

DELIVERABLE

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1. Executive Summary

The key objective of the IREEN is the successful delivery of a comprehensive strategy for European-scale innovation and the take of information and communication technologies (ICT) for energy efficiency in neighbourhoods.

The purpose of this document is to describe the process of building the IREEN community. The essence of IREEN is that knowledge is combined and formulated using methodologies, the capabilities of experts and involving relevant actors as in the IREEN Community of Interest (CoI).

The core of building a community of knowledgeable specialists and generalists is the organisation of discussions between different experts and stakeholders, managed and driven by the IREEN project. Stakeholders are included from the ICT, construction and energy sectors, and also include municipalities, citizen representatives and entrepreneurs. IREEN aims to bring together existing networks and organize knowledge based on WP2 and WP3 deliverables utilising stakeholder input to review the content.

The interaction with Advisory Group Experts (AEG) and the Community of Interest (CoI) will be both physical and virtual. The main goals being threefold: gather knowledge; sharing this knowledge and lastly, its application to city districts.

2. Introduction

The key objective of the IREEN is the successful delivery of a comprehensive strategy for European-scale innovation and the take of information and communication technologies (ICT) for energy efficiency in neighbourhoods.

Task 1.1 (IREEN DoW) describes the task as:

"The building of the IREEN community will initially rely on already existing European active communities – besides the ones represented by key ICT ETPs (NESSI, Artemis, etc.) and potential advisory groups formed by the EC, one can consider the community on EE in Buildings (ECTP, E2BA,...), and the EUROCITIES network, including through the Green Digital Charter initiative, for instance. The objective is to reach the widest audience and bring together all stakeholders from the enlarged EU. Stakeholder interactions will be mainly through focused experts hearings, stakeholder's interviews, and workshops. The vitality of the community is to be maintained also for promoting and stimulating the innovative use of ICT in EE to reach the widest audience and bring together all stakeholders from the enlarged EU. The aim is to:

- start with at least 100 specialists from several silo's (Energy, ICT, construction, Telco's) in relation to governments (using the Eurocities network) and build to 300+ over the duration of IREEN*
- set-up up a high level advisory board for IREEN with specialists and scientists, but especially representatives from cities making sure the things IREEN does is relevant and not only theoretical*
- align with communities of interest that relate to this theme, e.g. REEB, ICT4E2B Forum, dedicated ETPs, EUROCITIES and Energy Cities."*

2.1 Definition a Community of Interest

The Community of Interest (CoI) is a core activity for the IREN project. A community of practice is defined (Wenger 2002) as “groups of people who share a concern, a set of problems or a passion about a topic, and who deepen their knowledge and expertise in this era by interacting on an ongoing basis”. Whilst communities of practice are not new, they have been with us for a long time; Wenger argues their value today is in the need for organisations to “manage knowledge”. Knowledge has become a key to success and the increasing complexity of knowledge requires greater specialism and collaboration. The half life of knowledge is getting shorter. The value of communities focused on critical areas it to support the pace of change.

2.2 Related Documents

WP1 encompasses a number of deliverables:

- IREEN Description of Works (DoW)
- D1.1.2 Collaborative Community Space
- D4.4.2 Dissemination and Awareness Plan – this document describes the strategies to reach and maintain the community.
- D5.5.1: Project Handbook

2.3 IREEN Community of Interest Membership

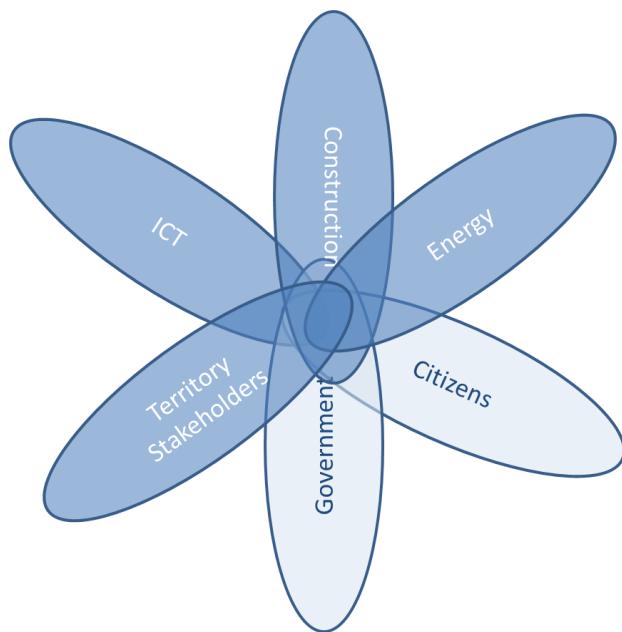


Figure 1 IREEN Community of Interest Membership

IREEN focuses on four key activity sectors: ICT, Energy, Construction, and Territories (or Neighbourhoods). The IREEN audience can belong to one or more of these categories (D4.4.2).

