



**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**

***Communication and participation at  
city level Stavanger***

***WP 5, Del. 5.8***

***January, 2019 (M48)***



Project Acronym	TRIANGULUM		
Project Title	Triangulum: The Three Point Project / Demonstrate. Disseminate. Replicate		
Project Coordinator	Damian Wagner ( Damian.Wagner@iao.fraunhofer.de) Fraunhofer IAO		
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Contributing beneficiary(ies)	City of Stavanger, Lyse, Rogaland County Council, University of Stavanger		
DoA	Aggregation of a varied set of communication tools in digital and print format, including the project's portal, a brochure, newsletters, animated films and any other solution which may generate awareness, especially to citizens, and is in line with the project scope and objectives.		
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30/01/2019	1	Svanhild Søndresen	First Draft
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## 1. Introduction

Deliverable 5.8: *Communication and dissemination at city level* concerns the “Aggregation of a varied set of communication tools in digital and print format, including the project’s portal, a brochure, newsletters, animated films and any other solution which may generate awareness, especially to citizens, and is in line with the project scope and objectives”.

The following report will describe activities and plans to implement this deliverable in Stavanger.

The main focus of the fourth year has been to create communication tools, videos, and events. Our target audience has been, as before, citizens in the Stavanger region, key stakeholders and the employees in the five partner organizations.

The purpose is to create awareness about smart cities and sustainable solutions among local citizens and local authorities and to disseminate the Triangulum solutions to the Stavanger region for possible replication. Based on this, most of the communication has been in Norwegian, with English subtitles when it's suitable.

This year we also tried a new approach. We went from traditional presentation tools to a more visual and co-creating process. With the help from an external facilitator and a graphic recorder, we developed the Stavanger story on how we gained status as a Lighthouse city and all the ripple effects it's brought. During the communication workshop in September, we designed the program so the other cities could have a similar experience and create their visual storyline with the help of facilitator Josh Stinton and graphic recorder Kristof Braekeleire.

The content of the website, brochures, newsletters, etc. is based on the internal deliverables of Triangulum in Stavanger and developed in close cooperation with local partners.



Figure 1: Welcome sign drawn by Kristof Braekeleire used at the communication workshop at the Lighthouse Cities Program.



## 2. Tools/Channels/Mechanism

### *Organization*

Greater Stavanger (P15, GS) is in charge of the communication work in WP5 of Triangulum in Stavanger, and cooperates closely with the city management team on communication and dissemination. The communication team in Greater Stavanger is composed by

- May Endresen, Opportunity Manager, International relations
- Svanhild Sondresen, Opportunity Manager, PR and Communication

To support both the overall communication work on Triangulum and the communication regarding the different internal deliverables of the local partners, a communication group has been established, with representatives from each local partner. The communication group works in close collaboration with the Triangulum Stavanger steering committee and has an advisory function for the local partners. The group consists of communication staff from each local partner:

- May Endresen and Svanhild Sondresen, Greater Stavanger
- Leiv Gunnar Lie, Communication Department, University of Stavanger
- Kristin Støle Kalgraff, Communication Department, Lyse
- Eilin Tvedt-Gundersen, Communication Department, Rogaland County Council
- Inger Hanne Vikshåland, Communication Department, City of Stavanger.
- Katelien van Der Berge, City Management Team, City of Stavanger

The local dissemination and communication coordinators work closely together with WP7 by delivering input to the global newsletter, social media and participate at telecom meetings. The so-called "D&C Secretariat" is responsible for all dissemination and communication within the Triangulum project on an overall and a local level.

The core participants of the D&C secretariat involves:

- Bettina Remmele, Steinbeis-Europa-Zentrum, WP 7-Leader
- Trinidad Fernandez, Fraunhofer IAO, Deputy Coordinator
- Svanhild Sondresen, Greater Stavanger, Dissemination and Communication Stavanger
- Yoka Louwman, Gemeente Eindhoven, Dissemination and Communication Eindhoven
- Andrew Jackson, Manchester City Council, Dissemination and Communication Manchester
- Monika Uhlenbruch, IPR Prague, Dissemination and Communication Prague
- Margrit Beier, Stadt Leipzig, Dissemination and Communication Leipzig
- Oriol Llevot, Ajuntament Sabadell, Dissemination and Communication Sabadell

The overall corporate identity of the project has been developed together and can be used for all local purposes (e.g. flyer layout, rollup layout).

