



triangulum

DEMONSTRATE · DISSEMINATE · REPLICATE

***D5.6 Communication and
participation at city level
Stavanger***

WP 5, Del. 5.6

January, 2017 (M24)

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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24/01/2017	1	Gerd Seehuus (SK)	Cross-check
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1. Introduction

Deliverable 5.6: *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 these activities in Stavanger, covering the project period from M13 to M24.

The main focus of the second year has been to create communication tools and revise the communication plan.

The purpose of the activities 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 local Triangulum communication channels in Stavanger (e.g. website, brochures, newsletters etc.) is based on the internal deliverables of Triangulum in Stavanger, and developed in close cooperation with local partners. The appearance of all materials is based on the Triangulum Corporate Identity, in order to ensure a clear recognition of the project.



2. Tools/Channels/Mechanism

Organisation

Greater Stavanger (P15) is in charge of the communication work within WP5 – the Triangulum activities in Stavanger, and cooperates closely with the city management team on communication and dissemination. The communication team in Greater Stavanger is composed of:

- May Endresen, Opportunity Manager, International relations
- 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 communication group works in close collaboration with the TRI team and has an advisory function for the local partners. The group consists of communication staff from each local partner:

- May Endresen and Camilla Lunde, Greater Stavanger
- Leiv Gunnar Lie, Communication Department, University of Stavanger
- Kristin Støle Kalgraff, 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.
- Katelien van Der Berge, City Management team, City of Stavanger

The local dissemination and communication coordinators collaborate closely with WP7 – Dissemination and Communication by delivering input to the Triangulum global newsletter, social media channels and the website and by participating in regular Triangulum dissemination and communication telecom meetings. This ensures that the local Stavanger activities are also visible on and promoted via the main Triangulum communication channels.

Furthermore, there have been local Stavanger dissemination and communication meetings every third month where the next steps at the communication plan have been discussed. There has also been monthly telephone conference with the global communication team.

The so-called "Triangulum D&C Secretariat" is responsible for all dissemination and communication within the Triangulum project on an overall and a local level.

The secretariat involves local dissemination and communication coordinators for each lighthouse and follower cities and work packages:

- Hans van Amelsvoort, Dissemination and Communication Eindhoven
- Caron Martin, Dissemination and Communication Manchester
- May Endresen and Camilla Lunde, Dissemination and Communication Stavanger
- Mike Reichmut, Dissemination and Communication Leipzig
- Adam Pajgrt, Dissemination and Communication Prague
- Oriol Llevot, Dissemination and Communication Sabadell
- James Evans, WP 2 Leader
- Alexander Schmidt, WP 6 Leader



- Damian Wagner, Project Coordinator
- Lena Ohlig, 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).

Communication tools

A Triangulum presentation in both English and Norwegian has been developed for use of the local Stavanger partners, in order to ensure 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 one of the slides from the presentation in English:

The slide is titled "TRIANGULUM in Stavanger" and features the "triangulum" logo in the top right corner. It lists five partners and their contributions:

- STAVANGER KOMMUNE** (Stavanger Municipality): Project management. New central energy plant with renewable energy sources, improving energy efficiency, heat recycling and CO₂ reduction.
- Lyse**: Smart homes. EV charging. Video communication.
- SKJÅLAND FYRKOMMUNE** (Skjåland Parish): Battery powered buses. CO₂ reduction.
- GREATER STAVANGER**: Dissemination within the region. Marketing and PR.
- Universitetet i Stavanger** (University of Stavanger): ICT. Develop cloud solution. Big data from 22 partners.

At the bottom, there is a European Union flag logo and text: "This project has received funding from the European Union's Horizon 2020 Research and Innovation Program under Grant Agreement No 646578". To the right of this text are small logos for Stavanger Kommune, Lyse, Skjåland Fyrkommune, Greater Stavanger, and Universitetet i Stavanger.

All Triangulum partners in Stavanger use the presentation, and it is also made accessible on the [Stavanger City's website](#).

Furthermore, different communication materials have been designed, such as umbrellas as giveaways, business cards, rollup and leaflets in Norwegian describing the local Triangulum approach to create awareness of the project.



Triangulum umbrella



Triangulum business card in local language



www.triangulum-project.eu

Følg projektet på Twitter!

