



triangulum

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D5.5 Communication and participation

at city level - Stavanger

WP 5, Task 5.5

January, 2016 (M12)

H2020-SCC-2014-2015/H2020-SCC-2014: "Smart Cities and Communities solutions integrating energy, transport, ICT sectors through lighthouse (large scale demonstration - first of the kind) projects"

Collaborative Project – GRANT AGREEMENT No. 646578

Project Acronym	TRIANGULUM		
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Project Coordinator	Damian Wagner (Damian.Wagner@iao.fraunhofer.de) Fraunhofer IAO		
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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.		
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Table of Content

1. Introduction	4
2. Tools/Channels/Mechanisms	5
3. Citizen engagement strategy	12
4. Communication Plan	13
5. Forecast for the next 12 months	14



1. Introduction

Deliverable 5.5: *Communication and dissemination at city level* concerns the “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”. The following report will describe activities and plans to implement this deliverable in Stavanger.

The main focus of the first year has been to get the project activities and organization up and running and there have been few results to communicate. However, one year into the implementation we start to see results.

The target group of the communication tools that will be developed are the citizens of the Stavanger region.

The purpose is to create awareness about smart city and sustainable solutions among local citizens and local authorities, and disseminate the Triangulum solutions to the Stavanger region for possible replication.

The content of the website, brochures, newsletters etc. will be based on the internal deliverables of Triangulum in Stavanger, and developed in close cooperation with local partners.



2. Tools/Channels/Mechanisms

Organization

Greater Stavanger is in charge of the communication work in WP5 of Triangulum in Stavanger, and cooperates closely with the city management team on communication and dissemination. The communication team in Greater Stavanger is composed by

- May Endresen, Opportunity Manager
- Camilla Lunde, Opportunity Manager, PR and Communication

To support both the overall communication work on Triangulum and the communication regarding the different internal deliverables of the local partners, a communication group has been established, with representatives from each local partner. The group consists of communication staff from each local partner:

- May Endresen and Camilla Lunde, Greater Stavanger
- Lars Gunnar Dahle, Communication Department, University of Stavanger
- Espen Schiager, Communication Department, Lyse
- Eilin Tvedt-Gundersen and Kristin Dybdal Holthe, Communication Department, Rogaland County Council
- Marianne Jørgensen and Thomas Bore Olsen, Communication department, City of Stavanger.
- Ellen Mauritzen, City Management team, City of Stavanger

The communication group works in close collaboration with [the Stavanger Region European Office](#).

The local dissemination and communication coordinators work closely together with work package 7. The so-called "D&C Secretariat" is responsible for all dissemination and communication within the Triangulum project on an overall and a local level.

The secretariat involves:

- Hans van Amelsvoort, Dissemination and Communication Eindhoven
- Michelle Oddy, Dissemination and Communication Manchester
- May Endresen and Camilla Lunde, Dissemination and Communication Stavanger
- Saskia Heyde, WP 7-Leader

The overall corporate identity of the project has been developed together and can be used for all local purposes (e.g. flyer layout, rollup layout). Furthermore, there have been several dissemination and communication meetings and telephone conferences, where the state of affairs has been presented and next steps have been discussed.

Communication tools

A Triangulum presentation in both English and Norwegian has been developed for use of the local Stavanger partner, this in order to show a coherent understanding of the goal and solutions in the Triangulum project in the Stavanger region. The presentation gives an overview of the objectives of the project, and of the local activities in Stavanger, illustrated here by two of the slides from the presentation in English:



Stavanger: Smart Infrastructure



- Reduction of CO₂ emissions through integrated **e-mobility solutions**, i.e. demo-project on three e-busses.
- Energy**: Installation of a CHP for three large buildings (including a public indoor swimming pool)
- Implementation of **Smart generic gateways** in 100 homes and two large public buildings
- Advanced **fiber optic infrastructure** for new public services e.g. video solutions
- Developing a **Cloud solution** for gathering and analyzing big data from the project.
- Focus on **civic engagement and citizen involvement**



Stavanger - living labs/demo-district in Paradis/Hillevåg area



Tasks and activities



- Stavanger City Centre:**
New renewable energy central plant
- Hillevåg:**
100 private homes, Kvalaberg school and Bergåstjern nursing home are being upgraded with smart solutions connected to energy, ICT and communication
- University of Stavanger:**
"Big data" and energy
- Paradis-Hillevåg:**
Battery powered buses and bikes



All Triangulum partners in Stavanger will use the presentation, and will also be made accessible on the City's website. A plan for further development of communication material is described in chapter 5.



