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Deliverable 10.6

Interim report on national and international conferences

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Executive Summary

The objective of this report is to provide an overview of IRIS representation and participation in international and national events, including webinars, as a result of T10.5. With the aim to evaluate and where possible, improve the contribution of the communication and dissemination actions at international and national events and webinars.

IRIS representation at and participation in international and national events, including webinars, is essential in order to:

- build awareness and trust in IRIS actions and solutions to accelerate the replication of smart city solutions among professional audiences and citizens alike;
- facilitate knowledge exchange and transfer in academia, research and policy spheres;
- inspire a broader public to move towards a long-term sustainable behaviour change and assist the adoption of new technologies and services.

Having said this, the number of events relevant to IRIS-objectives and partners, organized by all kinds of organizations and networks at national, international and global level, turned out to be so huge and diverse that selection quickly became essential to ensure representation/participation at events with largest impact for IRIS objectives, and to avoid overburdening of IRIS partners with travel costs and (re)presentation requests. To this end, T10.5 selected **20 key deliverables** of the 115 deliverables that IRIS is to deliver, that have the most potential for communication, dissemination and replication of IRIS results. In addition, T10.5 identified **3 groups of IRIS-relevant events**:

> A: events with very high expected impact of IRIS communication and dissemination:
> *Example: European Sustainable Energy Week.*
> B: events with considerable expected impact of IRIS communication and dissemination:
> *Example: Smart City Expo & World Congress.*
> C: sector-specific and expert 'thought leadership' events.
> *Example: FIWARE summit.*

At all levels, events with the highest expected impact were actively communicated within IRIS. For level A and B representation/participation, support was offered through coordination activities, social media, materials, and award nomination texts. For level A and B, cooperation was sought with **WP2**, 'EU-wide cooperation with ongoing projects, initiatives and communities'. For level B, cooperation was often sought also with **WP8** 'Replication by Lighthouse regions, Follower cities, European market uptake'.

This interim report shows that not all relevant target groups have been targeted yet (. For example, the city networks of EUROCITIES (Environment, Knowledge Society Forum) and Energy Cities). Connections with these networks will be intensified in M31-M60, where possible in cooperation with WP2.

Table of Contents

List of Figures

List of Tables

List of Abbreviations and Acronyms

Abbreviation	Definition
C&D	Communication & Dissemination
CIP	City Innovation Platform
EC	European Commission
EUSEW	European Sustainable Energy Week
EWRC	European Week of Regions and Cities
FC	Follower City (= Fellow City) in the IRIS project
LH	Lighthouse City in the IRIS project
OASC	Open and Agile Smart Cities
SCIS	Smart Cities Information System
WP	Work Package

1. Introduction

1.1. Scope, objectives and expected impact

This Deliverable D10.6 is related to Task 10.5 within WorkPackage 10 'Communication and dissemination'. Within Work Package 10, Task 10.5 focuses on 'National and international events'. This Task contributes to Objective 10.5 in the Grant Agreement: "Coordinate dissemination and stakeholder engagement activities at local, national and EU level, attending to conferences, workshops, and energy events related to the topic."

Task 10.5 focuses on the **coordination of IRIS-representation at relevant national and international events** <u>other than</u> **those organized by SCC01 selected projects (the running Lighthouse projects, EIP-SCC, SCIS)**. The cooperation between SCC01-projects and IRIS is coordinated by WP 2 'EU wide cooperation with ongoing projects, initiatives and communities'.

T10.5 communication and dissemination activities and national and international events are critical to:

➢ Build awareness and trust in IRIS actions and solutions to accelerate the replication of smart city solutions among professional audiences and citizens alike.
➢ Facilitate knowledge exchange and transfer in academia, research and policy spheres.
➢ Inspire a broader public to move towards a long-term sustainable behaviour change and assist the adoption of new technologies and services.

The expected impact of Task 10.5 is the communication of the project and dissemination of project's results, in support of knowledge transfer and replication, through plenary presentations, poster sessions, and participation in workshops at events. To this end, a wide variety of audiences is targeted, including:

❖ **Non-specialist audiences** (communication), e.g. during the annual European Week of Regions and Cities and/or the Green Week in Brussels.
❖ **Specialist audiences** (dissemination), such as participants in the Smart City Expo and World Congress in Barcelona, TM Forum, and the World Electric Vehicle Symposium and Exposition (EVS).

This Deliverable D10.6 summarizes the activities and results of IRIS representation and participation in national and international events from M1 to M30 of the IRIS project. As such, it is an interim report halfway the IRIS project to capture lessons learnt and distil recommendations for the second half of the project. Final report on national and international events it to be delivered in M60 of the project.

1.2. Contributions of partners

Contributions to this Deliverable have been provided by UTR, CERTH and ESCI directly, and by many other IRIS partners indirectly through reports on events by email, social media and content for the IRIS website. Many more partners have (re)presented IRIS in events.

1.3. Relation to other activities

Deliverable D10.6 is related to the following other IRIS Tasks / Deliverables:

o   T10.1 Communication and Dissemination Plan and Secretariat / D10.10: First update of Communication and Dissemination Plan, as this is the overarching framework for T10.5 activities.

o   T10.2 Compelling IRIS content for distribution to high volume digital and mass media / D10.4: Interim social media and content distribution monitoring report, as this supports the analysis of the impact of T10.5 activities and contributes to focus on most relevant and effective events.

o   T2.1 Cooperation with selected Lighthouse projects [and initiatives] / D2.1: Lessons learnt though cooperation with other Lighthouse projects, as cooperation with other Lighthouse projects and related activities (most notably SCIS) is essential for both efficiency and impact of communication and dissemination activities of the different projects (e.g. joint presentation at meetings, and collaboration between projects for SCIS Solution Booklets).

o   T8.7 European scale up activities / D8.13: Establish and operate IRIS European smart cities network with Seven European level regional arrangements, as cooperation with existing European smart cities networks (most notably as established by finished and running Lighthouse projects) is essential for both efficiency and impact of communication and dissemination activities of the different projects.

