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D8.2 Report on the activities of the Communication and Dissemination Secretariat, v1
WP8, Task 8.5

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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731297.

Project Acronym	mySMARTLife
Project Title	**Transition of EU cities towards a new concept of Smart Life and Economy**
Project Duration	1st December 2016 – 30th November 2021 (60 Months)
Deliverable	D8.2 Report on the activities of the Communication and Dissemination Secretariat, v1
Diss. Level	PU
Status	Working
	Verified by other WPs
	X Final version
Due date	30/11/2017
Work Package	WP8
Lead beneficiary	Steinbeis-Europa-Zentrum (SEZ)
Contributing beneficiary(ies)	All partners; special input: dissemination and communication secretariat, WP leader, LHCs and FCs
Task description	Task 8.5: Dissemination and Communication strategy M1-60 [SEZ] (Input: all partners; special input: dissemination and communication secretariat, WP-leader, LHCs and FCs) An integrated Dissemination and Communication plan will be set up during the first four months of the project and reviewed annually. The general principles outlined in the 2012 guide published by the EC "Communicating EU Research & Innovation – a guide for project participants" will be followed. In this task, main target groups for communication and dissemination activities will be identified (e.g. LHCs, FCs, other cities as potential users of results, policy and decision makers (EU and national/regional level) stakeholders including local authorities, industrial partners, energy suppliers, research partners, financial providers, and citizens. Key messages for each target group will be created and a guide showing how to reach these using the CI will be developed. In order to steer this process, a D+C Secretariat will be setup, including WP leaders and LHC/FC representatives. It will be the central office for all requests and contacts of the project's target audience, supporting the Project Management (WP9) in external communication to related EU institutions, initiatives, projects, interested cities, industry, RTD/universities and citizens, as well as other multipliers. It will be in close contact to the local community of the LHCs and FCs to ensure specific request transfer, to join and/or support local dissemination and communication activities and to avoid overlapping of local activities. It ensures the development of a comprehensive corporate identity strategy including project logo and other design elements for use in different types of communication channel along with a user guide for the CI. In order to deploy this D+C strategy, a set of tools will be developed by the project team, in close interaction with the WP/Task Leaders. Key messages will be identified and transported in ways suited to the individual target groups. The following activities will be implemented: Subtask 8.5.1: Corporate identity design. A project logo, document templates will be created and a guide for their use will be developed.

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Task description	Subtask 8.5.2: Website. All partners, especially CAR, WP-leaders, light house and FCs, led by SEZ will contribute to the public website development by providing necessary information that will be published by SEZ within m6. It will become an information hub for all relevant enablers of interested cities and communities (e.g. companies, research institutes and the public). It will present project objectives, activities and achievements in a way that relevant beneficiaries are able to understand and learn from the LHCs (video-clips, activities, news, events (performed in WP1-8)). It will have a press corner and will link to communities (e.g. through Twitter, LinkedIn, Blogs) and other EU projects. Interactive features, such as a message board, will be included to facilitate feedback from beneficiaries with opt-in, opt-out functionality. A download section will be included to provide all public documents of the project (e.g. flyer, newsletters, publishable documents and reports) as well as other useful documents like training materials. A secure area will be provided to a restricted community in which selected project information will be made available for the mySMARTLife network members and/or partners. The main language will be English, however partners/contributors will deliver content in the relevant local language where necessary. The website will be regularly updated even for a certain period beyond the project end date. SEZ will subcontract the website development. Subtask 8.5.3: Dissemination materials in English, incl. giveaways. • A postcard will be produced in M6 presenting project aims and expected results in English and local language of the LHCs and FLCs; 10,000 copies and PDF • A project leaflet in English and local language of the LHCs and FLCs will be produced in M12 with information about the technologies, sites, approach etc.;10,000 copies and PDF • Roll-ups for each LH city in local languages promoting the local approaches will be developed by M6 as well as one overall roll-up in English for event promotion purposes (copies: one per country in the consortium) • Giveaways, e.g. stickers, pencils with the website address and logo will be produced by M6 for project promotion purposes. Subtask 8.5.4: Publications in technical and public press. SEZ will coordinate the development of project mailing lists: the Dissemination and Communication Secretariat and each partner will set up and maintain a project mailing list of interest groups, regional contacts and stakeholders to be informed about the project. If possible a shared address pool will be will be generated to enable large-scale mailings. • A series of Press releases (1/year) will be produced (Lead SEZ: WP-Leader, LHCs, FCs) to be published in newspapers/publications at local level to the general public without scientific backgrounds (e.g. CORDIS wire, Market Place Smart Cities and Communities, BUILDUP, CoM, LinkedIn groups, ICLEI, ERRIN, CIVITAS. They will report on project progress and interesting facts from the project. • Professional and scientific publications (1/year) (Lead: SEZ, Partner: academia partner: CAR, ARM, VTT, HMU, TEC, NBK) will publicise research outputs from the project. Scientific publications, peer-reviewed papers, and international journals (e.g. IEEE Trans. Comm., Power Electronics, Smart Grids, and Sustainable Energy, International Journal of Green Energy) and on the public platform www.openaire.eu/ • Regular distribution of an eNewsletter (2/year) in English reporting on project progress and interesting facts from the project. Readers can subscribe/unsubscribe (Lead SEZ: WP-Leader, LHCs, FCs). • LH city video clips (Lead: SEZ, Partners: CAR, NBK, NAN, HAM, HEL, BYD, VAR, RIJ, PAL) lasting ½ -1 minute show project progress in the LHCs will be produced, 1/year/LHC starting in year 2 with updates to inspire others to become FCs through interviews with leading figures from LH and follower city representatives. Each video clip will have its own character based on the project CI and will be published on YouTube, distributed to local TV stations (LH & FCs), or via EU Policy Broadcast: http://www.vieuws.eu, European Broadcast Union: http://www3.ebu.ch/home, TVB Europe: http://www.tvbeurope.com/tvbeurope, Media Broadcast: http://www.media-broadcast.com/en/startpage/aboutus/companyprofile/business-areas. Broadcast on national TV could result.

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Task description	• Starting in year 2, Radio broadcasts (1/year/LHC) (NAN, HAM, HEL) with short interviews on local radio stations are planned on the project progress covering technical and popular aspects in every LH city and if possible follower city are planned. • (lead: SEZ, contribution: all) Social media blogs, short messages will be published on the website and in specific social media platforms (e.g. LinkedIn Groups, Facebook, Twitter, BUILD UP, Market Place Smart Cities and Communities) to increase online interaction with diverse stakeholders. 1 article/blog approx. every 4 months. Hashtags (e.g. #mySMARTLife) will be added to project activities and used to build a strong community of stakeholders and followers for leverage. Subtask 8.5.5: Best Practice booklet. A best practice book/guide will be developed summarising the implemented measures, lessons learnt and policy recommendations. It will be tailored to a large stakeholder group including big players, SMEs, end-users, communities, public bodies (local, regional, country and EU). It will be in English language and available electronically.

Date	Version	Author	Comment
25/10/2017	0.1	Lena Ohlig, Kathrin Eckerlin (SEZ)	Writing of deliverable
08/11/2017	0.1	Rubén García Pajares (CAR)	Review of deliverable
14/11/2017	0.1	Lena Ohlig, Kathrin Eckerlin (SEZ)	Writing of deliverable
24/11/2017	0.1	Lena Ohlig, Kathrin Eckerlin (SEZ)	Finalisation of deliverable

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Abbreviations and Acronyms

Acronym	Description
mySMARTLife	Transition of EU cities towards a new concept of Smart Life and Economy
ARM	Association pour la recherche et le développement des méthodes et processus industriels
CAR	Fundación Cartif
CI	Corporate Identity
D	Deliverable
D+C	Dissemination and Communication
EIP SCC	European Innovation Partnership on Smart Cities and Communities
EU	European Union
H2020	Horizon 2020
HMU	Metropolia Ammattikorkeakoulu Oy
FC	Follower City
HAM	Freie und Hansestadt Hamburg
HEL	Helsingin Kaupunki
LHC	Lighthouse City
M	Project month
NAN	Nantes Métropole
NBK	Nobatek
SEZ	Steinbeis-Europa-Zentrum
WP	Work package
SCC1	Smart Cities and Communities call within Horizon 2020: SCC-01-2014 - Smart Cities and Communities solutions integrating energy, transport, ICT sectors through lighthouse (large scale demonstration - first of the kind) projects
SCIS	Smart Cities Information System
TEC	Fundación Tecnalia Research & Innovation
v1	Version 1
VTT	Teknologian tutkimuskeskus VTT Oy

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1. Executive Summary

This document delivers a summary of the communication and dissemination activities performed within M1-12 of the mySMARTLife project. It is related to Task 8.5 “Dissemination and Communication strategy” of work package 8 “Exploitation, Dissemination and Communication” and constitutes Deliverable 8.2 “Report on the activities of the Communication and Dissemination Secretariat, v1”.

Deliverable 8.2 sums up the core dissemination and communication activities implemented, such as the development of the overall dissemination and communication structure within mySMARTLife, the development of the projects’ corporate identity and the main communication materials and tools.

The document further provides an overview of the dissemination activities and publications within the first project year. In this regard, it summarises all activities that have been carried out by the entire mySMARTLife consortium.

Another focus has been laid on a close cooperation and collaboration with the other SCC1 Lighthouse projects and other EU initiatives, resulting, amongst other things, in joint activities with a focus on dissemination and communication.

Overall, 188 communication and dissemination activities have been carried out, that can be divided into 72 publications and further dissemination activities (without events) and 116 event related activities, reaching an estimated audience of over 62,600 persons.

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2. Introduction

2.1 Purpose and target group

The purpose of "D8.2 – Report on the activities of the Communication and Dissemination Secretariat, v1" is to provide an overview of all activities that have been carried out by SEZ as Dissemination and Communication leader, the D+C Secretariat and all members of the consortium. This helps in getting an insight in the outreach and promotion activities of the project as well as in the different communication materials and channels developed. Target group is on the one hand the European Commission, on the other hand the project consortium itself.

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	Writing of the deliverable, collection of information from the consortium
CAR	Review of the deliverable
All partners	Carrying out of activities, providing input regarding their activities

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.

As the press releases, blogs, articles, newsletters and scientific publications present the activities of mySMARTLife in general and of specific results in particular, they are generally related to all project activities and all work packages.

Table 2: Relation to other activities in the project

Deliverable Number	Contributions
D8.2	This deliverable provides an overview of all communication and dissemination related activities of the project that have taken place from M1 to M12 of the project. These build on all project activities, thus a relation with all work packages exists.

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3. Objectives and expected Impact

3.1 Objective

The objective of the deliverable “D8.2 – Report on the activities of the Communication and Dissemination Secretariat, v1” is to provide an overview of all dissemination and communication related activities of the entire consortium, with a special focus of the project’s proper communication channels and tools, implemented within work package (WP) 8. It thus provides an overview of the outreach and promotion activities of the project as well as the different communication materials and channels developed.

Objectives of the dissemination and communication related activities of WP 8 “Communication, Dissemination & Exploitation” are the following (as stated in the Description of Action):

- The Communication and Dissemination Secretariat will ensure an effective communication and dissemination at local, regional, country and EU-level to provide maximum replication of the project.
- The dissemination and communication strategy will ensure a continuous alignment of the dissemination and communication to the current development of the project.
- The substantial dissemination and communication tool mix will ensure an effective and sound target group tailored dissemination and communication of the project in general and its results.
- Webinars will inform, disseminate and discuss project outcomes to/with key stakeholders at local, regional, national, and European level.
- Participation at events, the project website, the best practice book and the final conference enable a sustainable and sound dissemination and communication of the project in general and its results.

Within the first project year, the dissemination and communication strategy has been developed, the mySMARTLife main dissemination and communication tools have been set up and a great number of dissemination and communication activities have been carried out by the consortium, promoting the project and its results so far. All objectives have thus been achieved.

3.2 Expected Impact

The impact expected by these activities is to promote the mySMARTLife project and approach and to disseminate its results throughout Europe. This comprises both the overall European level and the country and regional level – where many activities are carried out by the Lighthouse and Follower Cities.

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4. Overall Approach

The deliverable comprises on the one hand the activities that have been coordinated by SEZ as work package leader – such as the development of the Communication and Dissemination plan, of the project corporate identity and the main project communication and dissemination tools.

On the other hand, all communication and dissemination activities that have been carried out by all partners, also on a local level, are summarised. This overview has been achieved by the reporting of all consortium partners of their activities. This allows the work package leader SEZ to get an overview of the activities carried out by the consortium.

As stated above, all partners are active within the communication and dissemination activities. As the press releases, blogs, articles, newsletters and scientific publications present the activities of mySMARTLife in general and of specific results in particular, they are generally related to all project activities and all work packages.

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5. Overview of the mySMARTLife Dissemination and Communication activities from M1-12

At the beginning of the project, the focus lay, on the one hand, mostly on developing the project's communication tools, such as the Corporate Identity, the mySMARTLife website, postcards, newsletter, the establishment of the project's social media channels etc. Plans and guidelines for communication and dissemination have been set up and the communication structures within the project and the different partners have been established. On the other hand, partners were active in promoting the project and its activities, both via articles, presentations, events, meetings with citizens etc.

The project outcomes have so far been limited, as activities in all work packages focused mainly on setting the scene, preparing and coordinating the upcoming activities.

The following section provides an overview of all communication and dissemination activities that have been carried out from M1-12 of the project by the WP8 leader SEZ, the Dissemination and Communication Secretariat and the entire mySMARTLife consortium.

5.1 mySMARTLife Dissemination and Communication Plan Development

During the first projects months, a Dissemination and Communication Plan has been developed by SEZ. The document provides an overview of all dissemination and communication activities taking place and foreseen within WP 8 – "Communication, Dissemination & Exploitation".

The Dissemination and Communication Plan outlines the main principles of the mySMARTLife dissemination and communication activities. The document provides practical guidance for the entire project consortium for 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.

The purpose of the Dissemination and Communication Plan is to describe the targeted dissemination and communication activity channels for the project as well as the general dissemination strategy and its impacts. It comprises the project's targeted audiences and the main messages. The strategy defines the roles of the partners and the conditions ensuring a proper dissemination and communication process, e.g. the use of the Corporate Identity (CI). The tools and channels that will be used are described, with a special focus on the social media channels. The Dissemination and Communication Plan is a "living document". It is supervised by SEZ and reviewed regularly.

Please find the mySMARTLife Dissemination and Communication Plan (version date: 29.11.2017) in Annex IV.

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5.2 mySMARTLife Dissemination and Communication Structure

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 the different communication levels, the roles and responsibilities across the project as well as how communication between SEZ as WP8 leader and the LHCs/FCs is organised and linked.

5.2.1 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.

A close link exists among the local dissemination and communication activities, as described in the deliverable **"D1.1 Social Acceptance Campaign at Local and District Level"** (submitted in M8), and the overall mySMARTLife dissemination and communication activities, taking place within WP8. The three local social acceptance campaigns are carried out by the LHCs. Within D1.1, an overview of the planned social awareness and communication activities in the three mySMARTLife Lighthouse Cities Nantes, Hamburg and Helsinki is provided. 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.

5.2.2 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

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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 project's 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".

5.2.3 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 work packages and LHCs / FCs, 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.

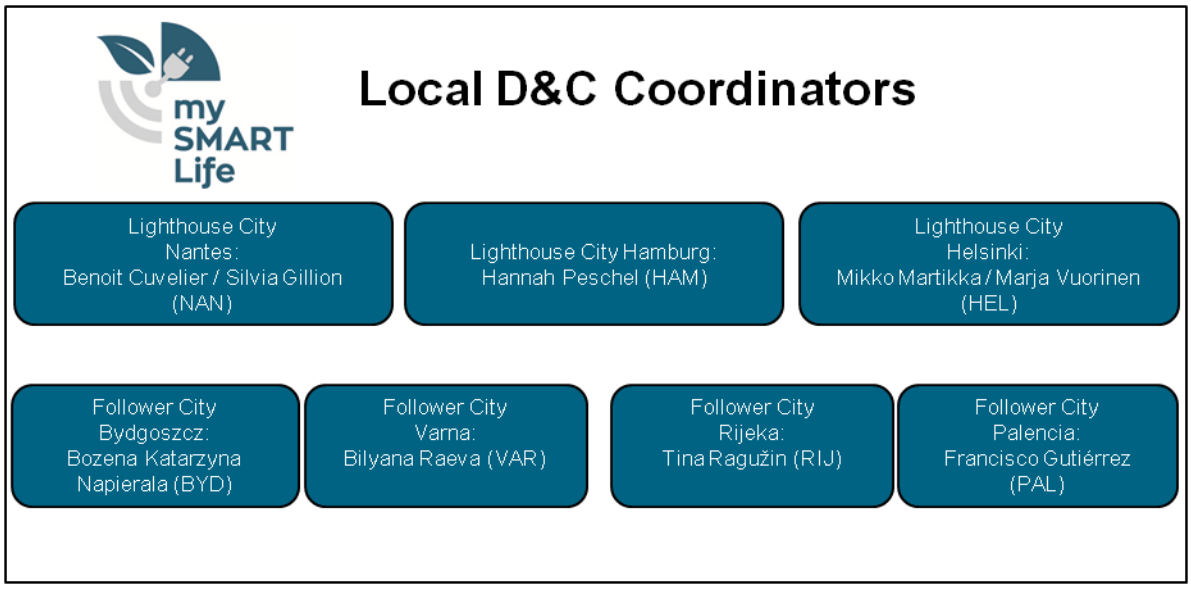

Figure 1: mySMARTLife local D+C coordinators

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5.2.4 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:

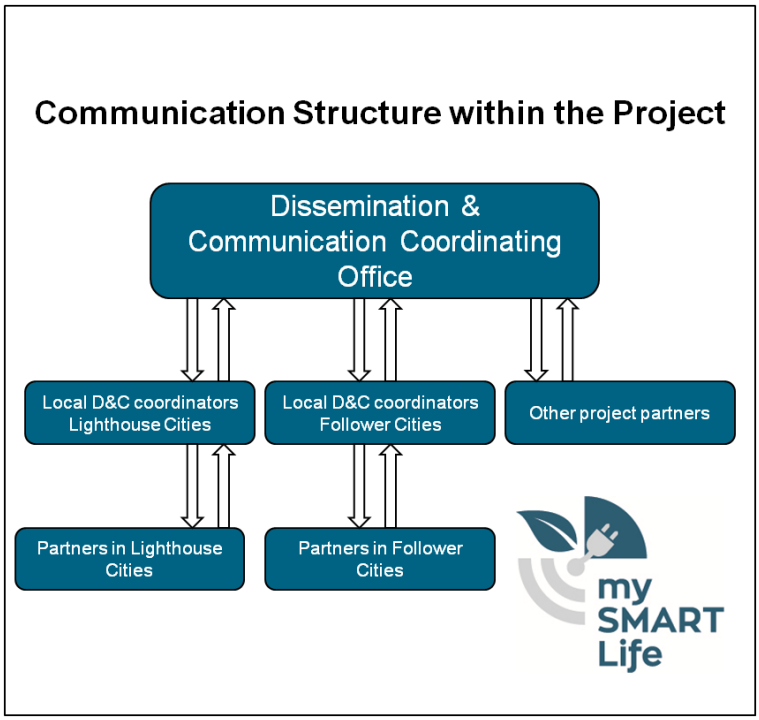

Figure 2: mySMARTLife communication structure within the project

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5.2.5 Communication Flow / Steps

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.

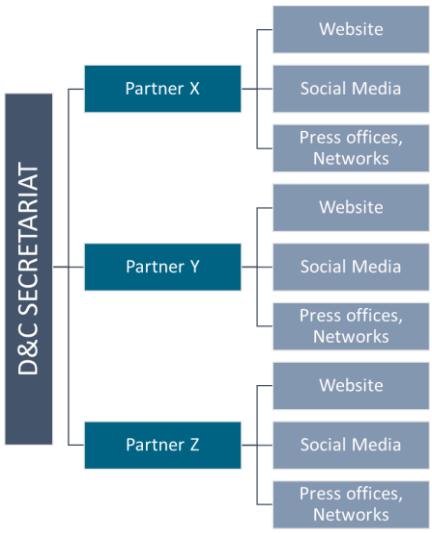

Figure 3: Dissemination and communication cascade in the mySMARTLife project

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.

Scientific publications on the project, such as peer-reviewed publications in respective magazines and posters at conferences, will be edited by the academic partners (CAR, ARM, VTT, HMU, TEC, NBK) and coordinated by SEZ together with CAR as the project coordinator. This ensures that all scientific activities are harmonised and prevents the overlapping of activities.

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5.3 mySMARTLife Corporate Identity Development

During the first months of the project, a professional graphic designer created the mySMARTLife Corporate Identity (CI), consisting of a project logo and specific elements that are a core element in all dissemination materials. Together, these tools form the attractive representation of the "brand" mySMARTLife. The mySMARTLife CI is applied in all project communication materials that are already or will be developed.

Figure 4: mySMARTLife project logo

Within the main project logo, the following colours are used:

CMYK: 87 | 35 | 20 | 33
RGB: 0 | 99 | 131
WEB: # 006383

CMYK: 0 | 0 | 0 | 20
RGB: 218 | 218 | 218
WEB: # dadada

Figure 5: Colours as used in the project logo

The three mySMARTLife lighthouse cities were attributed specific colours. These colours can be used for example in reports or similar in which it is important to highlight the cities individually. They will also be applied in project communication products linked to single lighthouse cities (e.g. local flyers, roll-ups etc.).

Nantes

CMYK: 59 | 0 | 100 | 0
RGB: 122 | 185 | 41
WEB: # 7ab929

Hamburg

CMYK: 0 | 91 | 64 | 0
RGB: 231 | 49 | 71
WEB: # e73147

Helsinki

CMYK: 0 | 50 | 100 | 5
RGB: 234 | 141 | 0
WEB: # ea8d00

Figure 6: Colours as used for the lighthouse cities

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The project uses the fonts Arial for all materials written by the project partners, freely available in Microsoft Word and thus applicable by all partners. This forms an important part of the project's CI and ensures a consistent appearance of all materials. Whenever possible (e.g. in PowerPoint presentations, word documents) these fonts should be used by all partners.

Materials that will be directly designed by the graphic designer use the fonts Zona Pro Bold and Frutiger.

