



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

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Author:	Júlia López Ventura (IMI)

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 is aimed at establishing a plan for guiding the dissemination and communication activities that the iCity project should use to correctly communicate its key messages. It contains the dissemination and communication strategy, activities and tools to be used by the partners.

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Document contributors

Partner	Contributor
CGD	Daniele Tarozzi
UOC	Ramon Ribera
IMI	Patricia González

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Abbreviations and Acronyms

Acronym	Description
PU	Public
WP	Work Package
DoW	Document of Work
M	month
SIG	Special Interest Group
D	Deliverable
EC	European Commission

1. Introduction

1.1. Purpose of this document

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. In this sense, an effective liaison between the project and its interested social stakeholders is the key for the replication and rapid take-up of the iCity solution. The set up of the appropriate communication channels and materials should be carefully thought in order to create the more valuable engagement tools.

This Dissemination and Communication Plan provides orientation to the need of conducting concrete actions related to the dissemination of the iCity project in order to support and promote the project achievements. In this respect, this document intends to cover all dissemination steps, from the correct identification of external users to the use of dissemination tools and its success analysis. Therefore, it defines an overall approach for the communication strategy and defines a set of tools for dissemination.

It is important to mention that this document will be alive and modified during the whole life of the project in order to adapt its contents to the everyday dissemination needs of the project and its partners. According to the Document of Work, a second updated version of the document will be delivered during the second year of the project.

1.2. Objectives

The iCity project is aimed at fostering the development of services in the urban space by third parties (developers, small and medium enterprises...). The services will be created by opening existing infrastructures in the participant cities where existing networks will be made available and accessible to the general public. A shared technological platform will be created to allow the simultaneous use of the resources by both public and third party services.

The **general objectives** of the Dissemination and Communication Plan of iCity are the following:

- To give the project an appropriate entity and image so that it becomes easily identifiable and reachable by interested partners.
- To structure the communication strategy and dissemination activities of the project.
- To establish an appropriate ecosystem of tools to enable a growing community of related stakeholders interested in co-creating services of public interest in the project.
- To raise awareness on the project progress and activities among interested stakeholders.

The **specific objectives** of the Dissemination and Communication Plan of iCity are the following:

- To identify the target groups of the project and the appropriate communication channels and messages to maximize the impact of the project.
- To set up the appropriate tools to create a project's own entity, image and voice.
- To set up the appropriate activities to identify, reach and engage the potential users of the project's solution.
- To establish the monitoring and reporting methodologies that will help to assess the accomplishment of the objectives set up in this document.

2. Context and key messages

As already commented, the success of the iCity project is directly related to its capacity to identify, reach and engage a potential group of stakeholders interested in becoming users of the iCity solution to create services of public interest by taking advantage of the set of public infrastructures made available through the iCity platform. These users shape a heterogeneous scattered group of people that need to be selected and reached with an appropriate identification methodology and messages and engaged to direct and concrete tools. This will allow a high-level communication between these users that will help constructing the project and boosting a real engagement with it.

Therefore, the iCity dissemination and communication strategy contained in this document should give appropriate answer to the following issues:

- **What** will be disseminated
- **Who** will receive the messages
- **When** will these messages be delivered
- **How** will the key messages reach its target
- **Why** is dissemination an important issue

A set of key messages must be defined to transmit the principal objectives of the project so that they remain in the imaginary of the diverse target groups. Key messages need to be chosen according to its purpose and target audience. They should be clear, focused, understandable and easy to remember. According to each target group, the focus of the messages will be more technical, societal, commercial or political. The groups identified so far are the following (please refer to section 3 for further reference):

- Developers and other interested stakeholders (SMEs, start-ups, researchers, entrepreneurs...)
- Citizens and civic innovators
- Cities outside the project
- Mass media

The key messages for each target group are identified in Table 1:

Target Group	Messages
Developers and other interested stakeholders	<ul style="list-style-type: none"> - Opportunity to be directly involved in a change in the way cities are managing public assets like infrastructure - Opportunity to gain experience and guidance in services of public interest development. - Take advantage of the public assets that will be put at the public disposal through the project. - Opportunity to receive technical feedback from top private stakeholders participating in the project. - To be part of a wider community of developers interested in public services development. - Opportunity to take advantage of having four cities working together in a common project.
Special Interest Group	<ul style="list-style-type: none"> - Special group of developers and other stakeholders interested in actively follow and participate in the project. - Same messages than the previous group delivered through direct privileged information.

	<ul style="list-style-type: none"> - Receive first-hand information on the development of the iCity platform and the possibility of providing technical inputs on it. - Individually informed and invited to the engagement activities of the project.
Citizens and civic innovators	<ul style="list-style-type: none"> - Opportunity to be directly involved in a change in the way cities are managing public assets like infrastructures. - Use the project as a platform to guide the development of services of public interest by third parties. - Opportunity to take advantage of having four cities together in a project, promoting same values.
Cities outside the project	<ul style="list-style-type: none"> - Opportunity to innovate in the way public services are delivered to citizenship. - Opportunity to adopt a successful technological solution already tested in four major European cities at the same time. - Availability of a set of services of public interest created by third parties. - Take advantage of the replication possibilities of the methodology for engagement of third parties created in the framework of the project.
Mass media	<ul style="list-style-type: none"> - New innovative methodology for the co-production of services of public interest to citizenship. - Change in the model of public services delivery by European cities. - Four cities working together in a common European project. - Opportunity to take advantage of already deployed public infrastructures put at the disposal of the public.

Table 1: Key messages for each target group of the iCity project

3. iCity target analysis

3.1. Special Interest Group

One of first steps to foster the use of the iCity platform is to correctly identify its potential users. Once these users are identified and contacted, a special group has been created to facilitate the communication with them: the Special Interest Group (SIG). The SIG is, therefore, a group that establishes a direct communication channel between the project and third parties interested in following the project achievements and its activities. It will be directly managed by the coordinator of the project with close collaboration from the other three participating cities (Bologna, Genoa and London) that will act as local dynamizers.

The SIG is also a way of providing its members as early adopters of the iCity solution, with a privileged distinction inside the project.