Furthermore, there have been local dissemination and communication meetings every second month where the next steps at the communication plan have been discussed. There has also been a monthly telephone conference with the D&C communication team.



### **Communication tools**

This subtask has focused on the design and implementation of communication tools that are used to create awareness of the Triangulum project in Stavanger. These tools have been embedded within the project's central communication and dissemination portal within WP7, 'Dissemination and Communication'. The aim is that the communication tools will contribute to the interest in replication of the Triangulum solutions and create better awareness among our citizens regarding the smart city solutions.

All partners have Triangulum as part of the content of their website, with links to the H2020 and project website.

Several videos have been published on the partner's websites, social media channels and newsletters. To maximize reach of the communication, all partners published the videos simultaneously, same date and time. In the year 2018 (M37 – M48), Lyse, a Stavanger partner, has produced a new video to showcase one of the technologies provided through the project which has proven to be of a great value to its users: At Bergåstjern nursing home, Lyse has installed a remote controlled system to individually handle air quality, light and heat at eight of the rooms. Staff members are there to help the patients control light and temperature – and to make sure the residents are comfortable. You can watch the video here: <https://vimeo.com/298157791>. It is also included in the [Triangulum YouTube channel](#).

### **Communication objectives 2018**

- Share the integrated technologies and knowledge of Triangulum (replication, market opportunities)
- Deliver on tasks defined through coherent internal and external communication
- Promote the Stavanger region as a smart region across sectors (implementation)
- Build regional pride among citizens, businesses, public sector and R&D environments in being a smart region
- 

### **Communication events**

Communication events are used to disseminate and showcase the solutions and results of Triangulum in Stavanger. The purpose is to encourage other regional actors to replicate the solutions and to thereby create business opportunities and contribute to more sustainable solutions locally.

All Triangulum project partners in Stavanger use events in existing networks and projects to showcase the Lighthouse project. This approach has led to a broader awareness regarding the local demonstrations, but also the ripple effects Triangulum has led to.

#### **Nordic Edge Expo:**

From September 25-27<sup>th</sup> 2018, the fourth Nordic Edge Expo & Conference took place in our Lighthouse City Stavanger, Norway. The Nordic Edge is an annual event showcasing the latest innovative solutions from the Smart City community and thus the ideal meeting place for the project partners of the Horizon 2020 Smart Cities and Communities programme. 4500 visitors from all across Europe and even beyond attended this three-day event to present outcomes, exchange knowledge and meet with project partners.

"Lighthouse Cities Programme"





The Triangulum Stavanger Communication group was responsible for one of the workshops during the “Lighthouse Cities Programme” Thursday September 27<sup>th</sup>. This was an entire day of six public and five internal parallel sessions focusing on the challenges and outcomes of the SCC1 projects. With the title “Communication – How to make «invisible» projects visible”, 17 communication representatives of various SCC1 projects, Lighthouse – and Follower Cities presented their findings from their prior internal workshop to the public as well. Moderated by facilitator Josh Stinton (Outspire), the results of the internal discussions were graphically illustrated – putting a lot of heart into it – by Kristof Braekeleire and then pitched to the public by the individual project or city representatives. The Stavanger story was presented by Inger Hanne Vikshåland who gave the audience a presentation about the Triangulum Stavanger journey.

