

SYNCHRONICITY



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Executive Summary

This document reports on the dissemination and communication activities developed within the SynchroniCity project in Year 2. It includes an updated version of the communication strategy, as well as general information about results achieved, both at project and partner level, thus providing a comprehensive picture of the work developed so far.

This document reflects the activities and results already included in D6.9 (Website and Marketing Materials in M3) and in D5.3 (Open Call Dissemination Report, in M22), as well as the progresses made in the last months of the project development, against the KPIs set during the last SynchroniCity project review in Antwerp in September 2018. However, the updated offline marketing materials already presented in D6.9 and D5.3 will not be included again here.

Communication and dissemination activities in Year 2 focused mainly on promoting the SynchroniCity Open Call to Small and Medium Enterprises (SMEs), large businesses and cities.

Abbreviations

D	Deliverable
EC	European Commission
SME	Small and Medium Enterprise
TSC	Technical Steering Committee
WP	Work Package
WT	Work Task

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1 DISSEMINATION & COMMUNICATION RESULTS

1.1 Target audience

The target audience of the SynchroniCity dissemination and communication strategy for Year 2 was mainly aimed at companies (SMEs TRL $\geq$ 6 and large businesses) and cities around Europe and beyond. This was aligned with the target audience of the SynchroniCity Open Call (1st June 2018 – 30th September 2018). Therefore, our efforts revolved around engaging with as many companies and cities as possible in order to persuade only those targeted ones to apply.

To this scope, we used both online and offline channels. Although engagement with citizens is of utmost importance in the development of future city services, we did not consider them as the primary target audience in the second year of the SynchroniCity project. The reason behind this decision was related to time constraints and the need to focus on targeted activities that allow good progress of the overall project, within the scope of a broader communication strategy.

Therefore, Year 2 focused precisely on attracting the right participants for the Open Call to get the best proposals that could bring in the expertise and open attitude to work together with citizens, cities and SynchroniCity partners. Year 3 will therefore see the co-creation of these winning solutions which will be demonstrated at scale during the pilot phase.

Furthermore, during this second year we also targeted cities, especially those that leverage the open and agile principles of the OASC network, including a citizen-centric approach to the development of their city services. As such, the civil society has implicitly been considered as a target audience. However, the communication strategy in Year 3 will be explicitly focused in addition on targeting citizens as one of the main audiences.

During this Year 2 of the project we have also published a scientific article on *“The Paradigm Shift of Living Labs in Service Co-creation for Smart Cities: SynchroniCity Validation”*, thus also reaching out to the scientific community.

The picture below visualises the SynchroniCity target audience for Year 2, as well as the online and offline channels used to attract them.

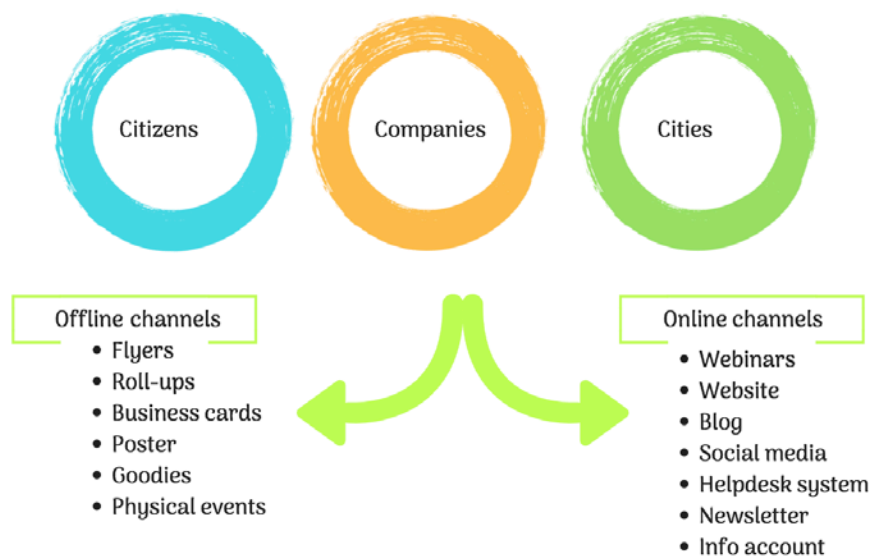


Figure 1. SynchroniCity target audience and communication channels for Year 2

1.2 Reach of the target audience and activities developed

In the second year of the SynchroniCity project we have reached a **total of 320.633 people**. This number represents the target reach both through social media channels, participation and organization of events (workshops, conferences, trainings, trade events, pitches, etc.), as well as newsletter, scientific and non-scientific publications. The collection of this data from all SynchroniCity partners has been invaluable in achieving this result. The table below provides a detailed representation of the different categories of the target audience reached in 2018 by SynchroniCity (following the guidance provided by the European Commission in the First Technical Report in June 2018).

Target Audience Categories	TOTAL
Scientific community	7,160
Industry	17,896
Citizens	8,712
General Public	237,401
Policy Makers	2,002
Media	41,282
Investors	255
Customers	4,225
Other	1,700

Table 1.Target Audience Reach Year 2

Most of the communication and dissemination efforts made by the project to date has been pointed towards promoting the project to the IoT and Smart Cities industry, including both SMEs and large businesses, mainly to involve them in the Open Call but also to engage them in the SynchroniCity global IoT market for Smart Cities and Communities.

The involvement of the general public in events (thus including the civil society), as well as the media has been key to inform, engage and persuade cities and citizens to join our community. The scientific community has also been reached quite extensively thanks to two scientific publications generated by the project (more details in the following section).

The activities developed by SynchroniCity in Year 2 and its partners have been mainly promoted through social media channels (mainly on twitter, followed by Facebook and LinkedIn). The organisation and participation in workshops and conferences where we presented SynchroniCity has also been consistent. We also promoted the project activities and results via online articles. The total numbers for each category are presented in the table below. The details of these activities will be presented in the following sections.

Categories of activities	TOTAL
# of press releases	24
# of Facebook posts	99
# of tweets	354
# of LinkedIn posts	93
# of non-scientific publications	85
# of newsletters	35
# of workshops	98
# of conferences	85
# of trade events	10
# of brokerage events	39
# of pitch events	34
# of training activities	30
# of videos produced	14
# of scientific publications	1

Table 2.Total results for comms' activities performed in Year 2

1.3 Publications

During the past year, the SynchroniCity team has published one scientific paper:

- Spagnoli F., van der Graaf S., Brynskov M. (2019) The Paradigm Shift of Living Labs in Service Co-creation for Smart Cities: SynchroniCity Validation. In: Lazazzara A., Nacamulli R., Rossignoli C., Za S. (eds) Organizing for Digital Innovation. Lecture Notes in Information Systems and Organisation, vol 27. Springer, Cham

This paper has been presented in conferences and workshops with academia thanks to the project partners collaboration. It has been downloaded 182 times from the Springer website (https://link.springer.com/chapter/10.1007/978-3-319-90500-6_11) and 89 times from Researchgate (https://www.researchgate.net/publication/321018424_The_Paradigm_Shift_of_Living_Labs_in_Service_Co-Creation_for_Smart_Cities_SynchroniCity_Validation). Finally, the paper has been referenced 26 times from the scientific community in the past year.

In terms of non-scientific publications, the project partners have extensively contributed to promote SynchroniCity in the past year through 85 online articles, including news from the project, updates of our initial results both from a technical and an engaging perspective.

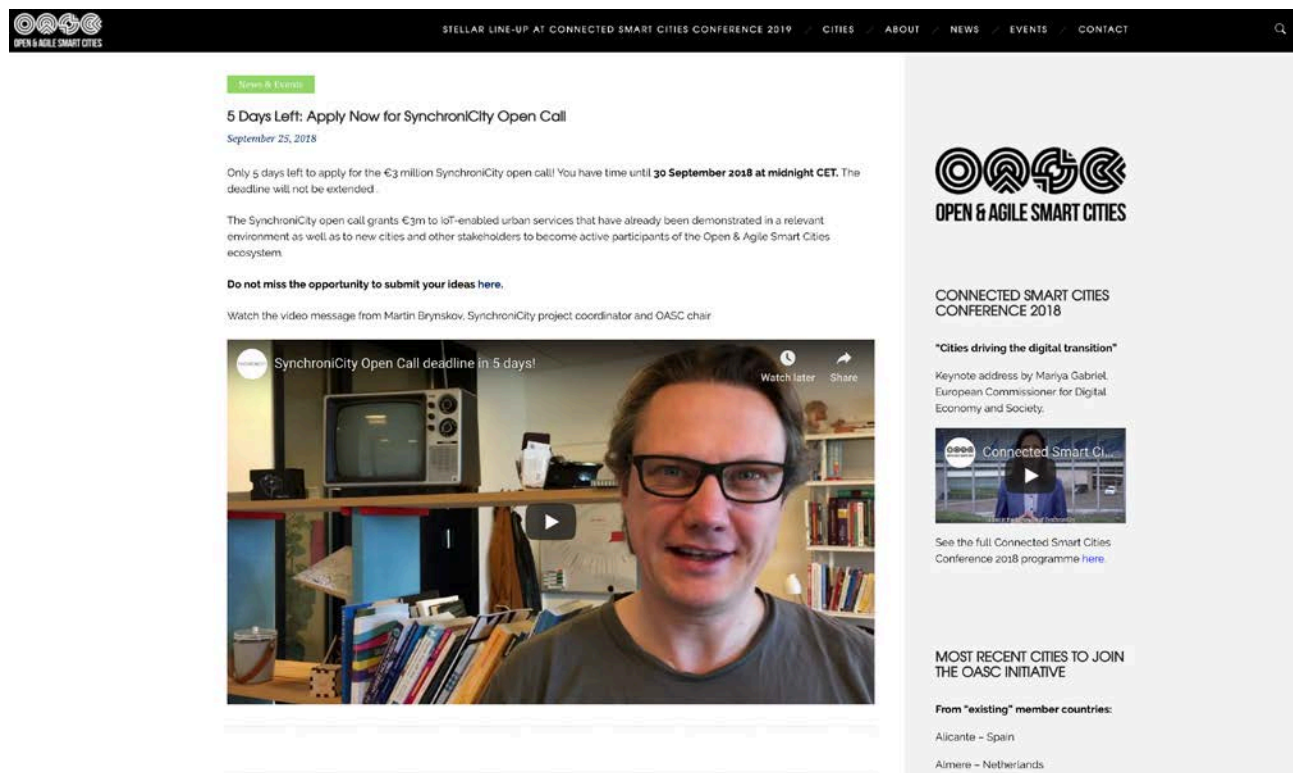


Figure 2. Example of an online article promoting SynchroniCity

1.4 Website

The SynchroniCity project website can be found at <https://synchronicity-iot.eu/>. The website has undergone a significant update in the past year (more information is available here https://synchronicity-iot.eu/wp-content/uploads/2018/11/SynchroniCity_D6.9_withannex.pdf). The second version of the website was released in May 2018, after having gathered feedback from partners, and especially the 8 Core Pilot Cities (from February 2018 to end of March 2018). The new website included all the necessary information for promoting the Open Call from June 2018 onwards.

With the opening of the Open Call (1st June 2018) the SynchroniCity team started to collect analytics on the website traffic in accordance with the communication strategy. Here we present the relevant information and results achieved during the period from 1st June 2018 until the 31st December 2018. In total, we attracted 9,661 users, most of them being new visitors (78%). The majority of the content is visible already from the landing page which helps explain the good average session (avg. session) duration and the high pageviews number (62,982). In the months of July, and especially in September just before the closing of the Open Call, a growing trend in terms of the target audience reached on the website was detected. Differently, a more constant trend was observed from October until December 2018, as shown in the figure below.



Figure 3. Total reach on the website

From the Google Analytics related to our website, it is clear that our users are coming mainly from Spain and United Kingdom, a data that is represented also in our social media analytics (more details in the following section). Most of our users connect to the SynchroniCity website through a Desktop computer (85,3%). This data reflects the fact that our target audience tends to read our webpages for a considerable time frame.

