

SYNCHRONICITY

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Executive Summary

This document reports on the website developments and achievements during the first half of the SynchroniCity project duration, as well as it provides an overview of two different versions of the marketing materials used in the communications and dissemination activities. The report has been prepared mainly by Francesca Spagnoli (ENoLL), with the support of Zsuzsanna Bodi (ENoLL) and Leidy Vanessa Enriquez (ENoLL).

The SynchroniCity website in the last 18 months has been re-designed and improved consistently in order to serve as a relevant tool for promoting the SynchroniCity open call in the first place, and to serve as a dissemination channel for presenting the pilots and their results in the following 18 months. The plan for the update of the SynchroniCity website is divided in three main phases:

- Phase 1: open call section and pilot preparation period (from May 2018 January 2019): design and development of the full open call webpage and its related sub-sections, as well as aesthetic touch-up, making the website reflecting the updated visual identity, focus on vision.*
- Phase 2: pilots running (from January 2019 until October 2019): focus on running pilots*
- Phase 3: afterlife (from November 2019 until end of the project): focus on outcomes, learnings, maintenance and sustainability of the website.*

At the current stage, we are in Phase 1, where the open call section has been finalised and actively promoted through the SynchroniCity main social media channels.

The promotional materials have been undergoing a complete revision as well, including a new visual identity, following the marketing and communication strategy and plan previously developed in D6.8 Website and marketing materials (M3), and the first update of the visual identity as presented in D6.10 1st report on communication, dissemination and marketing activities (M13).

Abbreviations

D	Deliverable
EC	European Commission
WP	Work Package
WT	Work Task

Contents

1	SynchroniCity Visual Identity	6
1.1	First version of the visual identity	6
1.1.1	Fonts	6
1.1.2	Colours	6
1.1.3	Logo	7
1.1.4	Icons and graphic elements	8
1.2	Second version of the visual identity	9
1.2.1	Fonts	9
1.2.2	Colours	9
1.2.3	Logo	10
2	Website updates and finalisation	11
2.1	Website first version	11
2.1.1	Home page and about	11
2.1.2	Participating cities	12
2.1.3	News	13
2.1.4	Events	13
2.2	Website second version	14
2.2.1	Home page and about version 2	14
2.2.2	Participating cities version 2	14
2.2.3	Open Call Webpage	15
2.2.4	Docs	20
2.3	Website final version	21
2.4	Website statistics and results	23
3	Marketing materials	24
3.1	Marketing materials for general purposes	24
3.1.1	Powerpoint templates	24
3.1.2	Word template	25
3.1.3	Flyer	25
3.1.4	Roll-up	26
3.1.5	Dynamic banner	29
3.1.6	Business cards	29
3.2	Usage of marketing materials	30
3.3	Marketing materials: next steps	32
4	Social media	34
4.1	Twitter	34
4.2	Facebook	34
5	Conclusions and next steps	35
	Annex 1 – Powerpoint template version 1	36
	Annex 2 – Powerpoint template version 2	37

List of Figures

Figure 1	Fonts - Version 1	6
Figure 2	Options for colour combinations - Version 1	7
Figure 3	White Logo – Version 1	7
Figure 4	Other colour options on white background	7
Figure 5	Other colour options on coloured backgrounds	8
Figure 6	Icons	8
Figure 7	Full set of the graphic elements	8
Figure 8	Fonts – Version 2	9
Figure 9	Options for colour combinations - Version 2	10
Figure 10	White Logo - Version 2	10
Figure 11	Black logo - Version 2	10

Figure 12. Overview of the website structure	11
Figure 13. About.....	12
Figure 14. Cities	12
Figure 15. News	13
Figure 16. Events	13
Figure 17. Home page - Version 2	14
Figure 18. Participating Cities – Version 2	15
Figure 19. Wireframe Open Call page navigation	16
Figure 20. Open Call entry page – Version 2	17
Figure 21. SynchroniCity access to Sandbox.....	18
Figure 22. SynchroniCity current implementations in Core Pilot Cities	19
Figure 23. Become a pilot city	20
Figure 24. Docs webpage	21
Figure 25 Website homepage – Version 3	21
Figure 26 Figure 18. Participating Cities – Version 3	22
Figure 27 Open Call entry page – Version 3	22
Figure 28. Powerpoint template version 1 white	24
Figure 29. Powerpoint template version 1 light blue	24
Figure 30. Powerpoint template version 1 red.....	25
Figure 31. Word template.....	25
Figure 32. Flyer for promoting the Open Call	26
Figure 33. Roll-up version 1	27
Figure 34. Roll-up version 2	28
Figure 35. Dynamic banner	29
Figure 36. Business card front	29
Figure 37. Business card back	30
Figure 38. Twitter account.....	34

1 SynchroniCity Visual Identity

1.1 First version of the visual identity

The first version of the SynchroniCity visual identity has been provided by the external communications agency Vandejong, subcontracted by Aarhus University in order to provide the necessary expertise for the generation of communication materials, including visual identity and branding, a web site, flyers, roll-up, brochures, other marketing materials and videos.

The first version of the visual identity has been included in a general design guide released on 8 February 2018. This has presented a common graphic style to be used in both the website, powerpoints, word templates and in all marketing materials, such as posters, flyers, roll-ups, business cards, etc. Fonts, colours and a revision of logos have been also provided together with the definition of the full visual identity.

1.1.1 Fonts

We have decided to use the font “Archivo bold” for the titles. It is angular so it gives more contrast to the rounded logo of SynchroniCity and as the font is quite bold it gives the website more body. We then selected Arial for the body texts. It looks sophisticated and is very easy to read online. It is also free to use so every partner will have access to it.

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890(,.;:?!@*)

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890(,.;:?!@*)

SYNCHRONICITY
[HEADER] TITLES

Figure 1 Fonts - Version 1

1.1.2 Colours

To give the SynchroniCity identity a fresh and contemporary feel, we chose to use a brighter tone of blue. After some colour studies we decided to complement the blue with a contrasting maroon to add hierarchy. To complement the palette, we chose grey tones for backgrounds and texts. A full set of options for colour combinations has been provided as well.

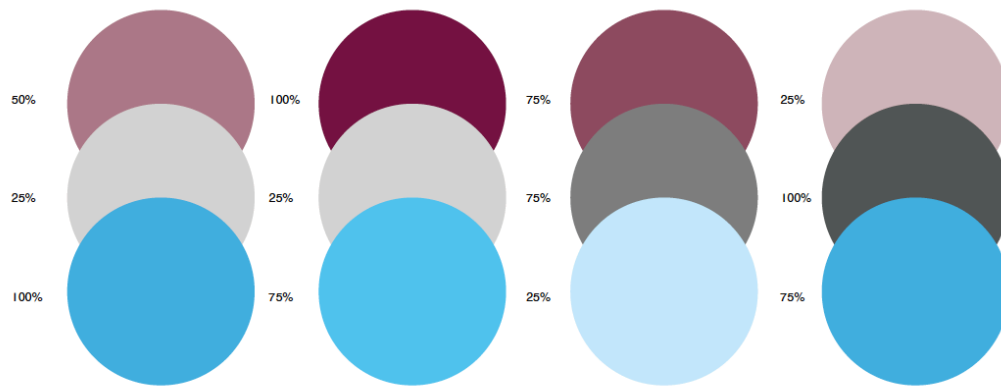


Figure 2. Options for colour combinations - Version 1

1.1.3 Logo

To respect the identity of SynchroniCity, we decided to use a logo with the new blue tone on a white background. Other three options with different colour combinations and styles have been designed by the professional communications agency to be used in different contexts and on different colour backgrounds.

SYNCHRONICITY

Figure 3. White Logo – Version 1

SYNCHRONICITY
SYNCHRONICITY
SYNCHRONICITY

Figure 4. Other colour options on white background



Figure 5. Other colour options on coloured backgrounds

1.1.4 Icons and graphic elements

A full set of icons has been provided in order to be used in both the website and in all marketing materials. Along with icons, the communications agency has developed a set of 10 graphical representations showing how IoT can support European cities in becoming smart, connected to themes relevant for SynchroniCity, such as transport, green, safety, life work. All separate images can be linked to each other to create one big city. People, movement and connections are the main topics.



