

SYNCHRONICITY

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SYNCHRONICITY

D6.10 1ST REPORT ON COMMUNICATION, DISSEMINATION AND MARKETING ACTIVITIES

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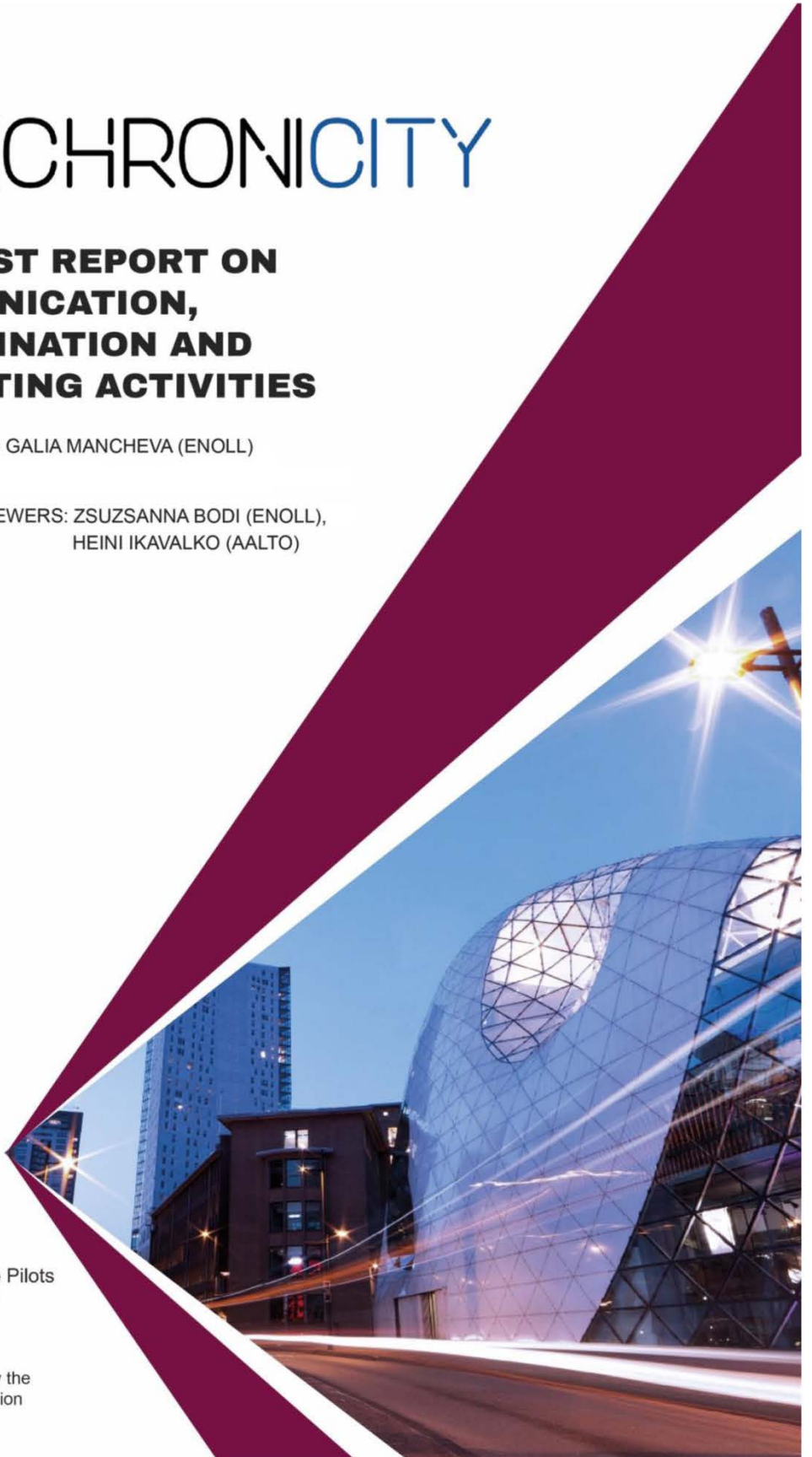
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European
Large-Scale Pilots
Programme



Co-funded by the
European Union



Executive Summary

D6.10 "1st Report on Communication, Dissemination and Marketing Activities" is reporting on the dissemination activities in Year 1 of the project and on overall dissemination achievements. The deliverable is based on D6.8 and D6.9 first and second version which were made in M3 of the project. The deliverable first outlines the dissemination methodology, identifies stakeholder groups and reports on impact indicators achieved in Year 1 of the project. In the following sections of the report, further details are provided on the communication tools and materials, communication channels, presentation of SynchroniCity at conferences and events, scientific output and the exploitation plan.

In Year 1 of the project, SynchroniCity marketing and communication plan was established and community building and engagement strategy channels were created.

1. Project website
2. Events Participation and Organisation
3. Marketing Materials
4. Journals, publications and press
5. Social Media and Newsletters
6. Open Call dissemination and Webinars
7. National, European platforms, networks, alliances and forums

In the past year, the strategy focused on engaging with the stakeholders, building communities, and providing the tools and channels outlined in D6.8 to effectively disseminate project progress and results. In Year 1, the established channels have been actively used throughout the project and new communication tools have been created and re-structured to better serve the targeted groups. Following with the approved communication plan, offline dissemination of information and project activities at events are successfully continuing since the partners have been actively running promotion of the pre-market consultation launched as a preparation basis of the upcoming Open Call programmed in WP5. The attendance criteria for participating at events are to focus on SME and Start-ups developing in the smart cities development and technology domain. Exploitation efforts have also been successfully implemented with guidelines for dissemination development, scientific publications and contacts with cities and industry representatives for exploration of possible milestones and opportunities that may arise further in the process.

Abbreviations

AU	Aarhus University
BE	Belgium
CH	Switzerland
CSA	Coordination and Support Action
CSCC	Connected Smart Cities Conference
DoA	Description of Action
EC	European Commission
EIP-SCC	The European Innovation Partnership on Smart Cities and Communities
ES	Spain
EU	European
FCC	Future Cities Catapult
FI	Finland
GA	Grand Agreement
HU	Hungary
IoT	Internet of Things
IT	Italy
KPI	Key Performance Indicator
LSP	Large Scale Pilot
NL	The Netherlands
OASC	Open and Agile Smart Cities Initiative
PL	Poland
PT	Portugal
SCEWC	Smart Cities Expo World Congress
UK	United Kingdom
WP	Work Package

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1. INTRODUCTION

1.2. Purpose of The Document

This deliverable serves as a continuation to D6.8 “Marketing and Communication plan” and D6.9 “Website and Marketing materials” which provided a framework for all actions necessary to raise awareness the progress and activities of SynchroniCity. D6.10 is highlighting the evolution and changes to the communication plan and dissemination methods that took place in Year 1.

This document is a contractual deliverable of the project and provides an update to the overarching plan for the dissemination and exploitation of SynchroniCity as undertaken by Work Package 6.

1.3. Audience of The Document

The primary audience for this deliverable are the SynchroniCity consortium partners and stakeholders from the European Commission.

1.4. Objectives

The communication plan of the project, aims to provide relevant information on the dissemination activities that were taken in the scope of the project during Year 1. The communication plan also describes benefits of such actions for the SynchroniCity community and the wider society. It is developed based on deliverables 6.8 and 6.9 which aimed to spark the interest of identified stakeholders and increase visibility of the project at regional, European and international level. The marketing and communication plan was put into immediate action and result stemming from the action plan are evident already in its first year of implementation, and continues the efforts and objectives that were outlined with a vision for the entire period of the project

2. DISSEMINATION METHODOLOGY

Two main communication channels were used for the SynchroniCity project: online channels and printable materials which were distributed at workshops, conferences and other events and meetings.

To implement an effective dissemination strategy, SynchroniCity project identified numerous dissemination channels. The channels included:

- Mailing list / newsletter
- Official SynchroniCity website
- Deliverables published on the SynchroniCity website
- Social media channels (Facebook, Twitter, LinkedIn)
- Workshops, conferences, summits, interviews, videos
- Scientific publications

Next to that, SynchroniCity project partners produced dissemination materials that were showcased at the events the partners participated at. Materials, tools and channels that were used to explain and promote the project are explained in the following chapters.

In the Year 1 of the project, internal working methodology and target stakeholder groups were identified and established. This document elaborates further the processes and achievements.

2.1. Internal Working Methodology

As the task leader of Task 6.3, ENoLL asked all consortium partners to report on their offline dissemination activities. For that, documents in the shared folders were created where each partner had to keep a record on their activities. ENoLL collected information on reported dissemination activities, which included participation and organization of conferences, workshops and summits, as well as online promotion at local level. As stated in the Deliverable 6.8 and 6.9 all materials are also available in shared folders on GoogleDrive¹, used by the SynchroniCity consortium partners. Additionally, dissemination guidelines have been produced and distributed amongst the project partners and Reference Zones as a support to the promotion of SynchroniCity at a local level and within local ecosystems. This ensures greater outreach through well-established networking which enhances dissemination at a local level.

¹GoogleDrive: <https://drive.google.com/drive/folders/0BxNcoZYU5ceqMnc1VFhBNF9TcU0>

2.2. Stakeholder Groups

In the Year 1 of the project, six stakeholder groups were identified. These groups have either a professional or personal interest in the project's aims, methodology and results. In this section, stakeholder groups that were identified in the first stages of the project are presented. The stakeholders represent the explicit groups towards which the dissemination materials are targeted.

Table 1 Project stakeholder groups

Stakeholder group	Why are they important
The extended SynchroniCity ecosystem: • Citizens • Private sector • Digital entrepreneurs • Innovation intermediaries • Investors • Research institutions	This group was identified as the potential user group of project's results and output on the plan. The group is targeted to participate at events and in the Open Calls related activities.
European and International cities	This group is identified as potential cities followers. Those are cities that can learn from SynchroniCity experience and results, and potentially engage in pilots.
IoT, ICT and other digitising industries: • SMEs • Startups • Digital entrepreneurs	These groups are involved in developing IoT solutions for smart cities and potential applicants for the Open Calls. Events were attended and organised, including with the collaboration of partners who have good connections with the identified communities
Governance & Policy Makers and Influencers at European, national and local levels	This group includes national policy-makers and European policy-makers, with whom the SynchroniCity community is in regular touch since SynchroniCity is a EC-funded project. These communities are responsible for acknowledging and implementing any policy changes and different implementation methods and practices at local, national and European level.

Standardization bodies and forums	This group is tightly linked to members of the consortium who play a leading role in Standards Development in order to promote and standardize European technology in line with the “2016 Rolling Plan on ICT Standardization” and its follow-up versions established by the Digital Single Market initiative launched by the EC.
Other IoT and ICT initiatives and associations • Industrial Internet Consortium (IIC) Smart Cities testbeds • Industry 4.0 Smart City activities • Digital Europe • Orgalime • FEC (European Construction Industry Federation) and other construction industry associations • Regional/local chambers of commerce	This stakeholder group is identified as Enabling cross-project learning and facilitating improvements in results already during the course of the project
SynchroniCity project partners	Project partners are a vital group to ensure uninterrupted flow of information between all Work Packages to the Communications tasks. This allows effective project communication, especially necessary in this project which is quite fragmented when it comes to research and outputs.

2.3 Impact Indicators

In the following table, impact indicators comparing the progress in year one with the initially pinpointed in D6.8 of the project are presented.

Table 2 Impact indicators

Impact indicators for year 1

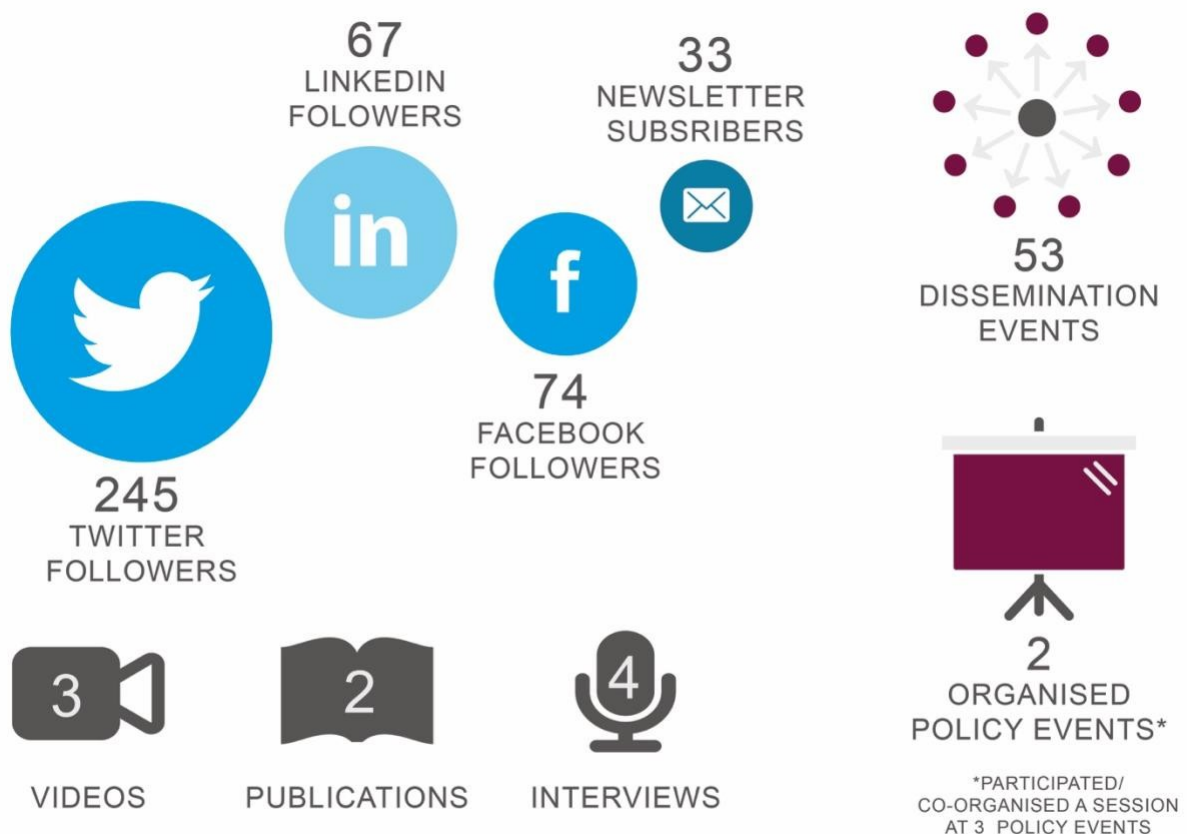
Indicator	Targeted stakeholders	Achieved in year 1	Comments
Twitter Followers	- IoT Communities - SMEs, Startups - Incubators, Innovator and accelerators - Policy makers - Project partners - IoT Large Scale Pilots	Followers: 245 Tweets: 144	Twitter account was registered in February 2017. It has been mostly active during events and meetups, and occasionally for relevant news articles and promos of SynchroniCity updates and activities
Facebook followers	- IoT Communities - SMEs, Startups - Incubators, Innovator and accelerators - Policy makers - Project partners - IoT Large Scale Pilots	74 likes	Facebook visual posts are done during events and meetups. Additional posts are based on promoting SynchroniCity initiatives, sharing news and articles in the IoT and smart cities domain.
Linkedin members	- IoT Communities - SMEs, Startups - Incubators, Innovator and accelerators - Policy makers - Project partners - IoT Large Scale Pilots	67 members	The Linkedin Group was created in July 2017. Besides news on project development, the group posts are also in relation to news articles and open discussions.
Academic Publications	Researchers	1 book upcoming 1 Research paper	5. IERC2017 book – the SynchroniCity Chapter aims to be an overview of the IoT European Large-Scale Pilots Programme projects. The contribution would be 4-5 pages describing the project

			covering the following subsections: Vision, Objective, Approach, Industrial domain impact; use cases addressed; domain specific issues 6. itAIS2017 - The Paradigm Shift of Living Labs in Service Co-Creation for Smart Cities: SynchroniCity Validation by Francesca Spagnoli (iMEC); Shenja van der Graaf (iMEC) & Martin Brynskov (AU)
Dedicated Policy Events	- Policy makers - Affiliated projects	3	Two policy events organized by project partners and 1 in partnership with a project partner. Additionally, partners have attended 3 policy events organized by external stakeholders.
Other Dissemination Events	- IoT Communities - SMEs, Startups - Incubators, Innovator and accelerators - Policy makers - Project partners - IoT Large Scale Pilots	50 attended 3 confirmed upcoming	

Visuals: channels and productions (videos, banner, flyers, posters, etc.), interviews, journals	- IoT Communities - SMEs, Startups - Incubators, Innovator and accelerators - Policy makers - Project partners - IoT Large Scale Pilots	3 project newsletters; 1 promotional video; 1 banner; 3 flyers; 6 cards 1 posters; 1 rollup; 2 ppt templates; 4 interviews	
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SynchroniCity dissemination has been continuously growing over the course of the project. The infographic below shows the numbers reached for different dissemination categories:

Figure 1 Infographic showing impact indicators of the project during the first year of the project

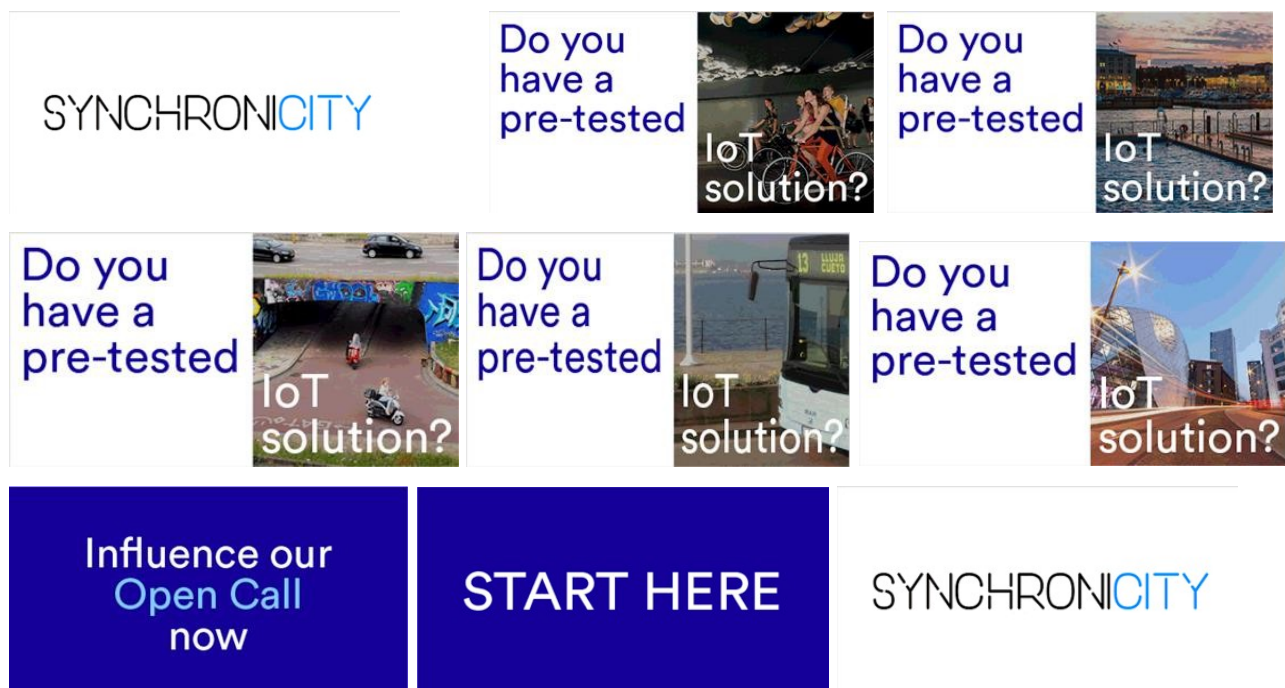


3 COMMUNICATION TOOLS AND MATERIALS

3.1. SynchroniCity Banner

In the first year of the project, several types of visual materials have been produced. The banner designed by the contracted creative agency Vandejong for promotion of the pre-market consultation linking to the questionnaire was launched on the website at the end of July and it was active until mid November 2017. The banner was in a gif format

Figure 2 Footage Pre-market consultation banner



Furthermore, detailed dissemination guidelines were created and distributed to all partners. Special attention was paid to the cities and additional individual advices were given compliant with the specific contexts. Figure 3 shows the guidelines emailed to all partners.

Figure 3 Dissemination guidelines email

To: synchronicity-all@maillist.au.dk
 Cc: synchronicity-comms@maillist.au.dk; admin@synchronicity-iot.eu; synchronicity-commsteam@maillist.au.dk
 Subject: [synchronicity-comms] SynchroniCity Pre-market Consultation is live

Dear all,

Our pre-market consultation is finally live and running on [SynchroniCity's website](#), [ENoLL's website](#), as well as all relevant social media channels. Please, find further in that email relevant links and guidelines for promoting the questionnaire within your network. You can find the banner in the [gdrive](#) and also as an attachment in this email

The purpose of this pre-market consultation is to help us have a better understanding about the needs of the market so we can shape the text of the Open Call itself, adequately. Startups and SMEs may be interested in providing their views and having their needs taken into account.

Below are detailed dissemination guidelines for the pre-market consultation questionnaire

Target groups: accelerators, incubators, think-tanks, startups, universities, SMEs, etc

The link can also be found on: [SynchroniCity main page](#), as well as the [about section](#)

the [Linkedin group](#): Please join that groups and forward this link to anyone from your team involved/interested in the project and invite contacts from your account if relevant.
 the [Facebook page](#): Please like the page and the relevant posts, especially on the behalf of your professional facebook pages, and repost

[Twitter: https://twitter.com/SyncCityIoT/status/894552703359229952](https://twitter.com/SyncCityIoT/status/894552703359229952) Please follow the account and retweet

When promoting the questionnaire amongst your eco-system networks, please include the aforementioned links but also: - try to retweet, and repost from your personal and professional social media accounts the links and include the following text where you see it fitting: "Do you have a pre-tested IoT solution? Influence our Open Call now"

When writing the promo text/emails, please have the following tips in mind:

1. Include the banner linking to the questionnaire on your website
2. Try using primarily positive active forms in your sentences.
3. Write clearly (try to avoid jargon - especially EC and EU terminology)
4. Try using short sentences and paragraphs
5. Write with the citizens and small stakeholders in mind
6. Make use of interesting headlines
7. Be consistent with the storyline
8. Make sure you give only relevant information
9. Make use of the provided links and social media accounts

Best Regards,
 Galia

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 +32 488 070 135 (mobile)
 Pleinlaan 9 1st floor 1050 Brussels Belgium

Some cities partners have promoted the pre-market consultation also by emailing directly different local stakeholders:

Buenos días,

Os escribo por un tema relacionado con otro proyecto en el que estamos trabajando denominado Synchronicity (como el viejo álbum de The Police) orientado a la promoción de un mercado único de aplicaciones/servicios en el área del análisis de datos con big data, técnicas de aprendizaje y decisión, IoT, etc. en ciudades.

Viendo que vosotros tenéis mucha actividad innovadora es posible que os pueda traer oportunidades internacionales interesantes.

Una de las actividades, por la que os escribo en este momento, es la realización de un análisis premercado, basado en un cuestionario, y tiene como objetivo sintonizar las actividades que vendrán después con PYMES y emprendedores del entorno de cada una de las ciudades que participamos.

Si disponéis, que entiendo que sí, productos (Apps, servicios, etc.) en un estado de desarrollo alto (técnicamente como mínimo de un TRL 6, pre-mercado validado con prototipo) y me dais vuestra conformidad, os invitaría a participar.

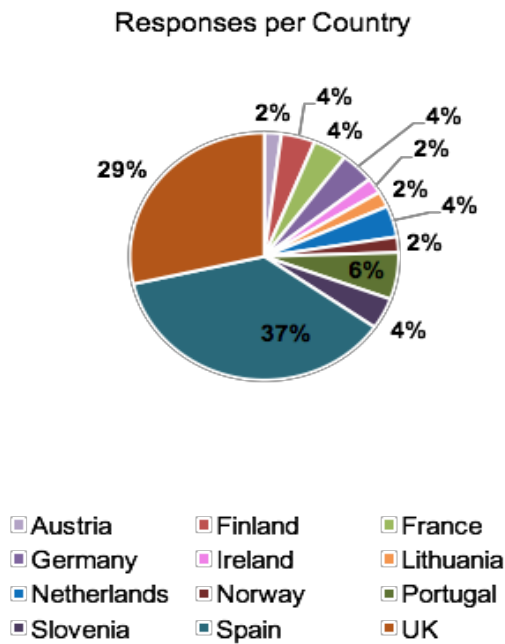
A las empresas que participantes se les enviará un cuestionario durante el mes de septiembre para rellenar y seguramente se les pida que atiendan a un webinar.

Me comentas, por favor, si os interesa participar en esto.

Un cordial saludo,
 Juan.-

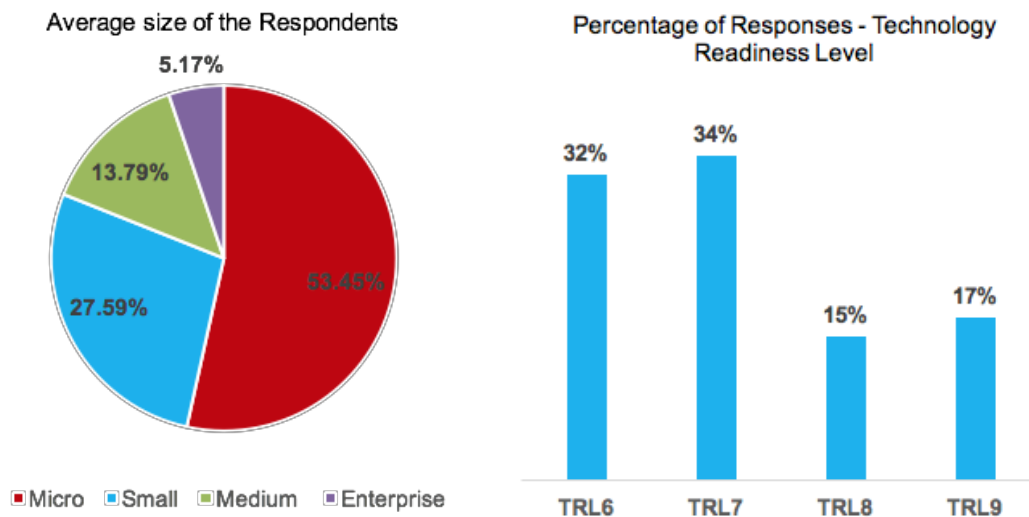
The consultation received 56 responses from all over Europe. Majority of the respondents' solutions are in TRL6 and TRL7 phases, which is in our targeted stakeholder group. Larger part of the respondents was from UK (29%) and Spain (37%). The other 44% are distributed between Austria (2%), Finland (2%), France (4%), Germany (4%), Ireland (2%), Lithuania (2%), Netherlands (4%), Norway (2%), Portugal (6%) and Slovenia (4%). Figure 4 illustrates the participants per country.

Figure 4 Pre-market consultation participation by country



Over 50% of responses are from micro companies (>10 people), less than 30% small (>50 people), and almost 14% medium (between 50 and 150 people). Around 5% of the participants were corporates. 95% of them indicate that already collaborate with partners (e.g. large corporations, research organisations). Figure 5 illustrates the participants' profiles.