Figure 7: Fonts in printed and other materials

A picture of a lively pedestrian street, as it is typical for European cities, forms the mySMARTLife corporate visual. It shows a scene of everyday life and is supposed to address everyone as civil society is at the heat of the project. This image will be used in all project materials developed by the graphic designers as recurrent and well recognisable element of the CI. The picture underlines the main CI strategy of mySMARTLife and the project slogan – "Transition of EU cities towards a new concept of Smart Life and Economy".

Figure 8: mySMARTLife Key Visual

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The consistent use of these elements in all communication materials, whenever possible, ensures a recognition value and does clearly link the project's communication materials. The CI is applied in all other developed communication materials, e.g. the project website, newsletter, the project postcard, Word templates and a PowerPoint template that has been developed for the use by all partners for project related internal / external presentations.

Containing the common design elements, the materials follow a unique corporate design with a strong recognition value and therefore they form the attractive representation of the "brand" mySMARTLife.

A **mySMARTLife Corporate Identity Guide** has been prepared, providing an overview of all elements of the mySMARTLife CI and information on how to apply them.

Please find the mySMARTLife Corporate Identity Guide in Annex III.

5.4 Text Blocks

In order to facilitate the dissemination of information in the partner countries, SEZ developed text modules dealing with various subjects from objectives to results. Hence the text blocks form a tool box for the partners to provide press and public with relevant information in a practical and effective way. These text blocks, created at the beginning of the project, will be continuously updated with news on the project, results and developments during the course of the project.

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5.5 mySMARTLife Dissemination and Communication Tools and Activities

Within mySMARTLife, a mix of different dissemination and communication tools is applied, covering both printed and digital channels as well as other tools. This multichannel approach ensures that a broad range of stakeholders and target audiences is reached. The following table provides a concise overview of the main tools used within mySMARTLife, their respective targets groups, aims and mySMARTLife actors. The following sections describe the tools in more detail.

D+C Tools / Activities	Target groups	Aim	Actor
Project website	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform (in detail) about the project, its aims, objectives, activities, news	SEZ, based on input by D+C Secretariat
Postcard	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about the project, to promote the network, to link to website	SEZ / CAR
Project leaflet	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about project, aims, objectives, technologies, sites, approach, to promote the network, to link to website	SEZ / CAR
Roll-ups / Poster	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about the project	SEZ, based on input by D+C Secretariat
Press releases	Media (both general and with scientific / technical focus)	To raise interest in mySMARTLife, to inform about project news, to link to website	SEZ / CAR, based on input by D+C Secretariat
Professional and scientific publications	Scientific / technical audience	To disseminate project results	SEZ, Academia partners: CAR, ARM, VTT, HMU, TEC, NBK

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e-newsletter	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about project news, to link to website	SEZ, based on input by D+C Secretariat
LHC video clips	All (general public, scientific / technical audience, media)	To show the progress in the LHCs, to inspire other cities	LHCs (NAN, HAM, HEL)
Radio broadcasts	All (general public, scientific / technical audience, media)	To promote technical and popular aspects of the LHCs	LHCs (NAN, HAM, HEL)
Social media	All, depending on channel (Twitter: all audiences, LinkedIn: stronger focus on scientific / technical audience)	To raise interest in mySMARTLife, to inform about project news, to promote the network, to foster discussions on mySMARTLife topics	SEZ, based on input by D+C Secretariat All partners engage actively
Blogs and short articles	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about project news and technical issues	SEZ, based on input by D+C Secretariat and other partners
Best practice booklet	Whole range of stakeholders involved in the process of district retrofitting	To promote mySMARTLife results, to assure take up of activities	SEZ together with D+C Secretariat, input by all project partners
Webinars with interested stakeholders	Enablers (e.g. industrial stakeholders, SME; energy providers, energy performance contractors, RTD, universities)	To allow enablers to learn about implementation in LHCs and replication actions by FCs	SEZ with LHCs / FCs / CAR, input from all project partners depending on topic

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Event participation	All, depending on event	To increase the visibility of mySMARTLife	All project partners
Final conference	All (general public, scientific / technical audience, media)	To promote mySMARTLife results, to demonstrate the implementation of actions in the LHCs and the FCs approaches	CAR together with D+C Secretariat, input by all project partners
Partner's websites	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about the project, its aims, objectives, to link to mySMARTLife website	All project partners
Partner's social media channels	All, depending on channel (Twitter: all audiences, LinkedIn: stronger focus on scientific / technical audience)	To raise interest in mySMARTLife, to inform about project news, to foster discussions on mySMARTLife topics	All project partners

Table 3: Overview of mySMARTLife D+C tools, target groups and aims

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5.5.1 Project tools

SEZ as the Dissemination and Communication leader is responsible for the planning and realisation of the dissemination and communication tools and activities, with input by the project coordinator and / or the project partners. Together, they constitute an organised structure to describe the entire project in all its complexity. Choosing different tools aims to present different aspects of the project to a diverse audience. They do all have in common their high recognition value as the project's CI is used consistently in all tools.

- **Project website**

The mySMARTLife website (**https://www.mysmartlife.eu**) can be regarded as one key instrument for internal and external communication. It constitutes the central communication and knowledge base for the project partners and beyond.

Following the Corporate Identity of mySMARTLife, this website offers general and individual information for internal and external purposes in a clear and structured manner. SEZ is responsible for the website's set-up and maintenance, whereas the content is strongly dependent on the input of the project partners in general and of the work package leaders, LHCs and FCs in particular. The website also links to the project's social media channels.

It will be continuously updated with relevant information about project results and achievements until the end of the project.

Figure 9: mySMARTLife Website – Landing Page

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- **Project leaflet and postcard**

The project leaflet and project postcard are major communication tools, as they provide core information of mySMARTLife. Whereas the postcard offers only basic information on mySMARTLife, the leaflet (that is currently being designed) will provide more detailed information on the project, the involved cities, the consortium, technologies, sites, approach etc. Both documents are / will be available in printed and electronic versions (downloadable from the project website) and will be distributed in the LHCs and FCs, on events and to interested stakeholders.

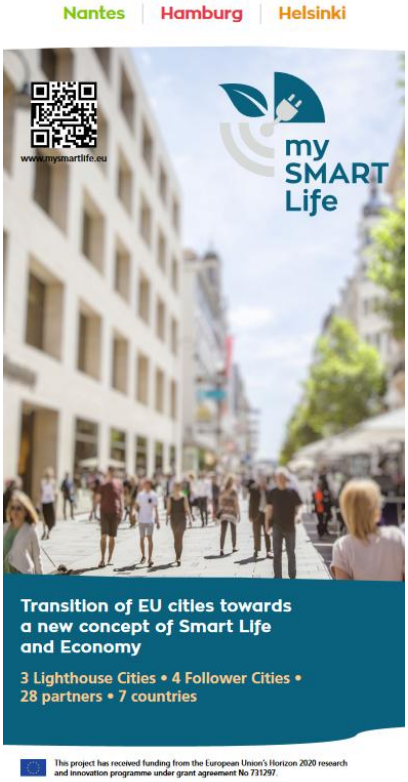

Figure 10: English Version of the mySMARTLife Postcard

All postcard versions can be found under: https://www.mysmartlife.eu/publications

- **Press releases**

Press releases are meant as a complement emphasising on technological rather than general or social issues. On the basis of the information provided, SEZ, in close cooperation with CAR, will be preparing professional press releases in English, which will be translated by the partners according to other project languages.

These press releases will we be spread at local, national and international level according to the dissemination lists which have been generated at the beginning of mySMARTLife on the basis of SEZ and

partners' input containing press offices, technical press, associations, networks and other stakeholders in the corresponding countries.

So far, one press release has been published at the beginning of the project, providing basic information on mySMARTLife.

The archive of press releases can be found on the mySMARTLife Website under: https://www.mysmartlife.eu/press-corner

- **Professional and scientific publications**

mySMARTLife academia partners (namely CAR, ARM, VTT, HMU, TEC, NBK) will publicise research outputs from the project as scientific publications, peer-reviewed papers and in international journals (e.g. IEEE Trans. Comm., Power Electronics, Smart Grids, and Sustainable Energy, International Journal of Green Energy) and on the public platform www.openaire.eu. Each partner must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

During the first 12 months of the project, one scientific publication has been published.

Further information can be found in Annex I: Overview of Publications and further Dissemination Activities (without Events).

- **e-newsletter**

The public e-newsletter, published every six months (starting in M6), is providing information about the project's activities and progress during the previous six month period. What is new in regards to mySMARTLife? What is the progress in the LHCs? What are the recent and upcoming activities? Which information is available on the project? And how and where can partners be met in person (at events)?

SEZ is responsible for writing the newsletters, with active input by and information from all partners, especially the LHCs, the WP leaders and CAR as the project coordinator. Keeping the eyes open for possible topics and passing on first-hand-experience is the best way to ensure a lively coverage of the project's activities.

This e-newsletter is addressing a broad public and therefore will be spread widely via e-mailings and, social media but also via partner websites and the partner's contacts plus other networks and platforms associated to district retrofitting. Persons that have registered on the website receive the newsletter automatically, complemented through the partner´s active promotion.

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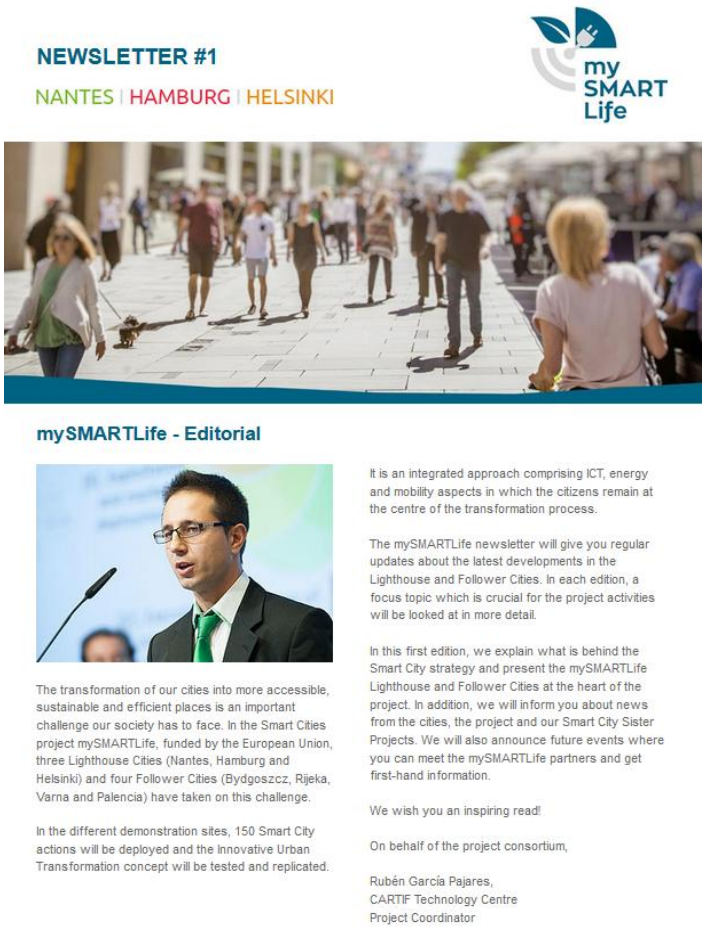

NEWSLETTER #1

NANTES | HAMBURG | HELSINKI

mySMARTLife - Editorial

The transformation of our cities into more accessible, sustainable and efficient places is an important challenge our society has to face. In the Smart Cities project mySMARTLife, funded by the European Union, three Lighthouse Cities (Nantes, Hamburg and Helsinki) and four Follower Cities (Bydgoszcz, Rijeka, Varna and Palencia) have taken on this challenge.

In the different demonstration sites, 150 Smart City actions will be deployed and the Innovative Urban Transformation concept will be tested and replicated.

It is an integrated approach comprising ICT, energy and mobility aspects in which the citizens remain at the centre of the transformation process.

The mySMARTLife newsletter will give you regular updates about the latest developments in the Lighthouse and Follower Cities. In each edition, a focus topic which is crucial for the project activities will be looked at in more detail.

In this first edition, we explain what is behind the Smart City strategy and present the mySMARTLife Lighthouse and Follower Cities at the heart of the project. In addition, we will inform you about news from the cities, the project and our Smart City Sister Projects. We will also announce future events where you can meet the mySMARTLife partners and get first-hand information.

We wish you an inspiring read!

On behalf of the project consortium,

Rubén García Pajares,
CARTIF Technology Centre
Project Coordinator

Figure 11: 1st mySMARTLife Newsletter

The newsletter archive can be found on the mySMARTLife Website under: https://www.mysmartlife.eu/publications

Currently, 159 persons have registered to receive the newsletter, with a growing tendency (status: 23.11.2017).

- **LHC video clips**

Short video clips showing project progress in the LHCs will be produced by the LHCs, with the aim of inspiring other cities and motivating them to become members of the mySMARTLife network. The project's corporate identity will be integrated via a template developed that should be used in all videos. The videos will be published on the website and on relevant internet platforms.

- **Radio broadcasts**

Radio broadcasts with short interviews on local radio stations are planned on the project progress, covering technical and popular aspects in every LHC and if possible FC.

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- **Social media**

For a trend-setting project like mySMARTLife, it is inevitable to integrate social media in the dissemination and communication strategy, addressing and involving both professional and private users. The aim is furthermost to raise attention regarding mySMARTLife and its activities and results, to involve the target groups in the project, for example via discussions on LinkedIn, and to raise interest in the project's dissemination and communication tools, for example directing them to the project's website, where more detailed information can be found. The social media activities can thus be seen as complementing the rest of the mySMARTLife dissemination and communication tools.

Two social media profiles have been established:

- **Twitter:** A mySMARTLife Twitter account has been created (https://twitter.com/mySMARTLife_eu) with currently 521 followers, 302 tweets and 236 likes (Status: 23.11.2017)
- **LinkedIn:** A mySMARTLife discussion forum has been created very recently (https://www.linkedin.com/groups/13531338) with currently 27 members (Status: 23.11.2017) and active participation in other discussion groups will take place

Figure 12: Screenshot of mySMARTLife Twitter account (Status: 23.11.2017)

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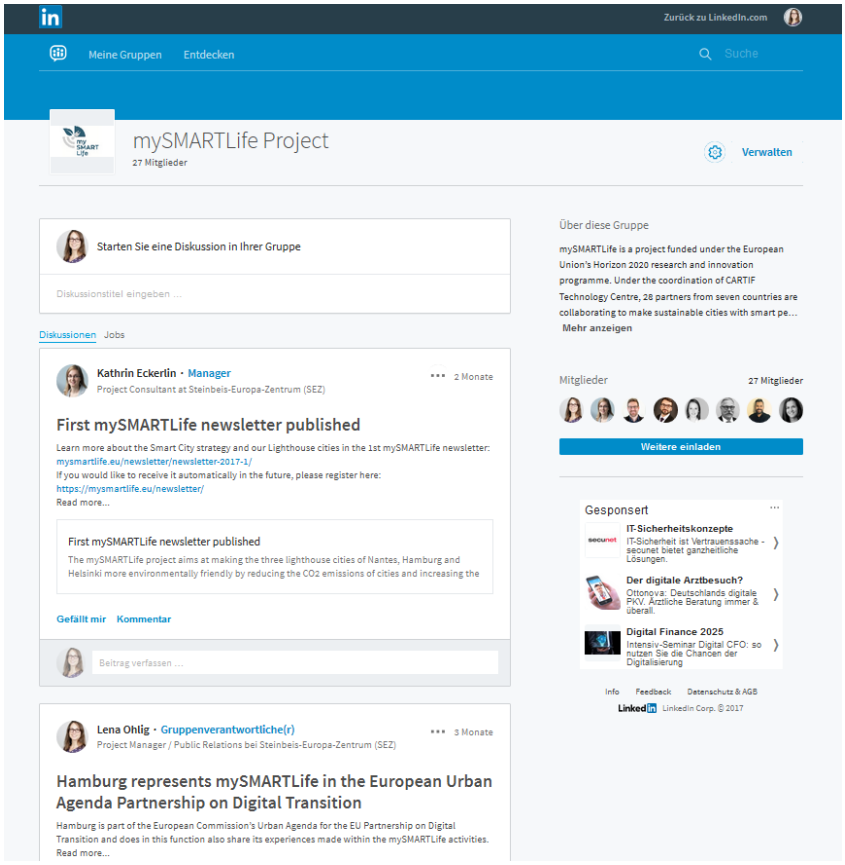

Figure 13: Screenshot of mySMARTLife LinkedIn discussion group (Status: 23.011.2017)

- **Blogs and short articles**

Blogs on the actual development status and on specific technical topics are regularly being published on the project website regularly, based on input from all partners, according to the project achievements.

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5.6 Publications and further Dissemination Activities

All mySMARTLife partners have been very active throughout the first 12 months of the project in communicating the project. This is constituted in many active event participations, general publications and peer-reviewed articles. The following sections provide an overview of all scientific and other publications prepared and dissemination activities carried out so far within the project by all project partners.

5.6.1 Scientific Publications (Peer Reviewed)

One scientific publication has been published during the first project year, reflecting the scientific results achieved by the project partners during their project work: the article: „Benefits of Battery Energy Storage System for System, Market, and Distribution Network – Case Helsinki" published in the context of the "24th International Conference on Electricity Distribution", written by mySMARTLife partner Helen, in cooperation with Fingrid.

Details can be found in Annex I: Overview of Publications and further Dissemination Activities (without Events).

5.6.2 Publications and further Dissemination Activities (without Events)

A total of 72 publications and further dissemination activities (without events) have been reported for M1-12 of the project, including:

- 15 Non-scientific and non-peer reviewed publications (popularised publications)
- 11 press releases
- 13 social media activities
- 26 website actions
- 2 videos published on YouTube
- 1 communication campaign
- 4 other dissemination activities

The communication campaign was a live interview for Invest EU channels by Partner FVH. An estimated audience of about 53,600 persons has been reached by these activities, constituting the scientific community, industry, civil society, media, the general public and customers.

A detailed overview can be found in Annex I: Overview of Publications and further Dissemination Activities (without Events).

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5.7 Organisation of and Participation in Events

Partners participate actively in events not organised by the consortium at national and international level to stimulate interest from "new" stakeholders, including the general public and end users. The project is presented in presentations or with posters or other materials, whenever possible. Key European events are identified and selected (e.g. European Sustainable Energy Week, Annual Conferences of the Market Place Smart Cities and Communities).

Based on the input of all partners, an overview of events is being generated, where the project is actively presented by presentations or info stands. This provides an important overview of all future event related activities by the consortium and helps in coordinating the partner's activities. This is constantly being updated by all partners.

Several events in the Lighthouse Cities have been organised within mySMARTLife. Highlights include:

- **Nantes – Workshop on the "Datalab energy initiative" during Nantes Digital Week:**

Figure 14: Nantes Datalab initiative

The local mySMARTLife partners Enedis, Atlanpole and Nantes Métropole presented the "Datalab Energy Initiative" during the "Salon Data", organised in Nantes on 19th September 2017 as part of Nantes Digital Week 2017. The presentation was followed by discussions with 30 energy and data stakeholders participating in the workshop on use cases based on electrical data provided by the datalab energy platform. This citizen and stakeholder engagement event aimed at exchanging ideas in order to improve the mySMARTLife datalab energy action.

Since 2014, Nantes Digital Week (http://www.nantesdigitalweek.com) proposes 10 days of events in September around the digital cultures. Supported by Nantes Métropole, Nantes Digital Week invites all citizen and stakeholders to share moments of encounters, experimentation, training, creation and reflection on digital issues.

- **Hamburg – First Public Event for mySMARTLife in Lighthouse City Hamburg:**

Every year in May, Hamburg celebrates the "Europe Week". On 15th May 2017, the project mySMARTLife used this event to invite the people of Hamburg to a public exhibition, to present and

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explain the objectives and activities of the project and to give the public a chance to get in contact with the local mySMARTLife partners.

Around 60 visitors followed the invitation and learned about the ongoing and planned mySMARTLife activities. The exhibition showed practical examples like future mobility solution bikes or special sensor devices for energetic monitoring purposes. The visitors, most of them politically involved citizens living close to the project area, used the opportunity to interview the experts and to give their comments on the planned transformation to a smart city.

Figure 15: Hamburg public event

This exhibition was the first “kick-off” event for a series of public engagement events in the future. It is the aim of the project to establish a steady exchange of ideas with the public and specialised expert networks in Hamburg and its metropolitan region.

- **Helsinki – “Experience Kalasatama” – mySMARTLife activities during Helsinki Day:**

Figure 16: Helsinki experience "Kalasatama"

The Kalasatama area will be important for the Helsinki mySMARTLife activities – newly constructed smart high-performance buildings are planned to be realised here. On 12th June 2017, the “Experience Kalasatama” event took place – and the local mySMARTLife partners Helen, Salusfin and the City of Helsinki wer presented with a joint stand. The event was organised by the Smart Kalasatama project and was part of the city-wide Helsinki Day festival.

The City of Helsinki presented a Helsinki 3D city model, that impressively visualised the potential of solar energy and the heat loss of buildings. Also, inventor and author Janne Käpylehto introduced the different possibilities on how to install a solar power plant on an apartment building. The Korkeasaari Zoo was also in the focus: The energy utility company Helen informed about a workshop series planned for autumn 2017. The aim of the workshops is to find out the visitors’ opinion about the zoo’s plans to become carbon neutral and how

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they would like to contribute to improve energy efficiency in the zoo. Start-up company Salusfin was presenting different solutions for smart homes, for example intelligent thermostats. There were lot of good discussions and altogether around 150 people visited the event at Kalasatama school.

- **Presentation of mySMARTLife at V Innovation Day in Valencia, Spain:**

On 15th February 2017 mySMARTLife was presented in the frame of the V Innovation Day of BECSA at the Universidad Politécnica de Valencia. The mySMARTLife project coordinator explained the philosophy of the Smart Cities context at European level and talked about different projects of each of the calls, ranging from FP7 to H2020 projects. mySMARTLife was explained as one of the most important and recent projects of this Smart Cities Lighthouse initiative, highlighting the main actions to be executed in each of the lighthouse cities Nantes, Hamburg and Helsinki and the replication approach. A big audience of around 100-150 people attended the event. This event was also streamed and the video was also distributed to the attendees.