TRIANGULUM - GA No.
646578



Communication events

Greater Stavanger has been involved in the planning and execution of the international smart city conference *Nordic Edge Expo* that took place on 17th -18th September in Stavanger, ensuring that Triangulum was part of the program:

THURSDAY SEPTEMBER 17TH

Lunch & Expo 12:00 – 13:15

Parallel Sessions 13:15 – 14:45

1 SMART CITY: MEET THE EUROPEAN LIGHTHOUSE CITIES!

Three projects received EU-funding through the Horizon 2020 smart cities lighthouse call 2014. During a five year period, the lighthouse cities will be piloting new solutions combining energy efficiency, ICT and mobility. These will be replicated in so-called "follower cities" and subsequently scaled-up and exported to more cities. The goal is to make cities smarter, more liveable and more sustainable in the future.

a) Triangulum

Triangulum stands for the three points "demonstrate, disseminate and replicate". The project will implement pioneering concepts for sustainable energy supply, mobility, and information technology and create smart urban districts. Lead cities are Stavanger, Manchester and Eindhoven.

b) Remourban

Remourban addresses large scale interventions and initiatives to demonstrate the potential of the urban regeneration model to deploy integral actions in the energy, mobility and ICT sectors. Lead cities are Nottingham, Valladolid and Tepebasi.

c) GrowSmarter

GrowSmarter brings together cities and industry to integrate and demonstrate 12 smart city solutions in energy, infrastructure and transport. The aim is to provide other cities with insights on how these work in practice and on possibilities for replication. Lead cities: Barcelona, Cologne and Stockholm.

Nordic Edge Expo was established in 2015 and will be an annual international smart city conference and exhibition in Stavanger. The event in 2016 will take place 6th and 7th October.

Furthermore, Triangulum has been presented at various national and regional arenas:

M		Date	What pres	Where	Who/audience	Presented by
1-6	1	Feb 5th	Tri SVG	SK intern, city hall/foredragssalen	TRI local consortia, mayor, city manager	SK coordinator
	2	Feb 11.-13	Stavanger	Manchester	TRI consortium, kickoff	SK coordinator
	3	April 14	Triangulum	SK intern	waste department	SK coordinator



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646578

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	4	April 15	Tri	Svg, 2020park, Forus	SWECO sustainability group	SK coordinator
	5	April 23.-24.	Tri SVG	Stuttgart	SC	SK coordinator
	6	May 5th	Tri SVG	Brussels	Norway house	GS / Tone Grindland
	7	May 12th	Tri SVG	SK intern, Sandvigå	SK leader forum (45 leaders all departments)	SK coordinator + Leidulf
	8	May 21st	Tri SVG	Vitenfabrikken, Sandnes	SrE regional stakeholdergroup	SK coordinator
	9	May 28th	Tri SVG	Svg, lpark	IBM city challenge/GS	SK coordinator
	10	May 28th	Tri SVG	SK intern, city hall /formannskapssalen	Stakeholder group local consortium	SK coordinator + TRItteam
	11	June 16th	Tri SVG	Trondheim	EERANET/NTNU	UiS Russel Wolff
	12	June 18th	TRI	SK intern, city hall/foredragssalen	Faglunsj BMU	SK coordinator
	13	June 19th	TRI SVG	Hjelmeland	Regional city manager annual meeting	SK City Manager
	14	June 22.-24.	SVG update SCmeeting	Eindhoven	SC+WP7 communication	SK coordinator
7-12	15	Aug 12th	SCC1/Tri SVG, process	SK, external	City of Oslo + SINTEF	SK coordinator + TRItteam
	16	Aug 14th	TRI SVG	UiS, KE C-334	FME partnership	SK coordinator
	17	Aug 17th	TRI SVG – smart innovation	Urban Sjøfront, Innovation Dock		SK / Leidulf Skjørestad
	18	Aug 26th	SK tendering process task 5.2.2	SK intern, OK23, 465 og 466	List of participants	SK coordinator + Ernst Olsen
	19	Sept 15.-17.	TRI update SVG SCmeeting	SK intern OK23, 531	SC meeting	
	20	Oct 28.-29.	TRI svg	Trondheim, Clarion congress	NOKIOS confrence, ICT public sector	SK coordinator
	21	Nov 2nd	TRI svg	SK rådhuset	Burton Lee Stanford	SK coordinator



	22	Nov 11th	TRI SVG	SK intern, city hall /formannskapssalen	Stakeholder group local consortium	SK coordinator+ TRlteam
	23	Nov 16th	TRI SVG	Oslo, Litteraturhuset	KMD innspillskonferansen	SK coordinator
	24	Nov 19th	TRI SVG	SK intern, AR12	SK digital citizen-service, citizen involvement	SK coordinator
	25	Dec 7th	TRI svg	SK intern, city hall, 8th floor	Group of leaders, municipality of Time	SK coordinator
	26	Dec 7th	TRI svg	SK intern OK23, 516	Follower cities, update and process	SK coordinator

Study tours and visits for local participants

Smart home safaris, with visits to smart homes, were organized by Lyse and Nordic Edge Expo for a local and international public as part of the programme of *Nordic Edge Expo*. This will be repeated both during *Impact week* and *Nordic Edge expo* (see chapter 5).

