



Deliverable due date: M48 – November 2020

D8.8 Report on the activities of the Communication and Dissemination Secretariat, final

WP8, Task 8.5: “Dissemination and Communication strategy”

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	1 st December 2016 – 30 th November 2021 (60 Months)
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Lead beneficiary	Steinbeis-Europa-Zentrum (SEZ)
Contributing beneficiary(ies)	All partners; special input: dissemination and communication secretariat, WP leader, LHCs and FCs
Task description	<p>Task 8.5: Dissemination and Communication strategy M1-60 [SEZ] (Input: all partners; special input: Dissemination and Communication Secretariat, WP leader, LHCs and FCs)</p> <p>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.</p> <p>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 the project logo and other design elements for use in different types of communication channels along with a user guide for the CI.</p> <p>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:</p> <p>Subtask 8.5.1: Corporate identity design. A project logo and document templates will be created and a guide for their use will be developed.</p> <p>Subtask 8.5.2: Website</p> <p>All partners, especially CAR, WP-leaders, LHCs and FCs, led by SEZ will contribute to the public website development by providing necessary information that will be published by SEZ within m6.</p>

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Task description

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 FCs; 10,000 copies and PDF
- **A project leaflet** in English and local language of the LHCs and FCs 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 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 e-newsletter** (2/year) in English reporting on project progress and interesting facts from the project. Readers can subscribe/unsubscribe (Lead SEZ: WP-Leader, LHCs, and FCs).
- **LH city video clips** (Lead: SEZ, Partners: CAR, NBK, NAN, HAM, HEL, BYD, VAR, RIJ, PAL) lasting ½ - 1 minute and showing 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 LHC and FC 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.vieuw.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			
<ul style="list-style-type: none"> • 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. • Social media blogs (lead: SEZ, contribution: all), 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. <p>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.</p>			
Date	Version	Author	Comment
06.10.2020	0.1	Gabi Kaiser, Ariadne Dimakou-Bertels (SEZ)	Writing of deliverable
01.11.2020	final	Rubén García Pajares, María Ángeles Gallego de Santiago (CAR)	Review of deliverable

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Table of Content

- 1. Executive Summary.....9
- 2. Introduction 11
 - 2.1 Purpose and target group 11
 - 2.2 Contributions of partners 11
 - 2.3 Relation to other activities in the project..... 11
- 3. Objectives and expected Impact 13
 - 3.1 Objective 13
 - 3.2 Expected Impact 13
- 4. Overall Approach..... 15
- 5. Overview of the mySMARTLife Dissemination and Communication activities from M37- M48..... 16
 - 5.1 Looking Back – mySMARTLife Communication and Dissemination Activities..... 16
 - 5.2 mySMARTLife Dissemination and Communication Tools and Activities..... 17
 - 5.2.1 Project tools 20
 - 5.3 Publications and further Dissemination Activities 30
 - 5.3.1 Scientific Publications (Peer Reviewed) 30
 - 5.3.2 Publications and further Dissemination Activities (without Events) 32
 - 5.4 Organisation of and Participation in Events..... 33
 - 5.5 Joint activities with SCC1 projects and other EU initiatives 38
- 6. Conclusions 45
- 7. Annex..... 46
 - 7.1 Annex I: Overview of Publications and further Dissemination Activities (without Events)..... 46
 - 7.2 Annex II: Overview of Events..... 63

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Table of Figures

Figure 1: mySMARTLife Cities' Network	14
Figure 2: Shared Google Doc	15
Figure 3: mySMARTLife Website – Public Deliverables	20
Figure 4: English Version of the mySMARTLife Updated Leaflet.....	21
Figure 5: Scientific Publications mySMARTLife	22
Figure 6: mySMARTLife Newsletter No.6 – Smart Buildings and Homes in mySMARTlife.....	23
Figure 7: mySMARTLife Newsletter No.7 –COVID-19: Challenges, Reactions and Recovery	24
Figure 8: Tweet referring to the LHC video of Helsinki.....	24
Figure 9: mySMARTLife – YouTube channel	25
Figure 10: Hamburg Consortium in front of the combined heat and power plant (Source: NDR)	25
Figure 11: Ruben Garcia, mySMARTLife project coordinator presenting Follower City Palencia (Source: EURONEWS).....	26
Figure 12: mySMARTLife – Twitter account (28.10.2020)	27
Figure 13: mySMARTLife – LinkedIn Discussion Forum (28.10.2020)	27
Figure 14: Screenshot of mySMARTLife LinkedIn discussion group (Status: 28.10.2020)	28
Figure 15: Screenshot of mySMARTLife contributions to joined SCC01 social media campaign	28
Figure 16: Screenshot of mySMARTLife contributions to joined SCC01 social media campaign	29
Figure 17: Maria Wasiak, Bydgoszcz Deputy Mayor, at the Conference on Energy Efficiency (photo credits: Robert Sawicki).....	34
Figure 18: Business Breakfast on Mon Projet Renov (photo credits: Benoît Cuvelier).....	34
Figure 19: Example of social media campaign “How to transform the urban environment”	35
Figure 20: Link to Autonomous Public Transport Webinar	35
Figure 21: Promotion of Nantes Innovation Forum.....	36
Figure 22: List of smart city projects on mySMARTLife website	38
Figure 23: Ingo Friese - “Build-up ‘Open’ Eco Systems in Smart City Projects” (photo credits: Steinbeis-Europa-Zentrum)	39
Figure 24: Session on Open Urban Data Platforms (photo credits: Steinbeis-Europa-Zentrum)	40
Figure 25: mySMARTLife taking part at the Matchmaking event of the EIP-SCC Marketplace	40
Figure 26: mySMARTLife teams up with SCIS for online session on Smart Building Retrofits	41
Figure 27: mySMARTLife taking part in the General Assembly of the EIP-SCC Marketplace	42
Figure 28: Cooperation with other Initiatives	43

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Table of Tables

Table 1: Contribution of partners	11
Table 2: Relation to other activities in the project.....	11
Table 3: Overview of mySMARTLife D+C tools, target groups and aims	17
Table 4: Scientific publications	46
Table 5: Non-scientific publications	49
Table 6: Different events (per category) attended by mySMARTLife partners	63

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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, now called the Smart Cities Marketplace (October 1, 2020)
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
VTT	Teknologian tutkimuskeskus VTT Oy

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1. Executive Summary

This document delivers a summary of the communication and dissemination activities performed from M37 to M48 of the mySMARTLife project. The report builds its communication and dissemination activities:

1. Delivered in M1 to M12 (the first year of mySMARTLife) – and the Report on the Activities of the Communication and Dissemination Secretariat, v1 (D.8.2)
2. Delivered in M13 to M24 (the second year of mySMARTLife) – and the Report on the Activities of the Communication and Dissemination Secretariat, v2 (D.8.5)
3. Delivered in M25 to M36 (the third year of mySMARTLife) – and the Report on the Activities of the Communication and Dissemination Secretariat, v3 (D.8.7)

The first three reports, mentioned above, as well as this report (D8.8) are both closely related to Task 8.5 “Dissemination and Communication Strategy” of work package 8 “Exploitation, Dissemination and Communication”. The report at hand constitutes of Deliverable 8.8 “Report on the activities of the Communication and Dissemination Secretariat, v4”.

Deliverable 8.8 builds upon the core dissemination and communication activities implemented in the first project year, such as the development of the overall dissemination and communication structure, the development of the project’s corporate identity and the design as well as the production of main communication materials and tools. In the second project year, the dissemination and communication activities faced some challenges such as the European Data Protection law in May 2018 as well as the departure of Follower City Varna but mySMARTLife went from strength to strength and successfully resolved all challenges. In the third year we focused on the production of videos as well as the involvement of local press through press releases and broadcasts with the aim of making mySMARTLife as well as its actions known to a much broader audience.

The communication and dissemination work of mySMARTLife during this 4th reporting period is heavily influenced by the Covid-19 pandemic as on-site promotion like events either were cancelled or moved online because most of European cities were at one point in time in lockdown. This impacted the communication and dissemination activities of mySMARTLife. Our counter measures for these exceptional times were twofold: 1) move as many activities as possible online and 2) invest further in partnership working to increase impact.

Furthermore, in this reporting period, our output regarding scientific publications has substantially increased, second videos were produced, public deliverables were integrated throughout the website and the changes to the consortium were integrated in all promotional material as well as on the website.

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Overall, 98 communication and dissemination activities have been carried out from M37 to M48, reaching an estimated total of almost 1,5 Million people. These activities can be divided into 63 publications as well as further dissemination activities such as social media and website activities (excluding events) and 35 event related activities. **Looking back over the last four years** of mySMARTLife, the communication and dissemination activities can be summarised as follows:

697 dissemination and communication activities carried out
288 publications and further dissemination activities
(without events)
103 events organised
306 participations to events
348 mySMARTLife presentations given
Almost 4 Million persons reached (estimated audience)

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2. Introduction

2.1 Purpose and target group

The purpose of “D8.8 – Report on the activities of the Communication and Dissemination Secretariat, v4” 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 mySMARTLife consortium in year four of the project. This report gives an insight into the outreach and promotion activities as well as the use of the various communication materials and channels. The primary target group of this report is the European Commission, another one is the project consortium itself as well as other SCC1 projects and interested stakeholders in general (as the report will be made available on [the mySMARTLife website](#)).

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 dissemination and communication activities

2.3 Relation to other activities in the project

The table below (Table 2) describes the main relationship of this deliverable to other activities (or deliverables) developed in mySMARTLife and that should be considered alongside this document to further enhance the understanding of its content.

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

Table 2: Relation to other activities in the project

Deliverable Number	Contributions
D.8.8	This deliverable provides an overview of all communication and dissemination related activities of the project that have taken place from



	M37 to M48. These build on all project activities; therefore, it relates to all work packages.
D.8.7	This deliverable provides an overview of all communication and dissemination related activities of the project that have taken place from M25 to M36. These build on all project activities; therefore, it relates to all work packages.
D8.5	This deliverable provides an overview of all communication and dissemination related activities of the project that have taken place from M13 to M24 of mySMARTLife. These build on all project activities; therefore, it relates to all work packages.
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 mySMARTLife. These build on all project activities; therefore, it relates to all work packages.

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3. Objectives and expected Impact

3.1 Objective

The objective of the deliverable “D8.8 – Report on the activities of the Communication and Dissemination Secretariat, v4” is to provide an overview of all dissemination and communication activities of the entire consortium, with a special focus on the project’s communication channels and tools, implemented within work package (WP) 8. It gives an overview of the outreach and promotion activities of the project as well as the different communication materials and channels developed and used.

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.

In the fourth project year, dissemination and communication activities were firmly build upon the structures and strategies developed in the first, second and third year. However, it is important to emphasise that the communication and dissemination work of mySMARTLife was and currently is heavily influenced by the Covid-19 pandemic with events either cancelled or moved online and most of European cities being at one point in time in lockdown. In the following chapters of this report we aim to demonstrate that even under difficult circumstances we have achieved our objectives.

