
	<p>Project no. 691735</p> <p><b>REPLICATE PROJECT</b></p> <p><b>Renaissance of Places with Innovative Citizenship And Technology</b></p>	 <p>This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691735</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)

### D11.5 Communication Material

Due date of deliverable: 31/10/2016

Actual submission date: 31/10/2016

Start date of project: 01/02/2016

Duration: 60 months

Organisation name of lead contractor for this deliverable:

Technomar



Status (*Draft/Proposal/Accepted/Submitted*):

Submitted

Revision [1]



Project co-funded by the European Commission within the 7 <sup>th</sup> Framework Programme		
Dissemination Level		
PU	Public	x
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)	

Editor/Lead beneficiary :	Technomar
Internall reviewed by :	FSS


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## 1. REPLICATE

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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 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 Materials complement the Communication Plan, 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 Materials is overruled by the Project Management Plan (PMP), the contract with the EU (Grant Agreement) including its Annexes, and by the Consortium Agreement (CA).

### 2.2 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 <sup>th</sup> 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 D1.5 District Management Plan Florence	REPLICATE District Management Plans

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	D1.6 District Management Plan Bristol	
REPLICATE Communication Plan	D11.1 Communication Plan	REPLICATE Communication Plan

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.

### 2.3 Abbreviations list

GA	Grant Agreement
CA	Consortium Agreement
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

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### 3. DELIVERABLE DESCRIPTION

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This document comprises deliverable D11.5 Communication materials of WP 11 Communication and Dissemination. It reports on the full set of communication material to be produced for the dissemination and communication of the REPLICATE project.

The REPLICATE project foresees the development of different type of dissemination materials with the aim to communicate to local stakeholders and other European cities and projects the results and main findings in this project. These materials will be used in networking events at local and European level and had a digital focus so that they can be disseminated easily through internet to the different distribution lists in the project

This deliverable covers the elaboration of the dissemination materials and templates that will identify the project and will harmonize the identity of the work developed by all the partners for the REPLICATE project.

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.

It is important to develop 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 numerous 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.

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The communication materials are described under the present document which covers:

- Section 1: Target groups
- Section 2: Visual identity
- Section 3: On line materials
- Section 4: Publication materials
- Section 5: Audivisual materials
- Section 6: Social media

#### 4. TARGET GROUPS AND PARTNERS INVOLVEMENT


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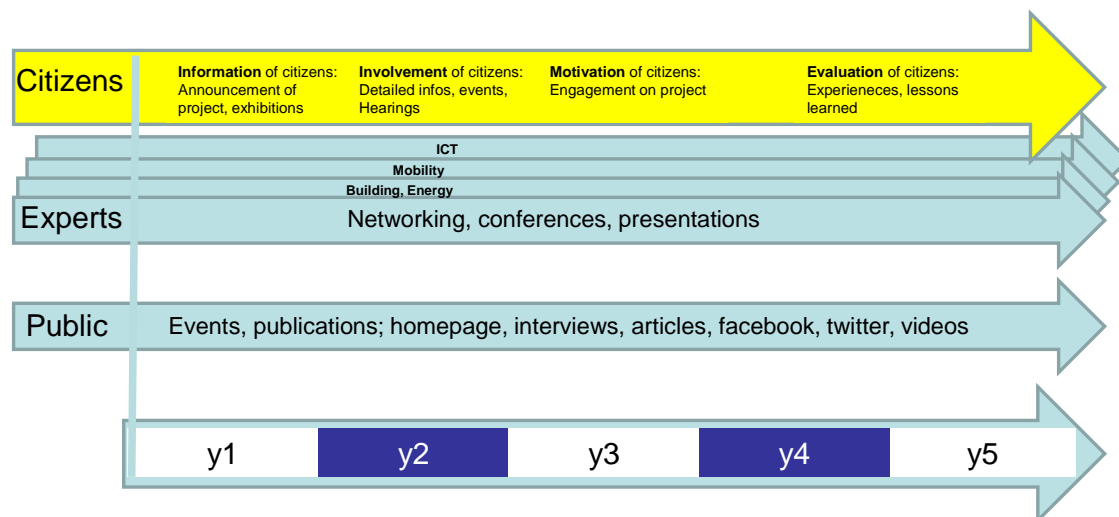
There are three different main target groups which will be in the focus of the communication and dissemination activities and the way of reaching each of these target groups will be different.