1.4. Structure of the deliverable

After the introduction on scope, objectives, expected impact, contributions of partners, and relation to other activities in Chapter 1, Deliverable 10.6 describes in Chapter 2 how national and international events have been targeted for IRIS communication and dissemination. Followed in Chapter 3 by a more elaborated description of the most critical international events that IRIS partners participated in M1-M30. Chapter 4 presents the most important national events that IRIS partners participated. Chapter 5 introduced the academic conferences in which the IRIS partners presented scientific knowledge created in the project, while Chapter 6 presented the Webinars organized during M1-M30. Chapter 7 summarizes how T10.5 activities and results have been relevant to other Work Packages. Chapter 8 concludes with the main lessons learnt, and recommendations for T10.5 in the second half of the IRIS project.

2. Methodology

2.1. Key deliverables for campaigns

The number of events relevant to IRIS-objectives and partners, organized by all kinds of organizations and networks at national, international and global level, is so huge and diverse that selection quickly became essential to ensure representation/participation at events with largest impact for IRIS objectives, and to avoid overburdening of IRIS partners with travel costs and (re)presentation requests. To maximize the impact of IRIS communication, dissemination and replication, WP2 partners identified **20 Key Deliverables (see Annex 1)** among the 115 Deliverables that IRIS will produce in her five years run time. The authors of these Deliverables will be supported in taking the most effective stage at the right time to present their results to the solutions' most important stakeholders. This targeted communication and dissemination strategy will be supported by WP10 products (e.g. content from T10.2, on- and offline communications from T10.5, and scientific/white papers). And linked with WP2 activities (e.g. Activity 5: Ongoing stakeholder analysis) and networks (notably SCIS). The IRIS Key Deliverables will be connected with events/stages on a local/national, European and global level to create coherence and momentum.

2.2. Selection of events

T10.5 identified **3 groups of IRIS-relevant events (see Annex 2)**:

> A: events with very high expected impact of IRIS communication and dissemination:
>> Example: European Sustainable Energy Week.
> B: events with considerable expected impact of IRIS communication and dissemination:
>> Example: Smart City Expo & World Congress.
> C: sector-specific and expert 'thought leadership' events.
>> Example: FIWARE summit.

In selecting events, care has been taken to include:

- ❖ cities that are not (yet) partner in Lighthouse projects as Lighthouse or Fellow cities,
- ❖ citizens,
- ❖ industry representatives,
- ❖ EC policy developers,
- ❖ researchers,
- ❖ investors.

At all three levels, events with the highest expected impact were actively communicated within IRIS. For level A and B representation/participation, support was offered through coordination activities, social media, materials, and award nomination texts. For level A and B, cooperation was sought with WP2, 'EU-wide cooperation with ongoing projects, initiatives and communities'. For level B, cooperation was often sought also with WP8 'Replication by Lighthouse regions, Follower cities, European market uptake'.

2.3.   IRIS events calendar on EMDESK

The C&D plan included an ongoing communication agenda in order to coordinate the (re)presentations of IRIS at specific national and international events outside of the IRIS project. This communication agenda has been set up in the IRIS shared document repository **EMDESK**, under its **Calendar**. This EMDESK Calendar shows what's coming up where and who intends to participate so that partners can prepare together. All partners can add ("schedule") and edit IRIS-related events on the EMDESK Calendar. The Calendar is maintained by the T10.5 leader (UTR).
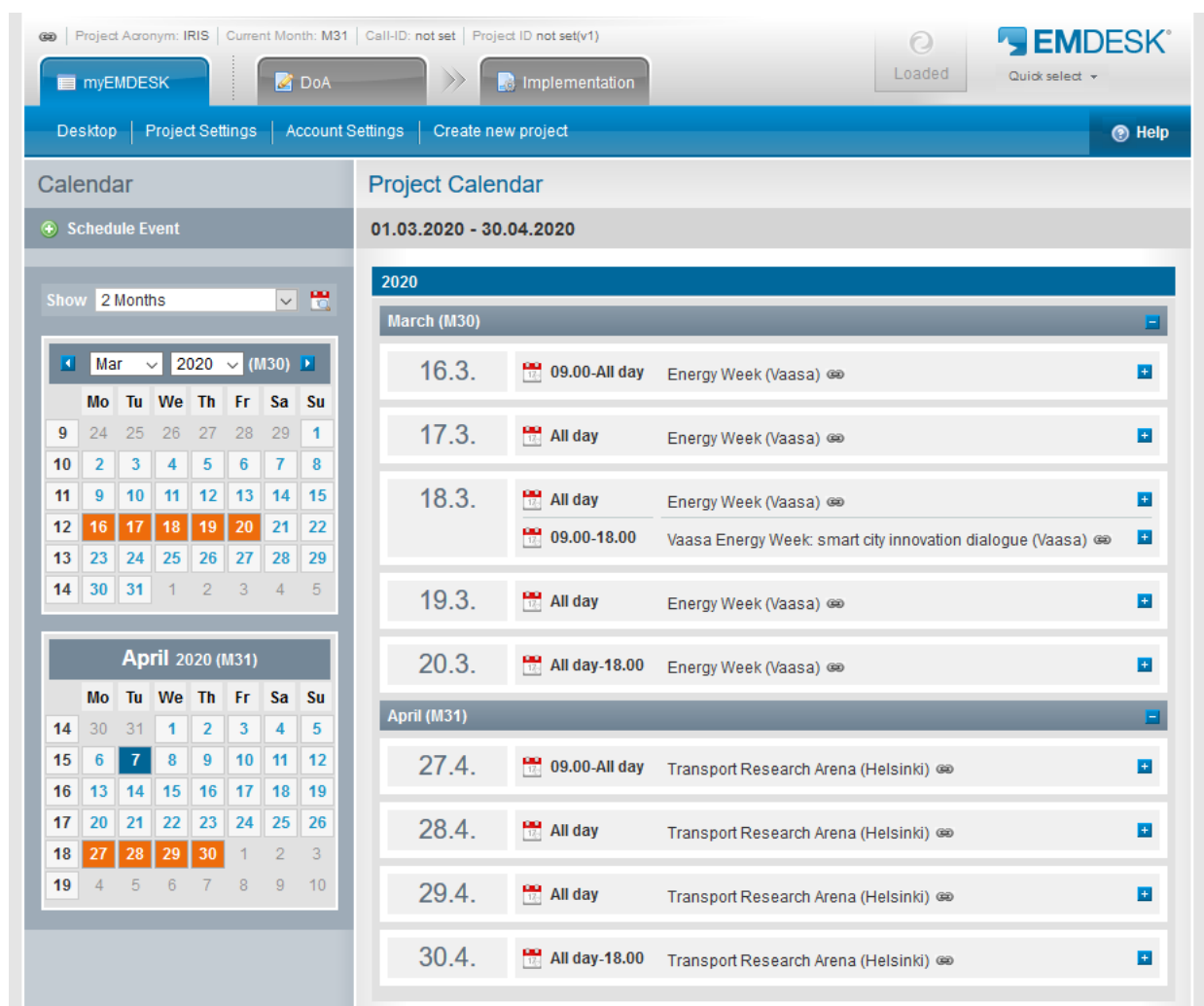
Figure 1 Screenshot of the IRIS Events Calendar on the EMDESK