3.2 Expected Impact

The impact expected by these activities is to promote mySMARTLife and to disseminate its results throughout Europe as well as beyond (please see [mySMARTLife Cities Network](#)). This includes the European level as well as the national, regional and local levels – where Lighthouse and Follower Cities carry out many activities. The following picture gives an overview of all the 16 cities taking part in the mySMARTLife Cities’ Network:



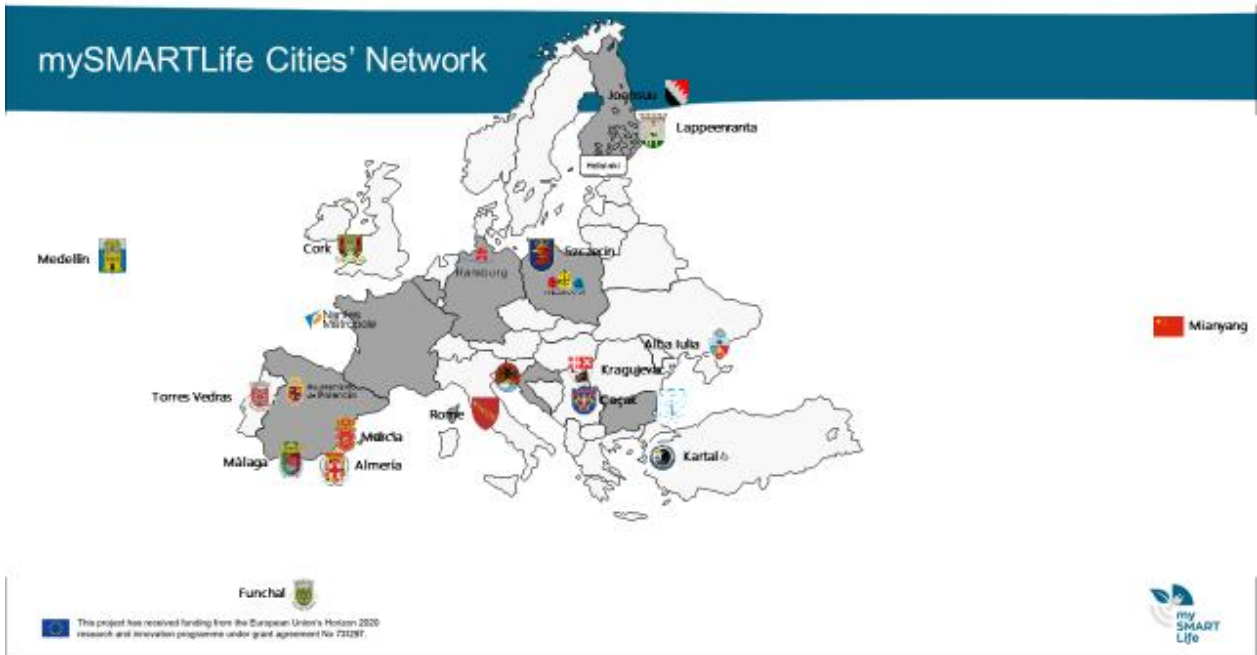


Figure 1: mySMARTLife Cities' Network

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4. Overall Approach

This deliverable contains on the one hand the activities coordinated by SEZ as work package leader – such as the further development of the website, publishing of the e-newsletter and all other main project communication and dissemination tools as well as the attendance at various events in the first few months of the reporting period.

On the other hand, all communication and dissemination activities carried out by all partners, also on a local level, are summarised. SEZ contacts all consortium partners regularly for an update on their individual communication and dissemination actions via a shared Google document as shown below. Based on the partners input, an overview of all PR related activities is achieved.

No.	Partners (short names)	Type of activity (use drop down)	Title of activity	Date (DD.MM.YYYY)	Type of audience reached (use drop down) / if several by	Size of audience	Countries addn URL or PDF	Language
1	SEZ	[C] Social media	Regular tweets via the mySMARTLife Twitter account	01.11.2019 - 20.10.2020	[C] General public	1.361 Followers	Online	
2	HJU	[B] Non-scientific and non-peer reviewed publication (popularised publication)	Heinrich Heine: RobotbusLine final publication	04.12.2019	[B] Policy makers	N/A	Finland https://www.metropolia.fi/fi/muq/kuhhti	FI
3	HJU	[C] Video/film	Video about the robot bus in Kalisz/Galicia	19.12.2019	[C] General public	N/A	Finland https://www.tyvi.fi/tyvi/kuhhti/kuhhti	FI
4	BYDG	[B] Non-scientific and non-peer reviewed publication (popularised publication)	Ecological insert to local and regional newspapers: Metropolia By, Gazeta Wloclawska - 24.01.2020 - 7.800, Gazeta Pomorska - 20.12.2019 - 9.900, Express Bydgoski - 20.12.2019 - 18.500	19 and 20.12.2019, 24.01.2020	[C] General public		Poland in table	PL
5	HEL	[A] Press release	News story about Metropolia Innovation Course Final	20.12.2019	[C] General public	N/A	Online https://hel.fi/tyvi/kuhhti/kuhhti	FI
6	HMM, KON	[F] Communication campaign (e.g. radio, TV)	Forschung in Hamburg: Heizen mit Wasserstoff	20.12.19	[C] General public		Germany https://www.hdr.de/ger/tyvi/kuhhti/kuhhti	DE
7	HEL	[A] Press release	News story about Metropolia Innovation Course Final	20.12.2019	[C] General public		Online https://hel.fi/tyvi/kuhhti/kuhhti	FI
8	BYDG	[A] Press release	E-mobility Strategy launch news in Bydgoszcz, 25.01.2020	25.01.2020	[B] Industry		Poland https://www.polska.com.pl/tyvi/kuhhti/kuhhti	PL
9	BYDG	[B] Non-scientific and non-peer reviewed publication (popularised publication)	Ecological insert to local and regional newspapers: Metropolia By, Gazeta Wloclawska - 24.01.2020 - circulation: 7.800, Gazeta Pomorska - 20.12.2019 - circulation: 9.900, Express Bydgoski - 20.12.2019 - circulation: 18.500	24.01.2020	[C] General public		Poland in table	PL
10	NAN	[F] Communication campaign (e.g. radio, TV)	Various radio reports	Jan. - Feb. 2020	[C] General public		Germany https://www.yout.be.com/watch?v=5RkU	DE
11	NAN	[C] Video/film	Video on morProjetRenov (French)	01.02.2020	[C] General public	870 views on LinkedIn, 430 views on youtube	Finland https://www.yout.be.com/watch?v=5RkU	FR
12	HMM	[B] Website	Project presentation	16.02.2020	[C] General public		Germany https://www.hdr.de/ger/tyvi/kuhhti/kuhhti	DE
13	NAN	[C] Website	Creation of a web page on metias Metropolia web site	27.02.2020	[C] General public		France https://hel.fi/tyvi/kuhhti/kuhhti	FR
14	SEZ	[C] Flyer	Unscaled flyer	01.03.2020	[C] General public	134 views between the 27/02/2020 and the 11/03/2020	France https://www.metropolia.fi/tyvi/kuhhti/kuhhti	EN
15	NAN	[C] Video/film	Video on digital baker (French)	03.03.2020	[C] General public	1105 views on LinkedIn (after 1 day)	Finland https://www.yout.be.com/watch?v=5RkU	FR
16	NANWENG	[C] Video/film	Video on organic PV (French)	04.03.2020	[C] General public	802 views on youtube	Finland https://www.yout.be.com/watch?v=5RkU	FR
17	NANWENG	[A] Press release	Press release on organic PV	04.03.2020	[F] Media	N/A	France https://www.tyvi.fi/kuhhti/kuhhti	FR
18	BYDG	[A] Press release	Invitation to mySMARTLife webinar 'Smart city transformation'	06.03.2020	[A] Scientific Community (higher education, research)		Poland https://www.tyvi.fi/kuhhti/kuhhti	PL
19	HEL	[A] Press release	News story about open API	19.03.2020	[C] General public	N/A	Online https://hel.fi/tyvi/kuhhti/kuhhti	FI
20	HEL	[C] Video/film	Video clip from it's time to replicate	1.4.2020	[B] Policy makers	N/A	Online https://hel.fi/tyvi/kuhhti/kuhhti	EN
21	TBY	[B] Non-scientific and non-peer reviewed publication (popularised publication)	SDS 2020-2141 - on-demand Sensor ThingsAPI, Heterworking	17.04.2020	[B] Industry	N/A	Online https://hel.fi/tyvi/kuhhti/kuhhti	EN
22	NAN	[C] Video/film	Video on morProjetRenov (English)	28.04.2020	[C] General public	24 views on youtube	Europe https://www.yout.be.com/watch?v=5RkU	EN
23	SEZ	[C] Social media	Regular tweets of mySMARTLife posts via SEZ twitter profile (@SEZ_Europe)	06/2019-05/2020	[C] General public		534 Germany https://twitter.com/sez_europe	DE, EN

Figure 2: Shared Google Doc

As stated above, all partners proactively communicate and disseminate their mySMARTLife activities. Press releases, blogs, articles, newsletters, scientific publications, videos and broadcasts present the activities of mySMARTLife in general and specific results. They are related to all project activities and all work packages.

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5. Overview of the mySMARTLife Dissemination and Communication activities from M37- M48

The following section provides an overview of all communication and dissemination activities that have been carried out from M37 to M48 of the project by the WP8 leader SEZ, the Dissemination and Communication Secretariat and the entire mySMARTLife consortium.

The communication and dissemination work of mySMARTLife during this reporting period is heavily influenced by the Covid-19 pandemic with events either cancelled or moved online and most of European cities being at one point in time in lockdown. This impacted the communication and dissemination activities of mySMARTLife. Our counter measures for these exceptional times were twofold: 1) move as many activities as possible online and 2) invest further in partnership working.

Therefore, close interaction and exchange with the other SCC1 projects are continuously taking place, especially regarding dissemination and communication activities such as joined social media campaigns (please see [Project Tools](#) / Social Media). Regular meetings (now all taking place online) and telephone conferences among the SCC1 projects are happening on the coordination, dissemination and communication level. Since Oct 1st, 2020 mySMARTLife chairs the Board of Coordinators (project coordinator CAR) as well as the dissemination and communication task group (WP 8 leader SEZ).

Furthermore, in this reporting period, our output regarding scientific publications has substantially increased, second videos were produced, public deliverables were integrated throughout the website and the changes to the consortium due to the amendment were integrated in all promotional material as well as on the website.

5.1 Looking Back – mySMARTLife Communication and Dissemination Activities

During the first year of mySMARTLife the focus of M1 – M12 was on the development of the overall communication and dissemination structure (setting up the Dissemination & Communication Secretariat), including the project's corporate identity and the host of the website as well as a host of dissemination and communication tools. For further insight into the achievements of WP8 (Communication and Dissemination), please see D8.2 Report on the activities of the Communication and Dissemination Secretariat, v1 (WP8, Task 8.5) covering the project period from M1 to M12.

During the second year of mySMARTLife the focus of M13 – M24 was on adapting the dissemination and communication activities to the new reality of a changed consortium (reproduction and redesign of various communication tools) and on increasing the outreach at the same time. Thanks to the support of the consortium and especially the project leader, this challenge was successfully met.



