



## MAchUP

**D4.13: Local dissemination and transferability in Antalya. First version**

**WP 4, T 4.7**

**November 2020 (M38)**

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## 0 Abstract

This report constitutes Deliverable “D4.13. Local dissemination and transferability in Antalya. First version”, which is one of the main outcomes of Task 4.7 “Non-Technical actions”. The final version of the report (D4.28) will be delivered in September 2022 (M60).

The deliverable aims to describe the participatory process launched by the city of Antalya, 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, D4.13 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 (D4.12, D4.26 and D4.27).

**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 taken into account.

**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 Antalya 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 “D4.13. Local dissemination and transferability in Antalya. 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 Antalya as well as transfer the knowledge gained in the project to regional, national and EU-level stakeholders and citizens. Final version of this deliverable (D4.28 at M60) will be focused in the description of the activities performed by the city Antalya 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 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. Chapters 1,2, 3
ICONS	ToC and definition of the deliverable approach. Chapters 1,2,3,6 Review of the deliverable
ANT	Antalya Metropolitan Municipality – The metropolitan municipality of Antalya is responsible from the New Kepez Urban Transformation project as the highest authority in Antalya who oversees the whole process of the project. ANT is the responsible body for the deliverable.
ANP	ANTEPE Construction – ANTEPE is Antalya Metropolitan Municipalities’ commercial company (body) who is responsible for the implementation of the New Kepez Urban Transformation Project. ANP contributed from the F2F participation activities in the demo district.
SAM	SAMPAS – SAMPAS is the official consultant of the project who initiated the New Kepez Urban Transformation project and also coordinates the stakeholders with the support of the Antalya Metropolitan Municipality. SAMPAS has drafted and supported/assisted Antalya in the development of the deliverable.
AKD	Akdeniz University – The University contributed from citizens’



Participant short name	Contributions
	engagement perspectives such as preparing questionnaires and making surveys on certain subjects with the public.
DEM	DEMİR ENERJİ contributed as a consortium partner (energy).
TAY	TAYSİM contributed as a consortium partner (mobility).

Table 1. Contributions of the partners to the deliverable

### 1.3 Relation to other activities in the project

The Table 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 Antalya
D4.28	Final version of this deliverable
D7.5	MAtchUP collaboration roadmap for the city of Antalya will be considered for the definition of the activities organized to communicate MAtchUP results at local, regional, national and EU-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 Antalya 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 Antalya 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
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**Table 2. Relationship of D4.13 with other activities within the MAtchUP project**

## 1.4 Table of acronyms

Acronym	Description
COMO	Covenant of Mayors Office
CoM	Compact of Mayors Office
JRC	Joint Research Centre
WP	Work Package
Dx.xx	Deliverable x.xx
EU	European Union
Mxx	Month
ToC	Table of Content
NTA	Non-Technical Action
DoA	Description of Actions
SECAP	Sustainable Energy and Climate Action Plan
SUMP	Sustainable Urban Mobility Plan
e.g.	For example (exempli gratia)
NGO	Non-Governmental Organizations
CSO	Civil Society Organizations



## **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 Antalya, 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 message tailored on the 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 3 and deeply explained in the local plans included in D8.12.

### **2.2 Collaboration with cities (WP7)**

The city of Antalya identifies collaboration as a fundamental and interesting action and as a fundamental mean for expanding the city's capacities through learning from good practices. In this way, the city of Antalya is open both to learn about the experiences of other cities and to share its own experiences, especially about the implementation of solutions and demo-sites.

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 with cities of interest, which has just been launched and is currently ongoing.

Those are the collaborative actions identified for the city of Antalya:

Generalist collaborative actions <sup>1</sup>				
Identification of internal agents responsible of collaboration actions as team focusing on language, professional and collaboration skills. They will be responsible for the analysis evaluation and monitoring of solutions for a better collaboration				
Cooperative with other European Smart cities by attending to a greater number of meetings and events.				
Engage to European networks in the fields of interest identified, to attract new technologies and developments. Through events and networking platforms.				
Sharing the SECAP to the general audience to inform citizens on the commitment and vision of the municipality of Antalya and support to the fight against climate change.				
Create together with WP7 & WP8 in MATchUP a “communication and collaboration hub” to increase the level of community				
Collaborative action with Lighthouse Network of Cooperation, NBS and other projects				
Participation in the activities organized by MATchUP: <ul style="list-style-type: none"> <li>• Webinars</li> <li>• Workshops in the Project meetings</li> <li>• Study Tours in the Project meetings</li> </ul>				
Propose and co-organize (support from WP7) 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)				
Contribute to create material compiling lessons learned from demos, planning, evaluation, business models, SECAP, replicability... to share with others (other projects, SCIS, GCoM, JRC, etc.)				