Figure 17: Rubén García, mySMARTLife project coordinator introduces the mySMARTLife project concept

Overall,

- 34 events were organised:
  - 2 conferences
  - 17 workshops
  - 13 exhibitions
  - 2 trainings

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- 82 participations to events took place:
  - 30 conferences
  - 8 workshops
  - 28 events other than conferences or workshops
  - 7 other events
  - 9 activities jointly organised with other H2020 projects
- 97 presentations were held

By these event related activities, an overall number of approximately 9,000 persons was reached.

Details can be found in Annex II: Overview of Events.

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5.8 Joint activities with SCC1 projects and other EU initiatives

Close interaction and exchange with the other eight SCC1 projects is taking place, especially regarding joint replication and dissemination / communication activities. Within the first project year, the following activities have taken place:

- **Regular meetings and exchange:**

Regular meetings and telephone conferences among the SCC1 projects are happening – both on the coordination, dissemination/communication and replication level. The aim is to plan joint activities and align the project activities, where possible. CAR, as project coordinator, SEZ, as mySMARTLife D+C leader, and Nobatek, as mySMARTLife replication leader, are regularly participating in the meetings and telephone conferences.

- **Joint events and stands:**

Within the first project year, three joint events / stands of the SCC1 projects have been organised with the active involvement and contribution of mySMARTLife partners:

- A **joint booth and the "Smarter is Cleaner" policy session at the European Energy Sustainable Week 2017** (21.-22.06.2017 in Brussels, Belgium): mySMARTLife Lighthouse City Helsinki and its Follower City Palencia were actively taking part in the topic "Industrial to Civic Prosumers" of this policy session by offering insights and lessons learned during the panel discussion.
- **Activities at Nordic Edge Conference and Expo 2017 (26.-28.09.2017 in Stavanger, Norway):** Apart from representing the project a joint booth, the three LHCs gave presentations at the workshop "Leading the Way to a Smart Future – Meet the New Lighthouse Cities", organised by the Smart City project Triangulum and, together with project coordinator Cartif, participated in an informal get together for all attending Horizon 2020 Lighthouse project members.
- Joint booth at the **Smart City Expo World Congress** (14.-16.11.2017 in Barcelona, Spain). The current 9 SCC-1 lighthouse projects pledged together to organise a joint participation in the Barcelona SCEWC 2017, held in November 2017, with a common stand and booth in order to show the advances in the 9 SCC-1 lighthouse projects.In this sense, the 9 coordinators, Replication leaders, Business models and Finance representatives and especially, the 9 Dissemination and Communication leaders started to organise the joint participation in the Expo. A series of workshops took place with an interesting coverage from mySMARTLife partners, that participated in many of them. For more details, see Deliverable 7.1.

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Figure 18: Some pictures of the events attended by mySMARTLife partners

- **Joint Multitouch Tool:** A project overarching touch tool has been set up jointly by all projects and mySMARTLife has also joined this initiative. The Tool presents the different SCC1 projects, involved LHCs / FCs and their technical approaches. It is planned that the tool will also be available online and be linked via the mySMARTLife website.
- **Joint D+C Plan**: Together, the SCC1 projects are developing a joint Dissemination and Communication plan. The aim is to define the aims of the joint D+C activities of the projects, to coordinate activities among the projects and to define the roles of the projects. SEZ, as mySMARTLife D+C leader, is actively involved in the development of the plan.
- **Cooperation with other initiatives:** In addition to collaboration with other SCC1 projects, mySMARTLife is engaged in active collaboration with other relevant, EU wide initiatives, such as the the ESPRESSO project[1], the EIP on Smart Cities and Communities[2] and the Smart Cities Information System (SCIS)[3]. In this last case, activities consisted in taking part in the SCIS General Assembly in Brussels (12.10.2017) and in giving a presentation at the SCIS Conference "Empowering smart solutions for better cities" in Budapest (02.-03.10.2017). More details on the collaboration with these initiatives can be found in Deliverable 7.2.

[1] http://espresso-project.eu
[2] http://ec.europa.eu/eip/smartcities/index_en.htm
[3] http://www.smartcities-infosystem.eu

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6. Conclusions

During the first 12 months of mySMARTLife, a variety of Dissemination and Communication activities has been carried out by all project partners. While the focus of the WP8 activities during the first project months was on the development of the overall dissemination and communication structure within mySMARTLife, the development of the projects' corporate identity and the main communication materials and tools, all project partners started actively promoting the project and their activities.

Another focus has been laid on a close cooperation and collaboration with the other SCC1 Lighthouse projects and other EU initiatives, resulting, amongst other things, in joint activities with a focus on dissemination and communication.

With 188 communication and dissemination activities having been carried out by the consortium, among them 72 publications and further dissemination activities and 116 event related activities and reaching an estimated audience of over 62,600 persons, it can be concluded that the project visibility has been very actively and efficiently driven forward during the first year of mySMARTLife. With the establishment of the project's main communication channels and mechanisms, the basis for a further good dissemination and communication of the project and its results has been laid.

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Annex

6.1 Annex I: Overview of Publications and further Dissemination Activities (without Events)

In the following Table 4, all scientific publications related to the project during the first 12 months are listed:

No.	Type	Title	DOI	ISSN, eSSN or ISBN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of publication	Year	Relevant pages	Joint public & private partici-pation	Peer-review	Is Open-Access provided / Will Open-Access be provided to this publication?	Link to the publication
1	Publication in conference proceeding/ workshop	CIRED	Paper 0810	-	Hannu-Pekka Hellman, Atte Pihkala, Markku Hyvärinen, Pirjo Heine, Juha Karppinen, Kristiina Siilin, Perttu Lahtinen, Minna Laasonen, Jussi Matilainen	24th International Conference on Electricity Distribution	12.-15.6.2017	CIRED	Glasgow	2017	5	Yes	Yes	Yes - Green OA	http://cired.net/publications/cired2017/pdfs/CIRED2017_0810_final.pdf

Table 4: Scientific Publications

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731297.

In Table 5, the non-scientific publications during the first 12 months are listed:

No.	Type of activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
Press release										
1	Press release	HAM	Hamburg und Volkswagen vereinbaren strategische Mobilitätspartnerschaft	29.08.2016	Media	100	Germany	http://www.hamburg.de/pressearchiv-fhh/6789402/2016-08-29-pr-mobilitaetspartnerschaft/	DE	information about strategic partnership between HAM and VWG concerning mobility, mySMARTLife is also mentionned
2	Press release	NAN	Kick-off meeting	09.12.2016	Media	120	France	PDF	FR	PR for the Kick-off meeting
3	Press release	SEZ, CAR	mySMARTLife – Transition of EU cities towards a new concept of Smart Life and Economy	14.12.2016	Media	2020	EU	PDF	EN	published on the occasion of the Kick-off meeting
4	Press release	ERDF	"€ 21m of investments by Enedis and a range of services from the Regions for companies and territories"	07.04.2017	Media	250	France	PDF	FR	published in local press and specialised press for companies
5	Press release	HEL + ALL	Helsingistä älykkäiden energiaratkaisujen edelläkävijä (Helsinki	12.04.2017	Media	350	Finland	https://www.hel.fi/uutiset/fi/ymparistokeskus/mysmartlife-120417	FI	

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			lights the path of intelligent energy solutions)							
6	Press release	HEN	mySMARTLife media report	12.04.2017	Media	200	Finland	https://www.helen.fi/uutiset/2017/mysmartlife/	FI	Press release that has been published on Helen's website
7	Press release	HEN, VTT	Helsinki intelligent environmental solutions	12.04.2017	Media	50	Finland	https://www.helen.fi/uutiset/2017/mysmartlife/ http://www.vtt.fi/medialle/helsingist%C3%A4-%C3%A4lykk%C3%A4iden-energiaratkaisujen-edell%C3%A4k%C3%A4vij%C3%A4	FI	Active participation on creating the press release
8	Press release	NAN	E-busway provider selection	30.06.2017	Media	120	France	PDF	FR	PR to infom about the final selection for the bus material provider
9	Press release	HEL	Helsinki Pioneers Smart City Solutions in mySMARTLife Project	19.09.2017	Media	1000	Finland	http://www.marketwired.com/press-release/helsinki-pioneers-smart-city-solutions-in-mysmartlife-project-2234244.htm	EN	General information about mySMARTLife
10	Press release	NAN, ENG	Smart house action	26.09.2017	Media	2120	France	PDF	FR	Joint press release of NAN and ENG to communicate about the smart house action and find candidates for the action
11	Press release	VTT, HEN	Ensimmäiseen SunZeb-kortteliin suunnitellaan energiatehokkaita kaupunkikoteja	23.11.2017	Media	200	Finland	https://www.helen.fi/uutiset/2017/ensimm%C3%A4iseen-sunzeb-kortteliin-suunnitellaan-energiatehokkaita-kaupunkikoteja/	FI	Information about first sunzeb-building block to be planned and built; other contributing stakeholders: Kojamo, Fira, suntosäätiö

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Non-scientific and non-peer reviewed publications (popularised publications)										
1	Non-scientific and non-peer reviewed publication (popularised publication)	BYD	Bydgoszcz będzie uczyć się od Hamburga, Nantes i Helsinek / Bydgoszcz will learn from Hamburg, Nantes and Helsinki	21.12.2016	Civil society	300	Poland	http://bydgoszcz.wyborcza.pl/bydgoszcz/7,35590,21149749,bydgoszcz-bedzie-uczyc-sie-od-hamburga-nantes-i-helsinek.html	PL	press article, general information on the mySMARTLife project
2	Non-scientific and non-peer reviewed publication (popularised publication)	SEZ	EU-Projekt mySMARTLife entwickelt neue Konzepte für intelligentes Leben und Arbeiten in Europas Städten	03.01.2017	General public	3000	Germany	https://www.steinbeis-europa.de/newsletter/2017-01.html	DE	article in SEZ Newsletter no.01/2017
3	Non-scientific and non-peer reviewed publication (popularised publication)	SEZ	EU-Projekt mySMARTLife - Neue Lebens- und Wirtschaftskonzepte für die Städte Europas	01.02.2017	General public	1000	Germany	https://www.steinbeis-europa.de/files/sez-jahresbericht-2016_web.pdf	DE	project description of mySMARTLife and role of SEZ in the project in SEZ annual report 2016 (print and online version)
4	Non-scientific and non-peer reviewed publication (popularised publication)	PAL	European Day	09.05.2017	General public	30	Spain	http://www.aytopalencia.es/content/el-ayuntamiento-de-palencia-celebra-el-dia-de-europa	ES	To inform local and regional media /press about the institutional relations with Europe througth the EU projects in which Palencia is involved, such as mySMARTLife

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5	Non-scientific and non-peer reviewed publication (popularised publication)	NBK	Focus d'activités Nobatek/INEF4, juin 2017	01.06.2017	Industry	300	France	https://www.nobatek.com/downloads/Nobatek_Focus2017.pdf	FR	mention of the project in the general annual activity report (public document) of Nobatek/INEF4
6	Non-scientific and non-peer reviewed publication (popularised publication)	ERDF	Datalab Energie poster on the Enedis exhibition stand	07-09.06.2017	General public	500	France	PDF	FR	
7	Non-scientific and non-peer reviewed publication (popularised publication)	SEZ	mySMARTLife postcard	07.06.2017	General public	300	EU	https://mysmartlife.eu/publications/	EN, FR, DE, FIN, PL CR, ES	informs about the mySMARTLife project in the languages of the lighthouse and follower cities
8	Non-scientific and non-peer reviewed publication (popularised publication)	SEZ	mySMARTLife newsletter #1	06.09.2017	General public	159	EU	https://mysmartlife.eu/newsletter/newsletter-2017-1/	EN	159 suscribers at 23.11.2017
9	Non-scientific and non-peer reviewed	ERDF	"Data: what business opportunities?"	19.09.2017	Industry	300	France	PDF	FR	published in specialised press for companies : http://www.lejournaldesentreprises.com/editions/44/industrie/energie/nantes-comment-enedis-ouvre-ses-

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	publication (popularised publication)									donnees-aux-entreprises-08-09-2017-332339.php
10	Non-scientific and non-peer reviewed publication (popularised publication)	ERDF	Datalab presentation for Salon de la Data workshop	19.09.2017	General public	50	France	PDF	FR	
11	Non-scientific and non-peer reviewed publication (popularised publication)	ERDF	Datalab presentation for internal event "Rencontre du territoire Loire-Atlantique"	29.09.2017	Other	40	Spain	PDF	FR	
12	Non-scientific and non-peer reviewed publication (popularised publication)	HEL	Helsinki develops smart energy solutions in mySMARTLife project	01.10.2017	Civil society	1000	Finland	https://www.hel.fi/static/helsinki/news/englanti/Helsinki-News-0217.pdf	EN	General information about mySMARTLife
13	Non-scientific and non-peer reviewed publication (popularised publication)	HEL	mySMARTLife: puhtaan ja älykkään metropolin puolesta	03.10.2017	Civil society	6200	Finland	https://issuu.com/helsinginhenki/docs/helsingin_henki_3-2017	FI	General information about mySMARTLife; the newspaper is delivered to every employee of City of Helsinki

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14	Non-scientific and non-peer reviewed publication (popularised publication)	ERDF	Datalab presentation for internal event "TOP 300 Pays de la Loire"	10.11.2017	Other	230	France	PDF	FR	
15	Non-scientific and non-peer reviewed publication (popularised publication)	BYD	Newsletter no.1	24.11.2017	Other	200	Poland	http://www.bydgoszcz.pl/rozwoj/projekty-miedzynarodowe/mysmartlife/	PL	newsletter sent to stakeholders and city hall departments
Flyer										
1	Flyer	KON	Hamburg wird zur Smart City	20.03.2017	General public	1000	Germany	PDF	DE	published at the CEBIT
2	Flyer	KON	Hamburg is becoming a Smart City	20.04.2017	General public	500	EU	PDF	EN	
3	Flyer	HEN	Kehitetään Korkeasaart yhdessä	20.09.2017	Customers	150	Finland	PDF	FI	Flyers to be given at Korkeasaari entrance to promote the co-creation workshop
Social Media										
1	Social Media	NBK	Kick-off meeting tweet	14.12.2016	General public	1195	EU	https://twitter.com/Nobatek	EN	posted on the occasion of the Kick-off meeting
2	Social Media	NBK	Project meeting tweet	06.04.2017	General public	Only counts once	EU	https://twitter.com/Nobatek	FR	posted on the occasion of the project meeting

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3	Social Media	ERDF	Tweets during the Smile2Business event	06-07.04.2017	General public	2465	France	https://twitter.com/enedis_pdl	FR	2465 is the number of followers
4	Social Media	ERDF	Tweets during the WEB2DAY event	07-09.06.2017	General public	only counts once	France	https://twitter.com/enedis_pdl	FR	
5	Social Media	ERDF	Tweets during the Webinar: Enedis and Opendatasoft: presentation of an amazing smart grid project	12.07.2017	General public	only counts once	France	https://twitter.com/enedis_pdl	FR	
6	Social Media	ERDF	Tweets during Nantes Digital Week: conference on Opendata with La Cantine Numérique	14.09.2017	General public	only counts once	France	https://twitter.com/enedis_pdl	FR	
7	Social Media	HEN	Aurinkoenergiaa Korkeasaareen -työpaja	18.09.2017	Customers	30	Finland	https://www.facebook.com/events/1345299405049 69/?acontext=%7B%22action_history%22%3A%22%5b%7B%5C%22surface%5C%22%3A%5C%22page%5C%22%2C%5C%22mechanism%5C%22%3A%5C%22page_upcoming_events_ca	FI	Facebook event about co-creation workshop of Korkeasaari solar concept development

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								rd%5C%22%2C%5C%22extra_data%5C%22%3A%5b%5d%7D%5d%22%2C%22has_source%22%3Atrue%7D		
8	Social Media	ERDF	Tweets during Nantes Digital Week: SMILE conference: "data: what business opportunities?"	19.09.2017	General public	only counts once	France	https://twitter.com/enedis_pdl	FR	
9	Social Media	ERDF	Tweets during Salon de la Data: "Datalab Energie workshop: how it works?"	19.09.2017	General public	only counts once	France	https://twitter.com/enedis_pdl	FR	
10	Social Media	NAN	Several tweets on project events and articles on personal twitter and LinkedIn accounts of NAN project leader	12/2016-11/2017	Other	600	France	https://www.linkedin.com/feed/update/urn:li:activity:6336326447292125185	EN	
11	Social Media	SEZ	regular retweets of mySMARTLife posts via SEZ twitter profile (@SEZ_Europa)	12/2016-11/2017	General public	209	Germany	https://twitter.com/sez_europa?lang=de	DE	209 followers at 23.11.2017
12	Social Media	SEZ	regular tweets on mySMARTLife profile about project news, event	11/2016-11/2017	General public	521	EU	https://twitter.com/mysmartlife_eu	EN	521 followers, 302 tweets at 23.11.2017

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			participation etc. (@mySMARTLife_eu)							
13	Social Media	SEZ	regular posts in mySMARTLife LinkedIn group	08/2017-11/2017	General public	27	EU	https://www.linkedin.com/uas/login?session_redirect=https%3A%2F%2Fwww.linkedin.com%2Fgroups%2F13531338	EN	27 group members at 23.11.2017
Website										
1	Website	ARM / IMT	mySMARTLife : Un 1er projet européen H2020 Mines Nantes - Télécom Bretagne !	01.12.2016	General public	500	France	https://www.armines.net/fr/mysmartlife-un-1er-projet-europ%C3%A9en-h2020-mines-nantes-t%C3%A9l%C3%A9com-bretagne	FR	
2	Website	SEZ	EU-Projekt mySMARTLife Neue Konzepte für intelligentes Leben und Arbeiten in Europas Städten	01.12.2016	General public	100	Germany	https://www.steinbeis-europa.de/branchen-und-projekte/umwelttechnologien-erneuerbare-energien-ressourceneffizien	DE	project description of mySMARTLife and role of SEZ in the project (on SEZ website)

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								z/mysmartlife.html		
3	Website	CAR	Project Description of mySMARTLife on CARTIF website	01.12.2016	General public	2410	EU	http://www.cartif.com/en/international-projects/european/horizon2020/item/1122-mysmartlife.html	EN, ES	published permanently on the CARTIF website
4	Website	ARM / IMT	mySMARTLife, un bel exemple de projet de recherche collaboratif au sein de la nouvelle école « IMT Atlantique »	05.12.2016	General public	500	France	http://www.imt-atlantique.fr/fr/l-ecole/actualites/mysmartlife-un-bel-exemple-de-projet-de-recherche-collaboratif-au-sein-de-la-nouvelle-ecole-imt	FR	
5	Website	CER	Le Cerema partenaire du projet mySMARTLife avec Nantes Métropole (Cerema: partner of the mySMARTLife project with Nantes Métropole)	05.12.2016 update : 09.11.2017	General public	107	France	http://www.cerema.fr/le-cerema-est-partenaire-du-projet-mysmartlife-a-a1751.html	FR	Published to inform about Cerema's participation in the mySMARTLife Project
6	Website	NAN	Article on specialised web media	09.12.2016	General public	500	France	PDF	FR	Article presenting Nantes demo on https://www.construction21.org/france/
7	Website	SEZ	Neue Konzepte für	20.01.2017	General	150	Germany	https://www.steinb	DE	online news article on SEZ website

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			intelligentes Leben und Arbeiten in Europas Städten - Steinbeis-Europa-Zentrum ist Projektpartner im EU-Projekt mySMARTLife		public			eis-europa.de//news-events/news/124/354/neue-konzepte-intelligentes-leben-arbeiten-in-europas-staedten.html		
8	Website	KON	mySMARTLife subpage on website of lighthouse city Hamburg	01.03.2017	Other	1893	Germany	http://www.hamburg.de/mysmartlife/	DE	
9	Website	CAR	Transforming our cities	21.03.2017	General public	1100	EU	http://blog.cartif.com/en/transformando-nuestras-ciudades/	EN, ES	Post related to mySMARTLife project, published on CARTIF website
10	Website	ARM / IMT	"mySMARTLife" focus sheet	21.03.2017	General public	500	France	http://www.imt-atlantique.fr/fr/documents/fiche-focus-my-smartlife	FR	
11	Website	CAR	Dos proyectos liderados por CARTIF firman el manifiesto de cooperación de los proyectos europeos Faro (Signature of the Cooperation Manifesto with other SCC1 lighthouse projects)	24.03.2017	General public	1300	Spain	http://www.cartif.com/comunicacion/noticias/item/1164-dos-proyectos-liderados-por-cartif-firman-el-manifiesto-de-cooperaci%C3%B	ES	news article on CARTIF website

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								3n-de-los-proyectos-faro.html		
12	Website	HEN	Blog "Älykkäitä energiaratkaisuja kaupunkilaisille" (Intelligent energy solutions for urban people)	12.04.2017	General public	460	Finland	https://www.helen.fi/helen-oy/ajankohtaista/blogi/2017/mySmartLife/	FI	Introduction to the project that has been started, information about Helen's activities in the project
13	Website	PAL	mySMARTLife – Dissemination and Communiation of the mySMARTLife project overview by Palencia city council website	11.05.2017	Media	786	Spain	http://www.aytopalencia.es/plan-estrategico/proyectos-europeos	ES	published in order to introduce the mySMARTLife concept to citizens
14	Website	HAM	First Public Event for mySMARTLife in Lighthouse City Hamburg during Europe Day	12.05.2017	General public	250	Germany	http://www.hamburg.de/contentblob/9017966/2c9030c61db3fb94f2838d808232d0d9/data/d-auftaktveranstaltung-doku.pdf	DE	Documentation of the first Public Event
15	Website	BYD	Information on mySMARTLife on the website of follower city Bydgoszcz	29.05.2017	Civil society	50	Poland	http://www.bydgoszcz.pl/rozwoj/projekty-miedzynarodowe/mysmartlife/	PL	information on the mySMARTLife project on the website of the City of Bydgoszcz devoted to EU cofunded international projects

