

SYNCHRONICITY



GA no:	732240
Action full title:	SynchroniCity: Delivering an IoT enabled Digital Single Market for Europe and Beyond
Call/Topic:	Large Scale Pilots
Type of action:	Innovation Action (IA)
Starting date of action:	01.01.2017
Project duration:	36 months
Project end date:	31.12.2019
Deliverable number:	D6.12
Deliverable title:	3 rd report on communication, dissemination and marketing activities
Document version:	Ver1.0
WP number:	WP6
Lead beneficiary:	22-ENoLL
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Type of deliverable:	Report
Dissemination level:	PU
Delivery date from Annex 1:	M36
Actual delivery date:	17.01.2020 (M37)



Co-funded by the
European Union

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

Co-funded by



Switzerland



South Korea

Executive Summary

This report covers the preparation and delivery of the communication activities throughout the last year of the SynchroniCity project. This activity was part of Work Package 6 “Impact and Sustainability”, precisely Task 6.3 “Marketing and Communications” and associated subtasks. The period covered is January 2019 (M25) to December 2019 (M36).

The report is divided into four main sections. The first part looks at the strategic set-up of the communication activity in light of the broad and ambitious objectives of SynchroniCity. The second part looks at the operational delivery and itemised analysis of these strategic components. The third section provides an analytical review of the activities and future prospects. Its sub-section, on the Strategic Dimension, will explain the factors that guided the changes in activities and target audiences throughout the period. It will also present how this modified the approach and activities of dissemination. The second, Operational Dimension, will exemplify how these activities took place, highlighting their results through measurable and reliably means whenever possible. In this second section, an itemised analytical description of each activity will be presented. Section four provides a concluding analysis accounting for the different KPIs, aims, and objectives of the work. The report is complemented by forward-looking presentation of materials and activities beyond the scope and requirements of the project.

The report finds that the shift in communication activity, guided by a periodically revised strategy, has met the renewed Communication objectives and the original project objectives set out as part of WP6. Ultimately, the communication activity has proved effective in launching and sustaining a unique project brand, while internally empowering SynchroniCity partners to take “ownership” of the project outcomes - A fundamental condition for the long-term sustainability of the project outcomes themselves.

Abbreviations

AG	EU IoT-LSP Activity Group
D	Deliverable
EC	European Commission
IoT-LSP	Internet of Things – European Union' Large Scale Pilots
M	Month
MIM	Minimal Interoperable Mechanism
Q	Yearly Quarter Period
SME	Small and Medium Enterprises
TSC	Technical Steering Committee
WP	Work Package

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1 Strategic Dimension

This chapter sets up the context, the rationale, and the overall direction that would guide communication activities throughout the last year of the project. In response to the experience so far, and moreover to the piloting process and the preparation for post-project work, there was a fundamental change in the way that communications was done in SynchroniCity. New objectives aimed at actionable target audiences reshaped the overall internal and external communication landscape. The end-result leading to predictable communication work that could be internalised by each partner's own communication strategy. Ultimately, promoting a strong sense of ownership in the cities and project partners that will continue the work of SynchroniCity.

1.1 Background

SynchroniCity set out the ambitious objective to open up a global market of IoT and AI-enabled services for cities and communities. To achieve this, SynchroniCity did not intend to develop yet another platform or a new set of technologies in the IoT domain. Its activity was guided towards a system-wide change, necessary to the truthful realisation of the European Single Digital Market. Through its own community of project partners, themselves a sample of the supply and demand side of digital markets, SynchroniCity piloted a holistic way forward to break down market barriers isolating city-based digital markets in Europe and beyond. At the end of the 3 years, the SynchroniCity project had already empowered 21 cities by maturing and validating a common, minimal, replicable and standards-based technical foundation for the delivery of IoT and AI-enabled services.

In order to match the ambitions of the project, the communication activities needed to be equally ambitious but even more so strategic in their approach. D6.8 “Marketing and Communications Plan¹” already established ‘cities’ as the key target audience of the upcoming activity, central to the overall success of WP6 work on exploitation and sustainability. Likewise, particular attention was set on the central role – and advantage – of promoting the OASC and FIWARE models globally². During its first year (M1 – M12), SynchroniCity built its legs by reaching out to a wide audience through a variety of online channels and events. These events, however, had the specific objective of building an early awareness across cities, entrepreneurs, and SMEs³. This work would come to be expanded throughout 2018 (M13 – M24) during the Open Call process.

The strategic aim for 2018 (M13 – M24) was clear: To build such a set-up that would reach a satisfactory amount and quality of Open Call applications⁴. Target groups of communication activities were mainly SMEs, large companies and cities. Although audience estimates were inconclusive, based on the results of the Open Call, the dissemination

¹ D6.8 ‘Marketing and Communications’, Page 7. https://synchronicity-iot.eu/wp-content/uploads/2018/05/d6_8_marketing_and_communications_plan.pdf

² Idem. Page 10

³ For more information: D6.10 ‘1st Report on Communication, Dissemination, and Marketing Activities’ https://synchronicity-iot.eu/wp-content/uploads/2018/09/SynchroniCity_D6.10.pdf

⁴ For more information: D6.11 ‘2nd Report on Communication, Dissemination, and Marketing Activities’ https://synchronicity-iot.eu/wp-content/uploads/2019/02/SynchroniCity_D6.11.pdf

approach was successful. The result of 133 applications with 227 SMEs and 45 new cities exceeded the expectation of reaching 100 in the number of applications⁵.

1.2 YEAR 3: A Communication Strategy Fit for Purpose

Year 3 (M25 – M36) would mark the culmination of the project and, as such, demanded a practical approach that would ensure both the original objectives of the project, as well as the adapted sustainability components of the last two years, to be taken into consideration. While successful in its basic objectives to build a wide base of – mainly technical – dissemination (Year 1) and surpassing the Open Call requirements (Year 2), the overall Communication Activity needed to scale-up in order to live up to its full potential⁶. At the same time, Year 3 would pose an added challenge by bringing 16 pilot groups with 45 new partners across 50 deployments in Europe and beyond.

1.2.1 Preparatory Insights

Beyond the feedback and experience collected in the previous two years, there were 3 key insights that guided the preparation of a completely renewed Communication Strategy.

The Pilot Period

The comprehensive reporting requirements to be done by each pilot and the short duration of the pilot period itself (6 months including 2 of holidays), made it important to establish the right type of incentives to ensure communication needs were met. Understandably, and without a doubt, the piloting of the technical components was the clear priority. Meaning that engagement in communication activities driven by hard-deadlines from a centralised, top-down structure would have overlapped with the main mission of the pilots. Either creating more reporting pressure or distracting from the true objective of the pilots. Considering this, and the well-established research on the benefits of developing a sense of ‘ownership’ on the outcomes of a process through co-creation type approaches⁷, the need for a revised approach became evident.

The approach chosen was a supporting, decentralised structure for communication activities, responsive to each pilot needs and capabilities. These insights into where communication fitted on the pilot requirements also resonated strongly in the way communication activity currently worked internally between project partners.

AG08 Insights

SynchroniCity is arguably unique amongst all other current EU’s IoT Large-Scale Pilots (IoT-LSP). All others are either directly developing and testing sector-specific technologies (MONICA, IoF, AUTOPILOT, etc.) or are creating content in the general support of LSPs themselves (U4IoT, CREATE-IoT). In the case of the former, end-services for citizens are directly created. This facilitates a more ‘quantitative’ driven approach, allowing for traditional promotion of a profiled product almost on a daily basis. In the case of the latter, the knowledge is mainly inward looking (i.e. other LSPs) reducing its capacity for regular

⁵ For more information: D5.3 ‘Open Call Dissemination Report’ https://synchronicity-iot.eu/wp-content/uploads/2018/10/SynchroniCity_D5.3.pdf

⁶ EC Review of Sept 2018 (M21) recommended practical improvements for the presentation of material including the website structure, and collection and presentation of ‘stories’. It also highlighted the importance of a structured approach to the overall activity identifying target audiences and relevant practices toward these.

⁷ See U4IoT’s ‘Co-Creative Workshop – Methodology Handbook’ for further reference https://u4iot.eu/pdf/U4IoT_CoCreativeWorkshopMethodology_Handbook.pdf

external engagement. As such, while collaboration is clearly beneficial for dissemination, the same is not necessarily true for the replicability of their communication approach into SynchroniCity. SynchroniCity is about the underlying structure that enables IoT services (i.e. the “roads”). Other LSPs are arguably the services themselves (i.e. the “cars”). This means that our “content” needed to be very aware of this distinction - highlighting the need of targeted activity and audiences.

Future Prospects – Exploitation and Dissemination

Beyond the development and validation of OASC’s MIMs, SynchroniCity’s long-term success will only be measurable in terms of the loose community it would leave behind. This community, formed by the core project partners and their own extended networks, belongs to both the supply and demand side of digital markets. This fact positions the community as champions of the needed transformation for digital city-markets that SynchroniCity can enable. All cities and technical service providers involved in SynchroniCity will represent a great proof of concept for the proposed solutions – already demonstrated through pilots. However, the real success will come when able to reach critical mass, beyond the life of the project. For this, SynchroniCity must enable its cities to champion the outcomes of the projects so as to convince other cities to replicate and engage with this model using the existing Reference Zones as proof of success. Communication activity would arguably be best measured against the support towards this ultimate objective.

1.2.2 Setting new objectives

Based on the above insights, a modified Communication Strategy was built considering exchanges with WP6 (AALTO), and T6.1 ‘Exploitation and Sustainability’ (ATOS) leads. In close collaboration with the Coordinating team (AU), the strategy would be revised, presented and approved at the TSC on M26.

This was a fundamental change in the way all internal interaction around communication activity was conceived. It also significantly affected the way external communication would be done. It marked a departure from the previous “chasing” of partners to produce content. Instead, content and material would be produced centrally for centrally defined objectives. These would serve broad purposes and be adaptable to individual partners’ own communication activity (including beyond the project). Likewise, external engagement would no longer be driven by a constant need for ‘presence’. In its place, curated and targeted content would be created. Effectively moving towards a ‘quality over quantity’ paradigm.

The new approach also modified the underlying incentive structure around communication activity. It had the double intention of allowing pilot cities and businesses to develop a sense of ownership of SynchroniCity as a community, while making it easier to identify the project ‘champions’ (i.e. those that would have the best incentives and set-up to multiply the dissemination efforts) and enable dissemination that was aligned with each partner’s and pilot’s possibilities. Effectively moving towards a ‘more carrots than sticks’ paradigm.

The overall objectives of the strategy would be presented under the below 3 objectives:

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

This objective related to the long-term sustainability of the activities executed within SynchroniCity beyond the timescale of the project. It reflected the ambitions of the project in terms of scalability (i.e. global market-place), 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 was to provide the general public, including local policy makers, 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. This signalled an important shift in the type of content produced and favoured. Moving from technical or research-oriented publications towards more accessible and succinct materials.

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

Based on the pilot process, this objective in particular focused 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 was not different than for the two objectives above. However, the actors involved were different and directly linked to the activities surrounding the pilot period. Meaning that while only a selected group of people would work on this (i.e. those under WP5, pilot mentoring, etc.) it was worth highlighting as a separate point to raise awareness.

1.2.3 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 (Q1 to Q3) was delivered in line with and in support of the pilots' appeal to a broad user audience. Following the end of the pilots (Q3 – Q4), the main target audience of SynchroniCity reverted to its original focus (i.e. city-based public authorities).

The change marked 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 was understood to include both individuals as well as civil society associations. The shift in audience marking the pilot implementation period meant less focus on deep technical information, and more on showcasing appealing results in a non-technical manner. Technical information would remain available on a secondary level, mainly on the website, to ensure the positive growth and solidification of the technical community around SynchroniCity, held together with the community and overall brand of OASC.

It is worth mentioning that this did not mean a total redirection of content as that could alienate the existing audience base. It meant 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 were formulated and updated taking into account the target audience and the input of individual partners. The below examples were used both in content and for early

reference for project partners.

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 to break down key market barriers fragmenting the smart city market in Europe and beyond. SynchroniCity is much more than a way to connect local IoT markets. 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 recognised 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.

1.2.4 Communication channels

Online

The contact and dissemination channels included an updated version of the website, the established social media channels and newsletter, and all direct contact through the Helpdesk and Info account email. The updated website separated 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) was conceived to allow for the parallel growth of both communities. Social media channels would be more selective about the content shared and produced. Produced content would be shorter and appealing to a wider audience (i.e. blogspot style for the website, less technical, more about “daily-life” results). Increasingly, the online channels would be merged with OASC channels in terms of strategic content to ensure a sustainable transition in line with T6.1.

Offline

The renewed communication strategy was matched by a renewed visual identity for the period. This identity would be used to replace all event-related material. These event-related materials would be revised on a bi-weekly basis to ensure it would be up-to-date with pilot progress. The focus of the material would be the pilot period and pilot results. A single Presentation set would also be created for easy access to all project partners. This would replace several already in existence while maintaining the capacity to be modified by any partner for their specific purposes.