<sup>1</sup> Yellow = Learn / Pink = Communicate / Blue = Exchange / Grey = Consolidate

Participation in events / programmes / initiatives organized at European level related with Smart Cities topic (organized by EC, GCoM, JRC, SCIS, EERA, EIP-SCC, etc.)				
<b>Collaborative actions with cities and networks of cities</b>				
Participate in specific learning / experiences sharing sessions (webinars, study tours, booklets...) with others* at local / regional / national level in local language				

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

### 2.2.1 Sister Cities and Cities with “Friendship and Cooperation Protocol”

Antalya is in cooperation with 14 sister cities since 1995. The important opportunities and benefits offered by sister city relations can be listed as follows:

- Social and cultural collaborations,
- Sharing technical knowledge and experience on local services,
- Economic cooperation,
- Conservation of the historical and natural environment,
- Diplomacy and lobbying,
- Benefiting from European Union funds

These sister cities are listed below:

Sister City	Country	Year
Rostov-Na-Donu	Russia	1995
Nürnberg	Germany	1997
Bat Yam	Israel	1997
Gazimağusa	Northern Cyprus	2000
Kazan - Tatarstan	Russia	2002
Taldikorgan	Kazakhstan	2003
Yalta	Ukraine	2008
Malmö	Sweden	2008
Austin - Texas	USA	2008
Mostar	Bosnia and Herzegovina	2011
Haikou	China	2011
Kunming	China	2012
Jeonju	South Korea	2013
Miami - Florida	USA	2017

**Table 4. Antalya’s Sister Cities**



"Friendship and Cooperation Protocol" have been signed between Antalya Metropolitan Municipality and cities. Those cities are:

City with the Cooperation Protocol	Country	Year
Omsk - Siberia	Russia	2013
Vladimir	Russia	2013
Xining	China	2014
Qingdao	China	2014
Urumchi	China	2014
Guangzhou – Liwan	China	2015
Suncheon	South Korea	2016
Sevilla	Spain	2017
Kotor	Montenegro	2018
Hangzhou	China	2019

**Table 5. Antalya’s Cities with "Friendship and Cooperation Protocol"**

## 2.2.2 Collaboration within City Networks

Antalya is collaborating within several city networks all over the world. The city collaborations can be found in the following table:

Name of the Network	Participation Year	Link to the network
OECD Resilient Cities	2016	<a href="https://www.oecd.org/regional/resilient-cities.htm">https://www.oecd.org/regional/resilient-cities.htm</a>
Maritime-Continental Silk Road Cities Alliance	2016	-
United Cities and Local Governments Middle East and West Asia Section	2015	<a href="http://uclg-mewa.org/tr/">http://uclg-mewa.org/tr/</a>
Asian Mayors Forum	2015	<a href="http://www.asianmayorsforum.org">http://www.asianmayorsforum.org</a>
MEDCITIES (Mediterranean Cities Network)	2015	<a href="http://www.medcities.org/">http://www.medcities.org/</a>
Strong Cities Network	2015	<a href="https://strongcitietwork.org/en/">https://strongcitietwork.org/en/</a>
Silk Road Mayors Forum	2015	-
Silk Road Economic Belt- One Road One Belt	2015	<a href="https://www.fes-asia.org/news/the-silk-road-economic-belt/">https://www.fes-asia.org/news/the-silk-road-economic-belt/</a>
Assembly of European Regions	2014	<a href="https://aer.eu/">https://aer.eu/</a>
Covenant of Mayors	2013	<a href="https://www.covenantofmayors.eu/en/">https://www.covenantofmayors.eu/en/</a>
UNESCO International Coalition of Cities against Racism	2007	<a href="https://www.eccar.info/en/iccar">https://www.eccar.info/en/iccar</a>

**Table 6. Antalya’s Collaboration with City Networks**



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

Process defined to transfer lessons learned in the city to the Covenant of Mayors Office (COMO), Compact of Mayors Office (CoM) and the Joint Research Centre (JRC) - WP7.

Knowledge acquired by LH cities in their process of urban transformation 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 success 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.

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.

Taking into account 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 SCC Lighthouse projects and NBS projects and development of dissemination material to exchange relevant results and lessons learned in line with the goals of MAtchUP.

Activities are: workshops, study tours, or conferences

Target groups are: LH, follower cities and observer cities from Lighthouse and NBS Cooperation Network, cities working in Smart City solutions, citizens, scientific community and other relevant initiatives and projects

Key results and lessons learned by MAtchUP LH cities to be shared through the project mechanisms are:

- How to plan, design and implement innovative solutions in cities to overcome technical and non-technical barriers.
- Development of urban transformation process: Validation of decision-support tools for planning, upscaling & replication, Citizen Engagement strategies, Innovative city business models, Municipal financing mechanisms and Governance arrangements are themes to cover in this field.
- Technical, social and economic evaluation of innovative actions implemented: Impacts achieved and evaluation frameworks deployment.
- Exploitation and market deployment – Innovative business models and Exploitable results to foster the implementation of smart city solutions.



2. Sharing results of the project and recommendations based on lessons learnt and best practices identified in the project to JRC, COMO and CoM to support them in their path 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:
  - Joint Research Centre (JRC), 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.
  - COMO and CoM, 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.

### 2.3.1 Participation in projects

The City of Antalya participated in several international projects. Completed and ongoing projects are listed in the table below:

Name of the project	Duration / Year	Grant Scheme
CUTLER	36 months (2018-2021)	Policy-development in the age of big data: data-driven policy-making, policy-modelling and policy-implementation
Civil Platform of Antalya (CivilAnt)	24 months (2018-2020)	CSO Partnerships and Networks on Strengthening Cooperation between Public Sector and CSOs Grant Scheme
Cultural Diplomacy Team	18 months (2019-2021)	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for young people and youth workers
Climate Change Adaptation for the Sea and Coasts of Antalya	24 months (2017-2019)	CFCU/TR2013/0327.05.01-02- Capacity Building in the Field of Climate Change in Turkey Grant Scheme
Unrecognised Inequality	2019	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for young people and youth workers



