IRIS

Integrated and Replicable Solutions for Co-Creation in Sustainable Cities

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Deliverable 10.9

Communication and Dissemination Tools and Materials

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Version History

Version	Date	Modifications made by
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Disclaimer

Executive Summary

The present document is the deliverable "D10.9 – Communication and Dissemination Tools and Materials" of the IRIS project (Grant Agreement No. 774199), funded by the European Commission's Horizon 2020 Research and Innovation Program (H2020), and presents the online on offline dissemination channels and tools of IRIS as they were created and developed throughout the project. The IRIS tools and materials have been periodically updated, following the corporate identity and design guide (D10.2), in order to adhere to the overall dissemination strategy of the project established in D.10.11. The C&D aims to create awareness, understanding and action among targeted audiences. It contains a mix of compelling content and a proactive use of online, offline and face-to-face opportunities aiming to make the project visible, credible and inspirational.

The IRIS Consortium already established from the first month of the project a wide variety of communication channels (official web portal, social media, etc.) in order to disseminate project's main objectives, achievements and events as well as to coordinate and facilitate the cooperation of the consortium. To complement the initial strategy, a separate, solutions-oriented website was created and launched during the latter phase of the project and will be one of the main focus points of this deliverable. In this direction, and taking into consideration the high interest derived for the optimal management of the IRIS portals, the deliverable is organized in five main sections, dedicated to an updated description of the IRIS main website and the new solutions website structure (in its current form) as well as providing examples of other printed and online channels and materials used.

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Abbreviations and Acronyms

Abbreviation	Definition
C&D	Communication and Dissemination
CC	Creative Commons
CIP	City Information Platform
CMS	Content Management System
EU	European Union
ICT	Information Communication Technology
LH	Lighthouse
PR	Public Relations
RES	Renewable Energy Sources
ROI	Return on Investment
SCC	Smart Cities and Communities
VNR	Video News Release
WP	Work Package

1 Introduction

1.1 Scope, objectives and expected impact

To realize the European targets for further growth of renewable energy in the energy market, and to exploit both on a European and global level the expected technological opportunities in a sustainable manner, city planners, administrators, universities, entrepreneurs, citizens, and all other relevant stakeholders, need to work together and be the key moving wheel of future EU cities development. IRIS Smart Cities is a European initiative working to encourage entire communities to adopt ambitious energy, mobility and ICT initiatives so that European cities become more sustainable.

As a reminder, the overall objectives of Communication and Dissemination activities for IRIS Smart cities can be briefly addressed as follows:

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

This deliverable focuses on point four “Create a core of well-developed online tools to serve the project, made available to partners and bring visibility and consistency to dissemination and communication efforts” and constitutes a description of the communication tools and dissemination materials used throughout the IRIS project. It is formulated as a partial update to the d10.3 “first version of website and key social media channels online” with the addition of printed materials also being taken into account. The other main focus of the deliverable is to present the new IRIS solutions showcase website and to describe in depth the different functionalities. Furthermore, it will elaborate on the IRIS on social media platforms employed. The pictures of the websites and social media accounts included in this version of the document refer to the state of them at M63 of the project.

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

A major challenge for the project was to reach stakeholders and communities beyond the usual suspects (EU bubble) and raise awareness on existing solutions and present the tools developed within the project so that interested parties can more easily capitalize on these solutions. Part of this work

was by achieved by the introduction of the IRIS showcase website which was seen as a way to provide a more direct channel to the results of the project with the idea that the website would remain online for an extended period beyond the project duration.

1.2 Relation to other tasks and deliverables

This deliverable is part of the WP10 "Communication and Dissemination" and the Task "T10.4 On and Offline Communication Backbone". The activities of the task are connected with all the other WPs and tasks of the IRIS project, as their outcomes are the source of information that the communication tools disseminate.

1.3 Deliverable Structure

The current document is organized in the following sections:

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

Chapter 2 – The IRIS Websites: provides an overview of the IRIS website, followed by a detailed description of the different sections and subsections, as well as the functionalities and the available content. Moreover, it presents the new IRIS showcase website that was created to disseminate the main outcomes of the project.

Chapter 3 – IRIS Presence on social media: presents the social media accounts of the project, their main targets and sample posts.

Chapter 4 – Print materials: presents the printed materials that offered to the IRIS partners in order to disseminate the project and support physical events.

Chapter 5 – News and editorial: presents the different types of articles created for the IRIS website.

Chapter 6 – Visual content: presents the visual content in terms of infographics, icons, videos, photos, etc. that were created to support the project's dissemination activities.

Chapter 7 – Output summary table: overall performance of the IRIS C&D infrastructure

Chapter 8 – Conclusions: details the deductions derived from the development of the deliverable.

Chapter 9 – References: listing of the references.

2 The IRIS websites

2.1 Main Website

CERTH oversaw the development of the IRIS website with the support and guidance of ESCI. The development of **a modern and dynamic website** that moves away from being a repository and towards being a 'digital anchor' for IRIS content is one of the main goals within the dissemination strategy. Priority was given to presenting an easy to update and well connected website with the IRIS content featured in the media or sectorial sites, twitter feeds, interviews and blog posts.

The main IRIS website is publicly available at http://irissmartcities.eu, held at CERTH web server facilities in Greece and maintained by CERTH/ITI. The IRIS main website renders the online presence of the project and forms the basis of communicating all project's accomplishments, news and events on a common platform, as well as offer a support for the project's horizontal activities.

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

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

In order to meet the aforementioned goals, the IRIS website was created and was maintainedincorporating the following elements:

- Information about the IRIS project
- Information about the IRIS Solutions in the five Transition Tracks
- Information about the IRIS Lighthouse (LH) and Fellow Cities (FCs)
- Resources like deliverables, presentations, infographics, etc.
- News about the project's activities
- Corporate style: such as logos and standard templates

2.1.1 Technical Infrastructure

The website was initially designed using the Drupal CMS deployed on an Apache web server powered by PHP and using a MySQL Database. Although Drupal is a state-of-the-art Content Management System (CMS), WordPress offers more functionalities. Therefore, the website was moved from Drupal to WordPress. WordPress is highly customizable and allows for a wide range of themes and plugins to be installed, which can extend its functionality and enhance the user experience. WordPress is also highly scalable, meaning that it can handle large volumes of traffic and content, making it suitable for businesses and websites of all sizes.

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

2.1.2 Layout of the IRIS website

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

i. **Header**: including the full name and logo of the project, a search field and links to all project'ssocial media channels

ii. **Main navigation menu**: enables browsing through the different pages of the website

iii. **Main content area**: presentation of the specific page's information

iv. **Sidebar**: including a tweets' feed of the project's latest tweets

v. **Footer:** providing the sitemap as well as the information regarding the project's funding by the European Union's Horizon 2020 program. The logo of the European Union is also displayed together with copyright disclaimer

The elements of the layout mentioned above are presented in Figure 1.

Figure 1 – The IRIS website homepage

One important characteristic of this layout is that it is responsive to smart devices such as smart phones and tablets, allowing easy use and facilitating presentation of information, as illustrated in Figure 2 and Figure 3.

Figure 2 – Website layout on a smart phone

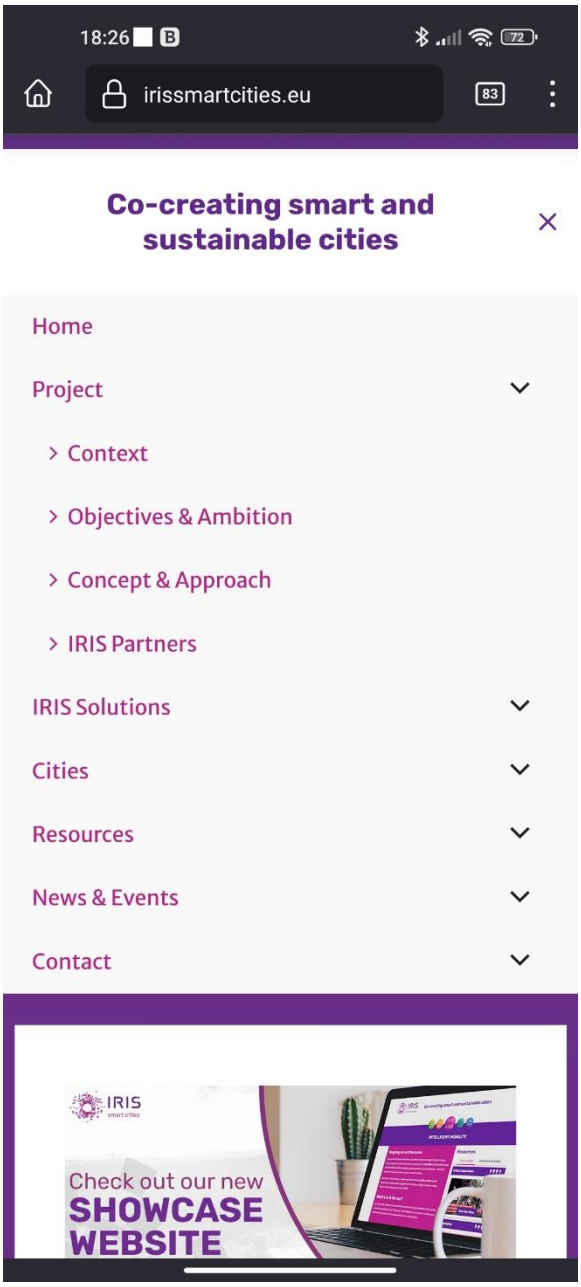


Figure 3 - Website navigation menu on a smart phone

2.1.3 Content

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

2.1.3.1 Home

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

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

2.1.3.2 Project

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

- **Context:** this subsection (Figure 4) initially states the problems which have been the motivation and driving force leading to the conception of the project, and then briefly presents the solutions which will be generated by IRIS.
- **Objectives & Ambition:** the 8 objectives that IRIS strive to meet are presented in this subsection in order to illustrate the key ambitions to be achieved throughout the project's duration.
- **Concept & Approach:** this subsection sheds light on the project's structure and construction around the 5 transition tracks and explains the methodology to achieve the goals identified in the previous subsection.
- **IRIS partners:** all the IRIS partners are listed in this part together with links to each partner's website.

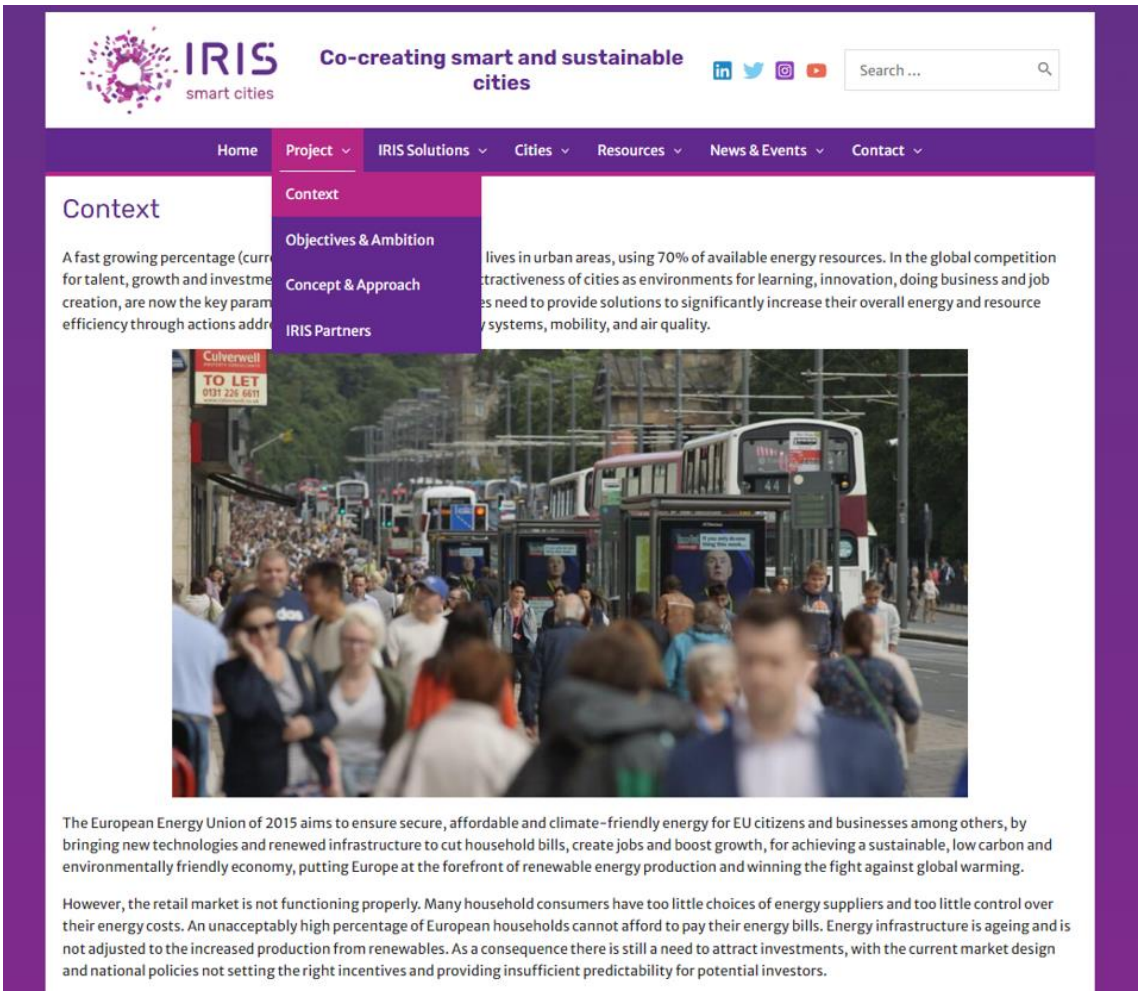


Figure 4 – IRIS Context section

2.1.3.3 IRIS Solutions

This section (Figure 5) is also divided in subsections in order to break down the solutions respectively to the 5 Transition Tracks (TTs) and provide a thorough description of the each one of them. Moreover, there is a link to the IRIS showcase website that presents the solution in detail. Thus, the section is divided to the following subsections:

- **Five Transition Tracks:** provides an overview of the 5 transition tracks and the 16 integrated solutions to be developed within the project's framework, together with a brief description of each track.
- **#1 Renewable and energy positive districts** this section provides detailed information on the first transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities.
- **#2 Flexible energy management and storage:** this section provides detailed information on the second transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities.

