

MAtchUP

D8.1: Dissemination and Communication Plan

WP 8, T 8.1

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0 Abstract

The MAtchUP Dissemination and Communication (D&C) Plan aims to provide an overview of the strategy that will be implemented to disseminate and communicate the MAtchUP concepts and achievements to a wide range of targets identified by the project, through a mix of tools and media and by the means of a wise balance of online and offline activities.

The main goal of the project is the demonstration and validation of a sustainable urban transformation model in three Lighthouse cities of Valencia, Dresden and Antalya, deploying innovative technologies in the energy, mobility and ICT sectors deploying innovative business models and citizen engagement actions to improve the urban quality of life. A key aspect of MAtchUP with a direct impact on communications is the development of an urban regeneration strategy focussed on citizens and developed with the citizens, who will not only stand to benefit the most from the urban regeneration activities, but will be the common thread throughout each participating city.

At the same time the project ensures to foster its replication potential and its results towards the MAtchUP follower cities (Herzliya, Ostend, Kerava and Skopje) thus supporting the transformation of other European cities into Smart Cities: the lighthouse cities will serve as model for the replication in the follower cities and beyond.

Disseminating and communicating the concepts and achievements of the project is thus a key issue for MAtchUP. A sound strategy is therefore necessary to ensure the good management of the overall dissemination and communication activities, defining goals and objectives, targets, tools and channels to maximise outreach, foster engagement and support uptake and replication of the MAtchUP model.

Deliverable D8.1 will be subject to yearly revisions and updates during the project in order to fine tune the dissemination and communication objectives with potential new communication tools and dissemination channels, which may appear during the lifetime of the project. A continuous monitoring activity through D&C indicators will also provide feedback on the effectiveness of the strategy.

Furthermore, the D&C strategy will be locally adopted in the lighthouse cities by the Local Communication desks that will be in charge of designing and implementing local D&C plans under the supervision of WP8 leader (ICE).



1 Dissemination and communication strategy

The MAtchUP Dissemination and Communication (D&C) Plan contains the main strategic and operative guidelines that shall govern the overall communication strategy. It constitutes the core document outlining the activities on the basis of project's dissemination and communication and develops a detailed and harmonized dissemination and communication strategy including key messages, visual identity, reporting templates, management of stakeholders' databases, tools and targets, events and conferences.

D&C activities will aim at establishing a community of interest around the project and support optimal conditions and solutions for the replication of the project outcomes through dissemination and stakeholders' dialogue, public communication activities towards the general public and citizens' and communities' engagement. D&C activities will aim at maximising outreach and impacts both at European/global and local/national level. D&C activities are part of a continuous process starting at the very beginning of the project and continuing even beyond its termination, provided that a sound and sustainable D&C strategy is implemented.

The MAtchUP D&C strategy will evolve as the project advances. In the initial phases of the project, the D&C strategy will focus on raising awareness about MAtchUP and setting the general framework for dissemination and communication. As the project progresses and achieves results, the general framework for the dissemination strategy will be unfolded and diversified into very targeted actions towards specific audiences, taking into consideration different communication levels and providing targeted information and messages according to different audiences.

Public communication activities addressing citizens will be intensively supported from the beginning of the project to engage citizens at two different levels: by fostering the communication of the benefits of the city transformation to citizens and by directly engaging citizens in their city transformation process.

The MAtchUP partners will play a key role in the implementation of the D&C strategy as they represent the most important ambassadors and multipliers for disseminating and communicating the MAtchUP messages, achievements and results.

The three lighthouse cities and the four followers will play a key role in the dissemination and communication of the project and in its acceptance at local level: the Local Communication Desks will be in charge of engage citizens in the urban transformation of the cities. In this process, the D&C Secretariat and the Local Desks assist and support the MAtchUP partners by providing materials, information, guidelines, advice, and by coordinating their outreach actions.



1.1 Objectives

In the framework of WP8, the implementation of the MAtchUP D&C strategy and activities aims at **establishing a community of interest around the project and at maximising outreach and impacts both at a European/global and at a National/local level.**

In particular, ICE will associate contents with specific D&C formats and distribute them through dedicated channels, which will maximise its impact in terms of **awareness, acceptance and uptake.**

The MAtchUP project aims at the development and validation of a sustainable urban transformation model that leverages the convergence area of the energy, mobility and ICT sectors to accelerate the deployment of innovative technologies and economic solutions with the final objective to significantly increase energy efficiency, improve the sustainability of urban transport and drastically reduce greenhouse gas emissions in urban areas. Demonstration activities will take place in **three lighthouse cities** (Valencia - Spain, Dresden - Germany and Antalya - Turkey) and in **four follower cities**, Kerava (Finland), Ostend (Belgium), Skopje (FYROM) and Herzliya (Israel).

MAtchUP will set up a comprehensive dissemination framework, through the implementation of a **multichannel approach** aiming to provide MAtchUP with a complete set of D&C tools to target multiple audiences. Such an approach will ensure that MAtchUP achievements and insights reach out both EU-level stakeholders as well as local-level stakeholders and citizens, directly involved in the Lighthouse cities. Citizens, in fact, will be at the heart of the urban renovation strategy, because they are the cornerstones to making a smart city a reality.

The **MAtchUP objectives** will be achieved by:

- Developing a sustainable urban transformation model to drive the change to more sustainable cities integrating energy, mobility and ICTs;
- Demonstrating the benefits of the MAtchUP regeneration model in the three Lighthouse cities;
- Replicating this model in four follower cities;
- Ensuring the bankability of the solutions by means of innovative business models to enable further deployment beyond the pilots carried out in the lighthouse cities;
- Developing very rigorous upscaling and replication plans that will be the basis to update the cities' SEAPs/SECAPs and other existing city plans as Sustainable Mobility Plans or Digital Agendas.
- Communicating and disseminating the benefits of MAtchUP to a wide variety of audiences.



1.2 Relation to other activities in the project

The implementation of the communication and dissemination strategy necessitates strong interaction between WP8 “Dissemination and Communication” and other WPs, namely:

- WP6 “Exploitation and Market Deployment – Innovative Business model”, which has a strong focus on dissemination-oriented activities addressing a wide community of end users, enablers, replicators also addressing non-technical issues such as financial feasibility, social acceptance as well as business and cooperation models.
- WP7 “Cluster of SCC projects - Collaboration” that ensures the alignment of MAtchUP with the other EU Smart City projects (Lighthouse projects), other Smart City and Communities initiatives and key city associations to maximise knowledge exchange, impact and replication.

With respect to the development and implementation of citizens’ engagement strategies, the dissemination and communication activities of MAtchUP will closely interact with other work packages: urban transformation, planning, upscaling and replication (WP1), demonstration in Valencia (WP2), Dresden (WP3) and Antalya (WP4), technical, social and economic evaluation (WP5).

1.3 Dissemination and communication targets

The MAtchUP D&C activities target different audiences, with different levels of participation:

- **Stakeholders and citizens directly involved in the Lighthouse cities**, where the actions (technical and non-technical) are demonstrated;
- **Stakeholders not directly involved** in the activities of the project but **expressing their interest and commitment in replicating the MAtchUP model**. They can be represented by cities with high potential of replication or organizations;
- **National, European, global stakeholders and citizens at large**. The former will be addressed through networks, associations and platforms working at national and EU level, the latter through communication activities addressing international online and social media. They represent the potential adopters of the MAtchUP urban transformation model beyond the termination of the project.
- Cities, industry, SMEs, urban planners, public authorities, national and regional public bodies, decision makers, legislators, financing organizations, standardization bodies at European and national level, owners, tenants, citizens, consumers that are, among others, the main target groups of the project’s D&C activities

This multi-level and multi-stakeholder interconnection is reflected in the close cooperation between WP8 “Dissemination and Communication activities” and the other WPs in terms of stakeholders’ and citizens’ engagement in the Lighthouse and



Follower cities (WP1, WP2, WP3 and WP4) and WP6 “Exploitation and Market Deployment – Innovative business model”.

The work-plan of the project and the plan for disseminating and exploiting the project’s results will be developed around all possible stakeholders who will directly benefit from the projects’ achievements.

To target the above audiences the project will implement dedicated dissemination and communication activities, respectively targeting professional and stakeholders’ communities on one side and larger audiences and citizens on the other. Depending on the specific target audiences, the project will implement two different workflows:

- **Dissemination** and stakeholders’ dialogue aims at targeting more experienced audiences (mainly technical and professional audiences, investors, academia etc.) with a focus on transferring technical/technological results through peer to peer communication of the project and its results;
- **Communication** aims at lay audiences not closely related with technological issues of MAtchUP, even though representing a key player in the urban transformation process and in implementing a cultural change towards a more responsible behaviour with respect to more sustainable and smarter cities, namely the citizens and the general public.

The Local Communication Desks will play a key role in transferring EU-level D&C activities at a local level; through their existing networks and channels, they will ensure that the MAtchUP D&C activities will reach their local citizens and stakeholders’ communities.

The MAtchUP stakeholders’ community

The MAtchUP community is represented by local, regional, national and European stakeholders at large. The MAtchUP community constitutes the critical mass of target groups that can take the most from the replication potential and take-ups of project’s results.

The community will be managed by the D&C Secretariat, especially acting at European level through leading networks, on one side, and by the partners themselves, who will leverage their own contacts and networks as well as their partnerships in federations, associations and platforms

D&C activities will strategically tailor the content to the geographical location of the stakeholders and to their typology (professional, public authority, non-governmental organizations, end-users, etc.).

The enlargement of the community and the management of the contacts will be one of the main tasks of the D&C Secretariat, although the contribution from each partner will be fundamental in order to achieve the largest number of stakeholders involved and to achieve a multi-level representativeness (Local-Regional -National-European). Through the analysis of the members of the community, the Secretariat will then be able to tailor specific communication modules and maximise the outreach of the MAtchUP dissemination strategy.