@triangulum_eu

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Leaflet in local language describing the project deliverables in Stavanger



Rollup in local language describing the project deliverables in Stavanger



Communication events

At 6th -7th October, Triangulum participated with a stand at the international smart city conference *Nordic Edge Expo* that took place in Stavanger. The conference had over 2,100 participants from all over the world, and more than 100 exhibitors. The stand was well visited, rough estimated 500-1000 visitors. The stand showcased what the project works within the Stavanger region and what it means for its citizens. Many seemed interested in knowing more about the project, got engaged in discussions at the stand and took with them leaflets.

The stand was made of material that can be reused.





The Triangulum stand at Nordic Edge Expo.

Triangulum presentations

Furthermore, Triangulum has been presented at 16 national and regional arenas:

	Date	What press	Where	Who/audience	Presented by
M13	11.02.2016	HINNAvis, local paper presenting Triangulum		non-scientific and non peer reviewed publication (popularised)	Gerd Seehuus (SK)
	15.02.2016	University of Bergen vs Lighthouse project Stavanger consortium	Stavanger	12 persons, Spacelab UiB Håvard Haarstad	Gerd Seehuus (SK) Ellen Mauritzen, (SK)
	23.02.2016	"My Smart City" Triangulum conference, part of Impact Week in Stavanger. The aim was to create awareness about the Triangulum deliverables in Stavanger.	Hall Toll Stavanger	150 participants	Gerd Seehuus (SK)
M16	26.05.16	Status Triangulum. The aim was to share Stavanger experience of getting a Horizon 2020 smart city project and to inform about the expected deliverables in Stavanger.	Sandvigå 7, Stavanger	10 persons from the EU network Rogaland	May Endresen (GS) Gerd Seehuus (SK), Per Fjeld (LYSE), Iver Jan Leren (Rogfk), Ellen Mauritzen (SK)
	30.- 31.05.16	The aim was to share Stavanger experience of getting a Horizon 2020 smart city project	Stavanger	30 persons from the national network for smart cities and communities (7	Gerd Seehuus (SK), May Endresen (GS), Per Fjeld (LYSE),



		and to inform about the expected deliverables in Stavanger.		cities/regions)	Leren Iver Jan (Rogfk)
M17	01.06.2016	SCC Triangulum	Erfjordgt 8 Stavanger	Norwegian national network of the 4 largest cities, SCC, delegation of 8 participants	Gerd Seehuus (SK)
	09.06.2016	Smart buildings, cities and communities; "Triangulum from different angles - consortium, city and business view"	Thon Hotel, Stavanger	25 persons, Scientific public TEKNA Rogaland	Gerd Seehuus (SK), Dagfinn Wåge (LYSE)
	14.06.2016	Presentation for Triangulum BootCamp, on citizen involvement e.	Nordic House, Brussels	50 persons, Triangulum BootCamp	Gerd Seehuus (SK) Henk Kok (E), Michelle Oddy (M)
	15.06.2016	Presentation for City of Vaasa: Stavanger's Triangulum	Nordic House, Brussels	Participants from City of Vaasa (Westfinland office): City delegation (6 persons) lead by Christa Jakobsson and Emilia Pernaa	Gerd Seehuus (SK)
	16.06.2016	Stavanger presenting Triangulum, focus on sustainability, planning processes and project performance in perspective	Rambøll office, Sjøhagen 11 Stavanger	16 persons, local Rambøll office - extended lunchmeeting,	Gerd Seehuus (SK)
M19	23.08.2016	Smart City conference, inspirational introduction, learning from Triangulum Stavanger	Ibsenhuset, Skien Grenland	235 persons	Gerd Seehuus (SK)
M20	07.09.2016	NTVA/NTNU conference SCC; "Triple Helix Triangulum"	Scandic Lerkendal Trondheim	90 persons	Gerd Seehuus (SK)
M21	6.-7.10.2016	Nordic Edge Expo Triangulum Exhibition	Stavanger Forum	1500 persons	Gerd Seehuus (SK), Katelien van den Berge (SK), May Endresen (GS), Camilla Lunde (SK)
	24.-26.10.2016	Triple Helix Triangulum	15th Transatlantic Forum, Chicago	300 persons	Gerd Seehuus (SK) Dagfinn Wåge (LYSE) Chunming Rong (UiS)
	3.-4.11.2016	Triangulum and Stavanger exchange with Brno	BRNO, Czech Republic	35 persons	Arjan Monfahyred (UiS), Per Fjeld (LYSE),



