IRIS

Integrated and Replicable Solutions for Co-Creation in Sustainable Cities

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

Deliverable 10.8

Report on local news desks and citizen journalism programs

Work Package:	WP 10: Communication and Dissemination
Task:	T10.3 Local news desks and citizen journalist networks
Lead Beneficiary:	ESCI
Due Date:	30/9/2022 (M60)
Submission Date:	31/3/2023 (M66)
Deliverable Status:	Final
Deliverable Style:	R
Dissemination Level:	PU
File Name:	D10.8 Report on local news desks and citizen journalism programs.pdf

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

Authors

Surname	First Name	Beneficiary
Weijdegard	Karin	JSP
Gindre	Celine	NCA
Poel, S. van der	Selene	UU
Jacomelli	Gustavo	ESCI
Broock Hijar	Diego	SCT
Knuts	Mauritz	VAASA
Backman	Maria	VAASA
Lymperopoulos	Kostas	ALEX
Cazaciuc	Dan	FOCS

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.

Reviewers

Surname	First Name	Beneficiary
Weijdegard	Karin	JSP
Tsarchopoulos	Panos	CERTH

Version History

Version	Date	Modifications made by
0.9	21/02/2023	First draft version for review
1	21/03/2023	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 European Climate, Infrastructure and Environment Executive (CINEA) 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 "D10.8 Report on local news desks and citizen journalism programs" of the IRIS project (Grant Agreement No. 774199), funded by the European Commission's Horizon 2020 Research and Innovation Program (H2020), and presents communication activities and highlights carried out at a local level in lighthouse and follower cities through the establishment of "Local News Desks" (LDN).

The Local News Desks followed a general set of guidelines established by the WP10 Communication Manager and the overall IRIS Communication and Dissemination Master Plan but left ample space for each Local News Desk to develop their communication ecosystem on their own terms. The deliverable presented focuses on key actions carried out by the LND in each city, providing to the best extent possible, the context of each city, how the news desk was organized, a summary list of the main actions and a highlights section where key activities are elaborated upon further and supported with photos, videos and links to relevant communication materials.

It should be noted that unforeseen events such as COVID 19 and changes in management have somewhat impacted certain aspects of this task, specifically the mobilization of "citizen journalism cells". Nevertheless, several citizen engagement actions have been carried out and documented.

The deliverable is organized in four main sequences. The first section provides an introduction and overall description of the strategy employed for the local news desks, the following section deep dives into the activities and organization of the LDNs in each lighthouse city. This is followed by a shorter section for the LDNs in the follower cities and some conclusions and reflections on the exercise.

Overall, many great communication actions were carried out by the LDNs with most KPI targets achieved. Where there were instances of shortfall on some points (for example videos made by citizens) these have been compensated for by overdelivering in other areas with extra videos and written content.

Table of Contents

Executive Summary 2
Table of Contents 4
1 Introduction 9
1.1 Relation to other tasks and deliverables 10
1.2 Deliverable Structure 10
2 General approach for the Local News Desks 11
2.1 Core communications group 11
2.2 Key massages variants in lighthouse cities 12
2.3 COVID-19 limitation 14
3 Utrecht Local News Desk 15
3.1 Context 15
3.2 Targeted audiences 15
3.3 Local news desk channels 16
3.4 Organization and actions of the Utrecht news desk 17
3.5 Utrecht news desk highlights 20
4 Gothenburg Local News Desk 27
4.1 Context 27
4.2 Targeted audiences 27
4.3 Local news desk channels 28
4.4 Organization and actions of the Gothenborg news desk 29
4.5 Gothenburg news desk highlights 32
5 Nice Local News Desk 38
5.1 Context 38
5.2 Targeted audiences 38
5.3 Local news desk channels 40
5.4 Organization and actions of the Nice news desk 41

5.5 Nice News desk highlights 42
6 Follower Cities News Desks 46
6.1 Alexandroupolis 46
6.1.1 Highlights Alexandroupolis 52
6.2 Vaasa 46
6.2.1 Highlights Vaasa 48
6.3 Santa Cruz de Tenerife 54
6.3.1 Highlights Santa Cruz de Tenerife 56
6.4 Focsani 58
6.4.1 Highlights Focsani 58
7 Conclusions 61
8 References 62

List of Figures

Figure 1 IRIS Local News Desks – making innovative and effective local communications 9
Figure 2 Interaction between EU and local levels 9
Figure 3 Project city ecosystem logos – lighthouse cities 13
Figure 4 IRIS Youtube channel as a central access point for all locally produced video content 14
Figure 5 Screenshot of main Utrecht microsite 19
Figure 6 Smart Street Lighting 20
Figure 7 Article in Dutch national newspaper AD 20
Figure 8 One of the Scavenger Hunt QR-codes on a lamppost in Kanaleneiland. 22
Figure 9 Paper clipping of article in local paper Stadsblad on 4 February 2021. 22
Figure 10 Article in Stadsblad on 17 March 2021. 22
Figure 11 Article sustainable refurbishment Bo-Ex 23
Figure 12 General article on IRIS 23
Figure 13 Article on sustainability lessons for primary school pupils and game design. 24
Figure 14 Article on refurbishment of square 25
Figure 15 South West Utrecht newsletter with link to article on the IRIS Utrecht website 25
Figure 16 Gothenburg local news desk planning 30
Figure 17 Gothenburg local news desk main microsite 31
Figure 18 Gothenburg children use Minecraft to plan urban development 32
Figure 19 Publication about Minecraft Workshop 33
Figure 20 Screenshots from the Gothenburg digital twin 33
Figure 21 Solutions from the Brf Viva building in Gothenburg 34
Figure 22 Screen shoots from second life batteries video series in Gothenburg 35
Figure 23 Screenshot from VR tour of 3 award winning buildings in Gothenburg 36
Figure 24 Winners of the Gothenburg Smart CIty Challenge 37
Figure 25 IRIS showcase at IMREDD learning centre 41
Figure 26 IRIS microsite on IMREDD website 41
Figure 27 IRIS microsite on Metropole website 42

Figure 28 I AM EUROPE IRIS video campaign 43
Figure 29 Eco-Flyer made by teenagers at Les Moulins 44
Figure 30 Poster samples from Air quality campaign in Nice 45
Figure 31 Transition Forum in Nice 45
Figure 32 Vaasa Energy week 2022 48
Figure 33 Presentation of IRIS at Vaasa Energy Week 2022 48
Figure 34 Vasek social media activity Vaasa Energy Week 49
Figure 35 Official Vaasa Energy week social media channel 49
Figure 36 Euro-China Green and Smart Cities Awards. Ceremony in Ningbo, China. Presentation of IRIS project. Alexandroupolis received a prize. 53
Figure 37 Presentation of geothermal project in Energy & Hubs forum in Xanthi. 53
Figure 38 New targets for CO2 reduction for 2030 53
Figure 39 Social media post for launching the new shared e-bicycles and bicycles program (more than 1,000 people reached) 53
Figure 40 Social media post from Energy HIVE Cluster technical meeting for IRIS project 53
Figure 41 First workshop 2018 57
Figure 42 Second workshop 2019 57
Figure 43 Public presentation at Urbanism Day 57
Figure 44 University presentation 57
Figure 45 Solutions and Technologies for Intelligent Cities workshop in Focsani 59
Figure 46 "Energy research in the view of young researchers" event by INCDE ICEMENERG 59
Figure 47 MCID newsletter, No. 40 / August 2022 60

List of Tables

Table 1 Main local contact persons for each LDN by the end of the project 11
Table 2 Utrecht communication audiences 15
Table 3 Utrecht local news desk channels 16
Table 4 Number of page views and visitors of the microsite www.iris-utrecht.nl 19
Table 5 Gothenburg communication audiences 27

Table 6 Gothenburg local news desk channels 28
Table 7 Nice Cote d'Azur communication audiences 39
Table 8 Nice Cote d'Azur communication audiences in the IRIS demonstration sites 39
Table 9 Nice Cote d'Azur local news desk channels 40
Table 10 Nice Cote d'Azur local news desk channels 40
Table 11 Vaasa communication audiences 46
Table 12 Vaasa principal actions carried out from M1 to M66 47
Table 13 Alexandoupolis communication audiences 50
Table 14 Alexandroupolis communication channels 51
Table 15 Alexandroupolis principal actions carried out from M1 to M66 51
Table 16 Santa Cruz de Tenerife communication audiences 54
Table 17 Santa Cruz de Tenerife communication channels 54
Table 18 Santa Cruz de Tenerife principal actions carried out from M1 to M66 55
Table 19 Utrecht principal actions carried out from M1 (October 2017) to M66 (March 2023) 63
Table 20 Gothenburg principal actions carried out from M1 (October 2017) to M66 (March 2023) 72
Table 21 Nice principal actions carried out from M1 (October 2017) to M66 (March 2023) 74

Abbreviations and Acronyms

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

1 Introduction

IRIS deployed a series of **Local News Desks** in the project lighthouse cities and correspondents in follower cities to analyse and make the most of their unique situation. The desks were additionally sponsored by a quintuple helix of participating city, local NGOs, businesses, academia and civil society organisations from the local project ecosystem and received creative support and strategic alignment from ESCI.

This approach aimed to cultivate **a much-needed connection between smart(er) cities and smart citizens** – actively engaging people in the urban innovation process. The desks were responsible for identifying and using the most appropriate channels and messages to their defined audiences and target segments by completing **a media, communications & influence audit**. Building on this foundation, local news desks had the freedom to choose the most effective method, message and delivery channel – also taking a proactive approach to distribute IRIS news to powerful multipliers.

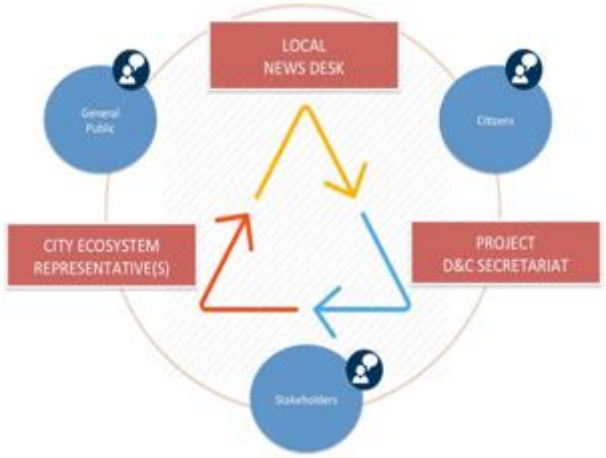

Figure 1 IRIS Local News Desks – making innovative and effective local communications

Common to all, was the focus on citizen-centric communications - **discovering, exploring, making, doing and learning about the results of a smart city project through the eyes and ears of citizens**. This was the lens through which all our stories were shared and closely followed the citizen engagement activities of track 5. Immediate residents, city communities and Europeans at large discovered what smart means and empowered them to share their thoughts and experiences.

The C&D secretariat and local desks mirrored each other to work effectively at European and local levels – and also exchange and boost each other's content. The recipient of the content was tasked with appropriating and modifying it to create maximum impact with intended audiences. For example, this could be taking an independent journalistic article and translating or re-purposing local news items to unlock interest among trans-European or international audiences and social media.

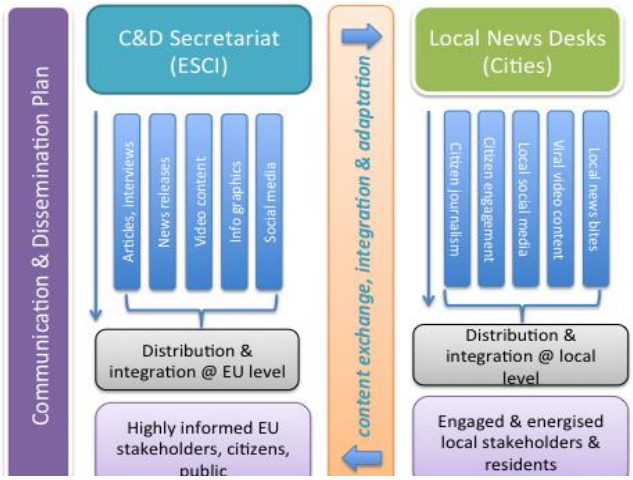

Figure 2 Interaction between EU and local levels

Communication and dissemination (C&D) actions conducted at a European, national, regional and city level were critical to:

- **Build awareness and trust in IRIS actions and solutions to accelerate replication of smart city solutions among professional audiences and citizens a like**
- **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 adoption of new technologies and services**
- **Show that the Cities participating in the IRIS project are moving forward in innovative environmental projects and have mobilized a strong collaboration team**
- **Profile IRIS as an example in the EU project palette, as part of the EU initiative to allow cities to test new solutions to their challenges**
- **Demonstrate the expertise of project partners**

1.1 Relation to other tasks and deliverables

This deliverable is part of the WP10 "Communication and Dissemination" and as citizen engagement has been in important focus for the local news desks, the following Deliverables act as a useful reference:

- **D5.7 Launch of T.T. #5 Activities on Citizen Engagement and motivating feedback (Utrecht)**
- **D6.7 Launch of T.T. #5 Activities on Citizen Engagement and motivating feedback (Nice)**
- **D7.7 Launch of T.T. #5 Activities on Citizen Engagement and motivating feedback (Gothenburg)**
- **D10.10 First update of communication and dissemination plan**
- **D10.11 Second update of the communication and dissemination plan**

1.2 Structure of the deliverable

The current document is organized in the following sections:

Section 1 – Introduction and general approach to LNDs: shades light on the project's overall strategy and original goals for the local news desks.

Section 2 – Lighthouse local news desks: provides a description of the goals and actions carried out in each Lighthouse city: Utrecht, Gothenburg and Nice

Section 3 – Actions from the follower cities: describes actions carried out in follower cities of Vasa, Alexandroupolis, Santa Cruz and Focsani

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

Annexes – List of the principal actions carried out from M1 (October 2017) to M66 (March 2023) in LH cities

2 General approach for the Local News Desks

2.1 Core communications group

To facilitate C&D actions and coordinate with their local city ecosystem counterparts, a network of core communications contacts was appointed. In the first instance, ESCI, CERTH, UTR and fellow lighthouse cities NCA and GOT coordinated monthly to prioritise, plan and activate D&C actions. Follower cities VAASA, ALEX, SCT and FOCS joined the group every other month.

The main contact persons change throughout the years, finishing with the ones listed below who have been the main contributors to this deliverable 2023:

Table 1 Main local contact persons for each LDN by the end of the project

CITY ECOSYSTEM	Contact Person(s)
UTR	• Roel Massink, Municipality of Utrecht • Selene van der Poel, UU
GOT	• Karin Weijdegard, Johanneberg Science Park
NCA	• Celine Gindre, NCA / Dimitri Metodiev, UNICE
ALEX	• Konstantinos Lymperopoulos, Kriton Energy
FOCS	• Dan Mihai Cazaciuc, Municipality of Focsani
SCT	• Diego Broock Hijar, Sustainable Building Cluster
VAASA	• Maria Backman, Municipality of Vaasa

At the beginning of the project each city ecosystem and local desk contact person(s) belonging to the 'core communication group' developed their own communication and dissemination plans and activities. Each local desk centralised and coordinated C&D actions and interacted with the C&D Secretariat and each other to stimulate innovation and best practice in creating meaningful dialogues with public and professional audiences.

The actions were designed by partner's onsite to be locally effective – respecting language, culture and context which is critical for communication and dissemination success. Cities have conducted working sessions to define their C&D context and give an initial insight into their audiences, objectives, messages and channels. Considering the project timeline and plans in each of the cities, this exercise has been focused primarily on public communication in the three lighthouse cities Utrecht, Gothenburg and Nice. However, Follower cities: Alexandroupolis, Vaasa (lead replicator), Santa Cruz de Tenerife and Focsani were also encouraged to conduct similar exercises to the best of their capabilities and resources. All cities were inspired to consider specific audiences and objectives in terms of dissemination to professional and

policy audiences in relation to the tangible outputs that IRIS produced.

Dedicated sessions at project meetings monitored this approach and further developed dissemination with particular focus on cultivating clear objectives and messages as IRIS developments in mobility, ICT, energy and citizen engagement began to take life.

Specific responsibilities and coordination activities of the local desks covered:

- Providing regular news bites in English and local languages for publication at project and local levels reporting on project development, milestones and initiatives across the 7 city ecosystems.

- Reporting and social media activity around citizen engagement actions in each city which represented a priority communication opportunity for the project that was often documented in pictures, video, social media and pushed to local press and media.

- Local desks also identified opportunities to participate in public awareness campaigns – i.e. Sustainable Energy Week - and use them to organize events and actions towards residents, citizens and stakeholders.

- Foster "citizen journalism cells" where citizens would play an active role in the process of collecting, reporting, and producing news and information about urban transformation.

- Producing local video content: all city and IRIS consortium video content was pooled together on the project YouTube channel and all actors supported by the secretariat to devise, shoot and produce exciting video pieces.

2.2 Key messages variants in lighthouse cities

The IRIS ethic of 'local context, local communication' left a lot of room for the lighthouse cities of Nice, Gothenburg and Utrecht to select their preferred strategies and channels of engagement. However, guidance and suggestions were made to encourage the adoption of a similar framework style and messaging, with local branding and detail. This gave each city the possibility to underline their focus and strengths.

The authenticity and effectiveness of local communications and dissemination – delivered locally – are at the heart of IRIS and encapsulated by the provision of a logo for each city 'ecosystem'. That is all partners connected to the city. It was designed to increase local appropriation and pride in the project and strengthen regional and national impact. The colour ways were inspired by the colours of each city to accent local pride and attachment; yet gently softened to create a harmonious colour palette.