Members of the SIG will be:

- Offered with direct privileged information on the development of the project.
- Informed from first-hand on the development of the iCity platform and give the possibility to provide technical contributions on its architecture and integration.
- Offered with the possibility of developing services on the iCity platform.
- Directly informed on the engagement activities of the project, giving specific emphasis on the technical workshop and activities organised at local level.

The SIG was already created during the proposal phase of the project during which more than 20 support letters from interested third parties in the four participant cities were collected. This group made up the first wave of the SIG members. Once the project was selected and funded by the European Commission, a second wave to collect more members was started in the four participant cities. Local developers, entrepreneurs, start-ups and SMEs were contacted in order to raise their awareness on the project and collect their interest. Up to now, the SIG has a total of 60 members.

SIG members are collected using both a passive and active method:

- Active: once the project responsible receives information on a potential member, he/she is contacted and invited to join the group.
- Passive: information on the SIG is offered on the iCity project website (<http://www.icityproject.eu/>) where potential members can spontaneously submit their interest via a specific form.

3.2. Developers and other interested stakeholders

Third parties interested in using the iCity solution to develop services of public interest are the key target of the iCity project. In this sense, groups of developers should be identified at local level in each city in order to keep them under the radar of the dissemination activities of the project.

Once identified, developers should be attracted to join the dissemination channels of the project, specially the Special Interest Group. Special care should be taken to identify also which are the channels they use to communicate between each other in order to better understand their dynamics and adapt the communication strategies and actions to their needs.

The creation of a community feeling will be specifically sought among the identified stakeholders and dedicated communication tools should be made available for their use. Special care should be taken to include them in the several steps of the project so that, ideally, they could become prescribers of the iCity solution themselves.

The collaboration of developers will be sought in two lines of action:

- Giving technical input to the first iterations of the iCity platform, in order to construct the solution to fit with their needs.
- Actively participating in the several local activities designed specifically for them, such as: workshops and working groups, discussion panels or service development contests to be organised in each participant city.

3.3. Mass media

Assuring the presence of the project in mass media channels will be an important step to maximise its impact and help to achieve better dissemination results. In this sense, partners will work to identify the most relevant mass media channels and will provide them with information from the latest project results and activities. This mass media channels identification process will be done under the following grouping:

- Technical – mass media channels focused on technical issues.
- City / Positioning – local media channels dedicated to local issues in each city.
- Sectorial – channels dedicated to specific professional sectors: environmental, energy, mobility...

3.4. Cities outside the project

The iCity project will test its solution in the four participant cities, namely Barcelona, Bologna, Genoa and London. Once this will be accomplished, the project's aim is to enlarge the list of cities that adopt the iCity philosophy and solution.

To accomplish this, and in order to disseminate the project as widely as possible, links with appropriate networks of cities will be established such as: Eurocities, Major Cities of Europe, World eGovernment Organisation, Metropolis, UCGL, IT4ALL, C40, Global Cities Dialogue or the European Network of Living Labs.

In this sense, several dedicated activities will be organised towards this target group, such as a special workshop for policy makers who will be encouraged to join the iCity initiative and adopt its open innovation co-creation philosophy and platform.

3.5. Citizens and civic innovators

The iCity project will also search for the establishment of a link with active citizens willing to take part in the changes happening at city level towards the concept of openness. These groups of citizens, sometimes called civic innovators or hacktivists, will be essential to:

- Encourage the use of the iCity solution, inviting them to actively participate in the several dissemination activities organised by the project in order to give out ideas of what type of apps and web apps could be developed by interested third parties.
- Foster the use of the apps and web apps developed through the iCity solution that will be made available mainly through the iCity website. Other channels to reach civic innovators will be also taken into consideration and used if pertinent, such as, city council journals, add on municipal Internet channels, etc.

4. Corporative image

4.1 Positioning the project

iCity is a word easy to remember, that recalls the idea of new technologies and Internet (iCity) linked to the concept of urbanity (iCity). It is easy to remember and easy to retain. For this reason, several business, universities and other cities have used the same name for their own projects. For this reason, it has been decided to use the brand “iCity Project” to differentiate this EU-funded project from other non-related initiatives. Following this, all communication and dissemination items will use the brand “iCity Project”, from the website to the different social network accounts.

4.2. Graphical Image

The success of a project depends on its capacity to be easy remembered by its identified target. Therefore, one of the objectives of the dissemination and communication work package will to create a corporative image that remains in the memory of the potential users of the iCity project creating an own iCity brand. The establishment of a common graphical image should also help to easily identify all materials related to the work of the project.

4.2.1. Logo

The first step in establishing a corporative graphical image for the iCity project is the creation of a logo. The logo should be designed to brand the project in a way that allows its potential interested users to instantly recognise it and associate it with positive feelings. The logo also has to be simple, iconic and easy to interpret in a few seconds to grab attention of viewers.

The logo designed specifically for the project appears in Figure 1. The logo contains the name of the project on the right side and an ellipse containing a city skyline on the left side. This last piece symbolises the aim of the project of effectively joining city assets in a common shared way. A complementary image was also designed to be used in further dissemination materials and can be found in Figure 2.



Figure 1: iCity logo



Figure 2: iCity complementary image

4.2.2. Application guidelines

Once the logo and complementary image is set, a document suggesting common guidelines for its use in the foreseen dissemination materials was established. This document, known as “iCity corporate identity manual”, provides a common “look and feel” for the whole project, so that every material produced will be easily identified by any exterior observer. The document can be found as Annex 1 and it has inspired the elaboration of the dissemination tools included in section 5 of this deliverable.

5. Dissemination tools

Dissemination materials included in this section are the first release of a set of documents and tools to be used by partners in order to spread the project ideas and results. Of course this set is alive and will be constantly updated according to the needs of the project. Also, it is important to comment that dissemination materials are not solely produced by WP8, which acts as a transversal work package, but can also be produced by the other work packages in order to disseminate their results.

Finally, after the publication of the “iCity corporate identity manual”, all dissemination materials should follow its graphical recommendations.

5.1. Website

The website of the iCity project is the most important dissemination tool. On one hand, it is aimed at serving as the front face of the project and the main point from which to disseminate results and activities. On the other hand, it is thought to become the main communication point between the project and its target groups, as identified in section 3 of this document.

