



triangulum

DEMONSTRATE · DISSEMINATE · REPLICATE

D3.7 Communication and participation at city level Manchester

WP 3, Del 3.7

January, 2018 (M36)

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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Contributing beneficiary(ies)		P05-MMU (Manchester Metropolitan University), P06-UNIMAN (The University of Manchester), P07-SIEMENS (Siemens UK), P08-CL (Clicks and Links)	
DoA		The production of a Communications Plan that incorporates a strategy for communicating and disseminating the key elements of the Project with the principal aim of enhancing the uptake of activities and technologies across a wider geographical area	
Date	Version	Author	Comment
n/A	0.1	Sophie Sheil (MCC)	First draft
12.01.2018	0.2	Sophie Sheil (MCC)	Incorporating comments from UNIMAN (WP2 and Mobility), CL, Siemens
17.01.2018	0.3	Hayley Nixon (MCC)	Review of draft plan.
22.01.2018	0.4	Bettina Remnmele (SEZ)	Review
31.08.2018	0.5	Hayley Nixon (MCC)	Final Review
31.01.2018	0.6	Trinidad Fernandez (UniS)	Final Review WP1
31.08.2018	1.0	Hayley Nixon (MCC)	Final



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1. Introduction

Purpose of the plan

The purpose of this plan as a deliverable is to inform partners on the communication and participation strategy for the Triangulum project at city level within Manchester over the next 12 months.

The objectives of the plan are to:

- Identify common communication tools for use by project partners
- Ensure a consistent message to be communicated by project partners
- Identify relevant channels of communication to stakeholders
- Produce a defined set of actions to communicate and disseminate project outcomes

The plan will enable partners to share work effectively across a broad range of platforms and audiences, highlighting how they intend to do this over the next 12 months.

Partners in Manchester:

- Manchester City Council (MCC)
- Manchester Metropolitan University (MMU)
- University of Manchester (UNIMAN)
- Siemens PLC (Siemens)
- Clicks & Links (CL)

Target Groups

The project will target a wide range of stakeholders at a national and local level, including building managers, global experts, local residents, political elected members, etc. Everyone who participates or needs to be made aware of the project will be targeted and this plan will detail their methods of communication and their participation. Activities will cross over with some partners but methods of communication may differ.

In terms of citizen engagement, the focus of the WP3 City of Manchester programme is on the organisations based in the Corridor Manchester area along with workers and students. The Corridor Manchester is not a residential area so the focus of the Communication Plan is mainly on these groups rather than residents.



2. Tools/Channels/Mechanisms

Organisation

There are two main communication levels within Triangulum. On the project level, Steinbeis-Europa-Zentrum as Work Package (WP) leader of WP7 – Communication and Dissemination is coordinating the activities. 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
- Sophie Sheil, 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
- Bettina Remmele, WP 7 Leader

Manchester is responsible for communication and dissemination at a **local level**, which is within Work Package 3. This involves communicating with the audiences outlined above, and also workers and students that live, work and study on the Corridor. As we move into the monitoring phase of the project, we will increasingly be looking to communicate with the wider population of Manchester.

Each Manchester partner is updated on the main communications items via the monthly board meeting. In addition, two half day workshops have been held during the period M25-36 with a more diverse representation of project and communications staff. Further such meetings are planned for M37-48.

Tools

Presentation

A generic Manchester Triangulum presentation is regularly updated and available to all partners to present at events. This contains slides on the overall project, WP3 and then slides on each theme that is used by all Manchester partners for any presentations they make on the project.



Mobility – e-cargo bikes



- Oxford Road restrictions
- MCC have procured the use of 4 bikes and maintenance from a fleet of 10
- E-cargo bikes have now been "hired" (free of charge) for over 650 days
- E-cargo bike journey data is now automatically uploaded to the City data platform
- A variety of public and private businesses have trialed e-cargo bikes



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MANCHESTER
CITY COUNCIL
SIEMENS
Ingeniery for life

MANCHESTER
Metropolitan
University

MANCHESTER
1824
The University of Manchester
Clicks+Links

Figure 1: Exert from the WP3 presentation

Banners

WP3 now has three Manchester versions of Triangulum roll up banners which partners can take to events. They were funded by the Triangulum project.



