

BUILDING SMART CITIES TOGETHER

SHARINGCITIES



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691895

D6.6 - COMMUNICATION:

MEDIA AND SOCIAL MEDIA STRATEGY

WORK PACKAGE 6

Start date of the project:

1st January 2016

Date of preparation:

January - June, 2016

Duration:

60 months

Version: v 0.3

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Status: Draft

Dissemination level: Internal document (restricted to consortia and European institutions)

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PLAN FOR THIS DOCUMENT

Name	Action	Dates
EUROCITIES	Creation	28 January- 19 February
EUROCITIES	Internal review	22 February- 11 March
Partners, other WP leads input	Review	11 March – 22 March
EUROCITIES	Update	22 March- 31 March
Local strategist, city input	Additional information	11 April-21 April
EUROCITIES	Update	22- April -26 April
City leads input	Input	30 May 2016
EUROCITIES	Update, Final document	3 June 2016
City leads input	Input	3-24 June 2016
EUROCITIES	Update	24-28 June 2016

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1. 'SHARING CITIES'PROJECT

'Sharing Cities' is a project involving 35 partners across Europe with the aim to scale up smart city solutions from district to national, European and international level, generating investment and new business models. Development and management of digital infrastructure and citizen engagement are at the heart of this project, which aims to bring about a shift in current practice and governance models.

1.1. CONCEPT AND APPROACH

The concept of 'Sharing Cities' is based on the digital- and data driven transformation currently in progress and the need for new means of financing and funding in order to foster integrated solutions that are open, affordable and scalable across cities.

To this end, London, Lisbon and Milan as 'lighthouse' cities, and Bordeaux, Burgas and Warsaw as 'follower/ fellow/ fellow' or 'fellow' cities have come together with clear commitment at both political and technical level. 'Sharing Cities' has established a world-class partnership including cross-cutting centres of expertise, city network experts, as well as best-of-breed niche businesses, big industry, research and design partners, all of whom are renowned for delivering excellence in their particular field.

'Sharing Cities' has a clear focus on testing better, common designs which will cause industry and cities to collaborate internationally but also build more trusting relationships between cities and civil society. There are three demonstration areas selected: Royal Borough of Greenwich in London, Porta Romana/ Vettabbia in Milan, and the downtown area of Lisbon. Bordeaux, Burgas and Warsaw have a clear commitment to validate, test and consider implementation of demonstrated solutions at the above-mentioned three areas.

Practical and tangible benefits form part of the expected outcome. 'Sharing Cities' project will deliver on 'Ten audacious goals':

- 1 Aggregate demand and deploy smart city solutions
- 2 Deliver common and replicable innovative models
- 3 Attract external investment
- 4 Accelerate take-up of smart city solutions

- 5 Pilot energy efficient districts
- 6 Shift thinking irreversibly to local renewable energy sources
- 7 Promote new models of e-mobility
- 8 Successfully engage with citizens
- 9 Exploit 'city data' to maximum effect
- 10 Foster local level innovation, creation of new businesses and jobs

1.2. OBJECTIVES

'Sharing Cities' has four strategic objectives:

- Scale: To prove that properly designed (and more common) smart city solutions can be integrated in complex urban environments to exhibit their true potential and allow for the significant scale-up and consequent increase in social, economic and environmental value.
- Digital first: To explore and prove the extent to which a difference can be made through adopting a digital first and data-driven approach to the improvement and 'connecting up' of existing infrastructure, as well as the design and running of new city infrastructure. To drive the creation of a new set of next stage digital services which will help citizens make better choices around transport and energy efficiency, which when scaled up will enhance the city's ability to hit key targets for mobility, housing, energy efficiency and resilience, and economic development.
- Open up and accelerate the market: To understand, develop and trial business, investment and governance models, essential for the true aggregation and replication (through collaboration) of smart city solutions in cities of different sizes and maturities, in Europe and beyond. And through this to accelerate the pace by which we make transformative improvements, and enhance sustainability.
- Share and collaborate for society: To respond to the increasing demand for participation; to enhance mechanisms for citizens' engagement; to improve local governments capacity for policy making and service delivery through collaboration and co-design; resulting in outcomes that are better for citizens, businesses and visitors.

‘Sharing Cities’ objectives will be addressed by digital and interconnected measures in each of the lighthouse cities pilot districts. Key activities will be delivered on three levels:

- People – deploy approaches and tools to develop a deep understanding of society, and the means by which they actively participate in making their districts better places
- Place – solutions in city infrastructure for low energy districts, electrification of mobility and integration of processed and infrastructure. Such measures include: building retrofit, sustainable energy management system, shared e-mobility and smart lampposts
- Platform – an urban sharing platform (USP) that manages data that are open and public



2. ABOUT THIS DOCUMENT

This document describes in detail but still remaining at a more general level the communication plans of 'Sharing Cities'.

It puts forward a vision for communication which plans to guide the main branding and knowledge- sharing activities and forums for the 'Sharing Cities' stakeholders.

It is draft `communication, media strategy` which is going to be regularly updated and used for planning, monitoring and reporting on wide-range of issues.

The document has been shared with all local strategy leads (from each city) for comments and then for inputs. This current version incorporates the available information provided by the cities about the local strategies.

This strategy defines the key communication channels and how those will be used to outreach to the relevant target audiences and facilitate to reach the ambitious goals of the project.

This document is an instrument to keep all partners informed and engaged in relevant communication activities.

The communication strategy has also been discussed with all city partners in a working webinar which has been organised on 20th and 28th May, 2016. Next webinar will be organised on the 5th July where all partners from WP6 expected to participate at.

As a next step, all work package leads will also be invited to contribute more concretely to design the communication activities, also in service of their planned activities. Till now bilateral calls have been organised between the work package leads WP3, WP4, WP7, WP8 and this needs to continue.

The objective is that in this strategy detailed guidance and plans for communication would be given in a rather `bottom-up` and engaging way. There is a framework proposed by EUROCITIES and cities can propose also further innovative solutions, ideas.

All the partner cities will develop a local communication strategy which will become a part of this document (see Annexes). This activity will be performed in cooperation with the WP leader EUROCITIES.

Finally this document initiates the reflection at an early stage of the project about the longer-term sustainability of the 'Sharing Cities' results and its legacy.

Updates of the local communication strategies are foreseen regularly by all partners involved in the online space. The WP leader should be informed through this channel or by e-mail proactively and at least in every three months.

All communication activities are reported based on guidelines included in this document in every twelve months from the first submission (M6), reports should be then counted in M 16- M 17 etc. , on an annual basis in order to adapt to the emerging outcomes and developments.



3. COMMUNICATION APPROACH

The communication strategy is developed and led by EUROCITIES in consultation and coordination with the six city leads as consortium partners. The city leads are in close contact and working in close cooperation with the organisations represented in their cities while EUROCITIES has a coordinative role. EUROCITIES organises also the ex-ante coordination and follow-up of all communication activities of all partners based on the general guidelines set in this document.

Participant Organisations (WP6)

No	Name	Short name	Country
1	GREATER LONDON AUTHORITY	GLA	United Kingdom
2	Royal Borough of Greenwich	RBG	United Kingdom
8	CAMARA MUNICIPAL DE LISBOA	CML	Portugal
9	LISBOA E-NOVA AGENCIA MUNICIPAL DE ENERGIA E AMBIENTE DE LISBOA	LBN	Portugal
11	INSTITUTO SUPERIOR TECNICO	IST	Portugal
12	REABILITA, LDA	REAB	Portugal
13	CEIIA - CENTRO PARA A EXCELENCIA E INOVACAO NA INDUSTRIA AUTOMOVEL	CEIIA	Portugal
14	EDP DISTRIBUICAO ENERGIA SA	EDP	Portugal
15	PT INOVACAO E SISTEMAS SA	PT	Portugal
16	COMUNE DI MILANO	CDM	Italy
20	LEGAMBIENTE ASSOCIAZIONE ONLUS	LEGAMB	Italy
26	SIEMENS IT	SIEMENS IT	Italy

27	CITY OF BORDEAUX	BORDEAUX	France
28	CITY of BURGAS	BURGAS	Bulgaria
29	CITY of WARSAW	WARSAW	Poland
31	EUROCITIES	EUROCITIES	Belgium



3.1. PROGRAMME COMMUNICATION TEAM AND COLLABORATION NEEDS

3.1.1. RELATIONSHIP WITH OTHER WPs

The WP6 is of transversal, horizontal nature as it contributes to all WPs and should be at the centre of each activity whether and how communication should be organised. EUROCITIES leads on all communication activities, coordinates and reports on them.

At the same time, communication activities run across the whole period of the programme and each partner contributes to it by referring to the plans and achievements of the project at several forums (e.g. events, blogs, and social media). This presumes a strong cooperation among the partners and regular ex-ante and ex-post reporting to the WP in lead.

Targeted communication campaigns and exchange of information needs to be smoothly organised and become a regular practice.

Nevertheless, there are few Work Packages where collaboration among partners needs to be ensured. This implies in particular:

- WP5 where EUROCITIES in lead on replication,
- WP1 GLA in lead on programme coordination,
- WP2 where Futures Cities Catapult in lead of citizen engagement,
- WP 7 UrbanDNA in lead on business models and funding.

3.1.2. LOCAL COMMUNICATION STRATEGIES

The communication strategy applies the concept of subsidiarity as nature of the goals; take-up on results will require a coordinated, coherent but local level communication. EUROCITIES provides guidelines, templates, and coordinates the communication activities in support of the successful local outreach. The role of local partners, city leads in promoting, proactively engaging; and delivering on communication and media activities is essential. The WP leader EUROCITIES ensures that local communication ‘strategists’ in each city receive guidelines for planning and reporting on the communication activities. Cities coordinate their local level

communication, inform in advance and report their activities to the WP lead. The cooperation among different local partners in the same city will be facilitated by the city lead in strong collaboration with EUROCITIES.

3.1.3. COLLABORATION WITH BUSINESSES

The identification of business partners is an objective of the project as well and that relates to WP5 and WP7 targets to make sure that 'follower/fellow' cities are supported in finding the necessary means to implement similar solutions in their own context.

All partners are to contribute to the mapping of potentially interested enterprises and EUROCITIES keeps an up-to-date database and manages communication with the interested companies.

Social media (e.g. LinkedIn, Twitter) should be strategically actively used to promote the project events, results and engage with potentially interested businesses.



4. DEFINITIONS

Communication covers all activities related to the visibility and promotion of the project. It includes references to the media and social media activities.

Dissemination and exploitation are closely related to the communication and media activities but refer to more complex definitions which are considering other work packages as well.

The terms ‘exploitation’ and ‘dissemination’ are defined under the Horizon 2020 Rules for Participation¹ as follows:

- Exploitation – ‘means the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities’;
- Dissemination - ‘means the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium’

4.1. OBJECTIVES

The overall aim of the communication WP is to promote the project, its mission and results to a wide group of stakeholders at international, European, national and local levels. Through targeted activities, dedicated communication tools and appropriate communication channels, ‘Sharing Cities’ will be a flagship initiative in Europe and outside in smart cities solutions.

Furthermore, the project intends to go beyond mere dissemination of results, by supporting scaling of practical solutions from city district level, to national, European and international level, in cooperation with WP5.

4.2. TARGET GROUPS

This WP aims at communicating at the consortium level, national, European and international level and provides local partners with guidelines for communication activities at city and national level.

‘Sharing Cities’ aims to develop and scale-up smart city solutions in an agile and collaborative way, therefore the primary target groups of the project are those close to decision-making in cities. These agencies might be the local governments themselves, city networks or other levels (regional and national) levels of governments.

The second layer group targeted are those developing smart city solutions, who should also be informed and engaged in this process such as companies (big or SMEs). These companies are mainly active on but not limited to the key activity areas such as building retrofit, e-car sharing, smart lamppost, smart parking, e-logistics and also citizen engagement specialists or app developers.

The third layer of groups is those who are smart city experts, working independently or for a research institute or academia. These entities can contribute besides that they can get involved in the work itself, they can provide scientific background and “connect” to the scientific world. NGOs, civil society institutions or business organisations, and the international organisations can also provide further input through their networks and knowledge.

