



IRIS

Integrated and Replicable Solutions
for Co-Creation in Sustainable Cities

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Communication and Dissemination Tools and Materials

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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.

Table of Contents

Executive Summary	3
Table of Contents	4
<i>List of Figures</i>	6
<i>List of Tables</i>	7
<i>Abbreviations and Acronyms</i>	8
1 Introduction	9
1.1 Scope, objectives and expected impact	9
1.2 Relation to other tasks and deliverables	10
1.3 Deliverable Structure	10
2 The IRIS websites	11
2.1 Main Website	11
2.1.1 Technical Infrastructure	12
2.1.2 Layout of the IRIS website	12
2.1.3 Content	15
2.2 IRIS Showcase Website: presenting solutions from a user perspective	23
2.2.1 Layout of the IRIS Solution Showcase website	23
2.2.2 Content	25
2.3 Impact	29
3 IRIS presence on social media	30
3.1 IRIS on Twitter	30
3.2 IRIS on YouTube	32
3.3 IRIS on LinkedIn	33
3.4 IRIS on Instagram	34
3.5 SlideShare	35
4 Print materials	37
4.1 Postcards	37

4.2	<i>Exhibition posters & roll ups</i>	39
4.3	<i>IRIS Magazine “Inside Smart City Solutions”</i>	42
5	News and editorial	43
5.1	<i>Independent articles</i>	43
5.2	<i>Interviews</i>	44
5.3	<i>News items a.k.a. blog posts</i>	45
6	Visual content.....	47
6.1	<i>Infographics</i>	47
6.2	<i>Icons</i>	50
6.3	<i>Videos</i>	51
6.3.1	<i>IRIS vox pops</i>	51
6.3.2	<i>Video News Release and IRIS project video</i>	52
6.3.3	<i>IRIS webinars and workshops</i>	52
6.4	<i>Picture libraries</i>	52
6.5	<i>Citizen journalism</i>	53
7	Output summary table	54
8	Conclusions.....	55
9	References.....	56

List of Figures

Figure 1 – The IRIS website homepage	13
Figure 2 – Website layout on a smart phone	14
Figure 3 - Website navigation menu on a smart phone	14
Figure 4 – IRIS Context section	16
Figure 5 – The IRIS Five Transition Tracks section	17
Figure 6 – IRIS Nice, France section	18
Figure 7 – IRIS Public Deliverables section	20
Figure 8 – IRIS News section	21
Figure 9 – IRIS Contact section	22
Figure 10 – IRIS Solution Showcase website	24
Figure 11 – IRIS Showcase website content classification	25
Figure 12 – IRIS showcase website - Transition Tracks pages	27
Figure 13 – IRIS showcase website - LH City oriented solutions pages	28
Figure 14 – IRIS showcase website - Innovation management page	28
Figure 15 Showcase website social media promo campaign	29
Figure 16 – IRIS Twitter profile page	31
Figure 17 – Example of IRIS tweets	31
Figure 18 – IRIS YouTube account	32
Figure 19 - IRIS YouTube playlists	33
Figure 20 – IRIS LinkedIn page	34
Figure 21 – IRIS Instagram profile	35
Figure 22 – IRIS SlideShare account	36
Figure 23 – Postcard - IRIS project	37
Figure 24 – Postcard - Utrecht LH city	37
Figure 25 – Postcard - Nice LH city	38
Figure 26 – Postcard - Gothenburg LH city	38
Figure 27 – Roll-up - IRIS project	39

Figure 28 – Roll-up - Utrecht LH city	39
Figure 29 – Roll-up - Nice LH city.....	40
Figure 30 – Roll-up - Gothenburg LH city	40
Figure 31 – IRIS Posters	41
Figure 32 – IRIS posters created by LH cities for local events	41
Figure 33 A selection of clippings from independent news sources.....	44
Figure 34 Examples of written interviews on IRIS.....	44
Figure 35 Examples of video interviews - IrisTV.....	45
Figure 36 Example of IRIS website blogs	45
Figure 37 Examples of IRIS Lighthouse city blogs.....	46
Figure 38 – Infographic for Utrecht.....	47
Figure 39 – Infographic for Nice	47
Figure 40 – Infographic for Gothenburg.....	48
Figure 41 – Infographics for TT1 and TT2	48
Figure 42 – Infographics for TT3, TT4 and TT5	49
Figure 43 Timeline infographics for IRIS magazine (sample)	49
Figure 44 Other infographics used in IRIS magazine	50
Figure 45 Updated branding of IRIS transition tracks and solutions.....	50
Figure 46 IRIS #SmartCityVisions video portraits	51
Figure 47 IRIS Explained video portraits.....	51
Figure 48 Generic project video and VNR of Scalable cities event	52
Figure 49 Webinar highlights	52

List of Tables

Table 1 – Overview of the followers in each IRIS website (M64).....	29
Table 2 – Overview of the followers in each IRIS platform (M64)	30

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

The elements of the layout mentioned above are presented in 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.

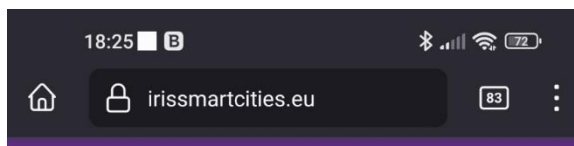


Figure 2 – Website layout on a smart phone

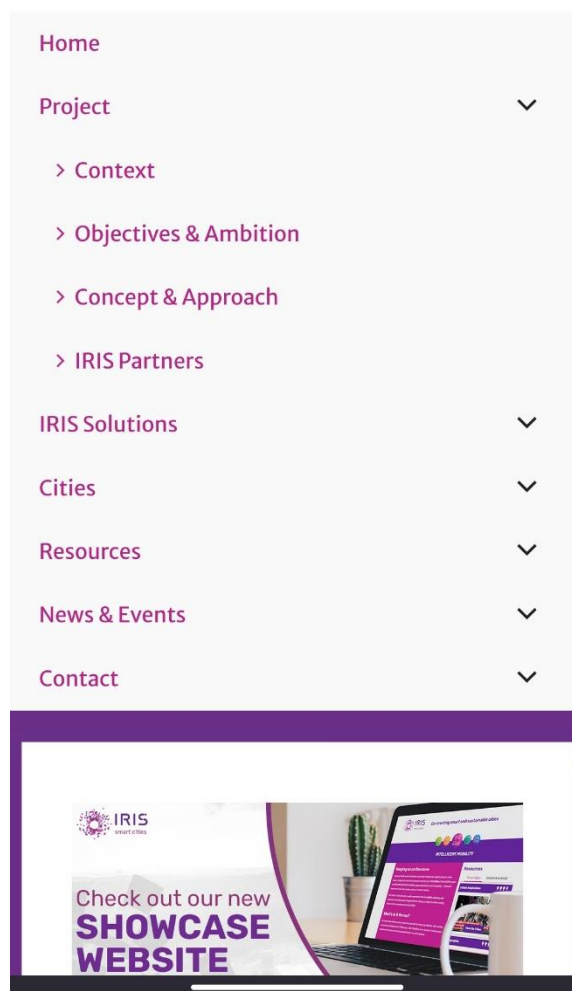
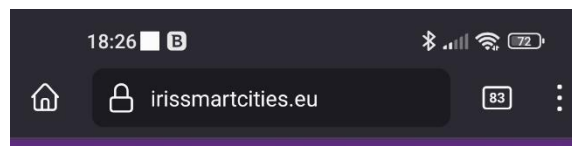


Figure 3 - Website navigation menu on a smart phone

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.

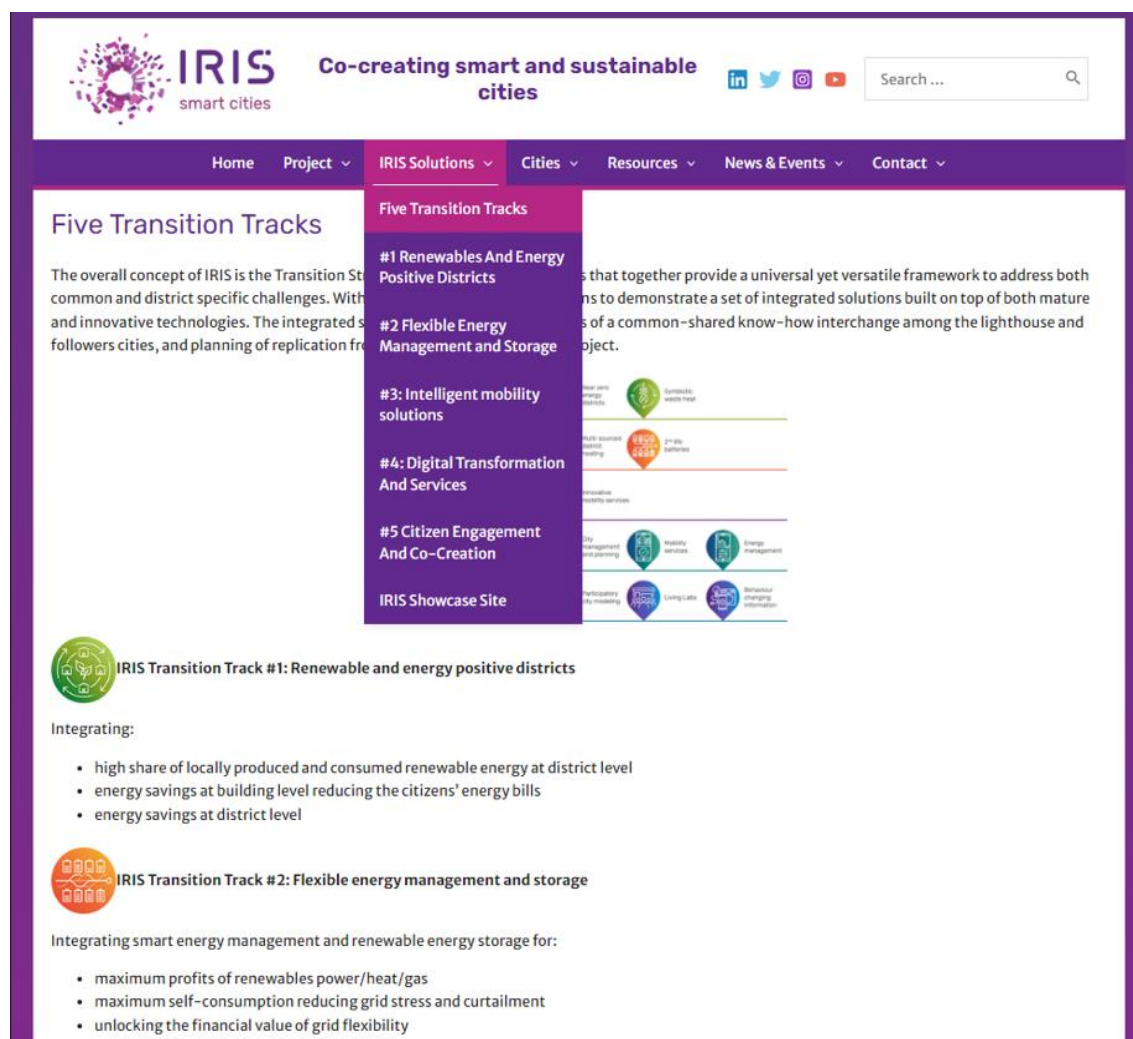


Figure 5 – The IRIS Five Transition Tracks section

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).