Figure 6. Icons

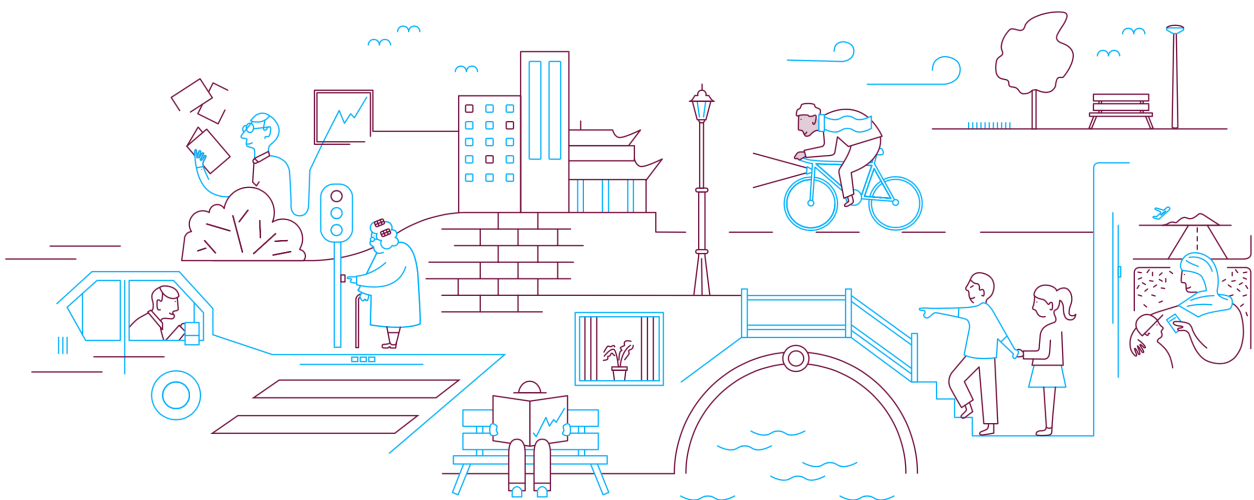


Figure 7. Full set of the graphic elements

1.2 Second version of the visual identity

A second review of the visual identity has been necessary following the finalisation of the new structure of the SynchroniCity website (as explained in section 2.2). In order to provide a clear style, easing the big amount of information available. For this reason, the communications agency has identified a new set of fonts and colours to be used in all the communications and dissemination materials, thus including the SynchroniCity website.

1.2.1 Fonts

In terms of fonts, a complete review has been undergone, in order to provide a writing style that is aligned to both print and web marketing materials, as well as internally in the titles and body texts. All the fonts are free for download at: <https://fonts.google.com>.



Figure 8 Fonts – Version 2

1.2.2 Colours

The colour palette has been reviewed and a simple style have been chosen with only 5 main colours (including black and white). The reason for this review is related to the need to have a very well defined visual identity, with no overlapping colours.

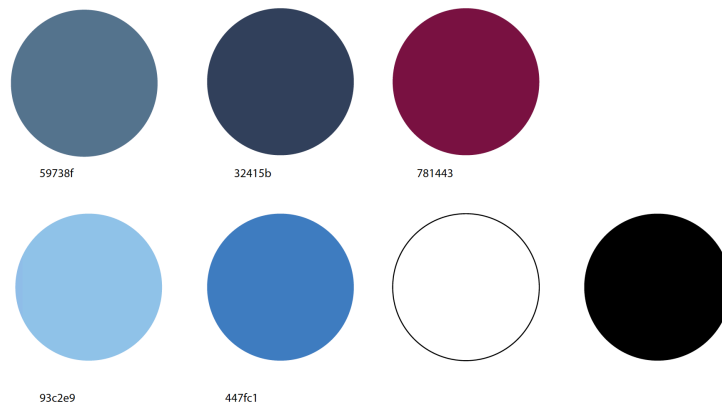


Figure 9 Options for colour combinations - Version 2

1.2.3 Logo

In the second version of the SynchroniCity visual identity we decided to have only one version of the logo to be used both on white and black backgrounds. The logo is not using grey anymore, but a clear and better visible black visual style. The light blue did not change. Graphic elements and icons have not been modified.

SYNCHRONICITY

Figure 10 White Logo - Version 2



Figure 11 Black logo - Version 2

2 Website updates and finalisation

2.1 Website first version

The SynchroniCity project website can be found at <https://synchronicity-iot.eu/>. The first version of the website (apart from the landing page previously described in D6.9 submitted in M3) has been designed in October 2017 and released in its final version at end of February 2018. The website has been organised in 5 main sections: a homepage with an animation, a page dedicated for presenting our Core Pilot Cities, an “**About**” section, along with two pages respectively one for the news from the project, and the other one for promoting our events. In the footer it has been included the twitterfeed, along with a “**Get involved**” section with an info email.

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					

Figure 12. Overview of the website structure

2.1.1 Home page and about

In the home page of the website it was included a short animation presenting the SynchroniCity aims and goals. All the sections previously described have been included in the home page and are visible by scrolling down the page. In the about section, a short description of the project including aims and goals, was complemented with a set of Frequently Asked Questions and partner logos in order to present the full consortium.

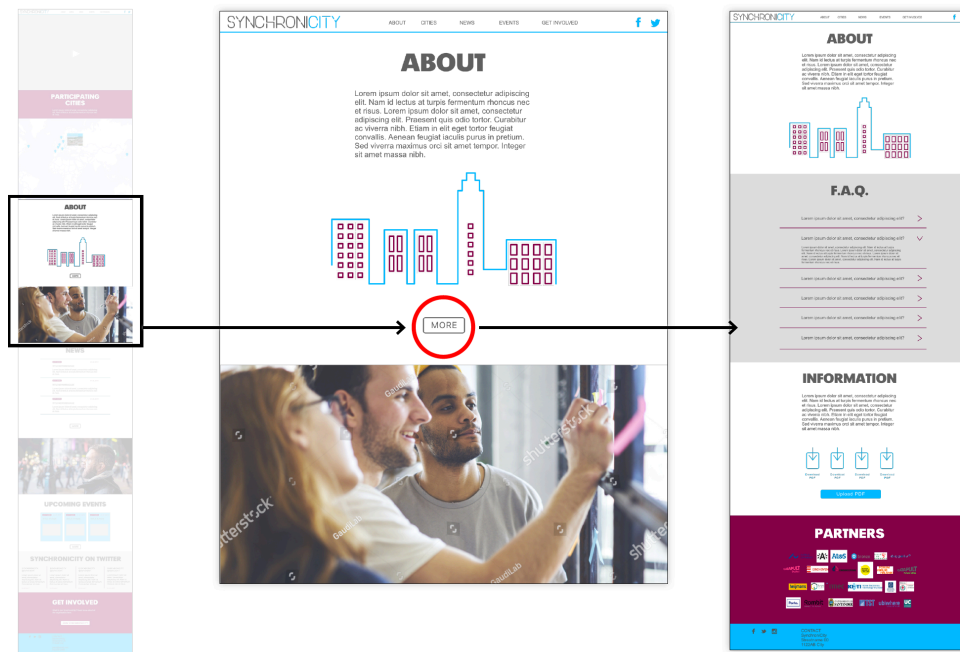


Figure 13. About

2.1.2 Participating cities

The webpage presenting the cities has been represented through a world map showing an overview of all the participating ones highlighted through different pointers. By clicking on them, the reader was directly directed to the specific page describing the city needs and current projects, related events and news, plus the contact of the city representative.

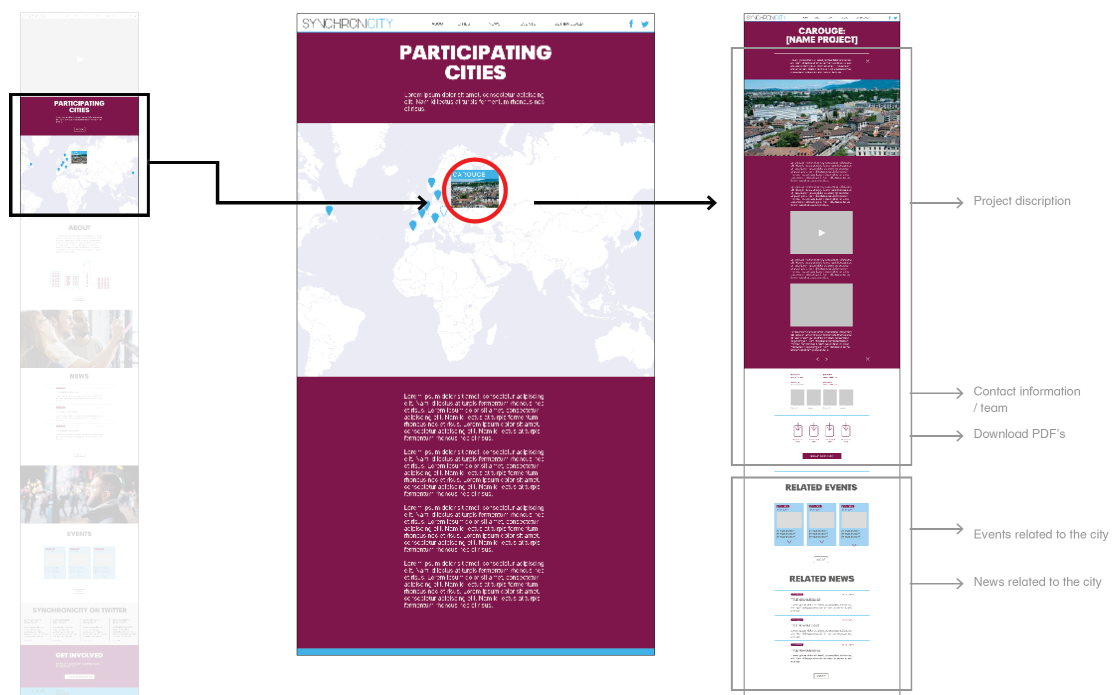


Figure 14. Cities

2.1.3 News

In this page, the website presented an index of all the news about the project, with the option to click through to find more information and possibly download relevant documents. News could be related to several cities, thus being showed in the specific page of the city as well.

