

	<p>Project no. 691735</p> <p>REPLICATE PROJECT</p> <p>Renaissance of Places with Innovative Citizenship And Technology</p>	
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REPLICATE PROJECT

Renaissance of Places with Innovative Citizenship And Technology

Project no. 691735

H2020–SCC–2015 Smart Cities and Communities
Innovation Action (IA)

D1.1 Communication Plan(v.1)

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1. REPLICATE

The REPLICATE project will generate smart city business models, and tailor-made solutions in the areas of energy, transport and ICT starting from the districts: Urumea Riverside (San Sebastián), Novoli (Florence) and Ashley, Easton and Lawrence Hill Neighbourhood (Bristol). In summary there will be pilot actions in energy efficiency, efficient and sustainable transport and integrated infrastructures, being the latter the key elements for the integration and development of cross-sectorial solutions. Three follower cities participate in the project: Essen (Germany), Nilufer (Tutkey) and Lausanne (Switzerland).

Being a demonstration project, the main concept that is on the top of the project is REPLICABILITY: it will be necessary that the project results could be applicable throughout the lighthouse cities and in other cities which want to evolve towards the ‘smart city’ concept, and could grow of scale too. To assure the large scale deployment of innovative technologies successfully demonstrated in the lighthouse districts specific studies will be necessary for each of the demonstrated solutions to ensure that they are scalable and can be replicated.

Prior to REPLICATE project San Sebastian, Florence and Bristol have already collaborated in a STEEP project (Systems Thinking for Comprehensive City Efficient Energy Planning) which have allowed to the cities generate Smart City Plans. STEEP project has defined a collaborative and participatory methodology to reach the objective of defining an Action Plan for particular districts of each city.

The main objective of REPLICATE project is the development and validation in three lighthouse cities (San Sebastián – Spain, Florence – Italy and Bristol – UK) of a sustainable City Business Model to enhance the transition process to a smart city in the areas of the energy efficiency, sustainable mobility and ICT/Infrastructure, in order to accelerate the deployment of innovative technologies, organisational and economic solutions to significantly increase resource and energy efficiency, improve the sustainability of urban transport and drastically reduce greenhouse gas emissions in urban areas.

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2. INTRODUCTION

2.1 Purpose of the Communication Plan

The dissemination and communication Plan is a tool for all the REPLICATE projects partners who will use it as an organisational tool, and the European Commission, who will use it as a guidance document.

The goal of this document is to describe the strategical approach, planned activities and goals to be reached for the communication and dissemination activities during the REPLICATE project.

The purpose of this plan is provide a reference document for an adequate communication of the REPLICATE project. It covers:

- Section 1: Target groups
- Section 2: Communication activities and levels of communication
- Section 3: Project logo and templates
- Section 4: Communication Rules
- Annex: Activities planned

2.2 Relation to Other Project Documents

The definition of the work plan of the REPLICATE project is essential for achieving an effective innovation management system. The Communication Plan complements, the Project Management Plan and the District Management Plan in order to achieve impact and market objectives.

In the event of discrepancy between documents, this Communication Plan overruled by the Project Management Plan (PMP), the contract with the EU (Grant Agreement) including its Annexes, and by the Consortium Agreement (CA).

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2.3 Reference documents

This document is based in the following projects level documents:

Ref.	Title	Description
REPLICATE Grant Agreement signed 240713.pdf	Grant Agreement	Grant Agreement no. 691735
DoA REPLICATE (691735)	REPLICATE Annex 1 – DoA to the GA	Description of the Action
REPLICATE Consortium agreement signed December 2015 (7 th December version)	Consortium Agreement	REPLICATE project – Consortium Agreement
REPLICATE Project Management Plan	D1.1 Project Management Plan (v.1) (29/04/2016)	REPLICATE Project Management Plan
REPLICATE District Management Plans	D1.4 District Management Plan San Sebastian	REPLICATE District Management Plans
	D1.5 District Management Plan Florence	
	D1.6 District Management Plan Bristol	

These will also be stored on the shared online platform.

Where there are contradictions, the documents listed above supersede this plan. The Grant Agreement is the contract with the European Commission so takes precedence over all other documents.

2.4 Abbreviations list

GA	Grant Agreement
CA	Consortium Agreement

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DoA	Annex I–Description of the Action
EC	European Commission
H2020	Horizon 2020
PC	Project Coordinator
PL	Pilot Leader
PMP	Project Management Plan
TC	Technical Coordinator
WP	Work Package
WPL	Work Package Leader

3. DESCRIPTION OF WORK

The REPLICATE projects needs a dissemination and communication plan in order to achieve the proposed objectives.

3.1 WP11: Dissemination and Communication

Goal of the WP11 is to manage the communication and dissemination of the project, taking into account that involvement of citizens and promotion of project´s visibility and its replication in other European cities is crucial.

In that sense activities like the definition of target groups, development of content and communication channels will be carried out in order to maximize impact to the project.

Therefore the communication plan includes

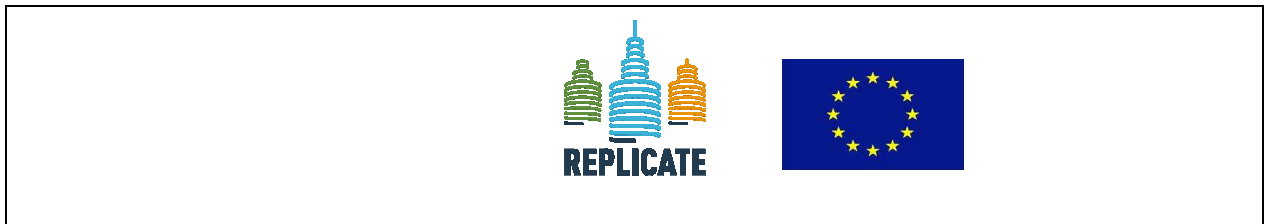
- Selection of target groups and strategic messages
- Selection of media
- Tasks
- Responsible partner
- Timing

The developed project logo and the logo of the European Commission will be used for all activites together with the NOTICE:



“The project has received funding from the European Union’s Horizon 2020 Research and Innovation programme under grant agreement 691735”.

Logos and notice will help to increase recognisability of the project.