1.2.5 Internal Communication

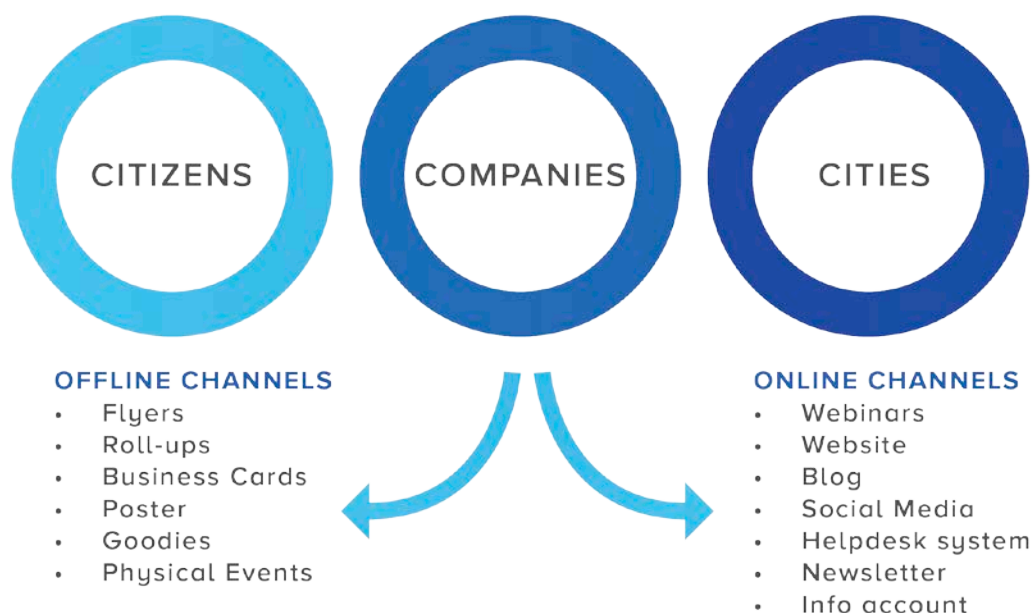
The guiding principle of the internal communication strategy for Year 3 was to enable a bottom-up approach to dissemination by empowering the core and new partners to full ownership of the communication process (i.e. objective A of strategy). This would in turn

help internalise communication activity as an integral process of their overall activity and not as a requirement of it⁸. The desired outcome was that communication should be used and perceived as an advantage or tool for their work, rather than as a burden to their activity.

Emphasis would be placed in developing leaner communication practices, reducing unnecessary email exchanges or schedule calls. Online and offline communication channels, such as Slack and WhatsApp would be encouraged for smoother practical exchanges. Scheduled calls for WP6 and TSC would be used to present and discuss communication priorities, which would be pre-discussed with consortium leads to diminish unnecessary debates or explanations.

Regarding communication with the 16 pilot groups, a tailored set of guidelines for communication activity were provided. These guidelines were discussed personally with the pilots during the London Bootcamp on M26 as well as tailored through subsequent online and offline exchanges.

Figure 1. Communication channels



1.2.6 Timeline

In line with the idea of lean internal communication, two types of timelines would be used when discussing communication activity. One timeline would be extremely broad, covering the whole calendar year, and defined by non-dated activity periods. The other type of timeline would be used for presenting information on a monthly or quarterly basis to coordinate work within a smaller group of partners. This second timeline approach would be used mainly for update purposed during scheduled calls. The first, broad timeline was presented and approved during the Feb 2019 TSC. It identified activities within two broad fields (Figure 1):

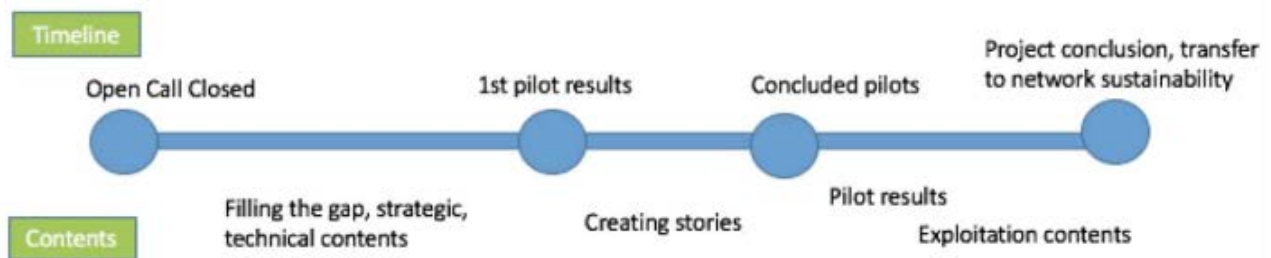
February to July-August: Pilot activity dissemination and reporting

September to December: Post-pilot dissemination of overall project results.

Figure 2. Expected Milestones for Year 3 – Presented M25

⁸ D6.11 already highlighted the negative effect this had on effective internal and external communication.

Upcoming Milestones



While events would be used as practical landmarks on a monthly or quarterly basis, formulating the 'calendar' in relation to the pilot process had the advantage of easily showcasing to our larger community where the interest of communication activity would fall and what they could expect to be involved in within those periods.

2 Operational Dimension

A central tenant of the renewed communication strategy was the direct support to each partner's own communication approach. The idea being to reconfigure communication activity by switching from a top-down to a bottom-up approach. This, in turn, would enable more committed dissemination work (i.e. sense of ownership), provide a better picture of the activity, and internalise SynchroniCity into the work agenda of each organisation in preparation of the post-project period.

This section is organised so as to be able to provide itemised descriptions of the activities performed and their outcomes in relation to stated objectives. While individually assessed, the interconnected components of these items are taken into consideration to explain why certain KPIs were overachieved and why others lost their relevance in relation to the direction of work.

2.1 Audience Reach

SynchroniCity as a project has developed its own communication channels and means to facilitate the dissemination of results. However, SynchroniCity's main dissemination asset is not its own means but its capacity to leverage its broad community for a multiplier effect. Table 1 presents a detailed account of the estimates by each partner on the reach of their activities in 2019. The table also reports the numbers submitted in 2018 for reference as a great number of partners quoted the same figures⁹. A calculation of the net amount has been done after individual conversations with the partners to verify the data and reduce double-counting as much as possible.

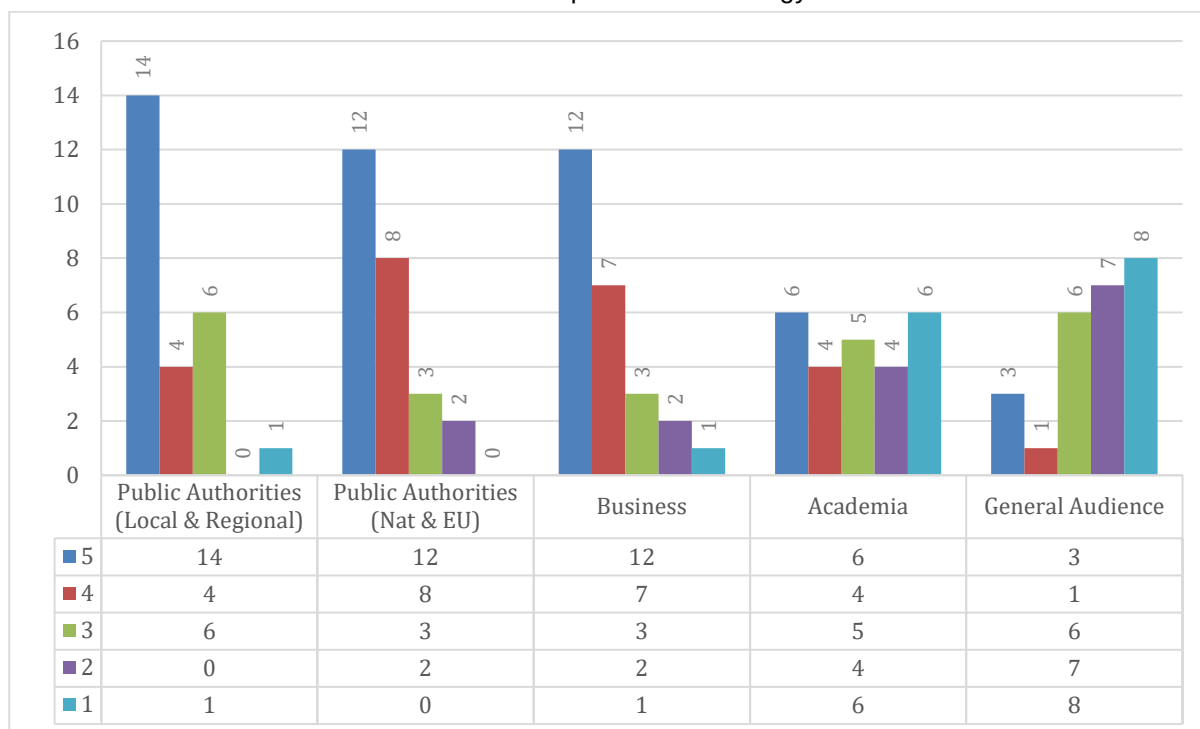
In terms of overall numbers, the estimated outreach during year 3 **increased by over 40%** from the previous year. Going from an estimated 320.633 to **450.585** people across Europe

⁹ Entries marked as N/A in Table 1 means that the partner estimated these as the same as last year. Those marked as Unknown did not submit.

and beyond. Clearly **meeting objective B of the renewed strategy, and KPIs 3.1.1 and 3.1.2 of D6.3 by a margin of over 100.000 people.**

This growth is extremely positive considering that it comes after the Open Call has ended and it defies the somewhat narrow target audience of the project partners. Figure 3 shows the very limited interest in general dissemination of the project partners and their highly focused interest in Public Authorities and Businesses. This focus was reflected in extensive event participation as explored later in the report. **While the number is arguably impressive in itself, it is better understood as an indicator of success of the overall strategy rather than as a definitive figure.**

Figure 3. Audience Priority Level according to individual SynchroniCity Partners. 5 -biggest target audience, 1 - not part of their strategy.



It is also likely that the four hundred and fifty thousand reach is underestimated. This is due to a number of factors including missing responses¹⁰, but most importantly the inherent difficulty for all organisations to estimate these numbers consistently or at all¹¹. The latter issue is to be expected as SynchroniCity partners include Microenterprises (i.e. TST Sistemas, Bronze Software Labs) which do not have the capacity to collect this information or sometimes do not even have a person working on communications at all. The opposite can also be said for Multinational Corporations (i.e. FIWARE, ATOS) where the complexity and size of the system makes it impossible to disaggregate the reach of SynchroniCity alone as it might only be a peripheral aspect of their activity.

What is arguably clear is that despite these difficulties, the growth in outreach numbers also highlights the fact that partners have taken better advantage of the available communication opportunities. Core cities like Milan and Antwerp have been able to start measuring aspects of their outreach. Beyond helping in gathering evidence for this report, these figures have helped to further convince people within these administrations of the opportunities of the SynchroniCity community. The case of Eindhoven is also worth mentioning. Even though,

¹⁰ Response rate was 80% (27 of 34 project partners)

¹¹ 30% of partners (37% of submissions) were not able to estimate this information to an accurate enough level of reporting.

the people working in SynchroniCity focused exclusively on technical aspects, by working through the renewed communication strategy alongside the Communications 'extended' team (ENoLL, AU, OASC) they were able to fully internalise the work of SynchroniCity within the larger communication activity of Eindhoven¹². Companies like Bronze Software Lab and Digital Catapult have also made better use of their engagement in the project, further cementing the added value of continued activity beyond the project lifetime.

¹² See Annex II – Eindhoven “Strategic Communication Plan(ning)”

Table 1. Estimated Audience Update from Year 2 to Year 3

	Year 3 Categories - Audience					Year 2 Categories - Standard											
SynchroniCity Partners	Pub.Auth. (Local & Regional)	Pub.Auth. (Nat & EU)	Busines s	Acad emia	General & Events & Online	Scientific Community	Indus try	Civil Society	General Public	Policy Makers	Medi a	Inves tors	Custo mers	Other	GROSS Totals	NET Totals	
Aarhus University (DK)	N/A	N/A	N/A	N/A	N/A	3500	2500	200	20000	500	10	0	0	0	26710	26710	
Aalto University (FI)	200	250	100	80	N/A	200	100	1000	100	200	50	100	0	0	2380	2000	
Alexandra Institute (DK)	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0	
Forum Virium Helsinki (FI)	500	3000	300	10	2000	0	1100	100	169	100	50	50	100	0	7479	7210	
Engineering Ingeneria Informatica SpA (IT)	N/A	N/A	N/A	N/A	70000	0	0	0	0	0	0	0	0	0	70000	70000	
Atos (ES)	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0	
Associação Porto Digital (PT)	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0	
University of Cantabria (ES)	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0	
Santander City Council (ES)	N/A	200	50	20	170000	10	150	0	172000	2	40000	0	0	0	382432	212432	
TST Sistemas (ES)	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0	
Future Cities Catapult (UK)	N/A	N/A	N/A	N/A	28000	0	0	0	5700	0	0	0	0	0	33700	28000	
Manchester City Council (UK)	N/A	N/A	N/A	N/A	N/A	0	35	0	332	120	20	0	0	0	507	507	
Digital Catapult (UK)	N/A	N/A	N/A	N/A	15000	3000	4200	2000	5000	100	100	100	4000	1500	35000	20000	

Manchester Metropolitan University (UK)	Unknown	Unknown	Unknown	Unknown	Unknown	0	0	0	0	0	0	0	0	0	0	0
Comune di Milano (IT)	2500	3000	10000	2500	500	0	0	0	0	0	0	0	0	0	18500	18500
Imec (BE)	N/A	N/A	N/A	N/A	1000	0	311	87	500	0	0	0	0	0	1898	1000
Stad Antwerpen (BE)	N/A	N/A	700	N/A	8900	0	0	0	0	0	0	0	0	0	9600	9600
Rombit (BE)	Unknown	Unknown	Unknown	Unknown	Unknown	0	100	0	250	15	0	5	100	0	470	470
Hejmans Wegen BV (NL)	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0
Ubiwhere (PT)	N/A	N/A	N/A	N/A	1739	0	0	0	0	0	0	0	0	0	1739	1739
European Network of Living Labs (BE)	N/A	N/A	N/A	N/A	N/A	0	2000	5000	12000	10	30	0	0	0	19040	19040
Bronze Software Labs (UK)	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0
City of Eindhoven (NL)	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0
Mandat International (CH)	N/A	N/A	N/A	N/A	1000	50	900	0	1000	300	0	0	0	200	3450	2450
City of Carouge (CH)	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0
UDG Alliance (CH)	N/A	N/A	N/A	N/A	N/A	400	1000	0	0	100	0	0	0	0	1500	1500
Korea Electronics Technology Institute (KR)	Unknown	Unknown	Unknown	Unknown	Unknown	0	0	0	0	0	0	0	0	0	0	0
HOP Ubiquitous (ES)	50	100	N/A	N/A	N/A	0	0	100	100	50	1000	0	0	0	1400	1400
NEC Laboratories Europe (DE)	N/A	N/A	N/A	N/A	N/A	0	500	25	250	5	2	0	25	0	807	807
Ulike (KR)	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	0	0