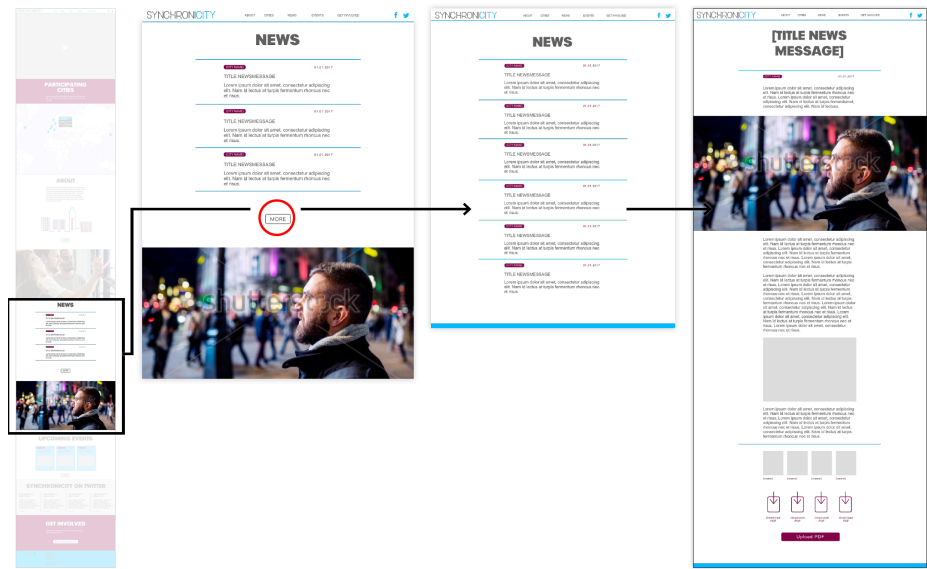


Figure 15. News

2.1.4 Events

The events have been included in a specific webpage differentiating by upcoming events” and “past events”, in order to help the reader to click through the different activities of the projects and to pick the ones relevant for him. In this section the reader can download documents as well.

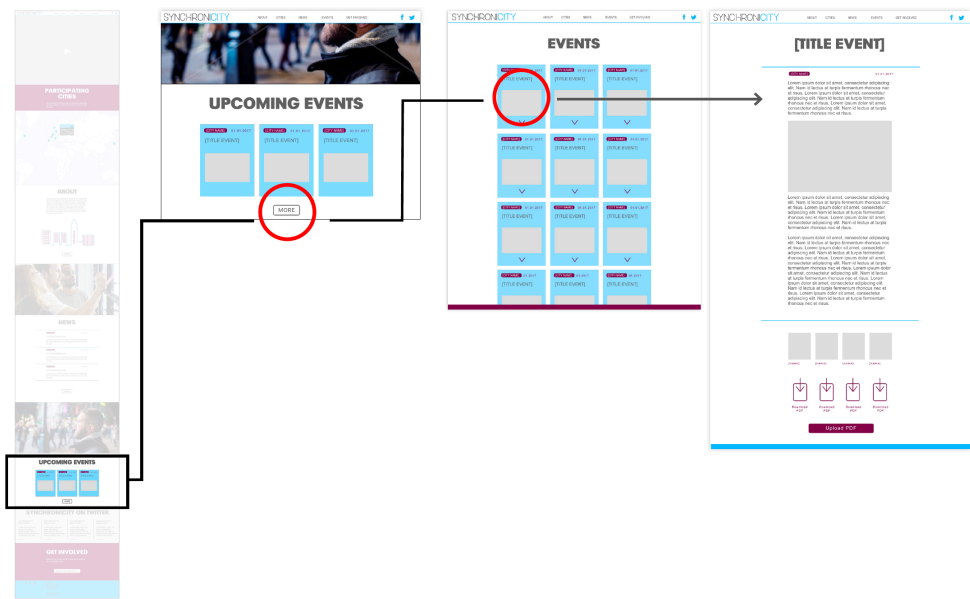


Figure 16. Events

2.2 Website second version

After the development of the first version of the website, the ENoLL team has collected feedback from all the project partners, and especially from the Core Pilot Cities, in order to verify the effectiveness of the SynchroniCity message delivered to the target communities. From February 2018 to end of March 2018, the ENoLL team has gathered comments from partners during the Cities Forum Meetings, WP5 and WP6 telcos. This activity was necessary in order to finalise the website before starting the work for promoting the Open Call from June 2018 onwards. During these telcos, the ENoLL team has compiled several requirements for the website from the project partners relevant also for the development of the Open Call web page and related contents.

2.2.1 Home page and about version 2

The video included in the home page resulted as the main element people saw when opening the website, without having the possibility to directly look at any content. The video also was directly starting when opening the home page, and the audience had to stop it, which created confusion. The SynchroniCity partners requested to remove it from the home page. Moreover, from April onwards, the ENoLL team focused on starting to promote the Open Call, for this reason we agreed with the coordination team and the WP5 core team to include a static banner about the Open Call in the home page. By directly clicking on the image, people are redirected to the main Open Call webpage from where they can access all the relevant materials for the application and receive support. The about section has not been changed, only the full list of logos from all the SynchroniCity partners has been added into this webpage. Neither the news nor the events pages have not been modified.



Figure 17. Home page - Version 2

2.2.2 Participating cities version 2

The main criticism to the website was on the “**Cities**” section, as it was clear it did provide only general info and did not reflect the actual work of the Core Pilot Cities towards building European Smart Cities based on IoT solutions. Moreover, this section did not offer relevant info for the potential applicants to the Open Call about their needs and challenges.

For this reason, the ENoLL team has performed a review of the contents included in each city page, by requesting the Reference Zones to fill in a specific template including:

- Smart City strategy

- City challenges
- Contributions of IoT solutions to solve the city challenges
- Relevance for the citizens
- City key activities
- Contacts of city representative (website and email)

All generic information about the cities, such as geographical data or size of the population, has been deleted from the website, in order to have all the relevant contents in a short and more efficient way. The cities have been requested to provide 3 images and a graphic revision of each page has been developed in order to have all cities with pictures of the same high quality and size. Moreover, a full list of cities has been included in the main “**Cities**” entry page to facilitate the usability of the webpage. All the cities have actively contributed in a short time frame to this work in order to improve this section. Some pointing errors have also been fixed, as the maps was showing Seongnam and Léon in wrong places. At the bottom of the page, a button named “**New cities**” to enable cities to understand how to become a new SynchroniCity pilot city.

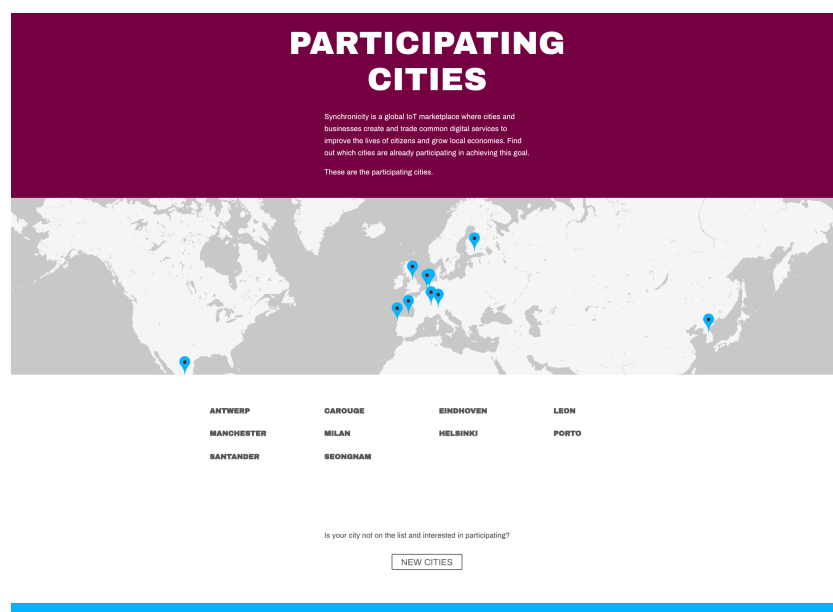


Figure 18. Participating Cities – Version 2

2.2.3 Open Call Webpage

The Open Call webpage has been designed to support potential applicants (SMEs, cities, and large businesses) to get all the required documentation and to effectively compile them. Nonetheless, we expect SMEs to be the main audience of this webpage. The content will be accessed in the short term by open call applicants who may use this information on prospective new markets to make a decision on whether to make an application; and in the medium term by engaged applicants who will also access this information during the process of putting together their proposal. A secondary audience of this information is the core cities themselves. The information will enable them to see at glance the status of the other partner cities, and potentially to 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 present now all the relevant information.