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16	Website	HEN	Sähkövarastosta kaikki hyöty irti	30.05.2017	General public	879	Finland	https://www.helen.fi/yritys/vastuullisuus/ajankohtaista/blogi/2017/sahkovarastosta-kaikki-hyoty-irti/	FI	Blog about Viikki Environrment building's electric storage
17	Website	HEN	Helen tuo sähkönvarastoinnin kaupalliseen käyttöön	30.05.2017	General public	185	Finland	https://www.helen.fi/uutiset/2017/sahkonvarastointi/	FI	News article about co-usage and its benefits for the owners of an electrical energy storage
18	Website	HEN	Blog	08.06.2017	General public	240	Finland	https://www.helen.fi/helen-oy/ajankohtaista/blogi/2017/korkeasaari/	FI	Information about Korkeasaari zoo activities and invitation to come to Helsinki day on 12.06.2017
19	Website	HEL	mySMARTLife-hankeella kohti energiatehokasta tulevaisuutta	01.08.2017	General public	50	Finland	https://www.tekes.fi/nyt/uutiset-2017/mysmartlife-hankeella-kohti-energiatehokasta-tulevaisuutta/	FI	General information about mySMARTLife
20	Website	HEN	Uuden sukupolven latausta Suvilahteen	13.09.2017	General public	68	Finland	https://www.helen.fi/yritys/vastuullisuus/ajankohtaista/blogi/2017/V2G/	FI	Blog about V2G
21	Website	HEN	Suvilahden energiajärjestelmä	13.09.2017	General public	100	Finland	https://www.helen.fi/tasapaino	FI	Visualisation of energy system in Suvilahti and real time info about its operation

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22	Website	HEN	Suomen ensimmäinen kaksisuuntainen latauspiste Helsinkiin	26.09.2017	General public	972	Finland	https://www.helen.fi/uutiset/2017/V2G/	FI	News article about V2G charger
23	Website	CAR	Interview with Rubén García (mySMARTLife project coordinator)	11.10.2017	General public	1500	Spain	https://www.esmartcity.es/2017/10/11/ruben-garcia-coordinador-proyecto-europeo-mysmartlife	ES	Interview published via www.esmartcity.es website; mySMARTLife was presented
24	Website	HEL	Merihaassa parannetaan asumismukavuutta älykkäällä lämmönohjauksella	17.10.2017	General public	500	Finland	https://www.hel.fi/uutiset/fi/kaupunkiympariston/merihaka-171017	FI	General information about mySMARTLife and specifically installations in Merihaka
25	Website	ARM	Info Day	14.11.2017	Scientific Community (higher education, research)	150	France	https://journee-europe.sciencesconf.org/	FR	
26	Website	SEZ	mySMARTLife website	07/2017-11/2017	General public	1500	EU	www.mysmartlife.eu	EN	informs about the project, news, events, network and publications

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Communication campaign (e.g. radio, TV)										
1	Communication campaign (e.g. radio, TV)	FVH	Interview to Invest EU programme	02.06.2017	General public	500	Worldwide		EN	Live interview for Invest EU channels
Video/Film										
1	Video/Film	ESA	ESADE in two Lighthouse Projects: Smart Cities for a more sustainable tomorrow	12.07.2017	General public	9350	EU	https://www.youtube.com/watch?v=DPRmt1gAPb8	EN	published on youtube
2	Video/Film	HEN	Suvilahden energiajärjestelmä	12.09.2017	General public	205	Finland	https://www.youtube.com/watch?v=JlcniOXOgZ0	FI	Animation how the energy system in Suvilahti works and what are its benefits

Table 5: Non-scientific publications

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6.2 Annex II: Overview of Events

In the following Table 6, the series of events attended by mySMARTLife are listed:

No.	Type of event	Partners	Title	Date	Place	Type of audience	Size of audience	Countries addressed	URL	Comments
Organisation of a Conference										
1	Organisation of a Conference	HAM	Presentation of mySMARTLife at Walks & Talks (first Talk)	21.09.2017	Hamburg, Germany	Civil society	15	Germany	http://www.hamburg.de/contentblob/9534290/61e9a2d49e020725d96dc897bd9d913a/data/d-msl-talk.pdf	once a month or every second month; each time for another target group (citizens, business stakeholders, children); the whole year through
2	Organisation of a Conference	HAM	Presentation of mySMARTLife at Walks & Talks (Talk)	14.12.2017	Hamburg, Germany	Civil society	30	Germany	"http://www.hamburg.de/contentblob/9534290/32b7fc2f28edc92ed213f9b9fa0ac0ac/data/d-msl-talk.pdf	
Organisation of a Workshop										
1	Organisation of a Workshop	HAM, KON	Presentation of mySMARTLife at Hamburg "mySMARTLife" Kick-Off Workshop	14.02.2017	Hamburg, Germany	Other	50	Germany		General kick-off workshop with the local administration at borough and city level, scientific community, policy makers, project partners etc.
2	Organisation of a	PAL	Presentation of	16.02.2017	Palencia,	Industry, Civil	70	Spain	https://www.aytopalencia.es/n	

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	Workshop		mySMARTLife at "Mesa de Seguimiento del Plan Estratégico"		Spain	society, Scientific community, Policy makers, Media			ode/4767	
3	Organisation of a Workshop	KON	Round Table "Solar heat"	01.03.2017	Hamburg, Germany	Investors	30	Project area Bergedorf Hamburg, Germany	http://www.bergedorf-sued.de/energetische-stadtsanierung/termine-news/2017/solarthermie.html	Round table with private property owners about solar heat
4	Organisation of a Workshop	VTT	Hakaniemi shared charger workshop	19.04.2017	Helsinki, Finland	Customers	10	Finland		
5	Organisation of a Workshop	HEL	Presenting mySMARTLife at Helsinki Day event	12.06.2017	Helsinki, Finland	General public	150	Finland	https://fiksukalasatama.fi/helsinki-paiva/	Sharing general information about mySMARTLife
6	Organisation of a Workshop	HAM	Presentation of mySMARTLife at the Bundeskongress Nationale Stadtentwicklungspolitik	12.-14.06.2017	Hamburg, Germany	Policy makers	50	Germany	http://www.nationale-stadtentwicklungspolitik.de/NSP/DE/Home/_Funktionen/Buehne_2017_06_NSP-Kongress/NSP-Kongress_11.html	mySMARTLife organised study tours and shared experiences and best practices during the Congress
7	Organisation of a Workshop	ENG, NAN	Presentation of mySMARTLife at Creative factory by Samoa "Which services around an urban smart grid?"	13.06.2017	Nantes, France	Civil society	30	Nantes, France	https://twitter.com/Bcuvelier44/status/874625473468346368	Workshop on green energy use organised by Engie and creative factory by Samoa; Presentation done by Nantes Metropole; local event

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8	Organisation of a Workshop	HAM, KON, ENH	Presentation of mySMARTLife during founding of a local innovation Network in the Borough of Bergedorf	07.09.2017	Hamburg, Germany	Investors	50	City district Hamburg-Bergedorf, Germany		organised by HAM & KON; Founding of a local innovation Network between investors, real estate companies and research facilities in the Borough of Bergedorf
9	Organisation of a Workshop	FVH	Presentation of mySMARTLife during Planning workshop with co-op builders	07.09.2017	Helsinki, Finland	General public	20	Finland		
10	Organisation of a Workshop	ERDF	Presentation at Salon de la Data : "Datalab Energie workshop: how it works ?"	19.09.2017	Nantes, France	General public	50	France	https://salondata.fr/2017/07/12/1330-1430-ign/	
11	Organisation of a Workshop	ENG, NAN, ERDF	Presentation at Nantes Digital Week	20.09.2017	Nantes, France	Other	30	Nantes, France	http://www.nantesdigitalweek.com	data lounge event / Data lab Energy -Workshop organised by NAN, ERDF and Atlanpole to present and identify use cases for the Data lab energy action, ENG participated in the session about smart cities
12	Organisation of a Workshop	HEL, SAL, Helen	Presentation at Info evening at Merihaka	21.09.2017	Helsinki, Finland	Civil society	7	Finland		Info evening about smart thermostats and installations for the residents of Haapaniemenkatu 12
13	Organisation of a	HEL,	Presentation at Info evening	03.10.2017	Helsinki,	Civil society	6	Finland		Info evening about smart

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	Workshop	SAL, HEN	at Merihaka		Finland					thermostats and installations for the residents of Haapaniemenkatu 12
14	Organisation of a Workshop	HEL, FVH, VTT	Presentation at Helsinki Loves Developers: Reduce Energy Consumption of Buildings with Open Data	05.10.2017	Helsinki, Finland	Scientific Community (higher education, research)	30	Finland	https://dev.hel.fi/	HEL, VTT presenting climate goals of the City of Helsinki and 3D-models' energy data
15	Organisation of a Workshop	HEL	Presentation at Energy saving week	11.10.2017	Helsinki, Finland	Other	10	Finland		Sharing general information about mySMARTLife, especially Viikki action to staff working at the Environment house
16	Organisation of a Workshop	ESA	Presentation at Seminar on Smart City Business Models	27.11.2017	Barcelona, Spain	Scientific Community (higher education, research)	15	EU		Seminar with researchers at ESADE Business School
17	Organisation of a Workshop	NAN	Presentation at Workshop on greening company fleets	27.11.2017	Nantes, France	Industry	15	Nantes, France		workshop organised by NAN to recruit company fleet to take part in the “greening company fleet” action
Exhibition										
1	Exhibition	ENG	MIPIM - The world’s leading property market	14-17.03.2017	Cannes, France	Industry	100	Worldwide	http://www.mipim.com/	

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2	Exhibition	HAM, KON, ENH	First Public Event for mySMARTLife in Lighthouse City Hamburg during Europe Day - Presentation	12.05.2017	Hamburg, Germany	Civil society	60	City district Hamburg-Bergedorf, Germany	http://www.hamburg.de/contentblob/8679558/2e991944f9eca6ee91af67c9690af456/data/d-auftaktveranstaltung.pdf	Sharing general information about mySMARTLife; ENH: Poster of Energy systems planned in Zone 1 of Hamburg's demonstration site
3	Exhibition	KON	Excursion Bergedorf-Süd	01.06.2017	Hamburg, Germany	Scientific Community (higher education, research)	10	Hamburg, Germany		
4	Exhibition	KON	EnSam Exhibition	06.-10.06.2017	Hamburg-Bergedorf, Germany	Industry Customers	200	Hamburg, Germany	http://www.bergedorf-sued.de/energetische-stadtsanierung/termine-news/2017/Austellung.html	
5	Exhibition	ENG, ERDF	WEB2DAY	07-09.06.2017	Nantes, France	Industry	500	Worldwide	https://web2day.co/	DATALAB presentation on the Enedis exhibition stand
6	Exhibition	HEN, HEL, SAL	Presentation at Helsinki day - concept testing of potential energy efficiency actions at Korkeasaari	12.06.2017	Helsinki, Finland	Civil society	counts only once	Helsinki, Finland	https://fiksukalasatama.fi/helsinki-paiva/	stand and information about activities in the project; four product concepts were tested with the attendees, each of them aiming at finding a funding instrument for solar power plant at Korkeasaari zoo
7	Exhibition	RIJ	Joint stand at Major Cities of Europe Annual Conference	12.-14.06.2017	Zagreb, Croatia	Policy makers	300	EU	http://www.majorcities.eu/conferences/2017-zagreb/	

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8	Exhibition	VTT	REBOOT Finland, D.Day for Smart Buildings	29.08.2017	Espoo, Finland	Industry	100	Finland	http://dday.fi/event/smart-buildings	VTT had a booth at the event and talked about mySMARTLife as one example of smart city developments that are ongoing in Finland
9	Exhibition	HEL, FVH, CAR, NAN, HAM, HEL	Presentation at Nordic Edge Expo 2017 - Joint stand of SCC1 projects	26.-28.9.2017	Stavanger, Norway	General public	100	EU	http://www.nordicedge.org/	International conference and exhibition about smart cities.
10	Exhibition	HEL	Lähiöfest 2017	01.10.2017	Helsinki, Finland	Civil society	300	Finland	www.lahiofestivaali.fi	Stand on a festival, Citizen engagement and sharing information on energy saving potentials with Helsinki 3D-model
11	Exhibition	ENG	World electronic forum	24-28.10.2017	Angers, France	Industry	100	Worldwide	http://www.wefonline.org/	Advertisement by using the mySMARTLife roll-up
12	Exhibition	HAM, HCU, ENH, HAW	Presentation of mySMARTLife at the Lange Nacht des Wissens	04.11.2017	Hamburg, Germany	Civil society	420	Germany	http://nachtdeswissens.hamburg.de/	Hamburg wide event where all research and knowledge institutions presented themselves to the public; research activities of HCU for mySMARTLife presented at the annual exhibition
13	Exhibition	ENG, NAN	French Mayer Congress	21-23.11.2017	Paris, France	Policy makers	100	France	http://www.salondesmaires.com/	annual exhibition, advertisement of mySMARTLife

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Participation to a Conference										
1	Participation to a Conference	CAR	Presentation at V Jornada de Innvacion (Innovation Event)	15.02.2017	Valencia, Spain	General public	150	Spain	http://www.becsa.es/	Presentation of mySMARTLife at this event
2	Participation to a Conference	SAL	Presentation at BauZ 2017 - Vienna Congress on Sustainable Building	16.-17.02.2017	Vienna, Austria	Industry	25	Austria primarily + other EU countries	http://www.bauz.at/en/review-of-bauz-2017/	Presentation of Salusfin solution portfolio and relation to mySMARTLife for smaller interest group
3	Participation to a Conference	BYD	Presentation at Efektywność energetyczna i OZE – oferta finansowa i wsparcie doradcze/Energy efficiency and RES – financial offer and consultations	30.03.2017	Bydgoszcz, Poland	Policy makers	120	Poland	http://www.czystabydgoszcz.pl/konferencja-efektywnosc-energetyczna-oze-oferta-finansowa-wsparcie-doradcze-2/	Information about the mySMARTLife project during speech of Energy Manager
4	Participation to a Conference	ERDF	Presentation at Smile2Business event: first business meeting with 250 companies, backers and promoters	07.04.2017	Carquefou, France	Industry	250	France		
5	Participation to a Conference	HAM	mySMARTLife representation in Melbourne (in the	07.-10.05.2017	Melbourne, Australia	Policy makers	25	Worldwide	http://world-cities.eu/	The cities of Hamburg and Melbourne had a valuable exchange on Smart City

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			framework of the EU project World Cities)							challenges and best practices
6	Participation to a Conference	ERDF	Presentation at WEB2DAY: conference "Business opportunities on the energy internet: the SMILE project"	08.06.2017	Nantes, France	General public	100	Worldwide	https://web2day.co/evenements/internet-energie-smile/	
7	Participation to a Conference	VTT	Presentation at EIP-SCC event on Integrated Planning & Policy Regulations, Panel discussion on KPIs and Standardisation	20.06.2017	Brussels, Belgium	Industry	500	EU	http://eu-smartcities.eu/events/action-clusters-meeting-june-2017	Panel discussion
8	Participation to a Conference	HAM	Presentation at ICL – Low Carbon Urban Planning	22.-23.06.2017	Zuhai, China	Policy makers	60	China, Germany		
9	Participation to a Conference	SEZ	Presentation of mySMARTLife at CEB Karlsruhe - Technologietransfer- und Start-Up-Forum (CEB Energie-11. Effizienz-Kongress)	28.-29.06.2017	Karlsruhe, Germany	Scientific Community (higher education, research), Industry	30	Germany	http://www.cep-expo.de/kongressprogramm-2017/technologietransfer.html http://cep-expo.de/home	
10	Participation to a Conference	FVH	Presentation at MyData2017	30.-31.08.2017	Helsinki, Finland	General public	40	Finland	https://mydata2017.org/	Powerpoint to illustrate the urban platform from GDPR angle

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11	Participation to a Conference	BYD	Seminar on air protection and reduction of emissions on the example of Kujawsko-Pomorskie Region	07.09.2017	Bydgoszcz, Poland	Other	72	Poland	https://www.facebook.com/EnergyatSchool/posts/710993535764981	Promotion of the mySMARTLife project (roll up) during the seminar
12	Participation to a Conference	FVH	Two presentations in connection with mySMARTLife at Open Geospatial Consortium - Technical Committee	10.-14.09.2017	Southampton, United Kingdom	Industry	200	Worldwide	http://www.ogcmeet.org/	Two presentations: one on southbound APIs on urban platform, the other on GDPR
13	Participation to a Conference	ERDF	Nantes Digital Week: conference on Opendata with La Cantine Numérique	14.09.2017	Nantes, France	General public	30	France	http://www.nantesdigitalweek.com/evenement-2017/opendata-et-habitat/#.WgRyYY_Wy70	
14	Participation to a Conference	ERDF	Presentation at Nantes Digital Week: SMILE conference: "data: what business opportunities?"	19.09.2017	Nantes, France	General public	80	France	http://www.nantesdigitalweek.com/evenement-2017/convergence-energie-et-numerique/	
15	Participation to a Conference	ENH	Presentation at "Walk&Talk" events in Hamburg-Bergedorf to introduce topics of mySMARTLife to the public: Tenant supply with photovoltaics	21.09.2017	Hamburg-Bergedorf, Germany	Civil society	counts only once	City district Hamburg-Bergedorf, Germany		Title of presentation: Power supply with photovoltaics: The new tenant supply act in Germany
16	Participation to a	DTAG	Presentation at Intergeo	26.09.2017	Berlin,	Industry	30	Germany	http://www.intergeo.de/inter	

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	Conference				Germany				geo/	
17	Participation to a Conference	NAN, HAM, HEL	Presentation at Nordic Edge Expo 2017	26.-28.09.2017	Stavanger, Norway	General public	only counts once	EU	http://www.nordicedge.org/	International conference and exhibition about smart cities; audience mostly cities, local authorities, industrial stakeholders, research and technology centers; presentation done on Demo by Nantes, Hamburg and Helsinki
18	Participation to a Conference	ERDF	DATALAB presentation at internal event : "Rencontre du Territoire Loire-Atlantique" with managers	29.09.2017	Nantes, France	Other	40	France		
19	Participation to a Conference	VTT	Presentation at SDEWES2017 - Conference on sustainable development of energy, water and environment systems	05.-08.10.2017	Dubrovnik, Croatia	Scientific Community (higher education, research)	30	Worldwide	http://www.dubrovnik2017.sdewes.org/	Presentation and submitted paper that studies changes in an existing district heating system (Helsinki) with additional heat pump and/or solar collector capacity introduced
20	Participation to a Conference	CAR, FVH	Presentation at EIP-SCC General Assembly	12.10.2017	Brussels, Belgium	Policy makers	300	EU	http://eu-smartcities.eu/events/eip-scc-general-assembly-2017	
21	Participation to a Conference	BYD	Presentation at Efektywność	12.10.2017	Złotów, Poland	Policy makers	150	Poland	https://www.pgksa.pl/news_2017_10_17.html#grupal	mySMARTLife was mentioned during a presentation of City of

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			energetyczna w praktyce samorządów - Konferencja Samorządowa / Energy efficiency in practice in self-government institutions - Self-government conference							Bydgoszcz activities in the area of energy
22	Participation to a Conference	SEZ	Horizon 2020 Energy Info Day 2017	23.-24.10.2017	Brussels, Belgium	Other	20	EU	https://ec.europa.eu/inea/en/news-events/events/horizon-2020-energy-info-days-2017	exchanging with energy stakeholders about mySMARTLife goals
23	Participation to a Conference	DTAG	oneM2M week	24.10.2017	Sophia Antipolis, France	Industry	100	EU	http://www.etsi.org/etsi-iot-week-2017/	
24	Participation to a Conference	BYD	Presentation at Spotkanie informacyjne na temat naborów wniosków w 2017 r. w programach INTERREG dostępnych dla Województwa Kujawsko-Pomorskiego (information meeting on calls in 2017 in	25.10.2017	Toruń, Poland	Policy makers	66	Poland	https://www.ewt.gov.pl/media/46229/Program_Torun.pdf	During a presentation of the CitiEnGov project, mySMARTLife was indicated as complementary in regard of energy issues. Participants: representatives of self-government institutions

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			INTERREG programmes available for Kuyavian-Pomeranian Region							
25	Participation to a Conference	VTT	Presentation of mySMARTLife at Smart City Nordic 2017	31.10.-01.11.2017	Helsinki, Finland	Industry	300	Finland	https://www.smartcitynordic.com/agenda	Miimu Airaksinen held a presentation entitled "Smart Cities to enable sustainability", with examples from mySMARTLife
26	Participation to a Conference	ERDF	DATALAB presentation in internal event : "TOP 300 Pays de la Loire" with managers	10.11.2017	Angers, France	Other	230	France		
27	Participation to a Conference	CAR, HAM, NAN, HEL, FVH, DTAG, ESA	Seven presentations of mySMARTLife activities at Smart City Expo World Congress	14-16.11.2017	Barcelona, Spain	General public	400	Worldwide	http://www.smartcityexpo.com/en/	*Participation in several workshops and panel sessions ; 7 presentations: 1. NAN: mobility session(presentation on E-busway XXL) 2. FVH: urban platform 3. DTAG/ ESA: smart city strategies, governance 4. FVH: Smart Kalasatama 5. HAM: retrofitting 6. ESA: panel about smart cities 7. Data management strategy + 1 moderation of a panel by*

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28	Participation to a Conference	DTAG	Presentation at UN climate conference - GESI	14.11.2017	Bonn, Germany	Policy makers	20	Worldwide	http://gesi.org/event/detail/event-49267	
29	Participation to a Conference	HAM	Presentation at Eurocities Meeting Ljubljana	15.-17.11.2017	Ljubljana, Slovenia	Policy makers	50	International	http://www.eurocities.eu/eurocities/allcontent/EUROCITIES-2017-Ljubljana-circular-cities-WSPO-AKHBYP	Conference about circular economy
30	Participation to a Conference	DTAG	Presentation at Blisscity	22.11.2017	Frankfurt, Germany	Industry	100	EU	http://blisscity.global/	
Participating to a Workshop										
1	Participating to a Workshop	HEL, HEN, FVH	Presentation of mySMARTLife at Climate Network, City of Helsinki	27.03.2017	Helsinki, Finland	Civil society	25	Finland	http://www.stadinilmasto.fi/en/	Sharing general information about mySMARTLife / Powerpoint to illustrate the highlights of the project
2	Participating to a Workshop	CAR, PAL	Two presentations in connection with mySMARTLife at regional Workshop with stakeholders related to electric mobility	20.07.2017	Valladolid, Spain	Industry	50	Spain	https://www.interregeurope.eu/prometeus/	Workshop organised by CAR within Prometeus INTERREG project. mySMARTLife had two presentations: one for the overall project and another one for the city of Palencia
3	Participating to a Workshop	FVH	Presentation of mySMARTLife at City of Helsinki, Urban Development Unit	02.10.2017	Helsinki, Finland	Policy makers	30	Finland		Presentation on the project activities related to Kalasatama regulations