Seongnam Industry Promotion Agency (KR)	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	0	0
FIWARE Foundation (DE)	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	0	0
City of Bordeaux (FR)	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	0	0
Open & Agile Smart Cities (BE)	2000	1000	2000	2000	3000	0	5000	200	20000	500	20	0	0	0	35720	25720
SynchroniCity channels	N/A	N/A	N/A	N/A	1500	0	0	0	0	0	0	0	0	0	1500	1500
TOTALS	5250	7550	13150	4610	301139	7160	17896	8712	237401	2002	41282	255	4225	1700	653832	450585

Table 2. Dissemination Activity reported by each partner between January (M25) and November (M35)

	Traditional Media			Online Presence						Events promoting SyncCity to which your organisation participated		
	Press Releases	Local Media Opportunities	Scientific Publications	Website posts	Facebook posts	Twitter posts ¹³	LinkedIn posts	Other Non-scientific Publications	Newsletters with SyncCity information	Conferences	Workshops	Trade Fairs, Brokerage, and Pitch Event
Aarhus University (DK)	0	0	0	4	6	8	10	0	0	31	5	0
Aalto University (FI)	0	0	0	0	0	0	0	0	0	19	12	4
Alexandra Institute (DK)	1	0	0	0	0	0	0	0	0	6	4	0
Forum Virium Helsinki (FI)	0	2	0	3	5	18	0	0	4	3	1	4
Engineering Ingegneria Informatica SpA (IT)	0	0	0	2	0	4	0	0	0	1	0	2
Atos (ES)	0	0	3	0	0	0	0	0	0	4	7	1
Associação Porto Digital (PT)	1	4	0	1	0	0	5	1	0	6	0	0
University of Cantabria (ES)	0	4	1	0	0	0	0	0	0	2	1	0
Santander City Council (ES)	0	4	0	3	0	0	0	0	0	0	0	1
TST Sistemas (ES)	0	0	0	0	0	8	0	0	0	2	0	0
Future Cities Catapult (UK)	0	0	0	0	0	18	0	0	0	2	2	1

¹³ Retweets are not included

Manchester City Council (UK)	1	1	0	0	0	22	0	0	0	14	1	0
Digital Catapult (UK)	1	0	0	0	0	4	27	0	1	4	1	1
Manchester Metropolitan University (UK)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Comune di Milano (IT)	1	2	0	1	2	1	11	1	0	1	6	1
Imec (BE)	0	0	0	0	0	0	0	0	0	0	0	0
Stad Antwerpen (BE)	0	0	0	0	0	0	0	0	0	3	0	0
Rombit (BE)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Hejmans Wegen BV (NL)	0	0	0	2	0	0	0	0	0	0	0	0
Ubiwhere (PT)	0	0	0	1	2	2	1	1	0	1	4	8
European Network of Living Labs (BE)	0	0	0	4	5	0	0	1	4	0	0	0
Bronze Software Labs (UK)	0	0	0	0	0	0	0	0	0	0	0	0
City of Eindhoven (NL)	2	5	0	0	0	8	6	3	2	10	32	9
Mandat International (CH)	0	0	2	0	0	0	0	0	0	11	0	6
City of Carouge (CH)	2	3	0	2	0	0	13	0	2	6	18	7
UDG Alliance (CH)	0	0	0	0	0	0	4	0	0	3	8	1
Korea Electronics Technology Institute (KR)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
HOP Ubiquitous (ES)	0	0	1	0	2	3	0	0	0	1	0	4

NEC Laboratories Europe (DE)	2	0	5	0	0	0	0	0	0	2	0	2
Ulike (KR)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Seongnam Industry Promotion Agency (KR)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
FIWARE Foundation (DE)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
City of Bordeaux (FR)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Open & Agile Smart Cities (BE)	4	5	0	0	0	37	9	0	2	7	9	2
TOTAL	15	30	12	23	22	133	86	7	15	140	111	54
SynchroniCity	1	0	0	35	43	96	21	0	6	41	18	0
Overall Total	16	30	12	58	65	229	107	7	21	181	129	54

2.2 Catalogued Activities

This section will present a total of 12 activities which were centrally identified as of particular relevance for the dissemination of project results. Each activity will be presented individually. The numbers collected in Table 2 will be used to contextualise the assessment on each of these activities, comparing them to the centralised work done under the SynchroniCity brand.

2.2.1 Press Release

Press releases were not an effective tool to achieve the objectives of the year and their role was taken over by publications on the SynchroniCity website. As such, SynchroniCity publish only one press release¹⁴ following the London Bootcamp before focusing exclusively on website content thereafter. That being said, several partners continued to use press releases in line with their own strategies. A total of 15 press releases were made. Six of them based on the central SynchroniCity one, tailored for local audiences. While the rest focused in promoting individual pilot results in cities or the work of individual technical partners for those pilots.

Table 3. Detail on partners press release period

Period	Press Releases
Q1 (Jan – Mar)	Associacio Porto Digital, City of Milan, City of Eindhoven, City of Carouge, OASC
Q2 (Apr – June)	NEC (x2 – Event Related), OASC
Q3 (July – Sept)	Alexandra Institute, Manchester City Council, Digital Catapult, City of Eindhoven, City of Carouge, OASC (x2)
Q4 (Oct – Dec)	

2.2.2 Local Media

This was a new type of indicator added in Year 3 in preparation for the work around the pilots and direct outreach to citizens. A total of 30 opportunities are documented, 26 of these performed by the core cities. These included newspaper publications as well as television and radio reporting and interviews with local press. This activity was of particular relevance for cities and was clearly a focus of priorities for the pilots as documented on the pilot section of this report and in further detail as part of delivery D5.6.

2.2.3 Scientific Publications

A staggering total of 12 scientific publications have been published by the SynchroniCity community during 2019. All of them have been submitted during Q3 and Q4, or are scheduled for publication in early 2020. **This is 4 times the amount of scientific publications in the previous two years combined.** This is a result of the data collected through the pilot period and which will continue to educate the debate on smart city development at an academic level.

¹⁴ https://synchronicity-iot.eu/wp-content/uploads/2019/02/SynchroniCity_o60219-Press-release-.pdf

2.2.4 Website and Website posts

A grand total of 58 website posts were produced for and about SynchroniCity. Partners produced 23 website publications distributed through their own channels. The SynchroniCity website counted an additional 35 webposts. Overall website engagement remained high, matching the Open Call period, with a total visit counter of **11.332¹⁵**. **Doubling the yearly objective of 5000 unique visitors.**

Figure 4. SynchroniCity Website Overview – January 1st 2019 to December 31st 2019

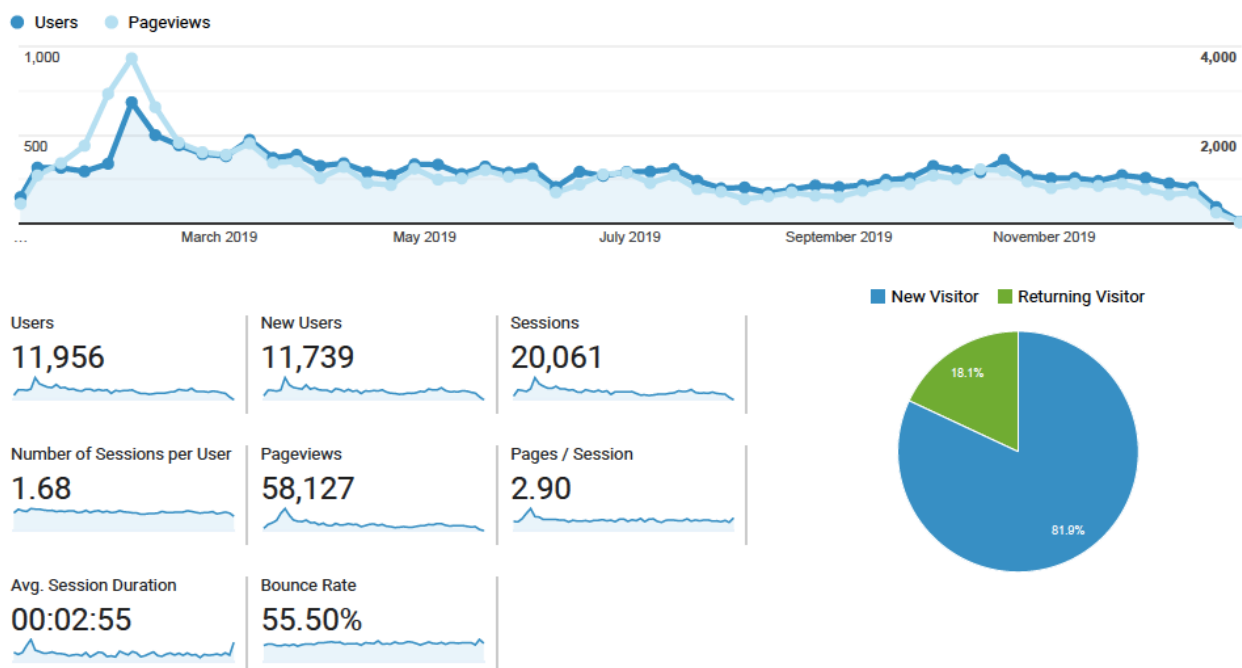


Figure 3 shows a weekly summary of both users and pageviews for the website. There is a clear peak in the beginning of February coinciding with the launch of the pilot period. Interest in the website remains consistent for the remainder of the year thereafter, save for slight slumps during vacation periods and in December during the last two weeks of the year. Bounce and returning visitor rates are above average for websites displaying news and events. This is supported by the good amount of pages per individual session (2.9) and average session duration of almost 3 minutes. In reality both the pages per session and session duration are slightly higher as there is a group of sessions (around 300 to 600) coming from a server in USA which distorts the overall figures. This is more clearly visible in Table 4 Column 2 where the USA bounce rate is highly distorted. Countries in the top 10 correspond to areas where pilots took place, except for Germany and Japan. Interest in Germany is likely driven by FIWARE activities in the country and in Japan by the promotion of SynchroniCity by OASC.

Table 4. SynchroniCity Website Overview – Visits per Country

¹⁵ 624 user entries have been excluded from the account as they correspond to BOT entries coming from a traffic server in Virginia, USA. Table 4 includes this extra 624 within the total of 1311 users coming from the USA.

Country	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	11,956 % of Total: 100.00% (11,956)	11,749 % of Total: 100.09% (11,739)	20,061 % of Total: 100.00% (20,061)	55.50% Avg for View: 55.50% (0.00%)	2.90 Avg for View: 2.90 (0.00%)	00:02:55 Avg for View: 00:02:55 (0.00%)
1. United Kingdom	1,540 (12.54%)	1,442 (12.27%)	2,832 (14.12%)	49.96%	2.90	00:02:35
2. United States	1,311 (10.68%)	1,300 (11.06%)	1,405 (7.00%)	86.05%	1.61	00:00:47
3. Spain	932 (7.59%)	876 (7.46%)	1,697 (8.46%)	51.38%	2.84	00:02:40
4. Belgium	818 (6.66%)	773 (6.58%)	1,847 (9.21%)	45.05%	3.80	00:04:14
5. Italy	706 (5.75%)	665 (5.66%)	1,347 (6.71%)	55.01%	2.60	00:02:17
6. Denmark	658 (5.36%)	611 (5.20%)	1,508 (7.52%)	44.83%	5.32	00:06:59
7. Germany	639 (5.20%)	614 (5.23%)	964 (4.81%)	55.39%	2.73	00:02:45
8. France	531 (4.32%)	499 (4.25%)	718 (3.58%)	60.58%	2.33	00:02:00
9. Netherlands	511 (4.16%)	487 (4.15%)	768 (3.83%)	53.12%	2.70	00:02:18
10. Portugal	488 (3.97%)	474 (4.03%)	769 (3.83%)	52.80%	2.83	00:03:02
11. Finland	390 (3.18%)	362 (3.08%)	819 (4.08%)	48.96%	3.01	00:03:00
12. Japan	332 (2.70%)	326 (2.77%)	524 (2.61%)	57.63%	2.73	00:02:56
13. Switzerland	250 (2.04%)	231 (1.97%)	386 (1.92%)	47.15%	3.09	00:02:42
14. India	231 (1.88%)	229 (1.95%)	291 (1.45%)	68.04%	1.74	00:01:14
15. Canada	176 (1.43%)	172 (1.46%)	214 (1.07%)	65.42%	2.19	00:01:42
16. South Korea	166 (1.35%)	160 (1.36%)	264 (1.32%)	50.38%	3.35	00:04:52
17. Greece	162 (1.32%)	158 (1.34%)	203 (1.01%)	51.72%	2.44	00:02:21
18. Sweden	153 (1.25%)	148 (1.26%)	345 (1.72%)	59.13%	2.28	00:02:25
19. Ireland	131 (1.07%)	126 (1.07%)	172 (0.86%)	50.00%	2.49	00:01:36
20. Brazil	116 (0.94%)	113 (0.96%)	134 (0.67%)	63.43%	2.39	00:02:20

Table 5 provides a closer view to the pages attracting the most traffic to the website. This distribution is as expected with the landing page and the cities & pilots interface menu being the most popular ones. Media, News, and the page on how to join the community are also of relative importance. This is all as expected and supports the use of the website as a repository of information and distribution to other sources: either those of the pilots and cities themselves, or those relating to the technical components.

