



triangulum

DEMONSTRATE · DISSEMINATE · REPLICATE

***D3.6 Communication and
participation at city level
Manchester***

WP 3, Task 3.6

January, 2017 (M24)

H2020-SCC-2014-2015/H2020-SCC-2014: "Smart Cities and Communities solutions integrating energy, transport, ICT sectors through lighthouse (large scale demonstration - first of the kind) projects"

Collaborative Project – GRANT AGREEMENT No. 646578

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DoA	The production of a Communications Plan that incorporates a strategy for communicating and disseminating the key elements of the Project with the principal aim of enhancing the uptake of activities and technologies across a wider geographical area.		
Date	Version	Author	Comment
01/02/2017	1	Caron Martin / Sophie Sheil (MCC)	1 st Draft
27/01/2017	2	Lena Ohlig (SEZ/WP7)	Cross check dissemination & communication
01/02/2017	3	Caron Martin / Sophie Sheil (MCC)	Comments from IC (UNIMAN) Final Version



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1. Introduction

Purpose of the plan

The purpose of this plan as a deliverable is to inform partners on the communication and participation strategy for the Triangulum project at city level, within Manchester over the next 12 months.

The objectives of the plan are to:

- Identify common communication tools for use by project partners
- Ensure a consistent message is communicated by project partners
- Identify relevant channels of communication to stakeholders
- Produce a defined set of actions to communicate and disseminate project outcomes

The plan will enable partners to share work effectively across a broad range of platforms and audiences, highlighting how they intend to do this over the next 12 months.

Partners in Manchester:

- Manchester City Council (MCC)
- Manchester Metropolitan University (MMU)
- University of Manchester (UNIMAN)
- Siemens PLC (Siemens)
- Clicks & Links (CL)

Target Groups

The project will target a wide range of stakeholders at a national and local level, including building managers, global experts, local residents, political elected members, etc. Everyone who participates or needs to be made aware of the project will be targeted and this plan will detail their methods of communication and their participation. Activities will cross over with some partners but methods of communication may differ.

In terms of citizen engagement, the focus of the WP3 City of Manchester programme is the on the organisations based in the Corridor Manchester area along with workers and students. The Corridor Manchester is not a residential area so the focus of the Communication Plan is mainly on these groups rather than residents.



2. Tools/Channels/Mechanism

There are two main communication levels within Triangulum. On the project level, Steinbeis-Europa-Zentrum as Work Package (WP) leader of WP7 – Communication and Dissemination is coordinating the activities. The so-called "Triangulum D&C Secretariat" is responsible for all dissemination and communication within the Triangulum project on an overall and a local level.

The secretariat involves local dissemination and communication coordinators for each lighthouse and follower cities and work packages:

- Hans van Amelsvoort, Dissemination and Communication Eindhoven
- Caron Martin, Dissemination and Communication Manchester
- May Endresen and Camilla Lunde, Dissemination and Communication Stavanger
- Mike Reichmut, Dissemination and Communication Leipzig
- Adam Pajgrt, Dissemination and Communication Prague
- Oriol Llevot, Dissemination and Communication Sabadell
- James Evans, WP 2 Leader
- Alexander Schmid, WP 6 Leader
- Damian Wagner, Project Coordinator
- Lena Ohlig, WP 7 Leader

Manchester are responsible for communication and dissemination at a **local level**, which is within Work Package 3. This involves communicating with the audiences outlined above in the organisations, workers and students that live, work and study on the Corridor.

Each theme of the project has a different audience and therefore the engagement strategy and subsequent communication tools differ according to the specific activity. The general approach to dissemination of the findings of the Triangulum project is discussed below.

Overall dissemination approach

The publication of the results of Triangulum is a core project activity. The outcomes of the project will be presented and delivered to relevant internal and external target groups from the industry, research, and academia, through to decision makers at national and European levels. The overall approach described in this section defines relevant steps for successful dissemination of the results during the term of the project.