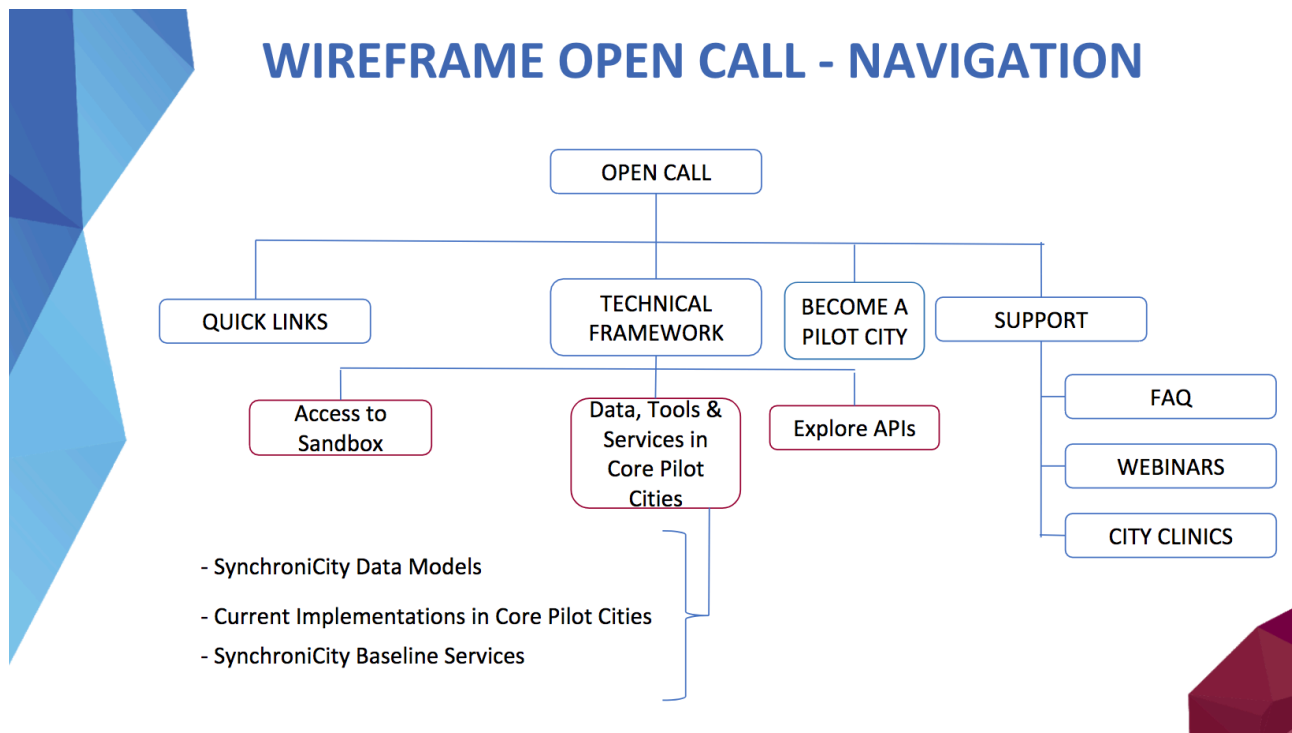


Figure 19. Wireframe Open Call page navigation

First of all, the main Open Call webpage includes a visible link for submitting the application is visible. Then, a timeline shows the different steps of the application process and the deadline of 30 September. An introductory text explains the aim and the target audience of the Open Call, and provides basic administrative information (funding, duration of the pilot and pilot cities).

After this introduction, all the relevant documents are included in the same page, to support consortia to apply to the Open Call by directly downloading them. This includes the Open Call at a glance for business, Open Call at a glance for cities, both of them providing generic information. As we are very well aware of the complexity of the SynchroniCity Open Call documentation, we have provided a document called “**Guidance to read the Open Call documentation**”, providing a roadmap for reading all the related docs. Then four boxes are showed in the page, which includes: Open Call Toolkit for SMEs and Large Businesses, Open Call Toolkit for new cities, Become a pilot city and Get Support. This final box directly redirects the reader to the Support page with all the tools for helping applicants to ask questions from the SynchroniCity team and get replies, or getting in contact with other potential applicants to form consortia through the Connect section (which will be explained more in detail in the sections below).

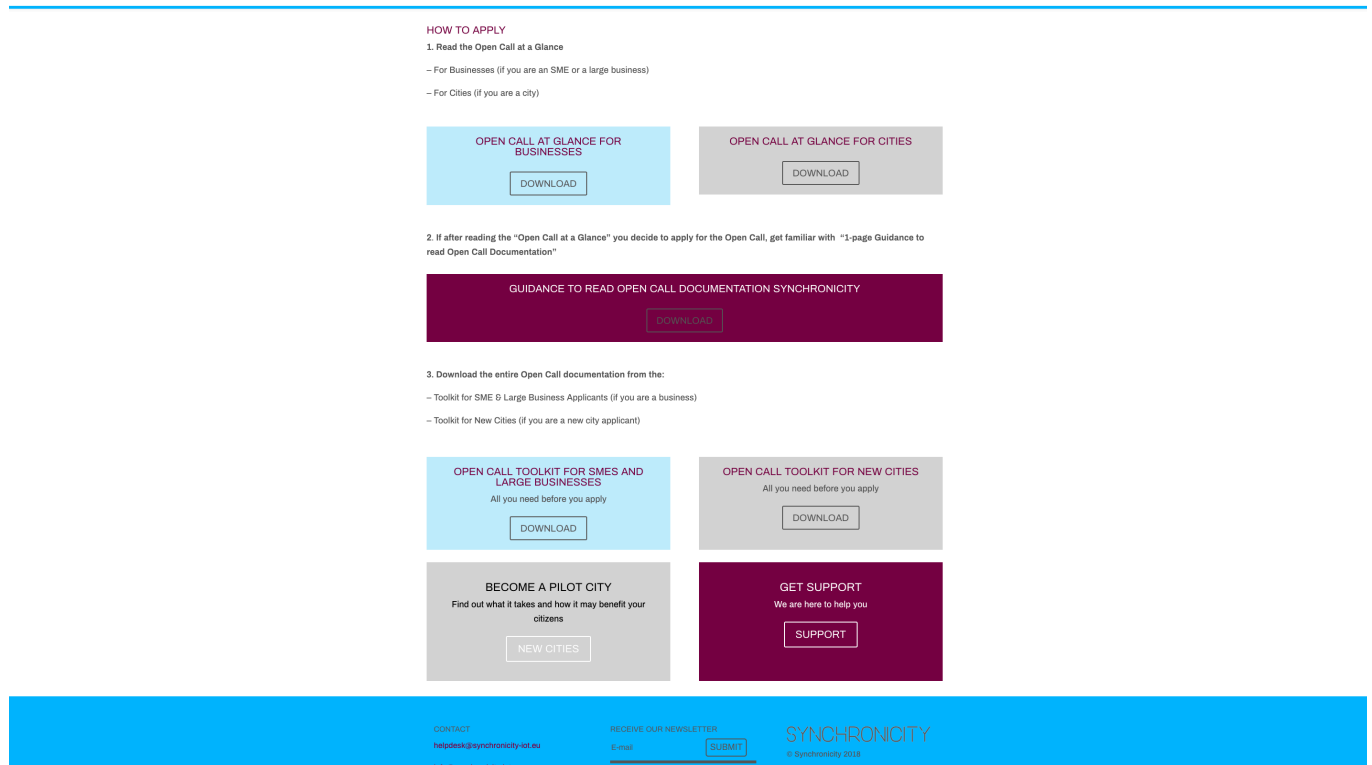


Figure 20. Open Call entry page – Version 2

By clicking on the Open Call menu on top of the website, it is possible to see the complete menu with the other subpages. The first one is “**Quick links**”, which presents a short text with all the relevant links to access the Open Call documentation. Following this page, there is the “**Technical Framework**” subpage, which is one of the most relevant ones, as it provides detailed information about the SynchroniCity architecture and IoT data marketplace. In this section there is also the possibility to download a document with information about the Interoperability mechanisms of the SynchroniCity framework, with which all the applicants to the Open Call should comply with.

The “**Technical framework**” page is divided in two sub-sections, in order to provide the reader with specific info: *Access to Sandbox*; *Data, Tools & Services in Core Pilot Cities*. The First page provides a test-purpose cloud environment accessible for the open call applicants and other external stakeholders that want to test SynchroniCity API. This includes at this stage sample information based on real data coming from Santander and Porto.