Table 5. SynchroniCity Website Overview – Top 10 viewed pages

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	58,127 % of Total: 100.00% (58,127)	42,311 % of Total: 100.00% (42,311)	00:01:32 Avg for View: 00:01:32 (0.00%)	20,061 % of Total: 100.00% (20,061)	55.50% Avg for View: 55.50% (0.00%)	34.51% Avg for View: 34.51% (0.00%)
1. /	13,290 (22.86%)	10,002 (23.64%)	00:01:39	9,068 (45.20%)	42.93%	38.77%
2. /cities-pilots/	9,238 (15.89%)	4,719 (11.15%)	00:00:55	885 (4.41%)	36.05%	16.49%
3. /tech/	3,953 (6.80%)	2,920 (6.90%)	00:02:04	966 (4.82%)	65.22%	39.79%
4. /media/	2,534 (4.36%)	1,714 (4.05%)	00:01:54	734 (3.66%)	56.95%	39.58%
5. /community-3/	2,100 (3.61%)	1,632 (3.86%)	00:00:55	118 (0.59%)	56.78%	22.48%
6. /news/	2,094 (3.60%)	1,369 (3.24%)	00:00:48	142 (0.71%)	41.55%	13.90%
7. /project/santander/	987 (1.70%)	907 (2.14%)	00:02:57	782 (3.90%)	87.85%	79.03%
8. /tech/data-and-services/	895 (1.54%)	659 (1.56%)	00:02:35	243 (1.21%)	65.02%	45.70%
9. /synchronicity-rolls-out-49-answers-to-successfully-scaling-iot-solutions-for-sm-art-cities-and-communities/	797 (1.37%)	645 (1.52%)	00:01:50	362 (1.80%)	68.51%	47.80%
10. /tech/atomic-services/	699 (1.20%)	602 (1.42%)	00:03:16	255 (1.27%)	80.78%	54.51%

It is also worth mentioning that the website underwent some smaller modifications in its organisation to accommodate the start of the pilot period. These were already mentioned as part D6.9 submitted on M23. The most important change was the addition of a dedicated page for the cities and pilots with dedicated profiles to each of the Core Cities and the 16 pilot groups through a single interactive menu. These changes will remain on the final version of the website and are accessible through this link: <https://synchronicity-iot.eu/cities-pilots/>

2.2.5 Social Media

While face-to-face interaction through events was the focus and preferred means of dissemination for the SynchroniCity community, social media continued to play an important support role for the overall dissemination. A LinkedIn profile was set up as a reference point in that platform, while Facebook was maintained for similar purposes. Twitter remained the most important focus of social media work with visible improvement in the quality of the presence which enabled sustainable and continuous growth for the account.

2.2.5.1 Facebook

Early in the year, it became evident that Facebook would not be a priority for Year 3. This decision was taken looking at the low-impact results observed across the Open Call in 2018 (D6.11 & D5.3), the overall negligible interest of the project partners in an arguably ageing social media platform, and the fact that general citizen engagement was promoted – and achieved – through Local Media outreach, Events, and Workshops. That being said, SynchroniCity maintained its use as a dissemination channel in no small part by the fact that a few pilots did mention the use of the platform within their own activity. Overall, a total of 43 posts were published on the Facebook page, and further 22 across those of 6 partners. Those published on the project page were either redirecting to publications on the SynchroniCity website or reposts from the pilots. A KPI from D6.8 regarding constant growth in its media channels was fulfilled with the audience growing to a total of **273 Followers and 239 Pages likes**. A secondary KPI, part of D6.11, had set the objective of reaching 600

followers. This KPI however was ill-judged as a measurement of citizen engagement, dwarfing in comparison to final audience outreach of almost half a million citizens shown in 2.1 Audience Reach.

2.2.5.2 Twitter

Like all social media platforms during Year 3, Twitter's use was meant to support the development of a stronger community and the objectives of the new strategy. Unlike the cases of Facebook and LinkedIn however, Twitter was an active tool of engagement and not simply a multiplier for the website content.

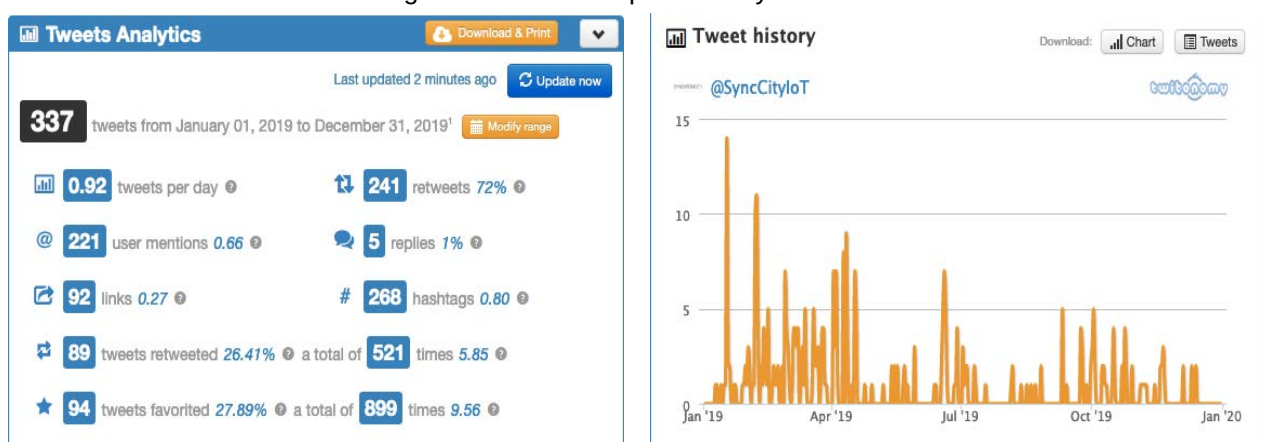
As a first step, Twitter needed a change in pace through better selection and promotion of content. From the rapid growth done through the Open Call in 2018, towards brand consolidation and strategic content for 2019. A total of **337 tweets (96 tweets and 241 retweets)** were done during the period reaching a total of **265.5K** impressions. Compared to the previous period, roughly the same amount of impressions were achieved with less than half the amount of tweets¹⁶. Meaning that already, at a surface level, the "quality over quantity" approach did not sacrifice audience reach. Moreover, an additional 400 followers were added through the period, reaching a final **1201 followers** by the end of the year. While this is 300 users less than set out on the relevant KPI from D6.11, the confirmation of a visible qualitative improvement on the social media platform through positive trends and overall numbers is arguably a better indication of successful and impactful dissemination than total followers alone could be.

Table 6. Twitter Impressions - 2019

Period	Impressions
Q1 (Jan – March)	102.7K
Q2 (Apr – June)	56.1K
Q3 (July – Sept)	43.3K
Q4 (Oct – Dec)	63.4K

A closer look at the use of Twitter confirms this positive trend. Over a quarter of the tweets and retweets from the SynchroniCity account where further retweeted on an average of almost 6 times in each case.

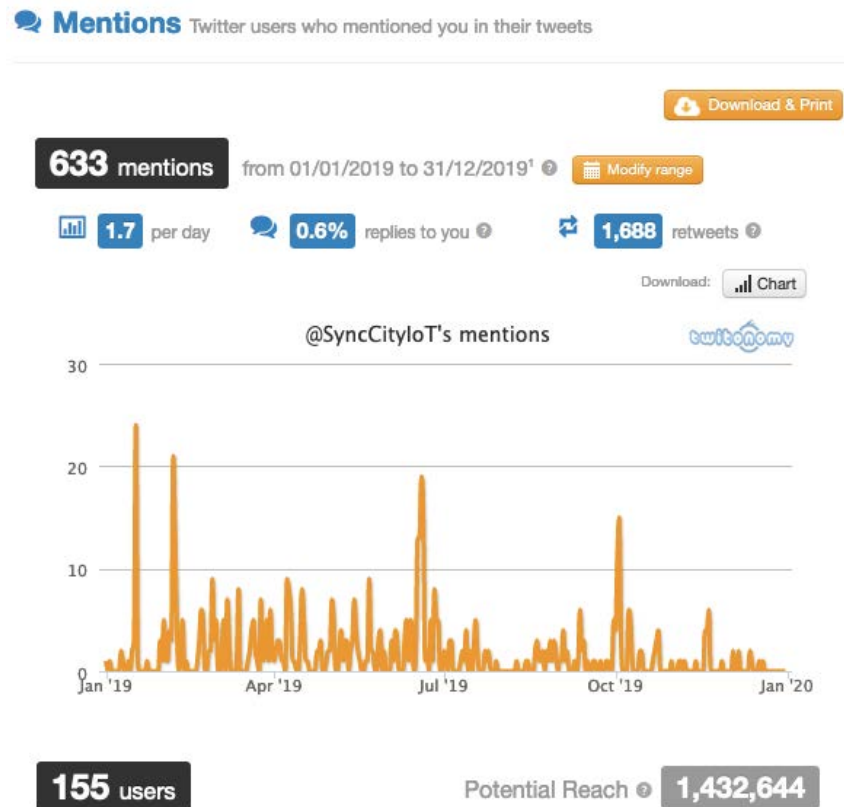
Figure 5. Twitter Snapshot Analytics - 2019



¹⁶ D6.11 reported a total of 707 tweets and retweets with a total 270K impressions.

Furthermore, Figures 5 and 6 show **155 individual users** mentioning SynchroniCity's twitter handle on their own tweets a total of 633 times. **The total aggregate audience of these 155 users giving Synchronicity and added reach of close to one and half million Twitter users.**

Figure 6. Twitter users who mentioned SynchroniCity during 2019



2.2.6 LinkedIn

A LinkedIn profile was created for IoT week in Aarhus at the end of June 2019. This was done as a few people working for partners in the project had mentioned this platform as their preferred platform. The profile was set-up with the intention of being a mid-way site towards the project website and for these professionals, part of the SynchroniCity community, to refer to for further information. During those **6 months, a total of 21 posts** were created either sharing pilot successes or new project website information. The profile accumulated a total of **119 followers** during the period.

2.2.7 Non-Scientific Publications & Newsletter

SynchroniCity was advertised in 15 partner's newsletters during 2019 while continuing its own newsletter format running at a bimonthly basis. The newsletter continued to gather subscribers during 2019, albeit at a much slower pace than 2018. This was due to the fact that the main purpose of the newsletter (reach out to Open Call participants) had already been achieved, and that the outreach achievable was extremely limited in comparison to all other channels available. The incentive to subscribe to the newsletter was arguably substantially smaller as no new open call was scheduled. The final number of newsletter

subscribers was **579**, marking an increase of **106** subscribers during 2019¹⁷. Average opening rates for all 6 newsletters was 36%, well above industry average of 20%. Beyond this, a few publications (7) related to conference papers were highlighted by partners.

2.2.8 Events

Table 7 presents a selection of conferences, workshops, and other events where SynchroniCity has been represented – either centrally or as part of a partner’s participation. This list represents the geographical and topical diversity of the presentation of project outcomes, from the technical to the policy level. Overall, SynchroniCity has participated in events across **31 countries**, participating in an estimate of over **100 unique events**, **60 unique workshops**, **30 unique trade events**. Table 2 shows that the project has been represented in events a total of **181 times**, **being part of 129 for workshops**, and **showcasing 54 times on trade events**.¹⁸ Whenever possible, links to relevant publications on the SynchroniCity website have been referenced. While speculative, based only on the selected group shown in Table 7, it is not unrealistic to consider that over 250.000 people have been reached through this particular activity. Annex I showcases different sets of materials prepared for all partners to utilise during events.

¹⁷ Newsletter had 507 subscribers on January 2019. 28 subscriber had to be removed for GDPR compliance reasons and 6 unsubscribed throughout the year.

¹⁸ Annex II provides detailed information on the dissemination activities as submitted by the project partners.

Table 7. Most Relevant Conferences, Workshops, Trade Fairs, and other events where SynchroniCity outcomes were shown

Date	Event	Location	Link	Category	Published
16 January 2019	Pre-Conference Workshop: Tech Workshop	Brussels, Belgium	https://docs.google.com/document/d/1XFTze7XazstfVB8-lyHDDWqiz0FilQC2joczA3XMTAs/edit	Workshop	Eindhoven, OASC
17 January 2019	Connected Smart Cities Conference	Brussels, Belgium	https://synchronicity-iot.eu/event/connected-smart-cities-conference/	Conference	SynchroniCity, OASC, Porto, Digital Catapult, UDG Alliance
17 January 2019	Interoperability Mechanisms in Practice - Connected Smart Cities Conference	Brussels, Belgium	https://oasc.events.idloom.com/connected-smart-cities-conference-2019/pages/programme	Workshop	Eindhoven
17 January 2019	Future Track-Next Generation City of Things - Connected Smart Cities Conference	Brussels, Belgium	https://oasc.events.idloom.com/connected-smart-cities-conference-2019/pages/programme	Workshop	ATOS
22-24 January 2019	3rd annual Smart Cities International Symposium & Exhibition	Chicago, USA	https://synchronicity-iot.eu/event/3rd-annual-smart...osium-exhibition/	Conference	ENG
30 January 2019	Regional consultation for NEN NPR OUP = Dutch standard practice guidelines for Open Urban platforms	Eindhoven, The Netherlands		Workshop	Eindhoven
31 January 2019	Work session 'Urban Data Platform' Brabant Smart Cities	Eindhoven, The Netherlands		Workshop	Eindhoven
04 February 2019	Smart City Lecture - Eindhoven University of Technology	Eindhoven, The Netherlands		Workshop	Eindhoven