Figure 3 Project city ecosystem logos – lighthouse cities

A practical example of this tailored approach for the Local News Desks is also reflected in the core messaging of each city represented on some of the digital and print materials produced. The opening phrase and sign off are the same as the project level print materials. The adapted focus texts read as follows:

Utrecht:

'In the Utrecht district Kanaleneiland-Zuid we combine solar energy, affordable social housing and broad access to electric mobility. These solutions are developed together with citizens and built on open data to accelerate change'

Nice:

'In Nice, we develop energy neutral districts deploying renewables and electric mobility solutions. A digital marketplace for mobility, energy and environmental data fosters innovative applications and empowers suppliers and citizens to be proactive about their sustainability'

Gothenburg:

'In Gothenburg service providers, citizens and administrations work together to overcome urban sustainability challenges through a mix of open data, open innovation and public dialogue. Our IRIS solutions focus on testing innovative energy management and storage to achieve energy positive districts'

Another example of where messaging and content tailored to each city is obvious is through the vast number of video output produced and organized in city specific playlists under the IRIS youtube channel.

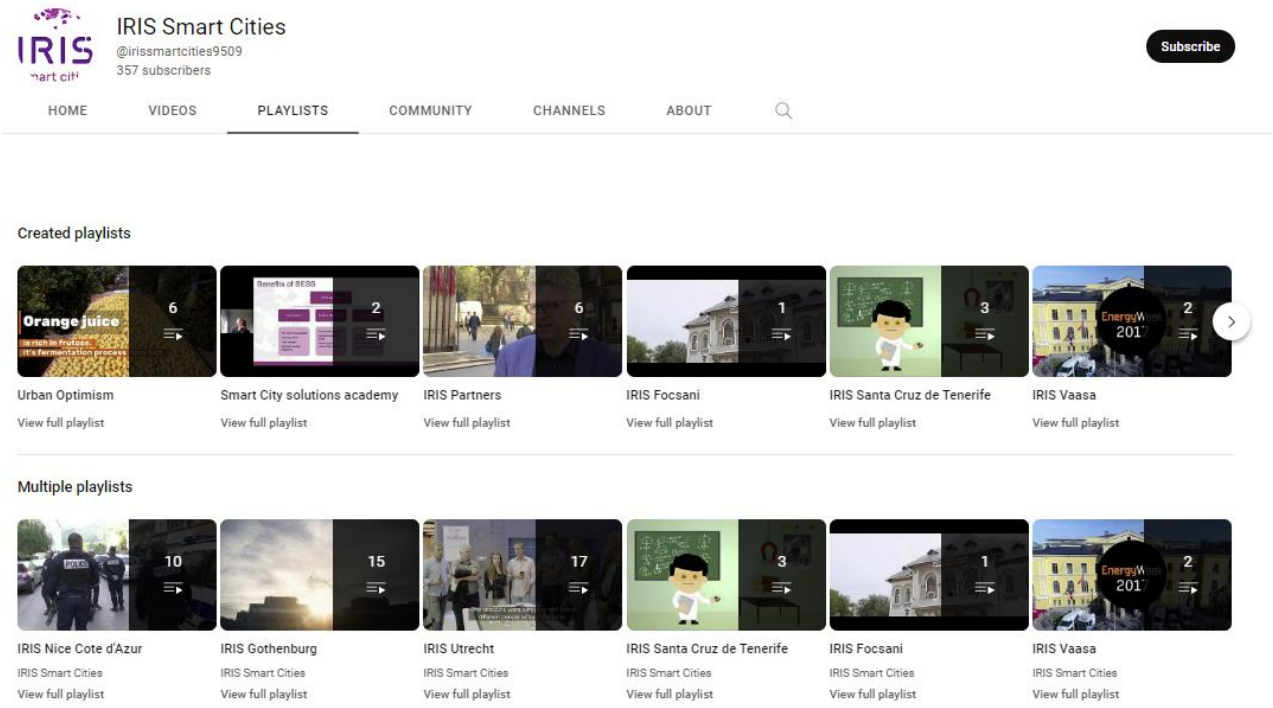

Figure 4 IRIS Youtube channel as a central access point for all locally produced video content

2.3 COVID-19 limitation

IRIS local news desks focused on citizen-centric communications - discovering, exploring, making, doing and learning about the results of a smart city **project through the eyes and ears of citizens**. Specific communications actions to closely follow the citizen engagement activities of track 5 were proposed by each local desk, along with creative ideas on how to document and share the co-creation and engagement process.

The original intention was to empower citizens and residents to share their thoughts and experiences using innovative video techniques (from 360° videos of 'walkshops' to citizen journalists using Facebook live and Twitter's Periscope live video for a pop-up Q&A with technical experts and politicians) and to use citizen's stories to inspire others around Europe. IRIS wanted to foster "citizen journalism cells" where citizens would play an active role in the process of collecting, reporting, and producing news and information about urban transformation. Due to the COVID-19 pandemic and other management challenges (change of WP manager within ESCI), there has been some deviation from this element of the local news desks. However, the idea of citizen journalism has been kept alive through the collaboration with the Scalable Cities secretariat. The new IRIS communication manager participated regularly to the Communication and Dissemination Task Group contributed ideas for a common framework for citizen journalism that can ensure a certain alignment between current and future Smart City projects, but maintain all the freedom for creativity and content is in the hands of the local communication partners in involved cities.

3 Utrecht Local News Desk

3.1 Context

IRIS sits perfectly in the context of the City of Utrecht's vision for health, mobility-, public data- and energy strategy. Utrecht is the fastest growing city of the Netherlands. It is building a healthy future for its inhabitants and therefore puts public health first in all fields of policy. Residents and other stakeholders in the city were encouraged to take the initiative, to seek to forge partnership and thereby do their part in making Utrecht a healthier place to live. The City of Utrecht also has the highest rate of PV-systems installed in the Netherlands (10 MWp, 2015). The city wants the number of PV-systems to grow from 4.000 in 2015 to 10.000 in 2020. The number of EV-charging stations grew to 1.000 and the number of EVs to 10.000, both in 2020.

LomboXnet, a part of Smart Solar Charging, was an important source of inspiration for IRIS. Smart Solar Charging is a sustainable energy system at district level. Locally produced solar energy is stored in (a pool of) cars. This energy can be released to the district at a later time, via a smart charging station. IRIS is also a natural follow up of Inside Out, a project in Utrecht Overvecht to renovate an existing building into a positive energy building.

Citizen engagement is primordial: Utrecht wants to be a socially inclusive city, with citizens in the driver's seat. Only by means of co-creation with citizens, inclusive, user-driven city infrastructures and services can be achieved. Citizen engagement is also an integrate part of the projects Smart Solar Charging and Inside Out. IRIS took the lessons learned with citizen engagement in these projects and applied them to IRIS. The Utrecht Local News Desk aimed to play a central role in informing and engaging citizens in the demonstration area and informing residents of the development of smart services.

The dissemination of the results of the project was crucial for Utrecht, enabling it to share successes and learning points with other governments and other stakeholders.

3.2 Targeted audiences

Table 2 Utrecht communication audiences

AUDIENCES	Defining characteristics & importance to IRIS
Civic groups	Selected **residents of Kanaleneiland-Zuid** were the main target group because the housing blocks to be renovated are owned by housing corporation Bo-Ex and form the demonstration area. Success of the project depended highly on the way the joined partner organisations were able to satisfy the needs and demands of the target groups. Citizen involvement and/or financial benefits for the habitants were crucial success factors. A successful project triggers a "Me-Too" effect, particularly from other citizens in similar housing in

	consideration. The neighbourhood can be described as a deprived area, with high percentage of people with a migration background, unemployment, low income and low trust in institutions. Success might boost replication in similar urban areas elsewhere.
Experts, other stakeholders	Concepts as 'sustainability', 'smart use of big data', 'Vehicle-To-Grid (V2G) solutions' etc. were – in general - a non-issue for the majority of the inhabitants of Kanaleneiland-Zuid, but they do matter for the city of Utrecht, and in the long run it matters to everyone. In all media messages we took that into consideration and we used segmented key messages to specific target audiences.
Residents	Over 330,000 people - including 170 nationalities - call Utrecht their home. 20 % of them are students. This will rise to 400.000 in 2030. Approx. 8.000 people live in Kanaleneiland-Zuid. Kanaleneiland, once on the outskirts of the city, has slowly incorporated into the centre of the city which gave it a good opportunity, through IRIS to step up from a backward position to a front running position.
Employees partner organisations	Commitment from the inhabitants can only be achieved when every project member is convinced that dealing with the demands and needs of the habitants is the key to success. Communication played a central role in this.

3.3 Local news desk channels

Table 3 Utrecht local news desk channels

CHANNELS	Available mediums for delivering messages and receiving feedback/input
City-wide	Duic.nl, Nieuws030.nl, AD.nl/Utrecht/, oneworld.nl, rtvutrecht.nl, Twitter, LinkedIn, Newsletter Economic affairs, Newsletter Utrecht energy www.utrecht.nl, micro website for irissmartcities.eu/irissmartcities/, Thuis magazine, Volkskrant.nl, trouw.nl, nrc.nl, telegraaf.nl, nu.nl, energeia.nl, partner websites and internal media. Four articles have been published in the local newspaper *Zuidwester*, with 11.000 copies in total and delivered door-to-door in the districts in the South West of Utrecht.
District-wide	Local in Utrecht: utrecht.nl/wijk-zuidwest (digital newsletter) and the local newspaper Stadsblad, U-in-de-wijk. In-person communications channels: Cultuurhuis Kanaleneiland, social makelaars, Doenja, BuurtThuis, Buurtteam Kanaleneiland-Zuid, KrachtStation, Wijkcoöperatie Kanaleneiland, Openbare Bibliotheek, Herman Brood academie, voorleesochtenden (read-aloud-mornings), Taalcampagne (language campaign), Moskee Sayidina Ibrahim (Mosk), vertegenwoordigers bewonersverenigingen (representatives of citizen communities), sportverenigingen (sports clubs), scholen (schools). Take in consideration means like storytelling-in-residence, infographics, blogs, vlogs,

	drama, in-building-exhibitions, presentations or on-site demonstrations from other resident representatives from other projects (like Inside Out, Lomboxnet)
Utrecht Partnership	www.utrecht.nl - www.iris-utrecht.nl https://www.boex.nl/ https://www.overons.kpn/nl/ https://www.eneco.nl/zzp-mkb/ https://qbuzz.nl/ https://usi.nl/ https://www.hku.nl/ https://www.lomboxnet.nl/

3.4 Organization and actions of the Utrecht news desk

There are 11 IRIS partners in Utrecht, and we have found our best practice in the way we work together. Operationally, the IRIS Light House City of Utrecht worked with communication in several interlaced groups with strong and clear focus on cooperation. Their stated intentions were as follows:

1. **Project Meeting and Project Steering Committee Meeting – IRIS Utrecht partners, Project Manager Municipality of Utrecht and USI, WP leaders and Local News Desk**

The IRIS Project Manager (PM) from Utrecht Sustainability Institute (USI) lead and directed the practical actions in the Utrecht demo area through the regular Project Meetings attended by representatives of the IRIS Utrecht partners. The Project Steering Committee Meetings were led by the Municipality of Utrecht. The partners held meetings IRL and digital via Teams. All partners had 1 to 2 PM each in "IRIS WP 10 T2 Local news desks and citizen journalist networks", so hours were used wisely with not too much time on meetings.

2. **IRIS Communication Team is the IRIS Local News Desk Utrecht**

The Utrecht Sustainability Institute was responsible for dissemination and communication and has a team of one to two communication professionals with competence within PR, media contacts, film production, graphic design, English text writing and strategic planning. They collect input and initiate content such as articles and movies, to share with the public. One communication professional heads the IRIS Communication Team.

The IRIS Communication Team (IRIS CT) is where all communications come together and are streamlined. The team comprises of one or two communication professionals and the IRIS project manager from USI, and the citizen engagement project leader from Energy-U. They meet regularly (once every two weeks). The team liaises with the communication representatives of the IRIS Utrecht partners, a few times as a group but mainly individually to coordinate communication of milestones.

Communication input was gathered at the Project Meetings and the Project Steering Committee Meetings by Energy-U and the IRIS Project Manager from USI. At these meetings there is a standing communications point on the agenda, and there to not only gather input on upcoming events and milestones from partners, but also to inform the partners about latest comms activities and upcoming events. Communication input was also brought to the IRIS Communication Team by communications representatives of the IRIS Utrecht partners.

In 2022, two students of the Master Science Communication & Education from Utrecht University joined the Communication Team and contributed to the IRIS Digital Magazine, in both writing and visuals. The IRIS Digital Magazine is the deliverable that summarises the IRIS Smart Cities project and shares solutions and lessons learned.
The original aim of the local news desk was to let citizens tell the story about IRIS, creating a vision through their eyes. However, it was a challenge to start this up, only to be made even more difficult by COVID. However, cities did attempt to harness school children to become advocates for the importance of sustainability towards their parents through specific lessons, games or gathering questionnaires from parents.

The local news desk was responsible for:

1. Being the bridge between IRIS communication and local communication
2. Managing reports deliveries following the project's guideline to project management and funding partner/s.
3. Ensuring dialogue regarding communication activities and reporting between project management / communication manager / communication group within the project.
4. Ensuring appropriate visuals and communication practices are implemented at local level
5. Communication Strategy
6. Coordinate and produce content

A webwide search has resulted in 16 press clips mentioning the IRIS Smart City project since the beginning.

Utrecht Local News desk main microsite: www.iris-utrecht.nl.

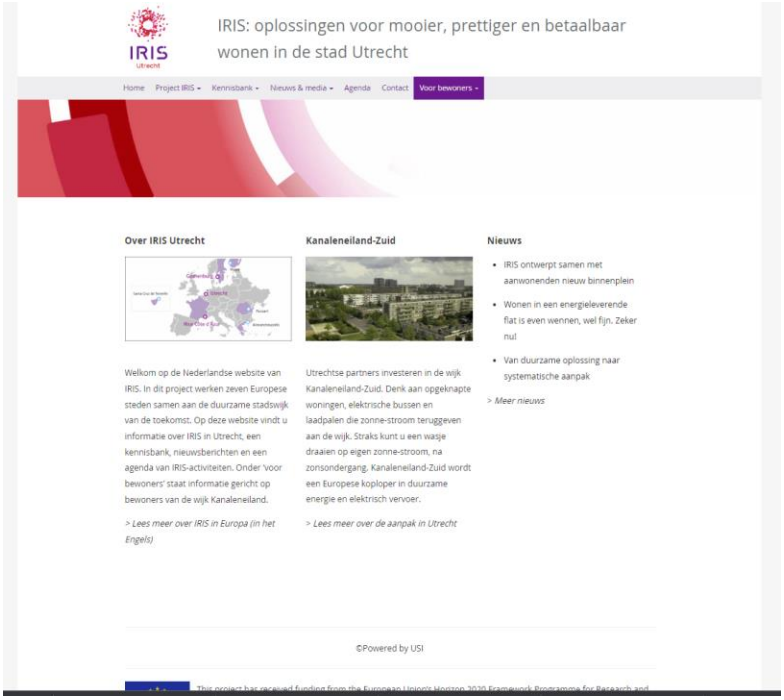

Figure 5 Screenshot of main Utrecht microsite

Table 4 Number of page views and visitors of the microsite www.iris-utrecht.nl

Year	Number of page views	Number of visitors
2018	Not measured	Not measured
2019	Not measured	Not measured
2020 (> 29 Nov)	345	123 (15% returning)
2021	4984	1852 (14% returning)
2022	5194	2375 (13% returning)
2023 (< 10 Feb)	586	264 (13% returning)
Total	**11,109**	**4,614 (14% av. returning)**

Annex 1 - Utrecht principal actions presents Utrecht's principal actions carried out from M1 (October 2017) to M66 (March 2023).

3.5 Utrecht news desk highlights

1. Smart Street Lighting

A co-creation session with residents of Kanaleneiland-Zuid took place in 2018, where residents could share issues they encounter in their neighborhood. Experts proposed nine feasible technological advancements and residents chose the smart pedestrian crossing that lights up when you cross the street to increase safety around local schools.

In December 2019, local news entity *U in de Wijk* made a video and in September 2020, the project was taken up in a booklet titled *Participatie & Openbare Verlichting* (Participation & Communal Lighting) as a prime example of citizen engagement.

The municipality together with partners started the Smart Street Lighting project, which was officially launched in July 2021 due to delays caused by COVID. A Dutch and English press release was sent out, and published as an article on the IRIS Utrecht website. A video also produced gathering 187 views for the English version and 543 view for the Dutch version.

In the video, a young Kanaleneiland resident, eleven-year-old Mohamed Amine was interviewed about his involvement. Mohamed was nine years old when he attended the co-creation sessions with his parents. Upon completion, he was very proud of coming up with the idea and contributing to a safer neighborhood. His excitement and total ownership towards the innovation is not only sweet but also the embodiment of a fully engaged citizen. In fact, Mohamed acts here as a local news advocate, spreading the word on IRIS and her achievements.

Figure 6 Smart Street Lighting

PREMIUM

Oplichtend zebrapad moet oversteken veiliger maken, met dank aan Mohamed-Amine (12)

Met dank aan de 12-jarige Mohamed-Amine heeft Utrecht sinds kort een lichtgevend zebrapad. Oversteken is daardoor veiliger geworden op de Columbuslaan in Kanaleneiland-Zuid, maar het blijft opletten.

Figure 7 Article in Dutch national newspaper AD

Several local and national papers picked up on the story, leading to seven articles or mentions in July 2021:

- "Met slimme straatverlichting naar een duurzamer en veiliger Kanaleneiland-Zuid"- Innolumis

(innovation news)

- "Slimme straatverlichting voor een veiliger Kanaleneiland-Zuid" - Gemeente Utrecht (municipality Utrecht news)
- "How to create urban systems that are more sustainable and safer for its citizens?" - Citizen Engagement quarterly (international innovation news magazine)
- "Utrechts zebrapad licht op als voetganger wil oversteken" - Verkeersnet (national traffic body)
- "Slimme straatverlichting voor een veiliger Kanaleneiland-Zuid" - Stadsblad (Utrecht local paper)
- "Met slimme straatverlichting naar een duurzamer en veiliger Kanaleneiland-Zuid" - Luminext (partner)
- "Oplichtend zebrapad moet oversteken veiliger maken, met dank aan Mohamed-Amine (12)" - AD (national newspaper)

2. Energy Scavenger Hunt at home and in the district

In April 2020, right at the beginning of the COVID pandemic, IRIS-partner and educator Stichting Technotrend launched the Energy Scavenger Hunt. Primary school pupils learned about energy and energy saving measures by going on expedition in their own homes like a detective. This is part of the sustainability lessons of Stichting Technotrend in primary schools to raise awareness about sustainability in pupils and their parents. This way, pupils themselves function as advocates for change and as local news desks. The story was published on the IRIS Utrecht website: Pupils go on an Energy Scavenger Hunt at home.