					Leidulf Skjørestad (SK)
M24	25.01.2017	Triple Helix Triangulum	Stavanger	Rogaland NTVA 60 persons	Gerd Seehuus, (SK) Per Fjeld (LYSE) Chunming Rong (UiS)

Safari to smart homes for participants at My Smart City seminar

February 23rd, Triangulum Stavanger organised an event during the innovation week Impact Week in collaboration with the smart city conference Nordic Edge Expo. The event was titled "My Smart City", with a purpose to generate interest around Smart City Initiative in Stavanger where Triangulum plays a central role. The event had more than 150 participants, and a great press coverage in both local and national media. As part of the seminar, a safari to Lyse's to one of smart homes was organised. About 30 participated.

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

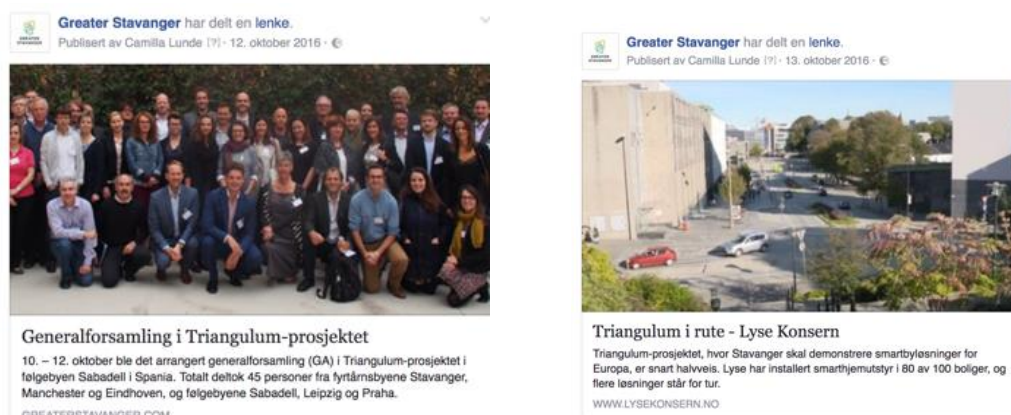
Substantial efforts have been made to make sure that Triangulum has been visible in social media, with a particular emphasis on Twitter.com:

- Twitter: [TRIANGULUM_EU](https://twitter.com/TRIANGULUM_EU) and [greatersvg](https://twitter.com/greatersvg)



- Facebook: [greaterstavanger](https://www.facebook.com/greaterstavanger)





Information about the Triangulum project has been published in the local press and at the local partners' websites, newsletters. There have been 57 articles in the local press.

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-fyrtarn-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>



3. Citizen Engagement Strategy

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

One example are the battery buses. Within the procurement of the e-buses, design students from three local high schools participated in a design competition for the decoration of the bus, in cooperation with the local street art festival NuArt. The purpose was to create a greater awareness of the project and the demonstration of the e-buses.

The competition started on 12th February 2016 with a kick-off event, and the winner of the competition was announced in June 2016. 110 design proposals were submitted, and the voting was conducted through the largest newspaper in the region "[Aftenbladet](#)". This engaged both high school students, as well as citizens in the whole region. The newspaper covers over 271,000 citizens daily.

Finally, the design of a 19-year old student won the first place that will adorn Stavanger's three new battery buses with his design:



The local communication plan has a particular emphasis on citizen dialogue, in order to strengthen the citizen engagement strategy in the project. It is described that it will be held an event when the buses are foiled with the new design. There are plans to do this in the city centre of Stavanger to create even more buzz among citizens and in the press.

As a spin-off from the Triangulum project, the [Stavanger Hackathon 2016](#) was organised by the innovation company Mess & Order in collaboration with and sponsored by the Municipality of Stavanger, Stavanger Aftenblad and Greater Stavanger.

The theme for the competition running from April 18th to 23rd 2016 was: How can we make everyday life simpler for the citizens of the Stavanger region? How can we improve the accessibility of public information? The teams used open data to develop socially useful applications.