During the third year of mySMARTLife the focus of M25 to M36 was on the usage of mass media i.e. through the production of videos, the set-up of a YouTube Channel as well as radio and TV broadcasts.

5.2 mySMARTLife Dissemination and Communication Tools and Activities

Within mySMARTLife, a mix of different dissemination and communication tools is applied, covering both analogue 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.

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

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
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	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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	performance contractors, RTD, universities)		
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
Partners' 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
Partners' 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

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5.2.1 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 (www.mysmartlife.eu) is one of the key instruments for internal and external communication. The website is the central communication and knowledge hub for the project partners and was set up at the beginning of the project. 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.

In the last reporting period, SEZ has commissioned the programming of a deliverable section for the website with the aim of uploading all public deliverables during the lifespan of the project. During this reporting period, a total of 74 public and approved deliverables were uploaded and are therefore accessible to the stakeholders and the general interested public (please find the list of deliverables [here](#)). In addition to the website listing, we have linked the respective deliverables to [individual interventions](#) as seen on the visual below. The aim of this activity is to increase the use of available public deliverables and to increase replication and impact.

Interventions

The mySMARTLife project aims at making the three Lighthouse Cities of Nantes, Hamburg and Helsinki more environmentally friendly by reducing the CO₂ emissions of cities and increasing the use of renewable energy sources. The interventions planned and carried out in the three Lighthouse Cities include innovative technological solutions in connection with refurbishments of buildings, usage of renewable energies, clean transport and supporting ICT solutions. Please scroll down to discover the interventions in the Lighthouse Cities.

If you are interested in finding out more about our interventions, have a look at our public deliverables [D1.13, D1.14, and D.1.17.](#)



Figure 3: mySMARTLife Website – Public Deliverables

- **Project leaflet, postcard and poster**

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 provides detailed information on the project, the involved cities, the consortium, technologies, sites and approach.

Due to the amendment, outlining the changes to the mySMARTLife consortium and its actions, a major review of all promotional material was delivered, and material was amended and reproduced (leaflet, postcards and posters). All communication materials are available in printed and electronic versions ([downloadable from the project website](#)) and distributed in the LHCs and FCs, on events and to interested stakeholders.

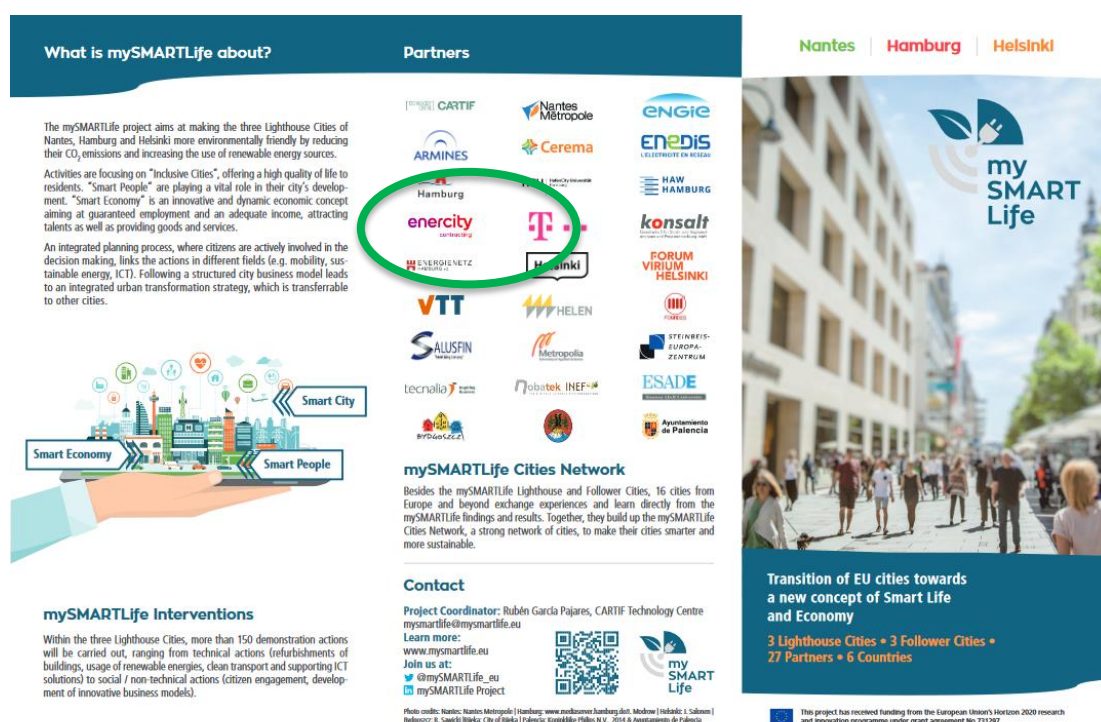


Figure 4: English Version of the mySMARTLife Updated Leaflet

- **Press releases**

The **first press release** was published at the beginning of the project, providing basic information on mySMARTLife (first reporting period M1-M18). The **second press release** was published after the periodic meeting that took place in Hamburg, Germany on 11-13 September 2018. The release focused on the study tour to the demonstration site Bergdorf. A **third release** was published in M25, announcing the mySMARTLife YouTube channel and the publication of the first three videos from the LHCs. The **fourth release** of the reporting period was published in M28 describing the workshop and study tour delivered for the mySMARTLife Cities' Network members during the periodic meeting in Nantes. A **fifth press release**



was published after the review and periodic meeting in M34 in Helsinki. During this reporting period no press release was published as the 3rd review and 8th periodic meeting took place online and the decision was made to publish a news item instead. You can find the news item [here](#).

The archive of press releases is available on the mySMARTLife Website under: <https://www.mysmartlife.eu/press-corner>

• Professional and scientific publications

mySMARTLife academia partners (namely CAR, ARM, VTT, HMU, TEC, and NBK) publicise research outputs from the project as scientific publications, peer-reviewed papers 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](#). Each partner ensures open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

The total of scientific publications since the start of mySMARTLife is currently 18, whereas one scientific publication is related to mySMARTLife but not funded by it. All publications can be found [here](#).

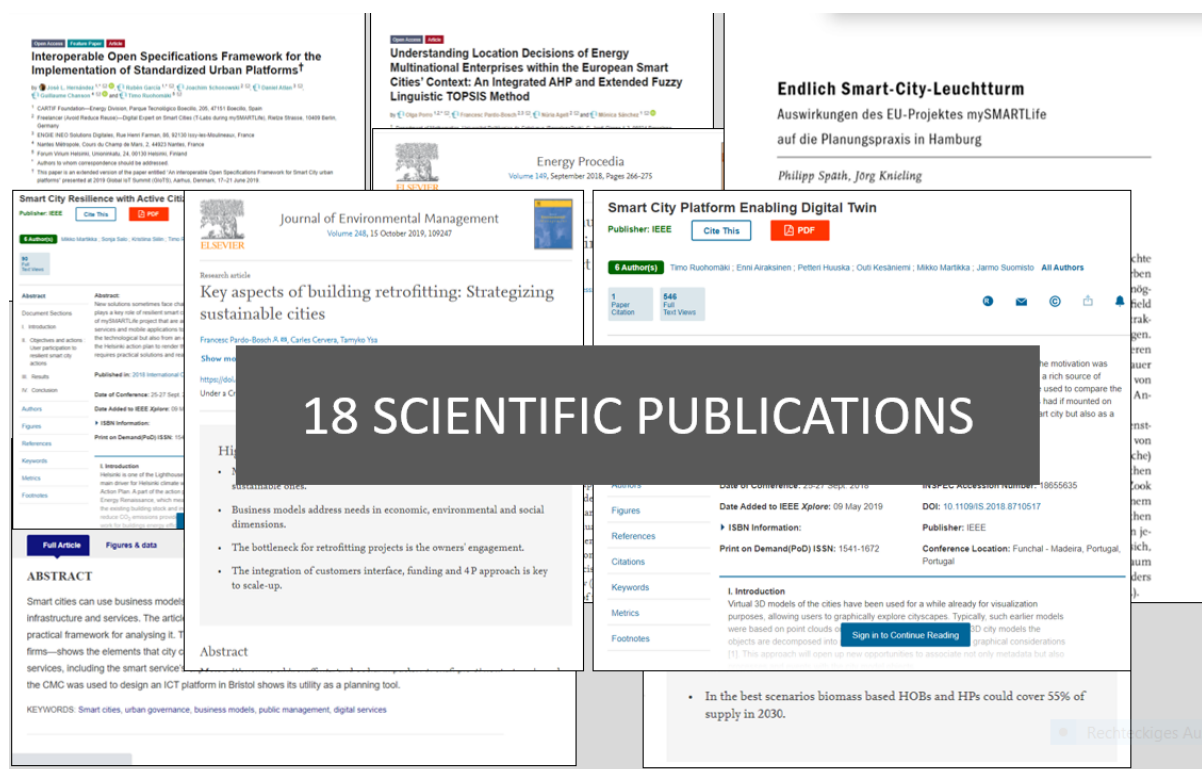


Figure 5: Scientific Publications mySMARTLife

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

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- **e-newsletter**

The public e-newsletter, published twice a year, is providing information about the project's activities and progress during the previous period. 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.

For the time span of this report, two e-newsletters have been published, the latest one in July 2020 (newsletter No.7). The newsletters can be found on the <https://www.mysmartlife.eu/newsletter/>

The first newsletter in this reporting period was newsletter No.6 published in December 2019 and it focused on the topic Smart Buildings and Homes in mySMARTLife but also included news from all three Lighthouse Cities as well as (smart city) project news and events.

mySMARTLife – Focus Topic

Smart Buildings and Homes in mySMARTLife

A structure with a roof and walls: this is the minimal definition of a building. But to turn a building into a smart building, the central building services system must be networked and digitized. Then again, in a smart home, individual household appliances and room controls are networked. As part of mySMARTLife, both methods are being implemented. So let's explore them in more detail.

Helsinki's Smart Heating Control

As key intervention of mySMARTLife, the installation of **smart thermostats** for the management of apartment level heating has taken place in **167 flats** in the district of **Merihaka**. As typical buildings of the city's previous rapid construction era, they represent the vast amount of building stock in the City of Helsinki. With smart thermostats, the residents can **control and adjust** their heating based on their needs and schedules and thus **reduce their energy consumption** while maintaining their level of comfort. Smart thermostats enable also the implementation of smart demand response experiments that can bring systemic level benefits for the heating grid.



Merihaka, Haapaniemenkatu 12 encircled (photo: Helsingin Merihaka Oy)

Figure 6: mySMARTLife Newsletter No.6 – Smart Buildings and Homes in mySMARTLife

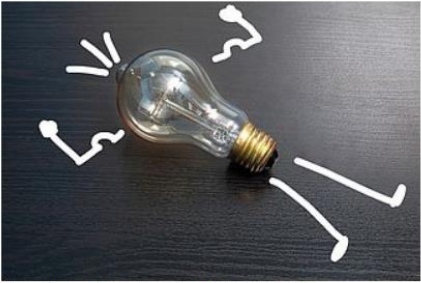
The second newsletter of the reporting period (No.7) was published in July 2020 and focused on COVID-19: Challenges, Reactions and Recovery.



mySMARTLife – Focus Topic COVID-19: Challenges, Reactions and Recovery

When 2020 began, probably no one could have predicted how the first half of the year would look like. What we once thought impossible had suddenly become real. Borders were closed, air travel was banned, and strict curfews were imposed in several countries. And this with no less intention than saving human lives. But how did our mySMARTLife cities actually respond to the challenges posed by COVID-19?