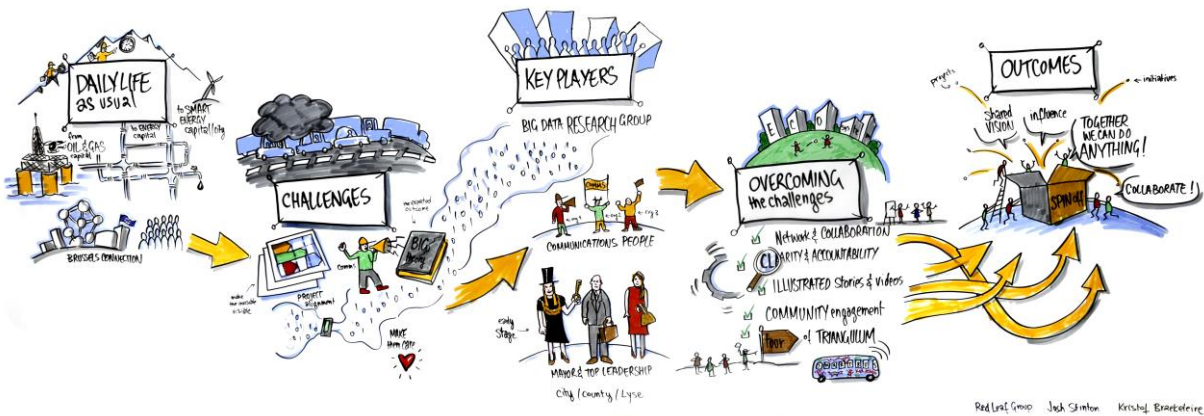


Figure 2. The Stavanger story illustrated by Kristof Braekeleire.