Resfas	24 months (2013-2015)	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for adult education staff
Islamofobia	2015	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for young people and youth workers
Museums are Learning	12 months (2014-2015)	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for adult education staff
Youth for Solidarity	2015	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for young people and youth workers
CH4LLENGE	36 months (2013-2016)	Sustainable Urban Mobility Plans (SUMP) in Europe
FUSE (Future Sustainable Education)	18 months (2008-2009)	Grant Scheme Programme for Promotion of the Civil Society Dialogue between the EU and Turkey
PEDIA	12 months (2013-2014)	Youth in Action project - 1.3.Youth Democracy projects
Lifelong Learning to Achieve Pedestrian Priority and Safety in Antalya	24 months (2011-2013)	The European Commission's Lifelong Learning Programme - Leonardo da Vinci Programme
Colors of Turkey and Identities of Istanbul	24 months (2017-2019)	Erasmus+ Key Action 3: Support for policy reform
Visual Music of the Spirit: Ebru	6 months (2012-2013)	Youth in Action project - Action 1.2 - Youth Initiatives
Cultural Bridge 1	9 months (2016)	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for young people and youth workers
Cultural Bridge 2	9 months (2016)	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for young people and youth workers
Cultural Bridge 3	9 months (2016)	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for young people and youth workers
Cultural Bridge 4	12 months (2017-2018)	Erasmus+ Key Action 1: Mobility of Individuals, Mobility for young people and youth workers
Cultural Bridge 5	20 months (2019-2020)	Erasmus+ Key Action 1: Mobility of Individuals,





		Mobility for young people and youth workers
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Table.7. Antalya’s Participation in projects

## 2.4 Citizen engagement

The **general objective** of the citizen engagement is the empowerment through the involvement in the decision-making and policies processes. The strategy has to cover three main dimensions in order to enable a real empowerment:

- **Awareness** about the New Kepez Santral Urban Transformation and Smart City initiatives in Kepez and Antalya in general
- **Capacity building** at the metropolitan municipality – at the individual and collective level for urbanization processes / development
- Generation of a favourable **infrastructure** and environment allowing the development of an active and binding participation among citizens and all other stakeholders of urbanization and smart city initiatives

These three dimensions will be covered under the four MAtchUP pillars: Energy, Mobility, ICT and Social.

During the project, several participatory activities are planned with different key actors and at different levels: under WP1 with the characterization and the strategic planning, under WP8 with the Communication and Dissemination activities, and, in the demo site of Antalya, with citizens’ engagement actions (WP4). The features of participation, co-decision, social inclusion and synergies with existing initiatives shall nurture the MAtchUP processes, both at city and project level. The several participatory activities scheduled during the project should be seen as a continuous process.

Synergies among citizens’ engagement actions and between them and existing initiatives in the framework of planning, demonstration and replication activities have been identified, evaluated and will be strengthened in the near future.

There are 5 participation degrees of the public participation in Antalya:

- **INFORM**: to provide balanced and objective information in a timely manner to the citizens.
- **CONSULT**: to obtain feedback on analysis, issues, alternatives, and decisions.
- **INVOLVE**: to work with the public to make sure that concerns and aspirations are considered and understood.
- **COLLABORATE**: to cooperate with the public in each aspect of the decision-making.
- **EMPOWER**: to place final decision-making in the hands of the public.



The Municipality of Antalya will deploy the strategy of *inform-consult-involve-collaborate-empower* in a citizen-centric way. The city will:

- engage as many people as possible in all processes
- use the mass media, especially TV, radio and newspapers and also the online news portals which are used widely in Turkey
- employ billboards which are largely visible to a high number of citizens, every day. Also, Antalya's planning to use the Municipal web portals (including the e-government portal) to communicate with its citizens
- not only involve & collaborate with as many stakeholders as possible throughout the whole process and the project life but also, Antalya will try to involve as many citizens as possible since we are targeting a citizen-centric approach
- inform as many people as possible both in Antalya and also in Turkey and other countries, according to the local possibilities.
- use channels and tools in the most efficient and effective way possible to 'make a difference'.
- look for a 'two-way information flow' from citizen to municipality, so that informing, consulting, involving, collaborating and empowering the citizens and the stakeholders shall be easier and mostly straight forward.



### 3 Strategy: how *Antalya* disseminates MAtchUP to ensure transferability

For local dissemination and transferability, the city of Antalya developed a strategy on how to disseminate MAtchUP and to ensure transferability. The main aim is going to be gaining ‘trust & support’ of all stakeholders, especially the citizens, through a ‘healthy & sound’ communication & dissemination conduct.

Team members and their role	<ul style="list-style-type: none"> <li>• Elif Özgür Özbek, Communication &amp; Dissemination Expert - ANT</li> <li>• Ceren Oğuz, Communication Officer - ANT</li> <li>• Neşe Özçandır, Communication Officer - ANT</li> <li>• Emine Yiğit, Communication Officer – ANT</li> <li>• Eser Karakaya, Dissemination Manager - SAM</li> </ul>
Relation with other institutional bodies	<ul style="list-style-type: none"> <li>• Ministry of Environment and Urbanisation</li> <li>• Local Authorities, Governorship</li> <li>• Kepez District Municipality</li> <li>• Local District Managers (Muhtar)</li> <li>• Chamber of Architects &amp; Engineers, Environment, City Planning</li> </ul>
Relation with MAtchUP partners and WPs	Informing and involving the MAtchUP partners in the project and sharing with them the project developments. (ANP, SAM, AKD, DEM, TAY) and other WP representatives.

