

# IES Cities

Internet-Enabled Services for the Cities across Europe

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## D6.1.6: Dissemination Plan v6

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## 1. Executive Summary

IES Cities is the last iteration in a chain of inter-related projects promoting user-centric and user-provided mobile services that exploit open data and user-supplied data. The technical components and achievements of several former European projects will be integrated to assemble an open Linked Data apps-enabling technological platform. Such platform will be deployed in different cities across Europe, allowing the citizens to produce and consume internet-based services (apps) based on their own and external open data related to the cities.

IES Cities main objective is to provide a user-centric urban apps enabling platform for users in four cities across Europe. Each city will initially test the functionalities of the platform with completely independent services, different at each location, in order to allow the cities and their citizens covering different needs under a common platform. By means of the tools created within the IES Cities framework, users will be able to continuously enrich the consumed services with their own data and to have a voice in the proposal and selection of new services to be developed.

By taking into account the previous lines, it is possible to conclude that the IES Cities project has the potential to contribute significantly to the goal of facilitating the creation of an efficient innovation ecosystem that develops services and applications through the use of information generated by users or captured by the sensors of their smartphones. To maximise the impact and outreach of the results of the project, dedicated resources have been assigned to dissemination.

This Dissemination Plan describes the objectives for the dissemination activities of the project, presents the overall project dissemination strategy, explains some of the various tools and techniques that have been deployed to facilitate dissemination, and introduces some of the dissemination activities that have already been carried out or that are planned to take place in the future.

The tools, techniques, processes and plans described in this Dissemination Plan should not be considered as fixed, but rather a description of the current status and intent. The details of the Dissemination Plan will evolve with the needs of both project and external stakeholders, which will become clearer as the project matures and more concrete results become available for dissemination. The future outputs of Dissemination activities will be documented every 6 months in updated versions of the Dissemination Plan (see Description of Work [1]).

## 2. Introduction

The success of the IES Cities project will not be measured just by the quality of the services it will develop or by the success of local Pilots, but on the breadth and depth of the dissemination of these results as well. The sharing of the goals, research activities, opportunities to collaborate and results of the project is perhaps as important an output as the results themselves.

As previously commented and as stated in [1], future outputs of Dissemination activities will be documented every 6 months in updated versions of the Dissemination Plan. The present deliverable D6.1.3 is the third version of the “Dissemination Plan” report. It is an updated version of the D6.1.2 – *Dissemination Plan* version 2 [7] which contains the plan and report of the dissemination material and it was released at the end of month 9 (November 2013) and this document mainly summarise and evaluate all the dissemination activities executed and the results obtained during period that start at month 1 and end at month 15.

D6.1 belongs to Task 6.1 – *Elaboration of a Dissemination Plan*. The main purpose of this task is to disseminate the results of the IES Cities project among the interested communities, so that other future experiences can build upon project outcomes, replicate good practice and avoid barriers for technological further development. As we will see in the following sections, this is done through both traditional and electronic means.

Besides, this document has been drafted to help to manage and coordinate all dissemination activities of the project. It builds on the experience of all the partners in the project, as solicited via a questionnaire, and also includes learnings gathered from EU guidelines on Dissemination and Communications [2]. The responses received are reproduced in Appendix A: Dissemination Questionnaire.

The present deliverable is broken down into the following chapters:

- Chapter 3 contains the objectives and the evaluation of the dissemination plan.
- Chapter 4 includes an explanation of the dissemination strategy to be followed during the project lifespan.
- Chapter 5 identifies and includes an explanation of the different components and channels envisaged of the Dissemination Plan.
- Chapter 6: This section of the deliverable provides a detailed list of the dissemination activities developed during the whole project duration.

### 3. Dissemination Objectives

Dissemination is recognised as one of the central activities within the IES Cities project, and therefore all partners will actively contribute to the formal dissemination tasks. The objectives of the dissemination activity are:

- to establish a shared and efficient process to help identify, develop, review and make available content which communicates the objectives and results of the activities in the project;
- to provide a process which checks for new external dissemination target audiences, and coordinates targeted engagements as appropriate;
- to facilitate dissemination activities by sharing templates, methods and tools in order to enable efficient communication. A number of templates (for Microsoft PowerPoint\* and Microsoft Word\*) have already been created and are available in the project's document management system [4];
- to communicate project results to relevant stakeholders via various channels, in particular via a project web site;
- to generate project collateral material for general use, for example brochures and posters that project partners can distribute at external events such as workshops and conferences;
- to create and increase external awareness.

These dissemination objectives will ensure a broad awareness of the project activities and results, facilitating the collaboration, exploitation and standardisation initiatives of IES Cities.

#### 3.1. Target groups and objectives

Identifying the target groups for dissemination is the first and main requirement to start elaborating a dissemination strategy and planning dissemination activities. IES Cities identified the main target audience for the dissemination activities in the DoW. In particular we will focus on the following groups:

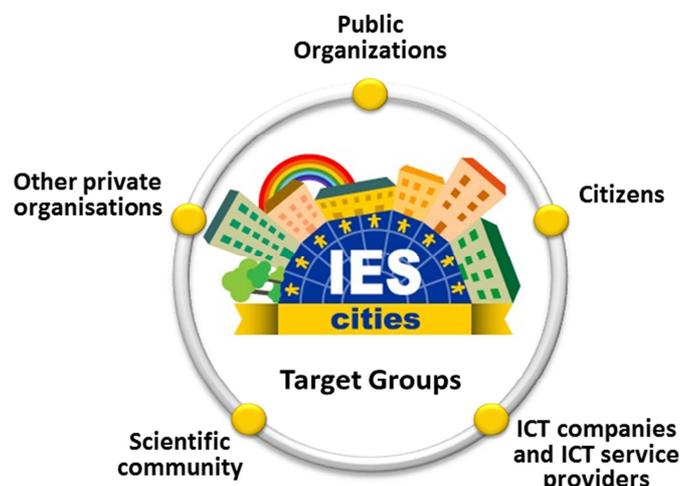


Figure 1 – IES Cities target groups



- **Public organizations**, like city administrations or city councils;
- **Citizens in general**, for their awareness in the access to the new ICT services, and also for their awareness in the possibility of creating personalized services;
- **ICT companies and ICT service providers** (both large and small companies) interested in new business opportunities based on new ICT services for the citizens, for the public administration;
- **Scientific community** interested in the technical implementation of the IES-cities platform Dissemination strategy;
- **Other private organizations** interested in exploiting some of the solutions proposed and making profit (such as associations of people with particular needs or interests to whom the possibility of having particularized services is of high interest).

The **objectives** for each of these target groups are the following.

- **Public organizations:** showing the potential of the IES Cities approach to public administrations and involve them in testing one or more of the IES Cities application;
- **Citizens:** improving citizens awareness of ICT services including their personalization;
- **ICT companies:** showing the business opportunities of the ICT service market for citizens and for public administrations; explaining the specifications and technical aspects of the IES Cities platform; encouraging companies to develop applications based on the platform;
- **Scientific community:** showing how research can be a key driver for innovation and vice-versa, how social-driven innovation can help research by providing a test bed for new software and solutions.
- **Private organization:** involve private organization as stakeholders in the project by developing applications that show the potential of IES Cities approach for specific interest groups.

To achieve the objective of reaching all the target audience, different dissemination strategies will be applied within the project which will lead to carrying out different dissemination activities that will be detailed in the rest of the dissemination plan.

### **3.2. Method for the Evaluation of the Dissemination Plan**

After the identification and analysis of each target group, the following step consists of finding out how the intended dissemination objectives per target group can be achieved. For this, an assessment method which will be used in order to evaluate and get feedback about the impact of the deployed dissemination activities in IES Cities project should be defined.

#### **3.2.1 Evaluation Method**

An appropriate evaluation method of the dissemination activities has to gather data throughout all the IES Cities project lifespan. The data collected during the evaluation method will be analysed in detail for:



- Evaluating the grade of success of already carried out dissemination activities and thus to review the dissemination plan accordingly.
- Assessing the impact and interest of the IES Cities project on the different target groups and according to this information focusing IES Cities project on the appropriate and most interesting target groups.
- Deciding and generating the suitable promotional material and the project view for conference papers, articles and any kind of announcements.
- Reviewing and updating the dissemination plan

As mentioned in the previous paragraph, the first stage of the proposed evaluation method consists of gathering data. A set of indicators which will be applied and measured are defined in Section 3.2.2. Afterwards, a deeply analysis of the collected data will be accomplished and verified with the dissemination goals defined in Section 3.2.3.

Derivations from the goals will be identified and if necessary appropriate actions will be taken to assure dissemination quality. Dissemination progress will be continuously evaluated during the project, and a final evaluation will be conducted and be used in order to infer corresponding conclusions and future actions.

### 3.2.2 Indicators

In the list below, several success factors have been defined in order to precisely track the progress of dissemination efforts in terms of quantitative and qualitative factors. The indicators have been assigned an identifier for easy reference, in further sections of the document

- Quantitative indicators:
  - **A1: Publication of research results** including number of journal, conferences, symposia, and workshops presentations and articles.
  - **IES Cities web portal statistics and Social network accounts**
    - A2.1: Number of visitors to the IES Cities project Web Site
    - A2.2: Increase in web page consultancy when a new article or paper is published.
    - A2.3: Increase in web page consultancy after a conference, an exhibition or public event.
    - A2.4: Number of like of IES Cities Facebook page
    - A2.5: Number of posts on Facebook
    - A2.6: Number of followers on Twitter
    - A2.7: Number of Tweets mentioning IES Cities
  - **IES Cities promotion events**
    - A3.1: Number of public seminars



- A3.2: Number of press echoes (national or local newspaper interviews, articles, etc...)
- A3.3: Number of web echoes (articles on blogs, online news, websites, groups)
- A3.4: Number of institutional press conferences

Further feedback from questionnaires and other sources is collected to check the quality of dissemination material:

- Qualitative indicators
  - **Quality assessment of target media** through online academic services:
    - B1.1: Web of Knowledge / Web of Science
  - **Feedback from organized events:** Every event organised by the Consortium (local workshops, European works and conferences) will be assessed based on feedback received from the participants. Every participant to an event will be invited to complete an evaluation form at the end of every event.
    - B2.1: Level of interest and involvement of the participants in conferences, exhibitions and public events (e.g. based on number of questions, contacts etc...)
  - **Feedback evaluation from IES Cities application deployment**
    - B3.1: Level of interest in the target user groups about IES Cities applications in each cities (e.g. feedback from forms, questionnaires, comments on local communication channels)
    - B3.2: Level of interest and impact in the public administration sector (e.g. feedback from relevant offices, mails and communications with local public administration)
    - B3.3: Level of interest and impact in the local businesses (e.g. involvement in the project and feedback from local businesses that will benefit from IES Cities platform and applications)
    - B3.4: Level of interest and impact in the developers community. (e.g. use of IES Cities open data sets, feedback from developer on apps and data sets quality)
  - **Collaborations and new initiatives**
    - B4.1: Level of success in the cooperation activities performed in the collaboration task (e.g. number of project collaborations and % to which IES Cities relies on other CIP ICT-PSP projects)
    - B4.2: New activities launched (i.e., number of new proposals, number of new partnerships, etc.)

### 3.2.3 Goals

To assure the quality of the dissemination process success, indicators will be analyzed on three monthly basis to track the success and identify areas of improvement. Comparison with other projects has led to following concrete goals for each indicator type (defined above). If at least 80% of the indicators are being fulfilled according to the goals below, dissemination activities can be regarded as successful.

Indicator ID	Success Indicator	Category	18 Month	36 Month	Current Status (November 2015)
A1	Relevant events where IES Cities was presented	Publications (Quantitative)			See publications on section 6.6
A2.1, A2.2 and A2.3	IES Cities website visits [*], Document downloads [#] (Brochure, Deliverables, Events)	Number (Quantitative)	* > 500, # > 25	* > 1000, # > 50	Website online and regularly maintained. * > 10000, # > 5
A2.4 and A2.5	Likes in Facebook [*], Posts in Facebook [#]	Number (Quantitative)	* > 150, # > 100	* > 300, # > 200	* > 202 # > 100
A2.6 and A2.7	Followers in Twitter [*], Mentions in Twitter [#]	Number (Quantitative)	* > 50, # > XX	* > 100, # > XX	* > 130 # > -
A3.1	Third parties Seminars	Promotion event (Quantitative)	5	10	>10
A3.2	Press Echoes	Press (Quantitative)	6	12	25
A3.3	Web Echoes	Google Alerts (Quantitative)	15	30	-
A3.4	Institutional press conferences	(Quantitative)	4	8	3
B1.1	Web Knowledge/science of	Article References (Qualitative)	6	12	13

B2.1	IES Cities Workshops, Trainings	Event Feedback (Qualitative)	-	# events Rating $\geq$ 7/10	-
B3.1/B3.2 /B3.3 and B3.4	Percentage Interests	Industry, public administrations , stakeholders and Academic Interest	-	40% of interest coming from Industry (contacted organizations, and website traffic), 30% from public administrations and 30% from academia	-
B4.1	Synergies established with other European research projects and initiative	Collaborations (Qualitative)	3 projects	> 5	2
B4.2	New proposals, new partnerships	Follow-up Activities (Qualitative)	1	2	1

**Table 1 – Success indicators and expected values for the IES Cities project.**

## 4. Dissemination Strategy

### 4.1. Consortium-wide Strategy

The consortium will adopt an integrated approach to dissemination, using shared resources and consistent processes and interfaces. The vast majority of the project output is designated as 'open' and is therefore a candidate for dissemination. Some prioritisation will be necessary to select the most appropriate and useful dissemination target communities and sectors, in Europe and globally. This integrated approach will comprise templates, guidelines and approval processes on the one hand, and with a communication platform, publications, event participations and release plans on the other.