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The following table provides a preliminary list of European stakeholders that will be addressed by MAtchUP Secretariat:

Sector	Key Stakeholders' associations
Professional networks	ECTP – European Construction Technology Platform
	E2BA – Energy Efficient Buildings Association
	ENBRI – European Network of Building Research Institutes
	ACE – Architects Council of Europe
	Euroconstruct
	SB Alliance - international network for the adoption of Sustainable Building practices
	Local, Regional, National Energy Management Agencies
	EeB PPP – Advisory group to EC on the PPP on Energy Efficient Buildings
	EuMaT – European Technology Platform for Advanced Engineering Materials and Technologies
	EUROCITIES
	ESTIF – European Solar Thermal Industry Federation
	ESTTP – European Solar Thermal Technology Platform
	FIEC – Fédération de l'Industrie Européenne de la Construction
	ENBRI – European Network of Building Research Institutes
	IBPSA – International Building Performance Simulation Association
	GBI – Green Building Initiative
	Tresco – International Network for Housing Associations
	SEH – Smart Energy Home
	EPTO - European Passenger Transport Operators
	RHC - Renewable Heating & Cooling European Technology Platform
	iiSBE – International Initiative for Sustainable Built Environment
	eu.bac - the European Building Automation and Controls Association
	eu.esco - European Association of Energy Services Companies
CABA Intelligent Buildings Council	
IUT – International Union of Tenants	
UIPI – International Union of Property Owners	
EPF - European Property Federation	
eu.bac – EU Building Automation and Controls Association	
Investors	Banks
	Public and private investors
	EIF – European Investment Fund



	ESCOs
	Citizens and private entities (through crowdfunding for example)
Public authorities	EU, National, Regional and Local authorities
	Smart City Initiatives and Covenant of Mayors
	Public administrations and public building owners
	CEMR – Council of European Municipalities and Regions
	FEMP – Spanish Federation of Municipalities and Provinces
	Standardization bodies at European level CEN and national level
	EUROACE – European Alliance for Companies for Energy Efficiency
	ECCREDI – European Council for Construction Research, Development and Innovation
	ENCORD – European Network of Construction Companies for Research and Development
	WBCSD – World Business Council for Sustainable Development
	AGS – Alliance for Global Sustainability
	ENHR – EU Network of Housing Research
	ICLEI - Local Governments for Sustainability
	CECODHAS Housing Europe
Scientific communities	Energy efficient buildings RTD community
	CIB - International Council for Research and Innovation in Building and Construction
	The European Platform of Transport Sciences (EPTS)
NGOs	NGOs active in Energy Efficiency, sustainable mobility
End-users	End-user associations
Citizens	Europe for Citizens
	Europe for Citizens contact points – ECPs
	Human Smart City Network
Global and EU-funded initiatives	ManagEnergy
	SCIS – Smart City Information System
	EIP SCC Marketplace
	ELTIS – The urban mobility observatory
	CIVITAS
	UN-Habitat

Table 1: Preliminary list of key European stakeholders



The enlargement of the community and the management of the contacts will be one of the main tasks of the D&C Secretariat, although the contribution from each partner will be fundamental in order to achieve the largest number of stakeholders involved and to achieve a multi-level representativeness (Local-Regional, National, European). Through the analysis of the members of the community, the Secretariat will then be able to tailor specific communication modules and maximise the outreach of the MAtchUP dissemination strategy. The membership of the consortium partners in existing associations and initiatives (as indicated in Annex I) will further reinforce the access to key stakeholders through these dissemination and networking channels.

1.4 Key messages

The D&C activities are designed to convey project information at various levels. This information includes the key messages that all communication needs to refer to in some way customizing them according to the type of audience addressed.

Beyond the Communication pay-off (a colour palette for your city), **several and target-oriented key messages have been designed to guarantee the consistency in communicating the MAtchUP main goals.** Key messages are a crucial mean to provide meaningful impacts and expected outputs to the audience.

Some initial key messages were developed on the occasion of the kick-off and used for graphic materials:

- MAtchUP will maximise the cities' transformation process through innovative cross-cutting solutions in the energy, mobility and ICT areas
- MAtchUP will involve citizens and local stakeholders in the co-design of their future smart cities and in the development of innovative business models
- MAtchUP will demonstrate and validate its urban transformation model in three Lighthouse cities: Valencia (Spain), Dresden (Germany) and Antalya (Turkey)
- MAtchUP will support the development of replication plans in four Follower cities: Ostend (Belgium), Herzliya (Israel), Skopje (Macedonia) and Kerava (Finland)

The following table provides an overview of further key messages tailored on the several targets of the project during the first six months of the MAtchUP project:

Target	Keyword	Key Message
Citizens	Local energy efficiency Energy consumption	MAtchUP implements green solutions and innovative business models in the area of buildings, mobility and energy efficiency and offers sustainable livelihood to citizens and local communities that will enable citizens to benefit from more efficient energy management systems through the integration of ICT-driven technologies and increased use of renewables with the consequent reduction of energy costs and a more responsible and environmental-friendly use of fossil-fuel free energy.



Research Community	Air quality	MAthUP improves the air quality of cities by reducing GHG emissions, increasing energy efficiency, providing electric vehicles and sustainable and efficient urban transports
	Mobility	
	Jobs	MAthUP boosts job creation through the implementation of new services, technologies and infrastructures at urban level
	Well-being	MAthUP places citizens, their well-being and their participation to the urban transformation of their cities at the core of its urban model
	Urban transformation	
	ICT	User-driven ICT will facilitate citizens' inclusion and participation in their cities' transformation
	Active mentoring	MAthUP develops smart technical solutions for stakeholders and local communities that encourage technology transfer and spread new knowledge
	Staff exchange	
	Capacity building	MAthUP facilitates knowledge and staff exchange through capacity building activities and trainings
	New knowledge	MAthUP aims at transforming and regenerating the urban areas, in order to be a model for European cities
Policy Makers	Bankable solutions	MAthUP tailors solutions and investments to be part of an ambitious transformation plan
	Energy efficiency	MAthUP significantly increases resource and energy efficiency, improves the sustainability of urban transport, drastically reduces GHG emissions in urban areas, and softens the impact of citizens daily activities on the environment
	Renewables, Self-consumption	
	Security, Stability, Cheap	MAthUP develops innovative business and financial models and sustainable strategies of public-private cooperation along with seeking greater level of external investment to guarantee the replication potential of its urban transformation model
	E-vehicles, Sustainable Mobility	MAthUP strengthens the cooperation of local administrations with their citizens by merging technical and financial solutions with strong engagement initiatives addressed to the local communities
CO ₂ emission reduction		



Construction	Public-private cooperation	MAthUP cities are models of technology innovation and economic growth
	Network	MAthUP develops exploitation strategies, facilitates replication and fosters the knowledge exchange among the government, the academia, the industry, the civil society, and the investors
	Capacity building	
	New knowledge	MAthUP creates new job opportunities by investing in sustainable energy, mobility and ICT sectors
	Economic growth	Standards will help address Smart City issues at different levels, from the decision-making at the city level to the interoperability of particular devices
	New market opportunities	
	Standards	
	Energy efficiency	
	Self-consumption	MAthUP develops and validates a urban regeneration model with green and innovative solutions, and shares the knowledge gained
	E-vehicles	
	Sustainability	MAthUP innovation model relies on the integration among smart solutions, co-participation and co-design of local communities and public-private investments that aim to improve the quality of life
	CO ₂ emission reduction	
	New knowledge	
EU Cities Projects	Cooperation	MAthUP ensures its commitment to contribute to the main actions and expected impacts through the collaboration with other EU similar projects
	Network	
	Capacity building	MAthUP will foster an active and strong cooperation between fellow projects and involving cities
	New knowledge	MAthUP, as part of the EU Network of Smart Cities Projects, will share its knowledge with other lighthouse projects, participate in joint initiatives and support the European smart cities community
	Standards	



<p>Media</p>	<p>Well-being</p> <p>Sustainability</p> <p>CO₂ emission reduction</p>	<p>MATchUP facilitates the knowledge transfer and the cooperation between cities and stakeholders</p> <p>MATchUP will be a model for replicability and follower cities in Europe</p> <p>MATchUP tells positive stories of people and administrations working together for a common goal: improving the quality of their environments and set-up a urban transformation</p> <p>MATchUP raises the awareness and facilitates the acceptance and the uptake of its solutions and impacts in order to facilitate the replication in other cities</p>
<p>Investors</p>	<p>Bankable solutions</p> <p>Replicable and integrated solutions</p> <p>Economic future</p> <p>Jobs, Businesses, start-ups</p> <p>public and private investments</p> <p>New knowledge</p>	<p>MATchUP develops and validates different sound and innovative business models oriented to reach bankability of the solutions</p> <p>MATchUP will define a set of good practices to reduce the technical and financial risks</p> <p>MATchUP accelerates the development of innovative technologies, organisational and economic solutions</p> <p>Replicability is a key to the widespread and beneficial application of the MATchUP model</p>

Table 2: MATchUP key messages



2 Management of dissemination and communication activities

The specific objectives of the project dissemination and communication activities will aim at facilitating knowledge transfer, awareness raising, community engagement and acceptance to support replication and uptake at local, regional, national, European and global level.

WP8 leader, Fondazione iCons (ICE), in close cooperation with Ayuntamiento de Valencia (VAL), project coordinator, and Fundacion Tecalia (TEC), WP7 leader responsible for the collaboration activities with other projects and initiatives, they will take care of the implementation of the dissemination and communication strategy.

2.1 The MAtchUP D&C Secretariat

Considering the complexity of the relationship among different WPs of the MAtchUP project, the number of involved partners and the multitude of potential target audiences, a centralised coordination of activities by the MAtchUP Dissemination and Communication Secretariat is necessary to ensure the design and the implementation of a sound communication and dissemination strategy.

European and global communication will be centrally managed by the MAtchUP Secretariat, led by ICE, by using appropriate channels and tools according to the different targets. The MAtchUP Dissemination and Communication Secretariat represents the central office coordinating all contacts towards stakeholder communities and other dissemination and communication target audiences. It also represents the main interface with the other WP leaders for the transfer of project contents and results aimed at dissemination and communication. The Secretariat will directly report to the project coordinator and will play an active role, informing and involving the partners in all on-going dissemination and communication activities. The D&C Secretariat will work in close cooperation with the other project partners and with the cities. Each partner shall also be committed in addressing its dissemination networks and communities to further promote the project, thus ensuring maximum visibility towards their existing communities and contribute to create impacts at a national and EU level. The strategic objectives of the MAtchUP Secretariat at European and global level are:

- Implement a Dissemination and Communication Plan according to an effective and impact-based communication, dissemination and engagement strategy and guarantee public and professional/technical coverage of the project achievements in view of enabling widespread replication and uptake of the project's outcomes at EU and global level.
- Communicate benefits and usability of the developed MAtchUP solutions and model to all relevant target groups and the public at large and actively engage with European and global communities of stakeholders (here including citizens).



- Support optimal conditions and solutions for the replication and exploitation of the project outcomes by consolidating the project visibility among stakeholders and communities at global European, national, regional and local level
- interact with the Local Communication Desks of the Lighthouses and Follower Cities to define local D&C strategies exploiting both already existing local D&C channels and tools as well as the communication assets specifically set up for MAtchUP to ensure the wide participation of local/regional/national stakeholders and citizens in the project and enable the regular flow of information from the Local Desks to the Secretariat and vice versa to guarantee the coverage, distribution and impact of information at local, European and global level.

The MAtchUP D&C Secretariat is responsible for the **project visual identity** (logo, icons, graphic elements and images, templates), the production of a narrative presentation short video, the design and implementation of the project website and social media strategy, the design and printing of the project flyer and other dissemination materials to be distributed among the partners for wide distribution at fairs, conferences and workshops to facilitate the promotion of MAtchUP towards stakeholders.

To build and engage a MAtchUP community, the D&C Secretariat will coordinate the implementation of **dissemination activities supporting replication** (periodic e-Newsletter, webinars, three final conferences), **exploitation** (MAtchUP Innovation Handbook, page flow, participation to brokerage events) **and clustering** (press and news releases, participation to fairs and conferences, participation to common activities among H2020 supported actions).

In particular, the D&C Secretariat will also co-ordinate the **participation of consortium partners** at fairs and conferences and brokerage and pitching events towards the end of the project to further sustain the exploitation potential of those results. Furthermore, the Secretariat will support and advise the Lighthouse cities for the organisation of three final conferences towards the end of the project and other events in the course of the project.

The Secretariat will also coordinate **public communication for web and media distribution** to raise awareness, acceptance and participation within wider audiences and sustaining MAtchUP content outreach. Public contents (articles and interviews, audiovisual products) will be widely distributed through European and global information multipliers and online media and other information platforms and thematic portals, as well as through the partners' communication tools. A social media strategy will also be developed for this purpose.

The Secretariat will also be responsible for **monitoring and measuring** the impact of the D&C activities performed not only by the project at centralised level, but also by the partners through a periodic collection of information from the partners. Impacts from communication and dissemination activities will be assessed through dedicated outreach and engagement indicators, which provide a measure of the effectiveness and efficacy of the strategy. For this reason, yearly updates the D&C plan are planned.