4.3. PHASES AND MILESTONES

- Phase 1: Producing draft communication materials and communication strategy
- Phase 2: Establishing the final communication materials and communication strategy
- Phase 3: Building up the results and exchanging information with partners/stakeholders
- Phase 4: Adjusting plans and focusing on dissemination
- Phase 5: Adjusting plans and focusing on impact and scaling-up the project results

5. WORK PACKAGE PROGRAMME

5.1. OBJECTIVES

This WP is structured around four principal objectives:

1. Define and implement a communication strategy that will maximise the impact of 'Sharing Cities' to speed up the transformation of EU cities into smart cities.
2. Ensure that 'Sharing Cities' is addressing relevant stakeholders from both city and industry parties at national, European and international level through a wide range of high-quality communication tools and materials, high-level events and related media activities.
3. Ensure that links with other initiatives, projects, networks and events related to smart cities (including current and future Horizon 2020 calls) are established, maximising efficiency of activities and effectiveness for recipients.
4. Support and coordinate the communication activities of the lighthouse and follower/fellow cities, making sure that messages are conveyed to the right target audiences and through the appropriate communication channels.

5.2. TIMING

Activities for dissemination are being organised in five phases, with different focus and priorities. The planning is as follows:

- **Phase 1: M1-M4**

Producing first draft of communication materials and draft communication strategy

- Drafting a first version of the communication plan and providing template for local communication strategies
- Logo and graphic charter
- Website (first release)

- Leaflet & roll-ups first design and test print
- General PowerPoint presentation (to be updated throughout the project)
- Setting up accounts on social media
- Press releases on project's launch

- **Phase 2: M5-M6**

Establishing the final communication materials and communication strategy

- Developing further the communication plan (planning for articles on website, social media, etc.)
- Draft communication strategy including Local Strategies

- **Phase 3: M6-M30**

Building up the results and exchanging information with partners/stakeholders

- Conference calls/ webinars to follow up results and collect material for communication
- Planning of events for 'Sharing Cities ' visibility
- Update and implementation of communication, dissemination strategy
- Building up a list of interested stakeholders (including businesses and cities)

- **Phase 4: M30-M36**

Adjusting plans and focusing on communication related to dissemination

- Update communication and dissemination strategy
- Encourage partners to prepare for next steps

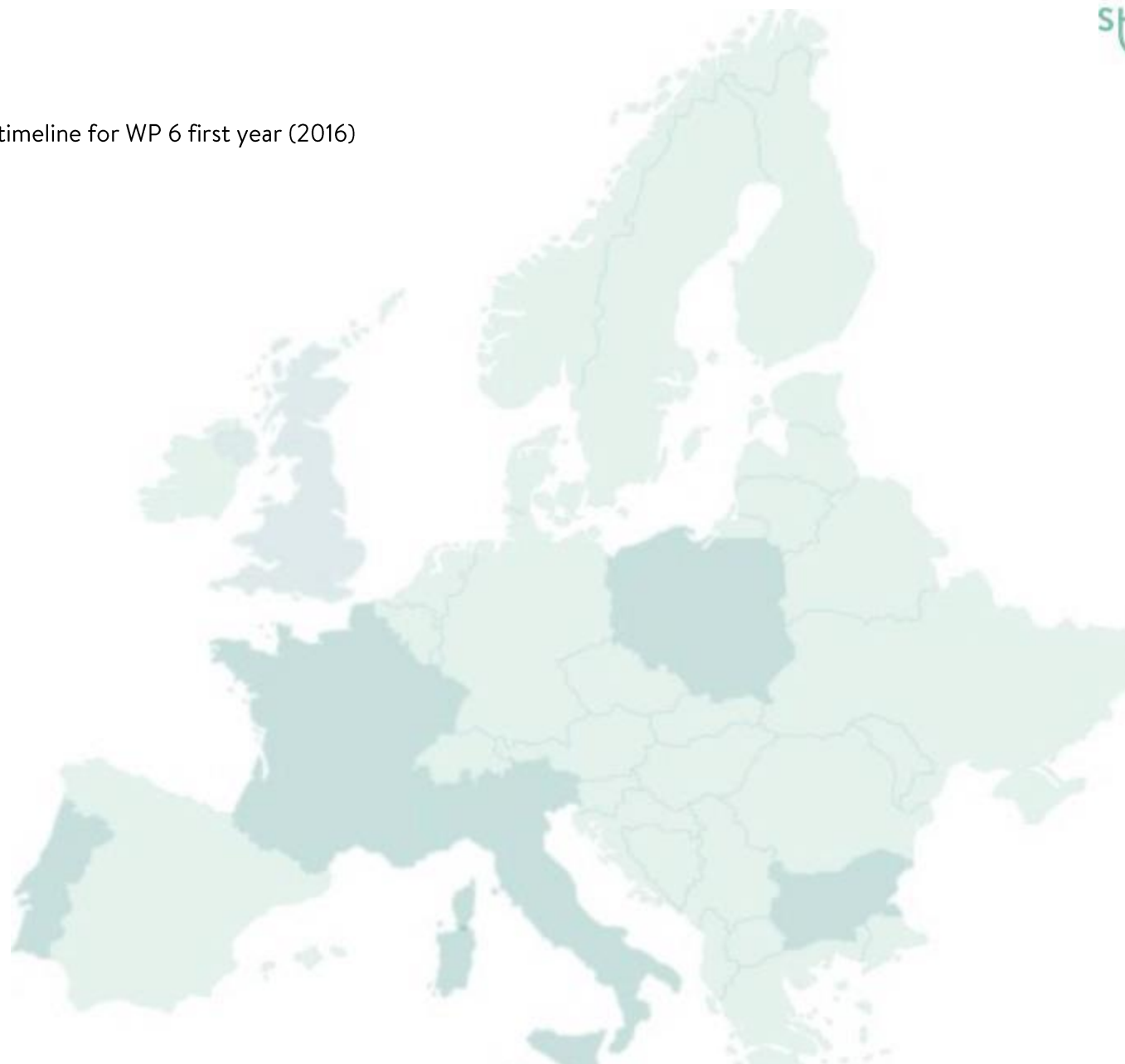
- **Phase 5: M36-M60**

Adjusting plans on impact and scaling-up

- Update communication and dissemination strategy, focussing on impact and further information on scale-up opportunities in other cities
- Engage more intensively with potential cities (e.g. to join the knowledge platform) and other stakeholders



Table 1: Indicative timeline for WP 6 first year (2016)



Work Package 6 programme plan

Year 1												
Project month	1	2	3	4	5	6	7	8	9	10	11	12
Calendar month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Reporting periods				RP1			RP2					RP3
Phases (milestones)						Phase 1						Phase 2
WP6 Communication												
D6.6 Communication strategy		drafting		1st draft	consultation	2nd draft	update					Internal update
D6.2 Visual identity toolkit			preparation	final version								
Project logo			preparation	final version								
Graphic Charter			preparation	final version								
Templates	Print		preparation		final version							
	Digital				final version							
D6.3 Promotion tools												
D. 6.4 Website			preparation	Early version	preparation, conciliation process			First public version				Knowledge platform
D 6.1 and D.6. 3. Leaflet	English version		preparation	Final version	Update	Printing	Shipping					
	Translated version			preparation	preparation, conciliation process		Final versions					
Roll-ups				preparation	Final version		Final translated versions					
D6.5 Project videos												
Promotional video			preparation		Early version	translation	Final version					
D6.7 Press and media activities		continuous reporting							update on media strategy			
Press		continuous reporting										
Social media	Twitter	Create		Twitter strategy								
	Linkedin		Create									
	Blog (first)	Create					Blog strategy					
	Vimeo				Create		Video strategy					
	Flickr	Create		promote use amongst partners								
D6.8 Events					Eindhoven							
			preparation	event attendance						Stockholm 7 lighthouse meeting	Barcelona Smart City Expo & Milan annual event	
D6.9	INEA common information activities			Organisation	EIP SCC co-organiser							

5.3. DELIVERABLES

The table below refers to the planned deliverables with the corresponding numbers as it is stated in the Grant Agreement.

Deliverable Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Due Date (months)
D6.1 D6.3	Leaflets <ul style="list-style-type: none"> 1st English version leaflet 	EUROCITIES	Website s patents, filling etc.	Public	M4-M5
	<ul style="list-style-type: none"> Translated/ local language leaflets 	EUROCITIES and local strategists			M6
D6.2	Visual identity toolkit Project logo and project graphic charter	EUROCITIES	Other	Public	M3-M4
D6.4	Website <ul style="list-style-type: none"> First version launch 	EUROCITIES	Website s patents, filling etc.	Public	M5
	<ul style="list-style-type: none"> Improved version of website launched 				M8
D6.5	12 Videos <ul style="list-style-type: none"> Promotional video 	EUROCITIES	Website s patents, filling etc.	Public	M6 M36
	<ul style="list-style-type: none"> Video tutorials Infographics video 				M36-M48
D6.6	Media strategy and	EUROCITIES	Draft	Confidential,	

	social media strategy (communication, dissemination etc.) <ul style="list-style-type: none"> • First draft 		report	only for members of the consortium (including the Commission Services)	M4-M5
	Communication strategy (including local/national strategies)	EUROCITIES	Report	Confidential, only for members of the consortium (including the Commission Services)	M6
D6.7	Press and media activities	EUROCITIES	Report		M1-M60 continuous
D6.8	Events <ul style="list-style-type: none"> • Pan-European • Lighthouse • Follower/ fellow/ fellow cities • External events 	EUROCITIES	Other		M12- continuous
D6.9	INEA common information activities	EUROCITIES	Other		M6- continuous

5.4. MILESTONES

WP6 Milestones				
Milestone number*	Milestone title	Lead beneficiary	Due date	Means of verification
30	Communication strategy established	EUROCITIES	M6	D6.1 completed
31	Creation of the Sharing Cities identity	EUROCITIES	M3	Logo, templates prepared
32	Build Promotion & Digital Comms Tools	EUROCITIES	M8	Project website online
* As of the Grant Agreement (p.60)				

5.5. TRACKING COMMUNICATION AND DISSEMINATION

The Project coordinator and the WP6 leader have agreed to include in the regular management reporting every six months between each other as necessary a section on 'dissemination and communication activities'. This 'communication tracker' section will be completed by all partners, sent to the project coordinator and circulated to the WP6 leader for information.

Partners have been informed at the kick off meeting, and will be reminded on a regular basis, to keep track as much as possible of results of their own dissemination activities, such as articles in newspapers or magazines, pictures of events, etc. All of these communication materials will be shared on the project website.

With early reporting and information sharing the WP leader will be informed of all activities and will be able to adapt the material available and plan forthcoming activities. Incidentally, the information collected will be used to report on publications activities as part of the Periodic Reports to the European Commission.

Role of partners

Through the communication log the WP leader (EUROCITIES) and the Project coordinator (GLA) will be able to regularly monitor key figures related to the success of your communication activities.

Key monitoring figures:

- 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 e-mail)
- Number of news articles
- Traffic on the website and the forum



6. PROMOTION AND COMMUNICATION TOOLS

6.1. PROMOTION TOOLS

A set of promotion tools will ensure that ‘Sharing Cities’ brings attention and that the brand ‘Sharing Cities’ makes impact in key events. These promotions tools will include:

6.1.1. PROJECT LEAFLET

The project leaflet is the project’s business card towards the outside world, presenting the ‘Sharing Cities’ objectives, partnership, activities and innovations, solutions and impacts, experimentation cities and vision at a glance.

The project leaflet is already made available in English and EUROCIITIES has printed 200 copies by end of April and at the same time published a downloadable version on the project website. This has been necessary in order to promote the project at European events.

There will be further English leaflets printed (in approximately 6000 copies) with corresponding versions in Italian (~500 copies), Portuguese (~300 copies), Polish (~500 copies), French (~1000 copies) and Bulgarian (~300 copies). The orders for the leaflets will be organised based on the needs in order to prevent that paper copies become outdated or remain in the stock.

