

**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. 5.9***

***January 2020 (M60)***



Project Acronym		TRIANGULUM	
Project Title		Triangulum: The Three Point Project / Demonstrate. Disseminate. Replicate	
Project Coordinator		Trinidad Fernandez ( trinidad.fernandez@iao.fraunhofer.de) Fraunhofer IAO	
Project Duration		1 <sup>st</sup> February 2015 – 31 <sup>st</sup> January 2020 (60 Months)	
Deliverable No.		D 5.6 Communication and participation at city level Stavanger	
Diss. Level		PU	
Status			Working
			Verified by other WPs
		x	Final version
Due date		31.01.2020	
Work Package		WP 5 - City Implementation Stavanger	
Lead beneficiary		Greater Stavanger	
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.	
Date	Version	Author	Comment
	1	Sofie-Amalie Høxbroe Sandstøl (GS)	First Draft
20200106		Eline Vigre	Commented
07/01/2020	2	Bettina Remmele (SEZ)	Cross-Check
10/01/2020	3	Catalina Diaz (IAO)	Cross-Check
13/01/2020	4	Sofie-Amalie Høxbroe Sandstøl/ May Endresen (GS)	Second Draft.
17/01/2020		Eline Vigre	Commented



21/01/2020	5	Catalina Diaz, Trinidad Fernandez (IAO)	Cross-Check
27/01/2020	6	Sofie- Amalie Høxbroe Sandstøl/ May Endresen (GS)	Third Draft
29/01/2020	final	Vigre & Seehuus	Final version



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## 1. Introduction

Deliverable 5.9: *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 communication strategy has focused on how to best possible disseminate the result and solutions from the implemented deliverables to the citizens in Stavanger and the Stavanger region. The following deliverables describe the activities of this strategy and how these have been carried out in Stavanger.

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

The purpose have been 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 suitable.

During M49 -M60 the communication efforts have been focused on making a video to showcase the implemented solutions in Stavanger, creation and launching of a new website in Norwegian and English, with information on the deliverables in Stavanger and their effects, and carrying out two events - each with their target audience.

The public seminar “*What is Trangulum and what is the significance for the region?*” for organisations and city stakeholders, was held in M52, with the aim of showcasing the different Triangulum solutions for dissemination and possible replication.

To share the local outcomes of Triangulum for families with children, a different approach was chosen. During the “*Environmental Sunday*” event in Stavanger (M56), an information stand was set up, and a children’s drawing contest held. While the children were drawing, the parents were approached with information about the impact Triangulum has had on their city.

To reach a broader audience in addition to the events held, Triangulum video “*The story about Triangulum - Stavanger*” was displayed at the local cinema, prior to the ordinary film-program running in the same period of time (M56/57). Within the same period both the Triangulum final conference and the Nordic Edge Expo and Conference were conducted in Stavanger with extended interest and attention to the local solutions.

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



## 2. Tools/Channels/Mechanism

### Organisation

Greater Stavanger (P15-GS) oversees the communication work in WP5 of Triangulum in Stavanger and cooperates closely with the local coordinator management team on communication and dissemination. The communication team in Greater Stavanger is composed by:

- May Endresen, Opportunity Manager, International Relations
- Sofie-Amalie Høxbroe Sandstøl, Opportunity Manager, Marketing and Communications
- Svanhild Sondresen, Opportunity Manager, Marketing and Communications

To support both the overall communication work on Triangulum and the communication regarding the different internal deliverables by 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 the following communication staff from each local partner:

- May Endresen, Svanhild Sondresen, Sofie-Amalie Høxbroe Sandstøl, 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.
- Eline Vigre, Project Coordination Management Team, City of Stavanger

This local dissemination and communication group work closely together with WP7, by delivering input to the global newsletter, social media and participate at monthly telco meetings.

The "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 involve:

- Bettina Remmele, Steinbeis-Europa-Zentrum, WP 7-Leader
- Trinidad Fernandez, Fraunhofer IAO, Project Coordinator
- Svanhild Sondresen/Sofie-Amalie Høxbroe Sandstøl, Dissemination and Communication Stavanger
- Yoka Louwman, Gemeente Eindhoven, Dissemination and Communication Eindhoven
- Andrew Jackson and/or Sophie Sheil, Manchester City Council, Dissemination and Communication Manchester
- Monika Uhlenbruch, IPR Prague, Dissemination and Communication Prague
- Nadja Riedel and/or Margrit Beier, Stadt Leipzig, Dissemination and Communication Leipzig
- Oriol Llevot, Ajuntament Sabadell, Dissemination and Communication Sabadell

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

Local dissemination and communication meetings have been organized frequently when the next steps of the communication plan have been discussed. There has also been a monthly telephone conference with the D&C secretariat (WP7) where P15-GS, P18-Lyse and P14-SK attended.



### Communication tools

This subtask has focused on the design and implementation of a range of communication tools in digital and print format, used to create awareness of the Triangulum project in Stavanger. The tools contain key results, conclusions and impacts of the project linked to WP07.