Strongly related to the D&C Secretariat a **Collaboration Secretariat** setup in WP7. The aim is to establish and maintain strong cooperation activities with fellow projects and horizontal cross-cutting initiatives with the aim to organise joint dissemination and knowledge-transfer activities among different European and global players acting in the SCC field. The Collaboration Secretariat is led by WP7 leader (TEC), the WP8 leader (ICE) and VAL, DRE, ANT.

2.2 The Local Communication Desks

In order to sustain dissemination and communication activities at local level and beyond, the D&C Secretariat will establish and coordinate a Local Communication Desk for each city involved in the MAtchUP project, both Lighthouse and Follower cities. A strong collaboration of all MAtchUP cities (VAL, DRE, ANT, HER, OST, SKOP, KER) is envisaged. Local D&C plans will respect the guidelines provided in this document and will indicate how communication and citizen engagement activities will be tailored to the local framework related to each Lighthouse and Follower city.

The Local Communication Desks will be the main contact points to implement local stakeholders and citizens engagement campaigns, under the coordination of the D&C Secretariat. The Local Communication Desks will be in charge of the local D&C strategy definition, including, identification of appropriate channels, messages and specific social media and communication formats to foster engagement.

The Local Desks will actively support the collaboration between the D&C Secretariat and each involved city: this collaboration will facilitate the deployment of the citizens' and stakeholders' engagement strategy at local level in a very effective and customised way. Specifically, each Local Desk will:

- provide local contents to the D&C Secretariat for EU diffusion
- distribute contents from the project to the cities
- guarantee contents' localisation (press releases, events, videos, flyers, etc.)
- organize and manage local engagement (citizens and stakeholders)
- maximise outreach towards other cities within their country
- contribute to the annual updates of the D&C Plan
- track and monitor D&C activities at local level

2.3 Roles and responsibilities of the partners and relation with the D&C Secretariat

All partners contribute to the implementation of the D&C Plan and play a key role in the networking with their stakeholders and already existing communities.

All sorts of external communication implemented by the partners are encouraged to promote the MAtchUP project and its results on print media, online media and events. Provisions are made to ensure coordination, consistency and quality of publications for the benefit of the project's reputation.

The D&C Secretariat will also give visibility to the partners' communication activities through the MAtchUP channels and communications.



In view of establishing an open communication channel within the consortium through the D&C Secretariat, each partner has provided a contact point responsible for MAtchUP D&C tasks within his/her own organisation. This contact point is paramount for the coordination of the communication and dissemination activities within the consortium, maximising the outreach and avoiding the duplication of work.

The contact points named by the MAtchUP partners for dissemination and communication activities are:

N°	Partner Short Name	Contact point
1	VAL	Adela Salguero
2	INN	Majo Perales, Jose Fuentes
3	WIT	Maria Romero Lopez
4	UPV	Gema Pinyero, Alberto González
5	ETRA	Patricia Bellver
6	ITE	Ignacio Casado Magro, Juan Pablo González
7	KVELOCE	Barbara Branchini, Beatriz Vallina, Arantza Blanco
8	DRE	Michael Anz
9	DWG	GerlindOstmann, Alexander Haidan
10	DVB	Andreas Günther
11	VON	Patrick Himmes
12	FHG	Daniela Larsen
13	TUD	Anja Jannack, Claudia Hawke
14	ANT	BarisDerici, SevalKorkmaz
15	SAM	Serdar Yumlu, Eser Karakaya
16	DEM	Esra Demir, OyaTabanoğlu
17	ANP	Mithat Berberoglu
18	TAY	Mustafa Sepetcioglu
19	AKD	Kemal Aktas
20	VTT	Johanna Kuusisto, Zarrin Fatima
21	CAR	Cecilia Sanz, Julia Vicente



22	UBIEFE	Tania Molteni, Benedetta Lucchitta
23	ICE	Veronica Meneghello, Costanza Caffo
24	TEC	Eduardo Miera, Irantzu Urcola
25	HER	Aavner Perlmutter, Hila Akemar
26	OST	Arne Debrunye, Astrid Vanakere
27	SKOP	Vatko Vasilj, Mario Ringov, Jovana Andonovska
28	KER	Emmi Malin

Table 3: MAtchUP partners contact points

The figure below provides an overview of the MAtchUP D&C management structure and of the different geographical coverage addressed by both the Secretariat and the partners.

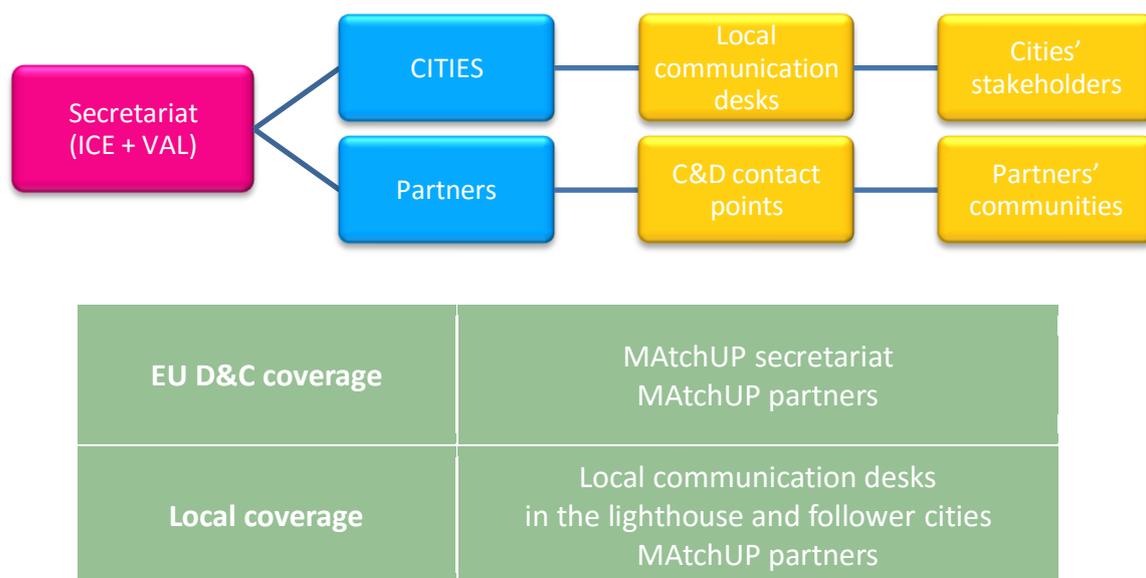


Figure 1 - Roles of D&C Secretariat and Local Communication Desks

2.4 Periodic reporting

Reporting on the dissemination and communication activities performed throughout the project lifetime will be made available through the following deliverables:

D8.8: Report on public communication activities [M24, M48, M60] gathering all the main communication activities carried out during the project. The report will include valuable information about the impact of the communication strategy and thus, of the capitalization of its results.



D8.9: Report on dissemination activities, workshops and events [M24, M48, M60], as part of the monitoring of the communication impact, showing the main outputs of workshops, events, and any other dissemination event.

D8.10: Analysis of impacts generated by MAtchUP D&C activities [M18, M36, M60] analyzing in a quantitative and qualitative way the impact of all communication and dissemination activities carried out during the life of the project. The analysis will be based on:

- Outreach measurement monitored on web and social media channels via analytics and dedicated state-of-the-art software tools such as Nuvi ® (for online and social media accounts directly managed by the project) or through direct data retrieval via the information multipliers' platforms working in syndication with WP8 leader.
- Community Engagement Index (CEI) measuring the actual engagement of the project community with the project contents delivered on the internet and on social media, by creating a univocal relation between any project content made available on the web and the actual interactions made by visitors coming across that content.
- Qualitative feedback gathered via the engagement, replication and exploitation-oriented dissemination activities.

The objective is to get valuable conclusions about the replicability potential of the results analyzing the reached audience.

Act. (impact)	Description and scope	Outreach data
Project Identity (Awareness)	Under the Project Identity tasks, the MAtchUP visual identity (logo, flyer and print-outs, presentation templates, short presentation video) and channels (website and social media accounts) will be designed and launched. Setting up the fundamentals of the MAtchUP project identity meets the requirement for both the project to be recognized as a public funded initiative and for the project's target audiences to identify MAtchUP as a credible and reliable reference.	<ul style="list-style-type: none"> • Visual identity: logo, presentation templates, Brandbook • Website: > 500 visits per month • Social Media: a thematic community made of hundreds of users coming across the MAtchUP contents via social media (Twitter) • 2 Flyers: min. 1500 flyers distributed • Narrative web video: hundreds of visualisations on MAtchUP website and social media channels
Public Communication & Engagement (Awareness And acceptance)	Public communication activities will generate addressing including adopters of the MAtchUP urban transformation strategies, citizens and stakeholders at large, with key, easy-to-understand and targeted messages to facilitate knowledge transfer to the broad	<ul style="list-style-type: none"> • Articles and interviews: Min. 10 articles and interviews in total, outreach of thousand readers reached via media multipliers • Social media contents and animation: outreach of thousand users. Cross- referencing and – posting on social media will



	<p>public. Public communication formats will include: articles, interviews, regular animation of social media via dedicated posts and impact-based audiovisual production. Public communication will sustain MAtchUP and distribution channel will be exploited at local and European level to foster its outreach: press, online newspapers/portals/blogs and information multipliers, social media.</p>	<p>enhance outreach and engagement</p> <ul style="list-style-type: none"> • 6 Web-videos, one call-to-action video and at least 6 video interviews, expected to reach hundreds of visualisations on MAtchUP website and social media channels • 3 VNRs, expected to be taken up by at least 8 national TV stations • Social networks and community building activities will aim to involve at least 500 users.
<p>Stakeholder relations (Awareness, acceptance, uptake)</p>	<p>Three streams of dissemination activities aimed at building and engaging the MAtchUP community to support replication, exploitation and networking, targeting:</p> <ul style="list-style-type: none"> • Stakeholders directly engaged in the demonstration through local dissemination activities; • EU stakeholders at large, who will be addressed through networks, associations and platforms working at national and EU level (in coordination with WP7). <p>The activities outlined will aim to facilitate knowledge transfer and enhance the stakeholders' acceptance and future uptake of the developed urban transformation strategies.</p>	<ul style="list-style-type: none"> • A six-monthly e-Newsletter distributed to the stakeholders' database and registered users. • At least 2 webinars per year (starting from the second year) with 20 participants each • Three final conferences to be organised towards the end of the project, at least 80 participants each • A final MAtchUP Handbook (10 pages) in electronic and printable format, available on the website, promoted via online and social media and 1-to-1 communication to the stakeholders' database contacts. >100 downloads • Three digital storytelling tools (page flow) to create narratives associated to the MAtchUP demonstration practices and related topics and to be distributed through the website and social media; • Participation to at least one brokerage and pitching event • MAtchUP press and news releases: at least a total of 20 to be widely distributed to the media, dedicated portals and EC channels:>2000 users reached; • Participation in external events: at least 2 key events per year officially attended by the project at EU level

Table 4: MAtchUP D&C impacts



3 Dissemination and communication strategy implementation

3.1 Project identity

3.1.1 Visual identity

The MAtchUP logo was designed starting by the identification of the project personality represented by the features, the main characteristics and the elements that highlight its uniqueness and that the consortium wants to raise when communicating the MAtchUP project.