For these reasons, the website of the project has to be carefully thought. 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 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.

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

First release of the website

The first official launch of the iCity website took place on M3 of the project (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 3 and Figure 4).

Due to the earliness of this first release in M3, the “iCity corporate identity manual” (Annex I) was still not available and the website launch was designed using a standard neutral pattern.

iCity Project

Opening up Advanced Services of Public Interest

Presentation	Technological Solution	Special Interest Group	Consortium Partners
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This project is co-funded by:



European Union



cip
competitiveness and innovation
national programme
2007-2013

In today's scene of restrictions and shrinking budgets, the need to identify new ways of collaboration in the provision of services of public interest becomes essential to maintain its quality in European cities. On the other hand, the growing societal demands to open the public information and public goods for its re-use opens new opportunities to explore other ways of offering public services that have been traditionally delivered by public administrations solely.

The iCity project aims at making a step forward in the **co-creation of services of public interest by third parties** (developers, small and medium enterprises,...) that are pushing for their space as service providers in the urban spaces of Smart Cities. The project intends to develop and deploy an approach to allow these interested parties to create, deploy, operate and exploit services based in the use of available public information, digital assets and infrastructures in cities. This represents a shift in the governance of cities and the concept upon which traditional public service delivery has been based.

The iCity project vision makes a step further on the concept of Open Data offering a novel approach of Open Infrastructures where the municipal ICT networks already deployed in urban spaces will be made available and accessible to the general public with the objective of maximizing the number of deployed services of public interest.

The services to be finally deployed will be developed by interested third parties who will be given access to public information and infrastructures through a shared technological platform integrated in the four participant cities (Barcelona, Bologna, Genova and London): **the iCity platform**.

Special care is given in this project to reach developers, entrepreneurs and small and medium enterprises; the ecosystem that we believe is at the forefront of open innovation in cities. This will be done with the help of local promoters specialised in user engagement, like living labs.

In this sense, several local contests in every participant city will be organised to attract their attention and foster their use of the iCity solution for the development of services of public interest. Also, a Special Interest Group has been activated for those parties interested in closely following the development of the project and participating in its activities.

Main expected outcomes

- The **iCity Platform** that will give access to open information and infrastructures in the participant cities.
- An **ecosystem of services of public interest** (mobile apps, web services...) created by interested third parties using the assets made available through the iCity Platform.
- A **new methodology for user engagement** in the creation of services of public interest.

Contact information

Project Coordinator
Mr. BATTLE, Joan
Barcelona City Council
SPAIN
E-mail: jbattle AT bcn DOT cat

Figure 3: First release website - main page



Figure 4: First release website - partners' page

Second release of the website

Right after the first launch of the website, further work started to fill in the website with more content according to the website plan stated in section 6 of this document. Also, further work was made on the graphic design of the website according to Annex I.

The second release of the iCity website was made during M6 of the project. This second release included information on the project, the technological approach, list of partners in the consortium, information on the Special Interest Group and its list of members, a section for news related to project and an agenda for past and upcoming events, as seen in Figure 5 and Figure 6.

iCity Opening up Advanced Services of Public Interest

THE PROJECT WHO WE ARE? SPECIAL INTEREST GROUP NEWS & EVENTS CONTACT

March 2012

iCity presented in Bologna

PRESENTATION TECHNOLOGICAL SOLUTION

This project is co-funded by:

European Union

In today's scene of restrictions and shrinking budgets, the need to identify new ways of collaboration in the provision of services of public interest becomes essential to maintain its quality in European cities. On the other hand, the growing societal demands to open the public information and public goods for its re-use opens new opportunities to explore other ways of offering public services that have been traditionally delivered by public administrations solely.

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- An ecosystem of services of public interest (mobile apps, web services...) created by interested third parties using the assets made available through the iCity Platform.
- A new methodology for user engagement in the creation of services of public interest.

Members of the Special Interest Group:

IT INFORMATION TECHNOLOGIES Self-design ops! guifi-net movjex iguana BCDS APPARATTEMI

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iCity project
icityproject The iCity renewed website has just been launched!
icityproject.eu
22 hours ago · reply · retweet · favorite
Join the conversation

iCity Project en Facebook
Me gusta Te gusta esto.

iCity Project
The iCity renewed website has just been launched!
iCity Project - Presentation
www.icityproject.o
Hace 22 horas
Mostrar más

A 9 personas les gusta iCity Project.
Sergi Clungu Daniele
Miriam Clungu Mju
Plug-in social de Facebook

Figure 5: Second release website - main page

March 2012

iCity presented in Bologna

Consortium partners

Ajuntament de Barcelona
 Barcelona is one of the major European metropolises with more than 3.5 million inhabitants. It is the sixth largest metropolitan and fifth largest industrial agglomeration in Europe. Today the city and its surrounding area act as a centre of economic activities related to new technologies and advanced services in the framework of the information society. The Barcelona City Council is strongly involved in the city transformation towards a real Smart City and taking the European leadership in that process.

COMUNE DI BOLOGNA
 Bologna is the seventh largest city in Italy as far as the number of inhabitants is concerned (almost 400,000), and sixth in economic importance. The metropolitan area of Bologna (more than 900,000 inhabitants) ranks second after Milan. Important features of Bologna are its high level of economic development and extensive pre-school, educational, social, cultural and sport services. The Municipality works actively towards the goal of urban sustainability.

COMUNE DI GENOVA
 The City of Genova is a local authority. The challenges of the City is to build instruments and strategies for a different concept of local administration, focused on quality of development and economical revival. Genova is experimenting a new method of city government and governance through a creative exercise in steps, with new forms of social co-operation involving the whole community, with the idea of integrating public (local institutions, all the authority levels) and private sectors for projects of economic, social and environmental transformation scheduled in the period from 2004 (when Genova has been the European Capital of Culture) to 2010.