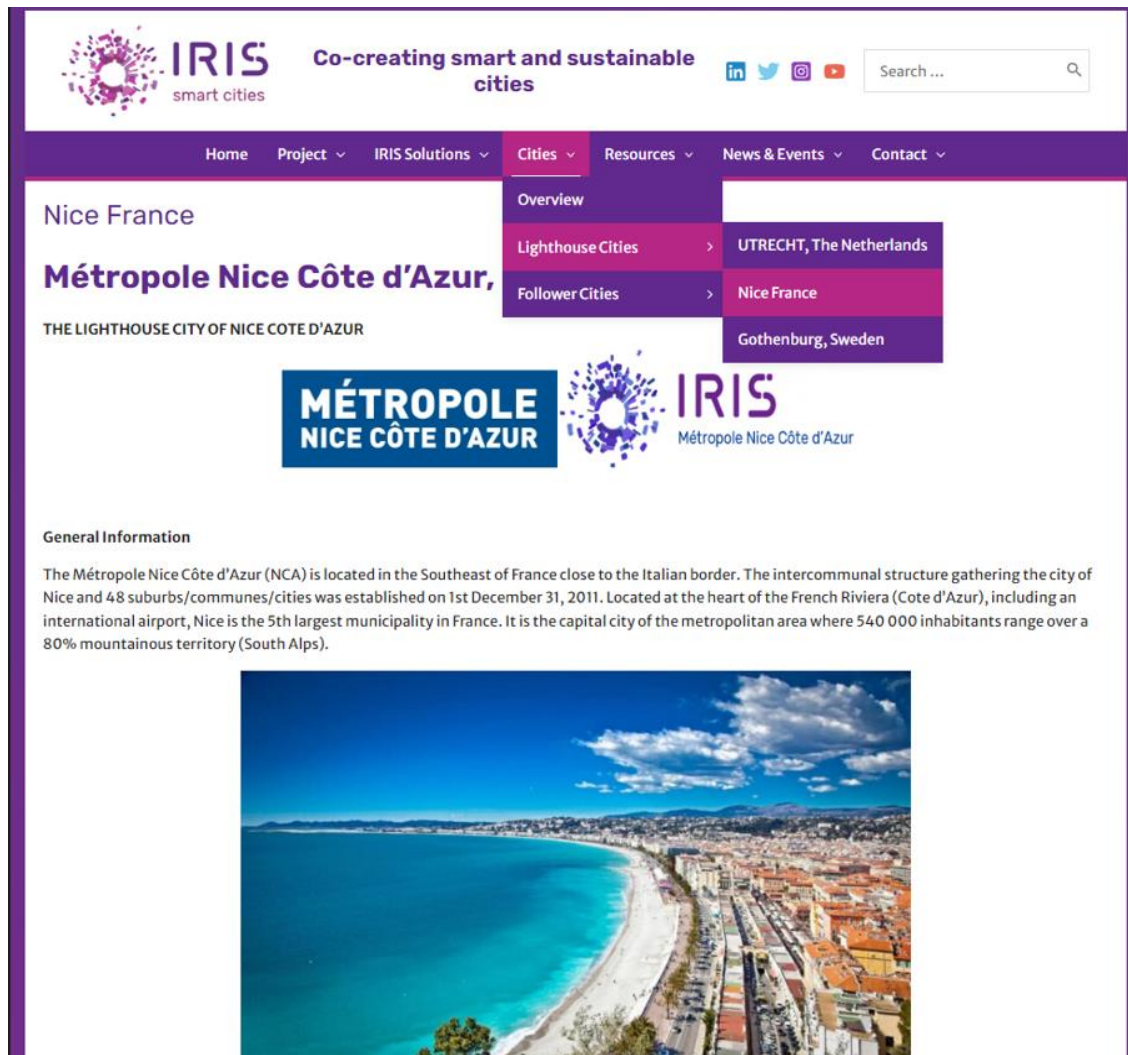


Figure 6 – IRIS Nice, France section

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:** Repository 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.

Public Deliverables

IRIS project activities are divided into 11 work packages dealing with different topics:

- WP1: Transition strategy: five tracks to maximize integration synergy and replicability
- WP2: EU wide cooperation with ongoing projects, initiatives and communities
- WP3: Development of Bankable Business Models and Exploitation Activities
- WP4: City Innovation Platform
- WP5: Utrecht Lighthouse City demonstration activities
- WP6: Nice Lighthouse City demonstration activities
- WP7: Gothenburg Lighthouse City demonstration activities
- WP8: Replication by Lighthouse regions, Follower cities, European market uptake
- WP9: Monitoring and evaluation
- WP10: Communication and Dissemination
- WP11: Project Management
- WP12: Ethics requirements

Public Deliverables

- Public Deliverables
- Public Presentations
- Press Kit
- Infographics
- Academic Publications
- Solution Factsheets
- Webinars
- IRIS Showcase Site

Diagram of Project Phases and Deliverables:

The diagram illustrates the project structure across four phases and various work packages:

- PHASE 1: Integrated Framework Development** (WP1, WP4)
- PHASE 2: Demonstration Activities** (WP5, WP6, WP7)
- PHASE 3: Replication Activities** (WP8)
- PHASE 4: Business Modelling, Monitoring & Evaluation** (WP9)
- Horizontal Activities: Management & Outreach** (WP10, WP11)

Each work package has to summarise its activities and findings and deliver this information to the European Commission. The majority of the deliverables is available to the public while some of them are confidential.

Please find below a list of the public deliverables generated so far and benefit from the experience gained within IRIS project. Click on the title to download the full document.

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 of results, new implementations and developments, photos of events, research outcomes, etc.
- **Events:** Home of the project's consortium meetings.

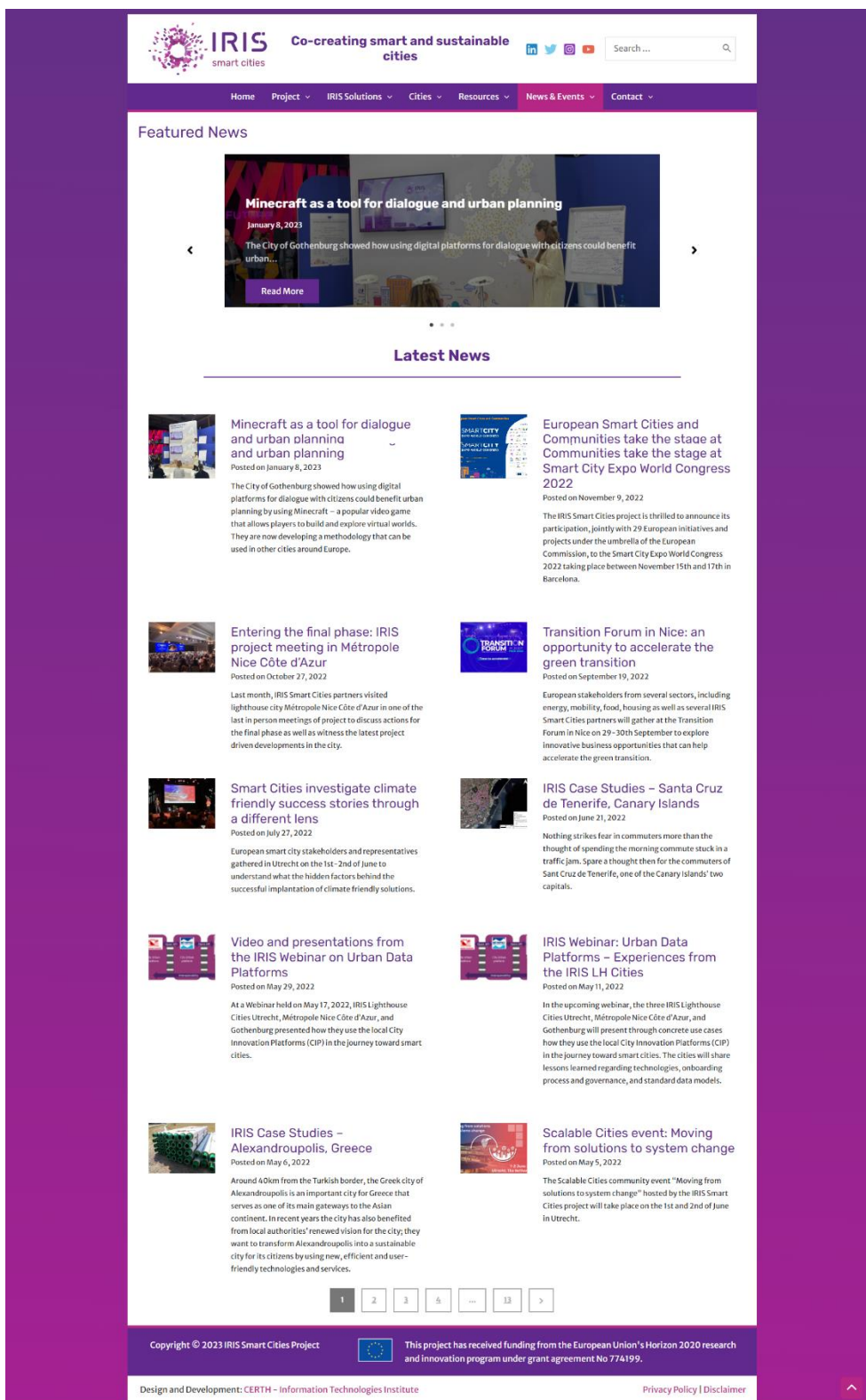
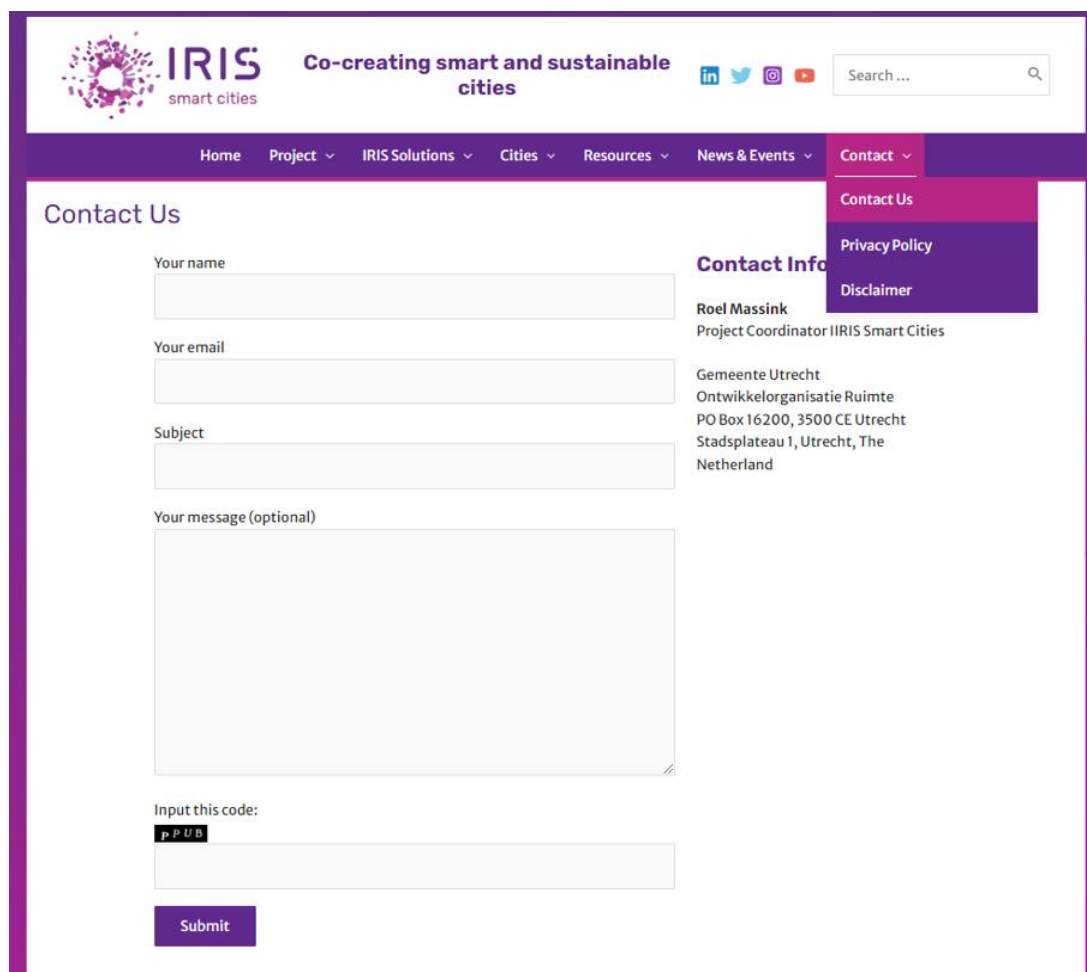