Figure 5 Pre-market consultation respondents profile



3.2. SynchroniCity Flyers & Cards

In the first year of the project, 2 types of visual materials have been produced by ENOLL and Vandejong. The flyer from Figure 1 was produced for the IoT week in Geneva, Switzerland that took place from 6th to 9th June 2017. The second flyer purpose was to promote the pre-market consultation at events that took place shortly after the questionnaire was launched – the OpenLivingLab Days 2017 in Krakow, Poland that took place from August 28th to September 3rd, Smart Cities - Innovation Summit Asia 2017 from 6th to 8th September 2017 in Goyang City, South Korea. The flyers were printed in A5 format.

Figure 1 SynchroniCity flyer for IoT week front & back

Urban IoT services

SYNCHRONICITY

Taking on the challenges of digitalisation together

SynchroniCity is an ambitious initiative to deliver a digital single market for IoT-enabled urban services, in Europe and beyond. By piloting services at scale in reference zones across eight European cities, involving also other cities globally, the SynchroniCity project addresses how to incentivise and build trust for companies and citizens to actively participate.

Future proof infrastructure



SynchroniCity will deliver a harmonized ecosystem for IoT-enabled smart city solutions where IoT device manufacturers, system integrators and solution providers can innovate and openly compete. SynchroniCity will establish a reference architecture for the envisioned IoT-enabled city market, place with identified interoperability points and interfaces and data models for different verticals, including tools for co-creation & integration of legacy platforms.

Why Cities?

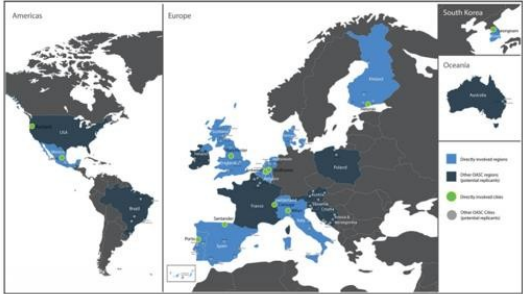
Cities are a catalyst for the holistic connected society. Also they combine vertical and horizontal logics. But most of all: it's a massive meta-market.



SynchroniCity's ultimate goal is to deliver common, co-created IoT enabled urban services that meet citizens needs in a global market, and to create an environment of evidence-based solutions that can easily be used in other regions.

Synchronicity in numbers

- 34 partners, 11 countries, 33 months (Jan 2017-Sep 2019).
- Budget: 20m€ (15m€ EC) / 3m€ for open calls.
- 8 Core cities: Antwerp (BE), Eindhoven (NL), Helsinki (FI), Manchester (UK), Milan (IT), Porto (PT), Santander (ES), Carouge (CH).
- Linked cities in Mexico, South Korea, USA and Brazil.
- European IoT Large Scale Pilot Programme.
- Leveraging: OASC, AIOTI, EIP-SCC, FIWARE, FIRE.

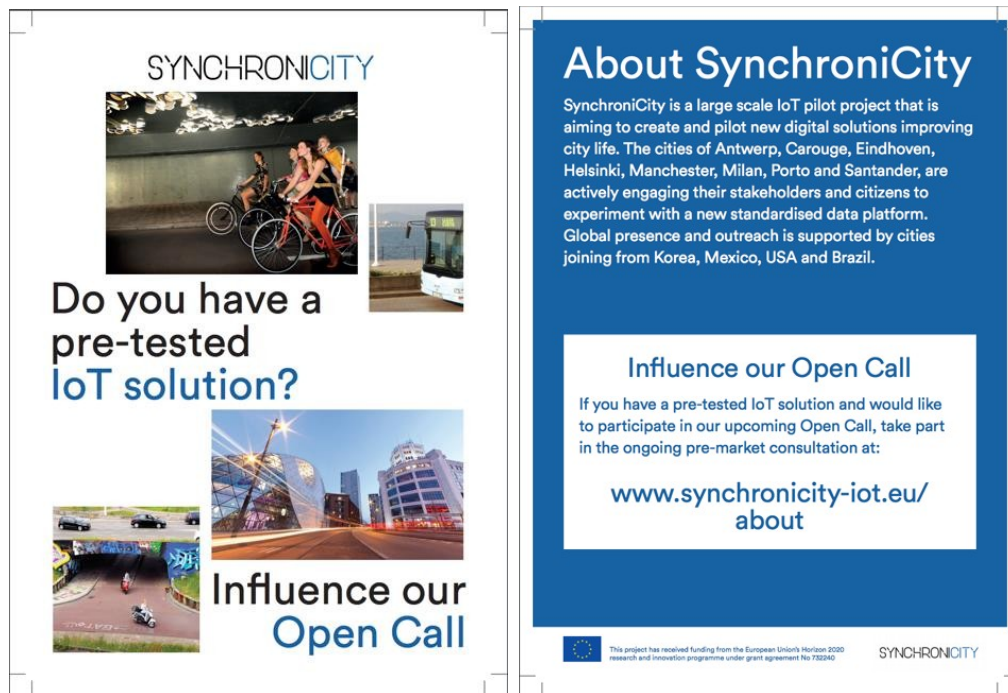


SynchroniCity regions and cities

www.synchronicity-iot.eu

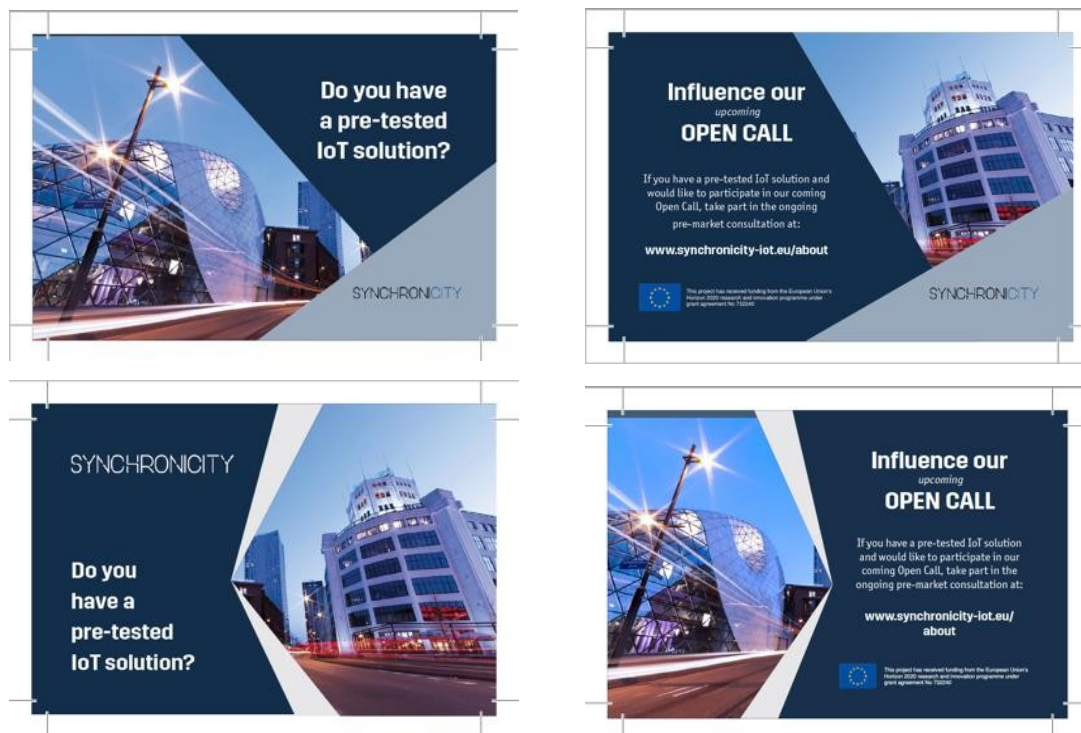
@SyncCityIoT
 info@synchronicity-iot.eu

Figure 2 SynchroniCity flyer pre-market consultation front & back



In month 9, the pre-market consultation flyer was improved into a card designed and disseminated among the partners and at events. The card was printed in two versions. The visuals were printed in business card size on 300g paper.

Figure 3 SynchroniCity pre-market consultation promo cards back & front



In month 10 three additional design versions, following the visual identity of the project were produced to promote the upcoming Open Call. The visuals were printed in business card size on 320g paper.

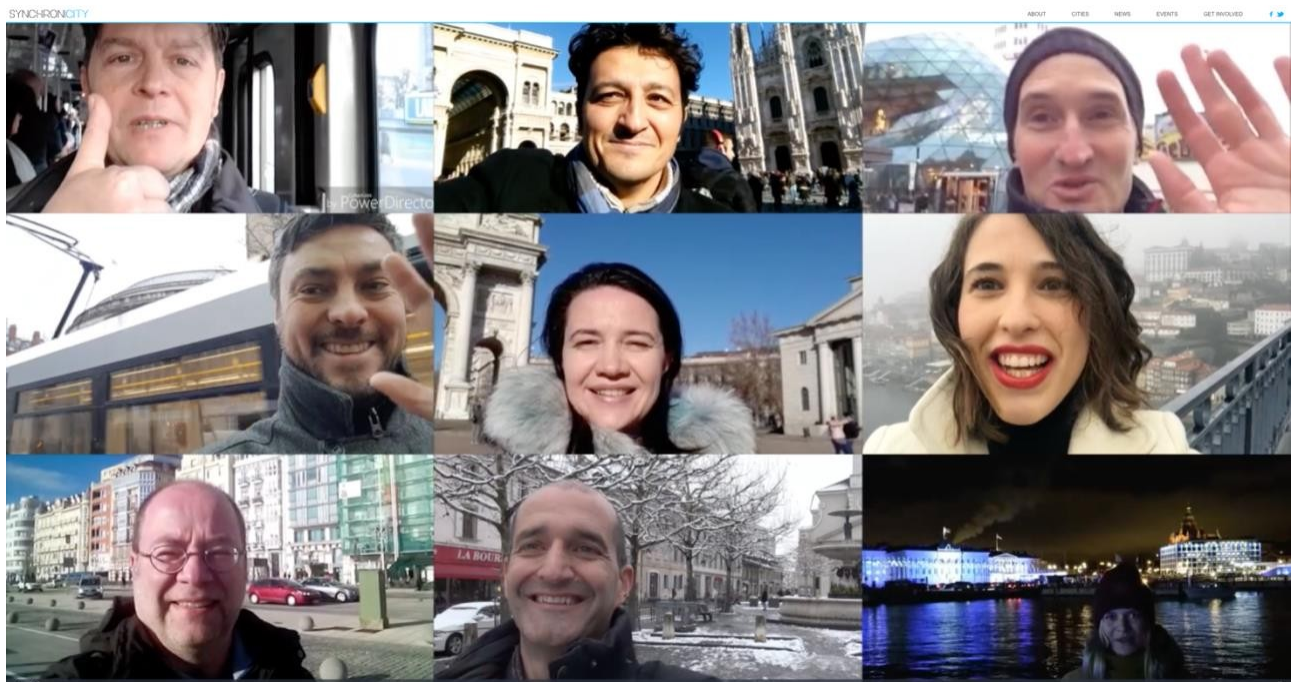
Figure 4 SynchroniCity Open Call promo cards back & front



3.3. SynchroniCity Videos

In the first year of the project, a video was produced in close collaboration with the partnering cities. The idea behind the video is to explain in an interesting and engaging way the concept of SynchroniCity to the outside world by showing the real faces of the people involved in the partnering cities. The footage which was filmed by the cities leads and collected by ENOLL and edited by Vandejong, is on the front page of SynchroniCity website. The full video is going to be available on YouTube, Facebook and Twitter accounts. Next to that, project partners AU and OASC have given interviews for various media, and are going to be shared across SynchroniCity channels, as soon as the associated medias publish them.

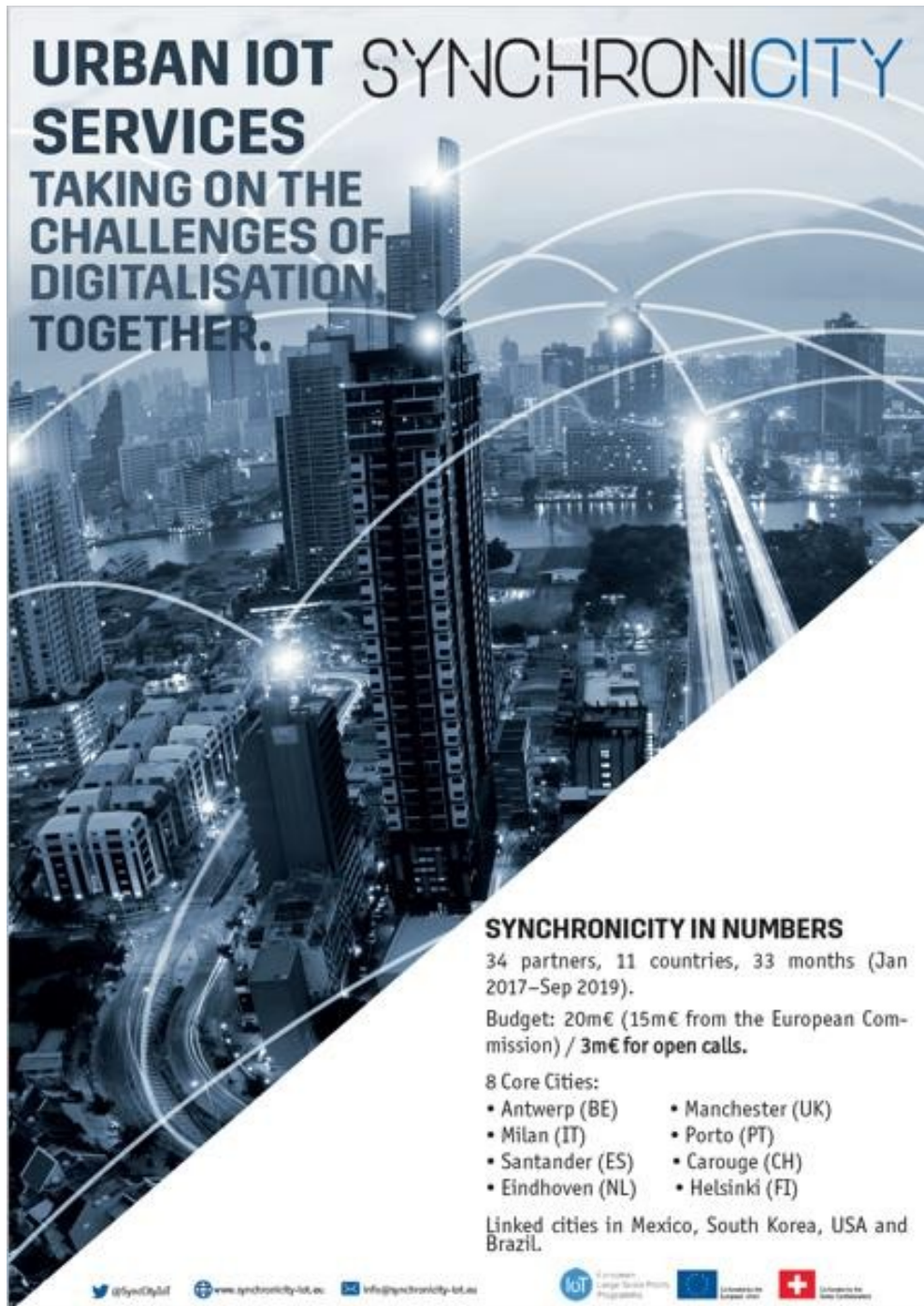
Figure 5 Footage from the main video



3.4. SynchroniCity Poster

In month 3 of the project a poster was designed by ENOLL and used for the dissemination at events. The poster was printed in A0 format and was made available to all project partners via the shared GoogleDrive folder.

Figure 6 Poster A0



URBAN IOT SERVICES
SYNCHRONICITY
TAKING ON THE CHALLENGES OF DIGITALISATION, TOGETHER.

SYNCHRONICITY IN NUMBERS
 34 partners, 11 countries, 33 months (Jan 2017–Sep 2019).
 Budget: 20m€ (15m€ from the European Commission) / 3m€ for open calls.

8 Core Cities:

- Antwerp (BE)
- Milan (IT)
- Santander (ES)
- Eindhoven (NL)
- Manchester (UK)
- Porto (PT)
- Carouge (CH)
- Helsinki (FI)

Linked cities in Mexico, South Korea, USA and Brazil.

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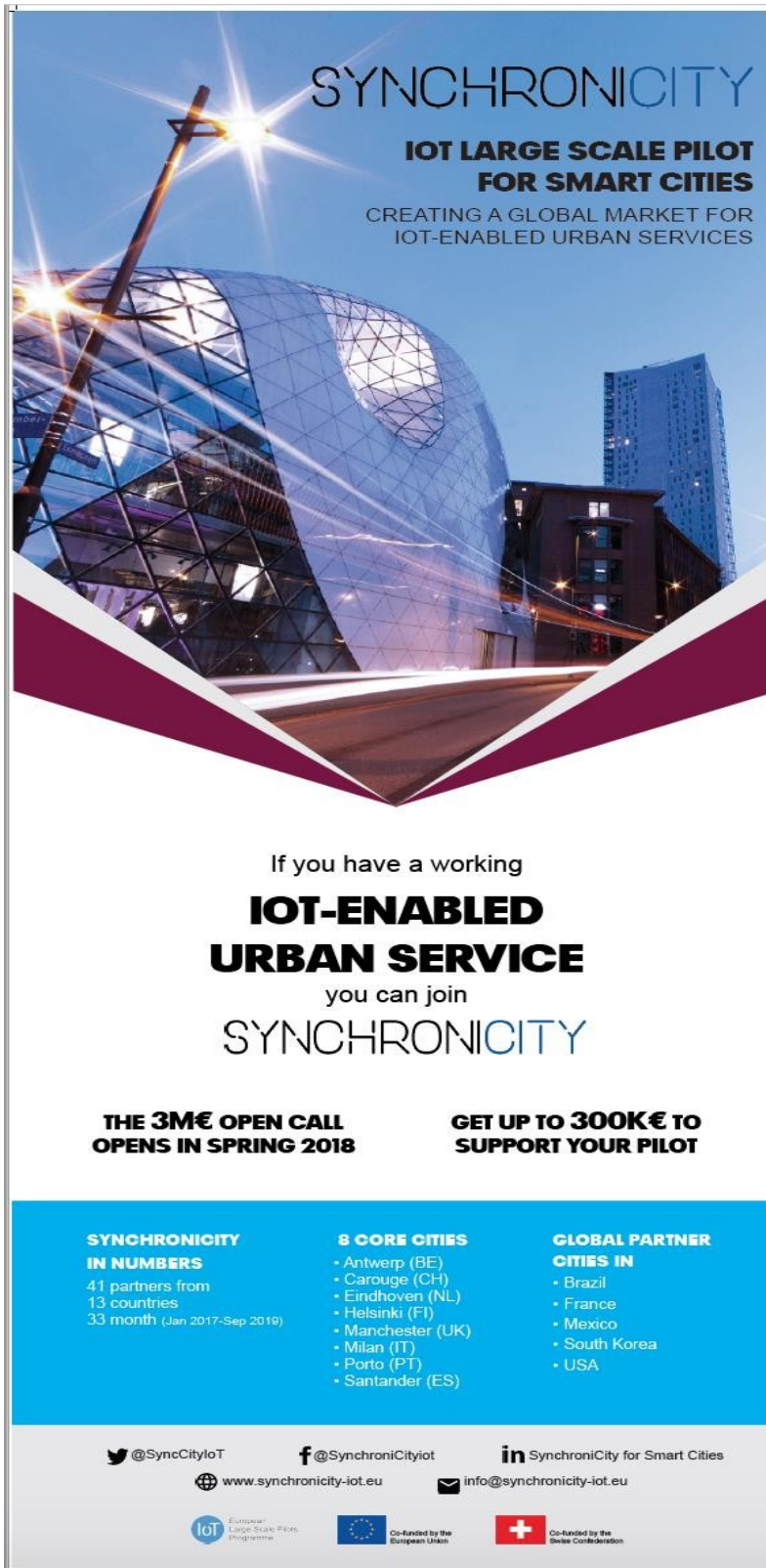


3.5. SynchroniCity Roll-up

In month 11 of the project, ENoLL designed a roll-up used for the promotion of the upcoming Open Call at the Smart Cities Expo World Conference 2017 that took place from 14th to 16th September in Barcelona Spain and at other upcoming events. The roll-up was

printed in size 85cm x 206cm and it was made available to all project partners via the shared GoogleDrive folders.

Figure 7 Roll-up size 85cm x 206cm



SYNCHRONICITY

**IOT LARGE SCALE PILOT
FOR SMART CITIES**

CREATING A GLOBAL MARKET FOR
IOT-ENABLED URBAN SERVICES

If you have a working
**IOT-ENABLED
URBAN SERVICE**
you can join
SYNCHRONICITY

**THE 3M€ OPEN CALL
OPENS IN SPRING 2018**

**GET UP TO 300K€ TO
SUPPORT YOUR PILOT**

SYNCHRONICITY IN NUMBERS	8 CORE CITIES	GLOBAL PARTNER CITIES IN
41 partners from 13 countries 33 month (Jan 2017-Sep 2019)	• Antwerp (BE) • Carouge (CH) • Eindhoven (NL) • Helsinki (FI) • Manchester (UK) • Milan (IT) • Porto (PT) • Santander (ES)	• Brazil • France • Mexico • South Korea • USA

[@SyncCityIoT](https://twitter.com/SyncCityIoT)
[@SynchronicityIoT](https://www.facebook.com/SynchronicityIoT)
[in Synchronicity for Smart Cities](https://www.linkedin.com/company/synchronicity-for-smart-cities)

www.synchronicity-iot.eu
info@synchronicity-iot.eu





European Large Scale Pilots Programme
 Co-funded by the European Union
 Co-funded by the Swiss Confederation

3.6. SynchroniCity Presentation templates

In M10 of the project, ENoLL team designed branded power point templates aligned with the new branding guidelines produced by Vandejong that are used for presentation at events and official meet-ups. The templates are made available to all project partners and are hosted at the shared folders of GoogleDrive

Figure 8 Branded ppt template



4. COMMUNICATION CHANNELS

In the first year of the project, Communication channels were established which serve as main dissemination points for the project, reaching out to project stakeholders and the wider public. Communication channels which were laid out in the first year are SynchroniCity website, social media pages, internal newsletter and presentation of SynchroniCity at conferences and events.

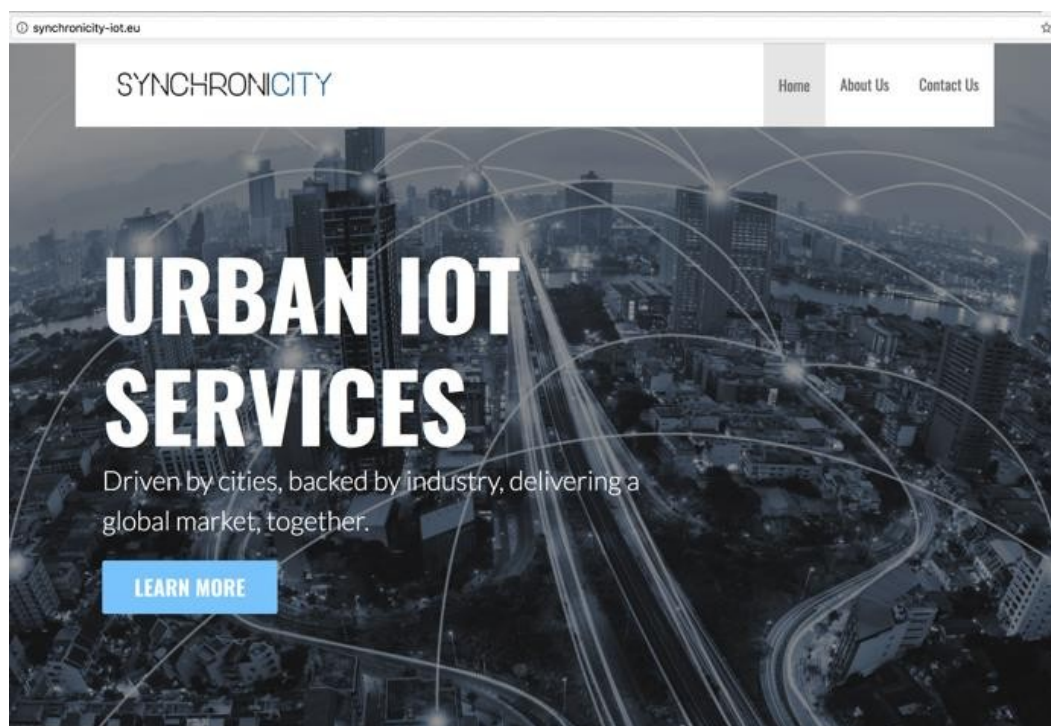
In order to improve communication outputs, several changes have been made to these channels throughout the project. Frequency of posts on the social media channels of SynchroniCity is increasing, as it is foreseen to reach on a daily basis with maximum of two posts per day.

The landing page of the SynchroniCity website has been re-arranged to be as clear as possible and easy to use. Furthermore, the new website is anticipated to improve its content by including more exhaustive information on news and events, as well as the Open Calls initiatives. Synchronised stream from the social media channels is also put into action.

4.1 SynchroniCity Website

The website was created in Year 1 of the project, to serve as the main platform for dissemination. A temporary website was created in M3.

Figure 9 Temporary website



As foreseen in the Grant Agreement a web development agency and creative agency Vandejong was contracted in M8 after selection procedure following an open call, to design the new website and create SynchroniCity's visual identity. The process for planning and executing the new website happened between M8 and M12. Because of budget constraints we were waiting for the production of the new branding guidelines before producing visual materials.

Figure 10 Final website layout



The website is promoted on all printed materials and linked to social media pages in order to ensure that stakeholders can easily find and use the website which is the largest source of information provided for the public. The website underwent several changes during the course of the project. The most recent change, made by Vandejong and coordinated by ENoLL and AU was made in M12. After receiving feedback from the technical review report and several discussions with website developers the webpage has been reconstructed.

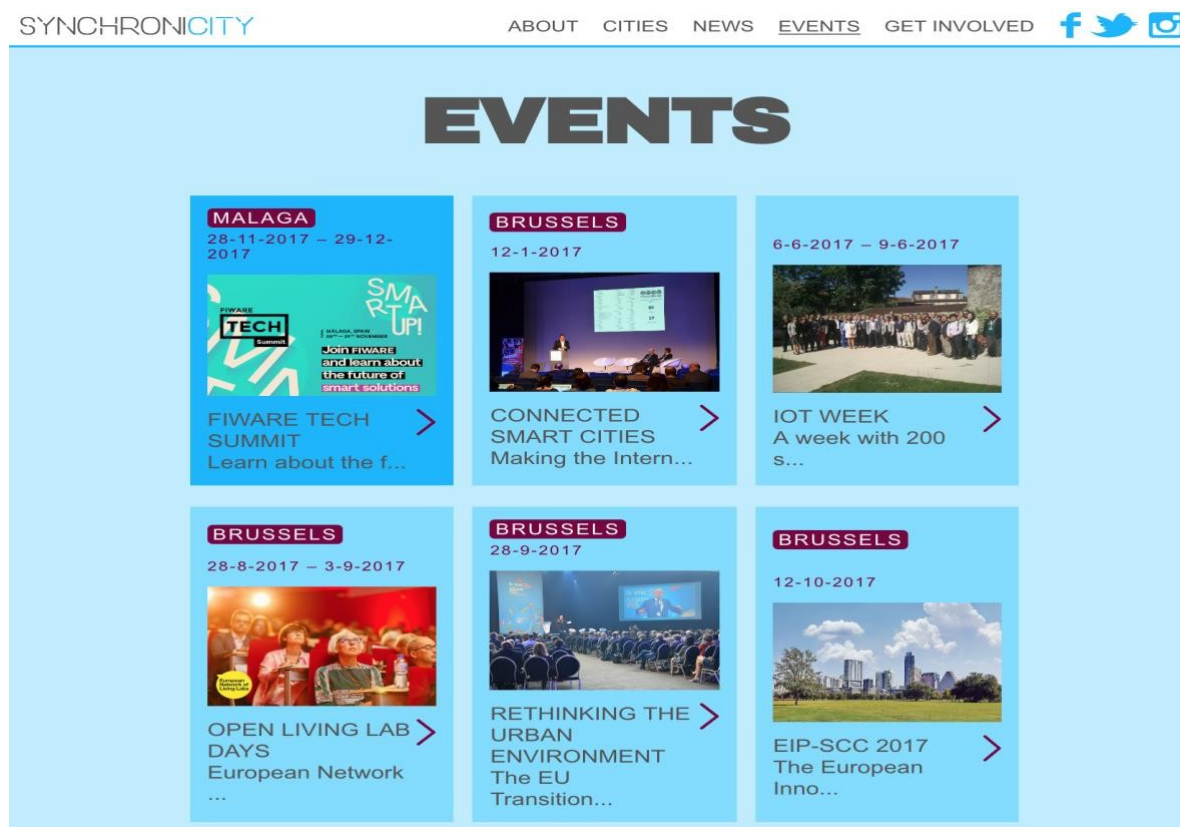
Referencing review recommendation:

“The web presence should be most urgently updated and enriched with material already available.”