- **#3 Intelligent mobility solutions:** this section provides detailed information on the third transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities.
- **#4 Digital Transformation And Services:** this section provides detailed information on the fourth transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities.
- **#5 Citizen Engagement and Co-creation:** this section provides detailed information on the fifth transition track and describes all integrated solutions of this track as they will be developed and deployed in each of the Lighthouse cities.
- **IRIS Showcase Site:** A link to the IRIS Solutions Showcase website which gives the user a more direct visualization of the solutions generated within the project.

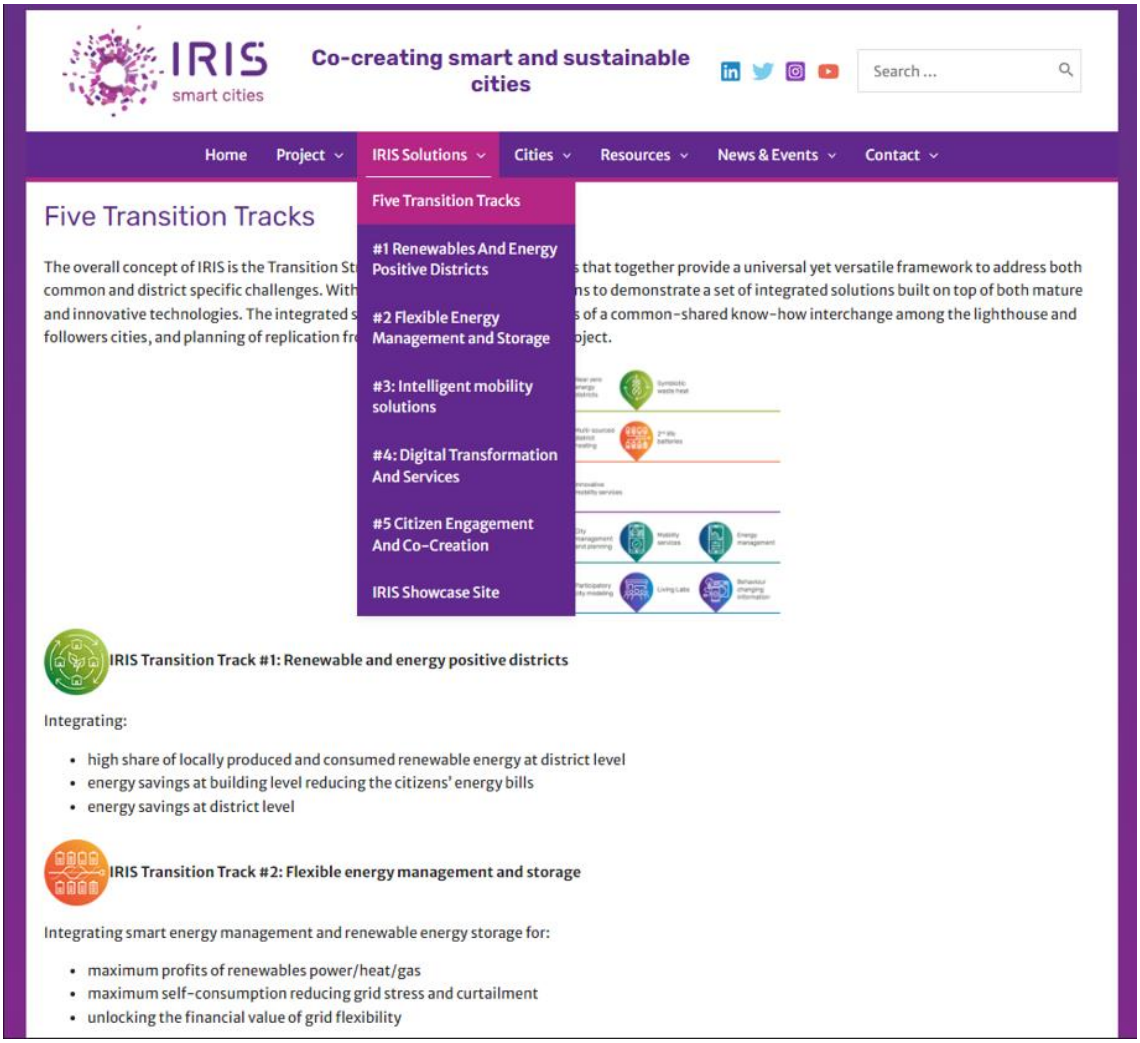


Figure 5 – The IRIS Five Transition Tracks section

2.1.3.4 Cities

This part of the website presents all the participating cities, where the IRIS solutions will be developed,

deployed and replicated. It includes an overview of all cities as well as dedicated presentations to each one of the Lighthouse and the Follower cities (Figure 6).

Figure 6 – IRIS Nice, France section

Cities section is divided as follows:

- **Overview:** this part mentions all cities participating, provides general information related to the selection of them and gives an overview of the cities and the solutions on a map
- **Lighthouse Cities:** this part is further divided in separate subsections for each one of the Lighthouse cities, which include general information on the city, city issues related to sustainability, RES, e-mobility, ICT and innovation, a description of the demo district, the district challenges and the way that those are going to be met within the framework of the project.
    - **Utrecht, the Netherlands**
    - **Nice, France**

- **Gothenburg, Sweden**

- **Follower Cities:** this part is further divided in separate subsections for each one of the Follower cities, which provide information on the city, as well as, on the relevant replication plans.
  - **Vaasa, Finland**
  - **Alexandroupolis, Greece**
  - **Santa Cruz de Tenerife, Spain**
  - **Focsani, Romania**

2.1.3.5 Resources

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

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

- **Public deliverables:** All the public deliverables are available for downloading in PDF format.
- **Public presentations:** Presentations related to the IRIS project, originating from conferences or meetings, accompanied by direct download links.
- **Press kit:** R epository for all other dissemination documents, such as leaflets, posters, videos, press releases, articles etc.
- **Infographics:** Five infographics, one per Transition Track, that provide an easy-to-understand overview of the TTs concepts.
- **Academic publications:** List of the project's academic papers, published in journals and conference proceedings, accompanied by direct download links.
- **Solutions factsheets & Cookbooks:** Solutions factsheets provide in-depth information on the IRIS solutions, while the cookbooks provide "recipes" for the implementation.
- **Webinars:** All the presentations and the video recordings from the organized webinars.
- **IRIS showcase website:** A link to the IRIS Solutions Showcase website which gives the user a more direct visualization of the solutions generated within the project.

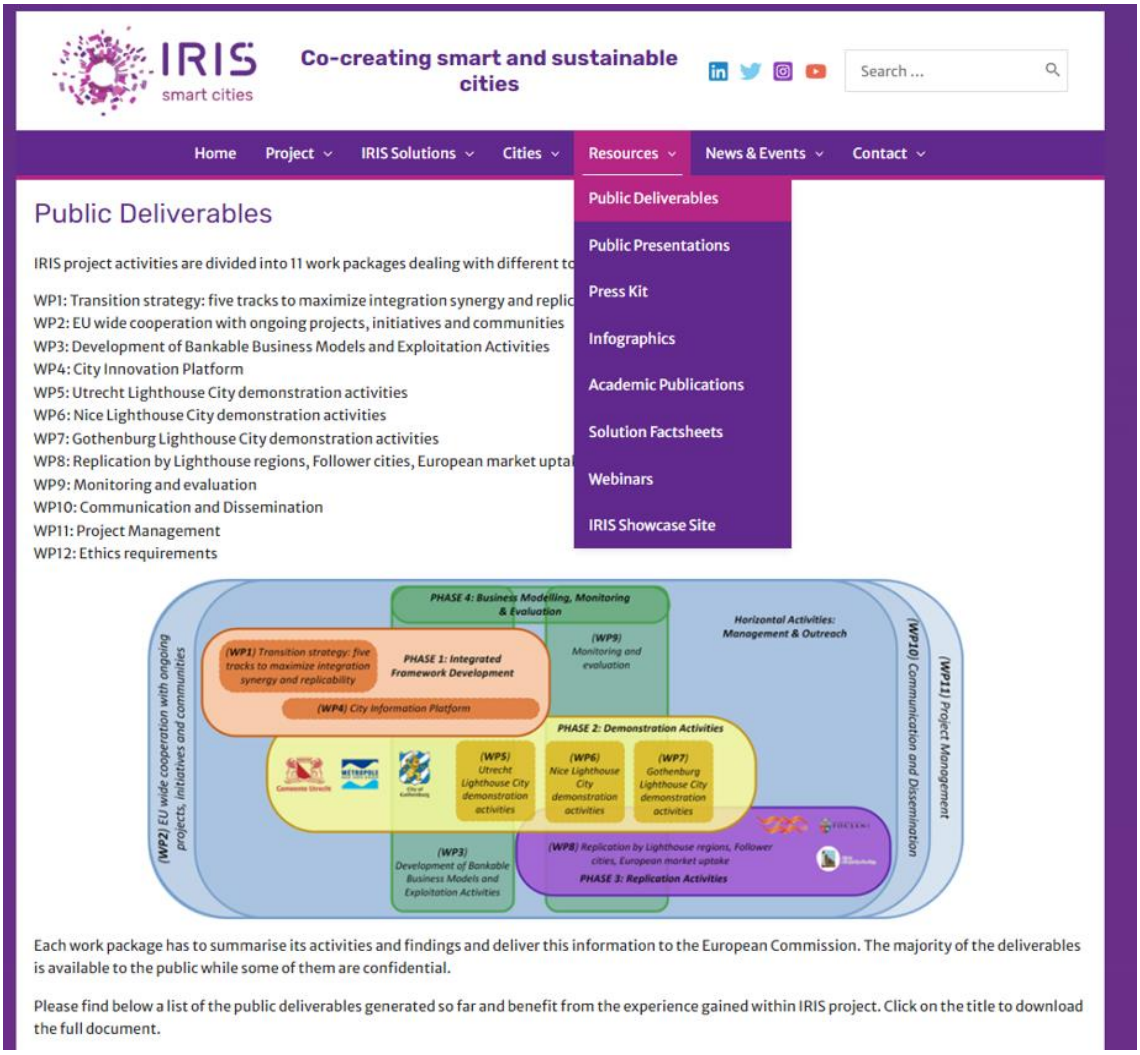


Figure 7 – IRIS Public Deliverables section

2.1.3.6 News & Events

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

- **News:** in this subsection the user can find all news related to the project, such as publication ofresults, new implementations and developments, photos of events, research outcomes, etc.
- **Events:** Home of the project's consortium meetings.

