



# IRIS

Integrated and Replicable Solutions  
for Co-Creation in Sustainable Cities

<b>Project Acronym:</b>	IRIS
<b>Project Full Name:</b>	Integrated and Replicable Solutions for Co-Creation in Sustainable Cities
<b>Grant Agreement:</b>	No 774199
<b>Project Duration:</b>	5 years (starting 1 <sup>st</sup> October 2017)

## Deliverable 10.3

### First version of website and key social media channels online

<b>Work Package:</b>	WP 10: Communication and Dissemination
<b>Task:</b>	T 10.4: On and Offline Communication Backbone
<b>Lead Beneficiary:</b>	CERTH
<b>Due Date:</b>	31 October 2017 (M1)
<b>Submission Date:</b>	31 October 2017 (M1)
<b>Deliverable Status:</b>	Final
<b>Deliverable Style:</b>	R
<b>Dissemination Level:</b>	PU
<b>File Name:</b>	D10.3 First Version of Website and key social media channels online.pdf



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 774199

## Authors

Surname	First Name	Beneficiary
Tryferidis	Athanasios	CERTH
Ioannidis	Dimosthenis	CERTH
Walker-Love	Alec	ESCI

In case you want any additional information or you want to consult with the authors of this document, please send your inquiries to: [irissmartcities@gmail.com](mailto:irissmartcities@gmail.com).

## Reviewers

Surname	First Name	Beneficiary
Pels	Muriël	UTR

## Version History

Version	Date	Modifications made by
0.1	13/10/2017	First draft version based on beta website version
0.2	20/10/2017	Updated version based on first public version of the website available online
0.3	30/10/2017	Final version for Quality Review
1.0	31/10/2017	Final version to be released to the EC

## Disclaimer

This document reflects only the author's view. Responsibility for the information and views expressed therein lies entirely with the authors. The Innovation and Networks Executive Agency (INEA) and the European Commission are not responsible for any use that may be made of the information it contains.

## Executive Summary

The present document is the deliverable “D10.3 – First version of website and key social media channels online” of the IRIS project (Grant Agreement No. 774199), funded by the European Commission’s Horizon 2020 Research and Innovation Program (H2020), and presents the online dissemination channels of IRIS as they were created and developed through the first month of the project. The IRIS Website will be periodically updated, in order to adhere to the overall dissemination strategy of the project.

The IRIS Consortium has already established from the first month of the project a wide variety of communication channels (official web portal, social media, etc.) in order to disseminate project’s main objectives, achievements and events as well as to coordinate and facilitate the cooperation of the consortium. In this direction, and taking into consideration the high interest derived for the optimal management of the IRIS portal, the deliverable is organized in five main sections, dedicated to the description of the website structure (in its current form) as well as the project’s social media accounts (developed and foreseen).

## Table of Contents

Executive Summary.....	3
Table of Contents.....	4
1. Introduction .....	6
1.1. Relation to other tasks and deliverables .....	6
1.2. Deliverable Structure .....	6
2. The IRIS website .....	8
2.1. Technical Infrastructure .....	9
2.2. Layout of the IRIS website.....	9
2.3. Content .....	12
2.3.1. <i>Home</i> .....	12
2.3.2. <i>Project</i> .....	12
2.3.3. <i>IRIS Solutions</i> .....	13
2.3.4. <i>Cities</i> .....	15
2.3.5. <i>Resources</i> .....	16
2.3.6. <i>News &amp; Events</i> .....	18
2.3.7. <i>Contact</i> .....	19
3. IRIS presence on social media.....	20
3.1. IRIS on Twitter.....	20
3.2. IRIS on YouTube .....	22
3.3. IRIS on LinkedIn.....	22
4. Conclusions .....	24
5. References .....	25

## List of Figures

Figure 1 Website layout (top part).....	10
Figure 2 Webpage layout (bottom part).....	11
Figure 3 Website layout on smart phone .....	11
Figure 4 IRIS Context tab.....	13
Figure 5 IRIS Five Transition Tracks tab.....	14
Figure 6 IRIS Nice, France tab .....	16
Figure 7 IRIS Public Deliverables tab.....	17
Figure 8 IRIS Events tab.....	18
Figure 9 IRIS Contact tab.....	19
Figure 10 IRIS Twitter account .....	21
Figure 11 IRIS tweet posts.....	21
Figure 12 IRIS YouTube account.....	22
Figure 13 IRIS YouTube playlists .....	22
Figure 14 IRIS on LinkedIn.....	23

## Abbreviations and Acronyms

Abbreviation	Definition
EU	European Union
WP	Work Package
CMS	Content Management System
RES	Renewable Energy Sources
ICT	Information Communication Technology

# 1. Introduction

This deliverable constitutes a description of the IRIS website and preliminary presence on online social media as of month 1 of the project. The aim is to present the website of the project and to describe in depth the different functionalities. Furthermore, the current presence of IRIS on social media platforms and the upcoming developments will be discussed. The pictures of the website and social media accounts included in this version of the document refer to the state of them at M1 of the project. However, their update and enhancement is foreseen in order to constantly achieve to address all the related stakeholder groups and public audiences.

All the online communication channels are expected to be active during the entire timeline of the project and after its completion. If one of the channels is found to have minimum influence on the online community, the consortium can decide for its discontinuation based not only on data from its previous use but on the projected usefulness for the next goals of the project.

The usage of the IRIS website and social media accounts is expected to be the basis for the cooperation with other EU projects and research or commercial organizations. Moreover, their content aims at stimulating discussions and cooperation between the consortium members and to bridge the gap between the knowledge and experience background of the partners.

The overall objectives of the current document can be briefly addressed by the following points:

- Establish and implement a well-focused dissemination and communication plan covering social channels
- Create impressive levels of awareness and sustained engagement in IRIS activities and solutions
- Establish and manage a “Local News Desk” to create local news content
- Create a core of well-developed online tools to serve the project, made available to partners and bring visibility and consistency to dissemination and communication efforts
- Coordinate dissemination and stakeholder engagement activities at local, national and EU level, attending to conferences, workshops and energy events related to the topic

## 1.1. Relation to other tasks and deliverables

This deliverable is part of the WP10 “Communication and Dissemination” and the Task “T10.4 On and Offline Communication Backbone” and is not related to any other deliverable.

## 1.2. Deliverable Structure

The current document is organized in the following sections:

**Section 1 – Introduction:** shades light on the project’s overall dissemination strategy and the goals to be achieved by the online presence of IRIS on a variety of online platforms.