The aim of these communication tools have been to contribute to the interest in replication of the Triangulum solutions, and create better knowledge among citizens, regarding smart city solutions. Outcomes can be linked to other ongoing smart society and smart city developments in the region.

The primary communication goal for the Stavanger Triangulum partners has been to create understanding of the project and its outcomes to the citizens throughout the project period. Secondly to put Stavanger on the map as a city of expertise within the smart city sector.

The communication plan made at the beginning of the project includes reference to the objectives for the different activities, descriptions of the activities, the impacts and the partners involved. It included targeted messaging and communication channels as well as identified key milestones for communication planning.

The plan was made in the beginning of the project (M3) and have been yearly updated since.

Having updated communication and dissemination plans on a regular basis, gives the local partners a clear understanding of which activities being jointly carried out, to disseminate the results from the project. It also ensures the commitment from the partners to make resources available for the agreed tasks, progress and cooperation of new possibilities.

Throughout the project, Triangulum has been part of the content of all local partners websites, with links to the Horizon 2020 and project website.

**A new local webpage**, informing about Triangulum and the local partner-contributions within the project, has been developed and published both in Norwegian and in English.

By creating this page the Stavanger partners have one common platform displaying relevant and easily accessible information for the citizens and to ensure that information, wider impacts and ripple effects are available beyond the project. The webpage, <https://triangulum.no>, was launched in May 2019 (M52).

The aim is to better illustrate and explain to the citizens of Stavanger what Triangulum is, the solutions implemented in the city, their environmental – and other - impacts and how they affect the citizens. Each partner have an area dedicated to their specific demonstrations, explaining in depth the solutions, its outcomes and effects. In addition there is a photo- and a video archive linking to the official Triangulum-project YouTube-channel (<https://youtu.be/AwTJZPXAob4>). The videos have been produced during the entire Triangulum period (M01-M60).

To create better increased knowledge among citizens regarding the smart city solutions, **a video** has been developed and produced to summarize the characteristics of the local innovations. The video *“The story about Triangulum Stavanger”* shows all the solutions implemented in Stavanger and how it impacts people’s lives, making people’s everyday life *“a little smarter, little easier and a little better”*, after a five year long lighthouse city project. A shorter version of the video was produced for the Social Media purpose. The video have been uploaded to the local webpage and the Triangulum YouTube channel.

This video ‘hit the big screens’ at the Stavanger city cinema, in addition to the commercials running before the ordinary movie theater program, during the period from 16. September to 24. October 2019 (M56-M57). This coincided the period of the Triangulum International Conference, *“Energising Cities”* (M56), as well as the Nordic Edge expo, hosted in Stavanger, and reached a total of 28.084 people.





**Roll-ups** as visual aids, were produced and used during events where the Triangulum project has been showcased (public seminar “What is Triangulum”, “Environmental Sunday” (Miljøsøndagen) and the International Conference “Energising Cities”). There are five Stavanger Triangulum roll-ups, one per partner, each illustrating the different partners and their outcomes/roles within Triangulum. The illustrations is also part of the visual profile of the new webpage created.



Figure 1: Roll-up graphics for each partner in Triangulum Stavanger explaining the main outcome from each partner (Rogaland County Council, Greater Stavanger, Lyse AS, University of Stavanger, City of Stavanger)

### Communication objectives 2019 (M47-M60)

- Deliver on tasks defined through coherent internal and external communication of the project
- Share the integrated technologies and knowledge of Triangulum (replication, market opportunities)
- 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.



### Seminar “What is Triangulum and what is the significance for the region?”

A public seminar was conducted on May 23<sup>rd</sup> 2019 (M52) for 70 participants. The aim of the seminar was to showcase the different Triangulum solutions for dissemination and possible replication, but also their impacts on the involved partner organisations. In addition, the local consortium wanted to highlight how Triangulum has contributed to the development of smarter, greener and more sustainable policies within the city and region.

The top executives from each partner presented the complexity of the project and the different facets evolved during five years. The City Mayor concluded the session and called the Triangulum project a “game-changer” for the city and the region, having shown a way forward towards the green shift.



Figure 2: Public seminar “What is Triangulum and what is the significance for the region”

### Environmental Sunday (Miljøsøndag)

“Environmental Sunday” (Miljøsøndag) took place September 8<sup>th</sup> 2019 (M56). Each year the city have decided this day equivalent to the European Mobility Week. The municipality of Stavanger and the Rogaland County including the mobility providers, like Kolumbus, (P16-Rogfk 3<sup>rd</sup> linked party), invite other organisations and residents to participate one whole day filled with activities and market stalls focused on green mobility and city development.

This specific event was chosen among possible other events mentioned in subtask 5.5.3, due to its agenda and suitability to reach out to the target group, citizens in Stavanger. To showcase what Triangulum has meant for the citizens of Stavanger, the communication group participated at the event. A stand was put up with roll-ups explaining what each of the five Triangulum partners efforts and results in Stavanger.



The main target group of the environmental Sunday is families with children. In order to engage this group and create awareness about Triangulum, a drawing contest based on the message from the Triangulum video, “Making people’s everyday life “a little smarter, little easier and a little better”, was chosen.