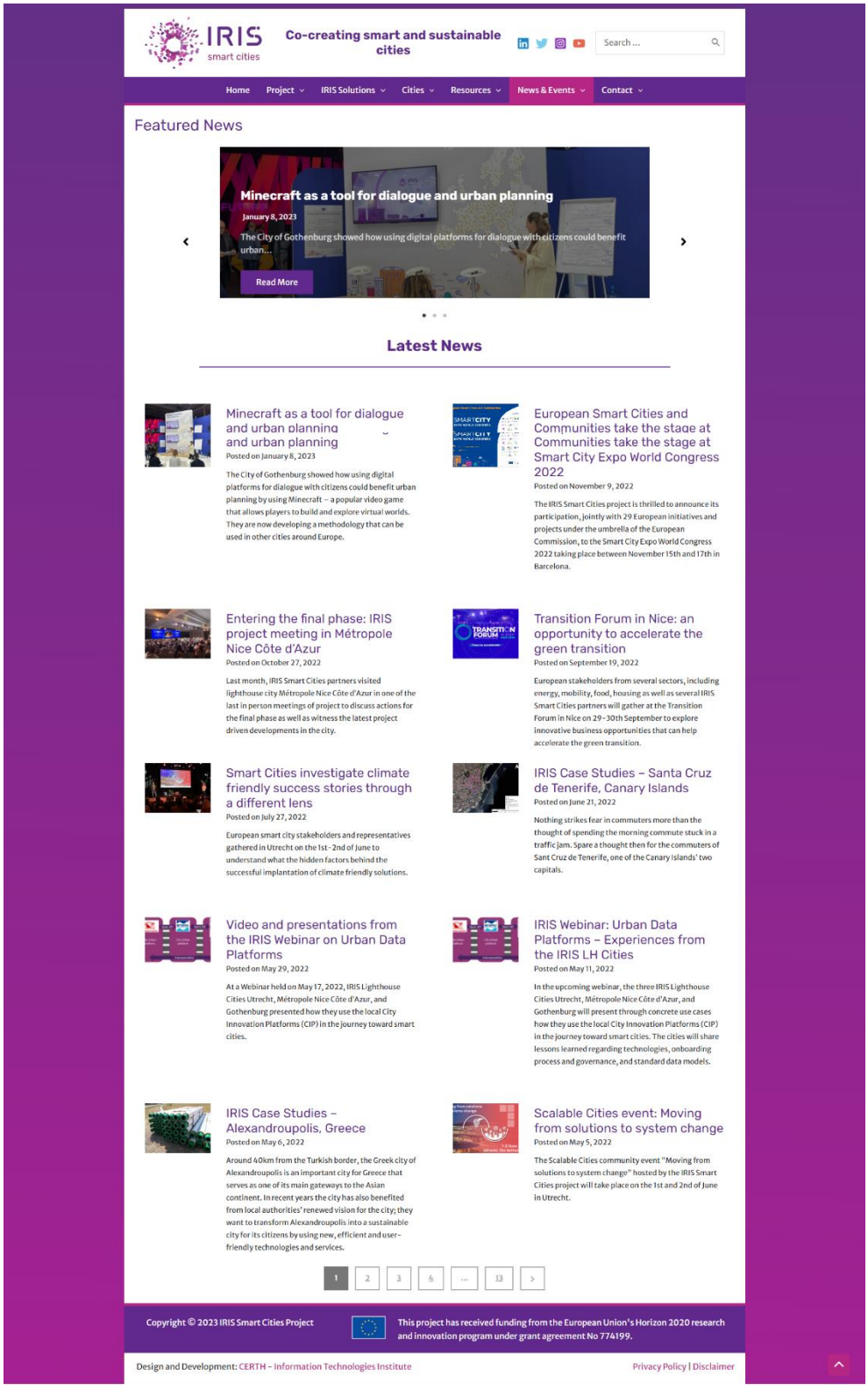


Figure 8 – IRIS News section

2.1.3.7 Contact

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

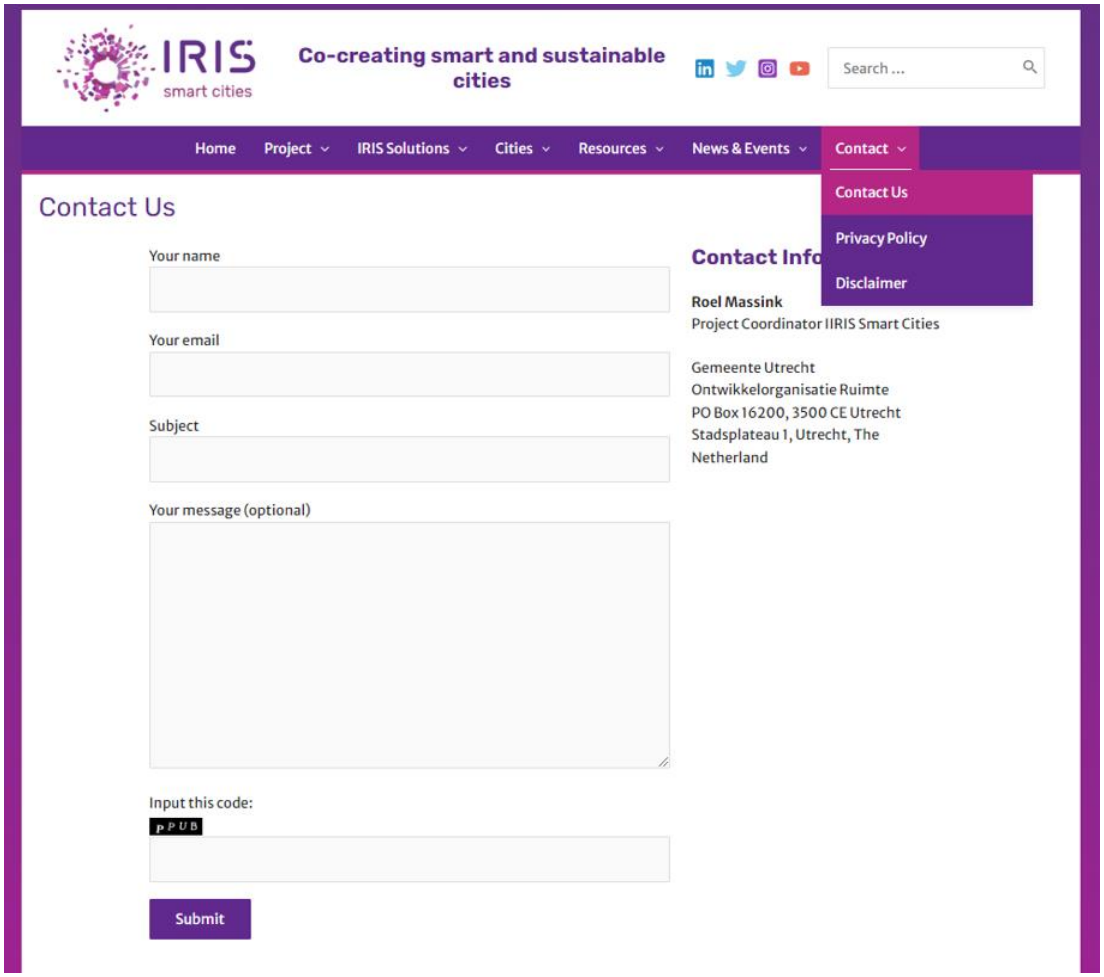


Figure 9 – IRIS Contact section

2.2 IRIS Showcase Website: presenting solutions from a user perspective

At month 36 a review of the C&D strategy was delivered in which the concept of the IRIS Solutions Showcase website was presented. Independent of the project website, this is a user-centric way of profiling the best of IRIS insights for cities, experts and citizens to take concrete actions with.

It allows users to capture key elements and benefits of actions in IRIS transitions tracks and then explore it in the detail they need. From 1 minute video overviews to 90-minute in-depth webinars and supporting deliverables. Solutions case studies closely coordinated with WP's 5-6-7 lighthouse deliverables, video interviews with fellow cities and more added to the experience.

The central objective of the solutions site is to inspire action; share open access resources to deliver it; and fuel the next generation of 100+ climate neutral cities. In summery the main objectives were to:

- Give a sound basis for **improved exploitation and transmission of key results**
- Present results and resources in a **more accessible, simple and communicative way**
- Support social media **campaigns and outreach for a high-impact final phase of the project**

The showcase website is available on https://showcase.irissmartcities.eu/

2.2.1 Layout of the IRIS Solution Showcase website

Similar to the Main IRIS website, the IRIS Solutions Showcase website is based on a common layout enabling easy browsing through the site web pages. The layout consists of the following elements:

- **Header**: including the full name and logo of the project
- **Main "burger style" navigation menu**: placed to the right of the header, it enables browsing through the different pages of the website
- **Main content area**: presentation of the specific page's information
- **Pre-footer**: providing contact information and links to social media channels
- **Footer:** providing the sitemap as well as the information regarding the project's funding by the European Union's Horizon 2020 program. The logo of the European Union is also displayed together with copyright disclaimer

The elements of the layout mentioned above are presented in Figure 10.

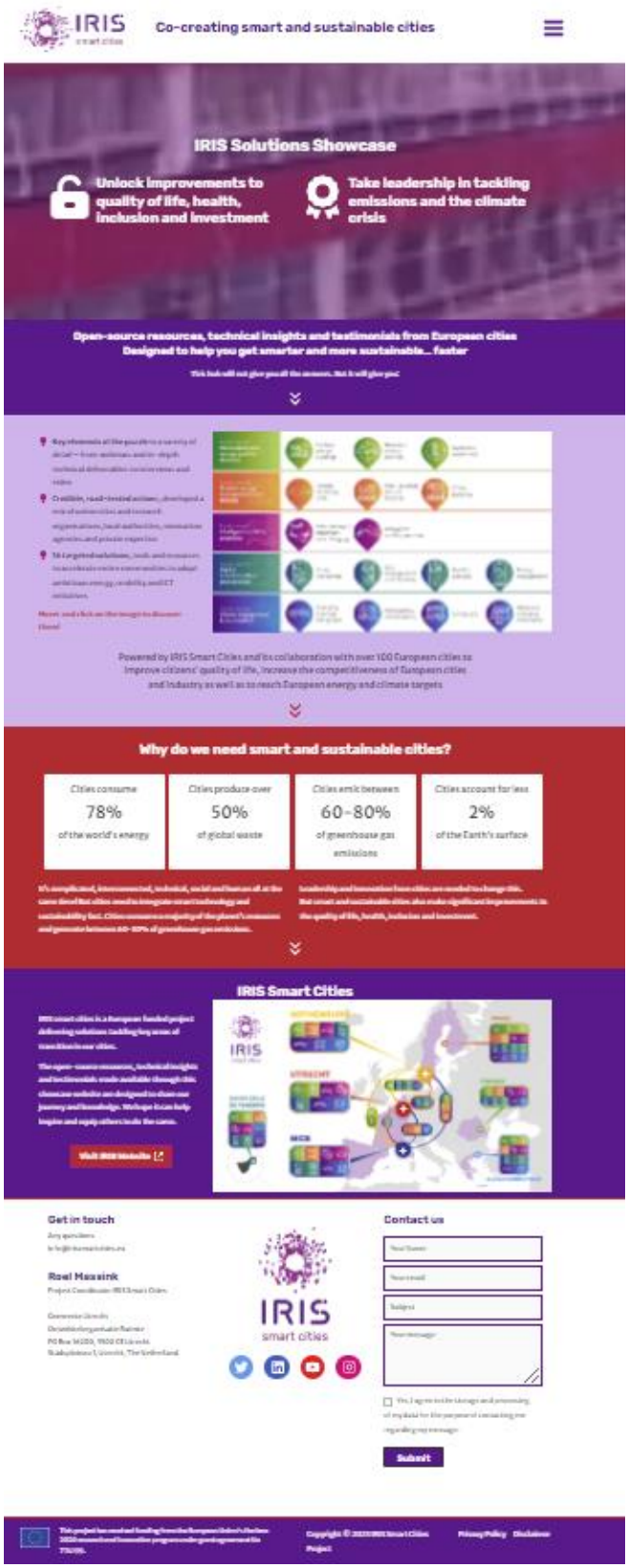


Figure 10 – IRIS Solution Showcase website

2.2.2 Content

Independent of the project website, the IRIS Solutions Showcase website is a user-centric way of profiling the best of IRIS insights for cities, experts and citizens to take concrete actions with. The set-up of the site was conceived to provide a multilevel access to the content generated throughout the lifespan of the project, allowing different audiences to access and engage with material that rages from the "Easy to digest" (e.g: 1 minute videos, infographics…) to materials that are more "Detailed & technical" (90 minute webinars, deliverables, Academic journals). It allows users to capture key elements and benefits of actions in IRIS transitions tracks and then explore it in the detail they need (Figure 11).

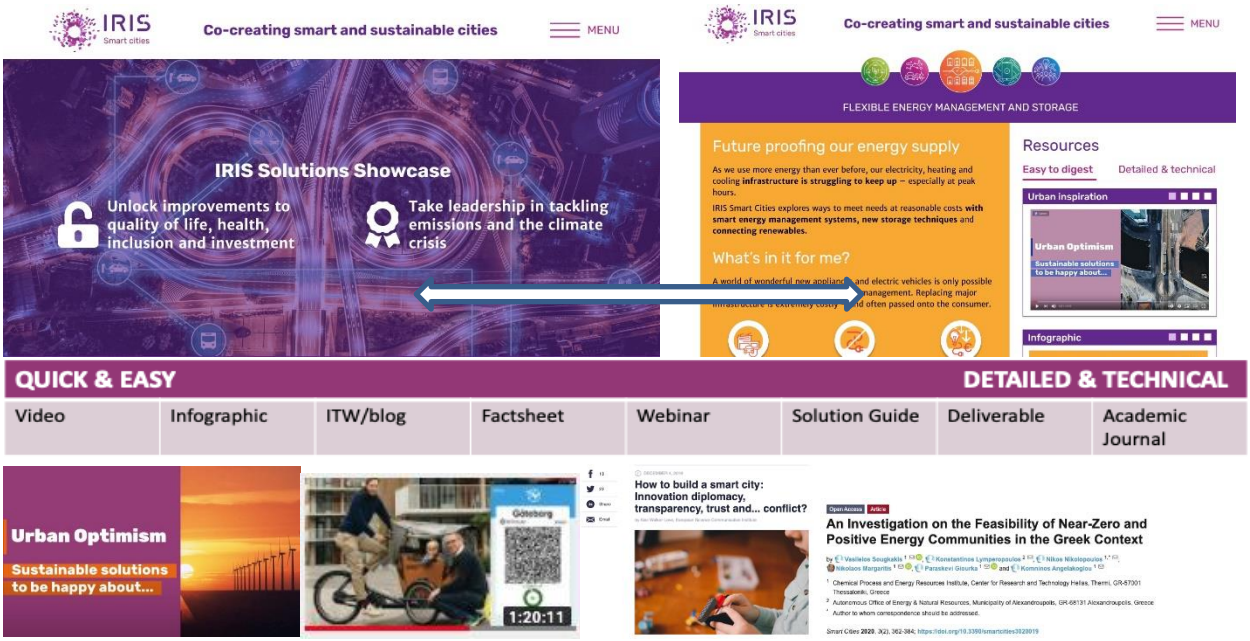


Figure 11 – IRIS Showcase website content classification

The content of the website is presented as follows, introducing the overall structure with the main sections and the related subsections:

2.2.2.1 Home

The website's homepage aims at giving an overview of the different content available, with key sections consisting of:

- A clickable graphic of the 5 transition tracks and 16 solutions available
- A statement on why cities need to become smarter and more sustainable
- A clickable map of the locations where IRIS activities are being developed
- A contact section and links to IRIS social media

2.2.2.2 16 integrated solutions from the 5 transitions tracks

Thus, the section is divided to the following subsections:

- **#1 Renewables & Energy Positive Districts:** this section provides an initial easy to read overview of the IRIS activities carried out under this track and solutions worked on through an infographic. To the right side of the infographic links to the work that go from the “easy to digest” to the Detailed & technical.
- **#2 Flexible Energy Management & Storage:** this section provides an initial easy to read overview of the IRIS activities carried out under this track and solutions worked on through an infographic. To the right side of the infographic links to the work that go from the “easy to digest” to the Detailed & technical.
- **#3 Intelligent Mobility:** this section provides an initial easy to read overview of the IRIS activities carried out under this track and solutions worked on through an infographic. To the right side of the infographic links to the work that go from the “easy to digest” to the Detailed & technical.
- **#4 Digital Transformation:** this section provides an initial easy to read overview of the IRIS activities carried out under this track and solutions worked on through an infographic. To the right side of the infographic links to the work that go from the “easy to digest” to the Detailed & technical.
- **#5 Citizen Engagement:** this section provides an initial easy to read overview of the IRIS activities carried out under this track and solutions worked on through an infographic. To the right side of the infographic links to the work that go from the “easy to digest” to the Detailed & technical.