According to Harmsworth (Harmsworth & Turpin, July 2000), three levels of dissemination for a project can be identified, as shown in Figure 1 below:

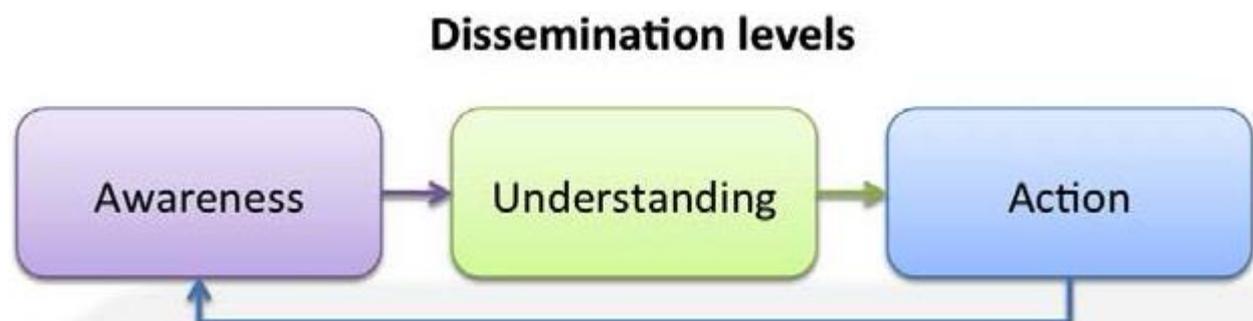


Figure 1: Different levels in the dissemination approach



Awareness is necessary regarding the project, its objectives and outcomes. This will be achieved using various dissemination media such as communication channels as well as conferences as a presentation platform. For example, project summaries in newsletters and journals can raise awareness of the project existence.

Groups that are fully aware of the Triangulum project may be interested to **understand** the work of the consortium and therefore to benefit from the project and its outcomes. The disseminated outcomes of the project may have to be adapted for particular target groups and their standard of knowledge – for example the level of abstraction of a scientific publication may be different to the one of a presentation for the industry. A Triangulum community of interest will be established bringing together potential beneficiaries and users of the results of the project, and building upon the privileged contacts and relationships of each participant.

Action, the third level of dissemination results in a change of practice caused by the adoption and use of the results of Triangulum. The target group for this avenue of dissemination is the industry, building owners and public authorities that are in the position and have the influence to achieve such a change of practice.

An appropriate dissemination strategy will raise **awareness** and deeper **understanding** of the work of the project and will lead to **action** based on the projects outcomes.

Broadening the impact of Triangulum **sustainability** can be seen as one of the main requirements towards dissemination. The European Commission defines the term “sustainability” as follows: “Sustainability is the capacity of the project to continue its existence and functioning beyond its end. The project results are used and exploited continuously. Sustainability of results implies use and exploitation of results in the long term.” (European Commission, 2006)

For Triangulum, this implies raising awareness for the project in the ICT, Mobility and Energy themes as well as in associated scientific and research communities. WP3 aims at influencing these sectors in the long-term by means of the knowledge created by the project and its results, thereby enhancing the energy and mobility efficiency within smart city districts over their lifecycles through ICT. This is being done through the involvement of the Universities and private companies in the project.

Tools

The following tools, channels & mechanisms are used to communicate and disseminate the Triangulum project in Manchester:

Internal Dissemination

This is aimed at the communication between partners in WP3 and the rest of the project to ensure that information, learning and progress is shared and understood.



Meetings

Regular face to face meetings, telephone conferencing and web based communication tool. For example, WP3 Board Meetings and Task Group meetings held for the Mobility, ICT, Communications and Energy Themes.

Workshops

Partners working together to focus on particular areas, for example the Technical Group which meets as required to discuss technical issues and find solutions.

Newsletters

Responding to regular requests for input, requested by WP7 leader, for the Triangulum Newsletter.

EMDESK

Principal way to distribute administrative, policy and procedural documents for use by Triangulum Partners

Internal lists

Electronic mailing lists that include members of the project team.

Reports

Synthesize and disseminate project results.

External Dissemination

This communication focusses on those outside the project especially citizens, attendees at events and conferences, visits from other projects or organisations etc. The aim is to share background knowledge and progress with these parties and to share information.

Working Groups

Focus on specific practical issues

Newsletter/external lists

Latest activities and events input in to Triangulum newsletter

Websites

Display news and project progress, each partners website references the project.

Leaflets/flyers/Rollup banners

Used to promote Project at events, conferences, etc.

Road mapping activities

Co-ordinate project and technologies development

Reports

Synthesize and disseminate project results



Presentations

Delivered internally to colleagues within the partners themselves and externally as requested to visits from other countries, organisations and other Smart Cities projects.