**Table 8 - Antalya stakeholders and roles in MAtchUP**

Good relations have been conducted with opinion leaders in the district, local and national media representatives and this is going to be important for our activities and future plans. We will try to add on top of these good relations and will try to improve them. Antalya Metropolitan Municipality has a very strong relationship with the local media in Antalya (TV, radio, local newspapers, etc.) therefore, we will try to benefit from these good relations. In summary, media / press, both strategically and also tactically, will be one of the most important aspect of our communication & dissemination activities.

Several graphic and informative materials were made available to visitors in the sales office of Kepez Project and MAtchUP Office in Antalya. This dissemination activities will continue, and probably increase, until the end of the project.

We will basically try to reach out to the public with the most positive, effective, ‘to the point’ messages possible. It is also important to follow-up continuously on shared messages and tracking on the feedbacks.

With the active use of MAtchUP Antalya website and social media accounts as of May 2020, the project was widespread both locally and nationally. Local/National press and magazines contacted MAtchUP local team to report and make an interview about the project. The MAtchUP volunteer form was created to disseminate the MAtchUP



network in Antalya. Volunteers have been involved in the process in order to disseminate and plan the project activities. There were also live radio broadcasts promoting MAtchUP.

There is a MAtchUP information office on the upper floor of Markantalya, one of the most crowded shopping centres in Antalya. It serves as the workplace of the MAtchUP project team of Municipality and Antepe. Citizens can visit this office to get information and brochures. Furthermore, this office is the meeting place of authorities from municipalities, universities or other stakeholders related to MAtchUP.



**Figure 1 MAtchUP Antalya Office**

The dissemination strategy for Antalya is described step by step below.

### **3.1 Step 1: Identification of the activities**

In this step, how activities identified, who is in charge, how often they are planned and other information related to the strategy for the planning of the activities are mentioned.

Types of dissemination activities are newsletters, city news and press releases, social media, website, videos, magazines, radio and TV broadcasts, fairs, conferences, workshops, webinars, expos, speeches, surveys, meetings, presentations and interviews.

The person in charge of the activity is determined according to the types of activities. While all MAtchUP partners are responsible for international presentations, fairs etc. local MAtchUP partners are responsible for an activity planned at local level.



Although dissemination activities continue throughout the project, a strategy has been developed regarding how often they are carried out according to the activity types:

- Local media
  - News and advertisements in local media.
    - 3 news per year
    - 5 advertisements per year
- Presentations in education institution
  - At least 1 meeting and/or lecture in Akdeniz University per year
- Local business networks
  - 1 sponsorship or attendance in a local business network meeting in Antalya per year
- Local stakeholders, such as, other cities, local businesses, urban planners, public authorities and public bodies, decision makers, legislators, financing organizations
  - Participation in 1 National Smart Cities Fair and/or Conference per annum (preferable in Ankara or İstanbul). Since many of these stakeholders gather in such events/meetings, our participation and even opening a stand would make a difference.
- On social Media

Follower numbers will be evaluated. The expected follower numbers for 2021 (in ref. to 2020) are as follows:

- Twitter: 20% increase
- Facebook: 20% increase
- LinkedIn: 30% increase
- YouTube: 20% increase
- Instagram: 20% increase
- Surveys / Questionnaires
  - at least 5 surveys/questionnaires
  - at least 10.000 people should participate in a survey or a questionnaire

It is aimed to “exchange of knowledge, inform other cities about MATchUP, inform and involve citizens” with these dissemination activities.

### 3.2 Step 2: Definition of the scope of the activities

Planning activities throughout the city and disseminate them by supporting citizens' engagement will be carried out in cooperation with the private sector, public sector and NGOs. Opinion will be obtained from experts on the subject of the activities. The aim is to meet citizens on common ground for more liveable cities.

Including the citizens in the activities taking place in the Kepez Santral urban transformation district has also created an advantage for the popularization of the project. In this process, support of the press, interviews and presentations contributed



to the awareness of the project. Citizens were informed about the contribution of the MAtchUP project to the city of Antalya.

Since the beginning of the project, knowledge exchange has been done with fairs, seminars and webinars. Considering the risk factors caused by Covid-19, it prevents the planned dissemination activities. In the future, it is planned to continue activities such as presentations, seminars and meetings as risk factors decrease.

### 3.3 Step 3: Identification of the target audience

It would be a good strategy to determine the right target audience for the dissemination of the MAtchUP project. Considering the supply-demand balance on the selected population will facilitate the implementation of the project. Project actions will also meet the expectations of the target audience by making the project area more attractive. The continuity of activities such as press releases, interviews, articles and scientific journals, congresses, fairs, etc. will expand the boundaries of MAtchUP, starting from the urban transformation district to the whole city, and also going beyond the borders of Antalya province. Project assistants are responsible of all dissemination activities.

The following audiences have been identified for dissemination activities:

Target Audience		Dissemination Activities
General public	Inhabitants in Kepez Santral urban transformation district	exhibition, social media, press, newsletter, news, magazine, interview, radio and TV broadcast, survey, presentation
	Citizens	
Policy makers	Government organizations	workshop, meeting, corporate visit, report, action plan
	Public administration	
	Local authorities	
	European Commission	
Research	Universities, academia	report, article, publication, seminar, symposium
	Research Institutes	
	EU project experts	
Industrial Companies	Energy, ICT, Mobility companies	fair, expo, poster and brochure, presentation, launching meeting
Professionals	Engineers	workshop, seminar, symposium, webinar, presentation
	Architects	
	Urban Planners	
	Other related professions	
Civil Society	Trade associations	workshop, meeting, survey, training, presentation, speech
	Environmental NGOs	
	Citizens associations	
	Professional chambers	



### 3.4 Step 4: Transferability

Transferring is a method that enables different good practices to be developed by disseminating results. The transfer can take place at all levels and the results can be used in new contexts or other institutions / organizations can adapt the relevant results to their own circumstances. Thus, for example, the MATCHUP project, which meets the needs of the city of Antalya, can produce results that will benefit the needs of another city. After the MATCHUP project is completed, the partners will be able to ensure the sustainability of the project by improving the results and expanding the scope of what has been achieved before.