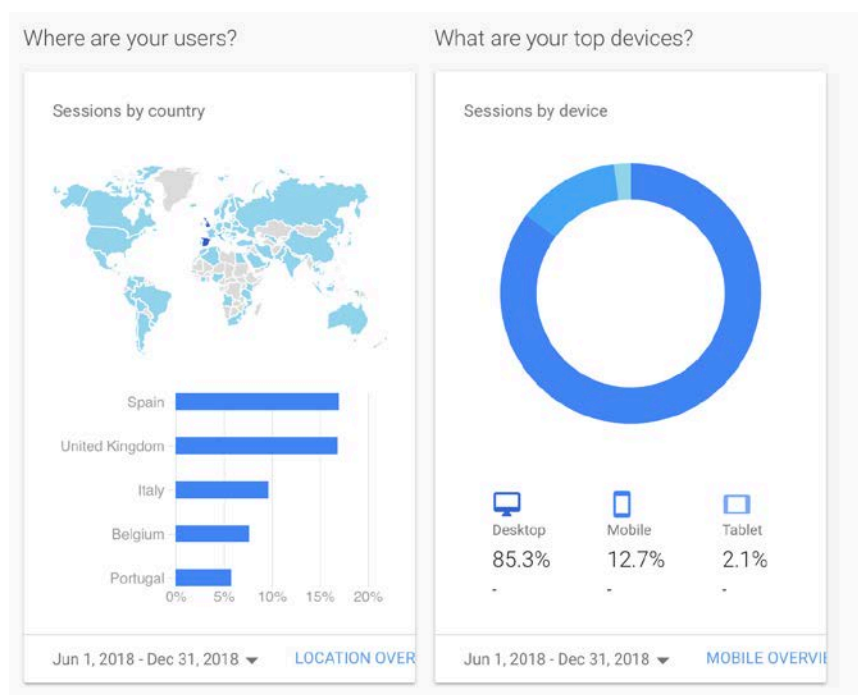


Figure 4. SynchroniCity target audience on the website

In terms of pages viewed in the same period (June – December 2018), most of our users accessed the home page (22,69%) and the Open Call webpage (16,66%). This information is not a surprise considering that most of the SynchroniCity communication efforts during this period were focused on promoting the Open Call. It is interesting to note that also the

cities' page attracted a relevant number of visitors, mainly the potential Open Call applicants interested in identifying where to propose their piloting activities. More details below, in the first rows.

Page ?		Pageviews ? ↓	Unique Pageviews ?
		62,982 % of Total: 100.00% (62,982)	45,687 % of Total: 100.00% (45,687)
1. /		14,291 (22.69%)	10,253 (22.44%)
2. /open-call/		10,494 (16.66%)	7,767 (17.00%)
3. /cities/		4,873 (7.74%)	3,111 (6.81%)
4. /docs/		2,895 (4.60%)	1,869 (4.09%)
5. /connect/		1,967 (3.12%)	740 (1.62%)
6. /about/		1,961 (3.11%)	1,650 (3.61%)
7. /open-call/quick-links/		1,489 (2.36%)	1,011 (2.21%)
8. /news/		1,479 (2.35%)	962 (2.11%)
9. /open-call/framework/		1,383 (2.20%)	943 (2.06%)
10. /data-tools-services-in-core-pilot-cities/		1,360 (2.16%)	1,038 (2.27%)

Figure 5. Website page views

Looking at the data related to the acquisition of new users, it is clear that most of the new users are directly accessing the SynchroniCity website (45,7%), mainly from the home page and the Open Call webpage. A considerable part of our users is also coming from search engines (31,6%), while just a small number of users is redirected from social media. In any case, it is interesting to note that twitter is the social network that attracted most of our visitors from social media (49,78%), followed by Facebook (24,96%) and by the LinkedIn accounts of our project partners (22,4%).

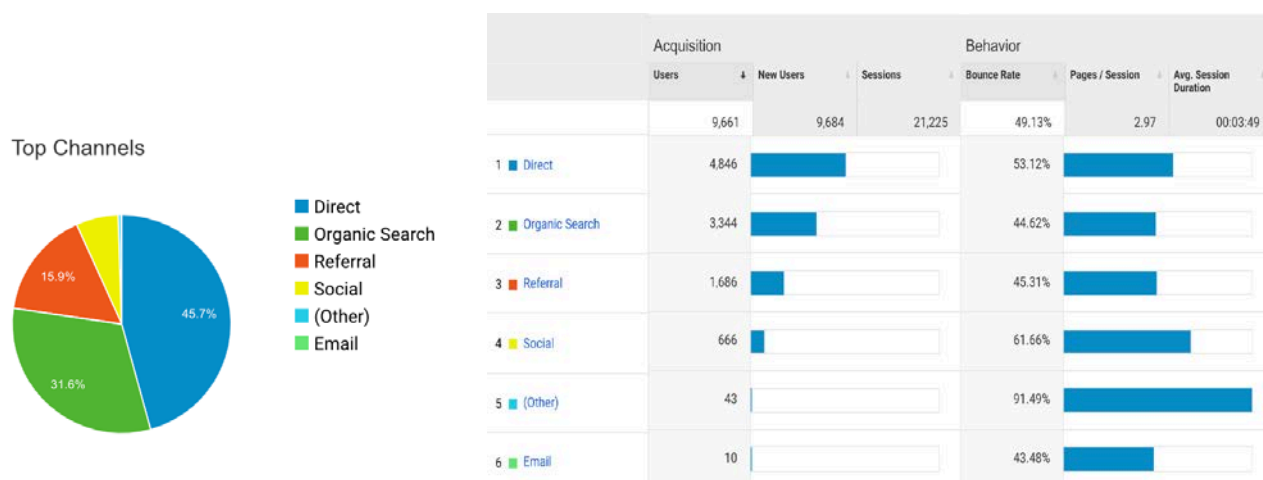


Figure 6. Top channels and users' behaviour

1.5 Social media

The SynchroniCity comms' team has decided to use Facebook and twitter in 2018 as main social media channels to communicate the project activities and disseminate its results. The most relevant results in terms of communication have been achieved through the twitter account.

1.5.1 Results on Twitter

In 2018, on twitter, we have published 707 tweets and attracted a total of **831 followers**. The SynchroniCity project in a year got a total of **270,031 impressions on twitter**. The highest number in terms of impressions was reached during the period of July – September 2018, despite the Summer break. It is therefore clear that the Open Call attracted a high number of visitors on twitter. Below, we include the impressions on the SynchroniCity twitter account in each trimester.

- January - March 2018: 70.1 K impressions



Figure 7. Jan-March 2018 Impressions on twitter

- April – June 2018: 101.4K impressions



Figure 8. Apr-June 2018 Impressions on twitter

- July – September 2018: 131.0K impressions



Figure 9. July-Sep 2018 Impressions on twitter

- October – December 2018: 98.4K impressions

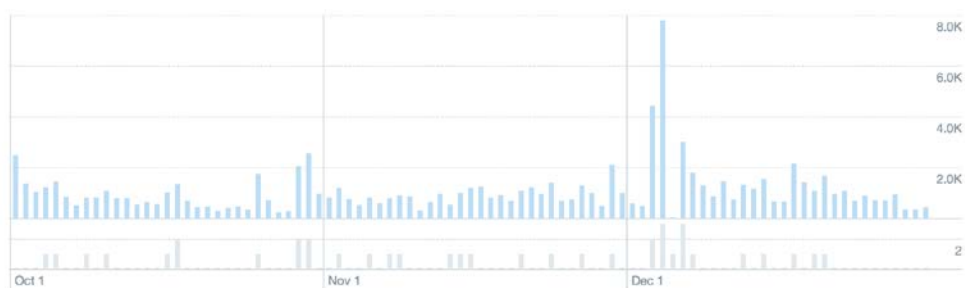


Figure 10. Oct-Dec 2018 Impressions on twitter

It is also interesting to note that the “Top tweet” in the past year got 14,738 impressions and it was aimed at promoting the results from the SynchroniCity Open Call, as well as invite potential new interested partners to meet the project team at ICT2018 in Vienna and at CSCC2019 in Brussels.

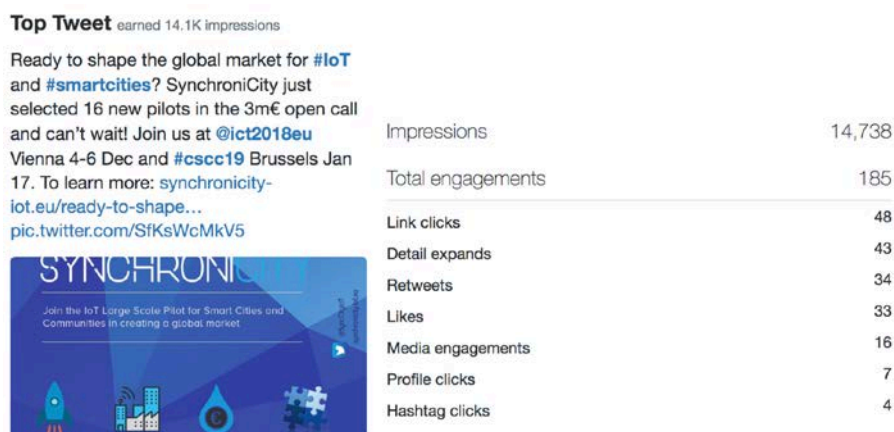


Figure 11. Top Tweet in 2018

In terms of target audience on twitter, the SynchroniCity account attracted mainly men (68% of the audience is composed by male) and an English speaking audience (96%). Most of our followers are from United Kingdom (19%) and from Spain (12%). It is relevant to note a considerable interest from followers based in the United States (6%), thus reflecting a first

relevant result in achieving the ambition of SynchroniCity to develop a global IoT market for Smart Cities and Communities.



Figure 12. Target audience on twitter

Besides the work performed by the SynchroniCity team via the twitter account of the project, our partners have also extensively promoted our initiatives and results through their social media channels. Twitter has resulted to be the social media that has been mostly used by the project partners to promote the SynchroniCity project. In total our project partners have published 354 twitter posts about SynchroniCity in the past year.

1.5.2 Results on Facebook

Less SynchroniCity partners are using Facebook as main social media channel, and this is reflected by the fact that only 99 posts have been published in the past year by them. The number then decreases if we consider the LinkedIn posts, only 93 in total. These numbers confirmed the predominance of twitter as main social media channel to be used for promoting projects' results.

To finalise our discussion of the communication achievements on social media, on Facebook we have **214 followers and 191 people who likes our page**. About the SynchroniCity audience on Facebook, men are still highly represented (51%), but compared to twitter, the number is lower. Most of the fans of our Facebook page are from Portugal, Italy and Belgium, and not from United Kingdom as on twitter. English is still the most represented language among our fans. The figure below clearly shows the division of our audience on Facebook.



Figure 13. Target audience on Facebook

Regarding the reach of our posts, we can highlight two main peaks, which basically coincide with the SynchroniCity opening and closing of our Open Call (beginning of June and end of September 2018), as shown in the figure below.

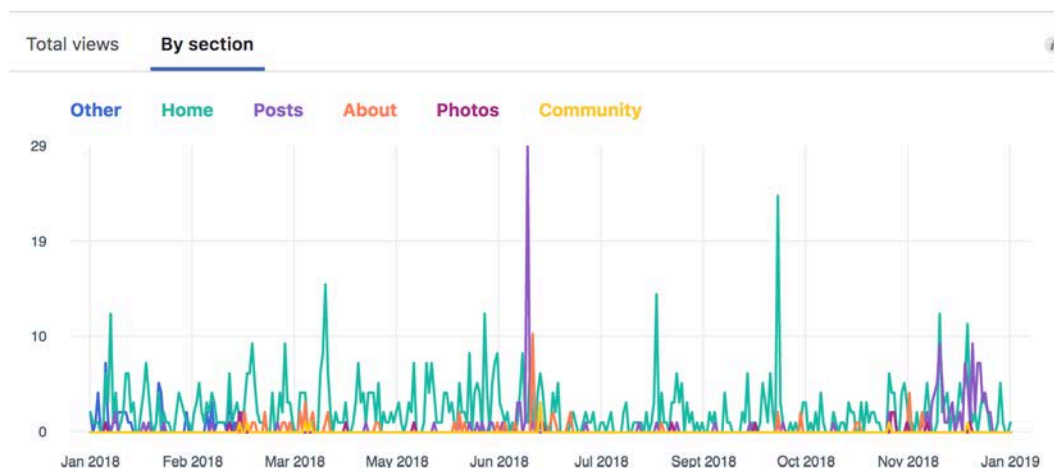


Figure 14. Reach of posts on Facebook

Finally, it is also relevant to discuss that the post that reached the highest number of people on Facebook is the same result as from the twitter analytics, which was presenting the results from the SynchroniCity Open Call. It outperformed both in terms of reach (875 people), and in terms of engagement (63 post clicks and 45 reactions).