Figure 12 – IRIS showcase website - Transition Tracks pages

2.2.2.3 Focus on: solutions from the lighthouse cities and horizonal activities

The IRIS Solutions Showcase website also provides information and outputs of the project by filtering information to focus on Lighthouse city (Figure 13) and transversal activities as follows:

- **Utrecht**: this section presents an overview of the solutions developed in Utrecht in the frame of IRIS. The page includes a small teaser video representing elements of the work done, some key data on goals and milestones achieved and several links to the featured solutions.
- **Nice**: this section presents an overview of the solutions developed in Nice in the frame of IRIS. The page includes a small teaser video representing elements of the work done, some key data on goals and milestones achieved and several links to the featured solutions.
- **Gothenburg**: this section presents an overview of the solutions developed in Gothenburg in the frame of IRIS. The page includes a small teaser video representing elements of the work done, some key data on goals and milestones achieved and several links to the featured solutions.
- **Smart City Strategy**: this section presents 9 key takeaways and proven actions for users to create their own roadmap when adopting smart and sustainable solutions.
- **Business Models & Finance**: this section is related to providing an overview of financing solutions for cities and city suppliers and providing Sustainable Business Modelling tools.
- **Innovation Management**: this section provides recommendations and links for users to boost their innovation management skills (Figure 14).

- **IRIS City Network & Matchmaking**: a page dedicated to fostering match making.
- **IRIS Smart Cities**: Link to the main IRIS website.
- **More inspiration**: links to other smart cities projects and initiatives

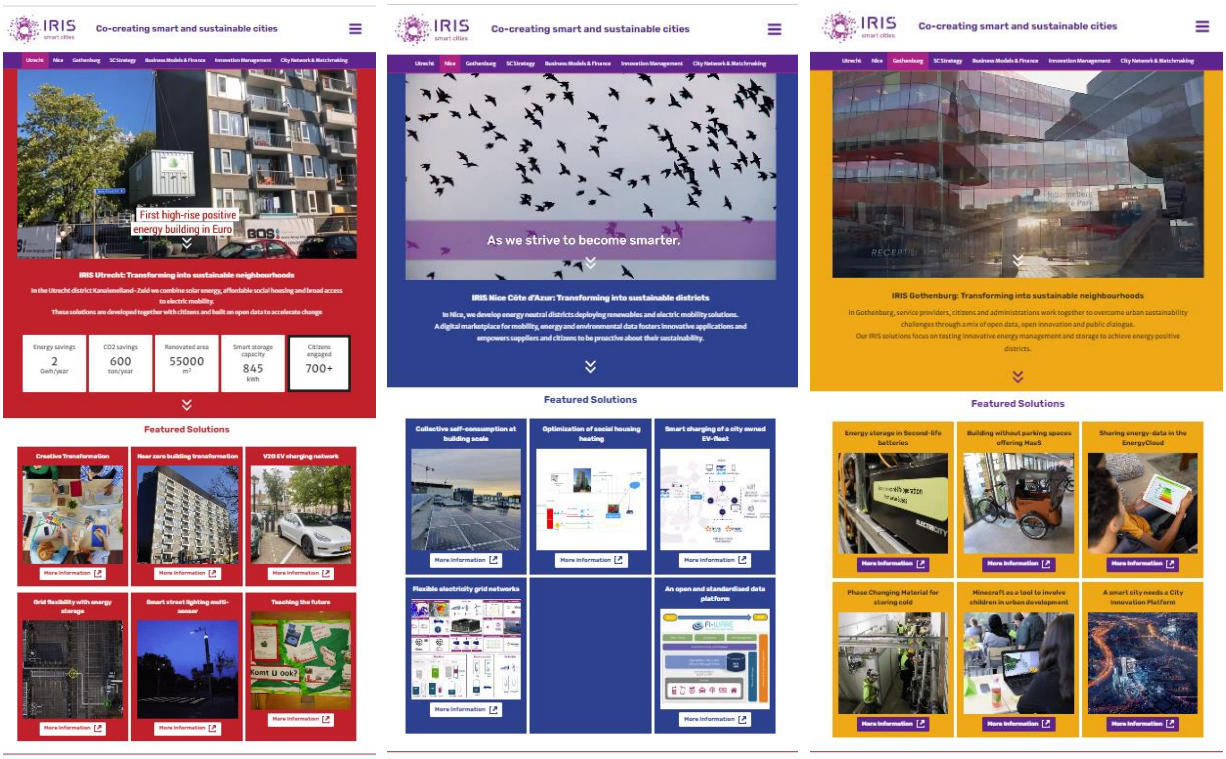


Figure 13 – IRIS showcase website - LH City oriented solutions pages

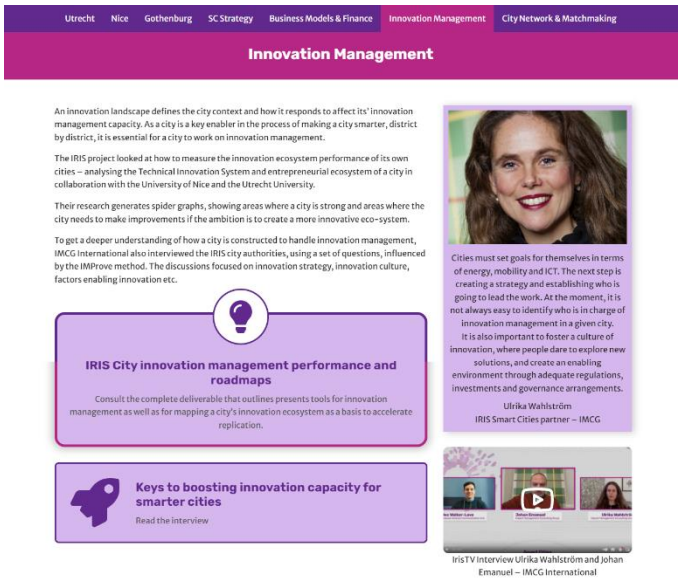


Figure 14 – IRIS showcase website - Innovation management page

Figure 15 Showcase website social media promo campaign

2.3 Impact

Metrics were used to monitor and adapt actions; but also provide feedback to maximise impact for published content (interviews, articles, videos and info graphics) in the entire dissemination strategy. These metrics will be reported in greater detail in the deliverable D10.5 “Final social media and content distribution monitoring report”. Table 1 has a short summary of the visitors of the two IRIS websites as of M64:

Table 1 – Overview of the followers in each IRIS website (M64)

Platform	Visitors
IRIS project website	41,835 visitors
IRIS showcase website	658 visitors

3 IRIS presence on social media

The **European Science Communication Institute (ESCI) was** in charge of the project's **social media channels**, including the IRIS LinkedIn, Twitter, Instagram, SlideShare and YouTube accounts. These are deeply connected to the website, the main referral point for online content.

Social media was used to inform and stay connected with relevant professionals, policy makers and scientific/technical communities as well as reach out to an interested general public and media. Social media activities were ideal to support and amplify all elements of the dissemination strategy and key project milestones.

The results of the social media activity will be reported in detail in the deliverable D10.5 "Final social media and content distribution monitoring report". Table 2 presents a short summary of the followers in each IRIS social media platform used as of M64:

Table 2 – Overview of the followers in each IRIS platform (M64)

Platform	Followers / visits /views
IRIS Linkedin Channel	1346 followers
IRIS Twitter Channel	1368 followers
IRIS Youtube Channel	48,128 video views /350 subscribers
IRIS Instagram	432 followers
IRIS SlideShare	48,128 presentations and infographics views

3.1 IRIS on Twitter

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

- Identify stakeholders and influencers, build lists to help strategic and geographic segmentation
- Distribute IRIS original content

- Highlight key results and outcomes
- Attract and maintain interest of key influencers and thought leaders
- Enhance and amplify presence before, during and after events

The IRIS Twitter account (Figure 16) is available at https://twitter.com/IRISsmartcities. A few examples of the already realized usage of the project's Twitter account are presented in Figure 17.

Figure 16 – IRIS Twitter profile page

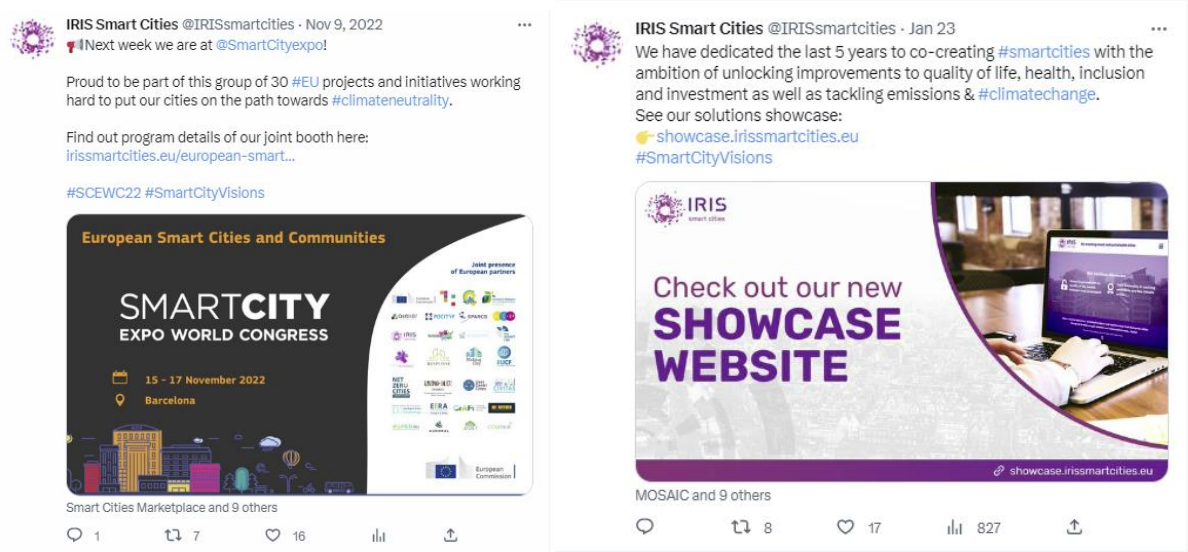


Figure 17 – Example of IRIS tweets

3.2 IRIS on YouTube

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

The IRIS project has a YouTube account for publishing videos related to events,sharing knowledge and lessons learned, providing material for researchers and communicating the latest news and project results (Figure 18). The playlists functionality on YouTube was highly useful to bring together IRIS campaigns and related content produced by the various partners under the same themes and categories (Figure 19).

The IRIS YouTube account is available at:
https://www.youtube.com/channel/UCVZPWV3_lx4xF1aXItY9E8w