**Section 2 – The IRIS Website:** provides an overview of the IRIS website, followed by a detailed description of the different tabs and subsections, as well as the functionalities and the content

**Section 3 – IRIS Presence on social media:** mentions the current and foreseen social media accounts of the project

**Section 4 – Conclusions:** details the deductions derived from the development of the deliverable

## 2. The IRIS website

The development of a **modern and dynamic website** that moves away from being a repository and towards being a 'digital anchor' for IRIS content is one of the main goals within the dissemination strategy. Priority will be given to presenting an easy to update and well connected website with IRIS content featured in the media or sectorial sites, twitter feeds, interviews and blog posts front and centre. The website will provide a private secure area for consortium partners and associated officials to store, review and revise working documents.

The IRIS website is publically available at <http://irissmartcities.eu> , held at CERTH web server facilities in Greece and maintained by CERTH/ITI. The initial version of the website was designed during the first month of the project as part of the communication and dissemination activities of the project, and it will be undertaking modifications throughout the entire project duration. The IRIS website renders the online presence of the project and forms the basis of communicating all project's accomplishments, news and events on a common platform, as well as offer a support for the project's horizontal activities.

The main ambition of the IRIS website is to create an impact by achieving the following objectives:

- Tell the "IRIS" story and highlight the experiences related to the transition towards smart cities as implemented through IRIS initiatives and citizen engagement in the project's demonstrator-cities.
- Illustrate the credibility and personalities behind IRIS to citizens and stakeholders and establish trust by showing intent, integrity and capacity of results.
- Deliver and communicate news and events related to the project's achievements and overall progress.
- Mix textual material with visual and emotional video support.
- Stimulate and facilitate the production of articles, reports and demonstrations of the project's results.

In order to meet the aforementioned goals, the IRIS website was created and will be maintained incorporating the following elements:

- a) Conferences: representatives of the consortium will actively participate in outside conferences and events relevant to the consortium activities
- b) Press releases: in order to inform the general public, business, policy makers and other stakeholders that have interest in the project
- c) Newsletter: including project progress and relevant updates
- d) Project calendar: including information on events and important conferences
- e) Corporate style: such as logos and standard templates



## 2.1. Technical Infrastructure

The website has been designed using the Drupal CMS deployed on an Apache web server powered by PHP and using a MySQL Database.

Drupal is an open source content management platform maintained and developed by a community of more than one million users and developers and it is distributed under the terms of the GNU General Public License. It has been selected as the base technology for the implementation of the IRIS Website mainly due to its flexibility and the modularity, the available tools for high-level personalization of web content and the rich repository of plugins that allow the extension of its functionalities far beyond the features of the basic installation. All the above characteristics make Drupal ideal for the multidisciplinary purposes of IRIS without imposing any risks to the stability of the final webpage.

Finally, it is important to mention that the design and development of the IRIS Website have focused on the deployment on a variety of devices with different screen size such as tablets and smartphones.

## 2.2. Layout of the IRIS website

The IRIS website is based on a common layout enabling easy browsing through the site web pages. The layout consists of the following elements:

- i. **Header:** including the full name and logo of the project, a search field and links to all project's social media channels
- ii. **Main navigation menu:** enables browsing through the different pages of the website
- iii. **Main content area:** presentation of the specific page's information
- iv. **Sidebar:** including a tweets' feed of the project's latest tweets
- v. **Footer:** providing the sitemap as well as the information regarding the project's funding by the European Union's Horizon 2020 program. The logo of the European Union is also displayed together with copyright disclaimer

The elements of the layout mentioned above are presented in the following image:



Figure 1 Website layout (top part)

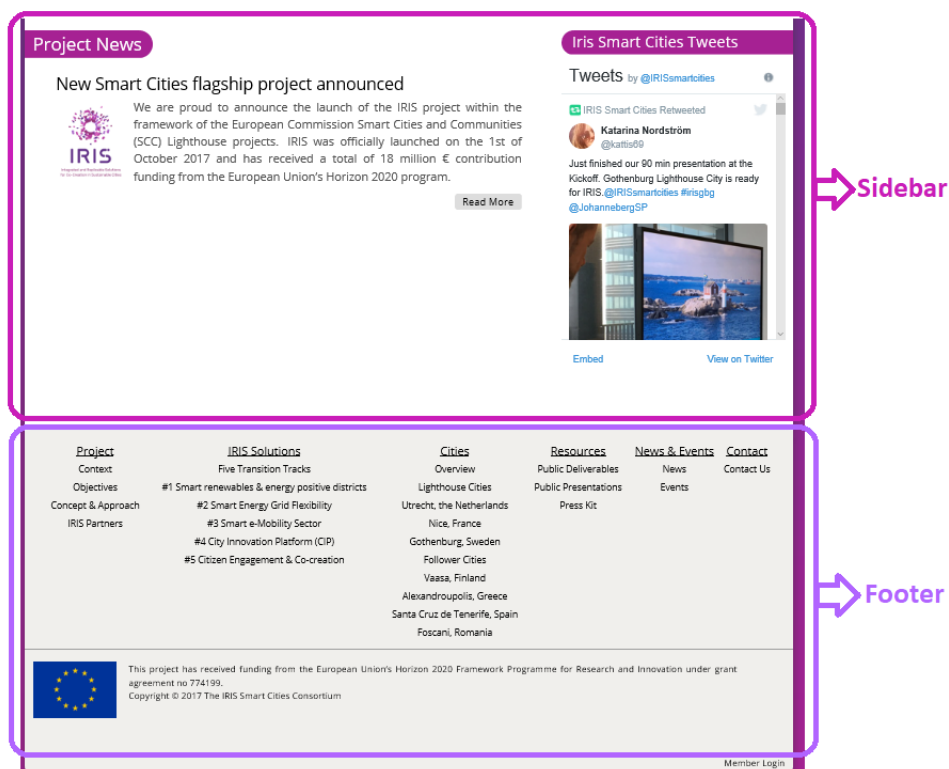


Figure 2 Webpage layout (bottom part)

One important characteristic of this layout is that it is responsive to smart devices such as smart phones and tablets, allowing easy use and facilitating presentation of information, as illustrated in the following images:



Figure 3 Website layout on smart phone

## 2.3. Content

The content of the IRIS website includes both information related to project background and objectives, as well as related news, events and updates on the accomplishments. The content of the website is presented as follows, introducing the overall structure with the main sections and the related subsections:

### 2.3.1. Home

The website's homepage aims at giving an overview of the project and its main key points and consists of:

- a slideshow with images relevant to the overall content of IRIS
- a short description of the project's structure and the participating cities, accompanied by a map illustration
- the project's latest news
- the project's latest tweets

### 2.3.2. Project

This section of the website provides all the details related to the context of the project, the objectives to be met and how those goals will be achieved, as well as all IRIS partners. Therefore, it is divided in subsections in order to cover each of those aspects. The subsections are listed below:

- **Context:** this subsection initially states the problems which have been the motivation and driving force leading to the conception of the project, and then briefly presents the solution which will be generated by IRIS.
- **Objectives:** the 8 objectives that IRIS strive to meet are presented in this subsection in order to illustrate the key ambitions to be achieved throughout the project's duration
- **Concept and approach:** this subsection sheds light on the project's structure and construction around the 5 transition tracks and explains the methodology to achieve the goals identified in the previous subsection
- **IRIS partners:** all 43 IRIS partners are listed in this part together with links to each partner's website



Integrated and Replicable Solutions for Co-Creation in Sustainable Cities





[Home](#)
[Project](#)
[IRIS Solutions](#)
[Cities](#)
[Resources](#)
[News & Events](#)
[Contact](#)

[Home »](#)
[Context](#)

Cor

Objectives

Concept & Approach

A fast **IRIS Partners** 75% ) of the EU population lives in urban areas, using 70% of available energy resources. In the global competition for talent, growth and investments, quality of city life and the attractiveness of cities as environments for learning, innovation, doing business and job creation, are now the key parameters for success. Therefore cities need to provide solutions to significantly increase their overall energy and resource efficiency through actions addressing the building stock, energy systems, mobility, and air quality.




The European Energy Union of 2015 aims to ensure secure, affordable and climate-friendly energy for EU citizens and businesses among others, by bringing new technologies and renewed infrastructure to cut household bills, create jobs and boost growth, for achieving a sustainable, low carbon and environmentally friendly economy, putting Europe at the forefront of renewable energy production and winning the fight against global warming.

Figure 4 IRIS Context tab

### 2.3.3. IRIS Solutions

This section is also divided in subsections in order to break down the solution respectively to the 5 transition tracks and provide a thorough description of the each one of them.



**THE 5 IRIS TRACKS**

The overall concept to address both challenges. Within these five tracks, IRIS envisions to demonstrate a set of integrated solutions built on to the existing technologies. The integrated solutions are defined on the basis of a common-shared know-how interchanges and planning of replication from the early beginning of the project.

Transition Track #1: Smart renewables and closed-loop energy positive districts	Transition Track #2: Smart Energy Grid Flexibility	Transition Track #3: Smart e-Mobility Sector	Transition Track #4: City Innovation Platform (CIP) Use Cases	Transition Track #5: Citizen engagement and co-creation
Positive Buildings & Co-Creation	Smart multi-sourced low temperature district heating with innovative storage solutions	Smart Solar V2G EVs charging	Services for Urban Monitoring	Co-creating the energy transition in your everyday environment
Near zero energy retrofit district	Utilizing 2nd life batteries for smart large scale storage schemes	Innovative Mobility Services for the Citizens	Services for City Management and Planning	Participatory city modelling
Symbiotic waste heat networks			Services for Mobility	Living labs
			Services for Grid Flexibility	Apps and interfaces for energy efficient behaviour

**IRIS Transition Track #1: Smart Renewables and closed-loop energy positive districts**

Integrating:

- high share of locally produced and consumed renewable energy at district level
- energy savings at building level reducing the citizens' energy bills
- energy savings at district level

Figure 5 IRIS Five Transition Tracks tab

Thus, the section is divided to the following subsections:

- **Five Transition Tracks:** provides an overview of the 5 transition tracks and the 16 integrated solutions to be developed within the project's framework, together with a brief description of each track
- **#1 Smart Renewables & Energy Positive Districts:** this section provides detailed information on the first transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities
- **#2 Smart Energy Grid Flexibility:** this section provides detailed information on the second transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities




- **#3 Smart E-Mobility Sector:** this section provides detailed information on the third transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities
- **#4 City Innovation Platform (CIP):** this section provides detailed information on the fourth transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities
- **#5 Citizen Engagement & Co-creation:** this section provides detailed information on the fifth transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities




### 2.3.4. Cities

This part of the website presents all the participating cities, where the IRIS solutions will be developed, deployed and replicated. It includes an overview of all cities as well as dedicated presentations to each one of the Lighthouse and the Follower cities. The division of the section is as follows:

- **Overview:** this part mentions all cities participating, provides general information related to the selection of them and gives an overview of the cities and the solutions on a map
- **Lighthouse Cities:** this part is further divided in separate subsections for each one of the Lighthouse cities
  - **Utrecht, the Netherlands:** this part includes general information on the city of Utrecht, city issues related to sustainability, RES, e-mobility, ICT and innovation, a description of the demo district, the district challenges and the way that those are going to be met within the framework of the project
  - **Nice, France:** this part includes general information on the city of Nice, city issues related to sustainability, RES, e-mobility, ICT and innovation, a description of the demo district, the district challenges and the way that those are going to be met within the framework of the project
  - **Gothenburg, Sweden:** this part includes general information on the city of Gothenburg, city issues related to sustainability, RES, e-mobility, ICT and innovation, a description of the demo district, the district challenges and the way that those are going to be met within the framework of the project
- **Follower Cities:** this part is further divided in separate subsections for each one of the Follower cities
  - **Vaasa, Finland:** this part provides information on the city of Vaasa as well as on the relevant approved plans
  - **Alexandroupolis, Greece:** this part provides information on the city of Alexandroupolis as well as on the relevant approved plans
  - **Santa Cruz de Tenerife, Spain:** this part provides information on the city of Tenerife as well as on the relevant approved plans
  - **Focsani, Romania:** this part provides information on the city of Focsani as well as on the relevant approved plans



Integrated and Replicable Solutions for Co-Creation in Sustainable Cities







[Home](#)
[Project](#)
[IRIS Solutions](#)
[Cities](#)
[Resources](#)
[News & Events](#)
[Contact](#)

[Home](#) » [Cities](#) » [Lighthouse Cities](#) » NICE, France
 


[Overview](#)
[Lighthouse Cities](#)
[Follower Cities](#)

[Utrecht, The Netherlands](#)
[Nice, France](#)
[Gothenburg, Sweden](#)

### General Information

The Nice Côte d'Azur Metropolis (NCA) is located in the Southeast of France close to the Italian border. The intercommunal structure gathering the city of Nice and 48 suburbs/communes/cities was established on 1st December 31, 2011. Located at the heart of the French Riviera (Côte d'Azur), including an international airport, Nice is the 5th largest municipality in France. It is the capital city of the metropolitan area where 540 000 inhabitants range over a 80% mountainous territory (South Alps).