##### 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.



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**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.

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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At this stage the project consortium has identified the following groups of stakeholders, for who specific communication objectives and main communicational messages will be defined.

Targeted audiences	Communication objectives	Main communicational messages
General public		
Private companies		
Regulators and policy makers		
Academic entities		
Research entities		
Investors		
European Commission		

## 5. COMMUNICATION MATERIALS

Communicating the project activities and results to different kind of public is essential to the project's impact.

The Communication materials to be developed during the project include:

- visual identity
- project presentation materials
- audiovisual material

Communication materials will meet the following goals in the project:

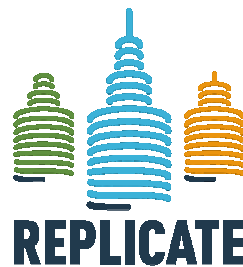
- Serve as communication tool to explain the goals and purpose of REPLICATE project.
- Communicate the results and main findings of the project at local and European level.

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## 6. VISUAL IDENTITY

### 6.1 PROJECT LOGO

The logo design for the presentation of the proposal and agreed by the consortium to use it for the whole project is representing in the next figure:



This logo has been included in the design of the website , documents , templates , posters, etc., and any document related to the project.

- Font: Myriad Pro
- Colours:

R 51	R102	R255	R51
G153	G153	G153	G51
B204	B51	B0	B102

### 6.2 EU EMBLEM

In addition to the REPLICATE logo any communication activity related to the REPLICATE project, 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:

	<p><b>Project no. 691735</b></p> <p><b>REPLICATE PROJECT</b></p> <p><b>Renaissance of Places with Innovative Citizenship And Technology</b></p>	 <p>This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691735</p>
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“The project has received funding from the European Union’s Horizon 2020 Research and Innovation programme under grant agreement n° 691735



When displayed together with another logo, the EU emblem will have appropriate prominence.

### 6.3 STANDARD PROJECT PRESENTATION and DOCUMENTS TEMPLATES

A standard presentation as well as various word, power point.. templates for EU and local project communication gathering key messages and one page project description fo use by the consortium members.

Templates will be continuously updated with with new content on the project to cover the needs of the consortium partners.

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 Framework Program and respect in all the documents and presentations produced in the project the EU mention as main funding institution of the project.

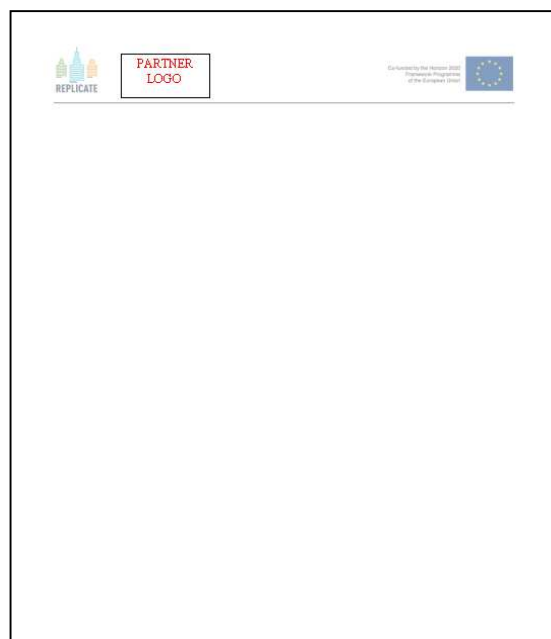
The following templates have been prepared and will be distributed properly among partners and will be available at the collaboration platform:

- Word Template
- Deliverable template
- Power Point Template

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### 6.3.1 Word Template



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



### 6.3.2 Deliverable template

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:

	<p align="center"><b>Project no. 691735</b></p> <p align="center"><b>REPLICATE PROJECT</b></p> <p align="center"><b>Renaissance of Places with Innovative Citizenship And Technology</b></p>	 <p>This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691735</p>
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	<p align="center"><b>Project no. 691735</b></p> <p align="center"><b>REPLICATE PROJECT</b></p> <p align="center"><b>Renaissance of Places with Innovative Citizenship And Technology</b></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)

**Dx.x 'name of the deliverable'**

Due date of deliverable: xx/xx/xxxx Actual submission date: xx/xx/xxxx

Start date of project: 01/02/2016

Duration: 60 months

Organisation name of lead contractor for this deliverable: 'name of the partner'

Status: *(Draft/Proposal/Accepted/Submitted)*: xxx

Project co-funded by the European Commission with the 7 <sup>th</sup> Framework Programme	
Dissemination Level	
PU	Public
PP	Restricted to other programme participants (including the Commission Services)
PE	Restricted to a group specified by the consortium (including the Commission Services)
CO	Confidential, only for members of the consortium (including the Commission Services)

D1.1 Management Plan

1

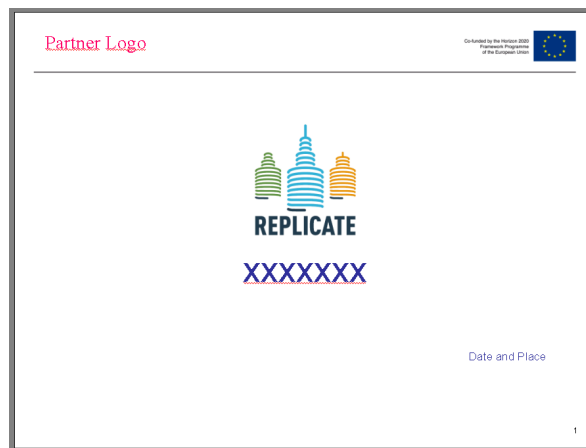
### 6.3.3 Power Point Template

A PowerPoint template for presentations has been developed at Project level. It is recommended that this template is used whenever PowerPoint presentations of the work and results of REPLICATE is given.

The PowerPoint template is as follows:

–Cover page:

	<p><b>Project no. 691735</b></p> <p><b>REPLICATE PROJECT</b></p> <p><b>Renaissance of Places with Innovative Citizenship And Technology</b></p>	 <p>This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691735</p>
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–Point(s) xx:



	<p><b>Project no. 691735</b></p> <p><b>REPLICATE PROJECT</b></p> <p><b>Renaissance of Places with Innovative Citizenship And Technology</b></p>	 <p>This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691735</p>
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## 7. ON LINE MATERIAL

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### 7.1 PROJECT WEB SITE

The website serves as the main point of entry for all visitors, and contains general information aimed at communicating the project. As well as including a general description of the project and website on the front page, visitors will also be able to access a number of separate sections.

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 provide general information about the project informing 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 sector will be updated by demand to keep it as actual as possible.



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## 7.2 NEWSLETTER

Newsletter will be an essential tool to keep in touch with stakeholders. It is planned to elaborate a 'six monthly' newsletter starting in month 12, containing project news , updates and the main REPLICATE results, It will be produced and published on the project website.

Those visitors and stakeholders , who have subscribed, will receive automatic updates regarding social media activity using RSS subscription services.

## 7.3 WEBINARS

A number of online webinars will be developed in order to share expertise and project experience. Thematics for the webinars were be defined along the project.

# 8. PROJECT PUBLICATION MATERIAL

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## 8.1 PROJECT LEAFLET

The project leaflet contains key messages for different stakeholders, namely a short summary on the project, main objectives, consortium members and pilot actions.

The project leaflet will be available on the project website at : [www.replicate-project.eu](http://www.replicate-project.eu)

These leaflets mainly show a general presentation of the project. They will be prepared in English so that can be distributed widely. In the case of Florence and San Sebastián another version in Italian and Spanish/Basque are also considered so that it could be distributed also locally.

They will be designed in pdf format so that they could be disseminated digitally. This also allows a possible print if needed by any of the partners.