A year later, during COVID where the sustainability lessons at primary schools were at a standstill, Technotrend also devised a scavenger hunt in the district. QR-codes were hidden all over the district and a prize was awarded for giving the correct answers to questions about sustainability and coming up with the correct slogan. This was published on the IRIS Utrecht website: IRIS Treasure Hunt: scavenger hunt with QR-codes. The competition was also announced in February in the local newspaper Stadsblad (see below for the paper clipping).

Figure 8 One of the Scavenger Hunt QR-codes on a lamppost in Kanaleneiland.

Doe mee aan Duurzame Speurtocht in Kanaleneiland

UTRECHT – "Ben je tussen 8 en 12 jaar oud en woon je in Kanaleneiland-Zuid? Doe dan mee met de Duurzame Speurtocht in je eigen wijk. Zo vergroot je jouw kennis over duurzaamheid in Nederland. Wat je nodig hebt, is een smartphone die QR-codes kan lezen en waarmee je op internet kunt kijken." Stichting Technotrend ontwikkelde deze speurtocht om kinderen meer bewust te maken van duurzaamheid. Dit in samenwerking met IRIS-Utrecht, een Europees project waarin samen met bewoners de duurzame stadswijk van de toekomst wordt bedacht en gerealiseerd. "Sommige lantaarnpalen hebben een speciale groene sticker met QR-code. Scan die code met de telefoon en kom direct bij de vraag. Bij ieder antwoord krijg je een letter. Vind allerlei stickers en maak een woord. Op internet is ook een kaartje met alle lantaarnpalen met stickers te vinden. Stuur een e-mail met het woord van 12 letters dat jij hebt gevonden met je naam en je leeftijd, vóór woensdag 31 maart naar energiespeurtocht@gmail.com. En maak kans op een leuke verrassingsprijs!" Kanaleneiland-Zuid is een voorbeeld van de stadswijk van de toekomst. "Met steun van de Europese Unie werken we de komende jaren samen aan een duurzaam Kanaleneiland-Zuid. Denk bijvoorbeeld aan een slim oplichtend zebrapad voor veiligheid en duurzame energievoorziening in de wijk. Meer informatie: www.iris-utrecht.nl.

Harry Overeem,

Figure 9 Paper clipping of article in local paper Stadsblad on 4 February 2021.

3. ChangeU Hackathon

During the 16-day Hackathon ChangeU, sixty-five students from Utrecht came up with innovative and sustainable solutions to improve living in Kanaleneiland. With ChangeU, student organization *UtrechtInc Students* wanted to find influential solutions using open data collected within the European IRIS project. Several juries, including one composed of Kanaleneiland residents, handed out different prizes. The winner of the Audience Award was announced on March 11.

The solutions needed to be in the areas of inclusivity, labor, public space, energy transition and smart mobility. These five topics were chosen in collaboration with Utrecht University and the City of Utrecht because they are important for Kanaleneiland and for the city of Utrecht and have a link to the European IRIS project.

A small sample of the ideas include the *Chat Couch*, a bench in the park where you can have a chat with strangers, and *Start Young*, where high school students are paired with local businesses to gain early experience.

Utrechtse studenten bedenken duurzame oplossingen

Figure 10 Article in Stadsblad on 17 March 2021.

There were several prizes to be won. The prize for the most convincing pitch and the Audience Award were won by the team *Room for Living*. *Room for Living* devised a portable living room for outdoor use. *Plezy* received the Residents' Award: it connects students and children by encouraging the sharing of hobbies and interests. The Hackathon's grand prize was won by team *Green Saving*. They want to create an app for tenants that can help them make sustainable choices when renovating. Here is a link to the Dutch article on the competition on the IRIS Utrecht website. Local newspaper *Stadsblad* published the story in their local paper, see below for the newspaper clipping.

As a follow-up, the Utrecht local news desk will attempt to track down the winning teams to see what happened to the ideas.

4. Four interviews in the local paper Zuidwester on sustainable refurbishment, sustainability lessons

and games for primary school pupils, refurbishment together with residents of square with neighbourhood battery and more

Three of four articles in total have been published to date in the local newspaper *Zuidwester*, with 11.000 copies in total and delivered door-to-door in the four districts in the South West of Utrecht. In these articles, IRIS-partners and sustainable solutions were highlighted, written in an accessible way for the local public.

Article 1 on sustainable refurbishment (published May/June 2022)

Title article: 'Housing corporation Bo-Ex sustainably refurbishes houses together with residents and IRIS'

Interview with Martijn Broekman of housing corporation Bo-Ex.

Housing corporation Bo-Ex has sustainably refurbished several apartment buildings in Kanaleneiland and do so by involving residents of these buildings as much as they can.

Link to the Dutch article on the IRIS Utrecht website, with the link to the article online and the pdf-file of the newspaper, see also screenshot of the article below. This article was accompanied by a general article about the IRIS project, see below for the screenshot of the pdf of the newspaper.

Woningcorporatie Bo-Ex verduurzaamt woningen samen met bewoner en IRIS

Overzicht verbruik met Toon®, slimme thermostaat van Eneco.

Gerenoveerde woningen aan de Alexander de Grotelaan

Woningcorporaties zoals Bo-Ex verduurzamen de komende jaren hun woningen. Alles wat helpt om dit doel te bereiken ziet Bo-Ex als een kans. Daarom is de woningcorporatie partner in het Europese IRIS project, waarin verschillende Europese steden slimme oplossingen ontwikkelen om steden te verduurzamen. IRIS is in Utrecht actief in de wijken Kanaleneiland Zuid en Overvecht en Martijn Broekman van Bo-Ex geeft een inkijkje wat de Utrechtse woningcorporatie hier doet met IRIS.

DE KRACHT VAN INNOVATIE

"Zo'n zes à zeven jaar geleden werden we gevraagd mee te doen aan het onderzoeksproject", vertelt Martijn Broekman, projectmanager bij Bo-Ex. Meedoen aan onderzoeksprojecten is niet zonder risico en vergt investering, niet alle woningcorporaties doen dit. Maar voor Bo-Ex is het juist belangrijk. "Woningcorporaties hebben een enorme opgave en we zijn er nog lang niet. Alle inititatieven die ons of de buitenwereld kunnen helpen om die volgende stap in de energietransitie te zetten zijn zeer welkom." Maar wat levert het dan op? "Met een project zoals IRIS doen we veel kennis op. Goede punten van de aanpak in flats nemen we dan weer mee naar andere flats", vertelt Martijn.

DUURZAME FLATRENOVATIES

Met hulp van het IRIS project zijn 96 woningen aan de Alexander de Grotelaan in Kanaleneiland gerenoveerd. Martijn Broekman: "Het is een ingrijpende gebeurtenis voor bewoners, daarom bundelen we zoveel mogelijk werkzaamheden zodat alles in één keer klaar is. Daar voegen we verbeteringen aan toe zoals het verhogen van inbraakwerendheid, brandveiligheid en energieprestatie." Het energieverbruik is verminderd door isolatie, een nieuw ventilatiesysteem en een hybride warmtepomp met warmteterugwinning. Zonnepanelen op daken wekken duurzame energie op. Je kunt zo zelf zonnestroom opwekken met het zonnepanelenproject van Bo-Ex. Het resultaat mag er zijn: de flats zijn van energielabel C of D naar label A of A+ gegaan. Na deze flats werkt Bo-Ex momenteel ook aan de renovatie van twee gelijke flats aan de Columbuslaan. Voor beide flats is nu genoog draagvlak gehaald onder bewoners om te verduurzamen. De huidige hoge energieprijzen maken het voor bewoners ook aantrekkelijker om in te stemmen met het plan om te verduurzamen.

HULP BIJ VERDUURZAMING

We vragen Martijn wat bewoners van de renovatie vinden. "Een renovatie is net een kleine verbouting. Veel bewoners zitten daar niet op te wachten. Maar zodra het stof is neergedaald, zijn de meesten hartstikke blij met hun nieuwe woning". De energiebesparing hangt wel af van hoe je het huis gebruikt. Martijn: "Bewoners krijgen bij de sleuteloverdracht uitleg hoe alles werkt maar dat blijft vaak niet hangen. Daarom gaan Energiecoaches een paar maanden later nog eens bij bewoners langs." Na de oplevering bespaarde een gemiddeld gezin enkele tientjes per maand. Sinds de energieprijzen fors zijn gestegen zal dat geen directe geldbesparing meer opleveren, maar moet je nagaan hoe hoog de rekening was geweest zonder deze verbeteringen!

SLIMME THERMOSTAAT ALS ENERGIEHULPJE

Bo-Ex plaatst ook gratis slimme thermostaten in gerenoveerde woningen, de Toon® van Eneco. Hiermee regel je de temperatuur in de woning en zie je direct het energieverbruik en -opwek. "De Toon® draagt bij aan bewustwording en dat helpt om meer energie te besparen. Verbruik komt tot leven met de Toon®," aldus Martijn. IRIS heeft gezorgd voor de financiële ruimte en het traject er omheen. "Samen met het Utrecht Sustainability Institute, HKU en een bewonersconsulent hebben we uitgedacht hoe je bewoners het beste kunt benaderen. Er kwamen leuke ideeën uit. Maar vooral langs deuren gaan en het directe contact werd door bewoners gewaardeerd." Uit enquêtes blijkt dat de meeste bewoners tevreden zijn met de Toon®. Bovendien hoef je geen abonnement te hebben waardoor het ook echt gratis is en blijft.

STROOM ZONNEPANELEN GELIJK GEBRUIKEN

In tegenstelling tot wisselstroom wat normaal gesproken uit het stopcontact komt, wekken zonnepanelen gelijkstroom op. De omzetting naar wisselstroom kost energie. Als je gelijkstroom direct kunt gebruiken, levert dat dus een energiebesparing op. Een toepassing is er zeker volgens Martijn: "Sommige apparaten worden nu aangepast voor wisselstroom terwijl ze eigenlijk beter werken op gelijkstroom." Binnenkort start Bo-Ex met IRIS een uitgebreide proef en zoekt nog zeven huurwoningen die mee willen doen. Woningen krijgen aangepaste verlichtingspunten en een accu voor opslag van gelijkstroom. "We denken ook over het aanbieden van apparatuur geschikt voor gelijkstroom zoals een stofzuiger." Hiermee hoopt Bo-Ex nog meer energie te kunnen besparen.

STEEDS SNELLER VERDUURZAMEN

"We hebben veel geleerd van dit IRIS project en andere projecten. Deuren gaan open die normaal gesloten blijven door zo'n langdurige samenwerking met partijen als de Gemeente Utrecht, Eneco en netbeheerder Stedin." Bo-Ex doet nu ook mee in het onlangs gestarte Europese ARV project. Het doel is versnelderde hoogbouwflats snel en makkelijk te verduurzamen. "Uiteindelijk doen we dit om onze huurder te kunnen bedienen. Want daar doen we het allemaal voor!"

Figure 11 Article sustainable refurbishment Bo-Ex

Kanaleneiland Zuid Europese koploper

duurzame energie en elektrisch vervoer

TEKST **MAURICE HENGEVELD**

Flat in de steigers vanwege verduurzaming aan Alexander de Grotelaan.

Laadpaal en deelauto bij het Krachtstation.

We brachten het eerder al onder de aandacht in De Zuidwester, project IRIS. Binnen dit project wordt met Europese subsidie gewerkt aan het verduurzamen van woongebieden in een aantal Europese steden, waaronder Utrecht én wel op Kanaleneiland en Overvecht. IRIS ging van start in 2018 en loopt nog tot april 2023. Over de voortgang binnen het project worden we bijgepraat door Arno Peekel, projectmanager van IRIS.

Binnen het internationale Horizon2020 subsidieproject IRIS Smart Cities werken zeven steden samen aan gezonde, betaalbare en fijne gebieden en plekken voor bewoners en daarmee aan een betere planeet. IRIS staat voor 'Integrated and Replicable solutions for co-creation In Sustainable cities.' Dit betekent dat samen met bewoners gezocht wordt naar passende duurzame oplossingen die in iedere stad gebruikt kunnen worden. Het project draait in Utrecht vooral om oplossingen voor de verduurzaming van energie en mobiliteit met inzet van ICT en met betrokkenheid van bewoners. Utrecht is net als Gothenburg (Zweden) en Nice (Frankrijk) een zogenoemde Lighthouse City en daarmee één van de drie voortrekkers van het Europese IRIS-project. De andere vier steden zijn zogenoemde volgsteden, die de bedachte oplossingen graag zo snel mogelijk willen overnemen.

In elke stad werken kennisinstellingen zoals de universiteiten en hogescholen samen met overheden, bedrijven en maatschappelijke organisaties. In Utrecht zijn dat naast de gemeente zelf als projectcoördinator ook woningcorporatie Bo-Ex, Utrecht Sustainability Institute, Universiteit Utrecht, HKU, LomboXnet, We Drive Solar, Eneco, netbeheerder Stedin, Qbuzz en Civity. Samen met bewoners werkt IRIS in Utrecht aan duidelijke resultaten:

- De renovatie van vier flats (192 sociale huurwoningen) van Bo-Ex op Kanaleneiland Zuid naar (bijna) energieneutrale woningen;
- De inzet van elektrische deelautos en de introductie van elektrische bussen op Kanaleneiland Zuid, die rijden op lokaal opgewekte duurzame energie;
- De plaatsing van de slimme thermostaat Toon® van Eneco in woningen, zodat er energie bespaard wordt;
- Het vergroten van de veiligheid in de wijk met een slim zebrapad dat oplicht bij een oversteekende voetganger. Dit idee werd verkozen tot het beste idee tijdens een co-creatie sessie met bewoners en is uitgevoerd door Gemeente Utrecht,
- Het monitoren van de veiligheid van de omgeving met slimme straatverlichting dat geluid, CO_2 en fijnstof in de wijk meet en op afstand wordt bestuurd,
- De ontwikkeling van een ICT-platform met open data. Deze data zijn binnenkort te zien in een online versie van de stad die samen met bewoners wordt ontwikkeld zodat zij zien wat er gebeurt in hun wijk;
- Het organiseren van sessies met bewoners en het betrekken van bewoners, scholen en scholieren bij het verduurzamen van de wijk.

MEER INFORMATIE

In komende edities van de Zuidwester vertelt IRIS graag meer over verschillende onderdelen van het project, zoals de werkzaamheden van Bo-Ex in deze editie. Voor meer informatie, neem contact op met projectleider bewonersparticipatie en IRIS vanuit Energie-U:

Rianne Bakker
rianne@energie-u.nl
06-4600 1684
www.iris-utrecht.nl

Figure 12 General article on IRIS

Article 2 on sustainability lessons and games for primary school pupils (published Sep/Oct 2022)

Title article: 'IRIS: Planting Technical and Sustainable Seeds'

Interview with educator Stichting Technotrend and games and interaction designer Protofunk

Educator Stichting Technotrend designed a lesson package for primary school pupils to educate them on sustainability and enthuse them for technical occupations. Technical occupations will be very important for the upcoming energy transition, but there is an overall decline in interest in these occupations. Protofunk works together with Technotrend and designed a game that teaches sustainability and technical occupations. They developed this game with the help of primary school children.

Link to the Dutch article on the IRIS Utrecht website, with the link to the article online and the pdf-file of the newspaper, see also screenshot of the article below.

IRIS Technische en duurzame zaadjes planten

Figure 13 Article on sustainability lessons for primary school pupils and game design.

Article 3 on refurbishment together with residents of square with neighbourhood battery (published December 2022)

Title article: 'IRIS designs new square together with residents in Kanaleneiland'

Interview with IRIS-partner Ragnhild Scheifes and landscaper Rob Vleeming

Energy is expensive and solar energy storage is becoming increasingly important. In Kanaleneiland, project IRIS is looking at how solar energy storage can help. The community battery in the courtyard behind Columbuslaan 1 through 109 is connected to solar panels on a renovated flat owned by Bo-Ex. With the proceeds from the battery, the courtyard gets an immediate facelift. Rob Vleeming of Hoveniersbedrijf Natuurlijk created a design together with residents. In the spring of 2023, the courtyard will be transformed into a friendly, well-lit and well-kept square with lots of greenery, cheerful planting and play space for the little ones.

There was also a short article in the local online newsletter for the SouthWest districts (27 May 2021), see clipping below.

Link to the Dutch article on the IRIS Utrecht website, with the link to the article online and the pdf-file of the newspaper, see also screenshot of the article below.

TEKST EN FOTO'S **SELÈNE VAN DER POEL**

IRIS ontwerpt samen met aanwonenden nieuw binnenplein op Kanaleneiland

Energie is duur en opslag van zonne-energie wordt steeds belangrijker. Op Kanaleneiland wordt gekeken met project IRIS hoe opslag van zonne-energie kan helpen.

De buurtbatterij op het binnenplein achter Columbuslaan 1 t/m 109 is verbonden met zonnepanelen op een gerenoveerde flat van Bo-Ex. Met de opbrengst van de batterij krijgt het binnenplein gelijk een opknapbeurt.

Rob Vleeming van Hoveniersbedrijf Natuurlijk heeft samen met aanwonenden een ontwerp gemaakt. In het voorjaar van 2023 wordt het binnenplein omgetoverd tot een vriendelijk, goed verlicht en verzorgd plein met veel groen, vrolijke beplanting en speelruimte voor de allerkleinsten.