“SynchroniCity has a lot in common with the other large-scale projects, especially autopilot. Please, ensure good cooperation with these projects to avoid possible overlaps or gaps.”

In response to this recommendation, the new website of Synchronicity offers a better overview, events and articles and projects in the participating cities. It is easy to navigate through the variety of the cities with the custom made interactive map and multiple navigation buttons. Also, every news item and event is related to a city and pops up to city-related content.

Figure 11 New website - events



To engage the visitors and raise their interest a video presenting the project concept with the partnering cities is shown on the homepage. Videos can also be accessed following the social media icons on the right side of the home page. The homepage contains a selection of all content items (blog, cities, events, map and a twitter feed). Project partners will be actively identifying new video materials to be added to the site over the next months.

Under the “About SynchroniCity” section, a visitor can read more about the project concept and contact the partners to get involved, as well as improving the content and accessibility of the website, the project will also be actively creating interactive links with the other large-scale projects to further improve cooperation with these projects.

4.2. SynchroniCity Newsletter

SynchroniCity internal newsletter was launched in Year 1 of the project together with the website, by task 6.3 leader ENOLL. The aim of the newsletter was to improve inter-partner communications. ENOLL as a dissemination leader, is responsible for collecting

information from the partners about any SynchroniCity-related activities (interviews, published articles, attended events) on shared folders, organised the information using MailChimp mailing system and send it to the partners and relevant stakeholders. The newsletter is currently sent bi-monthly to 33 subscribers with plans to expand the mailing list through local networks and developing collaborations with partners and their stakeholders.

4.3 Social Media Communication

Social media communication is an integral part of the external communication of project results with the public and relevant stakeholders. The communication was led by ENoLL, however all project partners contributed and frequently posted on social media channels, including from their associated professional social media accounts or from their own social media accounts. The main social media platforms that were used are Twitter and Facebook. LinkedIn account was created in the second half of the year of the project, under the suggestion of AU. Next to that a video about the project and the partnering cities have been published on the website, and shared via the social media channels. The full list of online dissemination activities can be found in the Annex 1.

4.3.1 Twitter

Twitter was used as the main social media platform of SynchroniCity by ENoLL team, during the launch and first year of the project. The account was created in February 2017. In December 2017, SynchroniCity twitter account under the name [@SyncCityIoT](https://twitter.com/SyncCityIoT) has 229 followers. The page is accessible through the following link: <https://twitter.com/SyncCityIoT>

Figure 12 Twitter main page



However, the official project account was not the only Twitter account used, the project partners are also using their own accounts by tagging [@SyncCityIoT](#) and using hashtags #IoT #SmartCities #Innovations #SynchroniCity, along with tagging other relevant accounts and hashtags in the posts when applicable. In that way, Twitter posts gained more visibility, which also increases the number of followers and increases the scope of the audience. The hashtags are also used in posts that included project-related materials. At conferences and other dissemination events, the participants were encouraged to use the hashtags and tag the official account when Tweeting about SynchroniCity as well as to include pictures and/or other visuals when possible.

Towards the end of its first year, the SynchroniCity Twitter account generated more than 20.500 impressions. The majority of followers of the account were interested in Tech news, technology and science news. Relatively high proportion of followers were also interested in smart cities and smart solutions news, which is one of the targeted groups of the project. Figures 13-15 illustrate the analytics in details.

Figure 13 Twitter analytics

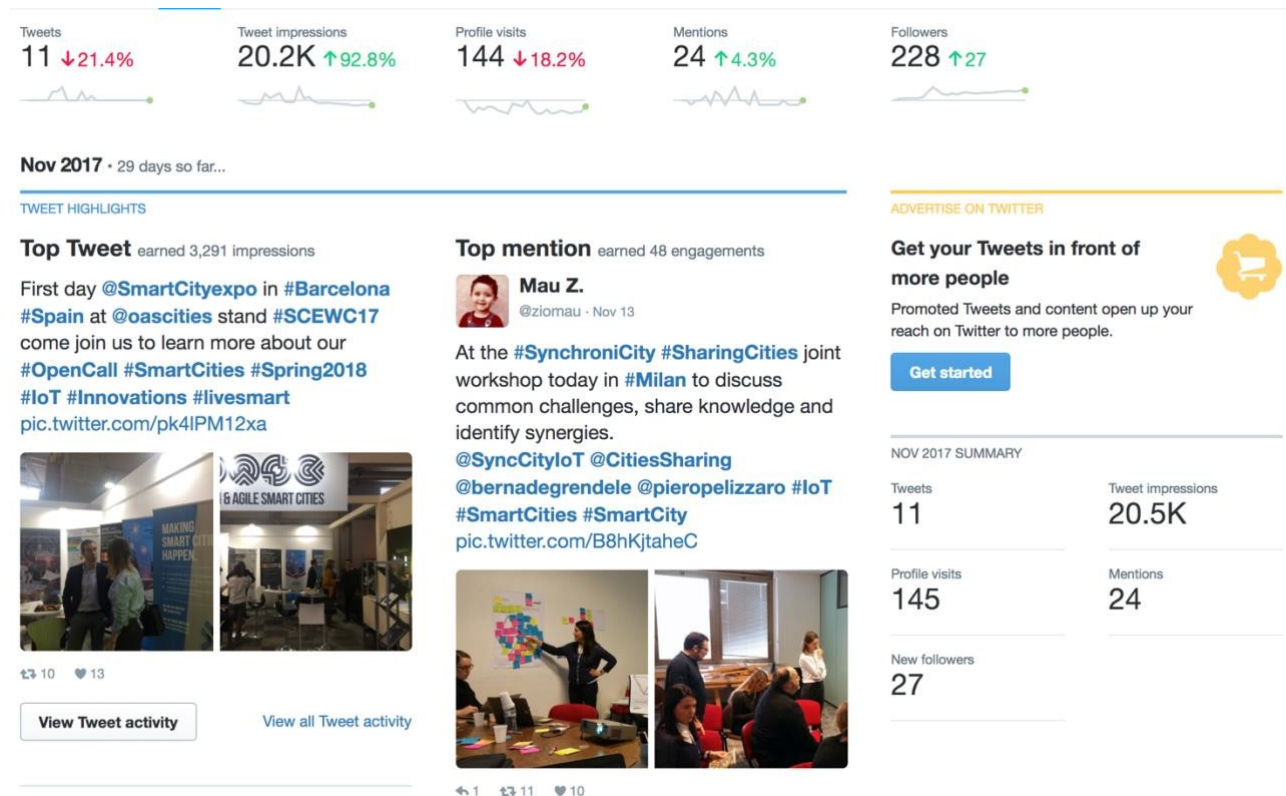


Figure 14 Twitter Analytics

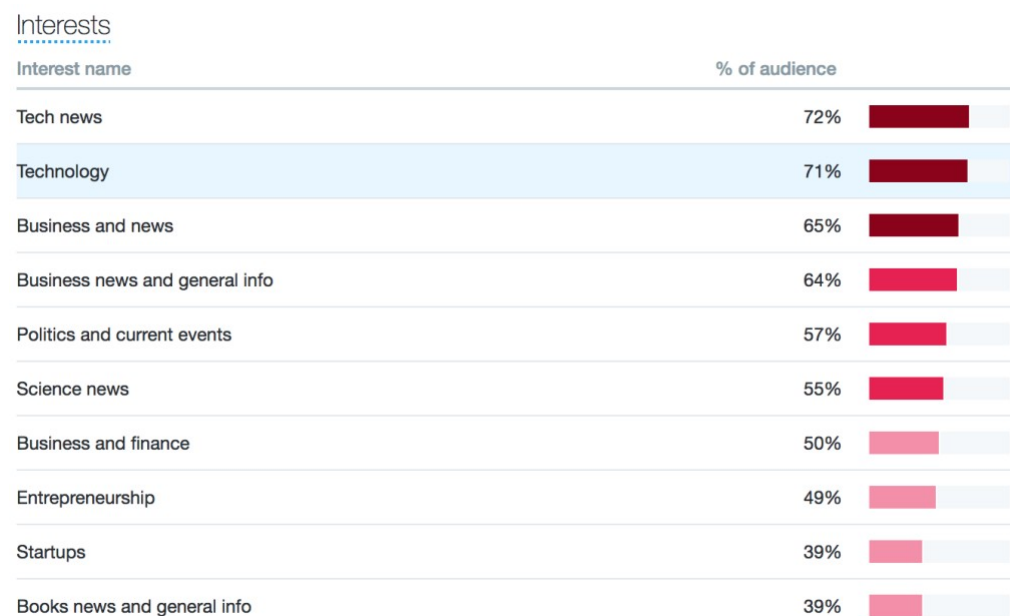
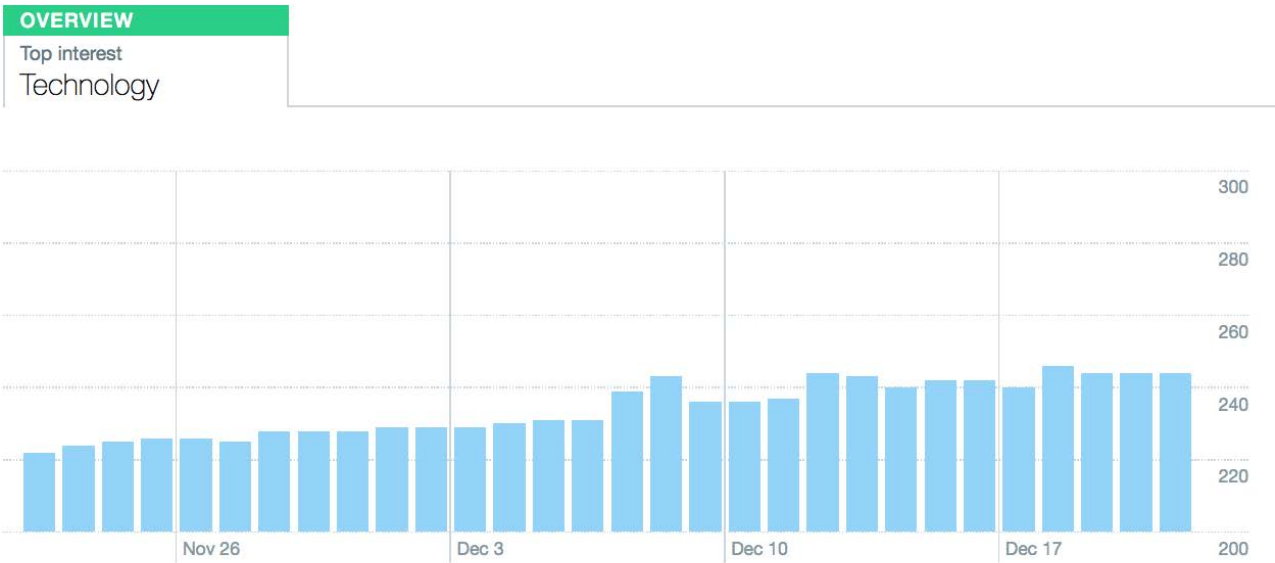


Figure 15 Twitter analytics



In Annex 1 of this document, a list of social media activates that were submitted is presented in a table, including tweets of project partners tweeting from associated Twitter accounts.

4.3.2 Facebook

Facebook was the second most-widely used social media platform. The page was registered in February 2017, and it has 62 likes and 74 followers. The page is accessible through the following link: <https://www.facebook.com/SynchroniCityiot/>. In comparison to Twitter, Facebook page was used less frequently since the posting behaviour of Facebook is different, with the aim not to generate to many posts – as not to overload page followers with information, which may result in unfollowing the page. The Facebook page is administered by the inner communication team of the project, but posts inputs are also received from project partners. The page allows longer and more descriptive posts. Posts and tweets may overlap, as activates are often linked and audience scope is different. In Annex 1 of this document, a list of posts that were submitted is presented in a table together with the Facebook activities of project partners made to promote SynchroniCity.

Figure 16 Facebook main page

SYNCHRONICITY



SynchroniCity

@SynchroniCityIot

Home

Posts

Videos

Photos

About

Community

Offers

Promote

Manage promotions

Liked

Following

Share

...

Posts

SynchroniCity shared ScaleUp Porto.'s post.

Published by Gal Ka [?] · 18 December at 18:35 ·

Ubiwhere "We are working on the use case of multimodal transportation for the SynchroniCity project, inserted in the #SmartCities domain. We will install technology from bikeemotion to tackle this mobility challenge, where our primary goal is to integrate electric bikes with the transportation and ticketing infrastructure of the city of Porto. #SultingTheFuture of #Mobility with #PortoDigital"



ScaleUp Porto.

12 December at 12:20 ·

Like Page

O Porto está a desenvolver um projeto sobre a mobilidade na área metropolitana do Porto que visa a integração de novas tecnologias na cidade e a criação de uma ...

See more

See Translation

28 people reached

Boost Post

Like

Comment

Share

...

ScaleUp Porto., Laura Rodríguez de Lope and Celia Gilsanz Gomez

Write a comment...

Press Enter to post.

SynchroniCity

Published by Gal Ka [?] · 12 December at 11:56 ·

@SyncCityIoT Cities Forum meeting going on with heavy snow outside and heavy traffic problems. Maybe in a near future #Synchronicity platform could help solve this (traffic problems)... #liveSmart #IoT #SmartCities #Innovation #Mobility #smartmobility #TheHumanCity #Brussels #Porto #Carouge #Milan



288 people reached

Boost Post

Like

Comment

Share

...

+ Add a Button

+ Finish your story to tell people more about your business.

Page tips

See all

Respond Automatically if You're Closed This Holiday Season

Send automatic responses to people who message your Page over the holiday season when you're away from your computer or phone.

Have friends who might like your Page?

Invite friends to like SynchroniCity and help you connect with more people.

Send people to your website

Add your website address to your Page to help people find it.

See all Page tips

100% response rate, 1 day or more to respond

Respond faster to turn on the badge

62 likes +5 this week

Leidy Vanessa Enriquez Florez and Dora Matok

74 follows

See Pages Feed

Posts from Pages that you've liked as your Page

90 post reach this week

62 people like this and 74 people follow this

Leidy Vanessa Enriquez Florez and Dora Matok

Community

See all

62 people like this

74 people follow this

About

See All

Send Message

Add website

Promote Website

Community

People Also Like

Europe and Brasil Cooperation in...

Community

The Mobile City

Society & culture website

Imec - SMIT, VUB

Charity

34

Figure 17 Facebook Stats

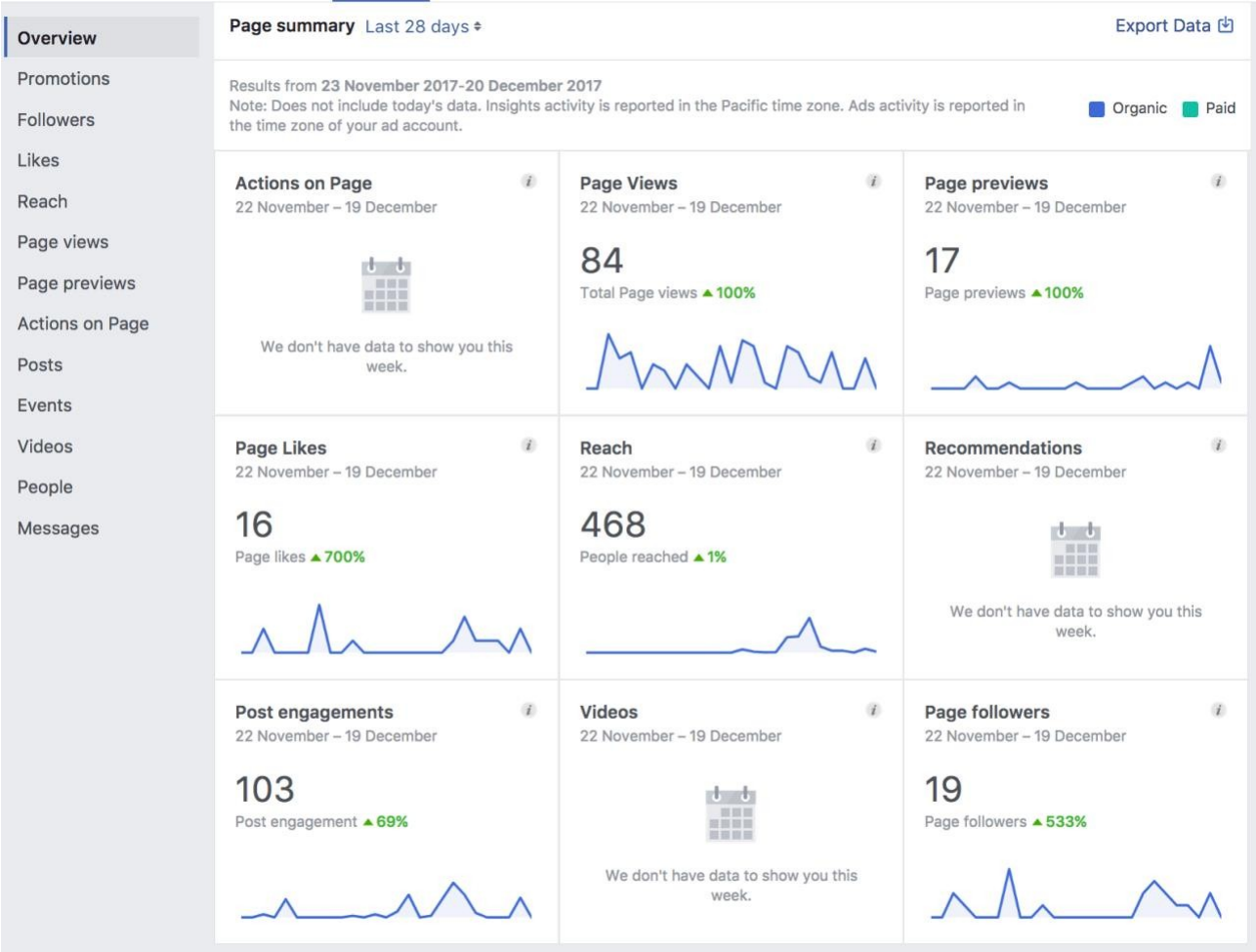


Figure 18 Facebook Stats

Reach: Organic/Paid Post Clicks Reactions, comments & shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
18/12/2017 18:35	 Ubiwhere "We are working on the use case of multimodal			28 	4 3 	Boost Post
12/12/2017 11:56	 @SyncCityIoT Cities Forum meeting going on with heavy			288 	30 4 	Boost Post
11/12/2017 11:53	 "Smart city technologies could save enterprises, governments			197 	7 5 	Boost Post
07/12/2017 18:20	 We are organizing a new event dedicated to #SmartCities on			25 	2 0 	Boost Post
14/11/2017 12:18	 First day @SmartCityexpo in #Barcelona #Spain at @oascities			35 	16 3 	Boost Post
10/11/2017 10:38	 at ICTproposerEU you can meet ENoLL - European Network of			262 	13 2 	Boost Post
09/11/2017 14:11	 Today at the ICT Proposers Day in Budapest with ENoLL -			356 	10 5 	Boost Post
09/11/2017 10:46	 Today at #ICTpropday in Budapest we will be at			14 	2 0 	Boost Post
09/11/2017 10:43	 we're @V4_PRES in beautiful #Budapest as part of			23 	2 1 	Boost Post
25/10/2017 15:46	 communications review meeting started at DG Science and			30 	9 0 	Boost Post
24/10/2017 14:51	 Highlighted projects on the topic of #ICT & #SmartCities presented			19 	2 0 	Boost Post
24/10/2017 12:13	 day 2 of G-STIC event, you can come and hear us talk about the			37 	6 1 	Boost Post
24/10/2017 12:06	 SynchroniCity updated their information in their About section.			24 	0 0 	Boost Post

4.3.3 LinkedIn Group

in July 2017, the SynchroniCity LinkedIn group was created as a tool that fosters and facilitates a developing smart cities community, where common interests based discussions take place, and insights on Open Call and project initiatives can be shared more effectively. With the progress of the Open Call, the group is planned to be used as a platform providing relevant information and answering questions to the applying SMEs and Startups. The group has started with 67 members and, while it has started off as the least followed social media page of the project, it is anticipated that users will grow as more dynamic interactions take place, such as through participation in group discussions, and project partners provide more content as the project develops.

This will add value to the Twitter account, most followers of SynchroniCity are interested in tech news, smart cities, IoT, innovations and entrepreneurship. The group was named “SynchroniCity for Smart Cities and their IoT Startups and SMEs” and can be accessed via the following link: <https://www.linkedin.com/groups/13536813>

Figure 19 LinkedIn group – SynchroniCity for Smart Cities and their IoT Startups and SMEs

The screenshot shows the LinkedIn group page for "SynchroniCity for Smart Cities and their IoT Startups and SMEs". The group has 67 members. The page features a header with the group name and a "Manage" button. Below the header, there is a section for "Start a conversation with your group" with a text input field. To the right, the "ABOUT THIS GROUP" section describes SynchroniCity as an initiative for cities embracing new technology. Below this, the "MEMBERS" section shows 67 members and an "Invite others" button. The main content area displays two posts by Galia Mancheva, Group Owner. The first post, dated 1w, discusses IoT and smart technologies, mentioning a whitepaper by ABI Research. The second post, dated 1mo, is about the ICT Proposers Day in Budapest. On the right side of the page, there is a promotional banner for "30 days' digital access for £1" from The Times, with a "Subscribe today" button. The footer includes links for "About", "Feedback", and "Privacy & Terms", along with the LinkedIn logo and copyright notice.

SynchroniCity partners have been publishing relevant articles, promos and photos on LinkedIn using their own accounts. In Annex 1 of this document, a list of posts that were submitted is presented in a table.

5. Presentation of SynchroniCity at Conferences and Events

The main and the most effective dissemination activity continues to be presenting the Synchronicity project at conferences, summits and other similar events. All project partners attended events to disseminate the information about SynchroniCity, present the project and its progress and initiatives or use the event as a networking opportunity. A list of tentative events was made in the beginning of the project and has been included in D6.8, and was constantly updated during the course of the project. The list of events which project partners have attended on behalf of SynchroniCity is listed in the table below. Over the first year of the project, 53 dissemination events were attended/organized, spreading the view of EU program as market creation tool and ecosystem element. We should particularly highlight three policy events that were either organized or co-organised by project partners. The policy events were:

5.1. Connected Smart Cities Conference 12 January 2017 in Brussels, co-organized by OASC and ENoLL

The main theme of the conference was “Making IoT work for cities and citizens”. Keynote speech at the opening ceremony was by Commissioner on Digital Economy and Society Mr. Günther H. Oettinger. The video of the speech can be found on YouTube here: <https://youtu.be/Pp5xtYvr4LA> . The event registered 370 participants from 32 different countries.

Figure 20 CSCC 2017 Banner & Programme



Programme

8:30–9:00 Registration and morning coffee

9:00–9:15 Plenary: Welcome from the Chair, Dr. Martin Brynskov, Open & Agile Smart Cities [video]

- Moderator for the day: Jarmo Eskelinen, Future Cities Catapult

9:15–10:00 Plenary: High-level keynotes [video: from 00:13:30]

- Markku Markkula, President of the European Committee of the Regions
- Günther H. Oettinger, Member of the European Commission [video address]
- Mary-Ann Schreurs, Vice-Mayor of innovation, culture, design and sustainability for the City of Eindhoven, and Chair of EUROCITIES Knowledge Society Forum
- Anna-Kaisa Ikonen, Mayor of Tampere, Finland [slides]
- Kees van der Klauw, Chair of the Alliance for IoT Innovation, Philips Lighting [slides]
- Rapporteur: Judith Stiekema, Olha Bondarenko & Wim De Kinderen [session report]

10:00–10:15 Coffee break

10:15–12:15 Parallel sessions 1

- Innovation ecosystems – Chairs: Gohar Sargsyan, OISPG, CGI & Zsuzsanna Bodi, ENoLL
- Market creation & policy issues – Chair: Hugo Goncalves, Forum Virium Helsinki
- Mobility – Chair: Seppo Haataja, City of Tampere/OASC
- Platforms & data models – Chair: Jarmo Eskelinen, Future Cities Catapult

12:30–13:30 Networking Lunch

13:30–15:30 Parallel sessions 2

- Cities by and for people – Chair: Marita Holst, Lulea Technical University
- Assisted living & aging – Chairs: Sergio Guillen & Giuseppe Fico, Universidad Politécnica de Madrid
- Digital Water – Chairs: Durk Krol & Andrea Rubini, WSSTP
- Standards for real-time urban services – Chair: Catherine Mulligan, Imperial College London/OASC

15:30–16:00 Coffee break

16:00–16:30 Plenary: Results from the parallel sessions [video: from 02:39:30]

16:30–17:00 Plenary: Final keynote speeches and closing of the conference [video: from 03:02:15]

- Ben Levine, Executive Director of MetroLab Network, USA
- Chi-Hyung Lee, President, Seoul Digital Foundation, Republic of Korea [slides]
- Alberto Martin Torras, Smart City Expo
- Nikolaos Isaris, Deputy Head of Unit, Internet of Things, DG CONNECT, European Commission
- [session report]

17:00 Networking Reception

18:30 End

Photos



5.2. IoT week 6-9 June 2017 in Geneva Switzerland

Project partner Mandat was a co-organizer of the 7th edition of the international IoT Week with over 200 sessions and activities to access the latest developments in the Internet of Things (IoT) domain: emerging technologies, security and privacy, sustainable development, industry and market evolution.

As part of the conference Synchronicity organised several working group meetings, which helped to archive significant progress on the different work packages. A specifically successful session proved to be the facilitated Cities Forum meeting, where the city stakeholders could express their ambitions, doubts and fears at an early stage of the project. In general, face to face meetings create the best environment to discuss strategic milestones of Synchronicity and create the roadmap for the following months.