### Sustainability and RES

Long known as the "sleeping beauty", Nice changed within a few years its former image to the one of a world smart city such as London, Barcelona, Singapore or New York (2015 analyst report from Juniper Research, USA). Turning Nice into the "green city of the

Figure 6 IRIS Nice, France tab

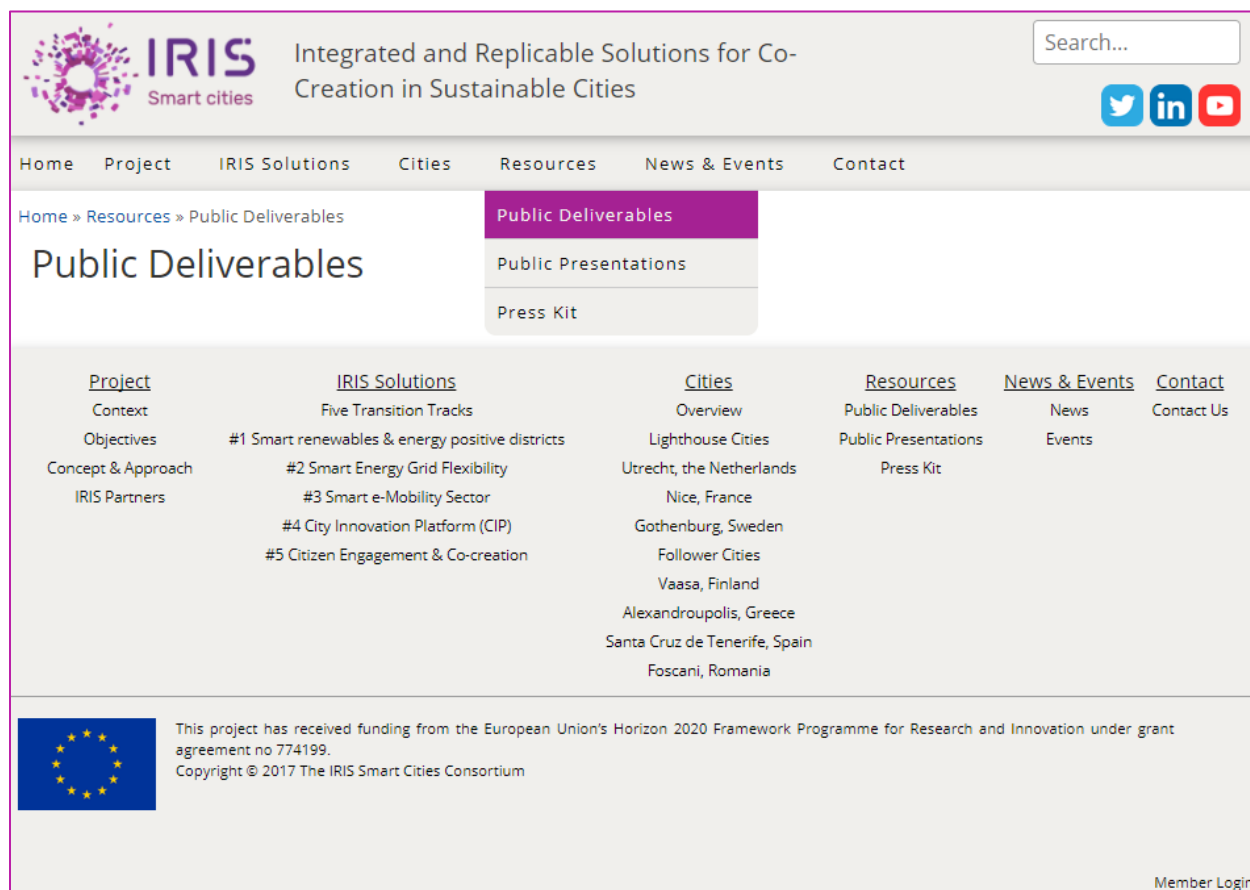
### 2.3.5. Resources

This section of the navigation menu aims at communicating to the public all documentation related to the IRIS projects. All the deliverables that will be issued into the framework of the project, as well as press releases and official presentations during conferences will be publicly available at this section of the website.



In order to better distinguish all project documentation and facilitate an easier search for the visitors of the website, this section is divided into the following subsections:

- **Public deliverables:** after its deliverable has been completed, it will be published in this tab and there will also exist a link to facilitate quick download of the document
- **Public presentations:** this subsection includes all presentations related to the IRIS project, originating from conferences or meetings, accompanied by direct download links
- **Press kit:** this will be the repository for all other dissemination documents, such as leaflets, posters, videos, press releases, articles etc.