Figure 8 – IRIS News section

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 the IRIS project coordinator.



The screenshot shows the IRIS website's contact page. The header features the IRIS logo, the tagline 'Co-creating smart and sustainable cities', social media icons, and a search bar. The navigation menu includes links to Home, Project, IRIS Solutions, Cities, Resources, News & Events, and Contact. The 'Contact' dropdown menu is open, showing options for Contact Us, Privacy Policy, and Disclaimer. The main content area is titled 'Contact Us' and contains a contact form with fields for 'Your name', 'Your email', 'Subject', and 'Your message (optional)'. Below the message field is a CAPTCHA challenge with the text 'Input this code:' and a box containing the code 'p p u n'. A 'Submit' button is located at the bottom of the form. To the right of the form, the 'Contact Info' section identifies Roel Massink as the Project Coordinator for IRIS Smart Cities, providing his address: Gemeente Utrecht, Ontwikkelorganisatie Ruimte, PO Box 16200, 3500 CE Utrecht, Stadsplateau 1, Utrecht, The Netherlands.

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 summary 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.




Co-creating smart and sustainable cities

IRIS Solutions Showcase



Unlock Improvements to quality of life, health, inclusion and investment



Take leadership in tackling emissions and the climate crisis

Open-source resources, technical insights and testimonials from European cities
Designed to help you get smarter and more sustainable... faster

This tool will not give you all the answers, but it will give you

- Key elements of the portfolio a variety of digital – from solutions and on digital inclusion of different stakeholders and cities
- Co-creation, road-tested solutions, developed a series of solutions and research organisations, local authorities, innovation agencies and private sector
- 18 targeted solutions, tools and resources to accelerate your innovation in urban energy, mobility and ICT solutions

[More and click on the image to discover more](#)

Category	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Energy	Smart Grids	Smart Meters	Smart Buildings	Smart Homes	Smart Cities	Smart Transport	Smart Mobility	Smart Infrastructure	Smart Services	Smart Governance	Smart Security	Smart Health	Smart Education	Smart Culture	Smart Environment	Smart Agriculture	Smart Industry	Smart Retail

Powered by IRIS Smart Cities and its collaboration with over 100 European cities to improve citizens' quality of life, increase the competitiveness of European cities and industry as well as to reach European energy and climate targets

Why do we need smart and sustainable cities?

City's consume	City's produce over	City's emit between	City's account for less
78% of the world's energy	50% of digital waste	60-80% of greenhouse gas emissions	2% of the Earth's surface

It's simplified, interconnected, technical, social and human at its core. Smart cities are not just about technology and connectivity. But, cities are the engine of the growth, innovation and economic growth. 60-80% of greenhouse gas emissions.

Intelligent and innovative cities are needed to change this. But smart and sustainable cities also make significant investments in the quality of life, health, inclusion and innovation.

IRIS Smart Cities

IRIS Smart Cities is a European funded project delivering solutions tackling key issues of smart sustainable cities.

The open-source resources, technical insights and testimonials made available through this showcase website are designed to share our journey and knowledge. We hope it can help inspire and equip others to lead the cause.


[Visit IRIS Website](#)

Get in touch

Any questions, to help or assistance

Rosel Moxink
Project Coordinator IRIS Smart Cities

General Inquiry
Developmental and Technical
PO Box 14200, 1100 CE London,
Washington, DC 20004, The United States



IRIS
smart cities

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Contact us

Your Name:

Your email:

Subject:

Your message:

☐ Yes, I agree to be stored and processing of my data for the personal sending me regular group message

[Submit](#)

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

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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 ranges 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.

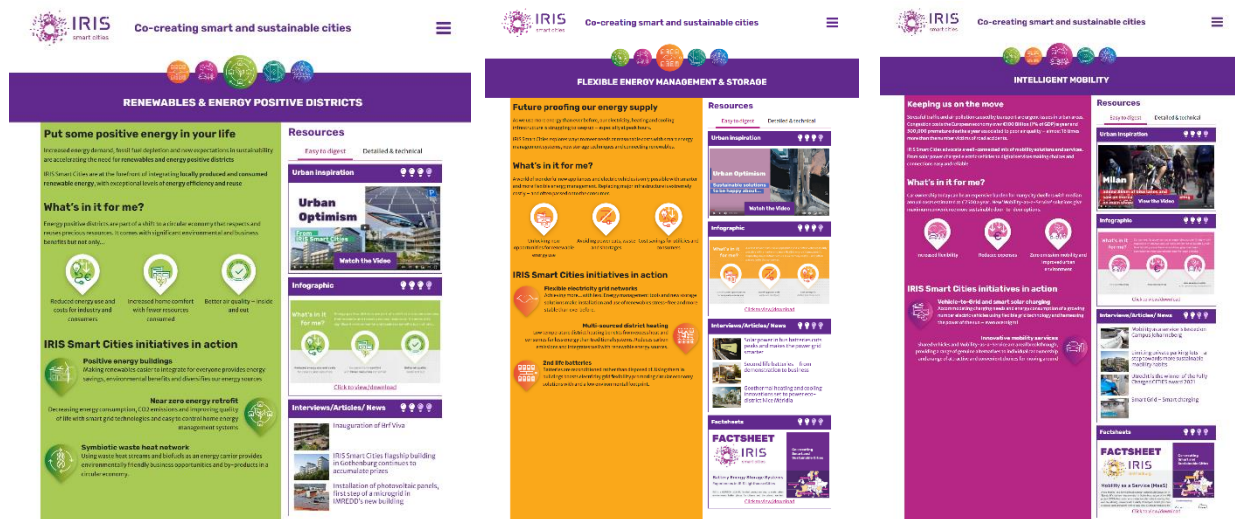




Figure 12 – IRIS showcase website - Transition Tracks pages

2.2.2.3 Focus on: solutions from the lighthouse cities and horizontal 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