SYNCHRONICITY SANDBOX ACCESS INSTRUCTIONS

SynchroniCity Sandbox is a test-purpose cloud environment freely accessible for the open call applicants and other external stakeholders that want to test SynchroniCity API (<https://synchronicityiot.docs.apiary.io/>).

Currently the Sandbox includes sample information based on real data coming from Santander and Porto.

In order to use SynchroniCity sandbox a user need to register and obtain an access token.

Connect to: <https://services.synchronicity-iot.eu/> and access to registration form clicking the "Sign Up" link:

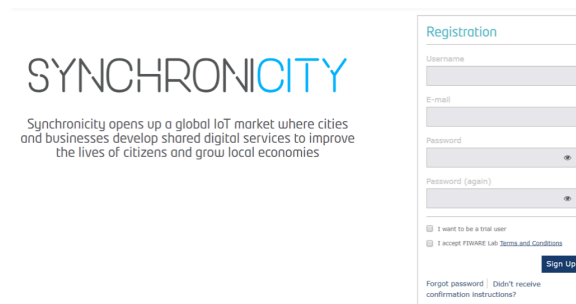
The image shows a web page for SynchroniCity. On the left, there is a logo and a short description: "Synchronicity opens up a global IoT market where cities and businesses develop shared digital services to improve the lives of citizens and grow local economies". On the right, there is a "Registration" form. The form includes fields for "Username", "E-mail", "Password", and "Password (again)". Below these fields are two checkboxes: "I want to be a trial user" and "I accept PIRENE Lab Terms and Conditions". A "Sign Up" button is located at the bottom right of the form. At the very bottom of the form, there are links for "Forgot password" and "Didn't receive confirmation instructions?".

Figure 21. SynchroniCity access to Sandbox

The second webpage includes a short description of the current SynchroniCity baseline services. It also provides two tables: one exposing the SynchroniCity Data models, and another one providing a visual representation of the current implementations in our Core Pilot Cities.

CURRENT IMPLEMENTATIONS IN CORE PILOT CITIES

Data Type	Antwerp	Carouge	Eindhoven	Helsinki	Manchester	Milan	Santander	Porto
Noise Level								
Air Quality Data								
Public Transport Fleet Vehicles								
Municipality vehicles location and speed								
Cyclists								
Cyclists								
Points of interest (POIs) data								
City Event								
Traffic constraints								
ParkingSpot								
Parking (OffStreet)								
Parking (OnStreet)								
Bus stop								
Bus line								
Traffic Flow Observed								
weather conditions								
Bike Hire Docking Stations								

Figure 22. SynchroniCity current implementations in Core Pilot Cities

The **“Become a Pilot City”** page clearly explains the process the cities should follow to apply to the Open Call is clearly explained, including the added value also from the technical point of view, and the added value for them. The Open Call Toolkit for new cities is also accessible and downloadable from this webpage.

HOW SHOULD I ENGAGE?

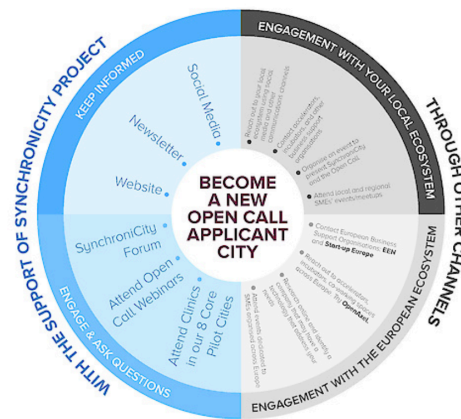


Figure 23. Become a pilot city

In the **“Support”** section, also accessible from the Open Call main menu, potential applicants can directly access to:

- the *Frequently Asked Question (FAQ)* page: with all the questions and answers received both during the webinars and the city clinics (this has constantly been updated after each event)
- the *Online Forum*: enables any person to write specific questions and to see public answers, so potential applicants can look through the old and new information
- the *Helpdesk*: is an offline system where potential applicants can send detailed questions via email and get a daily reply. The helpdesk system is checked twice per day and questions can be assigned to specific experts according to the topic (for example if technical, it will be sent directly to the technical contact point). We put in place a rotational system from June to September 2018 in order to have always at least three persons taking care of the helpdesk system every day
- the *Webinars*: from this page people can register to one or more of the four webinars SynchroniCity organised for the potential applicants
- the *City Clinics*: they have been organised directly by the different cities once or twice per month from July until September 2018. These are 20 minutes slots (usually up to 6 slots per day) to enable the potential applicants to directly discuss their ideas for the Open Call with the cities’ representatives and get feedback before submitting the application. From this page, people could directly register for the Clinics.

2.2.4 Docs

A new menu page has been created in order to store and present all the relevant docs openly published by SynchroniCity. This includes powerpoints from the webinars and the city clinics organised by the team for promoting the Open Call, along with the project deliverables already submitted to the European Commission, which can directly be downloaded from this webpage.

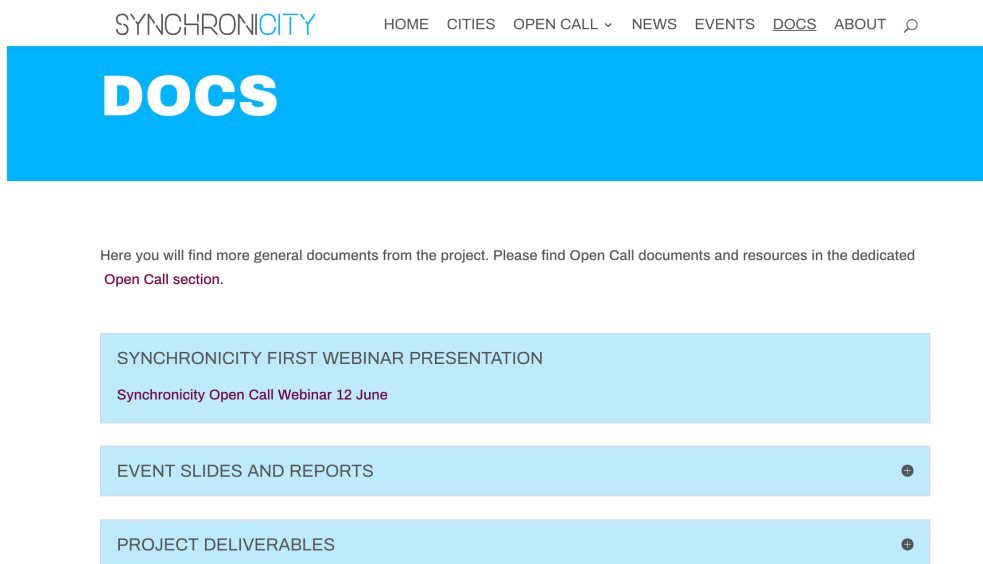


Figure 24. Docs webpage

2.3 Website final version

A final version of the website has been implemented in September 2018, this includes the review of the visual identity (version 2), following the materials provided by the communications agency (as presented in section 1.2). The new style, including a different set of fonts and colors has been applied to all the different pages of the SynchroniCity website, and it will be then used in the new section “**Pilots**” that will be implemented in October 2018. The contents have not been changed. Below we provide some screenshots of the final version of the website (available here <https://synchronicity-iot.eu/> from 21st September 2018).