GREATER LONDON AUTHORITY
 Under the Mayor of London the Greater London Authority is responsible for strategic policy in London. The GLA was created by the Westminster Parliament in 1999 (Greater London Authority Act) and its powers were enhanced by the GLA Act (2007). The Act created three bodies: executive Mayor of London supported by a civil service in Greater London Authority and an elected Assembly. The competences were specified in several areas: housing, planning, climate change, waste, health and culture. The mayor as executive is held accountable to the public by the directly elected assembly. The consolidated budget for the GLA is around £3.28 Billion in 2010/2011.

abertis telecom
 Retevisión, S.A. is a telecommunication company addressed to provide network infrastructure and telecommunication. Retevisión was founded in 1989 as a public corporation responsible for ensuring the radio and television signal to reach Spanish homes. Its clients were the main public and private broadcasters. In 1996 the seed was sown for what would be the second telecommunication operator in Spain. The Spanish Parliament awarded Retevisión the licence to provide fixed telephone services. Retevisión became a Limited Liability Company and later all its capital stock was privatised. In year 2000 Retevisión formed part of the GrupoAuna, which provided fixed and mobile telephone, audiovisual, internet and cable services.

CISCO
 Cisco Systems is the worldwide leader in networking for the Internet. Cisco's networking solutions connect people, computing devices and computer networks, allowing people to access or transfer information without regard to differences in time, place or type of computer system. Cisco provides end-to-end networking solutions that customers use to build a unified information infrastructure of their own, or to connect to someone else's network. An end-to-end networking solution is one that provides a common architecture that delivers consistent network services to all users. The broader the range of network services, the more capabilities a network can provide to users connected to it.

Fraunhofer FOKUS
 The Fraunhofer Institute FOKUS based in Berlin, Germany, is part of the Fraunhofer Society which is one of the leading organizations of applied research and development in Europe. One of the main goals of the Fraunhofer Society is to link scientific work with industrial demands. Fraunhofer FOKUS is actively engaged along the whole line - from generating future-proof solutions, technology assessment, method validation and standardisation support to project management, quality control and the development of prototypes and operational / security concepts. The Institute has a well-known reputation in research programs of the European Commission as well as for national funding bodies like the BMBF and the BMWI.

Universitat Oberta de Catalunya (UOC)
 The Fundació per a la Universitat Oberta de Catalunya (UOC) was founded on October, 6th, 1994. It is an innovative web-centric virtual organisation which has relied on the intensive use of information and communication technologies (ICT) from the very beginning. The UOC's main goal is that every person satisfies their training needs, making their effort as profitable as possible, regardless of where they are and optimising their time. The UOC develops the Virtual Campus as a network community where limitations of space and time are overcome. It also uses an educational methodology based on the complete personalisation and guidance of the student. Students, lecturers and managers interact and cooperate in that network community to create, structure, share and disseminate knowledge.

Citilab
 Citilab is a centre for social and digital innovation in Cornellà de Llobregat, Barcelona. Exploits and spreads the digital impact on creative thinking, design and innovation emerging from digital culture. Citilab is a mix between a training centre, a research centre and an incubator for business and social initiatives. This project started with the idea that digital technologies, specifically internet, are a way of innovation much more focused on citizens. Since this project was born in 1997 and opened his physical site ten years later on november 23th, Citilab has been promoting activities as a centre for civic innovation, spreading the Knowledge Society. Their methods of work are basically design thinking and user-centered creation. In Citilab, the internet is considered a way to innovate more collaboratively integrating the citizen in the core process. Citilab - Cornellà.

Members of the Special Interest Group:

IaaC, epoca, guifi-net, lab2lab, rguana, movjeex

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Figure 6: Second release website – List of partners

5.2. Leaflet

The leaflet is a piece of communication aimed at providing a first contact with potentially interested third parties. It contains first contact information on the vision, expected results and technical solution of the project on its front side (Figure 7) and information on the Special Interest Group and consortium on its back side (Figure 8).

It is available in two versions:

- *Screen version*: thought to be sent as an online document together with a first contact information on the project (for instance, contacting potential members of the Special Interest Group).
- *Printed version*: thought to be delivered as a physical piece of paper in important events (for instance, in topic-related conferences).



Figure 7: iCity project leaflet – front

Features and capabilities:

- An advanced service delivery platform built on open standards.
- A rich set of common application infrastructure and business services to accelerate service creation and delivery.
- Integration with Operations support systems/business support systems (OSS/BSS) to enable (at scale) service orchestration, activation, service monitoring, maintenance, and billing.
- Quick integration with a wide variety of devices through a device abstraction framework.
- Quick integration with city applications using an application abstraction framework.
- A Portal for the end consumer and city operating personal.

Special Interest Group (SIG)

The iCity project has activated a Special Interest Group for any parties interested in following the development of the project and collaborating in its activities.

Advantages for developers:

- Receive privileged information about the project and its related activities.
- Be invited to provide proposals and technical feedback for the iCity platform.
- Participate in the creation and deployment of Services of Public Interest through the iCity platform.

Advantages for cities:

- Provide external advice for the replication and rapid take-up of the Open Urban Service Delivery Platform.
- Contribute to the dissemination and dynamization of the project and its related activities.

More information: <http://www.icityproject.eu>
Coordinator: Joan Batlle, jbattle@bcn.cat

Consortium

PARTICIPANT	COUNTRY
Institut Municipal d'Informàtica (coord)	SP
Retevisión (Abertis)	SP
Cisco Systems Bv	NL
Fraunhofer Fokus	GE
Greater London Authority	UK
Internet Interdisciplinary Institute (IN3) - Universitat Oberta de Catalunya	SP
Citilab Cornellà	SP
Comune di Genova	IT
Comune di Bologna	IT

Figure 8: iCity project leaflet - back

5.3. Project presentations

A PowerPoint presentation template (.pptx and .potx) using the project's logo and secondary image was created using the graphical guidelines as stated in the document "iCity corporate identity manual" available in Annex I. This template (Figure 9 and Figure 10) is thought to be used in any presentation related to the project, may that be in an external dissemination event or an internal results presentation. This should serve as another tool to help achieve a common image for the project and create a community feeling among partners.



Figure 9: iCity presentation template - front



Figure 10: iCity presentation template

Besides, a master presentation has been created to serve as a basis for any project presentation by any partner. The master presentation is a live material and will be under constant development.