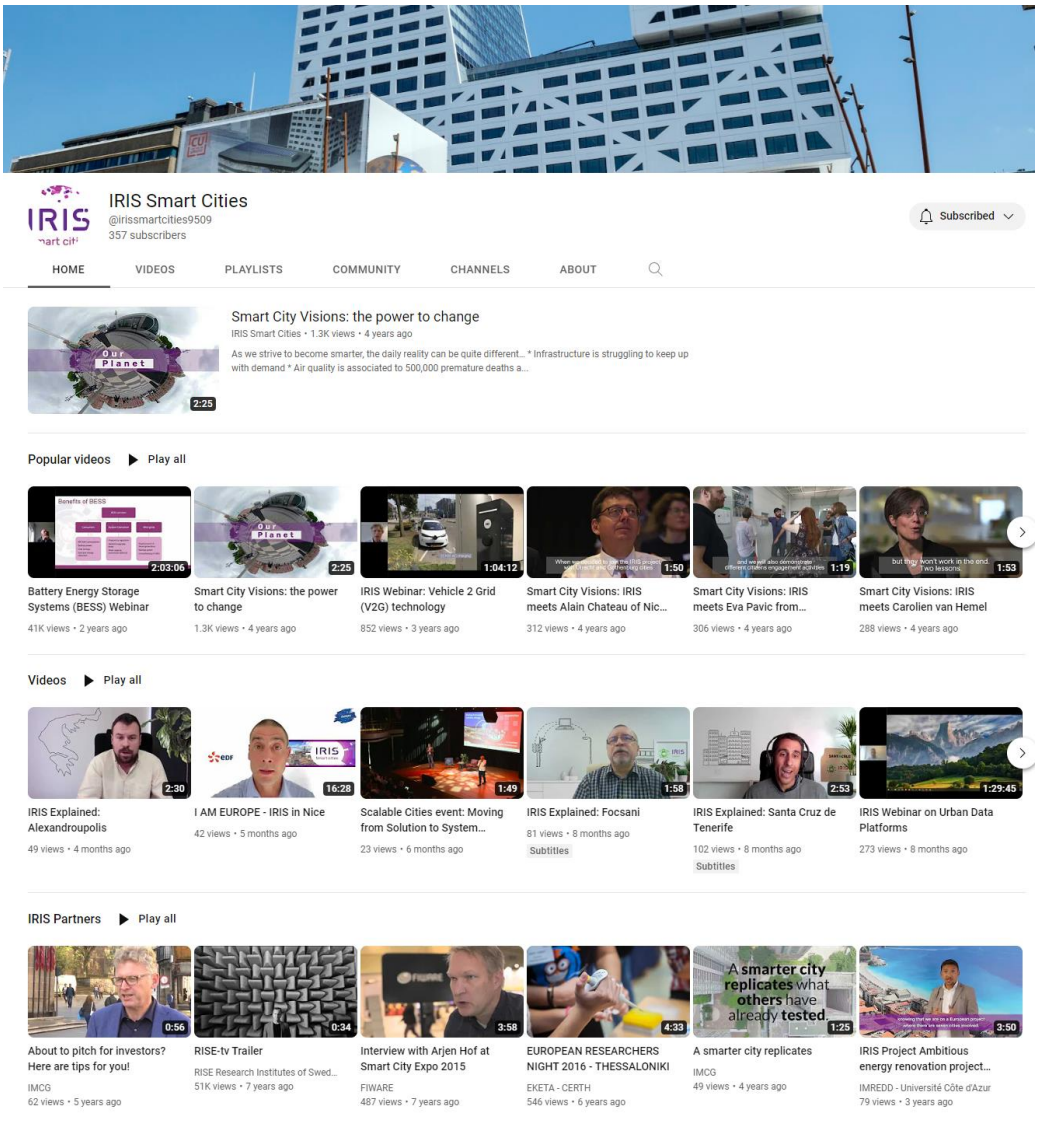


Figure 18 – IRIS YouTube account

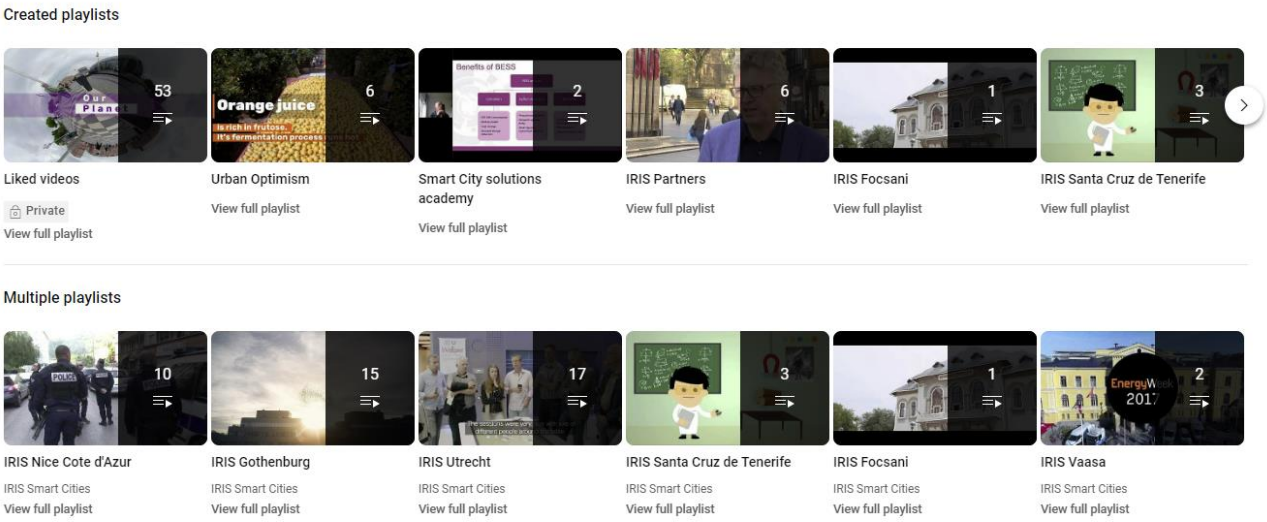


Figure 19 - IRIS YouTube playlists

3.3 IRIS on LinkedIn

LinkedIn is an online platform for business and employment oriented social networking services. An account in such an online platform is of major importance for IRIS since it will facilitate the communication with specific target groups and online communities, such as ICT professionals, researchers, technical innovation groups and engineers. Maintaining contact with such groups and individuals will not only assist in communicating the project's results and content in such audience but also in finding contribution and support by specialists in certain domains essential for the project.

In the professional domain, LinkedIn was used to host a 'company page' to feed with project news and developments and targets invited to follow. The platform's 106 million unique monthly visitors generated healthy organic search and reference for IRIS content, with an additional possibility to use the sites publishing features. Throughout the project ESCI encouraged individuals from the consortium to post updates and articles about their work and challenges in IRIS from a personal point of view. Such peer-to-peer insights delivered to personal professional contacts can be very effective in creating awareness and impact.

The general popularity and activity of LinkedIn groups are currently declining. However, the project still tried to identify high-value specialist groups relevant to the project and occasionally post in these forums.

The IRIS LinkedIn account (Figure 20) is available at: https://www.linkedin.com/company/27090842/

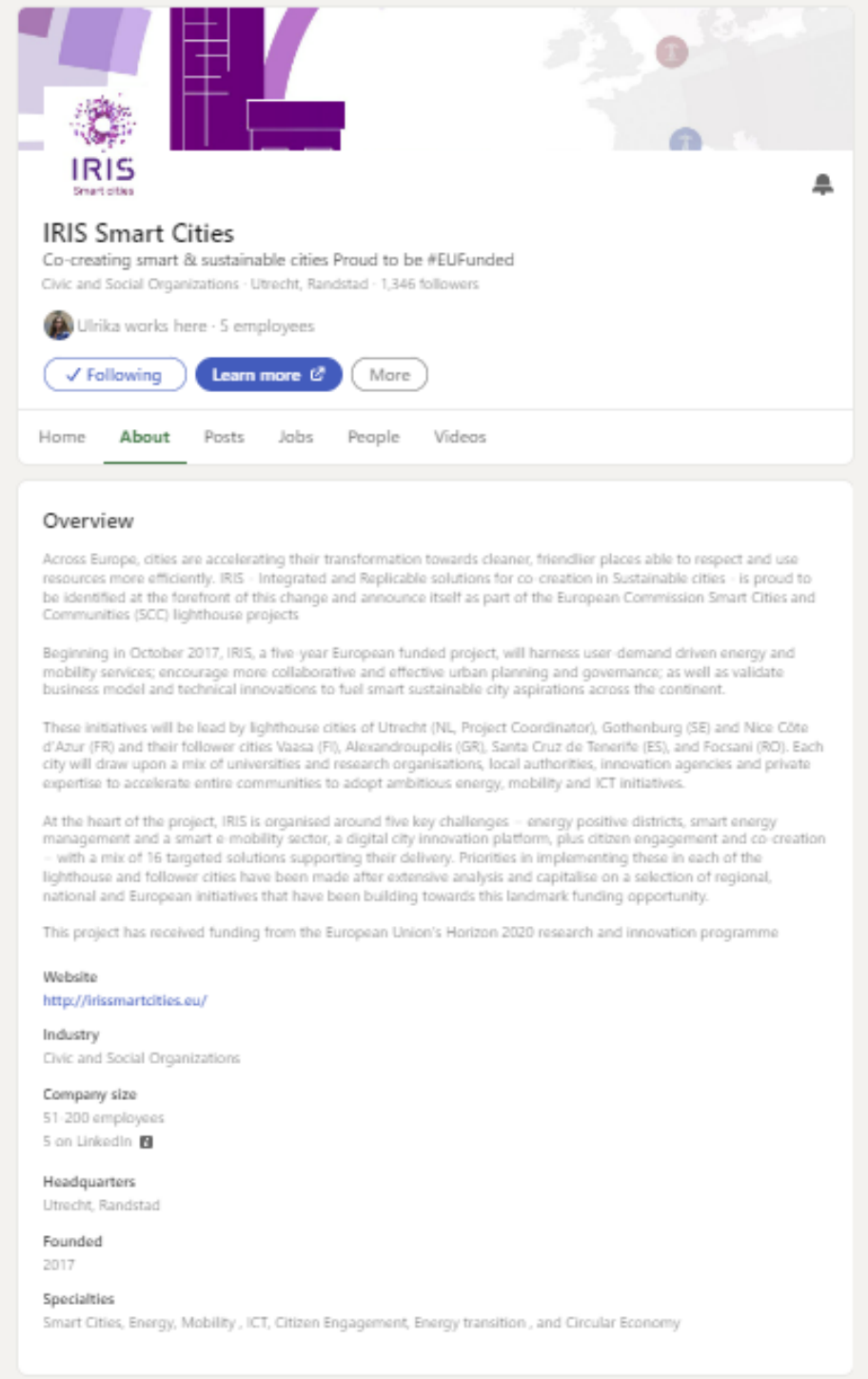


Figure 20 – IRIS LinkedIn page

3.4 IRIS on Instagram

Instagram is the dominant picture-sharing platform that increasingly allows people and organisations to create and share visual and editorial content. The development of the 'stories' features an ability to

establish a project personality among new demographics and audiences. The key content thread on Instagram was to profile the 'humans behind' smart cities: the technicians and academics, but also businesses, communities and residents of IRIS.

The IRIS Instagram account (Figure 21) is available at: https://www.instagram.com/irissmartcities

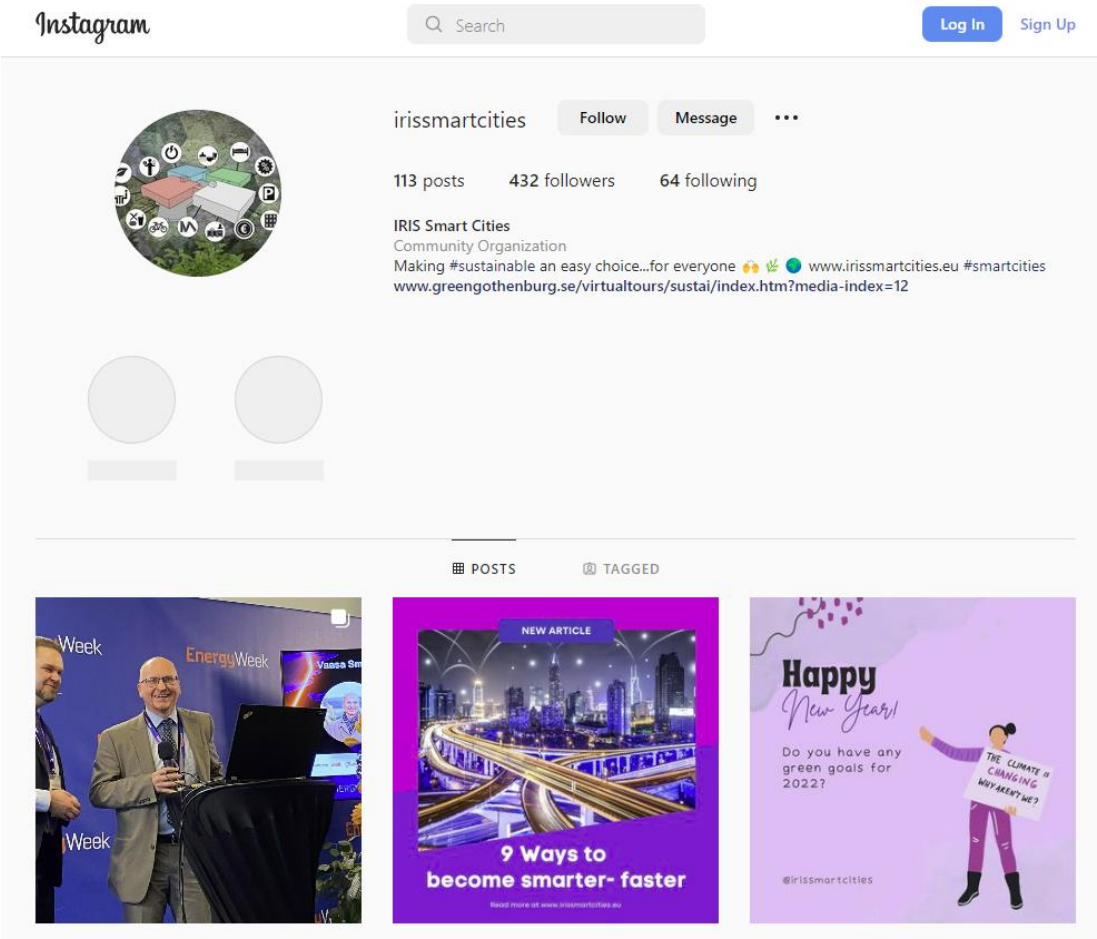


Figure 21 – IRIS Instagram profile

3.5 SlideShare

IRIS uses SlideShare to disseminate the project's presentations. The SlideShare account gives an excellent organic search return and very international readership. In tandem with the IRIS LinkedIn account, it is a powerful tool for reaching professional dissemination targets and highly interested members of the public audiences.