IREEN would also like engage citizens – this will be via working with stakeholders involved in transforming neighbourhoods.

Whilst IREEN has an Advisory Expert Group and a CoI, there will be additional interaction through existing networks. For example. NESSI, Artemis, DigitalEurope, Eurocities, Green Digital Charter (Covenant of Mayors) and the Smart Cities community. The cities of Manchester and Amsterdam have a strong presence in these communities and a role to make sure that knowledge is shared.

The IREEN community of interest will be made up of 100 members (M6). All the members have shown interest in the project and have expertise in one of the domains considered relevant to make neighbourhoods more sustainable. During the project the community will be expanded to 300.

2.4 The Community of Interest Contribution to IREEN

The main goal of the IREEN community is to validate and refine the project's results. These can be summarised as case study collection; the structural approach of IREEN; the strategy for take up and the roadmap itself. The overall aim of the CoI is therefore to ensure that the project's results are both reliable and relevant to the stakeholders, in particular the technology sector and cities.

The IREEN community of interest will be at the very heart of the project. All of the deliverables focused on making neighbourhoods more energy efficient will be discussed with the CoI with the opportunity to present their reactions.

The CoI will be involved on a monthly basis, with care taken make sure that the contact and questions will be structured and bundled so as to avoid "over-feeding". Members will be invited to participate in events as part of the dissemination program (D4.4.2). Details of the initial 100 members will available by April 2012.

3. Advisory Experts Group

The Advisory Experts Group (AEG) forms a critical part of the project's community of interest. The Advisory Expert Group (AEG) is assembled from authorities in their expertise fields and have agree to analyse the opportunities of exploiting potential synergies. They bring complementarities between the IREEN project and their own body of knowledge/ institutions.

3.1 AEG contribution

The AEG members will provide support to IREEN in the following actions:

- Refining and validating the results of the IREEN (case studies, the structural approach, take up strategy and roadmap).
- Cross-referencing between the IREEN project in relation to technology and the development of energy efficient neighbourhoods.
- Support the consortium to elaborate the vision, define actions and priorities.
- Participation in events: workshops, conferences and other collaboration actions.
- Participation in the IREEN collaborative platform

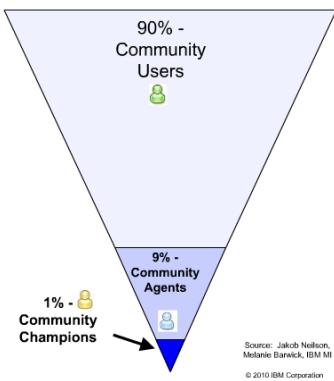
Remuneration will be in the form of a per diem payment, travel and subsistence expenses managed by MCC. Members been recruited from nominations submitted by each project partners. The intention was to recruit a pool from across the EU member states and relevant expertise to ensure a broad representation. Each member has signed a "Memorandum of Understanding". A full member list is shown in Table 1.1.

It is intended to host a minimum of four expert hearings (T1.3 DoW). The first will be held in March 2012 (Madrid). The remainder are to be scheduled.

Name	Organisation	Country	Area
Richard Kingston	University of Manchester	UK	Academic
Simon Robinson	Consultant	UK	Municipality
Dr Mohammed Arif	University of Manchester	UK	Academic
Paul Connell	Regional Partnerships Director at E.ON Sustainable Energy Solutions	UK	Energy
Sandy Taylor	Birmingham City Council	UK	Municipality
Christophe Arnoult	EDF – Group	France	Energy
Jerome Sieurin	Communaute Urbain NCA	France	Municipality
Alfio Galatà	Agsavings s.r.l	Italy	Energy
Kevin O'Donovan	Intel	Ireland	ICT
Kari Hein	Fatman Oy	Finland	Construction
Kari Kankaala	City of Tampere	Finland	Municipality
Stamatis Karnouskos	SAP	Germany	ICT
Jesus Garcia Martin	Iberdrola	Spain	Energy
Jaime Briales	Municipal Energy Agency of Malaga	Spain	Energy
Dr. Zef Hemel	Urban Planning Dept Amsterdam	Netherlands	Municipality
Prof. Dr. Ir. Nico Baken	Deft University / KPN	Netherlands	Academic
Emanuele Nastri	Energest s.r.l	Italy	Energy
Gloria Piaggio	Genoa Municipality	Italy	Municipality
Taylor Reynolds	Organisation for Economic Co-operation & Development	France	NGO
Claire Penny	Smarter Building business development at IBM Ireland,	Ireland	ICT
Sergio Muñoz Gómez	AIDICO, Technological Institute of Construction, Valencia,	Spain	Construction
Aidan Roe	Manchester City – Community Practitioner	UK	Municipality

Table 1 Advisory Experts Group

4. Community of Interest Practical Aspects



Source: Jakob Neilson,
Melanie Barwick, IBM MI
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Organizing the IREEN community is no different than working with other communities, requiring intensive work to ensure successful delivery. It is therefore important to ensure that the information shared and input requested is at all times focused.