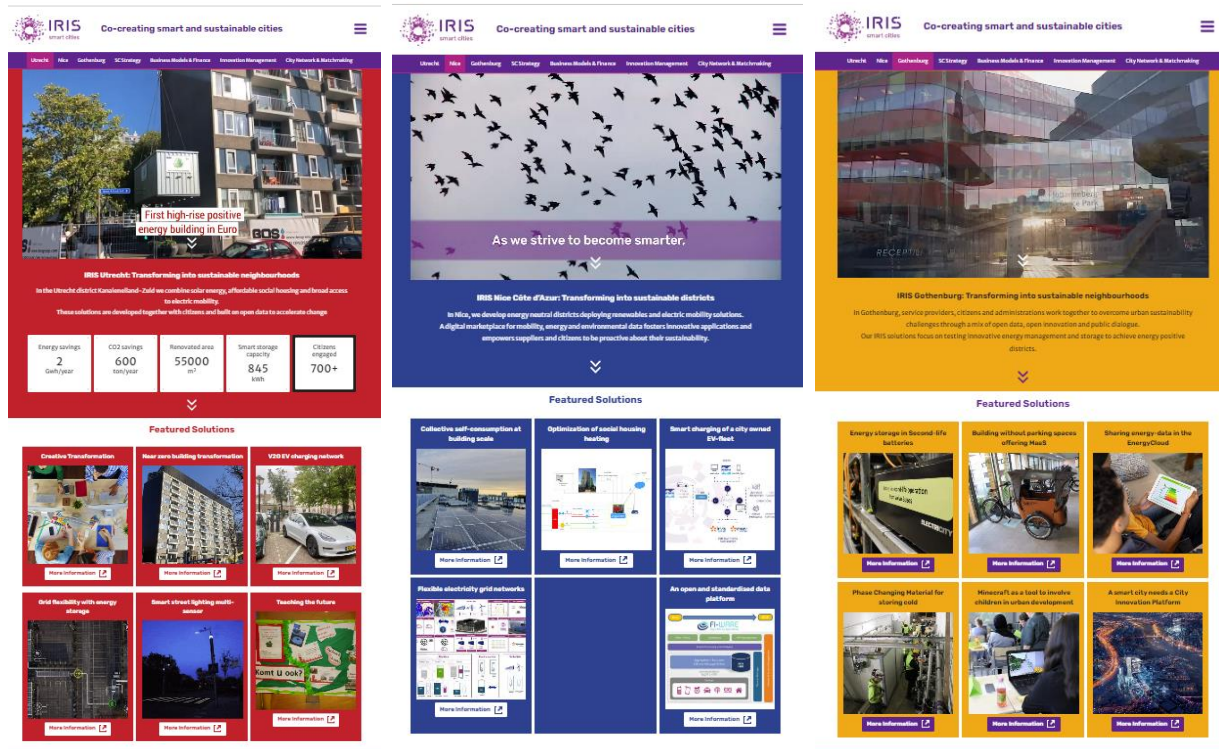


Figure 13 – IRIS showcase website - LH City oriented solutions pages

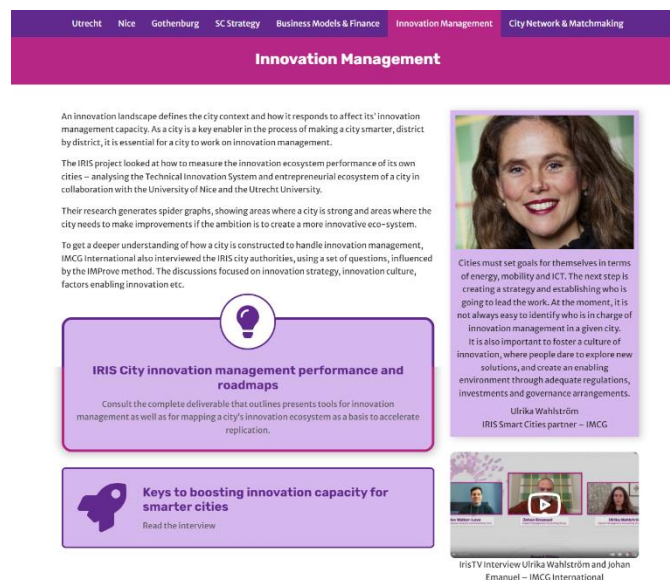


Figure 14 – IRIS showcase website - Innovation management page



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 and organized 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

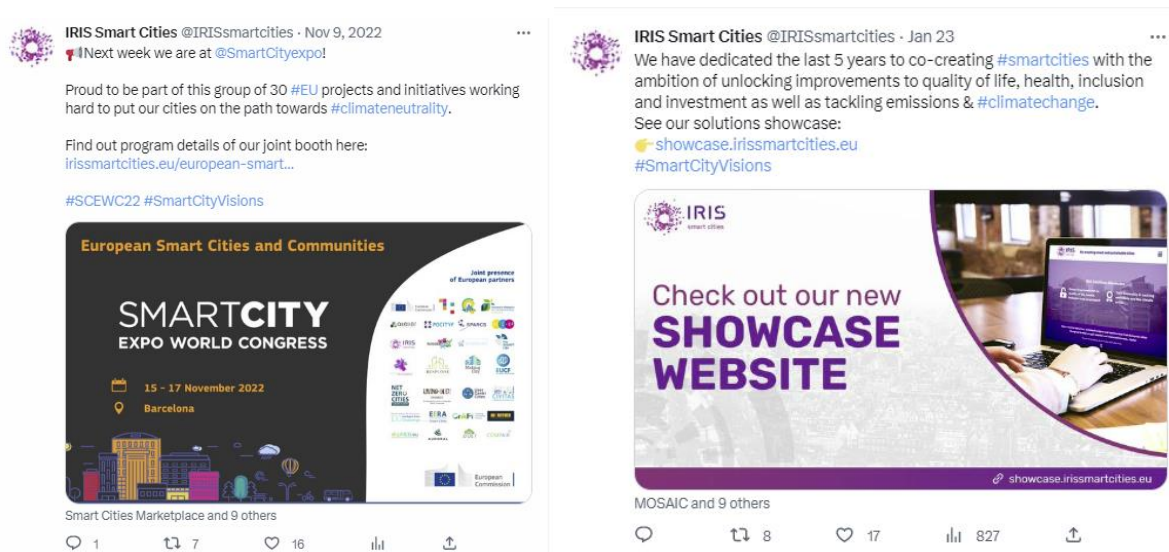


Figure 17 – Example of IRIS tweets

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

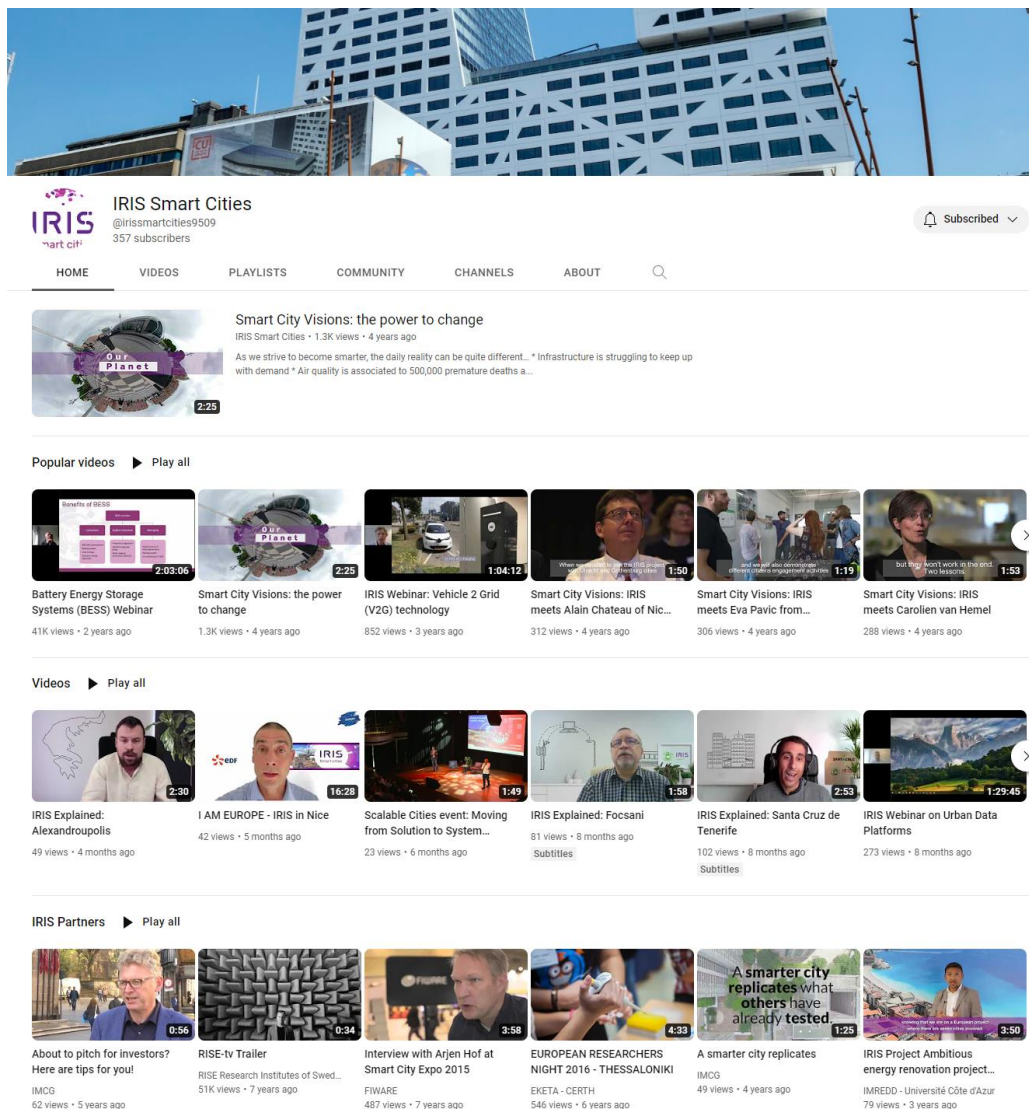
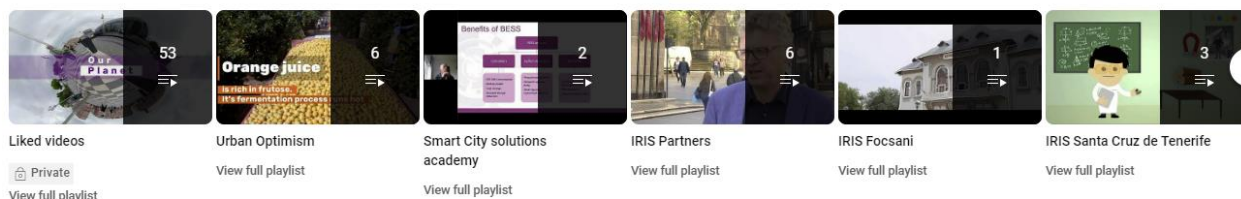