It is expected to transfer the MATCHUP results to the audience through different activities e.g. the events themselves are means to transfer the results. What follows is a list of expected transferability activities. Other detailed information can be found in deliverable “D4.27 New citizens’ engagement strategies in Antalya” Chapter 6.

Regarding online communication, city of Antalya has different ways to contact with citizens e.g. internet page, social media accounts. Detailed information can be found in deliverable “D4.27 New citizens’ engagement strategies in Antalya” chapter 3.1.1. City of Antalya is expecting to reach a target audience faster by using social media. Because in that way informational sharing is also made on social media accounts. Several times live videos have started, which are regarding ‘Sustainable Urban Mobility Contest’ and ‘Key Handover Ceremony’ on Instagram and Facebook for followers.

Surveys can also expect to transfer the MATCHUP results to the audience. Thus, recognition increases with making survey.

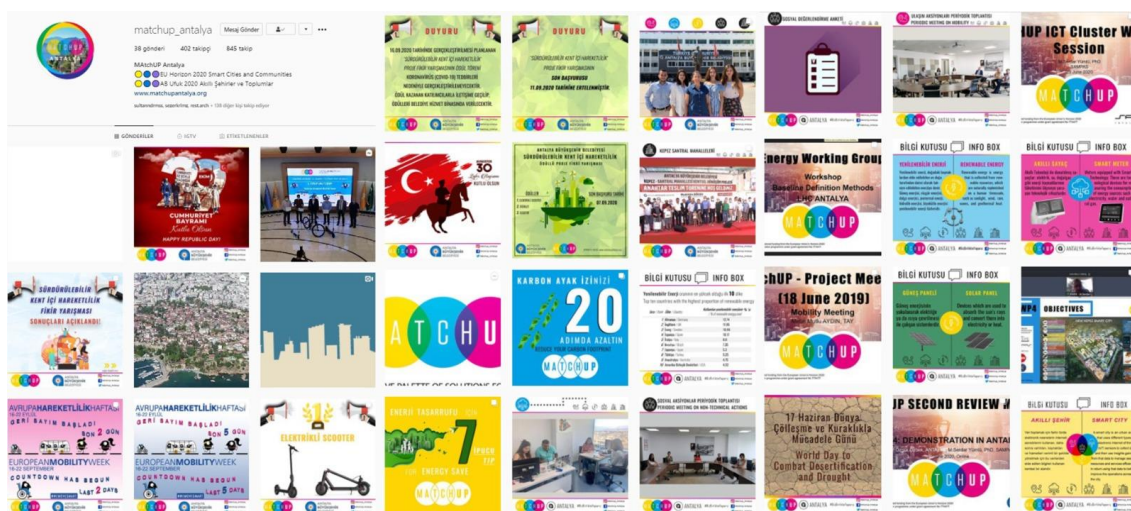


Figure 2 Instagram Account of MATCHUP Antalya

**"Antalya, MAtchUP projesi ile akıllı şehir olma yolunda"**

18 Ağustos 2020 Dergi: | Temmuz-Ağustos 2020

Horizon 2020 MAtchUP projesi; akıllı enerji, akıllı ulaşım, akıllı altyapı ve bilgi iletişim teknolojilerini geliştirilmesi Avrupa'da ve Türkiye'de akıllı şehirlerin artırılmasını amaçlıyor. Türkiye'nin en büyük Akıllı Kentleşme Dönüşüm projesine de sahipliği yapan Antalya'nın EKOlojik Akıllı Şehir vizyonunun ilk uygulaması olacak MAtchUP Projesi, üç uygulayıcı şehirden biri olan Antalya'da; Antalya Büyükşehir Belediyesi, SAMPAS, Demir Enerji, TAYSİM, Akdeniz Üniversitesi ve ANTEPE yerel ortaklığı ile yürütülüyor. Antalya'nın proje kapsamında meler yaptığını ve yapacağını Projenin Teknik Asistanları Neşe Özandır, Cerem Oğuz, Emine Yiğit, Ali Burak Tavuz ve Proje Sorumlusu Dr. Zif Özgür Özbek e-Belediye dengeli okullarıyla paylaştı...



**Büyükşehir MAtchUP ile Antalya'yı temsil etti**

Antalya Büyükşehir Belediyesi, Avrupa Sürdürülebilir Enerji kofisi kapsamında düzenlenen çevrimiçi panelde yürütmekte olduğu MAtchUP Projesi ile Antalya'yı temsil etti.



Antep Sürdürülebilir Enerji Hub'u kapsamında düzenlenen çevrimiçi panelde, Melen, Ümitli, Güllü, Arslan ve Umitte yer alan belediye başkanlarının katıldığı, Akdeniz'deki ve projeye katılan diğer şehir başkanlarıyla konuşulan Antalya Büyükşehir Belediyesi, panelde Valiye'nin Özdemir'in katıldığı MAtchUP projesinin bir örneği Hub (Süre Projesi) MAtchUP ile ilgili bilgi verdi.