Figure 21 IoT week 2017 Banner & Programme



IOT WEEK GENEVA 2017

———— IOT GOES LARGE SCALE – BE A PART OF IT! ————

Tuesday 6 June														
8:00-8:15	Welcome & Registration													
8:15-8:30														
8:30-8:45														
8:45-9:00														
9:00-9:15	GloTS Opening Plenary Session	Globally Interoperable IoT Identification and Data Processing (RDA Workshop Opening)	IoT Platform Convergence for Smart Cities Leading Examples of IoT Enabled Smart Cities									Hackathon Kick-off I		
9:15-9:30		GloTS Opening Keynotes: IoT Vision	Globally Interoperable IoT Identification and Data Processing (RDA Session I: Digital Object Architectures)	IoT Platform Convergence for Smart Cities: International IoT Platforms for Smart Cities Initiatives	WISE-IoT Project - Private Meeting	SDG: IoT for Environment	GloTS Workshop "Edge Computing for Internet of Things" I	GloTS Papers Session "IoT Applications, Services and Real Implementations" I						
9:30-9:45														
9:45-10:00														
10:00-10:15														
10:15-10:30														
10:30-10:45														
10:45-11:00	Coffee break supported by SIG													
11:00-11:15	GloTS "IPv6-based IoT Deployment Around the World"	Globally Interoperable IoT Identification and Data Processing (RDA Session I: Digital Object Architectures)	IoT Platform Convergence for Smart Cities: International IoT Platforms for Smart Cities Initiatives	WISE-IoT Project - Private Meeting	SDG: IoT for Environment	GloTS Workshop "Edge Computing for Internet of Things" I	GloTS Papers Session "IoT Applications, Services and Real Implementations" I	Hackathon Kick-off II						
11:15-11:30														
11:30-11:45														
11:45-12:00														
12:00-12:15														
12:15-12:30														
12:30-12:45														
12:45-13:00														
13:00-13:15	Networking Lunch													
13:15-13:30														
13:30-13:45														
13:45-14:00	GloTS Keynote: Large Industries Views on IoT Data & Security	Globally Interoperable IoT Identification and Data Processing (RDA Session II: Industrial Challenges for Linking Clouds)	IoT Platform Convergence for Smart Cities: Breakout Discussion Groups on Convergence - IoT & Smart Cities: Personal Data Protection Strategy	IoT European Large-Scale Pilots Programme Session- IoT Focus Area sustainability activity group	UbiIoT - End-user Engagement: Multi-stakeholder Co-creation for IoT Contexts (Part I)	WISE-IoT Project - Private Meeting	Hackathon Workshop	SDG: IoT for Clean Water & Sanitation	IoT Platform Convergence for Smart Cities: Breakout Discussion Groups on Convergence - IoT & Smart Cities: Standardization Strategy	AIOTI Steering Board	GloTS "Edge Computing for IoT" II	GloTS Papers Session: "IoT Multimedia Impacts & Experimental Results" I	GloTS Papers Session "IoT Applications, Services and Real Implementations" II	IoT Platform Convergence for Smart Cities: Breakout Discussion Groups on Convergence - IoT & Smart Cities: Platform Integration and Interoperability
14:00-14:15														
14:15-14:30														
14:30-14:45														
14:45-15:00														
15:00-15:15														
15:15-15:30														
15:30-15:45	IoT & 5G Large Scale Pilots: European and Chinese Perspectives	IoT European Large-Scale Pilots Programme Session- Communication, Collaboration Strategy and Liaisons activity group	IoT European Large-Scale Pilots Programme Session- IoT Focus Area sustainability activity group	UbiIoT - End-user Engagement: Multi-stakeholder Co-creation for IoT Contexts (Part I)	WISE-IoT Project - Private Meeting	Hackathon Workshop	SDG: IoT for Clean Water & Sanitation	IoT Platform Convergence for Smart Cities: Breakout Discussion Groups on Convergence - IoT & Smart Cities: Standardization Strategy	AIOTI Steering Board	GloTS "Edge Computing for IoT" II	GloTS Papers Session: "IoT Multimedia Impacts & Experimental Results" I	GloTS Papers Session "IoT Applications, Services and Real Implementations" II	IoT Platform Convergence for Smart Cities: Breakout Discussion Groups on Convergence - IoT & Smart Cities: Platform Integration and Interoperability	
15:45-16:00														
16:00-16:15														
16:15-16:30														
16:30-16:45														
16:45-17:00														
17:00-17:15														IoT & 5G Large Scale Pilots: European and Chinese Perspectives
17:15-17:30														
17:30-17:45														
17:45-18:00														
18:00-18:15														
18:15-18:30														
18:30-18:45														
18:45-19:00														

Photos



5.3. Connected Smart Cities Conference 11 January 2018 in Brussels, organized by OASC

The *Connected Smart Cities Conference 2018 (CSCC18)* brings together city representatives, policy makers, and businesses from around the world to discuss this year's theme "Cities Driving the Digital Transition". A unique global venue, CSCC18 connects participants to human-centric societal development shaped by real-time connected technologies, markets and policy.

Mariya Gabriel, European Commissioner for Digital Economy and Society, will be present to open the event, followed by high-level plenary speakers and thematic sessions covering hot topics in the digital transition of cities and communities.



Figure 22 CSCC 2018 Banner & Programme



Opening Plenary			
Cross-cutting themes and domain-specific sessions			Tech track
Ecosystem Innovation: Joining Excellence and Capacity Building	IoT-Enabled Smart Cities Market Creation: Policy Issues and Open Calls	Energy: Interoperable Smart Homes and Neighbourhoods	Platforms for IoT and Smart Cities & Communities: Towards Next Generation Internet
Lunch			
Data Protection: Securing Privacy while Enabling Innovation	Smart Mobility: Getting there	Natural Resources: Digital Water and Beyond	Global Standards for IoT and Smart Cities & Communities
Closing Plenary			
Reception			

Aside from organizing policy events, project partners actively present SynchroniCity at policy events as speakers:

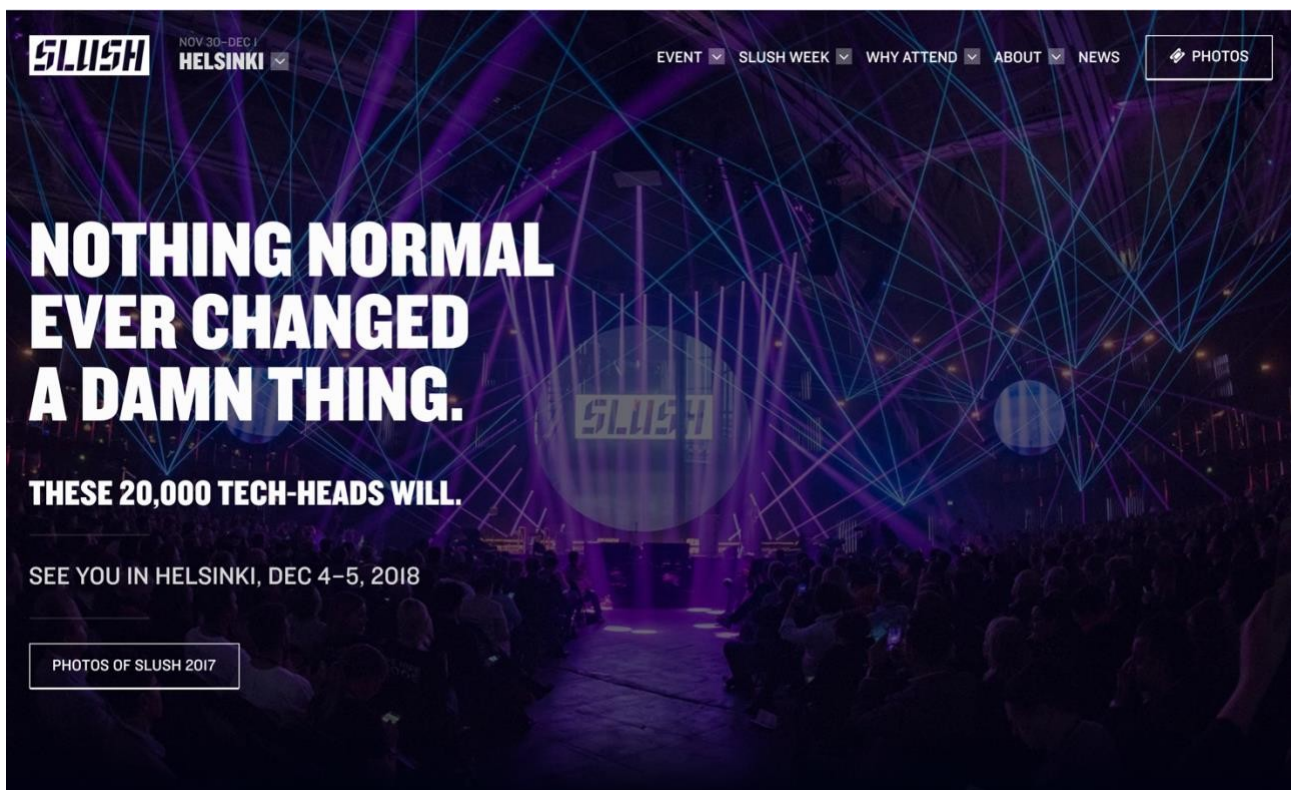
5.4. Digitale Zukunft Konkret 20-21 November 2017 in Berlin, Germany

Synchronicity together with the other IoT LSPs is being linked to Member State initiatives in respective thematic areas. This creates synergies, scale and develops the market for wider impact after the large-scale pilots end. At the event, Synchronicity was presented to approximately 200 German stakeholders, such as companies, researchers and policymakers.



5.5. SLUSH 2017, Nov 29 – Dec 1, Helsinki, Finland

Slush is a Start-up and tech event, organized annually in Helsinki, Finland. Meetings with tech Start-ups took place, spreading the view of EU program as market creation tool and ecosystem element. Project partner and WP6 lead Aalto University presented the project with the following concept: Synchronicity understands that experimentation, business modelling and joint standards development go hand in hand. It is imperative to work on all of these areas simultaneously, as otherwise there are risks of not tapping to the right market opportunities and sustainable ecosystem creation does not happen.



In addition to policy events, SynchroniCity partners proactively engage with various stakeholders through profiled conferences and workshops hosted or attended by them:

5.6. OpenLivingLab Days 2017 in Krakow, Poland



ENoLL hosted two workshops with SynchroniCity as part of their OpenLivingLab Days 2017 hands on workshops series in Krakow, Poland. The specificity of the world café workshop (described below) was that it gathered all the IoT LSP projects physically in a co-creation workshop format, engaging citizens, end users of IoT products, potential businesses and SMEs interested in engaging and participating on the upcoming open calls of the large-scale pilot projects. The Create-IoT project coordinator took part on the workshop as one of the table lead, gathering feedback for the horizontal CSA project.

5.6.1. The World Café workshop

A World cafe format instructs a structured conversational process in which groups of people discuss a topic at several tables, with individuals switching tables periodically and getting introduced to the previous discussion at their new table by a "table host". A café ambience is created in order to facilitate conversation. In some versions, a degree of formality is retained to make sure that everyone gets a chance to speak. Alternatively, the café concept can be taken more literally with everyone potentially talking at once. As well as speaking and listening, individuals may be encouraged to write or doodle on the tablecloth so that when people change tables, they can see what previous members have written as well as hearing the table host's view of what has been happening.

During the workshop "IoT Large Scale Pilots World Cafe" a World Café format was

followed. Among the four tables, a table concerning the Smart City context of the Large-Scale Pilot (LSP) project SynchroniCity was discussed. SynchroniCity table was co-facilitated by Synchronicity project partner Nuria De Lama (ATOS) and with U4IoT CSA project partner Nathalie Stembert.

Each of the IoT LSPs prepared beforehand a targeted aim. SynchroniCity's objectives for this workshop were to gain insight in three questions:

-Which elements are present in city environments that can be used for the purpose of triggering innovation (e.g. incubators, accelerators or other groups in the region, periodic events intended to support innovation processes, or policies that foster innovation)?

-Which business models are already present in the city and which future drivers could be of influence (e.g. why are cities investing in IoT Infrastructure and why would they open up data sources)?

-How might we make an IoT ecosystem sustainable (e.g., in which way will it be capitalised and maintained in the future)?

U4IoT's objectives were to support SynchroniCity and gain insights in the SynchroniCity context, end-user engagement experience and needs.

The discussion between the participants around the table was found very valuable. The participants represented different cities and exchanged thoughts and experiences on the creation, acceleration and maintenance of a Smart City IoT ecosystem. Connections between different cities were made enabling possible future collaboration and several conclusions contributing to the way the SynchroniCity project methodology may evolve around were made:

- Educating citizens and starting from their needs is evident;
- Cities experience a common need to share and learn from each other's best practices;
- Open calls, networking events and collaboration between stakeholders from different sectors accelerates innovation;
- Small testbeds are popping-up in different cities and provide great possibilities for testing;
- All stakeholders in the ecosystem have to benefit to make the ecosystem work, there should be a continuous balance between supply and demand;
- An open network increases innovation, yet the infrastructure is less far advanced than initially expected.

The insights will be integrated in the SynchroniCity project learnings and will among others inform the design and development of a Smart City IoT ecosystem for the 11 reference zones within the project. Lessons learnt are also circulated between the relevant IoT Large-Scale Pilots Activity Groups.



5.6.2. The Smart Cities Ecosystem Innovation by means of Stakeholder Profiles & Business Model Canvasses”

During the workshop, a concise training on Stakeholder Profiles was provided. The ‘Stakeholder Templates’ that are part of the U4IoT Co-Creative Workshop methodology were utilised to explore Smart City solutions from a stakeholder and end-user perspective. The stakeholder profiles are co-created in four phases, a Co-analysis, Co-design, Co-evaluation and Co-implementation phase. In these phases, the profiles are generated and role-played by the participants of the workshop. Based on the generated profiles empathy is raised, in order to enable SynchroniCity partners to identify with the needs of the respective stakeholders and end-users of the solutions to create business models informing a Smart City IoT Ecosystem.

The second part of the workshop focused on using the business model canvas methodology to understand which business models could be used to emerge from the use of IoT technologies in the context of city services. The main purpose was to make the participants think about often neglected practical questions that are extremely important to ensure sustainability of the solutions, such as the cost of deployment and maintenance of IoT infrastructures, data monetization, innovation created by third-parties out of the facilities provided by the city, etc. The profile of people involved in the workshop was quite heterogeneous and consequently one of the main difficulties was to create a common understanding about the topics previously mentioned. It made evident that we talk different languages and that education and training will be essential tools to ensure full involvement, understanding and approval by all the stakeholders.

In the scope of the workshop attention was paid on identifying stakeholder groups specifically for the Open Calls. Detailed result of this work will be explained as part of the respective upcoming D5.3.

Nathalie Stembert (U4IoT) co-facilitated this workshop with Nuria De Lama (SynchroniCity).



5.7. Smart Cities Expo World Congress 2017, Spain, Barcelona

Synchronicity joined first time the Smart City World Congress 2018 in Barcelona, Spain. For a good visibility, effective campaign and awareness raising result, the project joined a booth where twin projects (Organicity, Select for Cities, Creative Ring, OASC, ENoLL) and linked initiatives and organisations showcased their projects. Similarly, the project was referenced on several panel discussions, where thanks to the full house participation very relevant and large audience learned about the ambitions and scope of Synchronicity.



5.8. IoT Innovation Night Helsinki November 16 2017, Helsinki, Finland

Organised and hosted by SynchroniCity city of Helsinki in collaboration with EPI-IoT, where the project was presented and networking with local stakeholders took place.



5.9. itAIS Conference 2017, October 6th-7th Milan, Italy

SynchroniCity was presented with a scientific paper on co-creation: "The Paradigm Shift of Living Labs in Service Co-Creation for Smart Cities: SynchroniCity Validation." The scientific paper was co-written by project partners imec and AU and was presented by imec.



The poster is for the XIV Conference of the Italian Chapter of AIS (AIS 2017). It features a header with the conference title, a logo, and the dates. The main body lists the session details for Friday, October 6th, 2017, including the session title, chairs, location, and a list of presentations with their times and topics. The footer contains contact information and a logo.

XIV Conference of the Italian Chapter of AIS
ais 2017
Organizing for Digital Economy:
societies, communities and individuals

Association for Information Systems
October 6th – 7th, 2017
University of Milano Bicocca

FRIDAY, October 6th, 2017

15:00 - 16:00 **SESSION 4D: e-Services, Social Networks, and Smartcities**
Chairs: Concetta Metallo and Lapo Mola
Location: Room U6/1F

15:00 José Luis Gómez-Barroso, Claudio Feijóo and Juan Francisco Palacios
**Acceptance of personalised services and privacy disclosure decisions:
Results from a representative survey of Internet users in Spain**

15:20 Giuseppe Perna, Luisa Varriale and Maria Ferrara
The Role of Communication in Stereotypes, Prejudices and Professional Identity: The Case of Nurses

15:40 Francesca Spagnoli, Shenja van der Graaf and Martin Brynskov
The Paradigm Shift of Living Labs in Service Co-Creation for Smart Cities: SynchroniCity Validation

Tel. +39 06 33680034 • italis@meeter.it **MEET**

6. OTHER DISSEMINATION ACTIVITIES

6.1 Synergies with Other Projects

As part of the European IoT Large-Scale Pilots Program, SynchroniCity is participating in calls together with the other horizontal projects under the EU IoT LSP umbrella. Furthermore, news and updates about SynchroniCity progress are shared on the main LSP website and dedicated section can be found on SynchroniCity's new website, where links to the other projects can be found. Project partners are also encouraged to collaborate in events, such as the abovementioned World Café and Smart Cities ecosystem workshops part of the OpenLivingLab Days 2017 in Krakow Poland. In addition, a common booklet will be issued beginning of 2018, where SynchroniCity's chapter would aim at giving an overview of the European IoT Large-Scale Pilots Programme projects focusing on the Smart Cities context. The contribution would be about

5 pages describing the project covering the following subsections: Vision, Objective, Approach, Industrial domain impact; use cases addressed; domain specific issues.

As a result of the active participation in the Communications activity group of the horizontal initiative, after the reviewed first period, a reinforced and more efficient, pro-active and dynamic collaboration is expected in the upcoming period of the EU IoT Large Scale Pilot Projects.

6.2 Scientific Community and Research Exploitation

During its first year, SynchroniCity had one published research paper. Project partners imec and AU co-wrote "The Paradigm Shift of Living Labs in Service Co- Creation for Smart Cities: SynchroniCity Validation" by Francesca Spagnoli (imec); Shenja van der Graaf (imec) & Martin Brynskov (AU). The results were presented at a digital economy conference itAIS2017 in Milan, Italy. The paper has been selected among the best contribution to be published on a Springer book, with impact factor on Scopus. However, due to copyright terms the publication cannot be made available on SynchroniCity website. Once the publisher publicizes the research, a link to the publication would be provided on all SynchroniCity's online platforms. For the purposes of the hereby Deliverable, figure 23 discloses the abstract. This part of D6.10 will be removed from the publically available deliverable in order to comply with the publisher's copyrights.

Figure 23 Abstract “The Paradigm Shift of Living Labs in Service Co- Creation for Smart Cities: SynchroniCity Validation”

The Paradigm Shift of Living Labs in Service Co-Creation for Smart Cities: SynchroniCity Validation

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Abstract. In the literature there are many definitions of co-creation and several disciplines are involved within this approach, especially co-design, participatory design and open innovation. Co-creation has been linked with many tools and platforms, without a coherent framework and specific guiding principles to follow, especially within the smart cities’ context for developing new services. For this reason, it is required to clearly define which are the methods and digital tools that cities should pursue to fully exploit the potential of these platforms in terms of enhancing global collaborations. Starting from the review of the literature on participatory design, co-creation and open innovation, the paper aims to discuss the role of Living Labs in supporting service design for smart cities, by providing an effective approach for involving stakeholders in real life experimentation through digital platforms. The evaluation has taken into account the current use of co-creation approaches by eight smart cities involved in the SynchroniCity project, and considered as the current best practices in Europe. The analysis focused on timing, stakeholders, activities for involving citizens, rewarding systems, tools and metrics used to investigate the success of their implementation. Ten methods and twelve tools have been selected as the one best supporting smart cities in service design and their real application has been investigated through an online questionnaire and in depth interviews to the cities. As a result of the study, Living Lab has resulted as the most used and effective method for the smart cities in the EU for service design.

Keywords: Smart Cities, Internet of Things, Co-Creation, Participatory Design, Living Labs, Service Design

7. EXPLOITATION AND SUSTAINABILITY

The project's dissemination and exploitation strategy goes hand in hand, nevertheless the business readiness and long-term business case are expected at a later phase of the project, the two tasks are working closely together from an early stage of Synchronicity.

SynchroniCity is focusing on an attractive slogan: creating a Digital Single Market for IoT-enabled urban services. As more is discovered about the scope and scale of what is referred to as “smart cities” then it is clear it is a wide and growing umbrella of projects and initiatives that provide similar solutions to apparently similar problems. In this context, sometimes it is not evident to identify or furthermore, effectively communicate what the real value proposition is (in comparison to the others). In Synchronicity, we are actively working to ensure that we do not put “the cart before the horse” and to identify sustainability models that can actually work in existing socio-economic conditions.

Nevertheless, we do not want to reach a situation in which we create a nice solution that no one will use beyond the project for different reasons, be they of economic, political or technical nature. That is why during the first year the project has made an analysis of the market, major trends, competitors and other factors (including internal and external ones) as an attempt to better understand the context in which Synchronicity will have to find its Unique Selling Points (USP). The analysis points out areas that should not be disregarded, such as costs associated to the deployment and maintenance of the IoT infrastructure as well as political willingness to promote innovation in cities through opening-up interfaces to functionalities and data. All this will be used as motivation to trigger discussions that should happen as part of the strategies cities will adopt (if they have not done it yet). The follow-up of this exercise will be the elaboration of a draft version of the exploitation and sustainability plans (M18), which will go deeper into such strategies, especially when it comes to cities involved in the project, but also referring to other stakeholders like private industry.

The connection between the design of this activity and communication as such is twofold:

T6.1 supports the design of the right messages towards different target audiences, highlighting the real value proposition of SynchroniCity.

On the other hand, the project will also work on developing different dissemination and communication tools and channels to be used later on in the project to reach out to the stakeholders. The objective will be to support further deployments and attract additional investments both within the cities involved in the project and also beyond those ones. This is important as the realization of a Digital Single market will depend on the ability to achieve a critical mass of cities that implement the same principles.

Consequently, the close collaborations achieved in the first part of the project are expected to continue and be further strengthened.

8. CONCLUSION

Deliverable 6.10 provides an overview of the dissemination activities made by SynchroniCity consortium in Year 1 of the project.

SynchroniCity communication plan has been updated by the end of the year following a review meeting. Dissemination activities will continue as planned in the second year of the project. The early stage engagement of key stakeholders has been targeted through the project not only through online channels but mostly with personal connections that were established at a high number of events that the partners attended (see Annex 2). Interest around the project was raised at events with the usage of promotional materials, such as the SynchroniCity flyers, cards, posters, roll-up and videos. On top of that, the SynchroniCity website has been re-designed following some foreseen delay, as it was necessary to ensure better user experience and showcase the concept and final goals of the project more effectively.

Over the course of the first year, project partners have:

- ☐ Opened three different social network accounts (Twitter, Facebook, Linkedin) and continuously promoted the project through their social media accounts;
- ☐ Designed printed materials: posters, flyers, cards, roll-up;
- ☐ Released a newsletter (using MailChimp);
- ☐ Produced 1 scientific paper;
- ☐ Attended and promoted SynchroniCity at 53 events;
- ☐ Organized and co-organized three policy events where the partners actively participated.

In terms of social media communication channels, there is a clear positive response with the outreach of the project being enhanced both in scale and scope. This is demonstrated by the project Twitter account expanding to 245 followers with 20,500 impressions by the end of Year 1. Similarly, the Facebook account expanded to 73 subscribers (Feb. - Dec. 2017). In addition, other social media channels are now being used to engage and inform stakeholders, and other interested parties from their networks, about the achievements made to date and this provide a firm foundation for further communication and engagement in the future. The project will be actively seeking feedback from users at all levels of involvement to evaluate the use of these channels and to continue to improve content and outreach in the future.

Exploitation will continue in the following years of the project. Designing guidelines and

toolkits for the Open Call applicants, as well as for the reference zones is in the making and will be disseminated with the launch of the call in 2018. Complementary to that, project partners FCC and ENoLL are co-organizing webinars for candidates prior to, during and post selection of the Open Call. Furthermore, the new website is going to facilitate a platform dedicated to building and maintaining a community consortium where the winners of the open call will communicate and exchange knowledge and best practices.

As part of the annexes of this deliverable you find further information about the followings:

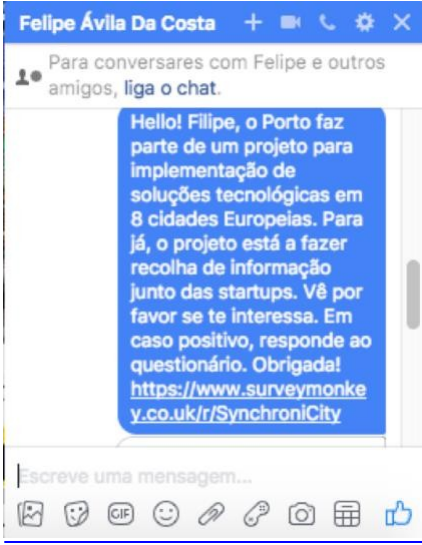
Annex 1: List of Social Media and other online activities by project partners promoting SynchroniCity and its initiatives

Annex 2: List of offline activities, organized and/or attended by project partners where SynchroniCity and its activities was promoted

Annex 3: The new visual identity concept, including the branding guidelines based on the website plan. Later on it went through internal review and underwent light adjustments based on project partners feedback.