Figure 2: Mock Up of the Triangulum Banners



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Video

In M20, MCC procured the production of four videos on various aspects of the project. In M31, the first video, on the Mobility strand of the project, was released via Twitter and the Triangulum YouTube channel.

<https://www.youtube.com/watch?v=ACFeyVznmwA&index=1&list=PLU5o8H82DLK0GtuS941JiJCM-TuNntqVN>

At the end of M35, the video has received 2031 views on Youtube. Three further videos are planned for M37 onwards on themes related to the project.

Corridor Animation

Manchester Oxford Road Corridor Partnership produced an animation detailing the project (funded entirely by themselves, NOT Triangulum). In M32, this was updated to reflect recent changes within the project to publicise the project.

<http://www.corridormanchester.com/low-carbon--smart-cities.html>

Cargo bike flyer

It was felt that a paper advertisement was required to assist with publicity of the e-assist cargo bikes as part of the mobility workstream. These are now available for Manchester based partners to take to events, such as the Annual Corridor Cycle Event. This was funded by the Triangulum project.




Electric Cargo Bike Loan Scheme

Let an electric cargo bike take the load!
Your business or organisation can borrow one for free.

- Get full access to the Oxford Road corridor.
- Travel quickly with your tools/equipment/packages on board.
- Carry up to 250kg load.
- Park easily with no restrictions.
- Beat traffic congestion.
- Help improve air quality in central Manchester.

Supported by Triangulum, the European Union funded sustainability project, **Manchester Bike Hire** has electric assist cargo bikes available for short-term hire, free-of-charge to organisations, universities and businesses in and around the Oxford Road corridor.

Book your free electric cargo bike demonstration for the opportunity to try out different designs and sizes to suit your business or operational needs.

Cargo bike induction and familiarisation provided.

For more details contact Manchester Bike Hire:
T: 0161 769 5050 E: paval@manchesterbikehire.co.uk

Triangulum is funded through EU Horizon 2020 - www.triangulum.eu






Figure 3: Cargo Bike Flyer



Promotional giveaways – portable charger

Portable phone/laptop chargers have been purchased by the project which displays the Triangulum logo. These can be given away to partners at events, and used to incentivise participation whilst displaying the Triangulum logo.

Further such promotional items are planned for M37 onwards (see section 3 of this report).



Figure 4: Portable Charger

Siemens' infographic

Siemens has produced an infographic to display key facts and figures regarding the energy sub task of WP3. This was updated in M34 to reflect Amendment 3 AMD-646578-41 (Manchester Siemens). See Appendix A.

Channels

Websites

All the Manchester partners show their involvement in Triangulum in their respective websites

MCC – <http://www.manchester.gov.uk/smartercity>

Siemens – <http://www.siemens.co.uk/en/> (Currently updating this website)

UNIMAN – <http://www.seed.manchester.ac.uk/research/research-with-impact/triangulum/>

MMU – <http://www2.mmu.ac.uk/>

CL – <http://clicksandlinks.com/>

Corridor – <http://www.corridormanchester.com/>

Partner internal communications

Over the course of M25-36, various local Councillors and MCC Senior Management staff have been briefed on various aspects of the project, including:

- Cllr Sir Richard Leese – Leader
- Cllr Rosa Battle – former Executive Member for Environment
- Sara Todd – Deputy Chief Executive



- Carol Culley – City Treasurer
- Cllr Sue Murphy – Deputy Leader
- Cllr Angeliki Stogia - Executive Member for Environment and Skills
- Geoff Little – Deputy Chief Executive

In addition, project partners have issued internal communications, particularly MMU and UNIMAN regarding the availability of EVs and cargo bikes.