This communication and dissemination plan will be adjusted to the progress and update during the project life to reach the adequate audience with the most interesting information. The communication plan helps to create a tool to involve stakeholders into the project if it is appropriate. All Partners will actively contribute to the publication policy, both at own initiative and upon request of other Partners, WPLs and PC.

3.2 Summary of Tasks

Task ¹	Description	Partner	Due
11.1	Development of communication plan	Technomar, FSS, Florence, Bristol, all	Month 6
11.1.1	Creation of website	Technomar, WP leader	Month 9
11.2	Communication Material	Technomar, FSS, Florence, Bristol	Month 9
11.3	Communication at local level	FSS, Florence, Bristol, all	Month 6, every 6 month
11.3.1	Innovation spaces and intelligent displays	FSS, Florence, Bristol, all	Month 30
11.3.2	Organization of local and regional small events	FSS, Florence, Bristol, all	Month 12, every 12 month
11.3.3	Specific awareness actions on mobility and energy	FSS, Florence, Bristol, all	Month 12, every 12 month

¹ Numbered as in DoA

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11.4.1	Organization of EU general workshops and conferences	Technomar, FSS, Florence, Bristol, Essen, Lausanne, Nilufer, all	Month 24, Month36
11.4.2	Organization of oriented workshops and conferences in collaboration with observer cities	Technomar, FSS, Florence, Bristol, Essen, Lausanne, Nilufer, Guangzhou, (China) Bogotá, (columbia), all	Month 48
11.5	Networking activities	FSS, Florence, Bristol	Month 4

4. TARGET GROUPS AND PARTNERS INVOLVEMENT

There are three different main target groups which will be in the focus of the communication and dissemination activities and the way of reaching each of these target groups will be different.

4.1 Target groups

The most relevant target group are the citizens in the lighthouse cities which will be directly affected by the REPLICATE activities. The second group is the group of experts for the main topics ICT, Mobility, building and energy. The target group experts is covering industry (Building, Mobility, ICT and Energy), mobility participants, property managers, architects, scientific organizations, craftsmen especially for construction and heating, as well as public authorities. To get those persons involved, at different stages of the project different strategic messages are necessary. At the beginning the main message is to **inform** citizens about the project. The more the project is developing, the more the citizens shall be **involved** by carrying out events, hearings. It is important to communicate the advantages of the project and the positive impact on the involved citizens. But it is also necessary to inform about disadvantages during the implementation e.g. by dust, noise etc. In that sense, during the implementation phase, e.g. refurbishment of dwellings, main objective of communication is to keep citizens **motivated** and engaged. After the implementation the communication will concentrate on to get **feedback** from the citizens about their experiences, lessons learned.

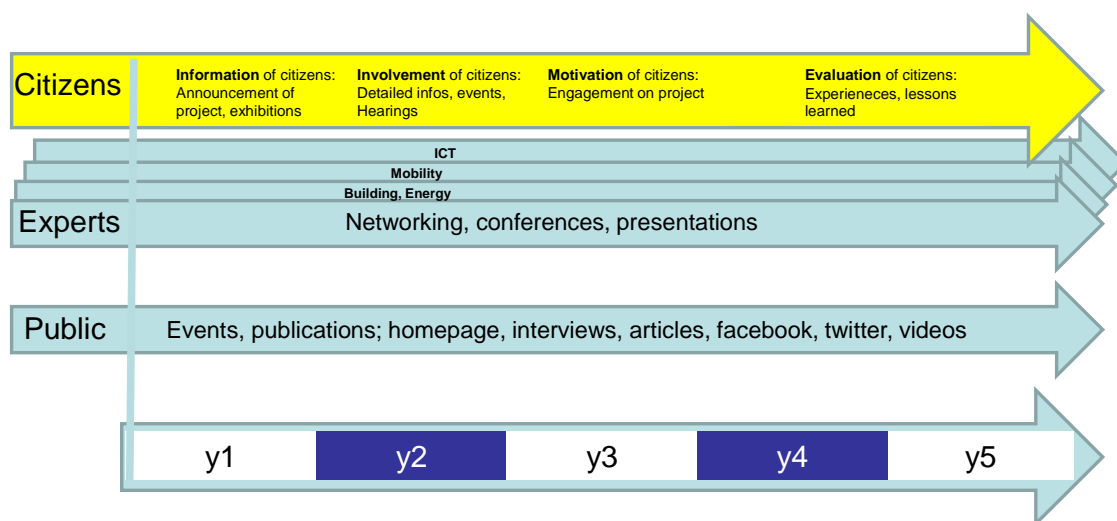
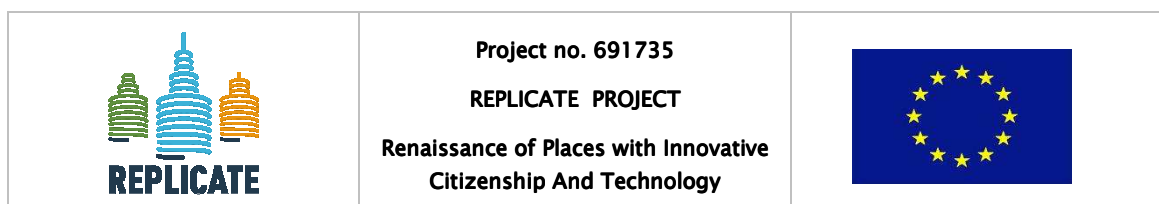


Figure 1: Global strategic messages during the project

To reach the different targeted groups various communication channels are necessary. At expert level main channel for social media is LinkedIn. With more than 90 mil users it is by far the most relevant social media tool. For press and media representatives TWITTER will be used while private persons and general public can be reached mainly by press releases and youtube or Facebook.

In addition to activities at Social Media Platforms also hearings, workshops, presentation at conferences and other communication tools will be used. An overview is given by the following picture.

Main Communication / Dissemination Channels							
Targeted Groups	LinkedIn	TWITTER	Facebook	Pressreleases	Workshops	Presentations	Hearings
Citizens			x	X	x	x	x
General public			x	x		x	
Indutry	x	x			x	x	x
Craftsmen	x	x	x		x		
Science	x				x	x	
Authorities	x			x			
Press		x	x			x	

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4.2 Partners' involvement

To ensure a widespread communication and dissemination all partners will be involved. The activities of the partners depends on their tasks within the project. The partners are from different areas various industrial segments or scientific and public organizations with different networks and contacts to stakeholders. The variety ensures the coverage of the targeted groups.