In an average community only a percentage of the users can be considered “very active”; the aim is to grow the IREEN community through collaboration with other platforms to over 300 participants, ensuring a good level of input.

The community owner, the City of Amsterdam is responsible to ensure the community is organized and other IREEN partners providing the content needed to stimulate discussions and gather relevant knowledge.

4.1 Communication with the Community

The Community of Interest will be involved into IREEN in several ways. Communication with and between members of the CoI will be in three ways:

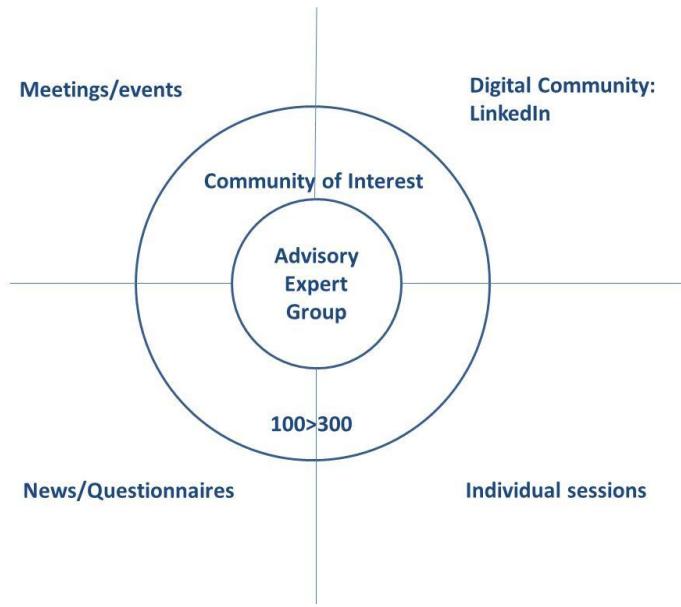


Figure 2 Communication with the IREEN Community of Interest

Meetings and events

Members of the CoI will be invited to the events where IREEN will present or organize a side-session. There will be at least 6 events during the project lifetime.

Digital/Virtual Community

An IREEN LinkedIn-group where all members of the CoI (and others) discuss energy efficient neighbourhoods and related issues. A moderator will ensure that the content of the group is managed. Activity will commence fully in April 2012 when the first project results are available.

Newsletter and Questionnaires

The regular newsletter of IREEN will be send to the CoI, Questions will also be posed to the communities to stimulate discussion and elicit response.

Individual Discussions

For certain themes members of the CoI will be invited to provide input based on their expertise. This can be in small groups (conference calls, video presence) or by individual meetings and interviews. It is expected to have 10 individual discussions / thematic groups.

4.2 Communication with Other Communities

Interaction with other communities will involve sharing results through existing networks and with a thematic approach. The groups identified are listed in Section 2.3 i.e. NESSI, Artemis, DigitalEurope, Eurocities, Green Digital Charter (Covenant of Mayors) and the Smart Cities community.. The exact planning for this will be presented in April 2012 and will be updated.

All actions will be in accordance with the Dissemination and Awareness Plan (D4.4.2.)

4.3 Measuring Targets

Advisory Expert Group:

- 12 members (minimum)
- 4 meetings for input based on deliverables
- Signed commitment on presented Roadmap and support with dissemination

Community of Interest:

- 100 active members April 2012
- 300+ members December 2012

5. Community of Interest Engagement Plans

2012 Plans

Month	Group	Event	Venue
March 2012	Advisory Expert Group	Meeting	Madrid
April 2012	Community of Interest	Questions	Virtual
April 2012	Community of Interest	Linkedin Launched	Virtual
June 2012	Community of Interest	Event	Nice
June 2012	Community of Interest*	Questions	Virtual
Sept 2012	Community of Interest*	Questions	Virtual
Sept 2012	Community of Interest/Advisory Experts Group	Meeting	TBA
Oct 2012	Community of Interest*	Questions	Virtual

Nov2012	Community of Interest*	Questions	Virtual
Dec 2012	Community of Interest/Advisory Experts Group	Meeting	TBA

*Includes also via existing networks.

Figure 3 Community of Interest Engagement Plans 2012

2013 Plans

Planning to be undertaken later in 2012

6. References

- (1) Wenger, E Cultivating Communities of Practice 2002
- (2) Description of Works , IREEN GA 285627
- (3) D4.4.2 Dissemination and Awareness Plan, IREEN