In addition to dissemination materials and public reports, project outputs that are key dissemination candidates include:

- IES Cities platform specification;
- IES Cities platform reference implementation;
- IES Cities services implementation;
- Outcome of IES Cities Pilots.

Besides, the consortium will communicate specific findings during the course of the project, for example via publications in local and national journals or paper submissions to conferences and workshops.

Adopting this integrated dissemination approach will include specifying clear dissemination goals, targets and success criteria. Broad categories are comprised of:

- Provision of a brochure-type web site for external reference, where up-to-date information about the status of the project and plans at a high level are made publically available;
- Identification and engagement of target audiences;
- Identification, development and publication of communication content;
- Sharing of methods, and communication of exploitation progress within the project.

Dissemination activities will be performed during the whole life-cycle of the project, together with a review of their effectiveness, so that to allow modifications and adoptions according to the current project life-cycle stage. Foreseen activities in the short, medium and long terms are:

- **Short term:**
  - Publication and promotion on the project website and social media;
  - Commitment by all partners to publishing an entry in each of the selected social media at least once a month, always mentioning @iescities;
  - Commitment by all partners to including a short paragraph reporting on the project log and website in their own website;
  - Internal awareness with relevant teams (Intelligent council, Smart City, Traffic, Health, IT)



- **Medium term:**
  - Promotion of the project, the platform and other related events planned in each Pilot city;
  - Dissemination of project leaflets and other promotional material;
  - Organization of workshops to explain the potential of creating urban apps from government data local communities and technical partners;
  - Publication of a scientific paper in a conference, detailing the final IES Cities architecture;
  - Press releases to increase general awareness of the project, and press launches for each pilot;
  - Video elaborations to promote the smart city concept and project scope.
- **Long term:**
  - Local events specifically held to promote products and results of IES Cities;
  - Press releases to disseminate results;
  - Final local workshop inviting VIPs related to the national and local activities to present final results and get feedback for local exploitation opportunities;
  - Organization of an official IES Cities workshop, where to invite EC partners and European public and private organisms involved in smart cities policies and regulations;
  - Hackatons and contests promoting the use of IES Cities apps between local communities.

#### **4.2. National and site-specific Dissemination Strategy**

Each of the project partners will be actively involved in the dissemination activities and will report on their activities in their own country or at international events. Each partner will inform the consortium about potential opportunities for publications, workshops, meetings and other types of events. Activities will be agreed by the partners, with a main focus on the promotion of IES Cities and dissemination in their respective country. This is particularly important for Spain, Italy and the UK, the countries which will host the Pilots.

The partner-specific dissemination strategies, in addition to the consortium-wide strategies, will significantly improve visibility and uptake of research results, as well as helping to identify collaboration opportunities during the project lifetime. The table that highlights these strategies can be found in Appendix B.

The single dissemination strategies set up by partners within a same country will contribute to create a National dissemination strategy. This is of particular importance for the countries that host Pilot cities, which are Italy, Spain and the UK respectively.

- **ITALY →**

The national-specific strategy for Italy will focus on promoting project results by citizens and other public administrations, exploiting the most important national venues like ForumPA or SmartCity Road Show. FBK and Rovereto are participating in several projects, all about the smart cities and mobility topics, both at the European and national



level (e.g. Streetlife, SmartCampus, Sp4c3, Apps4Italy...). The synergy between these initiatives will be a key aspect in order to reach a wide audience and stimulate interest at the national level. It is worth noticing that the wide experimentation foreseen in IES Cities will be one of the few of its kind in Italy, and thus will be a primary element in promoting the project at the national level.

- **SPAIN →**

Two different cities will be involved in the Spanish national-specific dissemination strategy. Citizens will be the main target to the Spanish national dissemination strategy through different activities promoted by the city councils of Zaragoza and Majadahonda. Mass media services like Majadahonda TV or typical city contests will be used to engage with the citizens and to spread the knowledge of the project. Tecnalia is participating in different projects related to the Smart Cities, and the experienced gathered in these projects will be used to reach better to a wider audience.

- **UK →**

Bristol has a highly ambitious and well-resourced Smart City programme. This programme has a National profile in the UK and has been supported by UK Government with £3m investment [3] Open Data is a key component of this programme, and IES Cities is a key project in exploring the potential of Open Data in Bristol. The City Council is developing a comprehensive communications plan to highlight and showcase activities associated with this programme A Local, National and International events series is planned as well as extensive web, social media and traditional media exposure (TV, press, radio). By promoting IES Cities through our Smart City programme channels we will capitalise on some significant local investment to raise awareness of IES Cities whilst reflecting the European nature of this project and respecting its aims and identity. The City's established Digital Partnership will be a key mechanism for local dissemination of the IES Cities project. The Partnership, named Connecting Bristol ([www.connectingbristol.org](http://www.connectingbristol.org)) was founded seven years ago and includes partners from right across the public, private and community sectors. The Twitter account @connectbristol has just short of 6000 followers.

### **4.3. Social Networks Strategy**

Social networks are pivotal to enable a direct communication channel with citizens, public administrations, and professionals in the area of smart mobility, EU institutions or anyone interested in the project. The most important aspect when managing social networks account is to regularly update them with events and news or information about the status of the project. Publishing these updates in the networks will not only increase the impact of IES Cities on the Internet but will also promote the image of a lively and active community .

To this aim, the following steps were taken:

- 1. Creation**

- 3 months into the project, FBK created an IES Cities profile in Facebook, Twitter and LinkedIn. This is the general profile of the project and is in English.



## 2. Updates

- Each partner is updating the social network accounts at least once a month

## 3. Review

- One month before each release of the updated Dissemination Plan, accesses, posts, activities and other similar parameters are analyzed; if needed, the dissemination policies are updated in order to increase the impact and popularity of IES Cities profiles.

## 5. Dissemination Support

To support the dissemination of content from the IES Cities project, numerous initiatives have already been investigated or are currently being planned, principally concerning the branding of the project, the presence and visibility of the project in the Internet, the project distribution channels, the generation of media and the activities supporting relevant events. These initiatives can be grouped in two broad categories, namely:

- **Dissemination Elements**, such as project branding (logo, colours, symbols); Project brochures, posters and presentations; newsletters, articles, technical papers and press releases; project public deliverables, contributions to national and international working groups, etc.
- **Dissemination Channels**, e.g. a project website and a project and document management server; moreover, accounts in different social networks, a LinkedIn group, and RSS Feeds.

Here follows a more detailed presentation of these initiatives.

### 5.1. Dissemination Elements

#### 5.1.1 Project Branding

Consistent branding helps reinforce the communication strategy of a project and strengthen the impact of dissemination activities. IES Cities has taken several measures to help create a strong, consistent, recognisable project identity. These measures include developing an appropriate project logo, preparing document templates, a project Fact Sheet and a project presentation.

- **Logo**

To foster the establishment of a strong IES Cities identity and brand, a project logo was designed during the first month of project lifecycle, by consulting the whole consortium.



Figure 2 – IES Cities Logo

The design of the IES Cities logo was based on the unique requirements and attributes of the project, in particular:

- The logo was designed with the aim of communicating the involvement of the project with cities, people and environment, stressing the European dimension

through the use of a central motive reminding of the EU flag;

- A rounded, semicircular shape was adopted to permit use in slide titles, headers and footers, where the on-screen layout is horizontal;
- The colour used are inspired by the EU colours, i.e. blue and yellow, with the addition of green and warm colours evoking the idea of sustainability, unpolluted environment and fresh air.

- **Document Templates**

Both Microsoft Word\* document and Microsoft PowerPoint\* presentation templates have been created and made available to the consortium to facilitate the adoption of a uniform “look and feel” for presentations. These templates employ consistent colour schemes and fonts, so that to establish a common appearance characterizing all the communication means used in the project.

### 5.1.2 Dissemination Material

- **Fact Sheet**

The Project Fact Sheet, created as a 2-page pamphlet to provide a general idea of the project, contains:

- a box describing the “project at a glance”, containing the main features of the project like number of months, funding, etc... ;
- the logo;
- the list of partners;
- explanation of the challenges, project objective and approach;
- a brief description of the pilot cities.

The fact sheet is attached to this document.

- **Project Presentation**

The project presentation, designed following the unique template of IES Cities, has been created since the beginning of the project to promote the project and help propagate a unique image of the project across Europe. The Project presentation is attached to this document.

- **Newsletter**

The first issue of the project newsletter was released on December 2013. The newsletter will be published every 6 months and will contain news and information about the IES Cities project and its results. The first issue contains a focus on the pilot site of Rovereto (the municipality of Rovereto and FBK), a presentation of the project, an article about the status of the project, the first screenshot of the mock-ups of IES cities apps and a list of past and future events of interest for the community.

- **Project poster and leaflets**

The project poster and project leaflets were created for the participation of the project in the Future Internet Assembly held in Athens on 18-20 March 2014. Both uses IES cities logo, colours and templates to reinforce IES Cities branding. The information contained in the Poster and leaflets are similar, and includes a general description of the project, project partners, screenshots of the first apps developed for the projects and a general overview of the achievements of the first project year.

- **IES Cities Film**

One of the Bristol partners, Knowle West Media Centre (KWMC), has produced a film that introduces the IES Cities concept – as ‘a novel and practical way of building the digital identity of a city’. The narrated animation explains how IES Cities will enable citizens, councils and companies to use apps and digital technologies to interact with each other - and create cities that are smarter and more pleasant to live in. The film can be viewed at <http://vimeo.com/93621765> or via <http://vimeo.com/knowlewestmedia>



**Figure 3 – IES Cities film**

- Zaragoza has also prepared 3 videos of 2 minutes each with the aim of bringing the project to the public and show the use of apps developed so far in an entertaining way. These are the links where videos can be viewed.
  - Zaragoza Maps video: <https://vimeo.com/114115475>
  - Your opinion matters video: <https://vimeo.com/116947255>
  - IES Cities project: <https://vimeo.com/112374041>
- Majadahonda also published a promotional video of its apps. The video can be viewed at: <https://www.youtube.com/watch?v=VgcRBVafQLI>

### 5.1.3 Contribution and Participation to Events

Given the multitude of conferences and events in the field of smart cities and mobility, it is necessary to develop a strategy to decide at what conferences and other events will be advantageous for the project to be represented and what types of action would be most profitable at different project phases. Here follow some key criteria to be considered:

- **Area of knowledge:** are those areas of research and knowledge involved in the development of the project.
- **Project's budget:** The main economic support for the dissemination activities of the project comes from the European Commission, which sets limits to the amount of events that can be attended, the number of attendants or the production of support material. The Coordinators should carefully consider this constraint, ensuring that the actions can be distributed along all the project phases, and evaluate the possibility to use additional funding sources.
- **Location:** The location of an event may affect the costs of participation (in terms of both time and money), a factor that determines the geographical reach. Therefore, the main interest of the project will be events in Europe (especially in the countries of the

consortium members) or of global scope.

- **Target attendance:** depending on the objectives of the attendance or the contents to be presented, actions based on the expected participants or attendants will be selected.
- **Chronology:** The dissemination effort will change along the different phases of the project. In the early phases the main goal will be to raise awareness in the potential users and in the scientific community, aiming also to attract the interest of people and organizations that could contribute to identify the requirements and participate in tests. In the final phases, when the final product is better defined and closer to become available on the market, the main goal will be to reach potential customers. As for the scientific community, the dissemination effort will be maintained constantly along the project's life in order to facilitate the exchange of knowledge and experiences.

The decision about what actions would be more advantageous for the project could be assisted by a quantitative evaluation based on the previous criteria, but ultimately it will depend on a subjective analysis of the consortium members with sufficient expertise in the different knowledge areas and specific needs to disseminate key contents.

Here is a brief list of events that have been deemed as interesting by project partners:

Event Name	Date	Website
ITS World Congress	5-9 Oct. 2015	<a href="http://itsworldcongress.org/">http://itsworldcongress.org/</a>
ICT 2015 Innovate, Connect, Transform	20-22 Oct. 2015	<a href="http://ec.europa.eu/digital-agenda/en/ict2015-innovate-connect-transform-lisbon-20-22-october-2015">http://ec.europa.eu/digital-agenda/en/ict2015-innovate-connect-transform-lisbon-20-22-october-2015</a>
Smart City Expo	10-12 Nov. 2015	<a href="http://www.smartcityexpo.com/en">http://www.smartcityexpo.com/en</a>
REAL Corp 2016	22-24 June 2016	<a href="http://www.corp.at">www.corp.at</a>
ICWS 2016	24-25 March 2016	<a href="https://www.waset.org/conference/2016/03/madrid/ICWS">https://www.waset.org/conference/2016/03/madrid/ICWS</a>

**Table 2 – Events that will be considered as target for Dissemination.**

The participation to an event will consist of a three-step process, namely:

- **Before the event:** Applying to publish paper, posters, or participating in round tables; making registration and taking care of logistics;
- **During the event:** Making demos, distributing marketing material, recording video, taking photos, collecting documents and information about participants and relevant projects, etc.;
- **After the event:** Analyzing gathered information (identifying relevant personal or institutional contacts worth to be followed, or key technological issues that could have impact on the project) and sending out press notes.



## 5.2. Dissemination Channels

The vast amount of information available in the World Wide Web and the fact that the access to the contents depends on the final users (or by semi-random factors), make so that it is hard to control the quantity or the type of people that will access to a specific piece of information. Anyway, using specialized techniques (SEO, link exchange, etc.) it is possible to increase the probability that a certain audience will find the project website.