In order to convey the project visual identity and raise visibility of MAtchUP, **all dissemination and communication supports from MAtchUP** (publications, materials, etc.) **will contain the logo**. Based on the analysis of the project's personality, the following logo was finally selected out of three proposals:



Figure 2 - MAtchUP logo

To stress the uniqueness of the MAtchUP project a powerful visual communication has been designed to ensure the recognisability of MAtchUP and to privilege a clear, personable and sincere relationship with common people to convey the project's key messages in an immediate and easy way. The MAtchUP visual identity is based on a modern and cutting-edge system of graphic elements, which convey the sense of innovation of the project both in institutional and local communications. The visual concept in the brandmark expresses the combination of different elements (solutions, cities) which decide to form a team and join forces to achieve greater results.

The second step to emphasize the MAtchUP personality has covered the development of the project pay-off, which is different from the project full title, and is linked to the visual identity: "An innovative palette of solutions for your city".





Figure 3 - MAtchUP payoff

The payoff is a strong communication element. It is the written explication of the logo and increases the communication potential of the project in a very simple and straightforward way.

Apart from the main MAtchUP logo, **specific sub-brandmarks** were designed for each lighthouse city involved in the project. These additional logos highlight the key role of each city and they are aimed at being used by each Lighthouse city for local communication purposes.



Figure 4 - MAtchUP lighthouse cities sub-brandmarks

According to its specific use, the logo can be in colour or black and white, with or without payoff. Different MAtchUP logo versions for web, print and image are available on the MAtchUP repository. The visual identity provides also **a set of graphic icons and key visuals to strengthen the visual communication of the project.**



Figure 5 - Set of icons



Figure 6 - Key visuals

The full MAtchUP Brandbook is available in Annex 7

For branding purposes, all publications (online and offline) related to MAtchUP will have to carry the MAtchUP logo.

To acknowledge the EU funding and branding, the EU flag and a reference text must accompany the use of the logo. The following branding references will be used for MAtchUP publications and materials:

Reference	Label	Content
No. 1	The MAtchUP logo	
No. 2	Acknowledgement of EU Funding	<p><i>“This project has received funding from the European Union’s Horizon 2020 Programme for research, technological development and demonstration under grant agreement No. 774477”</i></p>
No. 3	EU Flag ¹	

¹The style guide for using the EU flag here: <http://publications.europa.eu/code/en/en-5000100.htm>



No. 4	Acknowledgement of MAtchUP project for dissemination-scientific publications	<i>“The result presented in this paper is part of the MAtchUP project (www.matchup-project.eu) This project has received funding from the European Union’s Horizon 2020 Programme for research, technological development and demonstration under grant agreement No. 774477”</i>
No. 5	Acknowledgement of MAtchUP project for communication (Press Releases, ppt other media contacts)	<i>MAtchUP is coordinated by Ayuntamiento de Valencia and developed in cooperation with 27 other partners: Las Naves, Witrac, Universitat Politecnica de Valencia, Etra investigacion y desarrollo, Asociacion Instituto Tecnologico de la Energía, Senior Europa, Municipality of Dresden, Drewag Stadtwerke Dresden, Dresden Verkehrsbetriebe, Wohnbau nordwest, Fraunhofer, Technische Univesitaet Dresden, Antalya metropolitan municipality, Sampas, De Surdurulebilir Enerji Ve Insaat, Antepe Insaat Ve, Trafic Arastirma Yonetim, Akdeniz University, Teknologian tutkimuskeskus VTT, Università Bocconi, Fondazione iCons, Fundacion Tecnalía, Herzliya Municipality, Stad Oostende, City of Skopje, and Keravan Kaupunki. This project has received funding from the European Union’s Horizon 2020 Programme for research, technological development and demonstration under grant agreement No. 774477</i>
No. 6	Acknowledgement of MAtchUP project for communication (press releases, technical literature papers & publications,)	<i>The information reflects only the author’s view and the Commission is not responsible for any use that may be made of the information it contains.</i>

Table 5: MAtchUP branding references

In order to ensure visual and corporate identity, several documents templates (deliverable, internal and periodic reporting, meeting minutes, reports and ppt presentations) have been designed and are available to the consortium partners. These templates shall be used for any document prepared by the partners.

Accountability:

The MAtchUP logo and brand system has been developed by ICE with a feedback from VAL (Subtask 8.2.1. Visual identity).



Lighthouse and Follower cities of MAtchUP can use the city brand mark following the guidelines of the present D&C Plan and in coordination with ICE.

3.1.2 Communication materials

Short presentation video

A narrative web video will be produced at M6 to present the project in an easy-to-understand way based on animations and info-graphics and addressing potential adopters at large. This short video, in English, will be accessible via the website, distributed via social media, communication portals and platforms and will also be used in events to present the project.

Accountability:

The MAtchUP project video (Deliverable 8.3) will be developed by ICE and will be available in Month 6. ICE will be responsible for drafting the storyline and develop the video, in cooperation and upon feedback collected from VAL (Subtask 8.2.1 Visual identity).

Flyer and other print-outs

A flyer will be produced at M8 to inform relevant target groups about the project, its objectives and expected impacts. It shall be designed and distributed among the partners for wide distribution at fairs, conferences and workshops to facilitate the promotion of MAtchUP towards stakeholders. The flyer (in English) will describe the overall approach of the project, its innovative aspects as well as the expected impacts: the local dissemination of the flyer will be carried out by the Local communication desks, by translating the contents in local language and distributing it at dedicated local fairs, conferences and events.

On the occasion of the MAtchUP kick-off several communication print-outs have been realised by respecting the visual identity:

- roll-up, to present the lighthouse and follower cities, the splash page website address and the twitter account
- bookmark, with the starting project key messages, the splash page website address and the twitter account
- folder, to be distributed among attendees with the main information regarding the project

Further communication print-outs can be realised during the project life to meet specific needs of the project.

Accountability:

The MAtchUP project flyer (Deliverable 8.4) will be developed by ICE and will be available by Month 8. ICE will be responsible for drafting content, in cooperation and



upon feedback collected from VAL(Subtask 8.2.1 Visual identity).

3.1.3 Communication channels

Website

The official project website will be designed, implemented and launched within the first six months from the project's start and will substitute the simple splash page launched together with the project logo. It will be set up and maintained in English and will be used as the MAtchUP primary online communication channel and as the main interface towards different target audiences. The website, managed by WP8 leader ICE, will be fully scalable and regularly updated in terms of contents and usability throughout the project duration. Dedicated sections or web formats will be developed to enable the production of dedicated contents in local language. Cross-linking and referencing with the partner organizations' websites and with other external platforms, SCC projects and other initiatives will be supported to increase clustering activities.

The website is a lively channel and new sections and contents will be included as they become available during the project lifespan. Much relevance will be dedicated to the MAtchUP solutions in the areas of energy, mobility, ICT and citizen engagement. Another important section of the website will address to the Lighthouse and Follower cities. They will have a dedicated page in English and in their local language to increase the local engagement and improve the information provided by the website. The project website will be maintained for at least 24 months after the end of the project. The website address is www.matchup-project.eu

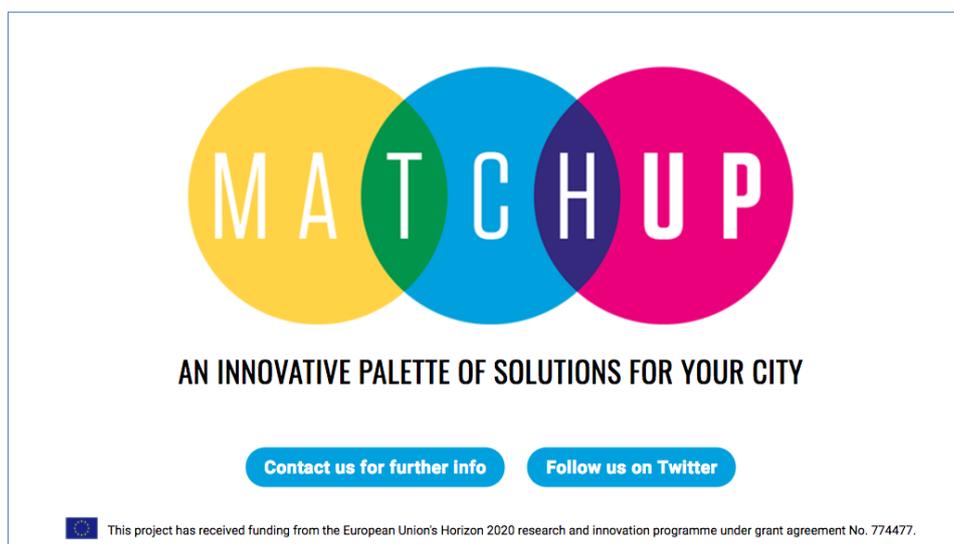


Figure 7- MAtchUP splash page

The Local Communication desks will use their websites or develop new project-related sessions or web pages to communicate the project to their local communities. They will



make sure to refer and cross-link to the MAtchUP channels, when mentioning contents, interventions, actions related to MAtchUP and its EU funding.

The website will contain a direct link to a project team site that ICE developed in support to WP9 to enable smooth communication and knowledge sharing among the consortium project partners, between Lighthouse and Follower cities.

Accountability:

The MAtchUP Website (Deliverable 8.2) will be released on Month 6. It will be developed and maintained by ICE, with feedback from VAL, DRE, ANT and the other partners. Partners' logos, short descriptions and visuals have been provided directly by the members of the consortium (Subtask 8.2.2 Website and social media identity).

Social media

The overall objective of the MAtchUP social media strategy is to ensure adequate coverage of project activities on the social networks, aiming at both professional and public audience. The project visual and written identity (including, key messages and tone of voice) will be reflected in the social media networks that will engage an online community with a twofold objective: as a communication, dissemination and engagement channel and as a participatory tool to foster dialogue, enhance public understanding, acceptance and engagement of local stakeholders' and citizens. The audience to address is a wide and multi-level audience, including the project partners, the leading stakeholders, the end-users, the general public, the EU Commission, all the networks and associations with whom cooperation and open communication channels have been established.

As first step the Matchup twitter account @matchupEU has been set-up by the early stage of the project to start building and engaging the Matchup community and it was already available at the kick-off of the project, where it's been highly exploited by the consortium. The Secretariat and the Local Communication Desks will use the following mention or hashtags to enable the monitoring and tracking of engagement and interaction with the MAtchUP community and develop indicators: @matchupEU #matchupEU, #energy, #mobility, #ICT, #citizenengagement, #EUsmartcities, #EU_H2020

All the partners are invited to interact with the project's Twitter account and use the hashtag #matchupEU, which will enable to monitor conversations and engagement around the project on Twitter.

Additional social networks to exploit will be evaluated according to the future needs of the project. The existing partners' social media networks (included in Annex 3) will support and reinforce the social media strategy and will be further exploited to distribute news and contents about MAtchUP towards their networks.

The Local Communication desks will use their existing social media channels to interact with local communities, committing themselves to maximise references to the project and cross-link with its channels.





Figure 8 - MatchUP twitter account

Accountability:

ICE will be responsible for setting up, launching and managing the MatchUP social media channels. A dedicated social media strategy to be developed by ICE will take into account most appropriate channels and actions to be activated. Partners are encouraged to interact with the channels and disseminate its contents through their own networks and channels (Subtask 8.2.2 Website and social media identity).

3.2 Communication building and engagement**3.2.1 Citizens' engagement at local level**

The Local Communication Desks will be the main contact point of MatchUP to implement local stakeholders and citizens engagement campaigns, under the coordination of the project Secretariat, who will support them in the strategy definition, including identification of appropriate channels, messages and specific social media (such as widgets and dedicated hashtags) and communication formats to foster engagement. The approach will aim at gathering both qualitative and quantitative measures of outreach and engagement, providing inputs of the Community Engagement Index, being the leading indicator developed to measure the online community engagement level. Off-line qualitative feedback will be directly collected by the Local Communication Desks to provide qualitative impact measurements.