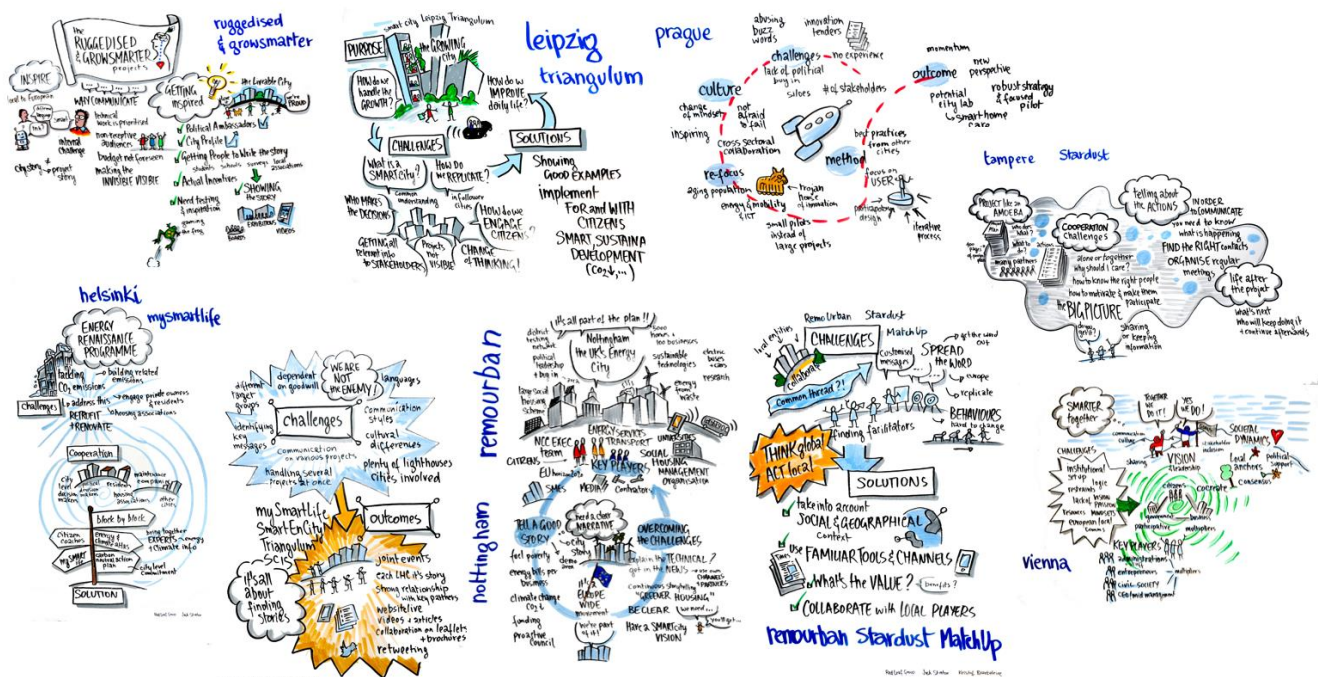
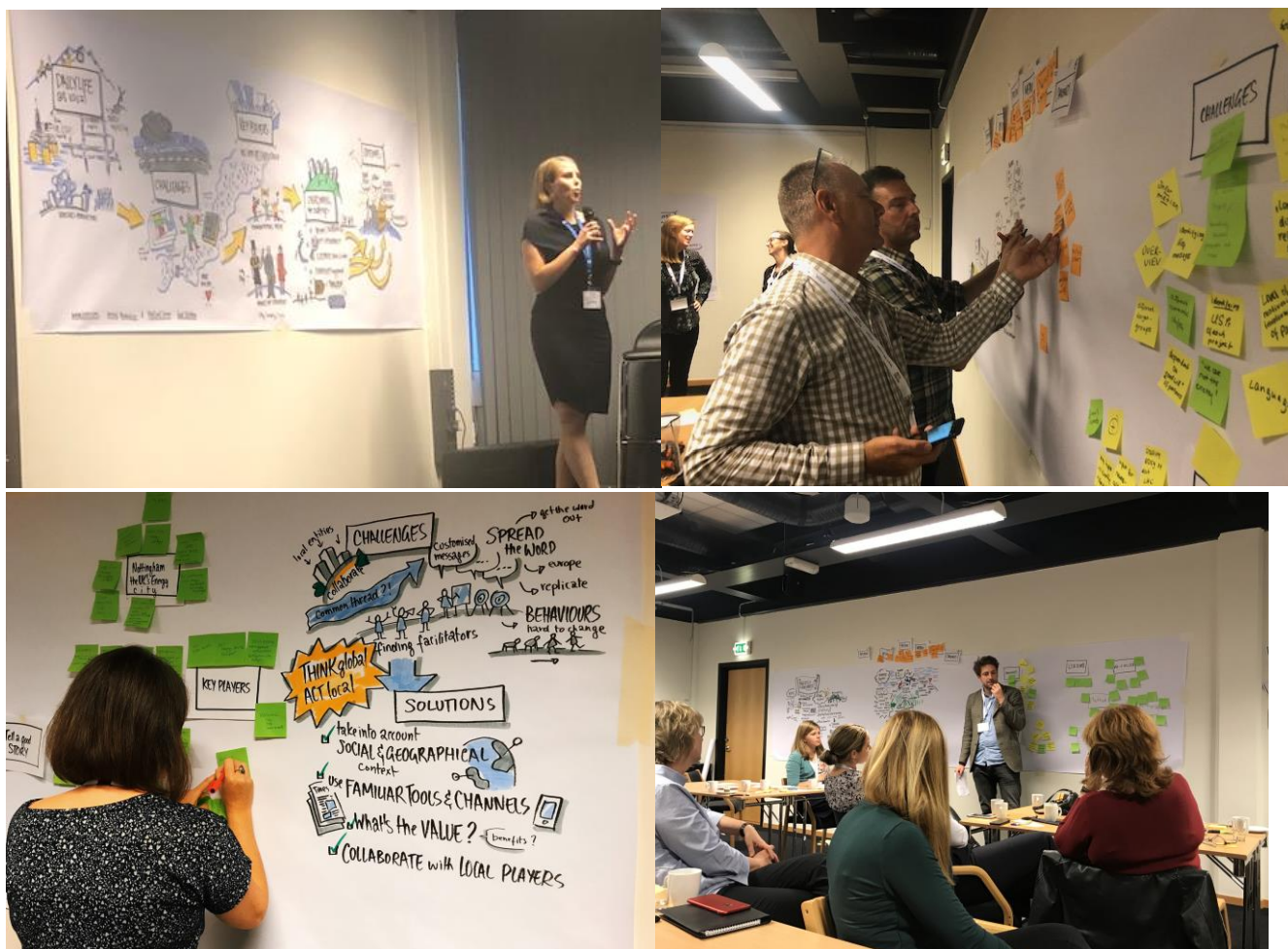


Figure 3: A summary of all the stories that were visualized by Kristof Braekeleire during the workshop and presented at the open session.







Figur 4: Inger Hanne Vikshåland presenting the Stavanger story. Fig 5, 6 & 7: Communication workshop in progress

### Tour de Triangulum

During the Nordic Edge Expo the SCCI projects were invited to a Tour de Triangulum, showcasing some of the local projects. Over 70 people participated and got to visit Lyse and the University of Stavanger and get an update on all the Triangulum Stavanger projects. The tour ended with a social networking event at one of the cities art museums.