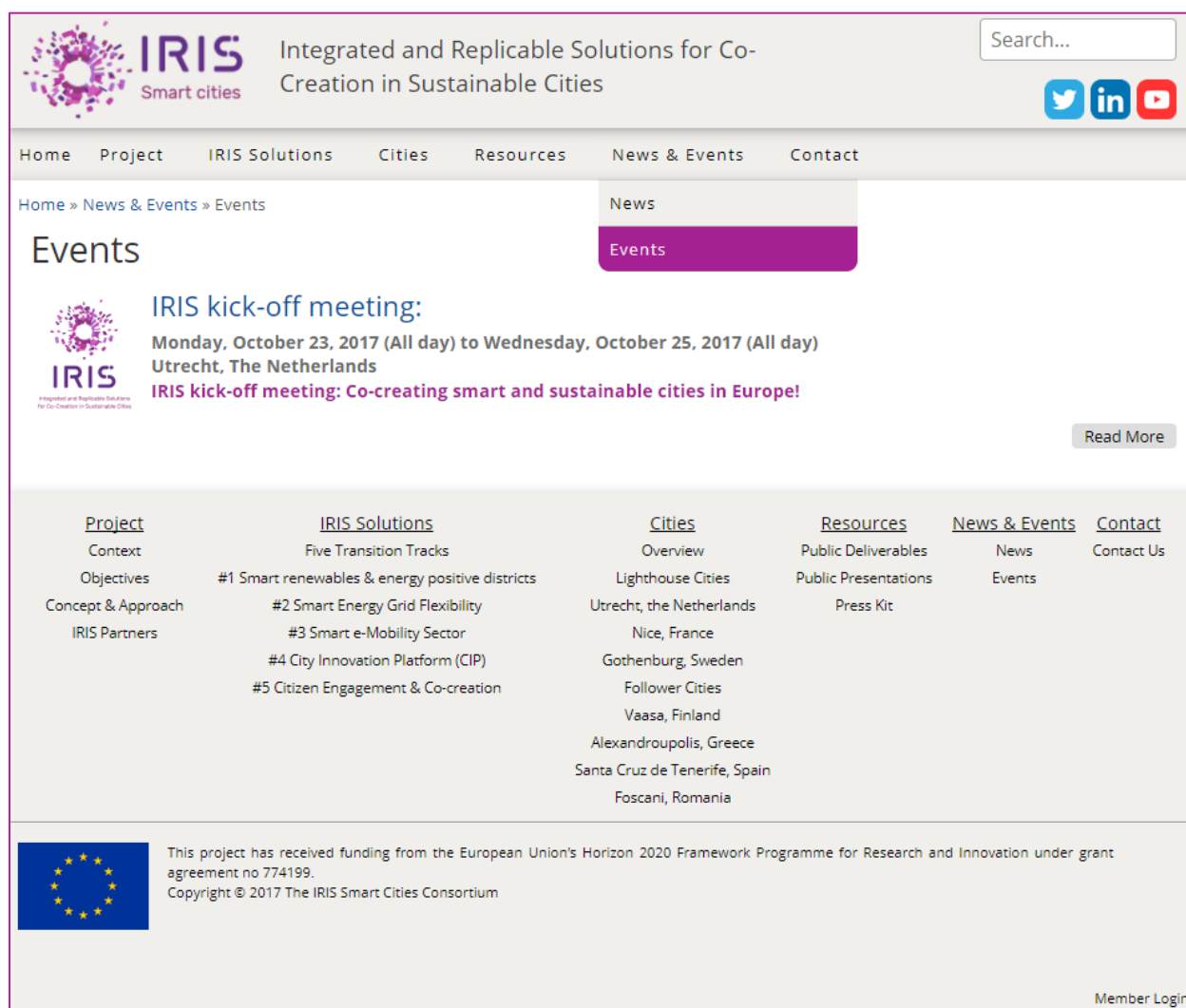
The screenshot shows the IRIS website's 'Public Deliverables' tab. The header includes the IRIS logo, the full name 'Integrated and Replicable Solutions for Co-Creation in Sustainable Cities', a search bar, and social media icons for Twitter, LinkedIn, and YouTube. The navigation menu includes Home, Project, IRIS Solutions, Cities, Resources, News & Events, and Contact. The breadcrumb trail is 'Home » Resources » Public Deliverables'. The 'Public Deliverables' tab is highlighted in the sub-menu, with 'Public Presentations' and 'Press Kit' as options. The main content area is divided into six columns: Project, IRIS Solutions, Cities, Resources, News & Events, and Contact. The 'Project' column lists Context, Objectives, Concept & Approach, and IRIS Partners. The 'IRIS Solutions' column lists Five Transition Tracks, #1 Smart renewables & energy positive districts, #2 Smart Energy Grid Flexibility, #3 Smart e-Mobility Sector, #4 City Innovation Platform (CIP), and #5 Citizen Engagement & Co-creation. The 'Cities' column lists Overview, Lighthouse Cities (Utrecht, the Netherlands; Nice, France; Gothenburg, Sweden; Follower Cities (Vaasa, Finland; Alexandroupolis, Greece; Santa Cruz de Tenerife, Spain; Foscani, Romania). The 'Resources' column lists Public Deliverables, Public Presentations, and Press Kit. The 'News & Events' column lists News and Events. The 'Contact' column lists Contact Us. At the bottom, there is a European Union flag logo, a text block stating 'This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation under grant agreement no 774199. Copyright © 2017 The IRIS Smart Cities Consortium', and a 'Member Login' link.

Figure 7 IRIS Public Deliverables tab

### 2.3.6. News & Events

In this part of the website, all project news and upcoming or past events will be published. Therefore, the section is divided in two subsections, namely:

- **News:** in this subsection the user can find all news related to the project, such as publication of results, new implementations and developments, photos of events, research outcomes, etc.
- **Events:** this part is where all upcoming events will be communicated together with a short description, the project's calendar and an overview of the project's work plan



The screenshot shows the IRIS website's 'News & Events' tab. The header includes the IRIS logo, the tagline 'Integrated and Replicable Solutions for Co-Creation in Sustainable Cities', a search bar, and social media icons for Twitter, LinkedIn, and YouTube. The navigation menu includes 'Home', 'Project', 'IRIS Solutions', 'Cities', 'Resources', 'News & Events', and 'Contact'. The 'News & Events' dropdown menu is open, showing 'News' and 'Events' (which is highlighted). The 'Events' section features a featured event: 'IRIS kick-off meeting: Monday, October 23, 2017 (All day) to Wednesday, October 25, 2017 (All day) Utrecht, The Netherlands'. Below this is a 'Read More' button. A table provides a detailed overview of the project's structure, including 'Project' (Context, Objectives, Concept & Approach, IRIS Partners), 'IRIS Solutions' (Five Transition Tracks, #1 Smart renewables & energy positive districts, #2 Smart Energy Grid Flexibility, #3 Smart e-Mobility Sector, #4 City Innovation Platform (CIP), #5 Citizen Engagement & Co-creation), 'Cities' (Overview, Lighthouse Cities: Utrecht, the Netherlands, Nice, France, Gothenburg, Sweden, Follower Cities: Vaasa, Finland, Alexandroupolis, Greece, Santa Cruz de Tenerife, Spain, Foscani, Romania), 'Resources' (Public Deliverables, Public Presentations, Press Kit), 'News & Events' (News, Events), and 'Contact' (Contact Us). At the bottom, there is a European Union flag logo, a funding statement, and a 'Member Login' link.