Press contacts, press releases for local press, websites and social media

Information about the Triangulum project has been published in the local press and at the local partners' websites, newsletters etc.

The local partners inform about the Triangulum project on their respective websites:

- City of Stavanger: <https://www.stavanger.kommune.no/no/Tilbud-tjenester-og-skjema/Natur-og-miljo/Internasjonalt-engasjement/Internasjonalt-samarbeid/Triangulum-Stavanger-fyrtaarn-blant-Europas-smarte-byer-og-samfunn/>
- Lyse AS: <http://www.lysekonsern.no/prosjekter/triangulum-article2032-321.html>
- Rogaland County Council: <http://www.rogfk.no/Aktuelt/Nyhetsarkiv-2014/Stavanger-blir-fyrtaarn-for-Europas-smarte-byer>
- UiS: <https://www.uis.no/om-uis/nyheter-og-presserom/stavanger-blir-fyrtaarn-for-europas-smarte-byer-article89669-8108.html>
- Greater Stavanger: <http://greaterstavanger.com/Om-oss/Aktuelt/Stavanger-blir-europeisk-fyrtaarn-for-smarte-byer>

Substantial efforts have been made to make sure that Triangulum has been visible in social media, with a particular emphasis on Twitter:

- Facebookname: greaterstavanger






Text at Facebook for GA in Berlin

- Twitter: TRIANGULUM_EU and greatersvg

Triangulum



The project aims to develop and demonstrate good smart city solutions in mobility, energy and ICT, and has a duration of five years.

Greater Stavanger will ensure that the entire region is behind the project through our network of partner municipalities.

For more information about Triangulum in the Stavanger region, [click here](#).

Take also have a look at [the events](#) that are associated with the project.

You can also follow Triangulum on Twitter: TRIANGULUM_EU



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3. Citizen engagement strategy

In all activities within WP5, citizen engagement has a high focus in order to adapt solutions resulting from the project.

Examples are:

-Task Mobility: In the procurement of the e-buses, design students from three local high schools will participate in a design competition for the decoration of the bus, in cooperation with the local street art festival NuArt. The purpose is to create a greater awareness of the project and the demonstration of the e-buses. The competition will start 12th February and winner will be announced in June 2016.

-Task Energy: The installation of smart gateways in private homes is executed in close dialogue with the owners/residents of the houses and apartments. The possibility to participate was announced in the local media, Stavanger Aftenblad, and 100 households were selected. The households are placed in the Hillevåg area, which is the project area for Triangulum. The installation started late 2015, and will be finalized by August 2016. Meetings with the inhabitants of the houses have been held, and Lyse is in close contact with the owners of the demo houses to monitor the installation and implementation of the smart gateways.

The communication plan, which is due in M14, will have a particular emphasis on citizen dialogue, in order to strengthen the citizen engagement strategy in the project.



4. Communication Plan

A local communication strategy was developed in M3, in close cooperation with WP7. The communication plan will be updated on a yearly basis to reflect the development in the project.

Stavanger will strengthen its emphasis on citizen engagement, and a communication plan with a particular emphasis on citizen engagement will be developed by M14 by the communication group in close collaboration with the local coordinator. The second version of the communication plan is in progress and will be ready due M14 by the local communication group. The plan will specify activities and timelines for communication and dissemination of Triangulum in the Stavanger region. Messages, tools and target groups will be developed and described, and the city will draw on experiences from the other cities in the consortium when developing the plan. The plan will include:

- *Dissemination and communication targets*
- *Key messages*
- *Communication tools*
- *Temporary goals of citizen engagement*



5. Forecast for the next 12 months

A detailed communication plan with a detailed overview of communication activities and tools is in progress, and will be finalized by M14. The forecast for the next 12 months will therefore be

The local communication group in Stavanger is going to create video clips to demonstrate what is happening in the project. The local consortium partners will develop a plan of which project activities that will be filmed and when. The film clips will be used for information purposes during the project period, and will be published at the Triangulum website and in social media. The goal is to create a film on what has been done from the project start to the project end. A more detailed plan on the video clips will be given in the communication plan (M14).

All activities that are associated with the project will be posted in form of text and images on the Triangulum website, newsletters and twitter account. In addition, the various local partners will publish information about deliverables on their webpages and social media channels.

Leaflet and rollups will be designed and printed in Norwegian. We will also create business cards and umbrellas with the Triangulum logo to create awareness about the project locally. These activities should be done within the first three months of 2016.

When it comes to citizen engagement, we want to arrange events such as hackathons focusing on Smart City. The hackathon is planned in February 2016.