Figur 8, 9, 10 & 11: Tour de Triangulum

The Stavanger partners contributed to present Triangulum as part of the joint H2020 European Smart Cities and Communities Lighthouse Projects stand, including the joint touchscreen, at the exhibition at the Nordic Edge Expo. The exhibition had a total of 200 exhibitors.

The communication group developed communication and marketing material for the H2020 day including a printed invitation, e-mail attachment, digital banners and printed signes.

#### Other events:

- The city coordinator and members of the partnership have presented the project on several occasions locally and internationally, raising awareness, giving inspiration, strengthen connections and expanding the network (see list below)





- The City of Stavanger and Greater Stavanger participated at the joint H2020 European Smart Cities and Communities Lighthouse Projects and in a panel to discuss how to communicate projects at the Smart City Expo World Congress in Barcelona in November 2018.
- Our message was that in Stavanger we have a citizen centric approach to all our communication efforts. We use our native language, Norwegian, when we communicate with the public, and aim to always write in plain language to ensure the reader understands as quickly, easily, and completely as possible.



Figur 12: Svanhild Sondresen, Greater Stavanger and Inger Hanne Vikshåland, The City of Stavanger in panel discussion during Smart City Expo in Barcelona.

Fugur 13: Per Fjeld and Gerd Seehus representing Triangulum at the Nordic Pavilion in Barcelona.

Triangulum has been presented at various national and regional arenas:

February	What	Partners	Who
1	Presentation for Economic development department City of Bergen	GS	May Endresen
14-15	Presentation & Workshop Tromsø: H2020/Smart City inspirational day, workshop / presentation	SK	Gerd Seehuus
22-23	Covenant of Mayors 10 years Anniversary, Brussels: LHC/Smart City and Triangulum Stavanger	SK	Leidulf Skjørestad, Gerd Seehuus
<b>March</b>			
6.-7.	Norwegian Heat Pump Conference: Present Central Energy Plant and receive heat Pump Award	SK	Ernst Olsen, Fredrik Fadnes Skaug
8	UiS Student TV: interview and showcase of CEP: Article published on the City of Stavanger's webpage and internally	SK, GS	Ernst Olsen, Inger Hanne Vikshåland, Gerd Seehuus, Svanhild Hestnes Sondresen
12	UiS student TV and Podcast: CEP	SK	Ernst Olsen, Gerd Seehuus



12	Norwegian Public Road Administration (Stavanger): Presentation on Future Mobility	RogFK	Joachim Weisser
13	Presentation for Follorådet: Innovation and smart city strategies	GS	May Endresen
14	Presentation Stavanger Smart City and Triangulum: Invited by the conservative party to present smart city initiatives	Sk	Gunnar Crawford
<b>April</b>			
6	Interview for master thesis: Bachelor thesis on replication, Interview with Christopher Götz, University of Augsburg	Lyse	Per Fjeld
22-25	FC Visit from Leipzig: Replication E-traffic/E-charging/Smart city strategy	SK, Rogfk, Lyse	Gerd Seehuus, Joachim Weisser, Per Fjeld
26	Intern & extern CEP presentation: Technical presentations about the CEP for own and neighbouring Municipalities	SK	Ernst Olsen & Gerd Seehuus
26.-27.	FC BRNO, smart city and lighthouse city – contextual Stavanger	SK	Director Leidulf Skjorestad in Brno (FC Ruggedised)
27	Presentation of Triangulum: Nabors Industries, Houston	SK	Christine Sagen Helgø (mayor)
<b>May</b>			
8	EFTA Delegation: Triangulum/Smart city Presentation & Safari	SK	Katlien van den Berge
8	Stavanger Parliamentarics: Triangulum Presentation	SK	Christine Sagen Helgø (mayor)
29	Presentation and discussion for Stavanger City Council: Status Triangulum	SK	Gerd Seehuus
30	Representatives from other municipalities: Presentation Triangulum	SK	Gerd Seehuus
<b>June</b>			
14	DG Energy Trainee Day: Presentation Triangulum	SK	Gerd Seehuus
13	Meeting with Minister of Climate and Environment: Presentation Triangulum	SK	Christine Sagen Helgø (mayor)
27-28	EIP-SCC, Sofia, Bulgaria: GA, meetings and matchmaking sessions	Lyse, SK	Per Fjeld, Katlien van den Berge, Gerd Seehuus
27	EIP-SCC, Sofia, Bulgaria: SCIS interview podcast	Lyse, SK	Per Fjeld, Katlien van den Berge, Gerd Seehuus
<b>July</b>			
27	The Tall Ships Races : Presentation of Triangulum	SK	Christine Sagen Helgø (mayor)



