

D6.1 – Project Plan: Dissemination

WP6 – External advice and Dissemination



Improving Anticipation and Social
Inclusion in Living Labs for
Smart City Governance



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Document Description

Project acronym	SmarterLabs
Project title	Improving Anticipation and Social Inclusion in Living Labs for Smart City Governance
Grant number	854919
Programme	Urban Europe Joint Programming Initiative
Overall project type	Innovation/implementation, applied and strategic research
Start date of project	21/03/2016
Duration	36 months
Objective	The SmarterLabs project aims to develop a Smart City Living Lab approach to effectively deal with two major risks to successful, widespread implementation of smart transport technologies. These two risks concern (1) unforeseen barriers to large-scale change in socio-technical systems, and (2) exclusion of social groups not matching the required 'smart citizen' profile. This novel, 'smarter' approach will be developed, tested and refined by retrospective analysis of urban mobility governance and by action research in Living Lab experiments in the cities of Bellinzona, Brussels, Graz and Maastricht.
Website	http://www.smarterlabs.eu

Work Package	WP6 – External advice and Dissemination
Deliverable	D6.1 – Project Plan: Dissemination
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Involved Institutions	Maastricht University (project leader), City of Maastricht, Maastricht Bereikbaar, Antea Group, Vrije Universiteit Brussel, Brusselse Raad voor het Leefmilieu, University of Graz (WP leader), City of Graz, University of Applied Sciences and Arts of Southern Switzerland, City of Bellinzona, Pro Velo Ticino

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1. Project overview

In the light of increasing urbanization European cities are confronted with complex challenges relating to economic and ecological crises, territorial competitiveness, congestion, healthcare and changes in population and demographics. In response, new forms of governance enabling integrated, user-driven and city-wide solutions are called for including Living Labs and City Labs.

The SmarterLabs project aims to develop a Smart City Living Lab approach to effectively deal with two major risks to successful, widespread implementation of smart transport technologies. These two risks concern

- 1) unforeseen barriers to large-scale change in socio-technical systems, and
- 2) exclusion of social groups not matching the required 'smart citizen' profile.

This novel, 'smarter' approach will be developed, tested and refined by retrospective analysis of urban mobility governance and by action research in Living Lab experiments in the cities of Bellinzona, Brussels, Graz and Maastricht. The main feature of this approach is to anticipate the two major risks by ex-ante diagnosis, and address these explicitly in the design of the Living Lab experiments to enhance the successful uptake of smart urban mobility innovations. To guarantee broad applicability of the concept, three workshops will be organized in different regional contexts (Helsinki, Istanbul and Santander) allowing to further refine the Living Lab approach.

2. Objectives of the Dissemination Plan

The main goal of dissemination and communication is to raise awareness of the project activities and results in order to make SmarterLabs a successful and sustainable project. This document describes the dissemination plan to structure all communication and dissemination actions in the framework of the project in order to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

The SmarterLabs dissemination plan covers internal as well as external communication and dissemination, both of which are supported by an Advisory and Dissemination Board (A&DB).

For **internal** purposes, this dissemination strategy provides members of the SmarterLabs consortium with a scheme to follow in disseminating the work and results of the project. Internal communication will be conducted on a regularly basis via email, teleconferences and periodic face-to-face meetings (at joint project meetings and dissemination workshops). Relevant documents (including administrative project documents, research data, reports and publications) are shared via SharePoint under supervision of the project leader (Maastricht University), giving all partners access at all times. These include supporting templates that help to keep track of partners' dissemination activities and evaluate their effectivity and outreach. The project website addresses both internal and external audiences and will be kept updated according to the project's progress.



Figure 1: SharePoint platform for internal exchange

	A	B	C	D	E	F	G	H	I	J	K
1											
2	URBAN@EUROPE			Improving Anticipation and Social Inclusion in Living Labs for Smart City Governance			SmarterLabs Dissemination Report				
3											
4											
5	Type of activity	Partner(s) responsible	Date	Location	Target group	Level	Scope	No. of people reached	Language	Link, website	Description, comment
6	Conference	P7	2016-03-02	Austria, Graz	Scientists	International	Science to Science	1400	English	www.smarterlabs.eu	Urban Future Conference
7											
8											
9											
10											
11											

