



MAtchUP

D8.4: Project flyer

WP 8, T 8.2

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Technical References

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0 Abstract

This document presents the flyer developed for MAtchUP. The main goal of the flyer is to offer an overview of the project's approach, objectives and solutions, as well as of the cities involved. It also lists each partner's logo and the main contact details.

The flyer will be distributed at relevant events such as conferences, workshops and meetings to support the dissemination activities. It will be translated into MAtchUP cities' local languages, both lighthouse and follower cities, to better support local communication activities. Local versions for lighthouse cities will be adapted to each demo, focusing on the interventions to be carried out in each case.



1 Introduction

MATCHUP's flyer was developed by Fondazione iCons and validated by the project coordinator Ayuntamiento de València. It is compliant with the project's visual identity and it is designed to provide MATCHUP's stakeholders with a concise and exhaustive overview of the project. More specifically, the flyer presents the following aspects:

- Description of the project, main objectives and the citizen-centric approach;
- A specific focus on each field of action: energy, mobility, ICT and citizens;
- The cities involved, both lighthouse and follower;
- The consortium (via the partners' logos);
- Contact details and social media channels.

The threefold flyer layout consists of six pages. In closed format it measures 148x210 mm. Each page is described and shown in section 2. The flyer addresses the community of MATCHUP's stakeholders and makes use of a direct and easy-to-read writing style.

The flyer is in English but will be translated into the other local languages of the MATCHUP's cities (Spanish, German, Turkish, Finnish, Macedonian, Hebron and Flemish).

Two different versions will be released:

- The main version will be in English and afterwards translated into the local languages of the follower cities if needed (Finnish, Macedonian, Hebron and Flemish).
- A more specific version will be dedicated to lighthouse cities. The flyers' layout for lighthouse cities will include a specific focus on the city and will list the solutions that will be locally adopted in the energy, mobility and ICT fields as well as the citizen engagement activities that will be carried on.



2 Flyer's content

This chapter provides a brief description of the content of each flyer's page. Page 3 and 4 are two parts of an overview on the project and should be read together. The following structure and the figures refer to the main version in English. The design for the local versions will be slightly adapted to the local needs, as described in the previous section. All of them will respect the visual identity of the project.

Page 1 (front)

The flyer's cover consists of a key visual, the logo of the project and the payoff, in accordance to the visual identity.



Figure 1 - Front page

Page 2

This page lists the MAtchUP's cities, both lighthouse and follower. Each city is represented by a main picture and a brief explanation both for lighthouse and follower cities is included.



Figure 2 - Page dedicated to the Lighthouse and Follower cities



Page 3 and 4

These pages list the four categories of solutions that are foreseen by the MAtchUP project. The categories are:

- Energy
- Mobility
- ICT
- Citizen engagement

Each paragraph provides a brief explanation of the related category together with quantitative data that support the communication of the project.



Figure 3 - Page dedicated to the solutions that will be adopted in the cities

The text in these pages is the following:

ENERGY

Less energy, more solutions.

MAtchUP aims to achieve high-performance districts through a series of interventions:

- *improvements in buildings' energy efficiency,*
- *high integration of renewables in the energy supply,*
- *implementation of advanced energy management systems combined with innovative storage systems maximizing their potential synergies through the different energy grids and mobility infrastructures.*

Moreover, an advanced management of the urban energy infrastructures will be set up, integrating innovative storage technologies to increase the global performance and RES contribution. Several innovative management systems will be deployed, from smart meters to overall recharging management solutions to reduce the grid impact.

Energy efficiency improved by more than 45%



MOBILITY

Smart solutions, better mobility.

New electromobility solutions, both for persons and goods, will be implemented in MAtchUP through new electric vehicles (EV) and charging infrastructures. The most relevant actions that MAtchUP will implement in this area are:

- *conventional vehicles replacement: more than 150 EV will be introduced*
- *implementation of around 120 innovative charging infrastructures for e-vehicles and e-buses*
- *improved logistic solutions, like last mile logistics based on e-Bikes, and*
- *multimodality strategies*

More than 4,000 tons of CO2 saved per year

ICT

Connected cities, liveable lives.