Few copies (of the English version) will be sent to each partner. All partners should use the leaflet to promote the project among their contacts and at relevant events.

The easy-to-print, downloadable English version is already available since end of April 2016 (M4) on the ‘Sharing Cities’ website. Partners may use this version to print more copies if necessary.

The translated versions of the leaflet will be made available on the website between M7-M9.

Role of partners

- *EUROCITIES is responsible for developing the content, design (template) of the leaflet, printing some of the English versions) and storing them at the EUROCITIES office. Some of the English version leaflets might be printed by GLA as that has been financially planned. In order to optimise the printing costs, partners are invited to report tri-monthly on their needs for English leaflets so those can be ordered in time.*
- *Each local partner can create local language copies in order to respond to the local context and priorities. Local partners will also develop and proof-read the content of these copies, using the same template that EUROCITIES has produced for the English version.*
- *EUROCITIES will not cover the printing expenses of local language copies that are to be taken care of by the local partners.*

Note: The leaflet has been prepared by EUROCITIES (M4) and design of the leaflet has been approved by the GLA as programme coordinator (M5) but due to the legal circumstances (delay in signature of consortium agreement by some partners) the leaflets were not printed. The translations of the leaflets has been prepared and a proof-reading and update of contact (programme coordinator) is organised (M6-M7) and the local leaflets will be printed during M7-M8 by the local partners.

6.1.2. ROLL-UPS

Nine roll-up banners that will be used for promoting the project at events will be produced. They will form a coherent identity with other communication elements in the 'Sharing Cities' brand. The roll-ups will convey the project's key message and will promote the website as a source for more information.

They will be used at events where 'Sharing Cities' should have a strong visibility and presence and these conferences need to be identified.

The WP6 leader takes care of the organisation and costs of shipment to all other seven partners. The use of roll-ups at local events will be organised and related costs will be bared by the local partners.

Nine project roll-ups will be prepared: London GLA (1), EUROCITIES (2), six cities: Italian-Milan (1), Portuguese- Lisbon (1), English-Greenwich (1), Bulgarian- Burgas (1), Polish- Warsaw (1), and French- Bordeaux (1).

Role of partners

EUROCITIES is responsible for the design in English and production one-time shipping of the roll-ups after the approval of GLA acting as programme coordinator. Local partners are responsible for providing local translations and shipping to local events.

Note: *EUROCITIES has prepared the roll-up design (M4-M5) of the roll-up which has been approved by the GLA (M5) as programme coordinator but due to the legal circumstances (delay in signature of consortium agreement by some partners). Translation of the roll-ups has also been prepared (M5) and the roll-ups under production (M6).*

6.1.3. POWERPOINT PRESENTATION

A template for a PowerPoint presentation is prepared as a part of the visual identity of the project. In addition, a standard PowerPoint presentation style will be prepared and shared for use by all partners. Each presentation about the project needs to include the 'Sharing Cities' logo and reference to the project's website. It should contain the EU acknowledgement logo as well.

The purpose of using a standard slide format is to 'Sharing Cities' a common visual appearance towards the public.

Role of partners

EUROCITIES is responsible for the production of one standard PowerPoint presentation of 'Sharing Cities' and one standard template for partners to use. EUROCITIES will also be responsible for the update and sharing of the presentation. Partners are requested to use the standard templates when attending events and giving presentations on behalf of the project.

Note: *EUROCITIES has prepared a template for a PowerPoint presentation (M4-M5) and will make a standard presentation with general content (M7-M8).*

6.1.4. VIDEOS

▪ PROMOTIONAL VIDEO

Early engagement is key for 'Sharing Cities' in order to 'Sharing Cities' awareness` about the project's ambitions and allow opportunities to be discovered e.g. by other potential scale-up cities .

Therefore, a standard promotional video of 1-3 minutes has been developed (M5-M6) to promote the cities and their plans for smart city solutions, unique approach of the project and allow visibility of the different cities participating and raise awareness about the project. This video will be published on the website of the project and serve as a first general introduction to any visitor and also used at events. The translated versions of the video will be displayed and used in all consortia languages.

The promotional video is available at :

For the subtitled version:

- `<iframe src="https://player..com/video/167420601?title=0&byline=0&portrait=0" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe> <p>SHARING CITIES (English subtitles) from I'arbre ` films on .</p>`

For the original version:

- `<iframe src="https://player..com/video/169246287?title=0&byline=0&portrait=0" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe> <p>SHARING CITIES from I'arbre ` films on .</p>`

Role of partners and timing

- *EUROCITIES was responsible to produce the script of this promotional video. EUROCITIES has organised and covered the costs of recording.*
- *Cities were asked to provide videos and availability for interviews and translate the scripts to their languages. EUROCITIES provides the voice over and the editing, production of the video.*

Note: EUROCITIES has prepared a script and plan for the production in early March for the promotional video and took advantage of the replication training to record the content for the video. The English video has been prepared with and without subtitles (M5) and shared with all partners (M6). The translated versions of the video will be prepared by M7.

▪ VIDEO TUTORIALS ON THE SOLUTIONS

A series of video tutorials will be developed to highlight the six interventions that will take place within lighthouse and follower/ fellow/ fellow cities in partnership with businesses. These video tutorials will highlight the solution being developed and/or replicated, its impact, its costs and its benefits for the beneficiary city and/or for citizens.

The videos will be in English with subtitles into the five other languages if relevant.

Number	Location	Participants	Indicative deadline
1	London		
2	Lisbon		
3	Milan		
4	Bordeaux		
5	Burgas		
6	Warsaw		

▪ INFOGRAPHICS VIDEOS ON THE PROCESS OF REPLICATIONS

A series of infographics videos will be developed to explain the process of replication in practice. These infographics videos will show how lighthouse and follower/ fellow/ fellow cities have worked together and managed to transfer and replicate solutions from one city to the other. Unlike tutorial videos that focus on the solutions developed, these video will focus on the process of replication. In total at least three of these videos will be produced.

The videos will be in English with subtitles into the five other languages if relevant.

Number	Location	Follower/ fellow/ fellow cities	Indicative deadline
1	London		
2	Lisbon		
3	Milan		

Role of partners and timing

The videos will be produced in the different locations and dates, logistics to be organised by local partners.

EUROCITIES will propose a plan and script for these videos.

The showcased solutions will be selected in cooperation with the partners.

EUROCITIES will ensure the selection of the video recorder and follow up the professional production of these videos.

6.2. COMMUNICATION TOOLS

6.2.1. PROJECT STYLE GUIDE

The project identity relates to the appearance and visibility of a project towards its external stakeholders. The Sharing Cities 'Style Guide' aims to ensure a distinctive and unique look for the Sharing Cities project and to establish a strong, common and recognisable 'Sharing Cities' brand, which will be used for all 'Sharing Cities' communications on an international, European, national and local level.

The 'Style Guide' sets a framework for a consistent use of the visual identity elements of the project. The following elements are included and shall be used in agreement with EUROCITIES:

- Sharing Cities templates for print and digital communication:
 - Word and PowerPoint templates
 - InDesign templates
- Sharing Cities leaflet and rollup
- Sharing Cities graphic elements:
 - Sharing Cities logo
 - Colours
 - Type face / Fonts
 - Icons
 - Diagram style
 - Map style
 - Website banner
 - Email signature

Figure 1: Sharing Cities Style Guide



WORD TEMPLATE

When to use the Word template?

- For project's deliverables, press releases...
- These documents shall be sent to the WP5 leader (EUROCTES) in order to be made available to the project's partners on the partners' area on the Sharing Cities website, and to the public when appropriate.
- If the document is not official publication or is to be printed and distributed, please use the iDesign templates (more information below).



2

POWERPOINT TEMPLATE

When to use the PowerPoint template?

- For any event at which a presentation on Sharing Cities is given.
- Information regarding events where the Sharing Cities project is presented shall be shared with the WP5 leader (EUROCTES) in order to be promoted on the Sharing Cities website.



3

INDESIGN TEMPLATES

What is iDesign?

iDesign is a desktop publishing software application produced by Adobe Systems. It can be used to create works such as posters, flyers, brochures, magazines, newspapers, and books.

When to use the iDesign template?

- Sharing Cities brochures and publications
- Sharing Cities Newsletter

You need to have a license in order to use the latest version of iDesign. If you don't, please inform the WP5 leader (EUROCTES) who will:

- either provide your publisher with the iDesign template
- or put the provided text in the right format (this will have to be planned at least two months in advance)

BROCHURE DESIGN



4

INDESIGN TEMPLATES

NEWSLETTER



5

LEAFLET AND ROLLUP

The project's leaflet and rollup are available in 10 languages: Bulgarian, English, French, Italian, Polish, and Portuguese.

When to use the project's leaflet and rollup?

- For any promotional activities
- Information regarding these activities shall be shared with the WP5 leader (EUROCTES) in order to be promoted on the Sharing Cities website.

- The City leads will require the rollup in local language and a defined number of leaflets in English and local language. They shall distribute the leaflets among the local project's partners, according to their needs, and manage the alignment of the rollup when necessary.
- The printing of additional leaflets is to be planned at least a month in advance.

LEAFLET DESIGN



6

LOGO



DO

- Use our official, unmodified Sharing Cities logo.
- Place use the logo in readable.
- Allow for at least the minimum buffer space around the logo.

CLEAR SPACE

The logo must be surrounded by a minimum amount of clear space equal to the size of the 'G'.

No visual elements may be placed in this area.



7

MISUSAGE OF THE LOGO

Don't add any element to the logo



Don't remove any element to the logo



Don't modify the proportions of the logo



Don't use effects on the logo



Don't change colors for the logo



Keep in mind the readability of the logo when on a dark background



8

COLOURS

Dark Green	Medium Green
C: 100%	C: 55%
M: 25%	M: 45%
Y: 0%	Y: 0%
K: 25%	K: 0%
#008070	#00A080
Dark Red	Medium Red
C: 0%	C: 0%
M: 55%	M: 55%
Y: 45%	Y: 45%
K: 0%	K: 0%
#C00000	#E00000

9

FONTS / TYPEFACE

Main style

BRANDON TEXT REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

BRANDON TEXT BLACK
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

You need to purchase this font: <https://www.myfonts.com/fonts/lvd/fonts/brandon-text/>

If you don't want to purchase the Brandon Font you can also use:

HELVETICA LIGHT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

HELVETICA REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

HELVETICA BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

Or

ARIAL REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

ARIAL BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

ICONES



10 AUDACIOUS GOALS

1. Aggregate demand and deploy smart city solutions
2. Define common and replicable innovation models
3. Attract external investment
4. Accelerate take-up of smart city solutions
5. Pilot energy efficient districts
6. Shift thinking from mobility to local renewable energy sources
7. Promote new models of mobility
8. Successfully engage with citizens
9. Explain 'city state' to maximum effect
10. Foster local social innovation, creation of new businesses and jobs

MAP STYLE



DIAGRAM STYLE



WEBSITE BANNER

You can use this banner to refer to the Sharing Cities website.



EMAIL SIGNATURE

You can add this element to your email signature in order to promote the project. Please insert the hyperlink to the Sharing Cities website on the picture.



The Style Guide will be disseminated to all 'Sharing Cities' partners. The logo and leaflet will be made available on the public part of the website in a downloadable pdf format. All partners will be asked to clearly refer to the European funding source when presenting project results and follow recommendations from the European Commission.

Figure 2: Acknowledgement of the EU funding and EU emblem

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 691895



Role of partners

- *EUROCITIES is responsible for developing and sharing the project identity and Style Guide. These documents are made available on a specific dropbox and later will be published on the Team's area of the website.*

- *‘Sharing Cities’ partners are requested to use them when relevant for the project as often as possible. Partners are invited to consult and report on their use of graphic identity e.g. on website, event and EUROCITIES provides a one-stop shop, primary access to all communication materials.*
- *For scientific articles prepared in the context of the project the following sentence should be included: "This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 691895".*

Note: The complete visual identity has been prepared by EUROCITIES(M4- M5) and made available for all partners.