All posts published

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
20/12/2018 09:18	 Before leaving for the Christmas holidays, do not forget to have a			53	4 3	
19/12/2018 11:43	 Internet of Things transform positively the way we live and			78	7 3	
17/12/2018 14:59	 Do you know that SynchroniCity has just released the first set of its			69	6 2	
14/12/2018 09:41	 How does the SynchroniCity #IoT #Data #Marketplace help solving			82	13 8	
12/12/2018 16:30	 Interested to know more about the ramp up to build #Seongnam as the			93	9 9	
07/12/2018 09:42	 A great #ICT2018 just ended and we are already looking forward to			76	9 8	
06/12/2018 14:44	 Do you know that the City of #Milan and SynchroniCity have been			64	3 2	
04/12/2018 15:20	 The Open Call winning applicants have just been selected by our			112	2 6	
04/12/2018 12:39	 The SynchroniCity team is waiting for you at booth C18 at #ici2018eu			78	13 8	
03/12/2018 16:28	 Ready to shape the global market for #IoT and #smartcities?			875	63 45	
29/11/2018 10:43	 Our November #newsletter is out here:			57	7 3	

Figure 15. Top post on Facebook

1.6 Events & conferences

In total, in the past year, the SynchroniCity project has been presented in 97 workshops, 85 international conferences, 10 trade events, 39 brokerage sessions and 34 pitch events, thus including 18 Open Call launching events (already presented in detail in Deliverable 5.3 Open Call Dissemination Report, available here https://synchronicity-iot.eu/wp-content/uploads/2018/10/SynchroniCity_D5.3.pdf). Moreover, SynchroniCity has been participating or contributing to organise 30 training activities. We estimate that through these events, the SynchroniCity project has reached a total number of **150,000 people** approximately. Results from the most relevant events where we presented SynchroniCity have been published on our website as full articles.



Figure 16. Examples of articles published on the website to promote results from events

Below we provide a list of the most relevant events, where we promoted the project in 2018.

Name of the Conference	Date	Venue	Link
Connected Smart Cities Conference 2018	11 January 2018	Brussels, Belgium	www.oascities.org
Eurocities technical training GDPR demystified	22 January 2018	Brussels, Belgium	https://www.eventbrite.com/e/gdc-technical-training-for-cities-privacy-challenges-how-to-comply-with-the-gdpr-tickets-41010749255
Learning from the Successful Smart Cities and Communities Replication Workshop	26 January 2018	Brussels, Belgium	https://ec.europa.eu/inea/en/news-events/events/smart-cities-and-communities-replication-workshop
ETSI ISG	09- 10 February 2018	Sophia Antipolis, France	https://synchronicity-iot.eu/events/etsi-isg-on-context-information-management-deliverables
1ST ITU Workshop on data processing and management for IoT and Smart Cities and Communities	19 - 20 February 2018	Brussels, Belgium	https://www.itu.int/en/ITU-T/Workshops-and-Seminars/20180219/Pages/default.aspx
Third meeting of ITU-T FG DPM	20/23 February 2018	Brussels, Belgium	https://www.itu.int/en/ITU-T/Workshops-and-Seminars/20180219/Pages/default.aspx
Porto start-up Coffee Meet-up	07 March 2018	Porto, Portugal	https://www.meetup.com/en-AU/PortoStartupCoffee/events/247951112/
Fórum Internacional Gestão Inteligente e Smart Cities	09 March 2018	Santa Maria da Feira, Portugal	http://portal.amp.pt/pt/noticia/391#FOCO_3

Name of the Conference	Date	Venue	Link
OGC TC open days	21 March 2018	Orléans, France	http://www.opengeospatial.org/event/1803tc
Beyond Data	29 March 2018	Eindhoven, Netherlands	https://www.smart-circle.org/beyonddata/
Portugal Smart Cities Summit	11 – 13 April 2018	Lisbon, Portugal	https://portugalsmartcities.fil.pt/
EUROCITIES Knowledge Society Forum meeting and conference	16 – 18 April 2018	Ghent, Belgium	www.eurocities.eu/eurocities/calendar/events_list/EUROCITIES-Knowledge-society-forum-Spring-meeting-Ghent-16-18-April-2018-WSPO-ASGGXC
Nordic IoT Week	18-19 April 2018	Helsinki, Finland	https://www.nordiciotweek.com/
Greencities 2018	25-26 April 2018	Málaga, Spain	http://greencities.malaga.eu/
Joint EC-AIOTI WG03 workshop on IoT Standardisation, Architecture and Interoperability	27 April 2018	Brussels, Belgium	
Internet Week Denmark	2-6 May 2018	Aarhus, Denmark	https://internetweekdenmark.com/
FIWARE Global Summit	8-9 May 2018	Porto, Portugal	https://www.eventbrite.com/e/fiware-global-summit-porto-tickets-42234131424
The Third International Symposium on Ubiquitous Networking	9-12 May 2018	Casablanca, Morocco	http://www.unet-conf.org/Tutorial_IoT.php
Digital Transformation World (TMForum)	14-16 May 2018	Nice, France	https://dtw.tmforum.org/
Digital Business World Congress	22 May 2018	Madrid, Spain	https://www.des-madrid.com/congress/ ; http://agenda.des-madrid.com/en/speakers/13576/
U4IoT Co-Creation Workshop for Smart Cities	22 – 25 May 2018	Carouge, Switzerland	https://european-iot-pilots.eu/u4iot-co-creation-workshop-for-smart-cities-22nd-25th-may-2018/
STARTUPCITY SUMMIT - TNW	24-25 May 2018	Amsterdam, Netherlands	https://thenextweb.com/conference/startupcitysummit
IoT Summit	31 May 2018	Vantaa, Finland	https://www.iotsummit.fi/
IoT Week 2018	4-7 June 2018	Bilbao, Spain	http://iot-week.eu/
Internet of Things Convention	6 June 2018	Antwerp, Brussels	https://iot-convention.be/
Open Call Webinar	12 June 2018	Digital	https://synchronicity-iot.eu/open-call/support/webinars/

Name of the Conference	Date	Venue	Link
Digital Assembly 2018	25 – 26 June 2018	Sofia, Bulgaria	https://ec.europa.eu/digital-single-market/en/events/digital-assembly-2018-sofia
REACTOR TALK - INNOVATION & THE CITY	26 June 2018	Porto, Portugal	https://www.eventbrite.com/e/reactor-talk-innovation-the-city-city-as-an-opportunity-catalyst-tickets-48232541831#
EIP-SCC General Assembly 2018	27 – 28 June 2018	Sofia, Bulgaria	http://eu-smartcities.eu/events/eip-scc-general-assembly-2018
H2020 SME Instrument and Fast Track to Innovation Opportunities and Collaboration with Future Cities Catapult	2 July 2018	London, UK	https://futurecities.catapult.org.uk/event/h2020-sme-instrument-and-fast-track-to-innovation-opportunities-and-collaboration-with-future-cities-catapult/
Open Living Lab Days 2018	22-24 August 2018	Geneva, Switzerland	https://openlivinglabdays.com/
ITU Telecom World 2018	10-13 September 2018	Durban, South Africa	https://telecomworld.itu.int/2018-event/
IoT Week Korea	12-14 September 2018	Seoul, Korea	http://iotkorea.or.kr/
NGI Forum 2018	13 September 2018	Porto, Portugal	https://ngiforum.eu/
ITS World Congress	17-21 September 2018	Copenhagen, Denmark	https://itsworldcongress.com/congress/about-the-its-world-congress/
Future Smart Cities	25-27 September 2018	Cairo, Egypt	https://www.ierek.com/events/future-smart-cities
EWRC 2018	10 October 2018	Brussels, Belgium	https://europa.eu/regions-and-cities/
IoT Solutions World Congress 2018	16-18 October 2018	Barcelona, Spain	http://www.iotsworldcongress.com/
SUM-IT 2018	23 October 2018	Eindhoven, NL	https://creativeringsumit.eu/
Smart Cities Week Australia	29 October – 2 November 2018	Sidney and Canberra, Australia	https://www.smartcitiesweek.com/2018-australia/
Computable Awards 2018	30 October 2018	Utrecht, NL	https://www2.computable.nl/computableawards/voordrachten
IoT Build	13/14 November 2018	London, UK	https://iotbuild-emea.internetofbusiness.com

Name of the Conference	Date	Venue	Link
SCEWC 2018	14-16 November 2018	Barcelona, Spain	http://www.smartcityexpo.com/en/home
Innovation Days	21-22 November 2018	Torino, Italy	http://www.ismb.it/en/IND2018
FIWARE Global Summit Tech UX Workshop	26-28 November 2018	Málaga, Spain	https://www.fiware.org/summit/
Smart Zwolle	29 November 2018	Zwolle, NL	https://www.zwolle.nl/aanmeldingsformulier-smarkt-2018
EUROCITIES 2018	28-30 November 2018	Edinburgh, UK	http://www.eurocities.eu/eurocities/calendar/events_list/EUROCITIES-2018-Edinburgh-WSP0-ATDSC6
ICT2018	4-6 December 2018	Vienna, Austria	https://ec.europa.eu/digital-single-market/en/events/ict-2018-imagine-digital-connect-europe
OASC Austria	5 December 2018	Vienna, Austria	
Strategic Sourcing Award 2018	13 December 2018	Amsterdam, Netherlands	http://www.omdinershow.nl/award

Table 3. Participation to events in 2018

1.7 Newsletter

The SynchroniCity project has published monthly newsletters since March 2018. Newsletters are usually sent during the third week of the month and include some highlights from the project by focusing mainly on news from the Open Call, information about the impact achieved by the project, relevant results from the cities and the project partners. Newsletters also include an event section, where the most relevant ones from the project partners are presented. In total the project has published 10 newsletters that reached each month approximately **520 subscribers**. We have also created a separated list for the Open Call applicants with 108 subscribers and a pre-market consultation list with 54 subscribers. On average, around 53% percent of the subscribers to the general newsletter opened it, with the most successful in September, which was opened by 68,9% of them, as it was focused on the Open Call deadline. The picture below provides an interesting representation of how the SynchroniCity newsletter grew over the past year, clearly showing most of the subscribers have remained loyal to us in the past three months.

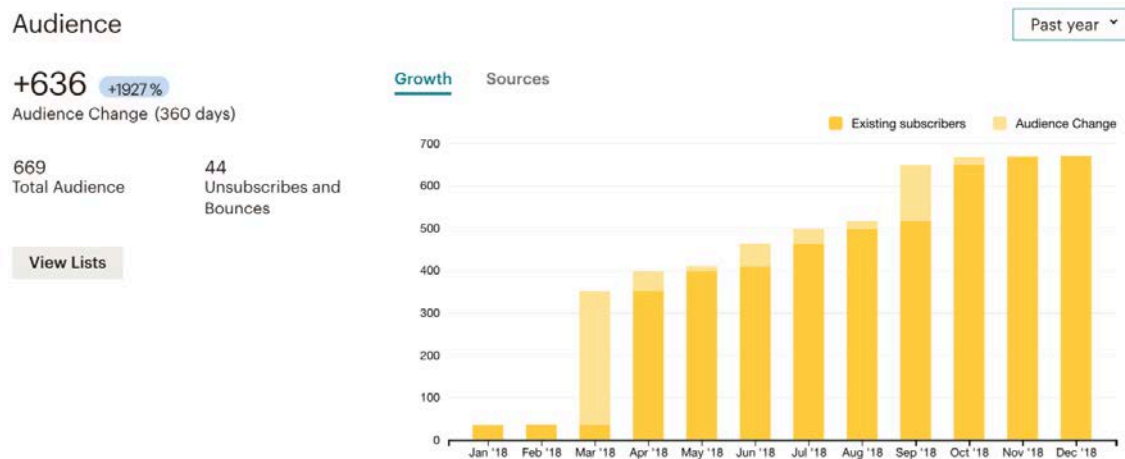


Figure 17. Reach of the target audience through the newsletter

Apart from the newsletters directly published by the project, other partners have included news from SynchroniCity in their own newsletters, thus reaching a total number of 35.