In the initial phases of the project aimed at increasing general awareness on its existence and disseminating its first achievements, some key actions are needed to spread the key message and let people and institutions know where to find more information on the project, namely:

- **Setting up a public website** and letting search engines to include it in their results associated with some key terms will allow potentially interested people to discover the website more easily;
- **Setting up accounts in the main social networks** (e.g. Facebook, Twitter, etc.) and adding contents and contacts to them will help create a network of people and institutions engaged in a long-term communication process, through which the contents created by each partner are shared and their distribution to third parties is facilitated.

In the later phases, keeping the website updated (for example, by adding news, blog entries, documents or multimedia contents) will increase the probability that search engines will bring more people to the website, and motivate them to share information. In fact, making clear to the Web audience where to find updated contents such as news or entries in blogs, and forums increases the motivation of users to return frequently. Moreover, allowing the subscription to periodical newsletters improves the chances that people remember of the project and stay up-to-date about the project status with minimum effort. A possibility we will explore is to enrich the website with semantic metadata snippets understood by Google crawlers, expressed in RDFa format.

To this purpose, when new contents are added to the website, social networks will help maximize their distribution (either by copying the new content in alternative websites, or publishing the link to the project's website in social channels). In addition, an RSS channel associated to the website will be created where all the new additions to the website will be published, so that RSS subscribers will get notified about changes in the IES CITIES portal. Finally, in order to avoid overwhelming the target audience with an excessive number of messages, it will be advisable to set some rules that help to decide when and how to use each resource.

As IES Cities is a project based on advanced ICT technologies, an appropriate presence in the Internet is crucial to its successful dissemination. Therefore, the IES Cities project is represented on the Internet through a website that in addition to project information offers the possibility to download public documents. Internally the website includes a project management web application based on Redmine [4] that includes a wiki and a document repository. This tool has been deployed to facilitate content creation and distribution, as well as source-code management.



### 5.2.1 Website

The IES Cities project website, <http://www.iescities.eu/> [5], has been originally designed to quickly address the key questions that external visitors to the website are expected to have including, namely:

- What is the project about?
- What is the project delivering, and why?
- What cities are participating in the project?
- Who is participating in the project?
- What additional detail are available?
- Who can be contacted for more information?

The website answers to these questions also by embedding in its home page the IES Cities animated info graphic video.

The IES Cities project website is one of the main tools for disseminating information about the consortium and the achievements of the project, providing visitors with comprehensive information about its context and objectives. The current homepage is illustrated in Figure 4.

Figure 4 – IES Cities Homepage

- **Google Analytics**

In order to get a better understanding of the usage of the IES Cities project website and wiki, both were registered with the free Google Analytics [6] facility. This enables powerful reporting on the website and wiki access statistics, giving a very clear picture of information such as:



- How many users are visiting the site;
- What links and pages are most popular;
- What websites users are coming from;
- Where visitors are coming from geographically;

Google Analytics is expected to help the consortium determine the effectiveness of its web tools and targeted dissemination activities. Details information derived from Google analytics can be found in Appendix C.

### 5.2.2 IES Cities Project Management Web Application (Redmine)

Redmine is a project management system including Gantt charts, a calendar, a roadmap, and other helpful features that can be used to keep track of what is going on with software development projects. Redmine also provides news and document management tools, a per-project wiki, and per-project forums.

In this project, Redmine will be mainly used as a file server. The partners will have access to the following options:

- **OVERVIEW:** provides overviews of the project and the members.
- **ACTIVITY:** provides a historical log of all the activities carried out in the project.
- **ISSUES:** contains the list of issues created for the IES Cities Project. Each issue is owned by a person, generally the main representative of the partner leading each WP and task. This person will be responsible for keeping the progress of the task up-to-date in the Redmine tool (for example, since T1.1 is led by DEUSTO in DoW, its main representative will be responsible for the T1.1 issue and will be in charge of updating the current status of this task).
- **GANTT** visualizes activities ( ) that have a starting date and a due date;
- **CALENDAR:** provides an overview of the current project as a monthly view. This view displays all the (activities) that have at least a starting date, indicating also the due date if available.
- **NEWS** is an area where each user can publish news items about the project.
- **DOCUMENTS** will be used to share and store any kind of information (documents, presentations...) between the partners.

### 5.2.3 Social Network Accounts

Two social network accounts have been set-up, in Twitter and Facebook respectively. The current IES Cities Facebook profile is illustrated in Figure 5. Management of both accounts will be shared by all partners, where the first idea is that each partner will add content at least once a week.

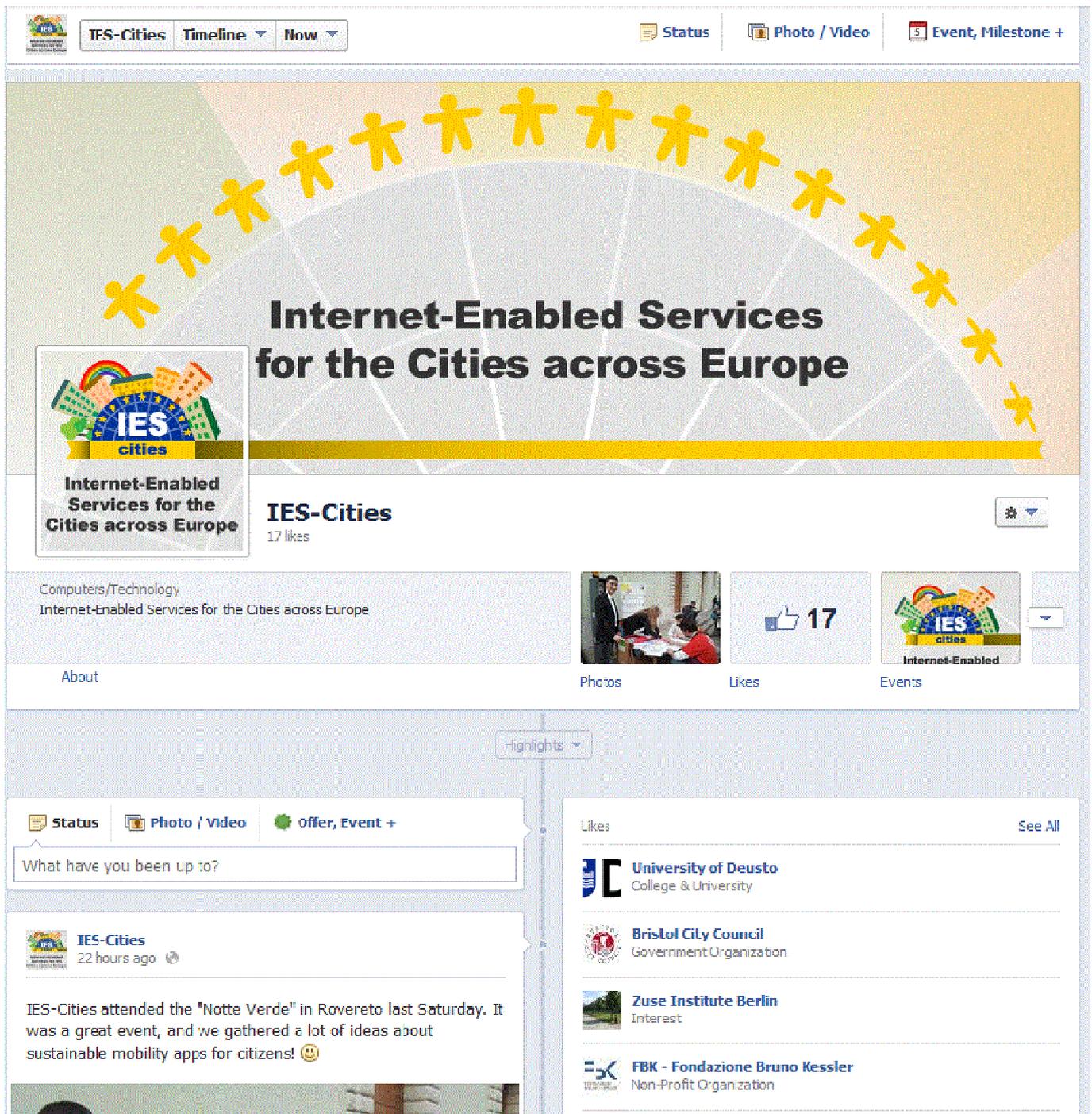


Figure 5 – IES Cities Facebook profile

#### 5.2.4 Other Dissemination Channels

- **Mailing Lists**

The consortium has set up numerous mailing lists to support the targeted dissemination of material created in the project. Currently these lists are used for internal consortium purposes only, but also external distribution lists will be set up when required to support dissemination activities to a wider audience.

- **LinkedIn Group**



Being aware of the growing importance of social networking, the IES Cities consortium has also opened a dedicated IES Cities group on the popular LinkedIn social network. As LinkedIn is a steadily growing resource, this group is planned to be used as a powerful tool for spreading news of interest to group members.

- **RSS Feeds**

RSS feeds provide a means for web users to subscribe to feeds of information that may be of interest to them; moreover, by using RSS aggregators such as Google Reader they can view all of their feeds from a central place. Therefore, IES Cities will incorporate RSS functionalities into the next version of its website to allow general users to subscribe to any IES Cities newsfeeds relevant to their interests.



## 6. Dissemination Activities

This Section contains the dissemination activities carried out during the project and will be constantly updated during its lifetime. It will contain dissemination materials created by the partners, information on the organization and the participation to events, papers and contribution to conference and journals, etc.

The table below, summarizing each a type of activity, will be mostly empty in the first version of the Dissemination plan, and will be completed during the project duration.

The Tables below report only the dissemination activities at the project level. For the dissemination activities of each Pilot see Section 7.

### 6.1. Dissemination Materials

In order to raise the awareness of the IES Cities project within the European community, an IES Cities website was setup, describing the project backgrounds, the latest developments, brochures and corporate identity.

Item	Description and type	Responsible Partner(s)	Date	Status(1)
IES Cities logo	Logo of the project	FBK	1/4/2013	Done
Fact sheet	2-page pamphlet to give a general idea of the project	FBK	1/4/2013	Done
Web site	Public website	FBK	30/5/2013	Done
Project presentation	Project presentation, created following the unique template of IES-Cities	TECNALIA	1/4/2013	Done
Twitter account	IES-Cities account in the social media	FBK	30/5/2013	Done
Facebook account	IES-Cities account in the social media	FBK	30/5/2013	Done
LinkedIn account	IES-Cities account in the social media	FBK	30/5/2013	Done
General poster	Poster of the project	FBK	28/02/2014	Done
Project brochure	Leaflet with project general info	FBK	28/02/2014	Done
IES Cities Video	Project presentation video	KWMC	30/04/2014	Done
PILOT-specific material	Various material produced in the three pilot sites	ALL PARTNERS	28/02/2015	Done
PILOT-specific	Additional material produced in the three pilot sites for the	ALL	30/11/2015	Done

material	second pilot phase	PARTNERS		
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**Table 3 – List of dissemination material.**

Note (1): planned, done, etc.

## 6.2. General Purpose Events

Besides pure promotional activities related to IES Cities, it is planned to be present at general events to create interest for future user groups.

Event	Contribution (description and type)	Participant(s)	Date	Status
Smart City Exhibition ( <a href="http://www.smartcityexhibition.it/">http://www.smartcityexhibition.it/</a> )	Presentation of the paper “Servizi abilitanti per la mobilità sostenibile: l’esperienza di Rovereto”	FBK and ROVERETO	October, 2013	Done
Zaragoza Smart City	Presentation of the IES-Cities project	ZARAGOZA	May, 2013	Done
ETSI Smart Cities Workshop 2013	General attendance	TOSHIBA	June 2013	Done
Eurocities 2013 Ghent	Presentation at “Speed networking sessions”	ZARAGOZA	October, 2013	Done
Dintel Security Night, Madrid	Presentation during Ceremony Dintel security night	MAJADAHON DA	October, 2013	Done
eTOPIA_ Center For Arts and Technology. Zaragoza	“Smart Cities. Big Data, Civic Hackers and a quest for a new Utopia”	ZARAGOZA	November 2013	Done
Madrid, Spain	Presentation of the IES-Cities project in National Event	MAJADAHON DA	December 2013	Done
Cubit 3 (BJ Cubit – La Azucarera) Zaragoza Activa	Innovación ciudadana: la fábrica de “city makers” (New processes for citizen participation and innovation).	ZARAGOZA	February 2014	Done
SmartCitySeminars series, FBK, Trento	Talk “Citizen-centric Linked Data Services for Smarter	UDEUSTO and FBK	February 2014	Done