6.2.2. CONTACT DATABASE AND MAILING LISTS

The contact database contains the persons and organisations relevant to this WP (Annex 1). Mailing lists are available on the internal area of the website and will be updated when necessary and shared with the ‘Sharing Cities’ project’s partners to keep all partners informed of eventual changes.

There are 2 types of mailing lists:

- **Internal mailing list**, with partners of the consortium, managed by the WP6 lead
- **External mailing list**, which will be composed of stakeholders who have expressed an interest towards ‘Sharing Cities’ activities and will be kept informed of the results and events of the project. It includes all members who expressed interest in joining the learning platform. The latter will be updated regularly by all partners. This external list is further expanded with the local, regional or national contacts which are to be identified by the local partners during the course of the project.

The contact database consists of several categories: participants to the launch event, city representatives and other stakeholders expressing interest at any event to any of the partners. This list will evolve regularly and will serve only for communication activities.

Role of partners

- *EUROCITIES is responsible for developing and sharing the contact database and mailing lists.*
- *WP6 partners are responsible for providing up to date information.*

Note: EUROCITIES has prepared a mailing list for the work package and a more general one (shared with GLA).



6.3. DIGITAL COMMUNICATION TOOLS

6.3.1. PROJECT WEBSITE

The 'Sharing Cities 'project website is the project's main gateway to the outside world, providing information on 'Sharing Cities'` s vision, objectives, timeline, solutions, consortium, publications, news and success stories.

The domain name, which will be used for the project is www.sharingcities.eu . The domain name has been booked on 8 February 2016 by EUROCITIES. In order to enhance search ability, the following other domain names have been booked:

- www.sharing-cities.eu
- www.sharing-cities.com

Each partner`s logo will appear on the website. The logo of each partner can link to the relevant information about the project on the partner`s website.

Role of partners

- *EUROCITIES was responsible for purchasing the domain name.*
- *EUROCITIES as leader on WP 6 will establish the website with the required functionalities.*
- *'Sharing Cities 'partners are responsible to provide their logo and links, fill out necessary templates.*
- *Local content and translations will be provided by the city leads and local partners.*
- *Partners are expected proactively engage in the website development and feed it with content, updates, blogs etc.*

▪ MAIN AREAS

The website should contain main areas:

- Public area
- Internal, restricted area or option to make accessibility of certain materials restricted to a smaller group of people : 1)partners of the project but also 2)add newcomers, interested parties in certain cases- see Learning platform

▪ INITIAL SITEMAP:

Site map:	Description:
About	<p>Presents the project (mission, key facts, goals, context with the smart city lighthouse projects, contact info and an opportunity to subscribe to the newsletter `SIGN ME UP`line`. Few social media links: e.g. Twitter news can be displayed. There should be a link to a downloadable brochure of the 'Sharing Cities' project.</p> <p>There should be a link to the promotional video and some other videos (if necessary which can be updated).</p> <p>This page should contain the logo (project and the EU reference). Space for translated pages availability with country flags indicated should be guaranteed to at least 5 languages (Portuguese, Italian Bulgarian, Polish, and French). (The rest of the sites should allow only the user an automatic Google translation.)</p>
Project page/ Home	<p>Gives more detailed information on the 'Sharing Cities' project.</p> <p>It summarises the action areas and solutions more specifically developed. On this page there should be a reference to the partners by displaying their logo and linking them to their own websites. (See example: www.grow-smarter.eu/ Home)</p>

Team& Community

The team refers to the whole consortium. It can be presented in a more structured way (cities, non-profit industry). Under each category the contact details of the specific partners would be displayed.

There should be a way to subscribe to join the knowledge platform (with being able to keep record of interested parties, people).

This section should explain how interested parties and people can participate can contact us. Similar to this: <http://www.cultureforcitiesandregions.eu/culture/press/FAQ>. It should also allow subscription to a newsletter

Cities

- City profiles

There would be a starting site with Map of partners' cities and by `click` landing on each city profiles sub-site. Another access would be from the same site by indication `City profiles` Lighthouse cities (London, Lisbon, Milan) and Fellow cities (Bordeaux, Burgas, Warsaw) with their names linking them to their own city profiles.

Each city profile should be following a similar style such as this example: <http://www.grow-smarter.eu/lighthouse-cities/stockholm/>.

Smart cities solutions

Presenting the measures being developed.

Events/News

Calendar (preferably dynamic) with the relevant events for 'Sharing Cities' partners.(Similar to: <http://www.grow-smarter.eu/exchange/find-us-at-events/>)

Knowledge platform (public)

The learning platform should be able to store videos and recorded webinars. It should be possible to store and download reports (in pdf) from this space.

It should have sections similarly to <http://www.enigma-project.eu/en/Learning-Platform/Overview/> but at least contain the following items: 1) Solutions, 2) Replication activities: a) Work-shadowing visits) Mentoring visits, c) City baseline reports (each city); d) City roadmaps etc. The details of this space will be later defined.

The learning platform should allow differentiation of materials which can be made 1) public, or 2) specifically attributed only for the partners to access e.g. confidential documents such as grant agreements, contracts. This partner sections should also allow linking to a Google account to be able to edit and see relevant documents. 3) newcomers who would like to learn more and interested in scaling up the solution should have a different level of access (see more than the public but less than a the consortium partners).

■ MAIN CHARACTERISTICS

- The website should be attractive, simple and easy to navigate.
- The updating process should be user friendly and do not require specialised skills; and the content management system should allow for the easy creation of new pages, inclusion of new text, image and video content.
- A Google account has been created for the consortium partners. Cities/project partners should be able to input information, e.g. contribute to the blogs or link the website to their blogs depending on which solution they have chosen, they should also

be able to **update events** (e.g. shared Google calendar style), **news, share and edit documents** (e.g. Google docs and sheets style) and possibly upload reports.

- The website should also include links, share options dedicated to ‘Sharing Cities’ pages on social media, e.g. **Flickr, LinkedIn, VIMEO and Twitter, LinkedIn** as well as blog sites (there is an existing blog to be linked to the website).
- The website should include a map where with ‘one click’ each **city profile** descriptions and key activities in the city can be made available and can be easily updated.
- The website should also include state a **search tool** for cities, businesses and academia to be able to look for partners and solutions.
- The website should include a dedicated, a **learning platform**¹ for cities, companies to find solutions, methodologies and replication-enabling tools. Some elements of this platform should remain accessible to a specific group of people (restricted access).
- The website should be in English and allow **the user to make an automatic Google translation** of the dynamic part of the page to Italian, Portuguese, Polish, French and Bulgarian to maximise the outreach to local and national target groups in lighthouse and follower/ fellow/ fellow cities. The static Page (should be available in all 6 languages (flags of the page) countries: English, Italian, French, Polish, Bulgarian, Portuguese) of the project (translations will be provided by city leads/ partners)
- The website should have the possibility to provide **link to other, local (city) websites** where more information will be published on the local languages.

Note: The ABOUT page of the website has been already developed by end of April on www.sharingcities.eu and the translation of this page in under development. In addition, the English leaflet has been uploaded on the website already and have been promoted at several events. The additional pages of the website are under development.

¹ The structure for the learning platform can be inspired by <http://www.enigma-project.eu/en/Learning-Platform/Overview/>

6.3.2. TARGET GROUPS

The target groups of the website correspond to its public and internal areas:

The public website mainly addresses the citizens and any interested parties in the activities of 'Sharing Cities'. The public website should also promote the project sufficiently to scale-up and engage with other interested stakeholders.

The internal area should target partners of the project and other interested cities who would like to learn more about it (e.g. learning platform).

6.3.3. REFERENCE TO THE PROJECT ON EACH PARTNER'S WEBSITE

In principle, each city partner will develop at **least one page or link to the project**, describing key objectives and contacts. This information can be based on the content which is published in English on the website of EUROCITIES and translated to the local languages.

On the EUROCITIES website a **one page description** will be published with contact information and with reference to the project as following. The page can be accessed at www.eurocities.eu.



7. MEDIA AND SOCIAL MEDIA STRATEGY

7.1. MEDIA

The media relations form an important part of the communication activities. It refers to all communication activities, for instance interviews involving different kinds of public and private media players such as **press, television, radio and other broadcasters** in addition to a more general contribution with **articles to specific magazines and newsletters**. Other relevant forums such as social media are covered in a separate section.

Press visibility towards the general public

Being visible in the press is an important objective of 'Sharing Cities' communication strategy. Press visibility can be crucial for successful replication both at national, European and international level.

There will be a well-organised and systematic contribution to already established newsletters which deal with smart cities and related topics. This will serve to keep the 'Sharing Cities' community informed about the project's progress and intermediate results, as well as enhancing awareness of the 'Sharing Cities' brand.

A media database will be created and regularly updated (**Annex 5 B Reporting on press and media: 2016_Media_Planned**) which will contain media contacts, important forums and mediums. This will cover not only the Brussels-based, European contacts (e.g. EUROCITIES) but include relevant media players, journalists from 'lighthouse' and 'follower/ fellow/ fellow' city countries, other media and international media.

Role of partners

In order to maximise the outreach of 'Sharing Cities' media activities, EUROCITIES will keep up to date this media strategy and plan where key target audiences, channels and media opportunities are identified, both at national, European and international level.

In order to have an up to date list the partners are responsible to provide information about their own planned and executed media activities. Local partners are to contact and disseminate at local level all relevant project-related information.

EUROCITIES will ensure that results and key milestones of 'Sharing Cities' are disseminated to EUROCITIES members and forums via its FLASH and URBAN VOICE newsletters.

The articles will be provided by the 'Sharing Cities' consortium members, and will mainly be published on EUROCITIES managed newsletters. The news section of the 'Sharing Cities' website will contain links to articles published in the above mentioned newsletters.

'Sharing Cities' will also contribute to specialised magazines such as Citymetric, Cities Today or other similar publications targeting smart cities and urban experts and practitioners. Partners are encouraged to take relevant opportunities in their own circles and local environment to promote 'SHARING CITIES'.

7.2. SOCIAL MEDIA

A social media strategy to be visible in key social media and social media accounts on relevant social media networks.

All social media accounts will be strategically collected and used for communication, dissemination and engagement purposes. The key social media accounts are to be stored and updated online (**Annex 6: Social media accounts**)

7.2.1. 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 open. Twitter has the potential to deliver many benefits in support of 'SHARING CITIES's communications objectives.

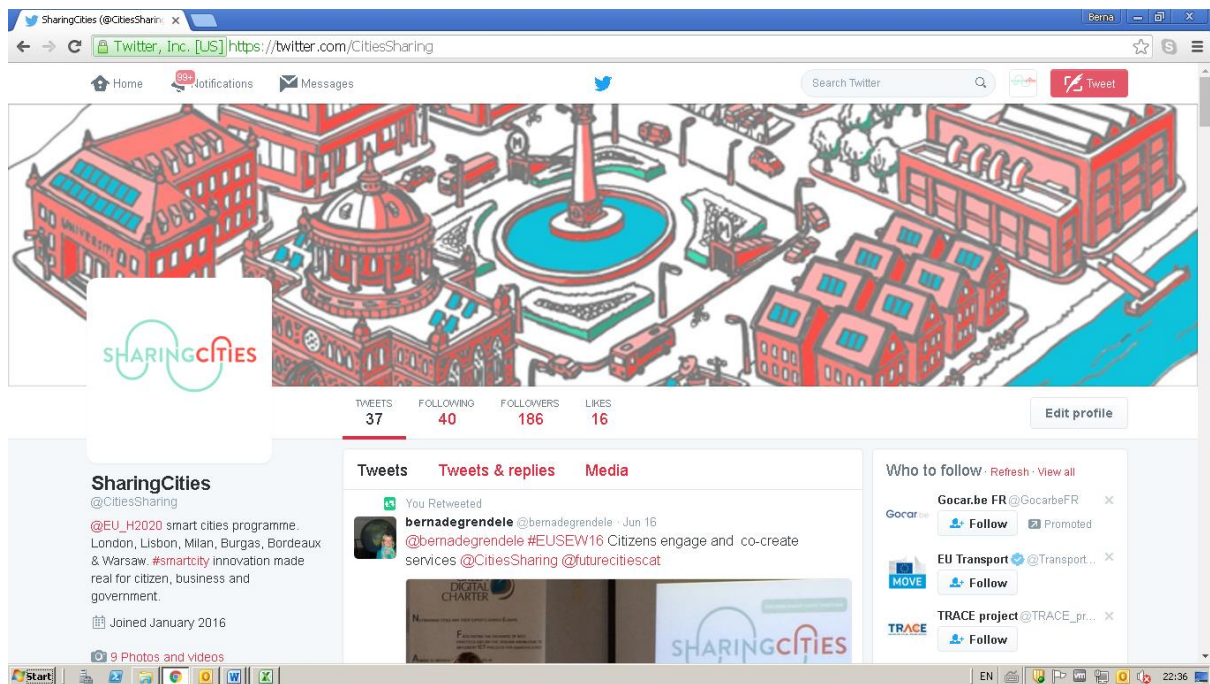
The Twitter account for the project is created: @CitiesSharing with the following credentials:

Email: Intelligence@London.gov.uk

Handle: @CitiesSharing

A Twitter strategy has been prepared by EUROCITIES in March and shared with all partners.