1.8 Press releases

In terms of press releases, **24** have been published by the SynchroniCity project and partners in 2018. Most of the press releases are related to the Open Call announcement and results. The 8 SynchroniCity Core Pilot Cities have actively contributed to share the press releases both through their media contacts, as well as online via the SynchroniCity website or other local channels. They have been translated into local languages directly by the communication manager of each city. All the press releases published on our website are available at the following link <https://synchronicity-iot.eu/press-releases/>. In some cases, when the main scope of the press release was to show some initial results, the SynchroniCity communication team complemented it through some infographics and factsheet. This is the case for example of the extract of *"The Open Call stats press release"* included below. The press releases have been promoted also via the project social media channels, and shared with the IoT Large Scale Pilots Activity Group 8 coordinating the communications of the 5 projects funded under this Programme by the European Union.

SYNCHRONICITY OPEN CALL STATS

PRESS RELEASE

Cities and businesses rally around European Internet of Things Large-Scale Pilot for Smart Cities & Communities

European IoT Large-Scale Pilots Programme

[Brussels, 29 October 2018] – A massive 133 groups of cities and businesses from all over the world took the opportunity to apply to become part of the 3m€ European Internet of Things Large-Scale Pilot for Smart Cities & Communities called “SynchroniCity” to deploy their data-driven solutions based on the philosophy and technical approach from the global Open & Agile Smart Cities network (OASC).

“This immense interest in SynchroniCity proves that there is a strong demand for standards-based innovation and procurement. Cities need guarantees that solutions seamlessly integrate with their legacy systems while at the same time offer value for money and independence, and solution providers need interoperability to scale across cities and countries,” said Martin Brynskov, chair of the Open & Agile Smart Cities network and coordinator and lead of SynchroniCity.



Figure 18. Example of a press release

2 DISSEMINATION OF THE OPEN CALL: RESULTS

A full report about the Dissemination of the Open Call has been provided in Deliverable 5.3 (available here https://synchronicity-iot.eu/wp-content/uploads/2018/10/SynchroniCity_D5.3.pdf). In this chapter we summarise the main activities developed and the results achieved in the past year by the SynchroniCity project.

2.1 Promotion in events

The Open Call has been promoted both in local launching events in the different 8 Core Pilot Cities (Antwerp, Carouge, Eindhoven, Helsinki, Manchester, Milan, Porto, Santander), and at international events from April 2018 until September 2018, when the Open Call closed. In total 18 Open Call launching events were organised by the different Core Pilot Cities and they attracted **more than 500 people** in total.

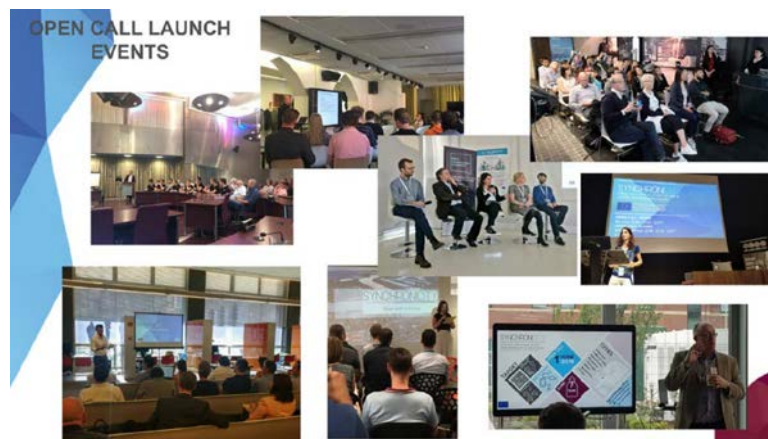


Figure 19. Open Call Launch Events

In terms of international events, the SynchroniCity Open Call has been promoted in 27 relevant national and international conferences from May 2017 until September 2018, with an estimated audience of **5,970 attendees**.

2.2 Online presence

The Open Call has been promoted from the 1st June 2018 through an updated version of the SynchroniCity website, via a specific webpage available here <https://synchronicity-iot.eu/open-call/>. It included the relevant documentation needed to support potential applicants during the application of the Open Call.

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. 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 of the SynchroniCity website alone has attracted in total **11,615 visitors** between 15 June 2018 and 30 September 2018.

To help the potential applicants to get in touch with the SynchroniCity team and receive as much relevant information about the Open Call as possible, we have delivered 4 webinars and 27 City Clinics. The 4 webinars have been recorded and made available online on the SynchroniCity Youtube channel. They were also promoted through our website, social media channels and the monthly newsletter. In total, the SynchroniCity team has published 8 videos about the Open Call on the SynchroniCity Youtube channel (<https://www.youtube.com/channel/UCyclIOAj8BO1KUS0pTOiCMNQ>), that so far have been viewed **820 times**.

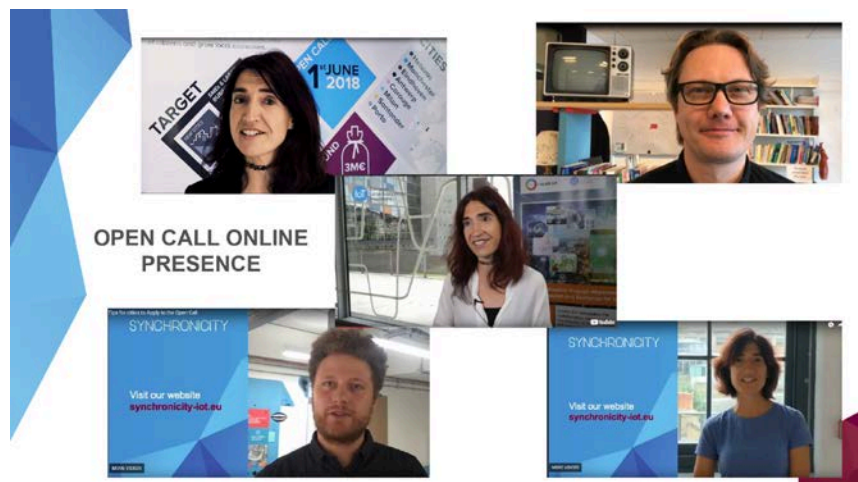


Figure 20. Open Call Online Videos

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

The monthly newsletters reached an audience of approximately **500 people**. An online forum was also 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.synchronicityiot.eu/>]. The forum was not used extensively by applicants, we received only 20 questions through the forum, while the helpdesk system got 798 tickets within 4 months.

Finally, the Open Call has been announced via 120 international networks and channels selected at the beginning of the project by the communications team. A detailed list is provided in Deliverable 5.3 Open Call Dissemination Report.

2.3 Social Media

The SynchroniCity Open Call has been promoted both through our Facebook page and the twitter account.

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. It is interesting to note that, in only 3 months during the

period of the Open Call, we reached half of the total impressions we had in a year on twitter (270,031 impressions).

On our Facebook account numbers are lower because 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. However, it is relevant to note that the posts that reached the highest number of Facebook users from June to September 2018 were related to the launch of the Open Call and the First Open Call webinar (834 people) (537 people), see image below for more details. The only post after September 2018 that reached a higher number of Facebook visitors was the announcement of the shortlisted applicants of the Open Call, as discussed in detail in Section 2.4 of this document. However, we expect more followers on Facebook during Y3, where citizens will be more closely involved.

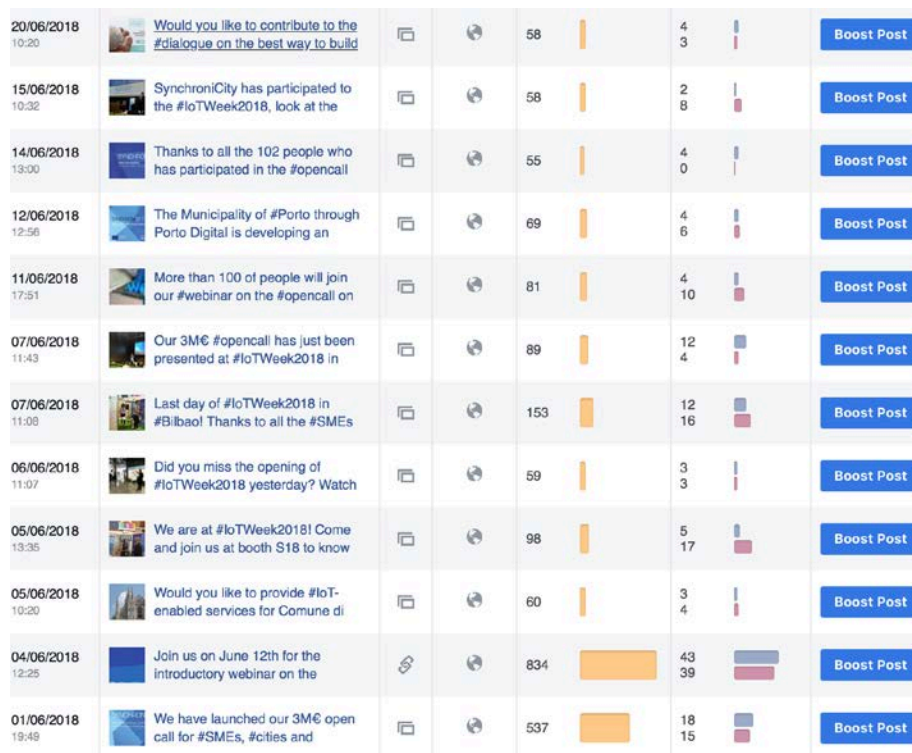


Figure 21. Facebook posts' reach for the Open Call

3 LESSONS LEARNT & COMMUNICATION STRATEGY FOR YEAR 3

3.1 LESSONS LEARNT

In the previous chapters we have presented the results achieved in Year 2 in terms of comms' activities. The work performed has been quite extensive and during this period we have gained a relevant experience on best practices and processes to avoid in the next year. The following communication strategy for Year 3 has been drafted by taking into account the lessons' learnt.

One of the most relevant take away from the development of the comms' activities for Year 3, relies on the difficulty to retain the target audience in the long period, especially when it is composed by very different categories, such as cities, SMEs and large businesses. Also, there are categories of the target audience that is easier to reach when a funding is available to them, as in the case of the businesses. Results have showed that even during the Summer holiday period, we attracted a significant number of potentially interested applicants to the Open Call. Lower numbers have been encountered before the opening of the call and afterwards, as the interest was decreasing.

Another relevant lesson learnt, is related to the use of social media. We experienced that the use of twitter in the case of the comms' strategy for the SynchroniCity project is to prefer rather than Facebook. Indeed, our target audience is more consistent and active on twitter. This can be explained by the fact that our main target audience in Year 2 was composed mainly by businesses and cities. It will be interesting to put more efforts in Year 3 in attracting the new target audience via Facebook, which will be extensively focused on citizens as well. In order to achieve greater number on Facebook, more general contents should be designed, able to attract a less technical audience. For this reason, the use of a new blog will be linked with the posting of news via our social media, and especially Facebook (more info in the section below).

Considering the internal target audience, we experienced that engaging the project partners (including the Core Pilot Cities) is not an easy task as well. Indeed, involving them in providing contents for promoting their activities is very time consuming for them, taking into account they are already quite busy with running all the internal activities for the project. Moreover, it is difficult to convince them to promote their work as it is not finished yet. For this reason, some partners and cities have been less responsive in contributing to the comms' work, waiting for having more concrete results to show in Year 3, also thanks to the development on the external pilots coming from the Open Call. For this reason, a clear internal workflow for the comms' activities will be provided in the updated comms' strategy, in order to clearly define roles and timing of their contribution.

Finally, SynchroniCity is a very big project, involving already internally a huge number of partners, as well as having a visionary ambition. The update of the overall mission and strategy has been necessary in order to be aligned with the IoT marketplace, and sometimes trying also to predict the relevant changes that will happen for Smart Cities and Communities. This process has required an agile workflow to the comms' strategy to support the specific project's objectives.

3.2 COMMUNICATION STRATEGY FOR YEAR 3

In this section we present a general overview of the communication strategy for Year 3 of the SynchroniCity project. A full internal comms' plan and internal workflow is currently being discussed at consortium level and will be provided in a separate document.