Figure 18 – IRIS YouTube account

Created playlists



Multiple playlists

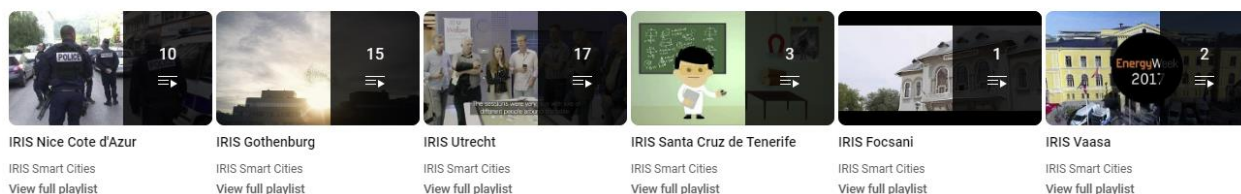


Figure 19 - IRIS YouTube playlists

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/>

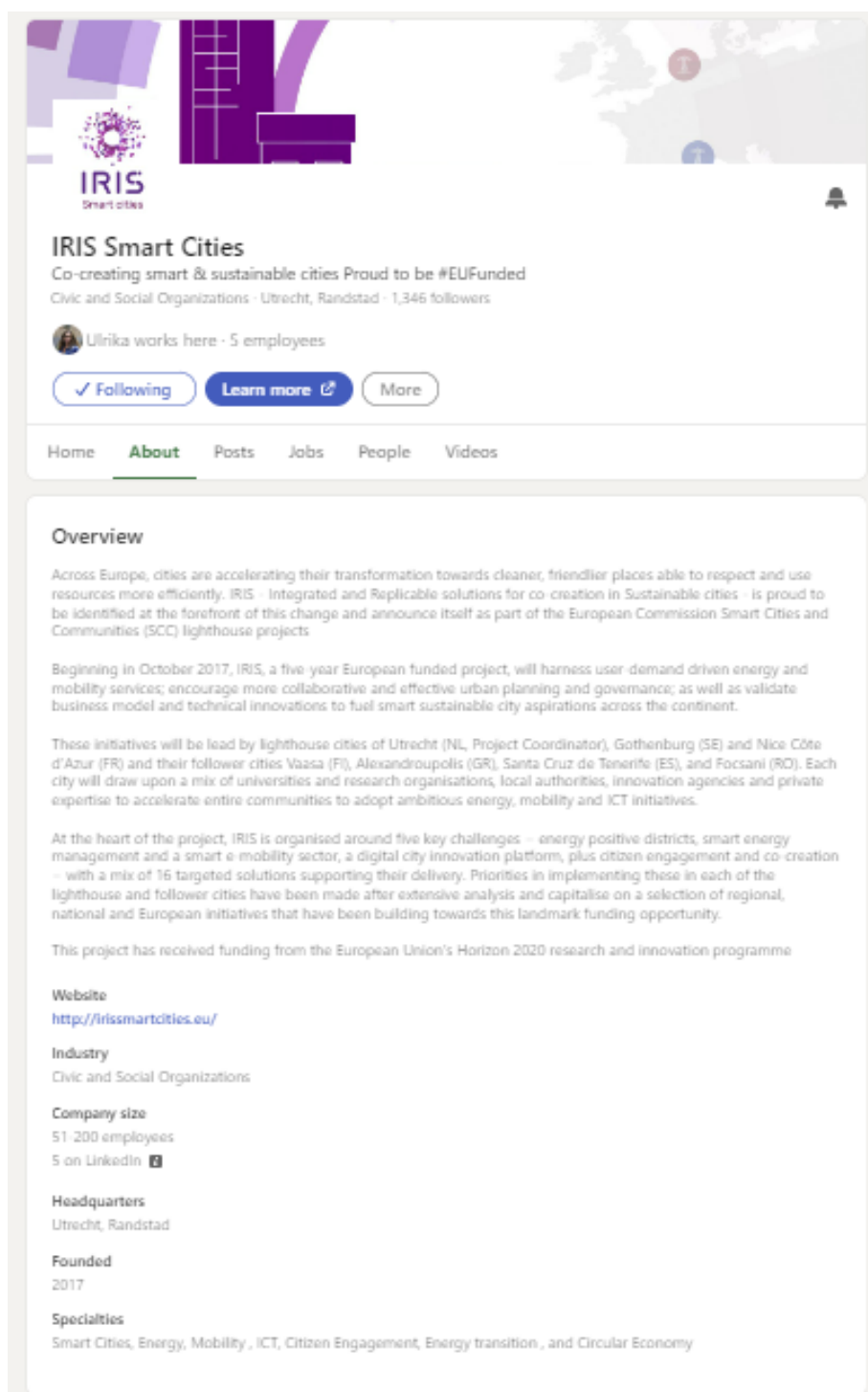


Figure 20 – IRIS LinkedIn page

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>

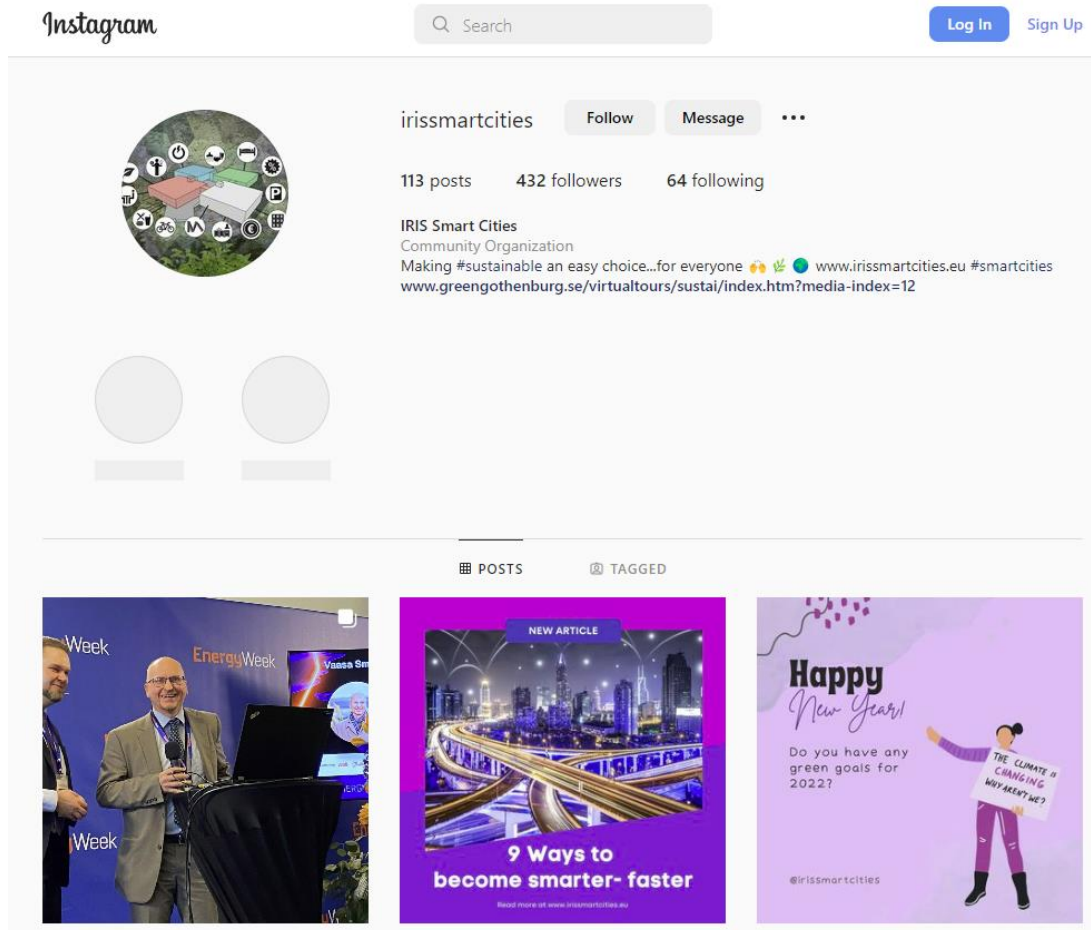


Figure 21 – IRIS Instagram profile

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/>

IRIS Smart Cities

16 SlideShares
0 Clipboards
1 Follower
1 Following

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smart city visions smart cities
iris smart cities elp-scc h2020
air quality utrecht research
sustainability metropole nice cote d'azur

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IRIS Webinar Urban Data Platf...

9 months ago • 181 Views

Iris webinar - Creating smart c...

1 year ago • 237 Views

Gothenburg: a leading smart c...

2 years ago • 264 Views

Nice Cote d'Azur: a leading sm...

2 years ago • 184 Views

Utrecht: a leading smart city - ...

2 years ago • 182 Views

City Innovation Platforms: ap...

2 years ago • 278 Views

Vehicle to Grid ecosystem at s...

2 years ago • 456 Views

A PARADIGMATIC SHIFT in CITI...

2 years ago • 352 Views

Developing & applying a succ...

2 years ago • 384 Views

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.

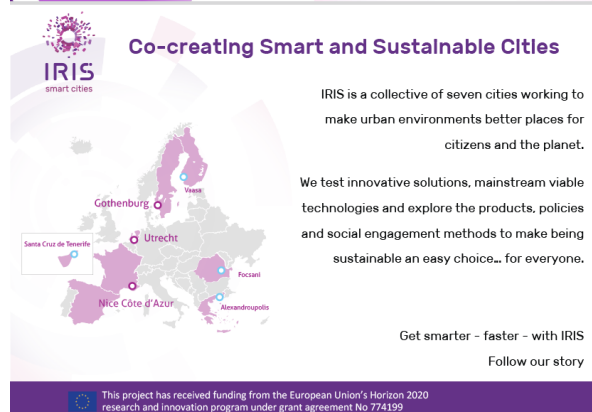


Figure 23 – Postcard - IRIS project

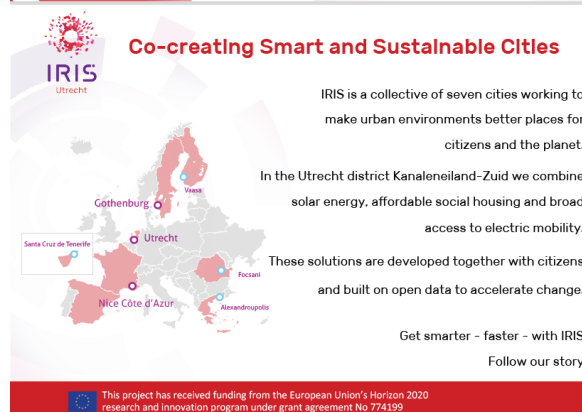


Figure 24 – Postcard - Utrecht LH city

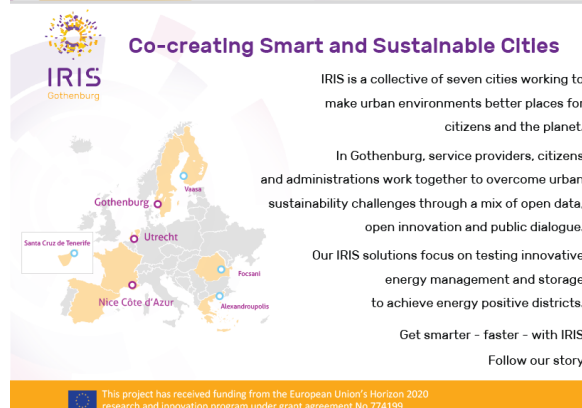
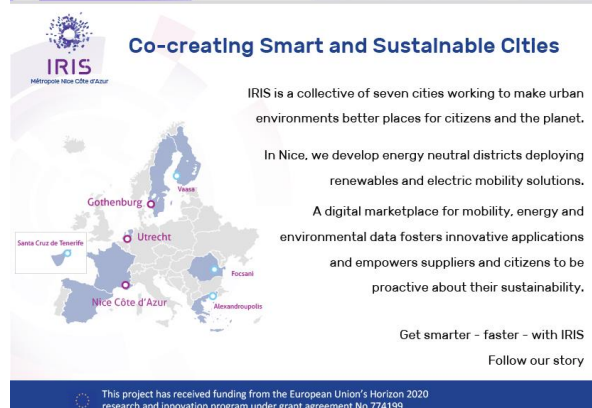


Figure 25 – Postcard - Nice LH city

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).

