**MAtchUP**

**D2.13: Local dissemination and transferability in Valencia. First version**

*WP 2, T 2.7*

*November 2020 (M38)*

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# D2.13: Local dissemination and transferability in WP2. First version.

**2 / 43**

## Technical References

| | |
|---|---|
| Project Acronym | **MAtchUP** |
| Project Title | MAximizing the UPscaling and replication potential of high-level urban transformation strategies - MAtchUP |
| Project Coordinator | Ernesto Faubel<br>Ayuntamiento de Valencia<br>efaubel@valencia.es |
| Project Duration | 1 October 2017 – 30 September 2022 (60 Months) |

| | |
|---|---|
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# D2.13: Local dissemination and transferability in WP2. First version.

**3 / 43**

| Version | Person | Partner | Date |
|---------|--------|---------|------|
| 0.1 | Ana Quijano | CARTIF | 19 June 2020 |
| 0.2 | Veronica Meneghello | ICE | 14 July 2020 |
| 0.3 | Veronica Meneghello and Ana Quijano | ICE, CARTIF | 21 July 2020 |
| 0.4 | Veronica Meneghello | ICE | 22 July 2020 |
| 0.5 | María José Perales y Laurie Barriol | LNV | 22 Sept 2020 |
| 0.6 | Veronica Meneghello | Ice | 29 Sept 2020 |
| 1.0 | María José Perales y Laurie Barriol | LNV | 13 Nov 2020 |

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# D2.13: Local dissemination and transferability in WP2. First version.

**4 / 43**

**Table of Content**

**List of Tables**

**List of figures**

# 0  Abstract

This report constitutes Deliverable "*D2.13. Local dissemination and transferability in Valencia. First version*", which is one of the main outcomes of Task 2.7 "*Non-Technical actions*". The final version of the report (D2.28) will be delivered in September 2022 (M60).

The deliverable aims at describing the participatory process launched by the city of Valencia, in order to communicate, disseminate and transfer the best practices at both local, national and EU levels.

The current document is divided into 6 chapters, as follows:

**Chapter 1 – Introduction**. This chapter shows the main purpose of the deliverable, the strong relation with other WPs and deliverables and the partners contributing to this result.

**Chapter 2 – The framework**. The chapter wants to highlight the tools and channels available and ready to be used to transfer and disseminate MAtchUP lessons learnt and results at local, regional, national and EU-level. Indeed, D2.13 is strongly connected with Local D&C plans (WP8), collaboration with other cities and networks like the Covenant of Mayors (WP7) and citizen engagement activities (D2.12).

**Chapter 3 – The strategy**. Here cities present the steps to follow whenever planning an activity to be communicated and transferred at several dissemination levels. The single NTA actions will be considered.

**Chapter 4 – The results**. The strategy provided in chapter 3 will be described in practice in this chapter. A table will show the details of the activities that will ensure the transferability of the MAtchUP results at all levels.

**Chapter 5 – COVID-19 impact**. The pandemic situation was a hard test for smart cities. In this chapter the city of Valencia will show the lessons learnt during this crisis in terms of engagement and dissemination of results. This will be key in case any further lockdown situation will reoccur in the future.

**Chapter 6 – Conclusions**. This chapter will summarise the main results and lessons learnt by the city.

# 1   Introduction

## 1.1    Purpose and target group

The purpose of this report "D2.13. Local dissemination and transferability in Valencia. First version" is to deliver an overview of the strategy that will be implemented to disseminate and communicate the MAtchUP concepts and achievements towards local stakeholders and citizens in the Lighthouse city of Valencia as well as transfer the knowledge gained in the project to regional, national and EU-level stakeholders and citizens. Final version of this deliverable (D2.28 at M60) will be focused in the description of the activities performed by the city Valencia for the dissemination and transference of project results and lessons learned during the urban transformation process and design, implementation and demonstration of technical and non-technical actions.

## 1.2   Contribution of partners

The Table 1.1 depicts the main contributions from participant partners in the development of this deliverable:

| Participant short name | Contributions |
|---|---|
| CARTIF | ToC and definition of the deliverable approach. Chapter 1,2 |
| ICONS | ToC and definition of the deliverable approach. Chapter 1,2,3,6 |
| VAL | Overall document |
| LNV | Chapter 3,4,5 and conclusion |

**Table 1. Contributions of the partners to the deliverable**

## 1.3   Relation to other activities in the project

The Table 1.2 shows the main relationship of this deliverable with other activities (or deliverables) developed within the MAtchUP project, that should be considered along with this document for further understanding of its contents:

| Deliverable Number | Description of the relationship |
|---|---|
| D1.2 | The citizen engagement process defined in this deliverable will be considered for the definition of the activities organized to communicate MAtchUP results to the citizens of Valencia |
| D2.28 | Final version of the deliverable |
| D7.2 | MAtchUP collaboration roadmap for the city of Valencia will be considered for the definition of the activities organized to communicate MAtchUP results at local, regional, national and EU- |

# D2.13: Local dissemination and transferability in WP2. First version.

**8** / 43

| | level |
|---|---|
| D7.3 | The lessons learned in the city in the definition of the advanced urban transformation planning and, in the design, implementation and demonstration of innovative actions will be collected in D7.3 and transferred to the Covenant of Mayors Office (COMO), Compact of Mayors Office (CoM) and the Joint Research Centre (JRC) through the mechanisms established in WP7 |
| D8.12 | The Dissemination and Communication Plan defined by the city Valencia will be considered for the definition of the activities to extend the MAtchUP concepts and achievements towards local, regional, national and EU-level stakeholders and citizens |
| D8.6, D8.7 | The definition of key messages and content to communicate to the target audience that will participate in the dissemination activities organized by the city Valencia could be aligned with the work to be carried out for the development of an innovation handbook and page flows at the end of the project |
| D8.16 | The activities reported in this deliverable will be also included in the list of dissemination activities reported in D8.16 |

**Table 2. Relationship of D2.13 with other activities within the MAtchUP project**

## 1.4    Table of acronyms

| Acronym | Description |
|---|---|
| CE | Citizen's engagement |
| WS | Workshop |
| WP | Work Package |
| ToC | Table of content |
| CC | Communication Campaign |
| JRC | Joint Research Centre |
| D&C | Dissemination and Communication |
| VLC | Valencia |

## 2 Framework: development of local dissemination to ensure transferability

### 2.1 Local D&C strategy (WP8)

As part of the MAtchUP overall strategy, every city, both Lighthouse and Followers, set a Local Desk at the very beginning of the project. The Local Desk constitutes the main interface between MAtchUP project and the cities, and vice-versa. Indeed, while the activity of the MAtchUP D&C Secretariat is intended to reach the target at EU and global level, local desks support the Secretariat by promoting the project and its results at local level in order to reach local audience. The strategy to deploy local D&C activities is explained in detail in the related Local D&C plans (available as annexes in D8.12).