(ITALY)	Cities”			
Workshop “Creating Value from the Data World: Open & Linked & Big Data	Participation in panel entitled “Visionaries and Entrepreneurs	UDEUSTO, TECNALIA and ZARAGOZA	March 2014	Done
University of Deusto, ForoTech	“Towards a Smart Territory to the service of people”, Dr. Diego López-de-Ipiña moderated the event	UDEUSTO	April 2014	Done
EUROCITIES Knowledge Society Spring Forum Meeting	Participation in Talk1: Smart Cities; Talk2: Open Data Working Group; Working group: E-Inclusion	ZARAGOZA	April 2014	Done
Robocampeones event	Presentation IES Cities Project in this event.	MAJADAHON DA	May 2014	Done
Hackathon	Presentation IES Cities project to Entrepreneurs. Development apps.	MAJADAHON DA	Jun 2014	Done
I Smart Week	Presentation IES Cities Project to citizens. Presentations, workshops, share experiences, ...	MAJADAHON DA, TECNALIA	Sep 2014	Done
OpenLivingLab Days 2014  <a href="http://openlivinglabdays14.com/ws18-innovate-with-young-people/">http://openlivinglabdays14.com/ws18-innovate-with-young-people/</a>	5th ENoLL Summer School (09/04/2014). Daniel Sarasa attended and participated in the event for Co-designing of data and active citizenship projects with young people.	ZARAGOZA	September 2014	Done
AAL Forum 2014, Broader, Bigger, Better <a href="http://www.aalforum.eu/">http://www.aalforum.eu/</a>	Dr. Diego López-de-Ipiña from UDEUSTO attended the event and took part in the panel for session B4 Smart Cities and AAL.	Bucarest, Romania	September 2014	Done
“Innovación y tecnología al servicio	General Attendance	TECNALIA	July 2014	Done

del turista digital”. Madrid				
Smart Cities Forum, AMETIC	General Attendance	TECNALIA	May 2014, May 2015	Done
Smart Cities Committe, AENOR	Participation in sub- committees: Smart City indicators and Smart destinations	TECNALIA	May 2014, May 2015	Done
“The Future of the Cities” Event	Organization	TECNALIA	October 2014	
FAB10 Conference	Participation in workshops	KWMC	July 2014	Done
EnoLLSummer School	Dr Carolyn Hassan (KWMC), Daniel Sarasa (Zaragoza) delivered workshop on Innovation with Young people	KWMC Zaragoza	Sept. 2014	Done
Jacathon Aragón Open Data between 26 and 27 September 2014	General attendance	DEUSTO	Sept. 2014	Done
Smart City Exhibition, Bologna, Italy	Carolyn Hassan (KWMC) speaks about IES Cities concept and Smart Cities	KWMC	Oct. 2014	Done
Seminar at De Montfort University, Leicester, England, UK	Talk “Towards Ambient Assisted Cities”	DEUSTO	Nov. 2014	Done
“Università dell’Età Libera” seminar in Rovereto	IES Cities project presentation, presentation of ViaggiaRovereto and Rovereto Explorer	FBK, ROVERETO	January 2015	Done
Open Data Day 2015 in Donostia	General attendance	DEUSTO	February 2015	Done
Zaragoza App Store Hackathon	Zaragoza held the first hackathon where	Zaragoza	March 2015	Done

	<p>developers had the chance to develop mobile applications with Zaragoza City Council open data catalogue and with the IES Player of the project.</p>			
Zaragoza App Store Hackathon	<p>Talk: “IES Cities project presentation – Info for developers”; Talk “IES Cities platform APIs – Info for developers”</p>	DEUSTO	March 2015	Done
Smart Cities event co-organized by the Federation of Municipalities of Madrid and IESE Business School.	<p>Majadahonda city council proposed IES Cities as an example of public-private partnerships</p>	MAJADAHONDA	April 2015	Done
II Smart City Conference. Building Open Cities (morning session).	<p>One of the talks was on the opportunities that European projects provide for interesting developments and to promote exchange of knowledge and experience with other countries with similar challenges. We had the chance to talk about European projects which we belong, including IES Cities.</p>	Zaragoza	April 2015	Done
Rovereto Green Night, 30 <sup>th</sup> May 2015	<p>Stand with promotional material on IES Cities project.</p>	ROVERETO	May-15	Done
University of Deusto, 2015 Academic Year Opening Speech	<p>Dr. Diego López-de-Ipiña gave the Opening Speech entitled, “ICT as solution lever for the social challenges associated to population urbanization and</p>	UDEUSTO	Sep-15	Done

	ageing"			
Research Workshop, University of Halmstad, Sweden	Dr. Diego López-de-Ipiña gave the invited talk "Towards Smarter Inclusive Cities"	UDEUSTO	Sep-15	Done
Signature of Agreement between TECNALIA and University of Deusto	"European projects in cooperation between TECNALIA and UDEUSTO: IES Cities and WeLive", talk given by Jorge Pérez and Diego López-de-Ipiña	TECNALIA & UDEUSTO	Jul-15	Done
International Conference on City Sciences (Shanghai, P.R. China)	"Zaragoza's Open Urban Lab". The city as a platform for innovation (Daniel Sarasa)	ZARAGOZA	Jun-15	Done
II Zaragoza App Store Hackathon	Zaragoza held the second edition of this hackathon where developers had the chance to develop mobile applications with Zaragoza City Council open data catalogue and with the IES Player of the project.	ZARAGOZA	Jul-15	Done
Researcher's Night 2015 @ Trento	Stand with promotional material on IES Cities project. Presentation of Rovereto IES Cities Apps	FBK	Sep-15	Done
Robocampeones	The city Council organized a competition between those who downloaded the app. Lecture about ies-cities project	MAJADAHON DA	May-15	Done
Majadahack Junior	Lectures and contest between young developers	MAJADAHON DA	Jun-15	Done
Seminar Majadahonda Tech	Presentation given by Jaime López	MAJADAHON DA	Jul-15	Done

@Bristol 'Meet the Experts' session	Workshop with children and families at the @Bristol Science Centre, showcasing MyBristol and Democratree	KWMC	Sep-15	Done
EnoLLSummer School	Carolyn Hassan (KWMC) led a workshop about authenticity and working with communities for delegates at the annual summer school	KWMC	Sep-15	Done
Smart Destinations Committee (AENOR)	Participation of TECNALIA in the Technology standardization group about "Indicators for Smart Destinations in Spain"	TECNALIA	Sep-15	Done
A guideline for a public-private partnership on urban big data sharing, Córdoba, ES	The lecture explored the construction of public-private partnerships in the area of sharing data in big cities and considering the data as a strategic asset	ZARAGOZA	Nov-15	Done
European Energy Research Alliance Joint Programme Smart Cities Symposium on Key Performance Indicators for Smart Cities (EUROCITIES), Copenhagen, DK	Daniel Sarasa (Zaragoza City Council) acted as moderator at a roundtable on "KPIs as decision support for policy makers"	ZARAGOZA	Nov-15	Done
Barcelona Smart City Expo, Barcelona, ES	Open discussion on extracting value from Big Data in cities	ZARAGOZA	Nov-15	Done
Work session on Advanced Interaction and Smart Cities, 4	Presentation entitled "Enabling Smarter Cities through Internet of Things,	UDEUSTO	Nov-15	Done

November 2015, University of Castilla La-Mancha, Ciudad Real, SPAIN	Web of Data & Citizen Participation” given by Dr. Diego López-de-Ipiña, <a href="http://www.slideshare.net/dipina/enabling-smarter-cities-through-internet-of-things-web-of-data-citizen-participation">http://www.slideshare.net/dipina/enabling-smarter-cities-through-internet-of-things-web-of-data-citizen-participation</a>			
Cities FAB LAB – Designing in the city, designing the city at University of Deusto, 25 November 2015	Presentation entitled “WeLive: Citizens Designing Cities” given by Dr. Diego López-de-Ipiña, <a href="http://www.slideshare.net/dipina/welive-citizens-designing-cities">http://www.slideshare.net/dipina/welive-citizens-designing-cities</a>	UDEUSTO	Nov-15	Done
9 <sup>th</sup> International Conference on Ubiquitous Computing & Ambient Intelligence, 3-5 December 2015, Puerto Varas, Chile	Presentation of paper entitled “Collaboration centred cities through urban apps based on open and user-generated data final” given by Dr. Diego López-de-Ipiña, <a href="http://www.slideshare.net/dipina/collaboration-centred-cities-through-urban-apps-based-on-open-and-usergenerated-data-final">http://www.slideshare.net/dipina/collaboration-centred-cities-through-urban-apps-based-on-open-and-usergenerated-data-final</a>	UDEUSTO	Dec-15	Done
Next Gen conference 2015 and awards ceremony at the House of Lords	Rachel Clarke and Jen Rolfe represented KWMC as My Knowle West was shortlisted for an award in the ‘Intelligent Communities’ category	KWMC	Nov-15	Done
KWMC Unwrapped (Knowle West Media Centre’s Annual General Meeting)	KWMC used MyKnowle West and MyBristol to run a photography competition, where posting a photo on the local social network entered you into a draw to win a set of laser cut	KWMC	November 2015	Done

	Christmas decorations			
Delegation visit from organisations involved in the Sustainable Cities group, UK	KWMC hosted a visit from organisations from across the UK with an interest in smart cities, smart citizens and using digital tools for sustainability; Rachel Clarke, Russell Knights and Jen Rolfe presented the IES Cities platform and MyKnowle West and MyBristol	KWMC	November 2015	Done

**Table 4 – General purpose events attended.**

### 6.3. Face to Face meetings during clustering events

Face-to-face meetings or briefings are a very effective way to reach decision makers on the one hand and obtain feedback from them on the other. For the future contacts from conferences, exhibitions and other events are planned to be exploited in order to deepen the relationships with external partners.

Name of event	Location of event	No of attendees	No of attendees engaged
Things and Smart Cities (PITSaC)	Barcelona, Spain	500	25
I Jornadas Zaragoza Smart City	Zaragoza, Spain	120	5
European Network of Living Labs Summer School	Manchester, UK	250	100
Innomatnet: Innovation Materials Network	Brussels, Belgium	50	50
Visit from Chinese Climate Change Delegation Via UK Foreign Office	Bristol, UK	8	8
Giving Value to the World of Data: Open & Linked & Big Data	Zamudio, Spain	100	20
Mobile World Congress 2014	Barcelona, Spain	80	2
Local Government Association annual conference and exhibition	Manchester UK	1500	100
Citizen-centric Linked Data Services for Smarter Cities	Trento, Italy	100	3
7th International Conference on	Guanacaste,	200	1

Ubiquitous Computing & Ambient Intelligence (UCAmI 2013)	Costa Rica		
Visit to Las Palmas Gran Canaria City council Via SEGITTUR	Las Palmas de Gran Canaria, Spain	16	16
Visit to Marbella City council Via SEGITTUR	Marbella, Spain	20	20
ÁGORA 2015. Rethinking the model and urban planning action.	Donosti, Spain	150	5
Meeting with Tree Pips tree planting project, to explore possible partnerships for Democratree	Bristol, UK	3	3
II Smart City Conference. Building Open Cities (afternoon session). Workshop with Delicias area residents to co-decide how the mobile application should be to collect proposals for improving this area of the city.	Zaragoza, Spain	40	25

**Table 6 – Face to face presentations/events attended**

#### 6.4. Press conferences

Press conferences, usually organized by the municipalities of the IES Cities consortium, to disseminate results of the project to the local mass media.

Location	Contribution (description and type)	Participant(s)	Date	Status
Rovereto	Presentation of the IES-Cities project with local Newspaper journalist	ROVERETO and FBK	October, 2013	Done
Majadahonda	Presentation of IES Cities project in press	MAJADAHONDA	November 2013	Done
Zaragoza	Presentation of IES Cities project in press	ZARAGOZA	December 2015	Done

**Table 7 – Press conferences organized by partner municipalities.**

#### 6.5. General purpose Publications

Consortium partners contribute to dissemination by publishing general purpose papers to reach the wider public.

Venue	Contribution (description and type)	Participant(s)	Date	Status
Smart City Exhibition ( <a href="http://www.smartcityexhibition.it/">http://www.smartcityexhibition.it/</a> )	Paper "Servizi abilitanti per la mobilità sostenibile: l'esperienza di Rovereto"	FBK and ROVERETO	October, 2013	Done
"Open your City" blog	Article "On the road: ciudades en movimiento"	ZARAGOZA	April, 2013	Done
Majadahonda city Council web page	"Majadahonda, elegida por la Comisión Europea para participar en un proyecto de Smart Cities"	MAJADAHONDA	May, 2013	Done
Bulletin of Majadahonda núm. 2 of November 2013	Majadahonda IES Cities: Información y gestión más cerca del ciudadano	MAJADAHONDA	November 2013	Done
i-ambiente.es web portal and Ambientum.com web portal	"Majadahonda se integra en la Red Española de Ciudades Inteligentes"	MAJADAHONDA	November, 2013	Done
Bulletin of Majadahonda, December 2013	"Majadahonda se integra en la Red Española de Ciudades Inteligentes"	MAJADAHONDA	December 2013	Done
Bulletin of Majadahonda, January 2014	"Los beneficios de ser una IES CITIES: Nuevos Canales de Comunicación".	MAJADAHONDA	January 2014	Done
FIRE Magazine	Short summary about IES Cities project	TECNALIA	February 2014	Done
Bulletin Traders of Majadahonda, Sept 2014	Explaining the project to traders of Majadahonda	MAJADAHONDA	September 2014	Done
Proceedings of AAL Forum 2014, publication of presentation "Ambient Assisted Cities and Citizens" by Dr. Diego López-de-Ipiña	Presentation about the view of Ambient Assisted Cities, i.e. how to progress towards truly smart (Smarter) cities which are fully inclusive, assistive and participative	UDEUSTO	September 2014	Done
FIRE Website	Banner about IES Cities	TECNALIA and FBK	September 2014	Done

The Knowledge newsletter; Bristol UK	Profile of MyKW and photographs uploaded by users; information about Democratree	KWMC	May 2014	Done
The Knowledge newsletter; Bristol UK	Profile of MyKW and photographs uploaded by users	KWMC	July 2014	Done
The Knowledge newsletter; Bristol UK	Profile of MyKW and photographs uploaded by users	KWMC	October 2014	Done
User Guide	Printed guide for users of MyBristol app	KWMC	June 2014	Done
User Guide	Printed guide for users of MyKW app	KWMC	June 2014	Done
Smart Circle website <a href="http://www.smart-circle.org/portfolios/bristol-uk-zaragoza-spain-rovereto-italy-majadahonda-spain/">http://www.smart-circle.org/portfolios/bristol-uk-zaragoza-spain-rovereto-italy-majadahonda-spain/</a>	Overview of the IES Cities platform, its aims and objectives	KWMC	Jan-15	Done
The Knowledge newsletter; Bristol UK	Profile of MyKW and photographs uploaded by users	KWMC	Feb-15	Done
My Knowle West Case Study	Video case study sharing the stories of three people who used the MyKW app	KWMC	Feb-15	Done
Guide “From the municipality to the Smart City”	Guide for municipalities	Majadahonda	April 2015	Done
The Knowledge newsletter; Bristol UK	Profile of MyKW and photographs uploaded by users	KWMC	May-15	Done
User Guide	Printed guide for users of Democratree app	KWMC	Jun-15	Done
The Knowledge newsletter; Bristol UK	Profile of MyKW and photographs uploaded by users	KWMC	Jul-15	Done
Smart Circle website	Submitted update about IES Cities platform and the	KWMC	Aug-15	Done

	apps being developed – yet to be published			
The Knowledge newsletter; Bristol UK	Profile of MyKW and photographs uploaded by users	KWMC	Oct-15	Done
ESMARTCITY.ES website	Article about IES Cities: IES Cities, identidad digital de la ciudad y participación ciudadana: <a href="https://www.esmartcity.es/articulos/ies-cities-identidad-digital-de-la-ciudad-y-participacion-ciudadana?utm_medium=Newsletter&amp;utm_source=5758">https://www.esmartcity.es/articulos/ies-cities-identidad-digital-de-la-ciudad-y-participacion-ciudadana?utm_medium=Newsletter&amp;utm_source=5758</a>	TECNALIA	Nov-15	Done
The Knowledge newsletter; Bristol UK	My Knowle West was mentioned as shortlisted for an award in the ‘Intelligent Communities’ category at the Next Gen conference 2015 and awards ceremony at the House of Lords.	KWMC	Dec-15	Done
eTOPIA newsletter	Short summary about IES Cities project and two new apps.	Zaragoza	Dec-15	Done

**Table 8 – General purpose publications produced.**

## 6.6. Scientific Articles and Technical Publications

Consortium partners participate to conferences, exhibitions and project reviews worldwide to present the IES Cities project.