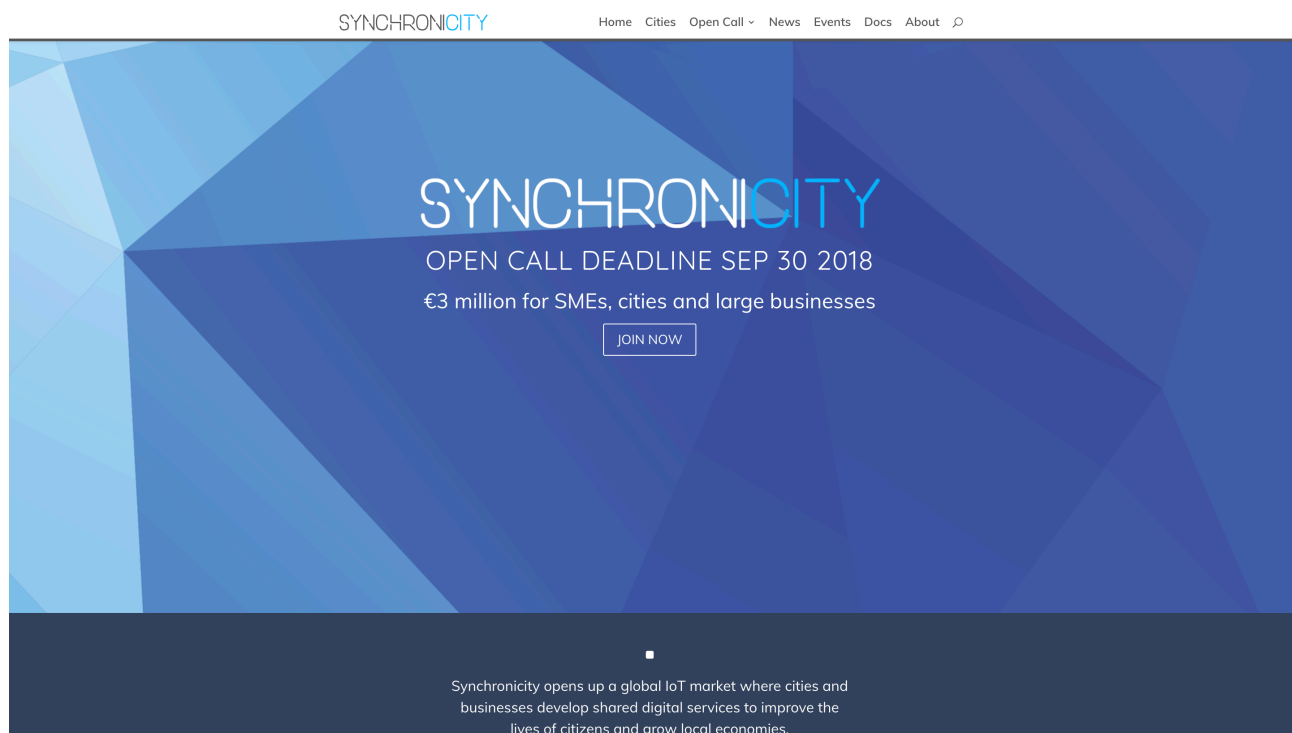


Figure 25 Website homepage – Version 3

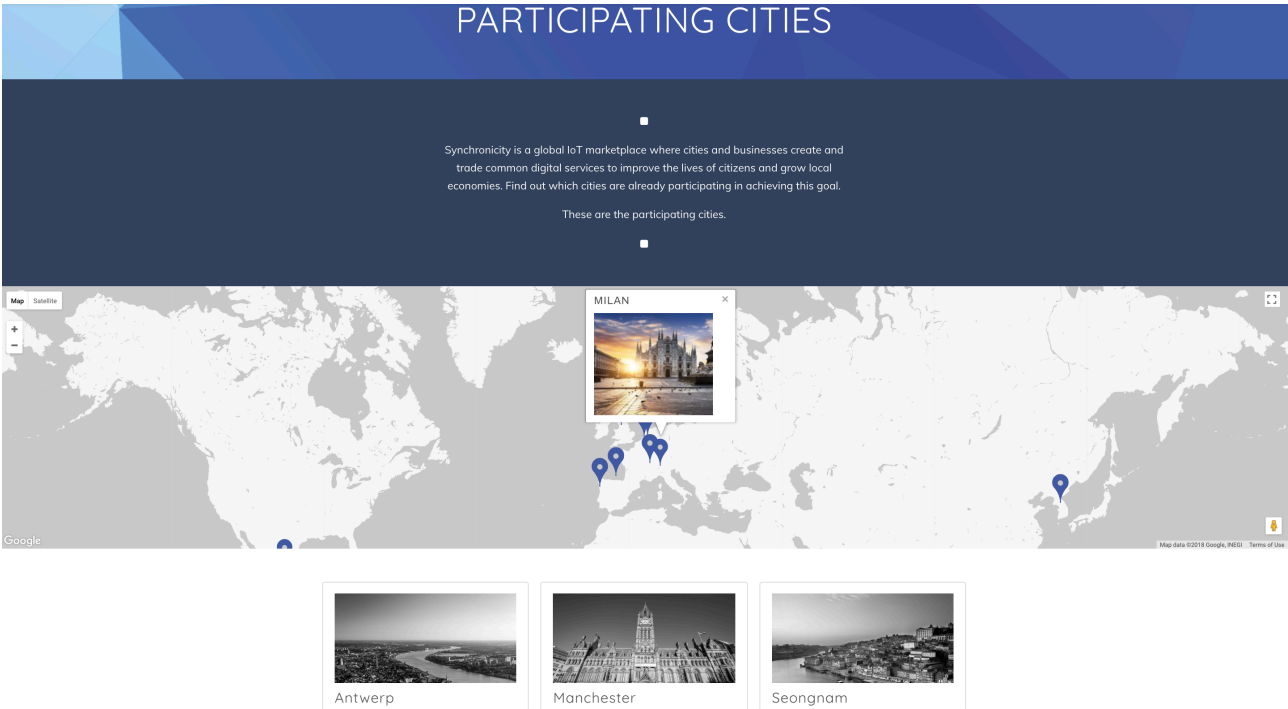


Figure 26 Figure 18. Participating Cities – Version 3

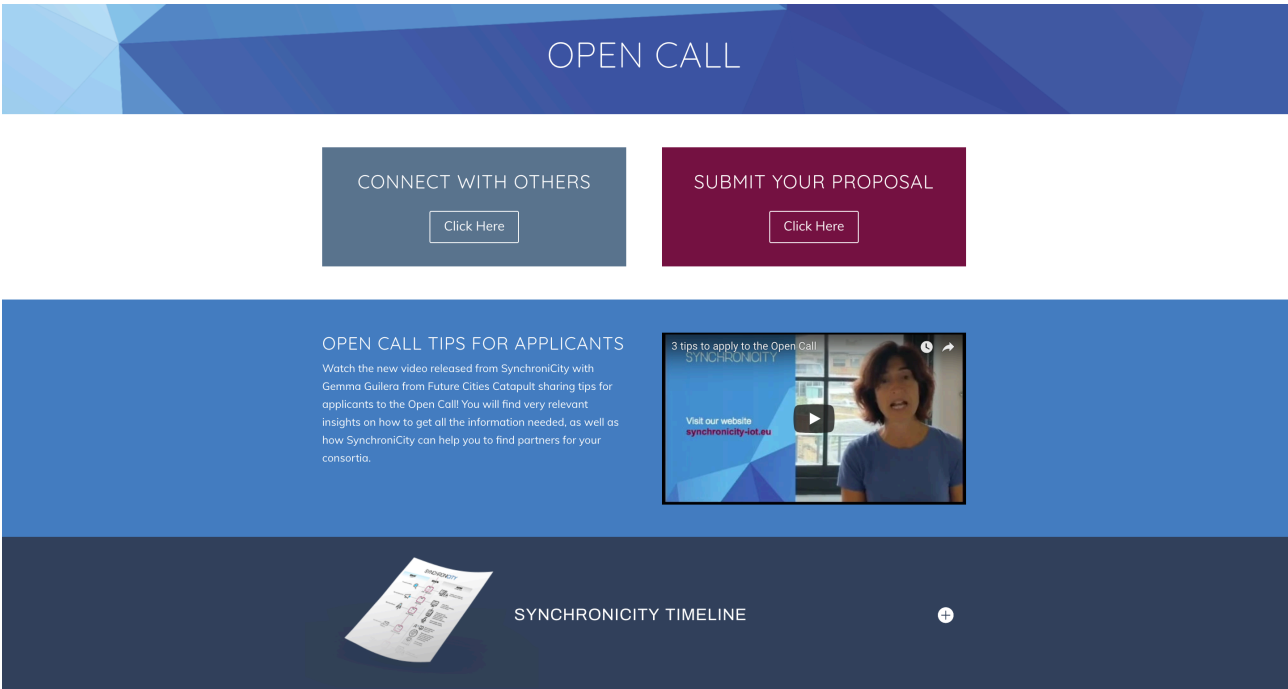


Figure 27 Open Call entry page – Version 3

2.4 Website statistics and results

The second version of the website that has been re-designed for effectively promoting the open call has been finalised end of May 2018. From 15 June 2018, in parallel with the launch of the open call, the SynchroniCity team started to collect statistics about the website. In 2 weeks in June we reached 4,210 website page views and 2,891 unique page views. In the full month of July we had 11,315 website page views and 7,639 unique page views. In August we had a slight decrease, most probably due to the holidays with 8,588 website page views and 6,175 unique page views. Only in the first week of September, we had 4,379 website page views and 3,182 unique page views. It is important to detect that most of the visitors are interested in the open call webpage and its related sub-pages. Indeed, each week, this page is attracting about 25% of the audience among the different sections of the SynchroniCity website.

3 Marketing materials

3.1 Marketing materials for general purposes

3.1.1 Powerpoint templates

An update of the generic and basic powerpoint template has been provided in M6 by the communications agency. It combined text and images. The communications agency designed three colour templates to be used for specific means and goals. A full version of the powerpoint template is included in Annex 1.