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4	Participating to a Workshop	HEL	Presentation at ERRIN Energy and Climate working group	02.10.2017	Brussels, Belgium	Policy makers	40	EU	http://www.errin.eu/events/energy-wg-meeting	Sharing general information about mySMARTLife
5	Participating to a Workshop	ENG, CAR	Two presentations at Smart Cities Information System (SCIS) Event "Empowering smart solutions for better cities"	02-03.10.2017	Budapest, Hungary	Policy makers	30	EU	https://www.scisconference2017.eu/	2 presentations: 1. ENG: mySMARTLife - energy generation and management for a neutral multimodal hub (Workshop #1 "Urban innovation in practice: success stories") 2. CAR
6	Participating to a Workshop	ARM / IMT	Presentation at DEAN'S Forum	09.11.2017	Paris, France	Scientific Community (higher education, research), Industry	60	Worldwide		Sharing scientific information about mySMARTLife
7	Participating to a Workshop	FVH	Planning workshop for Smarticipate project	10.11.2017	Hamburg, Germany	Policy makers	15	EU	https://www.smarticipate.eu/	
8	Participating to a Workshop	BYD	Workshops on energy management for teachers carried out within ENERGY@SCHOOL project	24.11.2017	Bydgoszcz, Poland	Other	19	Poland	https://www.facebook.com/EnergyatSchool/photos/pcb.744948732369461/745401062324228/?type=3&theater	mySMARTLife project was promoted

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Participation to an event other than a conference or workshop										
1	Participation to an event other than a conference or workshop	FOU	Participation on first announcement of mySMARTLife speech by HEL at an event of FVH's Green Building Council	16.03.2017	Helsinki, Finland	Scientific Community (higher education, research)	64	Finland	https://forumvirium.fi/vihrea-foorumi/	Active communication with scientist and citizens
2	Participation to an event other than a conference or workshop	HEL	Presenting mySMARTLife to Smart Kalasatama team	24.03.2017	Helsinki, Finland	Other	3	Finland	http://fiksukalasatama.fi/en/	Sharing general information about mySMARTLife
3	Participation to an event other than a conference or workshop	HCU	Presentation of mySMARTLife for researchers	30.03.2017	Hamburg, Germany	Scientific Community (higher education, research)	10	Germany, United Kingdom, China		Presentation and sharing general information about mySMARTLife with international researchers interested in smart city development
4	Participation to an event other than a conference or workshop	BYD	mySMARTLife project kick-off in the City of Bydgoszcz during Meeting of Smart City Team - Presentation	31.03.2017	Bydgoszcz, Poland	Policy makers	30	Poland		
5	Participation to an event other than a conference or workshop	BYD	Presentation at 3rd Transnational project meeting and study visit - CitiEnGov project	04.-05.04.2017	Bydgoszcz, Poland	Other	30	Poland, Germany, Austria, Italy, Slovenia,	http://www.czystabydgoszcz.pl/spotkanie-miedzynarodowe-partenrow-projektu-	Presentation of the mySMARTLife project during a CitiEnGov project partner meeting

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								Croatia, Hungary	citiengov-interreg-central-europe-bydgoszczy/	
6	Participation to an event other than a conference or workshop	HEL	Presenting mySMARTLife to SITRA	18.04.2017	Helsinki, Finland	Civil society	5	Finland	https://www.sitra.fi/en/topics/sustainable-everyday-life/#latest	Sharing general information about mySMARTLife
7	Participation to an event other than a conference or workshop	FVH	Presentation at Forum Virium corporate member steering group	19.04.2017	Helsinki, Finland	Investors	20	Finland		Power point to illustrate the highlights of the project
8	Participation to an event other than a conference or workshop	HEL	Presenting mySMARTLife to City of Stockholm, environment sector	25.04.2017	Stockholm, Sweden	Civil society	1	Finland, Sweden		
9	Participation to an event other than a conference or workshop	HEL	Presenting mySMARTLife to Climate Partners (a cooperative network of city of Helsinki and businesses), Smart&Clean Foundation and Green Net Finland	03.05.2017	Helsinki, Finland	Industry	30	Finland	http://www.ilmastokumppanit.fi/en/	Sharing general information about mySMARTLife
10	Participation to an event other than a conference or	HEL	Presenting mySMARTLife to Vahanen Oy	11.05.2017	Helsinki, Finland	Industry	2	Finland	http://www.vahanen.com/en/	Sharing general information about mySMARTLife

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	workshop									
11	Participation to an event other than a conference or workshop	SEZ	Presentation at Enterprise Europe Network: Sector group meeting "Intelligent Energy"	16.-17.05.2017	Cracau, Poland	Other	20	EU	internal website	audience: EEN members (multipliers, RTD institutions, chambers of commerce, economic development agencies); SCC1 working group moderation
12	Participation to an event other than a conference or workshop	HEL	Presenting mySMARTLife to Technical University of Berlin	30.05.2017	Berlin, Germany	Scientific Community (higher education, research)	3	EU	http://www.tu-berlin.de/menue/home/	
13	Participation to an event other than a conference or workshop	HEL	Presenting mySMARTLife to virtualcitySYSTEMS	30.05.2017	Berlin, Germany	Industry	1	EU	http://www.virtualcitysystems.de/en/	Sharing general information about mySMARTLife
14	Participation to an event other than a conference or workshop	BYD	Bydgoszcz Energy Days	02.06.2017	Bydgoszcz, Poland	General public	800	Poland	http://www.bydgoszcz.pl/aktualnosci/tresc/bydgoskie-dni-energii-juz-po-raz-drugi/	Promotion of the mySMARTLife project (roll-up) during Energy Days
15	Participation to an event other than a conference or workshop	KON	Excursion Bergedorf-Süd (National Urban Development Policy platform)	07.06.2017	Hamburg, Germany	Scientific Community (higher education, research)	50	Worldwide		

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16	Participation to an event other than a conference or workshop	BYD	Presentation of mySMARTLife at Meeting with twin cities	24.06.2017	Bydgoszcz, Poland	Policy makers, Other	26	China, Germany, Ukraine, Serbia, Romania		
17	Participation to an event other than a conference or workshop	BYD	Meeting with headmasters	28.08.2017	Bydgoszcz, Poland	Other	17	Poland	https://www.facebook.com/EnergyatSchool/photos/pcb.707069266157408/709462079251460/?type=3&theater	Promotion of the mySMARTLife project (roll up) during signing the Memorandum of Understanding by Headmasters within Energy@School project
18	Participation to an event other than a conference or workshop	HEL	Presentation at Meeting of ILMU-Network	29.08.2017	Helsinki, Finland	Other	20	Finland		Sharing general information about mySMARTLife
19	Participation to an event other than a conference or workshop	HEL, FVH	Presenting mySMARTLife to Helsinki Business Hub	29.08.2017	Helsinki, Finland	Industry	2	Finland	http://www.helsinkibusinesshub.fi/	Sharing general information about mySMARTLife, specifically IoT actions
20	Participation to an event other than a conference or workshop	BYD	Presentation of mySMARTLife at Partner meeting of Energy@School project	19.-21.09.2017	Bydgoszcz, Poland	Other	50	Italy, Slovenia, Hungary, Germany, Austria, Croatia, Poland	http://www.bydgoszcz.pl/aktualnosci/tresc/projek-energyschool-bydgoszcz-przykladem-dla-i/	
21	Participation to an	HAM	Presentation at Smart	25.-26.09.2017	Vienna,	Policy makers	40	Austria	http://www.smartcities.at/sta	Presentation about

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	event other than a conference or workshop		City Demo Aspern (Steering Board Meeting)		Austria				dt-projekte/smart-cities/smart-cities-demo-aspern/	mySMARTLife with a focus on ICT
22	Participation to an event other than a conference or workshop	HAM	Presentation for Delegation of the city of Helsinki	29.09.2017	Hamburg, Germany	Policy makers	40	Finland		Sharing general information about mySMARTLife
23	Participation to an event other than a conference or workshop	HAM	Presentation for Delegation from Albertslund Kommune	07.10.2017	Hamburg, Germany	Policy makers	40	Denmark		Sharing general information about mySMARTLife
24	Participation to an event other than a conference or workshop	HAM	Presentation for Delegation of the city of San Sebastian	17.10.2017	Hamburg, Germany	Policy makers	60	Spain		Sharing general information about mySMARTLife
25	Participation to an event other than a conference or workshop	HEL, FVH	Presentation for European Commission Urban Development Network – site visit Smart Kalasatama (with Climate Street and Smart Kalasatama)	26.10.2017	Helsinki, Finland	Policy makers	80	EU	http://ec.europa.eu/regional_policy/en/conferences/udn_espoo/	Sharing general information about mySMARTLife
26	Participation to an event other than a conference or workshop	HEL	Presenting mySMARTLife to WWF and project EconomisE	30.10.2017	Helsinki, Finland	Other	2	Finland	http://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=search.dspPage&n_proj_id=6229&	Sharing general information about mySMARTLife

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27	Participation to an event other than a conference or workshop	HAM	mySMARTLife involvement/representation at Urban Agenda Partnership on Digital Transition	07.-08.06.2017	Sofia, Bulgarien	Policy makers	60	International	https://ec.europa.eu/futurium/en/digital-transition	Exchange with other European cities about smart city aspects, especially related to digitalisation; raising awareness about mySMARTLife and finding new contacts for mySMARTLife cities network
28	Participation to an event other than a conference or workshop	HAM	mySMARTLife involvement/representation at Urban Agenda Partnership on Digital Transition	06.-08.09.2017	Helsingborg, Sweden	Policy makers	only counts once	International	https://ec.europa.eu/futurium/en/digital-transition	
Brokerage Event										
1	Brokerage Event	NAN	Presentation at Smile2business / Data lab energy	05.04.2017	Nantes, France	Industry	212	Nantes, France	https://www.b2match.eu/smile2business/	Presentation of data lab energy together with Atlanpole and Enedis, local event
Pitch Event										
1	Pitch Event	FVH	Presentation at Smart&Clean breakfast session	27.09.2017	Helsinki, Finland	Industry	40	Finland		Presentation on the mySMARTLife vision on urban platform as an ecosystem for city
2	Pitch Event	ENG, NAN	Presentation at Conference on smart cities - Creative factory by Samoa "Which services around an	17.10.2017	Nantes, France	Civil society	50	Nantes, France	*https://twitter.com/orsini_santa/status/920343203022327808*	Launch of call for proposal, Workshop organised by ENG

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			urban smart grid?"							
Trade fair										
1	Trade fair	CER	Le carrefour de la transition énergétique ("Energy transition forum")	16.-17.11.2017	Quimper, France	Policy makers	40	France	http://www.breizh-transition.bzh/	Specific stand for Cerema Audience: industry, civil society Material used : mySMARTLife roll-up + flyers
Training										
1	Training	HEL, SAL	Presentation at Training of Helsingin Merihaka Oy customer service staff	19.09.2017	Helsinki, Finland	Other	2	Finland	http://helsinginmerihaka.fi/	Training about smart thermostats and installations for the staff of Helsingin Merihaka Oy
2	Training	HEL, SAL	Presentation at Training of Helsingin Merihaka Oy maintenance staff	03.10.2017	Helsinki, Finland	Other	3	Finland	http://helsinginmerihaka.fi/	Training about smart thermostats and installations for the staff of Helsingin Merihaka Oy
Participation in activities organised jointly with other H2020 project(s)										
1	Participation in activities organised jointly with other H2020 project(s)	DTAG, HAM, ENH	Presentation and joint stand “Smart City Innovations” at CeBIT (mySMARTLife, reTHINK, Grow Smarter, Smarter Together)	20.-24.03.2017	Hanover, Germany	Industry Customers	100	Worldwide	http://www.cebit.de/en/news/article/discover-dconomy-tour-2017-deutsche-telekom-40645.xhtml	in cooperation with TSY
2	Participation in activities organised jointly with other H2020 project(s)	CAR	Presentation of mySMARTLife during Meeting organised within the SCC1 framework by the	24.03.2017	Nottingham, United Kingdom	Civil society	50	EU	http://www.remourban.eu/	mySMARTLife made a presentation related to its replication approach

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			REMOURBAN project for signing the Lighthouse projects cooperation Manifesto							
3	Participation in activities organised jointly with other H2020 project(s)	HEL	Exchanging experiences with Horizon 2020 project Energise – Presentation of mySMARTLife	10.04.2017	Helsinki, Finland	Scientific Community (higher education, research)	*3*	Finland	http://www.energise-project.eu/	Sharing general information about mySMARTLife
4	Participation in activities organised jointly with other H2020 project(s)	HEL	Exchanging experiences with Horizon 2020 project Grow Smarter – Presentation of mySMARTLife	26.04.2017	Stockholm, Sweden	Other	2	EU	http://www.grow-smarter.eu/lighthouse-cities/stockholm/	Sharing general information about mySMARTLife
5	Participation in activities organised jointly with other H2020 project(s)	HEL, PAL, SEZ	EUSEW - SCC1 joint booth at the Networking village	21.06.2017	Brussels, Belgium	Other	50	EU	https://www.mysmartlife.eu/news/mysmartlife-news-article/news/smarter-is-cleaner-policy-session-at-european-energy-sustainable-week-2017-learning-from-the-scc/?tx_news_pi1%5Bcontroller%5D=News&tx_news_pi1%5Baction%5D=detail&cHash=21dec4c1de3c8f210781fc47b857a430	SCC1 Workshop event at Greater Birmingham Brussels Office

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6	Participation in activities organised jointly with other H2020 project(s)	HEL, PAL, SEZ	Presentation at Smarter is cleaner — lessons learned from the SCC1 smart city projects on grids, storage and prosumer models (side event during EUSEW)	22.06.2017	Brussels, Belgium	Other	50	EU	http://eusew.eu/smarter-cleaner-%E2%80%94-lessons-learned-scc1-smart-city-projects-grids-storage-and-prosumer-models	The session was co-organised by the SCC1 projects and focused on the replication potential of the energy-related smart solutions being implemented in the SCC1 Lighthouse cities. Palencia, as a follower city, explained the possibilities of replication of lighthouse models, from a social point of view.
7	Participation in activities organised jointly with other H2020 project(s)	FVH	Select4Cities workshop	03.08.2017	Helsinki, Finland	Policy makers	12	Finland, Denmark, Netherlands		
8	Participation in activities organised jointly with other H2020 project(s)	CAR, BYD, RIJ, NBK	Two presentations of mySMARTLife during SmartEnCity Conference Week (SSC Follower cities event and clustering meeting organised within SmartEnCity project)	04.-06.10.2017	Sonderborg, Denmark	General public	50	EU	http://smartencity.eu/media/smartencity_conference_week_in_sonderborg_04-06_october_2017_-_invitation_to_scc_lh_follower_cities_final.pdf	Meeting organised within the SCC1 framework; 2 presentations: one by the City of Rijeka and another one by the City of Bydgoszcz about its activities in the area of energy within the mySMARTLife project
9	Participation in activities organised jointly with other H2020 project(s)	SEZ, VTT, ESA, HAM, NAN, FVH, HEL, CAR,	Smart City Expo World Congress - Joint SCC1 exhibition stand and presentation on	14-16.11.2017	Barcelona, Spain	Other	only counts once	Worldwide	http://www.smartcityexpo.com/fr/	Joint representation of mySMARTLife and other Lighthouse cities

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		DTAG	mySMARTLife							
Other										
1	Other	ERDF	Webinar: Enedis and Opendatasoft: presentation of an amazing smart grid project – Presentation of mySMARTLife activities	12.07.2017	Nantes, France	Industry	30	France	https://hello.opendatasoft.com/enedis-opendatasoft-projet-nantes-datalab	
2	Other	HEN	Presentation at V2G media event	26.09.2017	Helsinki, Finland	Media	8	EU		Promoting the new public V2G charger to media and demonstrating the first e-car charge
3	Other	HCU	Presentation at City Science Lunch	09.10.2017	Hamburg, Germany	Scientific Community (higher education, research)	15	Germany, United Kingdom		Presentation and sharing general information about mySMARTLife with interested researchers and guests at HCU

Table 6: Different events (per category) attended by mySMARTLife partners during the first year

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6.3 Annex III: mySMARTLife Corporate Identity Guide

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CORPORATE IDENTITY GUIDELINES

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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731297.

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1. Introduction

A clear recognition value is very important for a project such as mySMARTLife. During the first months of the project, a professional graphic designer created the mySMARTLife Corporate Identity (CI), consisting of a project logo and specific elements that are a core element in all dissemination materials. The mySMARTLife CI is applied in all project communication materials that are already or will be developed.

This document provides an overview of all elements of the mySMARTLife CI and information on how to apply them. It is intended to function as practical guide for the consortium members.

For any open questions, please contact us:

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2. Elements of the mySMARTLife Corporate Identity

The mySMARTLife Corporate Identity (CI) contains common design elements that ensure a strong recognition value. The project's CI consists of the project logo, fonts, specific colours and a corporate visual (picture) that are used in all materials. Together, these tools form the attractive representation of the "brand" mySMARTLife.

2.1 Every Circle has a Centre – Corporate Identity Concept

Every circle has a centre, as well as every city has one. A certain hub where everything originates from. Each city and its inhabitants have endless possibilities to make a change. This is why the logo illustrates the project's diversity. Managing resources, creating infrastructure and using renewable energy sources – anything for mySMARTLife. As each city has its own differing set of topics, each lighthouse city has got its own colour code, which gives them a unique appearance.

Each city has its own agenda and each city unites the faces of different people. We need the people to support our project, which is why we want to put them in the centre of communication. They need to be able to identify themselves with the cause and willingly become a part of a bigger picture.

These two approaches form the basis of the mySMARTLife corporate visual identity – from the logo to all other communication materials.

2.2 mySMARTLife Logo

For use in different media, the logo has been developed in different versions:

- **Coloured version:** normal logo version, to be used whenever possible (folder "CMYK" and "RGB")
- **Black and white version :** for documents that are not coloured / for printing in only black (folder "BLACK")
- **Grey version:** for documents that are not coloured / for printing in only black (folder "GREY")
- **White version:** for use on coloured backgrounds (folder "WHITE")

(Explanation:

Four Colour Process Printing (4c, CMYK): the colour image is separated into four standard base colours (Cyan, Magenta, Yellow and Black)

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RGB colour model: additive colour model in which the primary colours red, green, and blue are added together in various ways to reproduce a broad array of colours.)

Figure 1: mySMARTLife logo

Figure 2: Project logo in black and white version / in grey version

Figure 3: Project logo in white version on coloured background

The logos exist in different **formats**, for example:

- .jpg for use in Office documents or websites (small resolution)
- .eps for printing (vector graphic)
- .ai, Adobe Illustrator
- .indd for INDesign documents
- .pdf

→ The logos can be found in the data repository under:
https://docu.cartif.es/share/page/site/mysmartlife/documentlibrary#filter=path%7C%2FWP8%2FmySMARTLife_Logo%7C&page=1

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2.3 Project Colours and their Use

Within the main project logo, the following colours are used:

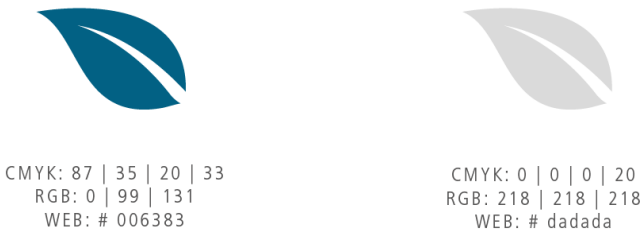

Figure 4: Colours as used in the project logo

The three mySMARTLife lighthouse cities were **attributed specific colours.** These colours can be used for example in reports or similar in which it is important to highlight the cities individually. They will also be applied in project communication products linked to single lighthouse cities (e.g. local flyers, roll-ups etc.).

Figure 5: Colours as used for the lighthouse cities

2.4 Fonts

The project uses the fonts **Arial** for all materials written by the project partners, freely available in Microsoft Word and thus applicable by all partners. This forms an important part of the project's CI and ensures a consistent appearance of all materials. **Whenever possible (e.g. in PowerPoint presentations, word documents) these fonts should be used by all partners.**

Materials that will be directly **designed by the graphic designer** use the fonts Zona Pro Bold and Frutiger.

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Figure 6: Fonts in printed and other materials

2.5 mySMARTLife Corporate Visual

A picture of a couple forms the mySMARTLife corporate visual. This image will be used in all project materials developed by the graphic designers as recurrent and well recognisable element of the CI. The picture underlines the main CI strategy of mySMARTLife and the project slogan – **"Transition of EU cities towards a new concept of Smart Life and Economy"**.

Figure 7: mySMARTLife Key Visual

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3. mySMARTLife Communication Tools and Materials Developed

Based on the above mentioned elements that are together forming the mySMARTLife corporate identity, different tools and communication materials have been developed within mySMARTLife, comprising word templates (including a deliverable template) and a PowerPoint template. Other materials and tools, such as flyers, the website and roll-ups, are also based on the CI.

3.1 Word Templates

Different word templates have been developed based on the project's corporate identity (logo, colours, fonts etc.). The developed templates comprise:

- General word template (mySMARTLife_general-word-template.doc)
- Deliverable Report Template (mySMARTLife_deliverable-template.doc)
- Template for meeting agendas (mySMARTLife_agenda-template.doc)
- Template for meeting minutes (mySMARTLife_meeting-minutes-template.doc)
- Template for audio call minutes (mySMARTLife_audio-call-minutes-template.doc)

The templates should be used by all partners for preparing any project related word documents to ensure their homogeneous appearance.

Additionally, a "dynamic word document" has been created: it includes the city names, project loco, EU emblem, funding sentence and project slogan. All elements are freely movable and partners can use them for their own purposes or integrate them in their own documents.