Binnenplein met buurtbatterij

"Met de buurtbatterij kunnen we kijken hoe opslag van zonne-energie kan helpen in de energietransitie. Het is belangrijk om eerst te leren hoe dat precies werkt," vertelt Ragnhild Scheifes, betrokken bij het IRIS project. Woningcorporatie Bo-Ex en deelautobedrijf We Drive Solar, beiden betrokken bij IRIS, hebben de buurtbatterij mogelijk gemaakt. De zonne-energie komt van zonnepanelen van een gerenoveerde flat van Bo-Ex aan de Columbuslaan. De energie die daar over is, wordt in de batterij opgeslagen en verkocht op de landelijke energiemarkt. De opbrengst komt de buurt ten goede. Bo-Ex wil de het graag gebruiken voor het opknappen van het binnenplein waar de batterij staat.
Ragnhild en collega's zijn langs de deuren gegaan, hebben brieven rondgebracht en op het plein gestaan om te horen wat aanwonenden willen met het binnenplein. Ragnhild: "Vanuit IRIS willen we de buurt actief betrekken, en uitgaan van wat aanwonenden belangrijk vinden. Het bleek voor ons niet makkelijk de buurt te bereiken. Dan moet je op zoek naar andere oplossingen. We hadden iemand nodig die van de wensen direct een ontwerp kon maken. En dat kan Rob heel goed."

VAN WENS NAAR ONTWERP

"Ik ben op mijn gemak op een bankje gaan zitten op het plein, en sprak iedereen aan die voorbij kwam. Zo doe ik het eigenlijk altijd," vertelt hovenier Rob Vleeming. Zo heeft hij met zo'n dertig aanwonenden gesproken. Ragnhild: "Dankzij Rob hebben we nog meer omwonenden kunnen betrekken in het ontwerp van het plein." Aanwonenden vonden vooral belangrijk dat het plein groener en lichter wordt, een plek waar kinderen veilig kunnen spelen en je rustig kunt gaan zitten.

"Met alle informatie van indrukken en gesprekken met mensen die ik in een paar dagen opdoe, maak ik een ontwerp," aldus Rob. Voor iedere groep aanwonenden heeft hij een aanspreekpunt waar hij het ontwerp aan heeft voorgelegd. IRIS heeft de lokale artiest JanlsDeMan gevraagd een muurschildering te maken. "Het is een wens van de buurtkinderen, en van project IRIS. We willen zo het verhaal vertellen van de zon als energiebron van de toekomst," deelt Ragnhild. In het voorjaar van 2023 is er een vriendelijk, kleurrijk groen, fris en licht plein voor de bewoners van Kanaleneiland.

MEER INFORMATIE

Wil je meer weten over IRIS?
Neem dan contact op met Rianne Bakker:
rianne@energie-u.nl,
06-4600 1684
of kijk op www.iris-utrecht.nl.

Ontwerp nieuw binnenplein

Figure 14 Article on refurbishment of square

de Prins Clausbrug tussen Kanaleneiland en Papendorp. Dit duurt tot ongeveer eind 2021. Het verkeer kan de brug tijdens het onderhoud gewoon gebruiken.

› Meer informatie

kspreekuur Zuidwest
lwest

juni van 9.15 tot 10.00 uur is er
ekuur. Het wijkspreekuur is
lijk telefonisch of online. Graag
n we vooraf waarvoor u de
wethouder wilt spreken. Voor het
en van een afspraak kunt u
act opnemen met het wijkbureau
uidwest@utrecht.nl.

eer over het spreekuur

Opknappen binnenplein Columbuslaan
Zuidwest

Als het aan de bewoners ligt, wordt het binnenplein achter de flat aan de Columbuslaan mooi groen met speeltoestellen en een gemeenschappelijke moestuin. De ideeën vormen het startpunt voor verschillende ontwerpen voor het plein. De bewoners kiezen het ontwerp dat vanaf het najaar wordt aangelegd.

› Lees meer

eer nieuws en informatie over Zuidwest ›

Figure 15 South West Utrecht newsletter with link to article on the IRIS Utrecht website

Article 4 on community initiatives (to be published end of February 2023)

Title: 'Help with energy savings for and by Kanaleneiland residents'

Interview with resident Amine Berkane and IRIS-partner Rianne Bakker

How can you help residents save energy? Amina Berkane, Kanaleneiland resident, and Rianne Bakker of energy cooperative Energie-U are both working hard at it. Amina coaches mothers and fathers to become energy experts who help others in the neighborhood, for example, with understanding the energy bill. With Stichting Technotrend, Rianne trains local residents to become professional Energy Handymen, so they can make homes more sustainable. This is made possible by fantastic volunteers, generous donors such as RondomDom, Stichting Technotrend, the Municipality of Utrecht and the European IRIS project.

Overview of external communication sources

About the IRIS project in general

2017 https://kunst-onderzoek.nl/projects/iris-lighthouse/

HKU-2018 https://innovatiestudio.hku.nl/?page_id=1380

9 December 2019 https://www.labyrinthonderzoek.nl/actueel/onderzoek-kanaleneiland/

9 December 2020 https://jouwhuisslimmer.nl/utrecht/webinar-jouw-huis-slimmer-zuidwest/ (webinar Matthijs Kok of Municipality Utrecht)

May 2021 https://www.provincie-utrecht.nl/sites/default/files/2021-05/Europa%20investeert%20in%20de%20provincie%20Utrecht%20Overzicht%202015-2020%20%28april%202021%29.pdf

March 2022 https://www.utrechtsciencepark.nl/nl/over-het-park/nieuws/het-duurzame-gebeurt-in-utrecht-portret-van-professor-wilfried-van-sark

Smart solar charging

23 March 2018 https://thebluedeal.nl/project-utrecht-stad-duurzame-energie-2030/

October 2020 https://utrechtcityinbusiness.com/en/utrechts-kanaleneiland-area-becomes-a-sustainable-district/

EnergieKanaleneiland

Event in the district to raise awareness of sustainability, sponsored by IRIS and featuring a guided tour of the IRIS solutions in the district.

29 September 2020 https://mcu.nl/nieuws/energiekanaleneiland-9-oktober/

Mark Sanders – collaboration with Utrecht University

16 June 2020 UU https://www.uu.nl/nieuws/inzichten-project-iris-leiden-tot-andere-aanpak-in-ideation-en-incubatie

4 Gothenburg Local News Desk

4.1 Context

Gothenburg is a port city with a strategic location between Oslo and Copenhagen. It has a population of around 533 000 and is Sweden´s second largest city. The Gothenburg region, which spans 13 municipalities in Greater Gothenburg, has a population of 1,1 million. The Gothenburg region is right at the epicentre of Scandinavia and the Baltic States, and the gateway to a market of 190 million people. 70 % of Scandinavia´s total industrial capacity is located within a 500-km radius of the Gothenburg region and 30% of Swedish foreign trade passes through the Port of Gothenburg, which is the largest in Scandinavia. The City of Gothenburg will grow by another 150 000 inhabitants and aims at being one of the most progressive cities in the world when it comes to addressing climate changes and create opportunities for the residents of Gothenburg to reduce their carbon footprint.

It is in this broad context that Johanneberg Science Park works as a Local News Desk in IRIS lighthouse city Gothenburg, linking the nine IRIS partners in Gothenburg and project management with Utrecht and ESCI. For Gothenburg, IRIS Smart Cities was a project of ambition with great interest from the start.

Communication actions supported IRIS Smart Cities to achieve overall project goals, gain interest in replicating IRIS solutions in fellow lighthouse cities, the four Follower Cities, elsewhere in Europe – and beyond. Effective communication and dissemination of knowledge was key to changing our lifestyles to create more sustainable cities in the EU, with focus on mobility, energy, ICT all based on true citizen engagement.

4.2 Targeted audiences

Table 5 Gothenburg communication audiences

Primary target audiences in Gothenburg
• Citizens and residents of the city • Demonstration site users and population • Local authorities and government • Decision makers • Private sector actors and enreprenerus • SMEs and startup’s • Local IRIS Gothenburg project partners • Funding partners • Other stakeholders such as city planners, administrators, universities

4.3 Local news desk channels

Table 6 Gothenburg local news desk channels

CHANNELS	Selected mediums for delivering messages and receiving feedback/input
Websites	www.businessregiongoteborg.se www.greengothenburg.com www.johannebergsciencepark.com http://goteborg.se/ www.tyrens.se www.imcg.se www.trivector.se
Social media	**Facebook** https://www.facebook.com/businessregiongoteborg/- **Twitter**: https://twitter.com/greengothenburg **LinkedIn:** www.linkedin.com/company/10236692/ **LinkedIn:** www.linkedin.com/company/494414/ **Twitter**: https://twitter.com/BRGgoteborg **Twitter:** @johannebergsp **Instagram:** @jsciencepark **Facebook:** https://www.facebook.com/JohannebergSciencePark/ **LinkedIn:** https://www.linkedin.com/company/2218414/ **Facebook:** https://www.facebook.com/GothenburgEuropeanOffice/ **Blogg:** IMCG: http://imcg.se/om-oss/imcg-bloggen/ **Facebook:** www.facebook.com/imcgsweden/ IMCG **LinkedIn:** https://www.linkedin.com/company/1575221/ **YouTube:** https://www.youtube.com/user/IMCGSweden City of Gothenburg: Twitter & LinkedIn **Twitter:** @tyrens_ab **Instagram:** @tyrens_ab **Facebook:** www.facebook.com/tyrensab

	LinkedIn: www.linkedin.com/company/tyrens-ab **Twitter:** @Trivector_ **LinkedIn:** https://www.linkedin.com/company/240628/ **Facebook:** https://www.facebook.com/trivectorab/ **YouTube:** https://www.youtube.com/channel/UCshZYPB2LCj4RgVohV2mmgw
Events & Fairs	Business Region Göteborg Volvo Ocean Race – fair and seminars Almedalen MIPIM ESV kommer 2019 Johanneberg Science Park - Almedalen Trivectors årliga kundseminarier - Lund, Göteborg, Stockholm, Transport forum, Linköping ECOMM (2019 in Uppsala) Almedalen Climate-KIC events
Networks	International Association of Science Parks (IASP) SISP Gothenburg European Office

4.4 Organization and actions of the Gothenborg news desk

Operationally, the IRIS Light House City of Gothenburg (GBG) worked with communication in several interlaced groups with strong and clear focus on cooperation. Their stated intentions were as follows:

1. Johanneberg Science Park – Site managers, WP leaders and head of Local News Desk GBG.

Johanneberg Science Park has a team of four communications professionals with competence within PR, media contacts, film production, graphic design, English text writing and strategic planning. After more than 10 years working with complex projects in the science park-environment has developed a high ability to align different project partners in the communication efforts.

Johanneberg Science Park has also been able to connect and interweave different innovation projects in order to create synergies. For example, it engaged the flagship project ElectriCity and Volvo to test the use of second life bus batteries as energy storage in a building within IRIS.

The media monitoring tool of Johanneberg Science Park has registered over 450 press clips mentioning the IRIS Smart City project (Swedish solutions) since the beginning. 387 of these mentions were connected to the energy storage in second life batteries and were globally spread. The apparent reason for this impact was that the press release was sent out by Volvo (as an IRIS external partner connected to this solution.)

All IRIS related news and events were mentioned in the social media channels of Johanneberg Science Park with over 8 000 followers totally. The main IRIS accounts, as well as local partners, were always mentioned in order to broaden the reach.

2. IRIS Project Team Gothenburg

This is where the work within IRIS and the different WPs is conducted and the communications representative in IRIS Gothenburg attend to the meetings regularly with few exceptions. There is a standing communications point on the agenda, and there to inform the partners about latest comms activities and upcoming events.

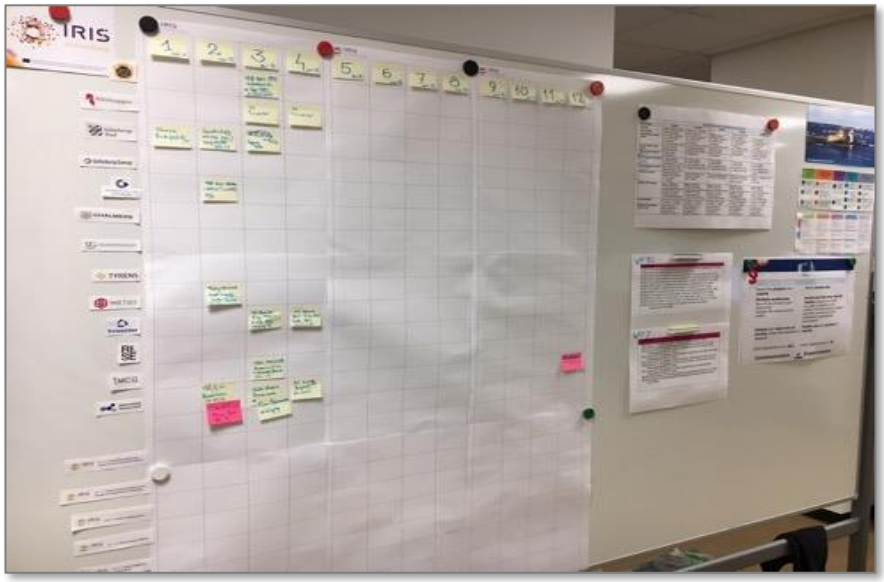

Figure 16 Gothenburg local news desk planning

3. IRIS Local News Desk Gothenburg – the director and the team

The nine IRIS partners in Gothenburg have found the best practice in the way they work together. Johanneberg Science Park is leading and directing the practical work. The partners have meetings IRL and digital via Teams. All partners (apart from JSP) have 1 PM each in "IRIS WP 10 T2 Local news desks and citizen journalist networks", so hours were used wisely with not too much time on meetings.

The director of the local news desk was responsible for:

4. Being the bridge between IRIS communication and local communication
5. Managing reports deliveries following the project's guideline to project management and funding partner/s.
6. Ensuring dialogue regarding communication activities and reporting between project management / communication manager / communication group within the project.
7. Ensuring appropriate visuals and communication practices are implemented at local level
8. Communication Strategy
9. Coordinate and produce content

Gothenburg Local News desk main microsite

The local IRIS web page (subpage of Johanneberg Science Park) had 3 933 visitors, mainly from Europe, since its start in 2017.

https://www.johannebergsciencepark.com/en/en/IRIS

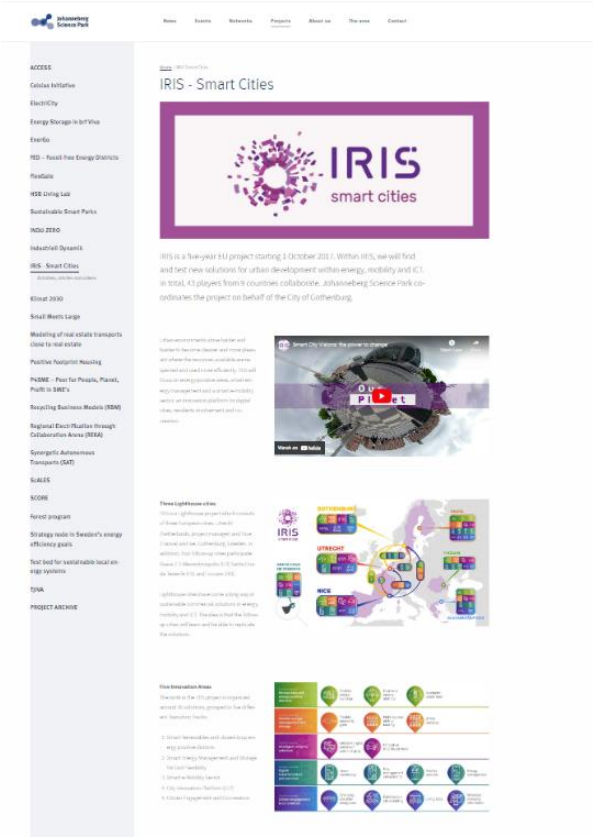

Figure 17 Gothenburg local news desk main microsite

Annex 2 - Gothenburg principal actions present Gothenburg's principal actions carried out from M1 (October 2017) to M66 (March 2023).

4.5 Gothenburg news desk highlights

In this section we shed a little more light on some of the key News Desk highlights extracted from the action table above.

1. Minecraft Workshop with kids

In the spring of 2022, the City Planning Office in the City of Gothenburg held a series of workshops on urban development at the school Lärjeskolan, where the game Minecraft was tested as a tool to create engagement and mediate the children's thoughts and dreams about the future.

The students were test pilots in a research project on citizen engagement - and at the same time the students' ideas were collected and brought into the in-depth dialogue that takes place during process of developing Hjällbo, socially disadvantaged area in Gothenburg.

Figure 18 Gothenburg children use Minecraft to plan urban development

The results of the workshops in the school were collected into an exhibition at a local happening where proud kids could show their parents and relatives what they had created. The exhibition was later displayed at both the city planning office of Gothenburg and White Architects.

- Resulted in nine articles in relevant media – see press clip from the major magazine for Swedish Architects.
- Up to 60 visitors to the exhibition
- The method was presented at 7 occasions, including internally at the city planning office, at a breakfast seminar and at the Smart City World Expo in Barcelona.

Minecraft blir demokrativerktyg för skolelever i Hjällbo

Under våren har 100 elever på Lärjeskolan i Göteborg fått testa dataspelet Minecraft som verktyg för att skissa idéer för sin stadsdel. – Vi använder spelet för att öppna upp för en dialog, säger projektledaren Anna Reuter Metelius.

16 maj 2022

Anna Reuter Metelius projektleder ett EU-projekt om att använda Minecraft för att få barn och unga delaktiga i samhällsutvecklingen. Här tillsammans med skoleleverna Leyla, Maya och Elma. Bild: Emelie Asplund

Figure 19 Publication about Minecraft Workshop

2. Video about using a digital twin for learning – with two examples from IRIS

The city of Gothenburg's digital twin, Virtual Gothenburg! can be used for learning about the city, its history, its present and development. In a video series the City of Gothenburg explaines how the digital twin can be used as a platform for democracy and dialogue work in the city. This episode features two examples from IRIS related to the Minecraft workshops and Min Stad (in Swedish).