Event	Contribution (description and type)	Participant(s)	Date	Status
International Workshop on Pervasive Internet of Things and Smart Cities (PITSaC-2013)	Publication of article “Towards Ambient Assisted Cities and Citizens”	DEUSTO and TECNALIA	March 2013	Done
3rd International Workshop on Information Management in Mobile Applications	To trust, or not to trust: Highlighting the need for data provenance in mobile apps for smart cities	DEUSTO	August 2013	Done

conjunction with VLDB 2013				
7th International Conference on Ubiquitous Computing & Ambient Intelligence (UCAml 2013)	Citizen-centric Linked Data Apps for Smart Cities	DEUSTO	December 2013	Done
1 <sup>st</sup> Workshop on Urban Applications and Infrastructures	Enabling Citizen-empowered Apps over Linked Data	DEUSTO	December 2013	Done
Smart City Expo World Congress 2013	IES Cities: A novel and practical way of building the digital identity of a Smart City	TECNALIA	November, 2013	Done
Proceedings of UCAml 2013	Citizen-Centric Linked Data Apps for Smart Cities	DEUSTO	December 2013	Done
Proceedings of UCAml 2013	Enabling Citizen-Empowered Apps over Linked Data	DEUSTO	December 2013	Done
Proceedings of Workshop on Linked Data for Knowledge Discovery (LD4KD), <a href="http://ceur-ws.org/Vol-1232/">http://ceur-ws.org/Vol-1232/</a>	Visual Analysis of a Research Group's Performance thanks to Linked Open Data, Oscar Peña, Jon Lázaro, Aitor Almeida, Pablo Orduña, Unai Aguilera, Diego López-de-Ipiña	DEUSTO	September 2014	Done
34th International Symposium on Reliable Distributed Systems	Publication of the paper "Approximate Hash-Based Set Reconciliation for Distributed Replica Repair"	ZIB	September 2014	Done
2nd Workshop on Scalable Cloud Data Management	Publication of the paper "A Relational Database Schema on the Transactional Key-Value Store Scalaris"	ZIB	October 2014	Done
Paper Sino-Spanish Campus	"Citizen engagement through open city making. The case of Zaragoza's	Zaragoza City Council.	June 2015	Done

Technical University of Madrid - Tongji University. Shangai	Open Urban Lab"	Daniel Sarasa		
SMARTGREENS 2015	An Open Platform for Children's Independent Mobility	FBK (M. Gerosa, A. Marconi, M. Pistore, P. Traverso)	May 2015	Done
Ubiquitous Computing & Ambient Intelligence Sensing, Processing and Using Environmental Information	Collaboration-centred Cities through Urban Apps based on Open and User-generated Data	DEUSTO & TECNALIA (López-de-Ipina, D., Aguilera, U., Pérez, J.)	December 2015	Done

**Table 9 – Scientific articles and technical publications produced.**

## 7. Dissemination specific to each city Pilot

In addition to project dissemination, each involved city planned and managed project dissemination at the city/pilot level. Each pilot task team coordinated these dissemination activities taking into account the peculiarity of each city, like the language or the maturity level of the citizens with respect to themes like open data.

These activities and material were used in particular for the engagement of stakeholders during the first phase of the city Pilot execution and monitoring (Task 3.2) that started at M15 and will end at M23 but in some cases also in the second phase of the city Pilot execution and monitoring. The activities and material produced by each city are briefly described below.

### 7.1. Bristol

#### 7.1.1 First pilot phase material

The Bristol Pilot team created the following material.

- MyBristol booklet is a small colourful, easy to understand, getting started with using the app booklet. It is available as a printed version and also as an on-line pdf.
- MyKW booklet is a small colourful, easy to understand getting started with using the app booklet. It is available as a printed version and also as an on-line pdf.
- Flyer for the 'Make It Your Neighbourhood' event.
- Poster for the 'Make It Your Neighbourhood' event. This includes the agreed use of two European funding logos on the same material.
- IES Cities banner. Floor standing promotional display piece for conferences and exhibitions.
- IES Cities Animated Info Graphic Video. This introduces the concept of the project in an attractive and easy to understand way. It is available on YouTube and Vimeo.
- My Knowle West / My Bristol video: this 'case study' video functions as a promotional tool to share information about the apps, as well as an in-depth evaluation interview with three users about their experience of using My Knowle West:  
<https://www.youtube.com/watch?v=zdN-Gj3pGIM>

The Bristol Pilot team secured coverage for the project apps in:

- The Knowledge community newsletter (distributed to 5,500 homes in the Knowle West area of Bristol), May 2014, July 2014, October 2014, December 2014, February 2015
- Knowle West Media Centre's monthly e-mail bulletin
- Knowle West Media Centre's Annual Report 2013-2014, published in November 2014 with a full-page case study focusing on the My Knowle West app and IES Cities project



The Bristol Pilot team also contributed content to the IES Cities Facebook profile, as well as sharing information about the project and apps via the Knowle West Media Centre Facebook and @knowlewestmedia Twitter account.

### 7.1.2 Additional material for the second phase of the pilot

The Bristol Pilot team is going to create the following material:

- Knowle West Media Centre's Annual Report 2014-2015
- Ongoing coverage in the KWMC e-bulletin and website
- Ongoing coverage in the Knowledge community newsletter
- A written case study about My Knowle West for use in promotional material / announcements / information packs at the Next Gen 2015 conference and awards ceremony

## 7.2. Majadahonda

### 7.2.1 First pilot phase material

The Majadahonda Pilot team created the following material. The material was created in Spanish and English.

- Roll ups of the Vive Majadahonda (Majadahonda Leisure and Events) and Majadahonda Saludable (Majadahonda Healthy city).
- Promotional video of the apps. <https://www.youtube.com/watch?v=VgcRBVafQLI>
- Majadahonda city council in collaboration with Majadahonda Traders Association created a booklet explaining the apps and IES Cities Project.

Majadahonda also distributed 500 IES Cities Folder to attend to meetings with IES Cities Logo, 200 auxiliary battery with IES Cities logos for Dissemination events and Engagement activities and 50 Bluetooth Speakers with IES Cities logo, with blinking lighting, and micro sd slot, for local dissemination events and engagement activities.

### 7.2.2 Additional material for the second phase of the pilot

The Majadahonda Pilot team is going to create the following material:

- Promotional video of the second phase apps, similar to the one prepared for the first phase.
- Merchandising material and gadgets with the IES Cities logo for prize draws and quizzes in engagement activities
  - Approximately 100 pen drives.
  - 5 Tablets Samsung.
- Post on IES Cities' facebook page announcing the release of the new version of the apps.

- Lectures and talks in different seminars about the project:
  - Workshop in the RECI (Spanish Network of Smart Cities).
  - Fundación Socinfo a group specialized in TIC

### 7.3. Rovereto

#### 7.3.1 First pilot phase material

The Rovereto Pilot team created the following material. All the material was created in Italian and all reported the QR code to download the apps from the market.

- Banner of the Rovereto Explorer and ViaggiaRovereto apps. This was printed on three roll up banners for easy transportation.
- Leaflet describing the Rovereto Explorer and ViaggiaRovereto apps, Dimension: A4 (297mm x 210mm).
- Poster of the Rovereto apps, to be put in Rovereto's public space like libraries, urban center, university and schools. Dimension: A2 (420 x 594 mm).
- A paper bookmark displaying on each side one of the two Rovereto apps. Dimension: 200 mm x 48 mm
- The material was created together with a consistent design to help create a distinct image for the IES Cities project and apps.

In addition, Rovereto Pilot team created material for web dissemination of the Rovereto Explorer app: two picture to be used as Facebook cover photo for the Rovereto municipality Facebook profile, and 2 pictures to be used in the Rovereto municipality web page.

#### 7.3.2 Additional material for the second phase of the pilot

In the second pilot phase the Rovereto Pilot team created the following material. All the material reported the QR code to download the apps (available both for Android and iOS devices) from the market.

- N° 1000 color leaflets describing Rovereto Percorsi and Tesori Nascosti --- Italian version.
- N° 1000 color leaflets describing Rovereto Percorsi and Tesori Nascosti --- English version.
- N° 1000 picture postcards (dimension 15\*10 cm) with Rovereto Percorsi and Tesori Nascosti QR Codes and apps' logo --- Italian version.
- N° 1000 picture postcards (dimension 15\*10 cm) with Rovereto Percorsi and Tesori Nascosti QR Codes and apps' logo --- English version.
- N° 6000 color bookmarks (dimension 20\*4.8 cm) --- contents and graphics are in progress and will be ready soon.



- N° 3 banners (dimension 85\*200 cm) --- contents and graphics are in progress and will be ready soon.
- N°100 short technical file describing the IES Cities project.
- 40 paper folders containing informative material about Rovereto Percorsi and Tesori Nascosti, plus the leaflet, the postcard and the short technical file about the IES Cities project. These folders were given to people who attended the public press conference on the 13th of October 2015, during which the apps were presented.
- Christmas Market totem placed at the shuttle bus (which brings tourists from the Stadium park to the Markets) stop. The totem contains the Viaggia Rovereto and Rovereto Percorsi apps' QR codes and logo.
- Web dissemination on the web pages of the principal bodies involved in the Christmas Market and tourism in Rovereto:
  - AreaCamper Quercia: <http://www.areacamperquercia.it/>
  - Consorzio Rovereto In Centro: <http://www.roveretoincentro.com/> (in progress)
  - Rovereto Christmas Market's webpage: <http://www.mercatinodinataleovereto.com/> (in progress)
  - Rovereto City Council's webpage: <http://www.comune.rovereto.tn.it/> (in progress)
  - Tourist Office's webpage: <http://www.visitrovereto.it/> (in progress)
  - Rovereto Multiservices Company's webpage: <http://www.amr-rovereto.it/> (in progress)
- Post on the IES Cities' facebook page announcing the release of the new version of Rovereto Percorsi.

## 7.4. Zaragoza

### 7.4.1 First pilot phase material

The Zaragoza Pilot team created the following material.

- Poster for "Complaints and suggestion" app. 80x60 cm poster for local events and workshops (picture enclosed)
- Poster for "ZGZ maps app". 80x60 poster for events and workshops (picture enclosed)
- Poster IES\_Cities 80x110 cm for events and workshops (picture enclosed)
- We are finalizing the details for schools to visit eTOPIA\_ during the months of February and March 2015. A total of 800 students will come to visit our facilities and projects that are underway. Framed in the visit, the school will know firsthand the "Open Urban Lab", the physical space where they carry out the activities of interaction with citizens. It is in this area of innovation, where we show children and young people the two "IES Cities apps" and where we try to capture their opinion on them. To do this, we have prepared

two videos and different merchandising materials to give them after the training activity and a survey with which we want to gather their views and cooperation.

- The launch of the applications has been made known to the public through our Open Urban Lab blog:

<http://openurbanlab.es/2014/10/09/apps-para-reforzar-el-vinculo-digital-entre-ciudad-y-ciudadania/>

The two applications have been posted on the corporate website of the municipality and are available for download:

[http://www.zaragoza.es/ciudad/risp/buscar\\_Aplicacion?q=Zaragoza+tu+opini%F3n+importa](http://www.zaragoza.es/ciudad/risp/buscar_Aplicacion?q=Zaragoza+tu+opini%F3n+importa)

[http://www.zaragoza.es/ciudad/risp/buscar\\_Aplicacion?q=Zaragoza+mapas](http://www.zaragoza.es/ciudad/risp/buscar_Aplicacion?q=Zaragoza+mapas)

- To host school visits to our facilities that are taking place from January to March 2015, we have provided a space specially designed to frame the project and provide training to citizens. The "Open Urban Lab" is the physical space of innovation where we carry out the activities of interaction with children and young people and where the two "IES Cities apps" are shown. In a perfect framework is easier to capture their attention and feedback. We have also prepared two different videos and some merchandising material to give them after the training activity and a survey with which we want to gather their views and cooperation.
- IES\_Cities video. 2 minute video in Spanish for disseminating the whole project in events.
- ZGZ maps video. 2 minute video to disseminate ZGZ maps app and engage users.
- "Complaints and suggestions" (now called "Your opinion matters") video. 2 minute video to disseminate ZGZ maps app and engage users.