[READ MORE](#)



Strong light bulb (photo: Frank Vessia)

Figure 7: mySMARTLife Newsletter No.7 –COVID-19: Challenges, Reactions and Recovery

- LHC video clips**

Short video clips showing project progress in the LHCs have been produced by the LHCs, with the aim of inspiring other cities. All three LHCs produced their first & second videos. All videos can either be found on the [mySMARTLife website](#) as well as on [the mySMARTLife YouTube channel](#). Our YouTube channel has had 1808 views (as of end of October 2020).



Figure 8: Tweet referring to the LHC video of Helsinki

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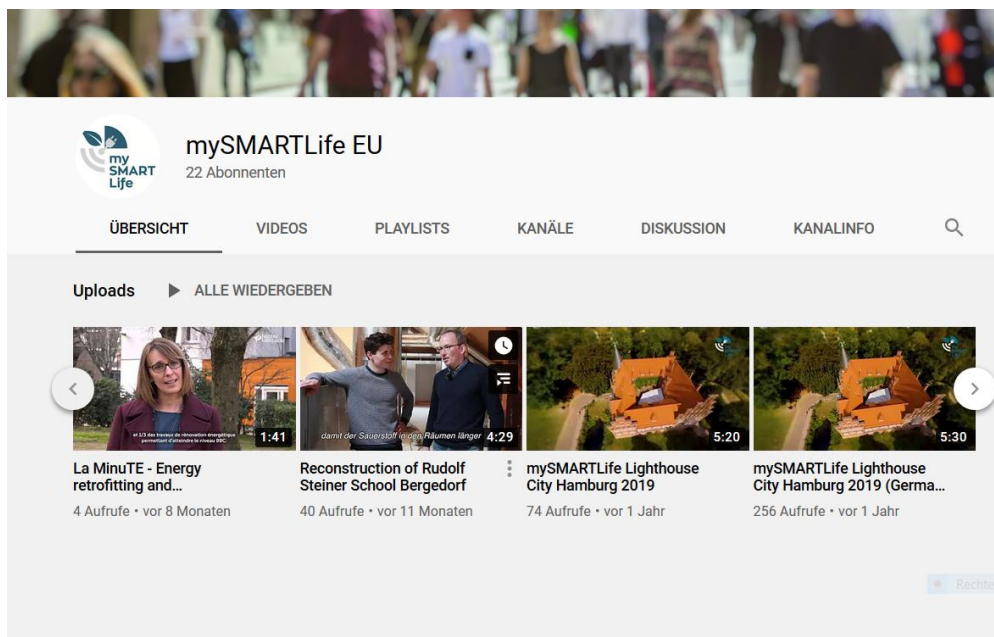


Figure 9: mySMARTLife – YouTube channel

- **Broadcasts (Radio & TV):**

All radio and TV broadcasts can be found on the [mySMARTLife website](#). In this reporting period mySMARTLife has received radio attention and was covered by the German channel NDR; the broadcast can be listened to [here](#).



Figure 10: Hamburg Consortium in front of the combined heat and power plant (Source: NDR)



Another major highlight in this reporting period was focussing on Valladolid and mySMARTLife Follower City Palencia as exemplary smart cities. The story was [broadcasted](#) in September 2020.



Figure 11: Ruben Garcia, mySMARTLife project coordinator presenting Follower City Palencia (Source: EURONEWS)

- **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 are complementing the rest of the mySMARTLife dissemination and communication tools.

mySMARTLife uses two social media profiles:

- **Twitter:** A mySMARTLife Twitter account has been created (https://twitter.com/mySMARTLife_eu) with currently 1.366 followers, 1.160 tweets and 3.750 likes (Status: 28.10.2020)
- **LinkedIn:** A mySMARTLife discussion forum was established at the beginning of the project and the number of members has continuously increased in the third reporting period to 226 members. (<https://www.linkedin.com/groups/13531338>)



Figure 12: mySMARTLife – Twitter account (28.10.2020)

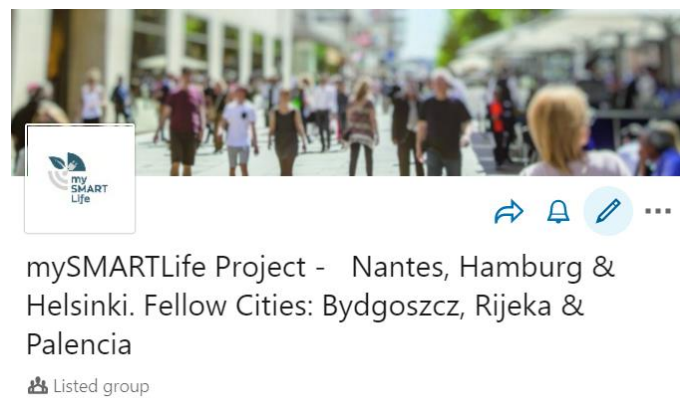


Figure 13: mySMARTLife – LinkedIn Discussion Forum (28.10.2020)

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Figure 14: Screenshot of mySMARTLife LinkedIn discussion group (Status: 28.10.2020)

During this reporting period mySMARTLife partnered up with all other 17 SCC1 projects for two joined social media campaigns.

The first campaign was launched in March 2020 during COVID-19 lock down periods in various cities and was called #CityFromMyWindow with the subtitle “How can we be close while staying at home?”. Some of the snap shots from the mySMARTLife team are below:



Figure 15: Screenshot of mySMARTLife contributions to joined SCC01 social media campaign

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Another joined campaign was #WeMoveSmart as part of the EU Mobility Week (16-22 September 2020). A summary of the mySMARTLife consortium tweets is found below:



Figure 16: Screenshot of mySMARTLife contributions to joined SCC01 social media campaign

- **Blogs and short articles**

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

During this reporting period, 27 short articles were published, covering a wide range of subjects from energy themes: such as interviews with [Simon Decher](#) (Hamburg consortium) and [with Maria Vuorinnen](#) (former lead of Lighthouse City Helsinki), or an article about [the social acceptance of the Nantes' autonomous bus shuttle](#) and [the welcome of the three new Smart City Projects Atelier, Sparcs and Pocytif](#). A full list of articles is on the mySMARTLife website in the [news section](#).



- **Summary**

For the reporting period M37 to M48, 63 publications and further dissemination activities without events were reported. These included 10 non-scientific publications, 27 news articles published on the mySMARTLife website, 11 local press releases as well as 5 broadcasts on local radio and television stations.

An estimated audience of almost 1,5 Million people has been reached by these activities, constituting amongst others the scientific community, industry, civil society, media as well as the public.

A detailed overview is in Annex 1: Overview of Publications and further Dissemination Activities (without events).

5.3 Publications and further Dissemination Activities

All mySMARTLife partners have been very active within months 37 to 48 of the project in communicating the project. This constitutes itself through active participation in online events, general publications and peer-reviewed articles. The following sections provide an overview of all scientific and other publications prepared and dissemination activities carried out between from the beginning of the project until M48 by all project partners.

5.3.1 Scientific Publications (Peer Reviewed)

The number of scientific publications has substantially increased in this third reporting period. So far, 18 scientific publications have been published to engage with an expert audience as part of mySMARTLife. The list of publications can be found online [here](#).

1. O. Porro, Francesc Pardo-Bosch, N. Agell, M. Sánchez: Understanding Location Decisions of Energy Multinational Enterprises within the European Smart Cities' Context: An Integrated AHP and Extended Fuzzy Linguistic TOPSIS Method, *Energies* 13/2415, 2020.
2. Angela Santangelo, Marja Vuorinen, Simona Tondelli: Household energy awareness as enabler of regeneration practices. Preliminary evidence from a Finnish case study, *Urbanistica Informazioni*, special issue, 2018, pp. 260-264.
3. Arto O. Salonen: The need for reform of mobility choices is urgent - here is how it can succeed, *Publications of Metropolia UAS, Taito-series*, Metropolia University of Applied Sciences, 2020.
4. Costeseque, G., Horvath, M.A., Subirats, P., Eyssartier, C., De Rus, N., Chabani, A. and Farge, G.: Evaluation d'un service de transport par navette électrique autonome, sur voie ouverte à la circulation générale, à Nantes, proceeding 47th ATEC ITS Congress, 2020.



5. Eetu Rutanen, Milla Åman Kyyrö: Helsinki RobobusLine — Robottibussi Helsingin kaduilla, Metropolia Ammattikorkeakoulu, Helsinki 2019 (in Finnish).
6. Eetu Rutanen, Ville Arffman: Robottibussi pilotoi Kalasatamassa, Ilmansuojelu, 03/2019, pp.12-13 (in Finnish).
7. Francesc Pardo-Bosch, Carles Cervera, Tamyko Ysa, Key aspects of building retrofitting: Strategizing sustainable cities, Journal of Environmental Management, Volume 248, 2019, 109247, Elsevier, year 2019.
8. Hannu-Pekka Hellman, Atte Pihkala, Markku Hyvärinen, Pirjo Heine, Juha Karppinen, Kristiina Siilin, Perttu Lahtinen, Minna Laasonen, Jussi Matilainen: Benefits of Battery Energy Storage System for System, Market, and Distribution Network - Case Helsinki, 24th International Conference on Electricity Distribution, CIRED, Glasgow, 2017, pp. 1-5. (*This publication is related to mySMARTLife but not funded under mySMARTLife*).
9. José L. Hernández, Rubén García, Joachim Schonowski, Daniel Atlan, Guillaume Chanson, and Timo Ruohomäki: Interoperable Open Specifications Framework for the Implementation of Standardized Urban Platforms, Sensors 2020, 20, 2402, year 2020.
10. Katharina Lange, Jörg Knieling: EU Smart City Lighthouse Projects between Top-Down Strategies and Local Legitimation: The Case of Hamburg, Cogitatiopress, Urban Planning 2020, Volume 5, Issue 1, year 2020, pp.107-115.
11. Krista Timeus, Jordi Vinaixa and Francesc Pardo-Bosch: Creating business models for smart cities: a practical framework, Routledge Taylor & Francis Group, Public Management Review, Vol 22, No 5, year 2020, pp. 726–745.
12. Miika Rämä, Mikko Wahlroos: Introduction of new decentralised renewable heat supply in an existing district heating system, Energy, Volume 154, 2018, Elsevier, 1 July 2018, pp. 68-79.
13. Mikko Martikka, Timo Ruohomäki, Sonja Salo, Pekka Tuomaala, Kristiina Siilin, Esa Nykänen, Smart City Resilience with Active Citizen Engagement in Helsinki, 2018 International Conference on Intelligent Systems (IS), IEEE, year 2018.
14. Mohamed Tahar Mabrouk, Pierrick Haurant, Vincent Dessarthe, Patrick Meyer, Bruno Lacarrière, Combining a dynamic simulation tool and a multi-criteria decision aiding algorithm for improving existing District Heating, 16th International Symposium on District Heating and Cooling, Elsevier, Energy Procedia 149, year 2018, pp. 266-275.
15. Philipp Späth, Jörg Knieling: Endlich Smart-City-Leuchtturm. Auswirkungen des EU-Projektes mySMARTLife auf die Planungspraxis in Hamburg, in: Bauriedl, S.; Strüver, A. (Hg.), Smart City –



Kritische Perspektiven auf die Digitalisierung in Städten, S. 345-355, Bielefeld: transcript, ISBN: 978-3-8376-4336-7 (in German), 2018.