Triangulum will also have a central position at the Nordic Edge Expo (the international smart city event in the Stavanger region 6th and 7th October 2016) and Impact Week (regional innovation festival in the Stavanger region 22th – 28th February). More information about the events can be found online:

- Impact week: <http://impactweek.no/eng>
- Nordic Edge Expo: <http://nordicedge.org/>

The local communication group will soon propose an additional showcase for 2016. This will be done as part of finalizing the Triangulum communication plan version 2.

Please find below a tentative overview of activities. Please note that the plan may be changed in the process of finalizing the communication plan (M14):

Main activities:	Sub activities:	Objectives:	Target group:	Medium/channels:	Date:
Video clips (5.5.2.1)	Filming of kickoff for the design competition of the E-busses	a) Knowledge about the project for the citizens b) Project documentation	a) Citizens b) Project management/EU	Video, social media, website, local press	12.02.2016 at Vågen VGS 09.00 hours



	The unveiling of an electric bus with the winning design on	a) Knowledge about the project and design competition/new electric buses for the citizens b) Project documentation	a) Citizens b) Project management/EU		Mid June
	Brief video clips and multimedia presentations from programming and work situations at UiS ICT, including Green Mountain and on site application of deliveries				15.03.2016
	Installation of smart technology in Hillevåg homes	a) Knowledge about the project for the citizens b) Project documentation	a) Citizens b) Project management/EU	Video, social media, website, local press	
Create content for the digital platforms (5.5.2.2)	Text/pictures from the kick-off meeting for the electric bus design competition.	a) Knowledge about the project and design competition/new electric buses for the citizens b) Project documentation	a) Citizens b) Project management/EU	Social media, website, local press	12.02.2016
	Text/pictures of the installation of smart technology in Hillevåg homes	a) Knowledge about the project for the citizens b) Project documentation	a) Citizens b) Project management/EU	Video, social media, website, local press	
	Press tour with the County major to visit the students at the high schools competing for the best design to see their work i progress.	a) Knowledge about the project and design competition/new electric buses for the citizens b) Project documentation	a) Citizens b) Project management/EU	Video, social media, website, local press	Most likely between 11-18 April



	The unveiling of an electric bus with the winning design on	a) Knowledge about the project and design competition/new electric buses for the citizens b) Project documentation	a) Citizens b) Project management/EU		mid June
	Concept selection for energy sources of the new energy plant	a) Knowledge of the project. A good example of one of Triangulum projects that contribute to build the sustainable city. b) Project documentation	a) Citizens b) Project management/EU	Social media, websites, local press	01.09.2016
	Programming and work situations at UiS ICT				15.03.2016
	Stock shots from Green Mountain				15.03.2015
Communication materials in local language (5.5.2.3)	Create leaflets with information about the local deliverables in the Stavanger region in Norwegian	a) Knowledge about the project for the citizens b) Project documentation	a) Citizens b) Project management/EU		24.02.2016
	Create rollup with information about the local deliverables in the Stavanger region in Norwegian	a) Knowledge about the project for the citizens b) Project documentation	a) Citizens b) Project management/EU		24.02.2016
Presence at important arenas regionally, nationally, european (5.5.3.1)	Bussveidagen 24th of February	Promote the design competition, new electric buses and Triangulum	Participants such as politicians and administration from Statens Vegvesen, Rogaland fylkekommune, Sola, Sandnes, Stavanger	Possibly a short presentation	15.02.2016
	Contribute to content and support GS				Every third month



Make give aways for local use (5.5.3.2)	Create business cards for Triangulum	Promoting the Stavanger region as a smart region	Regional, national and european press and authorities	Busniess cards	
	Make Triangulum umbrellas	Promoting the Stavanger region as a smart region	Regional, national and european press and authorities	Umbrellas	
Citizen communications (5.5.3.3)	Hackathon	Promoting the Stavanger region as a smart region	Local citizens and authorities	Social media, local press, Triangulum website	February
Nordic Edge Expo (5.5.4.1)	Implement Triangulum as part of the conference program	Promoting the Stavanger region as a smart region	Regional, national and european citizens, press and authorities	Event	06.10.2016 - 07.10.2016
	Text/pictures about the Triangulum event	Promoting the Stavanger region as a smart region	Regional, national and european citizens, press and authorities	Social media, website,local press	
Impact Week (5.5.4.2)	Implement Triangulum as part of the innovation week program	Promoting the Stavanger region as a smart region	Regional, national and european citizens, press and authorities	Event	23.02.2016
	Text/pictures about the Triangulum event	Promoting the Stavanger region as a smart region	Regional, national and european citizens, press and authorities	Social media, website,local press	
Show case 2016 (5.5.4.3)	To be decided	Promoting the Stavanger region as a smart region	Regional, national and european citizens, press and authorities	Event	