Scientific & Research

Informational literature, Instructional literature

Social Media

Twitter identified as the main social media tool



Figure 2 Manchester City Council, Smart City Twitter Page

Press Releases

Produce a press release to ensure local profile and summarize the project.

Triangulum You Tube Channel

Post appropriate videos when required, short videos will be produced by the project to highlight the work undertaken by each theme, mobility, ICT and energy.



Publications

Journals & magazine articles, Conference publications, Academic dissemination

Events – National/International

Organise and attend workshops, tutorials, seminars, conferences, symposia and forums.

Case studies

Share and promote good practice by publishing case studies and other relevant publications

Events

In addition to the Steering Committee meeting in April, and the General Assembly in October, there are several international events, which have been identified for the main Triangulum consortium members to attend (highlighted in blue) as well as some local events in the UK and Manchester over the next 12 months which partners may attend to represent the project and WP3.

Date	Event
1-2 February 2017	Smart Cities UK 2017 Conference, Expo and Awards, London
Autumn 2017	Timeless City (organised by REMOURBAN), Valladolid, Spain
15 March 2017	In Smart Project Final Conference, Brussels
23 March 2017	Innovations in Energy Management Conference: Creating a sustainable future, Manchester
4 April 2017	Smart Cities Conference 2017 – Inspiring Urban Innovation, Manchester
24-26 April 2017	Clean Energy Summit, London
25-26 April 2017	Steering Committee, Prague
June 2017	National Bike Week, Corridor Manchester run a series of events
26-28 September 2017	Nordic Edge 2017, Stavanger, Norway
10-12 October 2017	Steering Committee and General Assembly, Leipzig



14-16 2017	November	Smart City Expo World Congress, Barcelona, Spain
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Figure 3: M25-36 Events Table

In addition, Manchester hosts other city partners for joint workshops and site visits upon request. We currently have the following scheduled but requests to present on the project to visitors to Manchester and the WP3 Partners are received regularly so this list will increase throughout M25-36:

- Future Cities Catapult – A presentation of the Triangulum Project has been given to the Chief Executive of this Government Department, whose focus is to advance Urban Innovation, to grow companies and make cities better.
- City-Zen FP7 project are holding their General Assembly in Manchester in March 2017, and will hold joint workshops with Triangulum.

Partner websites for Triangulum

MCC – http://www.manchester.gov.uk/site/custom_scripts/smarter_city/case_studies.php?id=138652

Siemens – <http://www.siemens.co.uk/en/>

UoM – <http://www.seed.manchester.ac.uk/research/research-with-impact/triangulum/>

MMU – <http://www2.mmu.ac.uk/>

CL – <http://www.manchester.ac.uk/>

Corridor – <http://www.corridormanchester.com/>



3. Citizen engagement strategy

The local strategy for citizen engagement in Manchester builds on two different sets of activities – collective and thematic.

Collective activities involves the establishment of two virtual learning networks with the local stakeholders, which will enable organisations to be directly connected to the project and share learning. The nature and membership of these networks will be agreed by the Technical Board that has been established to provide technical oversight across the three themes. Specific events and on line learning will be organised around these two networks.

An example is the ‘Smart Cities and Communities Group – UK Cities Group’ that has been set up for the UK cities involved in H2020 funded projects to have a virtual network to share experiences and knowledge on their projects. There have been some initial virtual meetings with one physical meeting a year planned.

Energy, Mobility and ICT are the three main **thematic activities** in Manchester. The TRIANGULUM project within the City of Manchester involves a varied set of stakeholders across each theme and therefore the citizen engagement strategy is different for each task within the implementation plan. This will focus on the external communication and engagement of citizens.

Examples of the types of communications that have been undertaken in M13-24 are summarised below;

Date	Event	Description
03.03.16	Freight in the City	Richard Armitage, Cycle Waggle Ltd (e-cargo bike partner), spoke about cycle logistics and mentioned the Triangulum electric cargo bike loan scheme to a large audience from the freight, logistics and municipal sectors. We displayed a cargo bike in the exhibition area. Not funded by Triangulum
23, 24.5.16	European Innovation Partnership SCC General Assembly, Eindhoven	Hosted by partner city Eindhoven. Funded by Triangulum
14.06.16	ERRIN Event, Energy Week, Brussels	Ran workshop, all partner cities attended. Funded by Triangulum.
15.06.16	ACE cycle event, Manchester – MMU/Corridor	As part of National Bike Week, Cycle Waggle provided a fleet of electric cargo bikes and one trike with many people taking the opportunity to try them out: electricians, maintenance engineers, catering staff, cleaners, estates and facilities managers and IT services staff. Hosted at



