



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

WP 4, Task 4.5

January, 2020 (M60)

**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		
Project Title	Triangulum: The Three Point Project / Demonstrate. Disseminate. Replicate		
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Project Duration	1 st February 2015 – 31 st January 2020 (60 Months)		
Deliverable No.	D4.7 <i>Communication and participation at city level Eindhoven</i>		
Diss. Level	PU		
Status		Working	
		Verified by other WPs	
	X	Final version	
Due date	31.01.2020		
Work Package	WP 4 - City Implementation Eindhoven		
Lead beneficiary	9-EIN		
Contributing beneficiary(ies)	10-WB, 11-TU/e, 12-VW, 13-KPN		
DoA	Communication an participation a city level Eindhoven		
Date	Version	Author	Comment
30/01/2020	1	Yoka Louwman	First Draft
07/01/2020	2	WP7	Fist check
10/01/2020	3	IAO	Check 2
14/01/2020	4	EIN	Second version
21/01/2020	5	IAO	Check 2 IAO
28/01/2020	6	EIN	Final Version



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1 Introduction

Triangulum is one of the first SCC1 approved projects under the Horizon2020 programme, where the three lighthouse cities Manchester, Eindhoven and Stavanger collaborate on the implementation of different technologies related to Smart Cities. The subtitle of the project is demonstrate-disseminate-replicate, aiming for developing and testing Smart City solutions all over Europe with the ultimate goal for further upscaling and replication. The project officially started off in February 2015 and ends in January 2020. This deliverable deals with communication and participation at city level in Eindhoven within the Eindhoven consortium, and its significance for the effect at area level and beyond.

Objectives

In Triangulum, the Eindhoven consortium partners (Woonbedrijf, Technical University Eindhoven, VolkerWessels, KPN) contribute jointly to the improvement of the quality of life in the city. A number of key factors for success of the projects in Eindhoven has been determined. These key factors are:

- a significant increase in awareness of Smart City concepts among users;
- citizen engagement in project development and implementation;
- sustainable transformation of public space;
- 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 reach for maximum results for these key factors, especially in the two areas in the city which were selected as living labs for the different tasks, Strijp-S and Eckart Vaartbroek. From a communication and participation point of view, it is important to have the support of the citizens of Eindhoven on the achievements of Triangulum through actively engaging them in the processes. Like this, the citizens are informed about, recognize and understand the different achievements. That is why a key message is important.

Key message

Within Triangulum, Eindhoven implemented activities which make a positive contribution on the quality of life (at home as well as in the neighbourhood), building a sustainable society in Eindhoven. These activities were developed and implemented, in cooperation with citizens and other partners in the city. Using a method known as co-creation, WP4 is aiming to make a positive contribution to the reduction of energy consumption at city level. As standard practice in Eindhoven is *learning by doing*. This is also the case when carrying out activities within Triangulum.



Target Groups

The target groups of the Triangulum Eindhoven activities, addressed during the implementation years, can be divided into the following four categories:

- Influencers: different European associations, like Eurocities, ENOLL, OASC, press/media, etc.;
- Suppliers: local consortium partners, start-up participants ;
- Decision makers: municipal authority, INEA Horizon 2020 Energy Agency;
- Users: citizens of Eindhoven living or visiting the lighthouse areas; citizens of Eindhoven living outside the lighthouse areas.

Depending on the desired effect, and the message to be send, the target groups differ and need to be reviewed. Therefore, the target groups need to be specified and sometimes divided into further sub-groups or even dedicated persons. This has to be done when specific goal and messages are known. For example: residents, who are experiencing the renovation in their own house, need different information on the renovation than the citizens of Eindhoven do. Homeowners need to know what the renovation means for their daily life. Citizens of Eindhoven need to know about energy savings in a broader perspective.



2 Tools/Channels/Mechanisms

Communication municipality of Eindhoven

In the municipality of Eindhoven, the main responsible person for Triangulum's local communication is:

- Yoka Louwman (municipality of Eindhoven): She is responsible for the city-wide communication and in charge of dissemination tasks. Further activities: organising events, initiating and maintaining contacts with press and media, in charge of lay-out and responsible for corporate identity of city of Eindhoven and Triangulum, communication with citizens, contact with local consortium partners and their communication-advisers and liaison between communication city-wide and in the two district areas, cooperation with WP7 Dissemination & Communication as an active member of Triangulum D&C Secretariat.
- The consortium partners VW, WB, KPN and TU/e also have a project or area specific communication contact person.