The children drew their solutions, and the winners were given tickets to the Stavanger public swimming pool, heated by the central energy plant (task 5.2.2), and free transportation with Kolumbus, using the e-busses (task 5.3.1). The winners were announced from the public stage together with a short presentation of the Triangulum project.



Figure 3: The Triangulum stand at “Environmental Sunday”(Miljøsøndagen) in Stavanger city centre.

### Triangulum International Conference

The Triangulum International Conference “*Energising Cities: Innovations, Challenges & Solutions*” was held in Stavanger September 23<sup>rd</sup> 2019 (M56). The conference marked the end of five years of project work in the Lighthouse Cities and the Follower Cities. The Mayor of Stavanger, Christine Sagen Helgø, performed the welcoming speech and talked about how Triangulum has shaped Stavanger and its smart city ambitions. More information to be found in D7.20.

During the conference, four interactive sessions were held. Here, the Triangulum city coordinators, technical partners, replication experts and especially invited external professionals discussed the outcomes and challenges of the projects and implementation of these and their impact on the sustainable development of cities.

From Stavanger, Triangulum Coordinator Gerd Seehuus chaired the session “*Climate Change- what cities can do!*” with partners from Technical University of Eindhoven, Siemens from Manchester and City of Sabadell





contributing. She was also interviewed by the local TV channel “TV-Vest” where she spoke about the outcomes of Triangulum and how it has affected the carbon footprint of the City of Stavanger.

As part of the conference breaks, an ‘Innovative Marketplace’ was set up. Here, Lyse AS presented its Blink video solution. In addition, the other partners of the Triangulum communications group were present at the conference.

Prior to the conference several communication activities were carried out to market/promote the conference. A press release was written and distributed to local media and an invitation to partners, politicians and other stakeholders was sent out. This invitation included the complete official conference program. In addition, the event was promoted in social media by the five local partners.

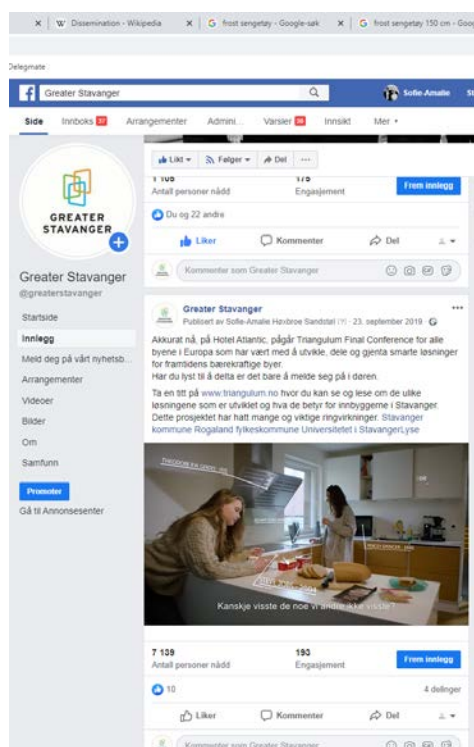


Figure 4: Social media post promoting the international Triangulum conference in Stavanger

Figure 5: Local tv channel TV-Vest interviewing Gerd Seehuus about Triangulum

Other events:

- The city coordinator and members of the partnership have presented the project on several occasions locally and internationally, raising awareness, giving inspiration, strengthening connections and expanding the network (see list below).
- The Triangulum video “The story about Triangulum Stavanger” was shown on the official screens during Nordic Edge Expo in Stavanger (M56), the largest Smart City conference and expo in northern Europe.



- The City of Stavanger, Rogaland County Council and Greater Stavanger showcased the Triangulum video “The story about Triangulum Stavanger” at the Nordic Pavilion, during Smart City World Expo and Congress in Barcelona (SCEWC19), one of the world’s large smart city efforts (M58).



Figure 6: Triangulum Stavanger presented at SCEWC19 in Barcelona at the EU stand, together with Umeå/Ruggedised and Stockholm/GrowSmarter.

Triangulum has been presented at various national and regional arenas:

	What	Partners	Who
<b>March 2019</b>			
20	Horizon conference, KS/Aftenposten pitch	P14-SK	Coordinator Gerd Seehuus
21	Seminar/workshop, full day for city of Tromsø and Troms county, learn from H2020 and LHC	P14-SK	Coordinator Gerd Seehuus
22	Seminar/workshop, full day for city of Harstad, learn from H2020 and LHC	P14-SK	Coordinator Gerd Seehuus
<b>April 2019</b>			
4	Pitch on the LHC project Triangulum at launch day of Nordic Edge Expo (NEE)2019	P14-SK	Coordinator Gerd Seehuus
24-25	H2020 management and finance, attendees at workshop, Triangulum case	P14-SK	Coordinator Gerd Seehuus and deputy Eline Vigre
<b>May</b>			
7.- 8.	RM at SrE		All LHC coordinators
10.-12	2nd Digital China Summit, Fuzhou, China	UiS	Russel Wolff
15.-16	3rd World Intelligent Congress, Tianjin, China	UiS	Russel Wolff
23	Public seminar “What is Triangulum and what is the significance for the region?”	P14-SK P15_GS P16-Rogfk	Leidulf Skjørestad Kristin Reitan Husebø Deputy county mayor, Marianne Chesak