16. Philipp Späth, Jörg Knieling: How EU-funded Smart City experiments influence modes of planning for mobility: observations from Hamburg, in *Urban Transformations (2020) 2:2*, Springer Nature, year 2020.
17. Timo Ruohomäki, Outi Kesäniemi, Enni Airaksinen, Mikko Martikka, Petteri Huuska, Jarmo Suomisto: Smart City Platform Enabling Digital Twin, 2018 International Conference on Intelligent Systems (IS), IEEE, year 2019.
18. Xabat Oregi, Nekane Hermoso, Eneko Arrizabalaga, Lara Mabe, Inigo Munoz: Sensitivity assessment of a district energy assessment characterisation model based on cadastral data, Int. Scientific Conference "Environmental and Climate Technologies", CONECT 2018, Elsevier, Energy Procedia, 147, year 2018, pp.181-188.

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

5.3.2 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.¹

For the second reporting period M13 - M24, 74 publications and further dissemination activities (without events) were reported.²

For the third reporting period M25 – M36, 79 publications and further dissemination activities (without events) were reported.³

For this fourth reporting period M37 – M48, 63 publications and further dissemination activities (without events) were reported:

- 10 Non-scientific and non-peer reviewed publications (popularised publications)
- 8 scientific publications
- 11 press releases

¹ 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.

² 44 Non-scientific and non-peer reviewed publications (popularised publications), 2 scientific publications, 9 press releases, 9 social media activities (including regular tweets on different profiles), 4 website actions, 3 videos, 2 flyer, 1 communication campaign.

³ 26 Non-scientific and non-peer reviewed publications (popularised publications), 6 scientific publications, 12 press releases, 6 social media activities (including regular tweets on different profiles), 8 website actions, 10 videos, 2 flyers, 9 communication campaigns.



- 5 social media activities (including regular tweets on different profiles) and approx. 100 tweets and posts on the Twitter and LinkedIn channels of mySMARTLife
- 4 website actions by the partners and 27 news items uploaded to news page of MySMARTLife website
- 15 videos
- 5 flyers
- 5 communication campaigns

An estimated audience of almost 1,5 Million 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).

5.4 Organisation of and Participation in Events

Active participation in events either organised by the mySMARTLife consortium themselves or being part of other events is one key activity for the dissemination and communication work package. However, this year everything was different. As one can clearly see during the beginning of the reporting period November 2019 until February 2020 the mySMARTLife consortium still took actively part in events. From end of February until the end of the reporting period events were replaced with online activities due to the COVID-19 pandemic. Some of the online activities took the form of webinars and they are also listed and described below.

An overview of events is generated based on the input of all partners. This provides an important overview of all past and future event related activities by the consortium and helps in coordinating the partners' activities. All partners are constantly updating this.

- **Inauguration of the City of Bydgoszcz to the Covenant of Mayors during Conference on Energy Efficiency (October 2019)**

The **City of Bydgoszcz**, the **Association Metropolis Bydgoszcz** and the **Association of Municipalities Polish Network "Energie Cités"** held a conference dedicated to **energy efficiency** which is a key element of the municipality's energy transformation. Read more [here](#).





Figure 17: Maria Wasiak, Bydgoszcz Deputy Mayor, at the Conference on Energy Efficiency (photo credits: Robert Sawicki)

- **Business Breakfast on Mon Projet Renov in Lighthouse City Nantes (December 2019)**

On 6 December 2019, a meeting bringing together stakeholders of the renovation field was hosted in mySMARTLife Lighthouse City Nantes. The target audience included auditors, architects, engineering consultancies, associations, worksite project managers and people from Nantes Metropole working on the theme of energy renovation and energy transition. Read more [here](#).



Figure 18: Business Breakfast on Mon Projet Renov (photo credits: Benoît Cuvelier)



- **How to transform the urban environment – Smart All Around (online, February 2020)**

An online meeting to present the mySMARTLife transformation strategy with a special focus on “Inclusive Cities”, offering a high quality of life to residents, “Smart People” playing a vital role in their city’s development and “Smart Economy” as an innovative and dynamic economic concept aiming at guaranteed employment and an adequate income, attracting talents and providing goods and services according to the actual requirements.



Figure 19: Example of social media campaign
“How to transform the urban environment”

- **Autonomous public transport webinar (online, June 2020)**

Hosted by mySMARTLife consortium partner Forum Virium Helsinki and the Sohjoa Baltic project the [online session focused on autonomous public transport](#) on European level. The focus of the webinar was set on the question: How to ensure the role of smart mobility solutions in our cities? The webinar consisted of keynotes from experts, researchers and city officials providing facts and visions for the people designing their cities’ future.

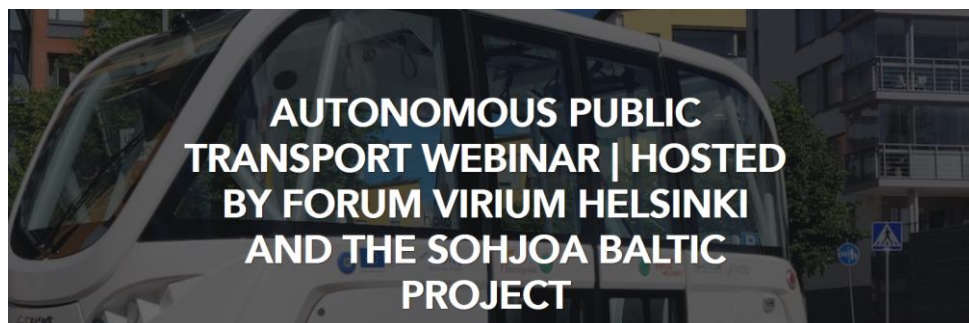


Figure 20: Link to Autonomous Public Transport Webinar



- **Energy Improvement Districts: An Instrument for Local Cooperation on Energy Efficiency (online, September 2020)**

Hosted by mySMARTLife consortium partner HafenCity University Hamburg the session focused on introducing several examples of the Energy Improvement District (EID) concept as a tool for integrated energy planning and a method to support cities in reaching their emission reduction goals.

- **Strategic Energy Planning in Urban Districts from a Policy Perspective (online, September 2020)**

Hosted by mySMARTLife consortium partner HafenCity University Hamburg the session focused on another aspect of the Energy Improvement District (EID) concept. In particular, the focus was set on "Strategic Energy Planning in Urban Districts from a Policy Perspective".

- **Developing ICT Tools for District-Scale Smart Energy Management (online, September 2020)**

The third online session of the series by HafenCity University Hamburg focused on the development of ICT Tools for District-Scale Smart Energy Management. The session discussed the modelling of energy efficient urban areas of the future, adopting collaborative stakeholder engagement processes in the strategic planning and implementation of energy solutions.

- **Nantes Metropole's Final European Capital of Innovation Event (online, October 2020)**

Nantes Metropole organised its final European Capital of Innovation event on October 8th and 9th, 2020, which combined high level conferences and technical workshops. One of those workshops was organized by the Experimentation Unit of Nantes Metropole and focused on "European urban labs to boost innovation in cities".



Figure 21: Promotion of Nantes Innovation Forum



Overall, for the reporting period M37 – M48,

- 13 events were organised:
 - 2 conferences
 - 11 organized workshops (partly online)
 - No exhibition
- 24 participations to events took place (partly online):
 - 11 conferences
 - 5 workshops
 - 3 other events
 - 4 activities jointly organised with other H2020 projects
 - 2 pitch events
- 22 presentations were held

Through these events related activities, approximately 25.000 persons were reached.

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

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5.5 Joint activities with SCC1 projects and other EU initiatives

Close interaction and exchange with the other 17 SCC1 projects are taking place, especially regarding joint replication and dissemination / communication activities. Within the second 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. We 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.

- **Promotion of SCC1 projects:**

The regularly updated mySMARTLife website has a section of useful links that is under the header press corner – useful links.

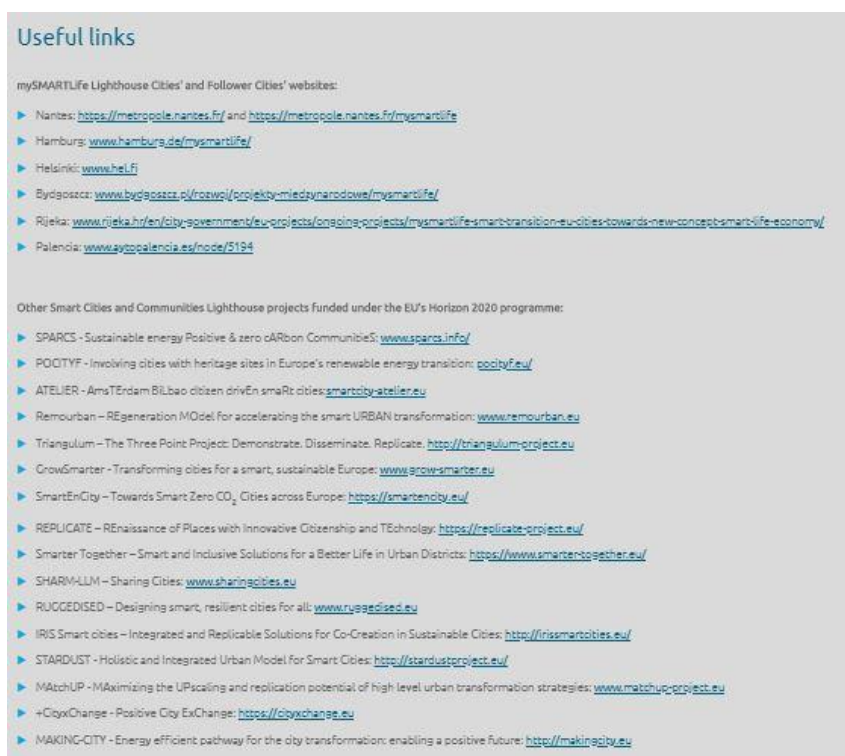


Figure 22: List of smart city projects on mySMARTLife website



- **Joint events and stands:**

- **Smart City Expo World Congress 2019 (Barcelona, November 2019)**

mySMARTLife representatives participated in last year's **Smart City Expo World Congress** in Barcelona, Spain. mySMARTLife was represented together with the **Smart City initiatives European Innovation Partnership on Smart Cities and Communities (EIP-SCC)** and **Smart Cities Information System (SCIS)** as well as the other now 17 [Horizon 2020 European Smart Cities and Communities Lighthouse projects](#). At our joint Smart Cities and Communities stand, overall 14 engaging presentations were given, including topics like "Open Urban Data Platform" with lots of input from our colleague Michael Fischer, representing mySMARTLife and "Build-up 'Open' Eco Systems in Smart City Projects" with Ingo Friese, presenting the mySMARTLife's approach.