Accountability:

ICE will be responsible for supporting the Local Desks in developing strategies relative to Citizen Engagement activities taking place in the Lighthouse cities, for increasing and for raising resonance and visibility of these activities at EU/global level through dedicated social media campaigns and editorials (news releases or photo galleries to be published on the website and shared on social media). (Subtask 8.3.1. Citizens' engagement at local level).

3.2.2 Stakeholders' engagement

Throughout the execution of the project, dissemination activities and formats will be tailored in view of supporting three main objectives: replication, exploitation and clustering. These objectives identify three corresponding streams of dissemination formats.

Dissemination tools and activities***e-Newsletter***

A periodic e-Newsletter will be issued every six months to provide information on MAtchUP progress and results as well as links to public deliverables and news to its community. It will be made available on the project website and sent-out to consortium partners and other registered stakeholders and users and distributed to the stakeholders' database of registered users. The e-Newsletter will be designed according to a specific structure, produced and distributed via MailChimp, an online tool to create newsletters and send them to a specific community, and downloadable from the project website, promoted via social media and the partners' networks.

Accountability:

The MAtchUP Newsletter will be released every 6 months all throughout the duration of the project. It will be developed by ICE (Subtask 8.3.2 Stakeholders' engagement). The Newsletters will be released usually after the project progress meetings to collect and distribute more contents through the newsletters. Input from specific partners might be asked for, upon certain releases. VAL will be involved in drafting the editorial of the newsletter.

Info-packs

To facilitate the dissemination, replication and exploitation of the results achieved by MAtchUP, info-packs will be prepared and distributed among end-users and potential adopters. They will be produced in the form of fact- or info-sheets, with infographics and easy-to-understand descriptions of specific tools developed and tested by MAtchUP. The info-packs will be available on the website, promoted on social media and/or distributed via 1-to-1 mail outs to registered users and other interested



stakeholders. Topics and issues will be decided with the Consortium. Info-packs will be part of the technical insights of the MAtchUP website.

Accountability:

The content of the info-packs will be identified by VAL in co-operation with ICE, CAR (responsible for replication) and UBIEFE (responsible for exploitation). Depending on the content of each info-packs, the relevant technical partners and the cities will be responsible to providing content to be shared with info-packs. ICE will be responsible for providing a template to be used for the info-packs and to look after its distribution.

Press and News Releases

Throughout the duration of the project, at least 20 press and news releases focusing on specific project issues and milestones, promoting project events and progress, will be produced and distributed via the project website and other information multipliers like Cordis, Wire and AlphaGalileo. They will be made available to local partners for translation into local languages and distribution through their existing channels and cities.

Accountability:

The MAtchUPpress and news releases will be developed and looked after by ICE. Contents will be provided from the different partners of the MAtchUP project. While ICE will be in charge of drafting, publishing and distributing the press releases related to MAtchUP, the whole MAtchUPpartnership is encouraged to liaise with ICE to ensure they are promptly informed about news, events and initiatives worth to be featured in a press release (Subtask 8.3.2 Stakeholders' engagement).

The MAtchUP Innovation Handbook

A MAtchUP innovation handbook containing the main project achievements will be designed and released in both electronic and printable formats at the end of the project. The main scope is to provide information about the urban transformation strategies implemented in the Lighthouse cities and foster further exploitation of each component beyond the scope of the project. It will be publicly available on the website and widely promoted towards the MAtchUP community and stakeholders.

Accountability:

The set of innovative solutions and practices will be identified and developed in cooperation with the project partnership (Subtask 8.3.2 Stakeholders' engagement). ICE will coordinate and facilitate the collection of contents to accomplish this task, draft the Innovation Handbook with input from all the partners (D8.7 MAtchUP innovation handbook, M60).



Publications in Technical Literature and Dedicated Journals

The academic and technological partners of MAtchUP will publish the outcome of their work related to the project in selected professional and scientific journals and conference proceedings. This will be done all throughout the duration of the project.

All scientific and peer-reviewed publications will be made available using open access thus increasing the peer-to-peer dissemination and knowledge sharing between expert stakeholders in selected fields. This will also increase the credibility of the technical partners within MAtchUP.

Accountability:

Papers on the technical findings and results of MAtchUP will be published in selected professional and scientific journals and conference proceedings (Subtask 8.3.2 Stakeholders' engagement). They will be made available via open access thereby allowing anyone to read the results MAtchUP has to offer.

Webinars

Starting from the second project year, two webinars per year will be organised towards other cities, as potential early adopters of the MAtchUP model. The webinars will disseminate the project and will give the opportunity to a wider audience to become familiar with the MAtchUP solutions. To sustain the participants' involvement in the webinars, they will be organised in the context of specific European initiatives (i.e. the European Sustainable Energy Week). A question time for attendees is foreseen at the end of every webinar. Their recordings will be uploaded on the project website.

Accountability:

Webinars will be organized by Lighthouse cities, partners working in the replication and collaboration WPs (WP1 and WP7) in cooperation with ICE on technical and non-technical topics of MAtchUP (Subtask 8.3.2 Stakeholders' engagement). ICE will be responsible for promoting the MAtchUP webinars through the project channels and towards key stakeholders via mail-outs. The webinar recordings will be made available on the website.

Pageflow

The PageFlow is a digital storytelling tool that incorporates different editorial formats (background videos, images, text...) into a richer narrative illustrating and transforming the MAtchUP outcomes into marketable solutions in the real world will be produced and release at the end of the project. Three pageflows will be available on the website and will be widely promoted via social networks.



Accountability:

Three digital story telling narratives in the form of a PageFlow will be designed for web distribution by ICE, with feedback from VAL. Based on the approach angle which will be decided to apply to the Digital Storytelling, contents will be provided by technical partners and cities in the consortium (Subtask 8.3.2 Stakeholders' engagement), D8.6 (M60)

Final Conferences

Three final conferences will be organised in Lighthouse cities towards the end of the project to inform local communities, stakeholders and end users of the project achievements and benefits. In this occasion, study visits will be organised in collaboration with technical partners to enable knowledge transfer from Lighthouse cities towards Followers. The final conferences will be open to a large audience including stakeholders, targeted industries and networks, public authorities, the European Commission and the citizens, with the purpose to present the final results of the project.

Accountability:

VAL, ANT, DRE will organized the final conferences within their cities. ICE will support promotion of the events through the project channels and EU participation, also represented by other SCC01 projects' partners (Subtask 8.3.2 Stakeholders' engagement).

Participation in brokerage events

Towards the end of the project, MAtchUP partners will participate in brokerage and pitching events (in connection with the Common Exploitation Booster) to further sustain the exploitation potential of the MAtchUP results.

Participation in fairs and conferences

Consortium partners will participate in dissemination and communication events, like conferences, fairs, roundtables and workshops in view of engaging with different stakeholders, policy makers, end-users. Partners will deliver presentations and publications in appropriate forums and scientific and technical journals in order to disseminate the MAtchUP results, sharing outcomes and gathering feedbacks from external experts. The project partners participating in events tackling the MAtchUP topic will represent the project to improve its visibility, raise awareness and engage stakeholders' communities. These events will provide partners with the opportunity to show MAtchUP objectives and outcomes, exchange experiences with stakeholders and potential adopters and create interconnections with them. The goal is to boost the



visibility of MAtchUP and strengthen and broaden the relationship with the stakeholders' community. The list of the most relevant events will be integrated in Dissemination and Communication plan on a yearly basis. The first list of events is included in Annex 6.

Accountability:

MAtchUP project partners will attend different events to represent the project itself (Subtask 8.3.2 Stakeholders' engagement). They will be integrated every year in the D&C plan based on the suggestion of the partners.

TEC (WP7 leader) and ICE will be informed by the relevant partners with regards to their participation to events. Partners will provide both quantitative and qualitative feedback via dedicated templates to both the WP7 and WP8 leaders. ICE will raise visibility on partners' attendance at events through social media and news releases.

Contribution to knowledge transfer and dissemination activities with other H2020

SCC supported actions

MAtchUP will join actively the SCC01 partnership, which sees the involvement of 12 lighthouse projects in total. This initiative has kicked off in 2016 and has been formalised with the signature of the Lighthouse Projects Cooperation Manifesto in Nottingham on March 23, 2017. MAtchUP will also sign the Manifesto in Lisbon on April 13th, 2018.

This cooperation is based on parallel activities of the Board of Coordinators and 3 task groups: the Dissemination and Communication task group, the Replication task group and the Business Models task group. These task groups will have regular teleconference catch ups and chances to meet in person twice per year to plan future conjoint activities.

The objective of the SCC01 projects' cluster is to enhance the communication and dissemination outreach and leverage the replicability potential of Lighthouse Smart City projects. Communication synergies with other SCC projects and initiatives (such as SCIS and the EIP-SCC Marketplace) are very important to increase visibility, strengthen impacts, increase the outreach potential dissemination of the project concepts and raise awareness among different stakeholders and the public at large. Synergies can be found in joint exploitation of joint dissemination tools and services including among others: web mutual link exchange, organization of joint events, common outreach activities to local stakeholder groups, interaction and cross-linking with social media to increase outreach and support replication activities towards wider communities. WP8 leader, ICE, will actively participate in the communication and dissemination task force's activities as part of the Framework of Collaboration of SCC01 projects, currently represented by 12 projects (including MAtchUP) and support the representation of MAtchUP in joint dissemination activities with the other Lighthouse projects.



D&C action	What	MAtchUP involvement
A common YouTube Channel with a playlist of all the audio-visual productions of the Lighthouse projects	The channel can be accessed here: https://www.youtube.com/channel/UChPCzf64phTFphIX9jR3XbA/playlists?view_as=subscriber and hosts different playlists of video materials produced by Lighthouse projects	The MAtchUP audio-visual materials will be published in the joint repository (besides standard project communication channels);
A joint online space hosted on the SCIS web platform	This space is accessible at the link http://smartcities-infosystem.eu/scc-lighthouse-projects . Representatives from the Lighthouse projects can also access via the SCIS web platform an internal area dedicated to the SCC01 partnership	Top line information about MAtchUP will be delivered through the SCIS platform alongside other Lighthouse projects;
Cross referencing in project newsletters	This activity is encouraged to improve synergies across projects	When opportunities arise, MAtchUP will consider other projects' communication channels as an additional tool to distribute its communication materials;
Joint participation to events	The Lighthouse project partnership has jointly participated to the Smart City Expo, which is being held in Barcelona on an annual basis. During the past two editions, the SCC01 partnership has organised a conjoint stand where a set of common activities and workshops have taken place	Going forward MAtchUP will be involved in the planning and organization of conjoint initiatives launched by the SCC01 partnership and will be represented alongside the other 11 lighthouse projects through press and communication materials delivered as a result of this cooperation;
A Multitouch software solution has been developed by the SCC01 projects in 2016	It provides details, objectives and areas of intervention of all the Lighthouse projects. This software package is being regularly updated and can be operated through a touch screen monitor, which is used at external events where the Lighthouse projects partnership is present with a stand.	MAtchUP will be featured alongside the other lighthouse projects;
Visual identity and branding	A simple visual identity has been developed when the Lighthouse Projects Cooperation Manifesto was produced. Afterwards, the same graphic has been used to represent the Lighthouse projects partnership at events. A brand personality exercise is still in progress and might change the cluster visual identity	As a member of this partnership, the MAtchUP is represented by the lighthouse projects visual identity and is entitled to use it in reference to SCC01 activities.