		P17-UiS P18-Lyse City of Stavanger	Dekan Tom Ryen Innovation Dagfinn Wåge City mayor Christine Sagen Helgø
<b>June 2019</b>			
4 <sup>th</sup> -6 <sup>th</sup>	Stavanger Smart Region, a masterclass within TASC (The Academy for Smarter Communities)	Conducted by GS	Triangulum partners+ others
6th	DG Energy trainee site visit; Triangulum presentation	P14-SK	Coordinator Gerd Seehuus
6th	Lyse hosted a visit to a new power plant in Lysefjorden, Norway, for Commission trainees in the field of energy which included remarks on on Lyse's Triangulum engagement.	P18-Lyse	Per Fjeld
12-15	London – knowledge exchange	P14-18	Communication group
<b>August 2019</b>			
27	Dynamic models for cooperation for innovation in public sector, interview national government	P14-SK	Coordinator Gerd Seehuus
14.-16.	IEEE Smart IoT Conference 2019,Tianjin, China	UiS	Russel Wolff
<b>September 2019</b>			
8th	Stand during Environmental Sunday (equivalent to European Mobility Week) in Stavanger.	SK,GS,RFK, UiS	Sofie-Amalie Høxbroe Sandstøl, Eilin Gundersen, Eline Vigre, May Endresen, Inger Hanne Vikshåland
12	VVS journalist interview, heatpump energy	P14-SK	Task leader 5.2.2, Ernst Olsen
19.09-26.10	The video <i>"The story about Triangulum - Stavanger"</i> played during commercials at the local cinema in Stavanger	P14-SK P15_GS P16-Rogfk P17-UiS P18-Lyse	
23rd	Delegation meeting with representatives from Städtetag Baden-Württemberg	P16-RFK	Joachim Weisser
23	Final conf – panel climate	P14-SK	Coordinator Gerd Seehuus
23	Gathering and official Triangulum dinner including networking as part of International Conference	P14-SK Pxx-SEZ	All partners and invited guests, other LHC and EC, EIP-SCC
23rd	Opening speech at Delice food network general assembly in Stavanger	City of Stavanger	Mayor Christine Sagen Helgø
23rd	Opening of Triangulum international conference	City of Stavanger	Mayor Christine Sagen Helgø



24	“Welcome to the new LHC” session at the Nordic Edge Expo and Conference. Panel discussions on impact of Triangulum	NEE Stavanger Regional Office in Brussels	James Evans Martine Tommis Steve Turner Delia Mitcan Oriol Sabadell Adam Pajgrt Trinidad Fernandez Gerd Seehuus
24	Official opening of Nordic Edge Expo (NEE) – smart city conference in Stavanger	City of Stavanger	Mayor Christine Sagen Helgø
25	Off. EC session/workshop on Horizon EU “mission” as part of NEE	Jens Bartholmes Georg Houben	Per Fjeld Ernst Olsen Gerd seehuus Eline Vigre
23rd-25th	Triangulum video – “ <i>The story about Triangulum -Stavanger</i> ” played at the official screens at Nordic Edge Expo. (Smart City conference and expo in Stavanger)	P14-SK P15_GS P16-Rogfk P17-UiS P18-Lyse	
Sept 2019,	Ningbo Smart City Expo, Ningbo, China	UiS	Russel Wolff
<b>October 2019</b>			
7-10	Brussels: Participation in European Week og Regions. Several workshops and seminars	P14-SK	Gerd Seehuus, Eline Vigre
8	Participation in panel sessions at the joint event, “From dream to reality” together with Remourban and Growsmarter.	P14-SK	Gerd Seehuus
7	City2City meeting/workshop in BRU	P14-SK DG Energy	Gerd Seehuus Jens Bartholmes
<b>November 2019</b>			
5	Tuition for new City counsellors Stavanger, on Triangulum, Unalab og CoM + H2020 og HEU	P14-SK	Gerd Seehuus
19th-21th	Triangulum film – “ <i>The story about Triangulum -Stavanger</i> ” played at the Nordic Pavillion at Smart city Barcelona. 19-21 November <a href="https://youtu.be/U7LjCSNoW20">https://youtu.be/U7LjCSNoW20</a>	RKF, GS, UiS,SK	Inger Hanne Vikshåland, May Endresen, Sofie-Amalie Høxbroe Sandstøl
18th	Lyse held a presentation describing its Blink contribution to Triangulum during fellow city Sabadell’s workshop ahead of the Barcelona conference and exhibition.	Lyse	Per Fjeld
18 <sup>th</sup> -22 <sup>nd</sup> ,	Barcelona: Participation at several activities during SCEWC19, BCN. Staffing the EU stand all days.	P14-SK	Gerd Seehuus, Eline Vigre



