



"Linked Open Apps Ecosystem to open up innovation in smart cities"

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Summary

The success of the iCity project is strongly linked to its ability to identify, reach and engage the potential group of users of the iCity platform: developers, entrepreneurs, social innovators, SMEs, etc, who will act as developers of an ecosystem of services of public interest taking advantage of the opening of existing public infrastructures in the four participant cities. In this scenario, dissemination and communication activities become crucial. Therefore, special care should be taken in order to deliver specifically thought targeted actions that will help the project achieve its objectives.

This document focuses on the communication and dissemination tool newsletter. 2nd iCity newsletter has sent to all SIG members or anyone who are interested on the project in order to keep them updated of the project.

DOCUMENT HISTORY

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Abbreviations and Acronyms

Acronym	Description
WP	Work Package
SIG	Special Interest Group

1. Newsletter.

The newsletter is one of the tools described in the dissemination and communication plan. The purpose of this delivery is to explain the first version of the newsletter as the aim, the format or the content.

It is designed with the web tool named "MailChimp" that is an easy way to create, send and view statistics of newsletters.

The main target of the newsletter is the SIG members. The purpose is to keep them updated of the project and they can feel that the project is alive and going forward.

Thanks to "MailChimp" we can manage the subscribers easily. Each new subscriber is notified by mail. The way they can subscribe are two:

- When some friend forwarded the newsletter and they subscribe manually.
- When you join as SIG member, automatically you will be a subscriber of the newsletter.

The work plan of the newsletter is each partner should have a contribution. This first newsletter the main news was about the platform. However, does not mean that in the following releases will be the same topic as the main news.

Once the partners have made the contributions, then the newsletter is built. Before sending the newsletter all the partners had to have checked it and validated it.

The focus of this second newsletter is still on the platform and the developer's portal including the API.

1.1. Format and layout.

The layout is the same used in the first version of the newsletter. This layout was agreed by consensus by all the partners.

- Main news.
- Social networks.
- About iCity.
- Infrastructures.
- Event.
- Personal view.

Comparing with the first version of the newsletter this second campaign has changed a little bit. The section for SIG members has been changed by a personal view, which is an opinion of someone involve with the project.

1.1.1. Main news.

This is the main section of the newsletter. The article of this area is the most important thing that the project wants to share with all the people who are interested in.

This second release of the newsletter, we haven't change the focus of what we want to communicate. The core of the project in this phase is to let developers or anyone who is interested, that the developer's portal and the platform are ready and available for starting to develop and access to the integrated infrastructures.

1.1.2. Social networks.

In this section it links directly to the main social networks of the project. It is a good opportunity for promoting the project's profiles on different social networks as Twitter and Facebook. Also, there is a link for forwarding the newsletter to a friend. This section is going to keep for all the future realises.

1.1.3 Infrastructures.

As it is explained in the previous newsletter, infrastructures is key for the project. This time we focused on the infrastructures of Bologna.

The infrastructures to be integrated in the iCity platform by the City of Bologna are mainly related with the Town's mobility management system and public transportation services. The article redirects to the complete news which is posted in the iCity official page.

1.1.4 Events.


The events are an efficient way to make dissemination of the project. There are two types of events, dissemination events and engagement events.



In this second newsletter, we published an article about the second iteration meeting for developers in Barcelona. Was a successful developer engagement event and they experienced a development of an application with the iCity API.


1.1.5 Personal view.

This new section shows a personal view of one member of the team about the project and how this project could benefit their city. We interviewed a member of London's team and uploaded the video on Youtube, then linked to the newsletter.

1.2. Screenshots of the layout.



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About iCity

iCity is an European project that aims at fostering the co-creation of services of public interest in urban spaces by opening up public infrastructures. Encompassing Open Public Infrastructures with Open Data, iCity brings the opportunity to create a large number of new services for citizens. [Read more >>](#)

The iCity API can be used with different programming languages for all market platforms



The [iCity platform](#) is a combination of hardware and software elements which main goal is to provide third parties with access to public infrastructures. Through the developers portal, tools are provided so any developer can use the iCity API with different programming languages (Curl, Node, Python, PHP, Ruby, Objective C, Java...) for different market platforms (Android, Apple or web). How it works? The user registers in the portal, which is accessible through <http://icityproject.com/>, and can make a proposal to develop an application specifying the infrastructure to which the developer wants access. Once the proposal is ready, the developer will have access to a security token that allows the infrastructure request proposal. While the application is under development the token assigned is subscribed to a use plan with preproduction restrictions (number of requests, response time, etc. ..) until the application development is finished and approved. Then the token will change to the production plan.



Bologna infrastructures

The infrastructures to be integrated in the iCity platform by the city of Bologna are mainly related with the town's mobility management system and public transportation services. We have updated a detailed list with all of them

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Over 50 developers in the "How to do your first iCity app workshop"

The 18th of december iCityproject organized in Barcelona the "How to do your first iCity app" workshop. Over 50 app developers attended the event. [Read more>>](#)



"Opening up the transportation infrastructures is fundamental to make the city more efficient"

During the last iCity project consortium meeting we had the chance to talk to Nick Bromley, consultant at Greater London Authority, about the infrastructures to be opened by London [Read more>>](#)

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