For reporting purposes, an overview of events is maintained in an online spreadsheet by UTR and ESCI, based on input from the IRIS Communications group (related to the WP10 coordinator-led 3-monthly virtual meetings) (Annex 3). Chapters 3 and 4 highlight the most remarkable of these events.

2.4. Cooperation with other Lighthouse projects and initiatives

Increasingly, IRIS works together with other Lighthouse projects and initiatives for most efficient and effective communication and dissemination. The main lines of collaboration are in the SCC01 Task Group Communication and Dissemination and in the Task Group replication (of which IRIS is the chair, with Lighthouse project +CityxChange as vice-chair). Both Task Groups actively communicate relevant international and national events to each other, to facilitate cooperation and joint undertakings.

With the development of the SCIS event calendar, the role of IRIS EMDESK Calendar is now mostly to keep track of what IRIS partners plan to participate in what meeting for IRIS-internal collaboration and reporting purposes.

3. IRIS at international events

3.1.   Smart City Expo Barcelona

The Smart City Expo in Barcelona is a global marketplace for a wide range of smart city sectors. It attracts a very large audience (2019: 21,000 smart city stakeholders) from all over the world, among which approximately 700 cities. The Smart City Expo, therefore, offers global dissemination opportunities. Participation by all Lighthouse projects is consequently supported by the EC and the Lighthouse projects Board of Coordinators. IRIS participated with the Lighthouse projects in a joint stand. every year since the project kicked off in October 2017.

3.1.1. Smart City Expo Barcelona 2017

IRIS participated in the Smart City Expo World Congress in Barcelona in November 2017 with two partners (UTR, JSP) and two official speaking slots (UTR, JSP).

3.1.2. Smart City Expo Barcelona 2018

IRIS participated in the Smart City Expo Barcelona in November 2018 with eight partners (UTR, NCA, JSP,IMCG, CCS, SP, ESCI, CIV) and one speaking slot (CIV) in which was announced that all three IRIS Lighthouse cities are frontrunner cities in the FIWARE Foundation and TM Forum joint collaboration program to support the adoption of a reference architecture and compatible common data models.

3.1.3. Smart City Expo Barcelona 2019

IRIS participated in the Smart City Expo Barcelona on in November 2019 with six partners (UTR, GOT, IMCG, JSP, ATMA, CIV) and two official speaking slots (GOT, UTR, CIV).

Figure 2 IRIS in Smart City Expo Barcelona 2019 Lighthouse Showcase event

Figure 3 IRIS in Smart City Expo Barcelona 2019 Open Data Showcase event

3.2.   EU-China Smart Sustainable Cities (2019)

The EU-China Smart Sustainable Cities Event, December 2019 in Brussels, brought together around 40 actors involved in EU-China Cooperation on sustainable urban development. IRIS Project Coordinator Roel Massink (UTR) presented the IRIS project as part of the program line Pathways to urban innovation, highlighting the experiences of the City of Utrecht in how R&I projects such as IRIS can support and inspire public urban administration in their transition to urban sustainability.

3.3.   European Week of Regions and Cities

The European Week of Regions and Cities brings together regions and cities from all over Europe, including their political representatives, officials as well as experts and academics, to exchange and discuss regional policies. In 2019, the European Week of Regions and Cities attracted 9.000 participants in more than 330 sessions.

3.3.1. European Week of Regions and Cities 2018

Being aware of the Week's very relevant target group of regions and cities for communication and dissemination, IRIS participated in the European Week of Regions and Cities 2018 with five partners (GOT, UTR, NCA, VAASA, JSP) and an official session focused on decision-makers, organized by IRIS Lighthouse City of Gothenburg (Decision-maker focus). In the session, four IRIS cities - three Lighthouse, one Fellow - shared with the audience of 80 stakeholders how they have combined European funding mechanisms to accelerate their city strategies and aims. They also shared the impact they intend to create, based on their new analysis of end-user, business, citizen and technical requirements for replication.

3.4.   TM Forum, FIWARE Summit

TM Forum is a global non-profit network of the telecom industry.

The FIWARE Summit is a meeting place for developers, entrepreneurs, political decision makers, thought leaders, business executives and investors, including >100 cities. It aims at the exchange of expertise, lessons learnt and drafting of policy recommendations.