As for Valencia, first, local partners identified the main common stakeholders to be reached at local level. The strategy of MAtchUP cities is really to tailor the information on the target to be addressed in order to inform the audience, increase their awareness and acceptance and to engage with them to make them feel part of the change.

To this end, local desks:

- identified detailed objectives to be achieved by the city
- drafted specific key messages tailored to different targets, to convey the same messages and concepts in different ways. This allows the local desk to reach several audiences and to have all of them engaged at different levels.
- defined several D&C tools and channels to communicate and disseminate the information in the different MAtchUP activities and events
- cluster with other local projects and initiatives to get increase the power of communication through joint support and activities
- participate in and organise local events and activities to improve the project dissemination and the acceptance of the local audience

Starting from these common points, every city designed a tailored local D&C strategy, according to local needs and expectations. The specific local strategy to ensure transferability is included in chapter 4 and explained in depth in the local plans included in D8.12.

### 2.2 Collaboration with cities (WP7)

The city of Valencia has been collaborating with other cities in order to share good practices in Smart city themes such as energy, mobility, ICT and participative actions.

The city of Valencia and the Collaboration Strategy of MAtchUP has worked in the definition of collaborative actions. Then, you can report this sentence and provide examples of which cities and for what.

| Generalist collaborative actions[1] | Learn (Yellow) | Communicate (Pink) | Exchange (Blue) | Consolidate (Grey) |
|---|---|---|---|---|
| Identification of internal agents responsible of collaboration actions as team | ○ | ○ | ○ | ● |
| Cooperation with other European Smart cities | ● | ● | ● | ● |
| Engage to European networks in the fields of interest identified | ● | ○ | ○ | ● |
| Introducing the collaboration philosophy in internal working processes | ○ | ● | ● | ○ |
| Promoting local collaboration actions | ○ | ○ | ● | ● |
| **Collaborative action with Lighthouse Network of Cooperation, NBS and other projects** | | | | |
| Participation in the activities organized by MAtchUP: <br> ● Webinars <br> ● Workshops in the Project meetings <br> ● Study Tours in the Project meetings | ● | ● | ● | ● |
| Participation in specific learning / experiences sharing sessions (webinars, study tours, workshops, newsletters, booklets…) with other projects | ● | ● | ● | ○ |
| **Collaborative actions with key associations and initiatives (SCIS, EIP-SCC, EERA, JRC, GCoM)** | | | | |
| Participation in events / programmes / initiatives organized at European level related with Smart Cities topic (organized by EC, GCoM, JRC, SCIS, EERA, EIP-SCC, etc.) | ● | ○ | ● | ○ |
| Keep open communication channels with SCIS providing collected data from pilots | ○ | ● | ● | ○ |
| Cooperate with other MAtchUP cities in a common and joint relationship with SCIS | ● | ○ | ● | ● |
| **Collaborative actions with cities and networks of cities** | | | | |
| Participate in specific learning / experiences sharing sessions (webinars, study tours, booklets…) with others[2] at local / regional / national level in local language | ○ | ● | ● | ○ |

**Table 3 Collaboration Strategy (Ref. D7.2)**

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[1] Yellow = Learn / Pink = Communicate / Blue = Exchange / Grey = Consolidate

[2] "Others" refer to cities, projects, initiatives, agents, associations, etc.

MATCHUP

# D2.13: Local dissemination and transferability in WP2. First version.

**11 / 43**

Moreover, a database of cities and networks was established in Valencia to collaborate with as following:

| Partner | Organization and Cities | Geographical Scope | Country |
|---|---|---|---|
| VAL/LNV | Climate kic | European | Spain |
| VAL/LNV | EERA JPSC | European | Belgium |
| VAL/LNV | EIP SCC | European | Belgium |
| VAL/LNV | fundación fiware | National | Spain |
| VAL/LNV | global city teams challenge | Global | United States of America |
| VAL/LNV | Covenant of mayors | European | Belgium |
| VAL/LNV | red innpulso | National | Spain |
| VAL/LNV | Open and agile smart cities | European | Belgium |
| VAL/LNV | Red española de ciudades inteligentes | National | Spain |
| VAL/LNV | sharing cities | European | Belgium |
| VAL/LNV | think tank Scities AVESEN | National | Spain |
| VAL/LNV | United 4 Smart cities and communities - itu | Global | Switzerland |
| VAL/LNV | URAIA - ONU Habitat | Global | United States of America |
| VAL/LNV | ICLEI European Secretariat | European | Germany |
| VAL/LNV | EIP AHA | European | |
| VAL/LNV | Koper | European | Slovenia |
| VAL/LNV | Durres | European | Albania |
| VAL/LNV | Limassol | European | Cyprus |
| VAL/LNV | Kotor | European | Montenegro |
| VAL/LNV | Rethymno | European | Greece |
| VAL/LNV | Hambourg | European | Germany |
| VAL/LNV | Camerino | European | Italy |
| VAL/LNV | Varsaw | European | Poland |
| VAL/LNV | Bratislava | European | Slovakia |
| VAL/LNV | Camerino | European | Italy |

**Table 4 Cities and Networks**

# D2.13: Local dissemination and transferability in WP2. First version.

**12** / **43**

## 2.3 Collaboration with COMO, CoM and JRC (WP7)

The Knowledge acquired by LH cities in their process of urban transformation based in innovative and friendly environmental actions should be transferred at local, regional, national and EU-level in the way to help other cities in their path to cope with common challenges such as pollution, congestion and climate change. But also, these LH cities that have implemented clean solutions in the energy and mobility fields in a successful way need to continue gaining knowledge in the planning, design, implementation and operation of this type of interventions to continue improving their sustainability, competitiveness and productivity. Thus, Valencia, Dresden and Antalya as LH of MAtchUP project have an important role to play in the exchange of experience gained to achieve a better use of knowledge.

To achieve this, the project has committed the performance of activities with other cities and initiatives involved in the Lighthouse and Nature Based Solution Collaboration Network as well as in the Network of interest to create in MAtchUP. Finally, it has established the collaboration with COMO-JRC-CoM as key agents in the city planning of cities.

In order to cover the needs and interests of MAtchUP cities, a tailored roadmap has been defined for each city and described in D7.2.

