

SYNCHRONICITY



GA no:	732240
Action full title:	SynchroniCity: Delivering an IoT enabled Digital Single Market for Europe and Beyond
Call/Topic:	Large Scale Pilots
Type of action:	Innovation Action (IA)
Starting date of action:	01.01.2017
Project duration:	36 months
Project end date:	31.12.2019
Deliverable number:	D5.3
Deliverable title:	Open call dissemination report
Document version:	ver1.0
WP number:	WP5
Lead beneficiary:	22 - ENoLL
Main author(s):	Francesca Spagnoli (ENoLL), Zsuzsanna Bodi (ENoLL), Leidy Vanessa Enriquez (ENoLL)
Internal reviewers:	Aline Bressan Martins (FCC), Lea Hemetsberger (OASC), Heini Ikavalko (AALTO) Martin Brynskov (AU)
Type of deliverable:	Report
Dissemination level:	Public
Delivery date from Annex 1:	M22
Actual delivery date:	26.10.2018 (M22)



Co-funded by the
European Union

This deliverable is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 732240.

Co-funded by



Switzerland



South Korea



Mexico

Executive Summary

This document reports on the dissemination and communication activities developed, and results achieved, for promoting the SynchroniCity open call. The report has been prepared mainly by Francesca Spagnoli (ENoLL), with the support of Zsuzsanna Bodi (ENoLL) and Leidy Vanessa Enriquez (ENoLL).

The dissemination of the SynchroniCity open call included both online and offline promotional materials, such as: the open call webpage, flyers, a roll-up, a dynamic banner and a business card. A specific dissemination strategy and plan has been designed in order to attract as many potential applicants as possible. Marketing materials, as well as the open call webpage have been drafted and implemented by following the new visual identity as presented in D6.9 (resubmission M21). The open call has been actively promoted through the SynchroniCity main social media channels (Twitter and Facebook), as well as through 4 webinars to support open call applicants, a set of promotional videos, 27 city clinics (both online and offline), 18 open call launch events in the SynchroniCity Reference Zones and at several international events. A detailed report of the activities undergone is included in this document, along with a set of lessons learnt, and an analysis of the next steps to be performed in order to ensure the sustainability of disseminating the results coming from the open call pilots.

Abbreviations

AIOTI	The Alliance for the Internet of Things Innovations
CSA	Coordination and Support Action
CSCC18	Connected Smart Cities Conference 2018
D	Deliverable
DoA	Description of Activities
EC	European Commission
EBN	European Business Network
EEN	European Enterprise Network
EIT	European Institute of Innovation & Technology
ICE	Istituto Italiano per il Commercio Estero
FAQ	Frequently Asked Questions
IoT	Internet of Things
LSP	Large Scale Pilot
OASC	Open & Agile Smart Cities
RZ	Reference Zone
SMAU	Salone Macchine e Attrezzature per l'Ufficio
WP	Work Package
WT	Work Task

Contents

1.1	Strategy	6
1.1.1	Mapping Relevant Networks and Contacts	7
1.2	Plan	7
1.2.1	Timeline	8
2	Attracting Applicants Through Events	9
2.1	Open Call Launch Events	9
2.2	Promotion at International Events	10
3	Open Call Marketing Materials	17
3.1	Printed Marketing Materials	17
3.1.1	Flyers	17
3.1.2	Roll-up	19
3.1.3	Dynamic Banner	20
3.1.4	Business Cards	21
3.2	Online Marketing Materials	22
3.2.1	Open call Webpage	22
3.2.2	Open Call Section in the Newsletter	24
3.2.3	Social Media Presence	27
3.2.4	Webinars	28
3.2.5	City Clinics	29
3.2.6	SynchroniCity Forum	31
3.2.7	SynchroniCity Helpdesk	32
3.2.8	Promotion through Online Networks	32
3.2.9	Videos	35
4	Lessons Learnt	36
5	Conclusions and Next Steps	37

List of Figures

Figure 1	GA meeting in Santander	6
Figure 2	SynchroniCity Open Call Timeline	8
Figure 3	Open Call Launch Events	9
Figure 4	SynchroniCity Open Call announced at CSCC2018	11
Figure 5	SynchroniCity at the FIWARE Global Summit	11
Figure 6	SynchroniCity at Internet Week Denmark 2018	12
Figure 7	Carouge and Porto working together to create pilots for SynchroniCity	12

Figure 8 SynchroniCity announcing the open call at IoT Week 2018.....	13
Figure 9 Milan presenting the open call at SMAU Berlin.....	14
Figure 10 SynchroniCity at Open Living Lab Days 2018	14
Figure 11 SynchroniCity open call flyer – First version.....	17
Figure 12 SynchroniCity open call flyer – Second version front.....	18
Figure 13 SynchroniCity open call flyer - Second version back	18
Figure 14 SynchroniCity roll-up – First version.....	19
Figure 15 SynchroniCity roll-up – second version	20
Figure 16 SynchroniCity dynamic banner for the open call.....	21
Figure 17 SynchroniCity business card - front.....	21
Figure 18 SynchroniCity business card – back.....	21
Figure 19 Wireframe Open Call page navigation.....	22
Figure 20 Open Call entry page	23
Figure 21 SynchroniCity News Calendar June 2018	23
Figure 22 March Newsletter: Open Call is Coming!.....	24
Figure 23 April Newsletter: Focus on New Cities.....	25
Figure 24 May Newsletter: Focus on the Open Call Launch in Bilbao	25
Figure 25 June/July/August Newsletter: Focus on Webinars and City Clinics	26
Figure 26 September Newsletter: Focus on Supporting Applicants.....	27
Figure 27 SynchroniCity impressions on Twitter during the last week of the open call	27
Figure 28 Twitter impressions in the month of September focused on the open call	27
Figure 29 SynchroniCity Top Tweets	28
Figure 30 Videos from the webinars: statistics on views.....	29
Figure 31 City Clinics and the Top Tweet: Antwerp.....	30
Figure 32 SynchroniCity Online Forum to Support the Open Call.....	32
Figure 33 SynchroniCity Videos about the Open Call.....	35

1.1 Strategy

The SynchroniCity 3M€ open call application phase opened on 1 June 2018 and ended on 30 September 2018. The objective of the open call is to create a global market for human-centered IoT-enabled urban services, which are interoperable, replicable and reusable across cities and across domains.

The main aim of the SynchroniCity dissemination strategy was to promote the open call to a pre-defined target audience. The main stakeholders the strategy focused on, were mainly small and medium-sized enterprises (SMEs) and large companies, as well as cities (thus including mayors and Chief Technology Officers). The goal of the open call dissemination campaign was to raise awareness and interest among the target groups and, finally, to convince them to apply for the open call and join the SynchroniCity project.

The target groups - SMEs and large businesses - should act as drivers for the scalability and replicability of the IoT services proposed and should be encouraged to bring new cities to the project. The SynchroniCity open call covered three specific themes: sustainable mobility, citizen engagement and environment & wellbeing, plus an open challenge topic.

Taking into account the analysis of the target audience and the message to be conveyed, the SynchroniCity communications team started to map potential dissemination networks in order to have a clear and complete representation of all the channels to use in order to attract the desired target groups and businesses/cities.

In parallel to this activity, we have organised several online meetings with the SynchroniCity Reference Zones, thanks to the support of the Cities Forum coordinator, to define the steps and processes to be carried out by the 8 Reference Zones (Antwerp, Carouge, Eindhoven, Helsinki, Milan, Manchester, Porto and Santander) to guarantee representation of their business community and cities in their region in the open call. In addition, in order to refine the dissemination plan, a physical GA meeting was organised in Santander during the IoT week that took place on 4 to 7 June in Bilbao, Spain.



Figure 1 GA meeting in Santander

1.1.1 Mapping Relevant Networks and Contacts

One of the first efforts of the open call dissemination plan was to carry out an extensive mapping exercise of potential organisations in Europe and beyond that could support the dissemination of the open call to our pre-defined target audience. Such organisations included accelerators, incubators, business support organisations, chambers of commerce, city networks among others. The mapping exercise was a joint effort led by ENoLL, FCC and the City Comms Lead. The list is a living document, that was constantly being updated with new channels. It has been used to promote the open call and to attract interested stakeholders to subscribe to SynchroniCity's monthly newsletter. The listed organisations include: European Enterprise Network (EEN), ENoLL, Start-up Europe, European Institute of Innovation and Technology (EIT) Digital, AIOTI (The Alliance for the Internet of Things Innovations), FIWARE/FIRE communities. A full list of the networks used for promoting the open call is included in Section 3.2.8 of this document.

1.2 Plan

The plan for disseminating and promoting the open call has been implemented in the regular news calendar. The news calendar is an internal tool used by the SynchroniCity Communications team to plan the communication of news and events ahead. The news calendar allows for ideal planning of news distribution on the respective channels - project website, social media (Twitter and Facebook), and newsletter, which is sent on a monthly basis.

The goal of the weekly news calendar is to share at least two news items per week with the community and respective stakeholder groups to keep them engaged. The plan has taken into account the following objectives:

- to share the basic and most relevant information, such as the opening of the call for proposals and the respective deadline
- to guide the potential applicants to get the needed documentation and information to apply to the open call via the website at <https://synchronicity-iot.eu/open-call/>
- to communicate the different needs and challenges of the SynchroniCity Reference Zones, as well as the data and infrastructure already available in each specific context
- to promote the usage of the open call supporting tools, such as the helpdesk, the online forum, the FAQ and the connect system
- to attract target groups to register for the open call launch events, online webinars, city clinics, as well as to participate in international events around the open call
- to disseminate the results achieved in the open call promotional events through specific interviews, and involve potential applicants to participate in other gathering occasions
- to promote the open call through a set of videos, including tips for businesses and cities as well as messages from the SynchroniCity coordinator
- to spread news about the closing of the open call and the number of applications received.

The plan for the promotion and communication of the open call has been agreed with the WP5 core partners (FCC, ENoLL, AU, DigiCAT) during online meetings held on a weekly basis. This flexible approach allowed to adjust the activities when needed in close collaboration with the coordinator, the open call team and the communications team. The plan and activities have also been presented in the bi-weekly "Cities Forum" meetings. The participation of the communications' team in the bi-weekly Cities Forum meetings has allowed for the interaction of the team with the cities regularly. The regular feedback and support from the cities (reference zones) was crucial in order to achieve good results and to engage the pre-defined target groups in the Reference Zones.