06-07 February 2019	SynchroniCity Bootcamp	London, UK	https://synchronicity-iot.eu/event/synchronicity-bootcamp/	Conference	SynchroniCity
07-08 February 2019	Smart, Sustainable and Safe Cities Conference 2019	Budapest, Hungary	https://synchronicity-iot.eu/event/smart-sustainabl...-conference-2019/	Conference	SynchroniCity
26-28 February 2019	IoT LSP Programme workshop	Porto, Portugal	https://synchronicity-iot.eu/event/iot-lsp-programme-workshop/	Conference	SynchroniCity, Ubiwhere
26 February 2019	Webinar: Digital Building Blocks for Smart Cities	Online	https://synchronicity-iot.eu/event/webinardigital-b...for-smart-cities/	Workshop	FIWARE
05-07 March 2019	International Symposium - The Emergence Of The Smart City	Belvas Campus, Luxembourg	https://synchronicity-iot.eu/event/international-sy...f-the-smart-city/	Conference	SynchroniCity
12-13 March 2019	SMART IoT London	London, UK	https://synchronicity-iot.eu/event/smart-iot/	Conference	SynchroniCity
12-14 March 2019	Cities & Regions 4.0	Adelaide, Australia	https://synchronicity-iot.eu/event/cities-regions-4-0/	Conference	SynchroniCity
13-17 March 2019	2nd Milano Digital Week	Milan, Italy	https://www.milanodigitalweek.com/en/	Conference	City of Milan
21 March 2019	EU Research and Innovation for Cities of the Future	Brussels, Belgium	https://ec.europa.eu/research/index.cfm?pg=events&eventcode=00E50670-BD47-1111-D5C967361D6887E9	Conference	Porto
21 March 2019	Detecon FIWARE iHub Forum 2019	Cologne, Germany	https://www.fiware.org/2019/02/01/detecon-fiware-ihub-forum-2019-join-the-launch-of-the-new-fiware-ihub-in-cologne/	Conference	Eindhoven, FIWARE
23-24 March 2019	FIWARE Global Summit	Genoa, Italy	https://www.fiware.org/event/fiware-global-summit-genoa/	Conference	FIWARE
24-26 March 2019	Startup Olé	Salamanca, Spain		Trade fairs, Brokerage and Pitch events	HOPU
26-29 March 2019	Smart City Summit & Expo	Taipei, Taiwan	https://synchronicity-iot.eu/event/2019-smart-city-summit-expo/	Conference	SynchroniCity

27 March 2019	LUCI City Under Microscope	Rotterdam, The Netherlands	http://www.luciassociation.org/cm-rotterdam-programme/	Workshop	Eindhoven
27-28 March 2019	Foro GREENCITIES	Malaga, Spain	https://www.blog.andaluciaesdigital.es/el-foro-greencities-2019/	Trade fairs, Brokerage and Pitch events	Santander
28 March 2019	Beyond Data	Eindhoven, The Netherlands	https://www.beyonddataevent.com/	Conference	Eindhoven, Porto
29 March 2019	Swiss Congress of Industrial Services	Berne, Switzerland	https://www.stadtwerkekongress.ch/fr/intervenants-2019/	Conference	City of Carouge
01-04 April 2019	Smart Cities Connect	Denver, USA	https://synchronicity-iot.eu/event/smart-cities-connect/	Conference	SynchroniCity
01-06 April 2019	Start & Scale Week	Porto, Portugal	https://synchronicity-iot.eu/event/start-scale-week-2019/	Conference	SynchroniCity, Porto
06 April 2019	Scale up for Europe	Porto, Portugal	https://synchronicity-iot.eu/event/scaleup-for-europe-conference-2019/	Conference	SynchroniCity, Porto
08 April 2019	Large-Scale IoT & Data Marketplaces Workshop	Brussels, Belgium	https://synchronicity-iot.eu/event/large-scale-iot-data-marketplaces/	Workshop	SynchroniCity, ATOS, Eindhoven
08-12 April 2019	World Summit on the Information Society	Geneva, Switzerland	https://www.itu.int/net/wsis/	Conference	Mandat
09 April 2019	Digital Day 2019	Brussels, Belgium	https://ec.europa.eu/digital-single-market/en/news/digital-day-2019	Conference	ATOS
15-18 April 2019	IEEE 5th World Forum on Internet of Things (WF-IoT)	Limerick, Ireland	https://synchronicity-iot.eu/event/ieee-5th-world-f...of-things-wf-iot/	Conference	SynchroniCity, OASC, NEC
16-18 April 2019	Sofia Smart City Marketplace Conference	Sofia, Bulgaria	https://synchronicity-iot.eu/event/smart-cities-7th...ll-5-6-iec-sofia/	Conference	SynchroniCity
17 April 2019	European Industry Partnerships Collaborative Event	Amsterdam, The Netherlands	https://synchronicity-iot.eu/event/european-industr...laborative-event/	Workshop	SynchroniCity
21-25 April 2019	25th GCC Smart Cities Summit	Dubai, UAE	https://synchronicity-iot.eu/event/25th-gcc-smart-g...ities-conference/	Conference	SynchroniCity

01-03 May 2019	IAPP Global Privacy Summit	Washington DC, USA		Conference	Mandat
02 May 2019	Releasing the Power of Procurement	Brussels, Belgium	https://oascities.org/highlights-releasing-the-power-of-procurement/	Conference	OASC
03-05 May 2019	Smart Cities and Green ICT Systems (SMARTGREENS)	Heraklion, Crete-Greece	https://synchronicity-iot.eu/event/smart-green-2019/	Conference	SynchroniCity
07-12 May 2019	Internet Week Denmark	Aarhus, Denmark	https://synchronicity-iot.eu/event/internet-week-denmark/	Conference	SynchroniCity, AU, Eindhoven
13-14 May 2019	Internet of Things: Implications for Governance	Ljubljana, Slovenia	https://ec.europa.eu/jrc/communities/en/node/1286/event/workshop-internet-things-implications-governance-may-13-14-2019	Workshop	City of Milan
13-15 May 2019	Smart Cities New York	New York, USA	https://synchronicity-iot.eu/event/smart-cities-new-york/	Conference	SynchroniCity
21-22 May 2019	FIWARE Global Summit	Genoa, Italy	https://www.fiware.org/event/fiware-global-summit-Genoa/	Conference	Eindhoven
21-22 May 2019	FIWARE Global Summit	Genoa, Italy	https://www.fiware.org/event/fiware-global-summit-Genoa/	Trade fairs, Brokerage and Pitch events	ENG, NEC
21-22 May 2019	Using AI/ML techniques with FIWARE - FIWARE Global Summit	Genoa, Italy	https://www.fiware.org/event/fiware-global-summit-Genoa/	Workshop	ATOS
21-23 May 2019	Portugal Smart Cities Summit	Lisbon, Portugal	https://synchronicity-iot.eu/event/portugal-smart-cities-summit/	Conference	SynchroniCity
21-23 May 2019	Portugal Smart Cities Summit	Lisbon, Portugal	https://synchronicity-iot.eu/event/portugal-smart-cities-summit/	Trade fairs, Brokerage and Pitch events	Ubiwhere
22 May 2019	European Data Protection Days	Berlin, Germany		Conference	Mandat
28-31 May 2019	AI for Good Global Summit	Geneva, Switzerland	https://aiforgood.itu.int/	Conference	Mandat

03 June 2019	13th ITS European Congress	Helmond and Eindhoven, The Netherlands	https://synchronicity-iot.eu/event/13th-its-europea...nd-and-eindhoven/	Conference	SynchroniCity
04-06 June 2019	MovinOn Connect Summit	Montreal, Canada	https://summit.movinonconnect.com/en/2019-programme/#/	Conference	Porto
05 June 2019	Digital Cities Challenge-High Level Conference A Strategy for EU Cities in the 21st Century	Brussels, Belgium	https://synchronicity-iot.eu/event/digital-cities-c...the-21st-century/	Conference	SynchroniCity, Porto
05-06 June 2019	Urbis Smart City Fair	Brno, Czech Republic	https://synchronicity-iot.eu/event/urbis-smart-city-fair/	Conference	SynchroniCity
12-14 June 2019	Smart Transportation & Mobility	London, UK	https://synchronicity-iot.eu/event/smart-transportation-mobility/	Conference	SynchroniCity
13 June 2019	Digital Assembly (EU)	Bucarest, Romania	https://synchronicity-iot.eu/synchronicity-and-a-digital-europe-for-all/	Conference	SynchroniCity, AU, Porto
13-14 June 2019	Annual Conference of Major Cities In Europe	Venice, Italy	https://synchronicity-iot.eu/event/2019-annual-conf...cities-in-europe/	Conference	SynchroniCity, ATOS
13-14 June 2019	Annual Conference of Major Cities In Europe	Venice, Italy		Trade fairs, Brokerage and Pitch events	Ubiwhere
13-14 June 2019	ENISA Annual Privacy Forum	Rome, Italy		Conference	Mandat
17-21 June 2019	Global IoT Summit	Aarhus, Denmark	https://globaliotsummit.org/giots-2019-aarhus/	Conference	Uni of Cantabria, Mandat
17-21 June 2019	IoT Week 2019	Aarhus, Denmark	https://synchronicity-iot.eu/event/iot-week-2019-in-aarhus-denmark/	Conference	SynchroniCity, AU, Porto, Mandat, UDG Alliance

17-21 June 2019	IoT Week 2019	Aarhus, Denmark		Trade fairs, Brokerage and Pitch events	HOPU, Ubiwhere, UDG Alliance
18 June 2019	IoT and the 5G City - IoT Week 2019	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, FIWARE
18 June 2019	Data Driven Cities - New Trends & Threats on Big Data - IoT Week 2019	Aarhus, Denmark	https://iotweek.org/wp-content/uploads/2019/07/IoT-Week-2019-Program_Web.pdf	Workshop	ATOS
18 June 2019	ATOS Vision at Tourism - IoT & Tourism - IoT Week 2019	Aarhus, Denmark	https://iotweek.org/wp-content/uploads/2019/07/IoT-Week-2019-Program_Web.pdf	Workshop	ATOS
19 June 2019	IoT for Smart Cities & Communities Welcome - IoT Week 2019	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, OASC
19 June 2019	CONVERGENCE: Smart City Standardisation - Mapping the Landscape and Capacity - IoT Week 2019	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, FCC, NEC
19 June 2019	INTEROPERABILITY: Towards Common Architectures and APIs - IoT Week 2019	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, ENG, NEC, Forum Virium
19 June 2019	IMPLEMENTATION: Cities on the forefront of Market Creation - IoT Week 2019	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, FCC, Eindhoven
19 June 2019	Procurement and Marketplaces - IoT Week 2019	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, OASC
20 June 2019	IoT and Smart Cities & Communities for SDGs and Urban Agendas - IoT Week 2019	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, OASC
20 June 2019	Fair and Open Smart Cities: Growing the Local IoT Data Infrastructure	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, ATOS, Eindhoven,

	Partnerships - IoT Week 2019				Forum Virium, AI
20 June 2019	Privacy by Design Smart Cities - Right to Privacy in Smart Cities - IoT Week 2019	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, OASC
20 June 2019	IoT Standards Trends and Convergence	Aarhus, Denmark	https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus	Workshop	SynchroniCity, NEC, OASC
19-20 June 2019	IoT Tech Expo Europe	Amsterdam, The Netherlands	https://synchronicity-iot.eu/event/iot-tech-expo-europe/	Conference	SynchroniCity
27 June 2019	Smart Travel Seminar - Can Big Data save our Cities?	Manchester, UK	https://www.salford.ac.uk/studentchannel/news/can-big-data-save-our-cities-attend-the-smart-travel-seminar	Workshop	City of Manchester
29 June 2019	Super City Smart City Forum	Osaka, Japan	https://synchronicity-iot.eu/bringing-synchronicity-to-the-g20	Conference	SynchroniCity, AU
01-05 July 2019	Future of Computing	Porto, Portugal	https://synchronicity-iot.eu/event/uptech-school-on-future-of-computing/	Conference	SynchroniCity, Porto
10-12 July 2019	FIWARE at Global City Teams Challenge: Empowering Cities and Boosting Growth	Washington DC, USA	https://synchronicity-iot.eu/event/fiware-at-global-city-teams-challenge-conference/	Conference	SynchroniCity
17 July 2019	Kiss My Bike - Pilot Workshop - Santander	Santander, Spain	https://www.eldiariomontanes.es/santander/santander-convertira-banco-20190717170011-nt.html	Workshop	Uni of Cantabria
17 July 2019	Milan - Pilot Presentation	Milan, Italy	https://synchronicity-iot.eu/event/milan-presents-future-of-urban-experimentation/	Conference	SynchroniCity
17-19 July 2019	Indonesia International Smart City Expo & Forum	Surabaya, Indonesia	https://synchronicity-iot.eu/event/indonesia-international-smart-city-expo-forum/	Conference	SynchroniCity, OASC
17 July 2019	IoTNext Club - Webinar on Privacy	Online	https://synchronicity-iot.eu/event/webinar-on-privacy/	Workshop	SynchroniCity

19 July 2019	IOT Workshop Series Create The Next Generation IoT Experience For The Future IoT & The Rule Of Law	Brussels, Belgium	https://synchronicity-iot.eu/event/iot-workshop-series-create-the-next-generation-iot-experience-for-the-future-iot-the-rule-of-law/	Workshop	SynchroniCity
21-23 August 2019	Rethink Agile for All Business - ALE 2019	Porto, Portugal	https://synchronicity-iot.eu/event/ale-2019-unconference/	Conference	SynchroniCity, Porto
03-05 September 2019	Open Living Lab Days 2019	Thessalonik i, Greece	https://synchronicity-iot.eu/event/open-living-lab-days-2019/	Conference	SynchroniCity, AU, ENoLL
03-05 September 2019	Open Living Lab Days 2019	Thessalonik i, Greece	https://synchronicity-iot.eu/event/open-living-lab-days-2019/	Workshop	ENoLL
06-08 September 2019	World Digital Economy Conference	Ningbo, China		Conference	Mandat
11 September 2019	Study Trip from Swedish Association of Local Authorities and Regions	Eindhoven, The Netherlands		Workshop	Eindhoven
12 September 2019	Visit Vlaams stedennetwerk (=Flemish Cities Network)	Eindhoven, The Netherlands		Workshop	Eindhoven
19 September 2019	Smart City Day	Monthey, Switzerland		Conference	UDG Alliance
19-20 September 2019	Digital Excellence Forum @ ICT Proposers' Day 2019	Helsinki, Finland	https://ec.europa.eu/digital-single-market/en/news/digital-excellence-forum-ict-proposers-day-2019	Trade fairs, Brokerage and Pitch events	Ubiwhere
23-26 September 2019	IoT, a key asset for Digital Transformation - Cyber- Physical Systems Summer School	Sardinia, Italy		Workshop	ATOS
24-26 September 2019	Nordic Edge	Stavanger, Norway		Conference	AU, Eindhoven
25-27 September 2019	MyData Conference	Helsinki, Finland	https://mydata2019.org/	Conference	AU,

