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D3.8 Communication and Participation at City Level Manchester

WP 3, Del 3.8

January, 2019 (M48)

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

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1. Introduction

Purpose of this document

The purpose of this document is to inform partners of the communication and participation strategy for the Triangulum project at city level i.e. Manchester over the next 12 months. It describes the work of the Manchester partnership and details the communication activity delivered during M36 – M47. Section 4 details the communications plan for M48 – M60.

Communication Objectives

The communication objectives 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

Communication Levels

There are two communication levels in Triangulum.

- Project level: Steinbeis-Europa-Zentrum (SEZ) is leader of WP7 Communication and Dissemination. They are responsible for all the management and coordination of dissemination and communication in the Triangulum project.
- City and WP level: there are designated local dissemination and communication coordinators for each Lighthouse and Follower city. Manchester City Council (MCC) is responsible for the coordination of communication and dissemination at a city level and WP3. This involves communicating with a project colleagues, a wide range of audiences, and also employees and students who live, work and study on the Oxford Road Corridor.

Manchester Partnership

The Manchester partners are updated on the main communications issues via a monthly board meeting - all Manchester Triangulum partners (MCC, MMU, UNIMAN, Seimens, and Clicks & Links) and Oxford Road Corridor are represented board meetings.

Following on from the two workshops were held during the period M25-36, a third meeting is planned for early 2019 (M50) to plan communication and dissemination for the final year of the project.

The intention is to enable partners to share best practice, opportunities and project outcomes across a variety of platforms and to reach a broad range of audiences. All partners need to be aware of the project's communication plan and have a strategy for communication.

Target Groups

The focus of the communications WP3 Manchester programme is on the organisations based in the Corridor Manchester area, including employees and the student population. The Corridor Manchester is primarily a business area hence the focus is principally on these groups rather than residents.



The project targets a wide range of stakeholders at both national and local level. These include: building managers, global experts, local residents, political members.

2. Subtask 3.5.2 Communication Tools

This will focus on the design and implementation of digital based tools on an iterative basis that will be used to create awareness about the Manchester component of the project.

The project will use a range of tools / assets for communications:

2.1 Presentations

A generic Manchester Triangulum presentation is regularly updated and available to all partners to present at events.



Figure 1 Excerpt from the WP3 presentation

2.2 Banners

There are three Manchester versions of Triangulum roll up banners. These are available for partners to use at events. They were funded by the Triangulum project.



Figure 2 Triangulum banner



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2.3 Promotional Videos

Video Media

There is a strategy in place to produce a series of videos to explain the project's activity and hosted on the Triangulum website / made available via Twitter and the project's YouTube channel.

- In M20, MCC procured the production of four videos on project themes. In M31, the first video on mobility was released via Twitter, Triangulum website, and the Triangulum YouTube channel.

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

At M48, the video has received 2,919 views on YouTube.

- Preliminary work has begun on a Triangulum Energy film (funded by Siemens). Following the supplier ceasing to trade, MCC procured a new film producer for two further videos (data and a Manchester overview). These are planned for M48 onwards.
- In M40 Siemens made an in house film (for internal use) demonstrating how Triangulum work undertaken at MMU has benefitted the University's on site energy system.
- In M40 drone footage of the solar PV installation at MMU's Brooks Building was commissioned. This is available on the Triangulum YouTube Channel - https://youtu.be/0zD9_HTaig

The following videos are available to view on the Triangulum website - https://www.triangulum-project.eu/?page_id=116;

- Manchester Metropolitan University Brooks Solar PV Panels.
- Manchester leading the way for electric vehicles.
- Manchester Climate Change Agency interview with Ettore Murabito (UNIMAN).
- Manchester Climate Change Interview with Andrew Smythe (Siemens).
- Manchester Climate Change Agency interview with Jason Smith (UNIMAN).
- Manchester Metropolitan University's electric switch.
- Manchester Climate Change Agency - Damian Wagner & Kelly Watson interview (FHg/UNIMAN).