Overall objectives

Year 3 is all about allowing pilot cities and business to take “ownership” of the community built through SynchroniCity. This means:

A) *Ensuring that the communication strategy of the project is aligned with the long-term broader strategy of all participating partners and communities.*

This objective relates to the long-term sustainability of the activities executed within SynchroniCity beyond the timescale of the project. It reflects the ambitions of the project in terms of scalability (i.e. global market-place) and replicability of the impact generated (i.e. standard setting through practice as well as formal standards development) and potential policy impact (i.e. providing adequate evidence on service implementation on a common technical ground validated at scale in practice).

B) *Increasing the interaction with the general public, particularly looking at citizens of SynchroniCity partner cities and tech-savvy non-expert audiences.*

The objective is to provide the general public, with concrete and accessible examples of what SynchroniCity is and what IoT- and AI- enabled solutions can do. By doing so, promoting the activities and results of the project in collaboration with the cities, SMEs and large businesses involved across pilots.

C) *Support the marketing activities of pilot businesses with an emphasis on cross-project and cross-sector collaboration.*

This objective in particular focuses on the promotion of the pilot businesses themselves through the broader networks generated from collaborative action with other IoT LSPs, and further across innovation hubs as well as national initiatives. The activity in line with this objective is not different than for the two objectives above. However, the actors involved are different and worth highlighting as a separate objective.

Target Audience

In line with the SynchroniCity activities for Year 3 and Objectives B and C of the Communication Strategy, dissemination material throughout the pilot implementation period will be delivered in line with and in support of the pilots' appeal to a broad user audience. Following the end of the pilots, the main target audience of SynchroniCity will revert to its original target audiences. This marks a clear broadening of the audience beyond policy makers, citizens, cities and businesses who *already* understood or were part of the emerging markets for IoT-enabled services. “Citizens” in this case is understood to include both individuals as well as civil society associations. The shift in audience marking the pilot implementation period means less focus on deep technical information, and more on reporting appealing results in a non-technical manner. Technical information will remain available on a secondary level to ensure the positive growth and solidification of the technical community around SynchroniCity, held together with the community and overall brand in OASC.

It is worth mentioning that this does not mean a total redirection of content as that could alienate the existing audience base. It means allowing the content produced centrally by the

Communications teams to appeal to a broader audience relying on previous or partner content for technical reference or in-depth information.

Key messages will be formulated and updated taking into account the target audience and the input of individual partners. Examples of key messages are:

- *Cities*: SynchroniCity supports cities worldwide to improve urban planning processes and co-creation initiatives with their local communities, by providing a set of validated IoT-enabled solutions and technical expertise to be adopted in different contexts, thus enabling the growth of local economies.
- *National and international policy makers*: By piloting a minimal common technical foundation, SynchroniCity helps breaking down key market barriers fragmenting the smart city market in Europe and beyond. SynchroniCity is much more than nudging booming local IoT markets together. It sets up validated standards for partner cities and their suppliers that can be used to naturally replicate services across sectors and geographies, based on the Open & Agile Smart Cities (OASC) principles adopted by more than 100 cities globally already.
- *Companies*: the global IoT market created by SynchroniCity will allow SMEs and large businesses to address the needs of cities and communities, by adopting common Minimal Interoperability Mechanisms (MIMs) and standards recognized at international and transnational level.
- *Citizens*: SynchroniCity is a window for citizens to meet with grassroots communities, municipalities and companies to know about the latest achievements in IoT services, how to be part of these activities in their communities, and learn how to benefit from IoT solutions and how this affect their life.

Communication channels

Online

The contact and dissemination channels will include an updated version of the website, the already established social media channels and newsletter, and all direct contact through the Helpdesk and Info account email. The updated website will separate the deep technical information from the broader messages focusing on results and reaching out to the general public in support of the pilot implementation. This strategic separation of content (though remaining connected and accessible from both ends) will allow for the parallel growth of both communities. Increasingly, the online channels will be merged with OASC channels and resources, to be concluded when the project finishes by the end of 2019.

Offline

Continue the use of promotional material updated on a quarterly basis as part of relevant events.

Internal Communication

The guiding principle of the internal communication strategy for Year 3 is to enable a bottom-up approach to dissemination by empowering the core and new partners to full ownership of the communication process (i.e. objective A of strategy). This will in turn help internalise their communication activity as an integral process of their overall activity and not as a requirement of it. Online and offline communication channels (e.g. website, blog, newsletter, promotional material, consortium meetings and calls) will be used for this objective.

Internal communication for Year 3 includes consortium partners, with the 8 core pilot cities, as well as an additional 10 cities and 16 pilot groups who joined SynchroniCity in January 2019 through the open call. In order to support the new cities and pilot groups, new guidelines for communication activity will be provided. These guidelines will include written content as well as physical and online meetings to align with them on relevant topics.

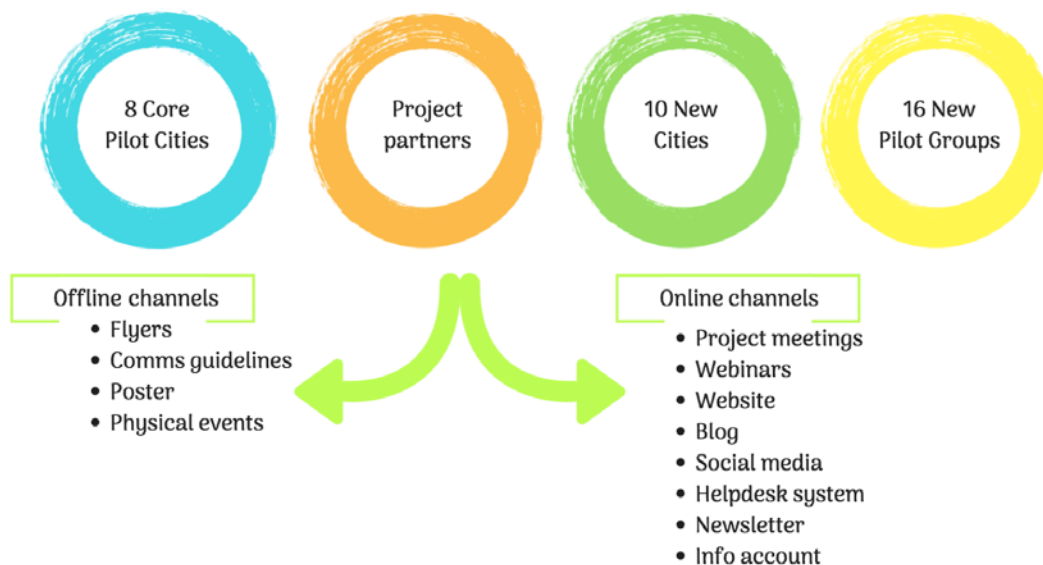


Figure 22 Internal Target Audience for Year 3

Year 3 stages – Timeline

There are two clear stages for communication activity within Year 3:

- February to July-August:** Pilot activity dissemination and reporting
- September to December:** Post-pilot dissemination of overall project results.

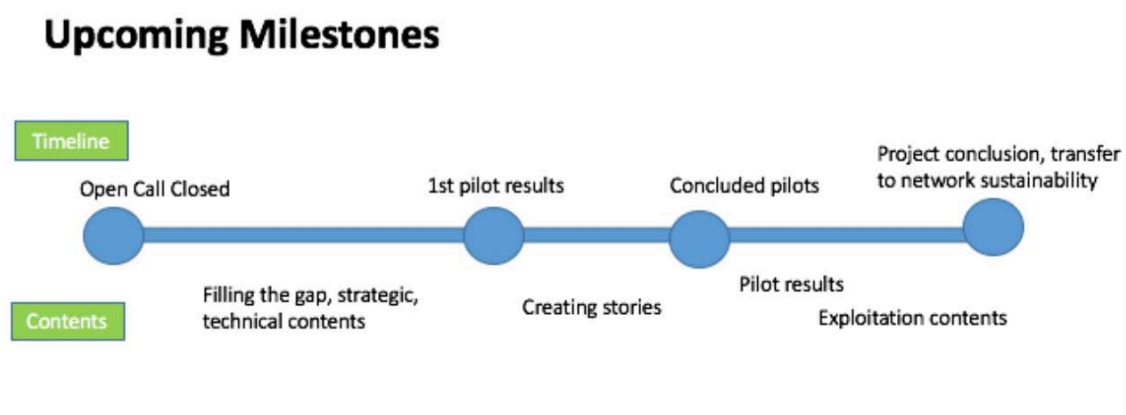


Figure 23 Communication's Timeline Milestones for Year 3

Communication Activities as part of lot LSPs

Support from both SynchroniCity partners and IoT LSPs will be required to tailored content for dissemination to recognize the main expected outcomes, methods used, and the relationship between pilots and citizens.

A first set of **short interviews** in an audio-visual format will be organized during the London Bootcamp on February 2019, together with the new pilots coming from the open call. The main idea is to provide insights from the projects that could attract citizens to be involved in their development, as well as municipalities and companies to engage with our community. This format of personalized, anecdotal reporting will be used throughout the duration of Year 3.

The SynchroniCity project's results will also be showcased in an **IoT Handbook of Springer** in the End-user engagement and validation chapter. The work for the handbook is coordinated by SynchroniCity, with the support from the **AG08** and all the IoT LSPs projects, this has already been agreed during the monthly AG08 telcos coordinated by the new CSA called NGIoT (Next Generation of Internet of Things, <https://www.ngiot.eu/about/>), in collaboration with SynchroniCity. A substantial work in terms of communicating the The SynchroniCity project's results is also related to the support we will be providing to the AG08 in the upcoming months, strictly cooperating the other IoT LSPs projects, thus including the newly funded ones.

Close collaboration will also take place as part of the **IoT Next Club for SMEs** initiative. The work on this area will help align SynchroniCity results – and expectations on long-term impact – with EU SME internationalisation strategies and the development of IoT markets and services.

3.3 EXPLOITATION & SUSTAINABILITY

It is essential to align the SynchroniCity comms' strategy for Year 3 to the exploitation and sustainability plan of the project, especially for ensuring that the online dissemination channels will be kept up and running also after December 2019. The first version of the Sustainability Plan was supposed to be provided in Deliverable 6.6 (Sustainability Plan Interim: Scenarios on IoT usage in M18). However, this version has not been released yet, for this reason, the comms' strategy will require a light update before the project ends to be aligned with the sustainability plan (a second version will be provided in Deliverable 6.7 Sustainability Plan Final: Scenarios on IoT usage in M33). A strong alignment with Task 6.1 will be ensured in order to align the comms' strategy and plan with the SynchroniCity sustainability strategy.

At the same time, some preliminary guidance in terms on how to assess the sustainability of the project has been provided in Deliverable 6.3 (KPI framework, delivered in M18 and available here https://synchronicity-iot.eu/wp-content/uploads/2018/09/SynchroniCity_D6.3.pdf), which sets the KPIs for the SynchroniCity scalability and replicability. The sustainability of the project strongly relies on the:

- number of replicated services
- number of users of the services
- perceived value for the users
- perceived value for the local government and decision makers involved
- number of SMEs involved in the pilots
- number of local ecosystem partners involved in all the pilots
- number of new follower city members interested in the project
- percentage of people in the target group that have been reached by the project

For this scope, it is important to align the comms' strategy with the relevant KPIs mentioned above. A first update of the comms' KPIs for Year 3 has been provided and accepted during the last SynchroniCity review and will inform both the sustainability plan and the exploitation strategy.

List of updated KPIs:

- ⇒ Number of news included on the website and on social media: at least 3 per week
- ⇒ Number of events shared in the website and on social media: at least 1 per week
- ⇒ Number of subscribers to the SynchroniCity newsletter at the end of the project:
=> 1.000
- ⇒ Number of scientific publications on open access by the end of the project: 3
- ⇒ Number of Twitter followers by the end of the project: => 1.500
- ⇒ Number of Facebook followers by the end of the project: => 600
- ⇒ Number of dissemination events organized/participated by the project at the end of the project: > 100
- ⇒ Number of views on the SynchroniCity Youtube channel: > 500
- ⇒ Number of press releases by the end of the project, including those of cities: => 30
- ⇒ Revision of all existing online material according to new website strategy before end of Q1 2019
- ⇒ Ongoing Quarterly update of promotional material

⇒ Independent news reporting of pilot activities in local newspapers. At least once per city.