3.4.1. European TM Forum 2018, 2019

IRIS participated in the European TM Forum May 2018 (Nice) and May 2019 (Nice), presenting IRIS project results and exchange of expertise on standards and interoperability to support city-needs driven development of industry standards. Participation in the events contributed to WP4 City Innovation Platform

3.4.2. FIWARE Summit 2018, 2019

IRIS participated in the FIWARE Summit in November 2018 (Malaga) and in May 2019 (Genoa) with three partners, in both events to reach a common data model and common API for the CIP Data Market.

All three IRIS Lighthouse cities joined the TMForum and FIWARE Foundation joint collaborative Frontrunner program to support the adoption of a reference architecture and compatible common data models that underpin a digital market of interoperable and replicable solutions for smart cities. This cooperation was established during the Smart City World Expo & Conference in November 2018 (Barcelona) and elaborated during the FIWARE summit in November 2018 (Malaga).

3.5.   Innovation and Networking Days

The Innovation and Networking Days, organized by Fraunhofer FIT in collaboration with other European research institutions, allow innovators from industry, research and public administrations to meet, share, network and discuss different facets of a broad topic(s).

3.5.1. Innovation and Networking Days Bonn 2019

The Innovation and Networking Days 2019 were co-organized by Fraunhofer FIT (Germany) LINKS Foundation (Italy) and by the Centre for Research and Technology CERTH (Greece) in Bonn. The focus of the 2019 edition was the topics of Smart City and Energy, as well as the Intelligent Processes. CERTH present IRIS in the keynote speech of the event.

4. IRIS at national events

IRIS local ecosystems partners are active with numerous events in their region. Below we are highlighting one example from each region.

4.1.   National events: The Netherlands

4.1.1. Inauguration of the world's first bidirectional car charging ecosystem by King of the Netherlands (2019)

Figure 4 King of the Netherlands inaugurates new bidirectional ecosystem in Utrecht World premiere for Renault and We Drive Solar

His Majesty King Willem-Alexander launched a new durable energy and mobility ecosystem in Utrecht on 21 March 2019. The system deploys shared electric Renault ZOE cars and charging stations, enabling the Renault ZOE to both charge and discharge.

This innovation makes the Renault ZOE a battery on wheels, which can store solar energy and later return it to the electricity grid. This enables a more efficient use of sustainable solar and wind energy. The bidirectional technology will optimize the recharge costs for customers and will expand on a massive scale.

The city of Utrecht is the first Dutch municipality to choose to implement the new energy and mobility system on a large scale. At least 145 bidirectional charging points will be installed in the city.

This world introduction in Utrecht is also the first deployment of the new ISO15118 protocol for AC bidirectional charging that is currently finalized. This protocol allows a bidirectional exchange of energy and therefore makes it in future possible for electric cars to actively take part in smart energy networks.

4.2.   National events: France

4.2.1. Innovative City (2018)

IRIS participated in the 7th (June 2018) edition of Innovative City in Nice, themed "Innovation for better life & smart business". This major event in the field of innovative, connected and sustainable cities welcomed 3,250 participants, nearly 200 speakers, and 140 exhibitors, including major industrial groups as well as start-ups and many international delegations.

Four IRIS partners (NCA, ENEDIS, EDF, UNS) participated in the event. NCA signed a new partnership with ENEDIS and EDF Provence-Alpes-Côte d'Azur. The signature reflects an ambitious investment policy

of 70 million euros with ENEDIS. The objective of this partnership is to set up a local organization and a unified governance, from the mountains to the coast. This strengthened coordination between public and private actors demonstrates once again the willingness of NCA to pursue its development policy focused on Smart City, Energy Transition and Smart Grids.

Another highlight of Innovative City was the conference "Universities, Territories and Economic Development: What tools at the service of citizens? ", during which UNS (GREDEG-CNRS) presented IRIS.

4.3. National events: Sweden

4.3.1. Cleantech matchmaking (2018)

During the 2018 Gothenburg Tech Week (a yearly event covering the full range from tech to business) IRIS was involved in two of the many events taking place, among which the Cleantech Matchmaking Event. In this event, 40 cleantech start-ups from the Nordic region met with 10 leading industry actors from across different sectors – with the start-ups being in charge of the matchmaking. IRIS partners were actively involved in this event, among which HSB, RISE, JSP and Metry, which was very rewarding for both big and small.

4.3.2. Inauguration of Viva building (2019)

In September 2019, the unique local housing association Viva was inaugurated in Guldheden in Gothenburg. The 132 apartments of Viva are unique in that several innovative housing solutions in terms of social, economic and environmental sustainability are used full scale in the association, including solutions that have never been tested before in housing projects in Sweden. Among the innovations are the repurposing of bus batteries as solar energy storage in the apartments, innovative mobility solutions that enable living without owning a car, Ecosystem Service Analysis, use of more durable concrete with 30% less CO2 emissions, and environmental building Gold certification. Viva was initiated by IRIS partner Riksbyggen in collaboration with IRIS-partners in the Positive Footprint Network Johanneberg Science Park, Chalmers, Gothenburg University, Göteborg Energi, the City of Gothenburg and RISE - Research Institutes of Sweden.

Figure 5 Viva housing association in Gothenburg

4.4.   National events: Finland

4.4.1. Vaasa Energy Week (2018-2019-2020)

The annual Vaasa EnergyWeek gathers energy stakeholders from all over the world to share information, hear about the latest news and most interesting cases, extend their networks and do business. Topics include digitalization, batteries and storage, circular economy, future smart cities, energy regulation, business and innovation. IRIS participated in the Vaasa Energy Week every year since the start of the IRIS project. In 2020 IRIS partners VAASA and MERI organized a smart energy innovation dialogue: an international meeting place for innovation support and research commercialization experts around smart energy in 2020, so that they can discuss, share and learn about hot topics and trends in bringing innovation and technological discovery to market.