2.4 Case Study Flyers

Five case studies (Electric-Assist Cargo Bike Loan Scheme/Purchase and Lease of Electric Vehicles/Data Curation and Visualisation/Birley Campus Micro-Grid/Manchester Art Gallery Building Optimisation) are available for partners to use at events / promotions. These feature the themes of the Triangulum Project – Energy, Mobility, and ICT, produced in M43. These are used at any events to raise awareness of the impact and benefits in Manchester.





Figure 3 Case study flyers

2.5 Promotional Goods

Two items of promotional goods have been purchased to promote the project:

- Portable phone/laptop chargers
- Promotional umbrella's – these have been used for tours of the Triangulum sites.



Figure 4 Portable charger & umbrella

2.6 Web

News of current activities are promoted both internally and externally via the web by the partners. Additionally, the Manchester partners maintain a Triangulum presence on their organisational websites:

- MCC – https://www.manchester.gov.uk/site/custom_scripts/smarter_city/case_studies.php?id=138652
- UNIMAN – <http://www.seed.manchester.ac.uk/research/research-with-impact/triangulum/>
- CL – <http://clicksandlinks.com/dvteam/triangulum/>
- Siemens - <https://www.siemens.com/uk/en/home/company/topic-areas/sustainable-energy/triangulum.html>
- Oxford Road Corridor - <http://www.corridormanchester.com/low-carbon--smart-cities.html>



- Manchester Climate Change (MCC supports MCCA, who include a page about Triangulum on their website - <http://manchesterclimate.com/content/triangulum-project>)

2.7 Social Media

Social Media

The Manchester partners all maintain their own Twitter and social media accounts. The Twitter account used by Manchester City Council is @smartercitymcr. At the close of M48, this account had 4,448 followers.

MCC - tweeted/re-tweeted 100+ posts via the @smartercitymcr and the @Triangulum_EU Twitter accounts mentioning the Triangulum Project in 2018. The @Triangulum_EU account is generally managed by SEZ (WP7) but partners are encouraged to tweet from there as well.

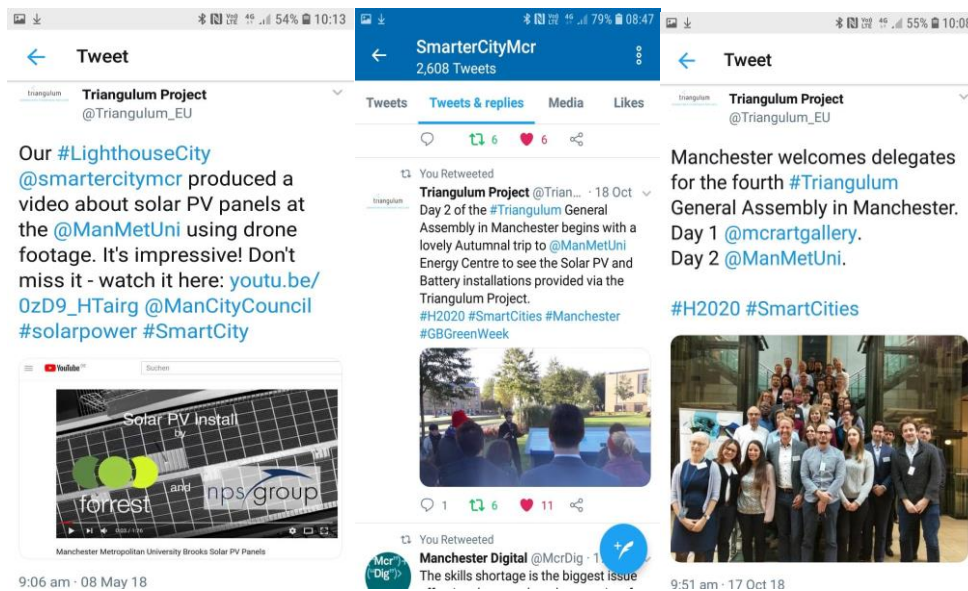


Figure 5 Sample Tweets

UNIMAN tweeted about Triangulum and posted the image below (M45) during the first “GB Green Week”. This was a national event to promote student involvement in climate change.



