



# triangulum

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## ***D4.7 Communication and participation at city level Eindhoven***

**WP 4, Task 4.5**

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# 1. Introduction

Triangulum is a project subsidised 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. The aim is to apply Smart City solutions all over Europe. The project officially started off in February 2015. This document deals with the communication at city level in Eindhoven, and its significance for the effect at area level.

## Purpose

In Triangulum, the Eindhoven consortium partners (Woonbedrijf, Technical University Eindhoven, VolkerWessels, KPN) 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 CO2 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 results 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 experimenting are central when carrying out the Triangulum-projects.



## Target Groups

The target groups can be divided into four main categories:

- Influencers: EU, Horizon2020, International consortium partners, project leaders and press/media;
- Suppliers: local consortium partners;
- Decision makers: municipal authority, consortium partners (local and international);

Users: inhabitants of Eindhoven, especially the ones directly involved in the projects. Depending on 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 target groups 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

The communication team of the city of Eindhoven for Triangulum consists of two members:

- Hans van Amelsvoort, he is responsible for the city-wide communication and in charge of dissemination tasks. 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
- Yoka Louwman, she is responsible for communication with inhabitants, contact with local consortium partners and their communication-advisers and liaison between communication city-wide and in the two areas.

### 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 (see under). Furthermore, society is changing, people won't put up with it anymore when they are not involved. Some communication-tools are:

- 'Samenspraak', already mentioned. Samenspraak is a method in which residents, companies and organizations are actually involved in the development of policy and implementation of projects. This is used at a time when influence on the course to be followed is still possible.) E.g. meetings in the neighbourhood, having 'kitchen-table-conversations or going door-to-door to gather usable information;
- The above mentioned tools are used next to the familiar ones: sending or distributing (news)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 (M25-M36)

Some of the activities during the period M25-M36:

- VolkerWessels organised together with the city of Eindhoven another meeting around the iCity Tender in Strijp-S. After their own website was launched, many start-ups/innovative entrepreneurs applied. In M25, 23 February, a jury meeting was arranged at which the start-ups could present themselves and their ideas. The jury consisted of Staf Depla, alderman for the city



of Eindhoven, Toon de Koning, director VolkerWessels and Mark Mietus, director Data Science Center Eindhoven. Eight of the total of twenty were pointed out as winners and were awarded with € 20.000, to realise their ideas (see Figure 1). In M39, they will present how far they have come;



Figure 1: One of the contestants pitching his idea to the jury and an attentive public

- The development of Mobility-S (on Strijp-S) is expanding more and more. After initiating the website in M19, Park Strijp Beheer (a cooperation between VolkerWessels and the city of Eindhoven) works permanently to extend their service to the users of Strijp-S, for visitors, people who work there or the residents. Via the website (mobility-s.nl), the progress is communicated. During the Dutch Design Week (DDW), a yearly event, in 2018 during the third week of October, a large charging station was added to Strijp-S to promote the use of electric cars (see Figure 2). Together with the municipality, the use of (electric) rental bikes and public transport is also promoted.



Figure 2: Three cars ready to be loaded





- In M25, a meeting with neighbourhood association in Eckart Vaartbroek was organised regarding smart streetlights for a 1km social interaction and health route. Residents of Eckart-Vaartbroek were invited by a house-to-house spreaded invitation to come to the presentation of the smart streetlight route (see article in local newspaper, Figure 3).



Figure 3: Article about the presentation of the smart streetlight route for residents in local newspaper

- In M33 the opening of the Lightroute in Eckart Vaartbroek took place. Hundreds of residents of this neighbourhood came to see and experience what this innovative lightroute would bring them (see picture);



Figure 4: Children of the school in Eckart Vaartbroek running the lightroute at the opening night



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Figure 5: Invitation for the opening night



Figure 6: Article in the newspaper the day after the opening



- Samenspraak', a method of communication about involving the citizens, is still used by the municipality together with Woonbedrijf. In this way, city and housing-association keep in touch with their inhabitants and tenants. The promoting of Woonconnect, a tool to make the tenants aware of what it means to make their houses more sustainable. This is the aim;
- In 2017, in M33, from 21 to 29 October, the Dutch Design Week (DDW) took place in Eindhoven, as already stated earlier. This yearly design event was this year organised together with the World Design Event (WDE) and together they drew 335.000 visitors to Eindhoven. For Triangulum, a great opportunity to present itself! So the municipality and VolkerWessels together organised two Triangulum events within this bigger event:
  1. Strijp-X, an exhibition on Strijp-S in which it was tried to make many of the elements of Triangulum which are installed on Strijp-S visible. The problem is that a lot of the Triangulum projects cannot be seen because they are literally underground or behind panels. In addition a large charging station to charge electric cars was installed. Moreover, a model of the Strijp-S area could be looked at using virtual reality. It was opened by the Mayor of Eindhoven, John Jorritsma (see Figure 7). The local newspaper dedicated one page on the Strijp-X exhibition;