Considering these requirements, different activities are planned to be organized in the coming years:

1. **Participation and organization of events related to Smart and Sustainable City topics,** co-organization of events with ongoing Lighthouse projects and NBS projects and development of dissemination material to exchange relevant results and lessons learned in line with the goals of MAtchUP.

| Date | Activity (campaigns, launch of platforms, organisation of local/national events etc.) | Comments |
|---|---|---|
| June 2021 | International Event | Smart City Expo Atlanta<br><br>https://cutt.ly/Ef4fjtP |

# D2.13: Local dissemination and transferability in WP2. First version.

**13 / 43**

| February 2021 | International Event | International Conference on New Technologies for Smart City<br><br>https://cutt.ly/Hf4hq45 |
|---|---|---|
| June 2021 | International Event | International Conference on Smart Urbanism<br><br>https://cutt.ly/cf4hbL9 |

**Table 5 Future EU Events**

# D2.13: Local dissemination and transferability in WP2. First version.

2- **Webinars, workshops and conferences in which Valencia City Council and LNV participated**

| Title of the event | Date (dd/mm/yy) | URL (website linked to the event if any) |
|---|---|---|
| Street Planning During Uncertain Times | 4/8/2020 | https://www.eltis.org/participate/events/webinar-street-planning-during-uncertain-times |
| Innovation Forum Covid 19 | 4/21/2020 | https://www.eventbrite.es/e/entradas-foro-innovacio-vs-covid-19-102967402272# |
| Infoday Life | 4/30/2020 | https://eu-life-2020.b2match.io/home |
| Data management and exploitation for sustainable urban mobility | 5/5/2020 | https://civitas.eu/event/suits-webinar-data-management-and-exploitation-sustainable-urban-mobility |
| GoToWebinar - Post-COVID19: Novedades en materia de ayudas a I+D+i e inversión para empresas de la Comunitat Valenciana | 5/6/2020 | |

# D2.13: Local dissemination and transferability in WP2. First version.

15 / 43

| | | |
|---|---|---|
| Webinar "La desescalada: Planificación y Gestión de la Recuperación (relevancia del dato)". | 07/05/2020 | https://ficheros.esri.es/2020/descargas/webinars/desescalada/WebinarDesescalada.pdf |
| How to measure a citizen´s experience? | 5/8/2020 | https://www.medialab-prado.es/actividades/como-medir-la-experimentacion-ciudadana |
| Taller H2020 – Últimas convocatorias del reto de energía. Novedades "Horizon Europe" y convocatoria Green Deal | 5/21/2020 | https://www.seimed.eu/event/taller-h2020-ultimas-convocatorias-del-reto-de-energia-novedades-horizon-europe-y-convocatoria-green-deal-2020-05-21-11576/register |
| Secured & sustainable mobility | 5/22/2020 | https://salvia.network/2020/05/22/taller-salvia-1%e2%86%92-movilidad/ |
| European Urban Resilience Forum 2020 | 5/27/2020 | https://urbanresilienceforum.eu/ |
| The Smart City response to COVID-19 | 5/29/2020 | https://www.matchup-project.eu/news/smart-cities-have-responded-to-covid-19/ |

# D2.13: Local dissemination and transferability in WP2. First version.

16 / 43

| | | |
|---|---|---|
| Local event MAtchUP for engagement of final users for smart meters | 7/9/2020 | https://www.youtube.com/watch?v=MqnXYCwDDHY&feature=youtu.b |
| Facilitating project finance through standardised risk assessment | 5/7/2020 | https://www.launch2020.eu/events/webinar-on-risk-assessment-protocol |
| Join Boost Sustain Capacity Building and Education Task Group | 5/15/2020 | |
| Nature-based solutions for climate change: from global ambition to local action | 5/22/2020 | https://www.iied.org/nature-based-solutions-for-climate-change-global-ambition-local-action |
| Join Boost Sustain Monitoring and Measuring Task Group | 6/3/2020 | |
| Resilient cities are smarter cities, and smart solutions must be resilient | 6/9/2020 | https://www.eventbrite.be/e/resilient-cities-are-smarter-cities-and-smart-solutions-must-be-resilient-tickets-106919284458# |

# D2.13: Local dissemination and transferability in WP2. First version.

**17 / 43**

| | | |
|---|---|---|
| Join Boost Sustain initiative | 6/18/2020 | https://ec.europa.eu/digital-single-market/en/join-boost-sustain-declaration-signatories-map#:~:text='Join%2C%20boost%2C%20sustain',on%20living%2Din.eu. |
| EUSEW Side Event: Ready, Set, Market - How to Make Smart City Projects Bankable in Times of COVID-19 | 6/30/2020 | https://cityxchange.eu/events/eusew-2020-side-event-ready-set-market-how-to-make-smart-city-projects-bankable-in-times-of-covid-19/ US |
| REMOURBAN Final Conference | 7/16/2020 | |
| Launch of the IUCN Global Standards for Nature Based Solutions | 7/23/2020 | https://www.youtube.com/watch?v=hpDN-svlg7I&feature=youtu.be |

**Table 6 Strategic Events**

**3. Lessons learnt and best practices identified in the project to JRC, COMO and CoM** to support them in their path to work towards a resilient and low-emission society. Therefore, the experiences gained related to the City Transformation Planning and Evaluation Mechanisms implemented in the cities and in special knowledge generated in the creation, review, monitoring and update SECAP/SECAP in LH cities will be communicated to these organisms due to:

- o **Joint Research Centre (JRC)** is the European Commission's science and knowledge service to carry out research in different areas (i.e. climate change) and provide independent scientific advice to the CoM in the path to support the EU policy.

- o **COMO and CoM** are the world's largest movement for local climate and energy actions that translate the political commitment of municipalities into practical measures and projects that need to be monitored to report the progress of the implementation progress of the plans deployed (i.e. (SEAP/SECAP) every two years.

**Smart City Expo World Congress (Barcelona, Spain),** November 2018 ,19-21 November 2019 and 17-19 November 2020

It is an annual major event which consists of:

- Three-day program with +400 international experts coming together to share insights and learn best practices for a more sustainable urban world.

- A marketplace where global companies and organizations can engage with professional attendees and show projects and smart implemented solutions. Enabled stands provide opportunities to listen to selected speakers, discuss congress level issues and encounter business opportunities.

- Side events and activities where to give answer to concrete challenge

Consequently, the Smart City Expo is a perfect occasion to gather the European Lighthouse cities, hence, SCC01 network attends and organizes specific collaboration activities for the whole smart city ecosystem to learn from each other, share experiences, talk about best practices and open new paths for international collaboration.

During the editions 2018 and 2019, SCC1 projects counted with a joint stand to demonstrate how cities are leading the way in driving sustainable and smart innovation. In this stand, LH projects were shown in detail in the Multitouch tool and diverse workshops were organized with SCIS and EIP.

Also this year, GrowSmarter project organized a specific event to discuss about how active citizens in the cities transformation and how to scale up the business models of Smart Solutions and to share experiences with other SCC1 projects about regulations, business models and planning low energy districts, sustainable urban mobility and integrated infrastructures through roundtables.

