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D1.1 Social Acceptance Campaign at local and district level
WP1, Task 1.1

Transition of EU cities
towards a new concept of
Smart Life and Economy



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Task description	<p>Subtask 1.1.1: Raising social awareness and acceptance of changes: This subtask is intended to raise social awareness and acceptance of changes with the aim of changing consumer behaviours and general support towards the interventions in each pilot. For this purpose in this subtask cities (NAN, HAM, HEL) will prepare:</p> <p>a) dissemination campaigns focusing in awareness built upon local community initiatives;</p> <p>b) study regulatory tools that can counteract unsustainable consumption behaviour; and</p> <p>c) education programmes for leveraging behavioural change, for example, requiring commerce (shopping centres) or local “attractions” (zoo, ferries, ...) to provide services or cultural activities that increase resource efficiency.</p> <p>D1.1: Social Acceptance Campaign at local and district level - Initial [SEZ] [8] Design of multi-year campaign at local and district level to raise awareness and provide information and activate successful consumers and key local actors.</p>		
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Abbreviations and Acronyms

Acronym	Description
mySMARTLife	Transition of EU cities towards a new concept of Smart Life and Economy
ARM	Armines
ATL	Atlanpole
CAR	Fundación Cartif
CI	Corporate Identity
D	Deliverable
ENG	ENGIE
ERD	Enedis
FC	Follower Cities
FHH	Freie und Hansestadt Hamburg
FVH	Forum Virium Helsinki
HAM	Freie und Hansestadt Hamburg
HEL	Helsingin Kaupunki
HMU	Metropolia University of Applied Sciences
KON	konsalt GmbH
LGV	Landesbetrieb Geoinformation und Vermessung
LHC	Lighthouse Cities
M	Project Month
NAN	Nantes Métropole
NMH	Nantes Métropole Habitat
PR	Public Relations
SEM	Semitan
SEZ	Steinbeis-Europa-Zentrum
WP	Work package



1. Executive Summary

The aim of “D1.1: Social Acceptance Campaign at local and district level” is to provide an overview of the planned social awareness and communication activities in the three mySMARTLife Lighthouse Cities Nantes, Hamburg and Helsinki. The cities describe how they intend to inform on the local project activities and to raise social awareness and to activate citizens and key local actors. The link and correlation with the overall mySMARTLife Dissemination and Communication activities that are carried out in WP8 is also described.

As the concept of “Smart People” is in the focus of the mySMARTLife activities, involving the citizens in the urban transformation process is a key issue for reaching social acceptance of the project activities. In the three Lighthouse Cities, special attention is therefore put on informing the citizens (both of the city and the demo areas) on the project activities, but the local communication activities do also go beyond the mere local area.

Within the deliverable, each of the three Lighthouse Cities describes their local campaigns, the key actors carrying out the activities, the different communication instruments used, the target groups of the activities, the main activities foreseen and their planned timeline as well as the goals, objectives and expected impact of these measures.



2. Introduction

2.1 Purpose and target group

This task is aimed at raising social awareness and acceptance of changes and to increase the social acceptance from the citizens to the project activities. A change of behaviour and a maximised support of the city sustainability actions promoted by mySMARTLife is envisaged, through the structured citizen engagement campaigns that are foreseen in the three Lighthouse Cities (LHC) of the project Nantes, Hamburg and Helsinki. In this deliverable, the cities describe how they intend to inform on the local project activities, to raise social awareness and to activate citizens and key local actors. An overview of the planned social awareness and communication activities is introduced. Finally, the link and correlation with the overall mySMARTLife Dissemination and Communication activities, which are carried out in WP8, is also described.

The target group of this activity should be focused (but not limited to) the citizens of the cities. A city is shaped by its citizens. They must therefore be the core target of these engagement and social acceptance campaigns. Moreover, citizens must be considered not only as final beneficiaries of the project actions, but as part of the decision making process. Co-creation and co-design are essential activities to be considered.

As a secondary but important target group, stakeholders in general, but with a stronger focus on the local level appear. Big industries, SMEs, entrepreneurs including start-ups, investors and city planners and policy makers are other target groups to be reached with these engagement and acceptance actions. The document is also aimed at providing an insight in the LHC activities in this regard and is informing the other consortium members on these activities, which is of special importance for SEZ as the Dissemination and Communication leader of the project.

Within this deliverable, the initial campaigns of the cities for dissemination purposes, aiming at social engagement and active participation of the citizens, the instruments to reach the widest audience possible and the foreseen activities are explained. As well, an initial outline about the impacts and how to measure these impacts is described. It should be noted that these impacts will be updated during D1.2 where the key issues about social awareness will be investigated. Therefore, as the project will be more advanced, the impacts may be better established with real data. Besides, D8.2 will complement both deliverables in terms of communication plan where local communication campaigns will be also documented.

2.2 Contributions of partners

The following Table 1 depicts the main contributions from participant partners in the development of this deliverable.



Table 1: Contribution of partners

Participant short name	Contributions
SEZ	Deliverable leader, coordination of deliverable
NAN	Content of section 4
HAM	Content of section 5
HEL	Content of section 6
CAR	Overall content alignment to mySMARTLife objectives and expected impacts

2.3 Relation to other activities in the project

The following Table 2 depicts the main relationship of this deliverable to other activities (or deliverables) developed within the mySMARTLife project and that should be considered along with this document for further understanding of its contents.

Table 2: Relation to other activities in the project

Deliverable Number	Contributions
D8.2 (M12)	This deliverable will also include the dissemination and communication plan, providing an overview of all dissemination and communication activities taking place and foreseen within workpackage (WP) 8 – “Communication, Dissemination & Exploitation”. A close link exists among the local dissemination and communication activities, as described in D1.1, and the overall mySMARTLife dissemination and communication activities, taking place within WP8 and described in the dissemination and communication plan.
D1.3 (M9)	This deliverable is focusing on the methodology for citizen engagement based on system thinking. The activities described in D1.1 are therefore closely related to it.
D1.2 (M36)	This deliverable will summarise the key issues for social awareness and acceptance. It will look back at the activities described in D1.1, investigating the factors influencing consumer attitude and behaviour change towards the interventions in each pilot.

3. Overview of Multi-year Campaigns at Local and District Level

One of the main pillars of mySMARTLife, the concept of “Smart People”, is in the focus of this mySMARTLife project activity. Involving the citizens in the urban transformation process, not only as consumers/user but as active city planners is a key issue for reaching social acceptance of the project activities. In the three Lighthouse Cities special attention is therefore put on informing the citizens (both of the city and the demonstration areas) on the project activities, but the local communication activities do also go beyond the mere local area.

In **Nantes**, the planned campaign will aim to inform the general public and professional targeted audience about the project activities, technologies and results of the mySMARTLife activities. The information provided will range from global information on the project to very specific information on project actions. Different communication channels will be used, such as physical meetings and events, webinars, websites and social media activities, general public and professional press, professional networks and the local consortium partners’ internal and external newspapers. The targeted audience will be mainly at local and national level but will also include European and international levels, depending on opportunities and relevance. Communication will be planned in relation with event opportunities and/or project actions delivery.

Raising social awareness and acceptance regarding the general transformation of **Hamburg** to become smarter is a key issue in all related local activities of mySMARTLife. In order to reach the objectives of this general city transformation strategy, but also to develop solutions according to the specific needs of the project area in the borough of Bergedorf, the local mySMARTLife consortium works closely with local stakeholders on various levels. Besides, close collaboration with local institutional partners (politics, administration, enterprises, science and research), integrating also the expertise of local citizens as very active players, is of high importance to the project. Therefore, a comprehensive mySMARTLife participation strategy has been developed, to raise social awareness and citizen engagement, to activate real estate owners, investors and enterprises to cooperate with mySMARTLife partners and to achieve support of mySMARTLife by all public institutions and the administrative bodies at all levels in Hamburg.

The different mySMARTLife project actions in **Helsinki** do all have their own plans for social acceptance. The main objective is to do all actions together with the citizens in order for the actions to be successful. A broad range of activities is foreseen, ranging from the organisation of events in the demo areas to the participation in events at city level. The residents of the demo areas and other citizens will be informed on mySMARTLife activities through different information channels, the organisation of co-creative workshops



and info evenings and specific activities linked to the foreseen mobility measures, such as the collection of passenger feedback of autonomous means of transport.

4. Social Acceptance Campaign in mySMARTLife Lighthouse City Nantes

In this section, the specific social acceptance campaigns, the key actors and the available tools in Nantes to reach the ambitious objectives will be explained. Once these foundations have been introduced, the specific target groups together with the value propositions will be analysed. Finally, to end this chapter, the main activities planned and the expected impacts will be presented.

4.1 General Overview of Campaign

In Nantes, the campaign will aim to inform the general public and professional targeted audience about the project activities, technologies and results of the mySMARTLife project in the Lighthouse City. The information provided will range from global information on the project (i.e. regarding the project objectives, the local consortium and main activities) to very specific information on project actions, such as energy storage, district heating modelisation, mobility solutions, process of city transformation, etc.



Figure 1: Nantes people

To reach a high impact, the use of several communication channels is envisaged:

- Physical meetings: Conferences, expert workshops, exhibitions, citizen engagement workshops etc.
- Webinars as planned in task 8.6 of the project (“Webinars with interested stakeholders”)
- Websites and social media activities
- General public and professional press releases
- Under the umbrella of mySMARTLife, reinforcement of existing professional networks
- Partner’s internal/external newspapers

The target audience is twofold: mainly it is envisaged to reach an audience at the local and national level. However, a wider spectrum is also foreseen, including an audience on the European and international level. The specific target audience will depend, for each specific action to be promoted, on existing opportunities, timing and relevance.

Thus, communication planning will be continuously updated and refined in relation with event opportunities and/or project actions delivery.



4.2 Key Actors Carrying out the Activities

Project partners will be the key actors to carry out the communication activities with the aim to approach the stakeholders to be engaged in the project. These stakeholders cover all levels of the Quadruple Helix Approach: citizens, industry – big companies, SME, entrepreneurs, start-ups —, local authorities and academia.