Given the importance of dissemination activities in the engagement of stakeholders and in exchanging practices with other networks and European Projects, all partners will participate, even though at different levels.

A group of tables have been prepared in order to collect all initiatives focused in communication and dissemination activities, including communication materials, participation in events, articles, etc. .

The main role in communication will have the three lighthouse cities. Therefore a compilation of planned activities at different levels has been worked out, under this first version of the Communication Plan. These tables are updated at date July 2016 and will be accordingly updated with new activities and events during the duration of the project. (see Annex1: Planned Activities) .

Activities developed by the rest of the partners, apart from Lighthouse cities will also be included under these tables.

5. COMMUNICATION AND DISSEMINATION ACTIVITIES

5.1 ON LINE ACTIVITIES

5.1.1 Creation of Website (task 11.1)

Online activities play a major role within the communication and dissemination. The main platform for online communication will be the project website. The project website will be the not only inform about the project but it will be also the link to the partners websites, sites of other related projects as well as to social media. The design of the website will be easy to understand for everybody and will provide general information about the project as well as actual and dynamic content.

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The domain will be www.replicate-project.eu

The website will be hosted and updated continuously during the whole duration of the project. All partners will contribute to keep it vital and dynamic.

The main structure of the website will be:

- **About the project:** Main goals and structure of the project
- **Partners:** link to the homepages of the consortium partners
- **Pilots:** which cities are involved, their demonstration projects and their replicability with link to the city website
- **News:** section which will include articles and a calendar with events
- **Publications:** section to upload the project public deliverables, presentations and leaflets;
- **Media:** section including press releases, articles, interviews and other communication materials e.g. videos about the lighthouse cities.
- **Contact section:** with contact points of the cities and partners involved

The website will have two **public sections**. They will provide general information about the project and its various. In that sense it will inform about the project goals, project structure, consortium partners as well as public deliverables of project results. In addition, the project website will have a section with news and events where all activities e.g. announcements of events or press releases, will be posted. This section will be updated by demand to keep it as actual as possible.

A newsletter will be published every six months and point out the development of the project. There will be also a link to social media where messages from the project profile at Twitter and LinkedIn will be generated automatically. Even local events carried out by the lighthouse cities and affecting mainly local citizens can be followed by links to the cities website.

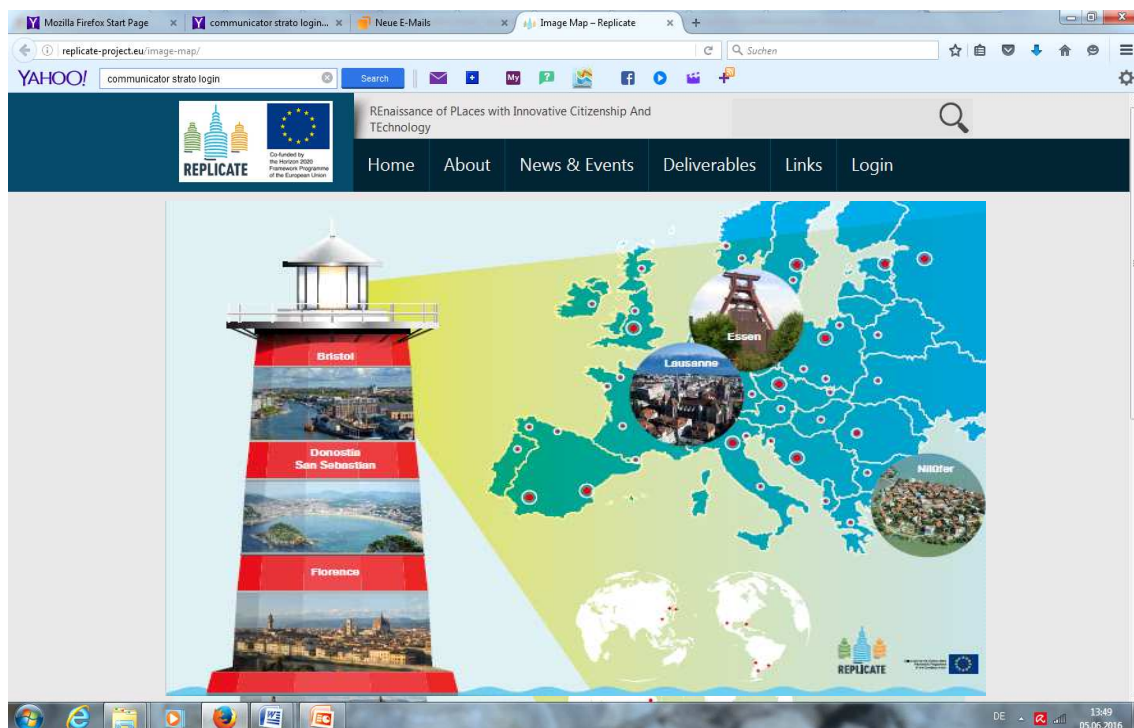
For each lighthouse city and each WP at least one person will get access to the website to generate own content. The website architecture is built on a Wordpress which provides several advantages e.g. to generate not only text but also images. A webinar conducted by Technomar will train all users.



In addition the website will have also a link to a **private section** which will allow to the consortium member to share files in a restricted area which is helpful for the internal communication.

The website will be online latest month nine.

A first draft of the site design is showed in the following picture:



5.1.2 Social networks

The REPLICATE project will create profiles in different social media to interact with the target groups and other related projects and users accounts, especially when organizing or attending events and publishing news. For LinkedIn **two project profiles** will be created. One to use as an **internal** micro-blog system to allow fast and simple internal communication and an **external** to be used as a direct communication channel to communicate with Industry, public authorities and the involved interested professionals. In a first step existing groups within LinkedIn to related topics like Energy, Mobility, Insulation Heating and buildings will be analyzed to get a base for spread of the project. The project will have an own profile to establish own groups and discussion blogs to relevant themes. The profiles will be managed/moderated by the lighthouse cities and WP leaders. In that sense the moderators will send invitations to their existing networks to participate the blogs.

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To get the perception of journalists, and other involved professionals TWITTER will be used. The strategy is to find out who is influencing related blogs and has many followers as well as to generate as many followers as possible with that tool and get them routed to the project homepage and the LinkedIn blogs. The input to the social media will also give all project partners the opportunity to inform in a simplified way about all project news. The social networks will also be used to promote the impact of the activities.