#### 7.4.2 Additional material for the second phase of the pilot

Zaragoza will produce two videos:

- The first will focus on the overall project (aims and objectives)
- The second will be recorded during the workshops to be held in December. The purpose of this video is to show the high degree of participation and motivation of the participants.

The videos will be available before the end of December.

In addition, Zaragoza will print brochures on the apps that they will deliver in upcoming workshops and school visits.



## 8. Conclusions

This document has described the objectives and strategies of the dissemination activities within the IES Cities project. The dissemination elements and channels defined to support these activities have been introduced. Examples of dissemination to date have been included, as have been the dissemination plans for the project going forward.

The dissemination strategies, tools and activities of IES Cities will be reviewed throughout the project duration to support the emerging and evolving needs of the project. The goal will be to target the dissemination of IES-Cities project results for maximum impact in as efficient a way as possible.

## 9. Comments from External Reviewers

### 9.1. Reviewer 1 – TECNALIA Research & Innovation

Date: December 16th, 2014

Issue	Score		Comments	
	Yes	No		
Is the architecture of the document correct?	X		5	
Does the architecture of the document meet the objectives of the work done?	X		5	
Does the index of the document collect precisely the tasks and issues that need to be reported?	X		5	
Is the content of the document clear and well described?	X		5	
Does the content of each section describe the advance done during the task development?	X		5	
Does the content have sufficient technical description to make clear the research and development performed?	X		4	
Are all the figures and tables numerated and described?	X		5	
Are the indexes correct?	X		5	
Is the written English correct?	X		5	
Main technical terms are correctly referenced?	X		5	
Glossary present in the document?		X	0	Not included

Jorge Pérez Velasco

Jorge.perez@tecnalia.com

TECNALIA Research & Innovation

## 10. References

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[2]	FP7 Projects Communication Best Practises. Website: <a href="http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html">http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html</a>
[3]	Smart City Programme in Bristol (United Kingdom). Website: <a href="http://www.digitalbydefaultnews.co.uk/2013/04/11/three-cities-get-3m-each-as-part-of-future-cities-project/">http://www.digitalbydefaultnews.co.uk/2013/04/11/three-cities-get-3m-each-as-part-of-future-cities-project/</a>
[4]	Redmine tool. Website: <a href="http://www.redmine.org/">http://www.redmine.org/</a>
[5]	IES Cities Project Website: <a href="http://www.iescities.eu">http://www.iescities.eu</a>
[6]	Google Analytics tool. Website: <a href="http://www.google.com/analytics/">http://www.google.com/analytics/</a>
[7]	CIP:IES CITIES project – deliverable D6.1.5 “Dissemination Plan” version 5, IES CITIES consortium, May 2015

## 11. Appendix A: Dissemination Questionnaire

To help inform the IES Cities Dissemination Plan, FBK would like each partner to answer the following questions.

- What Dissemination Activities do you suggest IES-Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?
- What requirements do you have or foresee for dissemination of IES-Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?
- What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?
- Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?
- Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...) ?
- Can you list important events and/or media that IES-Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...) ?

### 7.1.1 Dissemination Questionnaire: Bristol

#### 1. What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?

*Short Term:*

Promotion on websites, twitter and other social media

Internal awareness raising with relevant teams (Intelligent Council, Smart City, Traffic, Health, IT)

*Medium Term:*

Promotion of project and platform at relevant planned events in the City

Dissemination of project leaflets and promotional material

Social Media updates

Press releases to increase general awareness of project

*Long Term:*

Hold local events specifically to promote products and results of IES Cities

Press releases to disseminate results



- 2. What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?**

Some resource for attending and speaking at local/ national/ international events to raise awareness

- 3. What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

Mailchimp is a free to use eNewsletter online management system. This could be a cost effective way of giving periodic updates on progress to interested and registered individuals.

- 4. Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

We will be communicating IES Cities progress as part of a bigger Communications Strategy that covers our very comprehensive Smart City programme. This will give greater reach but we will need to ensure that the distinctiveness and core messages of IES Cities are not lost in a greater volume of information.

- 5. Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

A single IES project account for relevant media (Facebook, twitter, Flickr) centrally managed, with all participants using their existing presences to highlight the existence of the central project accounts, and to retweet or highlight the postings on the central account.

- 6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

- 7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

I will manage the local Bristol City Council and Connecting Bristol online dissemination, and work with other Bristol partners to draft locally relevant Press Releases and participate in and speak at events and conferences.

Kevin O'Malley

Kevin.omalley@bristol.gov.uk



## 7.1.2 Dissemination Questionnaire: DEUSTO

### 1. What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?

#### *Short Term:*

Publication of website, creating accounts for social networks, request every partner to create an entry in social media once a month, always mentioning @iescities

#### *Medium Term:*

Organisation of workshops to explain local communities of technical partners the potential of creating urban apps from open government data.

Preparation of a scientific paper in conference detailing the final IES CITIES architecture and showing the first prototyped applications running on it.

#### *Long Term:*

Publication of a journal gathering the results of at least one of the 4 trials of IES CITIES

Celebration of an official IES CITIES Workshop inviting the community interested on learning what has been achieved in the project. Organisations involved in related projects should also be invited to attend and present their achievements.

### 2. What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?

As an academic organisation, we will attend to present project results to at least two conferences. In fact, we have already attended in late March to the event PitSac (<http://ants-webs.inf.um.es/conferences/pitsac/>), where we presented our preliminary work on IES CITIES. We will cover the expenses for attending those events with our own resources.

We volunteer to organise the local event to promote IES CITIES among the local community of the Basque Country. We also volunteer to host the final technical workshop where all the results achieved by IES CITIES and potentially other related CIP projects will be presented. We hope the project to finance the catering for such event, the one for the global project. We will provide the meeting places for free.

### 3. What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?

All partners should include a short paragraph, at least, including the project logo and a link to project's website in their own site.

UD will try to organise a special issue on the topic of "urban apps mixing Linked Data and prosumed data" towards the end of the project.

Early in the project, as soon as the first release of the infrastructure is ready, we have to decide whether the source code is made public (our preference) or not. This would be nice to get a community associated to the project from its very beginning.

A common agenda in the website should gather information about all the public events associated to IES CITIES, even vaguely, that are being organised by the project's partners.

In the web site, there should be a section available for public deliverables and another one for dissemination material (e.g. video in vimeo or youtube about the project, presentation in slideshare, scientific publications and so on).



**4. Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

Our dissemination will be targeted to the scientific community to show the most important scientific/technical achievements of the project. We will also target the local (Bilbao), regional (Basque Country) and country (Spain) institutions interested on exploiting and giving value to their released datasets. We will disseminate mainly in English, but also some documents will be translated to Spanish and Basque.

**5. Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

There should be a public and private section. As earlier mentioned it would be nice to include an agenda, showing all the upcoming events associated to IES CITIES, and also some social media widgets, showing entries created through @iescities or with mentions received by the project.

The results: publications, dissemination material (video, presentation), source code of the main infrastructure should be made public and released in the form of links and descriptive texts from the project's site.

We should have a Twitter and Facebook accounts. We will most likely contribute with contents to the Twitter account.

In the intranet access to all documents (including the internal ones, templates and so on) should be made available.

**6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

Continuations of this event should be followed: <http://ants-webs.inf.um.es/conferences/pitsac/>

Smart City Expo: <http://www.smartcityexpo.com/en>

Events that deal with Linked Data: Semantic Smart City Workshop  
(<http://aida.ii.uam.es/wims13/semcity.php>)

**7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

We can be in charge of administering the scientific/technical contributions in the form of documents and source code derived from the project. We will also be keen on organising a workshop about Smart Cities & Linked Data towards the end of the project.



### 7.1.3 Dissemination Questionnaire: EUROHELP

**1. What Dissemination Activities do you suggest IES-Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?**

Short Term: Linking Website and social network profiles with related projects and people interested in the project. Keep website and profiles regularly updated.

**2. What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?**

We do not foresee any requirement yet.

**3. What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

A website based on Wordpress could be the best option in order to have an easy way to add and update contents in the web.

**4. Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)**

Eurohelp can disseminate project's news in Spanish and Basque.

**5. Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

We consider that the best approach would be to assign an administrator who is responsible for updating website and social network profiles. This administrator, which is the only one who has access, receives update requests from all partners.

**6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

We think that it is better to have few network profiles (or example, LinkedIn and Twitter f) but updated frequently.

**7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

Language issues: translating news from English to Spanish/Basque or vice versa.

The contact person that will be involved in the dissemination activities for IES-Cities is Aritz Rabadan [arabadan@euro.help.es](mailto:arabadan@euro.help.es)



#### 7.1.4 Dissemination Questionnaire: GEKO

### 1. What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?

#### **Short Term:**

Web site preliminary design and implementation

Elaboration and distribution of leaflets containing preliminary information about the project

Video elaboration for promoting the smart city concept in order to allow the people to get an easy understanding of the concept encouraging his/her early collaboration for providing inputs for the services definition and engaging them for future participation in the pilots..

Elaboration of a first newsletter including preliminary activities accomplished (month 3)

Identification and promotion of a project social network profile (facebook, twitter)

Identification of specific dissemination events targets for providing project presentation or papers.

Identification of digital and printed publication related with the scope of the project.

#### **Medium Term:**

Web site final implementation

Video elaboration for promoting the smart city concept and project scope in order to allow the people to get an easy understanding of the concept encouraging his/her collaboration and engaging them for future participation in the pilots..

Elaboration of a second newsletter including activities accomplished and preliminary obtained results (month 12).

Participation in third parties workshops in order to promote the project.

Elaboration of papers and publications for dedicated printed and digital media related with the scope of the project.

#### **Long Term:**

Elaboration of a second newsletter including activities accomplished and preliminary obtained results (month 12).

Video elaboration including short view of the project and pilots elaboration and results. Promotion in digital channels.

Final local workshop inviting VIPs related with the national and local activity for presenting final results and getting feedback for local exploitation opportunities.

Final consortium workshop inviting EC partners, and European public and private organisms involved in smart cities policies and regulations.

### 2. What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?

Promotion of local event for disseminating project scope and results supporting the city council.

Collaborate with the city council for the accomplishments of regulations and IPR restrictions related with

dissemination and promotion of the project and results.

Participation in the contents preparation related with the promotional material (printed or digital version, like leaflets, newsletters, web site content, etc.).

To collaborate in the dissemination plan elaboration.

Elaboration or common material and translation to the different languages.

### **3. What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

To implement a web site based on responsive design for proper access and visualization from smartphones and tables.

To define specific responsible associated with each of the dissemination channels in order to get a dedicated partner responsible for the accomplishments of the indicators that could be established.

Data source: in order to measure the effectiveness of the execution of the dissemination plan, we can use the following techniques:

- Questionnaires and surveys: Asking to a representative sample of population a structured set of questions would allow extrapolating basic indicators about the awareness about the project goals and status, and their opinion about it.
- Web search engine results: Querying for relevant keywords (such as the project's name, or the main words describing it) would provide a good idea about how many results are related with the project (either its website or references from third parties) and which information is found by those who search for the project in the Web. Configuring automatic searches (for instance, using Google Alerts) could help to compare the evolution of the search results in different moments.
- Web audience statistics: The statistics collected by the Web server or by third party services (like Google Analytics), provides a rich description of the people visiting the project Website, including basic demographics and others reports enabling to understand how the people arrived to the website and how they navigated within its contents.
- Social network statistics: Some social networks provide ways to analyze the spread of information and the participation of its members in the distribution of information about the project.
- Citations: The number of citations from research publications is another indicator of the results obtained.
- References in public media: The number and type of references published in general media about the project and its activities could provide a good idea about the public interest on the project.

### **4. Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

The main differences that GEKO NAVSAT will provide in terms of dissemination strategies and considering the whole project strategies are based on the next key points:

As a Spanish company we will be able to contribute with any specific issue related with language use and translations. So far we will be able to extend any dissemination activity accomplished in any other European country, trying to extend the scope and impact of those by promoting the dissemination contents into specific Spanish forums, workshops or meeting with end users. In this sense our strategy would be to track any other dissemination activity proposed or done by other partners in other countries trying to transfer the content and knowledge in our country.



GEKO NAVSAT is a company very active in research and dissemination activities mainly involve in very technical issues. In this sense we are closely linked with many different companies, end users groups, research and public institutions. Most of those contribute or are involve in the promotion and organization of many different public events trying to connect technologies with companies and with end users. GEKO NAVSAT will extend every valuable result that could be achieved during the project development getting advantage in all those different events in which we could have and active participation, disseminating the project results and getting valuable feedback applicable to the project course.

As far as our company is a very technical company involved in GNSS activities and projects our dissemination activities could encourage the establishment of the linkage between smart cities and dedicated technologies related with location and sensorization, introducing a valuable and complementary contribution to the smart cities users and communities.

In terms of Global Navigation Satellite Systems and Technologies GEKO NAVSAT is a well positioned company in terms of European governance and public bodies, having an updated knowledge of the European strategies related with the interest in prompting GNSS technologies and new application. So far, the company will get advantage of the IES CITIES results and dissemination activities for enhancing the European roll and interest considering the European Satellite Navigation program based on EGNOS and Galileo, and its integration into the global frame.