Figure 20 Screenshots from the Gothenburg digital twin

3. How residents have used the mobility service - interviews with residents at Housing Association (Brf) Viva

In order to nudge the residents of its new apartment building towards a more sustainable lifestyle, Swedish housing company Riksbyggen made the bold choice to not offer them any private parking spaces. Instead, they were offered a comfortable alternative through a new mobility concept, developed within the Horizon 2020 project IRIS Smart Cities.

In Housing Association (Brf) Viva living without a car is easy. Here the residents have access to electric bicycles, electric cars and other electric vehicles that they book via the EC2B-app, developed within the EU project IRIS - Smart Cities. Public transport is also linked to the service.

The local news desk in Gothenburg produced a video about the mobility solution interviewing two users. We also wrote a longer news article after one year of operation.

The solution has been presented at many events – for example the annual conference of the POLIS-network (cities and regions for transport innovation). The network also picked up the story for its newsletter.

Figure 21 Solutions from the Brf Viva building in Gothenburg

4. Videos about the 2nd life battery energy storage in Brf Viva

In the project Energy storage in Housing Society Viva possibilities of storing solar energy in re-used electric bus batteries are being tested. The purpose is to create a better understanding of how housing and energy systems can interact and contribute to more resource-efficient use of batteries in houses and vehicles.

The Gothenburg local news desk produced 3 videos "Preparations", "Bus batteries" and "Sustainable living" explaining to citizens the use of second life batteries with over 1100 views.

Together with partners Volvo, Riksbyggen, Göteborg Energi and Johanneberg Science Park we sent out a press release and held a press conference on site. This resulted in almost 400 media clips from all over the world.

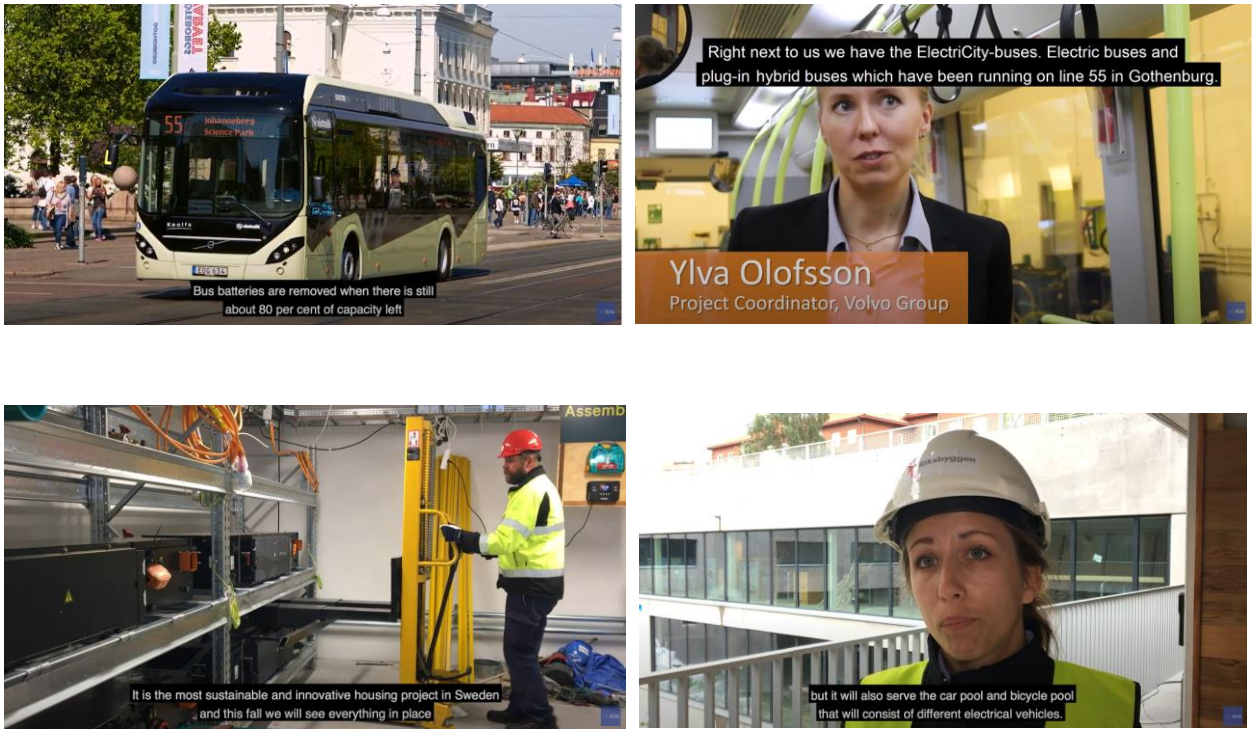

Figure 22 Screen shoots from second life batteries video series in Gothenburg

5. Virtual tour of Gothenburg Lighthouse district

The number of international delegations visiting reference objects and test beds decreased significantly due to COVID-19. That is why Green Gothenburg invited its travel-banned visitors to a virtual tour of three award-winning buildings, where innovative and energy saving solutions are demonstrated.

Johanneberg Science Park includes HSB Living Lab, Akademiska Hus A Working Lab, and Riksbyggens Housing Association Viva. The tours were developed by Green Gothenburg and provides an overview over the city's lighthouse district within the EU project IRIS Smart Cities, supporting the IRIS and Lighthouse Cities work.

Figure 23 Screenshot from VR tour of 3 award winning buildings in Gothenburg

The number of visits to the Green Gothenburg website dropped noticeably when the Corona crisis hit, but when we introduced the VR-tour in the fall of 2020 we had an all-time high in terms of visitors to the website. After that the number of visitors has stabilized at around the same level as before Corona.

- 739 vistors of the tour the first quarter of 2021
- Film promoting the tours in social media reached over 20 000 people and over 5 000 watched the film

6. Students at Chalmers University of Technology participate in Smart City Challenge

The Matvinn proposal impressed both the general public and the jury when voting for the winner of the Gothenburg Smart City Challenge. The idea simultaneously solves two issues; saving food waste from school kitchens and allowing students' parents to bring food boxes home, meaning that the climate impact of food waste can be reduced while the everyday lives of families are made easier.

The task for the students, who are finalizing the third year at the Industrial Economics program at Chalmers University of Technology, was to develop ideas (not finished products such as apps) for smart digital solutions that could make Gothenburg a better place to live.

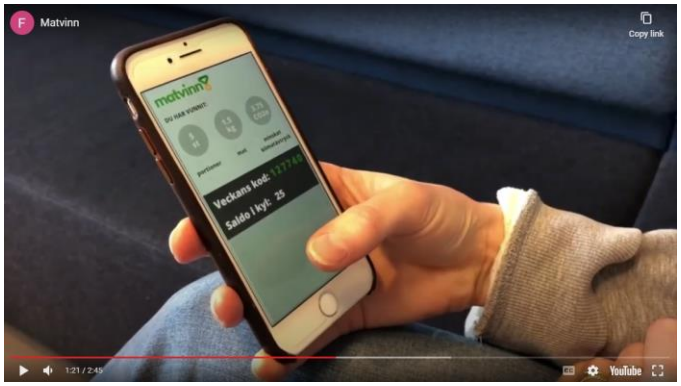

Figure 24 Winners of the Gothenburg Smart CIty Challenge

The challenge involved the city planning office of Gothenburg, Chalmers University of Technology and Johanneberg Science Park (as the project leader of IRIS Gothenburg) and all contributed to publishing articles and information on websites and in social media.

An exhibition with all the students ideas was planned to take place in the most busy shopping mall in Gothenburg but had to be cancelled because of Covid-19 restrictions. Over 200 people voted online, but had the exhibition taken place we suspect it would have been lots more.

5 Nice Cote d'Azur Local News Desk

5.1 Context

Long known as a "Sleeping Beauty", Nice has changed its former image in a few years into that of an intelligent city. The ambition today is to found a new economic development model, on the one hand by providing the Nice Côte d'Azur metropolis with a strategy that is supported and shared by all the players in the economic, training and research fields, and on the other hand by creating in the Var valley, an eco-example territory, for demonstration and experimentation on a European scale.

Located between the sea and the mountains, the Métropole is subject to topographical constraints requiring agility and adaptability of solutions. Due to the specificities of its territory, the Metropolis of Nice Côte d'Azur faced three main challenges:

- **Mobility:** the Metropolis of Nice Côte d'Azur aimed to develop a sustainable and multi-modal mobility adapted to its territory and responding to citizens and visitors' needs.
- **Energy:** Located at the end of the national electrical line, the territory of Nice Côte d'Azur is at high risk of shortages and blackouts.
- **Air quality :** The sun and the heat favor the formation of secondary aerosols by photochemistry such as ozone. The concentration of our traffic routes on a narrow coastal strip also concentrates the sources of pollution from individual thermal vehicles. In addition, the dry weather favors the re-flying of suspended particles that coupled with a low frequency of strong winds discourages the dispersing of pollutants. There is also a common practice of burning plants or heating with wood in dense urban areas. Air quality in Nice is also influenced by more distant sources of pollution such as the Po plain (Milan agglomeration) or the sands of the Sahara...

The IRIS project has enabled the Nice Côte d'Azur Metropolis to continue to support projects for the creation of Smart Grids in the eco-valley (Nice Meridia, Les Moulins, Grand Arénas) and the deployment of innovative solutions developed by the other partner cities in the project in the lower Var Valley and the Plaine des Sports. It is in synergy with the regional FLEXGRID programme and the French "Nice Smart Valley" demonstrator of the European Interflex project. The Nice Local News Desk helped to valorize NCA territory dynamism and actions towards citizens, and to share experience with other territories.

5.2 Targeted audiences

Table 7 Nice Cote d'Azur communication audiences

AUDIENCES	Defining characteristics & importance to IRIS
Students	Students of the Côte d'Azur University via the COMED master, students of the Carlone campus
NGOs	n/a
Residents	Senior citizens – a significant community within NCA territory Younger citizens - MNCA aims to diversify its local population by building new eco-districts like Nice Meridia, part of the IRIS project
Visitors	With 5 million of visitors per year, Nice is the 1st tourist destination after Paris.
Additional	Investors, startups, SMEs, CAC40 Companies, … Academics: Université Nice Sophia Antipolis (UNS) community (teachers, searchers, students)
Population	All the population with air campaign in public transport

Specific audience characteristics to consider have been identified around the Nice demonstration sites:

Table 8 Nice Cote d'Azur communication audiences in the IRIS demonstration sites

Demonstration sites	Nature & composition of the Audience
Les Moulins	• Native & non-native speakers • Rented buildings • Young people, large families • Low income • Low technological awareness
Palazzo Meridia	• Native & non-native speakers • Rented buildings (Offices) • Workers • Business • Medium-High technological awareness
IMREDD building	• Native & non-native speakers (foreign teachers, students…) • Owned buildings • Students: - Young people with high study degrees - Strong economic potential - Potential future residents

5.3 Local news desk channels

Table 9 Nice Cote d'Azur local news desk channels

CHANNELS	Available mediums for delivering messages and receiving feedback/input
District-wide	Local newspaper: NiceMatin -> local readers (residents) Local TV Channels: Azur TV-> highly-concerned residents Local radio: France Bleu Azur (if relevant) -> local residents Community platform: Civocracy news -> highly-concerned residents
City-wide	Official websites: nicecotedazur.org (MNCA) -> local residents, investors, … Social networks: Linkedin/Twitter/Facebook -> local followers, investors, … Newsletters City TV Channel: MNCA Youtube channel -> local followers, investors, …
Region-wide	TV channel: France 3 Region -> local viewers
World-wide	Trade Fair: Innovative City (major event dedicated to Smart cities and located in Nice city, takes place every year), Transition Forum (major event dedicated to Sustainable Development and located in Nice city, takes place every year)-> Local, national and international business visitors, official guests, foreign local governments, international investors, …
Academic community (UNS)	Web site: univ-cotedazur.fr -> teachers, searchers, students, partners LinkedIn: IMREDD & UNS accounts -> teachers, searchers, students, partners Twitter: IMREDD & UNS accounts -> teachers, searchers, students, partners Facebook: IMREDD & UNS accounts -> teachers, searchers, students, partners Newsletter -> teachers, searchers, students, partners
Partners Communities	Intranets -> internal teams Web sites -> investors, partners, customers…
IRIS Community	Web site: http://irissmartcities.eu/irissmartcities/ -> IRIS partners, investors, … Twitter -> IRIS partners, investors, … LinkedIn -> IRIS partners, investors, … IRIS Youtube Channel-> IRIS partners, investors, …

Table 10 Nice Cote d'Azur local news desk channels

5.4 Organization and actions of the Nice news desk

The local news desk board was organized in 2 stages in the lighthouse city of Nice. In a first stage, the communication was managed by Dimitri Metodiev at IMREDD.

A web page dedicated to IRIS was created on the IMREDD website. The latter also relied on all their social networks already in place to disseminate information on the project, videos were also made by students.

IMREDD has a learning centre to present the achievements of their building. This tool has enabled IRIS to be presented and made known to numerous foreign delegations as well as to the industrial and academic world.

Figure 25 IRIS showcase at IMREDD learning centre

Figure 26 IRIS microsite on IMREDD website

https://imredd.fr/projet/iris/

Years	Sum of Pages view
2018	63
2019	280
2020	211
2021	395
2022	321
2023	10
Total	**1280**

Following the arrival of Estelle Michel in the project, this part was taken over by the Metropole Nice Côte d'Azur. This positioning allows a synergy between the project partners, local and political partners.

During this "second period", the work in collaboration with the CAP ENERGIES competitiveness cluster made it possible to obtain the Flexgrid label for the IRIS project, thus ensuring a regional influence.

The COVID then disrupted the initial communication plan and few events were organized. We can nevertheless underline that a partnership was made with the organizers of the Transition Forum and that the project was presented during the Sustainable Places and the Barcelona trade fair.

Finally, the project was welcomed by the European Commissioner Mariya Gabriel when she came to Nice for the Innovation Campus.

IRIS

En bref

Date début : Octobre 2017
Date fin : Octobre 2022
Programme : H2020
Budget Total : 18 000 000€
Taux de subvention : 100%
Budget MNCA : 1 471 250€
Subvention CE pour MNCA : 1 471 250€

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

https://www.irissmartcities.eu/

Composé de 43 partenaires européens et doté d'un budget total de 18 millions d'euros, le projet IRIS, d'une durée de 5 ans, consiste en l'expérimentation du pilotage énergétique d'éco-districts à travers la mise en place de solutions innovantes et intégrées dans les domaines de l'énergie, des transports et des technologies de l'information et de la communication dans trois « villes phares » en Europe : la Métropole Nice Côte d'Azur, la Ville d'Utrecht aux Pays-Bas et la ville Göteborg en Suède. Les solutions développées seront ensuite appliquées dans quatre villes dites « suiveuses ».

Objectifs

Ce projet collaboratif européen, va permettre à la Métropole Nice Côte d'Azur de poursuivre l'accompagnement des projets de création de Smart Grids sur l'éco vallée (Nice Meridia, Les Moulins, Grand Arénas) et le déploiement de solutions innovantes développées par les autres villes partenaires du projet sur la basse Vallée du Var et la Plaine des Sports. Il entrera en synergie avec le programme régional FLEXGRID et le démonstrateur français « Nice Smart Valley » du projet européen Interflex.

Dans le cadre du projet IRIS, la Métropole Nice Côte d'Azur développera les actions suivantes :

- Création d'un Pilotage Energétique Local sur trois éco-quartiers de l'Eco-Vallée plaine du Var (production locale d'énergies renouvelables, autoconsommation et stockage, gestion dynamique en temps réel de la consommation, par agrégation et flexibilité, et modulation tarifaire suivant le coût de l'énergie)
- Electro mobilité (auto partage de véhicules en free floating)
- Déploiement de nouveaux capteurs innovants sur un réseau dédié aux objets connectés (réseau de télécommunication via l'internet des objets, capteurs mobiles, capteurs virtuels)
- Plateforme de partage des données territoriales et d'offre de services « City Information Platform »

Partenariat

Villes Partenaires

- 2 principaux partenaires (Utrecht, coordinateur et Göteborg)
- 4 Villes suiveuses (Vaasa Finlande, Alexandroupolis Grèce, Focsani Roumanie et Santa Cruz de Tenerife Espagne)
- 37 autres partenaires

La Métropole Nice Côte d'Azur, coordinatrice de l'écosystème de Nice: (Université de Nice Sophia Antipolis (UNS), Electricité de France (EDF), Enedis, Centre Scientifique et Technique du Batiment (CSTB), VEOLIA ENVIRONNEMENT, Côte d'Azur Habitat, NEXITY, VULOG

Figure 27 IRIS microsite on Metropole website

Métropole NCA | IRIS (nicecotedazur.org)

The page was published in April 2019.

It has 675 visits until August 2021, when the Metropolis changed its stats software.

Then from August 2021 to January 2023, it has 352 visits.

Annex 3 - Nice Cote d'Azur principal actions present Nice's principal actions carried out from M1 (October 2017) to M66 (March 2023).

5.5 Nice News desk highlights

1. IRIS project featured in I LOVE EUROPE Campaign

Still too often today, Europe appears as a distant entity for young high school students, for students and for the general public in general. Some hear about European initiatives such as Erasmus, or ERDF, without really understanding their meaning and therefore without being able to appreciate the positive impact of the decisions and initiatives taken by the European Union on a daily basis.

To tackle this situation, the I AM Europe campaign launched by the Universite Cote d'azur aimed to make individuals in the Alpes Maritimes aware of European actions and policies in terms of training, territorial cooperation and R&I, as well as their translation into society while encouraging European citizen participation in major debates. To do this, the campaign focused on three key target audiences: High school students, regular Citizens and University students.