ANNEX 1 Social Media & Other Online Activities by Partner

Partner name	Dissemination activity	URL	Year published
HOP Ubiquitous	Twitter	UDMS Mexico: https://twitter.com/Antonio_Jara/status/916735140122038272 https://twitter.com/Antonio_Jara/status/916061010896625664 Workshop about ideas and projects of Smart Cities: https://twitter.com/HOPUbiquitous/status/920910144275402752 Go App Bilbao: https://twitter.com/HOPUbiquitous/status/922461826939543552 https://twitter.com/HOPUbiquitous/status/923242888477233152 https://twitter.com/HOPUbiquitous/status/923250518369165312 https://twitter.com/HOPUbiquitous/status/923255315033985024 Smart City World Expo: https://twitter.com/HOPUbiquitous/status/929017950727745536 https://twitter.com/HOPUbiquitous/status/930346914947661824 https://twitter.com/HOPUbiquitous/status/930367977228259328 https://twitter.com/HOPUbiquitous/status/930475663571800064 https://twitter.com/HOPUbiquitous/status/930730188765310976 https://twitter.com/HOPUbiquitous/status/930750528195366912 https://twitter.com/HOPUbiquitous/status/931153569339887616 https://twitter.com/HOPUbiquitous/status/931189283364442112 https://twitter.com/HOPUbiquitous/status/931224043851862017	2017
HOP Ubiquitous	Facebook	https://www.facebook.com/hopubiquitous/photos/pcb.2016637238617175/2016636888617210/?type=3&theater https://www.facebook.com/events/1919340378393151/	2017
HOP Ubiquitous	Linkedin	https://www.linkedin.com/feed/update/urn:li:activity:6333586189697843200	2017
City of Carouge	Twitter Linkedin	https://twitter.com/Smart_Carouge https://www.linkedin.com/groups/13536813 www.Carouge.ch	2017
City of Porto	Social Networks	FB: https://www.facebook.com/scaleupporto/posts/2053340518227179 https://www.facebook.com/scaleupporto/posts/2032529483641616 Direct Messages to Entrepreneurs on FB. Example:	2017

			
City of Porto	Events	Noise in Europe Conference http://www.porto.pt/noticias/porto-levou-a-bruxelas-preocupacoes-da-eurocities-com-o-ruído Smart Cities Innovation Summit Asia 2017: https://twitter.com/scaleupporto/status/905239731364970496 https://www.facebook.com/scaleupporto/posts/2024680624426502 http://www.porto.pt/noticias/municipio-do-porto-esta-na-cimeira-asiatica-de-inovacao-das-smart-cities Web Summit 2017 https://www.facebook.com/scaleupporto/posts/2050139198547311 SCALE (Startup City Alliance Europe) meetings: https://www.facebook.com/scaleupporto/photos/a.1777255289169038.1073741828.1755371508024083/2035772783317286/?type=3&theater https://twitter.com/rubenswindow/status/915199485344714755 https://twitter.com/scaleupporto/status/928228110243385345 FIWARE SUMMIT: https://twitter.com/fiware/status/936600862893445120 https://twitter.com/fiware/status/935915713281306624 https://twitter.com/FIWARE/status/935806830407806976 PORTO WATER INNOVATION WEEK https://twitter.com/scaleupporto/status/912785853130395649 https://twitter.com/scaleupporto/status/913084711689506816 Hackacity: https://www.facebook.com/1755371508024083/photos/?tab=album&alb	2017

		um_id=1980087372219161 Scaleup For Europe: https://www.facebook.com/1755371508024083/photos/?tab=album&album_id=1979471048947460	
City of Milan	Twitter	https://twitter.com/ziomau/status/930040435229233152	2017
ENoLL	project Twitter	https://twitter.com/SyncCityIoT/status/862250181315768320 https://twitter.com/SyncCityIoT/status/862293986878398464 https://twitter.com/SyncCityIoT/status/865580150708219910 https://twitter.com/SyncCityIoT/status/865580861261041664 https://twitter.com/SyncCityIoT/status/869199062653972482 https://twitter.com/SyncCityIoT/status/870678527854563328 https://twitter.com/SyncCityIoT/status/871779399221346304 https://twitter.com/SyncCityIoT/status/871990762245951488 https://twitter.com/SyncCityIoT/status/872032982248415232 https://twitter.com/SyncCityIoT/status/872377365590138881 https://twitter.com/SyncCityIoT/status/872377365590138881 https://twitter.com/SyncCityIoT/status/872397410382819328 https://twitter.com/SyncCityIoT/status/872750225621909504 https://twitter.com/SyncCityIoT/status/872760359370854400 https://twitter.com/SyncCityIoT/status/872838474801582082 https://twitter.com/SyncCityIoT/status/872879063077138434 https://twitter.com/SyncCityIoT/status/880026591828615168	2017
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ENoLL	project Twitter	https://twitter.com/SyncCityIoT/status/903521077086871552 https://twitter.com/SyncCityIoT/status/903521399473676288 https://twitter.com/SyncCityIoT/status/903522483860627456 https://twitter.com/SyncCityIoT/status/903523659884716032 https://twitter.com/SyncCityIoT/status/903526994280927232 https://twitter.com/SyncCityIoT/status/903528954518233089 https://twitter.com/SyncCityIoT/status/903529333507190784 https://twitter.com/SyncCityIoT/status/903544486520909824 https://twitter.com/SyncCityIoT/status/903556800112455681 https://twitter.com/SyncCityIoT/status/903557495792259078 https://twitter.com/SyncCityIoT/status/903557931618234368 https://twitter.com/SyncCityIoT/status/903558342660038656	2017
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ENoLL	project Twitter	https://twitter.com/SyncCityIoT/status/928920027021086721 https://twitter.com/SyncCityIoT/status/928929613077770240 https://twitter.com/SyncCityIoT/status/928974260395216897 https://twitter.com/SyncCityIoT/status/930391616266829824 https://twitter.com/SyncCityIoT/status/930438522628165632 https://twitter.com/SyncCityIoT/status/931095828873334785 https://twitter.com/SyncCityIoT/status/938837446556553222	2017
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ENoLL	project Facebook	https://www.facebook.com/SynchroniCityiot/posts/1053884584742166 https://www.facebook.com/SynchroniCityiot/posts/1059542664176358 https://www.facebook.com/SynchroniCityiot/posts/1059546637509294	2017
ENoLL	project Facebook	https://www.facebook.com/SynchroniCityiot/posts/1059575000839791 https://www.facebook.com/SynchroniCityiot/posts/1059579287506029 https://www.facebook.com/SynchroniCityiot/posts/1062554647208493 https://www.facebook.com/SynchroniCityiot/posts/1062067827257175 https://www.facebook.com/SynchroniCityiot/posts/1068778486586109 https://www.facebook.com/SynchroniCityiot/posts/1068779393252685 https://www.facebook.com/SynchroniCityiot/posts/1070980659699225 https://www.facebook.com/SynchroniCityiot/posts/1071410056322952 https://www.facebook.com/SynchroniCityiot/posts/1072219546242003 https://www.facebook.com/SynchroniCityiot/posts/1073324046131553 https://www.facebook.com/SynchroniCityiot/posts/1080842092046415 https://www.facebook.com/SynchroniCityiot/posts/1085525204911437 https://www.facebook.com/SynchroniCityiot/posts/1091410934322864 https://www.facebook.com/SynchroniCityiot/posts/1100648703399087	2017

ENoLL	project Facebook	https://www.facebook.com/SynchroniCityiot/posts/1102648299865794 https://www.facebook.com/SynchroniCityiot/posts/1114688271995130 https://www.facebook.com/SynchroniCityiot/posts/1123287934468497 https://www.facebook.com/SynchroniCityiot/posts/1142163512580939 https://www.facebook.com/SynchroniCityiot/posts/1144229482374342 https://www.facebook.com/SynchroniCityiot/posts/1148592378604719 https://www.facebook.com/SynchroniCityiot/photos/a.1053839191413372.1073741828.996884287108863/1158021307661826/?type=3&theater https://www.facebook.com/SynchroniCityiot/posts/1158674660929824 https://www.facebook.com/SynchroniCityiot/photos/a.1053839191413372.1073741828.996884287108863/1158678394262784/?type=3&theater https://www.facebook.com/SynchroniCityiot/posts/1158768804253743 https://www.facebook.com/SynchroniCityiot/photos/a.1053839191413372.1073741828.996884287108863/1159362077527749/?type=3&theater https://www.facebook.com/SynchroniCityiot/photos/a.1053839191413372.1073741828.996884287108863/1168129166651040/?type=3&theater https://www.facebook.com/SynchroniCityiot/photos/a.1053839191413372.1073741828.996884287108863/1168130143317609/?type=3	2017
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City of Helsinki	Twitter	https://twitter.com/CitySDK_Hanna/status/920266681729024008 https://twitter.com/ForumVirium/status/928676421525962752 https://twitter.com/aapris/status/928628381930999809 https://twitter.com/CitySDK_Hanna/status/928657708940701696 https://twitter.com/ForumVirium/status/926089173932617729 https://twitter.com/ForumVirium/status/925309535321018369 https://twitter.com/CitySDK_Hanna/status/912938269293387776 https://twitter.com/ForumVirium/status/922714837830066176 https://twitter.com/CitySDK_Hanna/status/908304033361940480 https://twitter.com/ForumVirium/status/905768719149912064 https://twitter.com/ForumVirium/status/898111418926596096 https://twitter.com/SyncCityIoT/status/894552703359229952 https://twitter.com/CitySDK_Hanna/status/897082601311272961	2017
City of Santander	Website	http://santander.es/content/santander-participara-proyecto-europeo-synchronicity http://santander.es/sites/default/files/santander_informa_no_20_septiembre_2016.pdf	2016-2017
City of Santander	webpage of technical area	https://www.esmartcity.es/2017/01/16/synchronicity-busca-estandarizar-soluciones-smart-city-cuenta-santander https://www.eysmunicipales.es/actualidad/santander-participar-en-el-proyecto-europeo-synchronicity http://smart-lighting.es/santander-participara-proyecto-europeo-synchronicity/ https://www.clubdeinnovacion.es/santander-uc-y-tst-participaran-en-synchronicity-un-proyecto-europeo-sobre-smart-cities-2/ http://noticias-de-santander.com/conferencia-sobre-el-proyecto-europeo-synchronicity-2/ http://ecodiario.economista.es/espana/noticias/7776065/08/16/Santander-UC-y-TST-participaran-en-un-proyecto-europeo-sobre-smart-cities-con-un-presupuesto-de-casi-20-millones.html https://www.lainformacion.com/tecnologia/Santander-UC-TST-participaran-presupuesto_0_946105664.html http://www.gentedigital.es/santander/noticia/2268163/santander-seguira-apostando-por-datos-abiertos-para-generar-modelos-de-negocio-ligados-a-la-smart-city/ https://www.smarttravel.news/2016/08/22/santander-acogera-un-proyecto-europeo-sobre-ciudades-inteligentes/	2017
City of Santander	Local news portal	http://www.eldiariomontanes.es/santander/201608/22/santander-socio-nuevo-proyecto-20160822201636.html http://www.eldiario.es/norte/cantabria/ultima-hora/Santander-UC-TST-participaran-presupuesto_0_550145074.html http://www.europapress.es/cantabria/noticia-santander-uc-tst-participaran-proyecto-europeo-smart-cities-presupuesto-casi-20-millones-20160820113026.html	2017

		http://www.eldiarioalerta.com/articulo/cabecera-santander/santander-participa-proyecto-mercado-digital-unico/20170113125950006587.html http://www.claudioacebo.com/claudioacebo2/web/noticias/santander/la-alcaldesa-interviene-en-el-smart-city-expo-world-congress-de-barcelona https://elportaluco.com/santander-participa-nuevo-proyecto-europeo-smart-cities/ http://www.20minutos.es/noticia/3186463/0/santander-seguira-apostando-por-datos-abiertos-para-generar-modelos-negocio-ligados-smart-city/ http://elgallodigital.com/santander-participa-proyecto-europeo-cerca-20-millones-presupuesto-tratara-avanzar-mercado-digital-unico/	
FCC	Own Website	http://futurecities.catapult.org.uk/project/synchronicity/ http://www.oascities.org/wp-content/uploads/2017/06/loTweekSynchroOASC-FCC.pdf http://ifuturecities.com/3-million-euro-available-for-funding-iot-enabled-pilots/ https://www.ppact.eu/pluginfile.php/94/mod_page/content/5/Public%20Procurement%20of%20Innovation%20opportunity.pdf https://storify.com/brian_condon/challenges-and-innovation-in-city-data	2017
FCC	Newsletters	September 2017 http://mailchi.mp/futurecities/future-cities-catapult-newsletter-1059173 October 2017 http://mailchi.mp/327d35fc2a90/future-cities-catapult-newsletter-1059229 November 2017 http://mailchi.mp/19f974167ba0/future-cities-catapult-newsletter-1059289	2017
FCC	Linkedin	https://www.linkedin.com/feed/update/urn:li:activity:6306086061097390081/	2017
FCC	Twitter	Sept  Oct  Oct  Nov 	2017

			
OASC	Twitter	https://twitter.com/SyncCityIoT/status/931095828873334785 https://twitter.com/oascities/status/930743567022284800 https://twitter.com/SyncCityIoT/status/930438522628165632 https://twitter.com/Nad1chic/status/930392781075427328 https://twitter.com/SyncCityIoT/status/930391616266829824 https://twitter.com/oascities/status/930390358458077184 https://twitter.com/SyncCityIoT/status/928974260395216897 https://twitter.com/SyncCityIoT/status/928641932183601152 https://twitter.com/SyncCityIoT/status/913701249027100673 https://twitter.com/brynskov/status/898511553632366592 https://twitter.com/SyncCityIoT/status/894552703359229952 https://twitter.com/oascities/status/875738502570422272 https://twitter.com/oascities/status/872409765510557697 https://twitter.com/oascities/status/872100629547806721 https://twitter.com/oascities/status/872043325959933952 https://twitter.com/oascities/status/871964754805366784 https://twitter.com/oascities/status/870734824570540032	2017

ANNEX 2 Offline Promotional Activities by Partners

1. Digital Catapult

Synchronicity - Dissemination Activities						
Date	Type	Event/Venue	Target audience	Size of the audience	Link	Pictures?
21.09.17	Presentation	Mindtrek, Tampere, Finland	International, Technology, IoT track	50+ for session 500+ event	https://www.mindtrek.org/2017/iot/	
21.11.17	Presentation	Digitale Zukunft konkret (organised by the German Ministry), Berlin, Germany	Researchers, SME, experts	25+ for session 250 + event		
25.10.17	Conference paper + presentation	The 7th International Conference on the Internet of Things (IoT 2017)	Academia, researchers, IoT technologists	30+ for session 300+ event	http://iot-conference.org/iot2017/ Link to the paper: https://pdfs.semanticscholar.org/8401/c2fc384d4f2b679aabd2dee413b66cfe27.pdf	
January 17	Landing page	Digital Catapult website	All		https://www.digitalcatapultcentre.org.uk/project/synchronicity/	

2. All Partners

This template is for all partners to inform about relevant events (conferences, workshops etc.) for promoting SynchroniCity for relevant audiences. Key events are bolded .						
Name of event	DATE	LOCATION	WEBSITE	DESCRIPTION	Status	
Connected Smart Cities conference	12/01/2017	Brussels, Belgium	www.oascities.org	OASC (cities) / FIWARE smart city (industry) / Living Labs Smart City (cities and innovation intermediaries)		
IoT Tech Expo Global	23-24/01/2017	London, UK	http://www.iottechexpo.com/europe/	Internet of Things Conference and Exhibition		
Mobile World Congress	27/02-02/03/2017	Barcelona, Spain	https://www.mobileworldcongress.com/	Industry, startups, policy makers, cities, investors, standards		
FIWARE Open Day	07/03/2017	Brussels, Belgium	http://www.fiwareopenday.com/			
ITU meeting	12-23/03/2017	Dubai				
CeBIT	20-24/03/2017	Hannover, Germany	http://www.cebit.de/en/	Industrial fair and event: Industry, startups, policy makers, cities, investors		
IoT Asia 2017	29-30/03/2017	Singapore	http://www.internetofthingsasia.com/			
Beyond the Data Conference	30/03/2017	Eindhoven				
Unleashing IoT & Smart Cities	30-31/3/2017	Amsterdam	https://www.unleash-iot-smartcity.com	Decision-makers from both supply-side and demand-side		
ISO Conference	10-14/04/2017	Japan				
Digital Innovation Forum	10-11/05/2017	Amsterdam	https://dif2017.org/			
Smart to Future Cities & Urban IoT	16-18/05/2017	London, UK	https://tmt.knect365.com/smart-future-cities/	The only Europe centric Smart Cities event to really focus on practical, scalable applications of smart city initiatives to improve infrastructure and quality of life.		
IoT Innovation and Networking Days	22-23/05/2017	Bonn, DE	https://www.fit.fraunhofer.de/en/events/fraunhofer-iot-innovation-days	Meeting between H2020 LSP's and industry		
FIWARE Summit	29-31/05/2017	Utrecht, Netherlands	https://www.fiware.org/summit/			
IoT Tech Expo Europe	01-02/06/2017	Belin, Germany	http://www.iottechexpo.com/germany/	Europe's leading Internet of Things Conference and Exhibition		
IoT Week	06-09/06/2017	Geneva, Switzerland	http://iot-week.eu/	IoT research and innovation community (industry and research). Synchronicity will leverage on the IoT Week events to promote and disseminate its results.		
GreenCities 2017	07-08/06/2017	Malaga, Spain	http://greencities.malaga.eu/en/	Conference/workshops and peer-2-peer meetings gathering municipalities and companies	Juan Echevarria from Santander municipality participate interviews meetings and discussions	
EuCNC	12-15/06/2017	Oulu, Finland	http://www.eucnc.eu/			
Open Innovation 2.0	12-14/06/2017	Cluj Napoca, Romania	https://ec.europa.eu/digital-single-market/en/news/digital-single-market-2017	Industry, innovators, cities, Living Labs		
EIP-SCC Action Clusters meeting	20/06/2017	Brussels, Belgium	https://ec-smartcities.eu/content/action-clusters-meeting-20-june-2017			
Net Futures	28-29/06/2017	Brussels, Belgium	http://netfuturesconference.eu/	Net Futures main event / Research and innovation European community		
Senzations Summer School	02-08/07/2017	Limasol, Cypress	http://senzations.net/	Summer school on IoT attracting 40-50 students from all over the world working on topics related to IoT and smart cities. Dissemination of results and knowledge sharing with the IoT researcher and engineers of our future.		
Global City Teams Challenge (GCTC) Expo 2017	28-29/08/2017	Washington DC, US	https://pages.nist.gov/GCTC/event/gctc-expo-2017/		Cities of Porto have attended	
Open Living Lab Days	29/08-01/09/2017	Krakow, Poland	https://openlivinglabdays.com/	Cities, Regions, citizen-driven organisations, Living Labs		
Smart Cities - Innovation Summit Asia 2017	06-08/09/2017	Goyang City, South Korea	http://smartcityasia.net/2017_en/	The Smart Cities Innovation Summit Asia brings together over 200 Cities and respective city le City of Porto (Paulo Calçada, Rafael Pires and Liliana C		
MyData Conference	30/08-01/09/2017	Helsinki, Finland	http://mydata2017.org/	Business development professionals, Legal experts, Privacy advocates, PIMS community, Data enthusiasts, Early adopters, Learners		
Mindtrek	20-21/09/2017	Tampere, Finland	http://www.mindtrek.org/	Smart Cities conference, entrepreneurs	30 min slot agreed by Hanna on Helsinki open IoT case	
ITU Telecom World	25-28/09/2017	Busan, Republic of Korea	http://telecomworld.itu.int/			
Nordic Edge Expo	26-28/09/2017	Stavanger, Norway	http://www.nordicedge.org/	Conference and exhibition on smart cities		
Rethinking the Urban Environment - The EU Trans	28/09/2017	Brussels, Belgium	https://www.publicpolicyexchange.co.uk/events/ri/	Representatives from the EU and national institutions, the private sector and the civil society		
ITS Congress	29/9/2017	Brussels, Belgium	http://www.its.be/congress2017	Conference on intelligent transport systems		
IoT Solutions World Congress	03-05/10/2017	Barcelona, Spain	http://www.iotsolutionsworldcongress.com/			
European Week of Regions and Cities	09-12/10/2017	Brussels, Belgium	http://ec.europa.eu/regional_policy/regions-and-cities/	Cities and regions, and representatives from ecosystems.	Workshop application has been submitted for Synchroni	
Smart Cities Europe Roundtable	10/10/2017	Brussels, Belgium	http://smartcities.parlinter.org/	Policy oriented event on topics: Analysing the Current State of Smart Cities in Europe; Energy Efficiency and Sustainable Urban Mobility; Fostering Co		
IoT Global Summit 2017	10-11/10/2017	Washington DC, US	https://eu-ems.com/summary.asp?event_id=4336&n	Series of discussions, idea sharing, and networking is an opportunity to join the debate from the inside. The Global Summit features key policymakers and leading industry stakeholders addressing the opportunities and benefits IoT brings. Over the course of the two day, plenary sessions include roundtable discussions with an interactive format, and multiple networking opportunities. The		
+ ☰ Targeted Events ▾ SynchroniCity Presence ▾ SynchroniCity Organiser ▾ SynchroniCity internal workshops/meetings ▾ Antwerp ▾ Can						

ANNEX 3 Visual Identity

SynchroniCity

Design Website

1. Website

2. Fonts

3. Colours

4. Logo

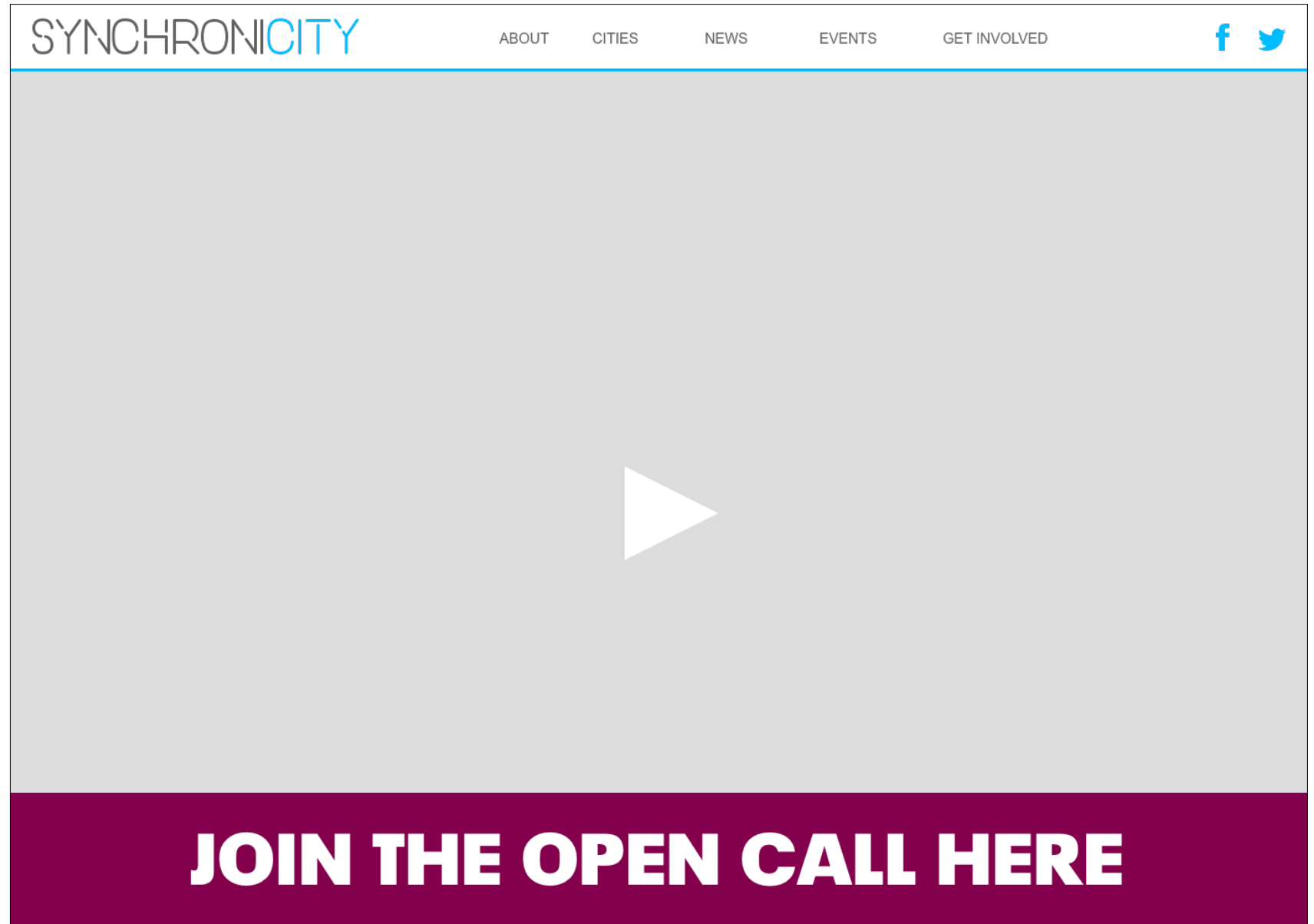
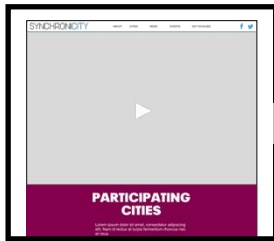
1. Website

Overview website structure:

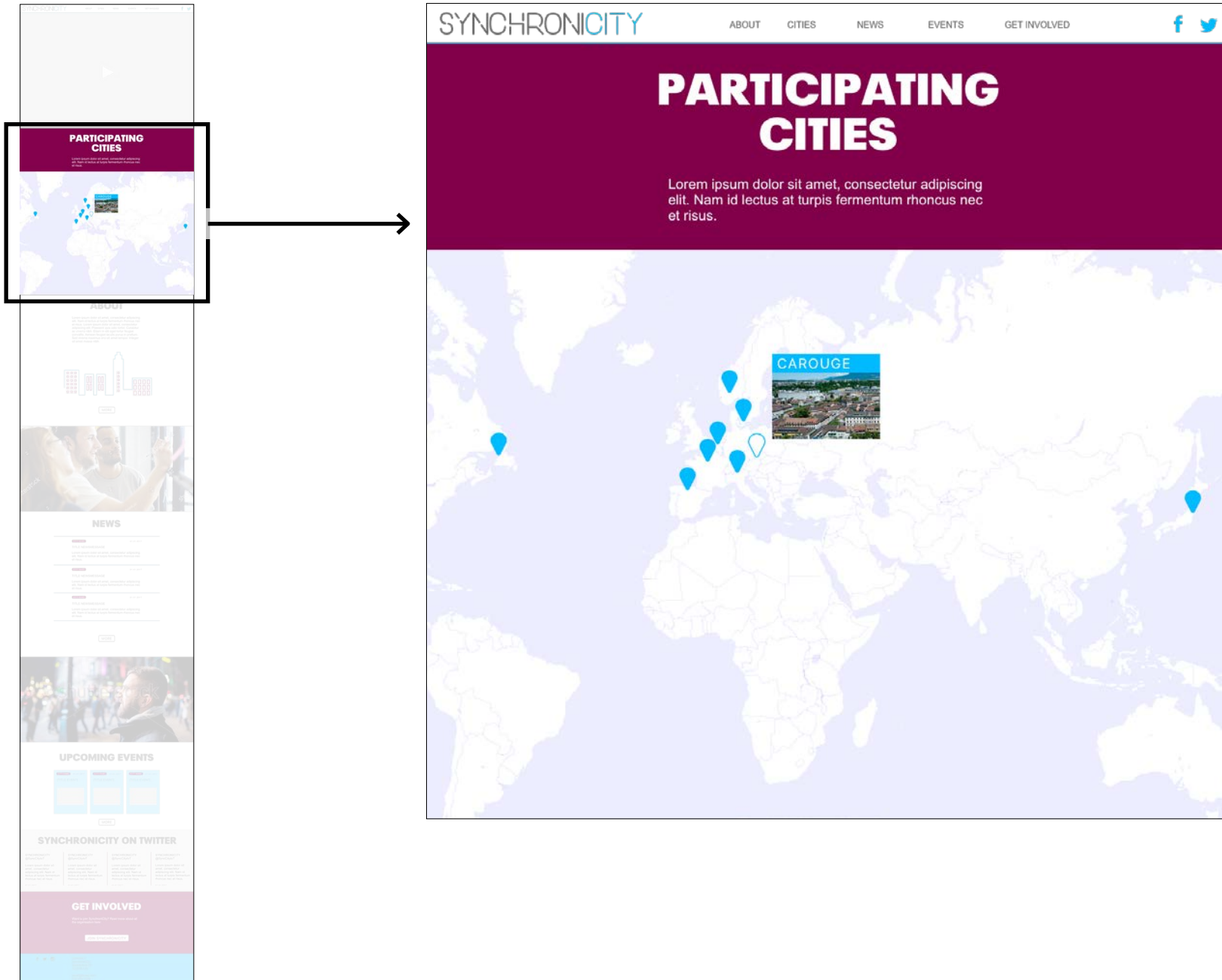
0. Homepage:	1. Animation	2. Cities	3. About	4. News	5. Events
1. Animation	Get involved/ footer	Get involved/ footer	Get involved/ footer	Get involved/ footer	Get involved/ footer
2. Cities					
3. About					
4. News					
5. Events					
Twitterfeed SynchroniCity					
Get involved/ footer					