Tools

The tools for communication and participation aim to involve citizens and stakeholders at an early stage of the project. Citizen engagement is one of the additional goals of Triangulum. Other tools aim to inform and educate on the results of the projects. The citizens of Eindhoven are already used to the method 'Samenspraak', a tool to let people actively participate in projects carried out by the municipality (see hereunder). Furthermore, society is changing, people will not put up with anything anymore when they are not involved. This is why citizen engagement is so important. Some specific communication-tools are:

- **'Samenspraak'**. This is a co-creation method in which residents, companies and organizations are directly involved in the development of policy and implementation of projects. This is used at a time when an 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;
- **Traditional tools**. The above mentioned tools are used next to the more usual ones: sending or distributing (news)letters or mails or announcing planned projects or meetings on websites;
- **Press- releases**. When projects start getting realised, an extra tool is deployed: sending press releases. Hoping to not only inform the directly involved citizens, but to reach a wider target group, locally or even nationally. This was for example executed at the opening of the running route in 2018;
- **Events**. Events can be a part of 'Samenspraak' but can also aim 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.



Activities in M49 - M60

Some of the activities occurred during the period M49-M60 are presented below:

Articles/newsletters in local and international media:

- On the 18th of May 2019, regional newspaper Eindhoven Dagblad published about European projects with Triangulum as an example.



Figure 1: Article in local newspaper Eindhoven Dagblad



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- Screenshot of the Intranet 'Vibes' of the municipality of Eindhoven with an article about Triangulum

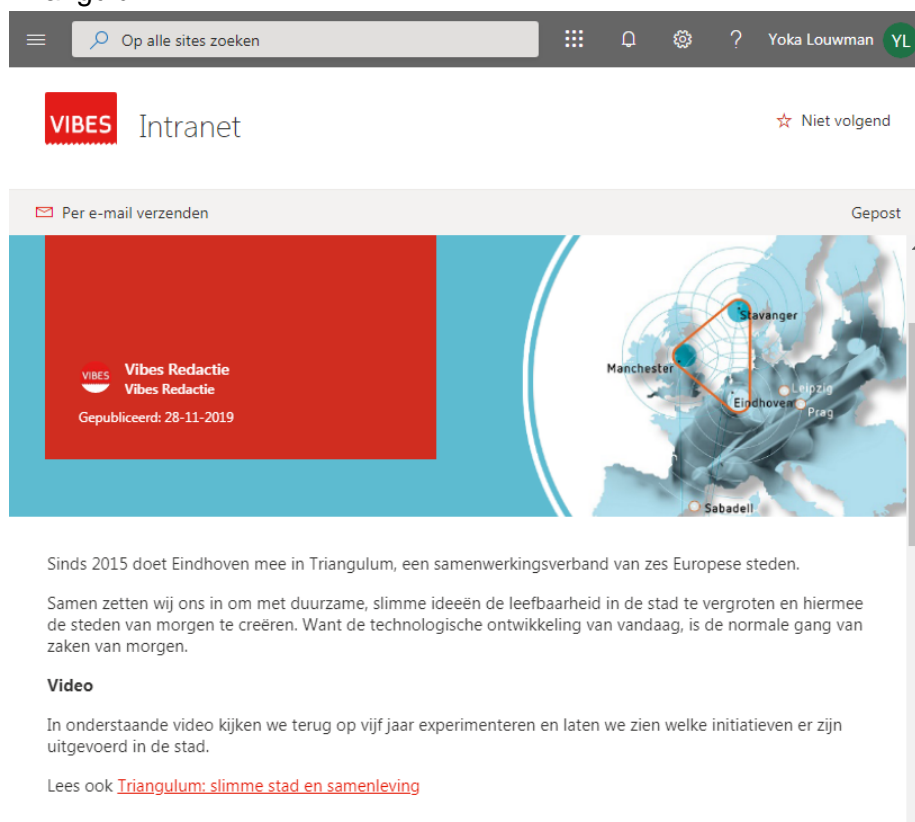


Figure 2: Screenshot intranet article Municipality of Eindhoven

- Newsletter Woonbedrijf for tenants in the Triangulum Living Lab Eckart-Vaartbroek. (December 2018)





Figure 3: Newsletter project renovation of family homes in Eckart with announcement of the Triangulum video