5.1.3 Newsletter

To make sure a continuous information about the project progress a newsletter will be published every six months starting in month 12. Depending on the development within the different workpackages, the most interesting results will be published. Therefore all WP-leader have to give their input and will be informed about deadlines to prepare their articles. In addition, all partners have to prepare a distribution list up to the first publication. The newsletter will also be published at the project website.

5.2 Development of communication material (task 11.2)

All publications about REPLICATE project, or any other dissemination relating to foreground, will include the following statement to indicate that the publication was generated with the assistance of financial support from the European Commission:

“The project has received funding from the European Union’s Horizon 2020 Research and Innovation programme under grant agreement 691735”.

In addition the **project logo and logo of the European Commission** will appear.

The REPLICATE project will elaborate information leaflets, brochures, communication materials and other relevant documents. They will be designed for their diffusion, which will be mainly online. Following materials are planned:

- Templates and key documents to ensure the coherence of all documents and presentations.
 - These will be used by the partners both for internal and external communication issues.
- Communication materials: leaflets and posters will be used to reach general public as well companies and public authorities.

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- They will contribute to enhance the impact of the events and to increase information and awareness about the project.
- News and interviews: articles will be published in the website and will be distributed to the national, European regional and local Media.

6. LEVELS OF COMMUNICATION

6.1 COMMUNICATION AT A LOCAL LEVEL

At the beginning the main objective is **to generate awareness** to the project in a general way. For the success of the project a positive perception of involved stakeholders like affected citizens living in the selected areas of the Lighthouse Cities and companies shall be involved, is essential. In that sense the communication activities shall not only rise awareness but keep the stakeholders interested over the whole duration of the project. In that sense workshops have been carried out to discuss an individual communication plan by Lighthouse city and take into account the local conditions and the main project objectives.

6.1.1 Organization of Local and Regional Small Events (subtask 11.3.2)

To reach the described effects, different activities are planned. In each Lighthouse City 5 workshops, 2 in each follower city will be organized. In addition, presentations, press releases, interviews will help to reach the citizens and other local stakeholders as industry, craftsmen and involved local authorities. The activities will be also embedded into other related projects carried out by the Lighthouse cities which have thematical overlaps. However, even in such cases the REPLICATE logo will appear.

6.1.2 Specific Actions on Energy and Mobility (subtask 11.3.3)

In addition to the communication of the general approach of the project also actions regarding the main topics Energy and Mobility are planned by the Lighthouse Cities. The targeted audience for those events (e.g. workshops, congresses) are experts from the industry and craftsmen related to the topic and located near to the Lighthouse Cities. Goal of those activities is to get in a more detailed discussion with the experts exchanging experiences and sharing findings of the REPLICATE project.

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6.2 Communication on National and International Level (task 11.4)

The Consortium will showcase the good practices and demonstration projects at a national European level with the goal of spreading their outcomes and obtaining ‘city followers’. Lighthouse Cities will organize events at a European level in order to present the projects and disseminate its implementation as well as participate at national and international events like “*Major Cities of Europe Annual Conference*” to present the REPLICATE project.

6.2.1 Organisation of General Workshops and Conferences (subtask 11.4.1)

At a mature stage of the project M24 and M36, general workshops and conferences will be organized targeted to public and local authorities, industry civil society and media representatives. Those groups will be invited in order to exchange best practices and ideas, promoting the visibility of the project. In addition, the events shall be used to share the project results with other European initiatives representatives and exchange information. The partners will foster the organization of joint events with relevant initiatives and organizations such as the European Sustainable Energy Week, the European Mobility Week, the EU ICT annual event and Horizon 2020 related events.

6.2.2 Organisation of Conferences in Collaboration with Observer Cities (subtask 11.4.2)

The REPLICATE project, will organize workshops targeting the Observer cities, Guangzhou (China) and Bogotá (Colombia), and other cities that could be involved in the future as observers, considering the specific interest shown by each of these two cities.

6.3 Networking Activities with other Projects and Initiatives (task 11.5)

The REPLICATE project and its results will be promoted to and linked with projects dealing with comparable other similar initiatives. For instance, the coordination of dissemination activities together with other projects under the SCC 1 call, the mutual display of banners with other European projects or the organization of shared events under the umbrella of related initiatives will be strengthened. The partners will also attend fairs and other relevant events, and the Consortium will collaborate in the dissemination of these activities. The REPLICATE project partners commit to coordinate with other SCC1 projects to boost the dissemination activities and to maximize the potential for replication throughout European Union.

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7. PROJECT LOGO AND TEMPLATES

It is important the development of a project identity. A partnership of 36 members from different countries requires a common language and identity. Therefore it's imperative to establish project's identity standards. They ensure that everyone within the project is representing REPLICATE in the same way each time they interact with stakeholders and different organizations, in their own cities and abroad.

A project identity will benefit the partnership in myriad ways. A solid project identity shows to stakeholders that there is a goal behind the image and that the project can be interesting for them. Somehow, it is an indication that the project is serious about being successful and achieves its goals.

The main advantage of creating a consistent and functional project identity is that it ensures a project that will be recognized and remembered.

The Logo and templates are intended to be the "face" of the project, both towards external stakeholders and organizations and towards partners and their departments. They are a graphical display of the identity and through colors, images and fonts they provide information about the goals of the project.

7.1 Project Logo

The Project Logo has been designed during the preparation of the Proposal. Once the REPLICATE projects was approved by the EU Commission the partners decided to continue with the same logo because it was already representative from the REPLICATE.

7.2 Project Templates

The goal of having templates is to prepare the different materials under the same identity. In this sense it is also important to consider the communication policy of the Horizon 2020 Program and respect in all the documents and presentations produced in the project the EU mention as main funding institution of the project.

The following templates have been prepared and distributed properly among partners and will be available at the collaboration platform:

- Word Template
- Power Point Template

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- Template for collecting Dissemination Activities
- Template for Contact list

7.2.1 Word Template

Documents Word template word template for documents related to the project has been developed. It is recommended that this template is used whenever word documents are written.



Deliverable template is to be used for written deliverables. The template includes design elements of REPLICATE and standard document formatting giving a common identity to REPLICATE deliverables.