The main sections of the first general leaflet are:

	<p><b>Project no. 691735</b></p> <p><b>REPLICATE PROJECT</b></p> <p><b>Renaissance of Places with Innovative Citizenship And Technology</b></p>	 <p>This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691735</p>
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- The first page with the REPLICATE logo and title, the blue recognition image with the three lighthouse cities , the logo of the European commission and logo and title of the 2020 Horizon Framework Programme
- Two pages with the goals and the objectives of the project and involved cities
- Main activities and excellence topics of the three lighthouse cities
- Logos off all involved project partners

This leaflet is planned to be designed for a DIN A4 format. Printed on both sides and folded to DIN long 9,8 x 21,0 cm (envelope).

When project's results will be available another leaflet could be developed including the achievements of the project.

The format of the leaflets must respect the general image usage in the project. For instance, the information gathered in the web, logos, type of fonts, etc.

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Front, back covers and fold site of the first version of the leaflet

## MAIN ACTIONS

Summary of implementations in lighthouse cities

### ENERGY EFFICIENCY ACTIONS

- Building Retrofitting in 696 dwellings and 34 commercial premises.
- District Heating System.
- Smart Grid and Demand Side Platform.

### SUSTAINABLE MOBILITY ACTIONS

- Acquisition/Monitoring of 27 EV Cars, 26 e-motos, 4 e-buses, 112 e-taxis, 32 e-bikes.
- Advanced Charging Infrastructure, 256 charging points.
- Transport Management services for Citizens.

### ICT AND INFRASTRUCTURES ACTIONS

- Smart City Platform integrating current Local IT System.
- Deployment of services and sensors.
- High Speed Wireless Mobile Network deployment based on postWIMAX technology.
- Public Smart Lighting deployment.



San Sebastián - Florence - Bristol

RENAISSANCE OF PLACES WITH INNOVATIVE CITIZENSHIP AND TECHNOLOGY

[www.replicate-project.eu](http://www.replicate-project.eu)  
[info@replicate-project.eu](mailto:info@replicate-project.eu)

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 691735

Partners:



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 691735






San Sebastián



Florence



Bristol

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## Inside pages



**DONOSTIA / SAN SEBASTIAN**

San Sebastián:  
186.062 inhabitants  
Metropolitan area:  
436.500 inhabitants

**URUMEA RIVERSIDE DISTRICT**

**An integrated strategy aiming for a smart district**

- Residential area + Industrial Park + Green Park.
- 200 hectares of surface.
- Industrial Park: 350 companies and 4.500 people.
- Largest Green Park of the city - Ametzagaia: carbon sink.

**Actions**

- Nearly zero district: District branding in sustainability.
- Energy Efficiency in residential areas: Building Retrofitting, District Heating and demand side management.
- Sustainable Mobility: Connection of the area with the city center, public and private e-mobility (bus, car, e-mobility), charging infrastructure and advanced mobility services.
- ICT and Infrastructure deployment.
  - Smart City Platform with integrated services.
  - 5G services and high speed network deployment.
  - Smart lighting deployment.

**FLORENCE**

Florence:  
377.587 inhabitants  
Florence Metropolitan City:  
1.007.252 inhabitants

**NOVOLI / CASCINE / LE PIAGGE**

**An integrated strategy for a first smart district to be replicated and scaled up**

- Novoli urban park: The new entrance to the very centre with a mix of uses with residential but also industrial settlements dismissed and important tertiary activities closed to the Cascine, the biggest park in Florence.
- Residential area: 5000 m² constructed 4500 buildings.

**Actions**

- Energy efficiency & district heating.
- Smart grid and energy demand management: 600 smart info for families.
- Capillar e-mobility infrastructures, very fast recharge and e-taxi fleet, advanced mobility services to citizen.
- Data management and smart city control room.
- Smart lighting and intelligent systems (IoT).

**BRISTOL**

Florence:  
442.500 inhabitants  
City Region:  
1.204.500 inhabitants

**ASHLEY EASTON & LAWRENCE HILL SMART DISTRICT**

50.600 people – Bristol's largest district with its highest rate of population growth. A culturally diverse area with many new UK citizens.