- Article in Romanian newspaper about smart city developments in Eindhoven and particularly in Strijp-S

https://www.ziaruldeiasi.ro/stiri/smart-city-la-iasi-pe-hartie-la-altii-pe-strada-e-un-vis-sa-te-plimbi-prin-a-fratele-a-eindhoven--229760.html?fbclid=IwAR3fU5_HeHC0d-mGrAaeluNPZSTi1Tv8acAOww2o0ynwk2M9B-R69iz2qQ

- Article in Norwegian news website about Smart Mobility in Strijp-S

<https://nemitek.no/park-striip-beheer-philips-striip-s/reenser-grunnvannet-og-bruker-det-til-varme/115779>

Event:


- On the 22nd and 23rd of May 2019, the municipality of Eindhoven and TU/e organized a Smart Cities event, together with partner Brainport Smart District. This was partly funded by Triangulum. The goal was to showcase how the Brainport Region Eindhoven collaborate to reach its innovative ambitions. The event contained lectures, interactive workshops and field trips to the Living Labs in Eindhoven and the Automotive Campus in Helmond. In total 38 participants attended on 21 May and 22 May. The participants, from Deutschland, India, Indonesia, Korea, Netherlands, Romania, United Kingdom and United States mostly work in government, universities and colleges of higher education, companies and consultancy (mainly on sustainability and construction). Part of the program was a tour in the living lab area Strijp-S, organised by Triangulum partner VolkerWessels.



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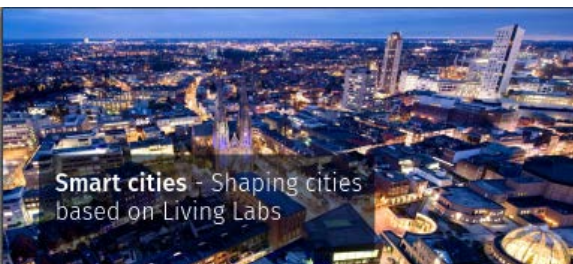
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Smart cities - Shaping cities based on Living Labs

PROGRAMME TUESDAY 21 MAY

<p>12 -1 P.M. REGISTRATION AND LUNCH TU/e, Zwarte Doos, De Zaal, Eindhoven</p> <p>1 -1.15 P.M. WELCOME By Barbara van der Ploeg</p> <p>1.15 -1.45 P.M. ENERGY SYSTEMS: WHAT'S GOING ON? Lecture by Gaus Pemen</p> <p>1.45 -2.15 P.M. SMART DOESN'T EXIST WITHOUT CIRCULARITY Lecture by Elphi Nelissen</p> <p>2.15 -2.20 P.M. Elevator pitch on both interactive sessions (to choose from)</p>	<p>2.20 -3.15 P.M. URBAN DATA PLATFORMS Interactive session by Dujuan Yang</p> <p>CIRCULAR CITIES Interactive session by Hajo Schilperoord</p> <p>3.15 -3.45 P.M. PLENARY ROUND UP By Barbara van der Ploeg</p> <p>3.45 -4 P.M. GETTING TO LIVING LAB STRATUMSEIND By bus</p> <p>4 -4.45 P.M. VISIT LIVING LAB STRATUMSEIND Presentation by Tinus Kanter</p>	<p>4.45 -5 P.M. GETTING TO LIVING LAB STRIIP-5 By bus</p> <p>5 -6 P.M. TOUR LIVING LAB STRIIP-5 By Triangulum</p> <p>6 -7 P.M. VISIT DUTCH TECHNOLOGY WEEK Event: Night of the nerds</p> <p>7 -10 P.M. DINNER At Keukenconfessies at Striip-5</p>
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Smart cities - Shaping cities based on Living Labs

PROGRAMME WEDNESDAY 22 MAY


<p>9.30 -10 A.M. GETTING TO AUTOMOTIVE CAMPUS, HELMOND By bus (Auditorium, Automotive Campus 30, 5708JZ, Helmond)</p> <p>10 -10.30 A.M. GUEST REGISTRATION</p> <p>10.30 -11.30 A.M. CAMPUS IN BRAINPORT Lecture and discussion by Bert-Jan Woertman</p> <p>11.30 -11.45 A.M. GETTING TO LIGHTYEAR By foot</p> <p>11.45 -12.15 P.M. VISITING LIGHTYEAR</p>	<p>12.15 -12.30 P.M. GETTING TO RIJKSWATERSTAAT By foot</p> <p>12.30 -1 P.M. VISITING RIJKSWATERSTAAT</p> <p>1 - 1.15 P.M. GETTING TO AUDITORIUM By foot</p> <p>1.15 - 2 P.M. LUNCH</p> <p>2 -3 P.M. INTRODUCTION CONCEPT AND URBAN VISION OF BRAINPORT SMART DISTRICT By Edwin van Renterghem en Dana Behrman</p>	<p>3 -3.45 P.M. INFORMAL GATHERING TO END THE PROGRAM</p> <p>3.45 -4.15 P.M. GETTING TO TU/e EINDHOVEN By Bus</p> <p>4.15 P.M. END OF PROGRAM</p>
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THIS EVENT IS ORGANISED BY:















De project heeft gekregen financiering van Horizon 2020, innovatie en onderzoekprogramma van de Europese Unie voor de toekomstige generatie.



