Abstract: This document provides a general overview of the dissemination activities and results achieved during the whole project. Also those activities in collaboration with the Dissemination Work Group and activities developed by the complete consortium.
DISCLAIMER

The work associated with this report has been carried out in accordance with the highest technical standards and SafeCity partners have endeavoured to achieve the degree of accuracy and reliability appropriate to the work in question. However since the partners have no control over the use to which the information contained within the report is to be put by any other party, any other such party shall be deemed to have satisfied itself as to the suitability and reliability of the information in relation to any particular use, purpose or application.

Under no circumstances will any of the partners, their servants, employees or agents accept any liability whatsoever arising out of any error or inaccuracy contained in this report (or any further consolidation, summary, publication or dissemination of the information contained within this report) and/or the connected work and disclaim all liability for any loss, damage, expenses, claims or infringement of third party rights.
# List of Authors

<table>
<thead>
<tr>
<th>Partner</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVR</td>
<td>Mario Carabaño, Sofía Virgós</td>
</tr>
<tr>
<td>TEC</td>
<td>Erkuden Rios</td>
</tr>
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## Document History

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# Table of Contents

List of Authors ............................................................................................................................................... 3  
Document History ......................................................................................................................................... 4  
Table of Contents .......................................................................................................................................... 5  
List of Figures ................................................................................................................................................ 6  
List of Tables ................................................................................................................................................. 7  
1. Dissemination Activities .......................................................................................................................... 8  
   1.1 SafeCity events ....................................................................................................................................... 8  
   1.2 Professional Publications ....................................................................................................................... 10  
   1.3 Social Media .......................................................................................................................................... 12  
       1.3.1 SafeCity website ............................................................................................................................... 12  
       1.3.2 Twitter .............................................................................................................................................. 13  
       1.3.3 Facebook ......................................................................................................................................... 14  
       1.3.4 LinkedIn .......................................................................................................................................... 15  
       1.3.5 Dissemination Material ..................................................................................................................... 16  
       1.3.6 Other Dissemination activities ......................................................................................................... 17  
2. KPIs and Dissemination achievements ........................................................................................................... 18

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List of Figures

Figure 1 Website’s type of visitors.................................................................12
Figure 2 Visitors tends ..................................................................................12
Figure 3 Visits per month.............................................................................12
Figure 4 Visitors’ country ............................................................................12
Figure 5 Facebook fun page figures..............................................................14
Figure 6 Demographic and location..............................................................14
Figure 7 Gender and age of followers...........................................................14
Figure 8 Demographic and professional profile of members........................15
Figure 9 Members of the group....................................................................15
Figure 10 Function or sector of members.....................................................15
Figure 11 SafeCity’s Dissemination Material...............................................16
Figure 12 Digital SafeCity’s signature.........................................................17
List of Tables

Table 1 Other related projects status ......................................................................................................... 13
Table 2 KPI’s results table ........................................................................................................................... 19
Table 3 Newsletters links related to Madrid PoC ....................................................................................... 20
Table 4 Newsletters links related to Stockholm PoC .................................................................................. 21
Table 5 General newsletters links ............................................................................................................... 21
1. **Dissemination Activities**

Following document will report the Dissemination activities carried out in SafeCity project, such as project social media activity, as well as partners’ contributions to networking and dissemination actions during the whole project.

In order to develop the report, all different activities carried out by the consortium were analysed and status report updated monthly. In addition, this document reports how SafeCity KPI’s stated in Dissemination Plan have been achieved at the end of the project.

### 1.1 SafeCity events

During the two years duration of the project, consortium partners worked in disseminating and spreading SafeCity message and several events were attended, considering different dissemination activities. Find below those events and conferences where the project took part through the attendance of SafeCity partners.