Nantes Métropole (NM)

Nantes Métropole will provide general information on the project to the general public through its communications tools. Its communication will focus on specific actions under its direct responsibility, in particular some mobility actions like the electrical bus (action 23), the charging stations (actions 24-26), other activities related to the energy sector, like the digital boilers (action 7), the single desk for energy retrofitting (action 32) as well as on other interventions planned in the project.

As Nantes Lighthouse demosite leader, Nantes Métropole will also support, whenever possible, the communication strategies to be implemented by other partners on their specific actions.

Linked third parties of Nantes Métropole:

- **Nantes Métropole Habitat (NMH)** will communicate around the general project and more specifically on its energy related action digital boiler (action 7).
- **Semitan (SEM)**, covering an important mobility part in Nantes, will communicate around the general project and more specifically on its 24 metres full electric bus action (action 23).
- **Atlanpole (ATL)**. In close collaboration with ENEDIS, ATL will communicate around the general project and more specifically on its data lab energy action (action 45).

ENGIE (ENG)

ENGIE, as big world-wide industry player in different sectors like energy and ICT, and particularly leading many interventions in the Nantes LH actions, will provide general information on the project to the general public through its communication tools. Engie will also provide specific communications linked to specific actions under its direct responsibility, in particular flagship energy actions like energy storage (action 22) and the energy production with renewable energy sources (actions 8-12), street lighting (action 18), the retrofitting of multi-owner buildings and individual houses (actions 2 and 3).

CEREMA (CER)

Cerema will provide general information on the project to the general public through its communication tools, focusing also on the monitoring and evaluation aspects in Nantes.

Enedis (ERD)

Enedis (ERD), big energy distributor in France, will provide general information on the project to the general public through its communications tools. It will also provide specific communication actions linked to specific actions under its direct responsibility, specifically the data lab energy intervention planned in the project (action 45). This important action is envisaged to be replicated in other cities in France.

ARMINES (ARM)

Through IMT Atlantique, ARMINES, as research technology organisation collaborating the energy related optimisation of Nantes District Heating, will provide general information on the project to the general public through its communication tools. It will also provide specific communication actions linked to the actions under its direct responsibility, especially on modelisation and simulation of the district heating “Centre Loire” (action 16). ARM is expected to reach also academia.

Within all of these expected activities, the mySMARTLife partners in Nantes will use their existing tools and channels, as introduced in the next section.

4.3 Communication Instruments used

The different local project partners listed above will use different instruments for communicating information on the project activities. Websites, newspapers, radio and video broadcasts, local news releases, academia and professional oriented journals, Twitter, LinkedIn, Facebook and other social networks, professional networks, participation in fairs and exhibitions are some of the tools that will be used by Nantes’ local partners, according to the specific context. The list of the main communication tools that will be used, by each individual partner, are the following:

Nantes Métropole

As Nantes demosite leader, the main communication instruments available in Nantes Métropole are:

- Nantes Métropole newspaper (monthly publication – **circulation of 310,000 per month**)
- Nantes Métropole website (**750,000 users** in 2014)
- City of Nantes website (**3 million visitors** in 2014)
- Social networks: the City of Nantes Facebook webpage (**45,186 followers**), the City of Nantes Twitter account (**67,000 followers**):
- Radio broadcasts and short videos
- Local press releases

Linked third parties to Nantes Métropole: The linked third parties of Nantes Métropole have a long experience in the use of communication channels and tools. The following are foreseen to be used during the project execution.

- **Nantes Métropole Habitat (NMH):**

- NMH Journal of tenants (even months): **25,000 newspapers** distributed in mailboxes every second month to all tenants (targets close to 50,000 tenants) – closure: end of odd months.
- NMH Intranet "Atlas": Atlas is the daily internal information tool for employees (news feed with texts, photos, internet or video links etc.). Potential target: **600 NMH employees**.
- NMH Internal journal "Courtyard side" (odd months) – closure: end of even months: Published every second month for **600 employees and retirees**, the journal presents news from the office and a central file.
- NMH Website: The site is organised around general information, “rental / marketing” info, company info and a secured tenant space (online payment etc.). More than **857,000 page views** in 2016 / average audience of **5,610 visitors each month**.
- Newsletter NMH & CO (odd months) – closure: end of even months: Sent every second month – **4,000 recipients** in the Nantes agglomeration and in France: elected representatives, companies, suppliers, architects, associations, universities, etc.
- NMH Twitter account: Proximity information, local initiatives and relay news – **800 subscribers** in 2017, ranked among the top 5 social landlords in France on Twitter.

- **Semitan:**

The public transport and mobility third party of Nantes Métropole will use the following communication tools:

- Semitan external/internal newspaper “Feu Vert” (**3,000 editions**). Target: company employees, regional institutions, local authorities (24 cities around Nantes). First article planned for July 2017.
- Semitan intranet site: regular information on the project will be communicated.
- Regional press releases and press conferences to inform on the project development.
- Communication for professional journals: Communication actions targeting public transport users and specifically e-Busway customers.
- Satisfaction surveys with customers and concerned inhabitants.

- **Atlanpole:**

Nantes Métropole third party Atlanpole will use the following communication tools during the project to promote some energy actions in Nantes:

- Atlanpole Newsletter: Sent every month – **8,000 recipients** in the Region and in France: elected representatives, companies, researchers, universities, journalists etc.
- Atlanpole Website: **10,000 users per trimester**
- Atlanpole Twitter account: **5,000 followers**
- International communication through the IASP (International Association of Science Parks and Areas of Innovation) network.

Engie

The available communication tools from the big industry player Engie are listed below:

- Communication on the intranet of ENGIE or its subsidiaries directly
- Local press for events (for example commissioning of equipment)
- Engie's internal Social Network (Yammer)
- Engie's external Social Network (Twitter: **42,700 followers**, ENGIE Ineo: **4,573 followers**)
- Participation in exhibitions, fairs and conferences

Armines

Through its linked third party, ARM will make use of the following tools:

- **IMT Atlantique:**
 - IMT Atlantique Website (<http://www.imt-atlantique.fr>)
 - IMT Atlantique Facebook webpage (<http://www.facebook.com/IMTAtlantique>)
 - IMT Atlantique Twitter account (**8,000 users**, @IMTAtlantique)
 - Press releases
 - Participation in academic conferences.

CEREMA

CEREMA, with a national coverage in France, will make use of different stratified communication tools, depending on the scope of the action to be promoted. These tools are:

- Cerema Ouest (regional) website¹ (**35,100 users** in 2016)
- Cerema (national) website¹ (**265,000 users** in 2016)
- Cerema internal newsletter (**3,000 users** = Cerema's employees)
- Cerema annual activity report (**5,000 copies**)
- National events. Some of them have been identified as potential communication events where to disseminate project results at national level. These are:
 - Salon des maires (French national mayors seminar = **46,000 visitors**)
 - National / international conferences, like: "cites for life", "Salon bâtiments et territoires connectés", "Connected buildings and territories symposium"...
- Social networks: Cerema LinkedIn account (**2,800 followers**) and Cerema Twitter account (**880 followers** – existing since only one year).

Enedis

As a big player in the energy distribution, Enedis will contribute to reach the Nantes demosite communication objectives, providing the following communication tools:

- National and regional Enedis Twitter accounts (**30,000 and 2,000 followers**)
- Personal Enedis representative's twitter accounts
- Articles on Enedis' intranet (**40,000 users**)
- Local press releases for each event.

¹ Note: Cerema's website will be completely reorganised in 2018.

4.4 Target Groups and Value Proposition

As introduced in Sections 2.1 and 4.2, where the target groups and key actors of the local communication strategies in the project and in Nantes are described, there are two main communication target groups. The core target group are the citizens in general, but more precisely, citizens of the project areas, direct beneficiaries of project actions and citizens at global city level. Additionally, the general public is aimed at. A different intensity of engagement and social acceptance of the actions is expected, ranging from a more intense involvement of the direct beneficiaries of the actions to a reduced engagement from the general public. These different levels of expected engagement are represented in Figure 2.



Figure 2: Expected Intensity of engagement from the citizens in Nantes

The second target group is the professional audience. The professional target group is very broad and covers a large variety of sectors relevant to mySMARTLife: smart grid, housing, mobility, digital, and energy. The target groups do also encompass several categories of professionals: big companies, small companies, start-ups, associations, technology centres, academia etc. Universities, industry and government, representing the Triple-helix, are those targeted professionals at the last level of foreseen engagement. As in the case of the citizens, different levels of engagement are envisaged, as can be seen in Figure 3.



Figure 3: Expected Intensity of engagement from professionals in Nantes

Each action carried out within mySMARTLife in Nantes will have a specific target group and will use the most adequate tools to reach this target, as shown in the following table.

Table 3: Target groups and instruments used in Nantes

	Citizen and stakeholders engagement	Local events to increase the knowledge about the project	National events	Media tools
Citizens of the project area	X	X		X
Citizens of the city in general	X	X		X
Beneficiaries of project actions	X	X		X
Professionals	X	X	X	X
Partner staff				X

Table 4: Target groups and project actions in Nantes

ACTIONS	Leader	Contrib.	Target groups		
			Citizens at large	Direct Beneficiaries	Professionals
Building/District Renovation and Smart Homes Deployment					
Third party financing / retrofitting of private multi owner residential building (action 2)	ENG	NM	X	X	X
Energy retrofitting in individual houses (action 3)	ENG	NM	X	X	X
Single desk for retrofitting of individual houses (action 32)	NAN	NM	X	X	X
RES integrated in building (actions 7-12)	NAN, NMH, ENG	Cerema	X	X	X
Smart Energy Supply and Demand					
Energy storage/parking des machines (action 22)	ENG	NAN	X		X
River hydro production (action 21)	ENG	NAN	X		X
PV production (action 8, action 10)	ENG	NAN	X	X	X
ICT and Urban Platform developments					

Development of improved services in Nantes Urban Platform (action 42)	NM	ENG, ERD	x		x
Development of decision aiding tool (action 46)	ARM	ENG, NAN			x
District heating monitoring and optimization (action 16)	ARM	NAN	x		x
Electricity energy data Lab (action 45)	ERD	NAN, ATL	x		x
Cross-modal observatory on mobility (action 44)	NAN	-			x
Sustainable Mobility and Electrical Mobility					
Deployment of 24m full e-buses (action 23)	NAN	SEM	x	x	x
Deployment of charging stations for individual vehicles (action 25), e-buses (action 24), residential buildings (action 26)	NAN, ENG		x	x	x
Last mile delivery strategies (based on EV deployment) (action 28)	ENG	NAN	x	x	x
Public Lighting improvements – SMART LIGHTING (action 18)	ENG	NAN	x		x

4.5 Main Activities Foreseen and Timeline

Many activities in the areas of engagement with partner staff, citizens and stakeholders, media and the participation in local and national events are foreseen. The following section provides an overview of these planned activities and their tentative timeline. This timeline will be continuously updated with the specific opportunities that appear during the course of the project.