August			
17	Arendalsuka	SK	Christine Sagen Helgø (mayor)
18	Smart IoT Conference: Presentation	UiS	Chunming Rong
20	Management team Rennesøy municipality: Presentation Stavanger Smart City and Triangulum	SK	Gunnar Crawford
27-30	ONS (Offshore Norther Seas) conference and exhibition: Several presentation during the conference	SK	Christine Sagen Helgø (mayor)
29	City of Aberdeen Presentation of Triangulum and Stavanger smart region	GS, SK	May Endresen
September			
6.-8.	EU-China Green Award, Ningbo: Presentations/panel discussions, Award: Forerunner City, integrated Solutions	Lyse, UiS, SK	Per Fjeld, Chunming Rong, Gerd Seehuus
17	LHC Trondheim: meetings and presentations, learnings from Triangulum, being a LHC project	SK	Gerd Seehuus
20	Local board of City Council (formannskapet): Presentation on Ningbo Award	SK	Gerd Seehuus
23	Triangulum Master Thesis with UiS students	Lyse, UiS	Per Fjeld
24	Network 5 greater cities in Norway: Presentation Triangulum	SK	Gerd Seehuus
24	Quebec Delegation and SrE: Presentation	SK	Gerd Seehuus,
24	13th World Congress on Engineering Asset Management: Presentation	SK	Christine Sagen Helgø (mayor)
25-27	Nordic Edge Expo: Several presentations and workshops during the conference	NEE, Lyse, Uis, SK, GS, Rogfk	
Oktober			
16	World Energy Cities, annual meeting, Kuala Lumpur: Presentation Triangulum	Sk	Christine Sagen Helgø (mayor)
16-18	SC & GA, Manchester	Lyse,UiS,Rogfk,SK,GS	Per Fjeld, Birger Clemetsen, Russel Wolff, Mina Farmanbar, Faras Barzideh, Iver Jan Ieren, Joachim Weisser, Ernst Olsen, Ellen Wendel, Gerd Seehuus
18	VVS-dagene: Conference focusing on Heating, ventilation and sanitation technology.	SK	Fredrik Skaug Fadnes



31	Rogaland County Council and Smart Mobility: Smart-City Workshop	RogFK	Joachim Weisser
<b>November</b>			
<b>13</b>	Data Platforms webinar	UiS	Faraz Barzideh and Mina Farmanbar
13-15	SCEWC18, Barcelona: EU stand, Agora sessions, workshops and Nordic pavilion	Lyse,UiS,Rogfk,SK,GS	Svanhild Sondresen, Inger Hanne Vikshåland, Kyrre, Iver Jan Leren, Per Fjeld, Gerd Seehuus, Kristin Støle Kalgraff
21-22	LHC Tartu visit: CEP site visit, TRI overview presentations, wider impacts and built environment	SK	Ernst Olsen & Gerd Seehuus
24	China Blockchain Conference: Presentation	UiS	Chunming Rong
7	Partner meeting e-MOPOLI, Kajaani Finland: Partner meeting in interregional EU project (nine regions) e-MOPOLI	Rogfk	Eilin Tvedt-Gundersen
8	University of Berge study visit: Presentation and demo	Lyse	Per Fjeld
<b>December</b>			
11	IEEE CloudCom: Presentation	UiS	Chunming Rong
<b>January</b>			
22	KS Norway in Brussel: wider impacts, of TRI, benefits, consequences, all Norwegian rådmenn	SK	Gerd Seehuus
23-25	Meetings with SrE Brussel, DG Energy, H2020/Europe, NRC, Innovation Norway, DIKU, CoM,	SK	Gerd Seehuus
30	UiS lecture urban agenda – LHC in Europe	SK	Gerd Seehuus

### ***Press contacts, press releases for local press, websites and social media***

In close cooperation with WP7, 'Dissemination and Communication', the local consortium is working to make the Triangulum project visible in the media by writing press releases on relevant activities.