4.4.2. Tampere Smart City Week (2020)

IRIS participated in the Tampere Smart City Week in January 2020, aimed at cooperation with local and national smart city actors. Part of the week was a replication day, organized by Lighthouse project MatchUp, inviting all four other Finnish Lighthouse and Fellow cities, as well as local and national stakeholders. The IRIS Fellow City of Vaasa presented IRIS at the event and participated in many of the event's replication workshops.

4.5.   National events: Greece

4.5.1. SMILE2MATCH (2019)

CERTH presented IRIS in SMILE2MATCH conference in July 2019 (Thessaloniki). The SMILE2MATCH event, jointly organised by the Smart Island Energy System (SMILE) H2020 project and the Enterprise

Europe Network brought together business, research and government actors dealing with the creation of sustainable islands. Participants from multiple European countries discussed and established new international cooperations in the fields of renewable energy production, smart grids, electric mobility and energy storage solutions.

4.6.   National events: Spain

4.6.1. Smart City Expo Barcelona (2019)

IRIS Fellow city Santa Cruz de Tenerife City Council participated in the 2019 edition of the Smart City Expo World Congress (SCEWC) held in Barcelona. Santa Cruz de Tenerife participated for references and effective methods to make Tenerife's capital a greener, open and livable city, in which public transport co-exists with new mobility options and in which economic models are promoted collaborative to achieve a more inclusive, fair, sovereign and equitable city.

4.7.   National events: Romania

4.7.1. International Conference on Energy and Environment (2019)

Focsani Fellow City partner UPB represented IRIS in the 9th International Conference on Energy and Environment (CIEM) in Timisoara, October 2019.

5. IRIS at Academic Events

5.1.   17th International Open and User Innovation Conference

Cross discipline collaboration and innovation was the heartbeat of this annual Utrecht University conference (8-10 July 2019). The event gathered around 200 researchers from various disciplines such as innovation or strategic management, organization design, marketing, intellectual property rights management, entrepreneurship, and public policy, all exchanging on the latest research findings and plans in the field. IRIS partners and endeavours submitted three papers:

Chris Eveleens and Mark Sanders (both from Utrecht University, UU) presented two IRIS papers entitled: "The impact of incubation on start-up performance; Smart city, user and radical innovations" and "A citizen innovation challenge as a way to identify and develop user innovations in low-income groups" in a session dedicated to 'Institutions, Innovation Law and Policy'. Chris Eveleens' analysis of archival data from two Utrecht incubators showed that incubation is helpful to new ventures and that, if anything; smart city innovations benefit more from incubation than normal ventures. This evidence supports the fact that smart city programs should consider business incubation as a tool to promote the transition.

Mark Sanders presented an ongoing project in the IRIS project in Utrecht to elicit suggestions and ideas to collect and further develop user innovations from Kanaleneiland, the low-income demonstration

district for the IRIS-project in lighthouse city Utrecht. In the discussion that followed his presentation, some valuable contacts were established, and Mark received several helpful hints from the audience regarding similar projects in Germany and Sweden.

Carolin Eckinger (UU) presented her bachelor thesis written within the scope of the IRIS project in the 'User and social entrepreneurship' track. The presented research addressed the link between user innovation and business incubators and how incubators can be a possible tool for their success. The audience consisted of about 15-20 people, including professor Erich von Hippel (Harvard), founding father of the field of user innovation research. Carolin presented a new index built to identify user innovations in a dataset of start-ups and then presented preliminary results showing business incubation benefits user and non-user innovations alike, but a selection bias against user innovations in incubation programs is likely. The index proposed was well received.

Overall, the presentations allowed the IRIS team to pitch research conducted and provided an opportunity to highlight the importance of user innovations as well as the IRIS project itself. The feedback received was positive since other researchers were working on topic related research or valued the importance of the topic introduced.

6. Webinars

6.1.   Vehicle-to-grid technology (2019)

In September 2019, IRIS organized a webinar on vehicle-to-grid technology implementation and scale-up in Utrecht in The Netherlands: the first city in the world with a large-scale network of V2G-chargers using a global open protocol ISO15118, which will play an important role in our future energy systems. The webinar was attended by 42 stakeholders and has been viewed 1329 times since being presented live (on YouTube + Slideshare, 5 April 2020).

6.2.   Second life batteries in residential buildings (2019)

In April 2019, IRIS organized a webinar on safety considerations when installing 2nd life batteries in residential buildings, in which lessons learnt and best practices were shared. The webinar has been viewed 78 times (on YouTube, 5 April 2020).

6.3.   How numerical software tools support the creation of replication plans in smart cities energy projects (2019)

In December 2019, IRIS organized a webinar in cooperation with Lighthouse project PoCityF to familiarize EU-based municipalities and other relevant stakeholders (energy policy makers, architects, engineers, constructors) with representative numerical tools and available software that can be utilized for supporting feasibility studies and replication activities. These tools can be used by both Lighthouse cities and Follower cities. The webinar was attended by 25 stakeholders, while after the event the webinar has been viewed 487 times (on YouTube + Slideshare, 5 April 2020).

6.4.   Developing and applying a successful Mobility as a Service business model (2020)

In March 2020, IRIS organized a webinar on successful MaaS business models. The webinar was viewed 42 times in the two weeks after it's live presentation (on YouTube + Slideshare, 5 April 2020).

7. Output to other work packages

7.1. WP2

The work of Task 10.5 is closely related to the work of WP2 'EU-wide cooperation with ongoing projects, initiatives and communities', yet complementary: T10.5 focuses on audiences *outside* ongoing Lighthouse projects and related initiatives. However, WP2 and T10.5 have been strongly supporting each other by sharing stages, addressing mixed Lighthouse/non-Lighthouse project audiences, and working together on (re)presentations by IRIS partners in relevant international and national events that were (co-)organized by one or more Lighthouse projects and/or initiatives.