Figure 6 UNIMAN “GB Green Week” twitter post



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2.8 Online & Digital Dissemination

Date	Event and location	Type of dissemination	Audience size and type	MCC / partner Triangulum staff presence
M40	Interview with North Manchester FM Radio - 02/05/2018.	Manchester-i- interview on programme focused on science, technology, https://www.mixcloud.com/bassajamba/smart-city-triangulum-with-ettore-murabito/	-	Etorre Murabito (UNIMAN) interviewed by North Manchester FM Radio
M40	Triangulum Urban Biking Webinar – online - 29/05/2018	Mobility presentation	20	Richard Armitage (Manchester Bike Hire for MCC) and Billy White (CL)
M43	Interview with Manchester Climate Change Agency – Manchester – 28/08/2018 - Energy	Manchester Climate Change interview (Siemens) - MCCA YouTube News Channel - https://www.youtube.com/watch?v=c7xMNUSrN38&t=9s	27	Andrew Smyth (Siemens)
M43	Interview with Manchester Climate Change Agency – Manchester – 28/08/2018 - ICT	Manchester Climate Change Agency interview - MCCA YouTube news channel https://www.youtube.com/watch?v=NMKQaN42tzo	88	Ettore Murabito (UNIMAN)
M45	Triangulum Webinar on Data Platforms – online – 04/10/2018	"The Why, What and How of a Smart City Data Platform. Considerations and Lessons Learned"	20	Ettore Murabito (UNIMAN)



M45	Interview with Manchester Climate Change Agency – Manchester – 10/10/2018 - mobility	Manchester Climate Change Agency interview - MCCA YouTube News Channel - https://www.youtube.com/watch?v=zALkFIKeUGI&feature=youtu.be	29	Jason Smith (MMU)
M45	Interview with Manchester Climate Change Agency (2 videos) – Manchester – 22/10/2018 – WP2	Interview with Manchester Climate Change Agency – Manchester GA - https://www.youtube.com/watch?v=5eH_Eap5tHs and https://youtu.be/OEiTm9dleok	8	Damian Wagner (FhG), Kelly Watson (UNIMAN)



Figure 7 Interview with Manchester Climate Change Agency M43



2.9 Additional Assets

Display Sign

In M44 a sign was erected at MMU showing the solar PV and battery storage installations. This provides students and visitors to the university details of the impact and benefits that Triangulum has brought to MMU.



Figure 8 Triangulum sign at MMU

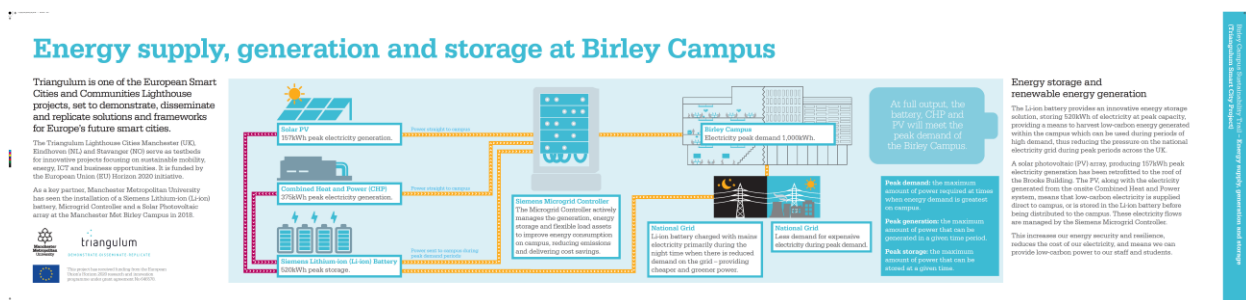


Figure 9 Triangulum sign infographic

3. Subtask 3.5.3 Communication Events

A programme of dissemination events will be developed for local and national organisations maximising existing networks.

During the period M37-48 the following events were undertaken by the Manchester partners.

3.1 Presentations - Internal

Manchester City Council

Briefings took place to political members and MCC senior management team, including:

- Councillor Sir Richard Leese – Leader – prior to his involvement in the Triangulum Mobility film and attendance at the South By South West event in Austin TX.