# D2.13: Local dissemination and transferability in WP2. First version.

**19 / 43**

For the case of 2019, the joint European Smart Cities and Communities Lighthouse projects organized three so-called Agora Sessions covering various Smart City areas. Sessions titles: From Dream to Reality: Impact of Lighthouse Projects on Cities, The Journey: from Nearly Zero Energy Neighbourhood to Positive Energy Districts", "Europe 2030: What is next for Smart Cities and Communities?".



**Figure** 1:**. Representatives from LNV and VAL presenting smart city actions in Valencia**

Representatives from VAL and LNV attended the conference, networking with other cities/research entities, visiting booths of possible partners, participating in Agora sessions, speaking about the ICT pillar of MAtchUP at the EIP booth, and meeting the board of coordinators.

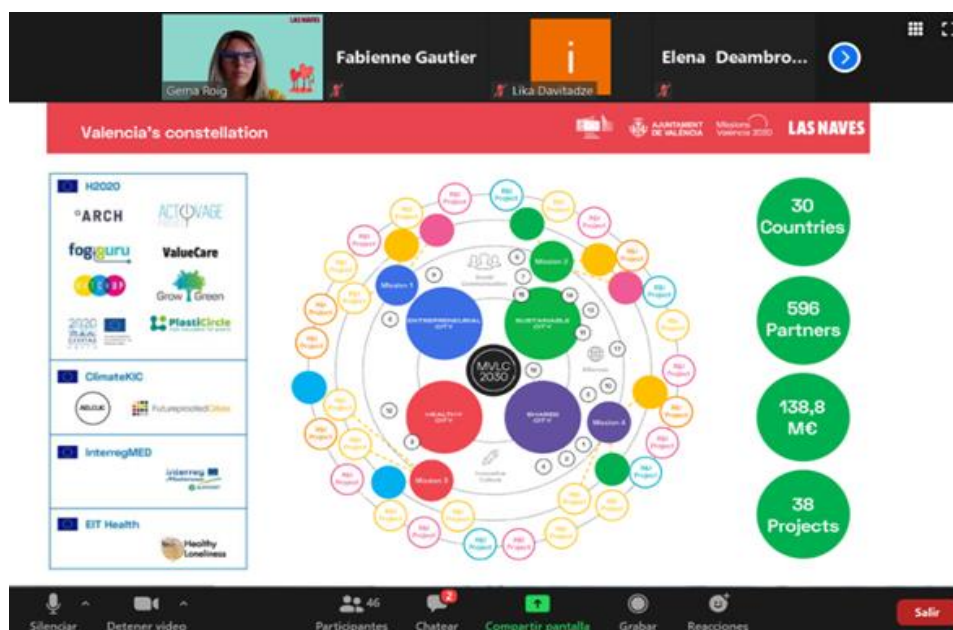The key topics were Energy, Mobility and ICT.

# D2.13: Local dissemination and transferability in WP2. First version.

**20 / 43**



**Figure** 2**. EU project Coordinator, Gema Roig (LNV) presenting Mission VLC 2030 Strategy, Nantes Innovation Forum, October 8<sup>th</sup>, 2020**

This workshop proposed to share experiences on "Urban Labs" models (organisation, governance….) and practices in Europe, using concrete examples to show how experimentation accelerates innovation in cities.

Based on the examples of urban Labs presented (see below), and their own experiences and thoughts, participants were brought into a participative process to question key challenges related to urban labs development, and how these challenges could be further discussed in a subsequent step.

Gema Roig (LNV) Valencia presented "Valencia's constellation", with a summary of the City Council Missions VLC 2030 Strategy and examples such as the MAtchUP and FogGuru Projects.

**https://www.matchup-project.eu/event/nantes-innovation-forum/**

## 2.4  Citizen engagement (WP2)

Dissemination and Communication activities related to citizen engagement have started in September 2018. However, from the very beginning of the project, the city of Valencia has made a special effort to spread the project, focusing on its objectives and on the areas of innovation.

Therefore, it has been invested a lot on social and online dissemination during every event and city where the project has been introduced, both in Valencia and in other

D2.13:LocaldisseminationandtransferabilityinWP2.Firstversion.**21/43**

# D2.13: Local dissemination and transferability in WP2. First version. **21/43**cities. Furthermore, current D&C materials, like the flyer, the newsletter and the video, have been widely disseminated.

The most important contents of the actions have been sent to the local and national media to publish them. In order to reach and engage citizens, we have opted for a clear and simple communication with the aim to get catchy messages to engage citizens and local authorities.

Once explained to citizens the general aim of the project, we will proceed to segment the actions according to the degree of citizen involvement and the type of public. For this, we are currently evaluating several ways to engage with the public, from dedicated and programmed marketing campaigns to informative actions dedicated to the whole city of Valencia.

Finally, in order to better communicate the project to the general public, the Spanish partners established a Website El Marítim Innova (https://elmaritiminnova.com) where the local actions implemented in the city of Valencia are available both in Spanish and in the local language "Valenciano".
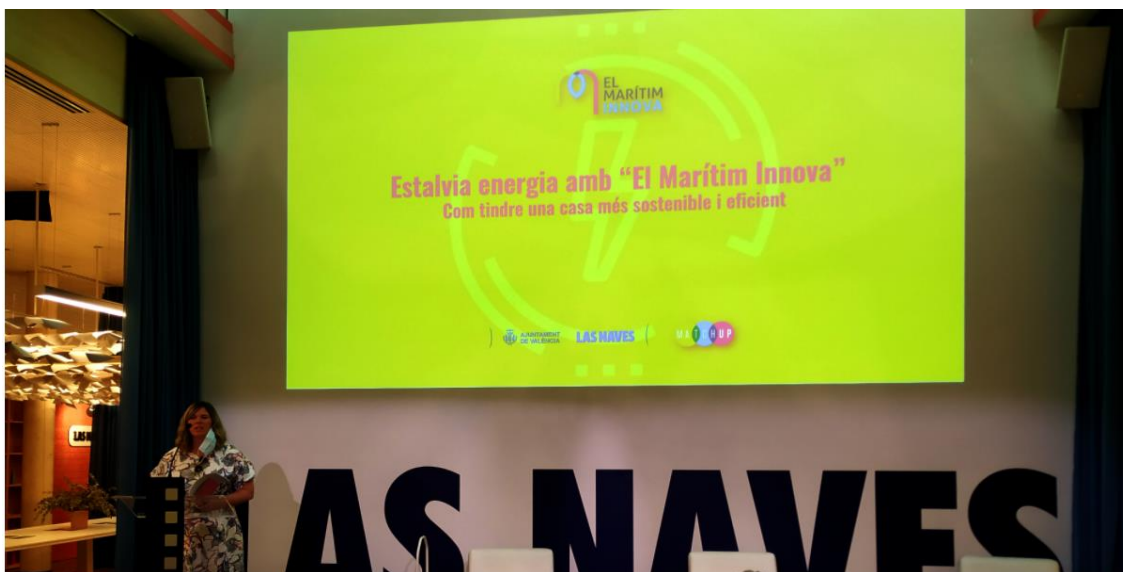


**Figure** 3**. "How to save energy with el Marítim Innova", 9th of July 2020**

A communication campaign also started on the 9th of July 2020 in order to encourage citizens who had recently made a retrofitting in their house to improve energy efficiency to install smart meters and the App SHEMS in order to reduce their energy bill.