Figure 23: Ingo Friese - "Build-up 'Open' Eco Systems in Smart City Projects"
(photo credits: Steinbeis-Europa-Zentrum)





Figure 24: Session on Open Urban Data Platforms
(photo credits: Steinbeis-Europa-Zentrum)

- **Replication Workshop during Tampere Smart City Week (Tampere, January 2020)**

In the context of [Tampere Smart City Week](#), [STARDUST](#), [IRIS](#), [MatchUP](#), [Making-City](#) and **mySMARTLife** organised a replication workshop on *Success Stories and Development Challenges of Carbon Neutral and Energy-efficient Mobility, Building and Energy from Finnish Lighthouse Projects* on **29 January 2020** in Tampere, Finland.

- **mySMARTLife at EIP-SCC Matchmaking Event 'City Representatives meet Investors' (Brussels, February 2020)**

mySMARTLife joined other SCC1 projects at the EIP-SCC Matchmaking event in Brussels which brought together city/regional representatives, businesses, and investors. It focused on exploring and shaping opportunities for all involved in Smart City projects and included more than 70 meetings between investors, cities and solution providers.



Figure 25: mySMARTLife taking part at the Matchmaking event of the EIP-SCC Marketplace
(photo credits: Steinbeis-Europa-Zentrum)



- **Smart Building Retrofits – Lessons Learnt (online, March 2020)**

mySMARTLife organised a webinar on the topic of “Smart Building Retrofits – Lessons Learnt”. The webinar was launched in collaboration with the well-known EU platform Smart Cities Information System (SCIS) and focused on the implementation of retrofit measures.

How do Lighthouse Cities fare when it comes to building retrofits? What has worked well and where did they encounter barriers? Focusing on examples from the three mySMARTLife Lighthouse Cities Nantes, Hamburg and Helsinki, we discussed the innovative approach of the user focused retrofit platform MON PROJET RENOV in Nantes, the retrofitting of the Rudolf-Steiner-Schule in Hamburg-Bergedorf, and the important role of housing associations when it comes to retrofitting measures in Helsinki. The recording of the online session can be found [here](#). The results of the webinar were fed into the solution guides published on the [SCIS website](#).



Figure 26: mySMARTLife teams up with SCIS for online session on Smart Building Retrofits

- **Replication in practice: Common challenges and enablers for the replication of smart city solutions (online, June 2020)**

During this SCIS webinar, the mySMARTLife consortium contributed to the discussion of replication processes and their experiences in the two Follower Cities Palencia and Rijeka.

- **mySMARTLife Goes EIP-SCC Marketplace General Assembly (online, September 2020)**

mySMARTLife joined the EIP-SCC General Assembly along with other SCC1 projects in an online Explore Zone which showcased mySMARTLife publications, a staffed chat room and a link to the mySMARTLife website.





Figure 27: mySMARTLife taking part in the General Assembly of the EIP-SCC Marketplace
(photo credits: Steinbeis-Europa-Zentrum)

- Joint Multi-Touch tool:** A project overarching touch tool has been set up by all SCC1 projects and mySMARTLife has joined this initiative. The tool presents the different SCC1 projects, involved LHCs / FCs and their technical approaches. The tool's purpose was and is to be used at events. With the new project SCALE, support for the Smart Cities and Communities Lighthouse project group, the aim is to update and maintain the Multi-Touch Tool.
- Joint D+C Plan:** Together, the SCC1 projects have developed a joint Dissemination and Communication plan. The aim was to define the aims of the joint D+C activities of the projects, to coordinate activities amongst the projects and to define the roles of the projects. With the new project SCALE, support for the Smart Cities and Communities Lighthouse project group, the aim is to develop a high impact media strategy that is supposed to significantly increase the SCC visibility.
- 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 ESPRESSO project⁴, the Smart Cities Marketplace (formerly known as the EIP on Smart Cities and Communities⁵) and the Smart Cities Information System (SCIS)⁶.

⁴ <http://espresso-project.eu>

⁵ http://ec.europa.eu/eip/smartcities/index_en.htm

⁶ <http://www.smartcities-infosystem.eu>



Figure 28: Cooperation with other Initiatives

In a meeting between VTT / SCIS in 4/2018 it was agreed that mySMARTLife will provide the dataset information (KPI's, Monitoring) when all monitoring starts in M36. And after that a set of data after 1 year (M48) as well as after 2 years (M60). The details of the data format and transition mechanism will be agreed later.

Apart from the events in which all projects participated, some other events in which mySMARTLife was present in connection with this task were:

- ABSTRACT for EERA JPSC second special issue on Tools, Technologies and Systems Integration for the Smart and Sustainable Cities went in process.
- The ANNEX of Positive Energy District (PED) nr 83 has been officially started and mySMARTlife is there a contributor.
- Joint Webinar with SCIS (March 2020)
The online session is described [here](#).
- During the last two reporting periods, the mySMARTLife consortium has developed a strong working relationship with the EIP-SCC Marketplace, now called the Smart Cities Marketplace consortium, as a regular contributor to its newsletter.
- EIP-SCC General Assembly (online, September 2020)



Members of the mySMARTLife consortium took part in the General Assembly of the EIP-SCC Marketplace, representing mySMARTLife and actively taking part in the discussions and the Explore Zone.

The related deliverable is D7.1 “Report of lighthouse projects cooperation. Working groups and platform results”. In this deliverable, all these activities are reported. The first version of D7.1 has been released on M12 (November 2017); followed in M36 (D.7.2) and the final version in M60.

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6. Conclusions

During the fourth year of mySMARTLife, all project partners have carried out a variety of Dissemination and Communication activities. During the first year, the WP8 activities developed the overall dissemination and communication structure within mySMARTLife, set up the project's corporate identity and the main communication materials and tools. In the second year, all communication and dissemination tools were further developed, adapted to project needs, and all project partners proactively promoted mySMARTLife as well as their individual activities. In the third year of mySMARTLife the processes have been established, material was produced, and communications channels tried and tested. One of the main points of the third year was the increase in the use of mass media – or being able to engage with mass media. Video films, broadcasts and press releases played an important role in reaching very high and successful impact numbers. In the fourth year of mySMARTLife the COVID-19 pandemic had and has a huge impact on the dissemination and communication work. However, the continuous promotion of mySMARTLife through online activities, the use of mass media and pro-active partnership working has enabled us to actively drive forward the mySMARTLife project and its results.

With 697 communication and dissemination activities having been carried out by the consortium, among them 288 publications and further dissemination activities and 409 event related activities and reaching an estimated audience of almost 4 Million persons, it can be concluded that mySMARTLife is on a very positive and successful path.

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7. Annex

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

In the following Table 4, all **scientific publications related to the project during M37 – M48** are listed:

Table 4: Scientific publications

No.	Type	Title	DOI	ISSN eSSN ISBN	Author(s)	Title of journal or equivalent	Vol. / Date	Publisher	Place	Yes	Rel. pages	Public & private participation	Peer-review	Open - Access
1	Book/ Monograph	Helsinki RobobusLine — Robottibussi Helsingin kaduilla	N/A	ISSN 2669-8021	Eetu Rutanen, Milla Åman	TAITO-series 34	12.2019	Metropolia University of Applied Sciences	Helsinki, Finland	2020	all	Yes	No	Yes - Link
2	Book/ Monograph	The need for reform of mobility choices is urgent – here is how it can succeed	N/A	ISSN 2669-8021	Arto O. Salonen	TAITO series 46	01.2020	Metropolia University of Applied Sciences	Helsinki, Finland	2020	All	Yes	No	Yes - Link
3	Article in Journal	Creating business models for smart cities: a practical framework	10.1080/14719037.2020.1718187	N/A	Timeus, Krista; Vinaixa, Jordi; Pardo-Bosch, Francesc	Public Management Review	Volume 22, 2020 - Issue 5: Special issue: Management, Governance	Taylor and Francis Group	London, UK	2020	All	No	Yes	Yes - Green

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No.	Type	Title	DOI	ISSN eISSN ISBN	Author(s)	Title of journal or equivalent	Vol. / Date	Publisher	Place	Year	Rel. pages	Public & private participation	Peer- review	Open - Acce ss
							and Accountabilit y for Smart Cities & Communities .							
4	Article in Journal	Understanding Location Decisions of Energy Multinational Enterprises within the European Smart Cities' Context: An Integrated AHP and Extended Fuzzy Linguistic TOPSIS Method"	10.3390/ en13102 415	N/A	O. Porro, Francesc Pardo-Bosch, N. Agell, M. Sánchez	Energies	Volume 13, 2415, Year 2020	MDPI	Barcelo na, Spain	2020	All	No	Yes	Yes – Link
5	Article in Journal	Interoperable Open Specifications Framework for the Implementation of Standardized Urban Platforms	10.3390/ s200824 02	1424- 8220	José L. Hernández, Rubén García- Pajares, Joachim Schonowski, Daniel Atlan, Guillaume Chanson,	Sensors: Special Issue "Architectu res and Platforms for Smart and Sustainabl e Cities"	20, 2020	MDPI	Basel, Switzerl and	2020	All	Yes	Yes	Yes – Gold

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No.	Type	Title	DOI	ISSN eISSN ISBN	Author(s)	Title of journal or equivalent	Vol. / Date	Publisher	Place	Year	Rel. pages	Public & private participation	Peer- review	Open - Acce ss
					Timo Ruohomäki									
6	Article in Journal	EU Smart City Lighthouse Projects between Top-Down Strategies and Local Legitimation: The Case of Hamburg	https://bit.ly/2TGeabr	2183- 7635	Lange, Katharina; Knieling, Jörg	Urban Planning	Vol 5, No 1 (2020). Issue: "Urban Planning and the Smart City: Projects, Practices and Politics"	Cogitatio	Lisbon, Portugal	2020	107- 115	No	Yes	Yes - Gold
7	Article in Journal	How EU-funded Smart City experiments influence modes of planning for mobility: observations from Hamburg	https://bit.ly/3mCfxVh	2524- 8162	Späth, Philipp; Knieling, Philipp	Urban Transforma- tions	Article number: 2 (2020). Collection: Transformati ve turn in planning	Springer Nature	Cham, Switzerl and	2020	All	No	Yes	Yes - Gold
8	Article in Journal	Optimal capacities of distributed renewable heat supply in a residential area connected to district heating	https://bit.ly/3e5ciCS	N/A	Pursiheimo, Esa; Rämä, Miika	Journal of Sustainabl e Developme nt of Energy,	Volume 9, Issue 1, 1080328, 2020	SDEWES Centre	Zagreb, Croatia	2020	All	No	Yes	Yes - Gree n



No.	Type	Title	DOI	ISSN eISSN ISBN	Author(s)	Title of journal or equivalent	Vol. / Date	Publisher	Place	Year	Rel. pages	Public & private participation	Peer-review	Open - Access
						Water and Environment Systems								