Focusing on the engagement with regular citizens, I AM EUROPE aimed to raise public awareness of the impact of R&D and cooperation policies and projects on the territory of the Alpes Maritimes and on our daily lives, through digital information and communication tools, meetings and dialogues. This action draws up a consolidated assessment of the projects deployed within the framework of the European programming 2014-2020 on our territory, with a concrete impact, direct or indirect, on the citizens and proposes an inclusive reflection and a participative debate on the priorities and the needs for the future of the territory.

All IRIS partners in Nice took the chance to present the outcomes of their work via a youtube video

Figure 28 I AM EUROPE IRIS video campaign

2. Leaflet on eco-actions by teenagers

The Les Moulins district in Nice faces many challenges. The poverty rate is 45.7%, twice as high as the 20.2% municipal average. The district has many social housing units and its inhabitants usually speak little or no French. Two-thirds of adults do not have an education beyond secondary school.

Understandably, people here are more concerned about their jobs and income rather than the energy

transition even though IRIS activities were happening there. To change this trend, IRIS collaborated with ADAM – a local association focused on family welfare, social integration and eco-citizen mediation, to foster citizen engagement through information and communication campaigns lead by local children and teenagers on energy concerns in the area.

At the association's leisure centre, over 20 teenagers were encouraged to become "eco journalists" interviewing Les Moulins inhabitants at the weekly market about their energy concerns about energy as well as meeting up with local technicians who take care of the heating infrastructure in the neighbourhood.

The teenage eco-journalists produced a flyer with tips on how to save on heating and distributed it to over 2400 households. At the same time, a group of young children also created posters on recycling themes and eco-actions, creating a positive feedback loop to proud parents and relatives involved who learned about energy saving from their kids.

Figure 29 Eco-Flyer made by teenagers at Les Moulins

3. Air quality campaign with students from DISTIC and Metropole Nice Cote D'Azur

Students from the DISTIC (DIgital STudies, Information and Communication) Master's program at the Université Côte d'Azur had the opportunity to work on the theme of air quality, supervised by AtmoSud teams and teachers- researchers from SIC.Lab Méditerranée. Despite the COVID-19 pandemic and the resulting constraints, the students carried out their project by developing several lines of communication as part of an air quality awareness campaign.

After carrying out a survey within the university to take stock of students' knowledge on the themes of air and its pollution, the Master students developed the axes of a communication campaign aimed at raising awareness among air quality students.

AtmoSud then carried on with air quality campaigns in collaboration with Metropole Nice Cote D'Azur which complemented the development of a new air quality index (ICAIRh). In this instance the awareness raising campaign was focused on the positive steps that citizens could do to favour better air quality in their city, such as using a bicycle or using public transport instead of cars.

Figure 30 Poster samples from Air quality campaign in Nice

4. IRIS participation to Transition Forum

Co-organized by the Metropole Nice Cote D'Azur, European stakeholders from several sectors, including energy, mobility, food, housing as well as several IRIS Smart Cities partners gathered at the Transition Forum in Nice on 29-30th September to explore innovative business opportunities that can help accelerate the green transition. The forum is committed to accelerating the transition to a clean and sustainable future. It provided an opportunity for discussions and business 2 business meetings with experts and stakeholders from several sectors including energy, mobility, food, housing all sharing a common interest to promote the green transition and meet the EU Green Deal objectives.

Figure 31 Transition Forum in Nice

6 Follower Cities News Desks

6.1 Vaasa

Vaasa´s city strategy is based on some important key areas, such as welfare, swiftness, history, internationalization and energy. Vaasa is known for its unique expertise within the energy sector, which also can be seen within the city organization. The city encourages experimenting and testing of new solutions and has also approved a separate participation program (citizens engagement program).

IRIS was the first H2020 project the city got involved in, which means that the project itself and its management were an important learning process. IRIS contributed to several of actions in the city strategy – focusing additional investment, delivering new urban development and reinforcing the energy and climate program.

Energy Vaasa is the leading energy cluster in the Nordic countries, with more than 160 businesses, several of which are global market leaders in their field, and accounting for approximately 30% of Finland's energy technology exports. EnergyVaasa communications plans provided additional support to IRIS related actions along with a strong regional communication strategy with a great focus on energy.

As lead of all replication activities, Vaasa was understandably enthusiastic about engaging and enthusing both citizens and professionals around a genuine showcase demonstration.

Table 11 Vaasa communication audiences

AUDIENCES	Defining characteristics & importance to IRIS
Civic groups / NGOs / Citizens	The Ravilaakso area is a focus area for development in Vaasa as well as a replication area within the IRIS project. Engaging these target groups is important for achieving project objectives. A process of citizen engagement and co-creation has already started as part of the Ravilaakso developments.
Experts / Visitors	The area can in the future become a showcase for the city concerning smart, sustainable and energy positive districts. Experts, external financers and companies, developers can be engaged around it and are crucial for the successful replication.
Employees	The project acts as a learning process for the city and employees involved.
Decision makers	To ensure and influence on that replication will take place
Networks and potential replication cities	Crucial for the project to work on the potential scale up and replications for Vaasa and IRIS project ambitions in follower cities and beyond. The City of Vaasa has been an active partner in the Finnish Smart Cities -Lighthouse project network. The City of Vaasa arranged sessions together with the other Lighthouse project partners events and sessions both during Tampere Smart Week as well as during Energy Week. The City of Vaasa has also attended an event in Brussels for Small and mid-sized cities and

	presented the IRIS project as well as arranged a workshop.

Table 12 Vaasa principal actions carried out from M1 to M66

MONTH	Action
October 17	*Press release by the City of Vaasa 25.10.2017* *Press release on the city internet pages* *Information about the project on www.vaasa.fi*
October 17	Presentations of the targets and tasks in IRIS Meeting Sustainable and attractive Towns workshop
November 17	Press release IRIS announcement University of Vaasa
December 17	Internal information for employees involved in the energy- and climate program
January 18	Presentations of the targets and tasks in IRIS for internal target groups and decision makers
March 18	Energy Week 2018
April 18	Meeting Ghent, CoM Twinning project, Presentations of the targets and tasks in IRIS
May 18	Information stand at the University of Vaasa during the Europe day event
June 18	Sustainable Energy Days in Brussels presentations and discussions
June 18	ISPIM Conference in Stockholm, presentations and discussions
June 18	Presentations of the targets and tasks in IRIS Board of Technical department
August 18	Presentations of the targets and tasks in IRIS, interested public
March 19	Energy Week 2019: - the Smart Energy Innovation Dialogue Energy Research Exhibition / Poster
June 19	The Consortium meeting in Vaasa. Press release / Smart City Visions: IRIS cities meet in Vaasa, the nordic energy capital - YouTube / Social media posts on IRIS channel / Article in VASABLADET
January 2020	Replication workshop during Tampere Smart City week, Tampere Smart City Week 2020 | ERRIN; mySmartLife News Article - MySMARTLife ; Social media posts
April 2020	Huld Design Award 2020 design competition - an intelligent spatial data solution for

	the city of Vaasa - Huld
March 22	Energy Week 2022: Smart Cities Solutions from Finland: (Smart Cities Solutions from Finland PowerPoint-esitys (energyweek.fi)). Energy Research Exhibition / Poster.
May 2022	"Innovative Small and Medium Cities – getting the most out of the new programming period" / Brussels / Workshop 9 Vaasa's IRIS Smart Cities journey and future ambitions (City of Vaasa, Finland)
September 2022	Mini-Lifti shared cars | Vaasa

6.1.1 Highlights Vaasa

IRIS participation at Vaasa Energy week

The Vaasa Energy Week is an annually organized business event gathering the energy experts, influence makers and other energy enthusiasts to discuss the hottest topics in the energy sector. The Vaasa Energy Week has been an excellent communication and engagement platform for IRIS communication and dissemination throughout the years. Several IRIS-sessions have been arranged.

In 2022 the Smart City Solutions session organized by IRIS partner Energy Vaasa and in collaboration with several other smart city projects (Stardust, Sparcs, Making City, Response and Matchup) over 116 attendees from more than 30 cities from Finland and Europe were present.

Figure 32 Vaasa Energy week 2022

Figure 33 Presentation of IRIS at Vaasa Energy Week 2022

Figure 34 Vasek social media activity Vaasa Energy Week

Figure 35 Official Vaasa Energy week social media channel

6.2 Alexandroupolis

The Municipality of Alexandroupolis completed and approved the Sustainable Mobility Action Plan (also approved by the Covenant of Mayors), as well as the Electric Vehicle Charging Infrastructure Strategy Plan. IRIS constituted an important project for Alexandroupolis and held an important place in the strategy of the city towards low carbon economy since the exploitation of RES solutions is highly valued by the public authority. The city is developing an updated Sustainable Energy and Climate Action Plan, which will incorporate the developed IRIS replication plan. The IRIS project/Local news desk contributed to the communication and dissemination of major energy projects, such as the geothermal district heating and the TAP's waste heat district heating that Alexandroupolis is implementing.

Since 2011, the Municipality of Alexandroupolis has created an autonomous energy and natural resources office directly under the Mayor to design, support and implement energy projects. The Deputy-Mayor of Energy and Natural Resources, Mrs Eleni Intzepelidou is considered as a key person in Alexandroupolis' ecosystem and she has been the main contact of Alexandroupolis within the IRIS project since 2019 when she replaced Mr. Ioannis Falekas following the municipal elections. In addition, Municipality of Alexandroupolis has a press office.

Energy HIVE cluster is a newly developed cluster of SMEs working on energy and entrepreneurship and was considered a valuable channel to disseminate and communicate the IRIS project within the Alexandroupolis ecosystem. Mr Dimitris Kourtidis and Mr. Leonidas Eleftheriadis, external collaborators of Energy HIVE cluster were considered as the key communications contact persons.

Table 13 Alexandoupolis communication audiences

AUDIENCES	Defining characteristics & importance to IRIS (success/failure)
Civic groups	Civic groups of Alexandroupolis mostly include cultural associations. Medium importance in respect to IRIS
NGOs	Not many NGOs operate in Alexandroupolis. Not important in respect to IRIS
Residents	Alexandroupolis, as it the case in Greece in general, has a building stock that is by more than 70% privately owned. Residents of Alexandroupolis are in majority native speakers and can be considered as low to medium income. In terms of demographic factors, the city presents slow population aging. In addition, only 10% of the population has university education, very below of the national average (18%). This audience is considered as very important for successful implementation of IRIS
Visitors	Visitors are mainly tourists from Turkey, Bulgaria, Romania and other European countries.
Local scientific community	Alexandroupolis is aiming to replicate solutions of LCs that are considered innovative in terms of the city's ecosystem. Therefore, IRIS D&C plan should include channels to local scientific community. E.g. through Technical Chamber of Thrace

Government	Energy policy in Greece follows a top-down approach. Government is of high influence on IRIS implementation and national legislation is usually a bottleneck in innovative solutions. Government is considered as enabler for IRIS project.
Business	Businesses could act as multipliers of IRIS (e.g. adopt solutions replicated in Alexandroupolis)
Academia	Academia can be considered as an enabler for IRIS through support of the feasibility assessment of the replication activities.
Technical	Professional Associations (Architects, Engineering, etc) can be considered as an enabler for IRIS through support on technical issues and solutions of IRIS activities.

Table 14 Alexandroupolis communication channels

CHANNELS	Available mediums for delivering messages and receiving feedback/input
City-wide	Social media followers of Municipality of Alexandroupolis(>1300 Facebook followers, >3300 Instagram followers, 268 YouTube subscribers) Municipality of Alexandroupolis' webpage (www.alexpolis.gr) Emails using Chamber of Commerce of Evros lists to businesses of the city Emails using Technical Chamber of Thrace lists to its members (>500 members) Emails using Economic Chamber of Thrace lists to its members (>500 members)
District-wide	In person communications through civic groups for targeted districts
Association	KEDE (union of municipalities of Greece) – Disseminate IRIS results and outcomes in annual events
Association	PED AMTH (union of municipalities of Region of Eastern Macedonia and Thrace) – Dissemination of IRIS results and outcomes through PED AMTH

Table 15 Alexandroupolis principal actions carried out from M1 to M66

MONTH	Action
February 17	Press release about the IRIS project
March 18	Interview of Mr. Falekas, Vice Mayor, about IRIS project
June 18	Interview of Mr. Falekas, Vice Mayor, about energy project of Alexandroupolis
August 18	Press release about the prize awarded by Euro-China Green and Smart Cities

September 18	Euro-China Green and Smart Cities Awards. Ceremony in Ningbo, China. Presentation of IRIS project. Alexandroupolis received a prize. (see figure 31 below)
February 19	Press release about the prize awarded during VERDE.TEC exhibition
May 19	Presentation of geothermal project in Energy & Hubs forum in Xanthi (see figure 32)
December 19	Press release. New targets for CO2 reduction for 2030 (See figure 33)
June 20	Scientific publication for IRIS replication project
July 20	Press release about collaboration with stakeholders for IRIS project
May 21	Press release about IRIS replication project at celsiuscity.eu
June 21	Social media post about "BIKE FRIENDLY DESTINATION" Mark
September 22	Video "IRIS explained: Alexandroupolis"
December 22	Press release about IRIS replication project

6.2.1 Highlights Alexandroupolis

The IRIS project dissemination activities were important in terms of transferring the information about replicability of IRIS activities to other Greek and South-Eastern European cities to multiple stakeholders. The IRIS project also targeted and influenced policy makers and municipal employees active in Greek policy regarding urban sustainable and smart energy projects. Some photo highlights of key events are presented below. The Euro-China Green & Smart City summit took place in Ningbo, China where 12 cities form European countries presented their green and smart city solutions. The summit welcomed near 200 participants. The Energy and Hubs event was held in Xanthi, Greece with more than 200 participants from the region of Eastern Macedonia and Thrace. The geothermal project of Alexandroupolis was presented. During IRIS project, Alexandroupolis enjoyed a strong collaboration with Energy HIVE Cluster and CERTH. This collaboration resulting in launching a program of shared e-bicycles and conventional bicycles for the citizens and the visitors of Alexandroupolis.

Figure 36 Euro-China Green and Smart Cities Awards. Ceremony in Ningbo, China. Presentation of IRIS project. Alexandroupolis received a prize.

Figure 37 Presentation of geothermal project in Energy & Hubs forum in Xanthi.

Figure 38 New targets for CO2 reduction for 2030

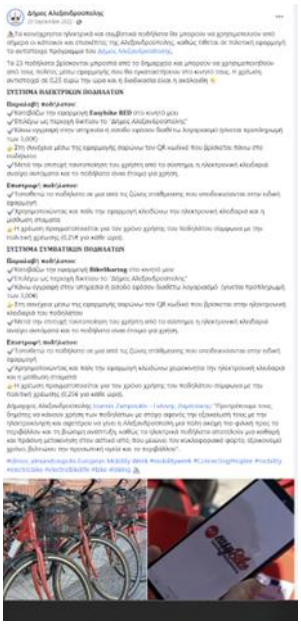

Figure 39 Social media post for launching the new shared e-bicycles and bicycles program (more than 1,000 people reached)

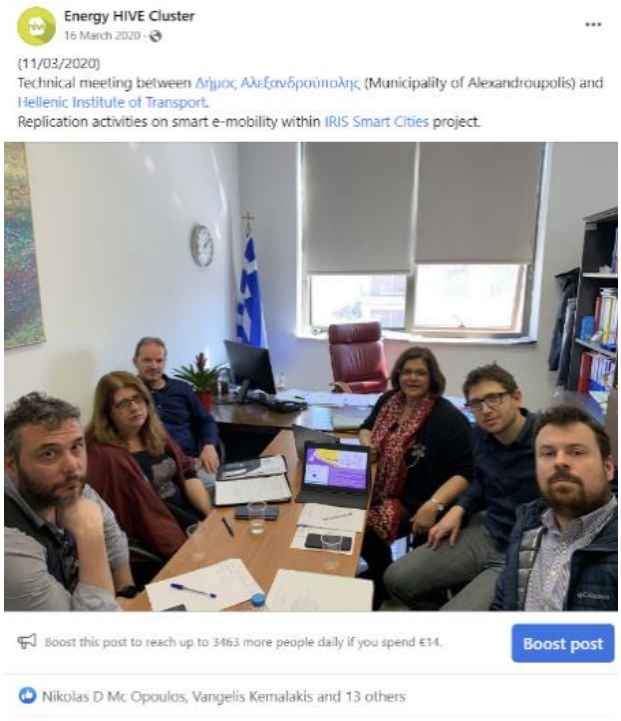

Figure 40 Social media post from Energy HIVE Cluster technical meeting for IRIS project

6.3 Santa Cruz de Tenerife

For the only Spanish city of the project and based on an island, IRIS provided a great catalyst to reinforce its European Identity, increase the employment rate and achieve increased inward investments. For the city, this went hand in hand with their strong sustainable agenda of significantly reducing CO2 emissions and building on their multimodal offer. This includes increasing the number of electrical vehicles available and extensive cycle paths, as well as other measures regarding building retrofitting, CIP or citizen's engagement.

With IRIS communication activities, **Santa Cruz de Tenerife (SCT)** sought to raise awareness about how technology and smart projects can improve citizen's quality of life and improve sustainability.

To achieve this, SCT recognized that an increased citizen's participation and engagement in local actions, projects and decision-making was central to achieving this goal collectively. It is also a platform for building social understanding when constructions work take place in the city.

Table 16 Santa Cruz de Tenerife communication audiences

AUDIENCES	Defining characteristics & importance to IRIS
Civic groups	Citizens entities are a very important part of SCTs social structure, driving a wide combination of citizen initiatives in multiple and diverse areas and fields. • Clubs and sports associations 128 • Neighbourhood Associations: federations are also included 99. • Seniors Associations: 40. • Health and social cooperation partners: 81 • Children's parents associations: 36 • Carnival associations 49 Local and regional traders associations Canarian federation of municipalities Journalists associations, Mass Media (3 journals, 3 Local TV channels, 10/15 local radios) 6.898 local enterprises (6.105 services, 308 Industries: water, energy and waste management)
Residents	205.601 inhabitants (107.244 women 98.357 men - 10.896 foreigners)
Visitors	2.203.615 visitors per year. 16.595 direct employment; 112.275.309 € year expense.