An example of this cooperation based on complementarity is the IRIS representation at the Smart City Expo & World Congress in Barcelona, where IRIS participated in the EIP-SCC stand of all ongoing Lighthouse projects through WP2 while supporting IRIS partners in their (re)presentations at the Agora and in the national Pavillions as part of T10.5.

Another example is the cooperation between T10.5 and WP2 (T2.3) to reach non-Lighthouse project audiences *through* cooperation with other Lighthouse projects, for example by submitting a joint application for a policy session at the European Sustainable Energy Week (EUSEW).

7.2. WP8

The work of T10.5 is very relevant and closely related to the work of WP8 'Replication by Lighthouse regions, Follower cities, European market uptake'. T10.5 supports WP8 by communicating relevant international and national events to IRIS Follower cities, as well as communicating events (co-)organized by IRIS Follower cities to audiences outside IRIS.

In addition to serving Follower cities, T10.5 actively cooperates with WP8 (and WP2) to (re)present IRIS at events that are attended by audiences outside ongoing Lighthouse projects.

An example of T10.5 support to WP8 has been the small-scale exploration of programs and audiences of the many different IRIS- relevant events organized year-round, for relevance specifically for IRIS Follower cities.

8. Conclusions and recomentations

The expected impact of Task 10.5 is the communication of the project and the dissemination of project's results, in support of knowledge transfer and replication, through plenary presentations, poster sessions, and participation in workshops at events, targeting non-specialist as well as specialist audiences.

This Deliverable D10.6 summarizes the activities and results of IRIS representation and participation in national and international events during the first half of the IRIS project, in order to capture lessons learnt and distil recommendations for the second half of the project.

8.1.   Conclusions

In the first 30 months of IRIS, 17 IRIS-partners have represented IRIS in international events. Both non-specialist and specialist audiences were reached at a wide array of events in all ten countries of IRIS, and more. Presentations were held, workshops and networking events attended, and webinars organized to build awareness and trust in IRIS actions and solutions, facilitate knowledge exchange and transfer in academia, research and policy spheres, and inspire the broader public to move towards a long-term sustainable behaviour change and assist adoption of new technologies and services.

In M31-M60, IRIS will need to move from visibility to credibility and inspiration. This entails a shift from mere participation to more presentation, increasing cooperation with other Lighthouse projects and initiatives, and including lessons learnt in replication.

More practically, it proved to be rather challenging to keep track properly of all the events that IRIS partners participated in and coordinate these activities for collaboration and reporting purposes.

Therefore, the following recommendations will be implemented in the coordination of T10.5 in coming months.

8.2.   Recommendations

- **Insititutionalized networks of cities** that were identified at the start of IRIS as having high impact potential have not been targeted well yet. Most importantly, these are the relevant fora of EUROCITIES (ENV, KSF) and Energy cities. While all three Lighthouse cities are members of EUROCITIES and one is member of Energy Cities. At the same time, these networks have a lot of members that are partners in Lighthouse projects. In line with developments in the SCC01 Board of Coordinators of Lighthouse projects, more cooperation with these networks as well as other Lighthouse projects and initiatives needs to be established to use communication and dissemination resources most effectively.

- More effort is needed from partners to maintain the **EMDESK Calendar** and the **overview of attended events** in the online spreadsheet, to use their full potential for IRIS-internal collaboration and external reporting purposes. In support of this, T10.5 leader (UTR) needs to be a full member of the WP10 communications group and of the virtual meetings that are organized by WP10 coordinator. With the new communication and dissemination phase IRIS moves into, these **meetings will be organized by WP 10 coordinator more regularly** from Spring 2020 onwards.
- To move effectively from visibility to credibility, more input may be necessary from the **WP 9 Monitoring and evaluation**.

9. References

[1] Smart Cities Information System (SCIS) calendar of events: https://smartcities-infosystem.eu/newsroom

Annex 1: 20 IRIS key deliverables

	Del nr	Deliverable title	Del owner	Month due
1	D4.5	Guide for integration and configuration of Fiware components and source code of the CIP core components and APIs of the CIP platform.	NCA	24
2	D8.1	A replication roadmap for Follower and other cities.	VAASA	25
3	D8.3	A replication toolbox for Follower and other cities.	VAASA	25
4	D4.3	Report on data governance within the CIP platform	NCA	30
5	D3.6	IRIS City innovation management performance and roadmaps	IMCG	36
6	D8.4	Replication Plan Vaasa	VAASA	36
7	D8.6	Replication Plan Alexandroupolis	ALEX	36
8	D8.8	Replication Plan Santa Cruz de Tenerife	SCT	36
9	D8.10	Replication Plan Focsani	FOCS	36
10	D9.6	Intermediate report after one year of measurement	RISE	38
11	D3.1	Learnings from innovative business model adaptation tool	UU	48
12	D3.4	SCUIBI-program 3.0 handbook for implementation in IRIS cities & beyond	UU	48
13	D5.8	Preliminary report on Utrecht lighthouse demonstration activities	UTR	48
14	D6.8	Preliminary report on Nice lighthouse demonstration activities	NCA	48
15	D7.8	Preliminary report on Gothenburg lighthouse demonstration activities	GOT	48
16	D5.9	Final report on Utrecht lighthouse demonstration results and lessons learnt	UTR	M60
17	D6.9	Final report on Nice lighthouse demonstration results & lessons learnt	NCA	M60
18	D7.9	Final report on Gothenburg lighthouse demonstration results and lessons learnt	GOT	M60
19	D2.1	Lessons learnt through cooperation with other Lighthouse projects (barriers and drivers in legislation, regulations and policies tackled together)	UTR	M60
20	D2.2	Report on development and application of standards for interoperability	CIV	M60

Annex 2: Categories of events

As Communication & Dissemination capacity and resources are limited[1], three levels of events are distinguished, with appropriate levels of support by the Communication & Dissemination Secretariat:

Level A: events with very high expected impact of IRIS communication and dissemination

Significant investment of Communication & Dissemination time, budget, and resources.