Figure 3: Twitter account & homepage



The 'Sharing Cities' tweets can contain:

- the latest news from the project
- announcement of public events
- news and pictures from meetings or workshops
- news and pictures from tutorials and study tours
- pictures of congestion reduction or energy efficiency (smart cities related thematic) in cities
- retweets from related twitter accounts of initiatives, partners, cities and projects

All partners are invited to follow the project's Twitter account and publish tweets and they are encouraged to re-tweet the existing statements.

Role of partners

EUROCITIES as WP leader will use the Twitter account to promote the project regularly.

It is mainly the dissemination activity about most relevant project events and activities. Engagement with citizens is a core of WP2 and Twitter will be also a tool for those activities.

Partners will provide news bites for Twitter when appropriate.

Partners will tweet from their own account sand refer to 'Sharing Cities' whenever possible.

In order to coordinate these activities and ensure multiplier effect in communications a database of Twitter accounts will be created.

Partners are to provide links to their own accounts and tweet or re-tweet about the project. As a part of the local language communication cities and other project partners are encouraged and to be held responsible to reach out to their local community on their own languages.

Partners are invited to use the project Twitter account at their events or when relevant given they have consulted the WP leader.

The Twitter account will be managed continuously throughout the project.

Frequency of messaging:

EUROCITIES will ensure that

- *at least 1 tweet in every 3 -4 weeks is sent out*
- *before, during and after each public event*
- *newsletter or general information for public is available*

Suggested messages and actions require to be promoted on Twitter:

▪ **EVENTS:**

There are different types of events:

- The public events, conferences where 'Sharing Cities' will be present or organising it.
- The events where 'Sharing Cities' partners meet or do specific e.g. replication activities together.

All events require a different kind of communication on Twitter but in all cases messaging should be ensured:

- Before the events- to raise awareness or event invite people to attend e.g. Don't miss out our event and register @Citiessharing at [link]
- During the events- to tweet out from an event in order to share what is happening e.g. Anna Lisa Boni giving a speech about smart citizens @Citiessharing
- After the events- to inform about results of the event.

▪ NEWSLETTER:

When our newsletter or any media publication is available online then publish a tweet. e.g. Registered for our e-newsletter yet? It's the best way to get the latest news about @CitiesSharing

▪ GENERAL INFORMATION:

When there is any information which can be relevant for the public. e.g. interested in @CitiesSharing project ? Learn more with this video [link] or Learn more about @CitiesSharing > Check out the brand new website [link]

Tip: To shorten a link use <https://bitly.com/>.

Evaluation data will be collected using a range of methods:

- Web analytics and click-throughs from URLs in our tweets to track referrals from Twitter to 'Sharing Cities' web pages
- Twitter surveys: regular 'straw poll' surveys on Twitter to ask for feedback
- Twitter data: the follower/ fellow/ fellow/following data presented in our Twitter account
- Third party tools: analytics tools including measures based on re-tweeting (Retweet Radar; Twist); online reputation etc.

7.2.2. LINKEDIN

LinkedIn is a professional social networking service, offering features to promote specific activities through microblogs, or newsletter style posts.

The LinkedIn group in February (M2) has been created in order to enhance visibility of 'Sharing Cities' among professional networks.

▪ CONTENT:

General description:

'Sharing Cities' lighthouse programme aims to be a proving ground for better, common designs for smart cities which fosters international collaboration between industry and cities resulting in affordable solutions. The project will further offer a framework for citizen engagement and collaboration at local level, strengthening trust between cities and citizens.

Description:

Three lighthouse cities (London, Lisbon, Milan) work closely with three fellow cities (Bordeaux, Burgas, Warsaw) in order to deliver solutions and innovative business models to 'SHARING CITIES' opportunities for scaling up in more than 100 cities worldwide. The focus is on changing behaviour and attitude to energy consumption through efficiency and conservation measures; implementing and testing enhanced and sustainable ICT-based e-mobility solutions; reducing emissions of air and water pollutants; and increasing the supply of affordable social housing through new construction and retrofitting of existing buildings.

Website:

www.sharingcities.eu

Role of partners

EUROCITIES has published a post on LinkedIn inviting all partners to participate in 'sharing'. EUROCITIES will inform its constituencies about the group which has been created.

Management of the group will remain at EUROCITIES but partners are encouraged to provide input for regular publications and invite potentially interested people and groups.

All members can contribute with posts and share updates.

Members, partners of the project are encouraged to visit the group regularly and 'like' content.

Members can advertise the group through their own network and invite others to participate.

▪ FREQUENCY OF PUBLICATIONS:

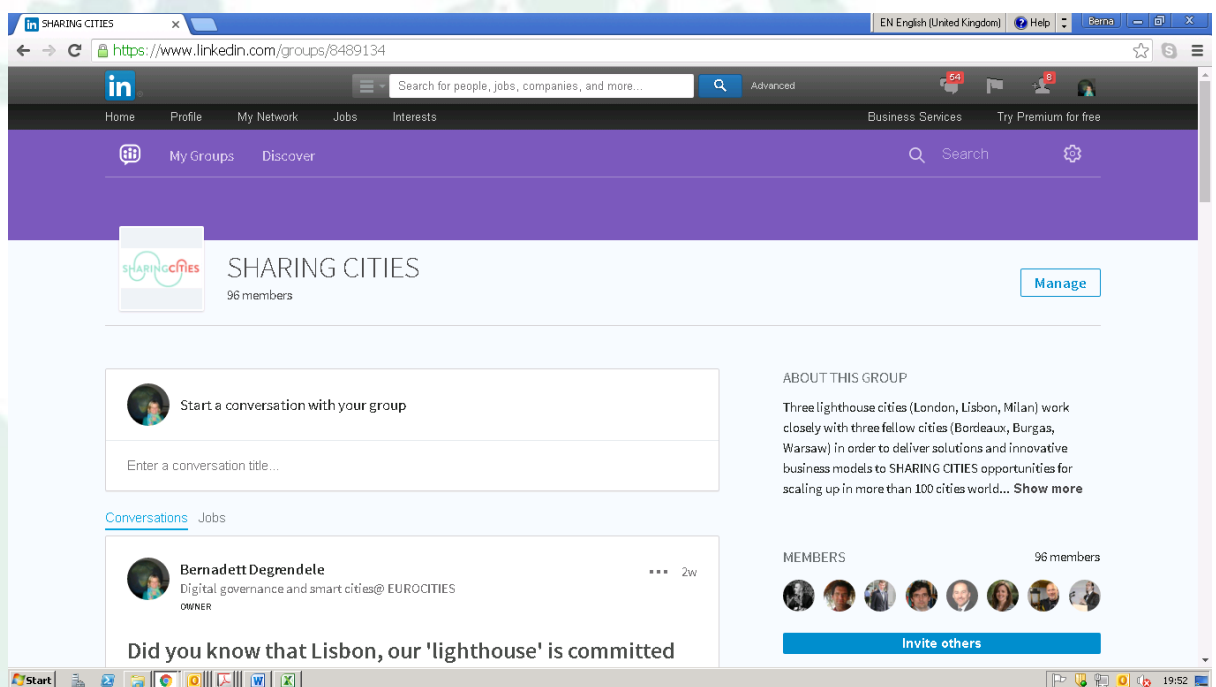
LinkedIn will be used regularly to promote the activities of the project and to raise awareness.

It will inform with short messages the interested public on what is happening at 'SHARING CITIES', including key events and solutions which are developed. This allows the scaling up with cities, getting attention from the industry and academia.

Posting will be linked to events, delivered reports or any other interesting messages which would be engaging the relevant stakeholders.

▪ EXAMPLE OF PUBLICATION:

- On 26 February 2016 a first message has been published.



7.2.3. BLOGGING

The project coordinator GLA has created a blog space on its own website. Partners are encouraged to create their own blogs about the events and related the project. [This blog spaces can be linked and referred through a project`s website.]

Link to the blog of London: <http://data.london.gov.uk/blog/sharing-cities-the-importance-of-values-and-behaviours-in-amongst-the-science-and-process-of-programme-delivery/>

Role of partners

- *Partners should inform EUROCITIES about any blogs which are created or contain messages about the project. EUROCITIES will ensure that at least 1 post in every 1-2 month(s) will be sent out (from M2 till M8)*
- *EUROCITIES will ensure that before and after all events there will be at least 1 post published on LinkedIn (under the project`s account). Events refer to Partners are encouraged to promote the project on this forum also under their own accounts and posts but can also send interesting items for publications to EUROCITIES who will take care of posting the message from the project`s account.*

7.2.4. FACEBOOK

‘Sharing Cities’ will not have a dedicated Facebook page unless that is required by WP2.

Nevertheless, messages shared on Twitter will be shared on Facebook and a direct link will be created on the website to “ share” on Facebook in order to outreach to a broader public if that is required.

Cities and local partners can promote the project on their own Facebook sites.

▪ FREQUENCY OF MESSAGING:

- *Occasionally*

7.2.5. FLICKR

A Flickr account has been opened to share pictures from ‘Sharing Cities’events or pictures relevant for the partners. The link to the Flickr account is available in the Internal Area of the ‘Sharing Cities’website. Each partner is encouraged to publish the photos taken during any

‘Sharing Cities’ related event. If presentation is given about the project at an event then this space can be also used as repository.

Credentials:

Login: sharing.cities@yahoo.com

Password: SHARLLM2016

Phone: +32 2 552 0888 (EUROCITIES)

Birthday: 01 January 1981 (no reasons!)

All project partners agree that the pictures taken during any event and uploaded on flickr can be used and published on the website and used in social media.

7.2.6. VIDEO STORAGE

A account will be created to store all project videos. The first video has been published on .

8. EVENTS

Events are crucial moments to engage with stakeholders, disseminate projects results and best-practices and share replication strategies.

Through the project lifespan, ‘Sharing Cities’ will organise, co-organise and participate in different events both at local, national, European and international level. These events will allow reaching out to different target groups and maximising replication at all levels.

The events can fall into different categories and relevant conferences, seminars will be gathered with a common effort online. Having a clear indication on why certain event is relevant for the project will allow consistency and early decision in event selection. Information to be provided listed below (Annex 6: List of events – online version to be updated)

- Date(s) of the event
- Topic, event name
- Location

- Target group
- Number of total participants expected
- ‘Sharing Cities’ participation (who should represent the project)
- Purpose of ‘Sharing Cities’ to be there and purpose of the event
- Materials needed (e.g. leaflets in which languages and how many)
- Status (confirmed/ under discussion/ dropped)

Next to the bottom-up gathering of relevant events, other self-organised or co-organised events and opportunities will be listed in the same structure. The purpose of the event can refer to the type of event e.g. project related event, networking event or knowledge transfer. This labelling of events will allow a systematic way of event planning.

‘Sharing Cities’ prioritises events upfront where smart cities are involved, there is a scale-up opportunity and co-organise, facilitate events through EUROCITIES mainly for the stakeholders from cities.