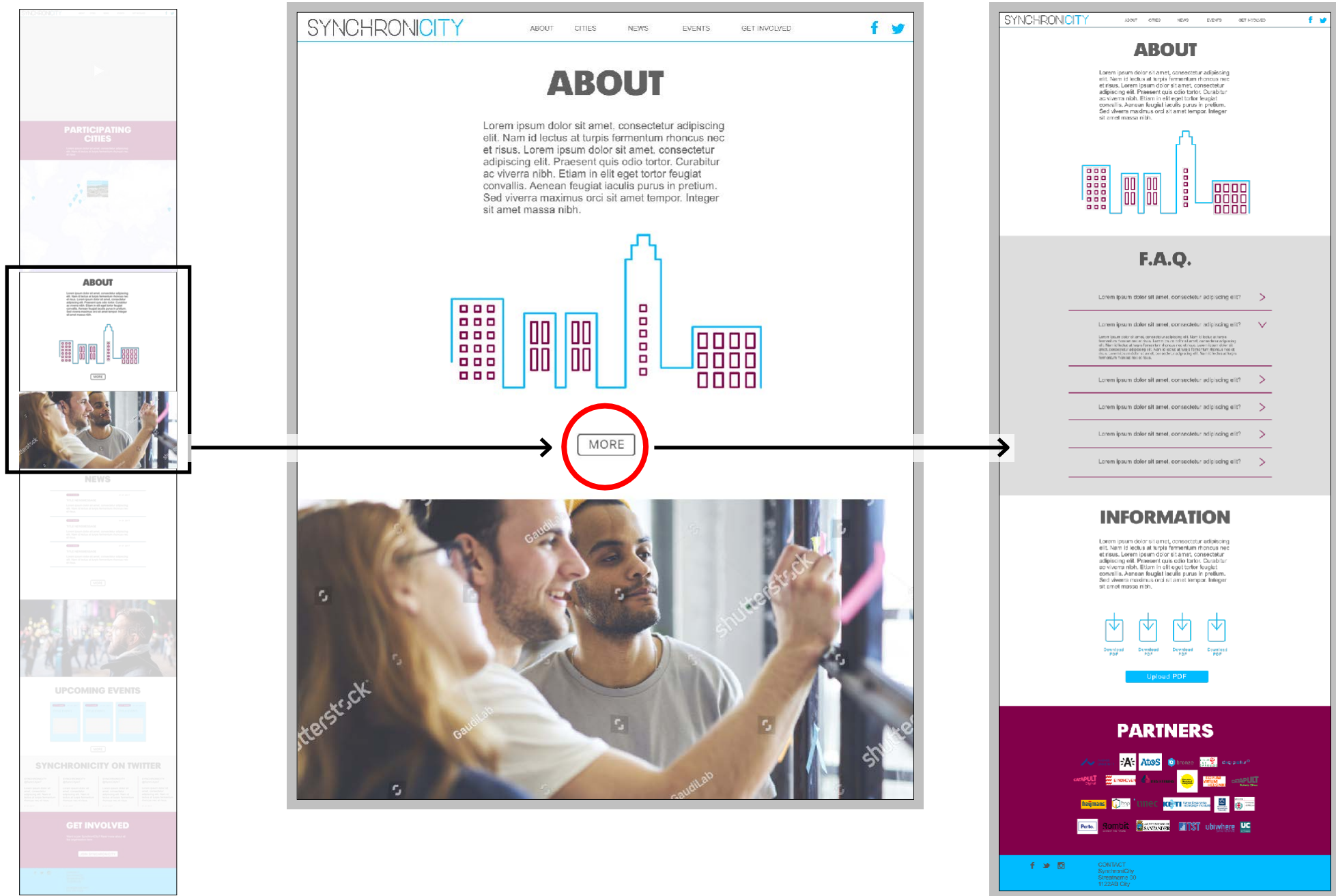
0. Homepage (one scroll page with links to the Cities, About, News and Event pages)



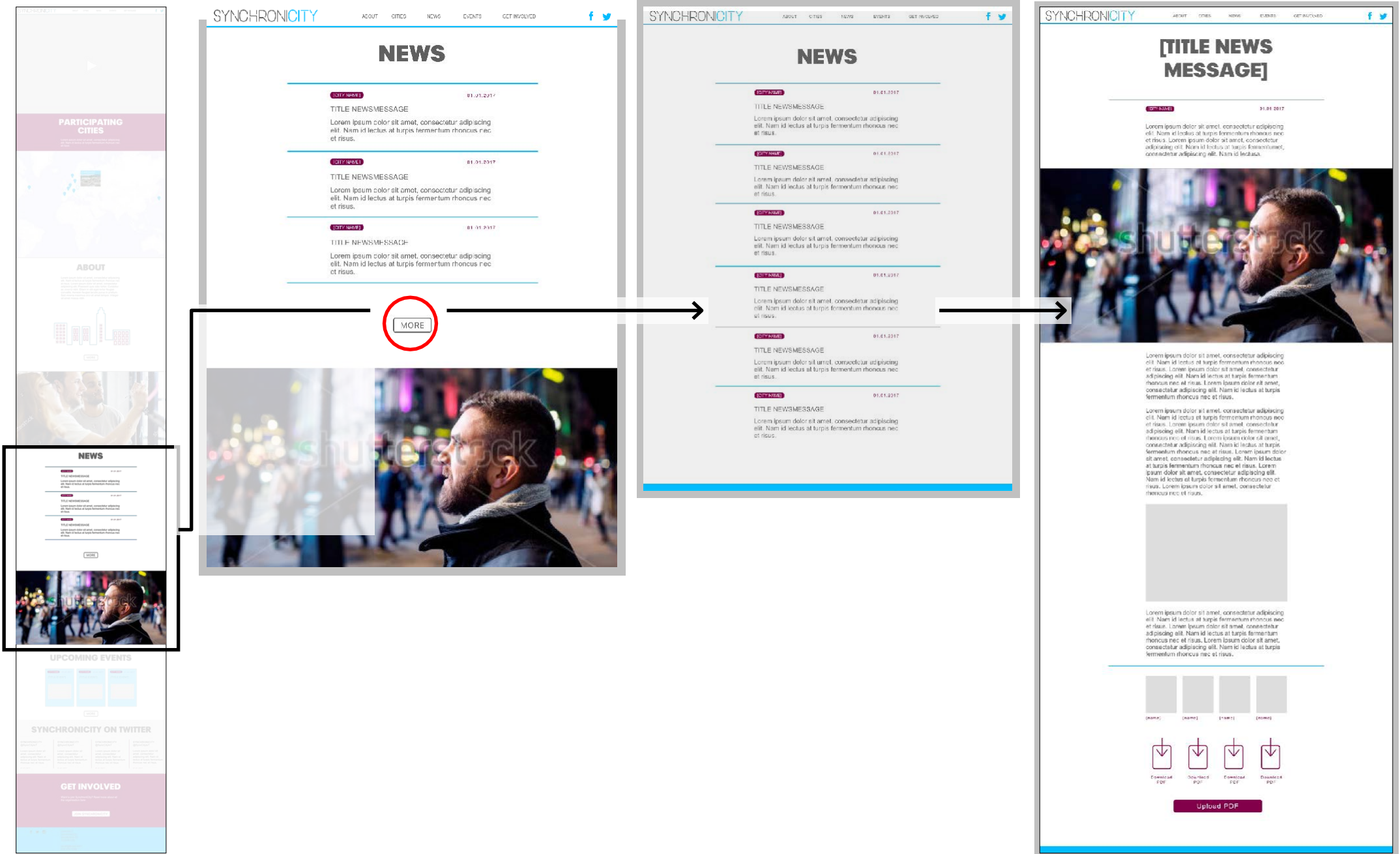
1. Homepage – Animation telling the story of SynchroniCity



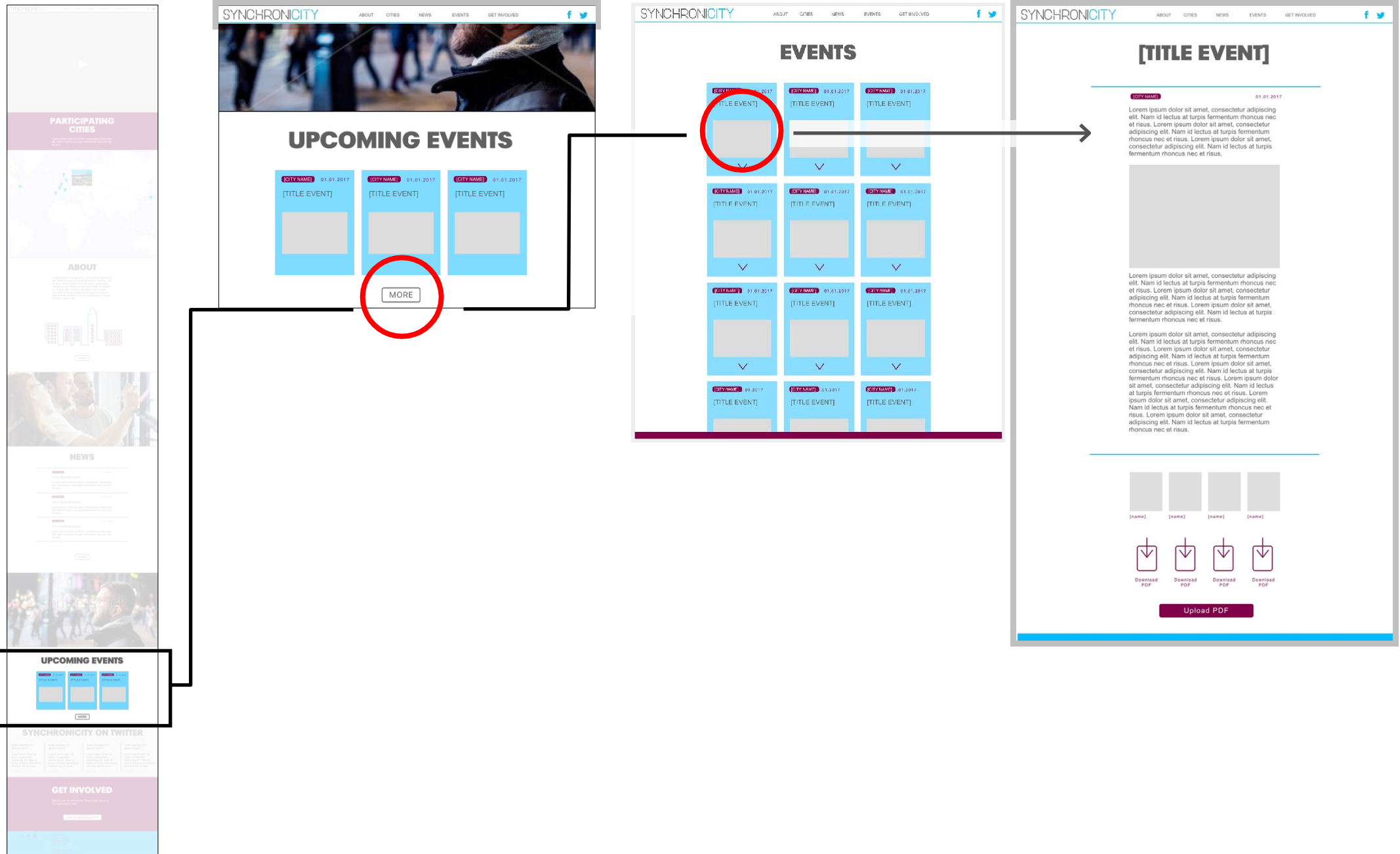
2. Participating cities (overview of the world with all the participating cities highlighted)



3. About (more information about the projects, F.A.Q. and partner logos)



4. News (index of all the news about SynchroniCity. With the option to click through to find more information where you can also download documents)



5. Events (index of all the events SynchroniCity take part in. With the option to click through to find more events. Here you can also download documents)



SYNCHRONICITY ON TWITTER

SYNCHRONICITY
@SyncCityloT

Lorem ipsum color sit amet, consectetur adipiscing elit. Nam id lectus at turpis fermentum rhoncus nec et risus.

21.11.2017

SYNCHRONICITY
@SyncCityloT

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01.01.2017

SYNCHRONICITY
@SyncCityloT

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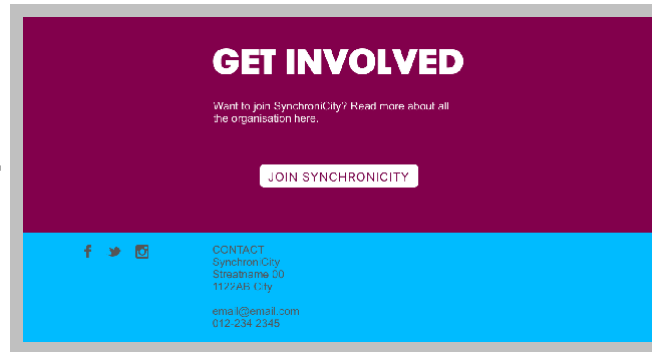
21.11.2017

SYNCHRONICITY
@SyncCityloT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam id lectus at turpis fermentum rhoncus nec et risus.

01.01.2017

Twitterfeed SynchroniCity



1. Website

2. Fonts

3. Colours

4. Logo

2. Fonts

We used the font 'Plak' for the titles on the website. It is angular so it gives more contrast to the rounded logo. As the font is quite bold it gives the website more body.

We use Arial for the body texts. It is very popular for a reason. It looks sophisticated and is very easy to read online. It is also free to use so every partner will have access to it.

2. Fonts

SYNCHRONICITY

[HEADER] TITLES

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Logo:
round shapes

Titles:
Plak

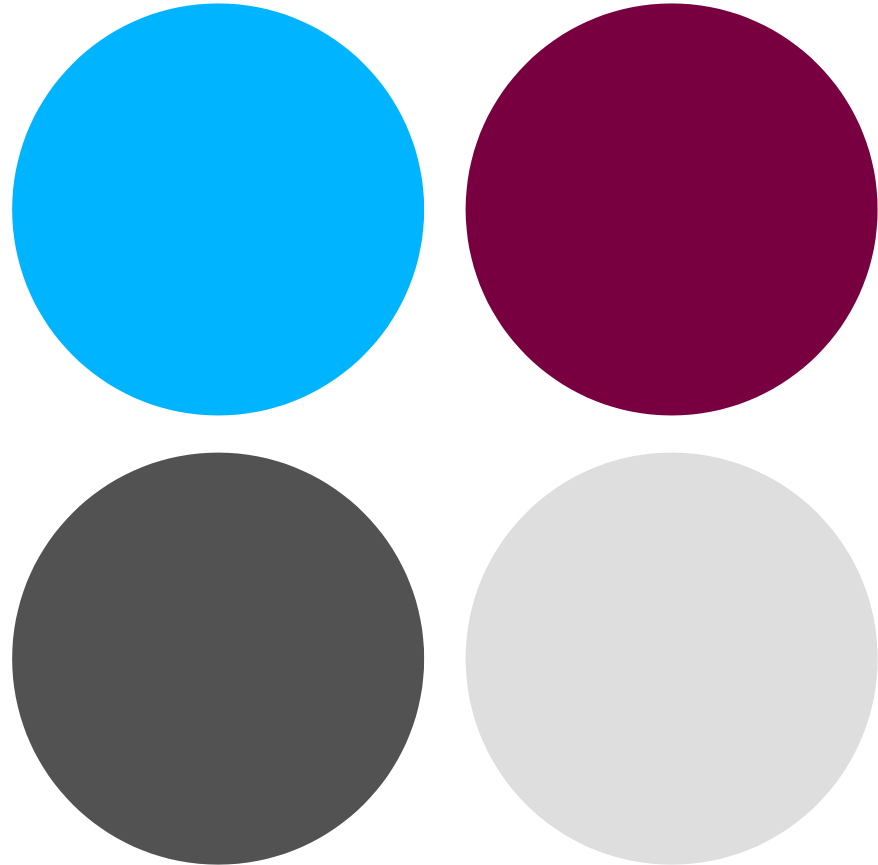
Text:
Arial (free web font)

3. Colours

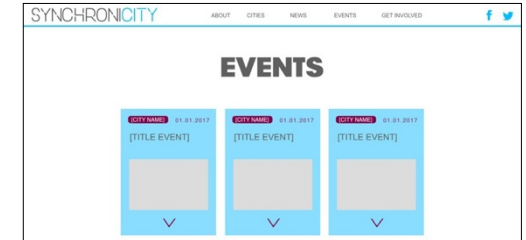
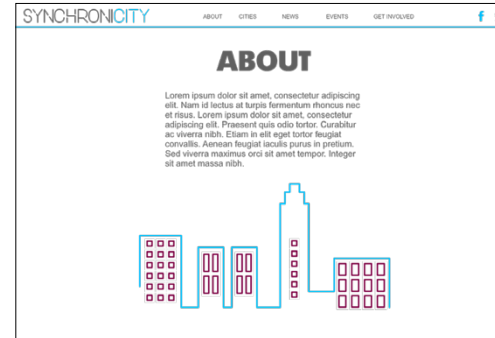
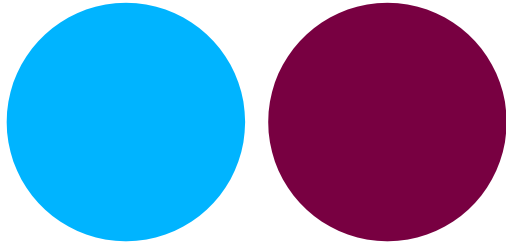
Colour proposal

To give the SynchroniCity identity a fresh and contemporary feel, we choose to use a brighter tone of blue. We then did some colour studies and went for a contrasting maroon to add hierarchy.

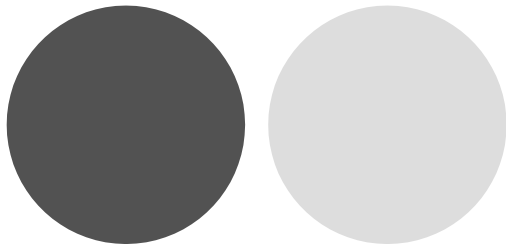
To complement the palette we choose grey tones for backgrounds and texts.



Colour overview



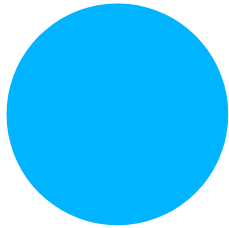
Two highlight options for icons, buttons animations, banners etc.



Grey tones for texts + backgrounds

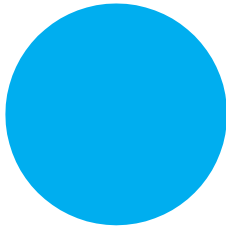
Colour codes

Screen



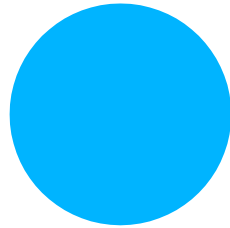
r: 0
g: 180
b: 255

Print

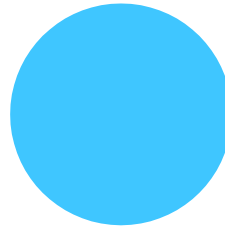


c: 100
m: 0
y: 0
k: 0

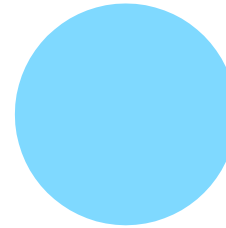
Shades



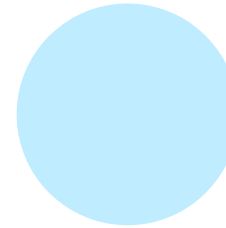
100%



75%

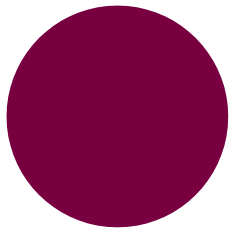


50%



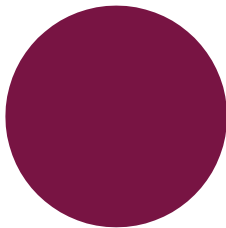
25%

Screen



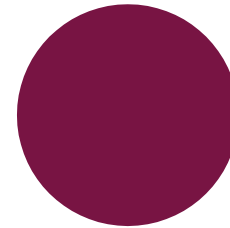
r: 120
g: 0
b: 65

Print

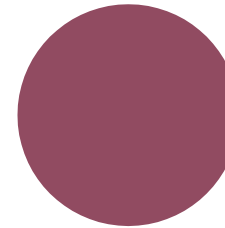


c: 40
m: 100
y: 50
k: 33

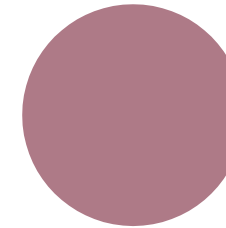
Shades



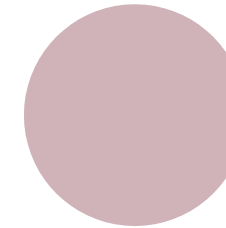
100%



75%

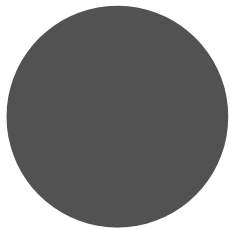


50%

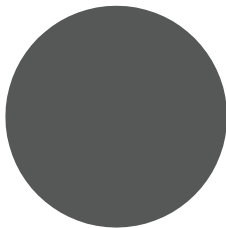


25%

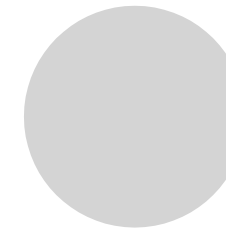
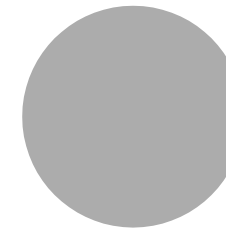
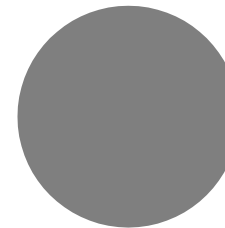
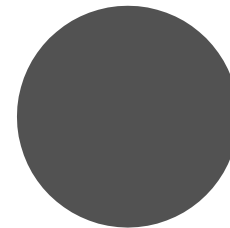
Screen



Print



Shades



r: 85
g: 85
b: 85

c: 64
m: 55
y: 55
k: 30

100%

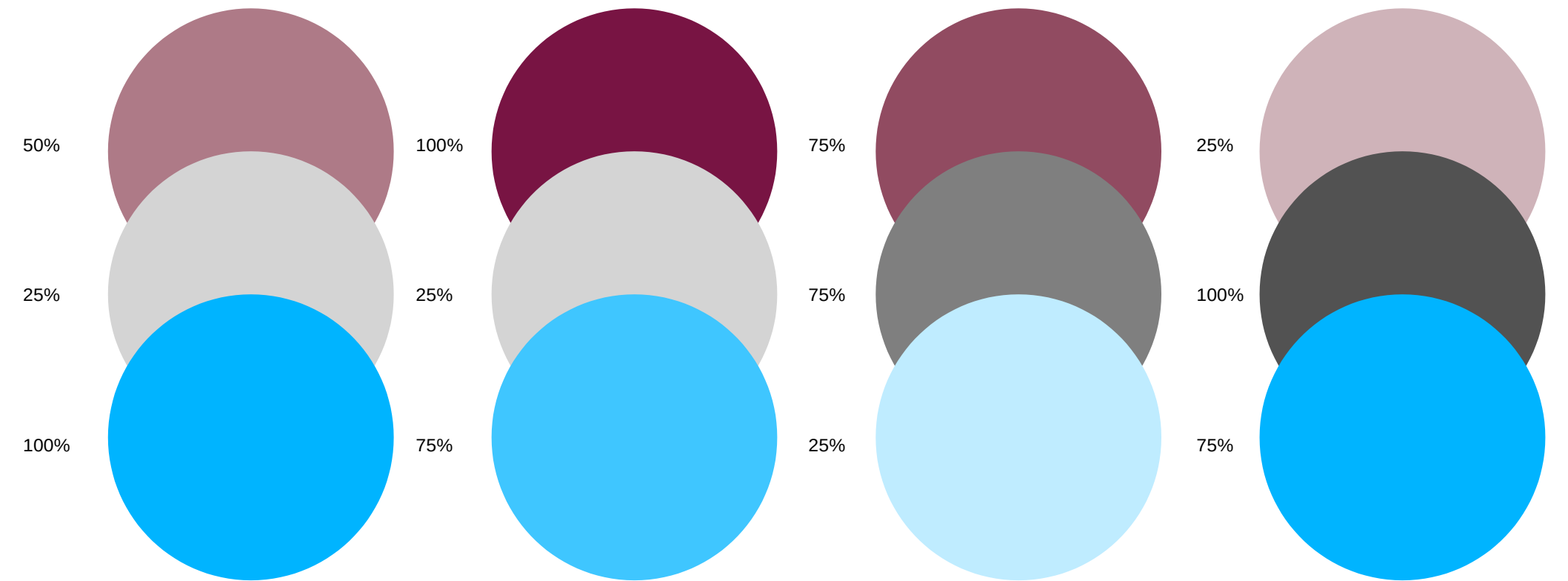
75%

50%

25%



Options for colour combinations



4. Logo

To respect the identity of SynchroniCity, we designed a logo with the new blue tone on a white background.

We have also designed three other options with different colour combinations and styles to give you some more freedom. You will need to use these when you have to embed your logo in different contexts (for example on partner websites etc.).

Logo with the new blue and grey tone
on white background

SYNCHRONICITY

Other colour options on white background

SYNCHRONICITY

SYNCHRONICITY

SYNCHRONICITY

Logo options on coloured backgrounds

SYNCHRONICITY

SYNCHRONICITY

SYNCHRONICITY

SYNCHRONICITY

SYNCHRONICITY

Briefing Animation

Voice over text:

The opportunities presented by technology are endless.

But societies are struggling to get sustainable value out of it.

How do we ensure that technology respects our privacy, enables us to live more sustainably and helps us to live more happily?

It has become clear that we need to rethink and improve our use of technology in order to create better living conditions for people.

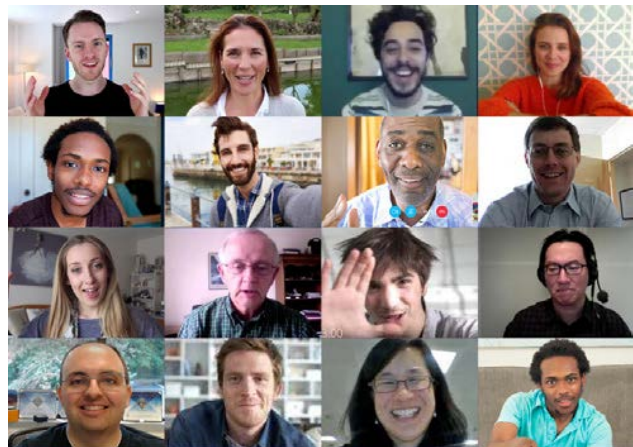
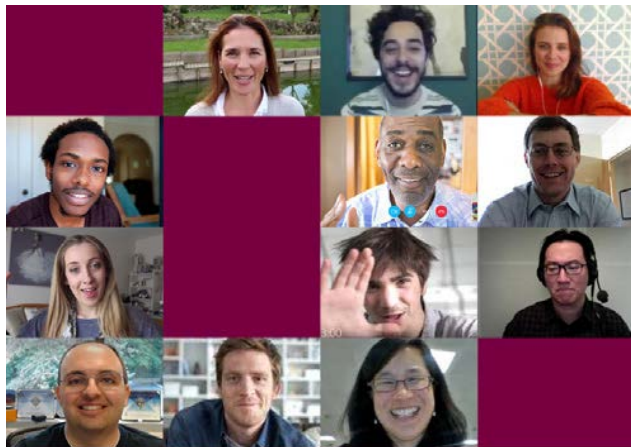
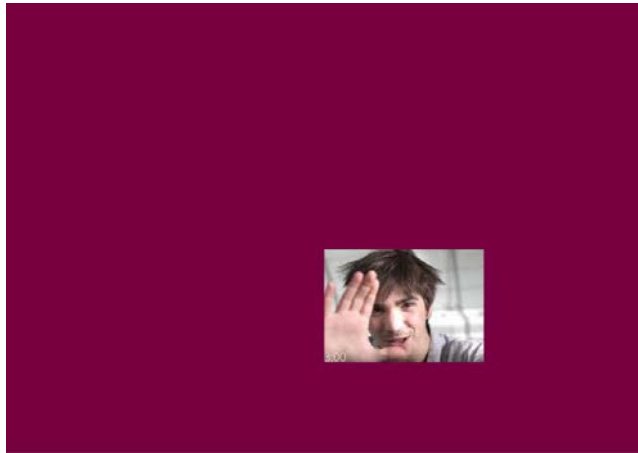
For this reason, we have come together to create SynchroniCity. The goal is to shape a global market based on the needs of the cities. They are the catalyst for this digital transition.