1.2.1 Timeline

The timeline for the promotion and dissemination of the SynchroniCity open call has followed the general open call steps included in [the SynchroniCity website](https://synchronicity-iot.eu/open-call/) [Link: <https://synchronicity-iot.eu/open-call/>]. A focused internal timeline for promoting the open call was needed in order to align all the partners on the specific communications' steps to follow.

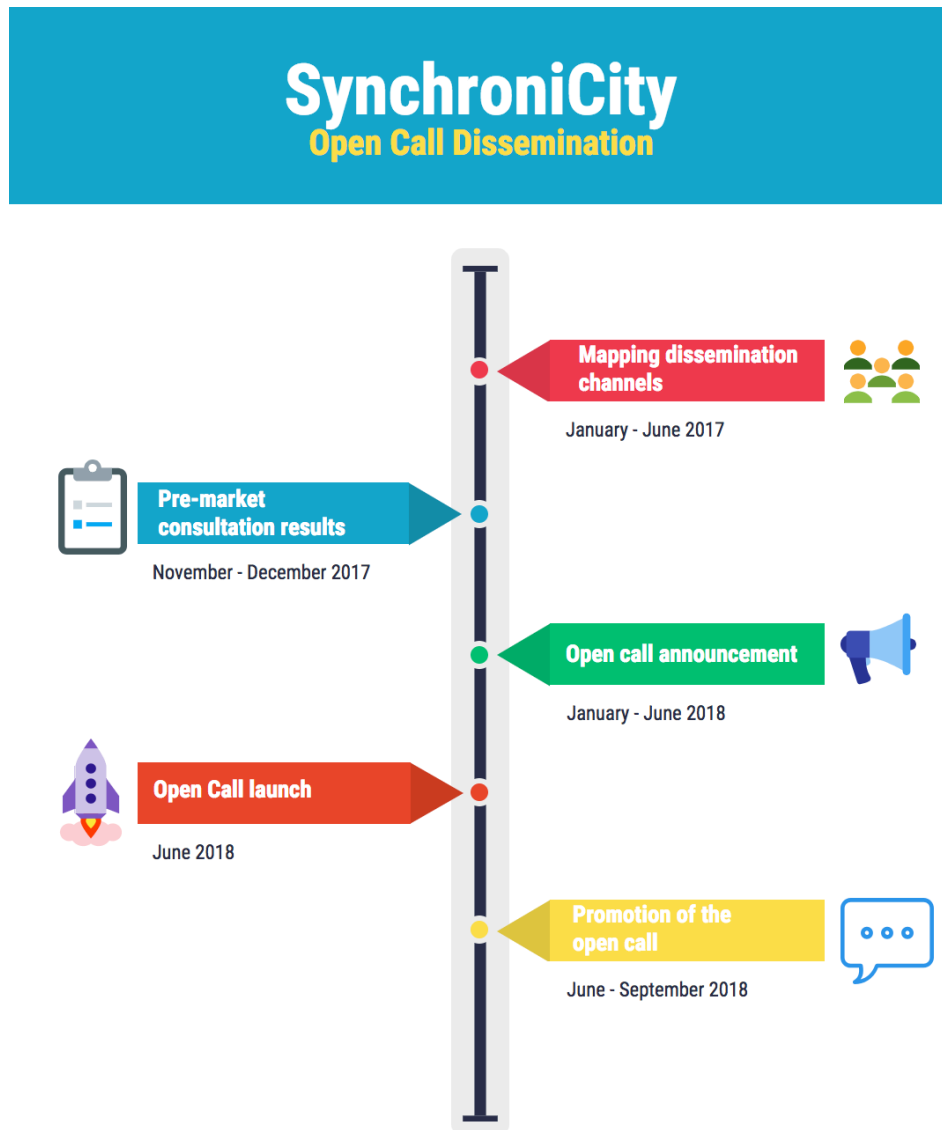


Figure 2 SynchroniCity Open Call Timeline

2 Attracting Applicants Through Events

2.1 Open Call Launch Events

The Reference Zones, with the support of the communications team, the RZ Coordinator via the Cities Forum and the WP5 team, have organised up to two open call launch events in each city. The goal of the launch events was to promote the open call from April to July 2018. In total 18 launch events have been organised by the reference zones and the WP5 team with more than 500 people joining them. The questions received from the audience during these events have been recorded by the cities, reviewed by the WP5 leader and included in the complete Frequently Asked Questions (FAQ) section, available on the SynchroniCity website [Link: <https://synchronicity-iot.eu/open-call/support/faq/>]. The open call launch events have constituted excellent opportunities for the cities to engage with businesses and other cities interested in providing IoT solutions to solve the issues and challenges defined by the 8 Reference Zones.

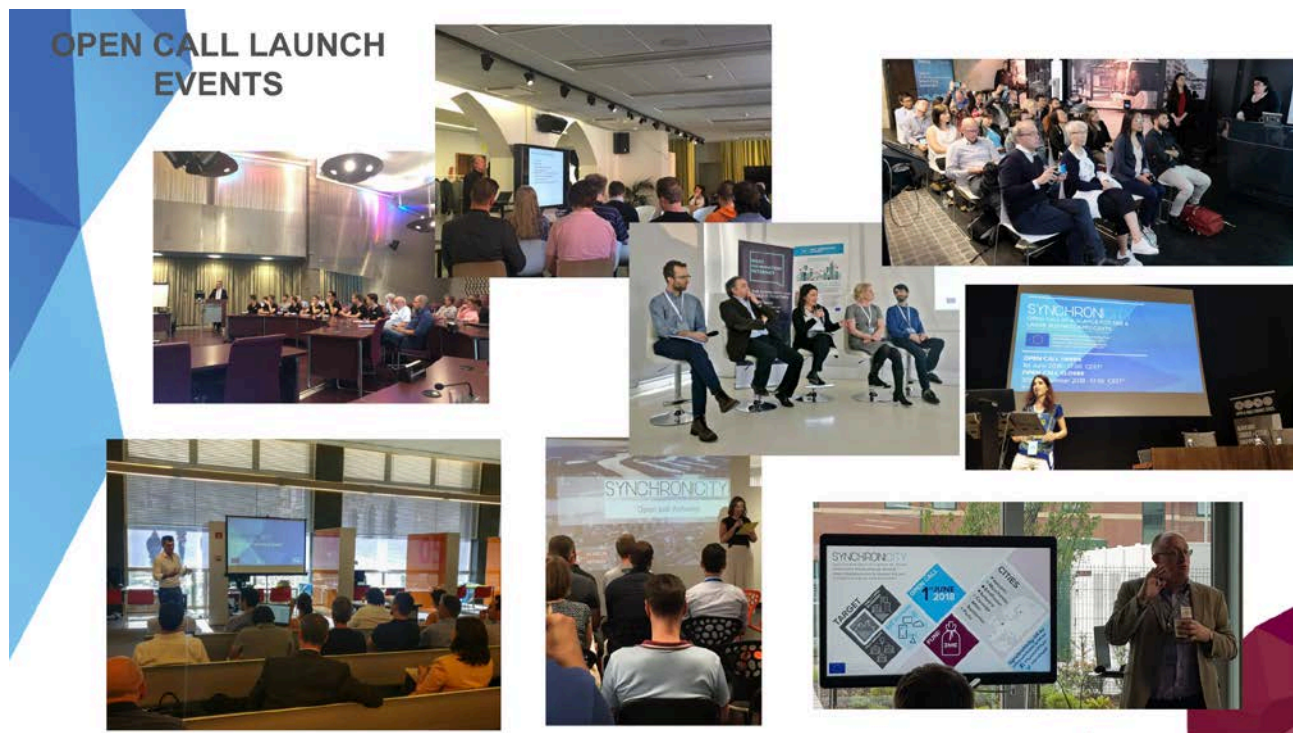


Figure 3 Open Call Launch Events

We provide below the results in terms of participants in each Reference Zone in the different open call launch events:

- Antwerp: 80 attendees
- Carouge: 30 attendees
- Eindhoven: 30 attendees
- Helsinki: 35 attendees
- Manchester: 64 attendees
- Milan: 150 attendees
- Porto: 32 attendees
- Santander: 80 attendees

The open call launching events have constituted a great venue to share SynchroniCity aims through the open call, thus involving our target audience. Below we provide some quotes from the city leads who expressed their opinions about the results achieved through the open call dissemination events.

Daniela Monteiro from Porto: *"By organising SynchroniCity's Open Call dissemination events, we could get in touch with a community that's interested in city-related technologies, which allowed us to better understand their doubts and interests, but also how their solutions could match our city's needs and priorities. As an ambitious project, SynchroniCity raised a lot of attention from companies in our ecosystem and also from international companies that intended to pilot their solutions in the city of Porto. Their level of maturity was quite different, from early stage to more mature tech-based companies. We also had a few contacts with Portuguese cities that, although were not really ready and planning to apply to the Open Call, were interested in knowing more about the SynchroniCity framework and the OASC principles. From dissemination meetups to the Open Call launch event, to the Clinics, more than 30 companies joined us to learn more about the ambition related to the project and also to explore partnerships and to understand the needs of the city".*

Juha Nummila from Helsinki: *"Info sessions as part of some other events works fine to raise up the interest and to encourage SMEs. They also clarify the SynchroniCity general scope and objectives to SMEs. Those events were also easy to participate. The later clinics and f2f meetings were focused more on practical issues how to apply and they are more flexible for SMEs. It is important to have different channels for the info sharing".*

Juan Echevarria Cuenca from Santander: *"Santander organized the open call launch event with an approach based on a coordinated set of actions aimed at strengthening the innovative municipal ecosystem. To this end, representatives of IT companies together with postgraduate students were invited to the University of Cantabria, and the event was presented by the Mayor and the Rector of the university. The objective was that, in addition to promoting the action, there would be a meeting point between companies and future workers. There was a very varied attendance by companies, not only from the municipal environment but also from neighbouring regions that show increasing interest in the initiatives in which Santander is participating. In the subsequent contacts, the existence of a great variety of ideas could be verified, not only focused on SynchroniCity but with a more general character. In Santander, we are very happy to see the degree of attraction produced by initiatives such as the SynchroniCity project which, apart from fulfilling its objectives as a project, help to dynamise economic and innovative activity".*

Chiara Bresciani from Milan: *"Milan promoted the Open Call Launch through the participation in national and international events on Smart Cities and ICT. The experience was positive as the Open Call was of big interest for businesses, and it provided the possibility to Milan to get in touch with emerging solutions in the Smart City context. It was also a good occasion to promote the role of Milan as an early adopter of new concepts".*

Arthur Noordhoek from Eindhoven: *"The Open Call offered the city an opportunity to communicate the importance it attaches to an open, reliable, safe and widely supported IoT infrastructure, which provides applications that contribute to a liveable, healthy, safe and inclusive urban development. The reactions from those attending the launch event were enthusiastic. The questions and comments focused on how the offers would be assessed in order to submit better proposals".*

2.2 Promotion at International Events

The open call has been promoted at several national and international events from all the partners of the SynchroniCity consortium. Below the list of events:

- **Connected Smart Cities Conference 2018 (CSCC18):** The SynchroniCity project, along with the open call, has been presented in the plenary at the annual conference organised by SynchroniCity partner Open & Agile Smart Cities (OASC) in Brussels on 11 January 2018. The event focused on the theme “Cities Driving the Digital Transition” and has attracted 300 attendees.