Project	IRIS Solutions	Cities	Resources	News & Events	Contact
Context	Five Transition Tracks	Overview	Public Deliverables	News	Contact Us
Objectives	#1 Smart renewables & energy positive districts	Lighthouse Cities	Public Presentations	Events	
Concept & Approach	#2 Smart Energy Grid Flexibility	Utrecht, the Netherlands	Press Kit		
IRIS Partners	#3 Smart e-Mobility Sector	Nice, France			
	#4 City Innovation Platform (CIP)	Gothenburg, Sweden			
	#5 Citizen Engagement & Co-creation	Follower Cities			
		Vaasa, Finland			
		Alexandroupolis, Greece			
		Santa Cruz de Tenerife, Spain			
		Foscani, Romania			

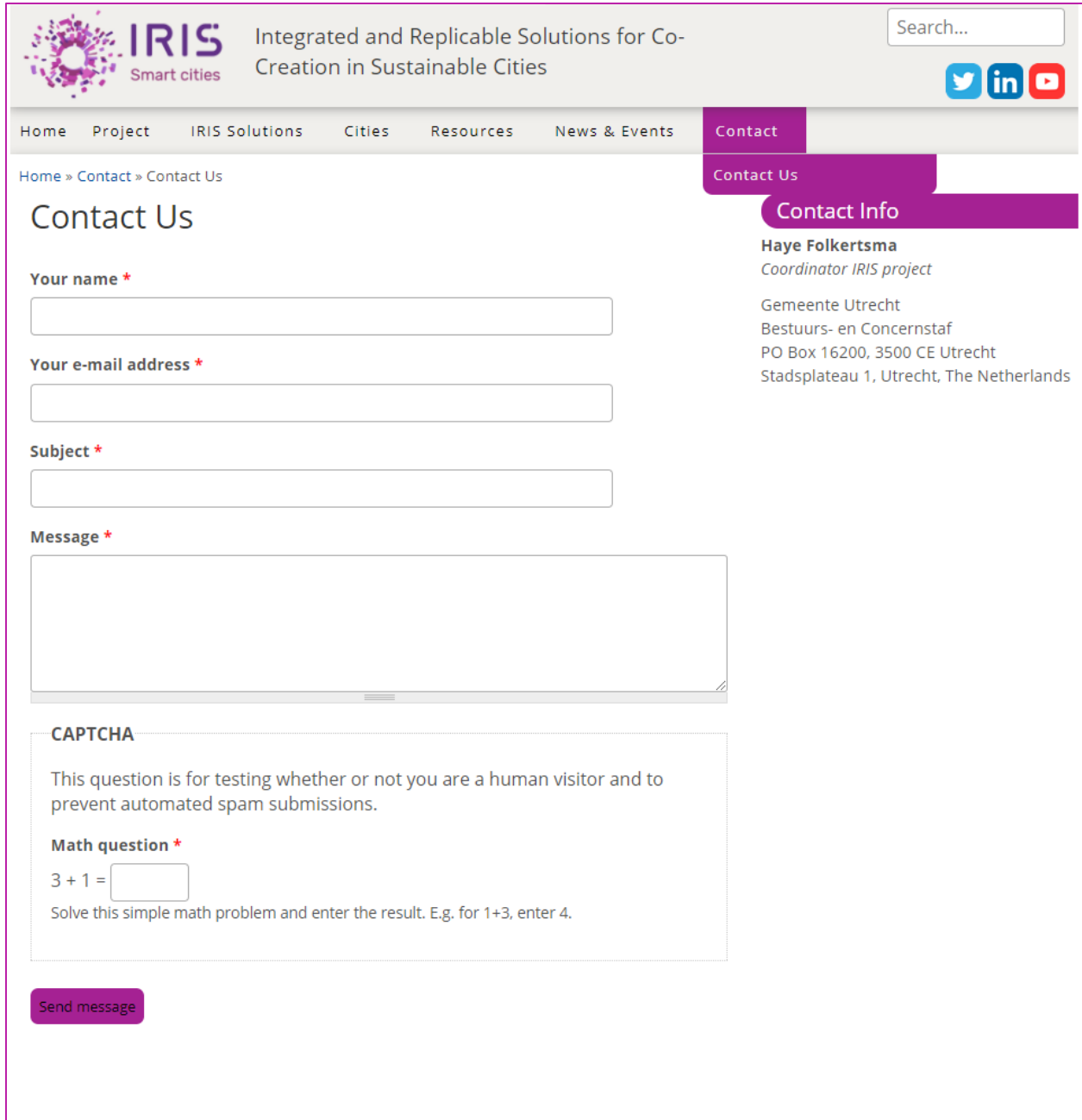
This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation under grant agreement no 774199.  
 Copyright © 2017 The IRIS Smart Cities Consortium

Member Login

Figure 8 IRIS Events tab

### 2.3.7. Contact

This tab of the website allows the interaction between visitors and the program communication coordinators. There is a contact form that the visitor can use in order to send his message including feedback or other requests. Furthermore, in this section, one can find the contact information of the IRIS project coordinator.



The screenshot shows the IRIS website's 'Contact' tab. The header includes the IRIS logo, the tagline 'Integrated and Replicable Solutions for Co-Creation in Sustainable Cities', a search bar, and social media icons for Twitter, LinkedIn, and YouTube. The navigation menu includes 'Home', 'Project', 'IRIS Solutions', 'Cities', 'Resources', 'News & Events', and 'Contact'. The 'Contact' tab is active, showing a breadcrumb trail 'Home » Contact » Contact Us' and the title 'Contact Us'. The main content area contains a contact form with fields for 'Your name \*', 'Your e-mail address \*', 'Subject \*', and 'Message \*'. Below the form is a CAPTCHA section with a text explanation and a math question '3 + 1 ='. A 'Send message' button is at the bottom. On the right, a 'Contact Info' sidebar lists the coordinator's name, title, and address.

**IRIS** Smart cities  
 Integrated and Replicable Solutions for Co-Creation in Sustainable Cities

Search...

Home Project IRIS Solutions Cities Resources News & Events **Contact**

Home » Contact » Contact Us

## Contact Us

**Your name \***

**Your e-mail address \***

**Subject \***

**Message \***

**CAPTCHA**

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

**Math question \***

3 + 1 =

Solve this simple math problem and enter the result. E.g. for 1+3, enter 4.