Table 17 Santa Cruz de Tenerife communication channels

CHANNELS	Available mediums for delivering messages and receiving feedback/input
City-wide	*3.905 FB fans; 2.538 TW followers; 176 youtube suscribers (corporative pages)*

	2.344 FB; 1115 TW followers (Environmental pages) Dailys readerships: El Día (16,76%), La Opinión (3,4%), Diario de avisos (8,68%) Local radio's audiences in % : SER (12,2) COPE(4,2) National (5,4) Canarias Radio(2,6) Radio El día (1,2) 40 (15,4), Dial (11,3). 3 regional TV channels (TVE: 41.000 viewers) Antena 3 (43.000) and TVC (No data) 2 locals (No data). City Council web site *Whatsup* groups: about 1200 users in a closed net.
District-wide	Southwest district: 1.874 FB fans & 644 TW followers Ofra South Coast: 1.942 FB fans & 361 followers Salud La Salle District: 826 FB fans & 377 followers Centro Ifara District: 1.934 FB fans & 1.933 followers Anaga District: 2.519 FB fans & 329 followers

Table 18 Santa Cruz de Tenerife principal actions carried out from M1 to M66

MONTH	Action
November 2017	Press release by the City of Santa Cruz 13.11.2017. - *Publication in three regional Newspapers* - *7 digital publications in 5 different websites.* o *Link 1* o *Link 2* o *Link 3* o *Link 4* o *Links 5, 6 & 7 (not available nowadays)* - *Three radio program interviews with the Mayor* - Information about the project on eSMARTCITES.es
October 2018	IRIS SCT workshop with local Stakeholders and EC consultants.
November 2018	Participation in Smart City Barcelona Congress 13.11.20022 Press release by the City of Santa Cruz 24.11.2018.

May 2019	Public presentation in public conference of IRIS status at La Laguna University 24.05.2019
June 2019	IRIS SCT workshop and public presentation in COAC. IRIS SCT online workshop
October 2019	Public presentation in public conference of IRIS status at FORO VERODE. Fuerteventura. 16.10.2019
June 2020	Public presentation in public conference on mobility challenges by IRIS. S/C de Tfe. 12.06.2021.
April 2021	Official statement on RIS3Mac website.
September 2021	Public presentation in public conference on mobility challenges by IRIS. S/C de Tfe. 22.09.2021.
November 2021	Public presentation in public conference of IRIS status at Teror (Gran Canaria)
March 2022	Video-film release via IRIS web, Youtube and WhatApp. 22.03.2022 IRIS story in Centro Habitat Newsletter
April 2022	Children/s workshop during April's Fair.
May 2022	Public presentation in public conference of IRIS status at La Laguna University 25.05.2022
November 2022	Public presentation in public conference of IRIS status at S/C during World Urbanism Day 08.11.2022
January 2023	Article in ingenieriaurbana.es

6.3.1 Highlights Santa Cruz de Tenerife

The most successful events during IRIS communication have been the two participatory workshops carried out with representatives of the local ecosystem and professionals of the local administration.

These two events have served as foundations to nourish the vision of the city evolution in the IRIS framework, as well as to define the roadmap of IRIS for the city. The first one (2018), took on board two EU consultants who helped at the methodology approach and establish the working lines basis. In this event, 42 participants attended. The second one (2019) set the roadmap on each Transitional Track, where 38 participants attended.

However, the impact of these workshops has gone further since it helped relevant stakeholders to be informed about IRIS, and well as provide further impact in companies and in the inner municipality structure.

Finally, there are many events along these years where short presentations have been made to different public (University, Citizens, Professionals, etc.) with a total audience of these 240 people (8 events with an average of 30 attendees).

Figure 41 First workshop 2018

Figure 42 Second workshop 2019

Figure 44 University presentation

Figure 43 Public presentation at Urbanism Day

6.4 Focsani

During the elaboration of different, strategic documents (Strategy for development of Focsani city for 2021-2027, Sustainable urban mobility plan for Focsani city), which include different solutions from the IRIS project, the Municipality prepared and addressed to citizens an online questionnaire for collecting proposals and comments regarding the above-mentioned documents. Online presentations were held regarding the steps of elaboration of these documents and citizens have had possibilities to comment, address questions, come with proposals online using available chat or via e-mail. Regarding Focsani's sustainable urban mobility plan, an online consultation which took the form of an email questionnaire was sent to the citizens of Focsani in order to understand their mobility preferences. At the same time, for increasing citizens awareness and their implication and engagement into city life and development, posters, flyers, leaflets, video clips in local media channels have been prepared and distributed throughout the city.

The Municipality of Focsani has a special Department for Communication – Communication Centre which has several main objectives:

- Improving the information flow to and from citizens.
- Direct citizens access to different data base.
- Reducing time and increasing efficiency for providing documents to citizens.
- Developing a transparent and efficient way to communicate with citizens.

The Communication Centre of Focsani Municipality has been the main reference point for the communication and citizen engagement activities and developed and implemented several online services for citizens of Focsani:

- Portal of electronic services.
- Online urban certificate.
- Municipality online registry office.
- Online petition service.
- Online payments for local taxes.

6.4.1 Highlights Focsani

IRIS was presented/promoted through different channels and for different audiences. One of the events at which IRIS project has been presented was organized at the University Politehnica of Bucharest in May 2018. The event was the Workshop "Solutions and Technologies for Intelligent Cities". The workshop had the aim to increase the awareness/disseminate the concept of smart cities and its multidisciplinary approach. Different solutions for increasing energy efficiency in a city were presented, including the presentation of IRIS project and all its five Transition Tracks including all analyzed solutions. Different IT concepts that are indispensable when analyzing the smart city concept were also shared. The audience at the workshop included mainly scientific community but there have also been present representatives from several

industrial companies.

Figure 45 Solutions and Technologies for Intelligent Cities workshop in Focsani

The results obtained within the IRIS project were presented at the round table "*Energy research in the view of young researchers*", an event organized by INCDE ICEMENERG in June 2020. During the event, various solutions for the efficient and ecological production of electricity/thermal energy were presented, as well as solutions to improve energy efficiency in smart cities. Solutions analyzed and presented in the IRIS project were also disseminated during the event.

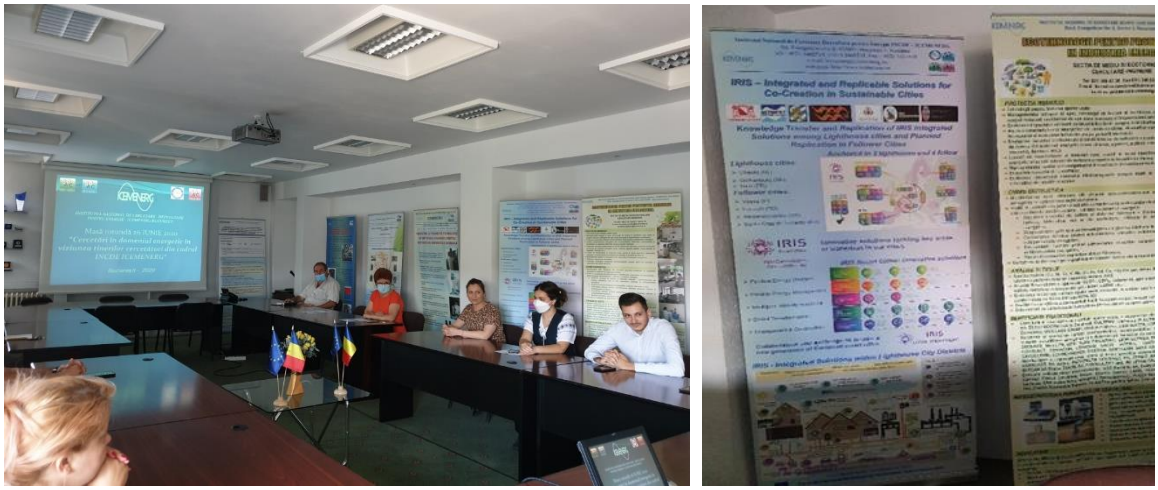

Figure 46 "Energy research in the view of young researchers" event by INCDE ICEMENERG

The results of the IRIS project were also presented in the MCID (Ministry of Research, Innovation and Digitalization) newsletter, No. 40 / August 2022, within the article "Replication Plan for the city of Focşani"

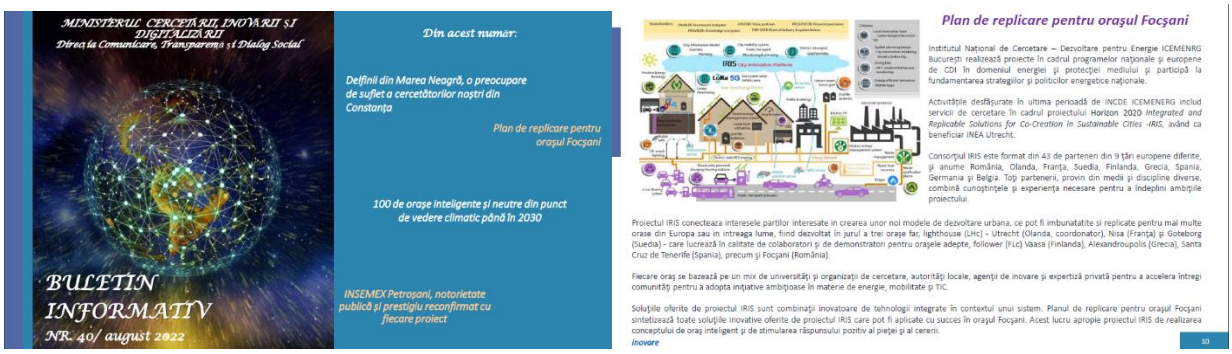

Figure 47 MCID newsletter, No. 40 / August 2022

7 Conclusions

The IRIS local news desks went to great lengths to achieve what they initially set out to do. As can be gathered from the extensive action lists in this document, the Lighthouse cities of Utrecht, Gothenburg and Nice as well as the follower cities of Alexandoupolis, Vaasa, Santa Cruz de Tenerife and Focsani carried out several outreach activities that responded to the resources available and cultural contexts of each city. Whenever possible they provided regular news bites on project milestones and developments in English and local languages for publication at project and local levels.

A big challenge in the coordination, monitoring and management of the local news desks was to understand the needs and communication opportunities in each city and how these can differ substantially from city to city due to different languages and cultural contexts. What is easy to implement in one city might not be so achievable in others. However, the flexible approach to locally organized communication actions seems to have paid off. In the case of the Lighthouse cities, overall outreach targets were met with a strong output from all 3 cities, especially Utrecht. The follower cities also did their fair share of activities with some cities doing a bit more (Vasa, St Cruz) than others (Focsani).

Reporting and social media activity around citizen engagement actions in each city which represented a priority communication opportunity for the project was often documented in pictures, video, social media and pushed to local press and media.

A lot of local video content was produced by all actors, also supported by the secretariat where necessary. All city and IRIS consortium video content was pooled together on the project YouTube channel.

The sphere where the Local News Desks under achieved was in mobilizing citizen journalism cells – this was due to in a large part to the COVID pandemic which made it hard to get the necessary momentum going for such an activity. Nevertheless, the local desks still identified plenty of opportunities to organize and participate in public awareness campaigns and actions targeted towards engaging residents, citizens and other stakeholders.

8 References

[1] http://irisSmartCities.eu

[2] https://showcase.irissmartcities.eu/

[3] https://twitter.com/IRISsmartcities

[4] https://www.youtube.com/channel/UCVZPWV3_lx4xF1aXItY9E8w

[5] https://www.linkedin.com/company/27090842/

Annexes

Annex 1 - Utrecht principal actions

Table 19 Utrecht principal actions carried out from M1 (October 2017) to M66 (March 2023)

MONTH	Action	Response		
		Website: Visits/ Visits right after publ. date	LinkedIn: Impressions/ Reactions/ Comments/ Reposts	Twitter: Shown/ Interactions
Jun 18	Interview and storytelling-video with Bo-Ex in production. Micro website for IRIS-Utrecht – www.iris-utrecht.nl – in production (see figure). June 4th, Promoting Urban Reverd podcast about Bidirectional chargers and the implementation in Kanaleneiland for IRIS. June 6th, Joop Oude Lohuis presenting IRIS at PROVADA Real Estate Fair in Amsterdam. June 13-14, Mirjam Harmelink representing IRIS at 2018 International Business Festival – Smart Cities Realised Summit in Liverpool. June 14th, News IRIS partner LomboXnet wins International Partnership Award with Renault. June 19-22, Hans Sakkers representing IRIS at ICLEI World Congress in Montreal. June 20, 25, 26, IRIS interactive co-creation sessions Utrecht citizens on smart street lighting. June 27-28 Participation of Muriel Pels and Haye Folkertsma at European Innovation Partnership for Smart Cities & Communities General Assembly in Sofia.	N/A	N/A	N/A

MONTH	Action	Response		
		Website: Visits/ Visits right after publ. date	LinkedIn: Impressions/ Reactions/ Comments/ Reposts	Twitter: Shown/ Interactions
	June 30th, Muriel Pels presents the IRIS project, business models for smart cities, at UU Centre for Entrepreneurship.			
Jul 18	16-17 July, Participation of Haye Folkertsma & Thomas Kruse at Creative Dialogue DE-NL on E-Mobility in Munchen	N/A	N/A	N/A
Sep 18	September 4th, Project meeting with all Utrecht partners, WP5 September 6th, Project meeting with all Utrecht partners WP10 September 12th, Communication plan IRIS Utrecht for citizen engagement finished, meeting Municipality, Bo-Ex and USI *Micro website for IRIS-Utrecht live, including video portraits, knowledge base integrated with Smart Cities Information System (SCIS) and IRIS calendar.*	N/A	N/A	N/A
Oct 18	Sustainability week Climate planet in Utrecht: opportunity for network and general audiences Renovation first apartment block starts Interview and storytelling-video with Bo-Ex uploaded and public. Start citizen journalism in collaboration with participating schools in the IRIS district Kanaleneiland-Zuid.	N/A	N/A	N/A
Nov 18	Interview and storytelling-video with Stedin in production.	N/A	N/A	N/A
Dec 18	First vlogs citizen journalism live.	N/A	N/A	N/A
Jan 19	Promoting IRIS on the Pathways to Sustainability Conference of Utrecht	N/A	N/A	N/A

MONTH	Action	Response		
		Website: Visits/ Visits right after publ. date	LinkedIn: Impressions/ Reactions/ Comments/ Reposts	Twitter: Shown/ Interactions
	University			
Feb 19	Launch of Duursamen Bordspel, children's board game to raise awareness on IRIS.	N/A	N/A	N/A
Mar 19	Information session on We Drive Solar, offering 50% reduced subscription to pooled electrical cars Promoting IRIS to more than 1000 visitors of an Utrecht University event about sustainable innovations	N/A	N/A	N/A
Apr 19	Webinar 'Safety considerations when installing 2nd life batteries in residential buildings'	N/A	N/A	N/A
Apr 19	Information session for parents of children at elementary school that attended lessons about IRIS and sustainability.	N/A	N/A	N/A
May 19	Residents Kanaleneiland talk about IRIS on Dutch national radio (NOTE: fragment is no longer available online)	N/A	N/A	N/A
Jun-Jul 19	Co-creation follow-up session with residents (follows after first session in 2018) on the pedestrian crossing that lights up.	N/A	N/A	N/A
Sep 19	Webinar 'A battery on wheels… mobility and energy meet with Vehicle 2 Grid technology'	N/A	N/A	N/A
Oct 19	Launch of first bidirectional V2G-charging point in Kanaleneiland-Zuid by alderman Lot van Hooijdonk and children from an elementary school in de the district. Site visit by Utrecht city council to IRIS demonstrations in the district	N/A	N/A	N/A

MONTH	Action	Response		
		Website: Visits/ Visits right after publ. date	LinkedIn: Impressions/ Reactions/ Comments/ Reposts	Twitter: Shown/ Interactions
Dec 19-Mar 20	First tenants receive smart thermostat TOON®			
Apr 20	Pupils go on an Energy Scavenger Hunt at home	N/A	N/A	N/A
May 20	Webinar 'A Paradigmatic Shift in Citizen Engagement: the good, the bad… the ugly?'	N/A	N/A	N/A
Sep 20	Evaluation with first tenants that received the smart thermostat TOON®	48 (>29/11/20)		
Sep 20	Sessions with citizens and SNAP service to evaluate letters from housing corporation and deduct improvements, leading to better accessible communication that better fits the target audience.			
Oct 20	Launch of the three hundredth smart charging station in Utrecht.			
Note: no Google Analytics data before 29 November 2020				
Feb – Mar 21	IRIS co-hosted the *ChangeU* Hackathon, where University students offered solutions to improve living in the district Kanaleneiland using open data. Among the juries, was a jury comprising of local residents of Kanaleneiland. Published in Utrecht city paper *Stadsblad*.	95(24)	481/6/1/3	3844/53 739/8
Feb 21	Webinar 'Smart City Business Models - how to boost sustainable innovation and make it a financial success!'	Invite & Article: 31 (5)		391/2
Mar 21	IRIS Treasure Hunt: scavenger hunt with QR-codes hidden in the district to raise awareness about sustainability in the district.	90 (10)		