5.4. Social networks

Social networks have become these last years a very powerful tool for communication purposes. Companies have started taking their presence in social networks very seriously as it represents a way to engage their target customers and improve their assistance to them. As identified in Section 3 of this document, the communities identified as the project's target groups are more keen on maintaining contact between each other over the Internet, being the use of social networks one of the main channels.

In this sense, the iCity project needs to potentiate its presence in the most popular social networks in order to improve its contact with its targeted communities. Therefore, accounts have been created in: Twitter, Facebook, LinkedIn, Youtube, Slideshare and Flickr.

The created accounts will follow the common corporate image for the project as suggested in Annex I.

Twitter



Figure 11: iCity project - Twitter account

The Twitter account for the iCity project is: @icityproject.

Messages making reference to the project will be asked to use the hashtag #icityproject.

Facebook

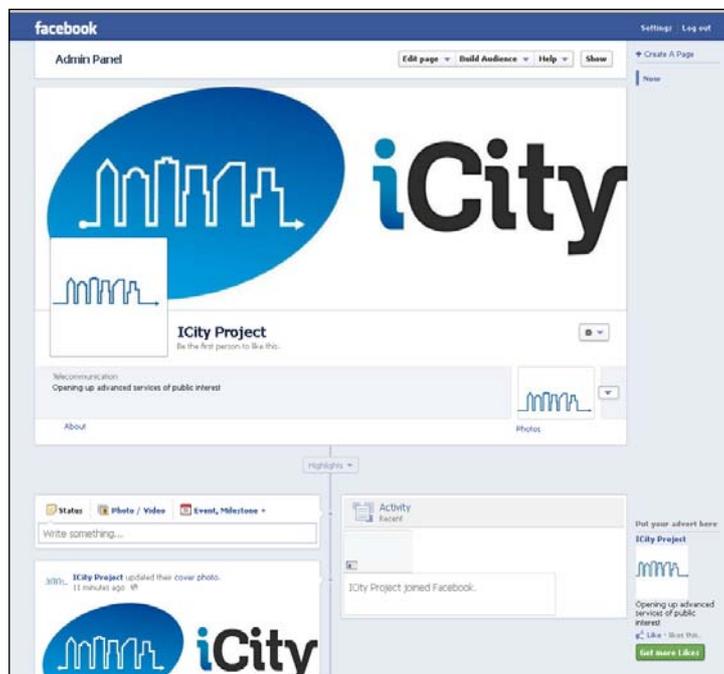


Figure 12: iCity project - Facebook profile

LinkedIn

The presence in the LinkedIn network has been channelled through the creation of a Group, which seems to be a suitable space for managing discussions with interested members and disseminating pieces of information as news in the wall of the group.

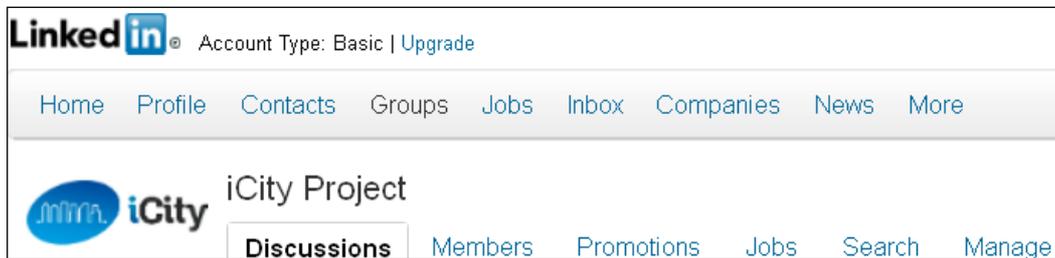


Figure 13: iCity project - LinkedIn group

Slideshare

Slideshare will be used to store all public presentations made to disseminate the iCity project through the account "icityproject".

Youtube

Youtube will be used to store all public videos created to disseminate the iCity project through the account "icityproject.eu".

Flickr

Flickr will be used to store all public pictures taken to disseminate the iCity project through the account "icityproject.eu".

5.5. Newsletter

A newsletter will be an excellent tool to communicate with the active third parties in the project but also with the inactive or absent ones that do not actively participate in the project activities. The newsletter will assure that all third parties are informed and aware of the project results and activities. It will serve also to bond all interested members into a family unit and build interest in the project. It can be of great assistance in obtaining third parties involvement in the project's activities and create the desired community feeling.

The newsletter will be sent regularly (as stated in the DoW) to Special Interest Group members. Its graphical image will be designed according to the graphical guidelines included in Annex I of this deliverable. Its contents will be elaborated by all partners of the project and will provide information on:

- Latest results on the project's progress.
- Advance schedule of project activities or events, such as workshops or services development contents.
- Other related news out of the project specially selected by partners due to its relevance with the project.

The contents of the newsletter will be created according to the target groups as specific in section 3 of this document.

A partner of the project will be appointed as responsible for the design, collection of information and sending of the newsletters.

5.6. Press kit

Although the idea is that the website of the project serves as the source of information for any third party, including a special access for members of the press, to find any relevant information on the project, a press kit will be made available to them upon request. This kit should be aimed at offering first introductory information to the project.

This press kit should contain the following items, either in paper or digital format:

- Letter from the coordinator presenting the project.
- Leaflet of the project.
- PowerPoint presentation containing introductory information to the project.
- Any audiovisual produced material (images, videos), if available.

6. Dissemination activities

6.1. Publications

The partners of the iCity project will work to assure the presence of the project's results in publications addressed to each one of the identified target groups:

- Business: articles in specialized magazines.
- Developers and other interested stakeholders: articles in online magazines.
- Scientific community: research papers and publications in conference and journals.

6.2. Events and presentations

The project will search to assure its presence in major national events and business support agencies in order to spread its objectives and raise awareness on its results. On the other hand, the participation in top international conferences and events will be specially sought in order to give the project and the final iCity solution an appropriate visibility among potential end-users in order to assure its future stability.

Besides, specific project events will be organised by partners, as explained in the following subsections.

6.2.1 Targeted workshops

In order to raise awareness on the project results and to attract the attention of end-users of the iCity solution, the project will organise several targeted workshops both at local and international level.

Workshop for cities and policy makers

A special workshop will be organised for policy makers who will be encouraged to join the iCity initiative and adopt its open innovation co-creation philosophy and platform.

