



iCity

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

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1. Introduction

The success of the iCity project will be mainly based on the ability of its partners to identify, reach and engage the potential users of the project's technical solution to create services of public interest. An effective liaison between the project and interested social stakeholders is the key for the replication and rapid take-up of the iCity platform and services. Therefore, the set up of the appropriate communication channels and materials should be carefully thought in order to create the more valuable engagement tools.

In this sense, the website of the iCity project is one of the key assets of the communication strategy of the project since it represents the front end of information provided to potential users of the iCity solution.

Special care should be taken in order to populate the project's website with appropriate contents that should best serve to encourage their participation in the project activities and foster the use of the iCity platform.

Finally, the iCity project is an evolving project that needs to search for a constant rethought of its communication strategy to always find the best way of motivating its users. Therefore, the iCity's website will pay special attention to monitor this evolution and adapt its contents accordingly.

2. Structure of the website

During the first weeks after the start of the project, a brainstorming among all consortium partners was made in order to identify which should be the best structure for the website taking into account its main objective: being the first source of information project to the exterior and being the main contact point between the project and the potential users of the project's solution. At this point the special advice of Citilab Cornellà, the living lab partner specialized in user engagement, was specifically sought.

It was initially agreed that the structure of the website should contain the following parts:

- *Project's Information:*

Different sections containing from general to more specific information about the project:

- presentation of the project and its expected results.
 - list of consortium partners.
 - contact information for general purposes.
 - agenda of main events and news section, on which to communicate the dedicated contests to be organized on each partner city and other relevant information.
 - Direct access to specific iCity profiles in the main used social media networks.
- *Special Interest Group*

Information about the set up of a Special Interest Group (SIG) for parties interested in closely following the evolution of the project and being informed at first hand of the project activities. The website will dedicate a specific section to the SIG, explaining the advantages and how to enroll on it.

- *Community*

Space dedicated to encourage the use of the iCity platform among its potential users through different sections:

- An space for direct non-centralised communication between the users of the iCity platform where they can directly communicate their comments, doubts, opinions, tips, need of help... among them and also with the presence of the a project's member.
- An space for documentation downloading regarding the use of the iCity platform and its content.
- App Store: where the apps and services developed by third parties using the iCity platform will be centralised and offered to the wide public for download, and also to serve as an inspiring example for other interested developers.

The work on a detailed structure of the website is still on-going and will be further presented in deliverable D8.2: Communication and Dissemination Plan at month 6 of the project.

3. Domain

The iCity project's website is hosted under the following domain: <http://www.icityproject.eu/>.

4. Launch and further work

The launch of the iCity website took place on March 2012. A first set of introductory information regarding the aim of the project and its technical approach, the list of the partners in the consortium, how to contact the coordinator and how to join the Special Interest Group was included (figure 1).



Figure 1: Screenshot of the iCity Project's website as of April 2012

During the next months, the website will be further developed and filled in with more content according to the structure proposed in section 2 of this report. Also, further work will be made on the graphic design of the website with the objective of creating a common graphical image for the project that will be applied to all communication materials.