The involvement of the OASC in this process will be essential in order to reach the expected numbers, as it currently connects 117 smart cities globally organised in national networks from 24 countries and regions. OASC strongly supports SynchroniCity in reaching a large target audience as potential users or customers of the IoT solutions provided by the project. Indeed, the cities involved in this network already committed to the OASC principles and MIMs, and this ensure an alignment of the services within the market, thus enabling to easy the access to the SynchroniCity ecosystem and the global IoT market. For this reason, the SynchroniCity exploitation and sustainability strategy for Year 3, and after the end of the project, will be revolved around this strong message and relevant support to grow our community.

4 CONCLUSION

In this document we reported the communication and dissemination results achieved in Year 2 of the SynchroniCity project. We also in terms of achieved experiences in year 2, presented an updated communication strategy for Year 3.

The results here discussed showed that the main strategy for 2018, focused around the promotion of the Open Call, has been successfully exploited, both in terms of attracting applicants (131 in total) and in terms of reaching a vast target audience formed by cities and businesses. As presented above, the SynchroniCity project in 2018 has reached out to more than 320,000 people in total. The target audience has been reached consistently thanks to the support of all the SynchroniCity partners, who contributed to promote the project and its results. Most of the people interested in knowing more about the project have been attracted through the news posted on our website and social media, as well as the organisation of online webinars and the SynchroniCity team's participation in international events presenting our ambition and achievements.

The main objective for next year is to considerably increase this number by extending the target audience to citizens and policy makers, and smart cities local and international communities. We are aiming to sustain the pillars of SynchroniCity beyond the project by attracting a larger audience and by retaining people, companies, cities and organisations interested in being part of the global IoT market and community. A full plan for the sustainability of the project will be included in Deliverable 6.6 (Sustainability Plan – Interim: Scenarios on IoT usage).

A relevant exploitation strategy will be provided along with the sustainability plan in order to ensure the effective alignment with the communication and dissemination strategy presented above. An update on the results achieved in Year 3 of SynchroniCity will be provided in Deliverable 6.12 (3rd report on communication, dissemination and marketing activities) at the end of the project (in M36).

ANNEX I: ONLINE ACTIVITIES BY PARTNER

The tables below provide a complete overview of all the activities developed by each partner (in alphabetical order) to promote the SynchroniCity project in 2018, as stated by them. Only 3 partners did not provide any information (Firmware Foundation, SNIP and ULIKE).

Partner	Activity	#
Aalto University	Trade events	34
	Scientific publications	2

Partner	Activity	#	Link (when possible)
Aarhus University	Facebook posts	9	
	Tweets	50	https://twitter.com/SyncCityIoT/status/948916148116054017 https://twitter.com/brynskov/status/962259785503690752 https://twitter.com/SyncCityIoT/status/963736892104732673 https://twitter.com/oascities/status/965496478650290176 https://twitter.com/ITU/status/965533201925136384 https://twitter.com/oascities/status/969136463328829441 https://twitter.com/oascities/status/973875670756610048 https://twitter.com/brynskov/status/975653737548140544 https://twitter.com/oascities/status/976773915413491714 https://twitter.com/oascities/status/979332010660585472 https://twitter.com/oascities/status/986165603366047745 https://twitter.com/brynskov/status/987407655185666049 https://twitter.com/SyncCityIoT/status/988763953684770816 https://twitter.com/brynskov/status/989876412965416960 https://twitter.com/oascities/status/992330611460362242 https://twitter.com/oascities/status/994120570215288832 https://twitter.com/oascities/status/996654885990002688 https://twitter.com/oascities/status/1001041585168175104 https://twitter.com/SyncCityIoT/status/1001372641402507267 https://twitter.com/oascities/status/1002589391322337281 https://twitter.com/SyncCityIoT/status/1002634634793050113 https://twitter.com/oascities/status/1004655820704047105

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	LinkedIn posts	11	https://www.linkedin.com/feed/update/urn:li:activity:6462372277924167680 https://www.linkedin.com/feed/update/urn:li:activity:6461336348543447040 https://www.linkedin.com/feed/update/urn:li:activity:6393480681451847680 https://www.linkedin.com/feed/update/urn:li:activity:6395757237813551104 https://www.linkedin.com/feed/update/urn:li:activity:6414439786911797248 https://www.linkedin.com/feed/update/urn:li:activity:6446852436849098752 https://www.linkedin.com/feed/update/urn:li:activity:6450614920579948544 https://www.linkedin.com/feed/update/urn:li:activity:6452238183655567360 https://www.linkedin.com/feed/update/urn:li:activity:6459417885692436480 https://www.linkedin.com/feed/update/urn:li:activity:6473276144970932224 https://www.linkedin.com/feed/update/urn:li:activity:6475767945833246721

	Workshops	6	
	Videos	2	

Partner	Activity	#	Link (when possible)
Alexandra Institute	Press releases	2	https://alexandra.dk/uk/cases/synchronicity https://alexandra.dk/dk/aktuelt/nyheder/2017/aarhus-universitet-i-spidsen-globalt-projekt
	Workshops	1	

Partner	Activity	#	Link (when possible)
Antwerp	Tweets	3	https://twitter.com/DgplsAntwerpen/status/989056954021634048 https://twitter.com/SlimnaarA/status/1027911648709881856 https://twitter.com/IoT_euLSP/status/1004693638989918209
	LinkedIn posts	2	https://www.linkedin.com/feed/update/urn:li:activity:6434737296284667904 https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6434737296284667904/?actorCompanyId=11301488
	Non-scientific publication	7	https://antwerpen.digipolis.be/nl/blog/synchronicity https://www.ondernemeninantwerpen.be/nieuws/europees-project-synchronicity-zoekt-iot-oplossingen-stadsleven-te-verbeteren https://www.agoria.be/nl/Stad-Antwerpen-lanceert-open-oproep-rond-smart-mobility-wellbeing-en-disruptieve-innovatie https://nabillaaitdaoud.be/2018/05/31/synchronicity-de-slimme-stad/ https://www.slimnaarantwerpen.be/nl/nieuws/oproep-heeft-uw-bedrijf-een-iot-oplossing-die-antwerpen-kan-veranderen https://www.meetup.com/DigAnt-Cafe/events/249824778/ https://www.ondernemeninantwerpen.be/nieuws/europees-project-synchronicity-zoekt-iot-oplossingen-stadsleven-te-verbeteren
	Newsletters	3	
	Workshops	2	
	Conferences	1	

Partner	Activity	#	Link (when possible)
ATOS	Press releases	1	https://atos.net/en/blog/artificial-intelligence-second-phase-iot-part-2
	Non-scientific publications	2	
	Newsletters	1	

Partner	Activity	#	Link (when possible)
Bronzelabs	Tweets	1	https://twitter.com/BronzeLabs/status/818449686377988096

Partner	Activity	#	Link (when possible)
Carouge	Press releases	2	
	Tweets	7	
			https://twitter.com/Smart_Carouge/status/998898668538384385 https://twitter.com/Smart_Carouge/status/998898110247112704 https://twitter.com/Smart_Carouge/status/953999979923824640 https://twitter.com/Smart_Carouge/status/953931938989035520 https://twitter.com/futurecitiescat/status/950653458536894464 https://twitter.com/GemmaGuilera10/status/951373246275969024 https://twitter.com/SyncCityIoT/status/951039977697239040
	LinkedIn posts	10	
	Conferences	12	
	Pitch events	4	
	Training	2	
	Videos	2	

Partner	Activity	#
<i>Digital Catapult</i>	Facebook posts	1
	Conferences	12
	Training	1

Partner	Activity	#	Link (when possible)
<i>Eindhoven</i>	Press releases	7	https://synchronicity-iot.eu/how-smart-eindhoven-is/ https://atos.net/nl/2018/persberichten_2018_12_17/smart-city-starterkt-onderscheiden-met-strategic-sourcing-award-voor-digital-business-ecosystem https://innovationorigins.com/nl/award-voor-eindhovense-smart-city-starterkt/ https://www.binnenlandsbestuur.nl/digitaal/nieuws/smart-city-starterpack-eindhoven-best-practice.9603890.lynkx https://innovationorigins.com/nl/gemeente-eindhoven-lanceert-een-smart-city-starterkt/ https://www.consultancy.nl/nieuws/21176/gemeente-eindhoven-wint-award-voor-digitale-smart-city-toolkit http://persberichten.deperslijst.com/101619/persbericht-veel-aanmeldingen-voor-europese-internet-of-things-pilot.html
	Facebook posts	1	
	Tweets	9	https://twitter.com/RickSchager/status/1073605302505889793 https://twitter.com/RickSchager/status/1073604672022343681 https://twitter.com/RickSchager/status/1073600983291314176 https://twitter.com/brynskov/status/1070369476934287361 https://twitter.com/RickSchager/status/1069979399230054401 https://twitter.com/RickSchager/status/1069873337336242177 https://twitter.com/RickSchager/status/1069164476178534400 https://twitter.com/AtosNL/status/1073317148007784449 https://twitter.com/RickSchager/status/1074924206020878337
	LinkedIn posts	19	https://www.linkedin.com/feed/update/urn:li:activity:6475640370058313728 https://www.linkedin.com/feed/update/urn:li:activity:6479635119102533632 https://www.linkedin.com/feed/update/urn:li:activity:6479366609969389568

			https://www.linkedin.com/feed/update/urn:li:activity:6476153697180090368 https://www.linkedin.com/feed/update/urn:li:activity:6475747528422748160 https://www.linkedin.com/feed/update/urn:li:activity:6475655030077693952 https://www.linkedin.com/feed/update/urn:li:activity:6474052018162925568 https://www.linkedin.com/feed/update/urn:li:activity:6473206084705361920 https://www.linkedin.com/feed/update/urn:li:activity:6473132262073331712 https://www.linkedin.com/feed/update/urn:li:activity:6473117992371650560 https://www.linkedin.com/feed/update/urn:li:activity:6473110738268364800 https://www.linkedin.com/feed/update/urn:li:activity:6471061297877389313 https://www.linkedin.com/feed/update/urn:li:activity:6465257667270057984 https://www.linkedin.com/feed/update/urn:li:activity:6465255259131518976 https://www.linkedin.com/feed/update/urn:li:activity:6461608857583054848 https://www.linkedin.com/feed/update/urn:li:activity:6460443353593966593 https://www.linkedin.com/feed/update/urn:li:activity:6364414486056701952 https://www.linkedin.com/feed/update/urn:li:activity:6359485715327303681 https://www.linkedin.com/feed/update/urn:li:activity:6480689832858251264
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Partner	Activity	#	Link (when possible)
<i>Engineering Ingegneria Informatica</i>	Facebook posts	2	
	Tweets	2	https://twitter.com/EngineeringSpa/status/1007548821344309248 https://twitter.com/EngineeringSpa/status/953316858849120256
	LinkedIn posts	2	https://www.linkedin.com/feed/update/urn:li:activity:6413157062087307264/

			https://www.linkedin.com/feed/update/urn:li:activity:6418009410936860672/
	Non-scientific publication	1	https://www.eng.it/ricerca/dettaglio-progetto.dot?com.dotmarketing.htmlpage.language=1&ch.lang=true&inode=bea3c966-5c47-41de-a4bb-218620b579ff
	Workshops	1	
	Conferences	4	
	Trade events	1	
	Training	4	