4.5.1 Engagement with partner staff, citizens and stakeholders

This type of activities includes internal meetings to organise the best approach regarding communication in the project, meetings with citizens that will benefit from project actions and with the necessary stakeholders that must be involved.

- **Meetings with citizens who might potentially benefit from project actions** (e.g. retrofitting actions). Regarding these very specific types of actions, regular meetings with the citizens are foreseen – see table 4. The timeline is to be determined according to the calendar of each project action.

Some examples of engagement activities (already carried out during the first project period) can be seen below:

1. Meetings with **owners of the Belem building** to engage them in retrofitting works (February – June 2017, see also https://twitter.com/mySMARTLife_eu/status/874882400907661312)



Figure 4: mySMARTLife Nantes partners meet Belem building owners (13th June, 2017)

2. Workshop with citizens and stakeholders, under the umbrella of the existing **Creative factory** initiative in NM, on how to use the green energy produced by project actions (see also https://twitter.com/mySMARTLife_eu/status/874623734623195136). In order to support and promote the creative and cultural industries, Nantes Métropole has given a mandate to the Samoa, the urban development agency of the Island of Nantes, to implement and manage the Creative Factory. Its main mission is to promote, support and develop the economic sectors of the creative and cultural industries.



Figure 5: Nantes workshop with citizens (Energy actions), 13th June





Figure 6: Nantes workshop with stakeholders (Energy actions)

3. Workshop with Nantes Métropole staff, using the **Fluid'opoly game** on public building energy consumption (linked with action 47, see also https://twitter.com/mySMARTLife_eu/status/875695538095697920). The Fluid'opoly game, developed by Nantes Métropole's Building Department, aims at engaging discussions with Nantes Métropole staff on energy savings in public buildings.



Figure 7: Public building energy consumption analysis workshop (I)



Figure 8: Public building energy consumption analysis workshop (II)

- Another important envisaged activity is the **engagement of citizens and stakeholders in workshops to contribute to urban transformation of the city** through their participation in the energy transition roadmap of Nantes Métropole (50,000 people engaged, specific workshops to be developed in the frame of mySMARTLife – from November 2017 to mid 2019).
- Finally, other foreseen engagement actions are aimed at **exchanging ideas with citizens and/or stakeholders to improve the project energy actions**. A first meeting with stakeholders to improve the **data lab energy action** is planned for September 2017 during the Nantes digital week. A second brainstorming workshop with citizens and stakeholders on the use of a **renewable energy capacity storage** will be implemented, through a call for proposals, during the following months according to the outcomes of the creative factory event in June 2017.

4.5.2 Foreseen Media Communications:

Some of the foreseen communication through media channels, listed for each partner, are introduced in this section. These are:

Nantes Métropole

- Nantes Métropole website. The creation of a specific project subpage including project general information and project news is planned until December 2017.
- Nantes Métropole newspaper. At least **2 articles** regarding mySMARTLife project evolution will be published every year.

- City of Nantes website (**3 million visitors in 2014**). A link to the specific project subpage will be established in 2018.
- Social Media: The social network channels (Twitter, Facebook) of the city of Nantes will be used to communicate on the project news – according to calendar of project actions and their evolution whenever relevant changes occur.
- Several radio broadcast and short videos will be developed, in collaboration to subtask 8.5.4: **one radio broadcast per year** and **one short video per year** are planned from 2018, promoting the achievements already made during the relevant period and the next activities.
- Local press releases will be issued whenever relevant.

Linked third parties to Nantes Métropole:

- **Nantes Métropole Habitat:**
 - Nantes Métropole Habitat will regularly communicate about the project and the progress of the actions in Nantes. The specific tools (and frequency) will be chosen depending on the information to be released.
- **Semitan:**
 - Semitan intranet site. Regular information will be published to make their staff aware about mySMARTLife evolution.
 - Semitan external/internal newspaper “Feu Vert”. With **3,600 editions** and whose target group is the company employees, regional institutions and local authorities (24 cities around Nantes), this newspaper will publish regular information on a periodic basis. The first article is planned for July 2017.
 - Website semitan.fr. With **6,000 views per month**, a specific section “Le Busway à la nantaise” will publish regular information all along the project, focused mainly on the mobility aspects of mySMARTLife.
 - Regional and professional press releases and press conferences to inform on the project development are planned for 2018-2019.
 - Communication actions targeting public transport users and specifically e-Busway customers are expected late 2018 or 1st quarter of 2019.
 - Finally, satisfaction surveys with customers and concerned inhabitants are foreseen for 2020.

- **Atlanpole:**
 - Atlanpole will regularly communicate about the project activities and the progress of the actions in Nantes. The specific tools (and frequency) will be chosen depending on the information to be released.

ENGIE

- ENGIE will continue regularly communicating about the project and the progress of the actions in Nantes, in close collaboration with Nantes Métropole. A special focus on the Energy and ICT actions will be made. The specific tools (and frequency) will be chosen depending on the information to be released according to the available tools listed in Section 4.3.

Armines

As Third party of ARM, IMT Atlantique will communicate about the progress of its research, according to the following schema and through the following media channels:

- Website News will be published with a periodicity of at least **1 article per year**. To be regularly updated.
- Social media channels (Twitter, Facebook) will be used to communicate the evolution of the project.

Cerema

Cerema has defined a first tentative calendar for publications. According to their available media tools, this is the foreseen calendar:

- Cerema Ouest (regional) website. At least **2 articles / year** will be published about the project evolution.
- Cerema (national) website. At least **2 articles / year** with similar information as above.
- Cerema intranet: at least **1 article / year** focused on their staff as target group.
- Cerema annual activity report. **1 article** in the "2018 Cerema activity report" will be introduced in the annual report of the global activities that Cerema develops.
- Finally, potential communication actions linked to national events where Cerema could be present are also foreseen, such as the Salon des maires (French national mayors' seminar) and further national and international conferences.

Enedis

- The publication of articles regarding mySMARTLife evolution are foreseen on the Enedis intranet, whose target group are their employees.
- Local press releases will be published for each event.

4.5.3 Participation in local events

A very important part of local citizens and stakeholder engagement strategies is the attendance to local events. In this sense, several local events where an important presence of mySMARTLife is expected are listed below:

- **Nantes digital week** (every year – September)

Since 2014, Nantes Digital Week (<http://www.nantesdigitalweek.com>) proposes 10 days of events in September around the digital cultures.

Supported by Nantes Métropole and organised by the Cité des Congrès in Nantes, Nantes Digital Week invites all citizen and stakeholders to share moments of encounters, experimentation, training, creation and reflection on digital issues. Figures of the 2016 session: 10 days, 151 project leaders, 196 events, 175 places, 115,500 participants, 10,000 uses of hash tag #NantesDigitalW, 860,000 impressions Twitter, 11,000 views of live Facebook videos.

It is planned to have **at least one mySMARTLife event within Nantes digital week every year**. On 19th September 2017, a citizen and stakeholder engagement event is planned around the data lab energy initiative.

- **Web2day event** (every year – May)

The Web2day (www.web2day.com) is one of the major events in France, with three days of conferences, debates and fun and technophile animations around the new uses of the web and the digital innovations. The 9th edition in 2017 took place from 7th to 9th June and brought together more than 5,000 people on the island of Nantes, with 25 exhibitors, 300 speakers on stage, 220 conferences, over 22 M Twitter impressions during 3 days of conferences, round tables, pitches, workshops and with more than 30,000 tweets. The event was followed in streaming thanks to the Web2day YouTube channel in 25 countries and invaded the online and offline media space during the three days.



Figure 9: mySMARTLife in web2day event, June 2017

It is planned to have at least **one mySMARTLife event every year**. In the 2017 session, the energy data lab (action 47) of mySMARTLife Nantes Demo was presented on Enedis' exhibit stand (see also https://twitter.com/mySMARTLife_eu/status/874176529017843712).

4.5.4 Participation in national events

Finally, the participation of mySMARTLife in France national events might include, among others, exhibit stands, general presentations of the project or workshops on specific themes of mySMARTLife. It is planned to participate in the following events:

- **MIPIM (every year – March, in Nice, France).**

Public: International – Elected representatives, industry, investors

Building-oriented exhibition: MIPIM, the largest international market for real estate professionals, brings together the most influential players from all sectors of real estate (office, residential, retail, health, sports, logistics, industrial, etc.). Conferences and networking are taking place, providing access to the largest real estate development projects and international capital sources.

24,000 participants, 3,100 exhibit companies, 100 countries in 2017.

<http://www.mipim.com>

At least **one participation is planned during the project lifetime**.

- **Vivatech (every year – June, in Paris, France)**

The Smart Energies Expo is the B2B meeting for professionals which are shaping the energy sector of tomorrow. Its ambition is to provide an overview of the solutions available through innovative feedback and presentation of content that define the contours of a rapidly changing sector at the heart of the technological, environmental, economic and societal challenges of tomorrow.

