Manchester

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D4.6 Communication and participation at city level Eindhoven (2)

WP 4, Task 4.6

January, 2017 (M24)

Project Acronym	TRIANGULUM		
Project Title	**Triangulum: The Three Point Project / Demonstrate. Disseminate. Replicate**		
Project Coordinator	Damian Wagner (Damian.Wagner@iao.fraunhofer.de) Fraunhofer IAO		
Project Duration	1st February 2015 – 31st January 2020 (60 Months)		
Deliverable No.	D 4.6 Communication and participation at city level Eindhoven (2)		
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DoA	Aggregation of a varied set of communication tools in digital and print format, including the project's portal, a brochure, newsletters, animated films and any other solution which may generate awareness, especially to citizens, and is in line with the project scope and objectives.		
Date	Version	Author	Comment
01/02/2017	1	Hans V. Amelsvoort (EIN)	First Draft
27/01/2017	2	Lena Ohlig (SEZ/WP7)	Cross-check communication & dissemination
01/02/2017	3	Hans v. Amelsvoort (EIN)	Final Version

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1. Introduction

Triangulum is a project subsidized by the European Union (Horizon 2020), in which Manchester, Eindhoven and Stavanger collaborate on the implementation of projects related to Smart Cities. The subtitle of the project is demonstrate-disseminate-replicate. Aim is to apply Smart City solutions all over Europe. The project officially started off in February 2015. This paper deals with the communication at city level, and its significance for the effect at area level.

Purpose

In Triangulum, the Eindhoven consortium partners contribute jointly to the improvement of the quality of life and living in the city. A number of key factors have been determined which are important to the success of the project in Eindhoven. In short these key-factors are:

- a significant increase in joint ownership of Smart City Eindhoven among users;
- an uptake in smart solutions and a redefining of quality of life;
- civic engagement processes through consultation as projects are implemented through co-creation;
- sustainable transformation of public space, while maintaining affordability of housing;
- the implementation of innovative sustainable energy-saving technologies that will reduce energy bills and limit CO_2 emissions;
- developing smart solutions via ICT-driven grids and using data-platforms to enhance alternative smart mobility (parking, route-planning, electric vehicles, etc.);
- a boost in the digital infrastructure and sensor network as the open data platform further facilitates smart city developments;

It is important to achieve maximum result for these key-factors, especially in the two areas in the city which were selected as home for the sub-projects, Strijp-S and Eckart Vaartbroek. From a communication point of view it is important that we create support from the inhabitants of Eindhoven. They have to know and recognize what we want to achieve with Triangulum. That is why the key-message is important as well:

Key-message

To develop projects which make a positive contribution to life, and living, in Eindhoven and to a sustainable society. We think up and implement those improvements, in consultations with residents and other partners in the city, in a process known as co-creation. We try to make a positive contribution to the reduction of energy consumption. As characteristic landmarks of Eindhoven, learning and experiment are central when carrying out the Triangulum-projects.

Target Groups

The targetgroups can be divided into four main categories :

- Influencers: EU, Horizon2020, International consortiumpartners, projectleaders and press/media;
- Suppliers: local consortiumpartners;
- Deciders: municipal authority, consortiumpartners (local ánd international);
- Users: inhabitants of Eindhoven, the ones directly involved to the projects and all the other ones.

Depending from the goal we want to achieve and the message we want to send the targets differ too and need to be looked at. Therefore the targetgroups need to be more specified and sometimes divided into different groups or even persons. This has to be done when specific goal and message are known.

2. Tools/Channels/Mechanism

Communication city of Eindhoven

Responsible for the city-wide communication and in charge of dissemination tasks: Hans van Amelsvoort. Further activities: organising events, controlling contacts with press and media, In charge of lay-out and responsible for corporate identity of city of Eindhoven and Triangulum.

Responsible for communication with inhabitants, contact with local consortiumpartners and their communication-advisers and liaison between communication city-wide and in the two areas: Yoka Louwman.

Tools

Communication tools which are used always have the focus on participation of people involved in a very early stage. Together with sustainability co-creation is in Eindhoven considered as one of the main goals within Triangulum. The inhabitants of Eindhoven are already used to 'Samenspraak', a tool to let people participate. Furthermore, society is changing, people won't put up with it anymore when they are not involved. Some communication-tools are:

- 'Samenspraak', already mentioned. It involves people not only when the plans are carried out but already by making the plans. E.g. meetings in the neighbourhood, having 'kitchen-table-conversations or going door-to-door to gather usable information;
- Off course these tools are used next to the familiar ones like sending letters or mails or mentioning planned projects or meetings on websites;
- When projects start getting realised an extra tool is deployed, sending press releases hoping to not only inform the directly involved but reach a wider target group locally or even nationally;
- Organising events. These can be a part of 'Samenspraak' but also to reach different target groups like organisations, students or research-institutes, entrepreneurs or partners in one way or another within the Eindhoven consortium or, internationally, the Triangulum consortium.

