



**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**

## ***D4.8 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 in February 2015. This document deals with the communication at city level in Eindhoven, and its significance on 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 solutions among users in Eindhoven;
- 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 for 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 develop and implement those improvements, in co-creation 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-project.



## 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

Yoka Louwman is responsible for the city-wide communication and in charge of dissemination tasks.

### Tools

The communication tools focusing on involved actors are in a very early stage of development.

In Eindhoven, co-creation is, together with sustainability, considered one of the main goals together within Triangulum.

The inhabitants of Eindhoven are already used to 'Samenspraak', a tool to enable participation, see below. Furthermore, society is changing, people do not accept if 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 tool engages at an early stage, allowing users suggestions to influence the path to be followed. E.g. meetings in the neighbourhood, having 'kitchen-table-conversations or going door-to-door to gather relevant information;
- The above mentioned tools are used next to the familiar ones: sending or distributing (news)letters or mails as well as mentioning planned projects and meetings on websites;
- When projects start getting realised, an extra tool is deployed: sending press releases. Hoping, not only to inform the directly involved, but to reach a wider target group (locally and nationally).;
- Organising events. These can be a part of 'Samenspraak' but at this stage of Triangulum also a dissemination tool. It reaches different target groups like organisations, policy makers, students or research-institutes, entrepreneurs or partners in one way or another within the Eindhoven consortium or, internationally, the Triangulum consortium. For dissemination purposes material like brochures and flyers are developed to compliment personal communication.

### Past activities (M37-M48)

Some of the activities during the period M37-M48:

- Together with our local partners agreements have been made about how to communicate straightforward to disseminate our lessons learned. Main focus will be on our professional network, to apply our best practises in other areas.
- To reach these goals four brochures were developed to explain the Woonconnect 3D tool. Four different versions are developed to address target groups: municipalities, tenants, home-buyers, developers and VVE's (union of home owners).





- Figure 1: four brochures to emphasize the added value of Woonconnect
- Furthermore an article about the renovations according to tenants wishes was published in the Woonbedrijf magazine for business partners and other housing cooperations To jointly present our projects in Strijp-S and the Eckart-Vaartbroek area, we developed two brochures to be used in networking environments like international meetings.







- Figure 2: two brochures show the projects in the two Living Labs in Eindhoven
- The general public was informed in M39 about the range of Triangulum initiatives in Eindhoven with an article in the free house-to-house magazine Groot Eindhoven, which also informed about the review meeting.



Figure 3: Article in house-to-house magazine Groot Eindhoven

- A new page was published on the website of the municipality of Eindhoven: <https://www.eindhoven.nl/projecteneuropese-projecten/triangulum-slimme-stad-en-samenleving?search=triangulum>



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- In M52 the final iCity tender was held. Out of 63 applications, eight projects stood out, receiving financial support of overall 140.000 euro to develop the ideas. App 100 attendees were present. The press was notified by a press release.
- During the year approximately 400 guests visited Strijp-S for a tour and a presentation about the living lab. These were students, policy makers, investors, general public, network partners etc.



### 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 develop and implement those improvements, in co-creation 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-project.

**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 much as possible ways by sending them personalized letters and inviting them to attend meetings;

An efficient way to reach the general public is to send press-releases, locally or nationally. The topics are the milestones in the realisation of projects. In this stage of Triangulum (upscaling and dissemination) press releases are less effective because the news angle is harder to find. The main focus is therefore on personal contacts to explain our project/tell our story. The approach benefits from personal networks of stakeholders, who share about their experience with the Triangulum project.

In that way, the message reaches interested citizens stakeholders or organisations.



#### 4. Forecast for the next twelve months (M49-M60)

- M 52: Organizing a Smart Cities Event in cooperation with TU/e Smart Cities and Brainport Smart District to show how different stakeholders in Eindhoven work together on smart topics/digitalization. We focus on the main qualities of the region: co-creation with partners and citizens, innovation and technology. Target audience: professionals - smart city projects under the SCC1 call, network of BSD (companies and residents, business challenge partners, civil servants from municipalities Helmond, Eindhoven) & TU/e Smart City Programme (professors, management layer, project leaders, other network);
- M53: Participate in ITS European Congress 2019 in Helmond, The Netherlands. This event is organized by ERTICO-ITS and demonstrates innovations on Smart Mobility. Ca 2500 participants are expected. The Triangulum consortium contributes with tours on Strijp-S.