Figure 4 SynchroniCity Open Call announced at CSCC2018

- **Nordic IoT Week in Helsinki:** At this year's Nordic IoT Week, the SynchroniCity project member Forum Virium Helsinki promoted the SynchroniCity 3M€ open call on the main stage - addressing hundreds of participants - in a reverse pitching session, as well as at the event's exhibition area.
- **FIWARE Global Summit:** the SynchroniCity partner city Porto hosted the FIWARE Global Summit on 8-9 May. According to the FIWARE Foundation, the Summit in Porto was the “most successful event to date”. The event brought together almost 600 attendees and 90 speakers from 135 cities and 6 continents, including a strong presence of the SynchroniCity consortium and the presentation of the upcoming launch of the open call from the municipality of Porto.



Figure 5 SynchroniCity at the FIWARE Global Summit

- **Internet Week Denmark:** ‘Next Generation Smart Cities’ were on the agenda of Internet Week Denmark this year by exploring how to make cities ready for business based on open standards. Questions addressed during Internet Week Denmark included, among others,

how to use pre-commercial procurement in smart city development, how big and small companies can deliver IoT-enabled urban services in an ecosystem, and how to make it easy to try out emerging technologies in cities and communities. The SynchroniCity team, including the project coordinator, participated in Internet Week Denmark 2018 from 2-6 May to promote the open call.



Figure 6 SynchroniCity at Internet Week Denmark 2018

- **U4IoT Workshop in Carouge:** SynchroniCity participated in a four-day course and workshop on co-creation for smart cities from 22–25 May in Geneva and in Carouge. At the U4IoT workshop, the Municipalities of Carouge and Porto participated and applied the co-creation techniques studied in the first two days in the real environment provided by the SynchroniCity project. During the workshop other cities' representatives participated, and this even constituted a relevant venue to invite them to the upcoming launch of the open call at the IoT Week 2018 in June in Bilbao.. More information about the event and the full agenda is available on the EU IoT LSP website [Link: https://european-iot-pilots.eu/wp-content/uploads/2018/03/2018_03_16_U4IoT-Co-creation-Workshop-for-Smart-Cities_v1.1.pdf]



Figure 7 Carouge and Porto working together to create pilots for SynchroniCity

- **IoT Week 2018:** the event in Bilbao was a relevant occasion for the SynchroniCity project to announce the SynchroniCity open call for SMEs, large businesses and cities. More than 900 people attended the event - with multiple sessions organised around IoT. SynchroniCity was actively involved in the IoT Week 2018 programme by co-organising a two-day workshop on IoT and Smart Cities & Communities Platform Convergence on 6-7 June to discuss the potential of converging towards open and interoperable solutions for smart cities. Martin Brynskov, the coordinator of SynchroniCity, said: *"The IoT Week 2018 was a great venue for SynchroniCity and the other European IoT Large-Scale Pilots (LSPs) to promote the open calls to a savvy audience. We are already looking forward to presenting the results at IoT Week 2019 in Aarhus, Denmark"*. Additionally, the open call coordinator, Gemma Guilera, participated in a workshop organised by the CSA CreatelIoT to support SMEs in applying for the open calls of the IoT LSP projects. Furthermore, Gemma Guilera presented the SynchroniCity open call to the general public in the dedicated session **"Implementation: LARGE SCALE PILOTS & OPEN CALLS"** alongside the other IoT LSPs ActivAge and IoF2020. At IoT Week 2018, SynchroniCity exhibited also on the expo floor to promote the open call for the full duration of the event.



Figure 8 SynchroniCity announcing the open call at IoT Week 2018

- **SMAU Berlin:** SynchroniCity partner city Milan was invited to the first SMAU Berlin | Italy Restarts-Up in Berlin to present the 3M€ open call. Powered by ICE and SMAU, the event was aiming to create a bridge between the Italian startups' ecosystem, the Berlin Hub and the German market. Chiara Bresciani, the SynchroniCity project coordinator in Milan, has introduced the SynchroniCity open call to 80 Italian Start-ups participating in the event. The start-ups represented several sectors, such as Agrifood, Fashion & Design, and Manufacturing. More info about the event can be found on the [SMAU website](https://www.smau.it/berlin17/pages/programme/?lang=en). [Link: <https://www.smau.it/berlin17/pages/programme/?lang=en>]



Figure 9 Milan presenting the open call at SMAU Berlin

- **Open Living Lab Days 2018:** On 22 August 2018, the SynchroniCity team participated in the workshop in Geneva entitled: “[Optimising the learning curve – implementing end-user engagement tools in IoT large-scale pilots](#)”, organised by the U4IoT project in the context of the [Open Living Lab Days 2018](#). The municipality of Porto, through Porto Digital, joined the workshop for SynchroniCity with the aim to share the achievements of the project, as well as insights on the use of the U4IoT tools and methods to enhance the end-user engagement in the piloting activities. For a detailed description of the workshop have a look at the [EU IoT LSP website](#) [Link: <https://european-iot-pilots.eu/thats-a-wrap-on-the-openlivinglab-days-2018/>] Within this context, the SynchroniCity team promoted the open call and engaged with cities and SMEs interested in applying. Also, SynchroniCity was present at the exhibition, where the team distributed promotional material about the open call and answered questions of interested attendees.



Figure 10 SynchroniCity at Open Living Lab Days 2018

Below you can find a full list of 27 national and international events, where the SynchroniCity team promoted the open call from May 2017 until September 2018 (with an estimated audience of 5.970 attendees).

Name of the event	Date	Location	Website	Number of participants
The Third International Symposium on Ubiquitous Networking	9/12/2017	Casablanca, Morocco	http://www.unet-conf.org/Tutorial_IoT.php	500
Digital Innovation Forum	10-11/05/2017	Amsterdam, The Netherlands	https://dif2017.org/	200

Name of the event	Date	Location	Website	Number of participants
FIWARE Summit	29-31/05/2017	Utrecht, Netherlands	www.fiware.org/summit	320
IOT Week 2018	06-09/06/2017	Geneva, Switzerland	http://iot-week.eu/	500
OI2.0 Conference	13-14/06/2017	Cluj-NApoca, Romania	https://ec.europa.eu/digital-single-market/en/news/open-innovation-20-conference-2017	350
Finland 100 years at Berlin	21/06/17	Berlin, Germany		200
Net Futures	28-29/06/2017	Brussels, Belgium Krakow, Poland	http://netfuturesconference.eu/	400
Open Living Lab Days	29/08-01/09/2017	Krakow, Poland	https://openlivinglabdays.com/	300
Nordic Smart Cities	24-25/10/2017	Stockholm, Sweden	http://www.nordicsmartcities.com/	200
API Strat and Practice	01/11/2017	Portland, US	http://events17.linuxfoundation.org/events/apistrat/program/schedule	50
São Paulo School of Advanced Science on Smart Cities (International School)	21-23/08/2017	Sao Paulo, Brazil	http://espca.fapesp.br/school/sao_paulo_school_of_advanced_science_on_smart_cities/62/	160
LPWAN Meetup #5	13/09/2017	London, UK	https://www.meetup.com/LPWAN-London/events/237506345/	60
#SmarterCitiesNOW: A Nordic/UK Sustainable Urban Collaboration Forum, led by London and Copenhagen	11-12/10/2017	Copenhagen, Denmark	https://www.eventbrite.co.uk/e/smartercitiesnow-a-nordicuk-sustainable-urban-collaboration-forum-led-by-copenhagen-and-london-tickets-35874285955	40
Connected Smart Cities Conference 2018	11/01/2018	Brussels, Belgium	https://www.eventbrite.co.uk/e/connected-smart-cities-conference-2018-tickets-35535673155	400
Eurocities technical training GDPR demystified	22-01-2018	Brussels, Belgium	https://www.eventbrite.com/e/gdpc-technical-training-for-cities-privacy-challenges-how-to-comply-with-the-gdpr-tickets-41010749255	80

Name of the event	Date	Location	Website	Number of participants
Learning from the successful smart cities and communities replication workshop	26-01-2018	Brussels, Belgium	https://ec.europa.eu/inea/en/news-events/events/smart-cities-and-communities-replication-workshop	124
1st ITU workshop on data processing and management for iot and smart cities and communities	19-02-2018	Brussels, Belgium	https://www.itu.int/en/ITU-T/Workshops-and-Seminars/20180219/Pages/default.aspx	40
Third meeting of ITU-T FG DPM	20/23-02/2018	Brussels, Belgium	https://www.itu.int/en/ITU-T/Workshops-and-Seminars/20180219/Pages/default.aspx	40
Porto start-up Coffee Meet-up	07/03/2018	Porto, Portugal	https://www.meetup.com/en-AU/PortoStartupCoffee/events/247951112/	40
Digital Transformation World (TMForum)	14-16/5/2018	Nice, France	https://dtw.tmforum.org/	300
Digital Business World Congress	22/5/2018	Madrid, Spain	https://www.des-madrid.com/congress/	400
IoT Week 2018	4-7/6/2018	Bilbao, Spain	http://iot-week.eu/	700
Greencities 2018	25-26/4/2018	Málaga, Spain	http://greencities.malaga.eu/	26
Open Living Lab Days 2018	21-24/08/2018	Geneva, Switzerland	https://openlivinglabdays.com/	300
ITS World Congress	17-21/9/2018	Copenhagen, Denmark	https://itsworldcongress.com/congress/about-the-its-world-congress/	200
FOCUS ON Workshop: IoT Open Data Access	4/9/2018	Brussels, Belgium	http://oascities.org/register-now-workshop-on-iot-open-data-access/	40

Table 1 SynchroniCity promoting the open call through international events

3 Open Call Marketing Materials

The SynchroniCity communications team has produced a set of both - offline and online - marketing materials with the goal of promoting the open call to the target groups in an optimal way.