In order to encourage citizens to participate, leaflets have been printed for being distributed and shared throughout Poblats Maritims.

Specifically, most of the leaflets are going to be disseminated by neighbourhood associations, as well as strategic entities and places.
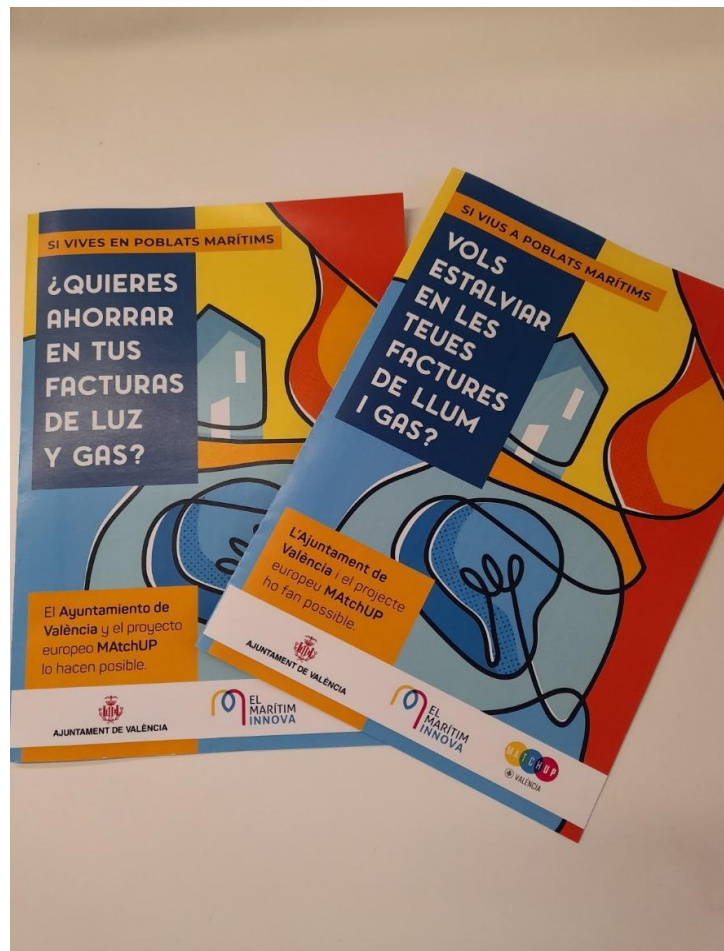
**Figure** 4. **Leaflets in for energy saving**

## 3 Strategy: how Valencia disseminate MAtchUP to ensure transferability

The city of València has a wide strategy that has been implemented in order to disseminate and communicate the objectives of MAtchUP and to achieve the targets identified by the project in Valencia.  For that purpose, this strategy has clear goals, targets and tools.

In view of establishing a closer linkage between the key messages and local citizens and to make them feel part of the smart urban transformation model, key messages are adapted and communicated to convey the same concepts but tailored to the target addressed at local level.

The D&C objectives aims to:

- Spread the benefits of the mobility, energy and ITC actions for the economy, society and environment in Poblats Marítims.
- Promote knowledge about the Smart Cities and the benefits of the technologies at the service of the city.
- Increase citizen participation in Poblats Marítims.
- Explain how the Municipality of Valencia and Las Naves are involved in this project to improve the city and the way of life of the citizens.
- Reinforce the feeling of belonging to the neighbourhood of people from Poblats Marítims and their new active role.
- Transmit a more sustainable, friendly and Smart City picture of Valencia.

The priority is to disseminate the technical actions developed within the project, as well as the actions related to the general objectives. For example, the diffusion to the European mobility week or various events.

The Valencia city council is in charge of communication, with the support of other partners such as Las Naves.

The target is the neighbourhood of Poblats Maritims district, the collaboration of neighbourhood associations is a strategic dissemination instrument to achieve them.

The forecast disseminates the progress of the project and the results through our usual channels, social media, website, press releases, mailings and videos. The final aim is to improve the participation of citizens in the actions of the project, as well as to value the project and their goals.

Until now, the pandemic has affected some communication tasks. For security reasons some actions have to be postponed, for example, actions at street level, the distribution of leaflets. Nevertheless, through social media and the internet we have learned to reach the citizens likewise, or through a mix formula, online and face to face.

# D2.13: Local dissemination and transferability in WP2. First version.

**24** / **43**

# D2.13: Local dissemination and transferability in WP2. First version.

**24** / **43**

<u>Valencia expectations in reference to DoA:</u>

- Subtask 2.7.3. Local dissemination and transferability: In a common development with WP1, a participatory process from the city of Valencia will be launched in order to communicate best practices at both local, national and EU levels. Results will also be communicated to Covenant of Mayors initiative and finally in a policy forum on energy transition dialogue that will be led by Valencia.
- Subtask 2.7.3 Report on how Valencia will communicate the best practices at local, regional and national level, including Covenant of Mayor.

NTA linked to this deliverable:

- <u>A.50. City mentoring</u>**.** *Leader: LNV*

Main achievements obtained during project up to M38 are:

1. Coaching process:

Design of the template to report the best practices of Valencia city's mentor and identification of the most replicable solutions in the project pillar and coaches selected according to their expertise, in the case of Valencia ICT was selected as key expertise.

2. Mentoring process:

A study tour was organised in June 2019 in València.

Due to COVID-19 mentoring actions has been put on hold and alternative ways are currently considered.

- <u>A.51. Collaboration with Covenant of Mayors Office to communicate SECAP experiences</u>**.** *Leader: LNV*

The City of Valencia in collaboration with the Office of the Covenant of Mayors communicate about the city's learning experience. Valencia participates, through VAL and VCE, in the European H2020 TOMORROW Project, which aims to take the city's SECAP as a baseline to develop a collaborative roadmap for the city's energy transition until 2050. In addition, the project offers Valencia the opportunity to share, advise and learn from other cities of the Covenant of Mayors about the transition roadmap process and about the implementation of SECAP actions.