MAtchUP will develop ICT solutions for improved planning management, control and maintenance of physical urban infrastructures and operational technologies in buildings, energy and transport, to enable better services for individuals and businesses.

An Open Specifications ICT concept will be established, defining a common approach in all functional requirements, software architecture and data structures to be designed and implemented. Following this open specification concept the current existing ICT models present in the cities, will be improved with ICT solutions fully integrating at urban level to complement the demonstration.

CITIZENS

Smart cities, citizens' cities.

MAtchUP wants to redesign cities by complementing the technical solutions with a set of non-technical ones, such as specific social engagement activities, sustainable employment initiatives activities, sustainable employment initiatives, staff exchange, city mentoring, and validation of innovative business models.

Different key actors – policy makers, universities, industry, investors and, most importantly, citizens – will join forces to develop smart models of innovation, inclusion and prosperity to restore cities' liveability.

MAtchUP aims to strengthen the city transformation strategies in a sustainable and inclusive manner, empowering citizens to participate in the planning process and integrating citizen voice in the replication and scale up plans.

Around 90,000 citizens involved in the 3 districts



Page 5

This page is the flyer's "About" section of the project. It introduces the main goals of MAtchUP in an easy-to-understand way with a specific focus on the citizen-centric approach that will be used within the project.



HOW DO WE WANT OUR CITIES TO BE?

MAtchUP is a EU-funded Smart City project aiming to create and adopt solutions that can turn urban problems into smart opportunities to improve the citizens' quality of life and boost the local economies.

The final aim is to create a prosperous and more liveable urban environment for communities through dedicated actions to improve the energy efficiency, increase the sustainable mobility and invest on technology that will serve as a model of urban transformation for other cities in Europe and beyond.

MAtchUP will be demonstrated in three lighthouse cities and four follower cities that will join forces to reshape their social, economic and environmental models and to promote social inclusion, liveability and prosperity for their citizens.

A CITIZEN-CENTRIC APPROACH

To become a smart city means to provide the right services, tools and technologies tailored on citizens and on their urban environment. By implementing technology-driven solutions together with non-technical actions in a smart and innovative way, cities can become more attractive for citizens and businesses. A citizen-centric approach is crucial for the success of a smart city. MAtchUP activities will be highly tailored on citizens who will play an active role in the co-creation of new urban strategies.



Figure 4 - Page to explain the main objectives and the impacts of the project

The text in this page is the following:

What do we want our cities to be?

MAtchUP is a EU-funded Smart City project that aims to create and adopt solutions that can turn urban problems into smart opportunities to improve the citizens' quality of life and boost the local economies.

The final aim is to create a prosperous and more liveable urban environment for communities through dedicated actions to improve the energy efficiency, increase the sustainable mobility and invest on technology that will serve as a model of urban transformation for other cities in Europe and beyond.

MAtchUP will be demonstrated in three lighthouse cities and four follower cities that will join forces to reshape their social, economic and environmental models and to promote social inclusion, liveability and prosperity for their citizens.

A citizen-centric approach

To become a smart city means to provide the right services, tools and technologies tailored on citizens and on their urban environment. By implementing technology-driven solutions together with non-technical actions in a smart and innovative way, cities can have the huge opportunity to increase efficiency and become more attractive for citizens and businesses. A citizen-centric approach is crucial for the success of a smart city. Because of that, MAtchUP activities will be highly tailored on citizens who will play an active role in the co-creation of new urban strategies.



Page 6 (back)

The last page lists the contact details of the project coordinator and of the Communication and Dissemination Secretariat. The versions of the flyer translated into partners' languages also report contacts of the local Communication and Dissemination Secretariat. This page also provides links of the website and the social networks of MAtchUP and gives an overview of the project's consortium by showing the partners' logos. Finally, EU flag, the reference to the Horizon 2020 funding and MAtchUP Grant Agreement number are reported at the bottom of the page.



Figure 5 - Back page



3 Conclusions

The flyer will be an essential tool to support the project's dissemination activities, to inform relevant target groups about the project, its objectives and expected impacts. It was developed in line with MAtchUP's visual identity and addresses a broad audience of stakeholders. To boost the project uptake on a local level and facilitate the promotion of MAtchUP towards stakeholders, it will be distributed among the partners for wide distribution at fairs, conferences and workshops.