**Send message**

**Contact Info**

**Haye Folkertsma**  
 Coordinator IRIS project

Gemeente Utrecht  
 Bestuurs- en Concernstaf  
 PO Box 16200, 3500 CE Utrecht  
 Stadsplateau 1, Utrecht, The Netherlands

Figure 9 IRIS Contact tab

### 3. IRIS presence on social media

Currently, 3 main social media channels have been created, namely Twitter, LinkedIn and YouTube Channels. The plan is to extend the list of the social media reach in the coming months, by using for example SlideShare and a Flickr photo stream.

#### 3.1. IRIS on Twitter

Twitter is an online social networking and news sharing platform, where users post and interact with messages, namely the “tweets”. This social media platform is very popular among groups of people of various ages and backgrounds and it is currently used for a wide range of purposes, from commenting on famous personalities and sports events to sharing news on politics and economics. Because of its huge popularity and usage, it is a great tool for a project such as IRIS in order to share all latest implementations and progress of the work plan. Furthermore, since Twitter allows for the provision of short and easy to understand messages to the followers of the project, dedicated project tweets will refer to the project news and content along with a live information feed from the project’s meetings and organized events. Moreover, through Twitter, IRIS findings will be presented to policy-makers in a direct way.

A few examples of the already realized usage of the project’s Twitter account are presented in the following pictures:

<https://twitter.com/IRISmartcities>



Figure 10 IRIS Twitter account



Figure 11 IRIS tweet posts

## 3.2. IRIS on YouTube

YouTube is an online video-sharing platform, widely known and used by different type of audiences for many different purposes, from entertainment to professional and business related.

The IRIS project already has its own account, which will be used for publishing videos related to events, sharing knowledge and lessons learned, providing material for researchers and communicating the latest news and project results.

[https://www.youtube.com/channel/UCVZPWV3\\_lx4xF1aXItY9E8w](https://www.youtube.com/channel/UCVZPWV3_lx4xF1aXItY9E8w)