7 teams consisting of 2-4 persons participated. The winning team for best design was “Fix my city”, and for most innovative solution was “Green route”.

Even though the Hackathon was not a Triangulum deliverable, this activity was a great initiative to the smart city engagement.



4. Communication Plan

A local communication strategy was developed at the beginning of the project (M1), revised in M14 and again in M23.

At the inception of the project it was not possible to have the full picture of which communication activities would be most suitable during the duration of the project. Hence, the communication plan is revised on a regular basis. It will be updated at every local communication meeting every second month to reflect the development in the project. The next revision will be around August 2017.

The plan specifies activities and deadlines for communication and dissemination of Triangulum in the Stavanger region. The plan includes:

- *Dissemination and communication activities*
- *Objectives*
- *Target group*
- *Medium/channels*
- *Responsible partner*
- *Status*

The communication plan ensures the commitment and progress of the agreed activities among all the local stakeholders.

Having a local communication crosscutting group updating the communication plan on a regular basis, facilitates a process whereby all planned communication events, press releases and other events to disseminate Triangulum outcomes can be linked to other ongoing smart society and smart city developments in the region.

Updating the communication plan on regular basis ensures progress and in cooperation of new possibilities.



Part of the Triangulum Stavanger communication plan

Main activities:	Sub activities:	Objectives:	Target group:	Medium/channels:	Responsible:	Date:	Status:
Video clips (5.5.2.1)	Filming of kickoff for the design competition of the E-buses	a) Knowledge about the project for the citizens b) Project documentation	a) Citizens b) Project management/EU	Video, social media, website, local press	RF/GS	12.02.2016 at Vågen VGS 09.00 hours	Inkludere EU-logo
	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	?	RF/GS	Januar?	
	Brief video clips and multimedia presentations from programming and work situations at UIS ICT, including Green Mountain and on site application of deliveries	a) Knowledge about the project for the citizens b) Project documentation			UIS/SKA/LGD	15.04.2016	Inkludere EU-logo
	Energy plant	a) Knowledge about the project for the citizens b) Project documentation	A) Citizens b) Project management/EU	Video, social media, website, local press	SK/GS	April	
	Scribble	a) Knowledge about the project for the citizens b) Project documentation	a) Citizens b) Project management/EU	Video, social media, website, local press		Mars	
	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	Lyse/GS	September/October	
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	RF/GS	12.02.2016	Done
	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	Lyse/GS	September	Done
	Innovative video						
	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	RF	Most likely between 11-18 April	Done
	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	?	RF/GS	mid April	Done
	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	Stavanger	April	Status: Konseptet er bestemt. Sak lages.
	Programming and work situations at UIS ICT				UIS/SKA/LGD	October	Done
	Stock shots from Green Mountain				UIS/SKA/LGD	30.05.2016	Fått 18.03.2016
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		GS	20.09.2016	Done
	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		GS	15.06.2016	Done
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	RF	15.06.2016	Done
	Smart City event at Oslo Lounge at SXSW	a) Knowledge about the project for the citizens b) Project documentation			SK	March	Done
	Contribute to content and support GS				UIS/SKA/LGD	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	Business cards	GS	20.09.2016	Done
	Make Triangulum umbrellas	Promoting the Stavanger region as a smart region	Regional, national and european press and authorities	Umbrellas	GS		Done
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	GS, Stavanger kommune	18.04.16 - 23.04.16	Done
Nordic Edge Expo (5.5.4.1)	Implement Triangulum as part	Promoting the Stavanger	Regional, national and european	Event	GS	06.10.2016 -	Done



5. Forecast for the next 12 months

The local communication group in Stavanger is going to create a video animation to demonstrate what the outcomes of the Triangulum project in the Stavanger region. The film will be used for information purposes during the project period, and will be published at the Triangulum website and in social media.

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 in order to share experiences and inspire for replication.

When it comes to citizen engagement, we want to arrange an event during the Impact Week taking place in the Stavanger region in June 2017, as we did in February 2016. The details around the event are not yet clear.

Triangulum will also have a role at the Nordic Edge Expo (the international smart city event in the Stavanger region 27th and 28th September 2016).

More information about the events can be found online:

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

