outline version of the logo.

File name:
Citykeys_logo_bw.ai
Citykeys_logo_bw.jpg
Citykeys_logo_bw_lowres.jpg

In case of coloured backgrounds, use the inverted format of the logo. The CityKeys visual toolkit contains a ready-made black and green inverted versions of the logo, but the vector files can be used to create logos with any background color.


File name:
Citykeys_logo_inverted_black.ai
Citykeys_logo_inverted_black.jpg
Citykeys_logo_inverted_black_lowres.jpg

File name:
Citykeys_logo_inverted_green.ai
Citykeys_logo_inverted_green.jpg
Citykeys_logo_inverted_green_lowres.jpg

1

2015-22-04

To use the logo in combination with other elements, please mind the following minimum distance requirements: vertically, the nearest element needs to be at least at half of the logo's height, while horizontally, other elements need to be at a minimum of 1/4 of the logo's width.
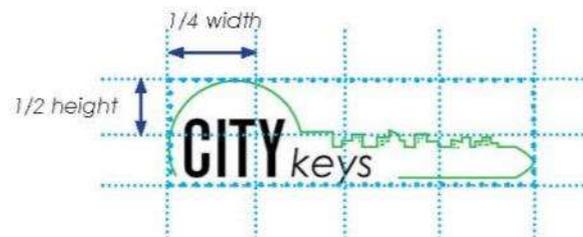
In practice, the logo should be used as illustrated below:
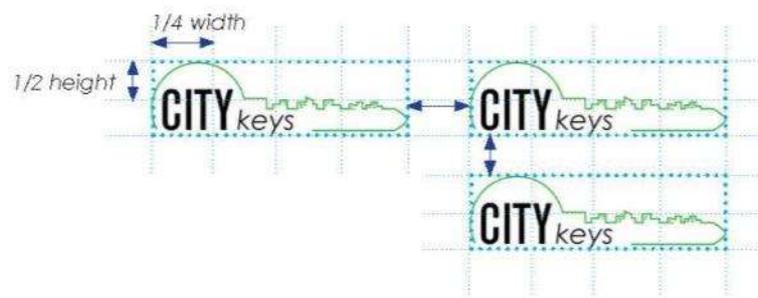
Colors

The CityKeys colors are green and black. The color codes can be found below in RGB and CMYK versions. They are to be used on all graphic materials communicating the project in order to reinforce brand identity.

CityKeys green

R: 58
G: 170
B: 53

C: 75
M: 0
Y: 100
K: 0

CityKeys black

R: 0
G: 0
B: 0

C: 0
M: 0
Y: 0
K: 100

Variations of these colors should be made with saturation levels of 75%, 50% and 25%, as demonstrated below.

| 100% | 75% | 50% | 25% |

CityKeys green

| 100% | 75% | 50% | 25% |

CityKeys black

3

Fonts

The CityKeys visual identity is also reflected by the logo fonts. When working with professionnally layouted documents, please use the designer fonts below.

- For titles: **Akzidenz-Grotesk Condensed BQ** (regular) at font sizes superior to 100 pt.
- For subtitles: Century Gothic (regular) at font sizes over 40 pt, proportional to the title.
- For paragraph text: Century Gothic (regular) at font size 11 pt.
- For emphasis text: *Century Gothic* (italic) at font size 10 pt for subtext or font size 11 for pull-out quotes.

When working on text processing software, it ir recommended that you use the following fonts:

- For titles: **Impact** (regular) at font sizes above 25 pt.
- For subtitles: Verdana (regular) at font sizes over 18 pt, proportional to the title.
- For paragraph text: **Verdana** (regular) at font size 11 pt.
- For emphasis text: *Verdana* (italic) at font size 10 pt for subtext or font size 11 pt for pull-out quotes.

4

8.2 CITYkeys communication matrix

		EVENTS				
		Project event is organised (before)	Project event takes place (after)	New project deliverable is ready	Synergies, collaborations, EU & smart cities events	Periodical tasks
ACTIONS	Tweet (CITYkeys & EUROCITIES)	X	X	X	X	
	Inform lists of contacts	X	X	X	X	
	Write a news item for web	X	X	X	X	
	Send news item to KSF/EEF/EMF/EDF/Flash newsletters	X		X	X	
	website: create page and/or update content			X	X	
	website: review and update static project pages					Every 3 months
	EUROCITIES website: review and update project pages					Every 6 months
	Add to calendar (CITYkeys & EUROCITIES)	X			X	
	Ask for a EUROCITIES website banner	X				
	Revised and updated list of contacts				X	Every 2 months
	Communication log	X			X	
	Gather communication logs from all partners					Every 6 months

8.3 CITYkeys Power Point template

CityKeys online
www.citykeys-project.eu

8.4 CITYkeys communication log template for m1-m12

List of articles February 2015-February 2016

	Partner	Date	Title of the article	Langu age	No. copies, hits	url, newsletter name, website name…
1	EUROCITIES	16-Dec-14	CITYkeys - new smart cities project	EN	tbc	http://www.eurocities.eu/eurocities/news/CITYkeys-new-smart-cities-project-WSPO-9RUMZU
2						
3						
4						
5						

Screenshot of articles

Entry 1

http://www.eurocities.eu/eurocities/news/CITYkeys-new-smart-cities-project-WSPO-9RUMZU

List of events February 2015 - February 2016

	Partner	Date	Event	Location	Target group	Number of participants	Level of participation in the event
1	EUROCITIES	12-Feb-15	INFO Day Smart cities call (link to the event)	Brussels, BE	Cities representatives and Smart cities stakeholders	400 ca	Fact sheet distribution
2							
3							
4							
5							

- ## Other entries February 2015 - February 2016

	Partner	Date	Recipients/follower	Title / copy of entry	Means of dissemination
1	EUROCITIES	11-Feb-15	3000	CITYkeys project on smart cities data collection_looking for contributing cities	e-mail
2					
3					
4					
5					

Screenshot of other entries

Entry 1