The IRIS SlideShare account (Figure 22) is available at: https://www.slideshare.net/IRISSmartCities/

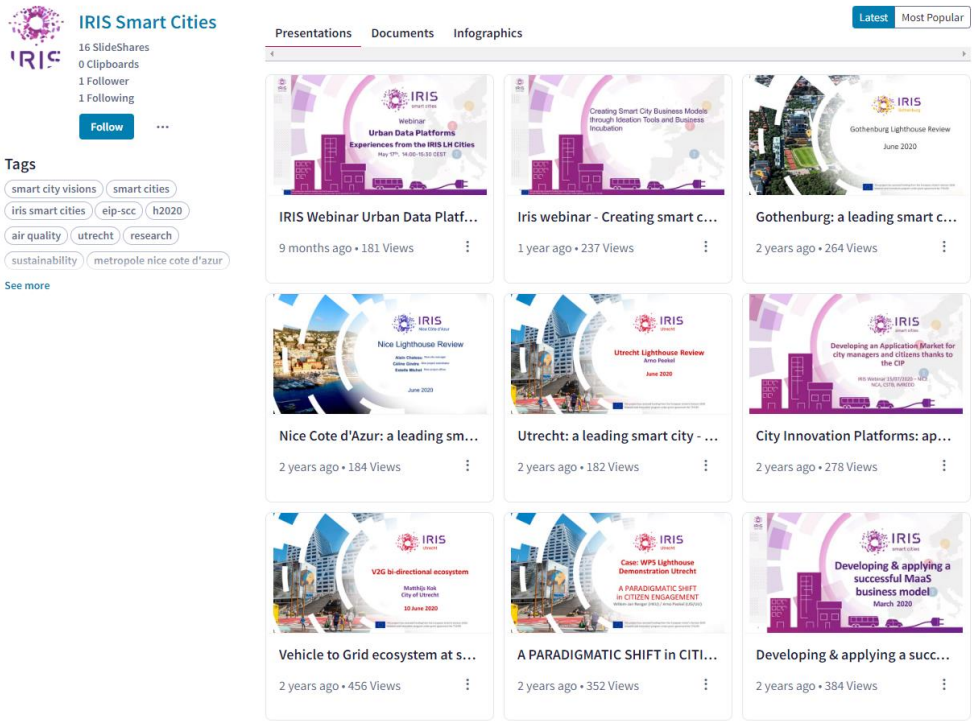


Figure 22 – IRIS SlideShare account

4 Print materials

The production of printed materials, particularly useful at conferences and events, was impacted somewhat by the pandemic, nevertheless the following were produced.

4.1 Postcards

Easy to distribute, postcard flyers provide information on printed material for face-to-face meetings at fairs, workshops and conferences. The format is also cost effective for each partner to print and maintain their own stocks to distribute individually to potential end-users and other stakeholders during the duration of the project. The support gives simple call to action to remain up to date over time and drive people towards IRIS social media channels. Several of these have been produce including with specific messaging for the three lighthouse cities.

Figure 23 – Postcard - IRIS project

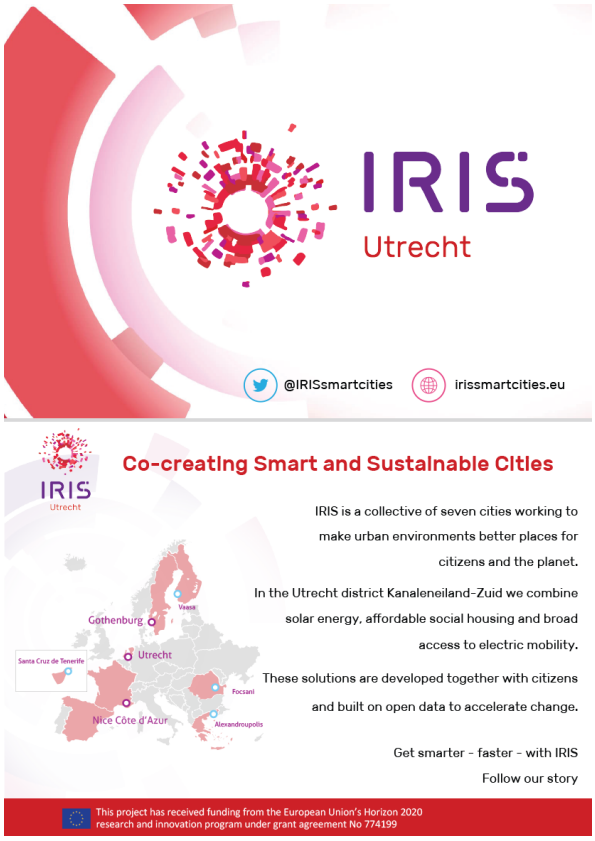


Figure 24 – Postcard - Utrecht LH city

Figure 25 – Postcard - Nice LH city

Figure 26 – Postcard - Gothenburg LH city

Elevator pitch and print flyer:

In Spring 2018, a formal IRIS project flyer fine tuned some of this messaging for stakeholders and publics less familiar with European smart cities initiatives and seeking to understand a quicker "what's in it for me?" pitch. The messages are centred on the notion that IRIS does the 'hard work' and risk taking to test and deploy solutions so that others can benefit from this experience and generate tangible impact more efficiently and with less risk (including financial). They seek to establish credibility on who IRIS is, the steps being taken and why, and finally what the person might gain from following and engaging with the project.

The text reads:

IRIS is a collective of seven cities working to make urban environments better places for citizens and the planet.

We test innovative solutions, mainstream viable technologies and explore the products, policies and social engagement methods to make being a sustainable an easy choice… for everyone.

Get smarter – faster – with IRIS

4.2 Exhibition posters & roll ups

Posters & roll-ups remain a popular and effective way to support a physical presence at events, particularly academic and institutional. An A1 poster for partners to print and use was made available to all. A more robust series of roll up poster was be produced for project and commercial events (Figure 27). A series of posters and roll-ups for each lighthouse city based on the postcards was also produced (Figure 28, Figure 29 and Figure 30).

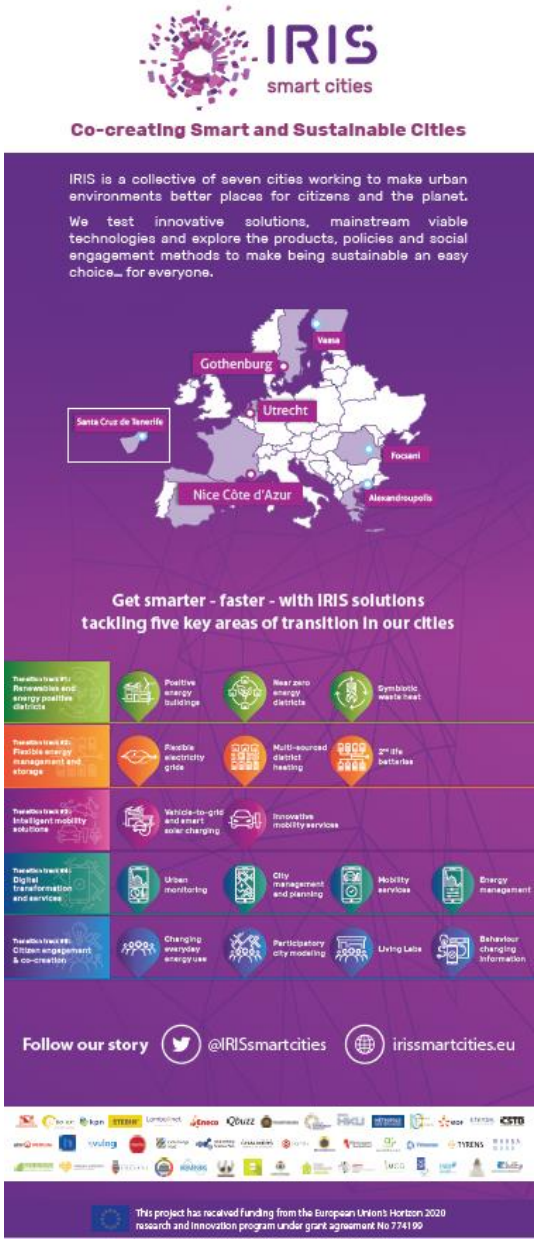


Figure 27 – Roll-up - IRIS project

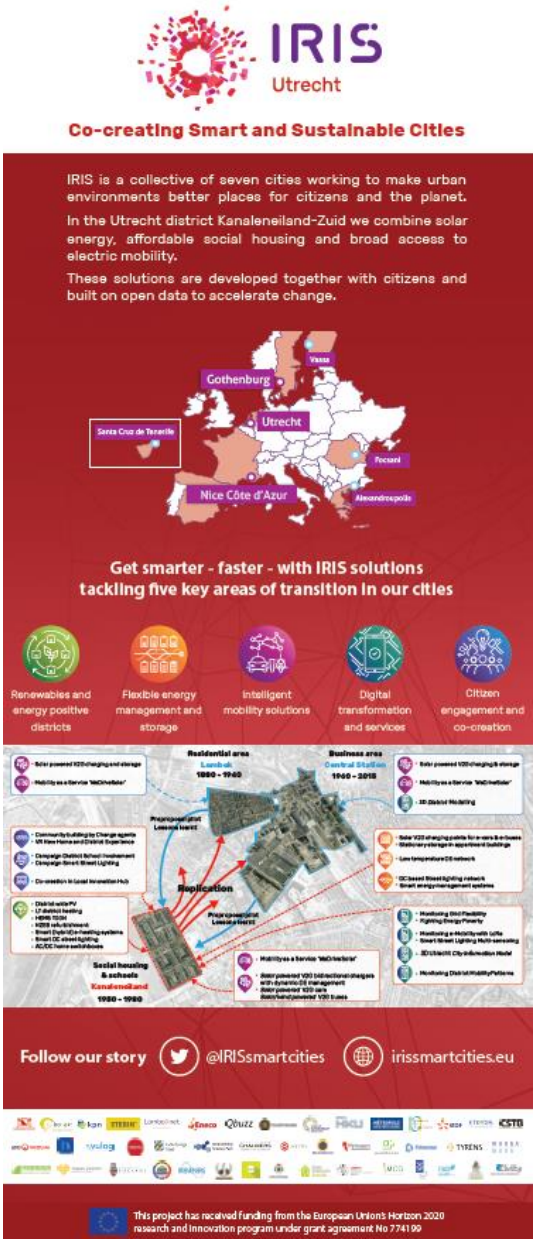


Figure 28 – Roll-up - Utrecht LH city

Figure 29 – Roll-up - Nice LH city

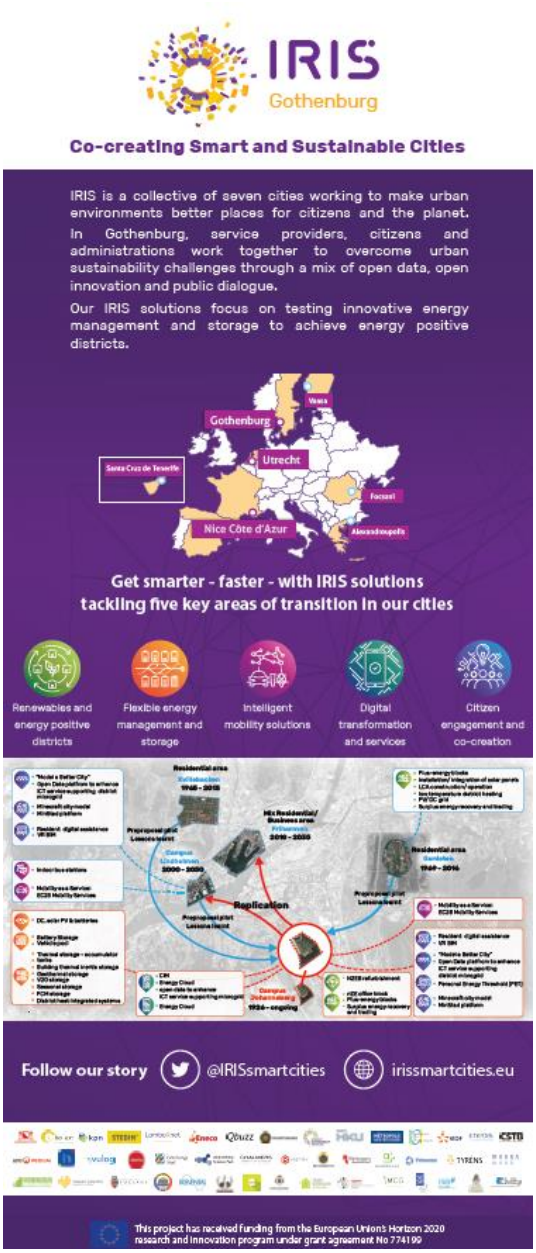


Figure 30 – Roll-up - Gothenburg LH city

Figure 31 – IRIS Posters

Figure 32 – IRIS posters created by LH cities for local events

4.3 IRIS Magazine "Inside Smart City Solutions"

This 64-page booklet was developed in the frame of "D10.12 Communication highlights, insights and lessons learnt from IRIS" and was designed as primarily an online resource with a limited printing of 400 copies and printable files available on the website. It chronicles some of the highlights of the IRIS journey with descriptions and testimonials of the experiences from the people who participated in this project: from snapshots of the key technologies developed such as vehicle-to-grid charging, second life batteries, building retrofitting and innovative mobility services, to examples of young citizens taking the lead in making their neighbourhoods safer and cleaner, to a look at how European collaboration takes place, the challenges it can present, and what lessons can be learned from this experience so that managing city innovation in future can become a bit easier for everyone.

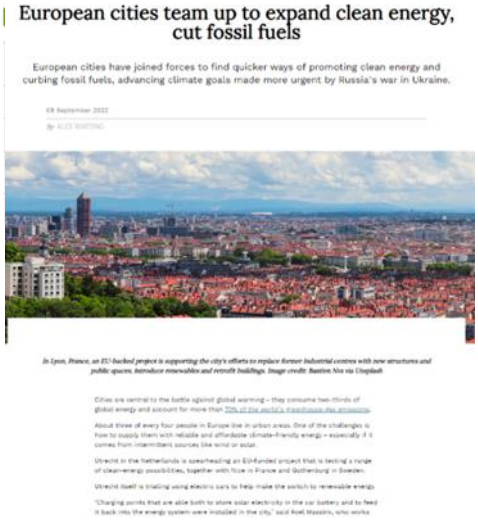
5 News and editorial

Over the course of the IRIS project, a total of **125 news items** have been uploaded to the IRIS website under the relevant news section. These news items uploaded include and reference all typologies of the editorial content proposed by the project.

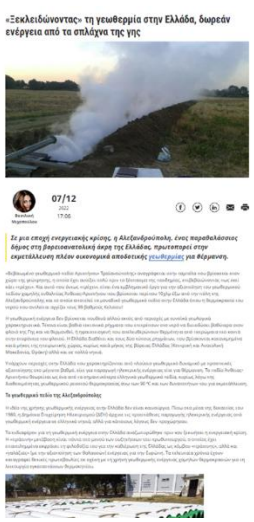
5.1 Independent articles

The news section references the **10 + journalistic articles** that profile the skills, experiences, credibility and performance of the demonstration sites and project in more detail and shared with multiplier outlets at local, national and international levels.