Table 6: Clustering Dissemination and Communication Actions and the involvement of MAtchUP



Besides networking with other lighthouse projects, a number of other cooperation initiatives through existing networks will be considered, like: OASC - Open and Agile Smart Cities initiative; IoT-EPI – IoT platform development, Smart City and Community Stakeholders Platform, EIP Market Place (through participation to some of the action clusters; - EERA Joint programme on Smart Cities, and My Smart City District.

Accountability:

ICE will represent the MAtchUP project in the Dissemination and Communication Task group (Subtask 8.3.2 Stakeholders' engagement). VAL and the WP8 members will be informed of ongoing activities during regular catch ups.

Close coordination between ICE (WP8 leader) and TEC (WP7 leader) will be established in order to maximise synergies upon common objectives

3.2.3 Public communication for web and TV media distribution

Public web communication is mainly based on the production of a series of journalistic articles, interviews, press and news releases to be published on the project website and distributed to European and global information multipliers and online media, such as Cordis Wire, AlphaGalileo, Phys.org, youris.com. The aim is to raise awareness of the general public by explaining in an easy-to-understand and concise way the sometimes difficult and complex scientific and technological dissemination contents in view of conveying messages and communicate results to a wider and general audience.

Articles and interviews

At least 10 independent articles and interviews around project-related topics, written by professional journalists and addressing a wider audience will be produced and distributed to information multipliers, online newspapers, dedicated portals and promoted via social media networks. Interviewees with experts will be selected not only among the project partners but also among external opinion leaders.

Accountability:

The MAtchUP journalistic articles will be produced by journalists from the ICE network. ICE will also take care of their distribution. Contents will originate either from external sources collected through journalist investigations or directly from the MAtchUP project (Subtask 8.4.1 Articles and interviews)

Audiovisual production



A content and impact-driven approach will be adopted in order to select the appropriate audiovisual formats. The audiovisual formats include:

- **Video News Releases for TV and web distribution**

Three Video News Release (VNRs) focusing on innovative outcomes raising media and public interest will be produced and distributed to European and World TV stations through the youris.com audiovisual platform, co-managed by ICE, and by exploiting the satellite gateways of the Eurovision department of the European Broadcasting Union (EBU). VNRs are intended to broad communication aiming at the general public and their main focus will probably be on the Lighthouse cities and their demonstration achievements.

Accountability:

Three video news releases (VNRs) will be distributed across the European and global TV stations. They will be produced by ICE with input from VAL. Depending on the storyboard and the angle of the video, which will be decided by ICE with cooperation from VAL, some of the technical partners, as well as Lighthouse and Follower cities might be involved. ICE will be in charge of distribution and monitoring (Subtask 8.4.2. Audiovisual production)

- **Web videos**

Six short web videos (30 seconds – 1 minute) including animations, infographics and real footage will be produced along the project. Multiple styles can be chosen and graphic components play a key role. Contents are simple, few and direct focussed on key messages. They are intended to facilitate the information transfer of more complex contents to a wide audience. These videos will be widely promoted and distributed via social media, the project website, other sector-related communication portals and communication platforms.

- **Call-to-action video**

A call-to action video will be produced for engagement purposes. ICE with the help of the coordinator and the Lighthouse cities will find the best moment and purpose to record and distribute this CTA video in order to engage as many people and stakeholders as possible around a specific action in relation to MATCHUP.

- **Video interviews**

Video interviews with experts, decision makers, stakeholders and end-users (50 seconds - 1 minute long) will be produced and released during the project, featured on the project website and promoted online and via the social media accounts of the project and of the partners. The video interviews, "Stated by MATCHUP", may be featuring project innovation, achievements or insightful statements for replication and exploitation purposes. They can be proposed with a Q&A format or as a statement directly provided by the interviewee and can integrate graphic elements and animation to simulate the interest and facilitate information transfer.



Accountability:

The MAtchUP web videos, including call-to-action videos and video interviews, will be produced by ICE in the course of the project with feedback from VAL (Subtask 8.4.2. Audiovisual production). ICE will decide the concept of the videos, in co-operation with VAL. Lighthouse and Follower cities will co-operate to identify contents to be featured in the video and will provide support for the shooting.

Animation of social networks

Social networks will be used to actively address and engage an online community covering both specific stakeholders and a larger public interested in SCC topics.

Specific contents will be developed to regularly animate the MAtchUP social media channels. The publication rate of social media posts and contents will depend on the specific social media network that will be used by the project.

On Twitter a daily publication is planned.

Accountability:

ICE will be responsible for posting contents on MAtchUP social media channels. Partners are encouraged to post news on their channels, guaranteeing reference to the MAtchUP project and interacting with MAtchUP social media channels by using dedicated #hashtags and cross-links (Subtask 8.4.3 Social networks).



4 Conditions for ensuring proper dissemination of the generated knowledge, related to confidentiality, publication and use of the knowledge

The conditions for ensuring proper dissemination of the generated knowledge, related to confidentiality, publication and use of knowledge have been agreed and validated in the Consortium Agreement signed by the MAtchUP Consortium partners.

4.1 Open Access

The dissemination approach of the MAtchUP project complies with the Open Access obligations as laid out in ECs Open Access strategy which aims to develop and implement open access to research results from projects funded by the EU Horizon 2020 Research Framework Programme. That way, results of publicly funded research can therefore be disseminated more broadly and faster, to the benefit of researchers, innovative industry and citizens. Open access can also boost the visibility of European research, and in particular offer small and medium sized enterprises (SMEs) access to the latest research for utilization.

With the start of Horizon 2020, open access to scientific publication and research data for EU co-funded projects has been re-emphasised by the EU and guidelines have been made available for the research community. While there is no obligation to publish results of European research in open access and it is left to the funded projects to decide about publication or not, if a publication is chosen by a project as “a means of publication”, then the principle of open access publishing needs to be taken into consideration. Under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results. Open access means also improving access to scientific publications and data. This is considered important by the EU as it allows to build research on previously published research results, to achieve greater efficiency by fostering collaboration and avoiding duplication, to accelerate innovation as well as to involve citizens and society in order to increase transparency of the scientific process²

In the OA context, publication means peer-reviewed and to be read online, downloaded and printed. The typical peer reviewed publication is an article in a scientific journal. However, researchers are encouraged to provide also open access to conference proceedings, books, and grey literature or reports. The open access publication process includes two steps: 1) deposition of the publication in repositories and 2) providing access to the publication. Two paths are feasible for depositing the publication and providing open access: Green OpenAccess and Gold Open Access.

Green Open Access implies self-archiving of a peer-reviewed and accepted publication in machine readable format in a depository, i.e. an online archive, of their choice. The depositor must make sure that the open access to the publication is given within 6 months after deposit. Many online repositories are available. The OpenAIRE

²See Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020, EC Research and Innovation, Version 1, 13 December 2013



platform³ gives access to numerous online archives in different research domains (www.openaire.eu). Other platforms with thematic listings of OA online repositories are Registry of Open Access Repositories (ROAR)⁴ or the Directory of Open Access Repositories (DOAR)⁵. Gold Open Access requests also the deposit of a machine-readable electronic copy of the latest published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications in order to ensure long-term preservation of the article. The publication can be made in open access journals, or in journals that sell subscriptions and also offer the possibility of making individual articles openly accessible (hybrid journals). Monographs can also be published either via a 'pure' open access or via a hybrid business model. The author processing charges (APCs) for gold open access incurred by beneficiaries are eligible for reimbursement during the duration of the project. In Horizon 2020, public access of the research data is required for publications using open access. MATchUP will produce many useful and interesting data. Their publication for open access should be considered, once the data will be available.

4.2 Authorship

Concerning rules for authorship we distinguish between publications dealing with background and foreground of partners involved and publications of a more promotional nature for MATchUP. Concerning papers and presentations of scientific and technical nature displaying outputs, results, and outcomes such as deployed technologies or energy reductions achieved by MATchUP will be co-authored by the partners providing (and responsible for) the specific information as main authors. Regarding general communication papers, such as presentations made at the beginning of the project, will be authored (or co-authored) by the partner(s) holding the presentation. A specific ppt template is prepared by the D&C Secretariat containing some pre-filled slides.

Regarding communication issued by the MATchUP D&C Secretariat such as web site, brochure or flyers, no particular partner will be mentioned as all partners are part of the D&C Secretariat. Instead the URL of the MATchUP web site and if needed the email address of coordinator and/or Secretariat will be indicated. Posters can be localised for promoting the partner using it.

Accountability:

All the partners will be responsible for complying with the open access procedures followed by MATchUP. For any issue related to open access they will refer to VAL and ICE.

³Open Access Infrastructure for Research in Europe, which is a recommended entry point for green open access publishing.

⁴www.roar.eprints.org

⁵www.openoar.org



5 Impact assessment

5.1 Purpose and methodology

MAthUP will implement an impact-based Dissemination and Communication strategy entirely aimed at enabling a series of fundamental impacts on stakeholder's communities as well as on the general public, namely Awareness, Acceptance and Uptake. They will be generated in different Tasks and WPs and harmonized at central project level in WP8. Dedicated indicators will be used to assess the effectiveness of the MAthUP dissemination and communication strategy and measure its potential impacts. MAthUP will pursue this objective via both quantitative and qualitative analyses. The former will consist of quantitative indicators measuring outreach (a measure for awareness) and interaction (a measure for engagement and acceptance). The latter will be based on qualitative analyses from stakeholders' feedback. Continuous monitoring of outreach and acceptance during the project lifetime will enable the project to continuously measure its performance and propose corrective actions to fine-tune communication and dissemination activities with the expected objectives to maximise the impacts on stakeholder communities.

5.2 Online outreach measurement

Outreach data provide a quantitative assessment of the impacts in terms of awareness. Outreach data are monitored on web, social and TV channels. Web monitoring is performed by the project according to different approaches:

- i) Direct monitoring, by retrieving data on the web traffic (and views) for the MAthUP public communication products (articles, interviews, VNR) from the MAthUP website and platforms working in syndication with WP8
- ii) Direct monitoring of social media accounts managed by the project through social media analytics tools and the use of dedicated state-of-the-art software tools, such as Nuvi®.
- iii) Indirect monitoring, by identifying the referrals made on MAthUP materials by other on-line and social web resources. A more sophisticated analysis of top influencers mentioning and retrieving MAthUP posts will be made possible by the use of Nuvi®.
- iv) TV monitoring:
 - a. Direct consultation of the correspondents at TV stations who have downloaded the video footage from the youris.com media centre (managed by Fondazione iCons). This activity returns accurate information on the actual broadcasts and can also provide the edits of the broadcasts, where available
 - b. Reception of the Eurovision news and features exchanges downloading reports, delivered the day after each satellite transmission, on the actual downloads made by members TV stations. These reports contain the information about the TV stations actually downloading (and therefore possibly using) the TV reportages from the satellite exchanges



Outreach will also include the number of people reached through off-line dissemination and communication activities (such as number of participants at conferences/fairs where MAtchUP is represented, number of citizens participating at local events, etc.).

The outreach data retrieval will be aimed at the definition of the absolute impact data, which will provide an input to the Engagement and Performance indicators.

5.3 Community engagement monitoring and measurement

The actual engagement of the MAtchUP community with the project contents present on the internet and social media will be measured with the Community Engagement Index (CEI) developed by Fondazione iCons, which is an indicator to measure engagement and acceptance. The CEI is calculated for single project contents on the web. It is based on the univocal relation between the considered content and the interaction made by visitors who come across it.