Synergies will be established with other events such as the Annual event of EUROCITIES and relevant topics will also be considered e.g. Knowledge Society Forum, European Sustainable Energy Week, the Covenant of Mayors, the Green Digital Charter, the European Mobility Week, the CIVITAS Forums, CityKeys, OPTICITIES, EUSEW, Open Days of the Committee of the Regions, Smart Cities Stakeholders Platform, European Green Capital, events and webinars.

In addition, to European and international level events several national and local level events will be monitored and contribution will be considered.

There will be specific events organised in the lighthouse cities and in the follower/ fellow/ fellow cities.

Role of partners

EUROCITIES will provide information about most relevant events for the EU and international level. Local strategists will provide regular update on local (including regional and national) events.

Each partner can provide an idea/ proposal for participation at any event.



9. GUIDANCE AND COLLABORATIVE TEMPLATES FOR THE LOCAL STRATEGIES

The aim of this part of the strategy is to gather information strategically on the local communication strategy. It is also meant to establish the means for effectively: communicating and disseminating the experiences of ‘Sharing Cities’ at local, regional and national levels.

It identifies the main actions and tools available in partner cities to disseminate the experiences of the project to its target groups.

Local level communication is crucial for the success of the project as the purpose is to scale-up and engage with several cities that would follow the example of the members of ‘Sharing Cities’ and replicate.

There are different levels of engagement which is required at local level from the partners.

The draft local strategies form a core part of this strategy and are regularly updated in order to efficiently coordinate all activities also at the level of the 6 countries where the cities are located.

9.1. LOCAL STRATEGY COMMUNICATION CONTACT LIST

The local communications strategists in each of the participating cities are responsible to plan, report on local communication activities and monitor performance. They are the main contact point

Please complete the table (**Annex 1: WP Contact list**) with the contact details of key persons and indicate who is going to be the main contact for delivering and reporting on the local strategy) for the local strategies and participate in the activities of the communication team.

Details to be provided online:

- Name
- City E-mail address
- Access rights requested:
- Google sheets
- Website update
- Common project e-mail address access
- Local strategist (indicate if this person will be the main contact)



9.2. TARGET GROUPS: EXTERNAL CONTACT BASE (E.G. NEWSLETTERS)

The following section identifies what target groups partner cities will be able to reach through their own networks of contacts.

Please complete the table (**Annex 2: External contact database**) including the name, coordinates of the contact person and whether newsletters and updates on ‘Sharing Cities’ should be sent.

The target group should cover all stakeholders, including those in charge at the city administration and at all levels of government. Furthermore, private and non-profit stakeholders are as well. EURO CITIES will provide contact to European and international levels but cities are encouraged to provide any contact from those levels as well.

9.2.1. LOCAL ADMINISTRATION

How do you plan to disseminate the learning of ‘Sharing Cities’ within your own municipality (e.g. to other city departments, politicians...)?

Tip: some cities have set up a group of staff within the municipality who is regularly updated about the project.

Please complete the table with the contact details of key persons within your municipality who might be interested in ‘SHARING CITIES’.

9.2.2. LOCAL STAKEHOLDERS

How do you plan to disseminate the learning of ‘Sharing Cities’ to relevant local stakeholders (municipal companies, transport authorities, universities...)?

Tip: some cities may make use of established forums to disseminate ‘Sharing Cities’ to relevant local actors.

9.2.3. REGIONAL AND NATIONAL STAKEHOLDERS

How do you plan to disseminate the learning of ‘Sharing Cities’ to relevant regional and national stakeholders (associations of municipalities, regional authorities, national agencies etc.)?

Please complete the table with the contact details of 1) local administration, 2) relevant local stakeholders, 3) regional and national stakeholders who might be interested in ‘SHARING CITIES’.

9.2.4. EUROPEAN AND INTERNATIONAL STAKEHOLDERS

Partner cities can support EUROCIITIES in reaching other European and international stakeholders. How can your city contribute to European-wide dissemination?

Tip: Your city might be member of some other international network or have contacts in other municipalities in Europe (e.g. twin cities).

9.3. CONTRIBUTION TO COMMON COMMUNICATION ACTIVITIES (E.G. VIDEO PRODUCTION)

The common communication activities are those which are serving a general communication purpose which can be used and published at European and international levels. These materials are primarily published in English and co-produced with EUROCIITIES. The video production serves also the purpose of delivering on replication (WP5).

9.3.1. VIDEO TUTORIALS

A series of video tutorials will be developed to highlight the six interventions that will take place within lighthouse and follower/ fellow/ fellow cities in partnership with businesses. These video tutorials will highlight the solution being developed and/or replicated, its impact, its costs and its benefits for the beneficiary city and/or for citizens. The videos will be prepared in English and if necessary translated to the other five languages. Each city will be producing a video based on a standard format produced by EUROCIITIES. The shooting of these videos will take place in the 6 cities and at different dates/ periods in order to reach maximum impact.

9.3.2. INFOGRAPHICS VIDEOS

A series of infographics videos will be developed to explain the process of replication in practice. These infographics videos will show how lighthouse and follower/ fellow/ fellow cities have worked together and managed to transfer and replicate solutions from one city to the other. Unlike tutorial videos that focus on the solutions developed, these video will focus on the process of replication.

The videos will be in English with subtitles into the five other languages if relevant.

Please complete the table (**Annex 3: Planning video preparation**). Indicate the location where the video will be produced and what timeline you would find most appropriate.

9.4. LOCAL COMMUNICATION TOOLS

The purpose of the following section is to identify the main communication channels the city can use to disseminate ‘SHARING CITIES’.

Please complete the table (**Annex 4: Local communication tools**).

Information to be indicated would be:

- Local website: Name, link and owner of the website
- Local newsletters
- Other newsletters
- Most relevant local press, indicate if are planning to contact or contacted
- Regional and national local press, , indicate if are planning to contact or contacted
- Social media, planned to be used for local communication and engagement with all relevant links and contacts e.g. provide Twitter accounts to be used, LinkedIn

Based on the feedback from each city, a general approach will be developed in order to handle professionally the website, media and social media relations at the project level.

9.5. MEDIA CONTACTS AND INDICATIVE PLANNING FOR PUBLICATION

This section is to identify **key media coverage** performed and to be expected at local/ regional and national levels.

Please complete the table (**Annex 5: Reporting on press and media**).

The purpose of this section is twofold. Each city performs local communication activities and has contacts to local media and press. In order to report on these activities in a coordinated and transparent way each local strategist gathers information on published media items and report online.

Information to be included (**Annex 5.A**):

- Code of the partner
- Name of the partner in charge
- Date (when it has been published)
- Type of communication and media organ
- Name of the publisher media
- Location
- Audience
- Link to content

EUROCITIES has provided the first example for reporting (**Annex 5, Example**)

The other objective is to plan local media activities in a transparent way and well in advance. This ex-ante reporting on planned media activities can support the general project communication and strengthen visibility by engaging all partners of the project.

Information to be included (**Annex 5.B**):

- Code of the partner
- Name of the partner in charge
- Date (approximate date or period of planned publication)

- Type of communication and media organ
- Name of the publisher media
- Audience

9.6. REPRESENTATION AT EVENTS

This section aims to identify already established events in 2016 and other events that are part of recurrent series (every year, every semester etc.) where ‘Sharing Cities’ could be promoted.

Please complete the table (**Annex 7: List of events**). The following information should be indicated:

- Code of partner submitting the proposal
- Name of partner submitting the proposal
- Date(s) of the event
- Topic, event name
- Category of the event (local, national, international)
- Organiser of the event
- Location
- Target group of the event (e.g. industry, academia, cities)
- Number of total participants expected
- ‘Sharing Cities’ participation (who should represent the project)
- Purpose of ‘Sharing Cities’ to be there
- Materials needed (e.g. leaflets in which languages and how many)
- Status (confirmed/ under discussion/ dropped)

9.7. OTHER DISSEMINATION ACTIVITIES

Please describe any other dissemination activities you may plan to promote and disseminate 'SHARING CITIES'.

Please provide description of the potential, planned dissemination activities.

9.8. LEAFLET

This section identifies the main activities related to the creation of the project leaflets at local level.

English leaflets will be prepared by EUROCITIES and can be ordered 3 months in advance.

It is crucial that local partners provide information and estimates about the events as early as possible. This will ensure that arrangements will be made in time and no delay will occur.

Local strategists, cities are offered to choose from two options when it comes to the production of local language leaflets.

9.8.1. THE LEAFLETS ON THE LOCAL LANGUAGES

Creation of local leaflets

- **Option 1:** if it is more economic and on the local partner's suggestion it can be presumed that it can be organised easily by the local coordinator then it will be prepared (EUROCITIES give an English template which the local partner can partly change and fill with more specific local content). In this case, the local partner will receive all technical information for the production of the leaflet and some standard format and style. (e.g. fonts and colours to be used)
- **Option 2:** EUROCITIES instructs the local contact to provide with content for the leaflet and after receiving the local content creates the leaflets on the specific language.

Printing and shipping of local leaflets

- **Option 1:** if it is more economic and on the local partner`s suggestion presuming that it can be organised easily by the local coordinator printed, delivered to the event location by the local partner.
- **Option 2:** EUROCITIES produces and prints to local leaflet and arranges the shipping to a specific location. Local partners support with organising the receipt of the shipping and providing/ keeping contact on the local language as necessary.

Each city will provide input based on the abovementioned guidelines and update that on regular basis.

Local level strategies to be provided by:

1. Municipality of London (GLA)
2. Municipality of Lisbon
3. Municipality of Milan
4. Municipality of Burgas
5. Municipality of Bordeaux
6. Municipality of Warsaw



10. GUIDANCE AND DATA GATHERING TEMPLATE FOR WP LEADS

This section is dedicated to the general communication approach which needs to be established in the project amongst the different work packages. As mentioned under 3.2.1 section on `Relationship with other WPs` there is a need for the communication strategy to be positioned strategically high on each WP`s agenda.

Due to the WP6 transversal and at the same time crucial success factor nature, there is a need for a high level cooperation.

Newsworthy items, project activities run across the whole period of the programme and each partner needs to be aware of its responsibility in informing EUROCITIES and taking even initiative to communicate when considered to be most efficient at their level. The communication strategy gives some guidance in this regard: e.g. how to use social media, plan event participation, website and publications.

The table below based on the milestones identified communication relevant in the Grant Agreement and WP leads are invited to update them.

The milestones and relevant synergies will be explored in cooperation between the WP leads by EUROCITIES, supported by the project coordinator.