3.1 Printed Marketing Materials

3.1.1 Flyers

Two different versions of the SynchroniCity open call flyer were created in May 2018 in order to promote the open call launch on 1 June 2018, and in several promotional events. The flyers reflect the new visual identity developed (described in detail in D6.9 in Section 1.2). The first version of the flyer provides detailed information about administrative and practical processes to apply to the open call. The second version of the flyer is more focused on the deadline and general objectives of the open call. The flyers have been used both for promoting the SynchroniCity open call in different international events, please see the table in the section above.

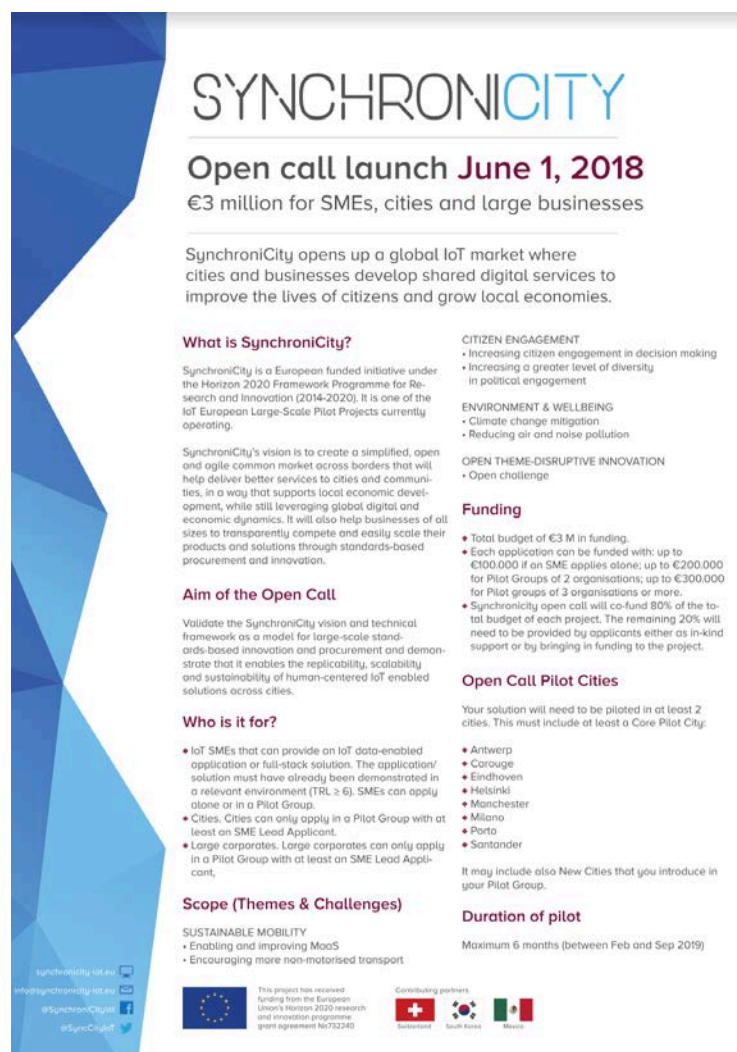


Figure 11 SynchroniCity open call flyer – First version



Figure 12 SynchroniCity open call flyer – Second version front



Figure 13 SynchroniCity open call flyer - Second version back

3.1.2 Roll-up

The first version of the roll-up was designed by the communications agency at the beginning of the project in order to be used for promotion at public events. The roll-up followed the visual identity selected for the website and already included information about the SynchroniCity open call, as well as the SynchroniCity social media channels.

A new roll-up was then designed in May 2018 in order to be printed and used at IoT Week in Bilbao in June 2018. This roll-up reflects the updated graphic design, as presented in section 3.1.1. An update of the roll-up was necessary also considering the extension of the project from 33 to 36 months and the withdrawal of one partner from the project, which reduced the number of partners from 39 to 38. For the special occasion of the IoT Week 2018, it was also decided to include information relevant for promoting the SynchroniCity open call.



Figure 14 SynchroniCity roll-up – First version

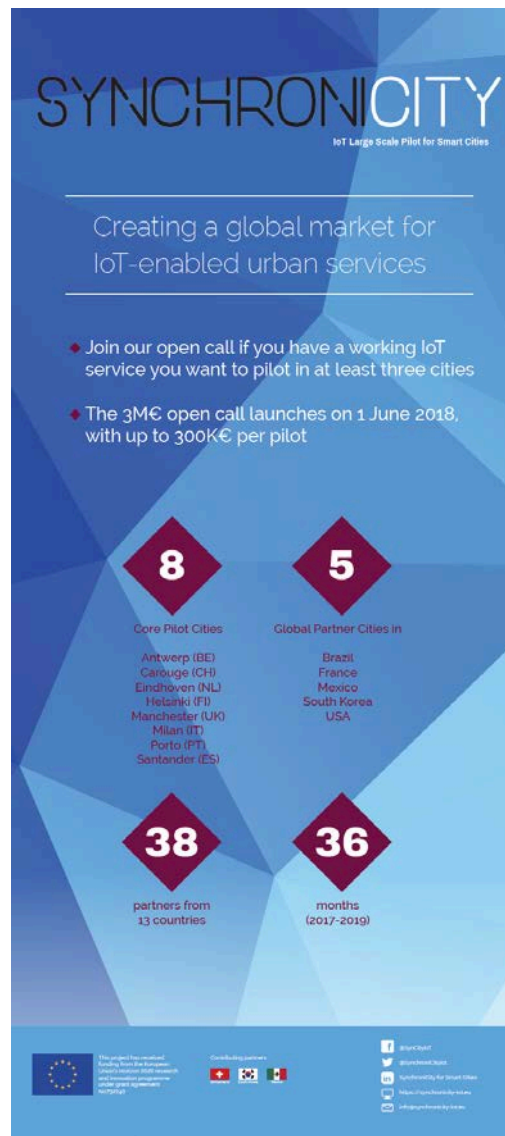


Figure 15 SynchroniCity roll-up – second version

3.1.3 Dynamic Banner

A dynamic banner was created in January 2018 in order to start promoting the launch of the upcoming open call. The banner was produced to be included in the signature email of project partners, as well as on the SynchroniCity website, and the IoT LSPs landing page.

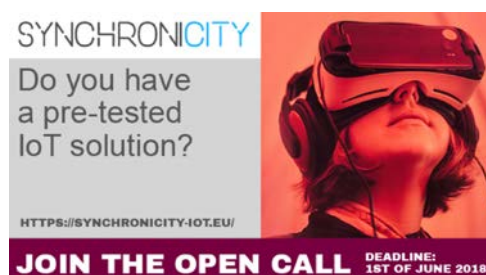


Figure 16 SynchroniCity dynamic banner for the open call

3.1.4 Business Cards

A specific business card has been created in April 2018 to promoting the upcoming SynchroniCity open call, and especially to be distributed at the IoT Week 2018 in Bilbao in June 2018, as the event for announcing the opening of the call. The business card has been chosen because it provided the message about the launch of the open call in a clear and effective way, thus attracting the target audience and giving quick information about how to get in touch with the SynchroniCity team.



Figure 17 SynchroniCity business card - front



Figure 18 SynchroniCity business card – back

3.2 Online Marketing Materials

3.2.1 Open call Webpage

The open call webpage has been designed to support the target groups (SMEs, cities, and large businesses) in obtaining all the required documentation and to effectively compiling them in one location. SMEs and cities were the main target group of this webpage. A secondary audience of the information displayed at the open call webpage was the Reference Zones themselves. The bi-weekly meetings of the City Forum have demonstrated that the information has enabled the cities to see the status of implementation of the SynchroniCity framework to the other partners' cities at a glance. This, in turn, has helped them to better align their activities.

A wireframe for the Open Call webpage has been designed and discussed with all the interested WP5 core team partners and the coordination team. After several iterations, we have agreed on several submenu pages that presented all relevant information.

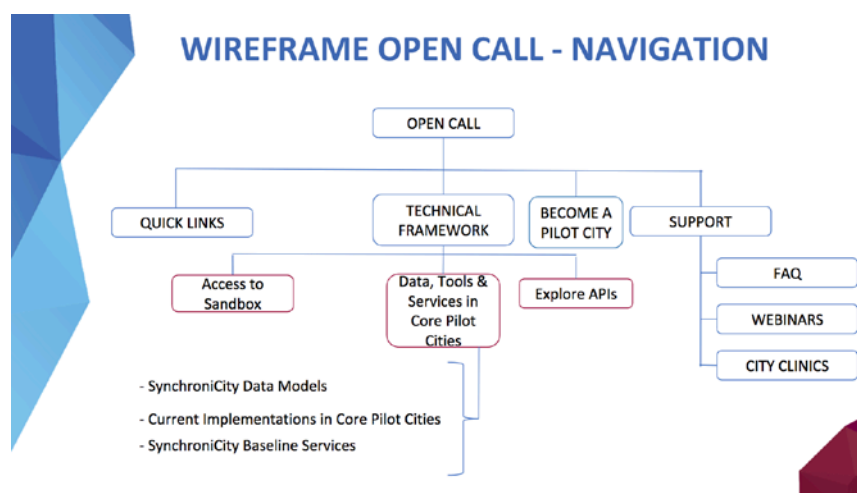


Figure 19 Wireframe Open Call page navigation

A full description of the open call webpage has been provided in Deliverable 6.9 Website and marketing materials re-submitted in M21. In short, the open call webpage was available on the website from 1 June 2018 until 30 September 2018. It included the link for submitting the application, as well as a timeline showing the different steps of the application process. An introductory text explained the aim and target audience of the open call, and provided basic administrative information such as funding, duration of the pilot and pilot cities. After this introduction, all the relevant documents were included in the same page, to support consortia to apply to the open call by directly downloading them. This included the open call at a glance for businesses as well as specific documents addressed to cities. A document called "Guidance to read the open call documentation" carefully explained which documents applicants had to read and in which order to be able to understand the open call. Below this guide four boxes highlighted the toolkits for direct download: (1) Open Call Toolkit for SMEs and Large Businesses, (2) Open Call Toolkit for New Cities, (3) Become a Pilot City, and (4) Get Support. The final box directly redirected the reader to the support page with all the tools centralised that helped applicants to ask questions to the SynchroniCity team and get replies or being in contact with other potential applicants to form consortia through the Connect section.