- <u>A.52. Policy forum on energy transition</u>**.** *Leader: Valencia City Council*

Several events regarding the energy transition and the fight against climate change in the city of Valencia were hold face-to-face. However, due to COVID-19 restrictions, this the Events started to be online after March 2020.

The Forum "València canvia pel clima 20":

https://www.lasnaves.com/energia/valencia-canvia-pel-clima-2020/?lang=es

# D2.13: Local dissemination and transferability in WP2. First version.

25 / 43

Valencia made several publications and had some press releases related to MAtchUP to communicate about the project results as following:

| Title | Date (dd/mm/yy) | Sources | URL or pdf |
|---|---|---|---|
| Study tour in Valencia | 13/06/2019 | | http://www.matchup-project.eu/news/study-tour-in-valencia/ |
| "Urban solution for secured parking" | 27/04/2020 | Las Naves | https://www.lasnaves.com/movilidad/matchup-recolza-la-solucio-urbana-per-al-parquing-segur-i-amb-recarrega-dels-patinets-electrics/ |
| "MAtchUP supports the urban solution for safe parking and recharging of electric scooters" | 27/04/2020 | El Periòdic | https://www.elperiodic.com/valencia/matchup-respalda-solucion-urbana-para-parking-seguro-recarga-patinetes-electricos_677439 |
| "The EU MAtchUP project carried out its pilot in València in the poblats Marítims district under the name "El Marítim Innova" | 27/04/2020 | Las noticias | https://www.noticiasde.es/comunidad-valenciana/valencia/matchup-respalda-la-solucion-urbana-para-el-parking-seguro-y-con-recarga-de-los-patinetes-electricos/ |

## D2.13: Local dissemination and transferability in WP2. First version.

26 / 43

| "Electric scooters charged and parked safely, a winning idea of 'MAtchUP" | 27/04/2020 | Comarcal CV | https://comarcalcv.com/patinetes-electricos-cargados-y-aparcados-de-forma-segura-idea-ganadora-de-matchup/ |
|---|---|---|---|
| "The European project MAtchUP carries out its pilot in Valencia in the Poblats Marítims district under the name "El Marítim Innov" | 27/04/2020 | CEEI | https://ceeivalencia.emprenemjunts.es/?op=8&n=21543 |
| "MAtchUP supports the urban solution for safe parking and recharging of electric scooters" | 27/04/2020 | Emprenemjunts | https://www.emprenemjunts.es/?op=8&n=21543 |
| "MAtchUP supports the urban solution for safe parking and recharging of electric scooters" | 27/04/2020 | Equipamiento y servicios municipales | https://www.eysmunicipales.es/actualidad/matchup-respalda-la-solucion-urbana-para-el-parking-seguro-y-con-recarga-de-los-patinetes-electricos |

# D2.13: Local dissemination and transferability in WP2. First version.

**27 / 43**

| "MAtchUP supports a secure urban parking solution with recharging for electric scooters" | 30/04/2020 | Valencia Plaza | ttps://valenciaplaza.com/matchup-respalda-una-solucion-urbana-de-parking-seguro-y-con-recarga-para-patinetes-electricos |
|---|---|---|---|
| "MAtchUP joins "fight against the Covid-19" and launches energy efficiency guide for home and working from home" | 30/04/2020 | Las Naves | https://www.lasnaves.com/energia/matchup-se-suma-a-la-lluita-contra-el-covid-19-i-llanca-una-guia-deficiencia-energetica-per-a-la-llar-i-el-teletreball/ |
| "MAtchUP joins "fight against the Covid-19" and launches energy efficiency guide for home and working from home" | 06/05/2020 | Las Naves | https://www.lasnaves.com/energia/matchup-se-suma-a-la-lluita-contra-el-covid-19-i-llanca-una-guia-deficiencia-energetica-per-a-la-llar-i-el-teletreball// |

# D2.13: Local dissemination and transferability in WP2. First version.

28 / 43

| "València participates in the EU Forum Smart cities to respond to Covid-19" | 27/05/2020 | Noticias De | https://www.noticiasde.es/comunidad-valenciana/valencia/valencia-participa-en-el-foro-europeo-las-ciudades-inteligentes-responden-al-covid-19/ |
|---|---|---|---|
| "València presents its intelligent response to combat the COVID-19 pandemic at a European forum" | 27/'5/2020 | Emprenemjunts | https://www.emprenemjunts.es/?op=8&n=21870 |
| "València presents its intelligent response to combat the COVID-19 pandemic at a European forum" | 27/05/2020 | Equipamiento y servicios municipales | https://www.eysmunicipales.es/actualidad/valencia-presenta-en-un-foro-europeo-su-respuesta-inteligente-para-combatir-la-pandemia-covid-19 |
| "MAtchUP presents new creativities to fight against energy vulnerability during the health alert" | 01/06/2020 | Las Naves | https://www.lasnaves.com/energia/matchup-presenta-nuevas-creatividades-para-luchar-contra-la-vulnerabilidad-energetica-durante-la-alerta-sanitaria/?lang=es |

# D2.13: Local dissemination and transferability in WP2. First version.

**29 / 43**

| | | | |
|---|---|---|---|
| ""El MARÍTIM INNOVA" promotes sustainable urban mobility with 2 multimodal nodes in Poblats Marítims district" | 23/06/2020 | Las Naves | https://www.lasnaves.com/movilidad/el-maritim-innova-impulsa-la-mobilitat-urbana-sostenible-amb-2-nodes-multimodals-en-poblats-maritims/ |
| "València promotes sustainable urban mobility with the project 'El Marim Innova'" | 25/06/2020 | València World | https://www.valenciaworld.com/noticias/valencia-impulsa-la-movilidad-urbana-sostenible-con-el-proyecto-el-maritim-innova-.html |
| "Valencia promotes sustainable urban mobility with the project "El Marítim Innova" and implements 2 multimodal nodes in Poblats Marítims" | 23/06/2020 | El Periòdic | https://www.elperiodic.com/valencia/valencia-impulsa-movilidad-urbana-sostenible-proyecto-maritim-innova-implanta-nodos-multimodales-poblats-maritims_687819 |

# D2.13: Local dissemination and transferability in WP2. First version.

**30 / 43**

| "Valencia promotes sustainable urban mobility with the project "El Marítim Innova" and implements 2 multimodal nodes in Poblats Marítims" | 23/06/2020 | Noticias De | https://www.noticiasde.es/comunidad-valenciana/valencia/valencia-impulsa-la-movilidad-urbana-sostenible-con-el-proyecto-el-maritim-innova-e-implanta-2-nodos-multimodales-en-poblats-maritims/ |
| --- | --- | --- | --- |
| València promotes sustainable urban mobility with the project 'El Marítim Innova' | 23/06/2020 | Valencia Extra | https://valenciaextra.com/es/valencia-impulsa-movilidad-urbana-sostenible-el-maritim-innova/ |
| Poblats Marítims deValència is the stage chosen to develop the European pilot project MAtchUP, under the name 'El Marítim Innova' | 23/06/2020 | El Periòdic VLC | https://www.riberatelevisio.com/poblats-maritims-devalencia-es-lescenari-triat-per-a-desenvolupar-el-projecte-pilot-europeu-matchup-sota-el-nom-el-maritim-innova/ |