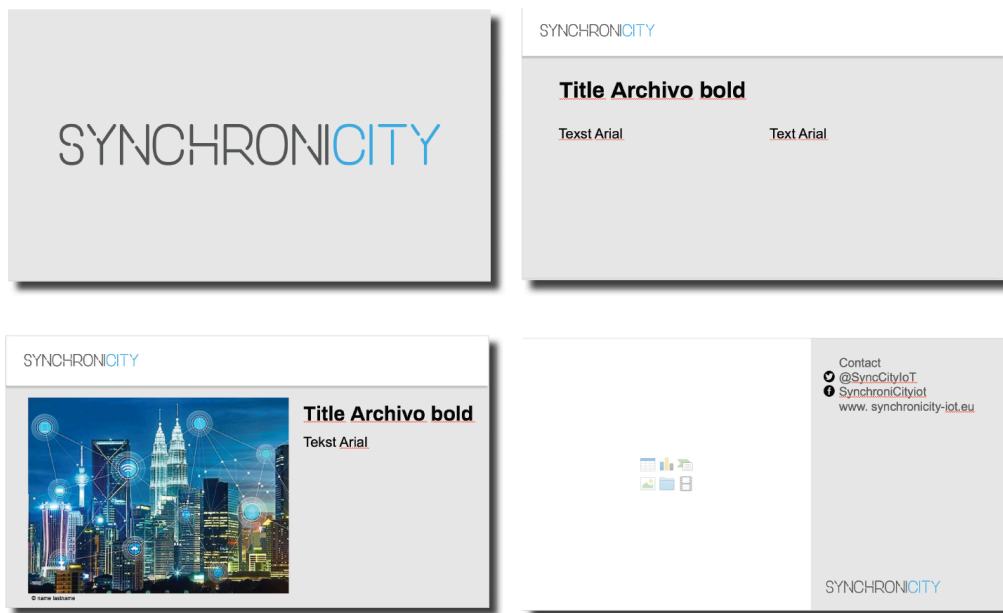


Figure 28. Powerpoint template version 1 white



Figure 29. Powerpoint template version 1 light blue

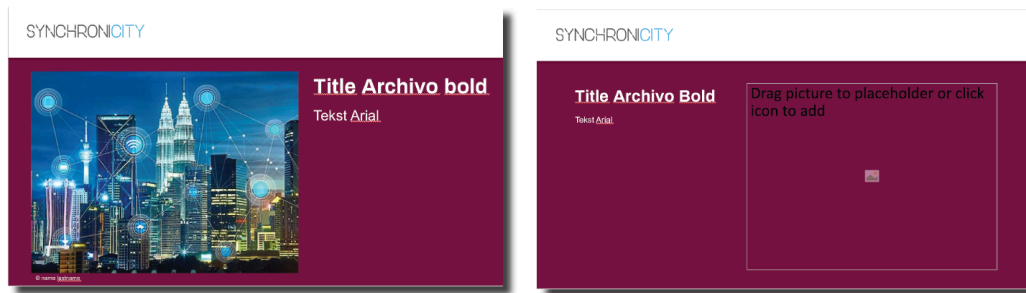


Figure 30. Powerpoint template version 1 red

Another update of the powerpoint template has been performed by the new comms agency SynchroniCity hired in April 2018 (The Sandhals Grafik agency, <https://sandahls.net/>). It has provided a complete new graphic style to SynchroniCity by maintaining the same visual identity in terms of palette of colours and fonts, as previously agreed by the consortium. The new powerpoint template is fully visible in Annex 2 of this document. Below it is represented the main page of the SynchroniCity powerpoint template, showing the new graphic style chosen.

3.1.2 Word template

A simple generic word template has been prepared in M6. It included the SynchroniCity logo, contacts and the full set of icons as from the visual identity. The word template has not been updated as it has not been considered very useful from the project partners.

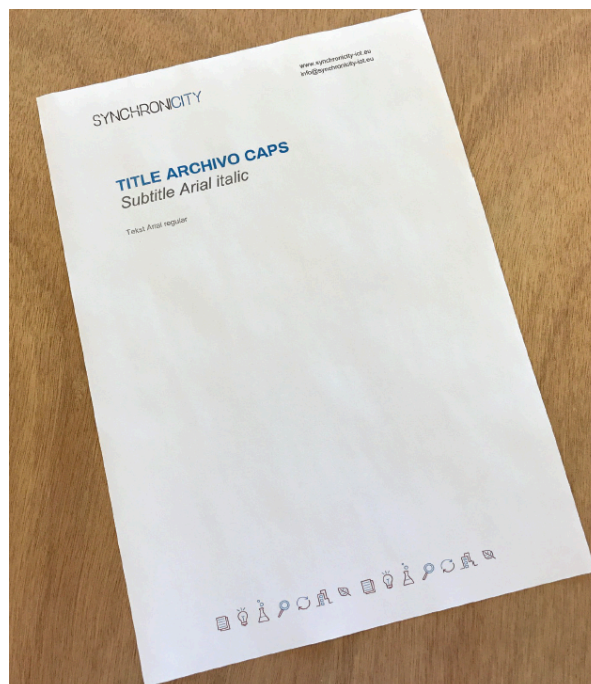


Figure 31. Word template

3.1.3 Flyer

A second flyer, following the first version already presented in Deliverable 6.9, has been created in May 2018 in order to promote the Open Call launch on 1st June 2018 and to be used at the IoT Week 2018 in June as well in Bilbao. The flyer reflects the new visual identity developed and provides detailed information about administrative and practical processes to apply to the Open Call.



SYNCHRONICITY

Open call launch **June 1, 2018**

€3 million for SMEs, cities and large businesses

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.

What is SynchroniCity?

SynchroniCity is a European funded initiative under the Horizon 2020 Framework Programme for Research and Innovation (2014-2020). It is one of the IoT European Large-Scale Pilot Projects currently operating.

SynchroniCity's vision is to create a simplified, open and agile common market across borders that will help deliver better services to cities and communities, in a way that supports local economic development, while still leveraging global digital and economic dynamics. It will also help businesses of all sizes to transparently compete and easily scale their products and solutions through standards-based procurement and innovation.

Aim of the Open Call

Validate the SynchroniCity vision and technical framework as a model for large-scale standards-based innovation and procurement and demonstrate that it enables the replicability, scalability and sustainability of human-centered IoT enabled solutions across cities.

Who is it for?

- ♦ IoT SMEs that can provide an IoT data-enabled application or full-stack solution. The application/ solution must have already been demonstrated in a relevant environment (TRL ≥ 6). SMEs can apply alone or in a Pilot Group.
- ♦ Cities. Cities can only apply in a Pilot Group with at least an SME Lead Applicant.
- ♦ Large corporates. Large corporates can only apply in a Pilot Group with at least an SME Lead Applicant.

Scope (Themes & Challenges)

SUSTAINABLE MOBILITY

- Enabling and improving MaaS
- Encouraging more non-motorised transport

CITIZEN ENGAGEMENT

- Increasing citizen engagement in decision making
- Increasing a greater level of diversity in political engagement

ENVIRONMENT & WELLBEING

- Climate change mitigation
- Reducing air and noise pollution

OPEN THEME-DISRUPTIVE INNOVATION

- Open challenge

Funding

- ♦ Total budget of €3 M in funding.
- ♦ Each application can be funded with: up to €100,000 if an SME applies alone; up to €200,000 for Pilot Groups of 2 organisations; up to €300,000 for Pilot groups of 3 organisations or more.
- ♦ Synchronicity open call will co-fund 80% of the total budget of each project. The remaining 20% will need to be provided by applicants either as in-kind support or by bringing in funding to the project.

Open Call Pilot Cities

Your solution will need to be piloted in at least 2 cities. This must include at least a Core Pilot City:

- ♦ Antwerp
- ♦ Carouge
- ♦ Eindhoven
- ♦ Helsinki
- ♦ Manchester
- ♦ Milano
- ♦ Porto
- ♦ Santander

It may include also New Cities that you introduce in your Pilot Group.

Duration of pilot

Maximum 6 months (between Feb and Sep 2019)

synchronicity-iot.eu
info@synchronicity-iot.eu
@SynchroniCityIoT
@SyncCityIoT

This project has received funding from the European Union's Horizon 2020 research and innovation programme grant agreement No732240

Contributing partners

Switzerland South Korea Mexico

Figure 32. Flyer for promoting the Open Call

3.1.4 Roll-up

The first version of the roll-up has been 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 our social media channels.

A new roll-up has been then designed in May 2018 in order to be printed and used at the IoT Week 2018 in Bilbao in June 2018. This includes the new graphic style, 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 this special occasion of the IoT Week 2018, we also decided to also include information relevant for promoting the SynchroniCity Open Call.