19	Presentation from EU stand “ <i>Nordic Lighthouse cities – Smart, bold and collaborative</i> ” together with the other nine Nordic LHC.	P14-SK	Gerd Seehuus
20	City2City workshop with twelve other LHC coordinators.	P14-SK	Gerd Seehuus
21	Presentation from Nordic pavilion “ <i>Nordic Lighthouse cities – Smart, bold and collaborative</i> ” together with nine Nordic LHC.	P14-SK	Gerd Seehuus
	Repetition of the seminar held at EUREG in Brussels “ <i>From dream to reality</i> ” together with Grow smarter and Remourban at the EU stand. DGEnergy presented the work Stavanger has initiated and coordinated – the City2City cooperation	FHG DG-Energy	Trinidad Fernandez Jens Bartholmes
<b>December 2019</b>			
12th	Presentation at Webinar – “ <i>Citizen Engagement</i> ” arranged by Leipzig	GS	May Endresen
6	Women4Energy – presenting Stavanger CEP	SK FHG-IAO	Trinidad Fernandez
<b>January 2019</b>			
16th	Triangulum mentioned in article in Stavanger Aftenblad – regional newspaper in Stavanger	SK	Gunnar Crawford, head of Smart City office

### ***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 and news articles 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 overall reporting. Local communication activities are furthermore communicated and disseminated via the main Triangulum website, its twitter and LinkedIn channel and the regular 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.

The shorter version of the Triangulum video has been published in social media by the five local Triangulum partners in Stavanger. This was done simultaneously to reach an audience as large as possible. The post launched on May 23<sup>rd</sup> 2019 (M52) and reached over 25,000 people in total. The video has also been published on social media to promote the Triangulum International Conference.





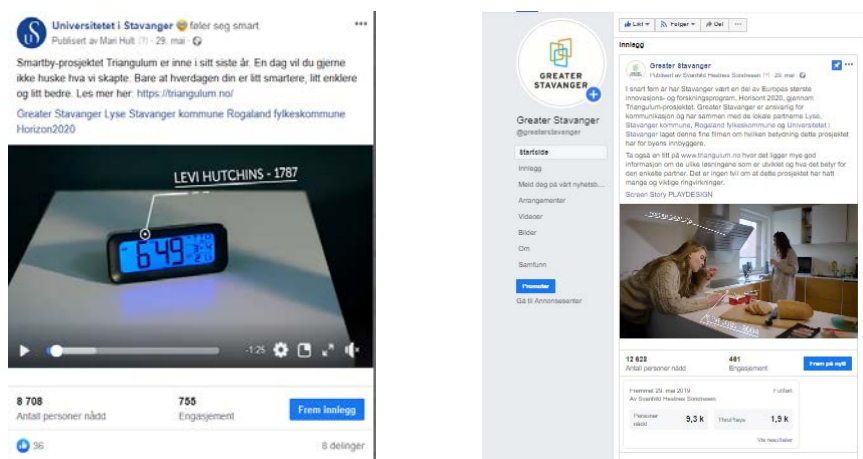


Figure 7: Social Media posts from P17-UiS and P15-GS including the Triangulum video.

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

<https://www.naeringsforeningen.no/nyheter/haaper-paa-europeisk-suksess-via-triangulum/>

[https://www.linkedin.com/posts/greater-stavanger\\_h%C3%A5per-p%C3%A5-europeisk-suksess-via-triangulum-activity-6549912293772189696-B5SR](https://www.linkedin.com/posts/greater-stavanger_h%C3%A5per-p%C3%A5-europeisk-suksess-via-triangulum-activity-6549912293772189696-B5SR)

[https://www.linkedin.com/posts/greater-stavanger\\_hva-er-triangulum-og-hvilken-betydning-har-activity-6517350573778493440-d8M](https://www.linkedin.com/posts/greater-stavanger_hva-er-triangulum-og-hvilken-betydning-har-activity-6517350573778493440-d8M)

<https://www.linkedin.com/feed/update/urn:li:activity:6539449119340056577>

<https://www.linkedin.com/feed/update/urn:li:activity:651735057807775744>

[https://www.linkedin.com/posts/university-of-stavanger\\_i-snart-fem-%C3%A5r-har-stavanger-v%C3%A6rt-en-offisiell-activity-6539460670348369920-PeHM](https://www.linkedin.com/posts/university-of-stavanger_i-snart-fem-%C3%A5r-har-stavanger-v%C3%A6rt-en-offisiell-activity-6539460670348369920-PeHM)

<https://stavangermagasinet.no/>

<https://stavangerregion.no/2019/03/22/hva-er-triangulum-og-hvilken-betydning-har-det-hatt-for-regionen/>

<https://www.uis.no/fakulteter-institutter-og-sentre/det-teknisk-naturvitenskapelige-fakultet/hvilken-betydning-har-triangulum-hatt-for-regionen-article132963-8106.html>

Web article: Triangulum Final Conference in Stavanger. [www.rogfk.no](http://www.rogfk.no) – no longer available online due to transition to new web page.