Partner	Activity	#	Link (when possible)
European Network of Living Labs	Press releases	2	https://enoll.org/newsroom/?news-id=5517 https://enoll.org/newsroom/?news-id=5518
	Facebook posts	21	
	Tweets	81	https://twitter.com/SyncCityIoT/status/1072876053150994432 https://twitter.com/SyncCityIoT/status/1070673465563320320 https://twitter.com/SyncCityIoT/status/1070594024661270528 https://twitter.com/SyncCityIoT/status/1070318812803801089 https://twitter.com/SyncCityIoT/status/1066982225923776512 https://twitter.com/SyncCityIoT/status/1065889667076243456 https://twitter.com/loF2020/status/1065230393505390593 https://twitter.com/openlivinglabs/status/1058312622452432896 https://twitter.com/SyncCityIoT/status/1056895117309689857 https://twitter.com/SyncCityIoT/status/1055390475778252801 https://twitter.com/SyncCityIoT/status/1052503517347373056 https://twitter.com/openlivinglabs/status/1050392075265613826 https://twitter.com/openlivinglabs/status/1050293074813956096 https://twitter.com/U4IoT/status/1049204749952643073 https://twitter.com/SyncCityIoT/status/1048178746266701824 https://twitter.com/openlivinglabs/status/1048169546870411268 https://twitter.com/openlivinglabs/status/1048145845177257984 https://twitter.com/SyncCityIoT/status/1047787865588027392 https://twitter.com/SyncCityIoT/status/1045671224330932224 https://twitter.com/loT_euLSP/status/1044936919912763392 https://twitter.com/SyncCityIoT/status/1044851201098088448

			https://twitter.com/SyncCityIoT/status/1044124884203384832 https://twitter.com/openlivinglabs/status/1042689279338708993 https://twitter.com/SyncCityIoT/status/1042307885840130051 https://twitter.com/SyncCityIoT/status/1041687062594969601 https://twitter.com/SyncCityIoT/status/1040542189217034241 https://twitter.com/futurecitiescat/status/1039527306237231104 https://twitter.com/U4IoT/status/1039507259410272256 https://twitter.com/SyncCityIoT/status/1039062835366649856 https://twitter.com/SyncCityIoT/status/1037980950205018112 https://twitter.com/SyncCityIoT/status/1037640169325821952 https://twitter.com/SyncCityIoT/status/1037260820793708545 https://twitter.com/SyncCityIoT/status/1036544650272755713 https://twitter.com/SyncCityIoT/status/1035494212203102208 https://twitter.com/SyncCityIoT/status/1035146206236815360 https://twitter.com/SyncCityIoT/status/1034434743549546496 https://twitter.com/SyncCityIoT/status/1030384427325698048 https://twitter.com/oascities/status/1027472909453938688 https://twitter.com/SyncCityIoT/status/1024596520962801666 https://twitter.com/SyncCityIoT/status/1023908383945105409 https://twitter.com/SyncCityIoT/status/1020216059792691200 https://twitter.com/openlivinglabs/status/1019929092098084865 https://twitter.com/openlivinglabs/status/1019861951717965826 https://twitter.com/openlivinglabs/status/1017770891567161344 https://twitter.com/oascities/status/1017763285616259073 https://twitter.com/SyncCityIoT/status/1017406739044417541 https://twitter.com/SyncCityIoT/status/1012607377055633408 https://twitter.com/SyncCityIoT/status/1011996446667739138 https://twitter.com/SyncCityIoT/status/1011574112962084864 https://twitter.com/SyncCityIoT/status/1011185592908955652 https://twitter.com/SyncCityIoT/status/1010098696795688962 https://twitter.com/SyncCityIoT/status/1009347535541022721 https://twitter.com/SyncCityIoT/status/1007547772264943616 https://twitter.com/SyncCityIoT/status/1006546264425750528 https://twitter.com/openlivinglabs/status/1006437694753464321 https://twitter.com/olha007/status/1006163635301945344 https://twitter.com/SyncCityIoT/status/1004727526965555201 https://twitter.com/fspagnoli/status/1004392690346266625 https://twitter.com/SyncCityIoT/status/1004286639257149440 https://twitter.com/openlivinglabs/status/1003988874920628224 https://twitter.com/SyncCityIoT/status/1002634634793050113
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			https://twitter.com/SyncCityIoT/status/999357976505876482 https://twitter.com/ZsuBodi/status/998921275534954498 https://twitter.com/Koen_Vervoort/status/998873503695851520 https://twitter.com/SyncCityIoT/status/998560740612149248 https://twitter.com/SyncCityIoT/status/996678784492494848 https://twitter.com/SyncCityIoT/status/995921707545309186 https://twitter.com/openlivinglabs/status/991590262165078016 https://twitter.com/SyncCityIoT/status/989158029244366848 https://twitter.com/SyncCityIoT/status/988763953684770816 https://twitter.com/futurecitiescat/status/984370581603840001 https://twitter.com/U4IoT/status/978278321980047361 https://twitter.com/SyncCityIoT/status/976758058427781120 https://twitter.com/SyncCityIoT/status/963778254275571714 https://twitter.com/SyncCityIoT/status/953991562152808449 https://twitter.com/openlivinglabs/status/951477566199812096 https://twitter.com/openlivinglabs/status/951432992576233473 https://twitter.com/openlivinglabs/status/951420829228822533 https://twitter.com/SyncCityIoT/status/951042187625730048 https://twitter.com/SyncCityIoT/status/951039977697239040 https://twitter.com/openlivinglabs/status/951044888723943424 https://twitter.com/openlivinglabs/status/949314439999782913
	Non-scientific publications	7	https://enoll.org/newsroom/?news-id=5774 https://enoll.org/newsroom/?news-id=5595 https://enoll.org/newsroom/?news-id=5584 https://enoll.org/newsroom/?news-id=5184 https://enoll.org/newsroom/?news-id=4947 https://enoll.org/newsroom/?news-id=2194 https://enoll.org/publications-list/publications-by-enoll-members/
	Newsletters	5	https://mailchi.mp/c5b8c8ef3a92/dt53l0ppw3-2200773?e=9aba598668 https://mailchi.mp/e9e5130d2c19/dt53l0ppw3-2186725?e=6421e3ee42 https://mailchi.mp/81319a369fc7/dt53l0ppw3-2131485?e=6421e3ee42 https://mailchi.mp/9a6ca0102511/dt53l0ppw3-2123233 https://mailchi.mp/237c885294c9/dt53l0ppw3-2101173
	Workshops	4	
	Conferences	3	

	Training activities	4	
	Videos	1	

Partner	Activity	#	Link (when possible)
<i>Future Cities Catapult</i>	Press releases	1	
	Facebook posts	16	
	Tweets	22	https://twitter.com/futurecitiescat/status/969552926342615040/photo/1 https://twitter.com/futurecitiescat/status/979402929026359297/photo/1 https://twitter.com/futurecitiescat/status/1018854043257659392 https://twitter.com/futurecitiescat/status/1016343783535935489 https://twitter.com/futurecitiescat/status/1019544929767510017 https://twitter.com/futurecitiescat/status/1019619469310775298 https://twitter.com/futurecitiescat/status/1019930217345966080 https://twitter.com/futurecitiescat/status/1020265846407671808 https://twitter.com/futurecitiescat/status/1020307798117306368 https://twitter.com/helenolsen/status/1013786632728825861 (RT) https://twitter.com/futurecitiescat/status/1029988647846772736 https://twitter.com/futurecitiescat/status/1035138877118472192 https://twitter.com/futurecitiescat/status/1037597543478296576 https://twitter.com/futurecitiescat/status/1037697229111345152 https://twitter.com/futurecitiescat/status/1038085827866361856 https://twitter.com/futurecitiescat/status/1039527306237231104 https://twitter.com/futurecitiescat/status/1039910750310080513 https://twitter.com/futurecitiescat/status/1040272729407193089 https://twitter.com/SyncCityIoT/status/1041687062594969601 (RT) https://twitter.com/futurecitiescat/status/1044201167369261056 https://twitter.com/futurecitiescat/status/1044846563300962304 https://twitter.com/futurecitiescat/status/1045659789001457664 https://twitter.com/SyncCityIoT/status/1046710609973334016 - (RT)

Partner	Activity	#	Link (when possible)
	Facebook posts	22	
	Tweets	19	https://twitter.com/ForumVirium/status/1062261412037386240

Forum Virium Helsinki			https://twitter.com/CitySDK_Hanna/status/1057079616509104129 https://twitter.com/SyncCityIoT/status/1046710609973334016 https://twitter.com/SyncCityIoT/status/1042307885840130051 https://twitter.com/SyncCityIoT/status/1041687062594969601 https://twitter.com/ForumVirium/status/1041629827512631296 https://twitter.com/DiMPro_Lahnis/status/1037974761555615745 https://twitter.com/ForumVirium/status/1037298536948400128 https://twitter.com/ForumVirium/status/1031842165389967360 https://twitter.com/ForumVirium/status/1024968977913663488 https://twitter.com/ForumVirium/status/1020211735226068994 https://twitter.com/SyncCityIoT/status/1019625373330477057 https://twitter.com/ForumVirium/status/1016921275955142656 https://twitter.com/ForumVirium/status/1014096250377994245 https://twitter.com/ForumVirium/status/1016921275955142656 https://twitter.com/ForumVirium/status/1062261412037386240 https://twitter.com/CitySDK_Hanna/status/1057079616509104129 https://twitter.com/ForumVirium/status/1016921275955142656 https://twitter.com/ForumVirium/status/986215497925562368 https://twitter.com/SyncCityIoT/status/986229956672880646
	LinkedIn posts	2	https://www.linkedin.com/feed/update/urn:li:activity:6412201880688041984 https://www.linkedin.com/feed/update/urn:li:activity:6390073836099899392
	Newsletters	3	
	Workshops	3	
	Training	3	
	Videos	2	

Partner	Activity	#	Link (when possible)
Heijmans	Tweets	4	https://twitter.com/EhvArthur/status/1069960283823763459 (retweet https://twitter.com/olha007/status/1006163635301945344 (retweet https://twitter.com/SyncCityIoT/status/1001766181051789313 (retweet https://twitter.com/SyncCityIoT/status/999357976505876482 (retweet

Partner	Activity	#	Link (when possible)
	Facebook posts	4	

<i>HOPU</i>	Tweets	5	https://twitter.com/HOPUbiquitous/status/1067887827373965313 https://twitter.com/HOPUbiquitous/status/1062796264469917696 https://twitter.com/HOPUbiquitous/status/1048514408480210949 https://twitter.com/HOPUbiquitous/status/1009771410976329728 https://twitter.com/HOPUbiquitous/status/1005008398826557440
	Non-scientific publications	1	http://www.hopu.eu/join-us-etsi-workshop/
	Newsletters	1	
	Workshops	1	
	Conferences	1	
	Trade events	4	
	Training	3	

Partner	Activity	#
<i>KETI</i>	Facebook posts	1
	Tweets	1
	Workshops	1
	Conferences	1
	Pitch events	1

Partner	Activity	#	Link (when possible)
<i>Imec</i>	Facebook posts	2	
	Non-scientific publications	2	http://smit.vub.ac.be/project/synchronicity file:///Users/SMIT/Downloads/InternetofThingsandSmartCitiesAntwerp Cityofthi ngs.pdf099899392
	Workshops	2	
	Conferences	1	
	Scientific publication	1	

Partner	Activity	#
<i>Manchester</i>	Press releases	1
	Tweets	12
	Workshops	4
	Conferences	12
	Brokerage events	5
	Training	1
	Videos	3

Partner	Activity	#	Link (when possible)
<i>Manchester Metropolitan University</i>	Tweets	2	https://twitter.com/complexurbanism/status/1060442253607485440 https://twitter.com/complexurbanism/status/1045574608106258432
	Workshops	2	
	Conferences	5	

Partner	Activity	#
<i>Mandat International</i>	Non-scientific publications	3
	Workshops	7
	Conferences	6
	Training	2
	Scientific publication	1

Partner	Activity	#	Link (when possible)
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Milan	Press releases	1	https://www.comune.milano.it/wps/portal/ist/it/news/primopiano/Tutte notizie/lavoro sviluppo ricerca/Innovazione progetto europeo SYN CHRONICITY
	LinkedIn posts	13	https://www.linkedin.com/feed/update/urn:li:activity:6468470490506858496/ https://www.linkedin.com/feed/update/urn:li:activity:6468409162509406208 https://www.linkedin.com/feed/update/urn:li:activity:6463087749372084224 https://www.linkedin.com/feed/update/urn:li:activity:6460492223153729536 https://www.linkedin.com/feed/update/urn:li:activity:6452238183655567360 https://www.linkedin.com/feed/update/urn:li:activity:6443391060755382273 https://www.linkedin.com/feed/update/urn:li:activity:6423520969704427521 https://www.linkedin.com/feed/update/urn:li:activity:6413272289760067584 https://www.linkedin.com/feed/update/urn:li:activity:6408338962267598848 https://www.linkedin.com/feed/update/urn:li:activity:6380794623085854720 https://www.linkedin.com/feed/update/urn:li:activity:6443115411922915328 https://www.linkedin.com/feed/update/urn:li:activity:6424578973526818816 https://www.linkedin.com/feed/update/urn:li:activity:6419534067485810688
	Non-scientific publications	1	https://synchronicity-iot.eu/milan-opens-to-south-korea/
	Workshops	6	
	Conferences	6	

