

D10.5: List of targeted Media and Partnerships

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1 Executive Summary

This deliverable identifies the target audiences, media channels and media partnerships. The objective of WP10 is marketing and communication of the project at the local/regional level and broad dissemination of the project outcomes across Europe. Furthermore, the activities related to dissemination, marketing and exploitation are described.

By using appropriate media and tools in each city and for each target audience, project results are shared and promoted through adapted dissemination activities. An analysis of media channels and how to reach them are described in section 3.

[Chapter 05](#) contains an excerpt of the working document in the internal project environment which lists targeted media channels and partnerships at international and local level. The list will be reviewed and updated constantly by the task lead in collaboration with all project partners.



2 Introduction

Over the course of the project, the produced documents, outcomes, and projects are disseminated and communicated to various audiences at local to international levels. This deliverable describes the different types of audiences, approaches and how they will be utilised. Furthermore, partnerships between individual partners and the project in general with external organisations and institutions shall be established to build learning and experience-sharing coalitions and increase the outreach of the project. Additionally, the existing networks of project partners shall be activated and benefit the same purpose. The list of targeted media and partnerships (excerpt in [Chapter 05](#)) provides the basis for dissemination and communication. It was set-up in cooperation with the partners of the consortium and will be constantly extended to act as a user-friendly database during and after the project span which streamlines the dissemination activities and provides a centralised compilation of relevant channels.

2.1 Objective

The goal is the guidance of the broader dissemination strategy of the project results and to foster further development and implementation. By utilising different media channels – local, regional, national and international – an interactive exchange of project events and results between project partners and targeted stakeholders is anticipated to facilitate the outreach, dissemination, and replication by the dissemination partner ISOCARP, the replication lead R2M, the coordinator NTNU, the universities (NTNU, UL), the Lighthouse Cities (LHC) and Follower Cities (FC), as well as all other partners who want to share their respective project updates and results.



3 Approach

This section gives an overview of the target audience of the project and the media channels and partnerships which utilisation is anticipated, covering different territorial scales. Local and regional media channels, from both LHCs and FCs, will be used in order to reach out to local stakeholders and citizens. On the other hand, national and international platforms will address domain experts, urban planners, public authorities, the scientific community, and the private sector. In order to achieve multi-channel visibility to the project results and activities, media channels will be used in an integrated way. Therefore, it is important for project partners to make use of existing media channels for their own institutions and organisations and to a wider extent, address media in their respective environments.

3.1 Targeted audience

During the proposal stage of the project, an overview of the target audiences was created (fig. 1) which formed the basis for the target audience analysis in the dissemination and exploitation plan (D10.1) and simultaneously acts as the foundation of the following compilation of target audiences.

GOALS		TARGET AUDIENCES			KEY MESSAGES		STRATEGY		PERFORMANCE MEASURES	
Create awareness of the +CityxChange solution within the LHCs, the FCs and the wider EU	Educate potential end users about Positive Energy Blocks	END USERS	HOME OWNERS	MUNICIPALITIES	Integrated Planning and Design	Finance Available	Ensure that the citizens in the LHCs and FCs are reached so that the +CityxChange project is widely known across the cities involved	Leverage IAB and NAT	No. of Press Releases	
			PORTFOLIO MANAGERS	LANDLORDS	More comfortable homes and reduced energy bill			Leverage Demo Sites	No. of contacts on linkedin/twitter/facebook etc	
	Educate stakeholders on the benefits of the +CityxChange solution for creating PEBs	E-MARKET	DESIGNERS	SERVICE PROVIDERS	Join our Community Grid			We can help you bring your innovation to market	Leverage Consortium Networks	Footfall to the Website
			INSTALLERS	TECHNOLOGY COMPANIES	Do you want to become part of a Distributed Positive Energy Block					Buildings joining the Community Grid
Gain recognition for the impact of the solution	Market Influencers	World Green Building Council	SCIS	EIB	We're enabling the pan-European energy system	Academic Papers	Workshops and events to engage the end users; create initial e-market; create end user adopter groups	No. of Trade Events		
		Policy Makers	EU Institutions	Other Industry Bodies	Let's increase the renovation rate across the EU			Workshops	No. of Conferences	
	Voluntary Standard Organisations	DNO	Academic Institutions		Let's create new jobs and skilled workers	Conferences		No. of Publications		
		Planners								

Fig. 1. Stakeholder matrix, source: +CityxChange DoA – Technical Annex 1-3, p. 91

Building upon the general classification of the target audiences, two categories were developed:

- A. Local audiences and stakeholders in the +CityxChange cities.
- B. The broader community of practice, research, governance.