Social Media

The main twitter account used by Manchester City Council is found at @smartercitymcr. As of end M35, this account had 4375 followers.



Figure 5: Example Tweet

Partner twitter accounts and communications leads

Siemens – Katie Byrnes, katie.byrnes@siemens.com @SiemensUKNews

Clicks and Links – @clicksandlinks

MMU - @MMUEnvironment

UNIMAN - Julia Durkan, julia.durkan@manchester.ac.uk, @OfficialUoM. Other relevant departments within the University include @UoMUrban and @UoMSust. Also tweets from Prof James Evans, WP2 lead, @JZCos



Awards

MMU have been named as the Greenest University in the UK by the student-led People and Planet organization (see <https://www.theguardian.com/education/2017/nov/14/university-green-table-oxbridge-people-planet>). This is a prestigious award that MMU are proud to receive and which Triangulum has contributed to through its interventions in all areas of the project. This news has been tweeted and been included in the Triangulum 7th Newsletter.

Press Releases

- TfGM 'Better by Cycle' publication, 30,000 circulation – August 2017
- Sept 2017 - Article publication on cargo bikes by bikeplus <https://www.carplusbikeplus.org.uk/need-to-shift-letters-lego-or-lettuce-cargo-bikes-are-doing-the-job/> 3,800 circulation
- January 2018 - Smart Cities Connect - <https://smartcitiesconnect.org/the-magic-of-manchester/>

Publications

Journals & magazine articles, Conference publications, Academic dissemination

- Paskaleva K, Evans, J., Martin, C., Linjordet, T., Yang, D. and Karvonen, A. 2018. Data Governance in the Sustainable Smart City. Informatics 4, 41; doi:10.3390/informatics4040041
- Evans, J. (2017) Urban transformation: from replication to learning. In: *On Energy*. University of Manchester, Manchester. Accessed 19/12/2017. Available at: <http://documents.manchester.ac.uk/display.aspx?DocID=34060>
- Hunt, A. (2017) Reconfiguring the Smart City: Learning and Wider Benefits in Triangulum. MSc Thesis, University of Manchester, Manchester.
- Dunk, R and Sonderland-Saga, R (2017) Gamification in a Living Lab: Energy Saving Challenges in student halls. Environmental Scientist December 2017

Mechanisms

During the period M25-36, the following 17 presentations have been made on Triangulum by Manchester partners:

Date	Event and location	Type of dissemination	Audience size and type	MCC / partner Triangulum staff presence
M26	SxSW, Austin, Texas	Detail on Triangulum on	International smart cities audience	MCC Leader Sir Richard Leese



M26	City-Zen project event. The FP7 project City-Zen held one of their partner events in Manchester	Triangulum	45 City-Zen project partner organisations	Hayley Nixon, Sophie Sheil MCC, Callum Donnelly (MMU), Andrew Smyth (Siemens), James Evans and Joe Ravetz (UNIMAN)
M28	EU World Cities visit to Melbourne and Adelaide	Overview presentation of Smart Cities projects in Manchester presented to Australian counterparts	36 Public, private, education partners from Melbourne and Adelaide	Mark Duncan (MCC), Helena Tinker (MMU), Ivan Hewlett (Siemens)
M29	Oxford Road Corridor Annual Cycle Event (ACE), Manchester	Displayed the Triangulum cargo bikes and gathered leads	500 General public, Corridor organisation staff and students	Richard Armitage (Manchester Bike Hire – cargo bike partner), Sophie Sheil (MCC)
M29	Joint booth at EUSEW 2018, Brussels	Booth – international conference	300 European Smart / sustainable partners	Andrew Smyth (Siemens)
M29	EUSEW – ‘Smarter is Cleaner – Lessons learned from the SCC1 Smart City project on grids, storage and prosumer models’	International conference - seminar	30	Andrew Smyth (Siemens)
M29	Manchester Cycle Forum, Manchester Town Hall	Presentation on mobility element of Triangulum to monthly gathering of cycling activists and Town Hall staff	19 Manchester cycling organisation reps and City staff	Richard Armitage (Manchester Bike Hire)
M30	Follower City visit, Manchester	Part of WP6	13 Follower city reps	All as needed
M30	Integrated District Solutions for Smart Cities,		60 UK industry and	James Evans (UNIMAN)