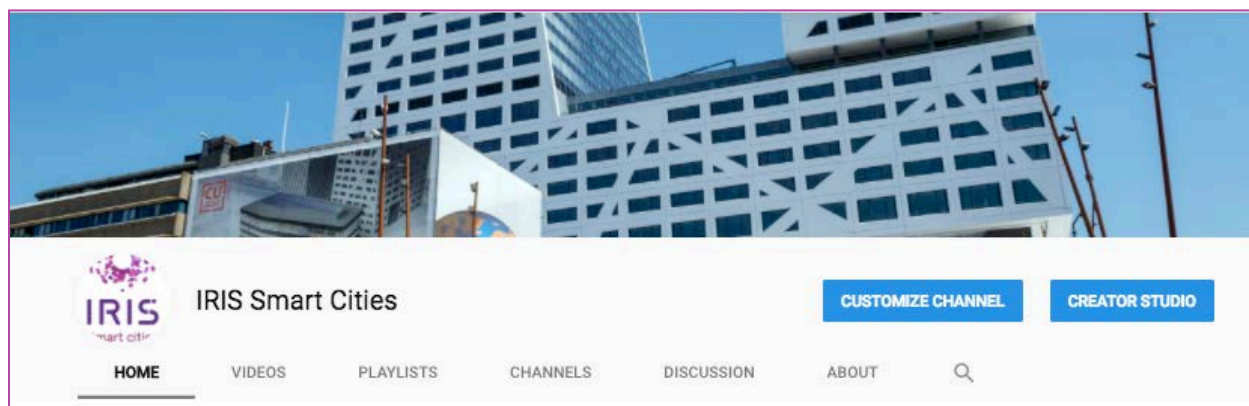


Figure 12 IRIS YouTube account

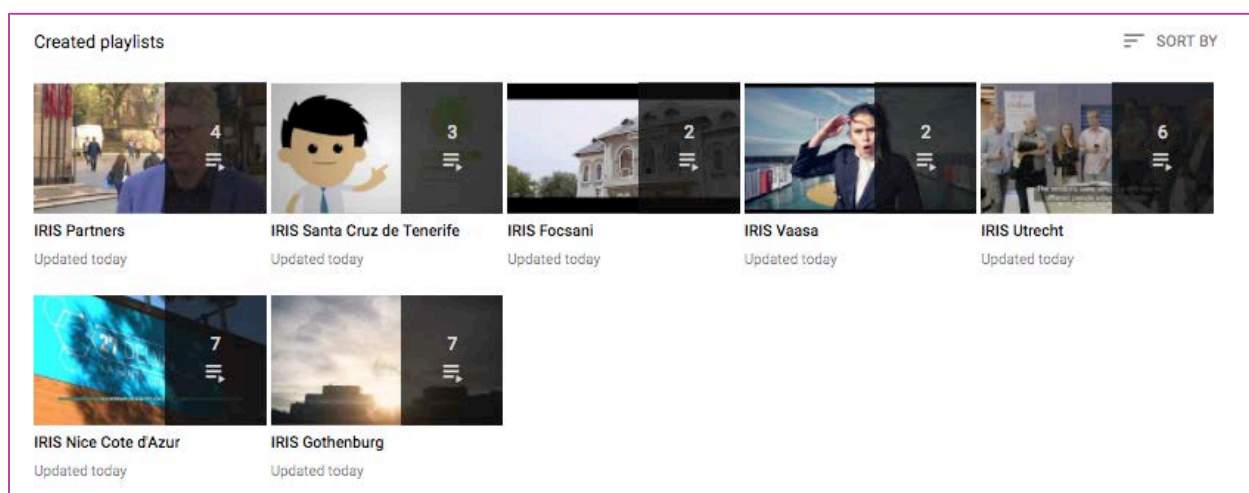


Figure 13 IRIS YouTube playlists

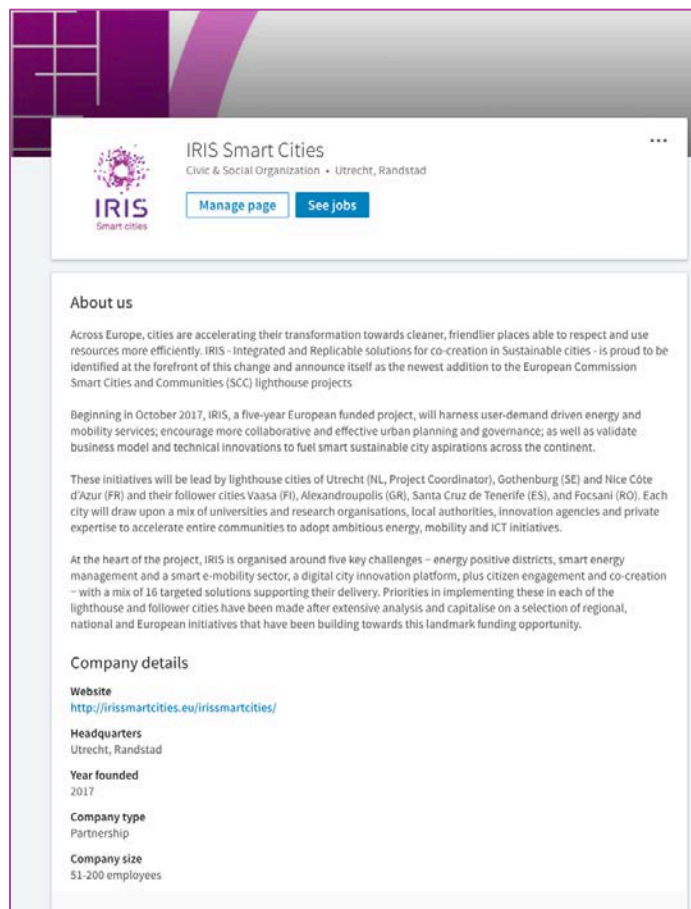
## 3.3. IRIS on LinkedIn

LinkedIn is an online platform for business- and employment-oriented social networking services. An account in such an online platform is of major importance for IRIS since it will facilitate the communication with specific target groups and online communities such as ICT professionals, researchers, technical innovation groups and engineers. Maintaining contact with such groups and



individuals will not only assist in communicating the project's results and content in such audience but also in finding contribution and support by specialists in certain domains essential for the project.

<https://www.linkedin.com/company/27090842/>



**IRIS Smart Cities**  
Civic & Social Organization • Utrecht, Randstad

**About us**

Across Europe, cities are accelerating their transformation towards cleaner, friendlier places able to respect and use resources more efficiently. IRIS - Integrated and Replicable solutions for co-creation in Sustainable cities - is proud to be identified at the forefront of this change and announce itself as the newest addition to the European Commission Smart Cities and Communities (SCC) lighthouse projects

Beginning in October 2017, IRIS, a five-year European funded project, will harness user-demand driven energy and mobility services; encourage more collaborative and effective urban planning and governance; as well as validate business model and technical innovations to fuel smart sustainable city aspirations across the continent.

These initiatives will be lead by lighthouse cities of Utrecht (NL, Project Coordinator), Gothenburg (SE) and Nice Côte d'Azur (FR) and their follower cities Vaasa (FI), Alexandroupolis (GR), Santa Cruz de Tenerife (ES), and Focsani (RO). Each city will draw upon a mix of universities and research organisations, local authorities, innovation agencies and private expertise to accelerate entire communities to adopt ambitious energy, mobility and ICT initiatives.

At the heart of the project, IRIS is organised around five key challenges – energy positive districts, smart energy management and a smart e-mobility sector, a digital city innovation platform, plus citizen engagement and co-creation – with a mix of 16 targeted solutions supporting their delivery. Priorities in implementing these in each of the lighthouse and follower cities have been made after extensive analysis and capitalise on a selection of regional, national and European initiatives that have been building towards this landmark funding opportunity.

**Company details**

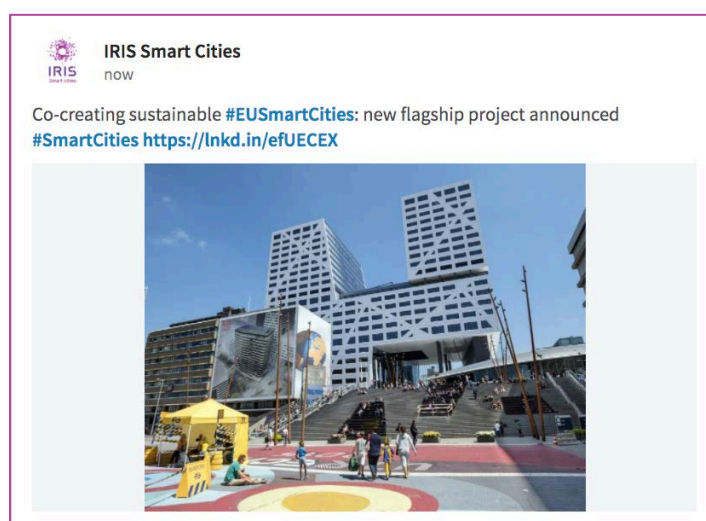
**Website**  
<http://irissmartcities.eu/irissmartcities/>

**Headquarters**  
Utrecht, Randstad

**Year founded**  
2017

**Company type**  
Partnership

**Company size**  
51-200 employees



**IRIS Smart Cities**  
now

Co-creating sustainable **#EUSmartCities**: new flagship project announced **#SmartCities** <https://lnkd.in/efUECEX>




Figure 14 IRIS on LinkedIn

## 4. Conclusions

This deliverable aims at presenting the current version of the website and the social media presence of the project as early as the first month of the project's lifetime, that will work towards establishing an effective dissemination strategy, which will accomplish to address all different target groups and create awareness of the implementations and of the smart solutions developed within the framework of the IRIS project. The applied strategy will assure that all project outcomes are communicated to a wide audience including stakeholders, end-users and the general public so that IRIS establishes great impact. The solutions and technologies that will be developed throughout the project's duration do not aim to remain on demonstration and experimentation level, but to being replicated and implemented in order to move towards sustainable European cities. Therefore, raising awareness by realizing a well-planned and designed dissemination approach is of great importance in order to achieve those goals.

Already by the first month of the project, the website and some of the main social media presence (Twitter, LinkedIn, YouTube) were publicly available, so that the audience has quick and easy access to all project related aspects. More social media accounts will be developed and the website will be constantly updated and enhanced in order to provide up to date news and information on the IRIS progress.



## 5. References

- [1] <http://irisSmartCities.eu>
- [2] <https://twitter.com/IRISsmartcities>
- [3] [https://www.youtube.com/channel/UCVZPWV3\\_lx4xF1aXltY9E8w](https://www.youtube.com/channel/UCVZPWV3_lx4xF1aXltY9E8w)
- [4] <https://www.linkedin.com/company/27090842/>