Figure 7: John Jorritsma, Mayor of Eindhoven, after opening the exhibition, visibly enthusiastic at virtual reality tour.



Figure 8: Strijp-X in the local newspaper

2. By organising a symposium. For this symposium, called 'Stretch the future', many European organisations which deal in one way or another with Horizon2020 were invited to show up on 22 and 23 October. Influential speakers out of UK and Germany were invited and an interesting program was put together to make sure that visitors would be well informed as well as have an enjoyable time. Despite the great effort which was put into organising this event, it had to be cancelled due to lack of interest. Of course, the organisation investigated afterwards the reason for this lack of interest and found that there were too many other international events which were to be attended. (see invitation, Figure 9)



Figure 9: Invitation for the symposium "Strech the future"



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### 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, stays the same, the Eindhoven Consortium thinks 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. Learning and experimenting are characteristic landmarks of the people of Eindhoven, we try to put this elements central when carrying out the Triangulum-projects.

#### Engaging citizens

The communication should take place in a clear, transparent and simple way. This is part of the corporate style of the municipality of Eindhoven. 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' (explained earlier) 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 by sending them personified letters and inviting them to easy to attend meetings;

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. Sometimes we are in a dilemma about this: experience tells us that the presence of the press doesn't work well in meetings with residents, who tend to avoid the press. So then we have to choose between attendance of the press or of the residents. From the moment projects go into realisation, we inform the press.

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 twelve months (M36-M48)

In this part of the document, we will point out what we will do in the period M36-M48 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 and the municipality of Eindhoven are still working at mobility management on Strijp-S. The development of Mobility-S website is one of the communication tools. Publicity will be given to the possibilities of (electric) rental bikes and the placing of new and smart charging poles. To assure a more sustainable way of mobility, attention to public transportation is also provided;
- In the period from M25 until M36 winners of the iCity Tender got the time to develop their ideas towards proof of concept and prototypes. In M39, a presentation of all the winners is planned to show the city what these ideas have brought and how close they are to be ready for the market;
- The earlier placed sound sensor network is used to increase the safety in the area by monitoring the public space. Now other innovative applications are found. E.g. the soundsystem records the sounds of the buses passing by. In this way the bus manufacturer can hear faults in the braking system of the buses before it actually breaks down. So the sound system contributes to the safety of the inhabitants in quite another way. The owners of the sound sensor network are working on even more experiments with other applications. Visitors and users of the Strijp-S area will be kept informed about the progress.

### Eckart Vaartbroek

- 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. Together, we think that it is of the utmost importance in this project to be assured of co-creation; The method will be used around the renovation of the next houses in Eckart Vaartbroek but also with the installation of the smart solar grid.
- Stimulating tenants as well as private owners and other housing corporations to use Woonconnect is going steady but still, there is a lot to do. Woonbedrijf tries together with Woonconnect to get this tool implemented in as many houses as possible. The aim is still to stimulate sustainability and civic engagement. Not only for tenants but it appears to be a challenge to get private-owners to invest in their homes into sustainability;
- In the meantime, Woonbedrijf will continue to renovate the houses for their tenants (see figure 10):







Figure 10: Placing of solar panels onto houses of Woonbedrijf in Eckart Vaartbroek

## Overall

- Video coverage. The audio visual professional keeps on capturing 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 is a dynamic document which can be seen on the Triangulum website but is altering with the projects that are about to be concluded;
- Some of the projects will get their own video. Per chosen project a summary will be made of what has happened in the period M01-M36 and what it has led to. These are expected to appear before M42;
- Local study visits are in the planning. If it is possible, we will reconsider to organise another moment to tell other European cities and organisations what Triangulum made possible in Eindhoven. Probable dates are in the beginning of April or June (M39 or M40)

In the course of M36 and onwards, communication will show the projects in their development. In addition, dissemination will be focused upon as well.