	Manchester		policy makers	
M31	Data access and use in Triangulum, Budapest	Presentation at SCIS conference	10, European city partners	James Evans, UNIMAN
M31	Urban Transformation in the Lighthouses: creating the conditions for replication, Empowering Smart Solutions for Better Cities, Budapest	Presentation at SCIS conference	120, European city partners	James Evans (UNIMAN, WP2)
M31	EU World Cities project visit of Adelaide to Manchester	Information exchange project	7 Adelaide public and private partners, EU World Cities Rep, UK Department for International Trade staff	Sophie Sheil, Sean Owen (MCC), Callum Donnelly, Jason Smith (MMU) Andrew Smyth (Siemens), Richard Armitage (Manchester Bike Hire), Julia Durkan, (UNIMAN), Vin Sumner (Clicks and Links)
M34	Visit from City of Almaty	Inward visit requested by Almaty on smart cities	3 City staff	Hayley Nixon, Martine Tommis (MCC)
M34	Oxford Road Corridor Board – update on Triangulum progress by Task Leaders	Presentation – project update	12 Reps of key Corridor organisations	Mark Duncan, Hayley Nixon (MCC), Andrew Smyth (Siemens) James Evans (UNIMAN)
M34	Stavanger Municipality visit to Manchester – presentation on Triangulum in Manchester	organised via Triangulum contacts	10 Departmental Heads, City of Stavanger	Sophie Sheil (MCC)
M34	‘Austrade’ – visit of UK Department for International Trade to Manchester following visit as part of EU World Cities visit with Adelaide	Presentation on Smart Cities / Triangulum in Manchester	10 reps of local government and business representatives.	Hayley Nixon (MCC)
M34	Launch event for Triangulum open data	Short speeches from Mark Duncan (MCC)	31 Invited	Mark Duncan (MCC), Ian Cotton,



	platform Manchester-I, Manchester	and Prof. Ian Cotton (UNIMAN), followed by open drop in with website and visualisation demos	developer community, University and City staff	Ettore Murabito (UNIMAN), Michael King (Clicks and Links)
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Figure 6: Photos from visits from the City of Adelaide, Triangulum Follower Cities and the launch of Manchester-I



3. Communication plan for M37-48

Task	Sub task	Target audience	Key Message / Objective (What + How)	Key Dates	Owner
Promotional Video	'Energy' themed video	Smart Cities community, partners, general public	Simplified, visual depiction of energy work package – as many energy tasks are 'hidden'	April 2018	MCC
	ICT themed video	As above		Summer 2018	MCC
	1 x further video, theme tbc	As above		tbc	MCC
Further digital media subcontracting	Tasks to be confirmed in 2018			n/a	MCC
Purchase of promotional giveaways – additional portable chargers, umbrellas etc.	-	Students and staff at university events, smart cities community at smart city events			MCC
Communications workshop with Manchester based Triangulum partners	-	Manchester based partners, especially communication leads	To ensure we have captured all communication opportunities for the months/years to come	March 2018	MCC



Promotional signage for energy installations	General promotional signage for 'invisible' building installations – 2 x optimisations, 3 x central controller	General public, City / University staff and students	To promote the project and funding source, and raise awareness of the potential impact / benefits	April 2017	MCC , MMU, UNIMAN, Siemens
	Promotional signage for the PV and Battery at Birley Campus , MMU – to match existing 'sustainability trail'?	Visitors to MMU campus, general public, students	As above.		MCC, MMU, Siemens
Continue to update website and post regular tweets on @smartercitymcr and @Triangulum_EU	-	Smart city community		Minimum 2 tweets per month – see plan figure 10	MCC
General and specialist press articles					
Case studies on all workstreams	Case studies	Smart city community, General public, City / University staff and students, other universities	To promote the project and raise awareness of the potential impact / benefits	Ongoing from March 2018	Siemens, MCC, MMU, UNIMAN
'Everything is Connected' event Manchester		International and local partners of Triangulum, CityVerve and SmartImpact projects	Showcase of the best Smart City activity which is currently happening in Manchester	20-22 March 2018	MCC