Each partner oversees writing press releases for their deliverables and activities, and the work is supported by Greater Stavanger.

WP7, 'Dissemination and Communication', takes care of including the activities from the cities in their tasks and reporting. Local communication activities are furthermore communicated and disseminated via the general Triangulum website, twitter channel and the newsletter.

Information about ongoing activities in the Triangulum project has been published in the local press and at the local partners' websites, Facebook, Twitter and newsletters etc. on a regular basis.





Substantial efforts have been made to make sure that Triangulum's Stavanger activities have been visible in social media, with a particular emphasis on Facebook:

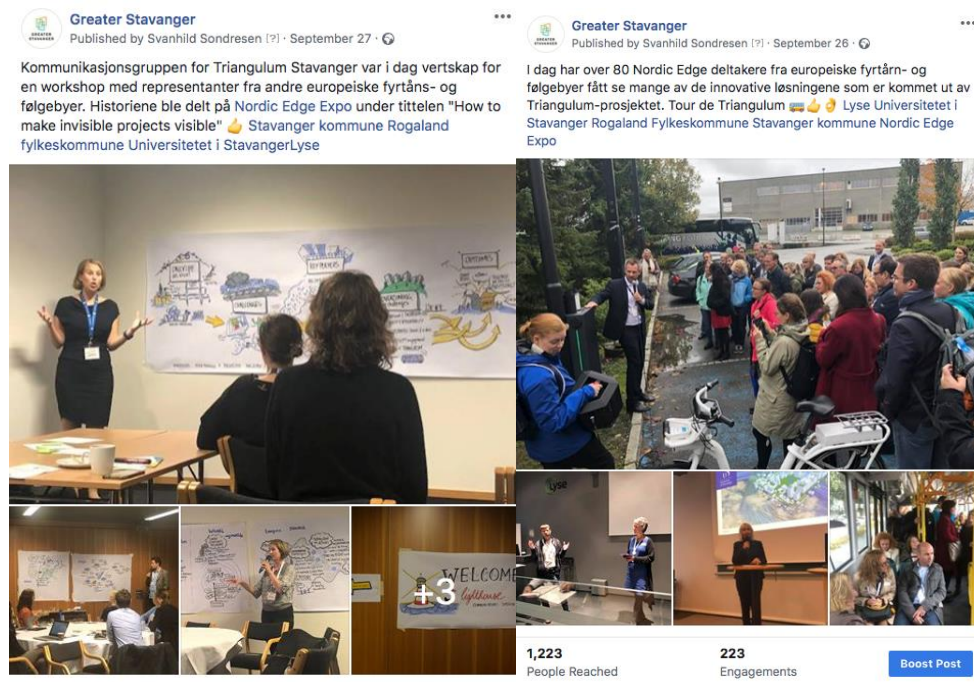


Figure 14. Facebook posts featuring the Triangulum project during Nordic Edge Expo. Communication workshop and Tour de Triangulum

Online activities include ensuring a presence on partners' websites and press coverage:

- <https://www.stavanger.kommune.no/nyheter/arets-varmepumpepris-gikk-til-energisentralen-i-stavanger-kommune/>
- <https://www.stavanger.kommune.no/nyheter/stavanger-er-ledende-i-europa-pa-implementering-av-smarte-losninger---mottar-pris-i-kina/>
- <https://www.facebook.com/stavangerkommune/posts/1976895482353293>
- <https://www.uis.no/om-uis/nyheter-og-presserom/stavanger-fikk-smartby-pris-i-kina-article127862-8108.html>
- <http://www.rogfk.no/Aktuelt/Stavanger-er-ledende-paa-implementering-av-smarte-loesninger-mottok-pris-i-Kina>
- <https://www.lysekonsern.no/nyheter/stavanger-er-ledende-i-europa-pa-implementering-av-smarte-losninger-mottar-pris-i-kina-article2698-200.html>
- <https://www.tekniskenyheter.no/forside/aktuelle-smasaker/diverse/triangulum-prosjektet-mottok-pris-i-kina>
- <http://greaterstavanger.com/Om-oss/Aktuelt/Triangulum-mottok-pris-i-Kina>
- <https://stavangerregion.no/2018/10/09/eus-ambassador-til-norge-imponert-over-stavangers-fornybarlosning/>
- <https://www.vvsforum.no/2018/bruk-kloakk-varmekilde/>
- <https://www.vanytt.no/2018/04/12/varmepumpe-pa-avlopsvann-prisvinner/>
- <https://samferdselinfra.no/artikler/norconsultprosjekt-tildelt-arets-varmepumpepris/432469>