**Social, economic, environmental challenges:**

- 10% of households in fuel poverty.
- 1/3 of area in the top 10% of deprived areas in UK.
- Less personal transport choice than city average.

**Actions**

- Energy demand management, including smart grid.
- 240 homes retrofitted with energy efficient measures. New community photo voltaic (PV).
- 150 connected homes with smart appliances.
- District heating system with biomass boiler.
- E-bike and a-vehicle charging points.
- On-demand EV public transport.
- New apps to help with parking and transport options.



RENAISSANCE OF PLACES WITH INNOVATIVE CITIZENSHIP AND TECHNOLOGY

**Coordinator:** San Sebastián (36 partners).

3 cities: San Sebastián, Florence, Bristol.

3 followers: Espin, Lausanne, Nîmèges.

2 observers: Bogotá, Guangzhou.

**Budget:** 29,3 millions €.

**SCC1 SMART CITIES LIGHTHOUSE**

**CALL:** SCC-01-2015 - Smart Cities and Communities solutions integrating energy, transport, ICT sectors through lighthouse projects.

**5 years (60 months) project**

Y1-Y2-Y3 Implementation.  
Y4-Y5 Monitoring.  
Starting date: 01/02/2016.

[www.replicate-project.eu](http://www.replicate-project.eu)

San Sebastián, Florence and Bristol have already collaborated in the **STEEP project** (Systems Thinking for Comprehensive City Efficient Energy Planning) called Energy 2012. 8.8.1 Strategic sustainable planning and screening of the city plans.

[www.smartsteep.eu](http://www.smartsteep.eu)



	<p>Project no. 691735</p> <p><b>REPLICATE PROJECT</b></p> <p><b>Renaissance of Places with Innovative Citizenship And Technology</b></p>	 <p>This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691735</p>
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## 8.2 ROLL UP BANNER / POSTERS

A set of roll-up stands and posters will be created to support REPLICATE project communication at events. They will be used in events, exhibitions and meetings to promote its main objectives.

The banner will be available for download on the project website.

### POSTER First version





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## ROLL UP First version



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### 8.3 PRESS RELEASES

During the project all beneficiaries will use their own communication portals and tools in order to point out interesting public project results and to announce upcoming events where the REPLICATE project will be represented.

### 8.4 PUBLICATIONS AND JOURNALISTIC ARTICLES

Regarding communication to the general public, journalistic articles will be actively promoted on the visitors' area of the website and social media as well as through other communication channels such as magazines.

## 9. AUDIOVISUAL MATERIAL

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### 9.1 VIDEO

A video is going to be realised in order to present to the general public to raise awareness and give visibility to the project.

- One video will be produced at the beginning of the project showing the activities to be developed
- Another video is going to be produced in year 3 –4 showing the activities developed under the REPLICATE

### 9.2 AUDIOVISUAL PRESENTATION

Project summary presentation consisting of several slides describing objectives, workplan, consortium and pilots.

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### 9.3 PUBLIC PICTURES

Some images are being used to communicate the project . They have been used in the REPLICATE website and communication materials.

More images will be used as long as the project is going to be developed.





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#### 9.4 PARTNER LOGOS

Partners logo are used on the project website, project leaflet, single presentations , roll up and may be used in any future communication material.

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## 10. SOCIAL MEDIA

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.

Social networking profiles will be established in both Twitter and LinkedIn. These have been used as direct communication channels with citizens, public administrations, professionals, academics.. in the area of smart cities as well as other related areas such as low carbon technologies, EU institutions or other people interested in the project.

They will be regularly updated with the events, news or progress reports on the project which increases the communication impact of REPLICATE project.

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### 10.1 REPLICATE TWITTER

The following URL provides a link to the REPLICATE project Twitter :

<https://twitter.com/ReplicateEU>

### 10.2 REPLICATE LINKEDIN GROUP

It is been analysed the creation of a linkedin group to stimulate discussions on specific issues .  
A link to the web page will invite visitors to join the group.

### 10.3 OTHER

REPLICATE Facebook and REPLICATE YouTube Channes will be analysed.