### 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 (<https://youtu.be/4qJW96CHJkM>) which is a very concrete project that gives real, direct value to the citizens of the Stavanger region. Another example is the Triangulum movie “The story about Triangulum Stavanger” where all demonstrations are explained.

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. All five partners in the Communications Group participate and post Triangulum content regularly. Often it is done simultaneously in order to get a wider reach and engage more citizens.

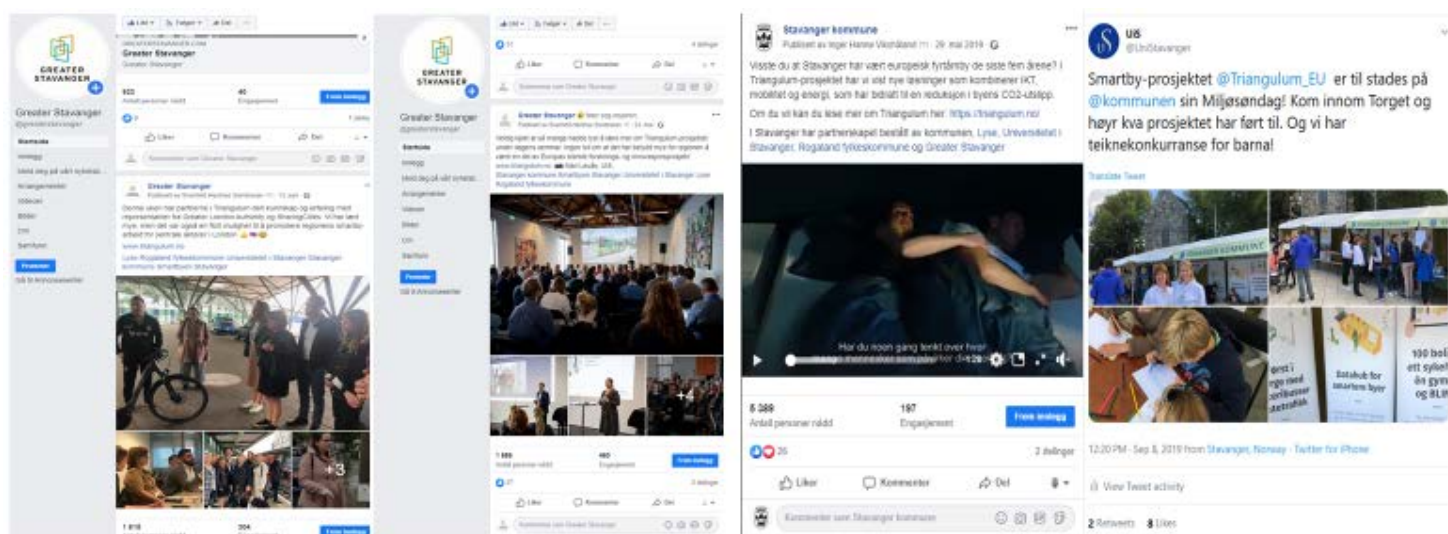


Figure 8: Social media posts communicating about Triangulum to the public.

#### **TRIANGULUM and SHARING CITIES, experience exchange visit,**

In order to learn more and share experiences about citizen engagement and sharing of smart city project results the Triangulum communications group in Stavanger met with another Horizon 2020 SCC1 project “SharingCities” in London 12-13. June 2019.

The visit included a comprehensive program with presentations on SharingCities’ replication and scale-up approach, sustainable energy management systems, and e-Mobility measures. During the visit the communications group learned more about interesting aspects of citizen involvement initiated by SharingCities Lighthouse City London.

A significant difference between Triangulum and SharingCities, is that the latter has the entire coordination responsibilities of the project by the LHC itself (London, as one of the lighthouse cities in the Sharing Cities) and not with an external consultant company. This has given good opportunities for integration and coordination with other projects within the cities and a stronger ownership for the project implementation within the cities, as



it seems in their case. Based on experiences it seems like the best solution to give one of the involved lighthouse cities the overall project responsibility.

A take home from the experience exchange to London, is that this was easier to achieve when the project was closely integrated with the rest of the cities smart city efforts.

Below is the full program from the “Experience exchange visit” to London/Sharing cities:

### TRIANGULUM EXPERIENCE EXCHANGE VISIT, June 2019 – Agenda

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#### WEDNESDAY 12 JUNE, City Hall & Greenwich