The weighted aggregation of all CEI values calculated on single project contents will then generate the Project Engagement Index (PEI) representing the engagement capacity of the entire project communication and a fundamental key to the definition of the impacts of the project.

All CEI values calculated for a single project content are combined via weighted aggregation to obtain the Project Engagement Index (PEI). The PEI estimates the overall engagement capacity of the adopted communication strategy, hence providing an estimate of the project's impact.

5.4 Qualitative analysis

On top of this, the project will periodically collect qualitative feedback on the performance of specific project dissemination activities involving key stakeholders and that cannot be measured on-line. These activities include feedback data provided by the project's partners and stakeholders attending seminars, events, workshops and conferences, local promotional activities, one-to-one relation with key stakeholders and policy makers, etc.

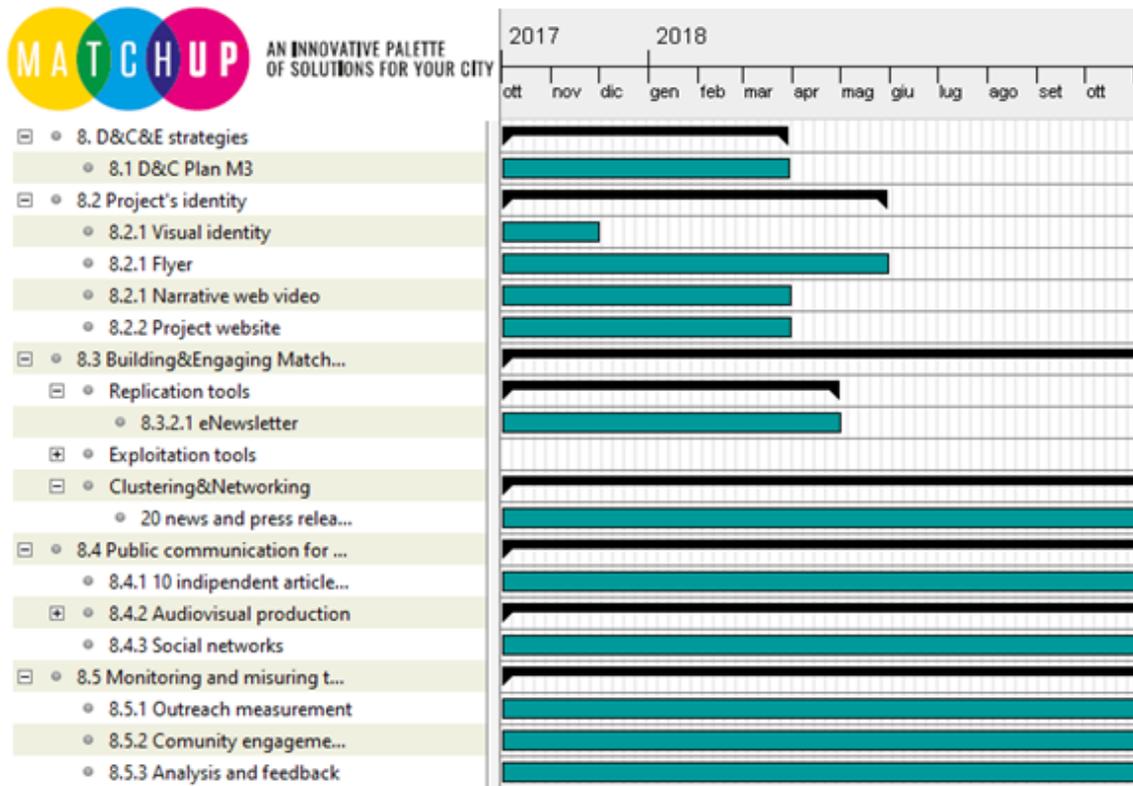
Qualitative analysis reinforces the assessment in terms of awareness and provides inputs to the replication and uptake potential.

Accountability:

ICE will be responsible for the periodic reporting and impact analysis of the Dissemination and Communication activities of the project through the above described indicators. All the partners will guarantee the provision of regular (every six months) information about the potential impacts (in terms of outreach and engagement, both quantitative and qualitative) from their individual D&C activities through the templates provided by the Secretariat. Task 8.5, D8.10 (M60)



6 Development of the D&C activities scheduled for the first 12 months of the project



Annex 1 - Partners' membership in local/national/EU associations & initiatives

Partner	Local level	National level	EU level
INN	Think Tank Smart Cities AVAESEN	Spanish Network of Smart Cities (RECI)	Green Digital Charter
			Uraía Platform
ETRA	Think Tank Smart Cities AVAESEN	Comisión de Smart Cities de Ametic	EIP Smart Cities and Communities
ITE	CECV - Cluster de la energía de la comunidad valenciana	Materplat	ETP - European technology and innovation platform smart networks for energy transition.
	Redit – red de institutos tecnológicos de la Comunitat Valenciana	Bioplat	Dlms user association
	AVIA-Asociación Valenciana de la Industria de la Automoción	Participación Comité de Normalización AEN/CTN	International Lightning Protection Association (ILPA)
	Asociación Valenciana del VE	Plataforma Española de Hidrógeno y Pilas - PTE HPC	PRIME Alliance
		FUTURED, Plataforma española de redes eléctricas (tb Grupo Interplataformas de Almacenamiento (GIA))	Meters and more association
		PTE-EE - Plataforma Tecnológica Española de Eficiencia Energética.	ERTRAC - European Road Transport Research Advisory Council.
		Comité de Normalización AEN/CTN-216 "Energías renovables, cambio climático y eficiencia energética"	EVO - efficiency valuation organization
		Comité de Normalización AEN/CTN-216 "Energías renovables, cambio climático y eficiencia energética"	EFCE - Working Party "Static Electricity in Industry"
		AEDIVE	CLIMATE-KIC (Fundacion Comunidad Valenciana - Región Europea (FCVRE)
		ENAC – entidad nacional de acreditación	European Energy Research Alliance (EERA).
		AENOR – asociación española de normalización y certificación.	Open charge alliance
		FEDIT – federación española de entidades de innovación y tecnología.	Aen/ctn204/gt15
		APD - asociación para el progreso de la dirección	Aen/ctn204/gt15
		Cigre – consejo int. Grandes sist. Eléctricos.	International Electrotechnical Commission
		Comité de Normalización AEN/CTN 215	Chademo Association
	Comité de Normalización AEN/CTN 208/SC77	Open Charge Point Interface (OCPI)	



		SCTC-1, Subcomité Técnico de Calibración Nº 1 de ENAC	S3 Platform on Energy (s3penergy)
		Comité de Normalización AENOR / CTN207 – transporte y distribución de energía eléctrica - sc 81 – protección contra el rayo	
		ALINNE. Alianza por la investigación e innovación energética	
		Manuket. Plataforma Tecnológica Española de Fabricación Avanzada	
		Comité de Normalización AEN/CTN 203/SC 69. Vehículos eléctricos destinados a circular por la vía pública y camiones eléctricos industriales	
		Move to Future - M2F. Plataforma Tecnológica Española de Automoción y de Movilidad	
		Comité Internacional	
		AEN/CTC-058 Pararrayos	
		AEN/CTN 207/SC 13 - Aparatos de medida de la energía eléctrica y del control de cargas	
		AEN/CTN 178 ciudades inteligentes	
		Addimat	
		Reoltec	
KVELOC E			Covenant on Demographic Change
			EIP on Smart Cities
			EIP Water
			Covenant on Demographic Change
			EIP on Smart Cities
			EIP Water
			Covenant on Demographic Change
			EIP on Smart Cities
			EIP Water
DRE	EDIC: European Information Centers Dresden - Umweltzentrum: lokale Kommunikation - Event, Hygienemuseum	Zukunftsstadt	EU-Urban-China, EU-China, H2020 Platform for sustainable city development
	Europarunde		Eurocities
			Eurocities Knowledge



			Society Forum
			Polis
			Euroregion Elbe/ Labe (in AGE G)
			CIVITAS
			ICLEI
			Klimabündnis
			Globaler Bürgermeisterkonvent für Klima und Energie
SAM		Smart cities platform	Eurocities
ANP		Smart cities platform	Eurocities
TAY		Smart cities platform	Eurocities
VTT			CABA, Continental automated building association
			EIP SCC
			Energyefficient Buildings European Initiative (E2B EI), European Construction Technology Platform
			ENBRI, European Network of Building Research Institutes
			EERA, European energy research alliance
			Cibinternational council for research and innovation in building and construction
		UN habitat, urban systems and technologies	
CAR			
UBIEFE		Green Economy Observatory, IEFE-Bocconi	SDSN - Sustainable Development Solutions Network
		Working Group Smart Cities, IEFE-Bocconi	UNEP's GI-REC initiative on Global Resource Efficient Cities
		Task Force Financing Urban Sustainable Development, IEFE-Bocconi	
		IAERE, Italian Association of Environmental and Resource Economists	UN-Habitat
		AISRE, Italian Association of Regional Science	EERA (European Energy Research Alliance) - JP Smart Cities
TEC	Basque energy cluster	A3e - asociación de empresas de eficiencia energética	UERA (Urban Europe Research Alliance)
	Aclima - environmental basque cluster	Aeee - asociación española para la economía energética	Eera - european energy research alliance (several joint programs, energy efficiency, smart cities, e3s... among others)
			Dhc+ - district heating and cooling plus technology platform
			E2BA - Energy Efficient Building Asociacion



			ECRA - European Climate Research Alliance
			ICLEI - Local governments for sustainability
			Resilient Cities
			UERA - Urban Europe
OST	Ostend smart society network	Kenniscentrum vlaamse steden	Eurocities
		Kenniscentrum 13 main cities in Flanders for EU cooperation	Rivercities
		Smart Flanders	
		Data warehouse network Flanders	
		City of Things Flanders - various Networks	Interreg Vb projects & related networks
		Swing (dataplatfom main cities of Flanders)	
KER	Helsinki area surrounding municipalities network	Helsinki regional transport (HSL)	Smart MR-project
	Environmental office network	Helsinki area land use, living and transport -network	
		Helsinki Airport co-operation group	



Annex 2 – Partners' communication tools

Partner	Newsletters	Websites	Portals	Magazines/ newspapers	Peer-to-peer scientific/ technical journals
INN	Las Naves newsletter	www.lasnaves.com		Magazines/newspapers where we can disseminate information about the project: www.esmartcity.es www.eu-smartcities.eu www.eysmunicipales.es www.efe.com www.europapress.es www.economia3.com www.cadenaser.com www.lasprovincias.com www.levantemv.com www.elmundo.es www.cope.es www.rtve.es www.valenciaplaza.com www.larazon.es www.ondacero.es www.eldiario.com	
ETRA		http://www.grupoetra.com/			
ITE		www.ite.es	Electroboletín		itenergia
KVC	Kveloce newsletter	MATCHUP project website	CORDIS		
		KVELOCE's website	H2020 Newsroom		
		Valencia City Council website and blog			



DRE	Europabüro Sachsen	www.dresden.de			
	Dresden International	invest.dresden.de			
	Newsletter Landeshauptstadt Dresden				
DVB		www.dvb.de		"dvb bewegt" (costumer magazine)	
		Intranet (Employee website)		"Hecht" (Employee magazine)	
SAM		www.sampas.com.tr	www.akillikentler.org	TBD	TBD
ANP		www.antepeinsaat.com	www.yenikepezs-antral.com		
TAY		www.taysim.com	www.akillikentler.org	TBD	TBD
		www.trafiksimulasyon.net			
CAR		http://www.cartif.com/			
IUBIEFE				Via Sarfatti 25, Bocconi Magazine	UB-IEFE has contacts with different scientific journals and there is the possibility to publish the main outcomes of the project as scientific papers
					Economics and Policy of Energy and the Environment
ICE		www.icube.global	www.youris.com		
TEC		www.tecnalia.com			Renewable and Sustainable Energy Reviews
					Ecosystem Services
					Energy and Buildings
					Ecological Indicators