# D2.13: Local dissemination and transferability in WP2. First version.

31 / 43

| "Valencia promotes sustainable urban mobility with the project 'EL MARÍTIM INNOVA' and implements 2 multimodal nodes in Poblats Marítims" | 23/06/2020 | Valencia Noticias | https://valencianoticias.com/valencia-impulsa-la-movilidad-urbana-sostenible-con-el-proyecto-el-maritim-innova-e-implanta-2-nodos-multimodales-en-poblats-maritims/ |
|---|---|---|---|
| ""El Marítim innova" promotes sustainable urban mobility in Valencia with 2 multimodal nodes in Poblats Marítims" | 23/06/2020 | Equipamiento y servicios municipales | https://www.eysmunicipales.es/actualidad/el-maritim-innova-impulsa-la-movilidad-urbana-sostenible-de-valencia-con-2-nodos-multimodales-en-poblats-maritims |
| "The Marítim València chosen to innovate with multimodal panels to facilitate mobility" | 23/06/2020 | Comarcal CV | https://comarcalcv.com/el-maritim-de-valencia-elegido-para-innovar-con-paneles-multimodales-para-facilitar-la-movilidad/ |
| ""El Marítim Innova" promotes sustainability in homes with sensorisation and | 07/07/2020 | Las Naves | https://www.lasnaves.com/energia/el-maritim-innova-fomenta-la-sostenibilitat-energetica-en-les-llars-amb-una-iniciativa-de-sensorizatcio-i-formacio-personalitzad/ |

# D2.13: Local dissemination and transferability in WP2. First version.

**32 / 43**

| personalised training initiative" | | | |
|---|---|---|---|
| "Save energy with "El Marítim Innova"" | 09/07/2020 | Las Naves | https://www.lasnaves.com/energia/estalvia-energia-amb-el-maritim-innova/ |
| "Save energy with "El Marítim Innova" How to have a more sustainable and efficient home" | 09/07/2020 | Las Naves _ Eventbrite | https://www.eventbrite.es/e/entradas-estalvia-energia-amb-el-maritim-innova-112068519960 |
| "València seeks energy in the waves of La Marina" | 10/07/2020 | Valencia Plaza | https://valenciaplaza.com/valencia-busca-energia-en-las-olas-de-la-marina |
| "The force of the waves will light the streetlights of the Marina" | 10/07/2020 | Las Provincias | https://www.lasprovincias.es/valencia-ciudad/fuerza-olas-encendera-20200709200919-nt.html#vca=fixed-btn&vso=rrss&vmc=wh&vli=Valencia-ciudad |

# D2.13: Local dissemination and transferability in WP2. First version.

33 / 43

| "'El Marítim Innova' promotes energy sustainability in homes with a sensorization initiative and personalized training" | 07/07/2020 | El Periòdic | https://www.elperiodic.com/valencia/maritim-innova-fomenta-sostenibilidad-energetica-hogares-iniciativa-sensorizacion-formacion-personalizada_690174 |
| "El Marítim Innova promotes energy sustainability in households with an initiative of awareness and personalised training" | 07/07/2020 | NoticiasDe | https://www.noticiasde.es/comunidad-valenciana/valencia/el-maritim-innova-fomenta-la-sostenibilidad-energetica-en-los-hogares-con-una-iniciativa-de-sensorizacion-y-formacion-personalizada/ |
| 'El Marítim Innova' promotes energy sustainability at the end of the day with an initiative of sensorization and personalized training | 07/07/2020 | València Extra | https://valenciaextra.com/maritim-innova-fomenta-sostenibilidad-energetica-en-hogares/ |

MATCHUP

# D2.13: Local dissemination and transferability in WP2. First version.

**34 / 43**

| 'El Marítim Innova' encourages energy sustainability at les llars with an initiative of sensorization and personalized training | 07/07/2020 | Ribera TV | https://www.riberatelevisio.com/el-maritim-innova-fomenta-la-sostenibilitat-energetica-a-les-llars-amb-una-iniciativa-de-sensoritzacio-i-formacio-personalitzada/ |
|---|---|---|---|
| ""El Marítim Innova" promotes energy sustainability in homes with an initiative of sensorization and personalized training" | 08/07/2020 | Onda 15 | https://onda15.es/noticias/el-maritim-innova-fomenta-la-sostenibilidad-energetica-en-los-hogares-con-una-iniciativa-de-sensorizacion-y-formacion-personalizada-123 |
| "Two multimodal hubs to promote sustainable urban mobility in Valencia" | 15/07/2020 | Esmartcity | https://www.esmartcity.es/2020/07/15/dos-nodos-multimodales-impulsar-movilidad-urbana-sostenible-valencia |

**Table 7 Key publications**

## 4   Local dissemination and transferability of MAtchUP results

This section describes the activities performed in the city of Valencia within the MAtchUP project:

| Type of event (see legend) | Title of the event | Date (dd/mm /yy) | Place | URL (website linked to the event if any) |
|---|---|---|---|---|
| WEBINAR | Street Planning During Uncertain Times | 4/8/2020 | virtual | https://www.eltis.org/participate/events/ webinar-street-planning-during-uncertain-times |
| WEBINAR | Innovation Forum Covid 19 | 4/21/2020 | virtual | https://www.eventbrite.es/e/entradas-foro-innovacio-vs-covid-19-102967402272# |
| OTHER | Infoday Life | 4/30/2020 | virtual | https://eu-life-2020.b2match.io/home |