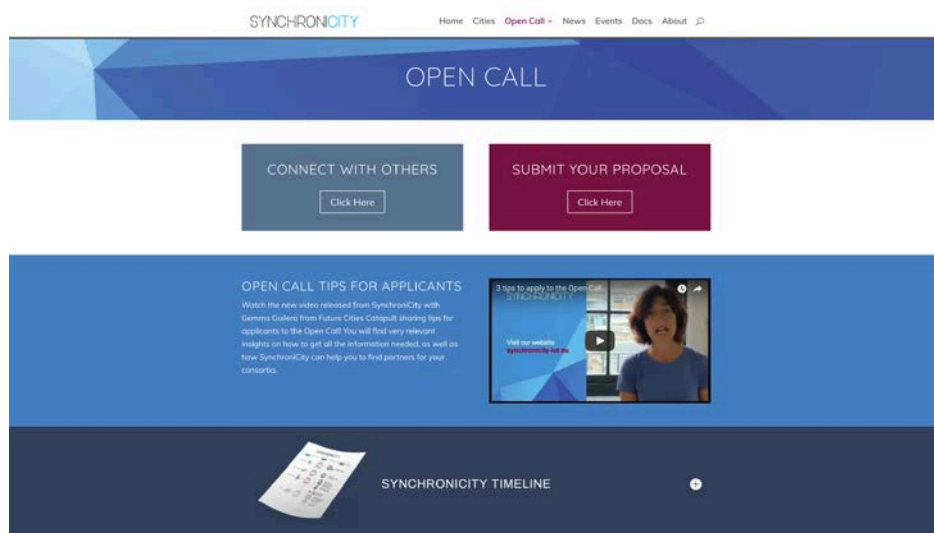


Figure 20 Open Call entry page

One of the most important sections of the website was constituted by the technical framework page, where the full set of information about the SynchroniCity architecture and data available in each Reference Zone was provided. This section was necessary to enable the potential applicants to understand the level of implementation of the SynchroniCity architecture in each of the Reference Zones. Applicants could also gain a better understanding of datasets available and information on the themes and challenges selected by each city so they could create their propositions and decided the locations where they would like to pilot in.

News about the open call, as well as participation in events was posted in the website by following a specific news calendar (as described earlier under 1.2) shared with all partners through an excel file on the SynchroniCity Gdrive. The idea was to enable each partner to contribute to the news calendar by adding relevant content, and by indicating networking activities they would perform in the upcoming weeks from June to September 2018 (a specific document template was provided for this). The file worked well with the cities in terms of sharing information about the open call launch events and the city clinics. In the plan, we decided to post at least twice per week news and events in relation to the SynchroniCity open call within this specific timeframe. In total the SynchroniCity team posted 50 news items on both the website and social media channels, specifically focused on the open call from February until September 2018. Below you can see an extract of the news calendar in the month of June 2018, where the frequency of news items highlighting the open call is clearly shown. This calendar excerpt is just one of many examples of the communication activities performed.

Level of priority	Title	Date (in case of events)	Links	Date of publication	Related Partner/Institution/Project	Website	Facebook	Twitter	Newsletter
1	Antwerp Smart City ambition at the IoT Convention	June 6	https://www.convention.be/en/program	June 5	Antwerp		x	x	
1	The Open Call is launched!	June 5	https://synchronicity.eu/open-call	June 5	All		x	x	
1	Join SynchroniCity at the IoT Week 2018 in Bilbao and in the IoT4SCC Joint Workshop N	June 7	http://the-smart-cities.eu/Community	June 5	All		x	x	
1	SynchroniCity Open Call Webinar	June 12	https://www.eventbrite.co.uk/e/iot-open-call-launching-event-in-milan	June 4	All		x	x	
1	Open Call Launching Event in Milan	June 19	https://www.eventbrite.co.uk/e/iot-open-call-launching-event-in-milan	June 5	Milan		x	x	
1	Come and join us at booth S18 at the IoTWeek2018	June 5		June 5	All		x	x	
1	IoTWeek2018 open ceremony and SynchroniCity Open Call	June 5		June 5	All		x	x	
1	Last Day at IoT Week 2018, register for the webinar	None	https://www.eventbrite.co.uk/e/iot-open-call-launching-event-in-milan	June 7	All		x	x	
1	Gemma Guilders presenting SynchroniCity Open Call at IoTWeek2018	June 7		June 7	All		x	x	
1	Gemma presenting the open call at the Create-IoT workshop	June 7		June 7	All		x	x	
1	Collaboration within U4IoT and SynchroniCity at IoTWeek2018 for helping cities to co-c	June 7		June 7	All		x	x	
1	Monthly Open Call Webinar: stay tuned for the dates!	None		June 11	All		x	x	
1	Open Call Launching Event in Porto	June 19	https://open-call-synchronicity.eu/en	June 12	Porto	x	x	x	
1	Second Monthly Open Call Webinar: list of dates and new eventbrite link	July 19		June 14	All		x	x	
1	Results from the IoT Week 2018 for SynchroniCity	None		June 15	All	x	x	x	x
1	NG4EU in Porto	September 13	https://ng4eu.eu	June 20	Porto, All	x	x	x	x
1	Results from the first webinar	None		June 21	All	x	x	x	x
1	The SynchroniCity newsletter is out!	June 21		June 21	All	x	x	x	
1	Open Call launching event in Santander	June 29	https://www.eventbrite.co.uk/e/iot-open-call-launching-event-in-santander	June 22	Santander	x	x	x	
2	Milan at the SMAU Berlin presenting SynchroniCity	June 15	http://www.smau-berlin.net/program	June 25	Milan	x	x	x	
1	Register for the Open Call Clinic with Porto Municipality!	July 3	https://www.eventbrite.co.uk/e/iot-open-call-clinic-with-porto-municipality	June 26	Porto		x	x	
1	Dates of the Open Call Clinics with our Cities have been announced!	None	https://synchronicity.eu/open-call-clinic-with	June 26	All	x	x	x	
1	Open Call Clinic with Milan	July 4	https://synchronicity.eu/open-call-clinic-with-milan	June 27	Milan		x	x	
1	Open Call Clinic with Antwerp	July 5	https://synchronicity.eu/open-call-clinic-with-antwerp	June 28	Antwerp		x	x	
1	Open Call Clinic with Manchester	July 9	https://synchronicity.eu/open-call-clinic-with-manchester	June 29	Manchester		x	x	

Figure 21 SynchroniCity News Calendar June 2018

Every week, we shared one news item with the IoT LSPs Activity Group 8 on Communications, which was mainly aimed at promoting the open call.

In terms of results, the open call page on the SynchroniCity website alone has attracted in total 11.615 visitors in the time from 15 June 2018 to 30 September 2018.

3.2.2 Open Call Section in the Newsletter

Since March 2018, SynchroniCity sends out a monthly newsletter to its subscribers (currently 483 contacts) and a specific section at the beginning of the newsletter has been reserved to news from the open call team.

In the first newsletter in **March** we announced the open call and the presence of the SynchroniCity booth at the upcoming IoT Week 2018 in June in Bilbao. We also included the possibility for potential applicants to contact us directly from the newsletter if they had any queries or required further information about the open call.

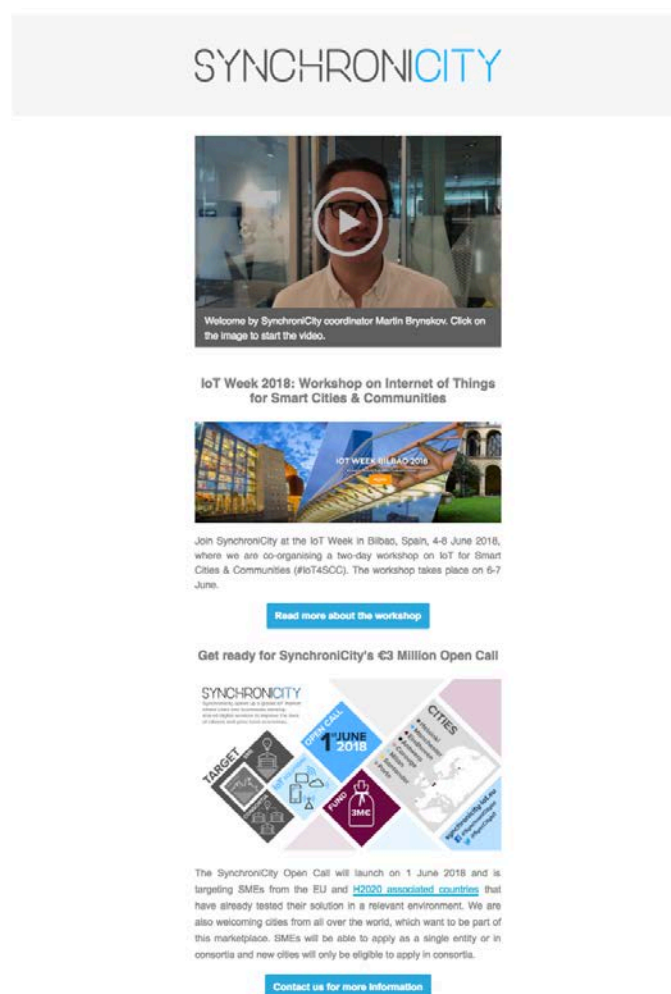


Figure 22 March Newsletter: Open Call is Coming!

In the second newsletter in **April**, the open call section was focused on showing the benefits of the open call to potential new cities interested in joining SynchroniCity via the open call. The newsletter thus included the relevant steps for cities to apply for the open call. Moreover, a video from Gemma Guilera, coordinator of WP5 and the open call, was produced and shared both on the website, and on the respective social media channels. The video provided initial information on how to apply for the open call. It was aimed at engaging all pre-defined target groups of the SynchroniCity open call – SMEs, cities and large businesses.

Are you a city and want to join SynchroniCity?



Figure 23 April Newsletter: Focus on New Cities

In the May edition of the Newsletter, we focused on the launch of the open call at IoT Week 2018 in June in Bilbao in order to attract as many participants as possible, who are interested in getting detailed information during the specific session and at the SynchroniCity exhibition booth at the event.

SYNCHRONICITY

SynchroniCity launches open call at IoT Week

SynchroniCity opens up a global IoT market where cities and businesses develop shared digital services to improve the lives of citizens and grow local economies. For this reason, SynchroniCity will launch a [3M€ open call](#) on 1 June 2018 that will offer the opportunity of demonstrating mature IoT-enabled solutions across Europe and beyond. The open call is looking for SMEs, cities, and large businesses that would like to be part of this new emerging community.