Public: companies, research and technological centres, start-ups

3,500 participants in 2017, 300 business meetings

<https://vivatechnology.com>

At least **one participation is planned during the project lifetime.**

- **French Mayor Congress (every year – November, in Paris, France)**

The French Mayor Congress is the only national meeting bringing together all major actors in public procurement with all their Institutional or specialised partners in the management, services, planning and development of local and regional authorities. The first professional event in the local government sector, this fair offers decision-makers in public procurement (mayors, assistants, advisors, general managers of services, directors of technical services, territorial officials ...) answers and concrete solutions to the problems encountered in the sector.

Public: French mayors and other official city representatives (annual congress of the Association of Mayors of France), 47,000 visitors, exhibit stands, 85 conferences in 2016

<http://www.salondesmaires.com>

At least **one participation is planned during the project lifetime.**

- **Smart Energy Expo (every year – June, in Paris, France)**

The Smart Energies Expo is the B2B meeting for professionals which are shaping the energy sector of tomorrow. Its ambition is to provide an overview of the solutions available through innovative feedback and presentation of content that defines the contours of a rapidly changing sector at the heart of the technological, environmental, economic and societal challenges of tomorrow.

Public: companies, R&D

3,500 participants in 2017, 300 business meetings

<http://www.smart-energies-expo.com>

At least **one participation is planned during the project lifetime.**

This does not exclude the participation in other national events which will be decided depending on opportunities.

4.6 Goals and Objectives, Expected Impact and Measuring of Success

As it has been introduced in the above sections, a lot of initiatives and tools for citizens' engagement have been defined. However, although all these initiatives are interesting, it is of outmost importance to define a common framework to evaluate these local actions, in line with the global D&C objectives of the project. For that, the following evaluation mechanism of the success of the local dissemination and citizens' engagement activities in mySMARTLife have been defined. The specific objectives, expected impacts and how these will be measured can be found in the following paragraphs.



Figure 10: Objectives, Impacts and Evaluation of local D&C in Nantes Métropole

Goals and Objectives

The specific goals for the D&C actions at local level, focused on citizens' engagement and social acceptance in Nantes Métropole are the following:

- **To provide the local target groups with insights into the mySMARTLife Nantes demonstration activities.** Via the various media and event activities, the local target groups and stakeholders shall be informed on the mySMARTLife project activities in the Metropole. Both the citizens and stakeholders will learn about the technologies and results of the project in the LHC. This shall lead to a positive attitude of the citizens and various local stakeholders regarding mySMARTLife and shall generally ensure their support of the activities.
- **To exchange about and enrich the project demonstration activities.** Direct engagement activities, such as the meetings and workshops described, shall lead to a close collaboration and cooperation with the citizens and other relevant stakeholders, in the sense of co-creation, again ensuring the support of the activities.
- **To increase the participatory process of citizens in Nantes Métropole planning decisions.** The final objective is to increase the participation of citizens in the urban decisions of the Municipality to become a Lighthouse City at EU level, through the different participatory channels that were introduced in the previous sections.

Expected Impact and Measuring of Success

Finally, a tentative list of estimated expected impacts to be reached at Nantes Métropole level and a first proposition on how to measure them are listed below.



Figure 11: Expected impacts from local D&C actions in Nantes Métropole

Expected Impact

- 20% (= appr. 100,000 persons) of Nantes Métropole's population (total: 540,000 inhabitants) is informed about the project, Nantes Métropole local actions, its results, etc.
- Citizens have participated to the project implementation. The final expected impact is the enrichment of project actions through exchanges with target groups.
- Support and acceptance of the mySMARTLife activities by the citizens and stakeholders. The expected impact here is to ensure that all physical actions to be implemented in Nantes Métropole are accepted by the local citizens.
- Represent mySMARTLife project at Nantes Métropole level: at least 2 events per year.
- Increase the number of direct beneficiaries reached via citizen engagement workshops and in meetings:
- Number of audience reached by media activities / by event related activities: an audience of at least 100,000 persons.

Measuring of Success

Once the actions are implemented, the different monitoring and measurement activities in order to assess the success of these citizens' engagement and local campaigns will then be deployed. With these measurements, at the end of the project, Nantes Métropole will evaluate the final impact achieved and will decide to maintain – or even improve – the proposed engagement strategy. In order to measure the success of the aforementioned impacts, the following measurement or monitoring actions are foreseen:

- Compilation of the use of the **dissemination channels** of the Nantes local team: number of websites, intranets, Twitter accounts, LinkedIn profiles used.

- List of project activities in which external stakeholders or citizens have participated and **added value brought by the participation**.
- Estimated number of reached citizens through **media** activities: local newsletters and broadcast dissemination activities: video and radio news.
- Estimated number of direct beneficiaries reached via **citizen engagement** workshops and in meetings.
- Estimated number of audience reached by **event** related activities.



5. Social Acceptance Campaign in mySMARTLife Lighthouse City Hamburg

This section introduces the specific social acceptance campaign, the key actors and the available tools in Hamburg to reach a high impact in the citizens' engagement and participation in the mySMARTLife project activities. The specific target groups, value propositions and expected timeline to deliver these actions will be presented.

5.1 General Overview of Campaign

Raising social awareness and acceptance regarding the general change of Hamburg to become smarter is a key issue in all related local activities of mySMARTLife. In order to achieve the objectives of the general city transformation strategy, but also to develop solutions according to the specific needs of the project area in the borough of Bergedorf, the local mySMARTLife consortium works closely with local stakeholders on various levels. Besides close collaboration with local institutional partners (politics, administration, enterprises, science and research), integrating the expertise of local citizens is of high importance to the project, not only as final users or beneficiaries of mySMARTLife project actions, but as an active part of the decision making process as well.



Figure 12: Hamburg people in Christmas market

Therefore, a comprehensive mySMARTLife participation strategy has been developed, to reach the following objectives:

- Raising social awareness and citizen engagement
- Activating real estate owners, investors and enterprises to cooperate with mySMARTLife partners
- Support of mySMARTLife by all public institutions and the administrative bodies at all levels in Hamburg.

5.2 Key Actors Carrying out the Activities

The following local mySMARTLife partners are carrying out the listed activities to raise social awareness in Hamburg:

Hamburg Municipality –Freie und Hansestadt Hamburg— (HAM) (Senate Chancellery and Borough of Bergedorf)

Hamburg is both a German federal state and a city organised in Boroughs. This complex structure of the municipality with these different levels of competencies and responsibilities makes it necessary to establish a solid basis for the internal dialogue and communication among the municipality, citizens, other of institutions and professional partners. Both the Chancellery and the Borough participate in mySMARTLife. Their foreseen communication activities include:

- Dialogue with public institutions and professional partners at all levels (district, city, national, international)
- Attendance of public events/fairs/exhibitions/conferences etc.

Third parties of Hamburg Municipality

- **Agency of Geoinformation and Surveying (LGV):**
 - Technical support to E-participation process

Konsalt GmbH (KON)

Konsalt is the leading partner in the retrofitting plan to be implemented in Bergedorf-Hamburg, including the development of the innovative concept of Smart Heating Islands. Konsalt also is in charge of working with the investors that will support the new construction area. For that, Konsalt has foreseen the following activities to maximise the social acceptance of their actions:

- Concept of the participation strategy
- Concept and implementation of public events
- Concept Online Participation
- Attendance of public events/fairs/exhibitions/conferences etc.
- Press releases
- Design of the mySMARTLife exhibition

- Design and distribution of general information material (brochures, flyer, poster, etc.)

Partner HafenCity University Hamburg (HCU)

- Evaluation and monitoring of the participation process (see Section 5.5) where the different evaluations of the engagement and participatory procedures are listed.

Other partners of mySMARTLife Hamburg

- The other partners of the local mySMARTLife Hamburg consortium will also be integrated in the D+C activities, for example in the “mySMARTLife Talk” (public dialogue on mySMARTLife topics with mySMARTLife experts and citizens, taking place three or four times per year)

5.3 Communication Instruments used

Different communication instruments are being used to inform and engage citizens but also the public and other professional stakeholders about the mySMARTLife activities. Depending on the target group, specific tools are in use.

In order to raise awareness and increase knowledge about mySMARTLife (focus: citizens of the mySMARTLife project area/entire city, housing associations, property owners), the following tools are used:

Publications and further public relation activities

- Article on mySMARTLife on the official Hamburg Website (3.3 million visitors)
- Dedicated Participation Website (in setting-up progress)
- Local mySMARTLife newsletter, aligned with the global D&C newsletters of the project, but focusing on the local Hamburg actions.
- mySMARTLife mailing list (for personal invitations to join the mySMARTLife activities)
- Publications (information brochure on mySMARTLife, flyer, poster, roll-ups, documentation of mySMARTLife activities/events)
- Goodies/Give-aways (in preparation)
- Video about energetic refurbishment in Bergedorf, published on YouTube (further videos are planned)

Press activities

Regarding the specific press releases and publications, the following newspapers were identified as the most suitable where to promote mySMARTLife actions:

- Hamburger Abendblatt (Hamburg wide newspaper, **circulation of 190,000**)
- Bergedorfer Zeitung (local newspaper, **circulation of 15,000**)
- Bergedorfer Wochenblatt (local newspaper, **circulation of 36,000**)
- Südblick Bergedorf (local newspaper)

Local Events (general information). Regarding general local events where to inform about mySMARTLife actions, to professionals and citizens, the next ones were identified.

- Public meetings to provide general information or on specific mySMARTLife topics (energy, mobility, ICT)
- “mySMARTLife Talk” (public dialogue on mySMARTLife topics with mySMARTLife experts & citizens, taking place **at least 3 times per year**)
- Local kick-off event planned for winter 2017
- mySMARTLife site visits (guided tours by mySMARTLife experts), starting in 2018, taking place **2 times per year.**

Local events (specific for investors). More specific events to activate property owners/Investors to participate in mySMARTLife projects were identified. These are the following (some of them were already attended/organised):

- **Kick-off Workshop (February 2017):**

Main points:

- Meet & Greet, presentation of mySMARTLife project and activities foreseen
- Participation of stakeholders
- Guided tour through mySMARTLife Project area

- **Citizens Workshop (May 2017):**

Every year in May, Hamburg celebrates the “Europe Week”. The local project partners of mySMARTLife used this event to invite the people of Hamburg to a public exhibition, to learn about the objectives and activities of the project and also to give the public a chance to get in contact with the mySMARTLife partners. Around 60 visitors followed the invitation and have been informed about current and intended mySMARTLife activities.