**5. Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

**Strategy for the usage of internet:**

The vast amount of information available in the World Wide Web and the fact that the access to the contents depends on the final users (or by semi-random factors), it's hard to control the quantity or type of people that will find it. Using specialized techniques (SEO, link exchange, etc.) it's possible to increase the probability that certain audience find the project website.

In the initial phase of increasing general awareness on the existence of the project and to disseminate its initial goals, some key actions should spread the key message and let people and institutions know where to find more information on the project:

Setting up an public Website and letting search engines to include them in their results associated with some key terms, will let potentially interested people to find it.

Setting up accounts in the main social networks (Facebook, Twitter, etc) and adding contents and contacts will help to create a network of people and institutions engaged in long-term communication, following the contents spread by each one and facilitating the distribution to third parties.

In later phases, keeping the website contents updated (add news, blog entries, documents or multimedia contents) will increase the probability that search engines will bring more people to the website, and motivate them to share the information with others. Making clear to the Web audience where to find updated contents (news, blog, forum, etc) increases their motivation to return frequently. Allowing subscribing to periodical newsletters improves the chances that they remember about the project and can maintain an updated overview of the project status with minimum effort.

When new contents are added to the website, social networks will help maximizing their distribution (either copying the new content in alternative websites, or publishing the link to the project's website). To avoid overwhelming the target audience with too many messages, it's convenient to set some rules helping to decide when and how to use each resource.

**Criteria to decide dissemination actions**

One of the functions of the Dissemination Coordinators is to decide which events, publications or other



dissemination actions will suit better the goals of the project, and organize a specific plan to coordinate the participation of all consortium members. In order to facilitate the decision process, we have identified some key criteria to be considered:

- **Area of knowledge:** are those areas of research and knowledge involved in the development of the project.
- **Project's Budget:** The main economic support for the dissemination activities of the project comes from the European Commission, and sets limits to the amount of events that may be attended, the number of attendants or the production of support material. The Coordinators should consider this constraint, ensuring that the actions can be distributed along all the project phases, and evaluate the possibility to use additional funding sources.
- **Location:** The location of the events may affect the costs of participation (in time and money). This factor will determine the geographical reach. The main interest of the project are events in Europe (especially in the countries of the consortium members) or of global scope.
- **Target attendance:** depending on the objectives of the attendance or the contents to be presented, we could select actions based on the expected participants or attendants.
- **Chronological:** The dissemination effort will change along the different phases of the project. In early phases the main goal is to raise awareness from the potential users and the scientific community, aiming also to get the interest of some persons and organizations who could contribute to identify the requirements and participate in tests. In the final phase, when the final product is better defined and closer to be available in the market, the main goal will be to reach potential customers. For the scientific community, the dissemination effort will be maintained more constantly along the project's life in order to exchange knowledge and experiences.

The decision on which actions would be more convenient for the project could be assisted by a quantitative evaluation based on the previous criteria, but ultimately may depend on a subjective analysis of the consortium members with sufficient expertise in the different knowledge areas and specific needs to disseminate key contents.

### **Strategy for participation in events:**

It's also necessary to have a strategy to decide in which conferences or other events it will be convenient for the project to be represented, which type of action would be the most convenient at different phases:

Preparation phase: Apply to publish paper, posters, or participate in round table; registration; logistics.

During the event: Make demos, distribute marketing material, record video, take photos, collect documents and information about participants and relevant projects, etc.

After the event: Analyze gathered information (identifying relevant personal or institutional contacts worth to be followed, or key technological issues that could have impact on the project) and send press notes.

## **6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

IASTED International Conference on Assistive Technologies

Open Government Data Konferenz

ITS World Congress

Real CORP Conference ([www.corp.at](http://www.corp.at))



ISOCARP Conference ([www.isocarp.org](http://www.isocarp.org))  
ITS Europe Conference ([www.itsineurope.com](http://www.itsineurope.com))

**7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

English to Spanish translation

Content elaboration for printed or digital dissemination means.

Specific preparation of technical papers related with geolocation technologies and user services provision based on location.

Contact: To be defined

### 7.1.5 Dissemination Questionnaire: KWMC

#### 1. What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?

*Short Term:*

Website presence and social network profiles set up with agreed use/application by pilots.

Leaflets, flyers and promotional literature for distribution to citizens and stakeholders with info. about project.

Banner for use at events.

Video clips about how to get involved in project.

Local workshops for participants/stakeholders

Set up systems for clustering events and attendance at workshops, seminars, conferences that ensure optimum use of resources and share of effort (and uses specialisms)

Press launch for each pilot as and when appropriate to activity. Launch event.

*Medium Term:*

Website with agreed protocols for adding content.

Video footage of process for use as dissemination tool. Case studies from pilots.

Newsletter for participants and stakeholders. Each pilot to identify who recipients of newsletter are/purpose.

Attendance and representation at EU and other relevant events, including workshops.

Agree papers/publications as per specialisms and identify target publications.

*Long Term:*

Video of case studies and promoting project and partnership.

Regular newsletter/ebulletin

Final celebratory event for participants/citizens

Final event to promote findings and project results to EC stakeholders.

High profile event participation and present findings (e.g. Smart Cities International Congress).

#### 2. What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?

Designing content appropriate for local stakeholders

Photography required for promotional material

We deliver design, and media content production – so envisage filming activities, case studies and producing video material for dissemination purposes. We have also worked with subtitling software and partners to produce project films for other EU project (3 Ehouses)

Buying space at citywide events for dissemination e.g. Big Green Week

**3. What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

Agree simple content management system for updating content and clear agreement as to who does what.

Simple system for sharing project documents with most recent update prioritised to avoid confusion regarding versions. (private user part of website)

Agree use of questionnaires and surveys early on, and ensure standardised information is collected.

Use graphics and interesting ways of engaging participants in completing surveys – word heavy surveys are difficult to engage people with.

Collect case studies – short and visual as project progresses.

Easy web link to other projects and conferences calendar with news alerts when relevant.

**4. Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

We will concentrate on producing easily understandable and engaging content to recruit and maintain participants in the project. Our focus will be on working with artists and designers to find visual ways to explain the project, sustain engagement and disseminate information about the project progress. We will run engagement workshops with different (as appropriate communities) we may also involve young people, artists and interaction designers as appropriate.

**5. Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

One company should oversee management of website but allocate responsibility for content production to the pilots.

The social networks used should link to the website but be coordinated locally – local pilots can set up facebook user groups and twitter accounts – but hash tags etc. should be consistent.

Use shared vimeo or YouTube account to store video clips content.

A variety of content produced to reflect the different partners but clear (simple) branding guidelines.

Web manager should analyse audience stats/hits

**6. Can you list important events and/or media that IES-Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

EnoLL (European Network of Living Labs) events and conferences, Smart City Expo, World Summit on Innovation & Entrepreneurship

**7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

We will allocate time to coordinating clustering activities (deliverable 6.6) As outlined at kick off meeting.

For our pilot we could produce film case studies, document project (photography) manage our social networks and design our leaflets to be relevant to target groups.



## 7.1.6 Dissemination Questionnaire: MAJADAHONDA

### 1. What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?

#### *Short Term:*

Creation of posters and leaflets with the logo and basic information of the project (why and what is going to be done) as soon as possible. These dissemination materials will be placed in all the council facilities.

Link the council website to the IES Cities website.

Creation of facebook and twitter pages or profiles specific of Majadahonda that will be managed from the town hall in collaboration with IES Cities.

#### *Medium Term:*

Daily upgrade social networks profiles and websites.

Submission of press releases to national and/or regional media.

Purchase of advertising space

#### *Long Term:*

Organization of conferences or workshops with citizens in different facilities/departments of the Council

Distribution of dissemination material.

### 2. What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?

We plan to give information on the municipal website and to create the social network profiles so we need clear collaboration proceedings with other managers of IES Cities social network profiles. We want to buy advertising spaces in media. We would like to have dissemination material as soon as possible in Spanish.

### 3. What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?

Social networks are ideal channels to interact with all those who show interested in the project IES Cities thus they favor the dissemination of information

### 4. Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?

It is important to do any dissemination activity in Spanish in order to get to as many users as possible. The majority of citizens of Majadahonda are young and has access to internet.

### 5. Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?

We believe that each pilot should have a facebook and twitter profile that should be updated daily.

We also think there must be a website of each pilot or a section specific of each pilot within the IES Cities webpage.



**6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

The Fiesta of Majadahonda and specially the Day of the Bike are the city events involving more citizens.

The Council participates in many professional and political forums where basic information on the project or even presentations could be given.

**7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

We would like to address the Spanish translation and adaptation of the dissemination material of the project.

Our dissemination strategy should initially focus on catching the attention of local agents (associations, companies and citizens) in the project so they could get involved, actively participating or just being informed of the development of the works. They are the end users of the project outputs.

We will organize sectorial meetings to seek the active participation of agents specially to recruit those willing to provide contents to the applications that may require the collaboration of third parties.

In the medium and long term we will publish and send press releases informing about the project progress and development status.

We will elaborate brochures and posters that we will distribute in schools to publicize the development and goals of IES Cities.

We will use social networks, Twitter (@IESCMajadahonda) and Facebook (creation pending), as mechanisms for the dissemination of both our publications as well as those generated by other members of the Consortium.

The city council will provide all available means, both the digital (tv Majadahonda) as well as the traditional media for the dissemination of the project.

The project will be disseminated in all the events related to TIC or local development in where the council participates. We also would like to manage social network profiles of the pilot of Majadahonda in permanent communication with the managers

### 7.1.7 Dissemination Questionnaire: TECNALIA

1. **What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?**

**Short Term:**

Presentation of IES Cities project objectives in several workshops and events (seminars) at national and international level. Creation of project poster and general presentation.

Creation of social network profiles, bot at European and local level.

**Medium Term:**

Publication of research results in journals, conferences, symposia and articles...

Presentation of project results in several workshops and events (seminars)

**Long Term:**

Publication of pilots results in journals, conferences, symposia and articles...

Presentation of project results in several workshops and events (seminars)

2. **What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?**

If I understood well this question, I think all the information related to resources to be allocated in this task and expenses is included in Annex I. In the case of TECNALIA our efforts for task 6.1 is 0.5 p/m and a budget of 3000€ (not including travel expenses). This amount of money will be devoted for covering the disseminations materials needed mainly in Spain but also at international level.

3. **What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

As soon as the project website is ready I will come up with new suggestions for the website structure. Anyway, Jorge from TECNALIA has already sent a first proposal for this structure.

As for the tools, I think that redmine is a right tool for project data management and SVN as version control system.

4. **Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

5. **Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

Website should be only managed by the website creator; in this case FBK. Rest of the partners are in charge of creating and sending useful information to be included in the website.

According to Annex I, FBK should also create a template for quarterly newsletters. These newsletters should be included in the project Website and all partners will participate in the creation of content for the newsletter whenever it is required by FBK.



As for the social network profile, my suggestion is that FBK creates and manages the Twitter and Facebook general profile for the IES Cities Project. If required the leader of the dissemination activities for each country will be in charge of managing the facebook and twitter profile at local level.

**6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

International Level:

- Concertation activities organised at FIRE.
- Future Internet Assembly
- Events like ITN 2012.

Spanish Level:

- DINTEL 2013.
- Participation in the Smart Cities Normalization Committee.

**7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

TECNALIA will be the contact point for dissemination activities at Spanish levels. TECNALIA will coordinate and manage the participation of Spanish partners in several conferences and events.

As project coordinator will collaborate with FBK managing the website and social network profiles and TECNALIA will participate in international events in order to promote IES Cities project and will collaborate with CIP ICT-PSP project from previous calls.

Contact Person:

Jorge Perez Velasco

[Jorge.perez@tecnalia.com](mailto:Jorge.perez@tecnalia.com)



### 7.1.8 Dissemination Questionnaire: ZARAGOZA

**1. What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?**

Create website and promote the use of social networking with local profiles.

Medium Term: Assistance to European workshops and talks so cities can show IES Cities as a best practice example of their commitment with innovation

Long Term: Hackatons and contests promoting the use of IES Cities apps between local communities. Advertisements on local on-line newspapers.

**2. What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?**

Resources for trainers in workshops

**3. What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

A Blog-oriented website could be a good option. Wordpress would be fine.

**4. Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

Zaragoza can disseminate the project into the children local communities, encouraging the use of technology and civic apps by the youngsters.

**5. Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

We don't see a social network community manager for the whole project, since there is very little in common in terms of interests, language and social relationships between the four cities. We think that a local social network strategy should be taken encouraging both networked and face to face relationships and linked to other social and innovative events in each city.

**6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

Not at this point.

**7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

We can coordinate local events.



### 7.1.9 Dissemination Questionnaire: ZIB

1. **What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?**

*Short Term:* Project homepage

*Medium Term:* Updated project homepage and public mailing list for interested users with low frequency announcements

*Long Term:* Updated project homepage, Public mailing list for interested users with low frequency announcements and publications

2. **What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?**

For ZIB I foresee no such expenses. If they arise in a limited range ZIB would pay that using its own overhead costs.

3. **What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

None at the moment

4. **Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

The Zuse Institute Berlin is an academic partner and therefore its dissemination plan focuses on publications of research results in the field of computer science, like promising software architectural approaches, using IES-Cities as a practical demonstrator application. Results and achievements can be re-used in further research activities and can be help for education in the field of parallel and distributed systems in master and PhD programmes.

5. **Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

I don't have an idea of a particular good strategy.

6. **Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

No

7. **What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

As an academic partner we plan to disseminate research and development results in the scientific community of computer science in the form of scientific publications and links to related projects. Results and achievements can also be spread via further research activities and will be involved in our education in the field of parallel and distributed systems in master and PhD programmes.