SANTA CRUZ DE TENERIFE SE PLANTA ANTE LA CONTAMINACIÓN ATMOSFÉRICA GRACIAS A LA MOVILIDAD INTELIGENTE


European cities team up to expand clean energy, cut fossil fuels

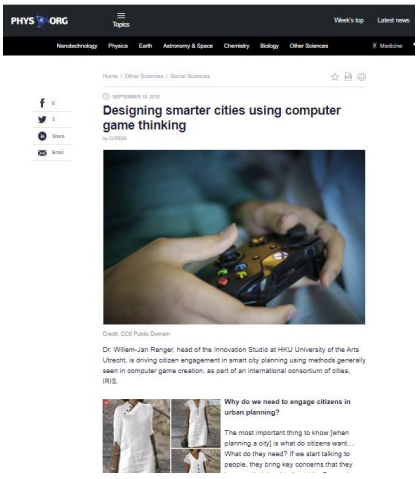
European cities have joined forces to find quicker ways of promoting clean energy and curbing fossil fuels, advancing climate goals made more urgent by Russia's war in Ukraine.


«Ξεκλειδώνοντας» τη γεωθερμία στην Ελλάδα, δωρεάν ενέργεια από τα σπλάχνα της γης


Kanaleneiland Zuid Europese koploper

duurzame energie en elektrisch vervoer


Utrechtse studenten bedenken duurzame oplossingen


Designing smarter cities using computer game thinking

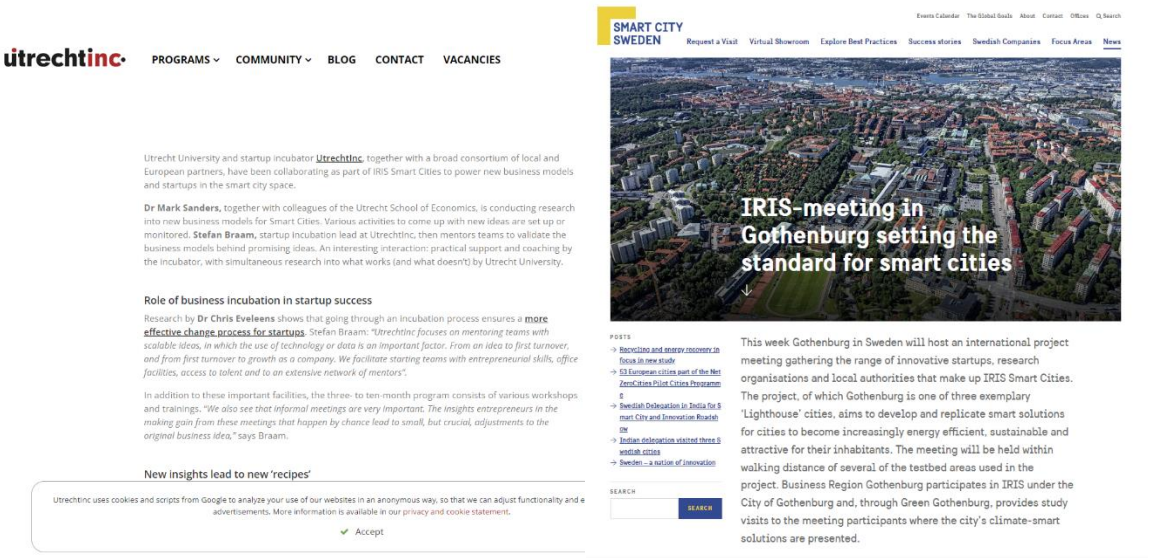


Figure 33 A selection of clippings from independent news sources

5.2 Interviews

The news section also includes refences to **22 quick-fire written and/or video interviews** with key technical experts, end users and stakeholders relating their experiences, ambitions and challenges in achieving interoperability, optimization and demand responsive innovations.

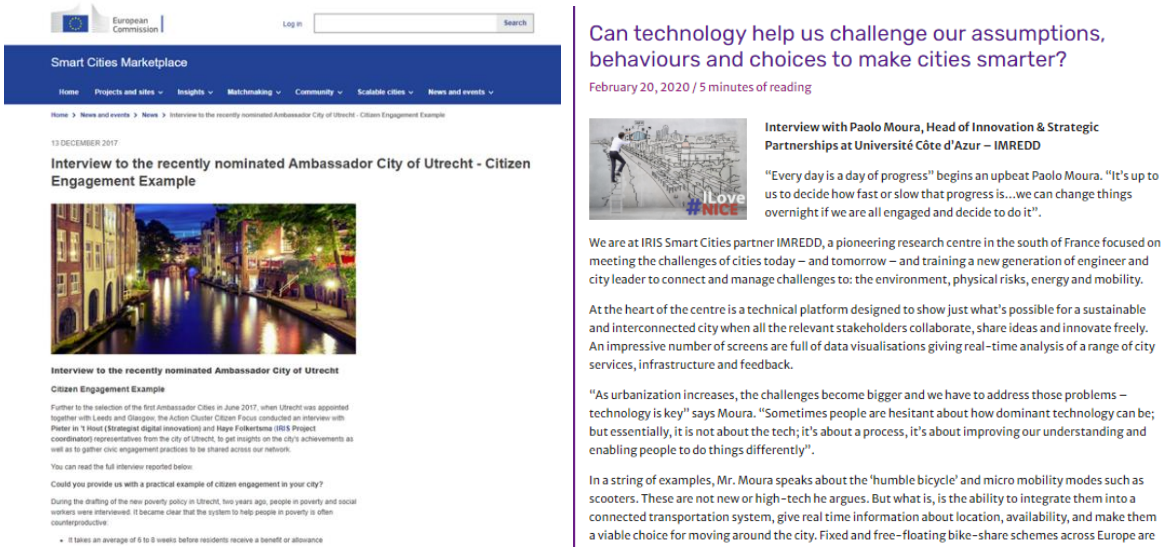


Figure 34 Examples of written interviews on IRIS

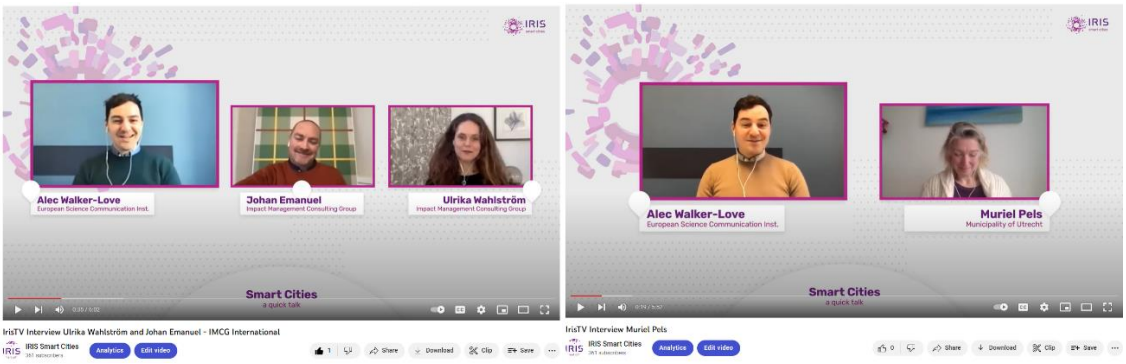


Figure 35 Examples of video interviews - IrisTV

5.3 News items a.k.a. blog posts

Finally, to complement the journalistic articles and interviews, the news section was also regularly fed **with blog posts**, not only chronicling project developments and milestones, but also the lively academic, policy and commercial achievements of consortium members.

Initially it was foreseen to have a total of 50 news items generated directly by the **secretariat** and a total of a further 50 items from **lighthouse and follower cities** or consortium members to define a lively pace of news that reflects positively on the project. This original target was far exceeded with the secretariat generating and relaying **approx. 100 news blog posts** and with the key websites of the lighthouse cities alone generating a combined output of over **130 news items** in their local languages available to view here for **Utrecht**, here for **Gothenburg** and here and here for **Nice** - (for more details check also the D.10.8 on Local News Desks).

Figure 36 Example of IRIS website blogs

Figure 37 Examples of IRIS Lighthouse city blogs

6 Visual content

6.1 Infographics

In a modern multi-channel environment, it is difficult to get someone's attention, to capture their imagination, especially in the fast-paced digital world. By working with IRIS content, consortium experts and a lively design team, a series of info graphics on topical and substantive issues were produced. A total of eight infographics over duration of the contract were set to be deployed to attract new interest, increase engagement and deliver powerful messages clearly. In reality, the demand for infographics was higher than expected. Three of them are present the IRIS demonstration and replication activities in the LH cities and five the proposed solutions per Transition Track.