Main points:

- General Input about mySMARTLife
- Curation Exhibition (posters and presentation of smart metering systems, mobility devices, solar energy devices etc.) with contributions of all mySMARTLife partners and related external partners
- Questionnaire to ask citizens about their expectations / wishes / criticism regarding mySMARTLife



Figure 13: mySMARTLife citizen workshop during “European Week”, 12th May 2017

- **“Round Table” on specific themes: on invitation only, for housing associations, property owners etc.**
- **Informal talks between mySMARTLife experts and potential partners.**

Attendance in local events (fairs, conferences, exhibitions, etc.):

The following events (that are periodically repeated) were attended this year. It is foreseen to continue promoting the mySMARTLife actions during the following years. The events form a very important part of local citizens and stakeholder engagement strategies:

- **Bergedorfer Bautage (25.-26.3.2017):**

About 220 exhibitors from the fields of handicrafts, real estate, land, construction and civil engineering, finance, building trade, furnishings, equipment, leisure, living in old age, communication tools (telephone, internet) and energy present their products. The 2017 edition saw over 8,000 visitors.

- **Europe Week in Hamburg (30.4.-9.5.2017):**

Every year in May, Hamburg celebrates Europe Week. Beginning with the opening event that covers topics like city, nation and globalization, Hamburg hosts cultural events, spanning from lectures, exhibitions, workshops, and performances, to movie screenings and concerts.

Attendance in international events (fairs, conferences, exhibitions, etc.):

- **CeBIT, Hanover (20.-23.3.2017):**

CeBIT is one of the biggest ICT fairs in Germany. In March 2017, mySMARTLife was presented at CeBIT within the common booth “Smart City Innovations”, together with the European funded projects reTHINK, Grow Smarter and Smarter Together. The three EU H2020 funded Smart City lighthouse projects with German Lighthouse Cities Hamburg (mySMARTLife), Cologne (Grow Smarter) and Munich (Smarter Together), and the H2020 project reTHINK were jointly presenting their innovation potential in topics involving mobility, energy and citizen participation, encompassed by a new disruptive communication infrastructure. During the exhibition, around 20 people per day visited the booth, mostly experts either from other cities or research domains.



Figure 14: mySMARTLife at CeBIT, March 2017

5.4 Target Groups and Value Proposition

Target Group 1: Citizens

Citizens, especially the Bergedorf residents, are directly affected by the mySMARTLife activities and will be the first users of mySMARTLife actions. It will be important to integrate citizens from an early stage into the planning and development of mySMARTLife activities in order to integrate local expertise and requirements in mySMARTLife activities. However, not only Bergedorf but Hamburg citizens in general are the target group. An image representing the expected engagement in mySMARTLife activities is shown in Figure 15.



Figure 15: Foreseen intensity of engagement from citizens in Hamburg

Value proposition:

- Chance for active participation to influence future developments in Bergedorf with a focus on energy and mobility solutions as well as communication strategies/technologies.
- Ensure usability/functionality of implemented mySMARTLife activities in Bergedorf from a citizen perspective

Instruments used:

- Please see chapter 5.3: "Communication Instruments used", especially:
 - Press and media releases
 - Local events to inform about mySMARTLife
 - Attendance of events (fairs, conferences, exhibitions, etc.)

As shown above, a different intensity of engagement is expected from the citizens, ranging from a deeper involvement of Bergedorf citizens to the general public.

Target Group 2: Professional Partners (Property Owners / Investors / Local Economy)

Regarding professionals, mySMARTLife wants to create strong liaisons between local real estate owners/investors/local economy ecosystem and the local mySMARTLife partners. In order to implement mySMARTLife activities and to realise the flagship actions in Hamburg, first cooperations have been initiated and more will follow. For this target group, a different

acceptance and engagement of professional stakeholders in the fields of energy, mobility and ICT are foreseen, as shown in the Figure 16:



Figure 16: Stakeholders foreseen engagement in Hamburg

Value proposition:

- Local partners benefit from cooperation with mySMARTLife by using expertise of /knowledge exchange with mySMARTLife partners for their own business purposes (e.g. development of innovative mobility or heating solutions).
- Local partners gain access to high ranked professional and administrative networks.
- Local partners benefit from Public Relation effects generated through mySMARTLife activities.

Instruments used:

- Please see: chapter 5.3: "Communication Instruments used", especially:
 - Press and media releases
 - Local events to activate property owners/Investors to participate in mySMARTLife activities
 - Attendance of events (fairs, conferences, exhibitions, etc.)

Target Group 3: Administrative Body / Public Stakeholders

For the success of mySMARTLife, strong bonds between mySMARTLife partners and the city administration at all levels are necessary. Active support of mySMARTLife activities by the administration is managed/strengthened by the mySMARTLife office under the lead of the borough of Bergedorf.

Value proposition:

- Promote the borough of Bergedorf / the entire city as a Lighthouse City of Europe.

Table 5: Target groups and instruments used in Hamburg

	General events to increase the knowledge about the project	Local events in demo area	General public relation activities	“Round tables”	Cooperation
Citizens of mySMARTLife project area	x	x	x		
Property Owners (Professionals)	x			x	x
Investors (Professionals)	x	x	x	x	x
Local Economy (Professionals)	x	x	x	x	x
Institutional Engagement				x	

5.5 Main Activities Foreseen and Timeline



Figure 17: Timeline of the citizens' engagement strategies

The main activities in Hamburg in order to improve citizens' engagement with the aim to ensure social acceptance of mySMARTLife actions are structured as depicted in Figure 17. More details of each step are provided in the following subsections.

First step: Informing the citizens

A first step, already implemented in the project area, consisted in informing the local citizens about the main objectives of the project. More precisely:

February 2017: Kick-Off Workshop:

- Meet & Greet, presentation of mySMARTLife project and activities foreseen

May 2017: Citizens Workshop:

- General Input about mySMARTLife

- Curation Exhibition (Posters & presentation of smart metering systems, mobility devices, solar energy devices, etc.) with contributions by all mySMARTLife partners and related external partners
- Questionnaire to ask citizens about their expectations / wishes / criticism regarding mySMARTLife



Figure 18: Step #1 foreseen activities and timeline

Second step: Involving the citizens

Some specific events where to involve the citizens with a very concrete role and within a concrete topic are foreseen to be implemented in the following months. These are:

June – September 2017: Design participation strategy

- Currently, consultations are ongoing in order to develop a comprehensive participation strategy with all mySMARTLife partners. Focus will be on mobility solutions (sharing solutions and new vehicles), innovative energy concepts (e.g. near distant heating grids) and smart metering systems.

Winter 2017: mySMARTLife Talks

- Establishment of a public dialogue on mySMARTLife topics as a frequent event, where all mySMARTLife related issues are being discussed. Topics will be generated out of mySMARTLife project activities but also consider citizens requests. The mySMARTLife Talks will take place **at least 3 times per year**.

Winter 2017 – Spring 2018: First participation phase for specific mySMARTLife project

- Local media campaign to raise awareness for mySMARTLife participation process (1 week)
- Kick-off event: Information about specific mySMARTLife participation project for citizens (1 day)
- Online participation: In a first phase citizens will have the chance to comment, give advice or criticize the specific mySMARTLife project. There will be specific topics to comment on and also digital maps to geographically locate comments. (app. 8 weeks)

- Round Tables (discussions on a specific topic with mySMARTLife experts, citizens and property owners/investors/ local economy. This will be a public event, but there will be a strong focus on professional partners in order to convince them to actively participate in mySMARTLife activities)
- Workshop (based on results of online participation and round tables): Facilitation through konsalt GmbH and input /discussion with involved mySMARTLife partners. Results will be integrated in the further mySMARTLife project development.

Spring 2018: mySMARTLife Talk

- Public dialogue on mySMARTLife topics with mySMARTLife experts and citizens

Summer 18: Evaluation of the 1st phase of the mySMARTLife participation strategy

- HafenCity University evaluates the 1st phase of the mySMARTLife participation strategy and prepares the 2nd phase for fall/winter 2018

Fall 2018: mySMARTLife Talk

- Public dialogue on mySMARTLife topics with mySMARTLife experts and citizens



Figure 19: Step #2 foreseen activities and timeline

Third step: Collaborating with citizens and stakeholders

A further step, trying to involve citizens with the aim to generate new projects or to develop the existing projects inside of the project mySMARTLife is pursued. The foreseen events, related to this stage of the plan are the following:

Winter 2018 – Spring 2019: Second participation phase for specific mySMARTLife project

- Local media campaign to raise awareness for mySMARTLife participation process (one week)
- Kick-off event: Information about a specific mySMARTLife participation project for citizens (1 day)
- Online participation: In a first phase citizens will have the chance to comment, give advice or criticize the specific mySMARTLife project. There will be specific topics to comment on and also digital maps to geographically locate comments. (app. 8 weeks)

- Workshop (based on the results of the online participation): Facilitation through konsalt GmbH and input /discussion with involved mySMARTLife partners. Results will be integrated in the further mySMARTLife project development.

Spring 2019: mySMARTLife Talk

- Public dialogue on mySMARTLife topics with mySMARTLife experts and citizens.

Summer 2019: Evaluation of the 2nd phase of the mySMARTLife participation strategy

HafenCity University evaluates the 2nd phase of the mySMARTLife participation strategy and prepares the adaption strategy.



Figure 20: Step #3 foreseen activities and timeline

5.6 Goals and Objectives, Expected Impact and Measuring of Success

In order to structure how all these related activities mentioned above are evaluated, an evaluation mechanism of the success of the local dissemination and citizens’ engagement activities has been defined. The related objectives, expected impacts and how these are measured can be found in the following paragraphs.