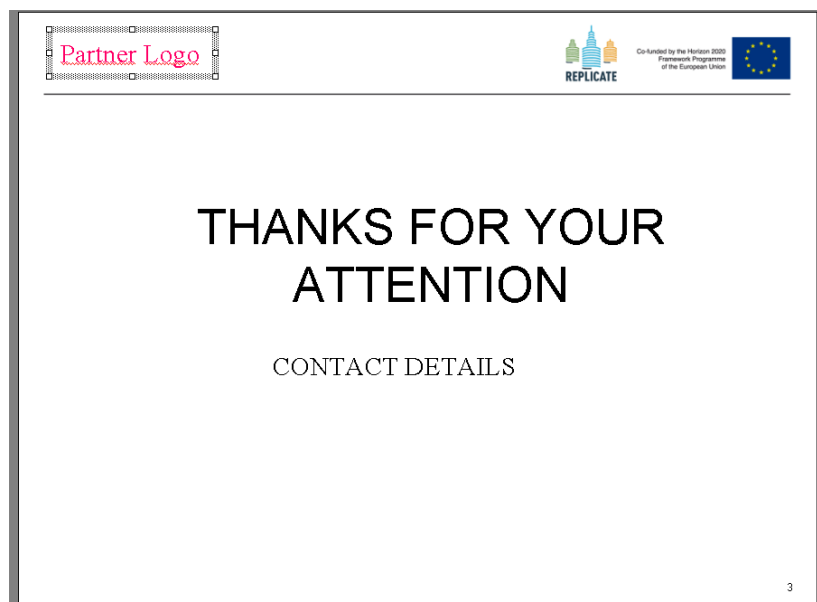
- Cover page:

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–Point(s) xx:



–Thanks / contact details:





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This template will provide a possibility to gather in the same format all communication and dissemination activities from each partner. There is a specific template related to whether the activity was done at local level or at European level by each one of the partners.

Type of Activity	Main Leader	Title	Date	Location	Audience

[illegible]

Internal communication flow: having a good communication within the consortium is one of the key elements of innovation management and decision making, even more when the number of partners is high since this task becomes more complicated.

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8.1 Internal communication

8.1.1 Procedure for Communication inside and outside the Project

The first level of validation is made by the WPL, in relation to the deliverable for which is responsible. Next level of validation will include the pilot leader who will guarantee communication within the pilot. The last level of validation is made by the project coordinator in relation to the WPL. Only the Coordinator informs the EC services about the documents / deliverables / milestones / reports, being the focal contact point with the Project Officer.

Internal communication: will be maintained using all standard methods (face to face meetings, e-mail, mail, phone, fax, audio conference) and, particularly, through an on-line platform for sharing documentation, reports in-progress and deliverables, namely: . All partners are required to actively use such platform in order to foster and ease cooperation.

FSS will perform regular back-up copies in order to prevent potential loss of information.

8.1.2 Collaborative platform

A collaboration platform solution, specifically selected for the internal communication and management of the REPLICATE project is going to be adopted.

All relevant papers (documents, templates, guidelines, minutes, contact lists, actions list, etc) of the project will be stored in this site. This collaboration platform accepts commonly used WWW document formats including PDF, HTML and Microsoft Office (Word, PowerPoint and Excel) formats.

An electronic library can be offered, containing all documents relevant to the project (administrative, legal and technical).

The collaborative platform will be used for the exchange of files and to enable the beneficiaries to work on the same documents.

The information stored in this file server is only accessible for Partners/consortium members.

8.1.3 Registered Documents

The term “Registered Documents” refers to all documents which will be archived in the project collaboration platform. This includes:

- a) All deliverables;
- b) All “internal deliverables and templates” as, e.g.,
–Minutes from the project meetings.

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–Task reports, etc.;

–Others agreed by the PC (e.g. “Cost Statement” template) or by the respective WPL.

c) All other major documents and reports as:

–Requested by the PO or the EC (e.g., project brochures, material, Periodic reports, Final Report);

–Other documents suggested and approved by WPLs;

–Other documents requested by the consortium;

–Other documents requested by the SC;

–Publications, technical reports...

8.1.4 Language

The overall project language is English.

Minutes of project meetings, project deliverables and periodic progress reports must be prepared in English. Local meetings in San Sebastian in Spanish / Basque and Italian in Florence. Meetings with attendance from abroad must be in English.

8.1.5 Publication of information

Publication means “any information or result disseminated to third parties including”:

–Papers at conferences or seminars;

–Manuscripts & abstracts for magazines, professional journals and proceedings as far as they are not under Non Disclosure Agreement.

–Web pages accessible outside the consortium;

–Press releases;

–Presentations and demonstrations to visitors other than the consortium members;

–Information and results shared during workshops that are open to third parties/stakeholders.

The following actions are not seen as publication:

–Written deliverables to the PO or the Commission Services;

–Information and documents posted on the internal collaboration platform;

–Information and results shared during project meetings or workshops;

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8.1.6 Documents and files naming

All partners will collaborate so that all files sent to other members of the project adhere to the following naming conventions:

REPLICATE_<WPX>_<D/TYY>_<Description>_<Version>_<Date>.<ext>

Where:

- <WPX> Work Package identifier, as for example: "WP7", "WP1", if applicable.
- <D/TYY> Deliverable, as D7.2, or Task, as "T7.1", if applicable.
- <Description> Document description (e.g. "Contacts details").
- <Version> Two digits version identifier, as 'v01', 'v13'..
- <Date> Date in "daymonthyear" format (ddmmyy)
- <Ext> Extension of the file name according to edition tool (e.g. *.doc, *.xls, *.ppt, *.pdf,..)

NOTICE: lowercase and uppercase characters are allowed, and separate the words preferably with ('_'). Don't use slash ('/').

For example: "REPLICATE_WP1_D 1.1_doc x rev_v01 201113.pdf"

8.1.7 Emails' subject naming

All partners will collaborate so that all emails sent to other members of the project have "subjects" that clearly indentify the REPLICATE project.

NOTICE: in order to facilitate filtering and/or anti-span measures and also the categorization of the email by the addressees, the subject line should indicate the term "REPLICATE /" followed by a short explanation sentence or few keywords about the message.

For example: "REPLICATE / submission final version_KOM agenda"

8.1.8 Deliverables numbering system:

Deliverables shall include in the cover page the following information: project and UE logos, Project Acronym, Grant Agreement Number, Project Title, Deliverable Reference number and title, Due date and Submission date (dd/mm/yyyy), Author, Status and Dissemination level.