Innovation Challenge #1		Students	Students (MMU) will critique the exemplar 'duos challenge app', as well as publicising the app for the challenge This will not only publicise the use of the app, but also test the innovation challenge format for further challenges with commercial developers	21st Feb 2018	CL / MMU
Innovation Challenge #2	Theme tbc	SME developers		tbc	CL
	Carbon literacy training	New 'smart city' themed carbon literacy training course developed by UoM and MMU students			Siemens
Siemens Energy seminars	Seminar #1 will also form part of MMU activity for national 'Go Green Week' https://peopleandplanet.org/go-green-week-2018	Students and Corridor staff, residents	A series of seminars which will discuss various elements of the Smart City	Starting Feb 2018	Siemens
Awareness raising amongst high level Manchester partners	Corridor Manchester Executive			Annually	MCC
	Manchester City Council Estates Board				MCC



	Elected Members, especially the Leader and Lead Member for Environment			When appropriate	MCC
	Manchester City Council Climate Change Action Plan reporting	Senior leaders MCC, general public	Continue to report project progress, with more calculations available as to carbon savings realised	Quarterly	MCC
Presentation of Triangulum in Manchester to international audience	Nordic Edge 2018 is official SCC1 project meetup; Barcelona Expo?,	National and international Smart Cities audience		25-27 Sept 2018	MCC
Collaboration with UK based H2020 Lighthouse project partners (Greenwich, Nottingham, Bristol, Glasgow)	Meetings with UP based Lighthouse Cities at jointly attended events.	UK based project officers of Lighthouse projects.		Ongoing	MCC
UK Core Cities					



Investigate Awards which we could nominate the project for	<p>Big Chip Awards https://bigchipawards.com/enter (March deadline, maybe 2019 more realistic)</p> <p>Le Monde Smart Cities Innovation Awards – January 2018 http://www.lemonde.fr/smart-cities/article/2017/12/21/le-monde-smart-cities-urban-innovation-awards-2018-call-for-applications_5233004_4811534.html (again, maybe 2019 more realistic)</p>	National and international smart city / energy/ mobility / ICT community	Publicise success and results of Triangulum		
ACE Annual cycle event		Manchester Corridor based cyclists and workers	Publicise cargo bikes and EVs	June 2018	Manchester Bike Hire, MCC, MMU, UNIMAN
EU Green Week – 21-25 th May (partner events from 21 April-10 June) www.eugreenweek-eu .	Contribute details of partner event by 28 th Feb 2018	EU Green partners	Publicise all elements of the project		

Figure 7: Manchester Communications Plan 2018



Project ‘milestones’ for press/social media opportunities

Month (2018)	Task	Publicity opportunities*	Lead
Jan	Solar pv installation	Press Release	MCC
Jan	Central controller trials commence at MCC Town Hall Extension	No internal communication will be conducted with MCC staff, to ensure no ‘bias’ in reporting building issues	MCC
Feb	Go Green Week (MMU) – Siemens’ first energy seminar		MCC / MMU / CL
Feb	BMS installed at Manchester Art Gallery		Siemens
Feb	Formal publication of article on energy saving behaviour change with students		MMU
Feb & June	Publicity about the Innovation Challenges.	Press Release, tweets etc.	CL
March	MCC EVs		

*It is assumed that all items will be tweeted from @smartercitymcr and @Triangulum_EU

Figure 8: Initial list of project “milestones” for press opportunities



4. Appendix A – Siemens' Infographic

