



Project dissemination and impact plan

Version 1.0

Deliverable 8.1

Project title:	SimpliCITY – Marketplace for user-centered sustainability services
Project acronym:	SimpliCITY
Project duration:	10/2018–03/2021
Project number:	870739
Work package/Task:	WP8 / T8.1
Project website:	www.simplicity-project.eu

Authors:

Maria Patterson, Uppsala Kommun

Petra Stabauer, Salzburg Research

Document versions:

Version	Date	Changes	Author/s
V0.1	01.03.2019	Draft Communication plan Uppsala	Maria Patterson
V0.2	03.06.2019	Modifications and input Salzburg	Petra Stabauer

List of abbreviations

RSUS regional sustainability services

Table of content

1. Executive summary	4
2. Purpose of the document	4
3. Administrative Information	5
4. Expected project outcome and long-term impact	6
4.1 Project outcomes.....	6
4.2 Planned long-term impact.....	6
5. Communication challenge and strategies	7
5.1 General strategies	7
5.2 Strategic priorities.....	7
6. Target groups	8
7. Campaign messages and activities	9
8. Channels	9
8.1 Existing communication channels.....	9
8.2 Website	9
8.3 Confluence	10
8.4 Newsletters	10
8.5 Press and professional media	10
8.6 Other communicational channels	10
9. Events	11
9.1 Cooperation for increased behavioural change	11
9.2 UPK and SZG scheduled events	11
9.3 Events where UPK will be present.....	11
9.4 Events Salzburg will be present or host	11
9.5 Project meetings.....	12
10. Tools	13
10.1 Guidelines and templates	13
10.2 Products.....	13
11. Methods to measure the impact of the project	13
12. Communication and dissemination activities	14
13. Reach of communication channels (30.9.2019)	14

1. Executive summary

Promoting city services

Cities often find that useful services they provide are being used by the citizens much less than expected. The SimpliCITY project addresses this issue with pilots that trial and evaluate new methods for promoting city services. These are challenges, competitions and other game-like methods that engage citizens to use and help improve city services. SimpliCITY focuses on services for sustainable mobility (bike mobility), local production & consumption, and digital social inclusion.

Providing the SimpliCITY platform

The citizen engagement methods will not be trialled on any of the city services involved in the project but on the SimpliCITY platform. Technical applications of this platform provide the functionality for the engagement methods. Activities on this platform (e.g. a competition promoting cycling) can be clearly separated from the city information services (e.g. a city map of cycling routes) and of course physical services (e.g. the actual cycling routes maintained by the city). But these areas are related as activities on the SimpliCITY Platform are intended to increase the usage of the city services. This constellation requires being as clear as possible regarding who in the SimpliCITY project is responsible for which services and which data management tasks.

2. Purpose of the document

The project dissemination and impact plan aims to provide an overview for the consortium of the dissemination and exploitation activities of project related results to a wide range of target audiences including other cities, local authorities, ICT and regional sustainability service providers, policy makers and the wider action-reach community. Furthermore, the communication and dissemination plan supports the coordination activities between the consortium and establishes dissemination principles. It outlines strategic priorities and activities aimed at communicating the platform/ digital marketplace to the selected target groups. The plan defines target groups, channels, tools and products, as well as responsibilities. The SimpliCITY communication plan will be regularly updated to accommodate unforeseen needs and opportunities. A concept for a SimpliCITY stakeholder online platform will be separately delivered as well as the visual identity the project website and the media channels which will be reported in Deliverable D8.2 *SimpliCITY visual identity package, website and media channels*.

3. Administrative Information

Basic information on the SimpliCITY project and the present deliverable:

Project title	SimpliCITY - Marketplace for user-centered sustainability services
Project coordinator	Salzburg Research Forschungsgesellschaft mbH (SRFG), Salzburg, Austria; project manager: Petra Stabauer BSc MSc
Project partners	Polycular OG, Hallein, Austria Stadt Salzburg (City of Salzburg), Austria Salzburger Institut für Raumordnung und Wohnen – SIR (Salzburg Institute for Regional Planning & Housing), Salzburg, Austria Uppsala Kommun (City of Uppsala), Sweden University of Uppsala, Sweden
Funding	JPI Urban Europe, Innovation Actions (Call: Making Cities Work) Funding is being provided by Vinnova (Sweden) for the Swedish project partners, and the Austrian Research Promotion Agency (FFG) for the Austrian project partners.
Project nr.	870739
Duration	10/2018-03/2021
Webpage	www.simplicity-project.eu
Deliverable number	D 8.1
Deliverable title	Project dissemination and impact plan
Authors	Maria Patterson (Uppsala Kommun), Petra Stabauer (SRFG)
Version & status	Version 1.0
Date	01.03.2019

4. Expected project outcome and long-term impact

4.1 Project outcomes

Within the project duration of 30 months, SimpliCITY aims to reach the numbers proposed in *Table 1*.