→ The word templates can be found in the data repository under: https://docu.cartif.es/share/page/site/mysmartlife/documentlibrary#filter=path%7C%2FWP8%2FWord%2520Templates%7C&page=1

3.2 PowerPoint Template

A PowerPoint template has been developed for the use by all partners for project related internal/external presentations. This ensures, once again, that the project appears in a homogeneous way.

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The template consists of a start and end slide, followed by different possibilities for content slides. These can be chosen and used as needed.

Figure 8: mySMARTLife PowerPoint template –
Start slide and example of content slide

→ *The PowerPoint templates can be found in the data repository under: https://docu.cartif.es/share/page/site/mysmartlife/documentlibrary#filter=path%7C%2FWP8%2FPPT%2520Templates&page=1*

Further materials (postcards, a project flyer, roll-ups etc.) will be developed within the next months. Information on them will be integrated as soon as they are available.

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4. EU Logo

Any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and

(b) include the following text:

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This is important to ensure the eligibility of the products produced.

Furthermore, any dissemination of results must indicate that it reflects only the author's view and that the *Agency* (Innovation and Networks Executive Agency (INEA) is not responsible for any use that may be made of the information it contains.

Examples:

- This communication related to the action mySMARTLife is made by the beneficiaries and it reflects only the author's view. The European Commission (Innovation and Networks Executive Agency) is not responsible for any use that may be made of the information it contains.

- This document reflects only the author's view and the European Commission (Innovation and Networks Executive Agency) is not responsible for any use that may be made of the information it contains.

→ *The EU emblem can be downloaded under the following link: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm*

→ *The EU emblem can also be found in the data repository under: https://docu.cartif.es/share/page/site/mysmartlife/documentlibrary#filter=path%7C%2FWP8%2FEU%2520emblem%7C&page=1*

6.4 Annex IV: mySMARTLife Dissemination and Communication Plan

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mySMARTLife Dissemination and Communication Plan

WP8 Task 8.5

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

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Project Acronym	mySMARTLife
Project Title	**Transition of EU cities towards a new concept of Smart Life and Economy**
Project Duration	1st December 2016 – 30th November 2021 (60 Months)
Work Package	WP8
Lead beneficiary	Steinbeis-Europa-Zentrum (SEZ)
Contributing beneficiary(ies)	Fundación Cartif (CAR)
Task description	Task 8.5: Dissemination and Communication strategy M1-60 [SEZ] (Input: all partners; special input: dissemination and communication secretariat, WP-leader, LHCs and FCs) An integrated Dissemination and Communication plan will be set up during the first four months of the project and reviewed annually. The general principles outlined in the 2012 guide published by the EC "Communicating EU Research & Innovation – a guide for project participants" will be followed. In this task, main target groups for communication and dissemination activities will be identified (e.g. LHCs, FCs, other cities as potential users of results, policy and decision makers (EU and national/regional level) stakeholders including local authorities, industrial partners, energy suppliers, research partners, financial providers, and citizens. Key messages for each target group will be created and a guide showing how to reach these using the CI will be developed.

Date	Version	Author	Comment
19/10/2017	0.1	Lena Ohlig, Kathrin Eckerlin (SEZ)	Writing of document
29/11/2017	0.1	Lena Ohlig, Kathrin Eckerlin (SEZ)	Update of document

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Abbreviations and Acronyms

Acronym	Description
mySMARTLife	Transition of EU cities towards a new concept of Smart Life and Economy
APCs	Author processing charges
ARM	Association pour la recherche et le développement des méthodes et processus industriels
CAR	Fundación Cartif
CI	Corporate Identity
D	Deliverable
D+C	Dissemination and Communication
EC	European Commission
EU	European Union
FC	Follower City
HAM	Freie und Hansestadt Hamburg
HEL	Helsingin Kaupunki
HMU	Metropolia Ammattikorkeakoulu Oy
INEA	Innovation and Networks Executive Agency
LHC	Lighthouse City
M	Project month
NAN	Nantes Métropole
NBK	Nobatek
NGO	Non-governmental organisation
OA	Open access
RTD	Research, Technology and Development
RTO	Research and Technology Organisation
SCC1	Smart Cities and Communities Lighthouse Projects
SEZ	Steinbeis-Europa-Zentrum
SME	Small and medium sized enterprises
TEC	Fundación Tecnalia Research & Innovation
VTT	Teknologian tutkimuskeskus VTT Oy

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WP	Work package

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1. Executive Summary

The Dissemination and Communication Plan provides an overview of all dissemination and communication activities taking place and foreseen within work package (WP) 8 – “Communication, Dissemination & Exploitation”.

In this regard, it addresses the entire mySMARTLife consortium and provides a practical guideline about how to act and interact regarding the foreseen activities. Different target groups of the dissemination and communication activities (general public vs. scientific and technical audience) require different messages, “languages” (general, easily understandable information vs. technical language), channels and tools. These can be divided into project inherent tools (such as the project website, newsletter, social media channels etc.) and external tools to be used (such as scientific publications, external events etc.). The document describes the “Dissemination and Communication cascade” to be applied, also actively using the partner´s knowledge and experience as well as the partner´s communication channels.

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2. Introduction

2.1 Purpose and target group

The purpose of the Dissemination and Communication Plan is to describe the targeted dissemination and communication activity channels for the project as well as the general dissemination strategy and its impacts. It comprises the project's targeted audiences and the main messages. The strategy defines the roles of the partners and the conditions ensuring a proper dissemination and communication process, e.g. the use of the CI. The tools and channels that will be used are described, with a special focus on the social media channels. The Dissemination and Communication Plan is a draft version. It will be supervised by SEZ and reviewed regularly.

2.2 Contributions of partners

SEZ as WP leader of WP8 – "Communication, Dissemination & Exploitation" was responsible for the general writing of the plan and for the development of the project corporate identity and communication tools. CAR as project coordinator was closely involved in the development of the project corporate identity and in setting up the elements of the dissemination and communication plan.

In order to generate an effective communication cascade, it is vital that all partners are involved and aware of the fact that they are responsible for providing input, in terms of topics and news, as well as stakeholders and communication channels that should be used (see Annex: List of relevant stakeholders and networks / projects to be approached). All partners have provided information and input for this list. This valuable input of the partners will feed into diverse publications.

2.3 Relation to other activities in the project

The dissemination and communication activities of mySMARTLife are strongly related to all work packages, as they promote the project activities, results and developments and focus on their further exploitation. Thus, strong linkages to all project activities, all partners and throughout the entire project constitute a powerful network.

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3. Definitions of Communication and Dissemination

When using the terms “communication” and “dissemination”, a joint understanding of these words needs to be ensured. The project uses the following definitions:

- **Communication:**

The European Commission defines communication on a project as

> “…a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public...”[1]

Communication is thus understood as spreading **general information** about the project and its results to the **general public and a wider audience** (end-users, architects, engineers, municipalities, etc.). The aim is to promote current or planned project activities, with a focus on the project as a whole. The language level is quite general with only few specific technical or scientific terms so that it is understandable by a broad audience.

Main objectives of the mySMARTLife communication activities are thus:

- To communicate and promote project objectives and results
- To inform on mySMARTLife developments in the Lighthouse Cities (LHCs) / Follower Cities (FCs)
- To raise interest in the mySMARTLife concept
- To give visibility to mySMARTLife objectives, activities and benefits

The communication target group is a very broad and diverse audience.

- **Dissemination:**

Dissemination can be understood as transferring **technical / scientific** project results to **scientific and professional audiences.** Different to just being informed on the project, the dissemination target group “can do” something with the information, such as using it or taking the results up into their own work.

Dissemination deals with the targeted scientific and technical information arising from the project results. Dissemination therefore directly contributes to reaching the expected impact of the project, supporting the successful exploitation and market deployment of the project results. The focus of dissemination is on technologies.

Main objectives of the mySMARTLife dissemination activities are thus:

- To ensure a broad dissemination of the technical project results to facilitate further exploitation

[1] http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

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- To improve the transfer of the scientific and technical knowledge outside the core consortium
- To achieve an early up-take of the project results

The **target groups** are commonly researchers, engineers and other professional stakeholders interested in using the project's technical outcome. The language used is rather specific including technical terminology.

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4. Objectives of the Dissemination and Communication Plan

The Dissemination and Communication 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 that will be updated annually.

The main focus of the dissemination and communication activities should lay on the “why” of the action. Activities should clearly describe:

- Why are we doing the work?
- What are the underlying societal challenges or problems?
- What contribution do we bring the society at large?

This approach ensures that the audience can relate to the activities and that the sense of the project and the money spent is seen. Short and illustrating, very specific stories can help in engaging the public emotionally in the project. The clear advantage of mySMARTLife is that such stories will be available within the project, as for example many inhabitants in the Lighthouse Cities will be directly involved in the project measures and will profit from them.

The mySMARTLife dissemination and exploitation aims thus to:

- Demonstrate the reasons for the actions as well as the positive outcomes for the society;
- Achieve the emotional engagement of the audience with the project;
- Make the project, its aims, activities and (planned) results well known;
- Increase the visibility of the participating cities and communities regarding their smart city approaches EU wide;
- Increase the community of interested cities and communities (mySMARTLife Network) and to initiate the replication activities;
- Increase the awareness among technology providers and developers towards new businesses;
- Enable the Follower Cities and cities from the mySMARTLife Network to learn from the Lighthouse Cities’ approaches,to start building the replication plans and to ensure the know-how transfer to other cities and community stakeholders via peer-to-peer exchange;
- Enable RTD and industrial project partners to sell their knowledge and their products, services and methodologies, e.g. to find suitable cooperation partners for further implementation;

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- Support networking and joint actions with other initiatives and/or projects focusing on smart cities and communities.

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5. Target Audience / Target Groups

The main target audience of the dissemination and communication activities within mySMARTLife can be divided into the general public and a rather scientific / technical audience.

5.1 General Public

The project's communication activities aim at the general public interested in issues linked with mySMARTLife, such as the energy efficient refurbishment at districts level. This comprises house owners, tenants, citizens, municipalities, policy makers at national, regional and local level, NGOs and generally all target groups, even with a technical or scientific background, where interest in the project and its activities should be raised.

5.2 Scientific / Technical Audience

On the other hand, the project's dissemination activities aim at spreading information on the project's technical results and aim at a professional audience, from planners to end-users, such as developers, service providers, planning, design and engineering offices, both private and public ones, architects, policy makers at national, regional and local level, construction companies and academia.

The main stakeholders to be contacted have been identified by the consortium. Detailed information can be found in the Annex: List of relevant stakeholders and networks / projects to be approached. This list will be continuously updated throughout the project.

An important aspect of the dissemination and communication activities is the notion that they are a two way street: the targeted audiences should also be actively involved in the activities and feedback and discussion should be planned for.

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6. Key Messages

Key messages are the central messages that are communicated within the dissemination and communication activities. Clear messages communicate the benefits and solutions developed and implemented in the Lighthouse Cities to Follower and other cities. They differ for the above mentioned two broad target groups.

For the **general public**, they will be more generic, informing on the reasons and general aims, objectives, activities and (expected) impact of the project, e.g.:

- mySMARTLife is a project funded under the European Union's Horizon 2020 research and innovation programme. Under the coordination of CARTIF Technology Centre, 28 partners from 7 countries are collaborating to make sustainable cities with smart people and a smart economy a reality. Activities will take place in the three demonstration cities Nantes, Hamburg and Helsinki. The four follower cities Bydgoszcz, Varna, Rijeka and Palencia will learn from these experiences.
- The mySMARTLife project aims at **making the three lighthouse cities** of Nantes (France), Hamburg (Germany) and Helsinki (Finland) **more environmentally friendly** by reducing the CO_2 emissions of cities and increasing the use of renewable energy sources.
- Other activities are focusing on **"Inclusive cities"**, offering a high quality of life in the cities. **"Smart people"** play a vital role in their city's development. **"Smart economy"** is an innovative and dynamic economic concept that aims at guaranteeing employment and an adequate income, attracting talents and providing goods and services according to the actual requirements.
- The interventions planned and carried out in the three Lighthouse Cities also include innovative technological solutions in connection with **refurbishments of buildings, usage of renewable energies, clean transport and supporting ICT solutions.**
- An **integrated planning process,** where citizens are actively involved in the decision making process, links the actions in different fields (e.g. mobility, sustainable energy). Following a structured city business model, this will lead to an **integrated urban transformation strategy,** which can be easily transferred to other cities.
- Within the 3 Lighthouse Cities, 150 demonstration actions will be carried out, ranging from technical actions (refurbishments of buildings, usage of renewable energies, clean transport and supporting ICT solutions) to social / non-technical actions (citizen engagement, development of innovative business models).
- Cities from Europe and beyond are invited to join the mySMARTLife Cities Network, to exchange experiences and to learn directly from the mySMARTLife findings and results.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731297.

For the **scientific / technical audience**, additionally to the general messages stated above, the messages will be rather fact based and in a more technical language and focussing on the outcomes of the project, e.g. in the following fields:

- **Urban transformation strategy:**
  The mySMARTLife project aims at the development of an Urban Transformation Strategy to support cities in the definition of specific transition models, as a suitable path to reach a high level of excellence in its development process, addressing the main city challenges and progressing to the smart people and smart economy concepts.
- **Efficient City Districts:**
  Within mySMARTLIfe, efficient districts will be created through improvements in buildings (towards low energy even nearly zero), integration of RES to energy supply, implementation of advanced energy management systems (smart controllers, smart power management systems, BEMS, …) combined with innovative storage elements and intensive building interaction through energy grids and mobility infrastructures. Several pilots of efficient districts are part of the demonstration sites.
- **Mobility (e. g. electric vehicles, smart charging infrastructure):**
  mySMARTLife will implement new electromobility solutions, both for persons and goods, through new EV and charging infrastructure.

As an overarching, joint key message for all SCC1 Lighthouse projects, the following messages have been chosen, complementing the individual messages by mySMARTLife:

1. **Spur innovation in Europe** through financial support for testing and implementing smart solutions in energy, transport and digital technology in large-scale ‘Lighthouse’ city test beds to boost market uptake and create a new generation of jobs;
   a. This enables businesses to test business models that they would have not been able to test otherwise.
   b. It provides an injection of funds for redevelopment of entire neighbourhoods which, especially in today’s climate, would not have been available to most cities.
   c. It also gives cities the opportunity to test out the smart solutions in their urban environment.
2. **Create an adaptable blueprint** for an integrated approach towards smart city development to help driving the transition towards a low-carbon and resource-efficient economy;
   a. This collective of projects is building up a catalogue of learning which can be applied to a wide demographic of cities.

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b. It is passing on learning as Follower cities are funded through the projects to closely monitor with the Lighthouse Cities to learn from their experiences and to identify measures suitable for their specific local context.

3. **Strengthen city-business-research-citizen partnerships** through sharing collective learning and capacity building for city practitioners and policy makers, to build more sustainable, inclusive and livable cities for all;

   a. The projects will run a host of capacity building events from study visits to European workshops and webinars, to support policy makers and practitioners applying/ to reproduce the smart city urban model to their local context.

   b. The projects will produce a series of tools from replication packs, and factsheets on the smart solutions to business models.

   c. Many of the projects have City Interest Groups where towns and cities from outside the projects are invited to follow the projects and participate in the capacity activities on offer.

All of these messages should be the underlying messages in all dissemination and communication activities. With these messages, the general public shall generally be informed about the project, its aims and objectives, whereas the scientific / technical audience shall learn about the specific technical activities of mySMARTLife and how to adapt the results according to specific purposes.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731297.

7. 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 the different communication levels, the roles and responsibilities across the project as well as how communication between SEZ as WP8 leader and the LHCs/FCs 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 (see 7.2) 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.

A close link exists among the local dissemination and communication activities, as described in the deliverable **"D1.1 Social Acceptance Campaign at Local and District Level"** (submitted in M8), and the overall mySMARTLife dissemination and communication activities, taking place within WP8. The three local social acceptance campaigns are carried out by the LHCs. Within D1.1, an overview of the planned social awareness and communication activities in the three mySMARTLife Lighthouse Cities Nantes, Hamburg and Helsinki is provided. 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.

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7.2 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 project's 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 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 work packages and LHCs / FCs, 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.

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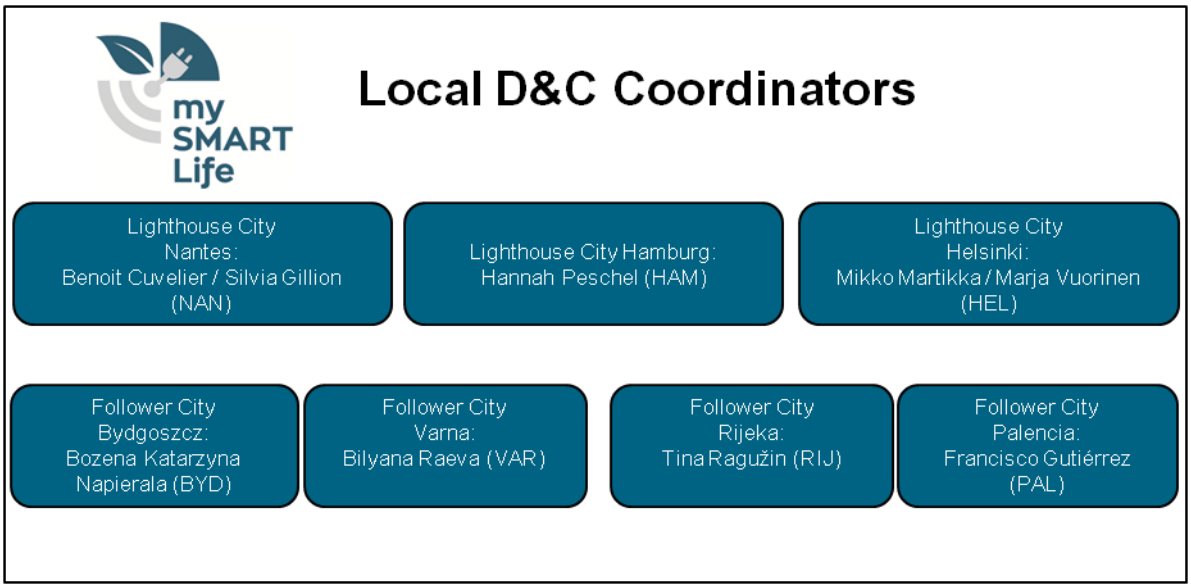

Figure 1: mySMARTLife local D+C coordinators

7.4 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:

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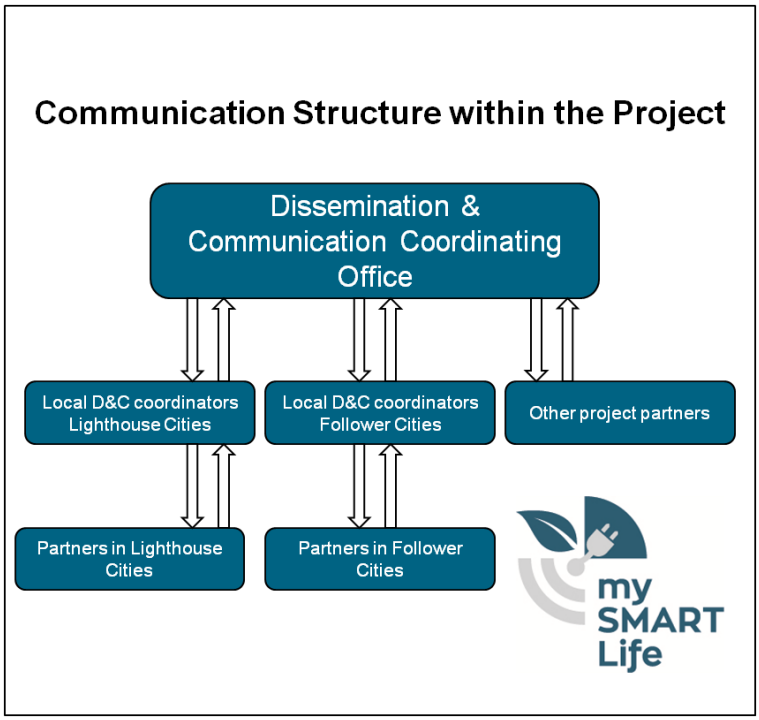

Figure 2: mySMARTLife communication structure within the project

7.5 Communication Flow / Steps

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.

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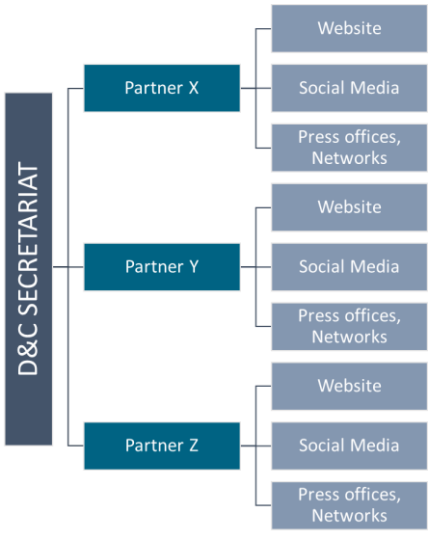

Figure 3: Dissemination and communication cascade in the mySMARTLife project

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.

Scientific publications on the project, such as peer-reviewed publications in respective magazines and posters at conferences, will be edited by the academic partners (CAR, ARM, VTT, HMU, TEC, NBK) and coordinated by SEZ together with CAR as the project coordinator. This ensures that all scientific activities are harmonised and prevents the overlapping of activities.

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8. Dissemination and Communication Strategy

8.1 Dissemination Plan

The dissemination activities aim at making the technical project results known among a technical audience (e.g. technical offices, scientists, architects etc.), achieving an uptake of the project results and ensuring knowledge-transfer outside the project consortium.

Different **tools** (e.g. webinars, presentation on external events, publication and articles in technical press etc.) will be used to inform a professional target group about the project solutions, the benefits as well as on the replication potential. Depending on the type of the target audience and goals, a different set of tools is necessary to reach them. The following chart highlights the foreseen tools for dissemination:

		Main dissemination tools					
		Webinars on technical / societal issues	Presentation of results at external events	Publication and articles in technical press	Networking at EU-level in stakeholder networks with joint events	Networking at EU-level in stakeholder via social networks	Project conference - presenation of project outcomes
target audience	**light house cities' consortium**	x	x	x	x	x	x
	follower cities' consortium	x			x	x	x
	other interested stakeholders (cities, industry…):						
	municipality authorities, policy makers		x		x		x
	industry, energy supplier, ICTprovider, mobility provider	x	x	x	x	x	x
	energy performance contractors, energy service contractors	x	x	x	x	x	x
	SME	x	x	x	x	x	x
	RTD, universities	x	x	x	x	x	x
	other multipliers		x	x	x	x	x

Table 1: mySMARTLife main dissemination tools

In the following sections, the concrete strategy regarding the dissemination activities will be outlined.