ANNEXES

ANNEX 1: WP6 CONTACT LIST

To be updated xls sheet:

	ORGANISATION	FIRST NAME	LAST NAME	City Alignment	EMAIL ADDRESS
1	GREATER LONDON AUTHORITY (GLA)	Paul	Hodgson	London	Paul.Hodgson@london.gov.uk
		Peter	North	London	Peter.North@london.gov.uk
		Nathan	Pierce	Transversal	nathan.pierce@london.gov.uk
		Jem	McKenna-Percy	London	Jem.McKenna-Percy@london.gov.uk
		Andrew	Collinge	Transversal	Andrew.Collinge@london.gov.uk
		Nerida	Devane	London	Nerida.Devane@london.gov.uk
		Sandeep	Duggal	London	sandeep.duggal@london.gov.uk
		Julie	Sexton	Transversal	Julie.Sexton@london.gov.uk
		Daniel	Barrett	London	Daniel.Barrett@london.gov.uk
2	ROYAL BOROUGH OF GREENWICH (RBG)	Trevor	Dorling	Greenwich	Trevor.Dorling@royalgreenwich.gov.uk
		Lola	Fernandez-Redondo	Greenwich	lola.fernandez-redondo@digitalgreenwich.com
		Hayley	Crompton	Greenwich	hayley.crompton@digitalgreenwich.com
8	CAMARA MUNICIPAL DE LISBOA (CML)	Nuno	Xavier	Lisbon	nuno.xavier@cm-lisboa.pt
		João	Caneiras	Lisbon	maria.joao.caneiras@cm-lisboa.pt
		Rui	Franco	Lisbon	rui.franco@cm-lisboa.pt
9	LISBOA E-NOVA AGÊNCIA DE ENERGIA	Francisco	Gonçalves	Lisbon	franciscogoncalves@lisboaenova.org

	E AMBIENTE DE LISBOA (LBN)	Miguel	Aguas	Lisbon	miguelaguas@lisboaenova.org
		Luísa	Magalhães	Lisbon	luisamagalhaes@lisboaenova.org
		Filipa	Sacadura	Lisbon	filipasacadura@lisboaenova.org
11	INSTITUTO SUPERIOR TECNICO (IST)	Andre	Pina		andre.pina@Tecnico.ulisboa.pt
12	REABILITA LDA (Reabilita)	Tomas	Champalimaud	Lisbon	tc@reabilita.pt
		Madelena	Seabra	Lisbon	madalena@reabilita.pt
13	CEIIA	João Jesus	Caetano	Lisbon	joao.Caetano@ceiia.com
		Miguel	Pinto		miguel.pinto@ceiia.com
14	EDP DISTRIBUICAO ENERGIA SA (EDP D)	Vera	Nunes	Lisbon	vera.nunes@edp.pt
		Gonçalo	Saleiro		Goncalo.Saleiro@edp.pt
		Gonçalo	Cravalhas		gonçalo.carvalhas@edp.pt
		Ana Rita	Piteira		rita.piteira@edp.pt
15	Altice Labs	João	Bastos	Lisbon	Bastos@alticelabs.com
		Raul	Junequeiro	Lisbon	raul-a-junqueiro@telecom.pt
		Helena	Matos	Lisbon	helena-p-matos@telecom.pt
		Telma	Mota	Lisbon	telma@telecom.pt
16	COMUNE DI MILANO (CdM)	Lucia	Scopelliti	Milan	lucia.scopelliti@comune.milano.it
		Piero	Pelizzaro	Milan	piero.pelizzaro@comune.milano.it
		Domenico	Coppola	Milan	Domenico.Coppola@comune.milano.it
		Elisabetta	Caregnato	Milan	elisabetta.caregnato@fondazione.polimi.it
		Demis	Lorenzi	Milan	demis.lorenzi@fondazione.polimi.it
20	LEGAMBIENTE	Andrea	Poggio		andrea@legambiente.org
26	SIEMENS IT	Mark	Jenkinson	Transversal	mark.jenkinson@siemens.com
		Maurizio	Bigoloni	Milan	Maurizio.Bigoloni@siemens.com
		Paul	Brodrick		paul.brodrick@siemens.com
		Victor	Sellwood		victor.sellwood@siemens.com

		Richard	Charlesworth		Richard.Charlesworth@siemens.com
27	VILLE DE BORDEAUX (Bordeaux)	Christophe	Colinet	Bordeaux	ccolinet@bordeaux-metropole.fr
		Olivier	Mauret	Bordeaux	omauret@bordeaux-metropole.fr
28	OBŠHTINA BURGAS (Burgas)	Jana	Koleva	Burgas	j.koleva@burgas.bg
		Daniela	Ivanova-Aleksieva	Burgas	ivanovadaniela@hotmail.com
				Burgas	isburgas@abv.bg
		Ruska	Boyadzhieva	Burgas	r.boyadzhieva@burgas.bg
29	Miasto Stołeczne Warszawa (Warsaw)	Joanna	Strzelecka	Warsaw	j.strzelecka@um.warszawa.pl
		Marcin	Wróblewski	Warsaw	mwroblewski@um.warszawa.pl
		Drogosz	Leszek	Warsaw	ldrogosz@um.warszawa.pl
31	EUROCITIES	Bernadett	Degrendele	Transversal	bernadett.degrendele@eurocities.eu
		Nathalie	Guri	Transversal	Nathalie.Guri@eurocities.eu
		Edith	Recourt	Transversal	edith.recourt@eurocities.eu

ANNEX 2: EXTERNAL CONTACT BASE

To be updated online:

Available by invitation at 'SHARING CITIES'_External contact base (e.g. newsletters) Google Sheet

Please provide the email addresses for those who should receive the 'Sharing Cities' newsletters/updates.				
Organisation	Level	Contact person	Position	Email (in case you want to include them in 'Sharing Cities'database)
Business Incubator Burgas	Local organisation	Georgi Grudov	Marketing Expert	incubatorbs@abv.bg
Regional information Centre	Local organisation	Kremena Chilikova	Communication expert	oic.burgas@gmail.com
Burgas Municipality	Local Government	Stefan Minchev	Head of Public Relations Department	media@burgas.bg
Burgas Municipality	Local Government	Maya Velcheva	Director of European Policies and Programmes Directorate	m.velcheva@burgas.bg
Municipal	Local Municipal	Andrei	Manager of the company (in charge of	optransport@abv.bg

company Transport	company	Runchev	the e-mobility in the city)	
Royal Borough of Greenwich	Local	Councillor Sizwe James	Royal Borough of Greenwich Cabinet Member for Transport, Economy and Smart Cities	sizwe.james@royalgreenwich.gov.uk
Siemens	National	Paul Brodrick	Head of Smart Grid Applications & Solutions	paul.brodrick@siemens.com
Danfoss	National	Marek Brand	Application Specialist	marek.brand@danfoss.com
KiWi Power	National	Mircea Bucur	Product Manager	mbucur@kiwipowered.com
Transport for London	Regional	Iain MacBeth	Automotive & Intelligent Mobility Programme Manager	IainMacbeth@tfl.gov.uk
Concirus	National	Graham Libaert	Customer Success Director	Graham.Libaert@concirus.com
Greater London Authority	Regional	Paul Hodgson	GIS & Infrastructure Manager	paul.hodgson@london.gov.uk
Mastodon C	National	Elisabeth Weise	Delivery Manager	elisabeth@mastodonc.com

Greater London Authority	Regional	Daniel Barrett	Sustainable Urbanist & Environmental Scientist	daniel.barrett@london.gov.uk
Royal Borough of Greenwich	Local	Bob Hills	Head of Engagement and Major Events	bob.hills@royalgreenwich.gov.uk
Royal Borough of Greenwich	Local	Heather Yedigaroff	Sustainability and Renewal Manager	heather.yedigaroff@royalgreenwich.gov.uk
Royal Borough of Greenwich	Local	Shaun Gibbons	Carbon Reduction Officer	shaun.gibbons@royalgreenwich.gov.uk
Royal Borough of Greenwich	Local	Kim Smith	Transport Planning and Strategy Manager	kim.smith@royalgreenwich.gov.uk
Royal Borough of Greenwich	Local	Sam Margolis	Principal Transport Planner	sam.margolis@royalgreenwich.gov.uk
Royal Borough of Greenwich	Local	Steven Fleiss	Carbon Reduction Officer	steven.fleiss@royalgreenwich.gov.uk
Digital Greenwich	Local	Paul Copping	Smart Cities Advisor	paul.copping@digitalgreenwich.gov.uk
Royal Borough of Greenwich	Local	Zoe Davies	Communications Officer	zoe.davies@royalgreenwich.gov.uk

Royal Borough of Greenwich	Local	Jemma Hoare	National Management Trainee	jemma.hoare@royalgreenwich.gov.uk



ANNEX 3: PLANNING VIDEO PREPARATION

To be updated online:

Available by invitation at 'SHARING CITIES'_video

Please indicate the required information			
Number	Location	Participants	Indicative deadline
	<i>Name of the city</i>	<i>Partners planned to be involved</i>	<i>Expected to be produced between Mx and Mz, based on the indicative project plan. Indicated the expected earliest date to produce the video at your location.</i>

ANNEX 4: LOCAL COMMUNICATION TOOLS

To be updated online:

Available by invitation at 'SHARING CITIES'_Local communication tools Google Sheet

BURGAS	
Municipal website	http://www.burgas.bg/en/info/index/199
Municipal newsletters	Burgas Municipality is publishing a newsletter everyday on the its Facebook profile. Some information about the project will be included in the newsletter twice a year
Other relevant newsletters	Regional information centre - publishing a newsletter every month and sent to public and private stakeholder within the whole region. Some information about the project will be included in the newsletter twice a year
Local press (most relevant)	
Regional and national press (most relevant)	
Social media (Twitter, Fb etc)	https://www.facebook.com/Burgas.Municipality https://www.facebook.com/oic.burgas
Other	
LONDON (GREENWICH)	
Municipal website	www.digitalgreenwich.com www.royalgreenwich.gov.uk
Municipal newsletters	Greenwich Time
Other relevant newsletters	Newsletters for tenants in social housing blocks

Local press (most relevant)	TBC
Regional and national press (most relevant)	Evening Standard
Social media (Twitter, Fb etc)	@DigiGreenwich https://www.facebook.com/digitalgreenwich https://www.linkedin.com/groups/3971723
Other	
CITY	
Municipal website	<i>Indicate the website/ link where you are planning to publish the short description of the project. Indicate how regularly you plan to update the information.</i>
Municipal newsletters	<i>Indicate the newsletters most relevant at your city and periods when 'Sharing Cities' would be covered by them.</i>
Other relevant newsletters	<i>Indicate other relevant newsletters you are planning to use in your country in order to promote the project.</i>
Local press (most relevant)	
Regional and national press (most relevant)	
Social media (Twitter, Fb etc)	<i>Include here which account you are going to use for promotion of the project.</i>
Other	

ANNEX 5: REPORTING ON PRESS AND MEDIA

To be updated online:

Available by invitation at 'SHARING CITIES'_REPORTING_press&media

A. Sheet1: 2016_ Published

Please indicate the media or press activity (each partner)							
Code	Partner in charge	Date	Type of comm./ Media organ	Published by	Location	Audience	Link to content
2	RBG	19-jan-2016	Press release, news item	Digital Greenwich	London	Smart City Stakeholders	http://www.digitalgreenwich.com/london-joining-forces-with-european-cities-to-trial-smart-technology/
1	GLA	19-jan-2016	Press release, news item	Mayor of London	London	Smart City Stakeholders	https://www.london.gov.uk/press-releases/mayoral/londons-smart-technology-drive
31	EUROCITIES	21-jan-2016	Press release	EUROCITIES	Brussels	External contacts: DG MOVE, ENER, CONNECT, RTD, REGIO – 239, EP ITRE committee – 338, Media – 42, Also	http://www.eurocities.eu/eurocities/documents/Press-release-European-cities-involve-smart-citizens-in-digital-technology-trial-

						published on EUROCITIES website	projects-WSPQ-A6LMLU
2	RBG	27-jan-2016	Press release, news item	Digital Greenwich	London	Smart City Stakeholders	http://www.digitalgreenwich.com/sharing-cities-the-importance-of-values-and-behaviours-in-amongst-the-science-and-process-of-programme-delivery/
31	EUROCITIES	12 Feb-2016	CityMetric	EUROCITIES	London		http://www.citymetric.com/horizons/driverless-cars-london-solar-power-lisbon-six-european-cities-taking-smart-cities-forward
31	EUROCITIES	16-Feb-2016	FLASH	EUROCITIES	Brussels	EUROCITIES members +/- 2,300 contacts All external contacts +/- 2,000 (we can confirm exact figures if needed when these are sent)	sent by e-mail
16	CDM	16-Feb-2016	Online news	Key4biz	Milan		https://www.key4biz.it/progetto-ue-sharing-cities-86-milioni-di-euro-alla-citta-di-milano/149910/
16	CDM	16-Feb-2016	Online news	MILANOO NLINE.com	Milan		http://www.milanoonline.com/search?q=sharing%20cities&category=&area=&city=-121726&date=&page=2&post=87985
16	CDM	16-Feb-2016	Online news	CHIAMAMILANO.it	Milan		http://www.chiamamilano.it/notizie/sharing-cities-sfida-di-un-distretto-a-energia-zero