					Procedia Environmental Sciences
					Long range planning
OST		Citizen Lab / EU cooperation page		De Grote Klok (3-monthly city magazine)	Local newspapers
		Renewed city website			



Annex 3 – Partners' social media channels

Partner	Twitter	Facebook	LinkedIn	Others
INN	LasNavesInn	LasNavesInn		Youtube Channel: https://goo.gl/xRrsMv Flickr: https://goo.gl/KBX6id
ETRA	https://twitter.com/grupoetra/with_replies		https://www.linkedin.com/company/5076781/	
ITE	ITE.energia	Instituto Tecnológico de la Energia		Instituto Tecnológico de la Energia
KVC	Kveloce	Kveloce		Youtube
				Instagram
				Pinterest
				Trippy
				Google+
DRE	@DresdenInvest	@stadt.dresden.de		
DVB	-	www.facebook.com/dvbag		www.youtube.com/user/YourDVB
SAM	SAMPAScorp	SAMPAScorp	SAMPAScorp	akillikentler
DEM	@DemirEnerji	Demir Enerji	Demir Enerji Danismanlik	www.demirenerji.com
	@EsraOzkulDemir			http://climatevolunteers.com/
TAY	TaysimProje	Taysim Proje	Taysim Proje AS	akillikentler
VTT	https://twitter.com/VTTFinland	https://www.facebook.com/VTTFinland	https://www.linkedin.com/company/vtt/	https://www.youtube.com/user/VTTFinland
CAR	@CARTIFCT https://twitter.com/cartifct	https://www.facebook.com/CARTIF	https://www.linkedin.com/company/cartif/	
IUBIEFE	Bocconi University	Bocconi University account	Bocconi University account	



	account			
ICE	@iCubeProgramme @YourIS_com	@youriscom		YouTube youris.com
TEC	https://twitter.com/tecnalia	https://www.facebook.com/Tecnalia	https://www.linkedin.com/company/tecnalia-research-&-innovation/	https://www.flickr.com/photos/tecnalia/sets/
				https://www.slideshare.net/tecnalia
				https://www.youtube.com/user/tecnaliaTV
OST	Ostend International Twitter page (to be set up)	Facebook Page Ostend		Trump video of Ostend



Annex 4 – List of major events

Partner	Local Level	National Level	EU level
INN			TRANSFIERE. 7th European Forum for Science, Technology and Innovation www.transfiere.malaga.eu
			GREENCITIES FORUM www.greencities.malaga.eu/
			GLOBAL POWER & ENERGY EXHIBITION www.gpexevent.com
			SMART CITY EXPO WORLD CONGRESS www.smartcityexpo.com
			SMART CITIES AND COMMUNITIES: CONNECTING CITIZENS https://goo.gl/ppn78H
ETRA			TRA 2018 (http://www.traconference.eu/)
DRE	Lounge Event		Yearly Meeting Eurocities: Scotland
			Mobile World Congress Barcelona
			Smart City Expo Barcelona
			Meeting of Twin City Rotterdam
DVB	Tag der offenen Tür der DVB (Open day of DVB)		Europäische Mobilitätswoche (European mobility week)
UBIEFE			Cities & Climate Change Science Conference, 5-7 March 2018, Edmonton (Canada)
			EU Sustainable Energy Week, 4-8 June 2018, Brussels*
			COP24 of UNFCCC, 3-14 December 2018, Poland*
TEC		CONAMA (Congreso Nacional del Medio Ambiente) Madrid, Spain - November 2018	European Energy Efficiency Conference Wels, Austria 28-02/02-03/2018 (http://www.wsed.at)
			CONNECT Conference on Environmental and Climate Technologies Riga, 1-18/05/2018 (http://conect.rtu.lv/)
			ESDEIC Economy, Sustainable Development & Environment International Conference Edinburgh, 25/06/2018 (http://www.esdeic.com/)



			Smart City Expo World Congress Barcelona, Spain 13-15/11/2018 (http://www.smartcityexpo.com/en/)
			Resilient cities 2018 Bonn, Germany 26-28/04/2018 (https://resilientcities2018.iclei.org/)
ICE			Portugal Smart City Summit and SCC01 cluster workshops Lisbon, April 11-13 2018 http://portugalsmartcities.fil.pt
			EIP SCC Marketplace general assembly 2018, Sofia, June 27-28, 2018 http://eu-smartcities.eu/events/eip-scc-general-assembly-2018
			Nordic Edge Expo, Stavanger, 25 -27 September 2018, including SCC01 cluster meeting
OST	Oostende at Anchor (10-13 May 2018)	Meeting 13 Main cities of Flanders with the Belgian EURO MEP	Meeting 13 Main cities of Flanders with the Belgian EURO MEP



Annex 5 – Template to collect the partners’ dissemination activities

								
WP8 Dissemination and Communication - Events and publications								
Partner	Type of Publication	Title	Date	Type of audience	Countries addressed	Language	URL or pdf	Comments
	(see legend)							
Legend Newsletter N Articles A Press release PR Interview I Report R Scientific paper SP Video V								



Annex 6 – Template to collect the participation of partners to major events



WP8 Dissemination and Communication - Events and publications

Partner	Type of event (see legend)	Title of the event	Date	Place	Type of audience (scientific community, industry, policy makers, civil society, investors etc.)	Size of audience	Countries addressed	URL (website linked to the event if any)	Language	Materials (Yes/No)	Materials type (presentation, posters, brochures etc.)	Comments
<p>Legend C = conference M = meeting F = fairs T = training V = visit (one to one meeting) W = workshop</p>												



Annex 7 - Brandbook



BRAND IDENTITY GUIDELINES

v.1.5

CONCEPT



The project's target audience is extremely wide, going from policy makers to citizens. The choice for MATCHUP personality was to privilege a **clear, personable and sincere** relationship with common people, so that our message can be heard and **understood by everybody**.

Designing MATCHUP visual identity, we took also care to craft a **modern and cutting edge** system of graphic elements, to convey the sense of innovation of the project both in **institutional and local** communications.

The visual concept in the brandmark express the **combination** of different elements (solutions, cities) which decide to form a team and **join forces to achieve greater results**.

MAIN BRANDMARK



GREYSCALE BRANDMARK



MONOCHROME BRANDMARK



MAIN BRANDMARK + PAYOFF



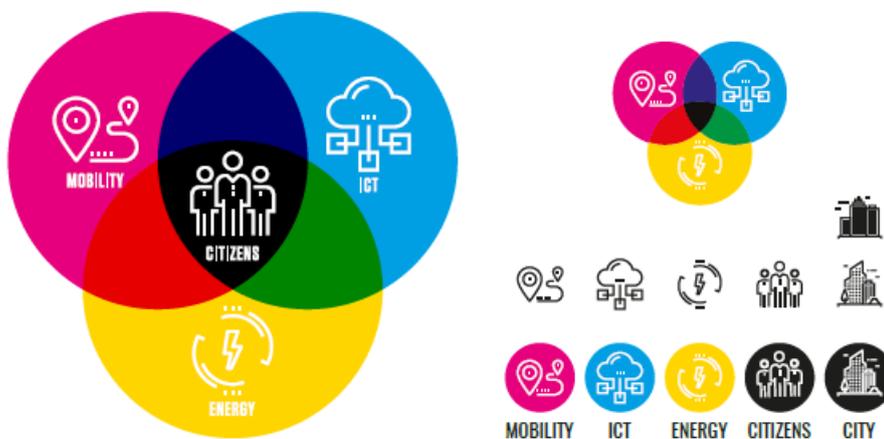
A. Stacked



B. Side by side

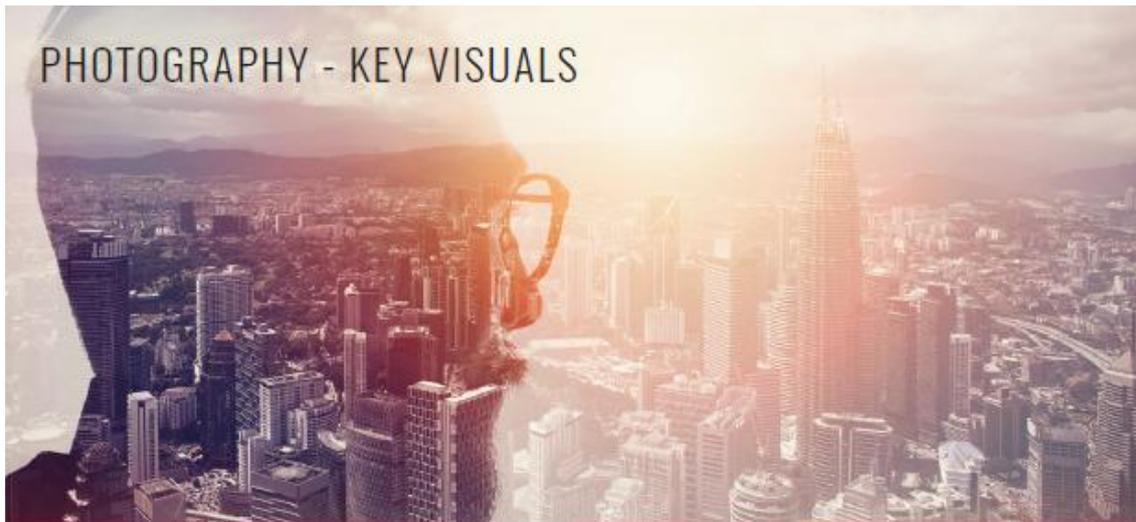
The payoff is a strong communication element. You are free to use these versions of the brandmark on every public communication to express the main goal of the project. Please avoid them whenever the brandmark has a mere identification purpose and/or the payoff is too small to be legible.

ICONOGRAPHY



A specific color can be associated with a technical area: please use colours in a consistent way.
 N.B.: MATCHUP icons are designed by Maxim Basinki and released under a Creative Commons licence.
 You can find more icons from the same series on www.thenounproject.com





MATCHUP photographic key visuals use a technique called "double exposure", which involves two overlapping photos that merge into a single image. The visual concept is the same that underlies the brandmark design. These photographic compositions show urban environments and people, highlighting the intersection between the main elements that make up each city, both technologic and human.



CITY BRANDMARKS SYSTEM

MATCHUP BRAND SYSTEM FEATURES A SPECIFIC SUB-BRANDMARK FOR THE THREE LIGHTHOUSE CITY INVOLVED IN THE PROJECT.

The aim is to increase the sense of trust and credibility of the project by associating it with the city emblems. Some special rules apply to these city brandmarks:

- they are meant to be used by project's partners only when producing city-specific communication materials;
- do not use two or more city brandmarks together, or a city brandmark side by side with the main project brandmark;
- do not associate each of the three cities with a specific color: all colors should be used in harmony in every local communication;
- the payoff is always detached from the city brandmark and it's translated in the proper national language, so that every citizen can understand its meaning.

Unless otherwise specified, use the rules and guidelines valid for the main brandmark.



VALENCIA BRANDMARK

A. Stacked



B. Side by side



DRESDEN BRANDMARK

A. Stacked



B. Side by side



ANTALYA BRANDMARK

A. Stacked



B. Side by side