8.2 Communication Plan

The communication activities aim mostly at communicating general information about the project and results to reach the general public and audiences not closely linked with the activities of mySMARTLife. In contrast to the dissemination, this audience does not need to have a technical background but may be engaged in or affected by the activities carried out at the local level or generally interested in the topic. Thus, the key messages, their promotion pathways and channels focus on a relatively broad field, entailing e.g. municipalities, home owners and tenants, architects, construction companies etc.

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The communication actions use different communication channels that enable to reach a broader public. Information will be communicated in written format (websites, social media, e-newsletter, blogs, press-releases, leaflets…) but will also be presented orally at events or in video-clips. Up-to-date information on actions done or planned will also support the implementation of these actions. Other interested cities and communities will be informed and involved via joint events with EU initiatives. The communication actions of the mySMARTLife project will take place at city level (WP3 to 5) as well as at the wider EU and international level (WP6 to 8).

The following table demonstrates the envisaged communication tools:

		Main communication tools								
		Project website, local websites; communication secretariat	Print media, e.g. Leaflet and other give aways	eNewsletter	Press Releases, Articles in public and local press	Blogs and participation in other social media	Video clips on progress of project in light house cities	Events at city level (infodays on energy/ transport/ integration for families)	Study visits at local level	Project conference - presenation of project outcomes
target audience	**light house cities' consortium**	x	x	x	x	x	x	x	x	x
	follower cities' consortium	x	x	x	x	x	x			x
	other interested stakeholders (cities, industry…):									
	municipality authorities, policy makers	x	x	x	x		x	x	x	x
	industry, energy supplier, ICTprovider, mobility	x	x	x	x	x	x	x	x	x
	SME	x	x	x	x	x	x	x	x	x
	energy performance contractors, energy service contractors	x	x	x	x	x	x	x	x	x
	tenants, citizens	x	x	x	x		x	x	x	x

Table 2: mySMARTLife main communication tools

The mySMARTLife Dissemination and Communication Strategy builds on the project's Corporate Identity and branding, the project's own communication and dissemination tools and activities, the partners' own tools, participation to events and fairs and networking with other projects. These elements are described in the following sections.

8.3 Project Corporate Identity / Branding

A clear recognition value is very important for a project such as mySMARTLife. During the first months of the project, a professional graphic designer created the mySMARTLife Corporate Identity (CI), consisting of a project logo and specific elements that are a core in all dissemination materials. The mySMARTLife CI is applied in all project communication materials that are already or will be developed.

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Figure 4: mySMARTLife project logo

Within the main project logo, the following colours are used:

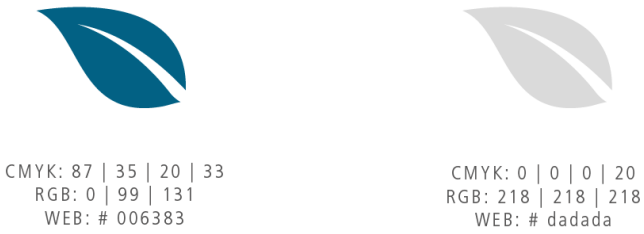

Figure 5: Colours as used in the project logo

The three mySMARTLife lighthouse cities were **attributed specific colours.** These colours can be used for example in reports or similar in which it is important to highlight the cities individually. They will also be applied in project communication products linked to single lighthouse cities (e.g. local flyers, roll-ups etc.).

Figure 6: Colours as used for the lighthouse cities

The project uses the fonts **Arial** for all materials written by the project partners, freely available in Microsoft Word and thus applicable by all partners. This forms an important part of the project's CI and ensures a consistent appearance of all materials. **Whenever possible (e.g. in PowerPoint presentations, word documents) these fonts should be used by all partners.**

Materials that will be directly **designed by the graphic designer** use the fonts Zona Pro Bold and Frutiger.

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Figure 7: Fonts in printed and other materials

A picture of a lively pedestrian street, as it is typical for European cities, forms the mySMARTLife corporate visual. It shows a scene of everyday life and is supposed to address everyone as civil society is at the heat of the project. This image will be used in all project materials developed by the graphic designers as recurrent and well recognisable element of the CI. The picture underlines the main CI strategy of mySMARTLife and the project slogan – **"Transition of EU cities towards a new concept of Smart Life and Economy"**.

Figure 8: mySMARTLife Key Visual

The consistent use of these elements in all communication materials, whenever possible, ensures a recognition value and does clearly link the project's communication materials. The CI is applied in all other developed communication materials, e.g. the project website, newsletter, the project postcard, Word

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templates and a PowerPoint template that has been developed for the use by all partners for project related internal / external presentations.

Containing the common design elements, the materials follow a unique corporate design with a strong recognition value and therefore they form the attractive representation of the “brand” mySMARTLife.

A **mySMARTLife Corporate Identity Guide** has been prepared, providing an overview of all elements of the mySMARTLife CI and information on how to apply them.

It can be found in the internal document repository under: Documents > WP8.

8.4 Text Blocks

In order to facilitate the dissemination of information in the partner countries, SEZ developed text modules dealing with various subjects from objectives to results. Hence the text blocks form a tool box for the partners to provide press and public with relevant information in a practical and effective way. These text blocks, created at the beginning of the project, will be continuously updated with news on the project, results and developments during the course of the project.

Further information can be found in the internal document repository under: Documents > WP8 > Press Releases

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8.5 Dissemination and Communication Tools and Activities

Within mySMARTLife, a mix of different dissemination and communication tools is applied, covering both printed and digital channels as well as other tools. This multichannel approach ensures that a broad range of stakeholders and target audiences is reached. The following table provides a concise overview of the main tools used within mySMARTLife, their respective targets groups, aims and mySMARTLife actors. The following sections describe the tools in more detail.

D+C Tools / Activities	Target groups	Aim	Actor
Project website	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform (in detail) about the project, its aims, objectives, activities, news	SEZ, based on input by D+C Secretariat
Postcard	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about the project, to promote the network, to link to website	SEZ / CAR
Project leaflet	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about project, aims, objectives, technologies, sites, approach, to promote the network, to link to website	SEZ / CAR
Roll-ups / Poster	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about the project	SEZ, based on input by D+C Secretariat
Press releases	Media (both general and with scientific / technical focus)	To raise interest in mySMARTLife, to inform about project news, to link to website	SEZ / CAR, based on input by D+C Secretariat
Professional and scientific publications	Scientific / technical audience	To disseminate project results	SEZ, Academia partners: CAR, ARM, VTT, HMU, TEC, NBK

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e-newsletter	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about project news, to link to website	SEZ, based on input by D+C Secretariat
LHC video clips	All (general public, scientific / technical audience, media)	To show the progress in the LHCs, to inspire other cities	LHCs (NAN, HAM, HEL)
Radio broadcasts	All (general public, scientific / technical audience, media)	To promote technical and popular aspects of the LHCs	LHCs (NAN, HAM, HEL)
Social media	All, depending on channel (Twitter: all audiences, LinkedIn: stronger focus on scientific / technical audience)	To raise interest in mySMARTLife, to inform about project news, to promote the network, to foster discussions on mySMARTLife topics	SEZ, based on input by D+C Secretariat All partners engage actively
Blogs and short articles	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about project news and technical issues	SEZ, based on input by D+C Secretariat and other partners
Best practice booklet	Whole range of stakeholders involved in the process of district retrofitting	To promote mySMARTLife results, to assure take up of activities	SEZ together with D+C Secretariat, input by all project partners
Webinars with interested stakeholders	Enablers (e.g. industrial stakeholders, SME; energy providers, energy performance contractors, RTD, universities)	To allow enablers to learn about implementation in LHCs and replication actions by FCs	SEZ with LHCs / FCs / CAR, input from all project partners depending on topic

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Event participation	All, depending on event	To increase the visibility of mySMARTLife	All project partners
Final conference	All (general public, scientific / technical audience, media)	To promote mySMARTLife results, to demonstrate the implementation of actions in the LHCs and the FCs approaches	CAR together with D+C Secretariat, input by all project partners
Partner's websites	All (general public, scientific / technical audience, media)	To raise interest in mySMARTLife, to inform about the project, its aims, objectives, to link to mySMARTLife website	All project partners
Partner's social media channels	All, depending on channel (Twitter: all audiences, LinkedIn: stronger focus on scientific / technical audience)	To raise interest in mySMARTLife, to inform about project news, to foster discussions on mySMARTLife topics	All project partners

Table 3: Overview of mySMARTLife D+C tools, target groups and aims

8.5.1 Project tools

SEZ as the Dissemination and Communication leader is responsible for the planning and realisation of the dissemination and communication tools and activities, with input by the project coordinator and / or the project partners. Together, they constitute an organised structure to describe the entire project in all its complexity. Choosing different tools aims to present different aspects of the project to a diverse audience. They do all have in common their high recognition value as the project's CI is used consistently in all tools.

- **Project website**

The mySMARTLife website (**https://www.mysmartlife.eu**) can be regarded as one key instrument for internal and external communication. It constitutes the central communication and knowledge base for the project partners and beyond.

Following the Corporate Identity of mySMARTLife, this website offers general and individual information for internal and external purposes in a clear and structured manner. SEZ is responsible for the website's set-up and maintenance, whereas the content is strongly dependent on the input of the project partners in

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general and of the work package leaders, LHCs and FCs in particular. The website also links to the project's social media channels.

It will be continuously updated with relevant information about project results and achievements until the end of the project.

Figure 9: mySMARTLife Website – Start Page

- **Project leaflet and postcard**

The project flyer and project postcard are major communication tools, as they provide core information of mySMARTLife. Whereas the postcard offers only basic information on mySMARTLife, the flyer provides more detailed information on the project, the involved cities, the consortium, technologies, sites, approach etc. Both documents are/ will be available in printed and electronic versions (downloadable from the project website) and will be distributed in the LHCs and FCs, on events and to interested stakeholders.

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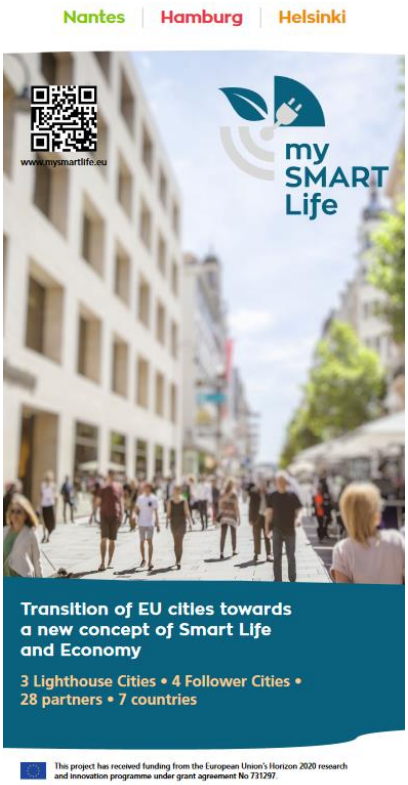

Figure 10: English Version of the mySMARTLife Postcard

All postcard versions can be found under: https://www.mysmartlife.eu/publications

- **Press releases**

Press releases are meant as a complement emphasising on technological rather than general or social issues. On the basis of the information provided, SEZ, in close cooperation with CAR, will be preparing professional press releases in English, which will be translated by the partners according to other project languages.

These press releases will we be spread at local, national and international level according to the dissemination lists which have been generated at the beginning of mySMARTLife on the basis of SEZ and partners' input containing press offices, technical press, associations, networks and other stakeholders in the corresponding countries.

The archive of press releases can be found on the mySMARTLife Website under: https://www.mysmartlife.eu/press-corner

- **Professional and scientific publications**

mySMARTLife academia partners (namely CAR, ARM, VTT, HMU, TEC, NBK) will publicise research outputs from the project as scientific publications, peer-reviewed papers and in international journals (e.g. IEEE Trans. Comm., Power Electronics, Smart Grids, and Sustainable Energy, International Journal of

Green Energy) and on the public platform www.openaire.eu. Each partner must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

Further information can be found in the Grant Agreement, p. 48 and under section 11 "Open Access".

- **e-newsletter**

The public e-newsletter, published every six months (starting in M6), is providing information about the project's activities and progress during the previous six month period. What is new in regards to mySMARTLife? What is the progress in the LHCs? What are the recent and upcoming activities? Which information is available on the project? And how and where can partners be met in person (at events)?

SEZ is responsible for writing the newsletters, with active input by and information from all partners, especially the LHCs, the WP leaders and CAR as the project coordinator. Keeping the eyes open for possible topics and passing on first-hand-experience is the best way to ensure a lively coverage of the project's activities.

This e-newsletter is addressing a broad public and therefore will be spread widely via e-mailings and, social media but also via partner websites and the partner's contacts plus other networks and platforms associated to district retrofitting. Persons that have registered on the website receive the newsletter automatically, complemented through the partner´s active promotion.

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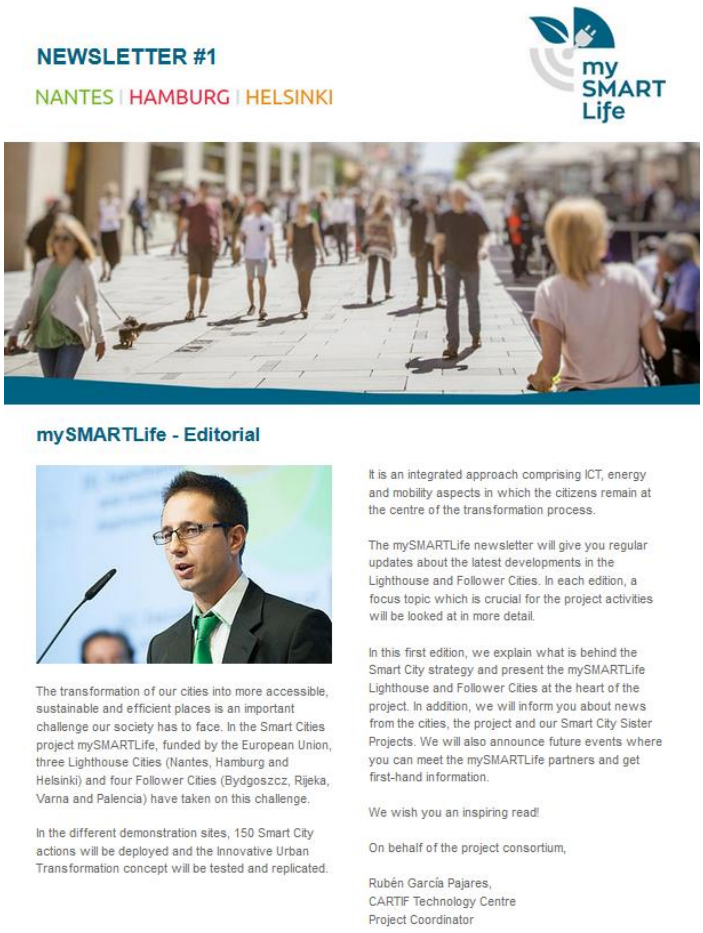

NEWSLETTER #1

NANTES | HAMBURG | HELSINKI

my SMART Life

mySMARTLife - Editorial

The transformation of our cities into more accessible, sustainable and efficient places is an important challenge our society has to face. In the Smart Cities project mySMARTLife, funded by the European Union, three Lighthouse Cities (Nantes, Hamburg and Helsinki) and four Follower Cities (Bydgoszcz, Rijeka, Varna and Palencia) have taken on this challenge.

In the different demonstration sites, 150 Smart City actions will be deployed and the Innovative Urban Transformation concept will be tested and replicated.

It is an integrated approach comprising ICT, energy and mobility aspects in which the citizens remain at the centre of the transformation process.

The mySMARTLife newsletter will give you regular updates about the latest developments in the Lighthouse and Follower Cities. In each edition, a focus topic which is crucial for the project activities will be looked at in more detail.

In this first edition, we explain what is behind the Smart City strategy and present the mySMARTLife Lighthouse and Follower Cities at the heart of the project. In addition, we will inform you about news from the cities, the project and our Smart City Sister Projects. We will also announce future events where you can meet the mySMARTLife partners and get first-hand information.

We wish you an inspiring read!

On behalf of the project consortium,

Rubén García Pajares,
CARTIF Technology Centre
Project Coordinator

Figure 11: 1st mySMARTLife Newsletter

The newsletter archive can be found on the mySMARTLife Website under:
https://www.mysmartlife.eu/publications

- **LHC video clips**

Short video clips showing project progress in the LHCs will be produced by the LHCs, with the aim of inspiring other cities and motivating them to become members of the mySMARTLife network. The project's corporate identity will be integrated via a template developed that should be used in all videos. The videos will be published on the website and on relevant internet platforms.

- **Radio broadcasts**

Radio broadcasts with short interviews on local radio stations are planned on the project progress, covering technical and popular aspects in every LHC and if possible FC.

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my SMART Life

- **Social media**

For a trend-setting project like mySMARTLife, it is inevitable to integrate social media in the dissemination and communication strategy, addressing and involving both professional and private users. The aim is furthermost to raise attention regarding mySMARTLife and its activities and results, to involve the target groups in the project, for example via discussions on LinkedIn, and to raise interest in the project's dissemination and communication tools, for example directing them to the project's website, where more detailed information can be found. The social media activities can thus be seen as complementing the rest of the mySMARTLife dissemination and communication tools.

A mySMARTLife Twitter account and LinkedIn discussion group have been set up.

More detailed information can be found in the section 9 "Social Media Strategy".

- **Blogs and short articles**

Blogs on the actual development status and on specific technical topics will be published on the project website regularly, based on input from all partners, according to the project achievements.

- **Best practice booklet**

A best practice booklet / guide is foreseen to be published towards the end of the project, summarising the measures implemented, lessons learnt and policy recommendations. It will be tailored to a large stakeholder group including industrial players, SMEs, end-users, communities and public institutions (on local, regional, national and EU level).

- **Webinars with interested stakeholders**

At least two webinars / year (from M37) will be launched in collaboration with well-known EU platforms and players and other Smart Cities Projects, allowing enablers (e.g. industrial stakeholders, SME, energy providers, energy performance contractors, RTD, universities) to learn about the implementation in the LHCs and replication actions in FCs. The webinars will be moderated by the LHCs; technical issues will be answered by the related partners depending on the topic of the session. Topics for the webinars will be linked to WP6 and could include: Integration of technologies through smart city protocols, standards for smart city interoperability, business models and financing of smart city projects etc.

- **Final conference**

At the end of the project, the consortium will organise a final conference (possibly in the frame of an international event). It will demonstrate the implementation of actions in LHCs as well as the fFCs approaches. It will address smart cities and communities' topics in order to gather large expertise and high interest in the smart city process. The conference will allow for networking, interaction and business creation between projects and the broad audience and will include a site visit if possible. 150-200 participants are envisaged.

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8.5.2 Partner tools

The dissemination and communication activities are centrally organised and coordinated by WP leader SEZ. The organisation of a working dissemination and communication cascade, which means the information transfer to the different involved cities and countries, is a major challenge. Therefore, all partners are part of the strategy and asked to actively use their own channels for distribution of the tools provided by SEZ. This refers in particular to:

- **Partner's websites and LHCs dedicated mySMARTLife websites**

Every partner operates a website and all LHCs have set up dedicated mySMARTLife websites in their local languages. They can be actively used as a platform for dissemination and communication purposes of mySMARTLife, not only to provide information about recent tasks and upcoming events to the public audience but also to offer technical details for the specific audience and a special service to the press. In general, all communication tools generated by SEZ can also be presented on the partners' websites.

- **Partner's social media channels / "Social media cascade"**

Similarly, the use of the partner's social media channels is part of the strategy: the partners' channels should be directly linked with the mySMARTLife channels. This ensures a quick duplication and take-up of the messages. Furthermore, it is possible to comment on mySMARTLife news and to follow and retweet on Twitter. In this regard, it is important to set up automatisms to make use of synergies. Partners can proactively share these contents and contribute to ongoing discussions, thus starting the "social media cascade". By following these processes, the information that stems from the project's own channels is quickly multiplied via the partners, their channels and contacts etc.

Further information can be found in section 9 "Social Media Strategy".

- **Participation to events and fairs (networking, presentation and stands)**

Partners participate actively at events not organised by the consortium at national and international level to stimulate interest from "new" stakeholders, including the general public and end users. The project will be presented in presentations or with posters. Key European events will be identified and selected (e.g. European Sustainable Energy Week, Annual Conferences of the Market Place Smart Cities and Communities).

Based on the input of all partners, an overview of events where the project is actively presented in presentations or at info stands is generated. This provides an important overview of all future event related activities of the consortium and helps coordinating the partner's activities. This list is constantly updated by all partners.

Further detailed information can be found in the internal document repository under: Documents > WP8 > D&C activities of all partners > D&C Table

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8.6 Networking with other projects

Close interaction and exchange with the other eight SCC1 projects is taking place, especially regarding joint replication and dissemination / communication activities. A project overarching touch tool application presents the different projects, involved LHCs / FCs and their technical approaches. The tool will also be linked via the mySMARTLife website, once its online availability is ensured.