On 7 June, the SynchroniCity team will present details of the open call in a [dedicated session](#) during IoT Week Bilbao 2018 and on 12 June a webinar will be organised for those who missed the SynchroniCity presentation in Bilbao. [Register now](#) for the webinar and learn more about how to get involved.

[Join us @ IoT Week](#)

Figure 24 May Newsletter: Focus on the Open Call Launch in Bilbao

In **June, July and August** we held 3 different webinars open to anyone interested in applying for the €3M open call. The main aim of the webinars was to provide detailed information about the open call and the application process. During the webinar, it was possible for participants to ask questions directly to the SynchroniCity team. Additionally, the SynchroniCity team provided applicants with the opportunity of attending multiple open call city clinics (online and physically) in the 8 Reference Zones. Webinars have been recorded and videos have been included in the newsletter. In addition, interviews with the cities have been published in the SynchroniCity website, as well as in the newsletter and through our social media channels, to attract more companies and cities to register to the following webinar sessions and city clinics, and to provide information for the interested potential applicants who could not join the previous clinics and webinars.

Open Call City Clinics: Here to help



Arthur Noordhoek shares his insights from Eindhoven's first open call clinic for potential open call applicants. From what he's heard he's optimistic, but encourages SMEs to check the city cards before coming to the next clinic. [Read the full interview here.](#)

How to certify TRL and what agreements to sign when: Milan supports potential applicants in one-on-one sessions. Chiara Bresciani has a few more tips before you sign up for the next clinic in Milan. [Find them here.](#)





It is important for companies to understand the 'Custom Stacks' trend when building their proposals, and that each proposed solution must clearly solve an identified city problem. Find out the other tips from [Porto's Paulo Calçada here.](#)

Register for the upcoming city clinics

Figure 25 June/July/August Newsletter: Focus on Webinars and City Clinics

In the September edition of the newsletter, we included the announcement that the open call deadline was upcoming in 10 days, as well as two videos from Gemma Guilera (open call and WP5 lead) and Geoffrey Stevens (Cities Forum Coordinator) both from SynchroniCity partner Future Cities Catapult. In these videos, they explained how to find all relevant information on the website for applying to the open call. More information and statistics about these videos can be found in Section 3.2 of this document. In this newsletter, we also inserted the recorded video from the last the SynchroniCity webinar focused on the open call, and two interviews with Carouge and Manchester with tips for potential applicants. The videos were recorded and produced during the city clinics organized by the cities.

Open Call Tips for Businesses

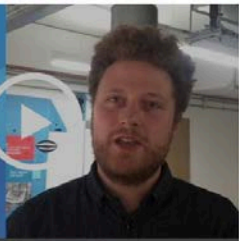
Are you an SME or a large business preparing a proposal for our open call? Then watch our latest video with Gemma Guilera from Future Cities Catapult to get tips for your application.




Click on the image above to start the VIDEO

Open Call Tips for Cities

Are you a city representative who would like to apply for the SynchroniCity open call? In the video below, Geoffrey Stevens from Future Cities Catapult shares his tips!

Click on the image above to start the VIDEO

Figure 26 September Newsletter: Focus on Supporting Applicants

3.2.3 Social Media Presence

In terms of social media, SynchroniCity operates accounts on both Facebook and Twitter.

As a result of the shared news calendar work, and the planning with all the partners (as described in detail in Section 3.2.1), the interest around the SynchroniCity open call on our social media accounts, especially on Twitter, was significant and the numbers of followers and likes grew constantly every week. In the last week of the SynchroniCity open call alone, where we focused on promoting the upcoming deadline of the open call on 30 September 2018 at 17 CEST, we earned 5.127 impressions on Twitter, and during the whole month of September, we earned 50.300 impressions. These results are significant considering that they were achieved organically, i.e. SynchroniCity does not invest budget in promoting posts on Twitter.

Your Tweet activity

Your Tweets earned **5,127 impressions** over the last **week**

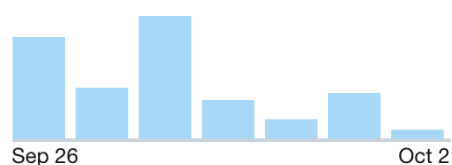


Figure 27 SynchroniCity impressions on Twitter during the last week of the open call

In total over a period of 91 days, from 1 June until 30 August 2018 we earned 131.600 impressions on Twitter in general, and most of these results are related to tweets focusing on the SynchroniCity open call, as this was the main message communicated during the first phase of the project.

Your Tweets earned **50.3K impressions** over this **28 day period**

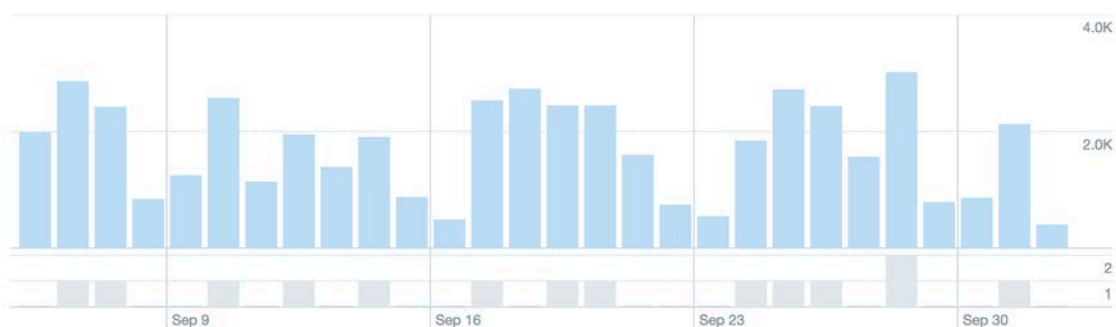


Figure 28 Twitter impressions in the month of September focused on the open call

It is also interesting to see that the top 3 tweets in terms of impressions were focused on the open call launch in general, and specifically on the launch event in Santander. These were also focused on the needs and challenges of Antwerp that applicants could propose solutions for. Details in the figure below.

SYNCHRONICITY	SynchroniCity @SyncCityIoT · Jun 22	11,310	43	0.4%
	Do you want to test your #IoT solutions in #Santander ? Join the team on 29 June for the #opencall launching event and get more info on how to apply by 30 September! Please register here eventbrite.es/e/registro-pre... pic.twitter.com/HtJZj1DG3U			Promote
SYNCHRONICITY	SynchroniCity @SyncCityIoT · Jun 1	8,099	122	1.5%
	We have launched today our 3M€ #opencall for #SMEs , #cities and #largebusiness . More info here synchronicity-iot.eu/open-call/ . You can apply until 30 September! pic.twitter.com/RcVZ0d7PUg			Promote
SYNCHRONICITY	SynchroniCity @SyncCityIoT · Jul 30	7,702	97	1.3%
	The city of #Antwerp is looking for solutions helping to achieve a 50/50 modal transportation in the region by 2030 and to be climate-neutral by 2050. Propose your #IoT solution to support the city to reach these goals! Register for an #opencall clinic: eventbrite.be/e/synchronicity... pic.twitter.com/wqz7Nosy1			Promote

Figure 29 SynchroniCity Top Tweets

The numbers above mentioned demonstrate a significant result as the open call has received 133 applications which is considered within our initial target. In addition, statistics from the open call have shown that Santander and Antwerp were the preferred locations where applicants would like to pilot their solutions in. This clearly demonstrates the effectiveness of the open call dissemination activities.

On our Facebook account numbers are lower as in general it proves to be more challenging to involve our target audience for the open call - businesses and cities - through this channel. In fact, we have in total 183 followers on our Facebook page and about 50 of them joined us from June 2018 onwards. It is more difficult to have interactions on posts on Facebook, especially about the open call, as companies and cities are usually less using Facebook as a main social media channel, while they have a stronger presence on Twitter, as demonstrated by the numbers showed above. In the next phase of the project, we will use more Facebook in order to involve citizens in contributing to the pilots, thus increasing the impact of the project.

3.2.4 Webinars

At the beginning of the project, SynchroniCity estimated the organisation of 2 webinars for the potential applicants of the open call. Since the first webinar was held, it became clear for the core WP5 team that more support would be needed during the period from June until September 2018. For this reason, we decided to organise 4 webinars in total, one for each month (respectively on 12 June 2018, 19 July 2018, 27 August 2018, 12 September 2018). The webinars were promoted through our website, social media channels and during international events (mainly the co-creation workshop in Carouge in May 2018, IoT Week 2018, OLLD2018, etc.).

After getting feedback from potential applicants on the need to engage directly to cities in order to create strong propositions for the open call, the last webinar was dedicated to enabling these engagements. During the Webinar, the Reference Zones had time to pitch to the targeted audience and inform them about their priorities and key challenges. Applicants were also able to ask questions to the cities directly about data availability, their levels of implementation of the SynchroniCity technical framework, among others.

All the webinars were recorded and videos uploaded to the SynchroniCity Youtube channel. The videos have also been shared in the news section of the monthly newsletters, as well as posted on

social media. Questions and answers from the webinars have been recorded and included in the FAQ uploaded on the [SynchroniCity website](https://synchronicity-iot.eu/support/faq/) [Link: <https://synchronicity-iot.eu/support/faq/>]

We reached the following results through the four webinars:

- June: 102 people, page views to the Eventbrite page: 611
- July: 25 people, page views to the Eventbrite page: 345
- August: 12 people, page views to the Eventbrite page: 184
- September: 38 people, page views to the Eventbrite page: 138

Regarding the views of potential applicants to the four videos from the webinars published on our Youtube channel [Link: <https://www.youtube.com/channel/UCycIOAj8BO1KUS0pTOiCMNQ>], most of the interest has revolved around the first video that was published in June, with 191 views. The 4 videos have – in the months from July to September – been viewed between 30 and 50 times.