Time	Item	Location
10:00am to 12:30pm	<p><b>10am-10:30am:</b> Presentation from Nathan Pierce, Program Director for Sharing Cities &amp; Head of Smart London Team</p> <p><b>10:30am-11am:</b> Presentation from Gabriel Jacqmin, Eurocities, on the Sharing Cities replication and scale-up approach</p> <p><b>11am-11:30am:</b> Presentation from Shaun Gibbons on Sustainable Energy Management Systems</p> <p><b>11:30am-12:30pm:</b> Presentation from Triangulum on communications / replication approach</p>	<p>Conference Room 8, City Hall, The Queen’s Walk, London, SE12AA</p> <p><i>On arrival at City Hall, please enter the main reception area. After the security check, please ask for Ineke Neeson as you collect your visitor pass. <b>Please note</b>, Security check can take up to 10 minutes (if City Hall is busy).</i></p>
12:30pm to 1:30pm	Break for lunch	<p>Recommendations near City Hall:</p> <p>Strada  <a href="https://strada.co.uk/">https://strada.co.uk/</a></p> <p>Dim T  <a href="https://dimt.co.uk/">https://dimt.co.uk/</a></p>
1:30pm to 2:30pm	<p>Travel to Greenwich (via Tube – Jubilee line) to meet Jemma Hoare at North Greenwich Station</p> <p><i>Ineke Neeson &amp; Gabriel Jacqmin (Sharing Cities) will accompany group to Greenwich Study Tour</i></p>	
2:30pm to 4:30pm	<p>Greenwich study tour – site visits for Sharing Cities measures:</p> <ul style="list-style-type: none"> <li>eMobility measures</li> </ul>	Greenwich – various sites meeting at North Greenwich Station



<b>4:30pm</b>	Travel back to London Bridge from Greenwich Station	
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**THURSDAY 13 JUNE, City Hall**

<b>Time</b>	<b>Item</b>	<b>Location</b>
<b>10:30am</b>	Triangulum overview	3.5W, City Hall, The Queen's Walk, London, SE12AA
<b>10:45am to 11:45am</b>	Presentation on the Digital Social Markets, Francesco Marchet, Team Lead Future Cities Catapult	3.5W, City Hall, The Queen's Walk, London, SE12AA
<b>11:45am to 12:30pm</b>	Presentation from Francesco Papa, UrbanDNA	3.5W, City Hall, The Queen's Walk, London, SE12AA



## 4. Communication Plan

A local communication strategy was developed at the beginning of the project (M3), revised in M14 and again in M23, M36 and M47.

The communication plan was 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 included:

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

The communication strategy made at the beginning of the project includes reference to the objectives for the different activities, descriptions of the activities, the impacts and the partners involved. They include targeted messaging and communication channels as well as identifying key milestones for communication planning.

MAIN MESSAGE	Value for citizen Triangulum has made Stavanger greener	Value for the partnership/private sector Triangulum has given the region increased innovative power	Value for the city Enhanced status as a lighthouse city. Effects of the projects benefits the city and its citizens	Value for the employee How Triangulum has added value to their organization	Value for Triangulum Stavanger is an engaged partner delivering results through groundbreaking projects
TARGET GROUP	<ul style="list-style-type: none"> <li>• Citizens</li> <li>• Politicians</li> <li>• Media</li> </ul>	<ul style="list-style-type: none"> <li>• Private sector</li> <li>• Politicians</li> <li>• Media</li> </ul>	<ul style="list-style-type: none"> <li>• Employees</li> <li>• Private sector</li> <li>• Politicians</li> <li>• All the municipalities in the region</li> </ul>	<ul style="list-style-type: none"> <li>• Employees</li> <li>• Local private sector</li> <li>• All municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• Other lighthouse cities</li> <li>• Following cities</li> <li>• EU</li> </ul>
CHANNEL	<ul style="list-style-type: none"> <li>• Digital channels</li> <li>• Social media</li> <li>• Press</li> <li>• Events</li> </ul>	<ul style="list-style-type: none"> <li>• Digital channels</li> <li>• Social media</li> <li>• Press</li> </ul>	<ul style="list-style-type: none"> <li>• Digital channels</li> <li>• Social media</li> <li>• Press</li> </ul>	<ul style="list-style-type: none"> <li>• Intranet</li> <li>• Trade press</li> </ul>	<ul style="list-style-type: none"> <li>• Reports</li> <li>• Newsletter</li> <li>• Triangulum social media and digital channels</li> <li>• Meetings &amp; Events</li> </ul>
MEANS	<ul style="list-style-type: none"> <li>• Infographics</li> <li>• Movie</li> </ul>	<ul style="list-style-type: none"> <li>• Seminar, meetings, events</li> </ul>		<ul style="list-style-type: none"> <li>• News stories</li> </ul>	<ul style="list-style-type: none"> <li>• News, updates</li> </ul>

Figure 9: main features of the communication strategy.

Having communication and dissemination plans updated on a regular basis, gives the local partners a clear understanding of which activities we jointly want to carry out to disseminate the results from the project. It also ensures the commitment from the partners to make resources available for the agreed tasks.

Outcomes can be linked to other ongoing smart society and smart city developments in the region. Updating the communication plan on regular basis has ensured progress and cooperation of new possibilities.



## 5. Exploitation

### Spin-offs

An important spin-off is the establishment of a closer cooperation between the regional partners involved in Triangulum, which can be of benefit for further collaboration in EU-projects and other national and/or regional smart city initiatives. Built on a closer communication between regional actors in the smart city arena, there are some specific spin-offs:

One spin-off from the Triangulum project is the establishment of the **Stavanger Smart Region**.