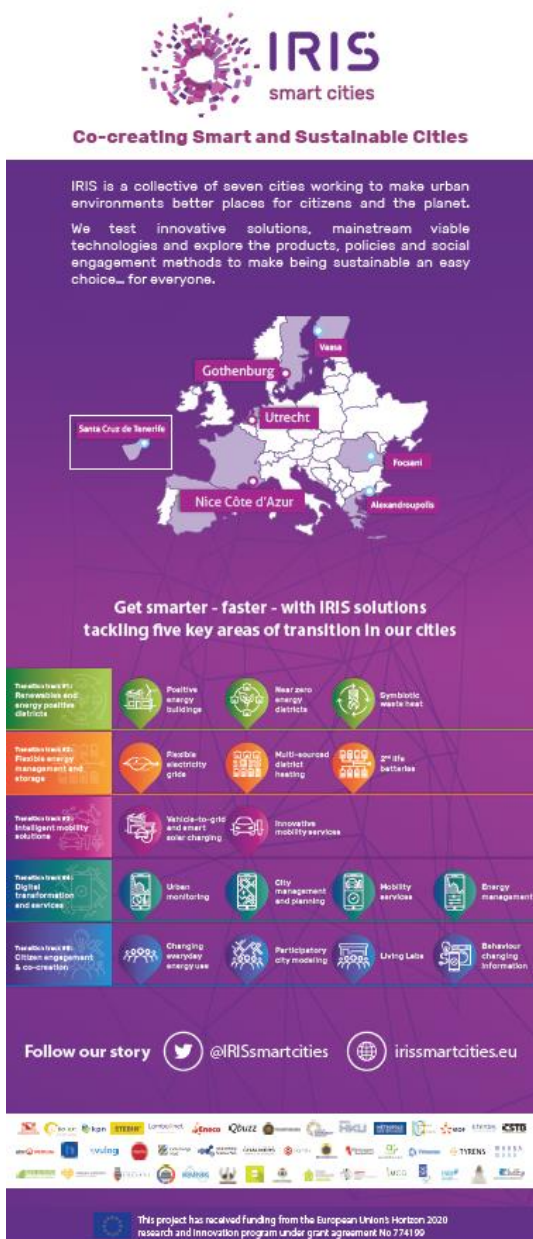


Figure 27 – Roll-up - IRIS project

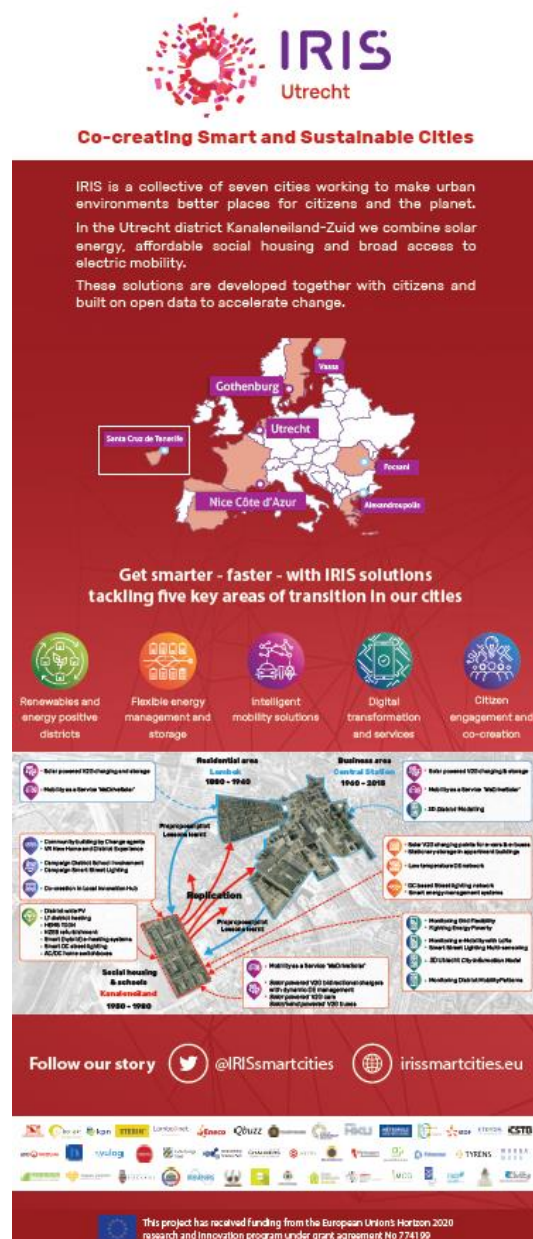


Figure 28 – Roll-up - Utrecht LH city



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

La ciudad adopta técnicas de 'smart city', como sensores de bajas emisiones, inteligencia del transporte público, carriles bici y plataformas tecnológicas, para reducir el tráfico y las emisiones contaminantes.

Por Patricia Ruiz García.

Por las emisiones de todo el granero circulan más de 1.400 millones de vehículos, según la agencia Medges & Company, especializada en automoción. En España, 323 intentan dar 32.937.487 coches salida de su motor al Sistema Informático de Vehículos Integrados. Son muchos millones de coches andando al día de camino y contribuyendo a la contaminación.

¿Qué puede o se hace entonces del tráfico en el futuro y del problema de contaminación urbana? Es el caso de la ciudad de Santa Cruz de Tenerife, capital de las Islas Canarias, que tiene que enfrentarse a los niveles altos y preocupantes producidos del norte de África, un fenómeno que afecta a toda la zona.

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.



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.

By Anna Hodge.

As cities are central to the battle against global warming – they consume two-thirds of global energy and account for more than 70% of the world's carbon dioxide emissions – it is crucial that they work together to find ways to reduce their carbon footprint. A coalition of 100 European cities has now joined forces to do just that.

The coalition, known as the 'European Climate Pact', was launched in November 2021. It brings together cities from across Europe, including London, Paris, Berlin, and Amsterdam. The pact aims to accelerate the transition to clean energy and reduce fossil fuel use.

The cities are working together to share best practices, develop joint initiatives, and lobby for stronger climate policies at the European level. They are also committed to setting ambitious targets for reducing greenhouse gas emissions.

The pact is a response to the growing urgency of the climate crisis. With Russia's invasion of Ukraine, the world has seen a sharp increase in energy prices and a renewed focus on energy security. This has highlighted the need for cities to take action to reduce their dependence on fossil fuels.

The coalition will focus on several key areas, including: promoting renewable energy, improving energy efficiency, and increasing the use of public transport. It will also work to support vulnerable communities and ensure a just transition to a low-carbon economy.

The pact is a significant step towards achieving the goals of the Paris Agreement. It shows that cities are taking leadership in the fight against climate change and are committed to making a real difference.

«Σκελεδώνοντας» τη γεωθερμία στην Ελλάδα, δωρούν ενέργεια από τα σπλάχνα της γης



«Σκελεδώνοντας» τη γεωθερμία στην Ελλάδα, δωρούν ενέργεια από τα σπλάχνα της γης

«Σκελεδώνοντας» τη γεωθερμία στην Ελλάδα, δωρούν ενέργεια από τα σπλάχνα της γης.

By Anna Hodge.

Geothermal energy is a clean, renewable source of power that can provide a constant and reliable supply of electricity. It is also a source of heat that can be used for heating and cooling buildings. In Greece, there is a huge potential for geothermal energy, but it has not been fully exploited.

The Greek government is now taking steps to encourage the development of geothermal energy. It has introduced a series of incentives for companies that invest in geothermal projects. It has also set up a fund to support research and development in the field.

There are several advantages to geothermal energy. It is a clean source of power that does not produce greenhouse gas emissions. It is also a reliable source of power that is not affected by weather conditions. Finally, it is a source of heat that can be used for a wide range of purposes.

Geothermal energy is a promising source of power for Greece. It has the potential to provide a significant portion of the country's energy needs. By investing in geothermal energy, Greece can reduce its dependence on fossil fuels and make a real contribution to the fight against climate change.

Kanaleneiland Zuid Europese koploper duurzame energie en elektrisch vervoer



Kanaleneiland Zuid Europese koploper duurzame energie en elektrisch vervoer

Kanaleneiland Zuid Europese koploper duurzame energie en elektrisch vervoer.

By Anna Hodge.

Kanaleneiland Zuid is a small island in the Netherlands. It is known for its sustainable energy and electric transport. The island has achieved several milestones in these areas, making it a model for other communities.

The island has installed a large number of solar panels, which provide a significant portion of its energy needs. It has also introduced a fleet of electric cars, which are used by residents and visitors alike.

The island's success is due to a combination of factors. It has a strong commitment to sustainability and has invested in the necessary infrastructure. It has also encouraged its residents to adopt sustainable practices.

Kanaleneiland Zuid is a shining example of what can be achieved when a community is committed to sustainability. It shows that it is possible to live a sustainable lifestyle without sacrificing comfort or convenience.



Utrechtse studenten bedenken duurzame oplossingen

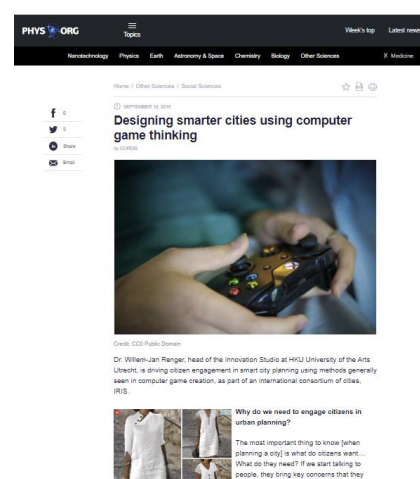
Utrechtse studenten bedenken duurzame oplossingen.

By Anna Hodge.

A group of Utrecht students has developed a series of sustainable solutions for their city. These solutions focus on reducing waste, improving energy efficiency, and promoting sustainable transport.

The students have created a 'Sustainable Solutions' website, which provides information about these initiatives. They have also organized a series of workshops and events to raise awareness about sustainability.

The students' initiatives are a testament to the power of young people to create positive change. They show that sustainability is not just a buzzword, but a way of life.



Designing smarter cities using computer game thinking

Designing smarter cities using computer game thinking.

By Anna Hodge.

Computer game thinking can be used to design smarter cities. Game designers use a variety of techniques to create engaging and interactive experiences. These techniques can be applied to urban planning to create more livable and sustainable cities.

For example, game designers use 'level design' to create a sense of progression and achievement. This can be used in urban planning to create a sense of community and shared purpose.

Game designers also use 'player feedback' to improve their games. This can be used in urban planning to gather input from citizens and make improvements to the city.

By applying game design principles to urban planning, we can create cities that are more engaging, interactive, and sustainable.