Workshop for developers and other technical stakeholders

Special workshops will be organised for the business sector, taking special care of developers, SMEs and entrepreneurs... that will receive information and will be personally invited to participate on the technical evolution of the iCity solution and to collaborate in the co-creation of services of public interest through activities such as the development contests organised within the iCity project.

Active citizens and civic innovators will be specifically invited to participate in these events in order to better focus the needs for the development of services of public interest.

These events will be organised in the framework of already existing open innovation ecosystems such as living labs and co-working spaces who will promote the co-creation development of services of public interest.

6.2.2. Local service development contests

Several local contests in each one of the cities in the consortium will be organised during the second and third year of the project's life in order to attract the attention, participation and use of the iCity solution by the end-users who will be at the end responsible for its success and future continuity. With the help of local open innovation ecosystems in each city as promoters, contests aimed at encouraging the development of public services or services of

public interest will be organised for companies, taking care of assuring a large participation of developers, SMEs and entrepreneurs.

The objectives in these contests are two-fold:

- To engage the potential iCity Platform end-users to ask for their help into the problems and ideas they have that can be addressed with technology and the data and infrastructures iCity will put in their hands
- To reinforce a powerful iCity community platform at European local level.

To maximise the impact and reduce the double efforts, joint contest initiatives with other similar on-going projects will be sought.

6.3. Mass media plan

The iCity project should assure a presence in the mass media so that the objective of reaching its target groups is attained. The mass media plan is the basis to entry the information of the project into mass media. The following steps are to be taken by partners and coordinated by the WP Leader:

- i. Elaboration of a press list

The different partners in the project will contribute to the creation of a pertinent list of press contacts that could ensure the spread of the project. This information will be collected by the WP Leader and grouped according to the target groups specified in section 3.3 of this document.

- ii. Elaboration of a press kit

A press kit containing introductory information on the project will be elaborated. It will be ready to be sent to any press media upon request.

- iii. Production of press notes and press dossiers

Partners will be asked to collaborate in the production of pertinent press notes related to the main achievements and activities of the project. The objective of this is to keep relevant mass media aware of the main results achieved during the project and to use their distribution power to disseminate main activities among the public, such as the launch of local service development contests. If relevant, a press dossier will be elaborated to accompany the press note.

- iv. Organization of meetings with specialized media

The pertinence of organizing meetings at local level with relevant media on key dates will be studied and defined by partners together with the WP Leader. Dates, places and appointed speakers will be agreed between partners for every meeting.

6.4. Social networks presence plan

As explained in section 5.a of this document, the presence of the project in the most popular social networks has been assured by the creation of several profiles or groups. However, it is important to mention that creating a presence in social networks is not enough. Accounts need to be monitored and updated frequently with relevant targeted contents and special care needs to be taken to give immediate and appropriate responses to those requests received via these channels. This is one of the first steps to achieve a real big community feeling among the iCity project target groups.

A partner of the iCity project will be appointed as responsible for following the different profiles created. He/she will be responsible for managing the profiles according to the following rules:

- i. Twitter profile:
 - a. Tweets should be used to disseminate the most important achievements of the projects that might be of interest for external third parties: results, workshops, events, contests...
 - b. Tweets should also be used to report pertinent related news in the area of the project produced by third parties outside the project.
 - c. Tweets in which the project's account is directly addressed or direct messages should be retweeted and replied in a short period of time, if appropriate.
 - d. The project's profile should follow all projects, companies and similar parties working in related areas.
 - e. Twitter profile will be linked to the other social network profiles of the project.
- ii. Facebook profile:
 - a. Contents will be similar to the ones disseminated through the Twitter account. Both accounts should be linked between each other so that contents published in Facebook profile will be immediately published in Twitter.
 - b. Contents can be: links to reports, links to press news, links to the contents published in the website of the project, multimedia materials published directly in the wall of the profile, etc.
 - c. Facebook publications should also be used to report pertinent related news in the area of the project produced by third parties outside the project.
 - d. Profile will be open to any interested party, without access permission.
 - e. Messages left in the wall of the profile should be addressed in a short period of time and given an appropriate relevant response.
 - f. Any interested party can publish relevant messages in the wall of the project's profile.
 - g. Non-related messages will be immediately deleted.
- iii. LinkedIn profile:
 - a. The presence in this network will be articulated through the creation of a group.
 - b. The group will be open to any interested party, with access permission.
 - c. Contents will be similar to the ones published in Twitter and Facebook, with special focus on the technological and business side of the project.
 - d. Messages left in the wall of the profile should be addressed in a short period of time and given an appropriate relevant response.

- e. Any interested party can publish relevant messages in the wall of the project's profile.
 - f. Non-related messages will be immediately deleted.
- iv. Slideshare, Youtube and Flickr
- a. The profiles in these three social networks will be used to publish the dissemination material of the project according to the following classification:
 - i. Slideshare – relevant PowerPoint or Keynote project presentations.
 - ii. Youtube – project videos.
 - iii. Flickr – relevant pictures of the project's activity.

The following of information between the several profiles will flow as described in the following figure:

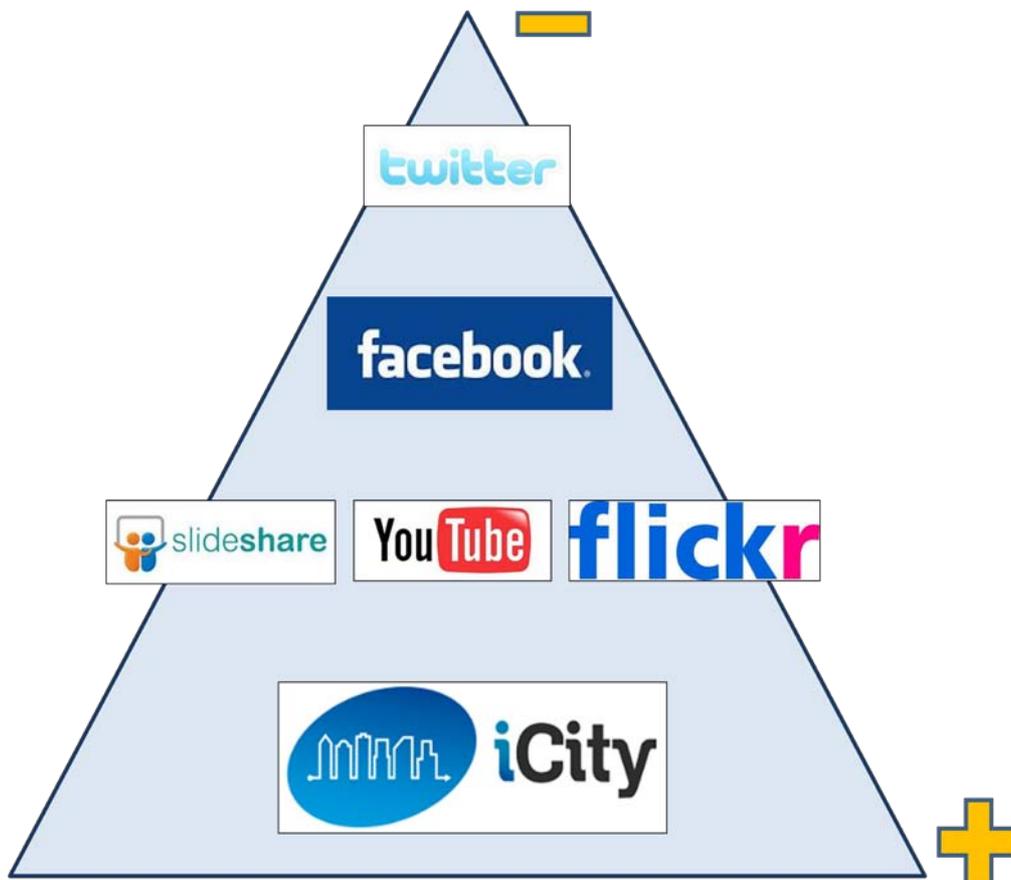


Figure 14: information content triangle

6.5. Website plan

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. Therefore, the main goals of the website of the iCity project are:

- To offer a set of first introductory information for interested parties.
- To be the platform through which disseminate the project's main results and progress.

- To promote and foster the iCity platform usage as a provider of resources to develop applications, being the main communication point for developers and other interested parties.

The iCity project will be growing up and changing constantly its structure, so the website will be changing as fast as the project will do.

Structure

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 to the exterior and being the main contact point between the project and the potential users of the project's solution.

Following the theoretical initial structure design, a more practical one can be seen in Figure 15 with all the functionalities thought until now but, of course, there could be more (or less) functionalities or sections in the future according to the needs of the project.



Figure 15: iCity website structure and functionalities

The following sections have been implemented during the second release of the website in M6 of the project (screenshots of the launch are available in section 5.1 of this document):

- **The Project:** presentation of the project, expected results and overview of its technological solution.
- **Who we are:** list and presentation of all the consortium partners involved in the project with their description.
- **Special Interest Group (SIG):** a section devoted to third-parties which are interested in receiving all the information and activities close-related to the project. There's also an explanation about why would a developer or a city take part in the SIG and, if the visitor wants, a form to enroll on the SIG.

- **News & Agenda:** page with the list of events and news related with the project. It will be used to communicate main project results and dissemination activities, like the dedicated contests to be organized on each partner city.
- **Contact:** a simple form to send a message to the project responsible, it's thought to be used for user comments, doubts or incidences.
- **Internal Area:** space from which to manage the admin procedures for the website, including for instance the creation of events, news, new sections, etc.

In a short-term period, some additional features will be added:

- **Social networks integration:** the project will have presence in the principal social media networks and their updates widgets will appear in the home page. The latest Twitter messages in the project's channel or a list of the friends in the Facebook page could be examples.
- **CRM (Customer Relationship Management):** a platform to manage all the contacts (companies, developers, cities...) related with the project.

The website will be growing up with the project, so in a longer period, more sections will be added depending on the project advances:

- **Community:** a space dedicated to encourage the use of the iCity platform among its potential users and to share knowledge about application development with iCity through different sections. This will contain examples, tutorials and several forum topics could be added to allow the users interacting between them.
 - o **Forum:** A dedicated space for direct non-centralised communication between the users interested in using the iCity platform. It will be aimed at sending questions and giving answers to any technical question that may arise related to this topic. This forum will have moderators and technical assistants although the main idea is that the questions are resolved between the interested parties participating in it.
 - o **Document repository:** A space for documentation downloading regarding the use of the iCity platform and its content.
- **APP Store:** all the applications developed over the iCity platform will be listed here with their respective link to download them for the wide public. Also the opportunity of accessing so easily the already created apps, could inspire the new potential developers.
- **Press:** dedicated space where members of the press will be able to find relevant information of the iCity project. This includes both press useful information (press kit, press notes...) and information on the appearance of the project in the media.

6.6. Other activities

The dissemination work of any project is never an activity that can follow a closed activities planning. In the case of the iCity project, other new activities apart from the already mentioned in this document may arise during the lifespan of the project, due to new needs or collaboration opportunities. These activities will be reported in further updates of this document as stated in the DoW.

7. Monitoring, evaluation and reporting

In order to correctly follow the evolution and correct development of the different dissemination activities and tools described in this document, every partner participating in WP8 Dissemination has been appointed as direct responsible of one or more activities. A calendar for development and delivery has also been agreed between the appointed responsible partner and the WP Leader, who will be the direct responsible for evaluating and reporting the correct development and fulfilling of these agreed responsibilities.

In terms of reporting, the work done in the WP8 Dissemination of this project will be reported quarterly through internal reports and every 6 months through official reports sent to the EC.

In terms of assessing the success of the activities described in this document, several indicators will be monitored according to the following indicators:

- Web activity (Google Analytics tools)
- Social networks activity (mentions, followers, friends, etc)
- Targeted activities (number of attendees)
- Media (presence in the press)

Annex I. iCity corporate identity manual

iCity – Corporate identity manual

Logo



Complementary Image

This line will always be used, when possible, taking the whole width of the document.