The deliverable numbering will follow the Deliverables list numbering included in Annex 1-DoA. The delivery number shall be used as a code on the front page of all deliverables. Furthermore, a revision numbering shall be included.

The title of the document/deliverable must follow the titles included in the work programme.

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8.1.9 Contacts list

With the collaboration of all partners, Project Coordinator (PC), San Sebastián will update in a regular basis (and also after demand from any partner) the contact list (emails) prepared for communication purposes between the partners of the REPLICATE

Each partner will appoint in this list the person acting as **"main contact"** (only 1 main contact per partner). This person will be the main contact point for all issues (technical and financial/management) and will be always included in the communications sent by the Coordinator to the partner for the tasks and/or issues to be solved/clarified, and also the one who will internally coordinate the different issues with the rest of the contacts in his/her organization.

As an exception, and taking into account that in some organisations, financial issues are managed by a different department, each partner could optionally also include a **"financial contact"**.

To avoid unnecessary emailing messages, senders will carefully select the recipients to the narrowest audience possible.

Attention will be devoted by partners to the emails' subject naming as beforehand explained.

8.1.10 Visibility of EU funding – Obligation and right to use the EU emblem:

According to the Grant Agreement Article 29.4, unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- display the EU emblem and

include the following text:



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	<p>Project no. 691735</p> <p>REPLICATE PROJECT</p> <p>Renaissance of Places with Innovative Citizenship And Technology</p>	
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For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Commission.

This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other mean.



ANNEX 1: PLANNED ACTIVITIES

1 – Realized and planned online activities

Type of Activity	Main leader	Title	Date	Channel	Audience
Press	UNIFI	Smart city, la ricerca Unifi per la Firenze del futuro	29.09.2015	Information on line Unifi web site	General Public
Press	CITY OF FLORENCE	Replicate, il progetto Horizon 2020 parte da Firenze	02.03.2016	Newspaper on line (Greenplanet Magazine)	General Public
Press	CITY OF FLORENCE	Firenze vince il progetto europeo Replicate	05.01.2016	Information on Line (Arpat)	General Public
Press	CITY OF FLORENCE	Firenze sempre più “smart” con il progetto europeo REPLICATE	02.10.2015	Information on line (ResearchItaly)	General Public
Press	CITY OF FLORENCE	REPLICATE: un progetto europeo coordinato a livello nazionale dalla città di Firenze	10.03.2016	Newspaper on line (Smart for City)	General Public
Press	CITY OF FLORENCE	Firenze nel progetto Ue ‘Replicate’: 10 milioni per efficienza energetica, smart mobility e automazione	29.09.2015	Newspaper on line (Key4Biz)	General Public
Press	CITY OF FLORENCE	10 milioni di investimento. Firenze vince il bando REPLICATE e diventa più smart. TOSCANA	29.10.2015	Newspaper on line (Orti)	General Public



Press	CITY OF FLORENCE	Smart city, Firenze vince il bando europeo "Replicate"	29.09.2015	Newspaper on line (Libero)	General Public
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Type of Activity	Main leader	Title	Date	channel	Audience
Publication	SPES	Liguria business journal: "SMART CITIES EUROPEE, IL KNOW HOW GENOVESE A DISPOSIZIONE DEL PROGETTO REPLICATE"	27.02.2016	Newspaper, internet	General public
Publication	SPES	Qualenergia: "Replicate – 30 milioni di € per innovazione tecnologica"	29.02.2016	Newspaper, internet	General public
Publication	CITY OF FLORENCE	Smart city, Firenze vince il bando europeo "Replicate"	29.09.2015	Information on Line (MET News)	General Public
Publication	SPES	Liguria business journal: "I PROGETTI DELLE SMART CITY PASSANO PER LA GENOVESE SPES CONSULTING"	02.03.2016	Newspaper, internet	General public
Blog post	Bristol City Council	The Internet of Things – the latest tech revolution	31.03.2016	Online	General public
E-mail bulletin	KWMC	'Imagine Bristol' event: promoting citizen workshop exploring sensing technologies	Feb 16	Email	General public
E-mail bulletin	KWMC	'Imagine Bristol' event: promoting citizen workshop exploring sensing technologies	Apr 16	Email	General public
E-mail campaign	KWMC	'Imagine Bristol' event: promoting citizen workshop exploring sensing technologies	Feb 16	Email	General public



Type of Activity	Main leader	Title	Date	Location	Audience
E-mail campaign	KWMC	'Citizen Sensing' event: promoting citizen workshop exploring sensing technologies	Apr 16	Email	General public
Social Media	KWMC	Regular updates #bristolapproach	Ongoing	Twitter and Facebook	General public
TV Programme	KWMC	Documentary film featuring The Bristol Approach, broadcast on Dutch public TV	01.05.2016	TV	General public
Video clip	KWMC	REPLICATE Introductory Film	Jul 16	Online	General public
Web article	KWMC	'Imagine Bristol' event: promoting citizen workshop exploring sensing technologies	16.02.2016	Online	General public
Web article	KWMC	'Imagine Bristol' event: promoting citizen workshop exploring sensing technologies	16.02.2016	Online	General public
Webpage	Bristol / City Council	Replicate Project webpage created	09.05.2016	Online	General public
Website	KWMC	The Bristol Approach Tumblr	Ongoing	Bristolapproach.tumblr.com	General public
Website	KWMC	Made Open discussion platform	Apr 16	Online	Local community
Website	KWMC / Bristol City Council	REPLICATE website for Bristol pilot	Jul 16	Online	General public