Enjiden ulaşım, altyapıdan bilgi iletişim teknolojilerine kadar bir akıllı şehir projesi MAtchUP Avrupa Birliği hibesiyle desteklenen Horizon 2020 MAtchUP projesi, vatandaşların yaşam kalitesini iyileştirmeyi ve ekonomiyi canlandırması amaçlıyor. 2017'de başlayan ve 2022'de sona erecek olan MAtchUP projesi; akıllı enerji, akıllı ulaşım, akıllı altyapı ve bilgi iletişim teknolojileri çerçevesinde Antalya'da ve Türkiye'de akıllı şehirlerin artırılmasını amaçlıyor. Antalya'nın proje kapsamında meler yaptığını ve yapacağını Projenin Teknik Asistanları Neşe Özandır, Cerem Oğuz, Emine Yiğit, Ali Burak Tavuz ve Proje Sorumlusu Dr. Zif Özgür Özbek e-Belediye dengeli okullarıyla paylaştı...

Antalya, Valenya ve Dresden olmak üzere üç şehide uygulanacak MAtchUP Projesi Antalya'da Antalya Büyükşehir Belediyesi, belediyenin iştiraklerinden ANTEPE, SAMPAS, Demir Enerji, TAYSİM ve Akdeniz Üniversitesi olmak üzere 5 yerel ortak ile yürütülüyor.

Projenin en kritik çetici unsurlarından biri, katılımcı yaklaşımın esas alınması yani vatandaşların katılım sağlanarak, sosyal stratejilerin oluşturulması.

MAtchUP Projesi, altyapı, enerji, su, aydınlatma, çevre, güvenlik, sağlık, akıllı ev ve entegre teknoloji çözümleri de dahil olmak üzere, farklı akıllı şehir uygulamalarını bir arada barındırıyor.

Antalya, Valenya ve Dresden, yeni ekonomilerini canlandırmak ve vatandaşların yaşam kalitesini yükseltmek amacıyla yenilikçi ve teknolojik çözümleri uygulayarak projeye öncülük ediyor.

Proje ayrıca Danim (Belçika), İtalya (İtalya), Özbek (Özbekistan), Kenya (Kenya) olmak üzere 4 üyeliğe geçti de yer alıyor. Bu üyeliğe şehirler ise, uygulamaya geçirmede vatandaşların katılımını ve potansiyellerinin en iyi seviyeye çıkarılmasında rol oynuyor.

**MAtchUP projesi ile yenilenebilir enerji kaynaklarını şehirlere entegre etmeyi hedefliyoruz**

MAtchUP projesi ile yenilenebilir enerji kaynaklarını şehirlere entegre etmeyi hedefliyoruz. Proje kapsamında daha önce tanımlanan Dönüşüm Enerji Tarifesi, Kull. Entegre Kabi Akıllı Tesis ve Akdeniz'de yer alan çok boyutlu elektrik enerjisi üretiliyor. Bu çalışmalarla vatandaşların yenilenebilir enerji kaynaklarını kullanmasını teşvik ediyoruz. Bununla birlikte,

- Antalya Büyükşehir Belediyesi ve Antep Ulaşım binasının çatısında Dönüşüm Enerji panellerinin kurulmasını,
- Konutlarda termal kolektör uygulamalarını,
- Binalar ve yapı istasyonları için depolama alanlarını,
- Kabi okulların enerji verimliliği gibi uygulamaları halka göstererek kullanılmalarını daha da yaygınlaştırmayı planlıyoruz.



Öte yandan enerji tasarrufu için çok önemli bir kavram olan LED aydınlatma, Antalya Büyükşehir Belediyesi tarafından belirlenen "akıllı binalar"dan biri Kepez-Santral Bölgesi. MAtchUP kapsamında bu bölgeye altyapı, enerji, ulaşım, su, LED aydınlatma, çevre, güvenlik, sağlık, akıllı ev ve entegre teknoloji çözümleri içeren birçok akıllı şehir uygulaması yapıldı ve yapmaya devam ediyoruz. Kepez-Santral Bölgesi'nde Smart Meler dediğimiz akıllı enerji ölçüm cihazlarıyla evlerdeki enerji tüketimlerini ölçüyoruz. Verileri anında yayınlıyoruz da paylaşılarak yenilenebilir enerji kullanımını artırıyoruz.

Tabii bu uygulamaları sadece Antalya ile sınırlı tutmamak gerektiğini düşünüyoruz. Sürdürülebilir enerji politikalarını uygulamada yeni yöntemlerin geliştirilmesi için başlıca Belediyeler Birliği Sözleşmesi çerçevesinde Türkiye'de karbon salımlarının azaltılması, enerji verimliliği ve yenilenebilir enerji kaynaklarını kullanımı gibi konulara dikkat çekmeyi hedefliyoruz.

**Ulaşım çözümlerinde hedef: Sürdürülebilir ulaşım**

MAtchUP projesi ile akıllı şehir konsepti oluşturarak vatandaşların daha az enerji harcayan ve çevre dostu ulaşım taşıtlarına yönelmelerini, sürdürülebilir ulaşım sistemleri geliştirmeyi ve bu sistemlerin yaygınlaşmasını amaçlıyoruz. Tramvay, bisiklet, otobüs, elektrikli scooter noktaları oluşturuldu ve bu noktaları Multimodal Hub'a adı bir sistem oluşturuyoruz. Bu kapsamda; 2 adet elektrikli otobüs, 20 adet elektrikli araç, 30 adet elektrikli scooter alınacak ve bunların yayınlanması planlanıyor. Ayrıca 2 adet akıllı kiosk uygulamaları yapılacak.