In the following Table 5, the **non-scientific publications during M37 – M48** are listed:

Table 5: Non-scientific publications

No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
Press Release (PR)										
1	PR	HEL	News story about Metropolia Innovation Course Final	20.12.2019	General Public	N/A	Europe	https://bit.ly/35Z2t63	FI	In this press release mySMARTLife introduced one of the tasks of the innovation course (related to the use of open energy data)
2	PR	BYDG	E-mobility Strategy launch news in Bydgoszcz	29.01.2020	Industry	N/A	Poland	https://bit.ly/2JdRpdj	PL	
3	PR	NAN	Press release on organic PV	04.03.2020	Media	N/A	France		FR	

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No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
4	PR	BYDG	Press release inviting to mySmartLife webinar 'Smart city transformation'	06.03.2020	Scientific Community	N/A	Poland	https://bit.ly/34zPOqy	PL	
5	PR	BYDG	News story about open API	19.03.2020	General public	N/A	Finland	https://bit.ly/34B3Mby	FI	Introduction of Helsinki service building data as open API; this is one of the actions of mySMARTLife
6	PR	HAM	Press release on the beginning of construction in Bergedorf-Hamburg	05.06.2020	General Public	N/A	Germany	https://bit.ly/3e8QUN9	DE	
7	PR	HAM	Press release about presence of Gasnetz Hamburg (HAM) at the "Week of Hydrogen" (Woche des	08.06.2020	General Public	N/A	Germany	https://bit.ly/35MRMDp	DE	



No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
			Wasserstoffs Nord)							
8	PR	BYDG	Press Release “Darmowy prąd popłynie do kolejnych miejskich budynków”; Free energy will flow into new public buildings	29.07.2020	Civil Society	N/A	Poland	https://bit.ly/2TAHTmA	PL	Information about new 11 public schools that will get solar power, signing the Regional Operational Programme Co-Financing Contract and information about mySMARTLife - these actions are part of the Replication Plan
9	PR	BYDG	Press Release “Więcej paneli fotowoltaicznych w Bydgoszczy. Ratusz liczy na oszczędności”	29.07.2020	Civil Society	N/A	Poland	https://bit.ly/35EgUeU	PL	Information about new 11 public schools that will get solar power, signing the Regional Operational Programme Co-Financing Contract and information about mySMARTLife - these actions are part of the Replication Plan
10	PR	BYDG	Press release “Więcej energii słonecznej w Bydgoszcz. Pojawią się	30.07.2020	Civil Society	N/A	Poland	https://bit.ly/3oB9diT	PL	Information about new solar energy installations & launch of the e- Bus way



No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
			kolejne instalacje”							
11	PR	BYDG	Press Release “Kolejne bydgoskie budynki zasili energia prosto ze słońca”	30.07.2020	Civil Society	N/A	Poland	https://bit.ly/3eiTOz7	PL	
Non-scientific and non-peer reviewed publications										
1	Non-scientific publication	HMU	Final publication on the Helsinki RobobusLine	04.12.2019	Policy Makers	N/A	Finland	https://bit.ly/3il7btw	FI	Final publication about the Helsinki RobobusLine project; 11 articles were published from different experts
2	Non-scientific publication	BDYG	Ecological insert to newspaper Metropolia Bydgoska	19.12.2019	General public	20000	Poland		PL	Article was published in the printed edition
3	Non-scientific publication	BDYG	Ecological insert to newspaper Gazeta Wyborcza	24.01.2020	General public	7800	Poland		PL	Article was published in the printed edition

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No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
4	Non-scientific publication	BDYG	Ecological insert to newspaper Gazeta Pomorska	20.12.2019	General public	9900	Poland		PL	Article was published in the printed edition
5	Non-scientific publication	BDYG	Ecological insert to newspaper Express Bydgoski	20.12.2019	General public	18920	Poland		PL	Article was published in the printed edition
6	Non-scientific publication	TSY	Article investigates in oneM2M-to-SensorThings API interworking	17.04.2020	Industry	N/A	Europe	https://bit.ly/31QmbiM	EN	
7	Non-scientific publication	HAM	Article in German magazine Verdi Energiemagazin	Summer 2020	Other	N/A	Germany		GER	
8	Non-scientific publication	HAM	Guest article in blog of Renewable	11.06.2020	General public	N/A	Germany	https://bit.ly/2TAis4l	GER	



No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
			Energy Hamburg "Energiesysteme der Zukunft"							
9	Non-scientific publication	HAM	Article in Energate Magazine	July 2020	Scientific Community	N/A	Germany		EN	Article on hydrogen
10	Non-scientific publication	NAN	Articles in French paper "Ouest France"	16.10.2020	General public	N/A	France	https://bit.ly/31UR4mj	FR	Article in French paper Ouest France on mySMARTLife organic PV plant
Flyer										
1	Flyer	SEZ	MySMARTLife Flyer	01.03.2020	General public	500	Europe	https://bit.ly/3e9bOLT	EN	Update of the MySMARTLife flyer
2	Flyer	NAN	Design and writing of over 15 project action descriptions in French	15.10.2020	General Public	N/A	France		FR	A recto verso format has been created and filled in French to describe each main action of Nantes demonstration
3	Flyer	NAN	Design and writing of over 15 project	15.10.2020	General Public	N/A	Europe		EN	A recto verso format has been created and filled in English to



No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
			action descriptions in English							describe each main action of Nantes demonstration
4	Flyer	NAN	Design and writing of over 20 deliverables summaries in French	15.10.2020	General Public	N/A	France		FR	A recto verso format was created & filled in French to present main deliverables related to Nantes demonstration
5	Flyer	NAN	Design and writing of over 20 deliverables summaries in English	15.10.2020	General Public	N/A	Europe		EN	A recto verso format was created and filled in English to present main deliverables related to Nantes demonstration
Social Media										
1	Social Media	SEZ	Regular tweets on mySMARTLife profile about project news, event participation etc.	11/2019 – 10/2020	General public	1365	Europe	https://bit.ly/37SQz02	EN	About 82 Tweets in time frame Nov 2019 - Nov 2020 1.366 followers

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No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
			(@mySMARTLife_eu)							
2	Social Media	SEZ	Regular retweets of mySMARTLife posts via SEZ twitter profile (@SEZ_Europa)	09/2019 – 10/2020	General public	564	Germany	https://bit.ly/31TGwUr	GER, EN	564 followers
3	Social Media	SEZ	Regular posts in mySMARTLife LinkedIn group	11/2019 – 10/2020	General public	226	Europe	https://bit.ly/3oBJK8N	EN	18 posts in LinkedIn Group in time frame Nov 2019 - Nov 2020 226 Group members
4	Social Media	SEZ	mySMARTLife YouTube Channel	11/2019 - 10/2020	General public	2261	Worldwide	https://bit.ly/3kEi6Wh	EN, FI, GR	22 subscribers; 2261 impressions; Videos presenting the interventions in the Lighthouse Cities; videos from our webinars
5	Social Media	HAM	Tweet on own Twitter channel with YouTube video about "Week of Hydrogen" of	09.06.2020	General public	1002 views on Twitter	Worldwide	https://bit.ly/37Q0K5m	GR	Wide-reaching video report published on the YouTube channel of the Week of Hydrogen was promoted on Twitter (ads also on Facebook, Twitter and LinkedIn)

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No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
			North Germany (WDWN digital)							
Website										
1	Website	HAM	Project presentation on www.gasnetz-hamburg.de	16.02.2020	General Public	N/A	Germany	https://bit.ly/2HKDrix	GER	
2	Website	NAN	Creation of a webpage about MySMARTLife on Nantes Metropole's website	27.02.2020	General Public	634	France	https://bit.ly/35NGXRk	FR	A web page has been created on Nantes Metropole's website to present the project and main actions of Nantes as demonstrator city
3	Website	SEZ	27 published news items/articles on webpage "News" on MySMARTLife website	11/2019 – 11/2020	General public	N/A	Europe	https://www.mysmartlife.eu/news/	EU	

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No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
4	Website	HAM	Introduction of MySMARTLife on websites other than the own (www.gasnetz-hamburg.de)	11/2019 – 11/2020	General public	N/A	Germany	https://bit.ly/3oDbzxG https://bit.ly/35GEDvG https://bit.ly/3jFdrCq	GER	Publications on following websites: Trendkraft.de, 88energie, FirmenPresse.de, presseanzeiger.de, iinews.de, Open PR
Communication campaign (e.g. radio, TV)										
1	Communication campaign	HAN, KON	Radio Broadcast (in German) by NDR Info about mySMARTLife's hydrogen heating in the Borough of Bergedorf	20.12.2019	General public	84000	Germany	https://bit.ly/34DDy8A	GER	THIS DELIVERABLE HAS NOT YET BEEN APPROVED BY THE EC
2	Communication campaign	HAM	Various radio reports about MySMARTLife on 15 radio stations	January-February 2020	General Public	500000	Germany		GER	

No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
3	Communication campaign	PAL	Euronews tv report of zero emissions projects in the city of Palencia, mainly the Smartlight city model of Palencia	11.09.2020	General public	1.195	Europe	https://bit.ly/384d0j1	EN	Euronews tv recorded a Futuris report of zero emissions projects in the cities of Valladolid and Palencia, mainly the Smart lighthouse city model of Palencia with the collaboration of the EU
4	Communication campaign	CAR	Euronews tv report of zero emissions projects in the city of Valladolid	11.09.2020	General public	N/A	Europe	https://bit.ly/3jlnFSh	EN	Euronews tv recorded a Futuris report of zero emissions projects in the cities of Valladolid
5	Communication campaign	HAM	Delivery of the station building/ Dissemination of Press Release "Baustart in Bergedorf" to local media	July 2020	General public	829000	Germany		GR	Press Release was published in the following German broadcasting media: Bild Hamburg, Zukunft ERDGAS, 88energie, Open PR, fair-NEWS.de, NDR Hamburg Journal, RTL Nord

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No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
1	Video/Film	HMU	Video about the robot bus in Kalasatama, Finland	19.12.2019	General Public	N/A	Finland	https://bit.ly/3e5a06E	FIN	
2	Video/Film	NAN	Video on MonprojetRenov (French)	01.02.2020	General public	1300	France	https://bit.ly/34Dm4cv	FR	
3	Video/Film	NAN	Video on digital boiler	03.03.2020	General public	1284	France	https://bit.ly/3ozVCZ3	FR	
4	Video/Film	NAN	Video on organic PV	04.03.2020	General public	802	France	https://bit.ly/3jGdCgJ	FR	Video on Organic PV at the Cité of Congress in Nantes
5	Video/Film	HEL	Videoclip during Replication Workshop of STARDUST at Tampere Smart City Week	01.04.2020	Policy Makers	N/A	Europe	https://bit.ly/31Sfm09	EN	Short interviews about replication Taken during the Replication Workshop with STARDUST Follower Cities
6	Video/Film	NAN	Video on MonprojetRenov (English)	28.04.2020	General public	31	Europe	https://bit.ly/3kD2hPW	EN	