		MMU premises on the Corridor. Not funded by Triangulum.
18.11.16	Visit of delegation from Berlin Energy Agency, Manchester – morning of presentation, workshop and Birley Campus site visit	Berlin Energy Agency (BEA) self funded a visit to Manchester, to discuss climate change strategies, energy management and smart cities. BEA are part of a H2020 funded learning project. Not funded by Triangulum.
30.11.16	Visit of delegation on UK-China Learning Exchange programme, Manchester	Project Manager gave generic Smart Cities presentation including mention of Triangulum. The event was hosted by Salford University. Not funded by Triangulum.
06.12.16	China Visit – Tianjin	As part of a wider visit, MCC Senior Responsible Officer visited Tianjin to speak with partners regarding continued participation as Observer City to the project. Not funded by Triangulum.

Figure 4: M13-24 Example Engagements



Figure 5: ACE Cycle Event Manchester, 15.06.17



Activity for M25 -36 will include the production of short videos for each theme of the project. The digital services provider of this has been procured and this activity will be funded by the Project. These videos will be placed on partners Websites and the projects YouTube channel to engage and inform Citizens.

The planning for the first of these videos is underway and will highlight and promote the activity undertaken in the Mobility theme around the electric vehicles and cargo bikes that have been implemented by the project.

In addition to this in the Energy and ICT themes there is work around citizen engagement through the behaviour change campaigns and engaging students through use of data which are detailed below in Figure 6. The aim will be to share the learning of the project through engagement with the use of applications to change their behaviour in relation to energy usage.



4. Forecast for the next 12 months

The table below highlights the engagement that is planned from M25-36 in WP3 across the different stakeholders of the project.

Target (Who)	Theme	Key Message (What + How)	Key Dates (When)	Owner
Citizens				
Students and university staff	Energy / ICT	Siemens energy behaviour change campaign will seek to first baseline and then influence student energy use behaviour at the Birley Campus. This may be complemented by one of the ICT exemplar apps. University staff to assist with engagement of c.900 students at Birley campus University of Manchester behaviour change campaign – this will take data from a range of University buildings and challenge building users to save energy. A number of approaches will be tested from simple forms of communications through to technical approaches including use of the open-data platform and the development of ICT exemplar apps (working with Siemens and C&L).	Baseline : May 17 Campaign : May 17-May 18 Baseline : Feb 17 Campaign : May 17- May 18	Siemens / MMU University of Manchester
Students	All	Use of data from the platform for student projects/dissertations. Data from the Triangulum project and wider data sets collected by the open data platform will be made available to students within the University communities. The data will be made available alongside a list of challenges that offer opportunities for analysis and development.	Starting Sept 2017 for University of Manchester students and to MMU students	University of Manchester
External Stakeholders				
ICT Development Community	ICT	To engage with the data and use it to work with the ICT community.	May 2017 onwards	CL
Corridor Manchester Executive	All	6 monthly updates on project progress. Or when necessary to update on specific items of interest. Attend meetings and present to Executive.	Every 6 months	MCC



Specialist press	All	Detailed articles, tweets and press releases about key milestones/events	Ongoing	All
Events & workshops	All	Attendance at relevant events, as listed above		
The general public				
General public	All	Articles, tweets and press releases about key milestones/events	Ongoing	All
Public authorities				
CityVerve and other Manchester based smart city project partners	All	Joint workshops, exploring opportunities to link project actions/resources	Ongoing	Lead : MCC with all partners
Manchester elected Members	All	Annual update to be provided to elected members on the progress and developments within the project.	Ongoing	MCC
UK based H2020 Lighthouse project partners (Greenwich, Nottingham, Bristol)	All	This network will form the first of the 'virtual learning networks' listed in the Grant agreement. Virtual meetings will be held quarterly, as well as a list of events which partners are attending to meet in person, or co-host stands.	Ongoing	MCC
UK Core Cities	All	Manchester are part of the UK Core Cities Group, for the largest cities outside London, and will	Ongoing	MCC

Figure 6: Summary of engagement activity for the next 12 months.