MONTH	Action	Response		
		Website: Visits/ Visits right after publ. date	LinkedIn: Impressions/ Reactions/ Comments/ Reposts	Twitter: Shown/ Interactions
Mar 21	Launch of Light House, an eXtended Reality (XR) experience to increase awareness of the effect of using sustainable innovations in the home.	55 (19)		377/6
Apr 21	Utrecht becomes first bidirectional region in the world: Hyundai signs collaboration with We Drive Solar.	70 (10)		1176/17
Apr 21	Bo-Ex started with the sustainable renovation of flats at the Alexander de Grotelaan.	140 (9)		
Apr 21	Webinar 'The city of the future' organised by New Energy Coalition, where Roel Massink of IRIS was a guest to share his knowledge and experience.	32 (10)		514/0
Apr 21	Launch of the Smart City Index: an algorithm developed by students of Mark Sanders to measure to what extent an organisation is making the city 'smart'.	72(20)		
May 21	Co-creation with citizens to refurbish a square, where the IRIS stationary battery storage will be implemented (originally planned for Feb-March, delayed due to Covid-19)	122 (29)		
Jun 21	IRIS stationary battery was placed in the square.	NA	NA	NA
Jul 21	Guided tour of local sustainable IRIS innovations in Kanaleneiland-Zuid during the event Sustainability Weekend Utrecht. Targeted at residents so they can see for themselves what sustainability innovations are implemented in their district.	188 (18)	474/6/0/2	1198/12
Jul 21	Launch of smart street lighting and smart pedestrian crossing. Implementation of co-	229 (11)	680/10/1/0	646/10

MONTH	Action	Response		
		Website: Visits/ Visits right after publ. date	LinkedIn: Impressions/ Reactions/ Comments/ Reposts	Twitter: Shown/ Interactions
	creation that started with sessions in June 2019. (originally planned in February 2021, delayed due to Covid-19)			
Fall 21	Restart of Nature and Technology lessons by Technotrend to raise awareness of sustainability and technical occupations among primary school pupils (started in 2018, but had been on hold due to Covid-19).	NA	NA	NA
Oct 21	IRIS co-hosted EnergiekKanaleneiland, an event for citizens of Utrecht in district Kanaleneiland focussed on healthy living and sustainable home improvements. Program included a guided tour of local sustainable IRIS innovations. (originally planned in October 2020 and April 2021, delayed due to COVID-19)	Invite: 45 (15) Article: 42 (7)	Invite: 370/7/0/0 Article after: 360/3/0/0	774/5 308/0
Sep - Dec 21	Evaluation of the smart pedestrian crossing by a class of secondary school pupils. This is to promote learning by research and critical thinking in students.	53	NA	NA
Dec 21	IRIS Data Challenge Call by Municipality of Utrecht: to make a game or platform together with citizens using open data from Kanaleneiland-Zuid. Goal is to give citizens an insight into sustainable innovations applied in Kanaleneiland-Zuid. Winner of the call was Utrecht-based company Protofunk. Projected delivery data of the finished project is by Fall 2022.	71 (20)	321/4/0/3	260/1
Feb 22	Knowledge session on V2G electric shared cars and energy storage in a stationary battery including possibilities to use it as a local energy system. IRIS and local organisations Natuur en Milieufederatie	541 (57)	455/9/0/0	NA

MONTH	Action	Response		
		Website: Visits/ Visits right after publ. date	LinkedIn: Impressions/ Reactions/ Comments/ Reposts	Twitter: Shown/ Interactions
	Utrecht, U-Thuis and Energie voor Utrecht organised it. Speaker was projectpartner We Drive Solar. The session was primarily aimed at local initiatives with interest in a revenue model of a stationary battery.			
Mar 22	Call by Protofunk for citizens to give input in making the game of the sustainable innovations in Kanaleneiland-Zuid. Very low number of responses were received.	41 (6)	NA	NA
Mar 22	Bo-Ex finished the sustainable renovation of flats at the Alexander de Grotelaan and started renovating similar flats on Columbuslaan II and III.	NA - In article of June	NA	NA
Spring 22	IRIS Sustainability Lessons started on two more primary schools organized by Technotrend. In 2021-2022 three schools were reached with IRIS Sustainability Lessons, three more schools with Nature and Technology lessons.	43 (13)	432/4/0/2	332/6
Apr - May 22	Interview with Martijn Broekman from social housing corporation Bo-Ex, also project partner in IRIS titled *Renovating Sustainably Together with Inhabitants and IRIS.* Martijn gives insights into his experiences with the renovations, reactions of residents and how Bo-Ex like to make living even more sustainable for residents. First article (of 4) published in June 2022 in local newspaper *Zuidwester*, 11.000 copies are delivered door-to-door in districts such as Kanaleneiland-Zuid.	23	NA	NA
May 22	Lecture by Bouchra Dibi aimed at professionals in municipalities on the best way to engage citizens from districts such	155 (56)	848/15/1/4	213/13

MONTH	Action	Response		
		Website: Visits/ Visits right after publ. date	LinkedIn: Impressions/ Reactions/ Comments/ Reposts	Twitter: Shown/ Interactions
	as Kanaleneiland-Zuid and Overvecht. Bouchra shared results of a study she did in 2020 assigned by Dutch government and her own experiences as inhabitant of Overvecht and 30 years as 'relationship builder' in these districts.			
May – Jun 22	International IRIS meeting in Utrecht: IRIS projectpartners come to Utrecht to share knowledge and talk progress. Article and presentations were shared online in October.	NA	NA	NA
Jun 22	IRIS signs placed at four sustainable innovations to informs the general public: 1) smart street lighting and smart pedestrian crossing, 2) one of the smart charging stations, 3) IRIS stationary battery where energy is stored, 4) Renovated flats at the Alexander de Grotelaan. The QR code on the signs leads to a webpage on the website giving more (visual) information such as videos, webinars and articles.	113 (24) IRIS signs: 44 (10)	1369/26/0/2	348/9
Aug – Sep 22	Interview Technotrend and Protofunk for second article (of 4) in local newspaper Zuidwester (11.000 printed copies). Was published in September and afterwards shared on socials and the website.	29 (11)	1050/9/0/4	119/3
Oct 22	Article and presentations of International IRIS meeting held May-June 2022 in Utrecht, were shared online in October.	82 (36)	686/6/0/4	63/3
Nov 22	Publication of article on Energy Advising of residents to help with how they can best use the sustainable innovations in their home to maximise energy saving. This includes interviews with residents of a	116 (-)	2706/48/1/4	405/10

MONTH	Action	Response		
		Website: Visits/ Visits right after publ. date	LinkedIn: Impressions/ Reactions/ Comments/ Reposts	Twitter: Shown/ Interactions
	positive energy building in Overvecht.			
Nov - Dec 22	Interview with Ragnhild Scheifes and Rob Vleeming on the refurbishment of the square around the stationary battery. Third article (of 4) published in the local paper Zuidwester (11.000 door-to-door copies). After publication will be shared online and socials.	33 (-)	1024/16/0/0	32/1
Dec 22-Feb 23	IRIS Utrecht contributes to the development of the IRIS Digital Magazine.			
Feb 23	Interview with Amina Berkane and Rianne Bakker. Fourth article (of 4) in local paper Zuidwester (11.000 door-to-door copies) about neighborhood Energy handymen and mums and dads coached as energy-experts and help neighbors. Will be shared online and socials after paper publication.			
Mar 23				
Spring 23	Scheduled start of refurbishment of the square where the IRIS stationary battery was placed in June 2021. Refurbishment is a result of a co-creation with citizens in May 2021.			

It should be noted that due to the coronavirus (COVID-19 disease) a lot of planned activities in 2020 and 2021 had to be delayed or cancelled. Several activities were transformed to online events, but this has proven difficult with respect to reaching out to citizens in Kanaleneiland-Zuid.

Annex 2 - Gothenburg principal actions

Table 20 Gothenburg principal actions carried out from M1 (October 2017) to M66 (March 2023)

MONTH	Action
Mar-18	Consortium meeting in Gothenburg – press release and video.
Sep-18	Second life Bus batteries from ElectriCity electric bus to PFH Riksbyggen Brf Viva. Video series about the installation.
Sep-18	Nordic Edge Expo 2018 - Stavanger (Norway)
Oct-18	Akademiska hus, Phase Change Material press release
Oct-18	Metry seminar in Stockholm
Oct-18	The European Week of Regions and Cities, Brussels
Oct-18	Innovation workshop, Brussels
Oct-18	TriVector conference in Trondheim
Oct-18	Citizen meeting for residents moving into Brf Viva about mobility service.
Nov-18	Press release by Riksbyggen about residents starting to move into Brf Viva.
Nov-18	Lighthouse city Gothenburg presented at Smart City Expo World Congress in Barcelona.
Dec-18	Press conference in Brf Viva about the second life battery storage. With Riksbyggen, Volvo, Göteborg Energi and Johanneberg Science Park. Story picked up by 387 media outlets in Europe and many more all over the world.
Jan-19	Press release by HSB on the launch of the ERO app, allowing residents of HSB Living Lab to track and organise their energy consumption.
Jun-19	Video about mobility solution EC2B in Brf Viva
Sep-19	Delegation from fellow city Vaasa visits Gothenburg for knowledge transfer.
Nov-19	Lighthouse city Gothenburg presented at Smart City Expo World Congress in Barcelona.
Jun-20	Smart City Challenge – students at Chalmers University of Technology get the assignment to propose new digital solutions based on open data provided by the city of Gothenburg. Online presentations where the public can vote for their favorite are published as well as webb articles and social media promotion from start until a winner is named. An exhibition in downtown shopping center is planned, but has to be cancelled due to Covid-19.
Sep-20	Webinar marking IRIS halftime for Swedish audience presenting Gothenburg solutions.
Oct-20	Article about the launch of the digital twin of the office building A Working Lab.

Oct-20	Launch of the second part of the EC2B mobility service demonstration – now for companies on the campus of Chalmers University of Technology. An outdoor event (adjusted to Covid-19) for potential users, a news article and social media activity.
Nov-20	Presentation of IRIS activities at Viable Cities webinar for national audience.
Nov-20	Launch of the digital tour of IRIS demonstrations in Gothenburg. A way to enable visits to the site in spite of the Covid-19 pandemic
Feb-21	Press release about results from the mobility service demonstration – also published in the Eurocities network newsletter.
Apr-21	IRIS presented during 24-hour livestream from HSB Living Lab.
May-21	Press release about how Volvo took the second life battery concept from pilot in IRIS to commercialization.
Dec-21	Press release about the cooling connection allowing residential and office buildings to exchange heating and cooling. 9 media articles generated
Dec-21	Presentation of the mobility service EC2B as well as the digital tools (CIM) developed within IRIS at the POLIS, (network of European cities and regions working together to develop innovative technologies and policies for local transport) conference hosted in Gothenburg 2021.
May-22	Treasure hunt workshop in the digital twin of A working lab building
May-22	Minecraft workshops in Hjällbo – followed by press release picked up by seven relevant media outlets and an exhibition in the area.
Nov-22	Method for using Minecaft as a tool for citizen engagement is presented by the City of Gothenburg in Smart City Expo World Congress in Barcelona.
Dec-22	Breakfast seminar about how the City of Gothenburg has worked with Minecraft as a tool for citizen engagement within IRIS.

Annex 3 - Nice Cote d'Azur principal actions

Table 21 Nice principal actions carried out from M1 (October 2017) to M66 (March 2023)

MONTH	Action
Sep-17	iCapilal award finalists. IRIS launch on Metropole Nice Cote d´Azur social media .
Oct-17	Detail key activities already made (i.e. Press launch).
Dec-17	Dec 6th: First IRIS meeting for Nice LH -> Social networks communication (Twitter, Facebook).
Mar-18	Partner interviews (WP3) Laying of NEXITY Ywood foundation stone at Palazzo Merida . Laying of IMREDD foundation stone Event .
Apr-18	Palazzo Meridia: inauguration of the first stone (interviews, video, citizens interview). Visit of the technical plateform : SCIC + NCA smart city data.
Jun-18	Innovative City + Citizens interviews. HKU Transition Track 5 (citizen engagement) Workshop report on nicecotedazur.org , on imredd.fr and IMREDD Social media.
Jul-18	IMREDD building: inauguration of the first stone (interviews, video, citizens interview). Innovative City 2018 on IMREDD Social media . MNCA first-ever geothermal network reported on IRIS Website .
Oct-18	D6.1: synthesis of the Report and baseline ambition & barriers for Nice lighthouse interventions + Interview of Jackie Kraft (economist). Presentation of IMREDD, Smart City Innovation Center and main data & smart city projects, incl. IRIS. Report regarding of the cities of the future, and the projects or research carried out in this context. Presentation of main smart city projects, incl. IRIS (Russian TV report). Univ. involved in TIGA smart city project (Participants : Project Director, local gvmt representative, reserchers) Presentation of IMREDD, Smart City Innovation Center and smart city projects, incl. IRIS.
Nov-18	ITW relating the experiments to educate the public on the design of sustainable materials and sensors, mentionning IRIS project (Local news interview).

	Presentation of the Smart city innovation Center & main projects, incl. IRIS. Highlight of the main energy & environmental projects of IMREDD, incl. IRIS in the scope of the reflection over the evolution of the techniques of the Climatic Engineering, in particular those concerning the energy and environmental transition and this more precisely under our Mediterranean climate. Players from the broader automotive sector discuss opportunities for collaboration and the initiation of new synergies in the Smart Vehicle Côte d'Azur ecosystem. Presentation of IRIS TT3 objectives in the scope of this meeting. Presentation of smart energy + smart mobility projects, incl. IRIS. Presentation of IMREDD projects & environmental projects, incl. IRIS.
Dec-18	Visit of the Palazzo Meridia organized by MNCA. Visit of the Smart City innovation Center in the scope of the workshop; Highlight of the IRIS project.
Jan-19	Visit of the Smart City Innovation Center in the scope of the meeting incl. IRIS. Presentation of the Smart city innovation Center & presentation of main projects, incl. IRIS.
Mar-19	Smart energy meeting with UCA, GrDF, ENEDIS, Mines Paris Tech, Schneider Electric, Capenergies, EDF; Presentation of IRIS project from local partners. SCIC & smart mobility projects, incl IRIS. Presentation of SCIC & smart energy main projects, incl. IRIS.
Apr-19	Presentation of IMREDD, SCIC activities & projects, incl. IRIS. Innovation & new technologies meeting. Presentation of IMREDD projects in the scope of the meeting.
May-19	Engie Cofely - Kick off Highlight: IRIS Project : Ambitious energy renovation project launched in western Nice. Presentation of Engie Cofely's main tasks in the scope of IRIS Project recorded in video for IRIS Youtube. Presentation of IMREDD, SCIC & main projects, incl. IRIS.
Jan-20	Workshop with adults in social grocery store: Energy transition (twice this month).
Feb-20	Presentation of the IRIS project during the European funds monitoring committee.

	Presentation of the IMREDD new building: Université Côte d'Azur inaugurates the building of its first Institute for Innovation and Partnerships, the IMREDD. First visit with teenagers in the framework of "I Like my substation" (usage of Time's up energy).
Mar-20	Mobility/Air quality student training project.
April-May 20	D6.3-D6.4-D6.5-D6.6 and D6.7 Interim reports on demonstrators by transition track.
May-20	D 4.6 Integration of CIP in LH Cities.
Jul-20	Webinar: "Developing an Application Market for city managers and citizens thanks to the CIP" by CSTB. "I like my substation": Site visit / Burner ignition procedure/ Boiler room questionnaire understand network specificities.
Oct-20	"I like my substation": Site visit / Burner ignition procedure/ Boiler room questionnaire understand network specificities (Twice in this month). Leisure center – children – energy flyer **Workshop 1**: Project presentation, Brainstorming to find a name for the project, prepare the micro-sidewalk **Workshop 2:** Visit of the boiler room, Micro-sidewalk, shared meal with JALE animation and sorting of the questions listed
Nov-20	Presentation of IRIS in particular IMREDD building in the frame of "Smart City and Territory Innovation Day". Leisure center – children's energy flyer **Workshop 3:** Answers to the questions identified during the micro-sidewalk with ENGIE technicians
Dec-20	Webinar BESS: design, procurement, delivery - Return of Experience from Nice LH city by EDF. Leisure center – children – energy flyer **Workshop 4**: Reflection on the construction of the booklet **Workshop 5:** Realization of the booklet
Jan-21	Field Visit in Nice Leisure center – children – energy flyer **Workshop 6**: Editing of the booklet based on the ideas and drawings of the teens

Apr-21	Presentation of IRIS to the region.
May-21	Workshop with adults in social grocery store: Water a rare energy.
Jun-21	Workshop with adults in social grocery store: Water a rare energy.
Jul-21	Workshop with adults in social grocery store: The energy cost of food waste (twice this month).
Sep-21	D 6.8 Preliminary report on Nice lighthouse demonstration activities. Workshop with adults in social grocery store: The Electrical consumption at home.
Oct-21	Leisure center – children – energy flyer **Workshop 7**: Presentation by teenagers of the booklet produced to partners **Workshop 8**: Distribution of the booklet in all CAH residences Workshop with adults in social grocery store: The energy cost of food waste.
Nov-21	Inauguration of the geothermal Network with the mayor and the president of the South Region. Leisure center – children – energy flyer **Workshop 9:** Distribution of the booklet in all CAH residences **Workshop 10:** Assessment with the inhabitants to know their feelings about the booklet (micro-sidewalk). Workshop with adults in social grocery store: Energy efficiency: identifying energy-using appliances.
Dec-21	Workshop with adults in social grocery store: Energy saving and festive season.
Jan-22	Workshop with adults in social grocery store: Water a rare energy.
Feb-22	Presentation of Nice's demonstrator to Johanneberg Science Park. Workshop with adults in social grocery store: Energy efficiency: identifying energy-using appliances.
Mar-22	Interviews of all partners of Nice's ecosystem in order to explain what is the goal of Europe (I Love Europe Project). Workshop with adults in social grocery store : The energy voucher: how does it work?
June-July 2022	June-July 2022 Air quality awareness campaign : Covering tram L1 and L2 => From 27 June to 4 July A3 poster in the tramway (approx. 500 copies) => From 28 June to 4 July

	Vélo Bleu digital campaign => From 27 June to 4 July Poster on the back of the bus => From 28th June to 4th July Tramway digital screens => From 28th June to 4th July Town Hall screens (10 locations) => From 27th June to 4th July
Sep-22	Presentation of IRIS project in the frame of the Sustainable places event
Jan-23	D6.9 Final report on Nice's demonstrators