These two categories are further detailed below, building upon D10.1 Dissemination and Exploitation Plan, and extended for the purpose of this document.



3.1.1 Local audiences

The first category, the local audience, includes the relevant stakeholders of the +CityxChange cities who are either (1) partner, contributor, or stakeholder involved in creating and implementing the project, (2) occupy the area of the positive energy block or (3) are or can get otherwise involved in the co-creation of positive energy districts and blocks.

This primarily includes:

1. Core partners: the +CityxChange project partners and associated stakeholders
2. Direct involved: local stakeholders, home owners, landlords, housing associations, users of the area, etc.
3. Indirect local context: the business community, experts, energy companies, etc.



Fig. 2. Principle of the local stakeholder map (reiterated from D10.1)

Because of the differences of the local projects, tailored approaches are crucial. It is important to develop an extensive understanding of who the involved stakeholders in the local context are. Therefore, the local dissemination managers develop currently an inventory of local target audiences in the form of a stakeholder map. These will further guide the communication and dissemination activities. Below, an example of Trondheim Kommune is shown.

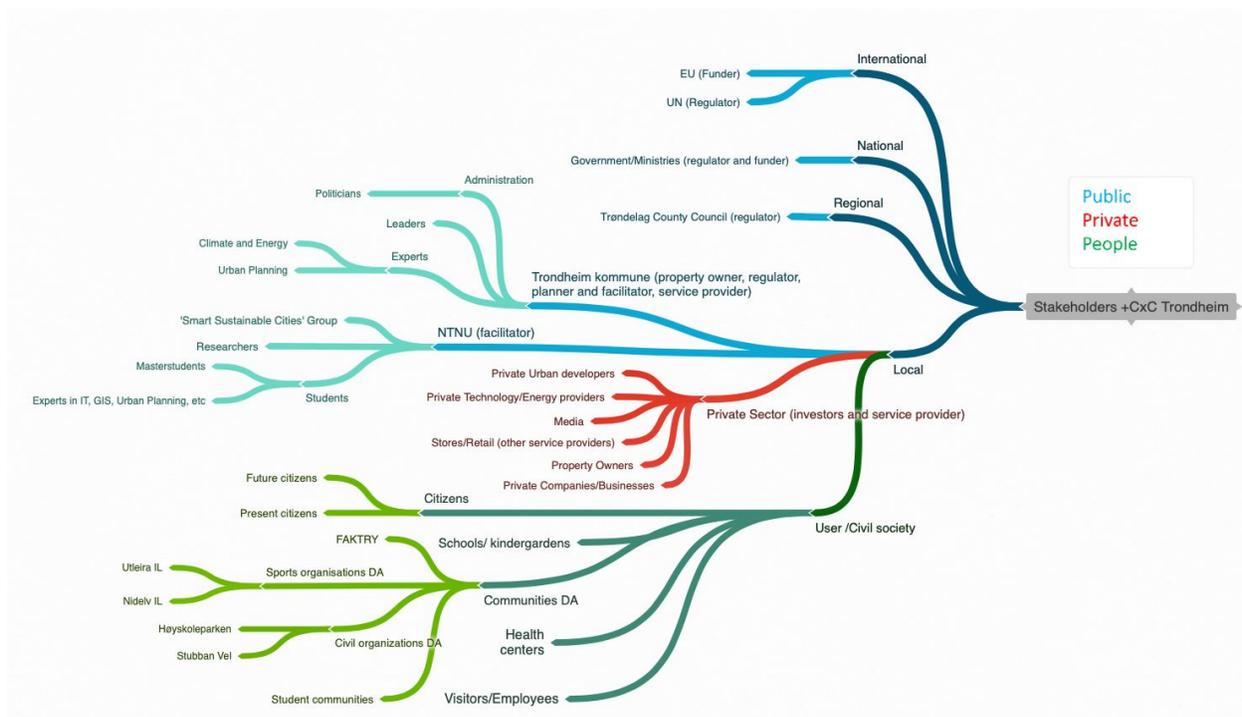


Fig. 3. Local stakeholder map of Trondheim, source: Trondheim Kommune

3.1.2 Broader community of practice

Additional to the local audience, the second category includes stakeholders which are relevant in the international context of the project:

- (a) Other urban authorities: local councils and municipalities. These can, additional to standard local media channels in the national context, be accelerated through city networks such as the Covenant of Mayors, Eurocities, ICLEI, etc. It also includes formal and informal relations and networks the cities already have, such as national and cross-national city and smart city networks, regional networks, national organisations of municipalities, the H2020 SCC1 Smart Cities and Communities network, etc.
- (b) Experts in energy, mobility and smart cities, like technology and service providers: Renewable Energy Service provider, storage technology, small and medium-sized enterprises in the energy management sector, energy service companies, green technology companies, the AEC (Architecture, Engineering, Construction) industry, etc. Additional to sector-specific media outlets, these stakeholder groups can be reached through networks of practitioners such as the ISOCARP (International Society of City and Regional Planners) network, research networks, as well as distribution systems operators, transport authorities, developers and investors (banks, loan/funding institutions, investment companies, venture capitalists, etc. These will also be considered within the bankability and replication tasks)

- (c) Market Influencers: EU institutions, EIP, ERRIN, World Green Building Council, national and international planning bodies, policy maker, think tanks such as the Urban Agenda Partnerships, or umbrella initiatives like P4CA (Planners for Climate Action), etc.

3.2 Media channels

In addition to fostering the dissemination of the achieved results and ongoing +CityxChange activities, the focus is on reinforcing partnerships with EU-wide media outlets and organisations linked to the objectives and project field. These include among others European Energy Research Alliance (EERA), JPI Urban Europe, EUROCITIES, ICLEI, EUKN, Greencities. This shall increase the impact of the project's dissemination activities. At the same time, they are seen as a means to distribute promotional materials and tailored messages for each communication campaign to the members in their network. Instead of aiming at solely one-directional communication streams, the utilisation of these platforms shall also generate interest and awareness in the broader community and subsequently lead to increased external feedback, support, and exposure. The targeted international and local media channels are collected in an working document and are exemplary listed in [Chapter 05](#) and will be continuously extended over the course of the project.

Referring back to the dissemination and exploitation plan (D10.1), figure 4 shows the varying activities over the course of the project and which goals the respective communication, dissemination and exploitation shall achieve. This in turn determines which channels are the most relevant for different activities.

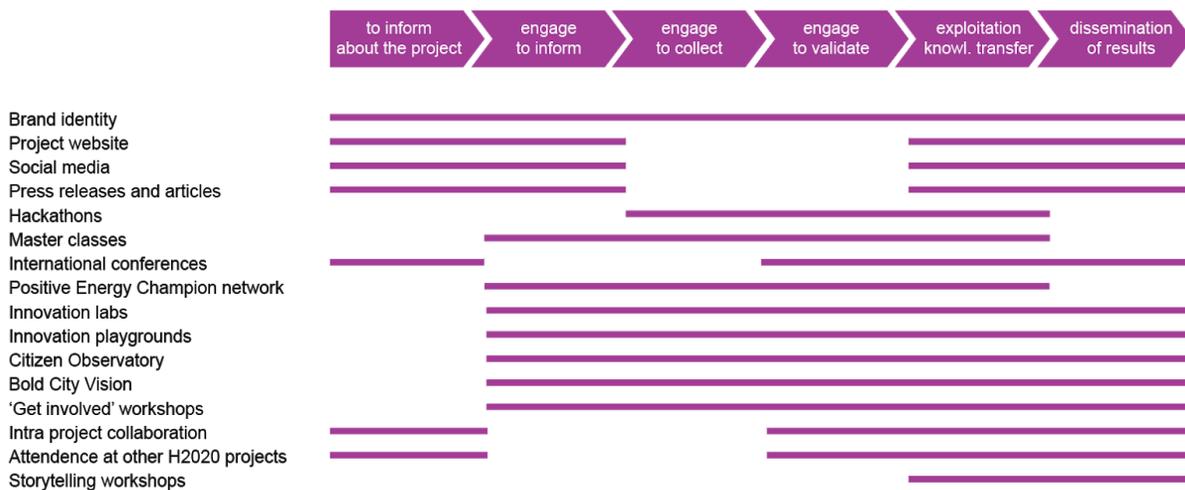


Fig. 4. Communication objectives of various project activities, source: Dissemination and exploitation plan (10.1)