Table 1: Target groups and expected impact

Who?	What and how?	Reach
Smart City managers (direct target group)	Incentivisation methods; training for engagement methods, guidelines, policy recommendations etc.	5 smart city managers/ smart city agencies responsible for cities with each min. 150.000 citizens
Smart city managers (indirect target group)	Dissemination activities, Eurocities network	50
Service providers (direct target group)	Included on platform	20
Service providers (indirect target group)	Events, dissemination activities, stakeholder engagement activities	80
Users/ citizens (direct target group)	Platform users at the SimpliCITY platform	10.000
Users/ citizens (indirect target group)	Media reach and offline events	60.000 views and 100 media clippings
% of users of digitally inclusive services	As % of active platform users and media reach	20% of the city population (30.000)
Smart cities (direct target group)	Testing method handbook and toolkit (reviewing)	3 follower cities
Smart cities (indirect target group)	Information and awareness of/ about SimpliCITY	30 cities

4.2 Planned long-term impact

The following list provides an overview about the intended long-term impact at an international, European and local level.

- Higher acceptance level and increased use of regional sustainability services in pilot cases (reaching early innovation majority of 20% approx. 60.000 citizens in Sweden and in Austria).
- Capacity building and capacity development of smart city managers, science community and regional sustainability service providers in design services with and for their communities.
- Developing and fostering transnational learning and cooperation between different smart city initiatives.
- Replication in Member States and Associated Countries of successful approaches to encourage the take-up of alternative finance by innovative SMEs. Pilot cities serve as a road model and inspiration to 5 specific follower cities in 3 European countries and to inform about further Smart City initiatives.

5. Communication challenge and strategies

5.1 General strategies

The SimpliCITY communication plan aims to achieve an efficient communication of results and outcomes from research and strategic activities.

In communication of research results with stakeholders all over Europe, we strive to avoid a scientific language and to tell stories that build a cohesive narrative about SimpliCITY that is in line with the objectives of the project. Scientific language is only used for scientific publications for journals, conferences or other scientific events. These will be described in more detail in deliverable 8.3 *scientific papers and presentations at academic or scientific results*.

The SimpliCITY project aims to bring together research and innovation expertise across Europe and beyond to find innovative solutions to sustainability challenges. In all communication we further strive to highlight and give examples of how regional sustainability services work to further the objectives of the project.

5.2 Strategic priorities

To accommodate an efficient communication within the limited communication budget, the following strategic priorities have been made:

- Make use of existing communication infrastructure built up within the participating organizations.

- Make use of existing (communication) networks from relevant actors, associations, organisations, events or initiatives within the three focus areas such as the bike lobby (<https://www.radlobby.at/salzburg/>), the Verein Blattform (<http://www.blattform-salzburg.at/>) or the Uppsala bike weekend (<http://uppsalabikeweekend.se/>).
- Support the sustainability services in communicating their offer.
- Develop a stakeholder online communication platform to reach out to stakeholders outside Uppsala Kommun and the City of Salzburg.
- Investigate possible cooperation with regional actors, e.g. student organizations, and actors within sports and culture.
- Investigate possible cooperation with other sustainability initiatives, e.g. Klimatlätt.
- Extend the use of social media to engage a multitude of actors to share knowledge and information.
- Make use of online digital media, public relations and broadcast events whenever possible.

6. Target groups

The primary target group of the SimpliCITY project is the early innovation majority of 20% (approx. 60.000 citizens in Sweden and Austria).

In addition, potential target groups that have been identified include follower cities (local authorities, NGOs), national governments, the research community (universities etc.), regional sustainability service providers, regional clusters, media and the general public.

To reach the target groups as efficiently as possible, further studies are conducted during the project.



Figure 1: SimpliCITY target groups

7. Campaign messages and activities

As soon as all parts of the 20 RSUS in the field of bike mobility, local consumption and digital inclusion are defined, campaign messages and activities will be developed and communicated through the most efficient channels towards defined main or sub target groups. It is also important to make sure that the campaign message and activities take into consideration the technical features of the digital marketplace. The proper channels for the message also have to match the intelligent incentive functionalities, gamification and reward tools built into the application.

8. Channels

SimpliCITY aims to make use of all existing communication channels of the project partners and its stakeholder. Besides these channels, SimpliCITY provides information via its project website (www.simplicity-project.eu), its Facebook channel (https://www.facebook.com/Simplicity-Smart-City-Lifestyle-1057676037746850/?modal=admin_todo_tour) and at the SimpliCITY platform (start 01/2020).