Come to think, more than half the world's population live in cities, all our activities take place in cities. So they are the perfect place to look both for the complexities and for the solutions.

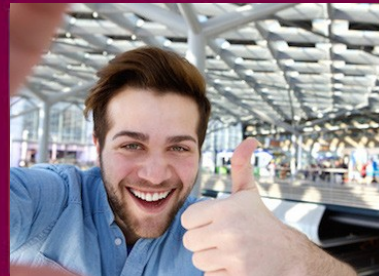
Do you want to live in a world where technology helps us to lead better lives?

Look how you can contribute at synchronicity.com.

Storyboard (final part) video



For this part we need you



Step by step briefing

1.

Find a spot in your city, preferably outside.

2.

Take your mobile phone, put it on selfie mode, hold it at arm's length (horizontal).

3.

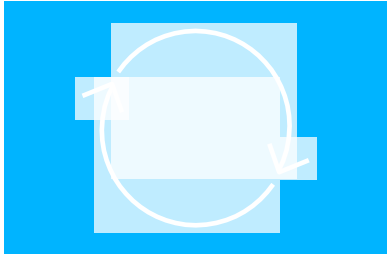
Film yourself for 40 seconds. Make sure your head is in the middle of the screen. Hold the camera still for the duration of the film and look at the camera, not to the screen. It would be nice if you can get a feeling of the atmosphere of the city in the background.

4.

Talk to the camera and after 15 seconds make a gesture (wave, thumbs up etc.) that lasts a few seconds. Make sure the camera rolls for another 15 seconds after your gesture. It does not matter what you say, the audio will be muted.

5.

Save the video and send it to: synchronicity@vandejong.com. We will process it and add it to the SynchroniCity animation.



Thanks for your help!



SynchroniCity Icons

1. Themes

2. Icons

3. Colors

1. Themes

For creating the icons and illustrations there are 5 themes which refer to SynchroniCity

1. Transport

2. Green

3. Safety

4. Life

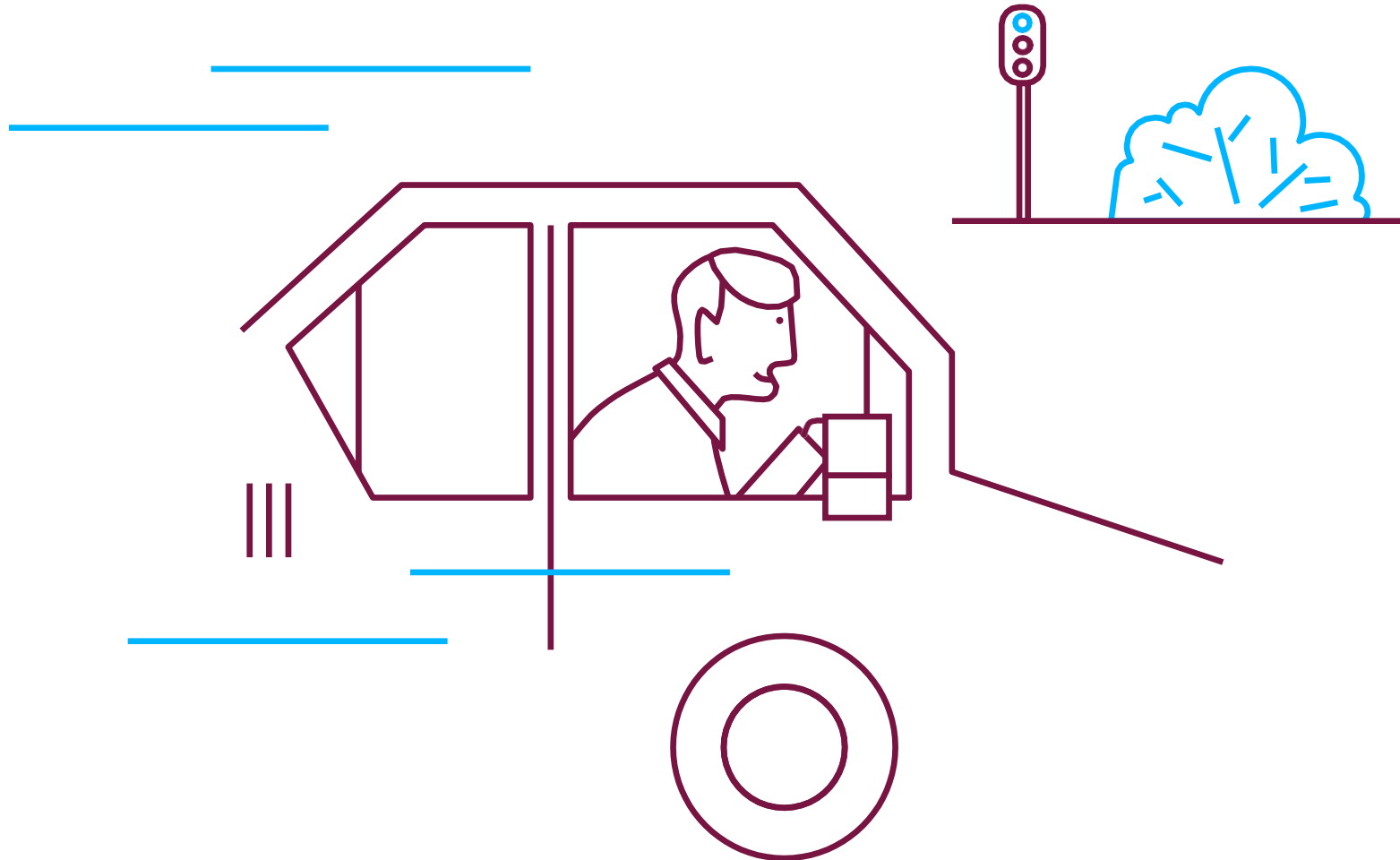
5. Work

The icons can be used for the website, the animation, but also in flyers or presentations.