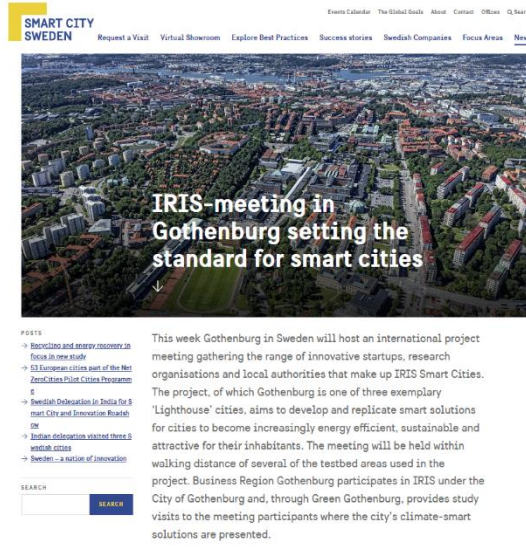
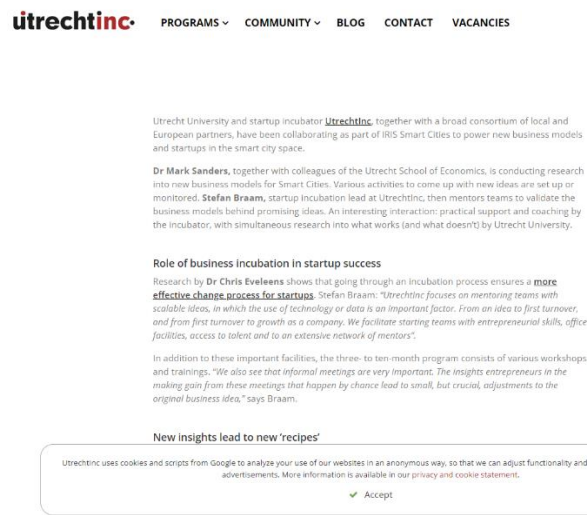


Figure 33 A selection of clippings from independent news sources

5.2 Interviews

The news section also includes references 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.



Can technology help us challenge our assumptions, behaviours and choices to make cities smarter?

February 20, 2020 / 5 minutes of reading



Interview with Paolo Moura, Head of Innovation & Strategic Partnerships at Université Côte d'Azur – IMREDD

"Every day is a day of progress" begins an upbeat Paolo Moura. "It's up to us to decide how fast or slow that progress is...we can change things overnight if we are all engaged and decide to do it".

We are at IRIS Smart Cities partner IMREDD, a pioneering research centre in the south of France focused on meeting the challenges of cities today – and tomorrow – and training a new generation of engineer and city leader to connect and manage challenges to: the environment, physical risks, energy and mobility.

At the heart of the centre is a technical platform designed to show just what's possible for a sustainable and interconnected city when all the relevant stakeholders collaborate, share ideas and innovate freely. An impressive number of screens are full of data visualisations giving real-time analysis of a range of city services, infrastructure and feedback.

"As urbanization increases, the challenges become bigger and we have to address those problems – technology is key" says Moura. "Sometimes people are hesitant about how dominant technology can be; but essentially, it is not about the tech; it's about a process, it's about improving our understanding and enabling people to do things differently".

In a string of examples, Mr. Moura speaks about the 'humble bicycle' and micro mobility modes such as scooters. These are not new or high-tech he argues. But what is, is the ability to integrate them into a connected transportation system, give real time information about location, availability, and make them a viable choice for moving around the city. Fixed and free-floating bike-share schemes across Europe are

Figure 34 Examples of written interviews on IRIS

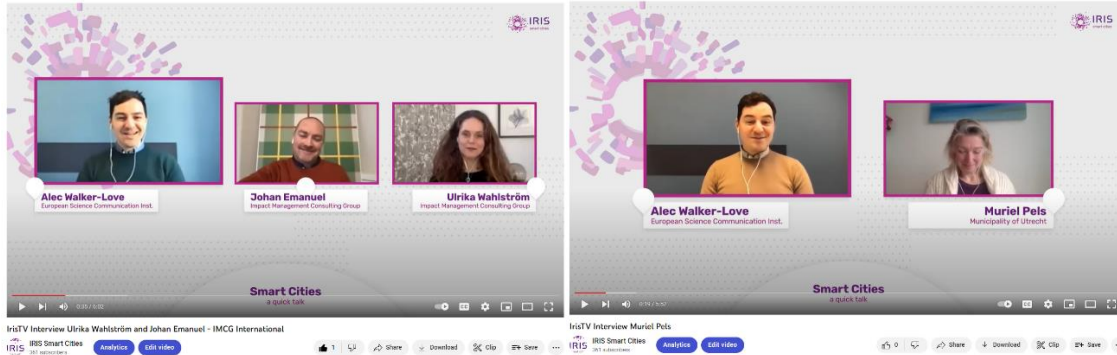


Figure 35 Examples of video interviews - IrisTV

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).

The IRIS tribe bids farewell but the solutions, lessons, and friendships live on
March 16, 2023 / 6 minutes of reading



On the 8 and 9 March, the IRIS Smart Cities project partners and friends gathered at [Johanneberg Science park](#) in Gothenburg Sweden for a final celebration of the five and a half year long project.

To put IRIS solutions in action, some of the partners took the opportunity to travel to the meeting using a fleet of e-cars provided by project partner "WicDrivesSolar" making the journey more fun and greener. The trip involved two Hyundai Ioniqs and two Teslas fitted with the V2G technology, a few stops at speed-charging points, and an overnight ferry from Kell to Gothenburg.

Once all partners gathered at Johanneberg Science Park the celebration could begin.



European Smart Cities and Communities take the stage at Smart City Expo World Congress 2022
November 9, 2022 / 3 minutes of reading



The IRIS Smart Cities project is thrilled to announce its participation, jointly with 29 European initiatives and projects under the umbrella of the **European Commission**, to the **Smart City Expo World Congress 2022** taking place between **November 15th and 17th** in Barcelona.

Scalable Cities Secretariat and Smart Cities Marketplace are spearheading the organization and management among partners to bring forth a joint presence of projects named "**European Smart Cities and Communities**" that are collectively leading the way and piloting cutting-edge innovative solutions with the aim to replicate them across cities in Europe on the path to climate neutrality.

The joint presence of all partners will be felt and seen in various forms at the event. The focus point will be a **joint booth** that will host numerous smaller sessions organized by attending projects throughout the duration of the event. Projects and initiatives will also take part in 4 large sessions, called the **agora sessions** that will include a larger and more diverse audience. In addition, smaller private meetings and matchmaking sessions will take place concurrently to the main programme.

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.