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- Sara Todd – Deputy Chief Executive – spent day with City Policy department 20/12/2018.
- Councillor Angeliki Stogia - Executive Member for Environment and Skills – attended special project board meeting in M44 (4th September 2018) where all aspects of the project were presented along with a tour of the MMU site. This has been followed up by discussions on how to further apply opportunities and learning from the project in the city.
- M46 - Sara Todd, Deputy Chief Executive spent the day with the City Policy department on 20/12/2018. She was updated on the progress of Triangulum.



Figure 10 Councillor Stogia visits Battery installation at MMU

MMU and UNIMAN promoted the use of EVs and cargo bikes via social media, interviews and internal news bulletins.

Siemens have promoted their work on the energy storage solution internally and this will also be showcased in the Triangulum energy film.



Date	Event and location	Description	Audience size and type	Who
M44	MMU Energy Centre site visit – Manchester 04/09/2018	MCC Councillor Angeliki Stogia (Executive Member for Environment, Planning & Transport) attended the monthly Manchester Triangulum board meeting and visited the energy centre at MMU to learn about how their energy system has benefitted from the installation of solar PV and energy storage system as part of Triangulum.	Politician	Mark Duncan (MCC), Martine Tommis (MCC), Andrew Jackson (MCC), Susan Radcliffe (MCC), Andrew Smyth (Siemens), Bamidele Adebisi (MMU), Helena Tinker (MMU), Callum Donnelly (MMU), Steven Cochrane (Oxford Road Corridor Manchester), James Evans (UNIMAN), Kelly Watson (UNIMAN), Ettore Murabito (UNIMAN), Michael King (CL)
M41 & M45	Oxford Road Corridor Board – Triangulum updates	Updates on Triangulum project as part of Steven Cochrane's Partnership report provided to the Oxford Road Corridor Board (26 th June & 16 th October).	9 regular Board Members (academics, industry, scientific, local govt). http://www.oxfordroadcorridor.com/oxford-road-corridor-board.html	Steven Cochrane – Partnership Director (Oxford Road Corridor)



3.2 Presentations - External

Date	Event and location	Type of dissemination	Audience size and type	MCC / partner Triangulum staff presence
M37	Go Green Week – Manchester – 14/02/2018	Stall at MMU's Go Green Week	Students, academics, industry	Hayley Nixon (MCC), Andrew Jackson (MCC), Cllr Angeliki Stogia (MCC)
M37	Smart Energy Seminar at MMU's Go Green Week – Manchester – 14/02/2018	Siemens Global Centre of Competence for Cities & Triangulum the EU Horizon 2020 Lighthouse Project". https://letsmakeasustainableplanet.wordpress.com/2017/12/14/go-green-week-2018/	Approximately 58 staff, students and external visitors	Mark Jenkinson (Siemens), Hayley Nixon (MCC)
M37	Innovation Challenge #1 – Manchester – 21/02/2018	Students (MMU) used the exemplar 'duos challenge app', for an innovation challenge relating to behavioural change in respect of energy usage. This publicised the use of the app and tested the innovation challenge format.	15 students	Hayley Nixon (MCC), Adrian Slatcher (MCC), Andrew Jackson (MCC), Rachel Dunk (MMU), Callum Donnelly (MMU), Regine Sonderland-Saga (MMU), Michael King (CL), Billy White (CL)
M38	Every Thing Is Connected – Manchester – 20-22/03/2018	Conference - showcase of the best smart city activity which is currently happening in Manchester. Attended by all Manchester partners and Triangulum representatives from Eindhoven.	100 delegates. International and local partners of Triangulum, CityVerve and SmartImpact projects, UK, EU city officials, politicians, academics.	Mark Duncan (MCC), Martine Tommis (MCC), Sophie Sheil (MCC), Hayley Nixon (MCC), Andrew Jackson (MCC), James Evans (UNIMAN), Richard Armitage (Manchester Bike Hire for MCC), Vin Sumner (CL), Michael King (CL)