Recommended colours

	0099d9
	0a4b95
	000000
	FFFFFF

Recommended typographic use

Titles (22 pt): Lucida Grande Bold /
Lucida Sans Unicode (Bold)

Subtitles (14 pt): Lucida Grande Bold /
Lucida Sans Unicode (Bold)

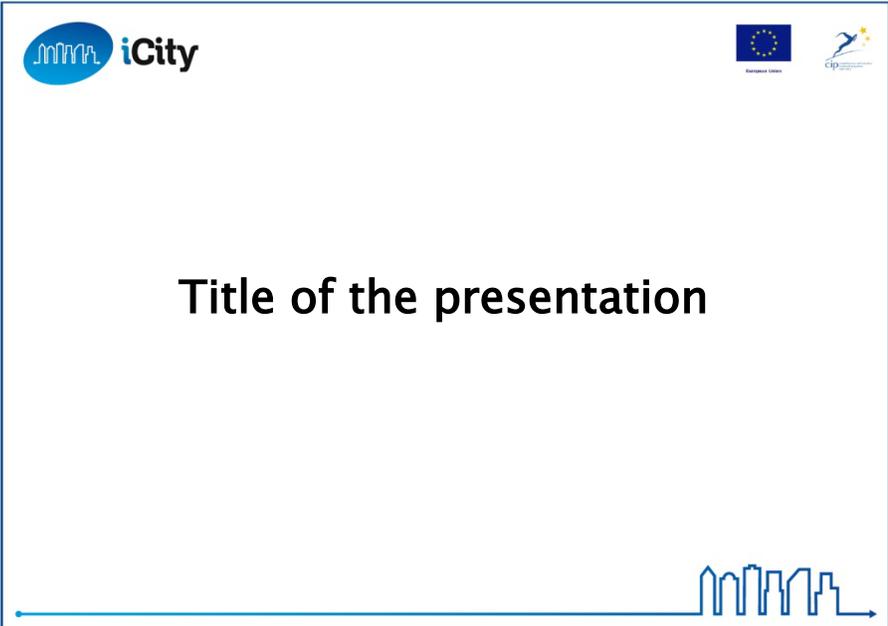
Body text (11/12 pt): Helvetica Neue Regular / Arial Regular

Applications

a) Keynote and PowerPoint Presentations

- The logo will be placed in the left superior angle. The height of the logo will be, approximately, 10% of the total height of the document.
- The logos of the co-funders will be placed in the right superior angle.
- The complementary image will be placed in the inferior part of the page as shown in the example:

cover

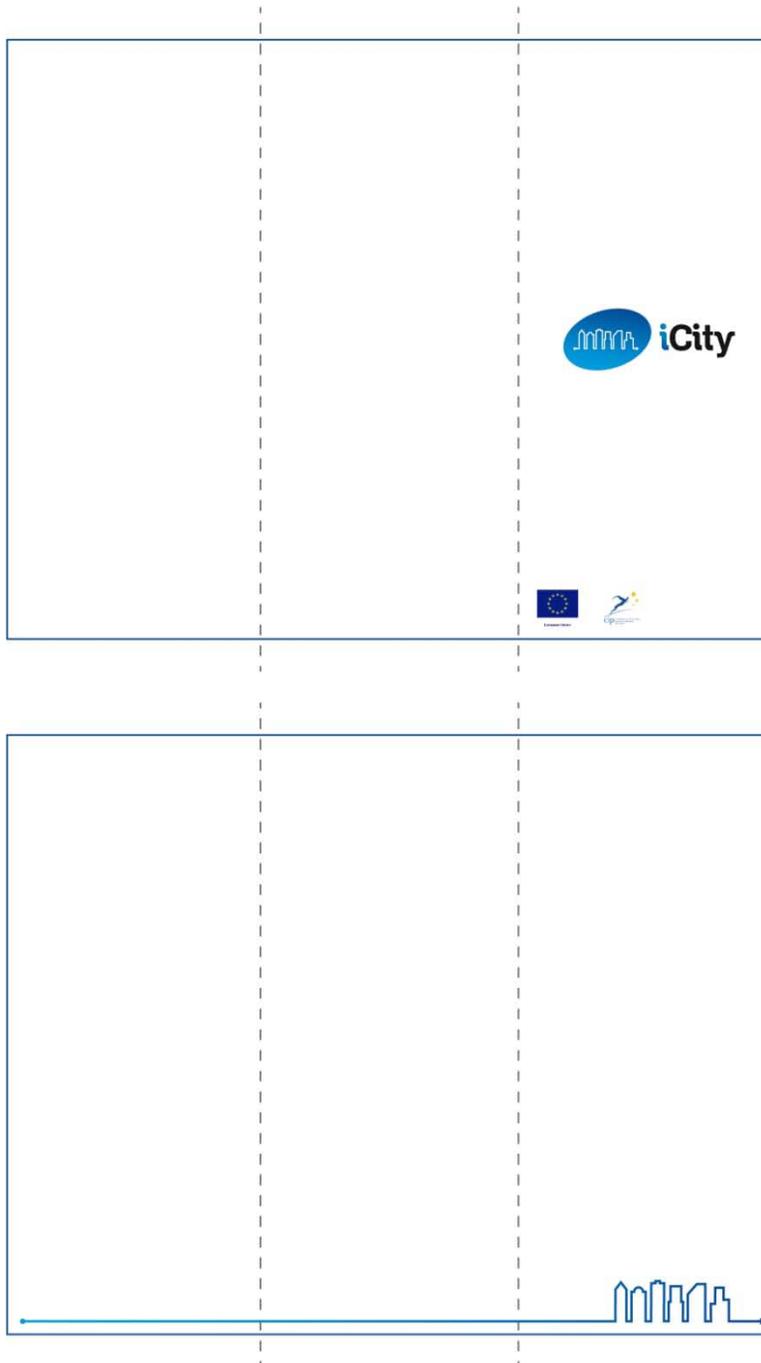


current slide



b) Leaflet

- The logo will be placed in the cover in a centred space.
- The logos of the co-funders will be placed in the left inferior angle of the cover.
- The complementary image will be placed in the interior pages as shown in the following example:



c) Website

- The logo will be placed, preferably, in the head of the web, justified, in the left side.
- The logos of the co-funders will be placed at the bottom of the web.
- The complementary image will be placed at the bottom of the web, being it the last element of the website.