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Figure 4: Program of the Smart Cities event in May 2019



Figure 5: Impression of lecture at the event Smart Cities – shaping cities based on living labs



Other:

- On 28th November 2019, the municipality of Eindhoven launched a new Triangulum video on social media platforms, inspired on the video produced by Greater Stavanger. This video was also presented at the GA-meeting in Prague in October 2019

<https://youtu.be/sFFPV6ttuT4>

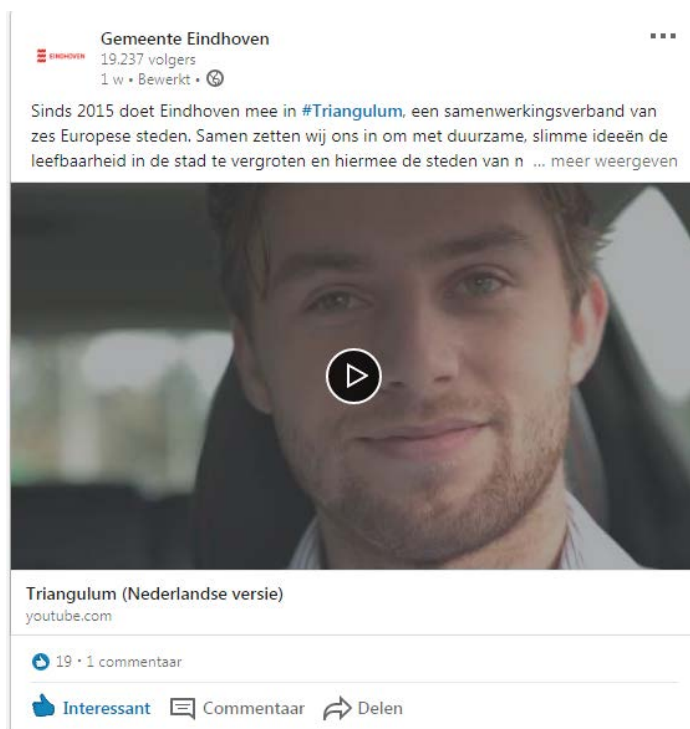


Figure 6: Screenshot of the LinkedIn account municipality of Eindhoven, sharing the Triangulum video

- Rollups produced for the final conference in Stavanger in September 2019 in collaboration with WP7.





Figure 7: Rollup

The focus from M48 – M60 was for all partners to participate in dissemination activities on local, national and European level.

Year	Month	Day	speaker	Event
2019	April	16	VW, Wouter Beelen	Living Mobility Congres, Amsterdam https://www.living-mobility.com Learnings in Smart city design.
	May	16	VW Wouter Beelen	Presentation and guided tour at Strijp-S for Municipal Advisory Company.
	June	3-6	EIN & VW, Delia Mitcan, Yoka Louwman and Wouter Beelen	The ITS Congress, Eindhoven https://2019.itsineurope.com EIN organized two tours in the Living Lab area Strijp-S (presented by Wouter Beelen)
	September	10	VW Wouter Beelen	Visit Strijp-S by Shanghai Municipal Bureau of Urban Planning an Natural Resource.
	September	12	VW, Wouter Beelen	iCity Tender Workshop Leipzig
	September	18	VW, Wouter Beelen	iCity Tender Workshop Sabadell
	September	24	EIN, Delia Mitcan	Nordic Egde Expo https://www.nordicedgeexpo.org ; parallel session 'On a mission for the European cities of the future – achievements, challenges, opportunities' - part 2