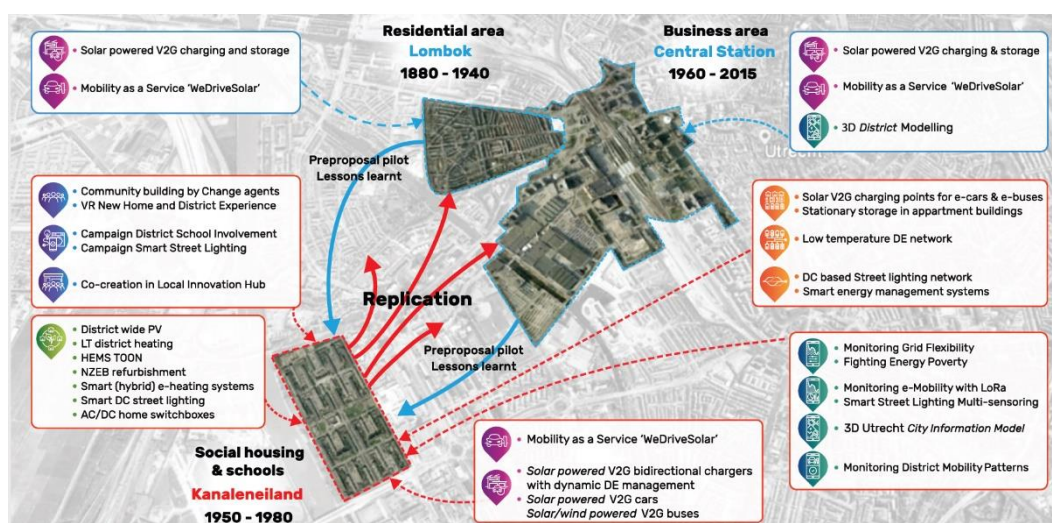


Figure 38 – Infographic for Utrecht

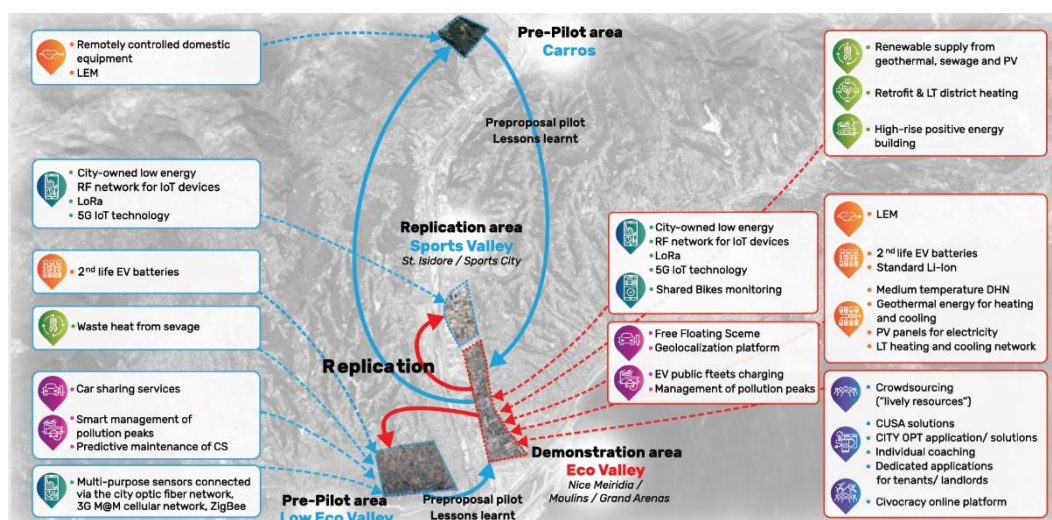


Figure 39 – Infographic for Nice

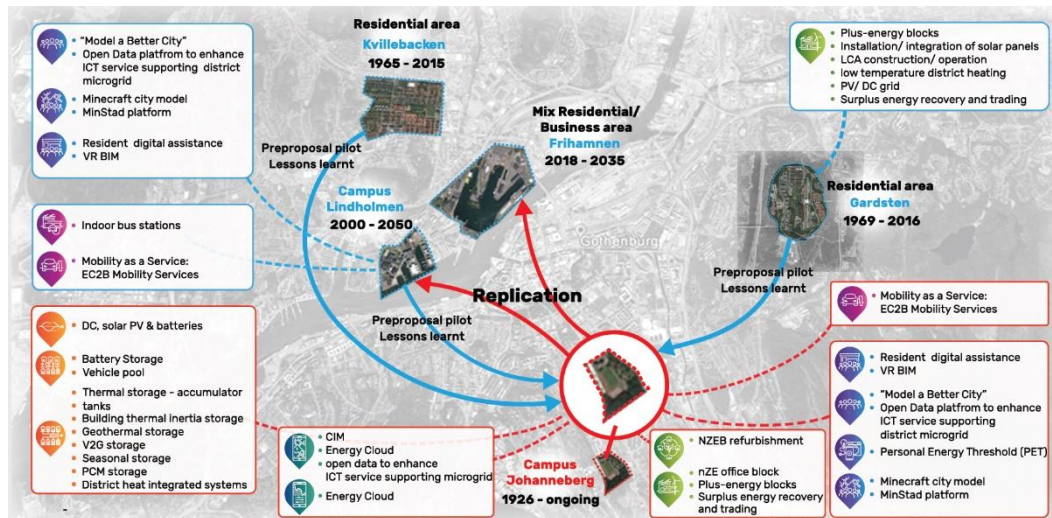


Figure 40 – Infographic for Gothenburg



Figure 41 – Infographics for TT1 and TT2

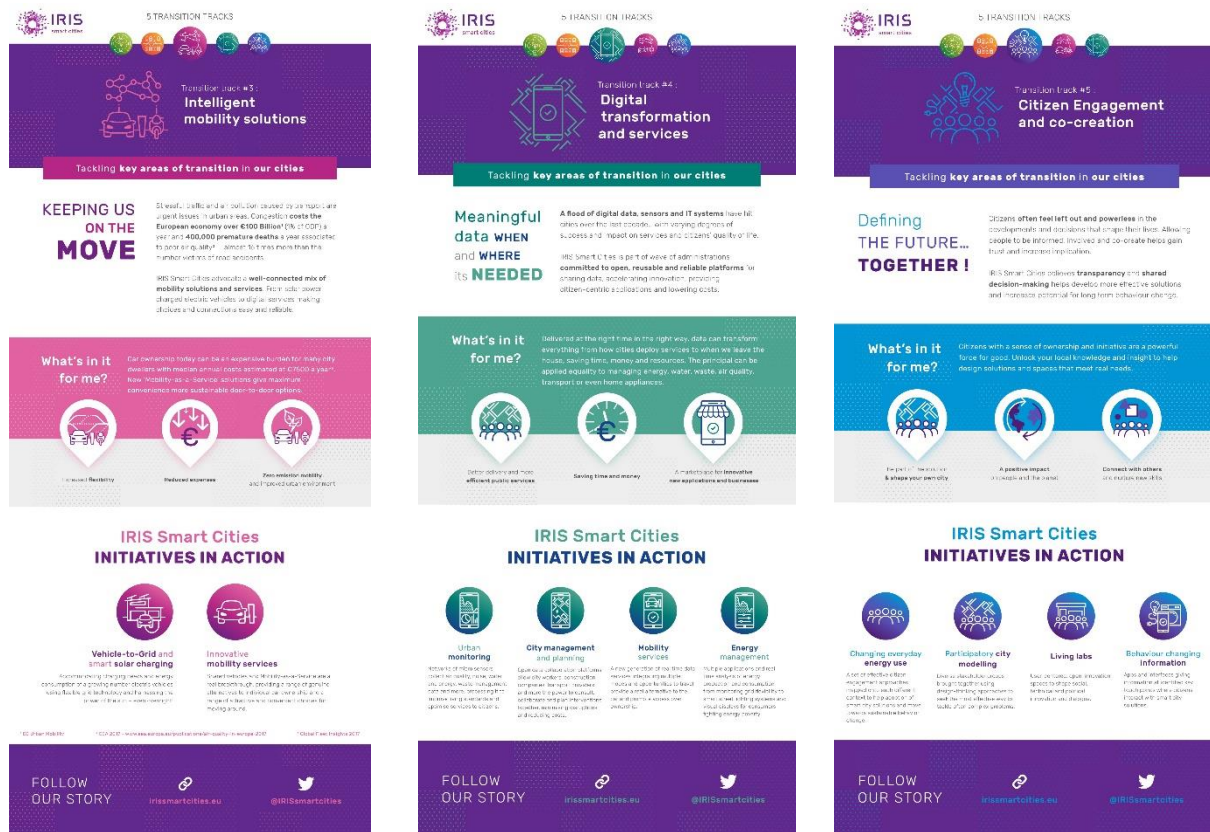


Figure 42 – Infographics for TT3, TT4 and TT5

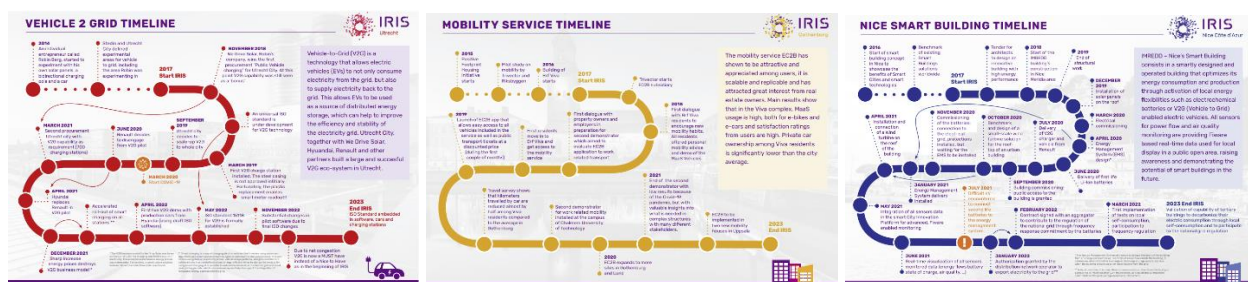


Figure 43 Timeline infographics for IRIS magazine (sample)

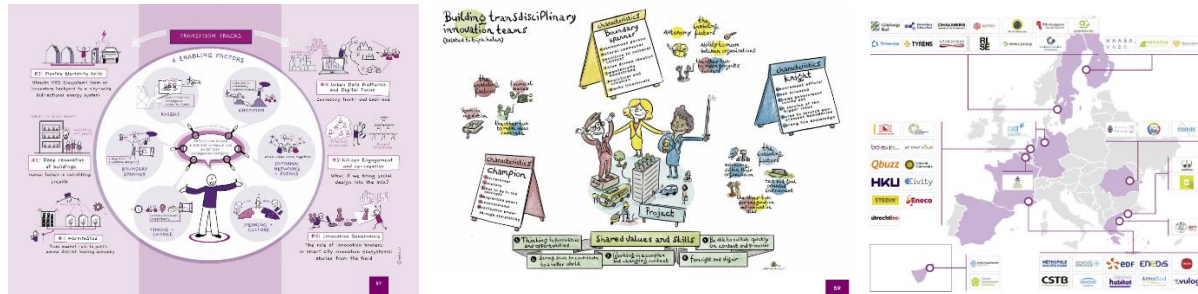


Figure 44 Other infographics used in IRIS magazine

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 form 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.

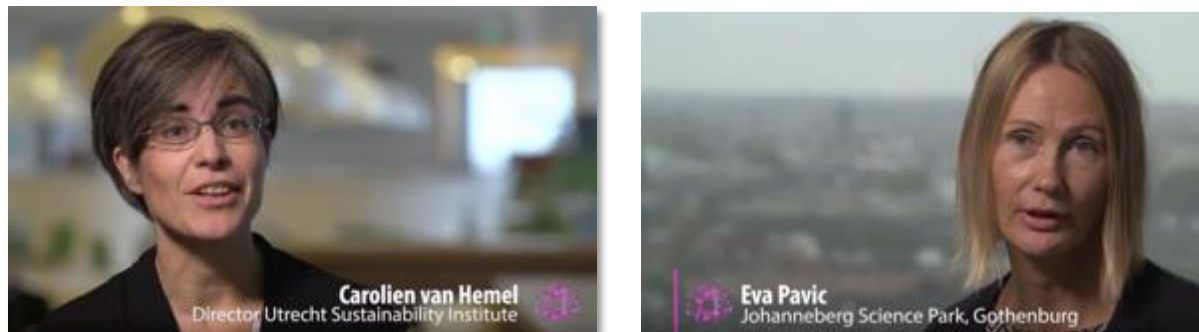


Figure 46 IRIS #SmartCityVisions video portraits

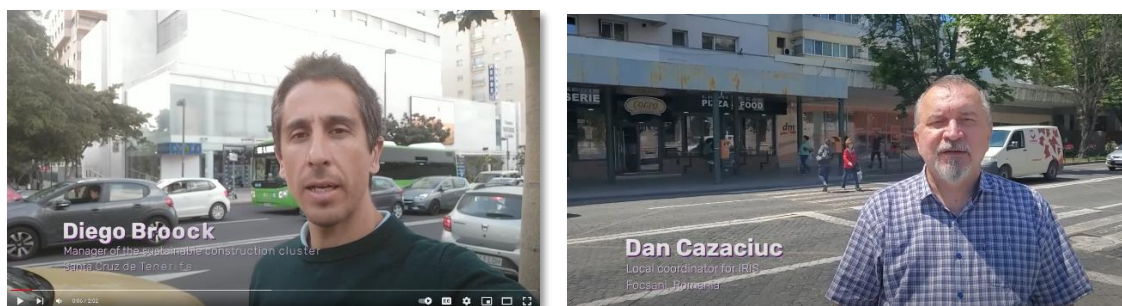


Figure 47 IRIS Explained video portraits

A variety of additional video contributions and content has also been made possible thanks to partners Johanneberg 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

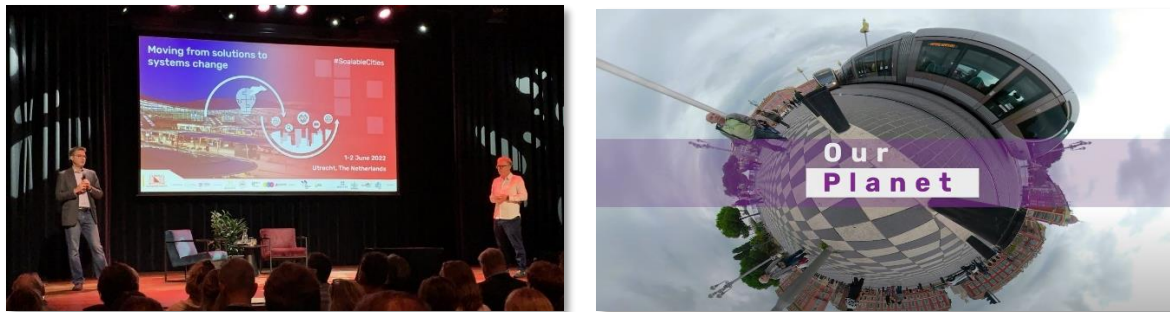


Figure 48 Generic project video and VNR of Scalable cities event

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.

9 References

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