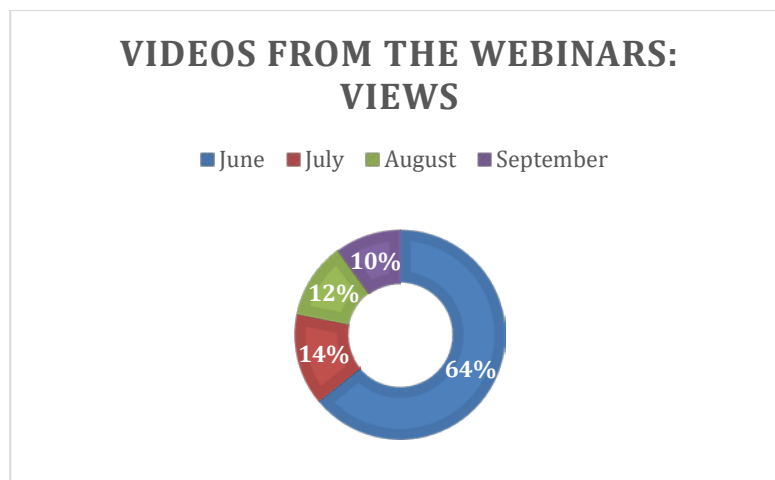


Figure 30 Videos from the webinars: statistics on views

3.2.5 City Clinics

In parallel to the webinars, the SynchroniCity team has collaborated with the 8 Reference Zones to organise a set of so-called “City Clinics”. The Clinics were one-two-one meetings – physical or online – in which potential applicants could ask specific questions directly to the cities. The objective was to support SMEs, new cities and large businesses and to provide them with more information about specific needs and challenges of each city they would like to collaborate with. Also to enable these stakeholders to and ask administrative and technical questions directly to the municipalities. In total, the 8 reference zones hosted 27 City Clinics.

Each city organised up to 4 meetings in the period between July and September 2018. This activity, which was originally not planned in the DoA, was decided to be provided to the potential applicants after the first webinar was held in June. From this webinar, it was clear that cities needed to directly address specific questions from potential applicants. This proposal was first discussed internally among the core WP5 team, including the coordinator, and then with the Reference Zones.

All internal stakeholders agreed on dedicating their time to this additional activity. All cities contributed and the specific time slots, along with the provision of key contacts from each city involved in the organisation and delivery of the meetings. The registration links for the events were included in our website under the Support sub-section of the open call webpage [Link: <https://synchronicity-iot.eu/open-call/support/clinics/>]. Information has been constantly updated

and the City Clinics have been promoted on both of SynchroniCity's - as well as the partners' - social media channels on a weekly basis. The top tweet about the open call city clinic was posted on 30 July 2018 and focused on providing information about the needs and challenges of the city of Antwerp, along with promoting the clinic of 14 August 2018. This single tweet got 7.700 impressions, as the image below demonstrates.

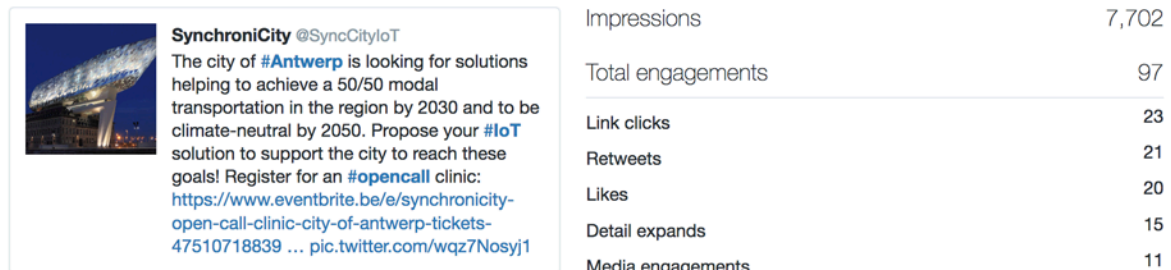


Figure 31 City Clinics and the Top Tweet: Antwerp

A set of interviews with each of the SynchroniCity Reference Zones was carried out by the communications team in order to promote the results of the city clinics and to provide some tips to potential applicants of the open call. All interviews were published on our website under the news section (<https://synchronicity-iot.eu/news/>), as well as promoted through the SynchroniCity newsletters and on both Facebook and Twitter. Below we report some quotes from the interviews, to show the relevance of this activity both for the open call and the cities especially in terms of overall communications of the SynchroniCity project.

Paulo Calçada from Porto: *"Companies that participated in the first open call clinics really understand the open call as an opportunity to further develop and demonstrate their solutions in the city's context, but also to find a new unexplored market that is eager for innovation. Some solutions that were presented are already solving someone's problems. So there is a great potential to solve our citizen's challenges as well but on a larger scale. The companies that attended the first clinics were pretty much trying to understand the value that their solutions can bring to Porto, and exploring how their solutions can fit our city's challenges and benefit from the SynchroniCity platform and ecosystem".*

Elizabeth Baker from Manchester: *"We are very excited by the interest generated in Manchester and the solutions potential applicants wish to pilot. Applicants have shown interest in providing the city with services such as people counting or air quality analytics, traffic-flow management and surface water runoff sensing".*

Emilie Couwenberg from Antwerp: *We've organised two clinics so far. During the two clinics, we talked to several interested SMEs. But we are also constantly receiving e-mails from other companies that are interested to implement their solutions in the city of Antwerp. The clinic allows for an in-depth conversation: Each SME had around 20 minutes to present their project. Then we talked about the questions they had. We had a good impression of the participants: The solutions of the SMEs were spread over the all open call challenges - from mobility, environment and waste management, to data platforms".*

Arthur Noordhoek from Eindhoven: *"Several representatives from Dutch SMEs have attended the first open call clinic in Eindhoven. They all support different stakeholders in the smart city to improve the process with a broad variety of IoT-enabled services. From this first, direct encounter with the potential applicants, I'm optimistic about the services that the SMEs have developed. We look forward to further scale up some of these services in Eindhoven and the other partner cities".*

Laurent Horvath from Carouge: *“The solutions proposed are very creative and pragmatic. There is a major difference discussing with start-ups or SMEs. The SMEs already sell their services or their products and they know what is required to get their system up and running. On the other hand, it is quite a challenge to implement a solution in two or more cities. I've also noticed that some of them are reconsidering their participation because the deployment of IoT devices is not financially covered by the open call”.*

Kaisa Sibelius from Helsinki: *“We have received several inquiries from companies. What's surprising for us is that quite many of the companies are coming from outside of Finland. The companies are evaluating core piloting cities and looking for piloting opportunities in different cities. It's also interesting to see that until now we see more interest from SMEs and companies that are data providers rather than data users. And it surprised us that FIWARE has been unfamiliar to most of them”.*

Juan Echevarria Cuenca from Santander: *“The clinic attendees brought clear and defined ideas. The majority of them had also brochures and presentations of their products. This gives us the idea that they have understood perfectly the level of development we request for a proposal. At the latest city clinic in Santander, we had attendants not only from Santander but also from neighboring municipalities and even from nearby regions, which shows the big interest in the project at the national level”.*

3.2.6 SynchroniCity Forum

An online forum was set up in June 2018, which was accessible by entering the SynchroniCity website under the “Support” section of the open call webpage [Link: <http://forum.synchronicity-iot.eu/>]. The forum was not used extensively by applicants. During the process, it became clear that applicants preferred to ask more specific and detailed questions via the helpdesk system (as explained in detail in section 2.9). In total, we received 20 specific questions through the forum. Every time a new question was received, the partner in charge of the rotational system for that specific week replied to it online. The core WP5 team updated the FAQ (Frequently Asked Questions) system and sent it to the SynchroniCity communications team so it could be uploaded on the website. We promoted the use of the online forum both during the four SynchroniCity webinars focused on the open call, through our website (news section), and in our social media channels. However, potential applicants continued to address questions to the helpdesk instead of making use of the forum. This might relate to the fact that in many cases the questions asked were confidential and focused on the services applicants could offer and deploy in the Reference Zones. For these reasons, the applicants preferred to use the helpdesk, as in the Forum, questions would be publicly available..

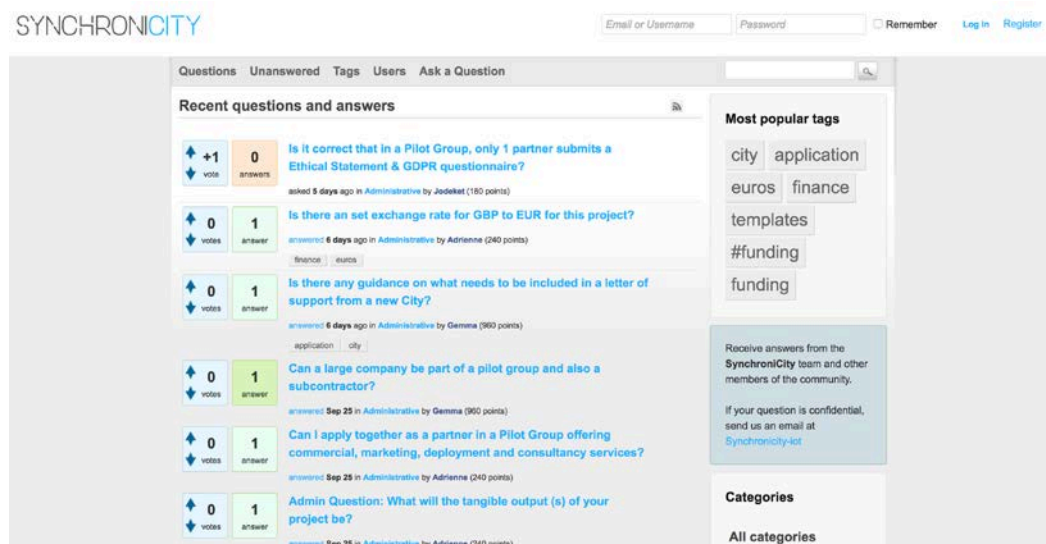


Figure 32 SynchroniCity Online Forum to Support the Open Call

3.2.7 SynchroniCity Helpdesk

The SynchroniCity helpdesk was set up in June 2018 to enable potential applicants to ask confidential questions to the SynchroniCity team. All questions have been stored and tracked through the online “Zoho” helpdesk platform. In total, the SynchroniCity WP5 core team replied to 798 tickets within 4 months.

The team was able to provide efficient and effective responses. Every two weeks a team comprised of three people was responsible for addressing administrative, technical and privacy related questions posed by potential applicants. The team responsible for replying to the tickets checked questions twice a day in order to be able to reply to everybody at the same time. The usage of the helpdesk has been promoted by the SynchroniCity communications team through the website, webinars, and by using our social media channels from June to September 2018.