Figure 2: Example of template for dissemination report

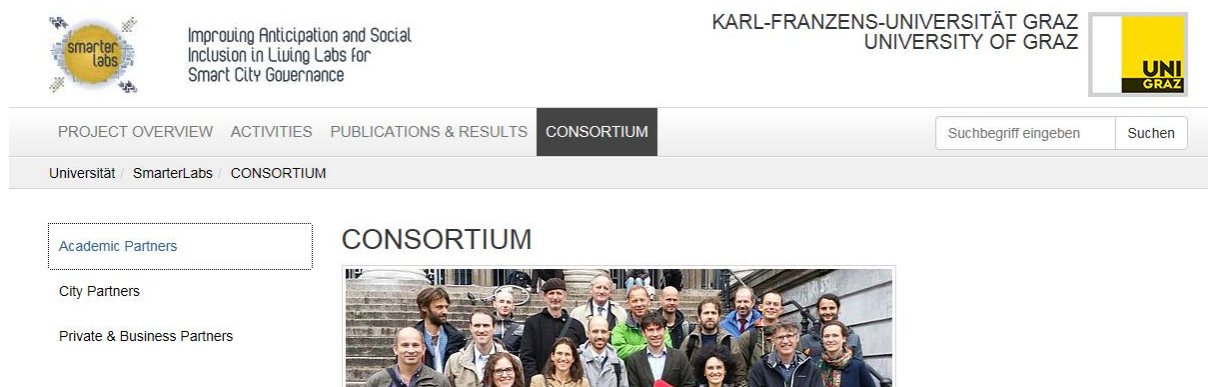


Figure 3: SmarterLabs website (www.smarterlabs.eu)

External dissemination will comprise distribution of information about the SmarterLabs project itself but in particular about the achieved results, which are closely connected to the action research experiments (WP4: “Action research in smart Living Lab experiments”) and the developed guidelines for Living Labs (WP5: “Synthesis, guidelines and briefs for ‘smarter’ Living Labs”). Target groups are practitioners and policymakers involved in Living Labs, as well as the international scientific community, including both basic and applied researchers in the domains covered by the project. In order to reach all of these stakeholder groups, appropriate means of dissemination will be used including the project

website, social media, newsletters, scientific papers, workshops and conferences. The heterogenic composition of consortium members representing academic partners, cities, NGOs and private companies allows each of them to make use of their respective networks.

The dissemination activities in the SmarterLabs project are attached to WP6 under lead of University of Graz. However, all partners will be actively involved, especially in WP4 and WP5. Another important contribution will come from the Advisory and Dissemination Board which consists of three external advisors who will make use of their own networks and organize dissemination workshops in their cities, thus extending the geographical spread to North- and South Europe.

3. Target groups

The SmarterLabs project strongly involves researchers, policymakers and stakeholders in its activities who are all also part of the project consortium. Living Labs follow a holistic and participatory approach, thus attributing value to all of these groups, especially the involvement of citizens. Combining basic and applied research, the project follows a transdisciplinary approach in order to acquire applicable problem-solving knowledge. The results of the SmarterLabs project, however, will have most importance for **urban policymakers** and **lab practitioners**, who can implement the re-fined concept of Living Labs in future city planning (with a focus on mobility projects). The latter can directly refer to the project's results in order to achieve a more inclusive engagement in urban governance and enable large-scale change. Consequently, this target group includes city governments, civil servants, traffic planners and NGOs actively involved in Living Labs.

The **scientific community** is addressed by the project with a wide range of research questions of interest to basic as well as applied researchers in the domain of urban governance, innovation, co-creation, and multi-stakeholder learning. Each academic partner will make use of their local networks by distributing information about SmarterLabs but also aiming at mutual knowledge exchange. In addition the members of the Advisory and Dissemination Board have access to a wide range of actors and networks. The following scientific networks and projects will be considered to connect with other researches in the field:

- European Network of Living Labs (<http://www.openlivinglabs.eu>)
- Connected Smart Cities network (<http://oascities.org>)
- Sustainability Transition Research Network (<http://www.transitionsnetwork.org>)
- Regional Studies Association (<http://www.regionalstudies.org>)
- Association of American Geographers (<http://www.aag.org>)
- Global Network of Regional Centres of Expertise on Education for Sustainable Development (<http://www.rce-network.org>) (partner involved: University of Graz)
- Swiss Competence Center for Energy Research (SCCER) (<http://www.sccer-mobility.ch>) (partner involved: University of Applied Sciences and Arts of Southern Switzerland)

- Urb@Exp project (<http://www.urbanexp.eu>) (partners involved: Maastricht University and University of Graz)

Each target group will be addressed at different levels through different channels using a variety of tools. Dissemination actions will include Science to Science, Science to Public and Public to Public at local, national and transnational scope. A detailed overview is provided in chapter 4.

4. Tools

4.1. Project Image

4.1.1. Logo and templates



Figure 4: SmarterLabs project logo

The SmarterLabs project follows a corporate style and branding. Therefore a project logo has been developed, which will be included on all digital and printed materials related to the project made available to the public as well as all materials presented to the European Commission. A set of templates (Word, Excel, PowerPoint etc.) for internal and external use is available in the project's SharePoint folder which all partners have access to.