Table 1 Examples of Level A events: strong C&D support

'Level A' event	Type of organization. Relevance for IRIS
European Week of Regions and Cities	Large audience (6.000) of mostly regions and cities, European dissemination and replication opportunities
European Sustainable Energy Week	The biggest event in Europe dedicated to renewables and efficient energy use, attracting over 3,000 energy stakeholders in its 3-day policy conferencein Brussels with ample networking opportunities.
EUROCITIES Forum meetings	Platform of >140 cities in 39 countries, organized around six For a, among which Environment, Mobility, and Knowledge Society (ICT) forum. Small to fairly large audiences of city representatives (60-400). Exchange of lessons learnt; municipalities potentially interested in implementing IRIS solutions.

Level B: events with considerable expected impact of IRIS communication and dissemination

Limited investment of Communication & Dissemination time, budget, resources.

Table 2 Examples of Level B events: limited C&D support

'Level B' event	Type of organization. Relevance for IRIS
Smart City Expo & World Congress Barcelona (SCEWC)	Global marketplace and conference for wide range of smart city sectors. Very large audience (>20.000, representing a.o. 700 cities), fairly targeted (smart city stakeholders). Global dissemination and replication opportunities. *NB In 2019 BoC discusses how to improve the organization and form of Lighthouse representation at 'Barcelona' as EIP-SCC does not organize the Lighthouse representation anymore.*
SCC01 replication events	Fairy small but very relevant audience (200-300). Organized by one Lighthouse project for all other Lighthouse projects to support knowledge transfer and replication among Lighthouse cities and to Follower/Fellow cities.

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[1] Travel resources: see Annex *IRIS budget per partner for 'Other direct costs'*. Person Months: see WP10.

Nordic Edge Smart City Expo & Congress	(Northern) European market place and conference for wide range of smart city sectors. Large audience (6.000), fairly targeted. Dissemination and replication opportunities.
Climate-KIC Energy, Climate-KIC Transport	Strong community promoting innovation in (sustainable) energy. Organises events all across Europe. Exchange of lessons learnt and policy recommendations.
TM Forum meetings	Global non-profit network of telecom industry. Presentation of IRIS project results and exchange of expertise on standards and interoperability to support city-needs driven development of industry standards.
EnergyCities annual meeting	European network of 1.000 local authorities in 30 countries on energy transition. Presentation of IRIS project and results; exchange of lessons learnt; policy recommendations; municipalities potentially interested in implementing IRIS solutions.
European Mobility Week	Towns and cities that register their participation showcase their commitment to clean and sustainable urban transport. In 2019: 3,135 towns and cities.
Major academic event (to be decided)	Dissemination of relevant results during conferences; research recommendations to and policy recommendations from academia.

Level C: sector-specific and expert 'thought leadership' events

No event-specific investment of Communication & Dissemination time, budget, resources.

Table 3 Examples of Level C events: No C&D support

'Level C' event	Type of organization. Relevance for IRIS
FIWARE Foundation & summit	A meeting place for developers, entrepreneurs, political decision makers, thought leaders, business executives and investors, including >100 cities. Exchange of expertise, lessons learnt and policy recommendations.
Open and Agile Smart Cities (OASC)	Non-profit, international network of >140 smart cities. Exchange of expertise, lessons learnt and policy recommendations.
Eur Regions Innovation Network (ERRIN)	Platform of >130 regional organisations from 24 European countries. Dissemination and replication opportunities in relevant working groups (e.g. Smart Cities).
POLIS annual conference, workings group meetings	Network of European cities and regions to develop innovative technologies and policies for local transport, organized around five themes (Environment and health, Traffic efficiency, Safety and security, Social and economic aspects, Governance). Dissemination and replication opportunities, policy recommendations.

Housing Europe	Network of 45 national and regional federations covering 43.000 public, social and cooperative housing providers in 24 countries. Exchange of expertise and lessons learnt; municipalities potentially interested in implementing IRIS solutions.
Covenant of Mayors for Climate and Energy	Global network of >7,000 local and regional authorities across 57 countries. Policy dissemination.
Investors summit	Presentation of IRIS solutions' business models and Lighthouse Solution Packages.
Computers, Privacy and Data Protection (CPDP)	Platform of 20 academic centres. Dissemination of relevant results during conferences; research recommendations to and policy recommendations from academia.