Press	San Sebastian	Un ambulatorio y un centro deportivo y cultural completarán el nuevo Txomin Enea	mar-16	DV	local residents / general public
Press	San Sebastian	La ciudad más lista	mar-16	Noticias de Gipuzkoa	local residents / general public
Specialized magazine	San Sebastian	Desarrollo de un modelo de ciudad inteligente Proyecto REPLICATE	April 2016	Equipamientos y Servicios Municipales	Specialized audience in public and private sector
Press	San Sebastian	Energía y movilidad ejes del proyecto de ciudad inteligente de San Sebastián	17-19/02/16	DV	local residents / general public
Press	San Sebastian	To be defined	17-19/02/16	DV	local residents / general public
Press	San Sebastian	To be defined	17-19/02/16	DV	local residents / general public
Press	San Sebastian	Donostia desplegará 80 puntos de carga eléctricos en los próximos dos años	17-19/02/16	Noticias de Gipuzkoa	local residents / general public
	San Sebastian	El alcalde presenta los proyectos de ciudad inteligente en el 'Smart World Congress	17-19/02/16	www.donostia.eus	local residents / general public
Press	San Sebastian	Los retos de las ciudades	nov-15	Diario de Noticias	local residents / general public
online publication	San Sebastian	San Sebastián será una ciudad inteligente	17-19/02/16	Radio SnSn-SER	local residents / general public
Press	San Sebastian	San Sebastián “ciudad faro” en el programa REPLICATE	17-19/02/16	Gipuzkoa Gaur	local residents / general public
online publication	San Sebastian	San Sebastián acoge el lanzamiento del programa REPLICATE, dotado con 29 millones de euros	17-19/02/16	www.donostia.eus	local residents / general public
online	San Sebastian	San Sebastián acoge el lanzamiento del programa	17-19/02/16	www.fomentosanseb	local residents / general public



publication		REPLICATE, dotado con 29 millones de euros		astian.eus	
online publication	San Sebastian	Donostia-San Sebastián to host launch of REPLICATE programme, worth 29 million (11 million for Urumea Riverside Plan)	17-19/02/16	www.fomentosansebastian.eus	local residents / general public
online publication	San Sebastian	ESADE participa en el proyecto REPLICATE para desarrollar infraestructuras para smart cities a escala europe	17-19/02/16	www.esade.edu	Specialized audience in public and private sector
online publication	San Sebastian	EL PROGRAMA EUROPEO REPLICATE TRAERÁ A SAN SEBASTIAN 11 MILLONES EN INVERSIONES Y PROYECTO	17-19/02/16	www.socialistasdonostiaras.com	local residents / general public
online publication	San Sebastian	San Sebastián acoge el lanzamiento del programa REPLICATE, dotado con 29 millones de euro	17-19/02/16	www.viviendaprotectada.com	Specialized audience in public and private sector
online publication	San Sebastian	Proyecto Faro para las Smart Cities	17-19/02/16	www.zabala.es	Specialized audience in public and private sector
online publication	San Sebastian	San Sebastián inicia el proyecto europeo Replicate de Horizon 2020	17-19/02/16	www.construible.es	Specialized audience in public and private sector
online publication	San Sebastian	Energía y movilidad, ejes del proyecto de ciudad inteligente	17-19/02/16	eitb	local residents / general public
online publication	San Sebastian	Proyecto REPLICATE para el desarrollo de Smart Cities	17-19/02/16	www.comunicarseweb.com	local residents / general public
online publication	Firenze	Trenta milioni di € per innovazione tecnologica, Firenze Bristo e San Sebastian le citta 'faro'	17-19/02/16	www.qualenergia.it	local residents / general public
online publication	San Sebastian	Energía y movilidad ejes del proyecto de ciudad inteligente de San Sebastián	17-19/02/16	www.geoter.es	Specialized audience in public and private sector



TV	San Sebastian	replicate	17-19/02/16	RTVE	local residents / general public
online publication	San Sebastian	Euskadi, territorio europeo puntero en los nuevos modelos de "ciudades inteligentes" más sostenibles y eficaces	feb-16	WEB GV	local residents / general public
online newsletter	San Sebastian			iUrban Newsletter	European project partners



2– Realized and planned dissemination materials

Type of Material	Main leader	Title	Date	Location	Audience
Banner	KWMC	REPLICATE Banner	Jul 16	N/A	Local community
Booklet	Bristol City Council	House of Lords: Bristol Smart City Booklet	Mrz 16	House of Lords, London, UK	Government
Poster / Flyer campaign	KWMC	'Imagine Bristol' event: promoting citizen workshop exploring sensing technologies.	Feb 16	Bristol	General public
Newsletter	Technomar	REPLICATE Newsletter	-	-	European level
Poster / Flyer campaign	KWMC	'Imagine Bristol' event: promoting citizen workshop exploring sensing technologies.	Apr 16	Bristol	General public



3–Realized and planned workshops and presentations at local level

Type of Activity	Main leader	Title	Date	location	Audience
Website	KWMC	The Bristol Approach Tumblr	Ongoing	Bristolapproach.tumblr.com	General public
Presentation	UNIFI/City of Florence	Smart City & Big Data	13.11.2015	Florence	General Public
Workshop	KWMC	Bedminster Town Team: workshop explaining The Bristol Approach with local traders	02.02.2016	Bristol	Local community
Workshop	KWMC	Pride of Place group: workshop explaining The Bristol Approach	08.02.2016	Bristol	Local community
Workshop	KWMC	'Imagine Bristol' event	05.03.2016	Bristol	General public
Workshop	KWMC	Our Common Future	16.03.2016	Bristol	Interest groups / Professional bodies
Workshop	KWMC	'Citizen Sensing' event	16.04.2016	Bristol	General public
Workshop	KWMC	'Citizen Sensing: Co-design workshop'	03.05.2016	Bristol	General public
Workshop	KWMC	'Citizen Sensing: Commoning & Solutions' workshop	10.05.2016	Bristol	Interest groups /



					Professional bodies
Presentation	CITY OF FLORENCE	City Renaissance in the Digital Age: new thinking, new practices, new opportunities	30.05.2016	Florence	Members, European and International Cities, CEOs, Techicians
Conference	Bristol City Council	REPLICATE project General Assembly	Jan 17	Bristol	Government
Event	Bristol City Council	Friends of the Project (Local consortium meeting with other stakeholders)	Feb 17	Bristol	Government
Event	Bristol City Council	Dissemination Event	Feb 17	Bristol	General public
Event	Bristol City Council	Dissemination Event	Jul 17	Bristol	General public
Event	Bristol City Council	Friends of the Project (Local consortium meeting with other stakeholders)	Feb 18	Bristol	Government
Conference	Bristol City Council	REPLICATE project General Assembly	Jan 19	Bristol	Government
Event	Bristol City Council	Dissemination Event	Jan 19	Bristol	General public
Event	Bristol City Council	Friends of the Project (Local consortium meeting with other stakeholders)	Feb 19	Bristol	Government