26 September 2019	Visit Rotterdam Municipality delegation	Eindhoven, The Netherlands		Workshop	Eindhoven
27 September 2019	IoTNext Club - Webinar on IoT Security		https://synchronicity-iot.eu/event/webinar-iot-next-club/	Workshop	SynchroniCity
01 October 2019	Cities in the Forefront of Digitalizing Europe: Helsinki's Journey to Becoming the Most Functional City in the World	Brussels, Belgium	https://synchronicity-iot.eu/event/cities-in-the-fo...ity-in-the-world/	Conference	SynchroniCity, AU, Forum Virium
1-2 October 2019	Foro Emergentes 4.0	Valencia, Spain	https://twitter.com/foroemergentes	Conference	TST
2-3 October 2019	SynchroniCity Scale-up Workshop - Mandatory for all partners and pilots	Milan, Italy		Workshop	SynchroniCity
7-10 October 2019	European Week of Regions and Cities	Brussels, Belgium	https://synchronicity-iot.eu/event/european-week-of-regions-and-cities/	Conference	SynchroniCity, Eindhoven
08 October 2019	IoT Through the Looking Glass	Brussels, Belgium	https://aioti.eu/events/aioti-signature-event-iot-through-the-looking-glass/	Trade fairs, Brokerage and Pitch events	Ubiwhere
10 October 2019	Scaling Urban Digital Solutions: Towards a Digital Single Market for Cities & Communities - European Week of Regions and Cities	Brussels, Belgium	https://synchronicity-iot.eu/event/scaling-urban-di...ties-communities/	Workshop	SynchroniCity, ENoLL, OASC
10-12 October 2019	TechDays	Aveiro, Portugal	https://www.techdays.pt/pt/techdays	Trade fairs, Brokerage and Pitch events	Ubiwhere
14-16 October 2019	The European Big Data Value Forum (EBDVF)	Helsinki, Finland	https://www.european-big-data-value-forum.eu/	Conference	AU,
15-18 October 2019	CEATEC	Tokyo, Japan	https://www.ceatec.com/en/conference/	Conference	Mandat

16 October 2019	Workshop on research priorities for the Next Generation of Internet of Things Digital Single Market	Brussels, Belgium	: https://synchronicity-iot.eu/event/workshop-on-rese...al-single-market/	Workshop	SynchroniCity, AU
21-24 October 2019	41st International conference of data protection and privacy commissioners	Tirana, Albania		Conference	Mandat
21-25 October 2019	ETSI IoT Week 2019	Sophia Antipolis, France	https://twitter.com/HOPUbiquitous/status/1187347383098793986	Conference	HOPU
23- 24 October 2019	Smart Country Convention & FIWARE Global Summit	Berlin, Germany	https://synchronicity-iot.eu/event/fiware-global-summit-scale-up-for-a-real-smart-future/	Conference	SynchroniCity, Ubiwhere
23-24 October 2019	Smart Country Convention & FIWARE Global Summit - Berlin	Berlin, Germany	https://synchronicity-iot.eu/event/fiware-global-summit-scale-up-for-a-real-smart-future/	Trade fairs, Brokerage and Pitch events	HOPU, ENG, Ubiwhere, NEC
23-24 October 2019	Advanced ML/AI techniques with FIWARE and Connected IoT Devices - FIWARE Global Summit - Berlin	Berlin, Germany	https://synchronicity-iot.eu/event/fiware-global-summit-scale-up-for-a-real-smart-future/	Workshop	ATOS
29-31 October 2019	IoT Solutions World Congress	Barcelona, Spain		Conference	TST Sistemas
30-31 October 2019	Smart and Sustainable Cities	Novi Sad, Serbia	https://dunavnet.eu/smart-and-sustainable-cities	Conference	Digital Catapult, OASC
31 Octobre-1 November 2019	Smart Cities Summit	Atlanta, USA	https://synchronicity-iot.eu/event/smart-cities-summit/	Conference	SynchroniCity
05 November 2019	Follow-up of LSP program towards the new program - European Industry Partnerships -	Brussels, Belgium	https://aioti.eu/events/european-industry-partnerships-lighthouses-to-thrive-in-the-new-digital-age/	Workshop	ATOS

	Lighthouses to thrive in the New Digital Age				
13-15 November 2019	European Conference on Ambient Intelligence	Rome, Italy	https://ami2019.diag.uniroma1.it/	Conference	Digital Catapult
19-21 November 2019	Smart City Expo World Congress	Barcelona, Spain	https://synchronicity-iot.eu/event/smart-city-expo-...ld-congress-2019/	Conference	SynchroniCity, OASC, ENoLL, Eindhoven
19-21 November 2019	5Gcities: The Enabler of the Future - Smart City Expo World Congress	Barcelona, Spain	https://www.linkedin.com/feed/update/urn:li:activity:6602898557659947008/	Workshop	Ubiwhere
19-21 November 2019	Data for Climate Action - Smart City Expo World Congress	Barcelona, Spain	https://twitter.com/ubiwhere/status/1197933851114381312	Workshop	Ubiwhere
19-21 November 2019	Smart City Expo World Congress	Barcelona, Spain	https://twitter.com/HOPUbiquitous/status/1196765436639162368	Trade fairs, Brokerage and Pitch events	SynchroniCity, HOPU, ATOS, Digital Catapult, Ubiwhere
20-21 November 2019	IAPP Europe Data Protection Congress 2019	Brussels, Belgium		Conference	Mandat
10-11 December 2019	Conference: Upscaling Digital Solutions in Cities	Oulu, Finland	https://synchronicity-iot.eu/event/conference-upscaling-digital-solutions-in-cities/	Conference	OASC, ENoLL
30-31 January 2020	Cities Forum 2020	Porto, Portugal	https://synchronicity-iot.eu/event/cities-forum-2020/	Conference	SynchroniCity, Porto
22-23 January 2020	Connected Smart Cities & Communities Conference 2020	Brussels, Belgium	https://synchronicity-iot.eu/event/connected-smart-cities-communities-conference-2020/	Conference	SynchroniCity, OASC
17 June 2020	TM Forum Digital Transformation World	Copenhagen, Denmark		Conference	OASC, AU

3 Dissemination Activity and Support During the Pilot Process

The pilot process for the validation of the SynchroniCity architecture was arguably the single most important vehicle to ensure the widespread dissemination of the project, its activities, and its partners. During Years 1 and 2 of the project the core activity centred on the creation of the technical architecture. As such, the ‘natural’ audience of the project during this period was one focused on the technical and policy aspects of IoT solutions in city-based digital markets. However, in Year 3, through the pilot activity, the possibility to disseminate the project to a broader non-technical, non-policy audience presented itself.

3.1 Operationalising the Strategy for the Pilots

The London Bootcamp during early February was the launch meeting to welcome the pilots and run through all the components of the upcoming work. It made possible personalised meetings with all pilot groups to help understand their communications approach and capabilities, provide basic guidelines to seamlessly incorporate communication work into their core activities; and establish a personal link with each pilot group for the work ahead. Video interviews were also conducted with each pilot leader with any subsequent material then added to each pilot’s dedicated webpage on the SynchroniCity website.

During these 15 to 30 minutes conversations, each pilot group was introduced to the project’s dissemination-related structure of work. They also received a one-page “cheat sheet” on how to incorporate a communication strategy into their daily work. In turn, the pilots also described their existing approach. Conversations with each pilot varied significantly depending on available resources (personnel, tools, etc.), their current activity, and their expected level of priority for communication work. Conversations with pilots with little communications experience that might not have considered or prioritised communications in the workflow focused on how to incorporate dissemination activities and the advantages this would have. Conversations with those pilots with a more advanced understanding of communication activity explored how best to organise collaboration between the SynchroniCity channels and their own.

The table below covers these first exchanges. The idea was, rather than providing a comprehensive assessment of the pilots, to simply provide a snapshot for future comparison and to manage expectations moving forward.

Table 8. Communication Booth: Impression Table¹⁹

¹⁹ This table is formed on the basis of the conversations between each pilot team and the SynchroniCity team. They do not represent an assessment of their activity.

	Dissemination is already part of their workflow	Dissemination is not a part of their current workflow
Group has the experience and tools to effectively engage	Autonomous Hub for Cyclists; Blue Alpaca; Kimap; KissMyBike; NoiseAbility; Smart Impact,	ASAP VALUE; Clean Air School District; QUAMTRA; Rain Brain
Group does not have the experience and tools to effectively engage	Active Travel Insights; See-Sense; LINC; Neighbourly;	Autonomous Air Quality; Real Time Traffic Data

Communication Related Materials provided during or relating to the Bootcamp:

- *Guiding your Communication strategy in SynchroniCity and beyond*. One Pager “cheat sheet”
- Chapter on Communication in the Pilot Manual
- Online access to SynchroniCity’s:
 - i. Visual Identity Design Manual
 - ii. Ready to print flyer
 - iii. PowerPoint and Word Template
 - iv. 3 PowerPoint presentations on the pilots overall, on the technical aspects, and on the project as a whole

3.2 Activities and Support Review:

To quick-start pilot visibility and ensure a central reference point from the outset, the SynchroniCity webpage was redesigned around pilot activity, with each pilot and core city receiving their own page. For the pilots, this included a central visual (i.e. an image provided by them or jointly selected), a brief outline of the pilot and its components, and a video interview. Except for the video, all content was derived from their application. For the video interview, a set of questions and preparation guidelines were sent in advance of the London Bootcamp, where they were filmed. The videos were then posted after the event, on their dedicated SynchroniCity webpages, and cited as references/links when mentioned in blogs.

SynchroniCity also supported the pilots throughout via its own social media channels. SynchroniCity was already active on Twitter and Facebook, and added LinkedIn following requests from several pilots to have a presence on that platform²⁰

Help creating and editing content was also offered – and welcomed by – several of the pilot groups. 11 pilots invited the SynchroniCity Comms team to:

²⁰SynchroniCity had initially created a LinkedIn group to encourage dialogue between policy makers, technical experts, and the organisations and individual working in SynchroniCity. The forum was not particularly successful and it was finally incorporated into the Slack channels used for internal communication.

The project also underwent a strategic transformation during this time in the use of its main social media platform, twitter. On one hand by raising the standard on the quality of content of each individual tweet or RT. On the other hand, focusing all of that content into the results of the pilots. This significant change was achieved while maintaining a strong rate of growth in its follower base. A thorough analysis of these trends is available on D6.12

- Edit and approve press releases after the London Bootcamp (Autonomous Hub for Cyclists, NoiseAbility; Neighbourly)
- Edit their own website content (NoiseAbility, BlueAlpaca, Kimap, Quamtra, SeeSense)
- Assist with content translation (Autonomous Hub for Cyclists; NoiseAbility)
- Assist with email engagement of citizens (NoiseAbility; KissMyBike; RainBrain)
- Submit content for the SynchroniCity website (BlueAlpaca, Kimap, KissMyBike; NoiseAbility, Neighbourly, SeeSense, Active Travel Insights, Quamtra, RainBrain, Clean Air School Districts)
- Advise on dissemination approaches (NoiseAbility, Autonomous Hub for Cyclists)

Further assistance was provided in specific cases with **direct engagement with citizen requests in the reference zone**. Of particular relevance was a series of email exchanges that were facilitated between a neighbourhood grassroots association in Bilbao and the NoiseAbility pilot. A further **12 other direct requests from citizens where processed by the Communications Team**.

3.2.1 London Bootcamp videos

A total of 19 video interviews and one highlights video were generated during the London Bootcamp in February. At the time of writing the videos were watched a total of 1157 times²¹ (954 views for pilots) equating to an average 58 views per video (50 views per video for pilots only). The table below shows a detailed count for each video. Two pilots have more than one video interview based on their own requests during the Bootcamp.

In the case of Autonomous AirQuality – the only case with a negative deviation – it is likely this relates to the extremely localised approach of their campaign with almost the entirety of their content done in Finland, in Finnish. The third video of Autonomous Hub for Cyclist was not directly accessible on the webpage – only directly through YouTube – as agreed with the pilot upon discussion with SynchroniCity's communications team.

Kimap and KissMyBike were fast in establishing their pilots and were often highlighted early on as successes. Active Travel Insight is an interesting case in that it lacked its own channels – for the pilots, not each pilot partner – and relied on the dedicated webpage as a landing page, which could explain the uniquely high numbers.

Table 9. Number of Views for London Bootcamp interview videos

Pilot	Number of Views - Youtube Channel
Active Travel Insight	139
ASAP VALUE	21
Autonomous AirQuality	6
Autonomous Hub for Cyclist	54
Autonomous Hub for Cyclist	11

²¹ As of 07 November 2019

Autonomous Hub for Cyclist	53
BlueAlpaca	31
Clean Air School District	53
Kimap	93
KissMyBike	90
LINC	55
Neighbourly	38
NoiseAbility	58
Quamtra	45
Rain Brain	67
Real Life Traffic Data	29
See.Sense	34
See.Sense	46
Smart Impact	31
Highlights Video	203
Total Views	1157
Average	57,9
Only pilot average	50,2
Standard Deviation (only pilot)	30,5

Whilst it might have been productive to understand the amount of views each dedicated pilot webpage accrued during the pilot period, the format of presentation used made it impossible to do so. It is worth noting however that the page with all the profiles was the most visited page²² with over 4700 unique views and the lowest exit and bounce rate of the website for that type of page (16% and 35% respectively).

3.2.2 Bringing pilots to IoT Week

IoT Week is a one-of-a-kind conference where leaders from the worlds of business, tech, and science explore the future of technology. IoT Week 2019 took place in Aarhus, Denmark during the week of 17th June and, as one of SynchroniCity's key annual events, provided the opportunity to curate a dedicated 10 session Smart Cities workstream. As such participation from pilots was strongly encouraged, with 5 pilots presenting their solutions in the Expo Area (KissMyBike; Smart Impact; Clean Air School Districts; Quamtra; and NoiseAbility). 3 further pilots (ASAP Value, Blue Alpaca and Neighbourly) attended as part of the SynchroniCity booth, with Neighbourly going on to win €10,000 in the Start-Up competition²³. Our own coverage of pilots' activities included a special newsletter for IoT Week, a series of blogposts, and consistent coverage on Twitter on the run up to the event.