M38	Manchester Urban Observatory - Newcastle, 28/03/2018	Manchester Urban Observatory - city research platform for innovation and analytics workshop.	20 researchers, academics.	James Evans (UNIMAN)
M39	Transport for Greater Manchester Travel Choices Event – Manchester – March/April 2018	UNIMAN won a champion of champions' award at TfGM's Travel Choices event. Presentation to the GM businesses including Triangulum. http://www.socialresponsibility.manchester.ac.uk/news/march-2018/university-is-tfgms-champion-of-champions-for-green-travel/	100 delegates - city region MCR	Julia Durkan, Sustainable Campus Officer (UNIMAN)
M39	KNECT Smart to Future Cities Event – London – 25-26/04/2018.	KNECT Smart to Future Cities event about the importance of robust monitoring and assessment of smart solutions based H2020 Lighthouse Project Triangulum experiences.	300 city officials, industry	James Evans (UNIMAN)
M39	Smarter Cities Conference – Salford – 24/04/2018	Conference attended – no contribution	100 academics, local government, industry	Mark Duncan (MCC), Hayley Nixon (MCC), Adrian Slatcher (MCC), Gina Twigg (MCC), Andrew Jackson (MCC)
M39-40	Transactive Energy Platform for future V2X - The 4th Industrial Revolution Onsite Visit on Autonomous Vehicles & Smart Cities (Organised by British Embassy Seoul & ONCAR Ltd) – 29/04-04/05/2018.	Bamidele Adebisi was keynote speaker	35 MCC, Manchester companies, various companies and local authorities in S Korea, officials from British Embassy, S Korea	Bamidele Adebisi (MMU)



M40	Knowledge Sharing Meeting – MCC, Glasgow City Council, and Siemens – Manchester – 10/05/2018	Collaborative meeting to discuss lessons learned and share knowledge in respect of Ruggedised and Triangulum	11 local government /industry	Mark Duncan (MCC), Hayley Nixon (MCC), Andrew Jackson (MCC), Andrew Smyth (Siemens), Ivan Hewlett (Siemens)
M41	Clean Air Day - Manchester - 21/06/2018	Promotion of eCargo bikes. E-cargo bike try outs.	-	Richard Armitage & Pavol Gajdos (Manchester Bike Hire for MCC)
M41	City of Tartu visit to Manchester – 15/06/2018	Project overview	4 city officials	Hayley Nixon (MCC)
M41	Department of International Trade and Investment & DIT India visit – Manchester – 25/06/2018	Project overview	2 x India DIT, and 1 x UK DIT representative.	Hayley Nixon (MCC), Martine Tommis (MCC)
M42	Clean Air Day 2 – Salford – 17/07/2018	Second Clean Air Day session 17.07.18 in Salford at MediaCity supported by TfGM. Promotion of eCargo bikes. E-cargo bike try outs.	-	Richard Armitage & Pavol Gajdos (Manchester Bike Hire for MCC)
M43	Integrated Energy Management in Smart City: The Road Ahead - Covenant University, Nigeria – 16/08/2018	Bamidele Adebisi was keynote speaker at this conference.	60 academics, industry	Bamidele Adebisi (MMU)
M43	“What does it all add up to? From experiments to transformation”. <i>RGS/IBG conference</i> - Cardiff, 31/08/2018	Workshop presentation	30, researchers	James Evans (UNIMAN)
M43	Projects, Platforms, and the Emergence of Modular Urban Development - <i>RGS/IBG conference</i> - Cardiff, 31/08/2018	Workshop presentation	30, researchers	James Evans (UNIMAN)