Partner	Activity	#
NECLAB	Workshops	10
	Trade events	1

	Pitch events	15
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Partner	Activity	#	Link (when possible)
	Press releases	1	
	Tweets	119	https://twitter.com/oascities/status/1073572839943479298 https://twitter.com/SyncCityIoT/status/1069988490425831425 https://twitter.com/oascities/status/1069960188092932096 https://twitter.com/SyncCityIoT/status/1069595508539342848 https://twitter.com/SyncCityIoT/status/1068077621035044865 https://twitter.com/andrea_gaglione/status/1067435943219458056 https://twitter.com/FIWARE/status/1067448683963326469 https://twitter.com/HOPUbiquitous/status/1062796264469917696 https://twitter.com/PWollsten/status/1062301954787946496 https://twitter.com/oascities/status/1062712082334793728 https://twitter.com/oascities/status/1062704538124206080 https://twitter.com/oascities/status/1062287233879818241 https://twitter.com/andrea_gaglione/status/1062277700293926912 https://twitter.com/SyncCityIoT/status/1056895117309689857 https://twitter.com/CitySDK_Hanna/status/1057289878717644800 https://twitter.com/oascities/status/1057283075653148674 https://twitter.com/SyncCityIoT/status/1055390475778252801 https://twitter.com/U4IoT/status/1052851820614152192 https://twitter.com/brynskov/status/1052563720671510528 https://twitter.com/SyncCityIoT/status/1052501135901294592 https://twitter.com/oascities/status/1052148474395938816 https://twitter.com/openlivinglabs/status/1050293074813956096 https://twitter.com/SyncCityIoT/status/1048178746266701824 https://twitter.com/SyncCityIoT/status/1045568710679953408 https://twitter.com/oascities/status/1044521174309490690 https://twitter.com/SyncCityIoT/status/1044124884203384832 https://twitter.com/amsterdatamas/status/1042269430603022336 https://twitter.com/SyncCityIoT/status/1042307885840130051 https://twitter.com/SyncCityIoT/status/1041687062594969601 https://twitter.com/SyncCityIoT/status/1039797307674382336 https://twitter.com/SyncCityIoT/status/1037640169325821952 https://twitter.com/SyncCityIoT/status/1036909738846552064

*Open and
Agile Smart
Cities*

			https://twitter.com/oascities/status/1036906299244593157 https://twitter.com/SyncCityIoT/status/1034434743549546496 https://twitter.com/SyncCityIoT/status/1033992864575963136 https://twitter.com/SyncCityIoT/status/1030384427325698048 https://twitter.com/SyncCityIoT/status/1028987881900134400 https://twitter.com/oascities/status/1027472909453938688 https://twitter.com/SyncCityIoT/status/1027204568109776896 https://twitter.com/SyncCityIoT/status/1024596520962801666 https://twitter.com/SyncCityIoT/status/1023908383945105409 https://twitter.com/oascities/status/1020254867502387200 https://twitter.com/GemmaGuilera10/status/1020197862028738560 https://twitter.com/SyncCityIoT/status/1019910843843121153 https://twitter.com/oascities/status/1019511025497001984 https://twitter.com/loT_euLSP/status/1017413535792431105 https://twitter.com/FIWARE/status/1017659433604845568 https://twitter.com/oascities/status/1017763285616259073 https://twitter.com/SyncCityIoT/status/1017406739044417541 https://twitter.com/oascities/status/1017341711507484672 https://twitter.com/oascities/status/1016956291334451200 https://twitter.com/SyncCityIoT/status/1016298599716720640 https://twitter.com/SyncCityIoT/status/1015127685088104453 https://twitter.com/SyncCityIoT/status/1013704261207756800 https://twitter.com/oascities/status/1013698113721298944 https://twitter.com/SyncCityIoT/status/1012239140132409344 https://twitter.com/SyncCityIoT/status/1011996446667739138 https://twitter.com/SyncCityIoT/status/1011574112962084864 https://twitter.com/SyncCityIoT/status/1011185592908955652 https://twitter.com/ForumVirium/status/1011200901850296321 https://twitter.com/SyncCityIoT/status/1010098696795688962 https://twitter.com/oascities/status/1010078112867024896 https://twitter.com/oascities/status/1009379607894806529 https://twitter.com/oascities/status/1009376692891156480 https://twitter.com/oascities/status/1009376692891156480 https://twitter.com/CitySDK_Hanna/status/1004656393872465921 https://twitter.com/marabales/status/1004705694409547776 https://twitter.com/oascities/status/1004703570141306881 https://twitter.com/loT_euLSP/status/1004693638989918209 https://twitter.com/oascities/status/1004681381253926912 https://twitter.com/johndav/status/1004661390228049920 https://twitter.com/marabales/status/1004656328453885952
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	LinkedIn posts	9	https://www.linkedin.com/feed/update/urn:li:activity:6458295051196862464 https://www.linkedin.com/feed/update/urn:li:activity:6458290244511891456 https://www.linkedin.com/feed/update/urn:li:activity:6423081174528200704 https://www.linkedin.com/feed/update/urn:li:activity:6420173283768958976 https://www.linkedin.com/feed/update/urn:li:activity:6407143308824576000 https://www.linkedin.com/feed/update/urn:li:activity:6399977159003377664 https://www.linkedin.com/feed/update/urn:li:activity:6382522586621833216 https://www.linkedin.com/feed/update/urn:li:activity:6381428961762639873 https://www.linkedin.com/feed/update/urn:li:activity:6377543268946706432
	Non-scientific publications	11	https://oascities.org/5-days-left-apply-now-for-synchronicity-open-call/ https://oascities.org/webinar-open-data-solutions-for-smart-cities/ https://oascities.org/standards-in-smart-city-innovation/ https://oascities.org/synchronicity-matchmaking-find-your-partner-to-get-funding/ https://oascities.org/do-the-limbo-standards-convergence-for-iot-and-smart-cities-communities/ https://oascities.org/consistency-is-key-towards-a-global-smart-city-market/ https://oascities.org/participate-co-creation-workshop-for-smart-cities-in-geneva/ https://oascities.org/iot-smart-cities-workshop-open-interoperable-standards-north-south/ https://oascities.org/workshop-joining-forces-key-successful-standardisation-iot-smart-cities-communities/ https://oascities.org/synchronicity-presenting-itu-workshop/ https://oascities.org/connected-smart-cities-conference-2018-2/
	Newsletters	9	
	Conferences	13	

Partner	Activity	#	Link (when possible)
Porto	Press releases	2	https://docs.google.com/document/d/1IUtx2UeRjU1zFT9I6vxUgjLdHQsnqg2otFlkida336c/edit?usp=sharing https://docs.google.com/document/d/1VsrsBQdl628Rh96V_WO8bKICc2n-NdJO9IDadBPKFNY/edit?usp=sharing
	Facebook posts	8	
	Tweets	5	https://twitter.com/portoponto/status/1059880770549022721 https://twitter.com/scaleupporto/status/994169609443069952 https://twitter.com/scaleupporto/status/994169609443069952 https://twitter.com/paulo_calcada/status/951399371127574529 https://twitter.com/scaleupporto/status/897755960307052544
	LinkedIn posts	7	https://www.linkedin.com/feed/update/urn:li:activity:6440162490952355840 https://www.linkedin.com/feed/update/urn:li:activity:6432167767574745088 https://www.linkedin.com/feed/update/urn:li:activity:6425737204961804288 https://www.linkedin.com/feed/update/urn:li:activity:6424898455403139072 https://www.linkedin.com/feed/update/urn:li:activity:6422023486654550016 https://www.linkedin.com/feed/update/urn:li:activity:6418435438914207744 https://www.linkedin.com/feed/update/urn:li:activity:6417324660593172480
	Workshops	6	
	Conferences	10	
	Training	11	
	Videos	2	

Partner	Activity	#	Link (when possible)
	Tweets	1	https://twitter.com/Rombit_BE/status/872779612639645697

<i>Rombit</i>	Facebook posts	1	
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Partner	Activity	#	Link (when possible)
<i>Santander</i>	Press releases	1	https://www.eldiario.es/norte/cantabria/ultima-hora/propuestas-optan-ayudas-proyecto-SynchroniCity_0_834666822.html
	Non-scientific publications	25	https://santander.es/contenido/noticia/mas-130-propuestas-optan-ayudas-del-proyecto-synchronicity https://santander.es/noticia/santander-primeras-11-ciudades-sumarse-pro https://santander.es/content/santander-participara-proyecto-europeo-synchronicity https://www.europapress.es/cantabria/noticia-mas-130-propuestas-optan-ayudas-proyecto-synchronicity-20181111174854.html https://www.esmartcity.es/2018/04/23/santander-celebra-jornada-informativa-sobre-convocatoria-soluciones-ciudad-inteligente-synchronicity https://www.esmartcity.es/2017/01/16/synchronicity-busca-estandarizar-soluciones-smart-city-cuenta-santander https://www.eldiariomontanes.es/santander/201608/22/santander-socio-nuevo-proyecto-20160822201636.html https://www.ifomocantabria.es/cantabria/el-proyecto-europeo-de-innovacion-synchronicity--destina-3-millones-a-financiar-propuestas-de-entidades-externas https://noticias-de-santander.com/conferencia-sobre-el-proyecto-europeo-synchronicity-2/ https://www.20minutos.es/noticia/1120751/0/ https://www.lainformacion.com/tecnologia/santander-uc-tst-participaran-presupuesto_0_946105664.html http://www.noticiaspress.es/2018/11/mas-de-130-propuestas-optan-a-las-ayudas-del-proyecto-synchronicity/ http://www.cantabria24horas.com/noticias/el-proyecto-synchronicity-lanza-una-convocatoria-dotada-con-3-millones-para-desarrollar-soluciones-tecnologicas/72882 https://elportaluco.com/santander-bruselas-analizaran-lineas-colaboracion-innovacion-tecnologica/ http://agencias.abc.es/agencias/noticia.asp?noticia=2795576 https://www.master-internet-of-things.com/ayudas-creacion-soluciones-iot/ http://laadministracionaldia.inap.es/noticia.asp?id=1171218

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	Workshops	1	
	Conferences	2	

Partner	Activity	#	Link (when possible)
TST-Sistemas	Tweets	3	https://twitter.com/TSTsistemas/status/1003931560867958784 https://twitter.com/portumedela/status/1003600055604011008 https://twitter.com/portumedela/status/986525899251167232
	Conferences	2	

Partner	Activity	#	Link (when possible)
	Press releases	2	https://www.ubiwhere.com/en/news/1-general/105-ubiwhere-was-present-at-synchronicity-kick-off-meeting-in-brussels https://www.ubiwhere.com/en/news/1-general/138-3-millions-for-smes-and-cities-with-innovative-ideas
	Facebook posts	7	

<i>Ubiwhere</i>	Tweets	5	https://twitter.com/ubiwhere/status/1069921957917933568 https://twitter.com/ubiwhere/status/1039075371654766593 https://twitter.com/ubiwhere/status/1069997229472182272 https://twitter.com/ubiwhere/status/1045661466534326278 https://twitter.com/ubiwhere/status/1070325801416097792
	LinkedIn posts	6	https://www.linkedin.com/feed/update/urn:li:activity:6475688774633291776 https://www.linkedin.com/feed/update/urn:li:activity:6444835173287755776 https://www.linkedin.com/feed/update/urn:li:activity:6475688774633291776 https://www.linkedin.com/feed/update/urn:li:activity:6475758571836436480 https://www.linkedin.com/feed/update/urn:li:activity:6446091431185649664 https://www.linkedin.com/feed/update/urn:li:activity:6451427629668012032
	Conferences	4	
	Training	1	

Partner	Activity	#
<i>UDG Alliance</i>	Workshops	10
	Conferences	1
	Pitch events	2
	Videos	1

Partner	Activity	#	Link (when possible)
	Press releases	1	https://web.unican.es/noticias/Paginas/2018/abril_2018/Proyecto-SynchroniCity-.aspx
	Facebook posts	1	

<i>University of Cantabria</i>	Non- scientific publications	5	http://www.eldiariomontanes.es/agencias/cantabria/201804/18/santander-presentan-programa-europeo-1176623.html https://www.ifomocantabria.es/cantabria/el-proyecto-europeo-de-innovacion--synchronicity--destina-3-millones-a-financiar-propuestas-de-entidades-externas https://www.esmartcity.es/2018/04/23/santander-celebra-jornada-informativa-sobre-convocatoria-soluciones-ciudad-inteligente-synchronicity
	Workshops	5	
	Conferences	6	