The SmarterLabs logo was designed to represent the project in one recognizable image. It is based on a city structure in the background that is covered by a round figure symbolizing a Living Lab respectively a 'smarter' lab. The four arrows refer to the project's two main focuses as well as the project design itself: The dotted arrows pointing towards the Living Lab symbolize the heterogeneity of stakeholders who are all supposed to be part of a Living Lab process and actively contribute (participation, social inclusion). The colored dots also show the variety of partners who are involved in the project including academic institutions, cities and private and business organizations. The blue arrows represent upscaling, meaning to extend Living Labs and their outcomes to a larger scale. The arrows also indicate the mutual knowledge and experience exchange between cities (interurban exchange visits) in the project and finally the promotion of a smarter Living Lab concept to the defined target groups.

4.1.2. Statement on EU funding

Any official product created in the framework of the SmarterLabs project (deliverables, project website, presentations etc.) will contain the EU emblem and include the following text: *"This project has received funding from the European Union's Urban Europe Joint Programming Initiative under grant agreement no. 854919"* (see cover page of this document as an example).

4.2. Language

The official language of the SmarterLabs project is English. To guarantee a broad outreach of the project and its results – in particular the guidelines – the dissemination material will be available in different language versions where possible. Each project partner will be responsible for translation of selected documents into their languages.

4.3. Online media

▪ Website

The website will be the most important tool to distribute information about the SmarterLabs project to all identified target groups. It will contain an overview on the partners and people involved, a description of the project objectives, (interim) results and public deliverables to download, news and events and links to other relevant websites.

The website will be accessible under the new registered domain www.smarterlabs.eu. University of Graz will host the website providing a TYPO3-surface that allows easy editing and updating of the website's content.

▪ Electronic newsletters

A quarterly newsletter will inform the identified target groups and other potentially interested stakeholders about the progress of the project. The newsletter will also be available at the project website.

▪ Social media

Social media will serve as an additional distribution channel to spread small-cut pieces of information and news about the SmarterLabs project. Up-to-date information referring to ongoing activities of partners supported by photos will complement the website's offer. A SmarterLabs-Facebook page will help to attract all kinds of target groups to generate a network of interested users and also make use of existing networks.

4.4. Printed Media

▪ Leaflet/flyer

A handy flyer/leaflet will be produced early in the project to provide information about objectives and expected results of the SmarterLabs project to a wide audience. The printed version will be distributed at conferences and other public events and the electronic version will be available at the SmarterLabs website.

- **Poster**
Throughout the duration of the SmarterLabs project a couple of posters will be created to be presented at conferences and other public events. They will contain information according to the project's progress and target group (science, experts, general public).
- **Scientific papers and articles**
The scientific findings of the project will be disseminated through papers presented at international conferences and articles submitted to journals. Events i.e. conferences and journals will be carefully selected by the project consortium, and will in any case be in line with the project's objectives and target groups.

4.5. Events

- **Interurban exchange visits**
A core part of the SmarterLabs project is the Interurban Exchange Program for the non-academic partners. The aim of this program is to visit Living Labs in other cities to exchange knowledge, ideas and experiences, and to enhance mutual learning. These measures serve the purpose of guaranteeing quality, transferability of results and maximum impact of the SmarterLabs project. The city visits will take place once in every partner city (Bellinzona, Brussels, Graz and Maastricht) attached to the regular project meetings, meaning that all partners, both academic and non-academic, participate.
- **Dissemination Workshops**
In addition to the project meetings in the four partner cities, the Advisory & Dissemination Board will assist in organizing three workshops in their cities (Helsinki, Istanbul and Santander). These workshops will take place in the third year of the project when the guidelines for Living Labs are to be developed and tested (WP5). They will reach a selected audience and yield important feedback to further elaborate on the guidelines.
- **Conferences**
Members of the project consortium will participate in national and international conferences and present about the ongoing research in the SmarterLabs project to seek and foster exchange in the scientific community and promote project results.
- **Final conference**
The SmarterLabs project will terminate with a final conference in Maastricht. The event will be designed for an international audience of policymakers, practitioners and researchers involved or interested in more effective approaches to Smart City Living Labs to inform them about the outcomes of the three years of research within the SmarterLabs project.

5. Dissemination timetable

The following table presents an overview on selected planned dissemination activities throughout the duration of the SmarterLabs project. In the first half of the project dissemination activities will rather concentrate on promoting the project itself while with its further progress (in particular WP4 and WP5) distribution of outcomes and results will be the main interest. Consequently, scientific publications and conference participations will take place increasingly in the second half of the project.

Activity	Year 1				Year 2				Year 3			
Project meetings & interurban exchange visits (Brussels, Graz, Bellinzona)	■		■		■							
Project meetings & dissemination workshops (Helsinki, Santander, Istanbul)							■		■		■	
Final Conference (Maastricht)												■
Website, Facebook		■	■	■	■	■	■	■	■	■	■	■
Flyer & Poster		■	■	■	■	■	■	■	■	■	■	■
Newsletter		■		■		■		■		■		■
Presentation at external events			■	■	■	■	■	■	■	■	■	■
Journal publications							■	■	■	■	■	■
Press releases			■	■	■	■	■	■	■	■	■	■