M44	Measuring impacts of smart city projects: Triangulum's Quadruple Helix innovative approach. <i>Triple Helix Conference</i> - Manchester, 06/09/2018	Presentation	40, researchers and policy makers	James Evans (UNIMAN)
M44	Nordic Edge – Stavanger – 25-27/09/2018	Impacts/benefits in Manchester.	Conference attendees.	Martine Tommis (MCC)
M45	Effects of Traffic Characteristics on Energy Consumption of IoT End Devices in Smart City - Global Information Infrastructure and Networking Symposium (GIIS 2018) - Thessaloniki, Greece – October 2018.	Guest speakers at conference.	100 academics, industry, local govt.	Bamidele Adebisi & Augustine Ikpehai (MMU)
M45	Meeting with Russian DIT – Manchester – 16/10/2018	Discuss industrial visit to Manchester and visit to Triangulum sites	2 senior trade advisors Russian DIT	Martine Tommis, Andrew Jackson (MCC)
M45	Smarter Travel Live! Event in Liverpool – 16/10/2018	Presented 5X 12 minute speed learning sessions.	30+ delegates – a mix of NGOs, city officers, consultants.	Richard Armitage (MBH).
M46	Integrated Energy Management in Smart City: Triangulum Experience International Workshop on VR/AR over 5G for Smart City Moscow – Moscow, Russia – 07/11/2018	Keynote speaker at international workshop.	100 academics, industry.	Bamidele Adebisi (MMU)
M46	Empowering Smart Cities: rethinking urban innovation. – Manchester 20/11/2018	Keynote for <i>The Public Sector Show</i> .	120, city officials, companies	James Evans (UNIMAN)
M46	Setting up and scaling up a living lab. - KU Leuven, Leuven, 29/11/2018	Keynote for <i>Living in a Lab? Looking for Sustainable Solutions</i> .	100, researchers, estates managers	James Evans (UNIMAN)
M47	Foreign and Commonwealth Office delegation visit – Manchester – 05/12/2018	Presentation of the Triangulum energy storage solution at MMU energy centre	35, city officials, academics, city officials	Justice Agbo (Siemens), Callum Donnelly (MMU)



M47	Foreign and Commonwealth Office delegation visit – Manchester – 05/12/2018	Participation panel sharing Triangulum experience	35, city officials, academics, city officials	Martine Tommis (MCC)
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Figure 11 Clean Air Day M41



Figure 12 Mayor of Manchester, Andy Burnham - Clean Air Day M41

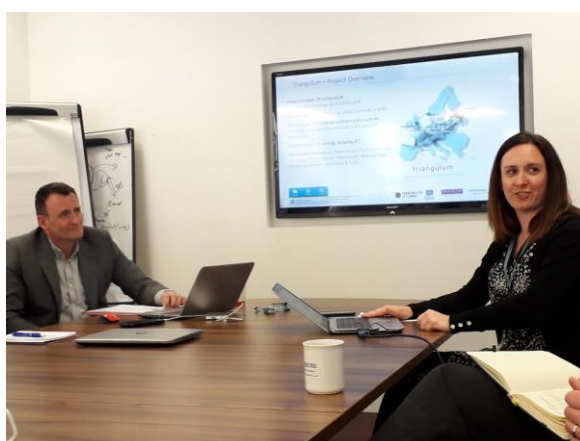


Figure 13 Knowledge Sharing Meeting M40



General Assembly hosted by Manchester Partners

In M45, 17 / 18th October 2018, Manchester hosted the 4th General Assembly (GA). a range of site visits to Manchester Art Gallery, and Manchester Metropolitan University's Energy Centre. Representatives from project partners attended the event. Two visits were arranged – CL to the data visualisation and to MBH to view the eCargo bikes and depot.

3.3 Conference

The Every Thing is Connected conference was held in Manchester: three days of events revolving around the theme of smart cities, from 20th – 22nd March, 2018 (M38). Day 2, 21st March “Smart City Live”, focused on Triangulum and the smart city initiative www.triangulum-project.eu/?p=2612

The value of combining this with other smart city projects in Manchester (CityVerve and SmartImpact) was the opportunity to broaden the audience to a wide range of delegates. This included representatives from the 9 SmartImpact partner cities (an URBACT smart city governance project). 100+ delegates attended from across the UK and Europe.

Triangulum offered hands-on workshops, field visits, demonstrations. The best practices and use cases developed by Triangulum were showcased centred on the project themes of transport, energy, and data. Workshops included a tour of the energy centre at MMU, hands on demonstrations of the mobility assets (cars, vans, eCargo bikes) and discussions of data platforms.

The Triangulum website summarised the activity www.triangulum-project.eu/?p=2964



Figure 14 Smart City Live discussion panel





Figure 15 Mobility workshop at Smart City Live

3.4 Awards

MCC, MMU and Siemens: In M47, **MCC, MMU and Siemens** were awarded first place in the Public Building Energy Project of the Year category at the UK Energy Awards 2018 for the innovative energy interventions of solar PV, energy storage solution and central controller at MMU. The Energy Awards is one of the industry's premier awards event. The judges commented *"It was the Energy Management and Optimisation aspect of the project that won the Public Building Energy Project of the Year award at the 2018 Energy Awards"*

www.theenergyawards.com/content/local-authority-initiative-year-new-0?search_id=40



Figure 16 Manchester Triangulum win UK Energy Award

MMU: In M37, MMU was awarded the Greenest University in the UK by the student-led People and Planet organization (<https://peopleandplanet.org/university-league>).