Figure 21: Objectives, Impacts and Evaluation of local D&C in Hamburg

Goals and Objectives

The specific goals from the D&C actions at local level, focused on citizens’ engagement and social acceptance in Hamburg are the following:

- Raise awareness of local citizens and acceptance of mySMARTLife related activities in the project area.
- Raise awareness of local property owners / investors / local economy and point out value proposition by cooperating with mySMARTLife.
- Establish strong bonds/cooperation between mySMARTLife and local stakeholders in order to promote the implementation of mySMARTLife actions (in the fields of energy, mobility and ICT).
- Establish strong bonds/cooperation between mySMARTLife and other professional networks. (Vision: “Innovation Cluster Bergedorf”).

Expected Impact and Measuring of Success

Finally, a tentative list of estimated expected impacts to be reached at Hamburg city level and a first proposition on how to measure them are listed below.



Figure 22: Expected impacts from local D&C actions in Hamburg

Expected Impact:

- 20% (= appr. 300,000 persons) of Hamburg’s population (total: 1.7 million inhabitants) is informed about the project, Hamburg local actions, its results, etc.
- Raising awareness for future challenges of urban development and well informed citizens regarding the potential of “smart” solutions in this context.
- Acceptance for mySMARTLife activities and overall transformation strategy of the Free and Hanseatic City of Hamburg towards a Smart City.
- All project actions count with a participation of the citizens. mySMARTLife activities will improve their quality/functionality by taking into account citizens suggestions.

- Raise awareness of local property owners / investors / local economy and point out value proposition by cooperating with mySMARTLife: at least 200 persons reached.
- Represent mySMARTLife project at Hamburg level: at least 2 events per year.
- Increase the number of direct beneficiaries reached via citizen engagement workshops and in meetings: At least 20 participants per workshop are expected.
- Number of audience reached by media activities / by event related activities: an audience of at least 300,000 persons.

Measuring of Success:

Indicators are currently being developed. They will focus on the number of participants being reached by using multiple communication channels, such as online participation / workshops / special events / site visits etc. There are ongoing consultations between the mySMARTLife partners in Hamburg designing a comprehensive strategy on how to actively involve the citizens. The indicators are expected to be finalised very soon.

Possible indicators could be:

- Compilation of the use of the dissemination channels of the Hamburg local team: website, intranets, Twitter accounts, LinkedIn profiles.
- Compilation of the agreements made with target groups: Elaborate minutes and conclusions of all project activities in which external stakeholders or citizens participate: including the number of attendees, participants per sector (energy/mobility/ICT/decision makers, etc).
- Attendees at workshops and action meetings related to mySMARTLife Hamburg local activities.
- Reached citizens through the local newsletter.
- Questionnaires or surveys to measure the final social acceptance at district and city levels.
- Estimation of final number of direct beneficiaries reached via citizen engagement workshops and in meetings.
- Number of audience reached by media activities / by event related activities.

6. Social Acceptance Campaign in mySMARTLife Lighthouse City Helsinki

This chapter introduces the main foundation of the social acceptance and citizen's engagement local strategies in Helsinki. As an experienced city, with a long history of engagement strategies of their citizens, Helsinki aims at reaching a high impact by the citizens' engagement and participation within the mySMARTLife project activities. In the following subsections, a general overview of the campaign and the key actors to implement these activities will be presented, together with the specific target groups related to mySMARTLife, the value propositions and timeline to deliver these.



Figure 23: University students in Helsinki

6.1 General Overview of Campaign

Why? Cities contribute up to 70 % of all global greenhouse gas emissions. Energy renovations, urban mobility and ICT solutions are linked together in smart city developments to provide better living environments and reduce emissions. The City of Helsinki has a long history in taking major steps together with the residents and local business towards the target to be carbon neutral.

What? The aim of mySMARTLife is to test new, innovative and integrated solutions to mitigate climate change in cities. Project experiments and pilots will achieve energy savings of 10 to 20 % and accelerate access to the best solutions. Pilots and concepts tested and implemented in Helsinki can be scaled up and utilised in other cities in Finland and around the world, pursuing a replication cascade effect.

The different mySMARTLife project actions in Helsinki do all have their own plans for social acceptance. The main objective is to do all actions together with the citizens in order for the actions to be successful.

The local project partners will therefore arrange events at demo areas and participate in events at city level. Residents of the demo areas and other citizens will be actively informed and engaged through different information channels. Most relevant are Co-creative workshops and info evenings that will be organised under the umbrella of mySMARTLife project.

6.2 Key Actors Carrying out the Activities

The following local consortium partners are the key actors in carrying out the citizen engagement and communication activities:

City of Helsinki

Citizen engagement activities in the Merihaka area will be carried out by the City of Helsinki. The City will provide energy advising during the project for the people of Merihaka. Apart from this more oriented activity, the City of Helsinki is responsible for the general information activities of the project (e.g. press releases, social media), in close co-operation with the other local mySMARTLife project partners.

HELEN (HEN)

Helen will be responsible for organising the workshops in the Korkeasaari Zoo.

Metropolia University of Applied Sciences (HMU)

HMU is responsible for the autonomous bus pilot in the project. Autonomous first/last mile buses have the potential to increase energy efficiency of the public transportation fleet while improving the service and user experience for the customers. Actions of the pilot include especially analysis of pilot operation and estimate of large scale fleet operation. During the pilot monitoring and evaluation stage, energy efficiency/passengers transferred, operational costs and user experience will be also monitored.

Partner Forum Virium Helsinki (FVH)

FVH operates the Kalasatama Living Lab (action 39), a very interesting co-design and co-creation strategy in which Kalasatama residents participate. FVH also provides services related to ICT and Urban Platform, where citizens are also a very important part.

6.3 Communication Instruments used

Press releases, social media channels and web pages are used to inform the citizens of Helsinki about the project actions.

Some actions require **citizen engagement**, for example intelligent heat control and retrofitting in Merihaka, (Action 1 and Action 4). The residents of Merihaka are involved by making an **interview and/or questionnaire study** about the current needs and requirements of the residents. Based on the feedback, the potential energy performance improvements will be promoted in the area. **Support and guidance** include **information events and co-creative workshops**.

Special targeted activities will be carried out in **Korkeasaari Zoo**: Actions to **inform and engage visitors (yearly about 500,000)** will be implemented, supporting action 15 related to lighting improvements and

action 17, related to the RES development. **Co-creative workshops** will be organised together with other project partners for zoo visitors. The aim is to find out the visitors' opinion about the zoo's plans to become carbon neutral and how they would like to contribute to improve energy efficiency. It is also important to find out which good causes motivate people to actively participate in environmental matters. The planned workshops will be held in three phases: Citizens from different channels and with different backgrounds come together to **brainstorm in the first phase**. In the second phase, the active citizens are asked to further develop the best options to engage zoo visitors to **participate in the solar plant investment**. The third workshop is planned to be demonstrative, **presenting the concept to be tested at the zoo**. Some ideas for the start of the brainstorming are for example *coffee roasted with solar energy, soft "sunny" toys on sale or an entrance ticket with a voluntary donation* option to contribute to the solar panel investments. Different methods of effective facilitation will be used in every phase of the workshops, e.g. brainstorming, meta-planning, multi-voting, group review.

A special focus will be on mobility: the local mobility team will collect **passenger feedback** of autonomous means of transport (action 23). Autonomous transport is **co-developed** and the concept tested together with the citizens.

As the autonomous means of transport, a small electric autonomous bus (robot bus) will be deployed and monitored through a pilot on residential areas on public roads in Helsinki. The purpose of the pilot is to get past the novelty value to real mobility use cases and to understand the added value of autonomous means of transport in public transport, both in a closed, privately operated area and in shared use.

The pilot is free and open for everyone and experiences will be gathered from the passengers inside the bus as well as, whenever possible, from other road users who meet the bus.

Open Data (actions 44-48) is also used as an engagement method in Helsinki: Data about energy consumption, air quality and noise levels is visualised and provided to the citizens in order to help the city activists and citizens to identify new ways of actions, e.g. in noisy neighbourhoods, ask the city for actions to improve the situation with data to prove the point. The visualisation platform will be the urban platform that shall include the capability of providing personalised dashboards. The data will also provide a way to monitor the impact of the actions, whether done in local neighbourhoods or on a higher level, e.g. as part of the city planning.

6.4 Target Groups and Value Proposition

As for the other two Lighthouse Cities Nantes and Hamburg, the core target group are the citizens in general, but more precisely, citizens of the project areas Merihaka, Kalasatama, and Korkeasaari, direct beneficiaries of the project actions. A second level are the citizens at global city level. The general public and the citizens in general constitute the third level. A different intensity of engagement and social acceptance is expected, as depicted in Figure 24.



Figure 24: Foreseen intensity of engagement from the citizens of Helsinki

Different target groups are in the focus of the activities:

The residents of Merihaka

The residents of Merihaka are involved by making an interview and/or questionnaire study about the current needs and requirements of the residents. Based on the feedback, the potential energy performance improvements will be promoted in the area. Support and guidance include information events and co-creative workshops.

One action in the Merihaka area includes installing smart thermostats in one building. All residents of the building will be informed of the action through different information channels. Also info evenings are going to be held before and after installations.

The Merihaka action also provides the project a living lab for managing privacy and My Data issues that oftentimes restrict engagement efforts. The citizens will have the ability to not only decide whether to join the experiment or not but also to manage their consent during the actions, to withdraw their data or to join later on.

The residents of Kalasatama

The existing co-design platform in place in Kalasatama, the so-called Kalasatama living lab will be put in place together with the residents to exchange ideas and planning options of the smart lighting pilots, smart mobility solutions. Therefore co-design and co-creation in Kalasatama will be performed within this initiative.

Visitors of Korkeasaari Zoo

The target groups for the citizen engagement are mainly the environmentally minded people and those who want to take actions against climate change. The increase in renewable energy production capacity is a part of energy efficiency. The well-being of the animals is top priority, and hence another target group

are also the activists who care about the animals and their living conditions. The concept of new product or service is aimed at every zoo visitor and has to be also attractive to quite a large audience. The workshops try to gather different people with different backgrounds and ideas together.