**2011**

2. **European Summit on the Future of Internet, Luxemburg (6th June 2011).** Everis made informal dissemination of SafeCity objectives during said event.
3. **TIEMS Annual Conference 18th Edition (7th, 10th June 2011).** MIT made a SafeCity presentation during the event.
4. **Physical & Digital security convergence conference, Madrid (5th July 2011).** Everis introduced SafeCity to the audience.
5. **Jornada TELECOM I+D.** The Smart Cities, Santander (28th, 30th September 2011) Isdefe
6. **Future Cities Conference – (30th September)** Innovation Centre BBVA (Assaf Biderman and Carlo Rattu’s speeches)
7. **General Assembly of Technological Spanish Platform es.Internet (20th, 21st October 2011).** HIB made a SafeCity presentation.
8. **ISI meeting (20th, 21st October 2011).** ISD made a SafeCity presentation.
9. **Future Internet Week, Poznan (24, 28th October 2011).** FI-PPP work groups.
10. **3rd European Innovation Summit (5th, 6th December 2011).** ISD – Judith (Presentation)
11. **Gala Comunic@tii Mobile (9th December 2011).** MIT made a SafeCity presentation during the event.
2012

12. **Use Case Meeting Brussels** (January 2011)

13. **SICUR**, Safety, Security and Fire First responder international event, Madrid (IFEMA 28th – 2nd March 2012). EVR was there in the everis booth, spreading dissemination material and presentations.

14. **FIPPP: Opportunities for Cities and SMEs** - Malaga, 21st March. ISD introduced SafeCity project and goals to SmartCities stakeholders during the conference.


16. **Geneva Safety** Presentation, (28th March 2012) Telecom Italia introduced the project to the audience.

17. **CSP Forum**, Berlin (24th 25th April 2012). HIB made a presentation to introduce SafeCity concept, objectives and goals to the audience.

18. **NTMS 2012**, Istanbul (7th, 10th May 2012). AIT introduced a paper presentation during the event.

19. **Future Internet Assembly Aalborg** - “**Smart Cities and Internet of Things**” (7th 11th May 2012), Aalborg, Germany.

20. **Eurosatory Trade Show**, Paris (11th, 15th June 2012) – During the event SafeCity was introduced to the audience in an ATH’s Booth, where several brochures and dissemination material was spread.

21. **SmartCities Workshop in the Spanish Ministry of Industry**, Madrid (15th June 2012) Roberto Giménez from HIB presented SafeCity with a presentation called “SafeCity in Smart Cities, Social and legal aspects related to Citizens Empowering”. The workshop was hold in the Spanish Ministry of Industry where other projects and SmartCities were presented.

22. **SmartCities Workshop, AENOR** (2nd July 2012). Roberto Giménez from HIB also present SafeCity Project with a presentation called “Future Internet in Smart Cities”. Several initiatives related to SmartCities where also presented during the workshop, mainly focused on SmartUrban and Sustainable Development in communities.

23. **Future Security 2012, Bonn** (4th - 6th September). SafeCity project dropped a paper for Future Security 2012 and organisation chosen the paper to present it during the event. A representative person from EVR presented the paper in the Future Security congress, together with other organisations and projects related to the future of security.

24. **SmartCityExpo 2012, Barcelona** (13th. 15th November). SafeCity project shared the progress and success of the project with all the participants in the poster area. This poster area is placed within the coffee break, where several panel deployed are screening different posters related to SmartCities.
25. **Second Symposium in Man Made Disasters** (30th January 2013). KEMEA made a presentation of the SAFECITY project results and its PoC events entitled «Public Safety applications of Future Internet in Smart Cities; the SAFECITY project» in the event organized by the Cyprus Safety Platform in Nicosia in cooperation with the European University and the Centre for Environmental Safety.

26. **Stockholm Workshop – PoC** (13th January 2013)

27. **Mobile World Congress** (27th, 28th February 2013). SafeCity was represented by ISD and EVR in the MWC together with all FIPPP projects in the FIPPP booth. Leaflets, block notes, poster and video were showed during the congress. Also face to face meeting were hold.

28. **FIPPP Event**, (28th Feb and 1st March). ISD and MCC introduced to the audience different aspects of the SafeCity project. Also dissemination material and video was showed during the event.