Sürdürülebilir ulaşım uygulamaları için elektrikli taşıtların kullanım oranlarının artırılması, sürdürülebilir bir sistem oluşturulması, ulaşım rahatsızlıkları ile ilgili kullanılmayan alanların daha az emyayon ile çevreye duyarlı ulaşım sistemlerini üretilmesi gerekiyor. Yeni yöntemler olarak vatandaşlara bu uygulamaları göstermeliyiz ki onları benimzleyebilsin.



22.09.2020 Sürdürülebilir Kent İçi Hareketlilik Proje Fikir Yarışmasının ödül töreni yapıldı...



18.09.2020 ANTALYA BÜYÜKŞEHİR BELEDİYESİ 'BELEDİYELE İÇİN BİSİKLETLİ ULAŞIM FİKİR VE PROJE UYGULAMA YARIŞMASINDA' ÖDÜL ALDI...



18.08.2020 Antalya, MAtchUP projesi ile akıllı şehir olma yolunda...



28.07.2020 Antalya'da (Kepez Santral) kentsel dönüşümde ilk anahtar teslim edildi...

**Kentler İçin Yenilikçi ve Entegre Çözümler**

Antalya Büyükşehir Belediyesi, proje ortakları ile birlikte, AB Akıllı Kentler ve Toplumlar (SCC-1-2017) çağrısı kapsamında MAtchUP Projesi ile yaklaşık 5 milyon Euro hibe almaya hak kazandı. Antalya Büyükşehir Belediyesi ile Kentsel Dönüşüm projesinin yürütücüsü belediye iştiraki Antep A.Ş. tarafından yürütülen çalışmalar ile oluşturulan proje kapsamında İspanya'dan Valenya ve Almanya'dan Dresden belediyeleri ile birlikte büyük ölçekli akıllı kent uygulamaları gerçekleştirilecek. 28 proje ortağının yer aldığı konsorsiyumun Türkiye kısmında; Antalya Büyükşehir Belediyesi, Antep A.Ş. yanında projenin yerel koordinatörü olarak Sampaş A.Ş., Akdeniz Üniversitesi, Demir Enerji ve Taysim firmaları da bulunuyor.



Figure 3 News of MAtchUP Antalya





### 3.5 Step 5: Expected results for the activities

The results specified in the table below are expected from the activities described in chapter 3.1:

Activity	Expected results
Presentations	<ul style="list-style-type: none"> <li>• Transferring of the project results with MAtchUP partners and other networks</li> <li>• Sharing benefits and impacts for the future of the city</li> <li>• Giving detailed information about the MAtchUP actions and the opportunities</li> </ul>
Project website	<ul style="list-style-type: none"> <li>• Visitors overviewed MAtchUP actions, general information about the project pillars, events, news, publications, images, videos, surveys, useful links etc.</li> </ul>
Press releases, newsletter articles	<ul style="list-style-type: none"> <li>• Transferring of project results with MAtchUP partners and other networks</li> <li>• Providing news to citizens about the MAtchUP changes in society</li> <li>• Announcing project's progress</li> </ul>
Social media	<ul style="list-style-type: none"> <li>• The visibility of the project increased, information was shared faster, results were promoted and the public interacted</li> </ul>
Conferences, seminars, panel discussions	<ul style="list-style-type: none"> <li>• Attending events such as conferences, seminars or panel discussions provided ideal opportunities for efficient communication to disseminate the project and also strengthen networking and lobbying activities.</li> </ul>
Fairs, expos	<ul style="list-style-type: none"> <li>• Transferring of project results with MAtchUP partners and other networks</li> <li>• Bringing MAtchUP pillars related companies together</li> <li>• Collaborating with other similar projects/initiatives</li> </ul>
Surveys	<ul style="list-style-type: none"> <li>• Gained feedback from participants to improve MAtchUP activities</li> </ul>
Publications, scientific articles	<ul style="list-style-type: none"> <li>• Sharing MAtchUP results to academic communities</li> <li>• Enabling academic stakeholders to use project results in their own work</li> </ul>
Workshops	<ul style="list-style-type: none"> <li>• Enhancing exchange of knowledge</li> <li>• Promoting MAtchUP to end users and helping them adapt the project results to their needs</li> </ul>
Webinars	<ul style="list-style-type: none"> <li>• Transferring of project results with MAtchUP partners and other networks</li> <li>• Sharing knowledge, inviting stakeholders to the dialogue, maintaining interest in MAtchUP</li> </ul>



### 3.6 Step 6: Lessons learned

Dissemination strategy should be updated and improved during the project through the lessons learned of activities carried out. Those lessons learned are as followed:

- Contacting policy makers in cases such as the creation of the most appropriate innovative business models and financial mechanisms to encourage the implementation of smart city solutions,
- Advantages and disadvantages of the legal sanctions of the responsible institutions and organizations (Ministry of Environment and Urbanization - General Directorate of Local Authorities High Level Implementation Steps) for the project,
- The importance of the number, diversity and scope of citizen engagement activities to ensure the participation of stakeholders in order to prefer smart city solutions, to ensure social adaptation and to spread their use
- The importance of determining the needs and priorities of cities with the participation of experts and citizens,
- Lesson learned during the implementation of project actions: obstacles, barriers, driving forces, etc. to overcome the difficulties experienced. bringing solutions,
- The importance of activities that increase the participation of users regarding the use of smart city solutions in the development and improvement of cities,
- In order to redefine local city policies, the strategies determined within the framework of the project guide other projects and the importance of collaborations,
- Continuing to disseminate for the sustainability of the project, keeping in touch with the relevant media organizations,
- To cooperate with the European Commission and National Agencies for the dissemination and exploitation of the results by presenting the outputs of the project,
- Contribution and effects of project actions to the city in terms of environmental, social and economic aspects.



