



# triangulum

DEMONSTRATE · DISSEMINATE · REPLICATE

***D7.19 – Dissemination material  
incl. give aways (2)  
WP 7, Task 7.8  
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		
Project Title	Triangulum: The Three Point Project / Demonstrate. Disseminate. Replicate		
Project Coordinator	Damian Wagner ( Damian.Wagner@iao.fraunhofer.de) Fraunhofer IAO		
Project Duration	1 <sup>st</sup> February 2015 – 31 <sup>st</sup> January 2020 (60 Months)		
Deliverable No.	D7.19 Dissemination material incl. give aways (2)		
Diss. Level	PU		
Status		Working	
		Verified by other WPs	
	x	Final version	
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Lead beneficiary	P-2 (SEZ)		
Contributing beneficiary(ies)	All		
DoA	Dissemination material in English language, incl. give aways. Task 7.8		
Date	Version	Author	Comment
15/12/2015	1	Saskia Heyde (SEZ)	
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## 1. Deliverable description

Deliverable 7.19 Dissemination material incl. give aways (2)

Task 7.8: Dissemination material in English language, incl. give aways (Lead: SEZ, Partner: All)

“A project leaflet will be produced which will be the project’s business card towards the outside world, presenting the project’s objectives, partnership and expected results at a glance. It will be in English and will have a print run of approx. 10,000 copies and will be available for all partners. It will also be available in PDF-format downloadable on the project’s website. Roll-ups will be developed for each Lighthouse City local languages promoting the local approaches. One overall roll-up will be in English and will be used to promote the overall project’s objectives.

Size: min. 85 x 200 cm.

Further useful giveaways that will keep the project in mind of the public will be produced, e.g. a tag (sticker) with the project logo and website address to be stick on the partners’ business cards; could be a pencil with the website address and logo on it; something city related. Consortium will decide upon during the project start.”

The task cited above is divided into two parts:

- Deliverable 7.18 “Dissemination material incl. giveaways (1)” was due in month 6
- Deliverable 7.19 “Dissemination material incl. giveaways (2)” will be due in month 12

In month 6 of the project, an overall rollup and the project flyer have been designed and printed.

This reporting is about Deliverable 7.19, which contains further useful dissemination material and the local roll-ups.



## 2. Realization

Deliverable 7.19 contains:

- Roll-ups have been developed for each Lighthouse City in the local languages promoting the local approaches
- Further useful give-aways that will keep the project in mind of the public have been produced:
  - o a tag (sticker) with the project logo, the key visual and website and twitter address to be stick on the partners' business cards
  - o A bookmark with the project logo, the key visual, QR code, short project description, website and twitter address

Graphic designer and print agency stayed the same as in the first deliverable "Dissemination material incl. giveaways (1)".

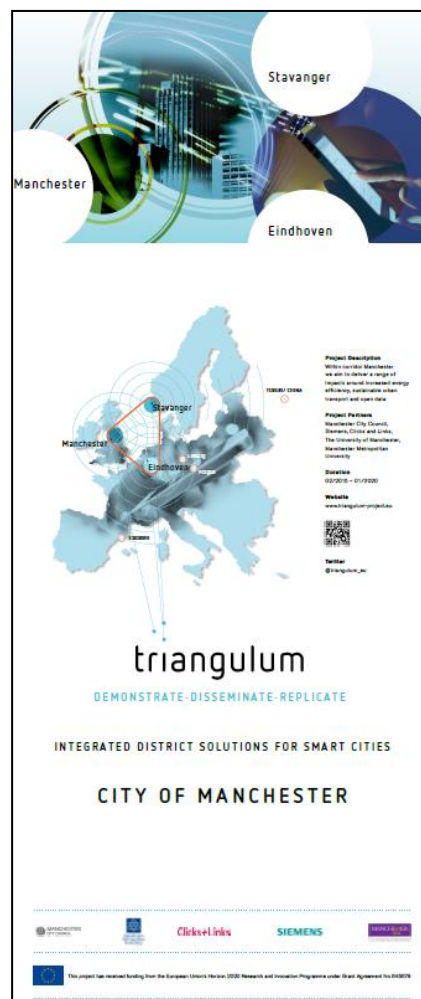
### 2.1. Lighthouse City local Rollups

- A roll-up in the size 85 x 200 cm has been designed in every lighthouse city language to promote the local approaches
- It contains the following facts:
  - o QR-Code to the project's Website
  - o Link to Website
  - o Key facts about the local approach

The Roll-ups will be presented on local events and external meetings. It is important to raise the citizen engagement and that can be done best with dissemination material in the local language. The citizens and also the local partners and stakeholders are more able to understand the project's concept and are also more willing to get informed.



## Roll-up Manchester



## 2.2. Further useful give-aways

- Sticker
  - Logo
  - Key Visual
  - Website and twitter address

10,000 copies of the sticker have been sent to all project partners. They can stick it on their business cards and/or on other dissemination material such as notepads.





- Bookmark
  - Key visual
  - Logo
  - QR-Code
  - Key facts of the Triangulum project

10,000 copies have been sent to all project partners. They can hand them out to local stakeholders, citizens or event participants. They will be disseminated on all sorts of events and especially on the on-site assessments. If required and necessary, the InDesign file of the bookmark can be uploaded on EMdesk so that it can be translated to the local languages.





The three point project **Triangulum** is set to demonstrate, disseminate and replicate solutions and frameworks for Europe's future smart cities. The Triangulum Lighthouse Cities **Eindhoven** (NL), **Manchester** (UK) and **Stavanger** (NO) are focusing on sustainable mobility, energy and ICT to develop and implement smart solutions in order to replicate them in the three Follower Cities Leipzig (DE), Prague (CZ) and Sabadell (ES). The project consortium combines interdisciplinary experience and expertise of 22 partners from industry, research and municipalities. For more information follow us on twitter and visit our project website.

[www.triangulum-project.eu](http://www.triangulum-project.eu)  
[www.twitter.com/Triangulum\\_EU](https://www.twitter.com/Triangulum_EU)




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### 3. Next steps

Although there are no further deliverables planned concerning dissemination material, the Dissemination and Communication secretariat plans to design USB-sticks in the form of a triangle. To have a great connection to the Lighthouse project, the stick will have a small light on one of the angles.