8.7 Measuring Success

The Dissemination strategy also includes the measurement and monitoring of the outreach of the **dissemination activities**, both in quantitative (e.g. number of participants) and qualitative (lessons learned, key aspects of de-briefing reports of activities) data. This ensures that activities are carried out effectively. To measure the engagement and possible impact of the dissemination actions, the share of participants reached both within and outside the consortium will be taken as a performance indicator. The actors reached within the consortium are all project partners and thus encompasses 100%. There are no total absolute figures for the external audience. This is why we refer to relative numbers and divide the targeted groups according to their share of audience:

	Potential share of mySMARTLife dissemination efforts					
	Webinars on technical / societal issues	Presentation of results at events	Publication and articles in technical press	Networking at EU-level in stakeholder networks with joint events	Networking at EU-level in stakeholder via social networks	Project conference - presenation of project outcomes
consortium level	100%	100%	100%	100%	100%	100%
share (%) of specific audience outside consortium:						
municipality authorities, policy makers		20%		40%		20%
industry, energy supplier, ICTprovider, mobility provider	40%	30%	30%	20%	30%	30%
energy performance contractors, energy service contractors	10%	10%	20%	10%	10%	10%
SME	30%	20%	30%	10%	30%	20%
RTD, universities	20%	10%	10%	10%	10%	10%
other multipliers		10%	10%	10%	20%	10%

Table 4: Potential share of mySMARTLife dissemination efforts

To measure the engagement and possible impact of the **communication actions**, the share of participants will be taken as a performance indicator. As for the dissemination activities, there are no total absolute figures for the external audience. Therefore, we also refer to relative numbers and divide the targeted groups according to their share of audience:

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	Potential share of mySMARTLife communication efforts								
	Project website, local websites; communication secretariat	Print media, e.g. Leaflet and other give aways	eNewsletter	Press Releases, Articles in public and local press	Blogs and participation in other social media	Video clips on progress of project in light house cities	Events at city level (infodays on energy/ transport/ integration for families)	Study visits at local level	Project conference - presenation of project outcomes
consortium level	100%	100%	100%	100%	100%	100%	100%	100%	100%
share (%) of specific audience outside consortium:									
municipality authorities, policy makers	20%	15%	20%	15%		20%	20%	10%	20%
industry, energy supplier, ICTprovider, mobility	15%	30%	30%	15%	40%	20%	10%	15%	30%
SME	15%	20%	20%	15%	30%	15%	10%	15%	20%
energy performance contractors, energy service contractors	10%	10%	10%	10%	10%	10%	5%	5%	10%
tenants, citizens	30%	15%	10%	30%		30%	60%	50%	5%
others	10%	10%	10%	15%	20%	5%	5%	5%	15%

Table 5: Potential share of mySMARTLife communication efforts

A yearly evaluation of success concerning the dissemination and communication activities ensures that the measures reach their aim.

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9. Social Media Strategy

The purpose of the mySMARTLife social media strategy is twofold: to provide practical guidelines for the management of the mySMARTLife tools and to outline possible synergies and provide guidelines for the project partners and their social media channels.

9.1 Social Media Goals and Objectives

The **goal** of the use of social media channels is to raise interest in mySMARTLife, to promote the project and its approach, to inform a broader audience regularly on project news and developments, both technical and general, and to increase traffic on the project website. It is equally important to engage the audience in a dialogue with the project.

Two **channels** have been chosen for social media activities: Twitter and LinkedIn.

Activities in Twitter are aimed towards a relatively broad audience. Short messages (140 characters maximum) can be published to inform about project news.

LinkedIn is a professional network and discussions here are rather fact based. LinkedIn will be used to engage with a professional public in (technical) discussions and to disseminate project results.

Furthermore, a mySMARTLife YouTube channel will be set up at a later stage of the project in order to publish project videos and webinars that can then also be embedded on the project website.

Similar to the overall Dissemination and Communication strategy, the **target groups** that shall be reached via the social media channels are the following:

- **General Public** (e.g. house owners, tenants, citizens, municipalities, policy makers at national, regional and local level, NGOs and generally all target groups)
- **Scientific / Technical Audience** (e.g. developers, service providers, planning, design and engineering offices, architects, policy makers at national, regional and local level, construction companies, academia)

9.2 Social Media Profiles

Two social media profiles have been established:

- **Twitter:** A mySMARTLife Twitter account has been created (https://twitter.com/mySMARTLife_eu)
- **LinkedIn:** A mySMARTLife discussion forum has been created (https://www.linkedin.com/groups/13531338) and active participation in other discussion groups will take place.

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The following **objectives** have been defined for the two channels:

- **Twitter:**
  - Appr. 5 tweets a week (both on project news and retweets of other content linked to the topic of smart cities)
  - 500 followers shall be won within the first year of the project (i.e. until November 2017)

- **LinkedIn:**
  - Appr. 1 post a week, active contributions also from project partners
  - 100 followers shall be won within the first two years of the project (i.e. until November 2018)

In order to win followers in Twitter and LinkedIn, it is useful to follow others. Possible followers or channels to be followed can for example consist of:

- Similar European projects
- Relevant European initiatives in the field
- Relevant EC / EU channels
- Project partner channels, especially LHCs and FCs
- Relevant bigger conferences or events in the field.

9.3 Content strategy

Generally speaking, about 50% of the messages / Tweets should link back to the website. The other 50% can refer to others and to external content relevant for mySMARTLife. Both channels are managed by SEZ, but all partners are encouraged to actively contribute, by providing information, by mentioning the project via their own profiles or by starting discussion on LinkedIn.

Important: in case partners plan to open an own project related account (e.g. in the LHCs), SEZ should be contacted beforehand, in order to ensure the project branding etc.

9.3.1 Twitter

The mySMARTLife Twitter account allows a quick overview about what is going on in the project, providing links to related websites for more details plus giving the opportunity to comment on the latest information. Twitter is a very effective tool to spread important pieces of information within seconds to a broad public. Generating a list of followers means generating a “mySMARTLife community”, sharing the news in time and keeping in touch if desired. The mySMARTLife twitter account is also integrated in the start page of the project’s website.

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The following **content** will be published on Twitter:

- **News on the project:** News from LHCs / FCs / mySMARTLife network, project developments, project meetings, events, publications.
- **News from others (via retweets):** e.g. Smart City community, related projects, project partners, EC etc.

Content of the project twitter account is managed by SEZ. **Partners** are encouraged to:

- **Provide input** regarding news that should be promoted (e.g. regular updates about local news) as text, links and pictures
- **Follow and interact:** Tweet via own twitter account or organisation account. It is important that partners, when talking about mySMARTLife in their own tweets, mention the project in the following way: @mySMARTLife_eu .

General advice for Tweets:

- Tweets should be kept between 100 and 120 characters.
- Proper sentences should be written.
- The use of pictures encourages retweets.
- Conversations should be encouraging (by posing questions, thanking others that mentioned the project etc.).
- 1/3 of the Tweets should be about the project; 1/3 should be about sharing content (Retweets); 1/3 should be interactions with others.
- Tweets from others should be shared (e.g. similar projects etc.). This creates co-references.
- Shortened weblinks should be inserted.
- Best days and times for posts are Monday to Thursday, 1-3 pm.

Hash tags (#) are used to reach specific target groups. They should be as specific as possible. A maximum of two hash tags per tweet is recommended. The following hash tags could be used in relation to mySMARTLife – always depending on the content of the tweet, e.g.:

- #smartcities
- #h2020
- #energyefficiency
- #retrofitting

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- #sustainable
- #citizenengagement
- For all joint activities with the other SCC1 Lighthouse projects: #EUSmartCities

9.3.2 LinkedIn

The following **content** will be published on LinkedIn:

- **News on the project:** News from LHCs / FCs / mySMARTLife network, project developments, project meetings, events, publications. → **with a rather technical focus**
- **News from others:** e.g. Smart City community, related projects, project partners, EC etc.

Content of the project LinkedIn discussion forum is managed by SEZ. **Partners** are encouraged to:

- **Provide input** regarding news that should be promoted (e.g. regular updates about local news) as text, links and pictures.
- **Link and interact**: Partners can launch discussions and write their own contributions via their personal profiles. mySMARTLife should be mentioned in these contributions.

Via LinkedIn, expertise on specific smart city related subjects can be proven. The messages should be relatively short.

Furthermore, news on the project will also be promoted in **other relevant active LinkedIn discussion groups** (via SEZ), with the aim to raise interest in the project, to involve a broader audience in discussions and to broaden the “mySMARTLife community”, e.g. in the following groups:

LinkedIn Group	Link	No. of Members
GREEN CITIES: Smart Growth & Sustainability for the DENSE URBAN context	https://www.linkedin.com/groups/104424/profile	32,255
Smart Cities and Urban Innovation – IoT, eGovernment, Open Data, Civic Tech & Sustainability	https://www.linkedin.com/groups/1891608	22,795
H2020 SMART CITIES & Communities" ICT in Building and Construction, ASCE, BIM & VDC	https://www.linkedin.com/groups/4427029	9,444
Smart City Global Forum	https://www.linkedin.com/groups/8352336/profile	4,105
Smart Cities Community	https://www.linkedin.com/groups/6729528/profile	2,602
Smart City: Urban planning and building	https://www.linkedin.com/groups/4186165/profile	1,920
IEEE Smart Cities	https://www.linkedin.com/groups/8125451/profile	1,366

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Smart City Professionals	https://www.linkedin.com/groups/6677121/profile	1,136
Smart Cities Council	https://www.linkedin.com/groups/4994384/profile	1,007
Smart Connected Communities / Smart City / Smart Planet - Innovation Group	https://www.linkedin.com/groups/3768141/profile	865
District Energy and Sustainable Energy Alternatives	https://www.linkedin.com/groups/3518782/profile	550
My Smart City District community	https://www.linkedin.com/groups/7429343/profile	434

Table 6: Overview of relevant LinkedIn Groups

(Status: 10/2017)

9.4 Tracking of Performance

After the first project year (in December 2017), the effort and results will be measured. It will be analysed if the set objectives have been reached and if the social media strategy has been working in the foreseen way. If deemed necessary, the social media strategy will be adapted, based on these experiences. After this first analysis, further analyses will regularly be carried out.

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10. Information on EU funding and use of the EU emblem / Exclusion of Commission responsibility

As described in the Grant Agreement, for any publication and dissemination of results stemming from mySMARTLife – both in printed or electronic form –, for any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant, the EU emblem and the following sentence are obligatory:

For dissemination and communication activities:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731297.

For infrastructure, equipment and major results:

This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731297.

When displayed together with another logo, the EU emblem must have appropriate prominence.

A template can be found in the internal document repository under: Documents > WP8 > EU emblem.

Figure 12: mySMARTLife template for infrastructures etc.

The EU emblem can be downloaded via the following link: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm .

Only in cases where the Agency requests or agrees otherwise or unless it is impossible, this rule does not apply.

Furthermore, any dissemination of results must indicate that it reflects only the author's view and that the Agency (Innovation and Networks Executive Agency (INEA)) is not responsible for any use that may be made of the information it contains.

Examples:

This communication related to the action mySMARTLife is made by the beneficiaries and it reflects only the author's view. The European Commission (Innovation and Networks Executive Agency) is not responsible for any use that may be made of the information it contains.

This document reflects only the author's view and the European Commission (Innovation and Networks Executive Agency) is not responsible for any use that may be made of the information it contains.

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11. Open Access

Open access (OA) is defined by the European Commission as:

> "the practice of providing on-line access to scientific information that is free of charge to the end-user and that is re-usable. 'Scientific' refers to all academic disciplines; in the context of research and innovation, 'scientific information' can refer to (i) peer-reviewed scientific research articles (published in scholarly journals) or (ii) research data (data underlying publications, curated data and/or raw data)."[2]

Unless it goes against their legitimate interests, each beneficiary must – as soon as possible – 'disseminate' its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

Regarding the peer-reviewed scientific publications resulting from the mySMARTLife project, open access (OA) will be guaranteed by measures such as the "green" or "gold" model, defined by the European Commission in the following way:

- **Self-archiving / 'green' open access:** means that the published article or the final peer-reviewed manuscript is archived (deposited) by the author – or a representative – in an online repository before, alongside or after its publication. Some publishers request that open access be granted only after an embargo period has elapsed.
- **Open access publishing / 'gold' open access:** means that an article is immediately provided in open access mode as published. In this model, the payment of publication costs is shifted away from readers paying via subscriptions. The business model most often encountered is based on one-off payments by authors. These costs (often referred to as Article Processing Charges, APCs) can usually be borne by the university or research institute to which the researcher is affiliated, or to the funding agency supporting the research. In other cases, the costs of open access publishing are covered by subsidies or other funding models.[3]

Specifically, the mySMARTLife consortium will follow the "Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020"[4], published by the European Commission and the article 29.2 of the Model Grant Agreement for H2020 projects[5], thus ensuring open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results.

[2] https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf
[3] Source: https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf
[4] https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf
[5] http://ec.europa.eu/research/participants/data/ref/h2020/mga/gga/h2020-mga-gga-multi_en.pdf

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Open Access to mySMARTLife publications

Under the guidance of the mySMARTLife Plan for the dissemination and exploitation of the project's results (that will determine which information will be suitable for dissemination and which should be preserved for protection of results, i.e. patenting, etc.) and the Consortium Agreement, mySMARTLife will pursue to achieve the maximum impact through dissemination and specifically through providing Open Access to its publications.

To do so, mySMARTLife will ensure open access to all peer-reviewed publications and other types of scientific publications, some of which may, in some cases, not be peer reviewed, including monographs, books, conference proceedings and grey literature (informally published written material not controlled by scientific publishers, e.g. reports), allowing at the very least the possibility to be read online, downloaded and printed, and proactively seeking the maximum additional rights to the public such as right to copy, distribute, search, link, crawl, and mine.

Open Access in mySMARTLife will be provided in two ways:

1. Self-archiving / 'green' OA:

Manuscripts will be deposited in an institutional and/or subject-based and/or centralised repository of the choice of the author(s). In order to ensure long-term preservation of the article, Self-archiving will be performed even where open access publishing ('gold' open access) is chosen. Repositories which claim rights over deposited publications and preclude access will be dismissed.

2. Open access publishing / 'gold' OA:

To obtain the maximum impact from Open Access, mySMARTLife OA publishing will also make use of 'gold' OA. Mainly RTOs will publish in gold open access journals. 10,000 € targeting 20 publications in OA journals have been included in the project budget for the author processing charges (APCs).

Further detailed on information Open Access and the processes to be followed can be found in the mySMARTLife Grant Agreement under Article 29.

Procedures

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of at least 45 days, together with sufficient information on the results it will disseminate. Any other beneficiary may object within 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a beneficiary intends not to protect its results, it may – under certain conditions (see Article 26.4.1 of the Grant Agreement) – need to formally notify the Agency before dissemination takes place.

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Each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results.

In particular, it must:

a. As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;
   Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

b. Ensure open access to the deposited publication — via the repository — at the latest:

   I. On publication, if an electronic version is available for free via the publisher, or

   II. Within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

c. Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- The terms “European Union (EU)” and “Horizon 2020”;
- The name of the action, acronym and grant number;
- The publication date, and length of embargo period if applicable, and
- A persistent identifier.

Further information can be found in the mySMARTLife Grant Agreement under Article 29.

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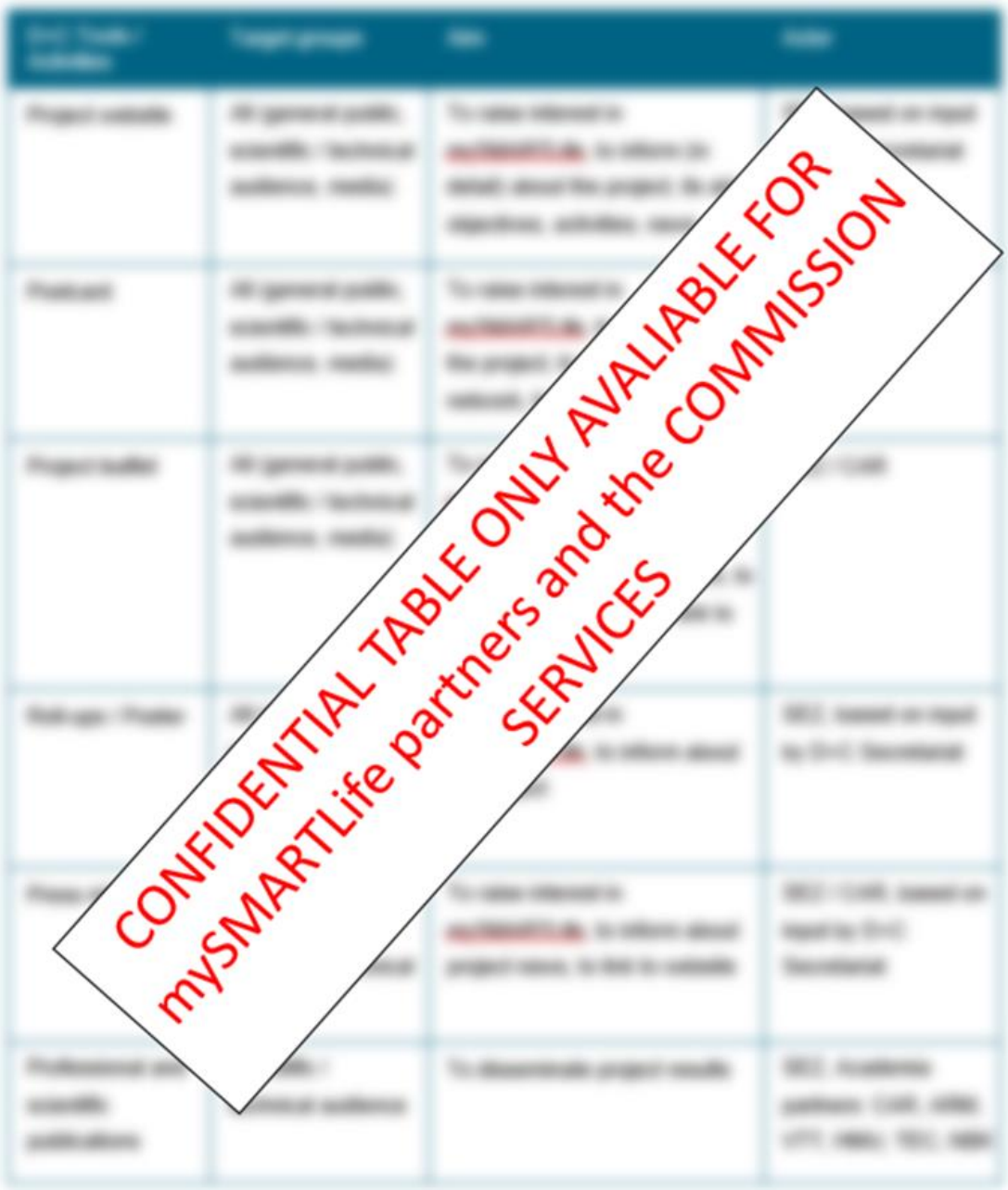
12. Annex: List of relevant stakeholders and networks / projects to be approached

Table 7: List of relevant stakeholders and networks / projects to be approached



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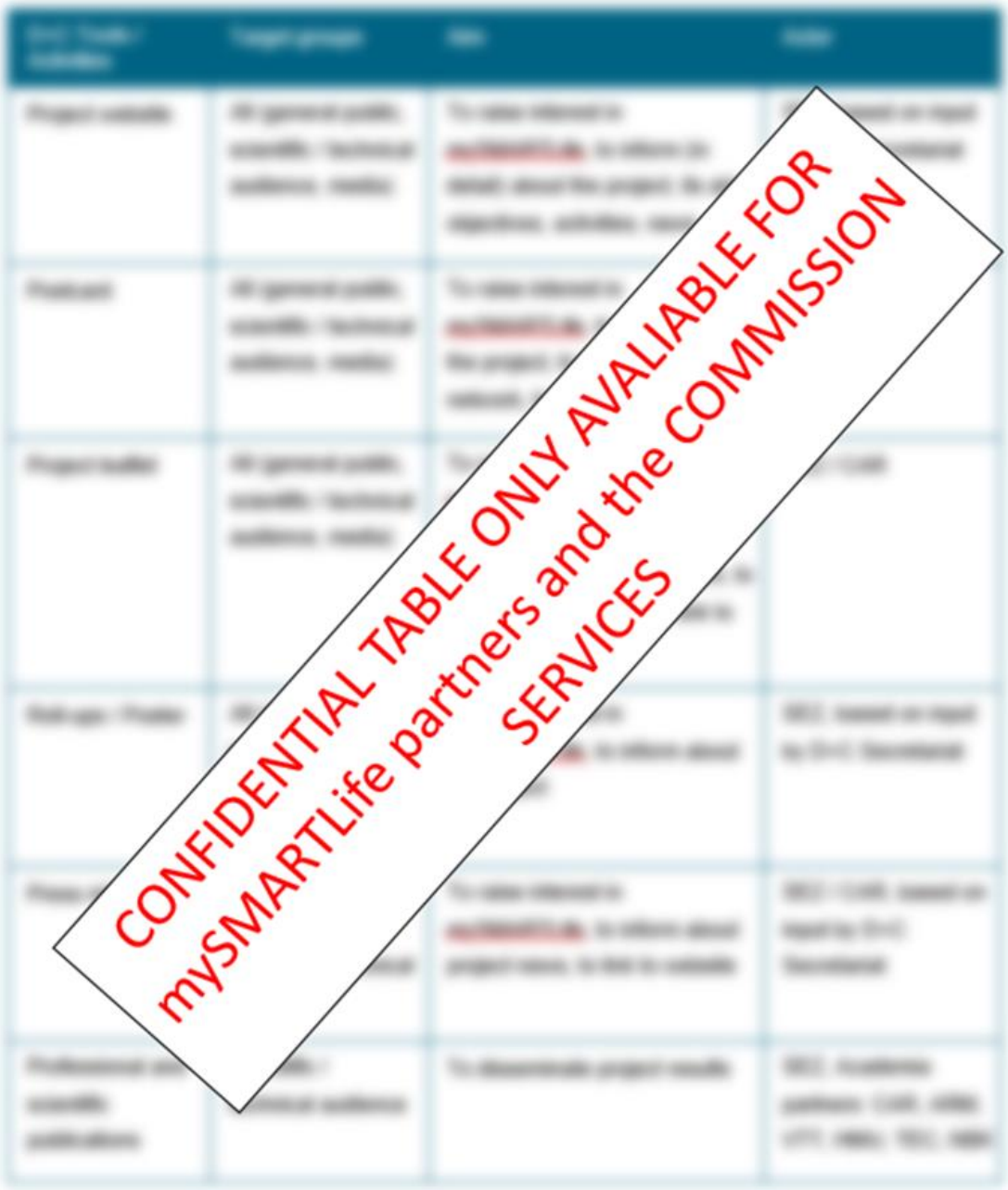
13. Annex: List of press and communication channels

Table 8: List of press and communication channels



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731297.