## 4 Local dissemination and transferability of MAtchUP results

This section describes the activities already performed in MAtchUP from M1 until M38, following the steps reported in chapter 3. Beginning with April 2020, Antalya has also been affected by the virus outbreak like the rest of the world. Due to this, Local face-to-face D&C activities have been delayed or cancelled.. While online activities are ongoing, Antalya Metropolitan Municipality will focus on face-to-face events such as meetings, expos, fairs and presentations etc. following the course of the outbreak in upcoming months.

Type of activity	Date	Place	Organiser(s)	Key messages (if any)	Audience and stakeholders involved	Lessons learnt
Key Handover Ceremony of Kepez Santral Urban Transformation Project	28/07/2020	Antalya	ANT	Information about energy efficiency and urban transformation project	<ul style="list-style-type: none"> <li>Citizens of Antalya</li> </ul>	<ul style="list-style-type: none"> <li>Realization of the urban transformation project</li> </ul>
SECAP Workshop	23/07/2020	Antalya	ANT	Sustainable Energy Action and Climate Adaptation Plan	<ul style="list-style-type: none"> <li>Matchup Local Partners</li> <li>Personnel in the relevant departments of the municipality</li> </ul>	<ul style="list-style-type: none"> <li>The efforts of local authorities on climate change</li> </ul>
World Environment Day - Bike Tour	05/06/2020	Antalya	ANT	Using useful tools to reduce carbon footprint is environmentally friendly.	<ul style="list-style-type: none"> <li>Young Architects</li> </ul>	<ul style="list-style-type: none"> <li>That kind of activities encourage the young people and enable them to brainstorm together</li> </ul>
Conference	13/03/2020	Antalya	ANT	Information about MAtchUP	<ul style="list-style-type: none"> <li>High school students</li> </ul>	<ul style="list-style-type: none"> <li>The conference increased interest in the project</li> </ul>
Webinar- EUSEW: CITIES – CAN WE DELIVER A GREEN DEAL?	10/03/2020	Online	EU	This session is designed to give actionable insights to audiences from cities of all sizes, geographies and economic situations.	<ul style="list-style-type: none"> <li>General public</li> </ul>	<ul style="list-style-type: none"> <li>Activating local communities and businesses in meeting our sustainability challenges</li> </ul>



Sustainable Urban Mobility Contest	12/08-11/09/2020	Antalya	ANT	Contest was held as part of the European Mobility Week	<ul style="list-style-type: none"> <li>Citizens of Antalya</li> </ul>	<ul style="list-style-type: none"> <li>Citizens involved in urban solutions and built cooperation, especially with young people</li> <li>Active participation ensured</li> </ul>
Interview - Antalya on the way to become a smart city with the MAtchUP project	18/08/2020	Online	ANT	In the interview with the “E-Belediye” magazine, MAtchUP actions and the competition organized as part of the EU Mobility Week were mentioned.	<ul style="list-style-type: none"> <li>General public</li> </ul>	<ul style="list-style-type: none"> <li>Informative interview about MAtchUP actions at the national level.</li> </ul>
Radio Broadcast	20/02/2020	Online	ANT	Informative speech about MAtchUP actions.	<ul style="list-style-type: none"> <li>General public</li> </ul>	<ul style="list-style-type: none"> <li>Beneficial activity in terms of reaching the radio audience.</li> </ul>
Social Evaluation Survey & MAtchUP Promotion	20-28/08/2020	Antalya	ANT	MAtchUP leaflets and flyers were given.	<ul style="list-style-type: none"> <li>Kepez Santral Right Owners</li> </ul>	<ul style="list-style-type: none"> <li>The survey not only measured environmental awareness of the right owners, but also informed them about the MAtchUP actions to be applied in the Kepez Santral district.</li> </ul>
Social Evaluation Survey	02/07-13/08/2020	Online	ANT	After the survey, those who want to become MAtchUP volunteers filled out the form from the link.	<ul style="list-style-type: none"> <li>Staff of the municipality</li> <li>Citizens who use municipality building</li> </ul>	<ul style="list-style-type: none"> <li>At the end of the online survey, respondents were directed to the MAtchUP website to access more information.</li> </ul>





Figure 4 Social Evaluation Survey & MAtchUP Promotion for Kepez Santral Right Owners



Figure 5 SECAP Workshop



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

Due to COVID-19, there have been many disruptions affecting Local Dissemination and Transferability activities. Some of them are explained below:

- Offices in the Kepez Santral district were closed. Face-to-face meetings could not be held due to curfews.
- Turkish Government announced curfew and limited to municipality work therefore local dissemination activities have been negatively affected.
- Most face-to-face activities were held online due to COVID-19 restrictions. Therefore, activities such as workshops were held with limited participants or online.
- The development stages of MAtchUP actions could not be shared regularly due to the restriction of access to the project area.
- SECAP Workshop has been postponed from April to July due to restrictions.
- There was less participation than expected in the surveys.
- Some workshops that planned were held with limited participants or online.

As people spend more time at home in this period, the use of social media has increased. Taking this opportunity, dissemination activities were carried out online and the citizens (especially young people) were contacted more quickly and easily.



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## **6 Conclusions**

Since the beginning of the project, the central role of dissemination and communication activities has 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 the MAtchUP D&C activities at all levels, to boost the project and to make it really happen locally.