8.1 Existing communication channels

The project partners in Salzburg and in Uppsala will open up their existing communication channels in order to transport SimpliCITY-related information. In addition, relevant stakeholders and supporting parties will play a role in the communication strategy. Due to its high large range, the communication channels of the two cities will play a major role. For Salzburg, the newsletter of the City of Salzburg (send out per e-mail) and the Smart City of Salzburg newsletter will be utilised. Additionally, information will be shared on the Facebook profile of the City of Salzburg. For Uppsala, also a city newsletter is available and can be used in order to share information of SimpliCITY with the citizens. The City of Uppsala operates a Facebook group as well.

8.2 Website

The SimpliCITY website is the hub of all communication with external parties. All available information and the latest updates on the SimpliCITY project will be published on the website. The website itself is described in Deliverable 8.2 *SimpliCITY visual identity package, website and media channels*. The website is available in German, English and Swedish.

8.3 Confluence

Confluence¹ is characterised as a stakeholder online communication platform and is another webpage beside the SimpliCITY website. It requires a login by each project partner and the creation of an account for each person. This platform will be used for the distribution of documents and resources in relation to the project, as well as a forum for dialogue and knowledge exchange between the project's partners. It can also be a good place to share articles and other materials whenever the project gets featured in the media.

The stakeholder online communication platform will also make sure that the project's partners can share information and still abide by the current GDPR regulations, specifically regarding the correct handling of contact information of the different partners of the SimpliCITY project.

8.4 Newsletters

There will not be a separate SimpliCITY newsletter for the project. But relevant information, events, surveys and further project related content will be shared by the newsletters of the Smart City Salzburg, the City of Salzburg and the City of Uppsala.

8.5 Press and professional media

To create cost efficient communication as well as maximizing reach within our target groups, contacts with the press and professional media must be established.

Depending on the outcome of the target group studies and the social media channel analysis, it might also be relevant to look into different co-operations with influencers or other sustainability ambassadors.

8.6 Other communicational channels

Besides the above described communication channels, SimpliCITY is also available on Facebook and provides up-to-date information on events, project progress and other news.

While the digital platform is in the heart of the SimpliCITY project, also the communication on analogue channels is essential. We need to create combinations with other channels to achieve a broader campaign reach and motivate citizens for the planned pilots within the project. These channels could include e.g. event-related marketing activities like "Go Life" of platform, outdoor billboards and other traditional media like leaflets or posters.

¹ Confluence is described in more detail in Deliverable 8.2.

9. Events

9.1 Cooperation for increased behavioural change

Opportunities for the SimpliCITY project to be a part of events organized by UPK and SZG and other partners will be continuously sought after. Participants are also encouraged to arrange focused workshops with the closest related subjects.

The events where the SimpliCITY project partners and participants are present can benefit from being live-streamed on different digital platforms to ensure maximum reach, as well as the inclusion of people are unable to attend the physical event.

9.2 UPK and SZG scheduled events

UPK and SZG are currently managing a number of different sustainability and smart city projects, such as Klimatlätt. SimpliCITY would also benefit from being featured in these contexts where possible. The Smart City Salzburg (City of Salzburg and SIR) is presenting and spreading information about SimpliCITY through all public Smart City events.

9.3 Events where UPK will be present

- MIPIM – 12-18 Mars, Cannes, <https://www.mipim.com/>
- Eurocities - The Spring Knowledge Society Forum (KSF) will take place in Eindhoven on 27-29 March 2019. http://www.eurocities.eu/eurocities/calendar/events_list/KSF-2019-Spring-meeting-in-Eindhoven-WSPO-B77HSX
- Klimatveckan Uppsala 27-30 Mars
- Smart Cities Connect, April 1-4
- Denver, US, <https://spring.smartcitiesconnect.org> 1-4, 2019 | Denver, CO
- SKNT – årskonferans 16-18 Maj 2019
- Almedalen, Visby: First week of July
- CRUNCH – project meet up: Mid oct 2019
- Smart City Expo, 19-21 Nov 2019 – Barcelona, <http://www.smartcityexpo.com/en/call-for-speakers>

9.4 Events Salzburg will be present or host

- Radgipfel (European cycling summit - Cycling culture moves), 24.-26.09.2018
- Informed Cities Forum, 07.-08.11.2018
- Raddialog, 28.11.2018
- Social Hackathon (FH Salzburg), 02.02.2019
- Social Challenge and EU Industry Days, 05.-06.02.2019
- Industry Meets Makers (IMM, Kick off Linz), 21.03.2019
- IMM (DeepTech4Good, Graz), 26.03.2019

- 6th innovation workshop and experience exchange of the Austrian Smart City Network (Graz), 14.-15.5.2019
- ISPIM Florence, 17.-19.06.2019
- 1st Future Tech Bootcamp on Blockchain, IoT & AI (St. Pölten), 25.-28.06.2019
- Radfrühling, 03.-04.05.2019

9.5 Project meetings

SimpliCITY project meetings are a valuable method for fostering the internal communication by sharing information and results, preparing upcoming tasks and by discussing relevant decisions. While different (digital) methods existing in order to communicate and share information, face-to-face conversations are often needed to reach the desired outcome.