Passengers

The Helsinki mobility team will collect passenger feedback of autonomous means of transport. Autonomous transport is co-developed and concept tested with the citizens. Passenger feedback will be mainly gathered through shared questionnaires inside the bus. An online questionnaire could also be considered, but in that case quality monitoring must be emphasized. Questions could be related in particular to the travel experience with a robot bus in general and as compared to the present means of travelling. Perceived safety is also an important topic to be investigated when talking about autonomous means of transport.

Citizens of Helsinki

They are informed about the project actions with press releases and through social media channels and web pages.

Table 6: Target groups and instruments used in Helsinki

	General events to increase the knowledge about the project	Local events in demo area	General public relation activities	Citizen engagement activities (interviews and/or questionnaires , co-creation workshops)	Targeted activities
Citizens of the project area		X	X	X	
Citizens of the city in general	X		X		
Visitors of Korkeasaari Zoo					X
Passengers (mobility)					X
Housing associations		X		X	X

6.5 Main Activities Foreseen and Timeline

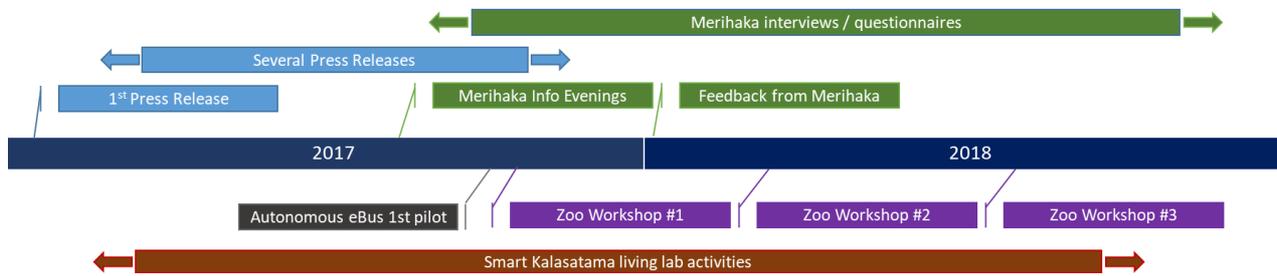


Figure 25: Tentative timeline of social acceptance and engagement actions in Helsinki

- Press releases, social media channels and web pages:** The first general press release was sent in April 2017. During the year 2017 there will be several press releases according to implementation plans of different actions. Social media blog writing (Facebook, Twitter, Instagram) will be actively used.

- Interview and/or questionnaire study for residents of Merihaka:** Actions in Merihaka area include installing smart thermostats in one building. The installation plan includes several actions that are aimed at social acceptance of the installations and pilot experiments for the demand response. All residents of the building will be informed through different channels. Info evenings are going to be held before installations, in a room that is equipped with smart thermostats in order for the residents to get familiar with them before installations. After the first set of installations (foreseen for winter 2017/early 2018) thorough feedback is going to be gathered from residents and improvements of the social acceptance plans be made according to the feedback.

There are also plans to engage the residents of Merihaka area as a whole by making interviews and questionnaires about their current opinions and needs regarding energy usage and promote energy renovation plans according to the answers. Support and guidance will be given during the project. Interviews at Merihaka area are planned to be implemented during the autumn 2017.

- Korkeasaari Zoo activities:** The workshops are to be promoted via communication channels of Helen, Korkeasaari Zoo and the City of Helsinki. The three workshops are the main activities to engage the visitors and the outcome is a product or service to be tested in real environment. The solutions which have received best feedback and interest among potential users will be implemented at the zoo. The feedback of the solutions will also be gathered and used to further develop the implemented product or service. The workshops will be held during fall 2017 and winter 2017/2018. The demo product or service will be available for the summer season of 2018. If adjustments are needed, the final solutions can be tested or eventually introduced to commercial usage in 2019.

- **Mobility team:** Actions regarding the autonomous bus pilot will be implemented during three years. First year piloting is scheduled for autumn 2017. The pilot is dependent on weather conditions, as during winter the bus does not operate. The pilot will continue for the next two years from spring to autumn. However, it is possible that some operating during winter is also made.

6.6 Goals and Objectives, Expected Impact and Measuring of Success

As for the case of Nantes and Hamburg, the aligned framework to evaluate these local actions, in line with the global D&C objectives of the project is introduced in this section. The specific objectives, expected impacts and how these are measured in Helsinki are depicted in the following paragraphs.



Figure 26: Objectives, Impacts and Evaluation of local D&C in Helsinki

Goals and Objectives

The specific goals for the D&C actions at local level, focused on citizens' engagement and social acceptance in Helsinki are the following:

- Social acceptance among the **citizens of Helsinki**.
- Social acceptance and active engagement among the **residents of Merihaka**: The objective of raising social awareness and acceptance of energy efficiency would be an increased amount of energy renovations in the area.
- **Zoo visitors**: The goal is to raise money to finance a 10 kWp solar plant in the Korkeasaari Zoo. The way of funding the solar plant will be developed in the workshops with the citizens and the actual product or service is tested during summer 2018 at the zoo.
- **Mobility**: Among other things, acceptance of autonomous transport will be examined through the pilot. Information about the acceptance can be obtained on the basis of passenger feedback as well as other road users. After all, the goal is to understand the added value of autonomous means of transport in public transport, so the acceptance of autonomous transport is important for people to use such services.

Expected Impact and Measuring of Success

Finally, a tentative list of estimated expected impacts to be reached at Helsinki level and a first proposition on how to measure them are listed below.



Figure 27: Expected impacts from local D&C actions in Helsinki

Expected Impact

- 20% (= appr. 120,000 persons) of Helsinki's population (total: 630,000 inhabitants) is informed about the project, Helsinki local actions, its results, etc.
- All project actions count with a participation of the citizens. Ensuring support and acceptance of the mySMARTLife activities by the citizens and stakeholders is thus an expected impact.
- Increased amount of energy renovations in the Merihaka area, leading to more energy efficient houses and less energy used.
- Implementing the 10 kWp solar plant in the Korkeasaari Zoo by crowd funding activities, reaching the carbon neutrality of the zoo.
- Improved acceptance of autonomous transport in Helsinki.
- Represent mySMARTLife project at Helsinki level: at least 2 events per year.
- Increase the number of direct beneficiaries reached via citizen engagement workshops and in meetings: At least 20 participants per workshop are expected.
- Number of audience reached by media activities / by event related activities: an audience of at least 100,000 persons.

Measuring of Success

Once the actions are implemented, the different monitoring and measurement activities in order to assess the success of these citizens' engagement and local campaigns will then be deployed. With these measurements, at the end of the project, Helsinki will evaluate the final impact achieved and will decide to maintain – or even improve – the proposed engagement strategy. In order to measure the success of the aforementioned impacts, the following measurement or monitoring actions are foreseen:

- Compilation of the use of the dissemination channels of the Helsinki local team: website, intranets, Twitter accounts, LinkedIn profiles.
- Compilation of the agreements made with target groups: Elaborate minutes and conclusions of all project activities in which external stakeholders or citizens participate: including the number of attendees, participants per sector (energy/mobility/ICT/decision makers, etc).
- Attendees at workshops and action meetings related to mySMARTLife Helsinki local activities.
- Number of events in which the project / project actions were presented.
- Number of direct beneficiaries reached via citizen engagement workshops and in meetings.
- Questionnaires or surveys to measure the final social acceptance at district and city levels.
- Estimation of final number of direct beneficiaries reached via citizen engagement workshops and in meetings.
- Number of audience reached by media activities / by event related activities.
- Number of energy renovations in the Merihaka area (Please note: Energy renovations and decision making processes of housing associations are slow, so actual results of the project may be finalised after the project timeline).
- Korkeasaari Zoo: The concept development is successful if the solar plant can be implemented with the new and innovative solution at the end of the project.



7. Link to mySMARTLife overall Communication Activities

A close link exists among the local dissemination and communication activities, as described in the three local social acceptance campaigns above, and the overall mySMARTLife dissemination and communication activities, taking place within WP8. This chapter describes the different communication levels, the roles and responsibilities across the project as well as how communication between SEZ as WP8 leader and the LHC/FC is organised and linked.

7.1 Communication Levels (EU / national / regional)

The mySMARTLife project dissemination and communication activities take place at different levels:

- **European level:** At this level, European stakeholders, initiatives, projects etc. will be informed about mySMARTLife. In order to prevent duplications, actors on the European level are contacted by the project's Dissemination and Communication Coordinating Office in English.
- **National level:** Actors on the national level have to be addressed in their language. This means that all dissemination and communication activities on this level will be done by the national project partners. They will receive news, articles and information in English by the D&C Coordinating Office which have to be translated and distributed by the project partners of each country.
- **Regional and local level:** Actors on the regional level also have to be addressed in their local language. Furthermore, as described thoroughly in the previous chapters, local partners do already have existing networks to media and stakeholders, which they can use for their activities. In order to avoid overlaps, the D&C Coordinating Office is responsible for the coordination of regional and local requests as well as regional and local dissemination and communication activities.

7.2 mySMARTLife Dissemination and Communication plan – A guideline for all partners

Within WP8, an integrated Dissemination and Communication plan is set up. This plan provides an overview of all dissemination and communication activities taking place and foreseen within workpackage (WP) 8 – “Communication, Dissemination & Exploitation”. The plan outlines the main principles of the mySMARTLife dissemination and communication activities. The document provides practical guidance for the entire project consortium and the entire project duration regarding all dissemination and communication activities, mechanisms and information flows within the project as well as a list of relevant stakeholders and networks / projects to be approached. In this regard, it addresses the entire

mySMARTLife consortium and provides a practical guideline about how to act and interact regarding the foreseen activities. Within the plan, the different communication levels and the roles of the consortium partners in this regard are explained.