3.3 Partnerships

As mentioned before, building new and utilising existing partnerships is crucial element to reach the right audiences, increase the exposure, and assist the project's results and findings to have a broader impact outside the project environment, while simultaneously leading to potential benefits of the demonstration project in LHC and FC itself. Therefore, another goal is enabling possibilities for partnerships or collaborations of LHC and FC with national, regional, and international city networks and sectoral alliances.

Additional to city networks, a range of existing partnerships will be used and strengthened over the span of the project. These include among others the lead partner of dissemination and exploitation ISOCARP (WP10) and connected initiatives, e.g., UN-Habitat's Planners for Climate Action (P4CA) and OECD's, UN-Habitat's and Cities Alliance's National Urban Policy Programme (NUPP). Furthermore, the European Energy Research Alliance (EERA), JPI Urban Europe, and relevant EU Horizon 2020 platforms, such as Smart Cities Information System (SCIS) and Smart Cities and Communities (SCC-01) environment, in which +CityxChange is situated, are crucial for the international communication strategies.

ISOCARP's network of over 700 planners and urban policy makers shall be activated for a broad outreach and result dissemination to generate interest of city officials, international expert feedback, e.g., in case of online participatory platforms and to create international input and quality assurance. Furthermore, the international environment shall support the replication and awareness of Positive Energy Districts outside the project environment.

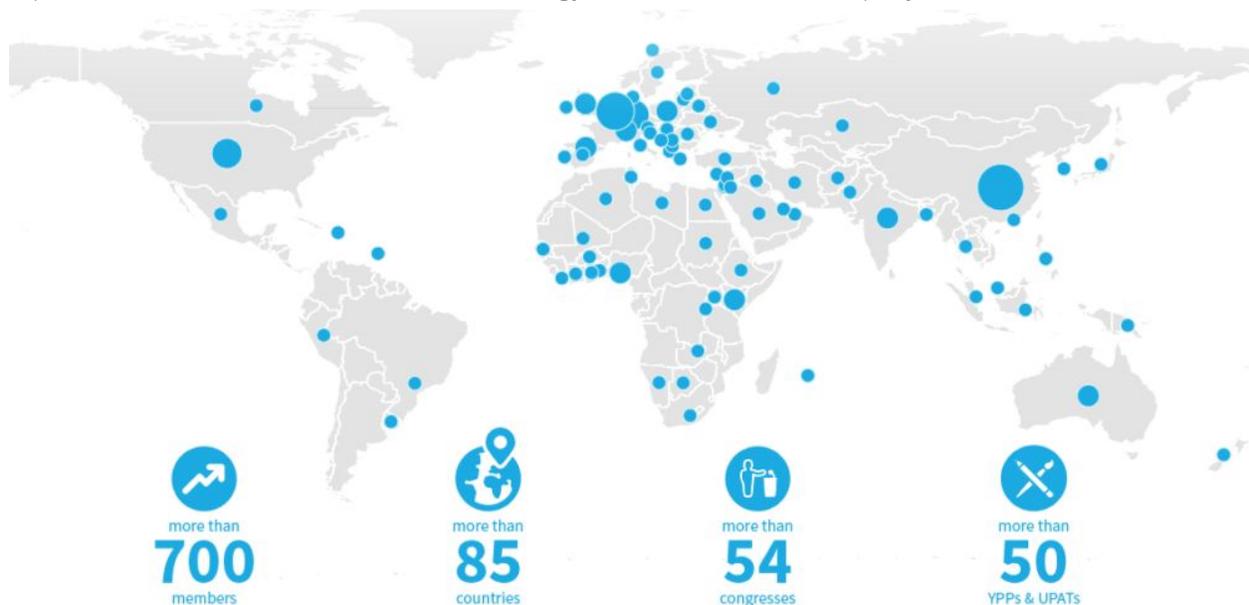


Fig. 5. International network of ISOCARP, Source: <https://isocarp.org/about-isocarp/>

Additional to the individual and institutional members of ISOCARP, established partnerships and connections such as P4CA (constituted of organisations with over 80,000 members) and the NUPP shall further the dissemination impact and outreach of +CityChange.