1. Transport



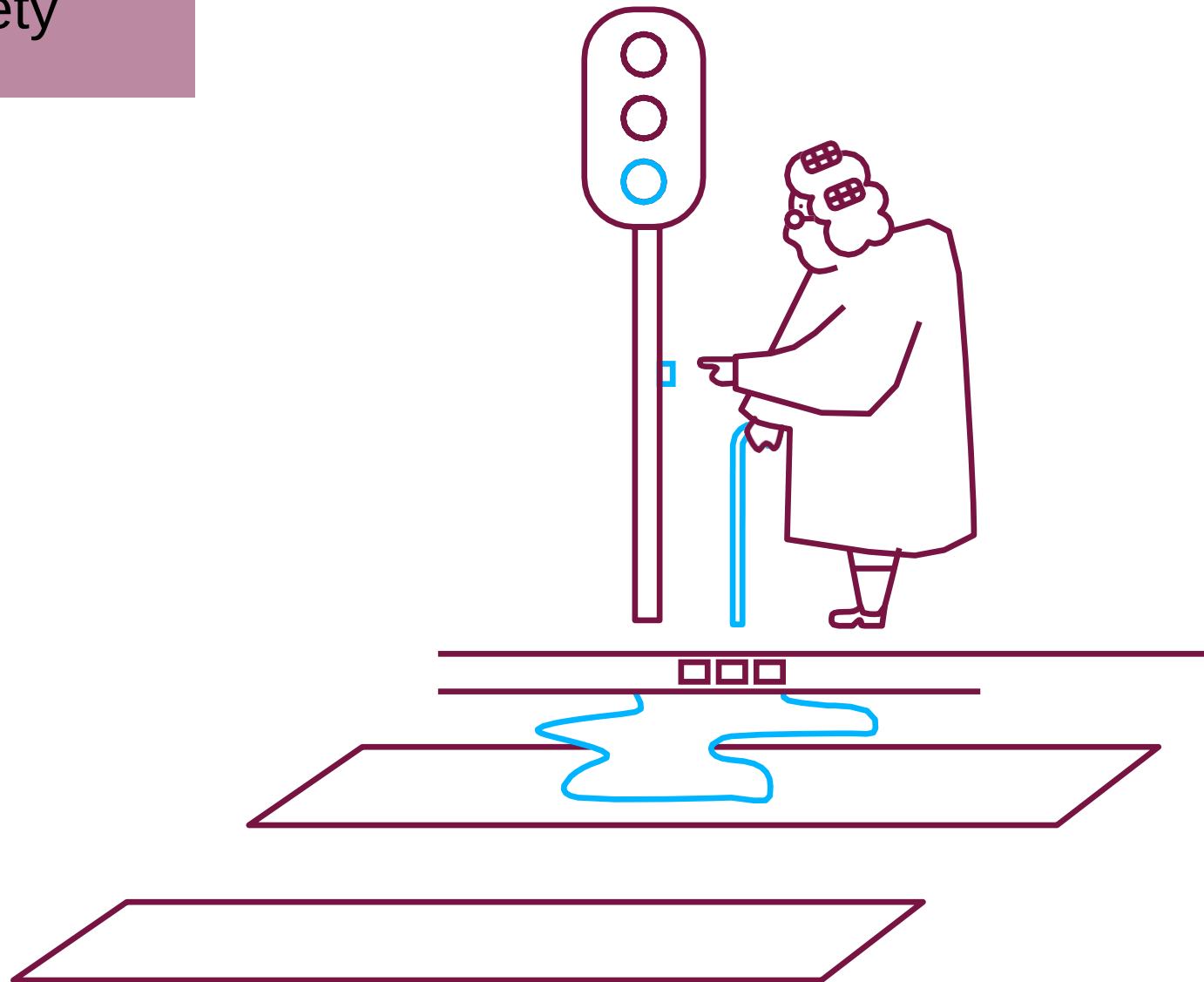
1. Transport



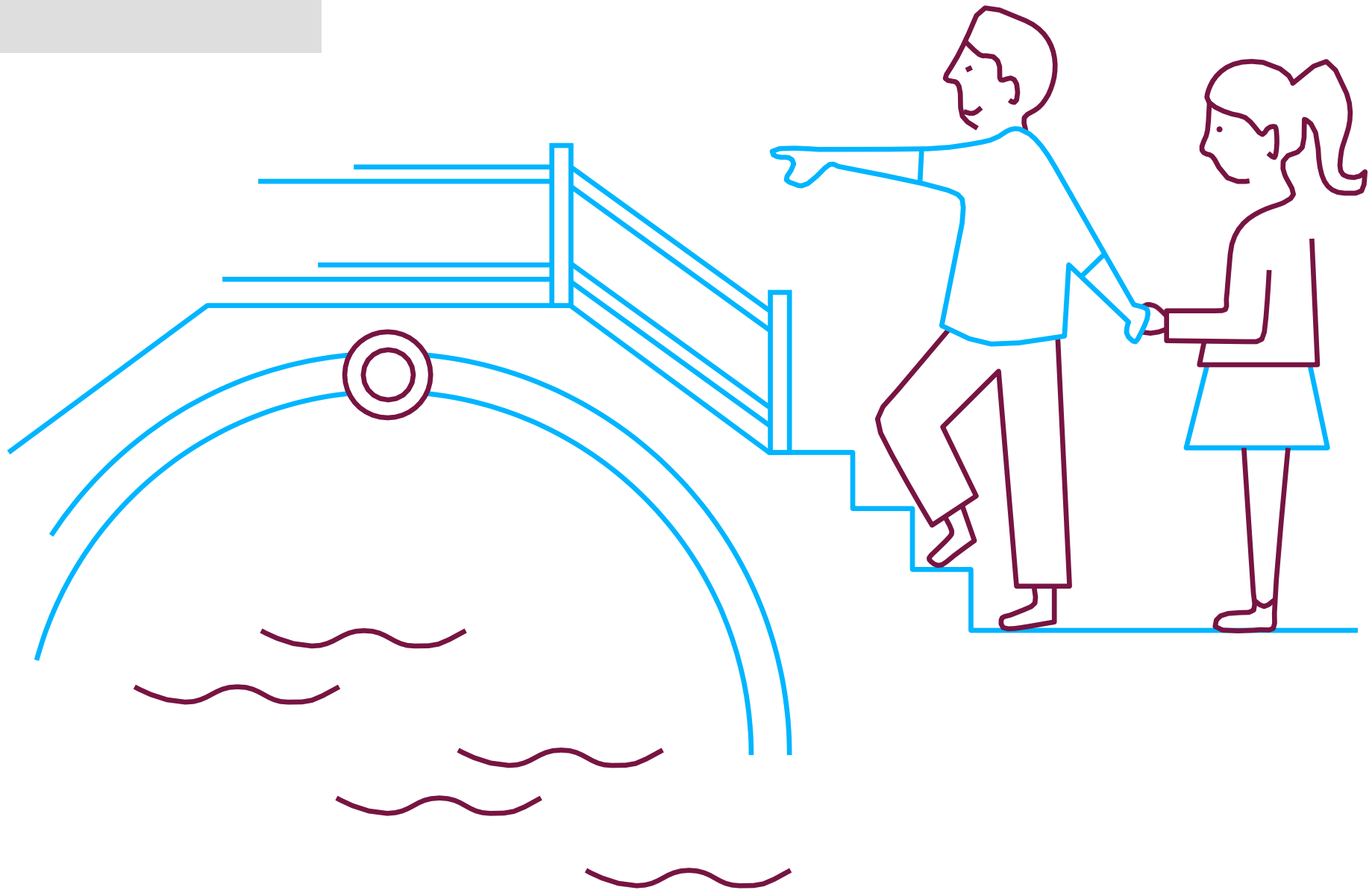
2. Green



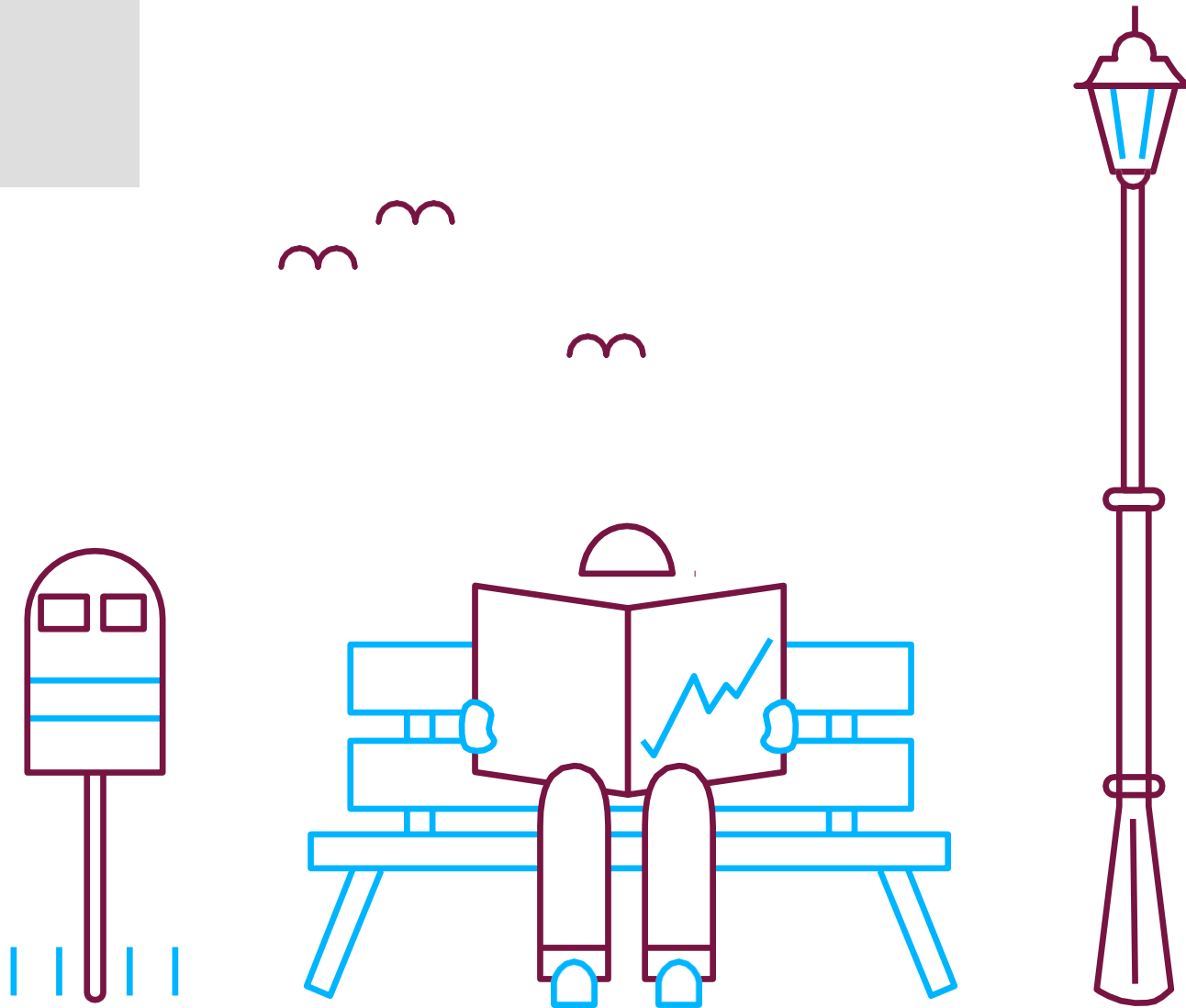
3. Safety



4. Life



4. Life

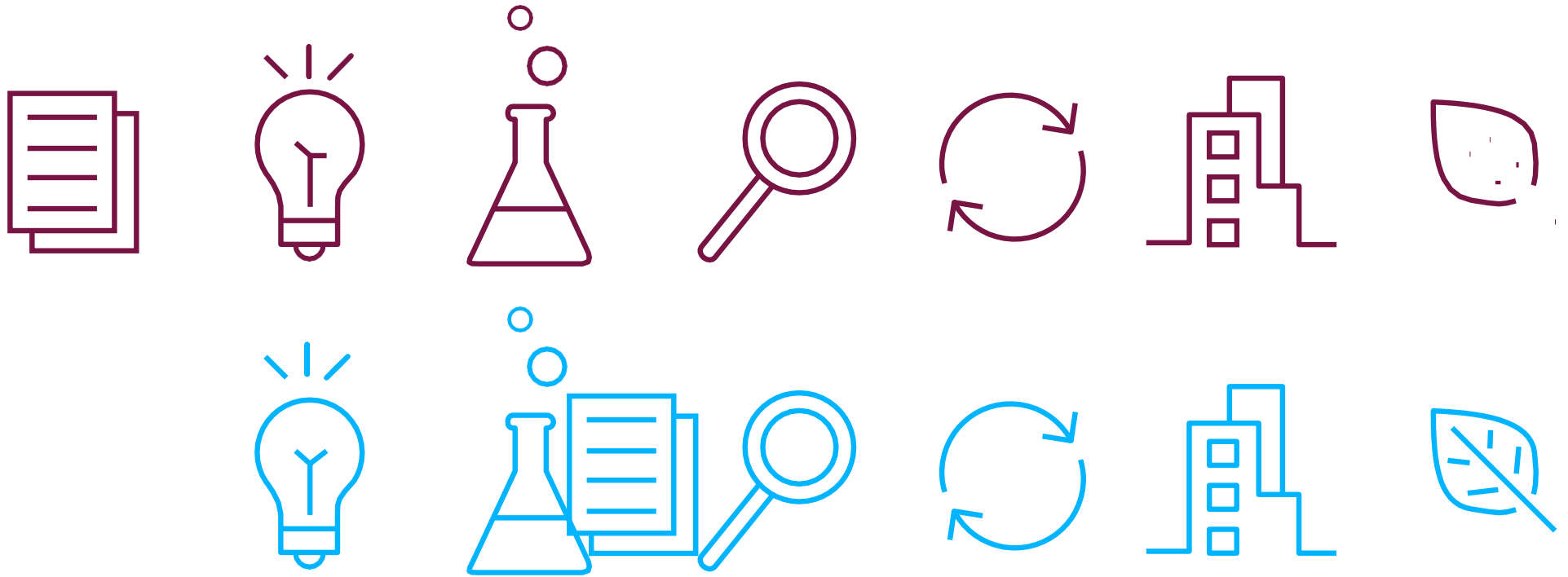


5. Work

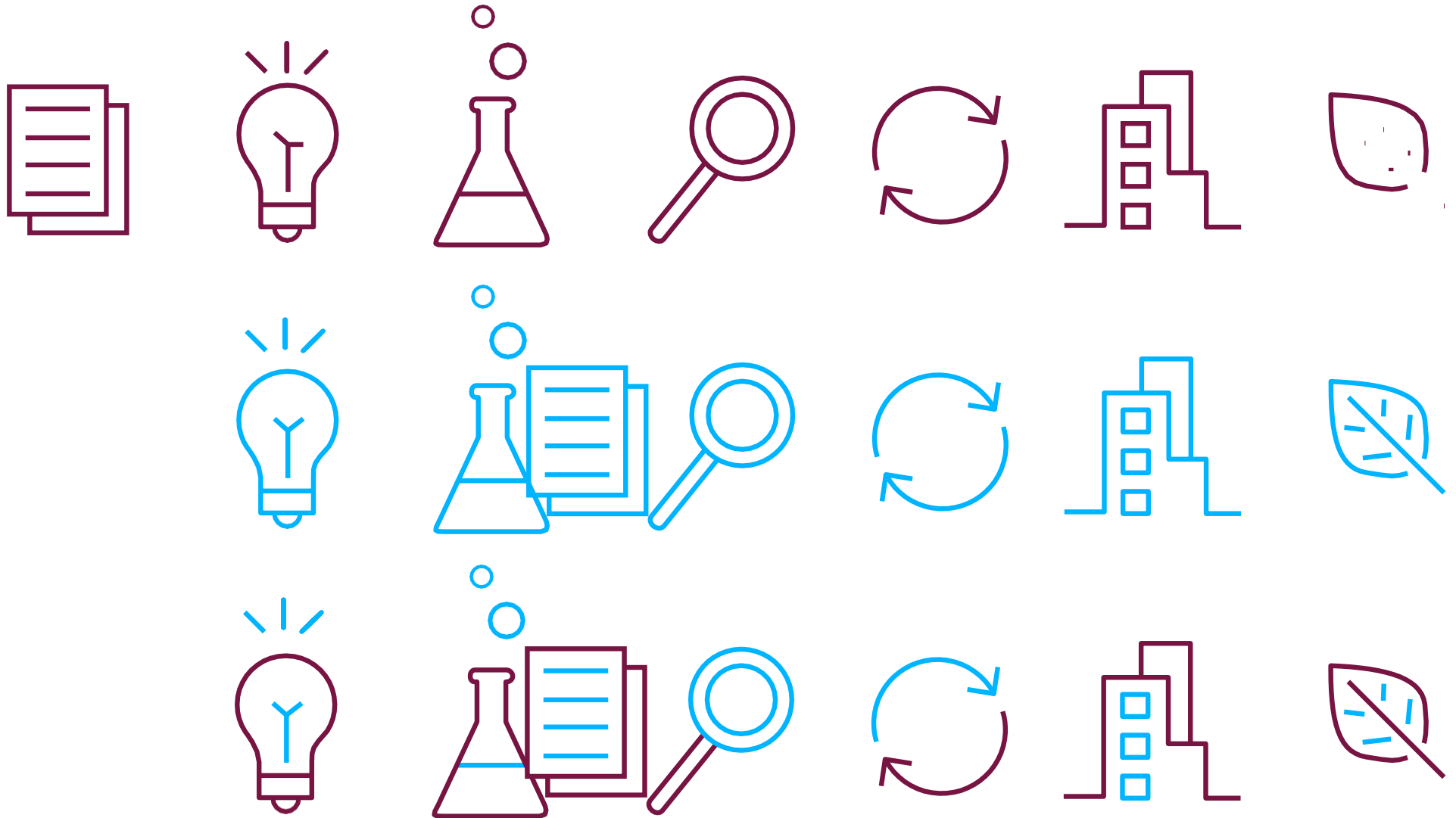




General icons

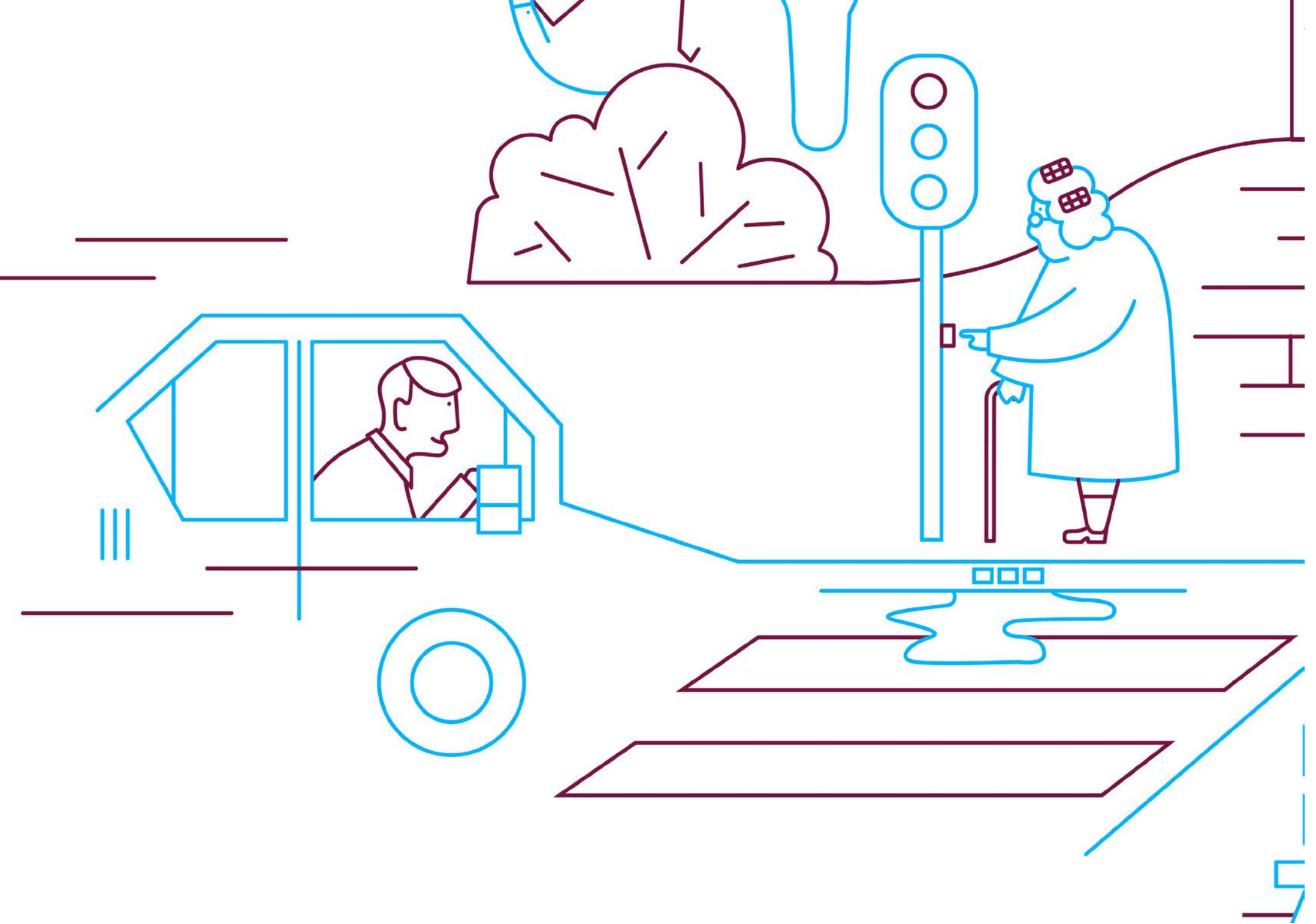


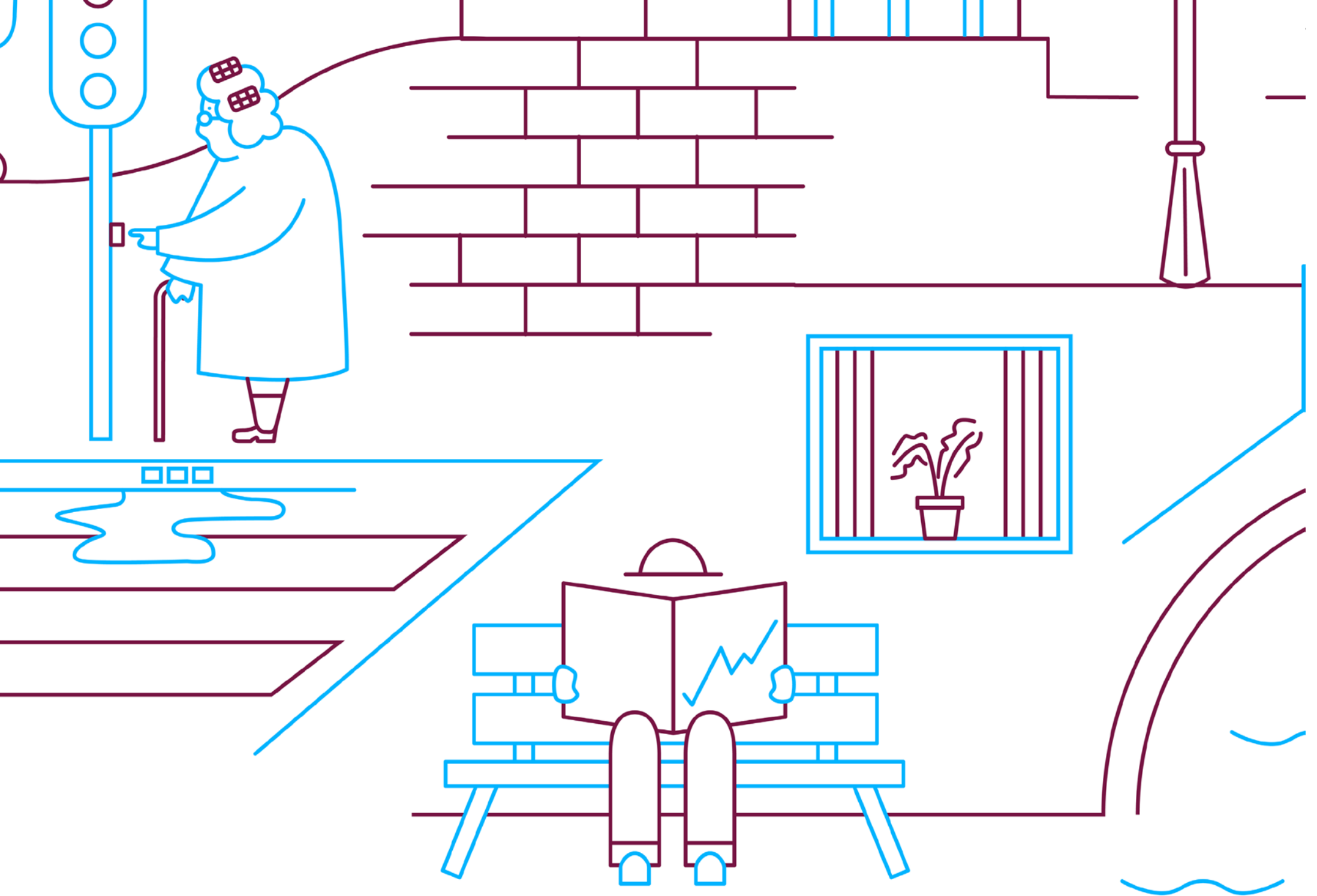
General icons

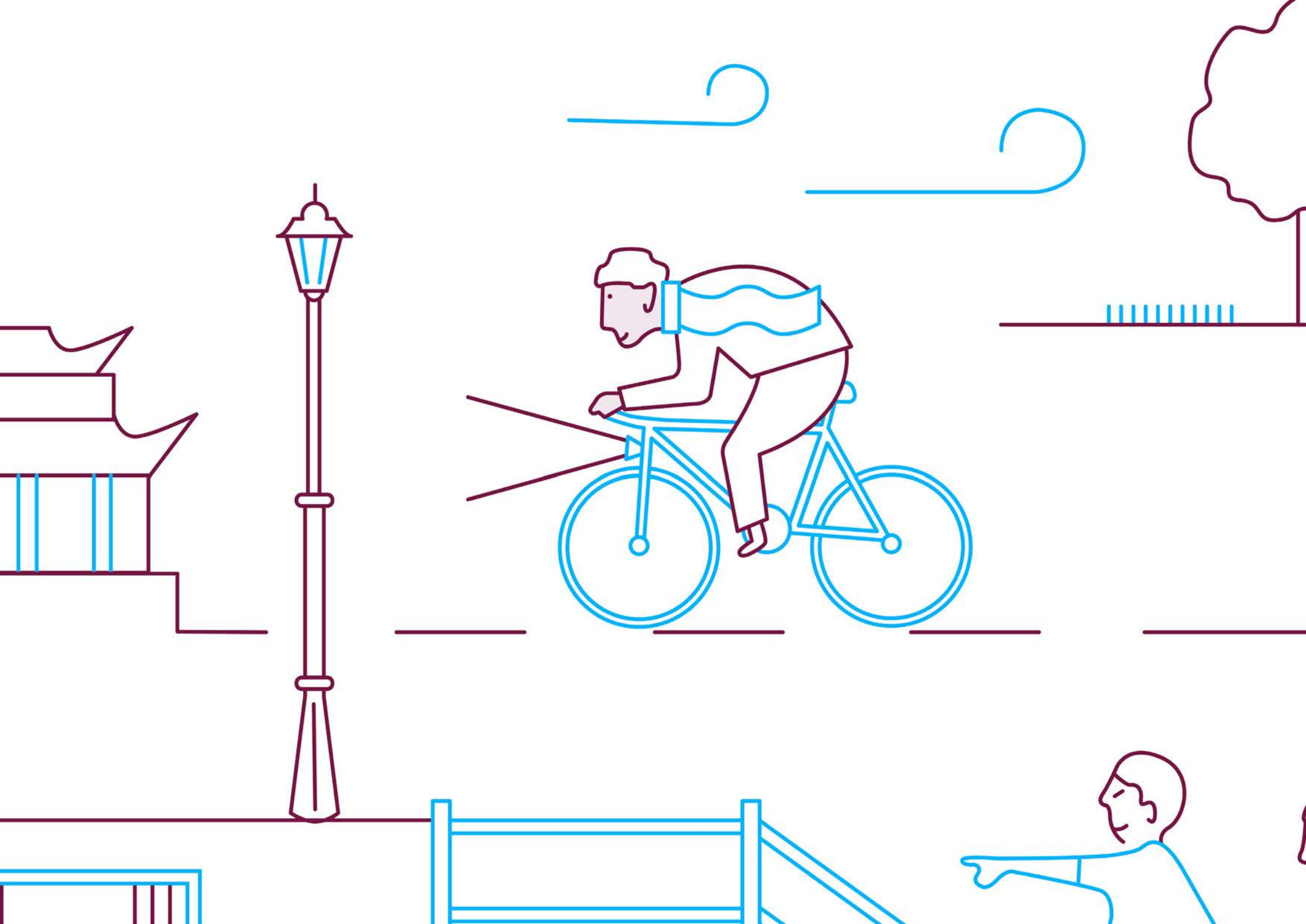


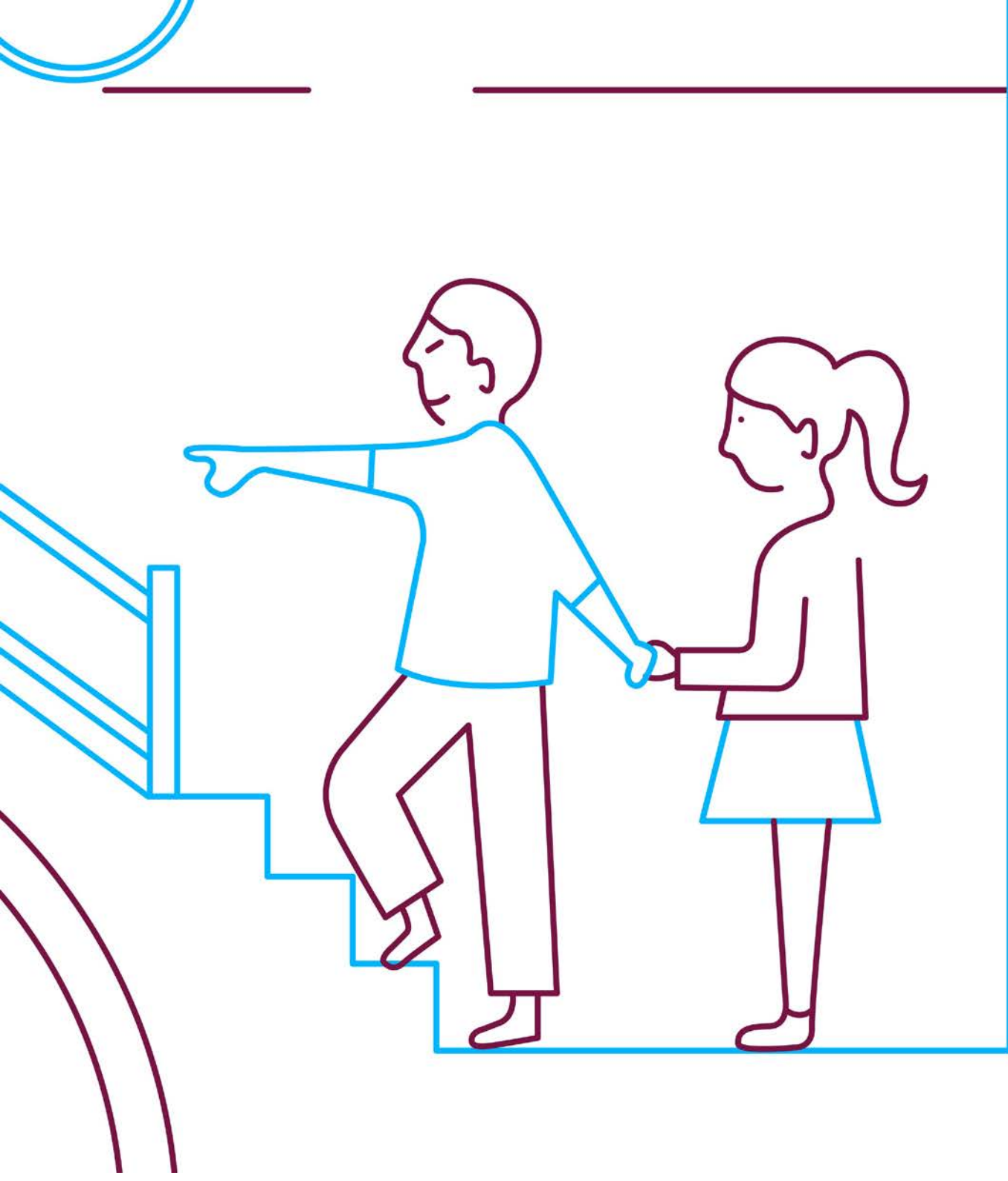
General icons

All separate images can be linked to each other to create one big city. People, movement and connections are the main topics.



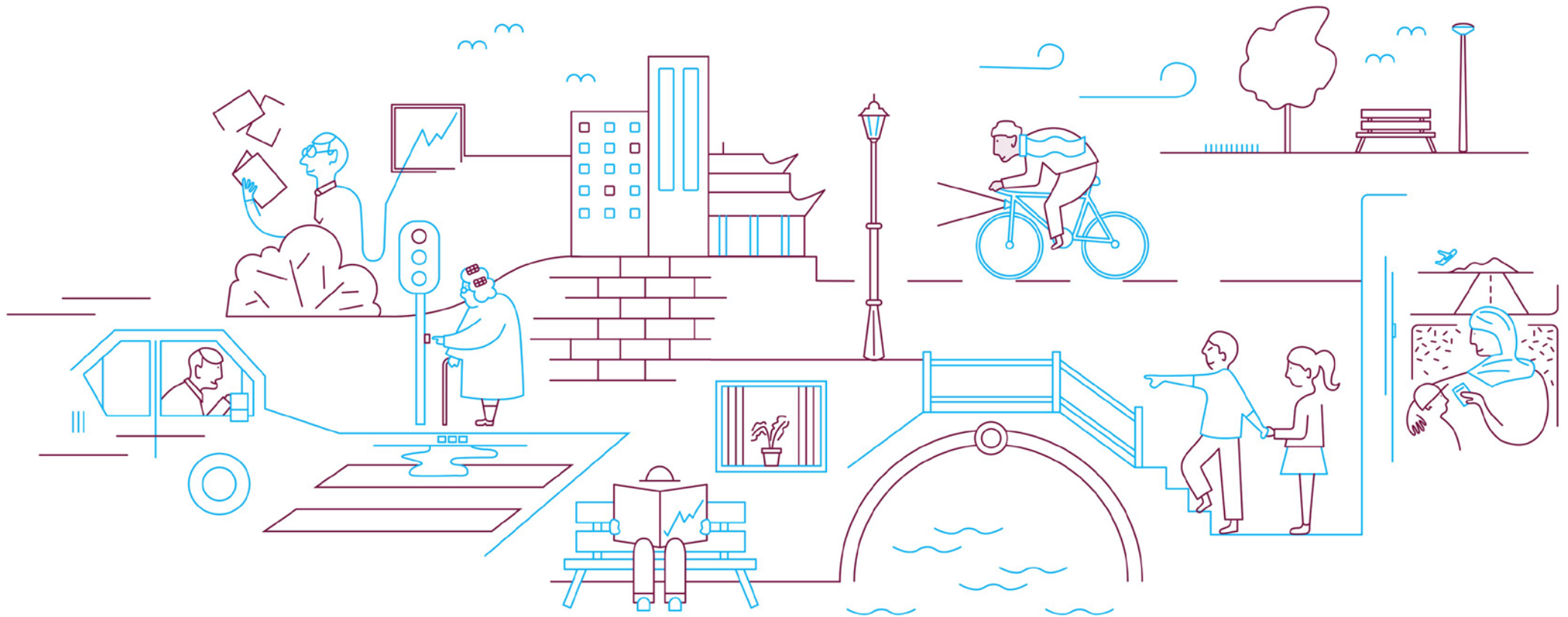








Overview



1. Themes

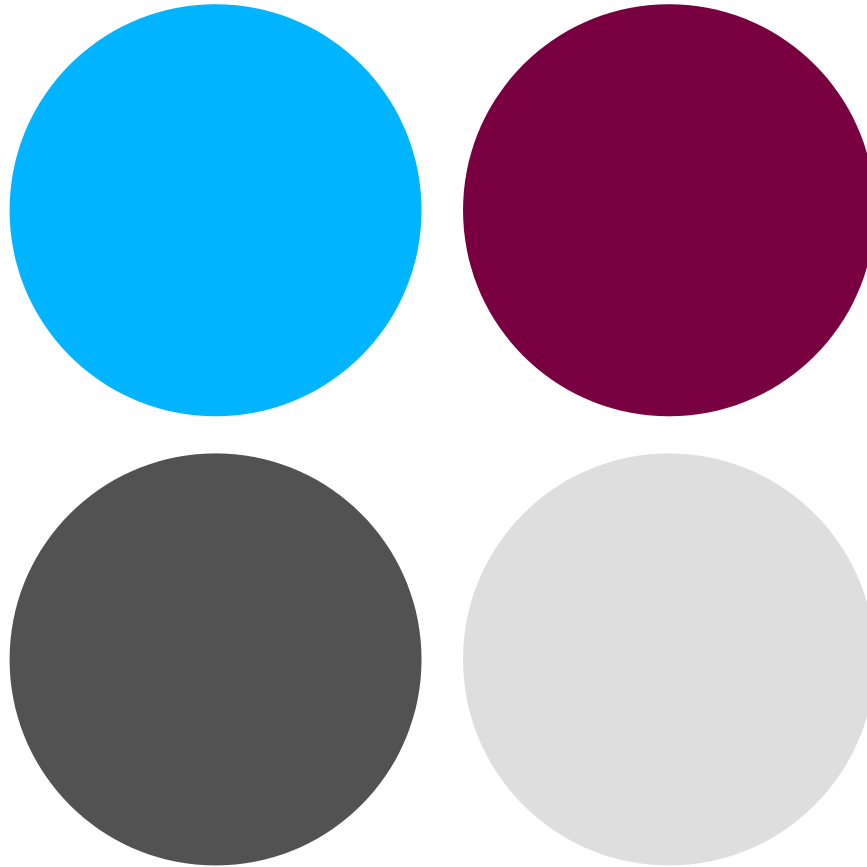
2. Icons_

3. Colors

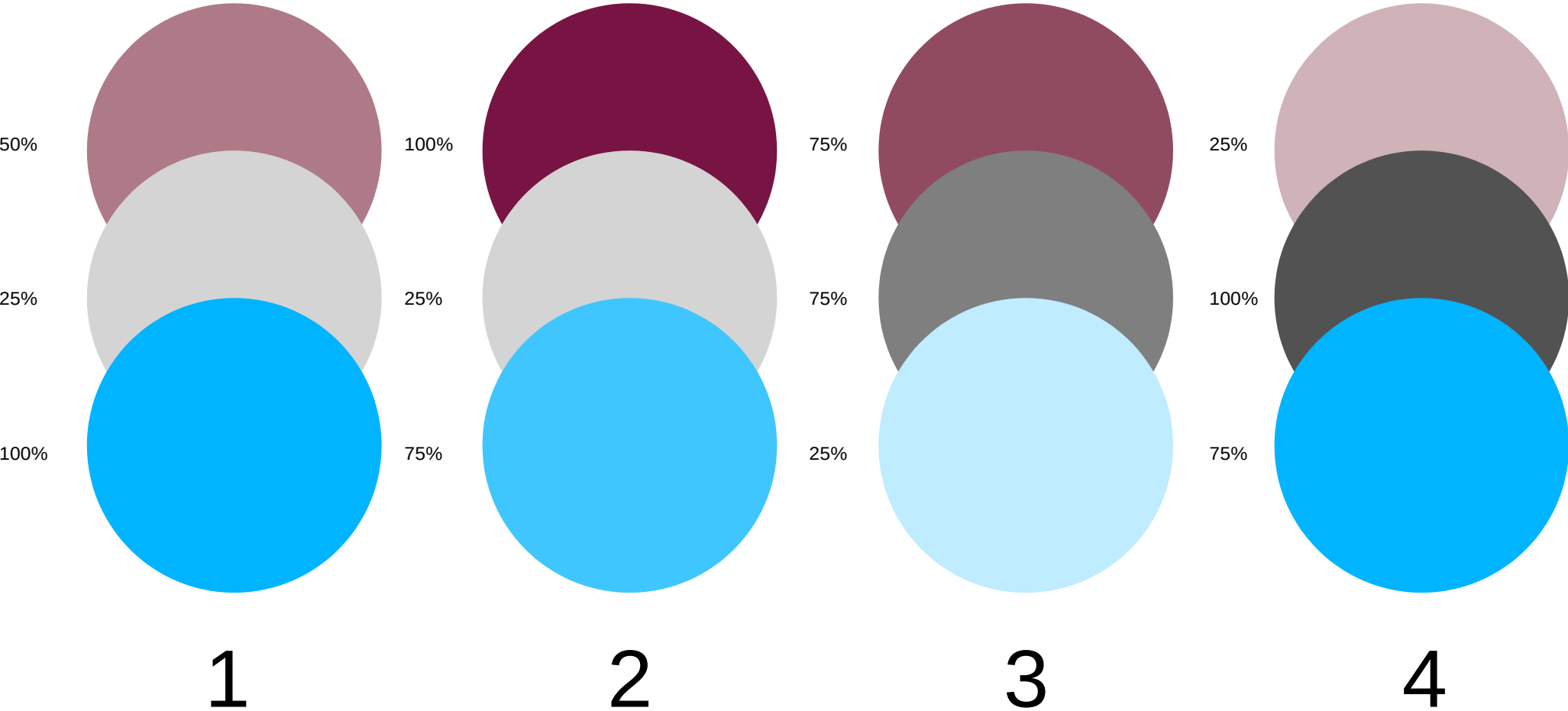
3. Colors

The color-set of SynchroniCity
can also be applied to the icons.

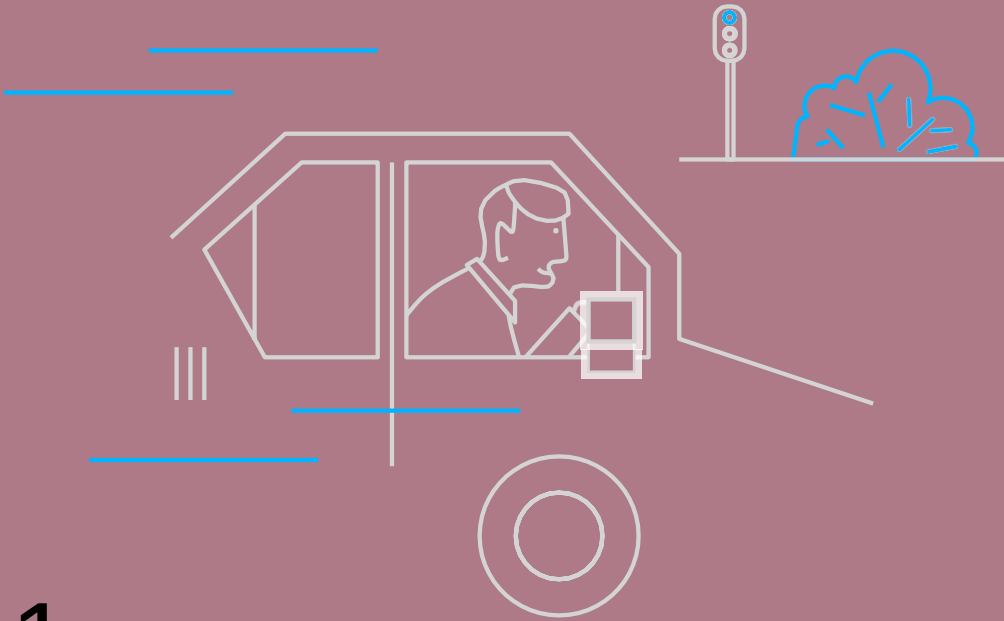
Color-set:



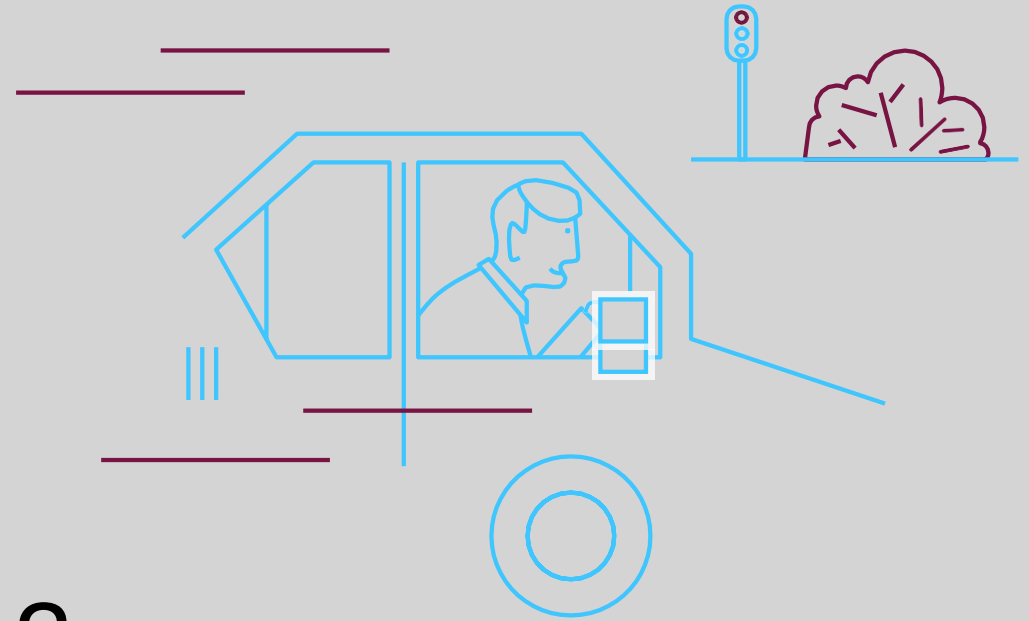
Color combinations:



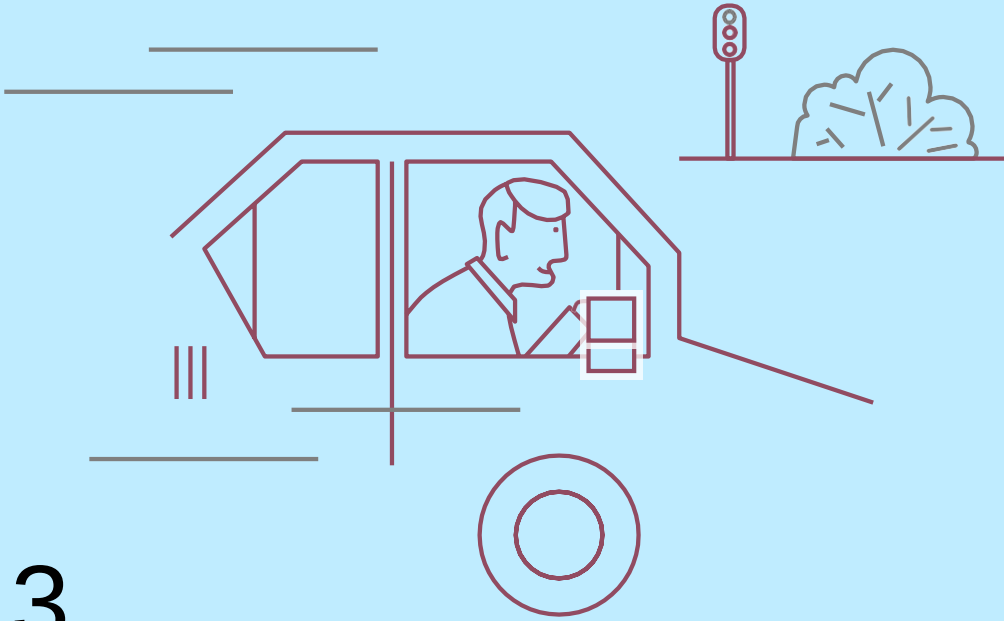
1



2



3



4