²² After the landing page with over 8000 unique views.

²³ <https://synchronicity-iot.eu/iot-week-our-pilots-and-start-up-winners-at-the-public-expo/>

3.3 Pilot review based on their Pilot Period Final Report

Table 9 provides an overview at what the Pilot Period Final Report (D5.6) details in relation to the description of their communication activities. As expected, there are consistencies between those pilots that had identified communications as an intrinsic and relevant part of their activity (e.g. Autonomous Hub for Cyclists, NoiseAbility, KissMyBike, etc.) and those that did not. (e.g. Real Time Traffic Data, Autonomous Air Quality). Each pilot submitted a comprehensive report of their activities with the possibility of mentioning their work on dissemination. The scoring below is based on the analysis of those reports which belong to the Annex of D5.6

Table 10. Review of Pilots based on Pilot Period Final Report (D5.6) - 1 is lowest, 5 is highest degree of activity

Pilot Name	Traditional Media		Online Presence		Events	
Active Travel Insights	1	No mention	2	Limited to partner channels. Sporadic.	2	Only mention to participation after end of pilot.
ASAP VALUE	1	No mention	4	Creation of website. Use of partners channels.	3	Relevant events.
Autonomous AirQuality	1	No mention	2	Limited mention	4	Relevant events.
Autonomous Hub for Cyclist	5	Engagement with local media on all cities	4	Consistent use of all available channels	4	Relevant events.
BlueAlpaca	1	No mention	5	Consistent use of all available channels. Visual identity	3	Relevant events.
Clean Air School District	1	No mention	4	Consistent use of all available channels	4	Relevant events.
Kimap	1	No mention	5	Consistent use of all available channels. Visual identity	5	Broad engagement.
KissMyBike	1	No mention	5	Consistent use of all available channels. Visual identity	5	Broad engagement.
LINC	1	No mention	2	Limited mention	4	Relevant events.
Neighbourly	3	Engagement with local media	2	Limited mention	3	Engagement during IoT Week. Mention of others
NoiseAbility	4	Engagement with city media team and outlets	5	Consistent use of all available channels. Visual identity	4	Relevant events.
Quamtra	3	Engagement with local media	4	Consistent use of all available channels	4	Relevant events.
Rain Brain	4	Engagement with city media team and outlets	5	Creation of website. Use of partners channels.	5	Broad engagement.
Real Time Traffic Data	1	No mention	3	Limited to partner channels.	2	Limited to implementation meetings
See.Sense	1	No mention	3	Limited mention.	4	Relevant events.

Smart Impact	5	Engagement with local media on all cities	4	Consistent use of all available channels	4	Relevant events.
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4 Final Analysis Dimension

4.1 Reviewing Aims and Objectives across previous Deliverables

Table 10 provides an account of all KPIs, aims and objectives ever mentioned in relation to the activities competing T6.3. Relevant sections within this deliverable that respond to these metrics or aims are highlighted as well as direct numbers whenever possible.

Table 11. Aims and Objectives Relating to Marketing and Communication in previous deliverables

Deliverable	Aims and Objectives	Relevant Activities in Report	Impact Indicator Result
D6.8 M4	5.000 Yearly visits on dedicated SynchroniCity website	2.2.4 Website and Website Posts	Visits on Year 3: 11.332
D6.8 M4	30 Monthly downloads of Comms Material	Not relevant for current activities	N/A
D6.8 M4	20 References from non-partner external websites	Not relevant for current activities	N/A
D6.8 M4	Constant Monthly upwards trend on all existing social media channels	2.2. Catalogued Activities 2.2.5 Social Media	Yes, on all social media channels
D6.8 M4	2 Yearly Press releases per reference zone + 4 extra	2.2. Catalogued Activities 2.2.1 Press Releases	Average 5.5 press releases or similar publication (local media, own website) per reference zone. Available data from 7 of 10. 1 extra press release and 34 web posts.
D6.8 M4	Presence in 3 market-oriented events per year		
D6.3 KPI 3.1.2 M15	Awareness Impact: People reached by the project – 262,500 (75% of 350k)	2.1 Audience Reach	450.585
D6.11	Number of news included on the	2.2 Catalogued Activity 2.2.4	1,2 website news per calendar week (0,5

M25	website and on social media: at least 3 per week	Website and Website Posts 2.2.5 Social Media	partner website + 0,7 project website) 4,4 original Tweets from partners (133 yearly) and project account (96 yearly) per calendar week and without considering retweets.
D6.11 M25	Number of events shared in the website and on social media: at least 1 per week		
D6.11 M25	Number of subscribers to the SynchroniCity newsletter at the end of the project: => 1.000	2.2.6 Non-Scientific Publication and Newsletter	579 => No longer relevant as a measure of business outreach
D6.11 M25	Number of scientific publications on open access by the end of the project: 3	2.2. Catalogued Activities 2.2.3 Scientific Publications	12 in Year 3. 16 in total.
D6.11 M25	Number of Twitter followers by the end of the project: => 1.500	2.2.5 Social Media 2.2.5.2. Twitter	1201 => Not an accurate indicator for renewed strategy
D6.11 M25	Number of Facebook followers by the end of the project: => 600	2.2.5 Social Media 2.2.5.1 Facebook	273 => No longer relevant as a measure of citizen outreach
D6.11 M25	Number of dissemination events organised/participated by the project at the end of the project: > 100		
D6.11 M25	Number of views on the SynchroniCity YouTube channel: > 500	3.2.1 Reviewing the use of London Bootcamp videos	1157 (Pilot Videos)
D6.11 M25	Number of press releases by the end of the project, including those of cities: => 30	2.2. Catalogued Activities 2.2.1 Press Releases	40 (24 in 2018, 16 in 2019)
D6.11 M25	Revision of all existing online material according to new	2.2.4 Website and Website Posts	Yes

	website strategy before end of Q1 2019		
D6.11 M25	Ongoing Quarterly update of promotional material	Annex II: Tools & Materials of Dissemination	Yes

4.2 Reviewing Objectives A, B, and C of YEAR 3 strategy

The renewed strategy for Year 3 demanded significant changes and renewed efficiency and effectiveness for both internal and external communications. This strategy was summarised into 3 overarching objectives for the activity. While broad in their formulation, the objectives can nevertheless be assessed through both the results of the activity and the feedback of partners.

4.2.1 Objective A

Ensuring that the communication strategy of the project was aligned with the long-term broader strategy of all participating partners and communities.

Choosing this strategic alignment as an objective of the year was an ambitious way to tackle the challenge of the long-term sustainability of the project outcomes. The idea being that if SynchroniCity was embedded into the broader strategy of the partner, this could be interpreted as an indication of the commitment of said partner beyond 2019. Figure 6 shows 67% of partners reacting to the changes in Year 3. Although only a total of 22% said to have adapted to the needs of each period, 85% (Figure 7) of partners understood the intrinsic value of associating themselves with the SynchroniCity brand through the centrally-provided support. Moreover, these 22% is composed of several cities – the key target-champions to promote the project outcomes into the future – and of OASC and ENoLL, two of the leading signatory organisations around the “Declaration on joining forces to boost sustainable digital transformation in cities and communities in EU²⁴”

Compared to the above 85%, these proportions gain further value when seeing that only 41% of the partners characterised their level of engagement in dissemination as high. The self-assessment questions reflected in Figures 6, 7, and 8 complement the wide engagement across channels and is a sign of the outstanding commitment of the SynchroniCity partners to put themselves forward on behalf of the community. Overall, while the strategy did not manage to completely “transform” the approach of all partners to SynchroniCity, it has been of support in identifying and promoting the future champions of the project outcomes moving forward.

Figure 7. Partners’ approach to Communication alignment between own and project

²⁴ <https://living-in.eu/declaration>

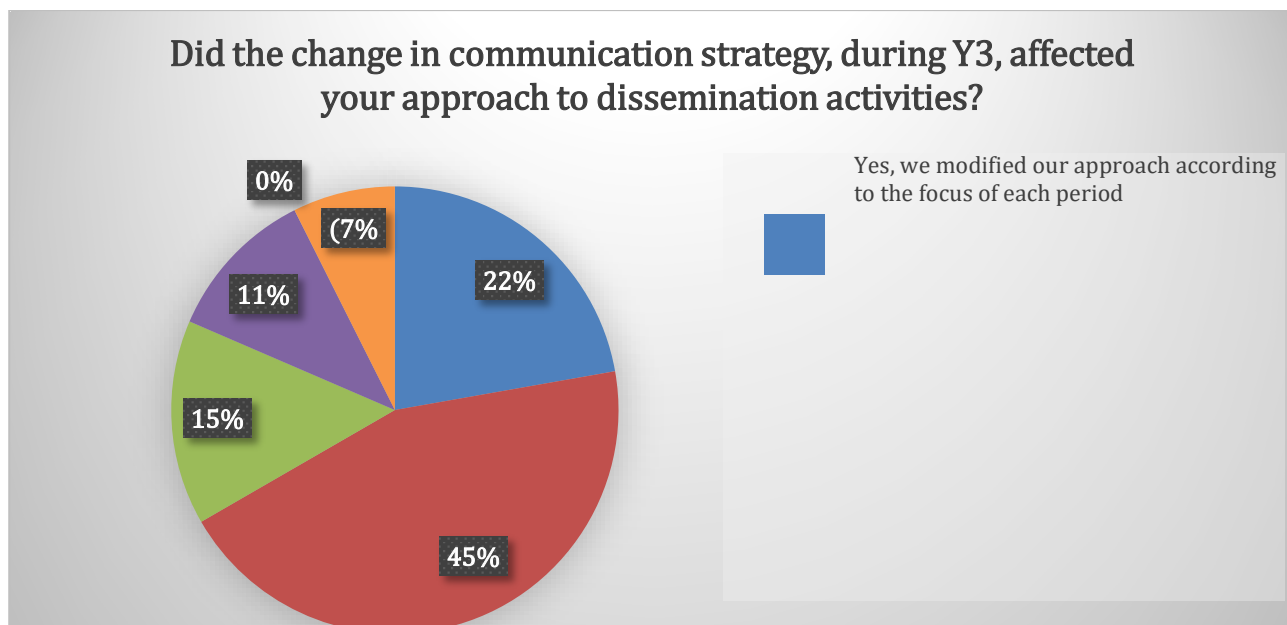


Figure 8. Partners' perceived value of SynchroniCity's Communication

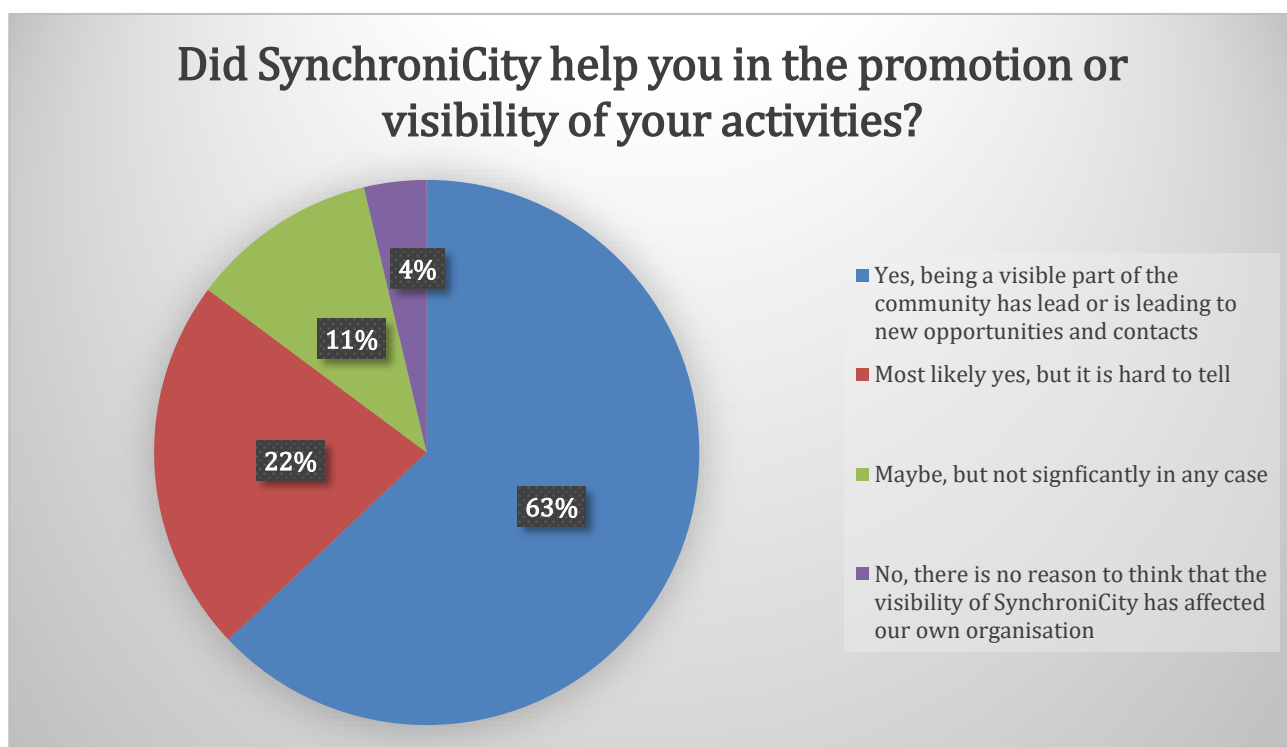
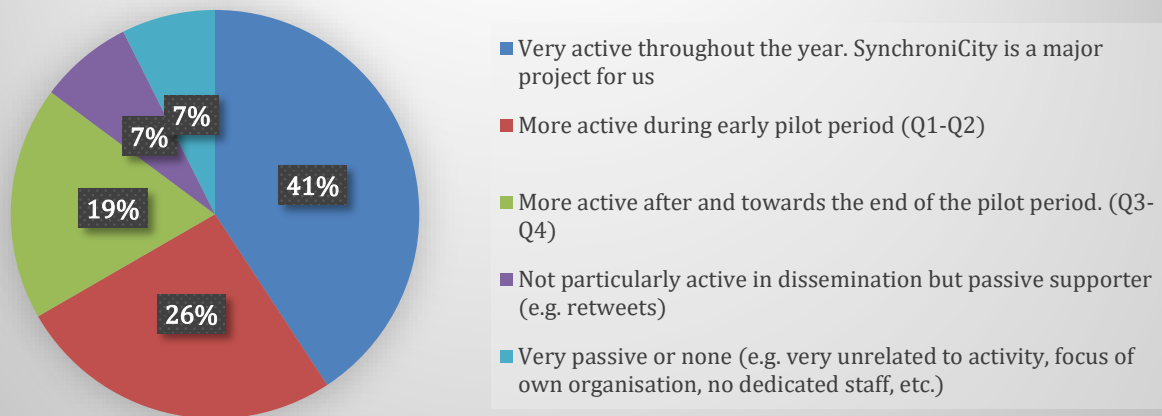


Figure 9. Partners' Self-Assessment of their level of engagement in communication activity

How would you characterise your level of engagement in the dissemination of SynchroniCity



4.2.2 Objective B

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

The overview of the components in the Operational Dimension section make the achievement of this objective a very clear success. In terms of quantity, but above all of quantity, engagement has been broad and diverse. This success is even more interesting when looking at the natural audience priorities of the partners. While all types of public authorities and businesses are of clear importance, reaching to a wide general audience is not. This has made the communication approach of SynchroniCity all the more effective as it has tapped an audience that is not necessarily reached by the partners.