Furthermore, the European Energy Research Alliance (EERA) – the largest energy research community in Europe – is a crucial international initiative which aims at improved coordination of existing energy research in order to foster more efficient and cheaper low carbon energy technologies. EERA brings together more than 50,000 experts, as well as around 250 research centres and universities in 30 countries. Additionally, EERA has a variety of Joint Programmes (JP), most relevant for +CityxChange, the EERA JP Smart Cities which is headed by the +CityxChange project coordinator Annemie Wyckmans (NTNU).

Also operating in the EU-environment, JPI Urban Europe represents another relevant partner (platform). During the first project's Learning and Storytelling workshop, which was organised preceding a JPI Urban Europe event with a focus on Positive Energy Districts (PED), various content-related overlaps became prevalent, while the vision of JPI's future focus on PED, e.g., through establishing PED-focused city networks highlighted further potential.

Lastly, +CityxChange operates in an active and broad environment of other EU H2020 projects and has direct links to several of them (e.g., SCIS, projects of SCC-01, the joint board of coordinators, and its Communication task group). While these partnerships already exist and linked to the project, they must be used in the most effective way to learn from other projects, communicate the experiences and results of +CityxChange, as well as foster more intense partnerships between the several consortiums and partners.

3.4 Relevant tools

In order to reach the various target audiences and communicate with and in the environments of the above-listed partnerships, a few central tools of communication are used.

3.4.1 Press releases

Regular press releases will be issued at European and national levels (and from the cities' communication managers in local contexts), which inform predominantly about important project events, outcomes, and milestones. Relevant press releases will be translated into national languages by the communication managers of LHC and FC for local/national dissemination. Additional to the communication on the project website and international information platforms, the primary social media of the project and newsletter will be used. The press releases shall be further distributed through the various networks and (social media) channels of the consortium partners.

3.4.2 News on Website

Additional to major press releases, all relevant news are shared on the website and provide an organic insight into the process of the project. These information include, but are not limited to, the organisation, participation and reporting of international and local events, project-wide project updates and outcomes, updates from the local demonstration projects/sites, publication of papers and other relevant public documents, etc.

3.4.3 Newsletters

Building upon the news on the website, a regular +CityxChange newsletter will be sent out to foster communication and dissemination with stakeholders and interested community groups. The newsletter will be in English, and is sent out to identified experts and interested stakeholders which subscribed to it through the project website, as well as members/representatives of the media, etc. All partners are responsible to contribute to the content of the newsletter as well as disseminating the project updates in their respective local contexts. ISOCARP is responsible for collecting and editing the newsletter.

3.4.4 Reports on organised & attended events

Building the basis for some of the news on the website and in the newsletter, all public events either organised or attended as part of the +CityxChange project are reported on by the participants through an established mechanism. This is crucial to inform the public about our activities and outcomes of workshops and events, as well as to track the performance and development of the project itself.

3.4.5 Social media

The primary social media channel (Twitter account @PlusCities) is used for achieving several goals: 1) Sharing project news and updates; 2) increasing exposure outside project environment, 3) interacting with relevant stakeholders in professional, public and private sectors, as well as 4) establishing and contributing to a community of practice in the specific project's context.

3.5 Standard texts

Lastly, as the foundation for the creation of media content, a constantly updated list of standard texts was created, which assists project partners in their communication activities by using pre-defined descriptions of projects, concepts, and demonstration projects.



4 Dissemination status update

Due to the early stage of the project, the dissemination focus was primarily on the creation of mechanisms, common understandings and approaches, as well as internal activities which will lead to stronger communication outcomes in the coming months. In the same context, a storytelling workshop was conducted in the beginning of April 2019 which was reported on through the website and laid the foundation for audience-oriented communication of the project through the telling of stories between the cities of the project. It also included a sharing of experiences with representatives of the city of Vienna, which participates in the SCC1 project SmarterTogether. Furthermore, as part of the regular communication structures, regular video calls were conducted with a variety of partners focussing on the LHC and FC. These primarily aim at building a general consensus in regard to communication approach, as well as a mutual understanding of the various projects in order to learn from each other and collaborate individually in various fields, including that of citizen engagement and local communication.