29. **FI-PPP Workshop on Policy and Regulation** (13th March). ISD supported by HIB presented SafeCity project to the audience.

30. **HOMSEC 2013 IV International Exhibition on Technologies for Security and Defense**, (12th, 15th March). HIB was at the IFEMA Fair presenting SafeCity results to the audience.

### 1.2 Professional Publications

<table>
<thead>
<tr>
<th>Nº</th>
<th>Article Name</th>
<th>Organization/Event</th>
<th>Partners involved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Moving advanced safety to the Cloud: some outcomes of SafeCity Project</td>
<td><strong>Future Security Boon 2012</strong></td>
<td>HIB, ISD, AIT, EVR</td>
</tr>
<tr>
<td>2</td>
<td>The Safety transformation in the future internet domain</td>
<td><strong>FIA BOOK</strong></td>
<td>HIB, ISD, AIT, TIL, EVR</td>
</tr>
<tr>
<td>3</td>
<td>Spy-Sense: Spyware Tool for executing Stealthy Exploits against Sensor Networks</td>
<td><strong>In Black Hat</strong></td>
<td>AIT</td>
</tr>
<tr>
<td>5</td>
<td><strong>Multi-Party Trust Computation in Decentralized Environments</strong></td>
<td><strong>NTMS 2012, Istanbul</strong></td>
<td>AIT</td>
</tr>
<tr>
<td>6</td>
<td><strong>Emergencies and public safety services transformation</strong></td>
<td>SmartCityExpo 2012, Barcelona</td>
<td>HIB, ISD, AIT, EVR</td>
</tr>
<tr>
<td>7</td>
<td>SafeCity Mission, Vision, Strategy</td>
<td>November 2012, FIPPP</td>
<td>ISD, HIB, AIT, EVR</td>
</tr>
<tr>
<td>8</td>
<td>Public Safety applications of Future Internet in Smart Cities; the SAFECITY project</td>
<td>January 2013, Cyprus</td>
<td>ARA</td>
</tr>
<tr>
<td>No</td>
<td>Article Name</td>
<td>Organization/Event</td>
<td>Partners involved</td>
</tr>
<tr>
<td>----</td>
<td>-----------------------------------------------------------------------------</td>
<td>-----------------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>10</td>
<td>FIPPP Policy Working Paper for Workshop, 13 March 2013</td>
<td>Institutional Agenda Design WG</td>
<td>HIB, ISD</td>
</tr>
<tr>
<td>11</td>
<td>USECNETWORK International Magazine—November 2011</td>
<td>SafeCity and FI-PPP</td>
<td>EVR</td>
</tr>
<tr>
<td>12</td>
<td>Monthly FIPPP Snack</td>
<td>2012/2013</td>
<td>EVR (mainly)</td>
</tr>
<tr>
<td>13</td>
<td>Madrid PoC – Success results in Spanish press 7th March 2012</td>
<td></td>
<td>EVR</td>
</tr>
<tr>
<td></td>
<td>Media where the article appeared</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>• Yahoo</td>
<td>• teinteresa</td>
<td></td>
</tr>
<tr>
<td></td>
<td><img src="image11.png" alt="Image" /></td>
<td>• Europapress</td>
<td>• RNE interview</td>
</tr>
<tr>
<td></td>
<td><img src="image12.png" alt="Image" /></td>
<td>• El Economista</td>
<td>• noticiascolladovillalba</td>
</tr>
<tr>
<td></td>
<td><img src="image13.png" alt="Image" /></td>
<td>• Telecinco</td>
<td>• La vanguardia</td>
</tr>
<tr>
<td></td>
<td><img src="image14.png" alt="Image" /></td>
<td>• Mundotekno</td>
<td>• Desastres y Accidentes</td>
</tr>
<tr>
<td></td>
<td><img src="image15.png" alt="Image" /></td>
<td>• Iberoamerica.net</td>
<td>• Ohmyphone</td>
</tr>
<tr>
<td></td>
<td><img src="image16.png" alt="Image" /></td>
<td>• imeneame</td>
<td>• serviciostic</td>
</tr>
</tbody>
</table>
1.3 Social Media

1.3.1 SafeCity website

Everis (EVR) as Dissemination leader of SafeCity project has created and kept updated a public website where stakeholders, public, industrial and academicals audience and any entity interested in the project is able to check news and progress of the project. The link to the website is: www.safecity-project.eu

In order to measure the success and usefulness of the website, everis used the Google Analytics tool for statistics. As the project progressed a positive tendency was detected, and more visits and from more countries were registered. Generally speaking, the traffic is more massive when social media networks are more active (labour days during the week) and falls down during the weekends.