	Council	other stakeholders)			
Event	Bristol City Council	Dissemination Event	Jul 19	Bristol	General public
Event	Bristol City Council	Friends of the Project (Local consortium meeting with other stakeholders)	Feb 20	Bristol	Government
Event	Bristol City Council	Dissemination Event	Mrz 20	Bristol	General public
Workshops (ongoing)	KWMC	Change Creators	February – June 2016	Bristol	Local community
Project presentation	FSS	CLINES project	27/04/2016	San Sebastian	European project partners
Replicate local difussion event	FSS	not defined	oct-16	San Sebastian	Local event
Replicate local workshop	FSS	not defined	nov-16	San Sebastian	Local event
Replicate local difussion event	FSS	not defined	Y2, Y3, Y4	San Sebastian	Local event
Replicate local workshop	FSS	not defined	Y2, Y3, Y4	San Sebastian	Local event



3– Planned and realized workshops, presentations at regional and national level

Type of Activity	Main leader	Title	Date	Location	Audience
Event	Bristol City Council	House of Lords event	15.03.2016	House of Lords, London, UK	Government, Industry
Event	Bristol City Council	Huawei Smart City Report Launch	17.05.2016	Institute of Engineers, London	Government, Industry
Presentation	SPES	Corso Comuni Clima	17.05.2016	Bolzano (IT)	Consultants, technicians
Presentation	SPES	Firenze: dai piani (SEAP, SCP) all'azione (REPLICATE)	05.05.2016	Empoli (IT)	Circondario empoles municipalities
Presentation	SPES	Genoa and Bologna Smart Cities events/fairs	annual	Bologna	Italian administrations, privates, citizens
Project Presentation	FSS	Smart City event	16/06/16	Santander	Spanish municipalities committed leading SmartCity actions and partner companies
Roundtable with other National Lighthouse projects	FSS	II Congreso Ciudades Inteligentes	To be defined	Madrid	
Replicate	FSS	not defined	Year 4	San Sebastian	National Event



National dissemination event					
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5– Realized and planned communication and dissemination at European level

Type of Activity	Main leader	Title	Date	Location	Audience
Conference	EU Commission	General Assembly EIP for Smart Cities and Communities	24.05.2016	Eindhoven	Government, Industry
Event	Eurocities	Eurocities Lighthouse cities	23.05.2016	Eindhoven	Government, Industry
Presentation	SPES/Florence	Journee nationale Cit'ergie	26.05.2016	Paris (FR)	French cities
Presentation	SPES/Florence	Swiss smart cities conference	06.12.2016	St.Gallen (CH)	Swiss cities
Presentation	SPES/Florence	Eea annual conference	oct/2016	Luzern (CH)	EU eea cities
Presentation	SPES	Eea annual conference	2017	tbd	EU eea cities
Presentation	SPES	Eea annual conference	2018	tbd	EU eea cities
Presentation	SPES	Eea annual conference	2019	tbd	EU eea cities
Presentation	CITY OF FLORENCE	Major Cities of Europe Annual Conference	2017	tbd	Members, European and International Cities, CEOs, Techicians



Presentation	CITY OF FLORENCE	Major Cities of Europe Annual Conference	2018	tbd	Members, European and International Cities, CEOs, Techicians
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Type of Activity	Main leader	Titel	Date	Location	Audience
Presentation	CITY OF FLORENCE	Major Cities of Europe Annual Conference	2019	tbd	Members, European and International Cities, CEOs, Techicians
Presentation	CITY OF FLORENCE	Smart City Expo	Nov 16	Barcelona	Cities, experts, techniciens
Presentation	CITY OF FLORENCE	DLD Tel Aviv Innovation Festival	Sep 16	Tel Aviv	Cities, experts, techniciens
Presentation	SPES	Genoa and Bologna Smart Cities events/fairs	annual	Genoa	Italian administrations, privates, citizens
Workshop (presentation)	CITY OF FLORENCE	Invest in Florence, smart city	March, 2016	London	Medium and Large Enterprses, Investors



Type of Activity	Main leader	Titel	Date	Location	Audience
Conference	EU Commission	General Assembly EIP for Smart Cities and Communities	24.05.2016	Eindhoven	Government, Industry
Event	Eurocities	Eurocities Lighthouse cities	23.05.2016	Eindhoven	Government, Industry
Presentation	SPES	Corso Comuni Clima	17.05.2016	Bolzano (IT)	Consultants, techicians
Presentation	SPES/Florence	Journee nationale Cit'ergie	26.05.2016	Paris (FR)	French cities
Presentation	SPES/Florence	Swiss smart cities conference	06.12.2016	St.Gallen (CH)	Swiss cities
Presentation	SPES/Florence	Eea annual conference	oct/2016	Luzern (CH)	EU eea cities
Presentation	SPES	Eea annual conference	2017	tbd	EU eea cities
Presentation	SPES	Eea annual conference	2018	tbd	EU eea cities
Presentation	SPES	Eea annual conference	2019	tbd	EU eea cities
Presentation	CITY OF FLORENCE	Major Cities of Europe Annual Conference	2017	tbd	Members, European and International Cities, CEOs, Techicians



Type of Activity	Main leader	Titel	Date	Location	Audience
Presentation	Florence	Major Cities of Europe Annual Conference	2018	tbd	Members, European and International Cities, CEOs, Techicians
Presentation	Florence	Major Cities of Europe Annual Conference	2019	tbd	Members, European and International Cities, CEOs, Techicians
Presentation	Florence	Smart City Expo	Nov 16	Barcelona	Cities, experts, technicians
Presentation	Florence	DLD Tel Aviv Innovation Festival	Sep 16	Tel Aviv	Cities, experts, technicians
Presentation	SPES	Genoa and Bologna Smart Cities events/fairs	annual	Genoa	Italian administrations, privates, citizens
Workshop (presentation)	Florence	Invest in Florence, smart city	March, 2016	London	Medium and Large Enterprses, Investors
Project presentation	San Sebastian	REPLICATE Project & San Sebastian Pilot	29/02/2016	Brussels	European project partners
Project presentation	San Sebastian	REPLICATE Project	23–24/05/2016	Eindhoven	All Lighthouse project partners & EIP stakeholders
Replicate European dissemination event	San Sebastian	not defined	Year 5	San Sebastian	International European Level

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