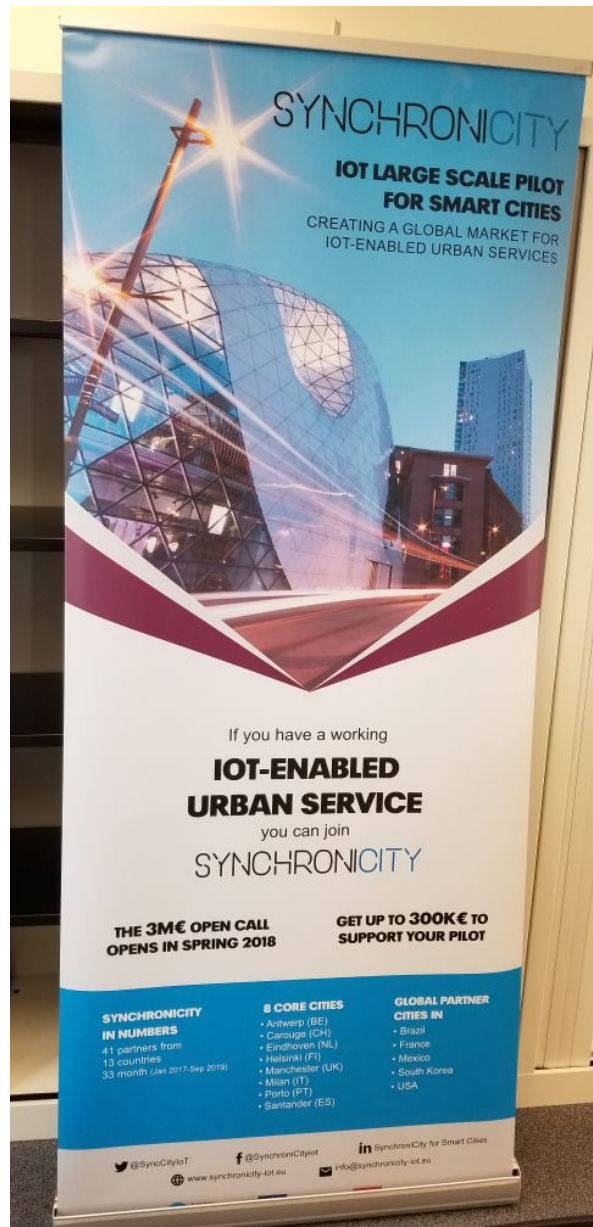


Figure 33. Roll-up version 1

SYNCHRONICITY

IoT Large Scale Pilot for Smart Cities

Creating a global market for
IoT-enabled urban services

- ◆ Join our open call if you have a working IoT service you want to pilot in at least three cities
- ◆ The 3M€ open call launches on 1 June 2018, with up to 300K€ per pilot

8

Core Pilot Cities

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

5

Global Partner Cities in

Brazil
France
Mexico
South Korea
USA

38

partners from
13 countries

36

months
(2017-2019)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No732240

Contributing partners

@SynCityIoT
 @SynchroCityIoT
 SynchroCity for Smart Cities
<http://synchrocity-iot.eu>
info@synchrocity-iot.eu

Figure 34. Roll-up version 2

3.1.5 Dynamic banner

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



Figure 35. Dynamic banner

3.1.6 Business cards

A specific business card has been developed in April 2018 in order to be used for 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.



Figure 36. Business card front

Open call launch **June 1, 2018**

€ 3 million for SMEs, cities and ecosystems

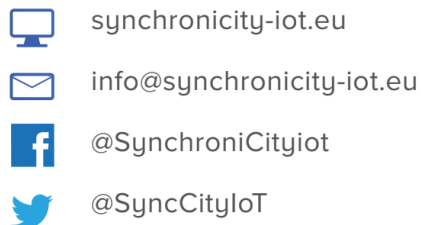


Figure 37. Business card back

3.2 Usage of marketing materials

The updated version of the marketing materials has been used mainly for promoting the SynchroniCity open call in several national and international events from May 2017 until September 2018. Below a table providing information about these events.

Name of the event	Date	Location	Website	Number of participants
The Third International Symposium on Ubiquitous Networking	9-12/05/2017	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
FIWARE Summit	29-31/05/2017	Utrecht, Netherlands	www.fiware.org/summit	320
IOT Week 2017	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

Name of the event	Date	Location	Website	Number of participants
Net Futures	28-29/06/2017	Brussels, Belgium	http://netfuturesconference.eu/ Krakow, Poland	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/LPWA-N-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
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

Name of the event	Date	Location	Website	Number of participants
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/ ; http://agenda.des-madrid.com/en/speakers/13576/	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, Brussels, Belgium, 4 September	4/9/2018	Brussels, Belgium	http://oascities.org/register-now-workshop-on-iot-open-data-access/	40

3.3 Marketing materials: next steps

An update of the contents in the marketing materials will be implemented from October 2018 in order to start promoting the SynchroniCity “**Pilots**”, which will include both the internal use cases coming from WP3, as well as the proposals from the winning applicants of the open call in WP5. Below a first list of events where we planned to use the new marketing materials in the upcoming months and before the starting of the pilots from the open call (in February 2019).

Name of the event	Date	Location	Website
Industry of Things World 2018	23-25/9/2018	Berlin, Germany	http://industryofthingsworld.com/en/
Future Smart Cities	25-27/9/2018	Cairo, Egypt	https://www.ierek.com/events/future-smart-cities
European Week of Regions and Cities	10/10/2018	Brussels, Belgium	http://ec.europa.eu/regional_policy/regions-and-cities/#!/home
IoT Solutions World Congress 2018	16-18/10/2018	Barcelona, Spain	http://www.iotsworldcongress.com/
Smart Cities Expo 2018 Barcelona	13-15/11/2018	Barcelona, Spain	http://www.smartcityexpo.com/en/
World Smart City Forum	15/11/2018	Barcelona, Spain	https://www.worldsmartcity.org/
IoT LSPs event at the European Parliament	20/11/2018	Brussels, Belgium	No link yet
EUROCITIES 2018	28-30/11/2018	Edinburgh, UK	http://www.eurocities.eu/eurocities/calendar/events_list/EUROCITIES-2018-Edinburgh-WSPO-ATDSC6
The ICT 2018	4-6/12/2018	Vienna, Austria	https://ec.europa.eu/digital-single-market/en/news/save-date-ict-2018-event-will-take-place-4-6-december-2018-vienna
Connected Smart Cities Conference	17/1/2019	Brussels, Belgium	https://ec.europa.eu/isa2/events/connected-smart-cities-conference-2019_en

4 Social media

As social media strategy in the beginning of the project, the SynchroniCity team had decided to use both Twitter, Facebook and LinkedIn as main channels for promoting the project activities and results online, along with the website. However, since the beginning it was clear that the LinkedIn webpage did not generate relevant traffic and promotional results. For this reason, after 1 year of the project, the team decided not to use LinkedIn as a social media channel and to keep using Facebook and Twitter.

4.1 Twitter

The Twitter account has been created in February 2017 and it is the most successful social media channel used by SynchroniCity. Most of the relevant traffic in terms of views and interactions has started in January 2018 with the CSCC2018 (Connected Smart Cities Conference) held in Brussels in the same period. Then, from February 2018 onwards the SynchroniCity team has used twitter to promote the launch of the Open Call and to generate collaboration with the other LSPs, CSAs and to promote the work of the IoT LSPs general programme. Every week at least two news are posted that are both related to disseminating project activities and results, and promoting the work around the open call. Currently, only on twitter, we reached 678 followers and 335 likes.



Figure 38. Twitter account

4.2 Facebook

The Facebook page was created in January 2017 and it has been used as a main social media channel to promote the project activities. Usually, both of the news that are now posted on Facebook are included on twitter as well, even if this really depends from the specific news and the related social media strategy. Even though on the Facebook page we have a smaller audience than on twitter, it is interesting to see that this social media channel involves more directly the final user, rather than other EU projects and companies/cities. For this reason, the SynchroniCity team has decided to keep using this social media channels for disseminating the project results. Currently, we have 176 followers and 154 likes on the SynchroniCity Facebook page.

5 Conclusions and next steps

This document has provided a detailed overview of all the activities the SynchroniCity team undergone in the past year to implement the SynchroniCity website, update the visual identity and consequently all the marketing materials. A detailed revision has been developed for promoting the SynchroniCity Open Call, this activity has required the alignment of the social media strategy to the new visual identity. For this reason, in this document we describe the use of our social media channels as well.

At this stage, the SynchroniCity team is preparing for phase 2 of the communications workplan, where the pilots will run (from January 2019 until October 2019). The “Pilots” webpage will be implemented at the end of October into the SynchroniCity website, thus replacing the Open Call webpage. This activity is relevant in order to present the winning projects to the external target audience. A detailed dissemination and communication strategy will be designed in order to ensure a relevant promotion of the activities the consortia will develop from February 2019 to September 2019. Marketing materials will be updated according to the new promotional strategy.

Annex 1 – PowerPoint template version 1

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SYNCHRONICITY



© name lastname



© name lastname

Contact



@SyncCityIoT



SynchroniCityiot

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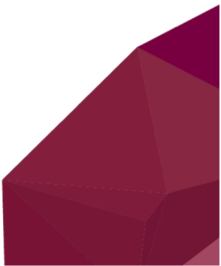
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Annex 2 – PowerPoint template version 2





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