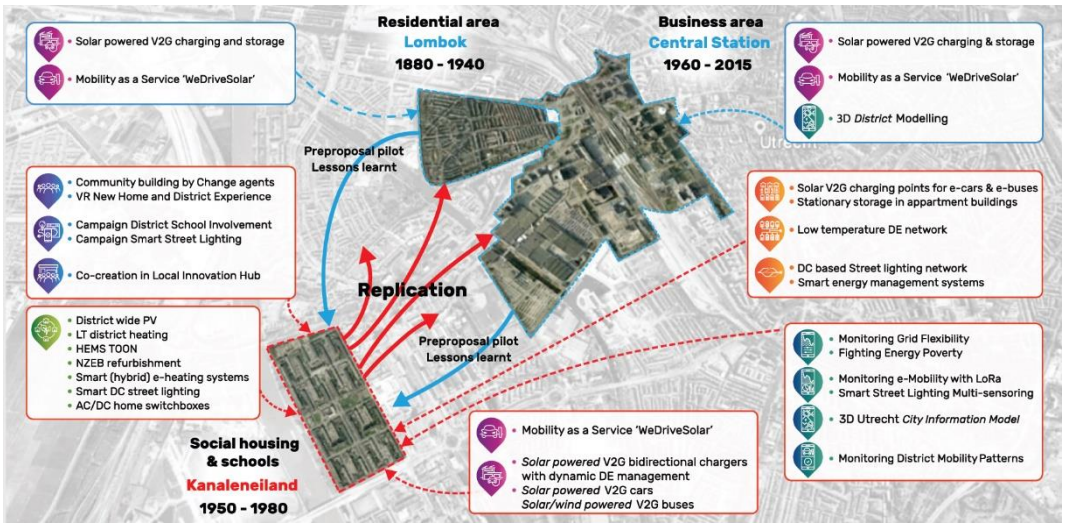


Figure 38 – Infographic for Utrecht

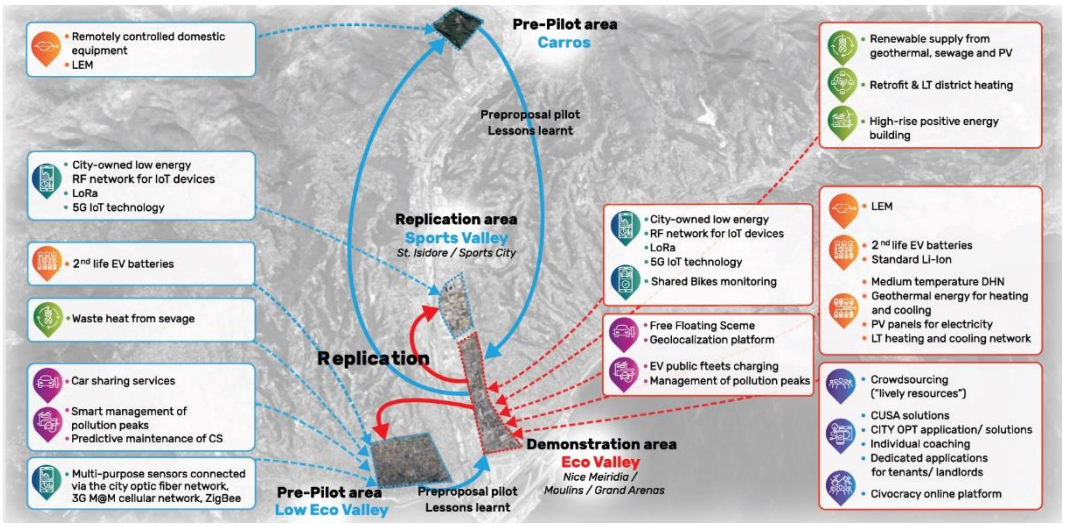


Figure 39 – Infographic for Nice

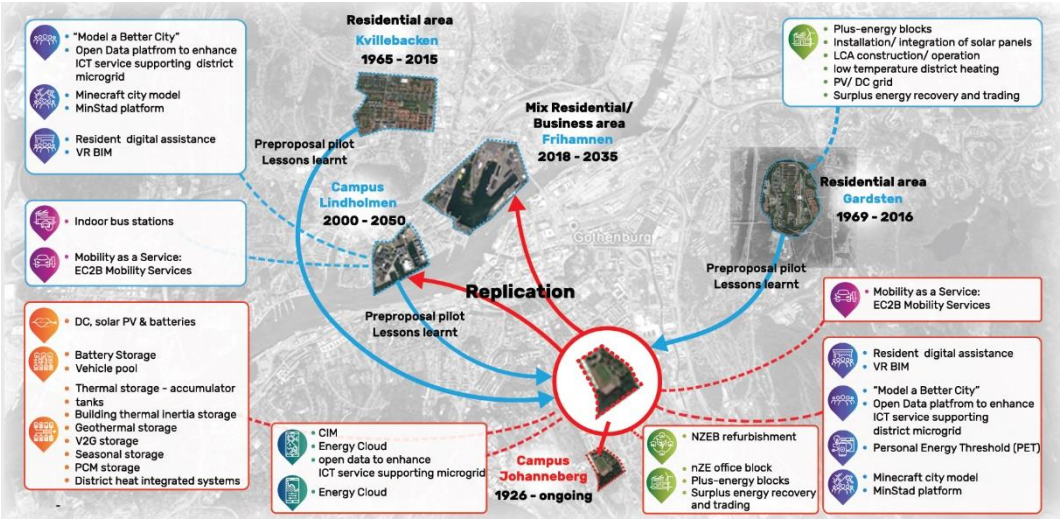


Figure 40 – Infographic for Gothenburg

Figure 41 – Infographics for TT1 and TT2

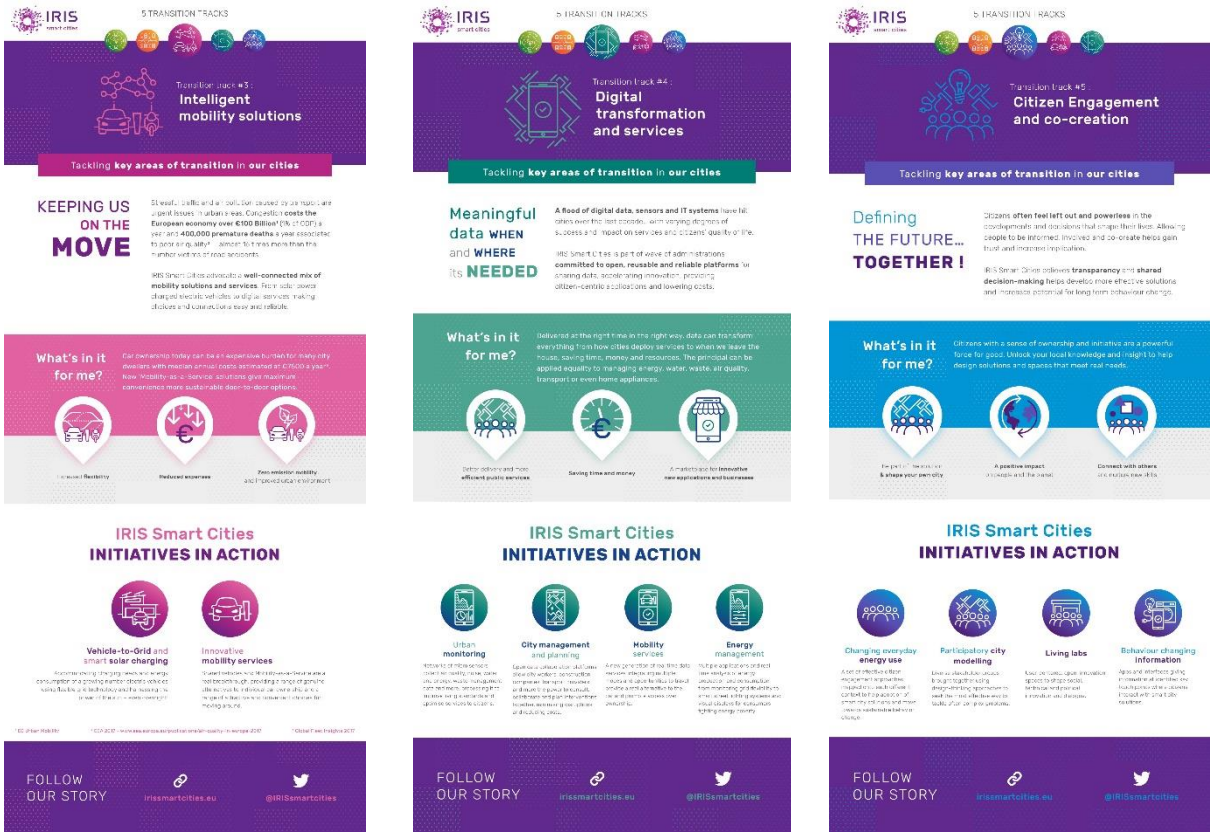


Figure 42 – Infographics for TT3, TT4 and TT5

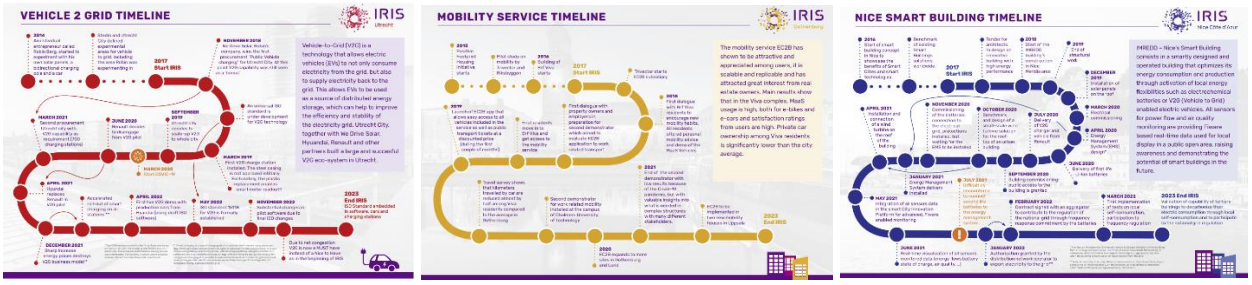


Figure 43 Timeline infographics for IRIS magazine (sample)

Figure 44 Other infographics used in IRIS magazine

6.2 Icons

The overall concept of IRIS is a transition strategy comprising five tracks that together provide a universal yet versatile framework to address both common and district specific challenges. Within these five tracks, IRIS envisions to demonstrate a set of integrated solutions built on top of both mature and innovative technologies. The integrated solutions are defined on the basis of a common-shared know-how interchange among the lighthouse and Fellow cities and planning of replication from the early beginning of the project.

In July 2018, a stronger visual identity to help disseminate and market the identified tracks and solutions was proposed. The graphics strengthened the project website, presentation of solutions in presentations and print materials.

Figure 45 Updated branding of IRIS transition tracks and solutions

6.3 Videos

In total, 42 videos have been uploaded to the IRIS YouTube channel. These video uploads include: voxpop campaigns such as #SmartCityVisions, #IrisTV and #IRISExplained, to videos displaying solutions and lessons learned from the project under the banner of "Urban Optimism", to more long from content in the shape of recorded webinars and presentations such as the "Smart Cities solutions academy". All IRIS video content has been produced by both the secretariat as well as the local news desks in each city. Below are few highlights.

6.3.1 IRIS vox pops

As part of the IRIS Smart Cities drive to make dynamic and engaging content, a series of "vox pop" video interviews with stakeholders, experts, projects, partners and even end-beneficiaries was produced and featured in the editorial planning. A total of 13 short and personable videos and one longer video gathering several experts were planned and produced and released intermittently as a powerful addition to the editorial content and calendar.

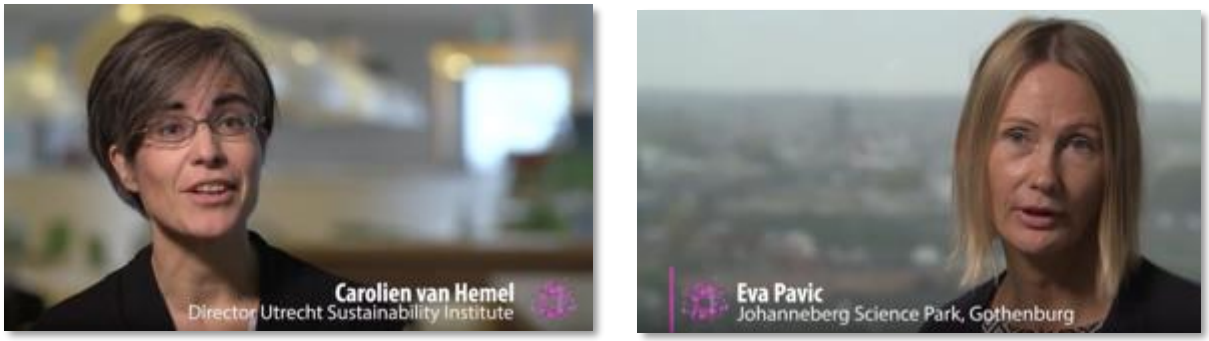


Figure 46 IRIS #SmartCityVisions video portraits

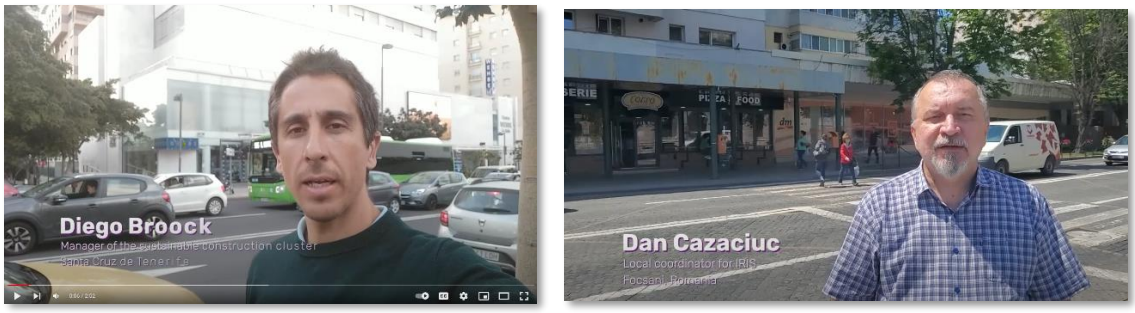


Figure 47 IRIS Explained video portraits

A variety of additional video contributions and content has also been made possible thanks to partners Johanneburg Science Park, IMCG and others to document events such as #SmartCityVisions from the first project meeting in Gothenburg, Sweden and the powerful opportunities for replicating tried and tested solutions.

6.3.2 Video News Release and IRIS project video

An experienced team of television journalists produced a video news release (VNR) in broadcast quality tailored for international broadcasters to use. The journalists looked for the right angle, identified the necessary journalistic hook and have contacts to the TV stations, to bring IRIS to the TV screen. A video news release was produced to mark the large scale community event of "Scalable Cities: Moving from Solutions to Systems Change".

As part of the "SmartCityVisions" campaign, a general video presenting the IRIS goals and ambitions was also produced

Figure 48 Generic project video and VNR of Scalable cities event

6.3.3 IRIS webinars and workshops

IRIS video content also included the long form content in the shape of recorded workshops and webinars. A total of 9 long form videos were produced. A particularly successful video in this domain was the workshop on "Battery Energy Storage System" which gathered over 40,000 views.

Figure 49 Webinar highlights

6.4 Picture libraries

IRIS partners and coordinating 'core communications contacts' from each city will continue to add to a rights free picture bank in the IRIS shared workspace.

There are also 1000's of free to use picture libraries and creative commons images (Creative commons is

a non-profit that offers an alternative to full copyright and focuses on keeping the internet creative and free). Also makes referencing an image correctly when needed, easy. Try:

- Flickr Creative Commons - couple of 100 million to chose from!
- Google Images – and then just filter by usage rights
- CC Search – search engine of Creative Commons
- Every Stock Photo – search engine for free photos
- Pixabay – free high quality images, useful for print materials
- unsplash.com – 'beautiful, free photos'

6.5 Citizen journalism

IRIS local desk 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 document and share the co-creation and engagement process. The intention was to use plenty of video content and be able to use citizen's stories to inspire others around Europe.

A public report on the local news desks and citizen journalism actions features in D.10.8.

7 Output summary table

D&C output	DoA	Delivered M66	% performance
News articles	50	125	250%
Interviews	20	22	110%
Interviews (video)	15	14	93%
News video + project video	2	2	100%
Infographics (including Magazine effort)	5	12	240%
Posters/flyers	3	10	333%
Roll ups	1	5	500%
Twitter	600	1375	229%
LinkedIn	300	1368	455%
SlideShare	900	50,000	5000%
Events	140	150	107%
Website visits	24,000	42,000	175%

8 Conclusions

This deliverable aimed to present the IRIS communication and dissemination tools of the project as early as the first month of the project's lifetime. These tools helped to establish an effective dissemination strategy, addressing all different target groups and creating awareness of the implementations and of the smart solutions developed within the framework of the IRIS project. The applied strategy assured that all project outcomes were communicated to a wide audience including stakeholders, end-users and the general public so that IRIS could establish a great impact. The solutions and technologies that were developed throughout the project's duration do not aim to remain on demonstration and experimentation level, but to being replicated and implemented in order to move towards sustainable European cities. Therefore, raising awareness by realizing a well-planned and designed dissemination approach was of great importance to achieve those goals.

Since the arrival of the COVID pandemic, many traditional communication channels and actions were re-evaluated. In-person and in-print went out. Virtual, visual and collaborative went in. But just as much as the channels and end delivery format may have evolved, the underlying strategy, target audience remained firmly embedded in the good communication principals and content developed and refined in D10.1, D10.10 and D10.11. Tactically, stakeholders in WP10, the wider smart cities and communities cluster and beyond moved more online evidently. But they have also been able to share and discover just as much – and sometime more efficiently.

The IRIS mission was to create credible, visible and inspirational solutions for a smart and sustainable future and support this mission with an effective communication and dissemination strategy. As the final project metrics demonstrated in D10.5 and in the output illustrated throughout this deliverable show, overall, IRIS did manage to fulfill and exceed its expected communication and dissemination output and reach and engage with a broad audience. The IRIS websites along with a final "IRIS magazine" project will remain as testament to a project with many challenges and successes. IRIS Smart Cities and associated cluster project knowledge, resources and communications are well placed to reach final decision-makers, citizens and technical organisations. and continue making a genuine impact for the EU Green Deal and Europe's citizens.

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9 References

[1] http://irisSmartCities.eu

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

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

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