3.2.8 Promotion through Online Networks

The open call has been announced via multiple networks and channels selected at the beginning of the project by the communications team. The list of networks and channels is constantly updated thanks to the help of all the SynchroniCity partners. A full list of online networks and channels is provided below:

- Open & Agile Smart Cities
- European Network of Living Labs
- CDTI (Spanish national contact points and Ministry)
- Steering committee of the NESSI initiative and NESSI channels
- Big Data Value Associations (BDVA)
- Ideal-IST network
- IoT Forum
- IoT Tribe
- Celtic-Plus
- Startup Europe Partnership
- Enterprise Europe Network (EEN)
- ICT NCP network/Ideal-ist
- EIT Digital

- PLANETIC
- FIWARE Ecosystem
- Alliance for Internet of Things and Innovation (AIOTI)
- World Bank Group
- EBN
- European Young Innovators Forum (EYIF)
- Watify
- SMAU network
- Assolombarda Milan
- Invest Northern Ireland
- Sustainable Nation Ireland
- Climate-KIC Accelerator Programme (Birmingham)
- Oxygen Accelerator
- Innovation Birmingham
- Birmingham Chamber of Commerce
- Sussex Innovation Centre (University of Sussex)
- West of England Local Enterprise Partnership
- Acceler8me
- Cardiff Business Council
- Ignite Accelerator
- Up Accelerator (Up Ventures Group)
- Exeter City Futures
- Institute for Future Cities
- Business and Innovation (University of Glasgow)
- Scottish Enterprise
- CENSIS
- Social Impact Accelerator (FSE Group)
- ODI Startup Accelerator (Leeds)
- The Crucible Project (The Innovation Centre - De Montfort University)
- Level39
- Pi Labs Accelerator (Property Innovation Labs)
- StartupBootCamp IOT | Connected Devices London
- Bethnal Green Ventures
- Ignite Accelerator (London)
- WiderPool
- Digital Greenwich
- Wise Programme (Innovation Warehouse)
- Dreamstake
- Wayra UK (Telefonica)
- Geovation (Ordnance Survey)
- Enterprise Europe Network (Newable)
- Knowledge Transfer Network
- Imperial Innovations
- Greater Manchester Chamber of Commerce
- Pioneer 10
- Transport System Catapult
- South East Midlands Local Enterprise Partnership (LEP)
- Ignite Accelerator (Newcastle)
- D2N2 Growth Hub
- Internet of Things Alliance
- ARTEMIS
- Brainport Eindhoven
- TU/e
- Future Media Lab
- Eindhoven Startups

- Office-S
- Founded by All
- Creative Ring
- Automotive Campus
- Hightech Campus
- SmartWayz.NL
- E52
- TNO
- CLICKNL
- Sorama
- ViNotion
- Ominess
- From AtoB Public Design
- Van Berlo
- Idesign
- mvavd
- TU/e Innovation Spaces
- Startup City Brain
- Porto Digital
- TICE Portugal
- UPTEC
- Porto Design Factory
- Invest Porto
- Startup Portugal
- Portugal Ventures
- Anje
- Founders Founders
- Porto I/o
- University of Porto
- Scale-up Porto
- Invest Braga
- Startup Lisboa
- Opolab
- Urbact
- Caixa Capital
- ANI - agência Nacional de Inovação
- AEP
- Sonae - inovação
- Fraunhofer Portugal
- Vodafone Power Lab
- AMP - Área Metropolitana do Porto
- Startup Pirates
- Beta Capital
- CCDRN
- Startups.be
- Internet of Things Belgium
- StartupVillage
- Startup Sauna accelerator
- Hardware Start-up Helsinki
- Office de promotion industrielle de la Ville de Carouge
- On every SynchroniCity partner mailing list and networks

3.2.9 Videos

In total, we have provided 5 short SynchroniCity videos around the open call, along with the videos produced by the Coordination and Support Action (CSA) Create-IoT during the IoT Week in Bilbao in June 2018. The videos produced by CreateIoT are available on the EU IoT LSP website. [Link: <https://european-iot-pilots.eu/video-interviews-iot-large-scale-pilots/>]. The videos have been produced to both attract applicants to the open call, and to provide more information to companies and cities interested in applying. The videos contained also tips on how to best apply for the open call. The 5 videos were uploaded on the SynchroniCity Youtube channel [Link: <https://www.youtube.com/channel/UCycIOAj8BO1KUS0pTOiCMNQ>] and were shared through our social media channels, as news on our website and via the monthly newsletter. The five videos produced by SynchroniCity were viewed 443 times.

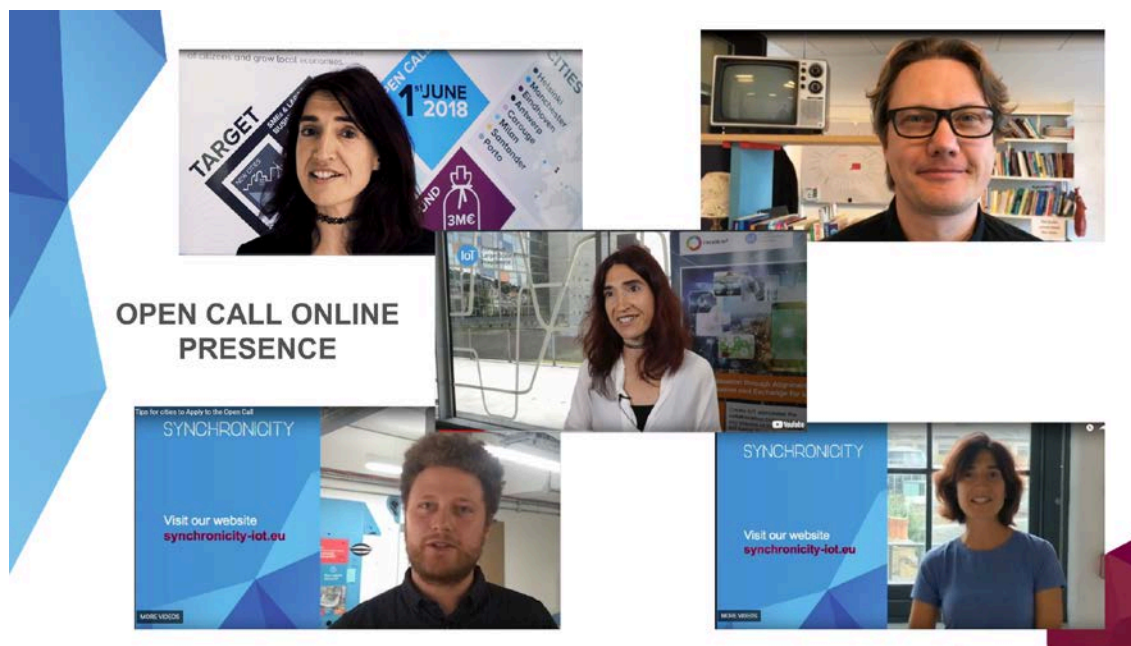


Figure 33 SynchroniCity Videos about the Open Call

4 Lessons Learnt

Disseminating and promoting the SynchroniCity open call has been an extensive work that has requested considerable time and effort from all partners of the project. First of all, it has required alignment with the core WP5 team through weekly meetings in order to co-create the messages that to be conveyed to the pre-defined target audience. The main effort has been spent on creating the open call webpage and its related sub-sections, as well as promoting the open call both online and offline through events, webinars, city clinics, and the other tools that have been explained in this document. The communications guidelines, in terms of styles and messages to be communicated to the target audiences, have been shared with the core WP5 team in order to use them when providing support to the potential applicants through the open forum, the helpdesk system and via the FAQ.

The main takeaways of these activities are:

- organising an open call in the summer period has proven to be a difficult, yet manageable task. It has been a challenge to keep the relevant target groups engaged between July and August. The efforts required to promote such an open call worldwide through different channels while guaranteeing the quality of the proposals should not be underestimated.
- it is crucial that the core team working on the open call is coordinated and agrees on the messages to be communicated to the pre-defined targeted audiences in order to guarantee consistency. These messages should also be shared widely with the entire consortium to avoid any confusion among the applicants.
- having a news calendar shared with all partners is an important tool to collect news and events to support the promotion of the open call.
- the mapping exercise of external networks and channels was indispensable to increase the reach of the dissemination of the open call to the relevant targeted audiences. The networks and channels need to be selected based on the main target audience of the open call.
- To enable potential applicants to create strong propositions, providing information about the technical aspects of the open call, including the technical framework and available datasets in a digestible format is as important as providing information on administrative processes.
- webinars recorded and shared online are a good tool to activate the target groups, but providing the possibility of one-on-one online calls and meetings with the cities is important to receive applications that are focused on the needs of the cities, and relevant for the community.
- The role of the Cities Forum and the Cities Forum Coordinator was extremely valuable to guarantee the engagement of the cities and their alignment with the open call aims. It was also an important instrument to enable the communications and WP5 teams to gather the required information from the cities to inform the potential applicants.
- Twitter proved to be an ideal channel to involve businesses and cities alike on social media. Facebook will be more relevant when targeting citizens in the next phase of the project.

Having received 133 applications with a wide geographical spread and attracting 45 new cities interested in joining SynchroniCity is a clear sign demonstrating that the dissemination and communication activities performed have been effective and targeted.

5 Conclusions and Next Steps

The SynchroniCity open call has received in total 133 applications. The dissemination and communication activities performed in the past months have been effective in achieving our goal of getting more than 100 applications. The entire communications team has collaborated very well with the core WP5 team, as well as with the 8 Reference Zones in order to achieve this outstanding result.

The open call closed on 30 September 2018 and the winning applications will be announced at the end of November 2018. Within these two months, the communications team will work closely with the WP5 core team to create new content related to the selected pilots selected b.

Next steps that we envision are:

- drafting a new strategy and a plan for disseminating the open call results (thus providing detailed statistics about the number of applications received, new cities involved, geographical distribution of lead applicants, how many times the Reference Zones have been selected to participate in the proposals, etc.). This activity will be agreed with the core WP5 team and the SynchroniCity coordinator
- preparing contents to be published on the website in a new menu section called pilots, which will include both a presentation of the new use cases coming from the open call (WP5) and the results from the internal use cases (WP3)
- supporting the consortium to communicate and promote the activities performed by the different pilots (participation to events, co-creation activities, etc.) through the SynchroniCity website and social media channels, as well as opening up a blog to involve the external target audience to get more information about the project and the activities performed
- to use LinkedIn as main social media channel, together with Twitter, to promote the results coming from the open call pilots
- to ensure sustainability of the pilots by providing dissemination and communication support beyond the end of the project after 2019

Some of the activities included in the next steps have already started in October 2018 and will run until the end of the project, and onwards. A specific task force around communications is being set up in order to have all the core partners contributing to it by sharing content related to mainly the technical work performed, sustainability of the project and results achieved with reference to the KPIs, in a continuous way throughout this extensive timeline.