CL: In M46, CL won an innovation award at the Coinnovem Sabadell - Innovative Ideas for Urban Development event, organised by the city of Sabadell, with their VR bike concept. The prize was €4,000.

<http://web.sabadell.cat/actualitat/notis/item/quanyadors-dels-premis-del-concurs-coinnovemsabadell-d-idees-innovadores-per-al-desenvolupament-urba-i-smartcat-challenge>

3.5 Press Releases

- M36 - January 2018 - Smart Cities Connect - <https://smartcitiesconnect.org/the-magic-of-manchester/>
- M38 - March 2018 –Work finalises on MMU Energy Project - <https://www.insidermedia.com/insider/northwest/work-finalises-on-mmu-energy-project>
- M38 - March 2018 - 157kW solar array at Manchester Metropolitan University - https://www.solarpowerportal.co.uk/news/forrest_157kw_install_kickstarts_smart_tech_project_in_manchester
- M39 - April 2018 - _University installs new smart city battery to drive energy efficiency - <https://manmetlife.wordpress.com/2018/04/20/university-installs-new-smart-city-battery-to-drive-energy-efficiency/>
- M39 - April 2018 - _University installs new smart city battery to drive energy efficiency - <https://www2.mmu.ac.uk/news-and-events/news/story/7589/>
- M39 - April 2018 – “Manchester-I Your Urban Data Hub for Research and Teaching” - Short article published in the newsletter of the Research IT Group at the University of Manchester - <https://researchitnews.org/2018/04/30/manchester-i/>
- M40 - May 2018 - Manchester's Smart City future Shines Bright - <https://www.cbronline.com/news/manchester-smart-city-expands>
- M42 - July 2018 - E-cargo bike success at The University of Manchester – University of Manchester's Green Impact Newsletter.
- M42 – July 2018 – Manchester cuts carbon thanks to European Triangulum scheme - https://secure.manchester.gov.uk/news/article/7739/manchester_cuts_carbon_thanks_to_european_triangulum_scheme
- M44 - September 2018 - Electric Cargo Bikes at the University of Manchester - <http://www.socialresponsibility.manchester.ac.uk/news/september-2018/electric-cargo-bikes-at-the-university-of-manchester/>
- M45 - October 2018 - Revolutionary green campus project nominated for energy award - <https://www2.mmu.ac.uk/soe/about-us/news/story/?id=8555>
- M46 – November 2018 – The Energy Awards Winners 2018 - <https://www.theenergyawards.com/winners-2018>
- M47 – December 2018 – MCC Press Release - Triangulum project wins Public Building Energy Project of the Year at 2018 Energy Awards – <https://www2.mmu.ac.uk/science-engineering/about-us/news/story/?id=9033>
- M47 - December 2018 – MMU Press Release - Triangulum project wins Public Building Energy Project of the Year at 2018 Energy Awards –



https://secure.manchester.gov.uk/news/article/8098/triangulum_project_wins_public_building_energy_project_of_the_year_at_2018_energy_awards

3.6 Publications

Journals & magazine articles, Conference publications, Academic dissemination

- Martin, C., Evans, J., Karvonen, A. Paskaleva, K., Yang, D. and Linjordet, T. (2018) Smart-sustainability: A new urban fix? *Sustainable Cities and Society*, Preprints (doi.org/10.1016/j.scs.2018.11.028)
- Ikpehai, B. Adebisi, et al, "Low-Power Wide Area Network Technologies for Internet-of-Things: A Comparative Review", IEEE Internet of Things Journal, Nov. 2018 ([DOI: 10.1109/JIOT.2018.2883728](https://doi.org/10.1109/JIOT.2018.2883728))