7.3 Roles and Responsibilities / Management of Dissemination and Communication Activities

Within mySMARTLife, dissemination and communication activities take place at different levels and are carried out by different partners. Thus, different roles are required to ensure that an adequate implementation of the plan is achieved. The following sections describe these roles and responsibilities within the mySMARTLife consortium as well as the communication flows within this process.

7.3.1 Dissemination and Communication Coordinating Office – WP 8 leader SEZ

The overall mySMARTLife dissemination and communication actions are centralised and managed by the Dissemination and Communication leader (SEZ), with the assistance of and close interaction with CAR as the project coordinator and the support of the Dissemination and Communication Secretariat.

Together they coordinate all requests and contacts towards the projects' target audience, such as stakeholders involved in sectors such as district retrofitting plans, big storage facilities, district heating operators, renewables, smart mobility companies and other exploitation, dissemination and communication target audiences including the media (e.g. web, TV, newsletters, etc.).

The Dissemination and Communication leader SEZ does also support the Project Management in the external communication to related EU institutions, initiatives, projects, interested stakeholders and other multipliers. It is responsible for the projects' CI development and the project's own communication materials and channels (website, flyer, newsletter, social media channels etc.).

Finally, the Dissemination and Communication leader also represents the project in the SCC1 Collaboration Framework, more precisely in the Task Group Dissemination and Communication.

7.3.2 Dissemination and Communication Secretariat

The mySMARTLife Dissemination and Communication Secretariat (D&C Secretariat) is a very important means to ensure the communication flow between SEZ as WP8 leader and the consortium. It consists of WP leaders and LHC / FC representatives – meaning all persons that are in charge of important project activities and have a good overview of the mySMARTLife activities and developments. The D&C Secretariat has been set up at the beginning of the project and is responsible for providing information on the latest developments within the workpackages and LHC / FC, pursuing a multiplier effect. Members are regularly contacted by SEZ to provide input for the mySMARTLife communication channels and monthly telephone conferences are held. The close contact to the local communities of the LHCs and FCs ensures the coordination between the project's central communication activities and local activities.



Local Dissemination and Communication Coordinators for all Lighthouse and Follower Cities have been appointed. They are in close contact with all local partners and ensure the communication flow between the local level and SEZ as D&C Coordinating Office.

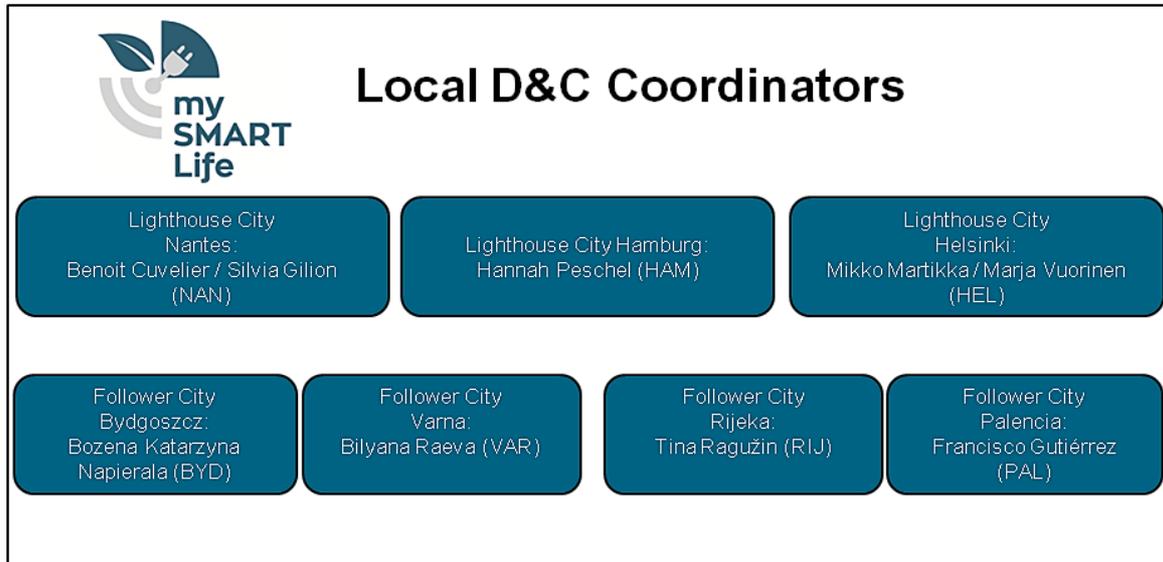


Figure 28: mySMARTLife local D&C Coordinators

7.3.3 Responsibilities / Roles of Partners

Dissemination and Communication leader SEZ acts as the main project contact point for interested press and media. It is responsible for the main project communication and provides the partners with the respective materials and texts. SEZ takes care of the projects’ main communication materials and channels (project website, e-newsletter, press releases, social media channels etc.). General information on the project and its activities are regularly being communicated to the public by the D&C Coordinating Office / SEZ.

The project partners, especially the work package leaders and lighthouse and follower cities’ contacts, are thus responsible for providing regular input to the D&C Coordinating Office / SEZ about their project activities and results so that they can be promoted. Furthermore, as described above, the project partners are responsible for promoting the project via their own local and national channels, e.g. distributing the project newsletter, translating and distributing the project press releases, disseminating project news via their organisation’s social media channels etc.

The consortium follows a coordinated communication structure to ensure the communication flow among the project partners:

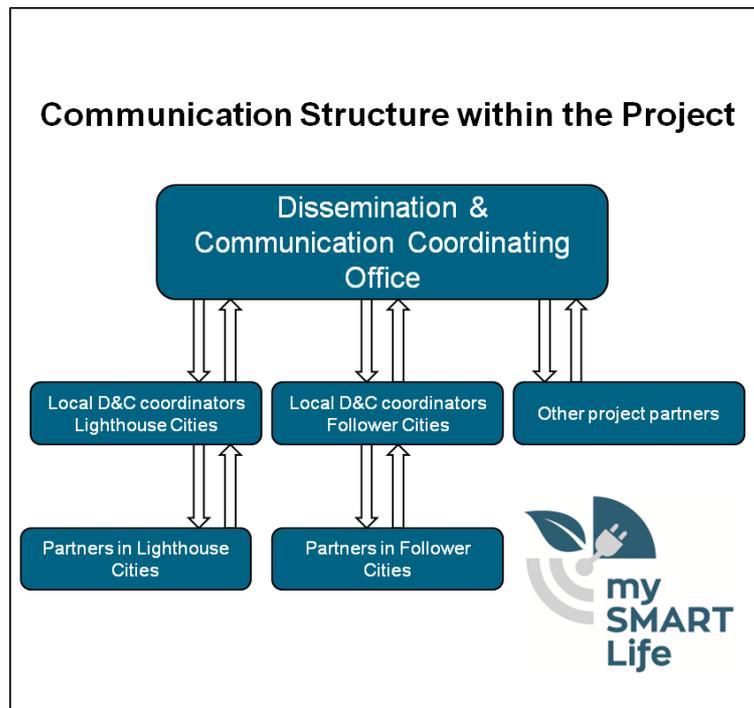


Figure 29: mySMARTLife communication structure within the project

7.3.4 Communication Flow / Steps

As mentioned above, Dissemination and Communication leader SEZ provides general texts on the project to all partners in English. This information will be distributed by the partners via their different (mostly regional) channels and established contacts, either in English (such as provided) or translated in their local language. As a result, a “dissemination and communication cascade” occurs, which ensures that information is most widely spread and promoted via different and various channels of each partner.

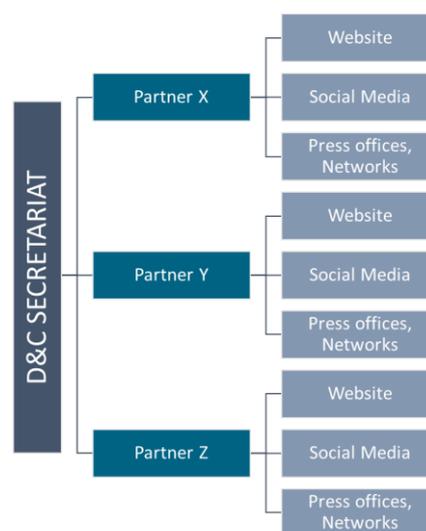


Figure 30: Dissemination and communication cascade in the mySMARTLife project

Whereas the communication flow described above refers to information that is initiated / provided by the project, the reverse case will also occur: partners are approached by the media or by organisers of scientific conferences. In this case, the partners should inform Dissemination and Communication leader SEZ about the request. Together, the relevant information will be provided and prepared, taking into account the project in its whole. This ensures that comprehensive and consistent information on the project and its results is publicised.

8. Conclusions

The deliverable provides a good overview and insight into the different campaigns planned within each Lighthouse City, the key target groups of the activities, stakeholders and partners involved and the timeline foreseen. Each city is putting a special focus on reaching and involving their citizens, both on a city level as well as the inhabitants of the demonstration areas – a crucial step in the implementation of the local demonstration activities.

All cities have designed broad strategies on how to reach the different stakeholders on different levels and with different instruments. As each city is different and the actions foreseen are very diverse, each city follows an individually designed approach. While the activities in Nantes are quite broad and cover both global information activities and specific citizen engagement and involvement activities, Hamburg is putting a special focus on the collaboration with different local stakeholders and institutional partners, apart from collaboration with the local citizens. Helsinki has foreseen some more specific actions, such as a special communication and citizen collaboration focus on its mobility activities and co-creation workshops in a zoo.

By the implementation of the activities, general aims and objectives are aimed at by all three cities, such as making the project well known within the cities, achieving acceptance of the local mySMARTLife activities, namely among the citizens directly affected by the measures, and ensuring exchange and co-creation together with the citizens and main stakeholders. Each city has additionally named specific targets, depending on the specific communication and dissemination activities foreseen.

The D&C activities will be measured after their implementation, in order to evaluate their success.

After the implementation of the campaigns, the deliverable D1.2 (planned for M36 of the project) will summarise the key issues for social awareness and acceptance. It will look back at the activities described in D1.1, investigating the factors influencing consumer attitude and behaviour change towards the interventions in each pilot.