16	CDM	16-Feb-2016	Online news	MILANOLIFESTYLE.it	Milan	http://www.milanolifestyle.it/16971-2/
16	CDM	16-Feb-2016	Online news	MILANOONLINE.com	Milan	http://www.milanoonline.com/news/ultima-dalleuropa-8-milioni-di-euro-per-realizzare-un-distretto-a-energia-zero.html
16	CDM	16-Feb-2016	Online news	MILLORENTEGGIO.com	Milan	http://www.milorenteggio.com/news/43375
16	CDM	16-Feb-2016	Online news	WELFARENETWORK.IT	Milan	http://www.welfarenetwork.it/sharing-cities-8mln-di-fondi-europei-per-realizzare-a-milano-distretto-a-energia-zero-20160216/
16	CDM	17-Feb-2016	National Newspaper	Avvenire Milano	Milan	sent by e-mail
16	CDM	17-Feb-2016	National Newspaper	La Repubblica Milano	Milan	sent by e-mail
16	CDM	17-Feb-2016	National Newspaper	Corriere Della Sera Milano	Milan	sent by e-mail

16	CDM	17-Feb 2016	Online news	IL SOSTENIBILE	Milan	http://ilsostenibile.it/2016/02/49268/
16	CDM	17-Feb 2016	Online news	SOCIAL ECONOMY	Milan	https://socialeconomy.mobi/2016/02/17/a-milano-sorgera-un-distretto-smart-e-sharing/
16	CDM	17-Feb 2016	Online news	SOCIAL ECONOMY	Milan	https://socialeconomy.mobi/2016/02/17/a-milano-sorgera-un-distretto-smart-e-sharing/
16	CDM	17-Feb 2016	Online news	ilgiornaledellaprotezionecivile.it	Milan	http://ilgiornaledellaprotezionecivile.it/dal-territorio/smart-city-dalleuropa-8-milioni-per-realizzare-un-distretto-a-energia-zero-a-milano
16	CDM	18-Feb 2016	Online news	Green Planner magazine	Milan	http://www.greenplanner.it/2016/02/18/sharing-cities-milano-sperimenta-la-citta-del-futuro/
16	CDM	19-Feb - 2016	Online news	I Cani da Reporter	Milan	http://www.icanidareporter.it/sharing-city-milano-diventa-la-citta-del-futuro/#.V3DzPfl96ig

16	CDM	19-Feb - 2016	Online news	Ferpress	Milan		http://www.ferpress.it/sharingcitiesenergiatrasportieictdalleuropa8mInperrealizzareundisrettoenergiagero/
16	CDM	19-Feb 2016	Online news	CLUB MILANO	Milan		http://www.clubmilano.net/2016/02/milluminodimeno-2016/
31	EUROCITIES	25-Feb 2016	URBAN VOICE	EUROCITIES	Brussels	around 3,500	http://www.eurocities.eu/eurocities/news/Sharing-Cities-project-takes-off-WSPO-A7GD5T
1	GLA	9-Mar2016	Online news	Mayor of London	London		http://data.london.gov.uk/blog/from-poetry-into-pros-early-stages-delivery-for-sharing-cities
27	Bordeaux	29-Mar-2016	Press release		Bordeaux		sent by e-mail
27	Bordeaux	29-Mar-2016	Online Newspaper abstract	La tribune Bordeaux	Bordeaux		http://objectifaquitaine.latribune.fr/en-bref/2016-03-29/smart-cities-bordeaux-ville-partenaire-dans-sharing-cities.html
31	EUROCITIES	18-April-2016	FLASH	EUROCITIES	Brussels	EUROCITIES members +/- 2,300 contacts All external contacts +/- 2,000 (we can confirm exact figures if needed when these are sent)	sent by e-mail

31	EUROCITIES	28 April 2016	URBAN VOICE	EUROCITIES	Brussels	around 3,500	http://www.eurocities.eu/eurocities/news/Sharing-Cities-replication-training-and-workshop-WSP0-A98J8N
31	EUROCITIES	18-May-2016	FLASH	EUROCITIES	Brussels	EUROCITIES members +/- 2,300 contacts All external contacts +/- 2,000 (we can confirm exact figures if needed when these are sent)	sent by e-mail
27	Bordeaux	19-May-2016	Online newspaper	La Tribune	Bordeaux		http://www.latribune.fr/regions/aquitaine/bordeaux-plus-belle-plus-intelligente-572159.html
31	EUROCITIES	23-May-2016	Press release	EUROCITIES	Brussels	Also published on EUROCITIES website	http://www.eurocities.eu/eurocities/documents/Press-release-Smart-city-leaders-meet-to-strengthen-community-WSP0-AA8EKL
31	EUROCITIES	15-June-2016	FLASH	EUROCITIES	Brussels	EUROCITIES members +/- 2,300 contacts All external contacts +/- 2,000 (we can confirm exact figures if needed when these are sent)	sent by e-mail

B. Sheet 2: 2016_Media_Planned

Please indicate the media contact (each partner)

Code	Partner in charge	Date (planned to be published)	Type of comm./ Media organ	Published by	Audience
31	EUROCITIES	Tbc	Urban Voice	EUROCITIES	All external contacts +/- 2,000 (we can confirm exact figures if needed when these are sent)
31	EUROCITIES	Tbc	EUROCITIES website article	EUROCITIES	
31	EUROCITIES	Tbc	New Europe	tbc	
31	EUROCITIES	Tbc	POLITICO Europe	tbc	
31	EUROCITIES	Tbc	Euronews	tbc	
31	EUROCITIES	Tbc	Euro Correspondent	tbc	
31	EUROCITIES	Tbc	Guardian Cities	tbc	
31	EUROCITIES	Tbc	Energy Intelligence	tbc	

31	EUROCITIES	Tbc	Energy Live News	tbc	
31	EUROCITIES	Tbc	Cities Today	tbc	
31	EUROCITIES	Tbc	Citi Scope	tbc	
1	GLA				
27	BORDEAUX	29/03/2016	Digital French press	Ville de Bordeaux	
28	Burgas	11/07/2016	web site of the Municipality	Municipality of Burgas	

ANNEX 6: SOCIAL MEDIA ACCOUNTS

To be updated online:

Available by invitation at 'Sharing Cities'WP6 Social media

		Twitter	LinkedIn	Facebook
EUROCITIES		twitter.com/EUROCITIESweet (twitter.com/bernadegrendele)		
GLA	London	twitter.com/cityoflondon		
	Greenwich	twitter.com/digigreenwich (twitter.com/royal_greenwich)	www.linkedin.com/groups/3971723	www.facebook.com/digitalgreenwich www.facebook.com/royalgreenwich
CMI	Milan	twitter.com/ComuneMI		
	Lisbon	twitter.com/CityOfLisbon		
	Burgas	(twitter.com/KolevaJ)		www.facebook.com/Burgas.Municipality

ANNEX 7: LIST OF EVENTS

To be updated online:

Available by invitation [at 'SHARING CITIES' EVENTS Google sheets](#)

		General information								‘Sharing Cities’relevance			
Code	Submitted by	Date(s)	Theme	Organiser	Link	Title of the Event	Location	Target Group	Number of participants	Project participation needed	Purpose	Status	Material needed
2016													
31	EUROCITIES	MAR 21-22	Replication training	EUROCITIES		Replication workshop	Brussels, BE	closed, Sharing Cities partner cities			WP5 event		
31	EUROCITIES	APR 5	smart cities			‘Smart Cities’ – Exhibition and Conference for South - East Europe	Sofia, BG						
31	EUROCITIES	APR 11-13	Innovative ways to create economic added value through cooperation			Economic Development Forum (EUROCITIES event)	Netwerkstad Twente (NL)			yes	speaker from Lisbon city	confirmed	

31	EUROCITIES	APR 20-21	Net futures (Sharing economy)	European Commission	http://netfutures2016.eu/	Net Futures	Brussels, BE					dropped	
31	EUROCITIES	APR 20-21	Mobility	EUROCITIES +		European Mobility Week	Brussels, BE						
	GLA?	APR 26	smart cities		https://smarttofuture.com/		London, UK				Attendance by London		
31	EUROCITIES	APR 27-29	smart cities			Knowledge Society Forum	Rennes, FR	cities active in smart cities		yes	moderator, speaker at smart cities session EUROROCITIES		
31	EUROCITIES	MAY 3	smart cities	Brussels Capital Region		Smart City Brussels	Brussels, BE				attendance by EUROROCITIES		
	EDP Distribuição	MAY 5	Sharing Cities Day	EDP Distribuição		Sharing Cities Day	Lisbon, PT	EDP Stakeholders	60	Lisbon City Lead	Corporate Internal Event, Project Presentation to EDP Corporate	Confirmed	5/05/2016
31	EUROCITIES	MAY 11-13	smart cities session	EUROCITIES		Cooperation platform	Porto, PT	cities			EUROCITIES - moderator on smart cities session, speaker		
8	City of Lisbon	MAY 18-19	smart cities	Zoom smart cities event			Lisbon, PT			?	speakers GLA, Milan,		

											Greenwich?		
31	EUROCITIES	MAY 23-24	smart cities	European Commission		EIP on Smart Cities and Communities	Eindhoven, NL			yes	Attendance by EUROCITIES, GLA...		English leaflets - 100
31	EUROCITIES	MAY 30	green cities	Green week- Investing for greener cities	http://ec.europa.eu/environment/greenweek/index_en.html		Ljubljana, SL						
31	EUROCITIES	JUN 13-17				EUSEW							
1	City of London	JUN 20-26	smart cities / tech		http://londontechnologyweek.co.uk/	London Technology Week	London, GB						
31	EUROCITIES	JUN 21				Connected Citizens Summit	Amsterdam, NL						
2	RBG	JUL 5-6	Local Government	Local Government Association	https://lgaevents.local.gov.uk	Local Government Association Annual Conference	Bournemouth, GB	Council leaders and chief executives as well as senior representatives from the private, voluntary and community sectors	1300			Confirmed	
	Italian partners	SEP 11-12				Sustainability in Energy and Buildings, SEB-16	Torino, IT						

28	Burgas	SEP 16-22	Smart and sustainable mobility	Burgas municipality		Within the framework of the mobility week	Burgas, BG	all	80		speakers presenting smart mobility solutions for the city, the business and citizens		
31	EUROCITIES	SEP 28-29		EUROCITIES +		OPTICITIES final conference	Lyon, FR						
2	RBG	OCT 1-10	Innovation	Hub Institute	http://innovationweek.org/france/innovation-week-english/	Nice Innovation Week	Nice, FR	Professional actors of innovation and public and innovation enthusiasts				Confirmed	
28	Burgas	OCT 11	Smart cities	Burgas municipality		Intelligent solutions for smart cities and communities	Burgas, BG	all	150	no	speakers presenting smart solutions for the city, the business and citizens	confirmed	150 BG leaflets
31	EUROCITIES	OCT 24-28				OPTICITIES event	Brussels, BE						
31	EUROCITIES	OCT 6-7			http://nordicedge.org/	Nordic Edge	Stavanger, Norway				Attendance under discussion, GLA or EUROCITIES		

	external	OCT 16-21	Building sustainability, GROW SMARTER event (+) Replication coordination network meeting	City of Stockholm		http://buildingsustainability16.com/index.php	Stockholm, SE				Attendance by EUROCITIES (21/Oct), GLA, UrbanDNA and speaker from city?		
31	EUROCITIES	OCT 17-19	smart cities	EUROCITIES		Knowledge Society Forum, How mobility data can create sustainable mobility and new business opportunities	Tampere, FI				Attendance by EUROCITIES and speaker from city?		
31	EUROCITIES	NOV 15-17				Smart City Expo	Barcelona, ES						
8 31	City of Milan, EUROCITIES	NOV 16-18				Annual event	Milan, IT						
	UrbanDNA	NOV 15-17		European Utility Week	http://www.european-utility-week.com/		Barcelona, ES				EUROCITIES , UrbanDNA?		

2017												
31	EUROCITIES	JAN 26-27	smart energy		http://www.smuksummit.com/conference/agenda/	Smart Energy UK and Europe	London, UK					

ⁱ Source: REGULATION (EU) No 1290/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 11 December 2013 laying down the rules for participation and dissemination in "Horizon 2020 - the Framework Programme for Research and Innovation (2014-2020)" and repealing Regulation (EC) No 1906/2006 Retrieved from http://ec.europa.eu/research/participants/data/ref/h2020/legal_basis/rules_participation/h2020-rules-participation_en.pdf on 10 February 2016