The web site was created and published at the end of September 2011, and since then till the present, the following main figures have been recorded:

![Figure 1 Website’s type of visitors](image1)

![Figure 2 Visitors trends](image2)

![Figure 3 Visits per month](image3)
1.3.2 Twitter

To analyse Safecity's Twitter influence and traffic HootSuite tool was used. This tool let us know about Safecity followers, updates and Klout* level were obtained. KLOUT is the standard measure of online influence associated to one account (in this case, to SafeCity twitter account). This measure goes from 0 to 100, being the current Klout for SafeCity project at the end of the project a value of "42". This figure is overall very similar to the one obtained by FI-PPP. It is remarkable that SafeCity got one of the highest FI-PPP KLOUT level on Twitter and the highest between the eight Use Cases of FI-PPP.

Other relevant figures obtained from Twitter are following:

- Followers: 509
- Following: 392
- Tweets: 667

### Table 1 Other related projects status

<table>
<thead>
<tr>
<th>Project</th>
<th>Klout</th>
<th>Followers</th>
<th>Following</th>
<th>tweets</th>
</tr>
</thead>
<tbody>
<tr>
<td>FI-PPP</td>
<td>47</td>
<td>481</td>
<td>109</td>
<td>1.214</td>
</tr>
<tr>
<td>FI-Ware</td>
<td>45</td>
<td>409</td>
<td>254</td>
<td>241</td>
</tr>
<tr>
<td>Infinity</td>
<td>33</td>
<td>90</td>
<td>90</td>
<td>121</td>
</tr>
<tr>
<td>SafeCity</td>
<td>42</td>
<td>505</td>
<td>392</td>
<td>668</td>
</tr>
<tr>
<td>Smart agrifood</td>
<td>40</td>
<td>117</td>
<td>26</td>
<td>273</td>
</tr>
<tr>
<td>Outsmart</td>
<td>35</td>
<td>144</td>
<td>178</td>
<td>158</td>
</tr>
<tr>
<td>Envirofy</td>
<td>33</td>
<td>82</td>
<td>11</td>
<td>97</td>
</tr>
<tr>
<td>Finest</td>
<td>23</td>
<td>20</td>
<td>11</td>
<td>49</td>
</tr>
<tr>
<td>Instant mobility</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>fi-content</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>finseny</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

*Date: 13/03/2013
1.3.3 Facebook

Facebook own statistics tools were used to measure activity on SafeCity’s Facebook page. The next figures can sum up the activity of SafeCity Facebook fun page:

![Figure 5 Facebook fun page figures](image)

![Figure 6 Gender and age of followers](image)

![Figure 7 Demographic and location](image)
1.3.4 LinkedIn

A LinkedIn profile and group have been created for SafeCity professional activities. LinkedIn group was used to start several discussions and participate in other external groups discussions related to the project research and results. Networking and dissemination relationships have been started thanks to SafeCity LinkedIn group.