4. Communications Plan M48 - M60

Item	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'	Early 2019 (M50/51)	MCC/Siemens
Investing in Local Energy conference on 31 st Jan, Leeds, UK	Case studying the Triangulum energy themed work that has taken place in Manchester.	Aimed at Local Authorities	Dissemination of Triangulum energy work in a local setting.	31 st January 2019	Siemens (sponsoring event)
Presentation of Triangulum in Manchester	Russian Trade Mission visit to Manchester 18 th -20 th February 2019	Russian companies invited by their DIT	Presentation on Triangulum/ SmartCities/ Sustainability	19 th February 2019	MCC (with Siemens, CL, UNIMAN, MMU)
Promotional Video	ICT themed video	As above		Early 2019 (M51/52)	MCC
Promotional Video	Overview video for Manchester	As above		Estimated M57	MCC



Sustainability Report	Public document	Academics, public	Report, including Triangulum impact	Early 2019 (M49/50)	MMU
Distribution of promotional giveaways (portable chargers, umbrellas etc.)	-	Dissemination events, smart cities community/attendees at smart city events, students and staff at university events		Ongoing	MCC
Communications workshop with Manchester based Triangulum partners	Communications planning for the remainder of project.	Manchester based partners, especially communication leads	To ensure we have captured all communication opportunities for the months/year to come	tbc early 2019 (M49/50)	MCC
Update website and post tweets	@smartercitymcr @Triangulum_EU	Smart city community	Maintain social media activity	Minimum 2 tweets per month.	MCC
Innovation Challenge #2	Theme tbc	SME developers		tbc	CL
Awareness raising amongst high level Manchester partners	Corridor Manchester Executive			Annually	MCC



Awareness raising	Manchester City Council Estates Board			When appropriate	MCC
	Elected Members, especially the Leader and Lead Member for Environment			When appropriate	MCC
Awareness raising	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
Collaboration with UK based H2020 Lighthouse project partners (Greenwich, Nottingham, Bristol, Glasgow)	Meetings with UK Lighthouse Cities at jointly attended events.	UK based project officers of Lighthouse projects.		Ongoing	MCC
Review award opportunities for potential nominations	EU Sustainable Energy Awards Deadline 04/02/2019 (recognises outstanding innovation in energy efficiency and renewables)	National and international smart city / energy/ mobility / ICT community	Publicise success and results of Triangulum	Feb 2019	MCC



Green Impact Project	Explore integration of electric cargo bike into day-to-day operations	650 people on the Green Impact mailing list.		December 2018 – September 2019	UNIMAN
10,000 Actions @ UNIMAN	Includes electric cargo bike action			Spring 2019	UNIMAN
DTI eCargo Bike Subsidy	Work with MBH to roll out in Mcr and to Triangulum partners	DTI launch eCargo bike subsidy scheme in UK	Promote try before you buy	Spring 2019	MCC
EU Energy Days - Brussels				May and June 2019	Partners
Mobility Evaluation Report	Commissioned report on mobility in Triangulum	Partners, city officials, transport authority	Build business cases, promote opportunities	December 2018	MCC

Figure 17 Manchester Communications Plan M48-M60



5. Project Communication Milestones

Month (2019)	Task	Publicity opportunities*	Lead
January	Investing in Local Energy conference, Leeds, UK	Siemens are sponsoring this event (aimed at local authorities) and will case study the Triangulum energy work that has taken place in Manchester.	Siemens
February	Energy Storage (Battery) installation/commissioning	Press Release, Twitter	MCC/MMU/Siemens
February	Russian Trade Mission visit to Manchester	Triangulum partners will present on Triangulum/SmartCities/Sustainability to Russian DIT delegation.	MCC/MMU/UNIMAN/Siemens/CL
February/March	Publicise Innovation Challenge #2	Press Releases, Twitter	CL
March/April	Publicise Innovation Challenge #2 outputs	Twitter	CL, MCC, UNIMAN
Following Amendment 6	MCC EVs	Press Release, Twitter	MCC
March - September	Promote Triangulum Energy, ICT, Round Up Films	Triangulum website, Triangulum YouTube Channel, Twitter	MCC, Siemens, CL, UNIMAN

*All items will be tweeted from @smartercitymcr and @Triangulum_EU



TRIANGULUM - GA No.
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