The meetings will be organised by Salzburg Research as project leader, based on existing experience within the domain of project management. This means, despite organising an appropriate location with sufficient space, suggesting suitable time slots for the whole project team and come up with the catering, the agenda needs to be prepared and fulfilled. Besides internal communication, discussions and working meeting, also workshops with external parties (e.g. service providers, researchers, companies) are feasible.

An important task for the project leader consists of taking and spreading the meeting minutes and collect all slides and documents of the meeting. The relevant information is then shared on Confluence, where every project member has access to and can add comments. By offering a pre-structured session, the information is collected systematically.

10. Tools

10.1 Guidelines and templates

The SimpliCITY communication team will support their communication by way of providing visibility in different channels, producing factsheets, translating, and synthesize material and building narratives. Project results will be easily accessible from the internal online communication platform confluence (for more information about the communication platform see Deliverable 1.4 *Internal communication platform*).

To strengthen the SimpliCITY brand and to support a coherent communication among stakeholders involved all partners will be provided with a toolkit including PowerPoint templates featuring the logotypes of all partners. This will be reported in detail in Deliverable 8.2 *SimpliCITY visual identity package, website and media channels*.

The SimpliCITY logotype is also to be available in all needed formats for publication (print and online). The toolkit will be available at the stakeholder online communication platform and distributed among all involved partners. All partners will be encouraged to use the logotype and mention SimpliCITY when they speak at conferences and events (see Deliverable 8.2 *SimpliCITY visual identity package, website and media channels*).

10.2 Products

Digital publications are preferred but printed materials will also be produced when necessary. Additionally, depending on the purpose of the publication or information material, especially when it is about citizen engagement, print material will be available, but due to reasons of sustainability, only in limited quantities.

Whenever possible, events will be webcasted to reach a wider audience beyond the website's visitors. Video films from conferences and events are used to promote future events.

In addition, content for selected social media platforms will also be available for the stakeholders. This material will also be located at the online communication platform confluence.

11. Methods to measure the impact of the project

The evaluation of the overall SimpliCITY project results is crucial for the project. As stated in the proposal, the impact of the project will be manifold and requires a sophisticated use of methods in order to measure it commensurately. Therefore, an own work package (WP 7) was devoted to this effort, in which the project team will develop necessary criteria and the needed

design. Additionally, the impact of the two planned pilots will be assessed and analysed. Based on the proposed actions, lessons learned and policy recommendations will be formulated.

12. Communication and dissemination activities

All activities described above are documented in Confluence and updated on a regular base by each project partner. They are inserted right after an event occurred in order to get precise evaluations about target groups and number of participants. In order to achieve the right information in a consistent way, activities are described based on the criteria shown in *Table 2*. Additionally, the activities are documented photographically.

Table 2: Criteria for communication and dissemination activities

Who	Date	Type	Details	Target group	Number of participants	Link

13. Reach of communication channels (30.9.2019)

Channel	Link	Activities	Visits, followers, views, likes etc. (30.9.2019)
SimpliCITY website	https://www.simplicity-project.eu/en/home/	Online since 04.09.2018; providing project information; updating news and events regularly	763 visits, 3315 page views, 30 downloads
SimpliCITY Facebook group	https://www.facebook.com/Simplicity-Smart-City-Lifestyle-1057676037746850/	Online since 04.10.2018; sharing of photos, events, project info and promotion of related surveys	76 followers

Channel	Link	Activities	Visits, followers, views, likes, etc. (30.09.2019)
Smart City Salzburg Newsletter	https://subscribe.newsletter2go.com/?n2g=5ghxve9f-rfp9cg9z-xxe&_ga=2.189998955.1385803619.1549544342-241824946.1524128413	Advertising the project and its benefit for the city and the contribution for achieving smart city goals	
Newsletter City of Salzburg	https://subscribe.newsletter2go.com/?n2g=5ghxve9f-95nxqx1f-hs9	Advertising the project and its benefit for the city of Salzburg, related events	
Newsletter of Uppsala Kommun	https://www.uppsala.se/nyhetsbrev	Advertising the project and its benefit for the city of Salzburg, related events	