# D2.13: Local dissemination and transferability in WP2. First version.

**36 / 43**

| | | | | |
|---|---|---|---|---|
| WEBINAR | Data management and exploitation for sustainable urban mobility | 5/5/2020 | virtual | https://civitas.eu/event/suits-webinar-data-management-and-exploitation-sustainable-urban-mobility |
| WEBINAR | GoToWebinar - Post-COVID19: Novedades en materia de ayudas a I+D+i e inversión para empresas de la Comunitat Valenciana | 5/6/2020 | virtual | |
| WEBINAR | Webinar "La desescalada: Planificación y Gestión de la Recuperación (relevancia del dato)". | 07/05/2020 | virtual | https://ficheros.esri.es/2020/descargas/webinars/desescalada/WebinarDesescalada.pdf |
| WORKSHOP | How to measure a citizen´s experience? | 5/8/2020 | virtual | https://www.medialab-prado.es/actividades/como-medir-la-experimentacion-ciudadana |

| | | | | |
|---|---|---|---|---|
| WORKSHOP | Taller H2020 –Últimas convocatorias del reto energía. Novedades "Horizon Europe" y convocatoria Green Deal. | 5/21/2020 | virtual | https://www.seimed.eu/event/taller-h2020-ultimas-convocatorias-del-reto-de-energia-novedades-horizon-europe-y-convocatoria-green-deal-2020-05-21-11576/register |
| H2020 | Secured & sustainable mobility | 5/22/2020 | virtual | https://salvia.network/2020/05/22/taller-salvia-1%e2%86%92-movilidad/ |
| CONFERENCE | European Urban Resilience Forum 2020 | 5/27/2020 | virtual | https://urbanresilienceforum.eu/ |
| WEBINAR | The Smart City response to COVID-19 | 5/29/2020 | virtual | https://www.matchup-project.eu/news/smart-cities-have-responded-to-covid-19/ |

# D2.13: Local dissemination and transferability in WP2. First version.

**38 / 43**

| | | | | |
|---|---|---|---|---|
| WEBINAR | Local event MAtchUP for engagement of final users for smart meters | 7/9/2020 | virtual | https://www.youtube.com/watch?v=MqnXYCwDDHY&feature=youtu.b |
| WEBINAR | Facilitating project finance through standardised risk assessment | 5/7/2020 | Online | https://www.launch2020.eu/events/webinar-on-risk-assessment-protocol |
| OTHER | Join Boost Sustain Capacity Building and Education Task Group | 5/15/2020 | Online | |
| WEBINAR | Nature-based solutions for climate change: from global ambition to local action | 5/22/2020 | Online | https://www.iied.org/nature-based-solutions-for-climate-change-global-ambition-local-action |
| WEBINAR | The Smart City response to COVID-19 | 5/29/2020 | Online | https://www.matchup-project.eu/news/smart-cities-have-responded-to-covid-19/ |

# D2.13: Local dissemination and transferability in WP2. First version.

**39 / 43**

| | | | | |
|---|---|---|---|---|
| OTHER | Join Boost Sustain Monitoring and Measuring Task Group | 6/3/2020 | Online | |
| WEBINAR | Resilient cities are smarter cities, and smart solutions must be resilient | 6/9/2020 | Online | https://www.eventbrite.be/e/resilient-cities-are-smarter-cities-and-smart-solutions-must-be-resilient-tickets-106919284458# |
| OTHER | Join Boost Sustain initiative | 6/18/2020 | Online | https://ec.europa.eu/digital-single-market/en/join-boost-sustain-declaration-signatories-map#:~:text='Join%2C%20boost%2C%20sustain',on%20living%2Din.eu. |
| WEBINAR | EUSEW Side Event: Ready, Set, Market - How to Make Smart City Projects Bankable in Times of COVID-19 | 6/30/2020 | Online | https://applauncher.gotowebinar.com/#webinarOver/6947166770643706128/en_US |

# D2.13: Local dissemination and transferability in WP2. First version.

**40 / 43**

| | | | | |
|---|---|---|---|---|
| WEBINAR | Local event MAtchUP for engagement of final users for smart meters | 7/9/2020 | Online | https://www.youtube.com/watch?v=MqnXYCwDDHY&feature=youtu.b |
| CONFERENCE | REMOURBAN Final Conference | 7/16/2020 | Online | |
| WEBINAR | Launch of the IUCN Global Standards for Nature Based Solutions | 7/23/2020 | Online | https://www.youtube.com/watch?v=hpDN-svlg7I&feature=youtu.be |

**Table 8 Local Dissemination & transferability activities**

# D2.13: Local dissemination and transferability in WP2. First version.
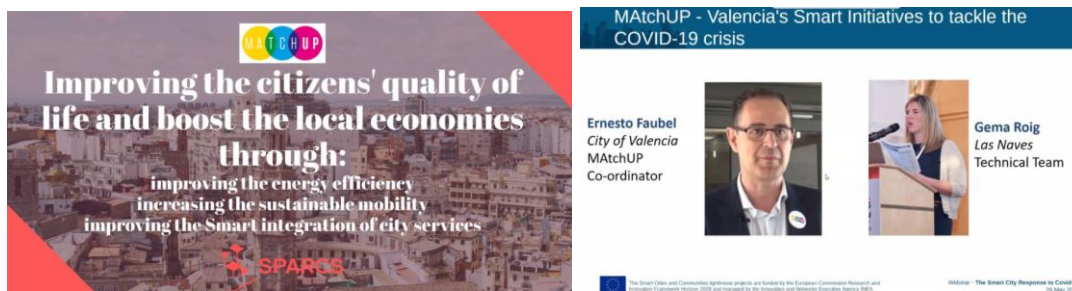
**41 / 43**

**Figure** 5**. VAL and LNV participating in some webinars**



**Figure** 6**. Valencia City Councillor of sustainable mobility**

Picture of the Councillor of mobility, Giuseppe Grezzi, from the City Council of Valencia, presenting key actions implemented in Valencia for the EU mobility week 2020.

https://www.matchup-project.eu/news/what-is-the-future-of-sustainable-mobility/

## 5    COVID-19: lessons learnt and future application

Due to COVID-19, several activities related to local dissemination and transferability of MAtchUP needed to be cancelled or postponed. Some activities have changed the format, from face-to-face to online to guarantee relevant dissemination and transferability activities. Currently the MAtchUP Local D&C Desk in Valencia and the local MAtchUP partners are trying to figure out further ways to disseminate the project and its results. A list of lessons learnt and implemented emergency plans will be introduced in the final version of this document in month M60. Also, knowledge gained (e.g the change in energy consumption in buildings and citizens modal split before and after COVID-19) will be further explained there.

# D2.13: Local dissemination and transferability in WP2. First version.

**43 / 43**

## 6 Conclusions

Since the beginning of the project, the central role of dissemination and communication activities have been agreed among all partners, especially with LH and follower cities.

The importance of such activities, both worldwide and locally, is stressed by the numerous reports related to D&C, replication, and knowledge transfer.

This report highlights the effort and commitment of local partners in defining the strategy, the action plan, the dedicated tool and channels to really involve the local audience and to make them feel part of the transformation process.

Such a report is the result of a strong collaboration between local MAtchUP partners and among them and the transversal project partners (WP1, WP7, WP8). This strong collaborations and exchange of knowledge is the added value which allows to keep consistency in MAtchUP.

D&C activities have been carried out at all levels, to boost the project and to make it really happen locally.