Past activities (M13-M24)

Some of the activities during the period M13-M24:

- In Strijp-S the kick-off was done for the I-City tender. A special website was launched to promote it;

- Also on Strijp-S was the development of Mobility-S website. Together with the municipality publicity was given to the possibilities of rental bikes and the placing of smart charging poles;

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- Meeting with neighbourhood association in Eckart Vaartbroek regarding smart streetlights for a 1km social interaction and health route. Residents of Eckart-Vaartbroek were asked to give their opinion about the intentions to modernize the 1km route along a pond. The residents were invited to come and have their say in how the project of the light route will take place and what the most important points are to take into consideration (see picture);

- The installation of a sound sensor network on Strijp-S. These computer-controlled microphones are not only able to detect the direction of the sound, but are also capable of analysing the sound itself (see article in local newspaper 'Eindhovens Dagblad');

- Woonbedrijf, a local housing association together with the municipality of Eindhoven organise meetings to keep in touch with their tenants. For this cause they use 'Samenspraak', a method of communication about involving the citizens in the project implementation. Aim is, by using Woonconnect, to make the tenants aware of the advantages of making their houses more sustainable (see picture);

- Together with ERRIN Eindhoven organised a meeting in Brussels with members of Triangulum (see picture);

3. Citizen engagement strategy

There is a difference between the dissemination and communication targets and in which way they are to be approached. The key-message though is the same for everyone. In Eindhoven we think that the key-message of Triangulum should be:

Key-message:

To develop projects which make a positive contribution to life, and living, in Eindhoven and to a sustainable society. We think up and implement those improvements, in consultations with residents and other partners in the city, in a process known as co-creation. We try to make a positive contribution to the reduction of energy consumption. As characteristic landmarks of Eindhoven, learning and experiment are central when carrying out the Triangulum-projects.

Engaging citizens

With people living in Eindhoven and especially the ones directly involved with the projects of Triangulum, the communication should take place in a clear and simple way. We use the corporate style of the municipality of Eindhoven as leading. Text and messages should be adapted per project and sub-project to suit the experience and lifestyle of the relevant target groups. We use 'Samenspraak' and the online channels like websites of the municipality and Triangulum partners as well as social media. To reach people who are subject of the Triangulum-projects we extend our efforts by trying to involve them personally in as many ways as possible;

To reach the general public we send press-releases, locally or nationally. We keep in touch with our Triangulum-partners so when projects in one way or another get in a 'visual stage' we contact the press or media. That's not always so obvious. Experience tells us that the presence of the press doesn't work well in meetings with inhabitants or tenants, they tend to avoid the press. So until now there were not many opportunities but as projects get into realisation we expect to inform the press more and more.

To get external stakeholders and public authorities involved most important is that all local Triangulum partners use their network to tell about the projects which are realised within Triangulum. In that way the message reaches interested stakeholders or organisations who want to play a part in the content and idea which lies at the source of Triangulum.

4. Forecast for the next 12 month (M25-M36)

In this communication plan we will point out what we will do in the period M25-M36 specified to the areas and sub-projects and in which way they contribute to one or more key-factors and the key-message.

Strijp-S

- VolkerWessels is in charge to work at mobility management. The development of Mobility-S website is one of the communication tools. Together with the municipality publicity will be given to the possibilities of rental bikes and the placing of new and smart charging poles. The aim is to promote smart solutions which provide a more sustainable way of mobility;
- Publicity around the roll-out of smart energy saving offices. When the new project plan is ready transparent communication with users will start again to promote to use the available app. The aim is to make their behaviour as sustainable as possible;
- In the last period (M13-M24) the cooperation started between the municipality of Eindhoven, TU/e and VolkerWessels regarding the ICity tender. It was largely promoted by various communication means, e.g. a special website was launched . The purpose of the iCity Tender is to challenge enthusiastic entrepreneurs to develop innovative smart city solutions. The best ideas are developed towards proof of concept and prototypes. The alderman responsible for Economy is one of the members of the jury who will this February (M25) decide which five (to ten) ideas will get money to get their ideas realized. The press will be notified by a press release. After realisation these realised ideas will be subject of a local study visit;
- A sensor network connected to a backbone will be further developed with a pilot with inhabitants. The earlier placed sound sensor network will be implemented to this backbone too. By involving the inhabitants and indicating to them the many possibilities they will feel safer and in this way it will increase the quality of life in this area.

Eckart Vaartbroek

- Renovation of family-homes. As stated earlier Woonbedrijf and the municipality of Eindhoven work together using 'Samenspraak', as a method of communication about involving the citizens in the project implementation. This includes 'kitchen-table-conversations' with the tenants to enhance the feeling and trust towards the project. In this way the project is assured of co-creation;
- Stimulating tenants as well as private owners and other housing corporations to use Woonconnect. In order to involve these people, the alderman of innovation decided to send a letter to them with advice to use this tool. The aim is to stimulate sustainability and civic engagement;
- Smart streetlights for a 1km social interaction and health route. Residents of Eckart-Vaartbroek will be invited again (in M25) to give their opinion about the worked-out plans to modernize the 1km route along a pond. In an earlier stage civil servants went door-to-door talking to people or later on residents were invited to come to a meeting;

- Invitation for the meeting in the building of the neighbourhood-association about smart streetlights on February 1st 2017:

Overall

- Video coverage. An audio visual professional is hired to capture events, meetings and consultations which were and will be carried out in EckartVaartbroek and Strijp-S, with the intention to create coherent video images. The video created so far should let the residents of Eindhoven see what living in a Smart City means and how Smart City gets a concrete shape. At the international level, the first video which is being produced is a concrete tool showing what in Eindhoven is being implemented. The first video (out of series) is expected to be finalized between M24 and M27;
- Local study visits are planned. As stated the winners of the I city tender will be subject of a visit. Furthermore, the Dutch Technology Week (DTW) will be organised again. This is an eminent location to spend a study-visit. This year (2017) is also the first year in which the World Design Event (WDE) is organised. The location is Strijp-S and the expectation is that approximately 400.000 (!) international visitors will attend this event which is connected with the yearly Dutch Design Week.
  In the course of M25-M36 communication will show the projects in their development. As earlier attention will focus on co-creation and the way in which the smart solutions will contribute to a better life.