No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
7	Video/Film	HEL, FOU, FVH, VTT	Viikki Environment House	19.05.2020	General public	53	Europe	https://bit.ly/3jKMMnS	FI, EN	Video about Viikki Environment House demonstration
8	Video/Film	HAM	Video clip on the occasion of the Week of Hydrogen North digital	09.06.2020	General public	839	Germany	https://bit.ly/37SxVoW	DE	
9	Video/Film	BYDG	Bydgoszcz invests in green energy - YT video	30.07.2020	Civil Society	144	Poland	https://bit.ly/3kHBGkw	PL	a clip on new photovoltaic investments (part of Replication Plan)
10	Video/Film	NAN	Video on ebusway (French)	04.10.2020	General public	34000	France	https://bit.ly/3kFMe3A	FR	
11	Video/Film	NAN	Video on digital boiler (English)	30.10.2020	General public	N/A	Europe	https://bit.ly/34B5Y2M	EN	
12	Video/Film	NAN	Video on organic PV (English)	30.10.2020	General public	N/A	Europe	https://bit.ly/34ABQ7R	EN	

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No.	Activity	Partners	Title	Date	Type of audience	Size of audience	Countries addressed	Means of verification (URL or PDF)	Language	Comments / Description
13	Video/Film	NAN	Video on ebusway (English)	30.10.2020	General public	N/A	Europe	https://bit.ly/2HOYq3q	EN	
14	Video/Film	NAN	Video on autonomous shuttle (French)	30.10.2020	General public	N/A	France		FR	
15	Video/Film	NAN	Video on autonomous shuttle (English)	30.10.2020	General public	N/A	Europe	https://bit.ly/3kzA10q	EN	

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7.2 Annex II: Overview of Events

In Table 6, the series of **events attended during M37 – M48** by mySMARTLife are listed:

Table 6: Different events (per category) attended by mySMARTLife partners

No.	Type of event	Partners	Title	Date	Place	Type of audience	Size of audience	Countries addressed	UP BY THE EC	Comments
Organisation of a Conference										
1	Organisation of a Conference	BYDG	Conference on 'Energy efficiency - a key factor in the city energy transformation' signing Covenant of Mayors for Climate and Energy	29. – 30.10.2020	Bydgoszcz, PL	Policy makers	100	Poland	THIS DELIVERABLE HAS NOT YET BEEN APPROVED BY THE EC	Presentation of mySMARTLife as part of actions done for the energy transformation at the Conference on 'Energy efficiency - a key factor in the city energy transformation in Bydgoszcz
2	Organisation of a Conference	NAN	Nantes Metropole's Final European Capital of	08. - 09.10.2020	Online	General Public	21.000	Europe	https://bit.ly/2Tywm7p	

			Innovation Event							
Organisation of a Workshop										
1	Organisation of a Workshop	NAN	Gathering of professionals of the individual house and building field. Presentation of Mon Projet Renov initiative	06.12.2019	Nantes, FR	Other	N/A	France	THIS DELIVERABLE HAS NOT YET BEEN APPROVED BY THE EC	Presentation of Mon Projet Renov System and networking
2	Organisation of a Workshop	SEZ	Webinar: MySMARTLife presents their Transformation Strategy with a special focus on "Inclusive Cities"	27.02.2020	Online	Other	40	Europe		Workshop with companies to discuss possibilities to develop uses cases based on data lab energy platform
3	Organisation of a Workshop	HEL	Helsinki loves Developers: Helsinki Service	27.02.2020	Helsinki, FI	Civil society	30	Finland		https://bit.ly/2TxYv eu

			building open data							
4	Organisation of a Workshop	SEZ	4th Webinar on "Transformation Strategy"	27.02.2020	Online	General Public	50	Europe	https://bit.ly/3mDYQcp	The establishment and development of networking between the Scientific Community, Industry and Investors through sharing of know-how from various professionals and guest lecturers
5	Organisation of a Workshop	SEZ	Smart Building Retrofits - Webinar with SCIS	10.03.2020	Online	General Public	90	Europe	https://bit.ly/3kDwPpD	Training event for junior staff in the Borough of Bergedorf, regarding the project, smart cities and climate protection
6	Organisation of a Workshop	HAM	mySMARTLife 3rd Cities Network workshop	18.03.2020	Online	Policy makers	70	Europe		
7	Organisation of a Workshop	HEL	Results webinar for Helsinki city projects related to energy efficiency	08.04.2020	Helsinki, FI	Other	50	Finland		Sharing results of the Viikki Demo to Helsinki city workers in the construction and building sector. Jointly organised with Energy Wise Cities and Energy Wise Housing Companies projects
8	Organisation of a Workshop	HEL	Online session about autonomous public	10.06.2020	Online	General Public	N/A	Europe	https://bit.ly/2G9FLz9	Online session was organised by Forum Virium Helsinki and the Sohjoa Baltic project.



			transport on EU level							
9	Organisation of a Workshop	NAN	Presentation of the evaluation of the autonomous shuttle bus	08.06.2020	Online	Other	15	France		Presentation and sharing of evaluation results
Participation to a Conference										
1	Participation to a Conference	HEL	GrowSmarter Final Conference	03.12.2019	Stockholm, SE	Policy makers	100	Europe	https://bit.ly/35ImCw1	
2	Participation to a Conference	BYDG	A conference entitled 'Electromobility - a chance for the development of Polish local governments'	11.12.2019	Warsaw, PL	Policy Makers	200	Poland		
3	Participation to a Conference	VTT	BSR Electric Conference	16.06.2020	Online	Policy Makers	N/A	Europe	https://bit.ly/3ozeuac	The mobility interventions of mySMARTLife were presented



4	Participation to a Conference	HAM	Conference "Baltic Smart City Areas for the 21st Century"	26.-27.06.2020	Hamburg, GER	Policy Makers	30	Russia, Germany, Finland Poland		
5	Participation to a Conference	BYDG	Conference „Energy transformation of cities“	30.06. – 01.07.2020	Serock, PL	Policy makers	50	Poland		MySMARTLife was presented as part of actions done to energy transformation in Bydgoszcz
6	Participation to a Conference	SEZ	General Assembly of the formerly EIP-SCC, now Smart Cities Marketplace	02. - 03.09.2020	Online	General Public, Civil Society, Policy Makers, Industry, Investors , Scientific Community	300	Europe	https://bit.ly/34I6FYt	mySMARTLife joined the EIP-SCC General Assembly along with other SCC1 projects in an online Explore Zone
7	Participation to a Conference	HEL, FVH	Kuntamarkkinat ("Municipality Fair")	14.09.2020	Online	Policy Makers	100	Finland	https://bit.ly/35JrbHh	Joint presentation with SPARCS and Stardust project at Kuntamarkkinat ("Municipality fair") about role of IoT in carbon neutrality of cities
8	Participation to a Conference	BYDG	Energy of Modern Cities	28.09.2020	Szczecin, PL	Policy Makers	40	Poland		MySMARTLife was presented as part of actions done relating to



			- climate change mitigation and adaptation actions							the energy transformation in Bydgoszcz.
9	Participation to a Conference	HEL	World Summit on Digital Built Environment (WDBE)	29.09.2020	Online	Industry	150	Europe	https://bit.ly/2TC9Wt9	Presentation about open energy data actions in mySMARTLife
10	Participation to a Conference	SEZ	Sustainable Places 2020	27.10.2020	Online	General Public	370	Europe	https://bit.ly/24BCgu	mySMARTLife was presented in the workshop “Smart Cities and Communities, Positive Energy Districts”
Participation in a Workshop										
1	Participation to a Workshop	BYDG	Seminar “The city and the energy transformation on the day”	12.12.2019	Kraków, PL	Policy makers	200	Poland	https://bit.ly/3ozJpU9	Introduction of the use of electricity produced in the Municipal Waste Thermal Processing Plant by organizational units of the City of Bydgoszcz, introduction and discussion of economic, market and regulatory conditions
2	Participation to a Workshop	BYDG	Polish-Dutch e-mobility roundtable	02.–03.02.2020	Warsaw, PL	Policy Makers	50	Poland		

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3	Participation to a Workshop	NAN	Participation to the webinar "Smart Building Retrofits – Lessons Learnt"	10.03.2020	Online	Other	40	Europe	https://bit.ly/2G9bpN3	
4	Participation to a Workshop	HEL	SPARCS Mission Board Seminar on Citizen Engagement	24.03.2020	Helsinki, FI	Industry	50	Finland	https://bit.ly/2oBfxH9	Presentation of the Smart District level Energy Renaissance Strategy (Action 32)
5	Participation to a Workshop	PAL, RIJ	SCIS-Webinar: Replication in practice: Common challenges and enablers for the replication of smart city solutions	09.06.2020	Online	Scientific Community	50	Europe	https://bit.ly/25KCOZT	
Pitch Event										
1	Pitch Event	NAN, CER	Pitch on Nantes Métropole's autonomous	22.01.2020	Paris, FR	Oher	N/A	France		

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			shuttle bus during the annual congress of ATEC ITS France								
2	Pitch Event	TSY	Presenting Smart Urban Platform in an event with Hratski Telecom	22. – 24.01.2020	Zagreb, HR	Customers	20	Europe	THIS DELIVERABLE HAS NOT YET BEEN APPROVED BY THE EC		
Participation in activities organised jointly with other H2020 project(s)											
1	Participation in joint H2020 activities	SEZ	Smart City Expo World Congress 2019	19.- 21.11.2019	Barcelona, ES	General Public	24400	Europe		https://bit.ly/3kEn3yl	mySMARTLife and other SCC01 projects held engaging presentations at their joint stand
2	Participation in joint H2020 activities	HEL, VTT, FOU, SAL	Replication Workshop during Tampere Smart City Week	29.- 30.1.2020	Tampere, FI	Industry	30	Europe		https://bit.ly/31TM0N1	Attending partners presented Smart Mobility actions and networked
3	Participation in joint H2020 activities	SEZ	mySMARTLife at EIP-SCC Matchmaking Event 'City	19.- 20.02.2020	Brussels, BEL	Investors	150	Europe			

			Representatives meet Investors'							
4	Participation in joint H2020 activities	HEL	Meeting of Finnish Lighthouse project cities	26.08.2020	Online	Other	10	Finland		Information exchange between Finnish Lighthouse project cities on various topics
Other										
1	Other	HEN	Presenting the MySMARTLife test results of reactive power compensation with PV plant in the WP meeting of another EU H2020 project (EU-SysFlex WP6)	05.02.2020	Milan, IT	Industry	20	Finland, Germany, Italy, Portugal, France	https://bit.ly/35NPf2p	As a part of the EU-SysFlex Finnish demo presentation, results of Helen's reactive power compensation tests in mySMARTLife were presented (results were valid info for the SysFlex Finnish Demo).
2	Other	HAM, HEL, NAN, PAL, BYDG, RIJ	Contributions to 3rd mySMARTLife Cities Network Workshop	18.03.2020	Online	Other	N/A	Europe	https://bit.ly/384jb6H	

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3	Other	TSY	Technical Plenary of one M2M	20.4.- 20.5.2020	Online	Industry	50	Europe	https://bit.ly/34AuOzT	
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