LinkedIn groups has an own new tool to measure traffic and further details, thus information provided would be more precise. LinkedIn own statistics were used to analyse the traffic on SafeCity’s LinkedIn page:

![Figure 6 Demographic and professional profile of members](image)

![Figure 7 Members of the group](image)

![Figure 8 Function or sector of members](image)
Comparison between Fi-PPP projects:

<table>
<thead>
<tr>
<th>Project</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>FI-PPP</td>
<td>139</td>
</tr>
<tr>
<td>Fi-Ware</td>
<td>150</td>
</tr>
<tr>
<td>Infinity</td>
<td>---</td>
</tr>
<tr>
<td>Fi-PPP Arch Board</td>
<td>20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>SafeCity</td>
<td>64</td>
</tr>
<tr>
<td>Outsmart</td>
<td>31</td>
</tr>
<tr>
<td>Instant mobility</td>
<td>18</td>
</tr>
<tr>
<td>Envirofy</td>
<td>---</td>
</tr>
</tbody>
</table>

1.3.5 Dissemination Material

- Brochures
- Leaflets
- Posters
- Digital Poster
- Video – [Download the video](#)
- Notebooks

Figure 9 SafeCity’s Dissemination Materials
1.3.6 Other Dissemination activities

- **Digital card**
  
  A digital card was created to be used when a partner sends an external email or communication regarding SafeCity issues or sending emails to other FI-PPP projects and Boards.

  Most of the partners approved and used the digital card, which template is shown next.

  ![Digital SafeCity’s card](image)
  
  **Figure 10 Digital SafeCity’s card**

- **SafeCity in the net**

  The SafeCity website is the first option in Google search with “SafeCity”.

  ![Google search result for SafeCity](image)

  A complete list of links related to SafeCity in the net can be found at the end of this document.
2. KPIs and Dissemination achievements

Within the D8.1-Dissemination Plan, an essential evaluation strategy was set up. Several KPI’s have helped the dissemination team to define and measure progress and achievements.

In these sense several KPI’s were chosen at the beginning of the project for dissemination activities, those are listed below:

- **Specified KPIs**

<table>
<thead>
<tr>
<th>BLOG/FORUM</th>
<th>PUBLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep at least an average of 30/40 active users.</td>
<td>Publish at least 15 scientific publications.</td>
</tr>
<tr>
<td>Receive an average of 10 inquires monthly</td>
<td>Publish at least 3 no-scientific publications.</td>
</tr>
<tr>
<td>Responses to publications in 2 days period</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EVENTS</th>
<th>SOCIAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every partner will attend at least ¾ of the events detailed in DOW.</td>
<td>Twitter:</td>
</tr>
<tr>
<td>Pick up 100% of the feedback from audience.</td>
<td>o Increase KLOUT punctuation 2 points per month.</td>
</tr>
<tr>
<td>Related to events where SafeCity will be as speaker, audience must be measure and analysed according with the capacity. Three audience groups are established:</td>
<td>o Achieve 20 new followers monthly.</td>
</tr>
<tr>
<td>- Up to 100 people capacity event:</td>
<td>LinkedIn:</td>
</tr>
<tr>
<td>o Get 60% of the audience contacts.</td>
<td>o Start two new discussions monthly.</td>
</tr>
<tr>
<td>o 50% must be interested in SafeCity project after the event.</td>
<td>o Get 20 views of SafeCity’s profile.</td>
</tr>
<tr>
<td>- 100/500 people capacity event.</td>
<td>Facebook:</td>
</tr>
<tr>
<td>o Get 30% of the audience contacts.</td>
<td>o At least 50 post’s views.</td>
</tr>
<tr>
<td>o 40% of the audiences must be interest in SafeCity project.</td>
<td>o Visitor’s feedback must be over 30%.</td>
</tr>
<tr>
<td>- More than people 500 capacity event:</td>
<td></td>
</tr>
<tr>
<td>o Achieve at least 20% of the audience in SafeCity section.</td>
<td></td>
</tr>
<tr>
<td>o Get 20% of the audience contacts.</td>
<td></td>
</tr>
<tr>
<td>40% of SafeCity audience must be keen on the project</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEB</th>
<th>E-MAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countries’ visitors, at least 10 different per month.</td>
<td>Number of e-mails received from Stakeholders to SafeCity’s account must be under 25 per month.</td>
</tr>
<tr>
<td>Visitors which surfer less than 30 seconds must be inferior to 20%.</td>
<td>Number of inquiries received must be under 25 per month.</td>
</tr>
<tr>
<td>At least 200 visits per month and 50 of them must be exclusive visitors.</td>
<td>100% of the feedback from the audience must be analysed.</td>
</tr>
</tbody>
</table>
### KPI’s results