Annex 3: Attended events reported

Target	Date	Action	Description	Channel	Link	Performance Indicators & Comments
IRIS Smart Cities WP10 C&D Reporting - Project level						
DISSEMINATION: Audiences that may uptake and use IRIS results (e.g. academia, political decision-makers)						
Sustainable finance community	26-09-2017	Global Alliance for Banking on Values Report	Sustainable finance report with forword by Christiana Figueres of UNFCC and Covenant of Mayors	Print, social, media	https://valori.it/wp-content/uploads/2017/09/New-Pathways-Building-Blocks-for-a-sustainable-finance-future-for-Europe-GABV-Finance-Watch-M2020.pdf	IRIS collaborations and plans cited as a global good practice to follow
Policitical and stakeholder audiences	02-10-2017	Presentation & networking	Introducing IRIS and IRIS Gothenburg - Deputy Mayor Ulf Kamne	SCIS annual meeting	https://twitter.com/SmarterH2020/status/914841531881869312	200+ attendance event with extensive additional social & media visibility
Monitoring and evaluation experts of other running Lighthouse projects	03-10-2017	Presentation & networking	Introducing IRIS	SCIS annual meeting	https://smartcities-infosystem.eu/library/scis-coordinators-meetings/2017-scis-conference	SCIS one of premier EU Smart Cities stakeholder standardisation, monitoring and collaboration fora
Energy professionals, politicians	09-10-2017	Presentation & networking	Mayor of Vassa speech	Branding Energy conference	https://twitter.com/rosiethehat/status/917353057393967104	Nordic energy hub promotion
Smart city political and industry representatives	12-10-2017	Networking & introduction of IRIS	EU Smart Cities general assembly with Muriel Pels & Alec Walker-Love on site	EU Smart Cities general assembly	https://twitter.com/IRISsmartcities/status/918050732565245952	First interaction wih fellow projects and interest groups. Extensive use of social media to profile IRIS
Smart city and industry representatives	14-11-2017	Powerpoint presentation	Introducing IRIS and IRIS Utrecht	Smart City Expo & World Congress/TM Forum	http://www.smartcityexpo.com/en/home	Comment: in Holland Pavillion, as the cooperation on communication with the other 11 running Lighthouse projects was not established yet
Smart city and industry representatives	15-11-2017	Session presentation	Presenting IRIS GOT & NCA	Official event sessions of Smart City Expo & World Congress	https://twitter.com/IRISsmartcities/status/930749110638071808 & https://twitter.com/IRISsmartcities/status/930812443311386625	Multiple IRIS partner presences coordinated
Open & Agile Smart Cities	11-01-2018	Event	Presenting IRIS & networking	Event	https://twitter.com/IRISsmartcities/status/937695630004248576	UTR member of OASC organisation
Dutch & EU sustainability experts	24-01-2018	Event	Presenting IRIS & networking + IRIS poster sessions with USI	Event & matchmaking	https://www.uu.nl/en/research/sustainability/pathways-to-sustainability-conference-2019	USI & ESCI produced first city-specific roll up for the event
EU Smart Cities	26-01-2018	Replication event	Accelerate take up of smart city solutions	Event & matchmaking	buff.ly/2EiRqNS	Multiple IRIS partner presences & replication cities
EUROCITIES Environment Forum member cities	06-04-2018	Roundtable	Introduce IRIS to this Forum and discuss energy and mobility solutions in EUROCITIES, in order to build community and platform for IRIS.	EUROCITIES Environment Forum	http://www.eurocities.eu/eurocities/calendar/events_list/EUROCITIES-Environment-forum-meeting-Amsterdam-Towards-circular-cities-how-to-make-it-work-WSPO-ASGGUN	UTR, GOT, NCA are members of EUROCITIES Environment Forum
Industry and political stakeholders	12-04-2018	Event	IRIS and SCC lighthouse intra-project collaboration	Sharing Cities, Lisbon summit	http://irissmartcities.eu/content/cities-light-way-new-manifesto	Multiple IRIS partner presences & replication cities - press release issued
Smart city GDPR representatives	14-06-2018	Workshop	IRIS participation in workshop of 5 Lighthouse projects and EUROCITIES	SCC GDPR Workshop		Collaboration on data management issues
Smart city and industry representatives	08-05-2018	Conference Smart Citi	IRIS (Maria Backman) participating	Smart City Guidance Packa	https://cor.europa.eu/en/events/Pages/	100+ smart city industry, city and knowledge institute stakeholders
Smart city and industry representatives	17-05-2019	Conference	Utrecht Head of Energy Dept. Joop	EIP SCC General Assembly	https://www.eiseverywhere.com/ehome	150+ smart city industry, city and knowledge institute stakeholders
Smart city and industry representatives	27-09-2018	Powerpoint presentation	Data modelling in IRIS City Innovation Platform (urban data platform)	Nordic Edge Smart City Expo & Conference	https://www.nordicedgeexpo.org/	In cooperation with the other 2 Dutch Lighthouse projects Triangulum anbd RUGGEDISED
Smart city and industry representatives	27-09-2018	Q&A sessions on SCIS/EIP-SCC stand	IRIS demonstration sites and solutions	Nordic Edge Smart City Expo & Conference	https://www.nordicedgeexpo.org/	In collaboration with SCC projects
Smart city and industry representatives	02-10-2018	Webinar	An antidote to relieve pain in the changing energy system? IRIS Webinar Grid Flexibility	Webinar	https://youtu.be/JK82eAXSw04	Presentations by 3 IRIS partners; 53 views
European cities and regions representatives	2018-10-10	Workshop	Accelerating your urban transformation the "smart" way: leveraging EU funds to create additional impact. Case studies and discussion from Gothenburg, Utrecht, Nice and Vaasa	European Week of Cities and Regions	https://europa.eu/regions-and-cities/home_en	Participation by 3 IRIS partners.
Smart city and industry representatives	2018/11/13-15	Conference with workshops	IRIS participation in SCC01 stand; Agora Solution Talk on Low Carbon Energy Systems and Eco-districts; panel member in DG-CONNCT panel on urban data platforms. panel on data platforms.	Smart City Expo & World Congress	http://www.smartcityexpo.com/nl/	In cooperation with the other 11 running Lighthouse projects. Participation by 11 IRIS partners.
Smart city and industry representatives	2018/11/27-28	Conference with workshops	Launch of FIWARE Foundation and TM Forum Front-runner Smart Cities Program. UTR, NCA, GOT joined the Program.	FIWARE Global Summit, Malaga	https://www.fiware.org/event/fiware-global-summit-malaga/	Participation by 3 IRIS partners.
Academia	2019/01/30-2019/02/01	Conference	2019 conference on Data Protection and Democracy	CPDP (Computers, Privacy and Data Protection)	https://www.cpdpconferences.org/	Participation by VUB ??
Smart city and industry representatives	2019/02/26-28	SCC01 replication event	Accelerate takeup of smart city solutions	SCC01 project REPLICATE with all other running SCC01 projects		
Smart city and industry representatives	2019/03/18-21			Energy Week Vaasa	https://www.energyweek.fi/	
Smart city and industry representatives	2019/03/18-21			Energy Week Vaasa	https://www.energyweek.fi/	