Inspired by the start of Stavanger's smart city journey through Triangulum, Stavanger Smart Region was established in 2018. This is a network and regular meeting arena for all the 14 municipalities in the Greater Stavanger region. The aim is to have a tool for sharing projects, knowledge and experiences on smart city developments. Stavanger Smart Region as a formal, regular network and meeting arena, was established in 2018 by Greater Stavanger in collaboration with the Stavanger region European Office. Find more info at <http://stavangersmartregion.no/>

The Greater Stavanger region, consists of 14 municipalities. All municipalities work with different kinds of smart city projects. Establishing Stavanger Smart Region gave opportunities for structured sharing of information, knowledge and experiences with all the involved municipalities.

As a part of the Stavanger Smart Region, a masterclass within TASC (The Academy for Smarter Communities) was conducted in Stavanger June 4<sup>th</sup>-6<sup>th</sup> 2019. TASC supports individuals and organizations in their efforts to develop, implement and manage Smart City endeavors effectively. The masterclass had 16 participants from the Triangulum partners in addition to other municipalities. Find more info at: <https://tasc.world/>

TASC is a collaboration with Gate 21 from Copenhagen, Denmark. Being a member gives access to an international network of cities including Amsterdam, Tampere, Dubai, Arizona-region, Sacramento, Dublin and Reykjavik. One of the tasks in the academy is to work on the development for a joint Smart City vision and goals for the whole region; what will be the main priorities in the future.

As part of the Stavanger Smart Region, a project has started to develop a web page that gives an overview and link to the different smart city developments in the region. The project is in its initial stage. Find more info at: <http://stavangersmartregion.no/Guide>

**Nordic Edge Smart City Innovation Cluster** is the official Norwegian innovation cluster on smarter cities and communities. Award by Innovation Norway in 2018. It is a cluster for companies and organisations working on smart city developments.

The cluster aims to be a driving force behind smart city development and become the leading player in the Nordic region by 2021. The Nordic Edge Smart City Innovation Cluster aims to promote and support research, innovation and development of smart cities and communities, using technology and data to deliver a better quality of life. Find more info at: <https://www.nordicedgecluster.org/>



The Innovation Cluster status is awarded and financed by Innovation Norway for a specific period. Members are companies, academia, public entities and other organisations. Some of the main partners of Nordic Edge Smart City Innovation Cluster are Atea, Bolder, Delfi, Lyse, Microsoft and several other companies. More than 50 partners are onboard. Formally the cluster is part of Nordic Edge Expo AS.

Through the Innovation Cluster, companies can collaborate to explore new market opportunities and e.g. search and apply for joint EU- and national projects opportunities. The cluster is a platform for sharing experiences, knowledge and join forces to seek for new business opportunities.





## 6. Forecast.

Participating in the Triangulum project has resulted in several new projects and initiatives for the Triangulum partners in Stavanger.

The University of Stavanger has initiated international cooperation on smart city technology called CityZEN. Also, the university has become a European University as part of the European Consortium of Innovative Universities (ECIU). The new ECIU University will be based on solving challenges offered by public and private sector actors. This pilot project will concentrate on challenges related to UN Sustainability goal #11 – sustainable cities and communities. Stavanger municipality is a partner and has confirmed they will provide 3 challenges for ECIU learners to solve.

Participation in Triangulum has also resulted in EU-projects such as TrAM (P16-ROGFK) – an electric boat that is currently being built and will operate between Hommersåk and Stavanger. Being the first in Norway to implement e-busses running on battery power has led to increased attention on e-busses and emission-free public transport in the Stavanger region, and a process of electrifying buses in urban areas is initiated.

In 2020, 17 new e-buses will be put in traffic in the city center of Haugesund. In addition, the Kvitsøy ferry will start in 2020 to run on power from a local onshore energy distribution network and a combination of biodiesel, biogas, and hydrogen.

P18-Lyse's solution, Blink, has been tested in two other follower-cities, Sabadell and Prague. The aim is that Blink in the future can be a trusted communicative tool for several different users, specifically within health care, but also for a wide range of other purposes.

Elnett 21 is a project Lyse, together with other partners, will be working on the next couple of years. The project aims at creating an energy system of the future, exploiting flexibility between large energy users – in this case: An airport, a harbor, and an industrial park.

The central energy plant built (P14-SK), will continue to be the primary source of energy for the city's administrative buildings. To educate the Stavanger citizens and other professionals interested in the energy plant, an information board has been created. This illustrates how the energy flows. The board will be installed outside and be a visible sign of Triangulum and this innovative solution the city developed within the project. The information will also be available digitally.

The webpage [www.triangulum.no](http://www.triangulum.no) continues to exist throughout 2020, after that the information on the page will be stored in the archive used by the City of Stavanger. The video material on YouTube and the social media posts will continue to be available for those searching for the material online until (if) the social media accounts are deactivated for reasons unknown at this time.

In addition several of the partners (Lyse, Greater Stavanger) of the communications group are planning to write articles on their web pages summarising the Triangulum project, its results and what to come. These articles will also be shared on Social Media.