### 7.1.10 Dissemination Questionnaire: Rovereto

- 1. What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?**

*Short Term:* Develop project website and social networks

*Medium Term:* Organize events to present pilots to citizens and other stakeholders in the 4 cities and organize a public mailing list, a newsletter. Produce dissemination materials (leaflets...) to be used during pilot activities

*Long Term:* Organize a workshop presenting project results to the EU and organize local workshop presenting project results to the local authorities and citizens.

- 2. What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?**

Not foreseen at this moment of the project

- 3. What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

No suggestion at the moment.

- 4. Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

Rovereto will disseminate the project in Italian to the local communities, and can participate in national initiatives for the public administration like ForumPA, presenting results of the Rovereto pilot.

- 5. Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

Language is an important issue, especially in social networks. Internet dissemination material in Italian (e.g. an Italian facebook page) should be created at least 1-2 months before starting pilot activities.

- 6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

ForumPA

- 7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

Coordination of local events and dissemination activities in the Italian region.



### 7.1.11 Dissemination Questionnaire: FBK

1. **What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?**

Short:

Website creation

Social network profile set-up (twitter, facebook)

Creation of dissemination material

Medium:

Publications of papers in conferences and journals to disseminate scientific results of IES-Cities

Participation in events and workshop on Smart cities and communities to disseminate project results

Publication of IES-Cities newsletter

Set-up of pilot-specific social network profiles.

Long:

Organization of an official IES CITIES Workshop presenting the results of IES-cities to the EU

Organization of 4 local IES-Cities workshop to present pilot results to local and national stakeholders

2. **What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?**

Standard communication material for events (flyers posters also in Italian)

3. **What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

We believe the use of a document management tool is mandatory to keep track of the high number of documents and revision that will be produce during the project.

4. **Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

FBK, as leader for the Rovereto city pilot, will disseminate results of the IES-cities project in the Italian language, in addition to English.

5. **Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (e.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

Each partner will select one person responsible for dissemination activities that will have access to the administration of the website.

In addition, each partner will be responsible to update with news and events the website and the social network profiles (at least once a month).



- 6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

Top international conferences in the service area: ICSOC, ICWS, ESOC  
National events in the smart city sector: ForumPA, SmartCity Road Show

- 7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

FBK major goals are both scientific excellence and impact to the market and society. Its dissemination strategy is therefore twofold. From the one side, FBK will actively present the results through the scientific publications in top journals and conferences in the areas of smart cities, mobility and services. From the other side, FBK has well-established collaborations with local Public administrations and SMEs, and will promote the results of the project through technology transfer projects. FBK is participating in several projects in the smart city topic (Streetlife, SmartCampus, Sp4c3) with the local public administrations: this will allow reaching the critical mass needed to create interest in the project not only at local but also at the national level.



### 7.1.12 Dissemination Questionnaire: TOSHIBA

#### 1. What Dissemination Activities do you suggest IES Cities adopt/engage with, in the short (Month 6), medium (Month 18) and long term (year 3 and onwards)?

##### *Short Term:*

- Project website, with up to date news section and calendar of events. In addition, website should include a feature that allows visitors to subscribe to news feeds.
- Create a newsletter that will be periodically sent out to interested parties.
- Create and maintain pages on popular social networks.
- Begin to investigate conference/ workshop dissemination opportunities for the project.

##### *Medium Term:*

- Attend a number of conferences/events, where a project poster/paper can be displayed and presented.
- In addition, cities can use local media (e.g. TV/radio/ads/newspapers) to inform citizens about the project.

##### *Long Term:*

- Use local media to inform citizens/tourists about the project's continued operation.
- Use appropriate web campaigns to inform citizens/developers about the project's ongoing operation and opportunities for application development etc.
- Run competitions for application development, so that the platform is kept alive.
- Form collaborations with related projects in Europe. Initially sharing experiences, but looking towards joint activities (collaborative papers, etc.)

#### 2. What requirements do you have or foresee for dissemination of IES Cities content (e.g. need to allocate resources for planning, need to foresee expense to buy space on journals, or booths in selected events)?

- Expenses for conference/workshop registration and travel
- Budget for journal fees (some might be free) and for booths in selected events.
- Budget for project marketing (e.g. TV/radio/posters/billboards), even after project has finished - if we want project to remain alive and relevant
- Budget/planning for IT support/fees after the project has finished.
- Budget/planning for people running the project after its finish.



**3. What suggestions do you have for improvements to support further dissemination (e.g. website structure, recommendation to adopt particular tools, etc)?**

- Make project website more SEO friendly (focus on specific keywords, e.g. Smart City), in order to increase project visibility.
- Create newsletter, RSS feed and regularly maintain/update them.

**4. Concerning partner specific dissemination, how your specific dissemination strategy differs from that of the whole project, and how can the project benefit from it (e.g. language issues, different communities, communities with different level of awareness)?**

TREL is a research laboratory and takes a technology/research partner role in the project and therefore our dissemination strategy is biased towards technical & research conferences/journals/publications. In the past we have been able to support a range of other dissemination activities (exhibitions, workshops, film-making) that may be driven by the other Bristol partners.

**5. Concerning internet dissemination activities, what do you think should be the strategy for managing website, social network profiles and internet dissemination? (E.g. website structure, access policy, account management, number and type of social network accounts, social network addressed...)?**

- In addition to managing the social network profiles, allow internet users to sign up to the project website, receive alerts when new content is available and maybe issue a newsletter periodically.
- In general, we believe that it is very important to keep the internet dissemination activities constantly up to date and regularly offer new content to keep visitors interested.
- As far as the number/type of social networks to be targeted, we think that the usual "suspects" should be enough (e.g. Facebook, Google+, etc.)
- In addition, during the lifetime of the project, we should keep an eye on any new trends that might appear in this area and use them for the dissemination activities.

**6. Can you list important events and/or media that IES Cities should consider when planning and executing dissemination activities (e.g. international conference, science fairs, public events, national and international journals...)?**

Here's a provisional list of conferences, workshops and journals that could be targeted for the project's dissemination activities. It is probably too late for some of these for 2013, but most are annual events and they could as well be targeted for 2014 or later.

- IEEE CloudID 201
- NGMAST 2013 (Next Generation Mobile Apps, Services and Technologies)
- [I-TASC13] Second International Workshop on Technologies and Applications for Smart Cities (part of NGMAST)
- MobileHealth 2013
- IEEE OnlineGreenComm 2013
- ETSI Smart Cities Workshop The June 2013 workshop was attended by Toshiba, and would make a good future dissemination target.
- The 9<sup>th</sup> International Conference on Intelligent Environments - IE'13
- Sociable Smart City 2013 Workshop (part of IE'13) (July)



- Smart City Expo 2013 (Barcelona, November)
- IEEE Spectrum
- EURASIP Journal on Wireless Communications and Networking
- IEEE Communications magazine (June '13 issue will feature a Smart City theme)

**7. What do you propose will be your specific role in the dissemination activities (e.g. managing profiles, managing website, addressing language issues, relation with other projects...)?**

We would be well placed to assist with building relationships with other projects.

## 12. Appendix B: Partner-specific Dissemination Strategies

Partner	Partner-specific Dissemination strategy
TECNALIA	<p>Tecnalia will made public the results obtained in IES-Cities by publishing papers in international journals and by presenting the results at international conferences. Tecnalia will promote the IES-Cities project results towards relevant stakeholders according to their financial characteristics (private/public investors) and to the characteristics of the market (private/public). Furthermore, the project activities will be advertised as part of the company's marketing strategy.</p>
DEUSTO	<p>Deusto's major focus are to provide both innovative technological approaches and high level academic research, therefore its dissemination strategy is based on the publication of research articles in high impact conferences and journals in the smart cities and open data domains. Deusto has taken part in the last years in a series of projects related to these areas (adapta, bizkaisense, ...) with partners of different nature (public organizations, SMEs and other research centers), in order to acquire diverse points of view of how to tackle the challenges open by these environments. The intended architectural approach for IES CITIES will allow future developments combining web standards and open data to provide novel opportunities to deal with smart city data. Deusto will give place not only to scientific publications, but also to a set of prototypes that will be disseminated among industry and even give place to the creation of spin-offs, allowed by the company incubator of the University of Deusto.</p>
BRISTOL	<p>Bristol City Council will do undertaking a broad range of promotional and dissemination activities. Open Data is a key element of the Cities 'Smart City' programme, and IES Cities is a key activity in exploring the potential of Open Data applications. The activities and findings of the IES Cities project will be communicated as part of the wider Smart City comms exercise, capitalising on a comprehensive range of communications channels and a high level of existing interest and visibility Nationally and Internationally. Thorough the comms programme Open Data generally, and the IES Cities project specifically, will be positioned as a central enabling element of all successful Future Cities.</p>
KWMC	<p>Knowle West Media Centre (KWMC) is experienced in sustaining user engagement in innovative data projects, and they have developed contacts and relationships with public organisations, ICT companies and academics. Therefore, their dissemination strategy has two main strands: firstly, they will disseminate information, project updates and results to citizens of Knowle West, the city of Bristol, and the wider UK. Secondly, they will utilize their links with public organisations (local government, healthcare, etc), ICT companies, and academic institutions to disseminate results and</p>

	illustrate how community-based testing and experimentation can provide a test-bed for innovation – where applications are developed that suit the needs of the communities, businesses and public bodies that exist within an area.
TOSHIBA	Toshiba will work closely with the other Bristol partners to support activities relevant to IES Cities. As a research laboratory one aspect of our role will be to publish papers and disseminate project results in international conferences. Another role of the lab is to develop and disseminate technologies to other business units in Toshiba Corporation to assist in developing products both in Europe and globally, and we will aim to do this with outcomes of IES Cities.
ROVERETO	Rovereto will address the Italian translation and adaptation of the dissemination material of the project. In addition, Rovereto will disseminate the project in Italian to the local communities, and will participate in national initiatives for the public administration like ForumPA, presenting results of the Rovereto pilot.
FBK	FBK major goals are both scientific excellence and impact to the market and society. Its dissemination strategy is therefore twofold. From the one side, FBK will actively present the results through the scientific publications in top journals and conferences in the areas of smart cities, mobility and services. From the other side, FBK has well-established collaborations with local Public administrations and SMEs, and will promote the results of the project through technology transfer projects. FBK is participating in several projects in the smart city topic (Streetlife, SmartCampus, Sp4c3) with the local public administrations: this will allow reaching the critical mass needed to create interest in the project not only at local but also at the national level.
ZARAGOZA	Zaragoza objectives are the improvement of public services and to increase the digital link between the city and its citizens. For that purpose Zaragoza will disseminate the project into the children local communities, encouraging the use of technology and civic apps by the youngsters.  We will spread the best practices resulting from IES-Cities through our networks of cities and innovation ecosystem. The congress Zaragoza Smart City will be the first venue where IES CITIES will be disseminated. We want to encourage other cities and businesses to form public private partnerships. Zaragoza Smart City Congress is a periodic event that is held annually in the city and congregates the smart city industry of the region.
AYTOMAJ	Majadahonda will address the Spanish translation and adaptation of the dissemination material of the project. In addition, its dissemination strategy will initially focus on catching the attention of local agents (associations, companies and citizens) in the project so they could get involved, actively participating or just being informed of the development of the works. They are the end users of the

	<p>project outputs. Majadahonda will organize sectorial meetings to seek the active participation of agents specially to recruit those willing to provide contents to the applications that may require the collaboration of third parties. Finally, the city council will provide all available means, both the digital (tv Majadahonda) as well as the traditional media for the dissemination of the project</p>
<p>GEKO</p>	<p>As a Spanish company we will be able to contribute with any specific issue related with language use and translations. So far we will be able to extend any dissemination activity accomplished in any other European country, trying to extend the scope and impact of those by promoting the dissemination contents into specific Spanish forums, workshops or meeting with end users. In this sense our strategy would be to track any other dissemination activity proposed or done by other partners in other countries trying to transfer the content and knowledge in our country.</p> <p>GEKO NAVSAT is a company very active in research and dissemination activities mainly involve in very technical issues. In this sense we are closely linked with many different companies, end users groups, research and public institutions. Most of those contribute or are involved in the promotion and organization of many different public events trying to connect technologies with companies and with end users. GEKO NAVSAT will extend every valuable result that could be achieved during the project development getting advantage in all those different events in which we could have and active participation, disseminating the project results and getting valuable feedback applicable to the project course.</p> <p>As far as our company is a very technical company involved in GNSS activities and projects our dissemination activities could encourage the establishment of the linkage between smart cities and dedicated technologies related with location and sensorization, introducing a valuable and complementary contribution to the smart cities users and communities.</p>
<p>EUROHELP</p>	<p>Eurohelp's dissemination strategy will focus on translating project's news to Spanish and Basque and trying to publish them in different media.</p>
<p>ZIB</p>	<p>The Zuse Institute Berlin is an academic partner and therefore its dissemination plan focuses on publications of research results in the field of computer science, like promising software architectural approaches, using IES-Cities as a practical demonstrator application. Results and achievements can be re-used in further research activities and can be help for education in the field of parallel and distributed systems in master and PhD programmes.</p>

### 13. Appendix C: IES Cities Website Statistics (up to 30 November 2015)

Indicator	Value
Number of Visitors	10.638
Unique visitors	8.226
Page/visit	2.55
Countries	Spain: 17,35% US: 14,9% UK: 12,6 Italy: 10,0%
Page views	27.166
Average visit duration	1m:50sec
Bounce rate	46,25%



Figure 6 – IES Cities website statistics

Paese	Sessioni	% Sessioni
1.  Spain	1.846	17,35%
2.  United States	1.589	14,94%
3.  United Kingdom	1.338	12,58%
4.  Italy	1.066	10,02%
5. (not set)	947	8,90%
6.  Brazil	500	4,70%
7.  Germany	272	2,56%

Figure 7 – IES Cities website sessions by location