				'The Triangulum journey, six cities and their ripple effect'. <i>Participation in panel discussion</i>
	September	24	WB, Marieke van den Wijngaard	Nordic Egde Expo https://www.nordicedgeexpo.org ; parallel session 'On a mission for the European cities of the future – achievements, challenges, opportunities' - part 3: 'Horizon Europe - a mission to deliver the cities of the future stakeholder debate' <i>Expert in discussion group 'citizen engagement and sustainable urban policies'</i>
	September	26	VW Wouter Beelen	Smart City Congress Netherlands
	October	8	EIN, Delia Mitcan	European Week of Cities and Regions participated in a political panel, final event together with RemoUrban and GrowSmarter
	October	28	EIN, Yoka Louwman WB, Marieke van den Wijngaard	Organisation and chair of study visit to Eckart for various Horizon2020 Dutch representatives projects Presentation of family housing renovation in Eckart.
	October	30	VW, Wouter Beelen	iCity Tender Workshop Prague
	November	7	WB, Marieke van den Wijngaard	Study visits to project renovation of family homes by Dutch housing corporation Mooi Land: manager real estate, asset managers, project manager
	November	11	WB, Marieke van den Wijngaard	Study visit to project renovation of family homes by collective of CEO's from 9 different Dutch housing corporations
	December	6	WB, Marieke van den Wijngaard	Women4Energy Congress https://women4energy.eu/page-3201 Presentation 'Tenants in charge' citizen engagement in the project Renovation of family homes in Eckart.
	December	12	WB, Marieke van den Wijngaard	Triangulum webinar 'Citizen engagement in positive energy districts' Presentation 'Tenants in charge' citizen engagement in the project Renovation of family homes in Eckart



3 Citizen Engagement Strategy

Although citizen engagement asks for a different approach as dissemination activities, the key message, stays the same.

Key Message

Our main goal is to implement solutions that make a positive contribution on life and living in Eindhoven and to a sustainable society. By developing and implementing those improvements, together with residents and other partners in the city, in a process known as co-creation. Eindhoven is aiming to make a positive contribution to the reduction of energy consumption. As characteristic landmarks of Eindhoven, learning and experimenting are central when carrying out Triangulum activities.

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 activity to suit the experience and lifestyle of the relevant target groups. By using 'Samenspraak' (explained earlier, see page 8) and online channels like websites of the municipality and Triangulum partners as well as social media. To reach people that are subject of the Triangulum activities, WP4 extends its effort by trying to involve them personally in as many ways as possible 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 of the realisation of projects, like the start of the iCity tender in 2016 or the opening of the running route in 2017. In this stage of Triangulum (upscaling and dissemination), press releases are less effective because the press prefers publishing on news topics and not on ongoing projects. The main focus is therefore on personal contacts to explain our activities and to tell our story. The approach benefits from personal networks of stakeholders that share their experience with the Triangulum project.

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



4 Forecast after the end of the project

To reach the highest possible impact of the project, on 9 October 2019 EIN organised an evaluation meeting with all Eindhoven partners. The goals were:

- reflection on working together over the past five years;
- looking back on achievements and lessons learned;
- looking forward: how to make use of the lessons learned and our organizations working together for even better outcomes in the future.

Results were shared with all partners so that they can work with them in their own way.



Figure 8: Impression on evaluation workshop with partners in October 2019 (1)



Figure 9: Impression on evaluation workshop with partners in October 2019 (2)





Figure 9: Results of one of the workshops during the evaluation

Next steps

The Eindhoven partners will continue working in the quadruple helix at organization and management level, as done so far successfully in the Brainport region. Woonbedrijf and the municipality will continue involving tenants and inhabitants to actively participate in projects. As a spin-off of Triangulum, the Urban Data Center and the Urban Data Platform (<https://data.eindhoven.nl/pages/home/>) of the municipality are developed. Also, participation in the EU project Synchronicity, which ended at the end of 2019, is an outcome of participation in the Triangulum project. Within Synchronicity, more than 30 partners all over Europe have set the base for a European single digital market based on standards and interoperable principles. Eindhoven has used its own Open Data Platform to build on it and it was one of the reference zones (8 cities) where different pilots have been tested. Woonconnect is already used in other cities to stimulate homeowners to take energy saving measures. Lessons learned in area development in Strijp-S will be applied in other developments like in the city of Zwolle, which is developed between 2017 and approximately 2032.

Also as an outcome Eindhoven participates with other front-runner cities Tampere and Genova in Unalab. The goal is experimenting, demonstrating and evaluating a range of different nature-based solutions, targeting climate change mitigation and adaptation along with the sustainable management of water resources. These solutions have been co-created with and for local stakeholders and citizens.

Furthermore, the Urban Development Initiative (UDI), a cooperation between local and international partners launched during the last Smart City Expo in Barcelona is also a spin-off of the Triangulum project and it will carry out projects dealing with urban challenges.