- <https://www.aftenbladet.no/lokalt/i/Mgrkz5/Ny-fornybarlosning-gjor-Stavanger-verdensledende--Dette-er-fremtiden>
- <https://www.dagsavisen.no/rogalandsavis/eu-ambassador-imponert-av-stavangers-energisentral-1.1208531>
- <http://www.naeringsforeningen.no/meny-topp/nyheter/nyhetsartikler/-verden-trenger-a-bli-inspirert-av-dere/3e7ce292-e2b2-44f0-841b-a4490ed064b6>
- <https://www.an.no/debatt/ny-by-ny-flyplass/apropos/mens-vi-venter-pa-3000-mal-nytt-land-kunne-vi-bygd-verdens-smarteste-skolepaviljong/s/5-4-858525?key=2019-01-16T12:44:27.000Z/retriever/63e54f3878cb166876eb55e7b8935f5925eddd74>
- <http://www.vvsdagene.no/eksklusivt-foredrag-med-prisbelont-ingenior/>
- <https://www.norconsult.no/aktuelt/pressemeldinger/norconsult-med-to-foredrag-under-vvs-dagene-2018/>
- 



### 3. Citizen engagement strategy

In all activities within WP5, citizen engagement is a priority and communicating to the citizens is essential in order to maximize the effect of the projects. One example is the Bergåstjern movie which is a very concrete project that gives real, direct value to the citizens of the Stavanger region.

All activities on the local partner's social media platforms are also a good way to engage and communicate with the citizens of the region.



Figur 15: Citizens engagement through social media.

## 4. Communication Plan

A local communication strategy was developed at the beginning of the project (M-1), revised in M14 and again in M23, M36 and M47.

The communication plan will be updated at every local communication meeting every second month to reflect the development of the project.

The plan specifies activities and deadlines for communication and dissemination of Triangulum in the Stavanger region. The plan includes:

- *Dissemination and communication activities*
- *Objectives*
- *Target group*
- *Medium/channels*
- *Responsible partner*
- *Status*

The communication plan ensures the commitment and progress of the agreed activities among all the local stakeholders.

At the inception of the project, it was not possible to have the full picture of which communication activities would be most suitable during the duration of the project. Hence, the communication plan is revised on a regular basis, thus ensuring progress.

Having a local communication group updating the communication plan on a regular basis facilitates a process whereby all planned communication events, press releases and other events to disseminate Triangulum outcomes can be linked to other ongoing smart society and smart city developments in the region.

The last update on the communication plan was made in December 2018 when the Stavanger Triangulum Communication group had a workshop to plan activities for 2019.



Figur 16: Communication workshop.



## 5. Forecast for the next 12 months

The local communication group in Stavanger plan to create a video that highlights the impact the Triangulum Project has had on the region. What has the Triangulum Project meant for the citizens of the Stavanger region? The aim is to showcase both the specific deliverables within the project, but also showing the ripple effects of having a big EU-project in the region.

An event under the name “The effects of having the world largest innovation and research project in Stavanger” is planned for April 25th. The goal is to communicate all the side-effects of the Triangulum project to the employees of the local partners, politicians, the citizens and other stakeholders. The Mayor of Stavanger, Christine Sagen Helgø, has already confirmed and we are currently working on getting other key stakeholders to committ.

In addition, a landing page will be created in order to gather all the information and case stories on one platform. This landing page will then operate as a gathering point for all communication the next year. The local partners will still keep using their own channels of communciation, but will direct traffic to the joint landing page. The goal is that by having one channel, the message will be easier to communicate to a larger audience.

Triangulum Stavanger plan to represent at this years Nordic Edge Expo and at the at the Smart City Expo World Congress in Barcelona. The details of how the project will be visible at these arenas are being worked on this spring.