Despite the dissemination and communication of the partners' updates, the focus in the coming weeks and months will be at the creation of clear and simplified materials and (motion-) graphics to break down the complexity of the project to an understandable way. These shall be used primarily on the project website, as well as other general and local documents and materials. Lastly, the narrative of the stories initiated during the workshop will be extended and developed as one means of communication, while the voluntary development of local communication strategies for the project and project workshops with other partners shall guide the overall communication further.



5 List of Media Channels and Partnerships

Below, an excerpt of the working document in the project drive of international and local media channels and partnerships is shown, which will be expanded over the course of the project.

5.1 International Media

- Covenant of Mayors
- Eurocities
- ICLEI
- EUKN
- Greencities
- LE:NOTRE
- URBACT
- Blauwe kamer
- Stedenbouw
- TOPOS magazine
- Gebiedsontwikkeling.nu
- Monu
- Energy cities
- CIVITAS
- INTERACT
- European Council of Spatial Planners
- Royal Town Planning Institute
- Royal Institution of Chartered Surveyors
- Marine Energy biz
- Renewable Energy World
- Wave&TidalEnergyNetwork
- AESOP European Schools
- Council of Europe
- Council of cities and regions in Europe
- Eurogi - European Geographic Information Community
- UNECE Smart Cities
- Arquia Foundation



5.2 Local Media

5.2.1 Trondheim

- Trondheim Kommune (website)
- Trondheim Kommune (Facebook)
- Trondheim Kommune (Twitter page)
- Trondheim 2030 (website)
- Trondheim 2030 (Facebook page)
- Trondheim SmartBy (Google site)

5.2.2 Limerick

- An Taisce (platform)
- Irish Times (newspaper)
- Limerick Leader (newspaper)
- Limerick Post (newspaper)

5.2.3 Písek

- Smart Pisek (platform)

5.2.4 Alba Iulia

- Alba Iulia Smart City (network)
- Alba Iulia Municipality (website)
- Alba Iulia Municipality (Facebook page)
- Alba Iulia Smart City (Twitter page)
- Alba Iulia Smart City (LinkedIn page)
- Europe Direct Alba Iulia (Facebook page)
- Viziteaza Alba Iulia Official Blog (blog)

5.2.5 Smolyan

- Smolyan Municipality (website)
- Община Смолян (Facebook page)
- Smolyan Bgvesti (TV channel)
- 24 Smolian (website)

5.2.6 Sestao

- El Correo (newspaper)
- Ensestao (newspaper)
- Sestao City Council (website)



- Sestao City Council (Facebook page)
- Sestao City Council (Twitter page)
- Sestao Berri (website)
- Sestao Berri (Facebook page)
- Sestao Berri (Twitter page)
- El Mundo del Pais Vasco (newspaper)
- Agencia Colpisa (platform)
- Agencia Europa Press (platform)
- Radio Popular Bilbao (radio)
- EITB Radio Euskadi Bilbao (radio)
- COPE Bilbao (radio)
- Punto Radio Bilbao (radio)
- Telebilbao (TV channel)

5.2.7 Partner Channels

- OV Group (Officinae Verdi) (blog)
- OV Group (Twitter page)
- OV Group (LinkedIn page)
- OV Group (Facebook page)
- OV Group (Youtube channel)

5.3 Partnerships

- JPI Urban Europe (knowledge hub)
- European Energy Research Alliance (research network)
- ISOCARP (society of planners)
- Democratic Cities (conference)
- Metadecidim community (community)
- Consul Project (participation project)



6 Conclusion

This document identified and listed some of the primary target audiences, media channels and existing and anticipated partnerships. This deliverable is building upon and supplemented by a working document in the online project environment with further information which is constantly expanded and lists the various items. These assist the marketing and communication activities of the project at the local/regional and international level by providing one central database of channels, organised by categories, types, and scales. Additional dissemination activities will be conducted within WP9 on Intra- and Inter-Project Collaboration, which addresses the SCC1 community and the broader EU landscape.