<table>
<thead>
<tr>
<th>KPI</th>
<th>STATUS</th>
<th>EXPLANATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBLICATIONS</td>
<td>ACHIEVED</td>
<td>*wait for further papers.</td>
</tr>
<tr>
<td>EVENTS</td>
<td>ACHIEVED</td>
<td>24 were expected and 30 were attended.</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>ACHIEVED</td>
<td>Twitter and LinkedIn were the most successful tools. Facebook did not have the expected impact and seemed to be unnecessary.</td>
</tr>
<tr>
<td>WEBSITE</td>
<td>ACHIEVED</td>
<td>All KPIs were achieved.</td>
</tr>
<tr>
<td>BLOG/FORUM</td>
<td>FAIL</td>
<td>Forum was finally not used. LinkedIn group seemed to be a better option to get feedback and start discussions.</td>
</tr>
<tr>
<td>E-MAIL</td>
<td>FAIL</td>
<td>Most of the feedback was obtained from LinkedIn, thus, e-mail was less used.</td>
</tr>
</tbody>
</table>
**ANEX I - Links to news related to Madrid PoC**

**Table 3 Newsletters links related to Madrid PoC**

<table>
<thead>
<tr>
<th>Newsletters</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><a href="http://es.noticias.yahoo.com/prueban-tecnolog%C3%ADa-detecta-delitos-plena-calle-avisa-polic%3C%20polic%3A124409717.html">http://es.noticias.yahoo.com/prueban-tecnolog%C3%ADa-detecta-delitos-plena-calle-avisa-polic%3C%20polic%3A124409717.html</a></td>
</tr>
<tr>
<td>7</td>
<td><a href="http://www.teinteresa.es/comunidad-de-madrid/madrid/Prueban-Madrid-tecnologia-situaciones-Policia_0_878312727.html">http://www.teinteresa.es/comunidad-de-madrid/madrid/Prueban-Madrid-tecnologia-situaciones-Policia_0_878312727.html</a></td>
</tr>
<tr>
<td>9</td>
<td><a href="http://www.serviciostic.com/noticias/item/67248-prueban-en-madrid-una-tecnolog%C3%ADa-que-detecta-delitos-y-situaciones-de-riesgo-en-plena-calle-y-avisar-a-la-polic%C3%ADa.html">http://www.serviciostic.com/noticias/item/67248-prueban-en-madrid-una-tecnolog%C3%ADa-que-detecta-delitos-y-situaciones-de-riesgo-en-plena-calle-y-avisar-a-la-polic%C3%ADa.html</a></td>
</tr>
</tbody>
</table>
Radio Interview

http://www.ivoox.com/safecity-interview-audios-mp3_rf_1850750_1.html

Partners website news related to SafeCity Madrid PoC

1  http://www.everis.com/spain/es-ES/sala-de-prensa/noticias/Paginas/everis-safecity.aspx

ANEX II - Links to news related to Stockholm PoC

Table 4 Newsletters links related to Stockholm PoC

<table>
<thead>
<tr>
<th>Newsletters</th>
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ANEX III - Links to news related to SafeCity Project

Table 5 General newsletters links

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<thead>
<tr>
<th>Newsletters</th>
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<tbody>
<tr>
<td>1  <a href="http://normas.usecnetwork.com/usecim/noviembre2011/">http://normas.usecnetwork.com/usecim/noviembre2011/</a></td>
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<td>Published in following countries:</td>
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<td>2  <a href="http://es.wikipedia.org/wiki/Buenos_Aires_Ciudad_Segura_(BACS)">http://es.wikipedia.org/wiki/Buenos_Aires_Ciudad_Segura_(BACS)</a></td>
</tr>
<tr>
<td>3  <a href="http://www.fireball4smartcities.eu/?page_id=329">http://www.fireball4smartcities.eu/?page_id=329</a></td>
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</tbody>
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