4.2.3 Objective C

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

The analysis done of the pilot period shows that the approach taken has supported all pilot groups through their process and beyond. It has also adapted to the needs and potential of each pilot, ensuring that it always provided a multiplied or added-value effect to the work of the project. All the while, not creating further reporting or procedural burdens that could have affected their true pilot objective.

4.3 Forward Looking Content

As explained across the report, all communications activities during Year 3 were re-evaluated and re-defined in relation to the exploitation and sustainability of SynchroniCity beyond the project duration. While the details of Task 6.1 are explored in its own deliverable three important features are relevant to highlight:

- Publications:

As both the pilots and SynchroniCity end, the main task ahead is to secure the creation of relevant content that can help cities, SMEs, and other organisations that will continue or join the work after the project. To achieve this, a series of publications will be prepared concerning the pilots: a factsheet on pilot results and a guidebook of the overall project that will share lessons learned from this experience.

- o The guidebook provides interested parties with an outline of the Synchronicity vision, an in-depth description of the framework and MIMs concept of common technical ground, and user journeys for three key stakeholder groups highlighting the potential impact for cities and businesses in creating this new future service landscape based on the MIMs: (1) Local Authorities; (2) Technology Providers; (3) national and international policy makers and regulators. A number of physical copies will be printed, and a digital PDF version will be made available on the Synchronicity website.
 - o Two further articles are being published in the run up to the project closure. These articles highlight a number of technical ways to get started with SynchroniCity based on the lessons learnt. A second article also outlines experiences and successes from a number of cities who implemented the MIMs principles.
- Online Presence and Brand:
 - o Considering that SynchroniCity was set up around the OASC community and the central role of the OASC MIMs in SynchroniCity, as well as the inherent connection between the project and OASC's activities, it seems natural that OASC will be the entry point for newcomers to the SynchroniCity results after the project period. As explained in D6.7, SynchroniCity can be used and exploited by all partners, and it will continue to be a shared reference to the development and validation efforts. Website and social media accounts will be maintained by AU as coordinator, and the newsletter subscribers will be given the option to join OASC's newsletter.
 - Living-in.eu
 - o The "Declaration on joining forces to boost sustainable digital transformation in cities and communities in EU" is in no small part and initiative heavily influenced by the actions and objectives of SynchroniCity as a whole. The central role of project partners OASC and ENoLL as drivers of the content and dissemination of the declaration for years to come will serve to continue exploitation the results of the SynchroniCity project.

5 Annex I – Print Materials

General Flyer – Q1



General Flyer – Q2, Q3 and Q4

IoT Large Scale Pilot for Smart Cities & Communities

SYNCHRONICITY

Discover the pioneer cities, partners, and businesses piloting global standards for a borderless IoT market

21 Pilot Cities

50 Deployed Services

36 Pilot Partners

1 Interoperable Framework

34 Project Partners

SynchroniCity opens up a global market of IoT- and AI-enabled services for cities and communities to deliver a prosperous, sustainable and inclusive future for their citizens.

SynchroniCity has already empowered 21 cities by maturing and validating a common, minimal, standards-based technical foundation of 50 such services, delivered in partnership with companies in a way that can be easily scaled.

The SynchroniCity community has taken existing best practices and standards as a baseline. The outcome is a common technical foundation for a diverse group of participating cities and businesses. This foundation is built around the Open & Agile Smart Cities "Minimal Interoperability Mechanisms", adopted by over 150 cities across 30 countries in the OASC Council.

Join them and enjoy the benefits of a global market for IoT- and AI-enabled services.

synchronicity-iot.eu
info@synchronicity-iot.eu
[@SynchroniCityiot](https://www.facebook.com/SynchroniCityiot)
[@SyncCityIoT](https://twitter.com/SyncCityIoT)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732240

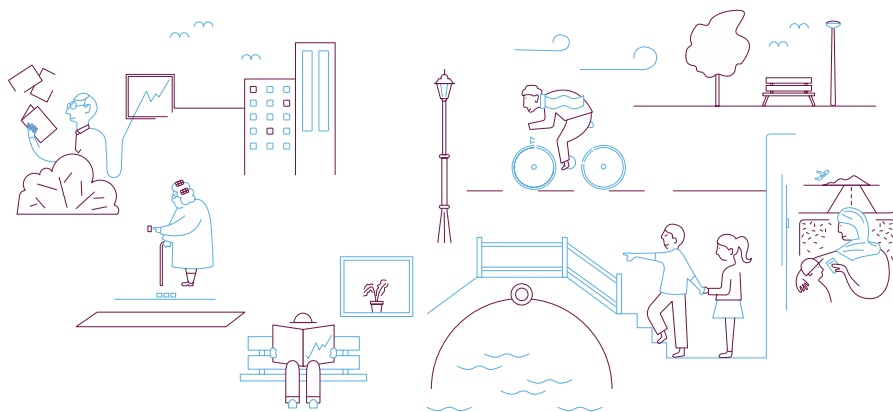
Contributing partners
 Switzerland South Korea

Folder



Bag

SYNCHRONICITY



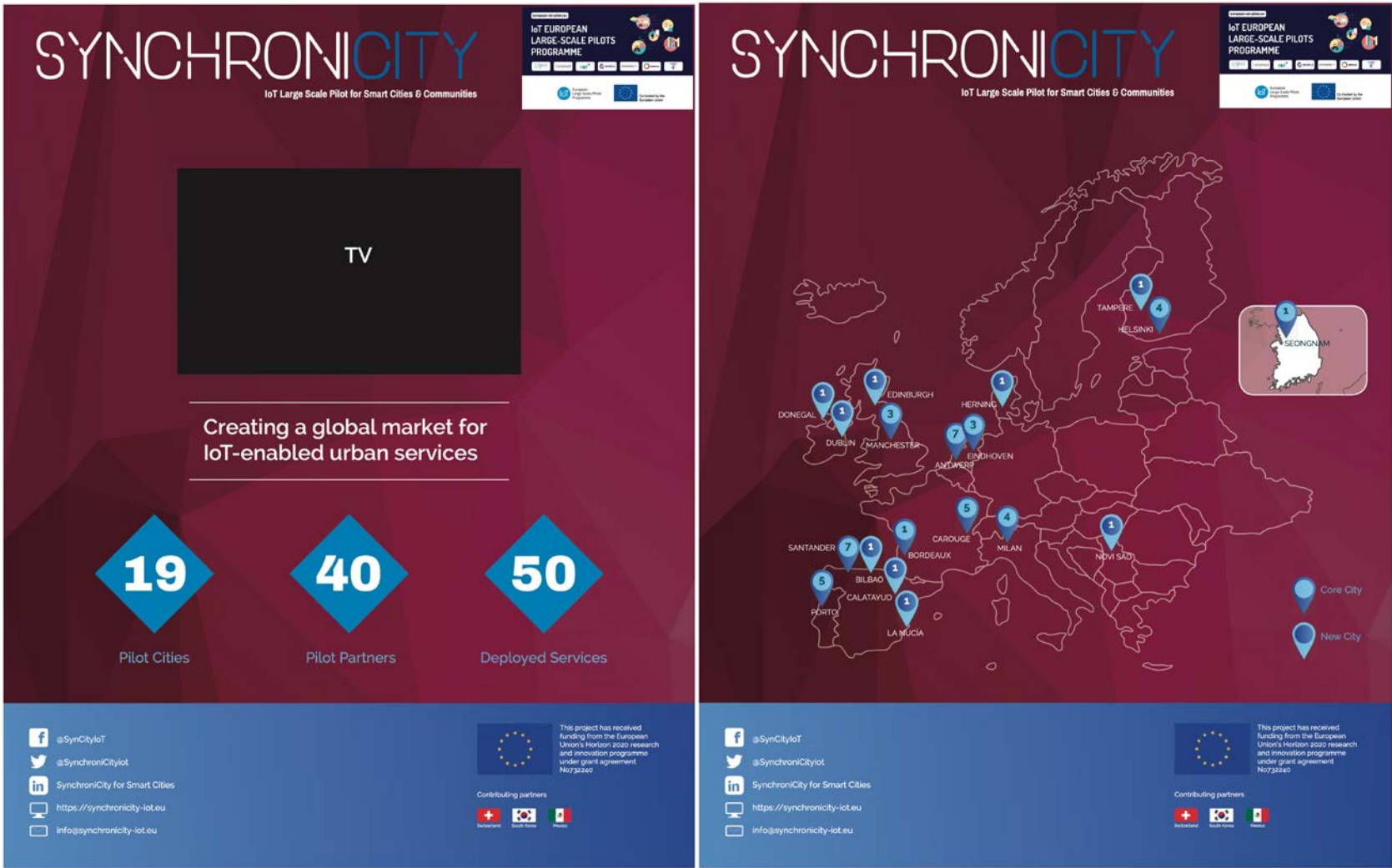
synchronicity-iot.eu



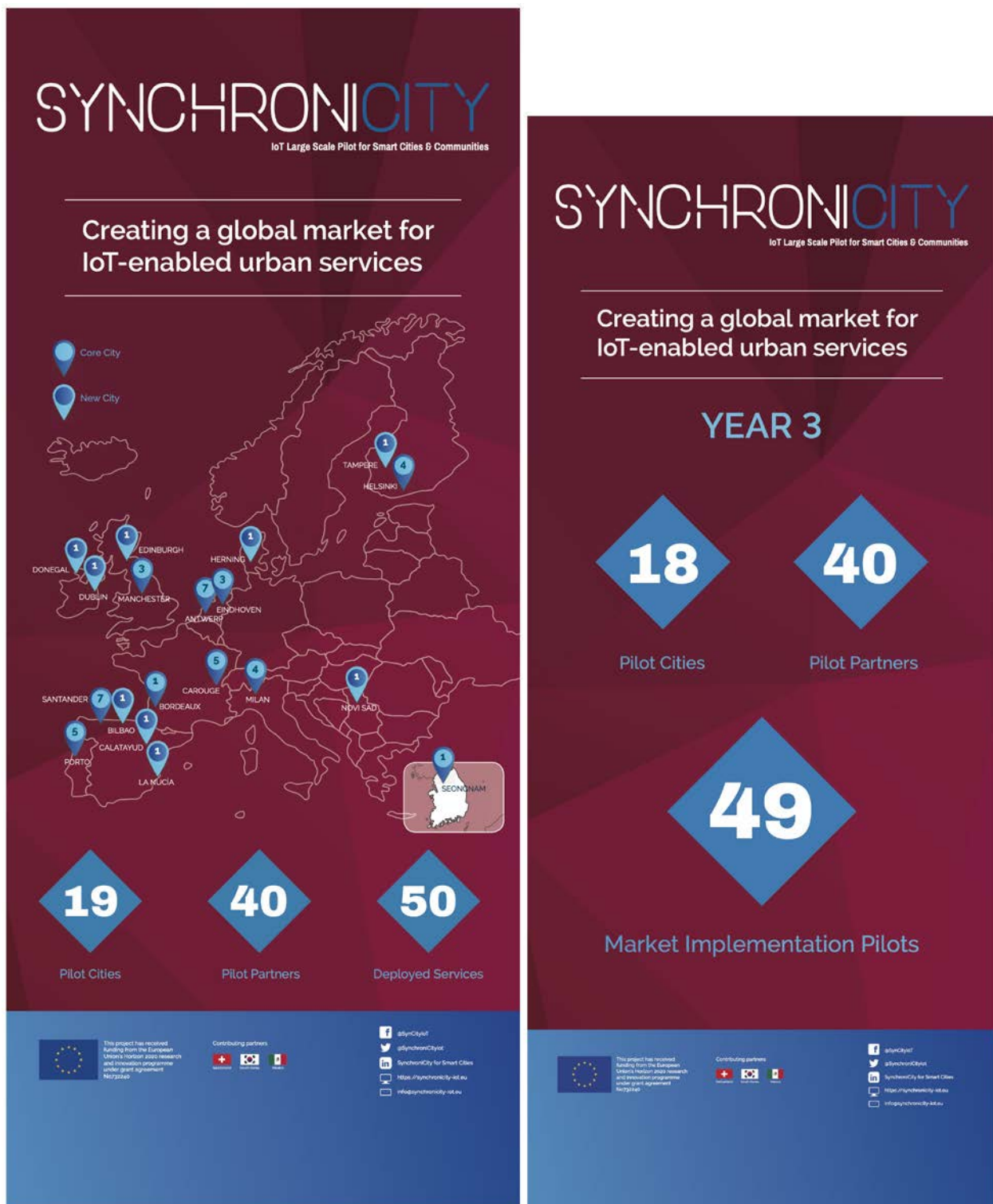
This project has received
funding from the European
Union's Horizon 2020 research
and innovation programme
under grant agreement
No732240



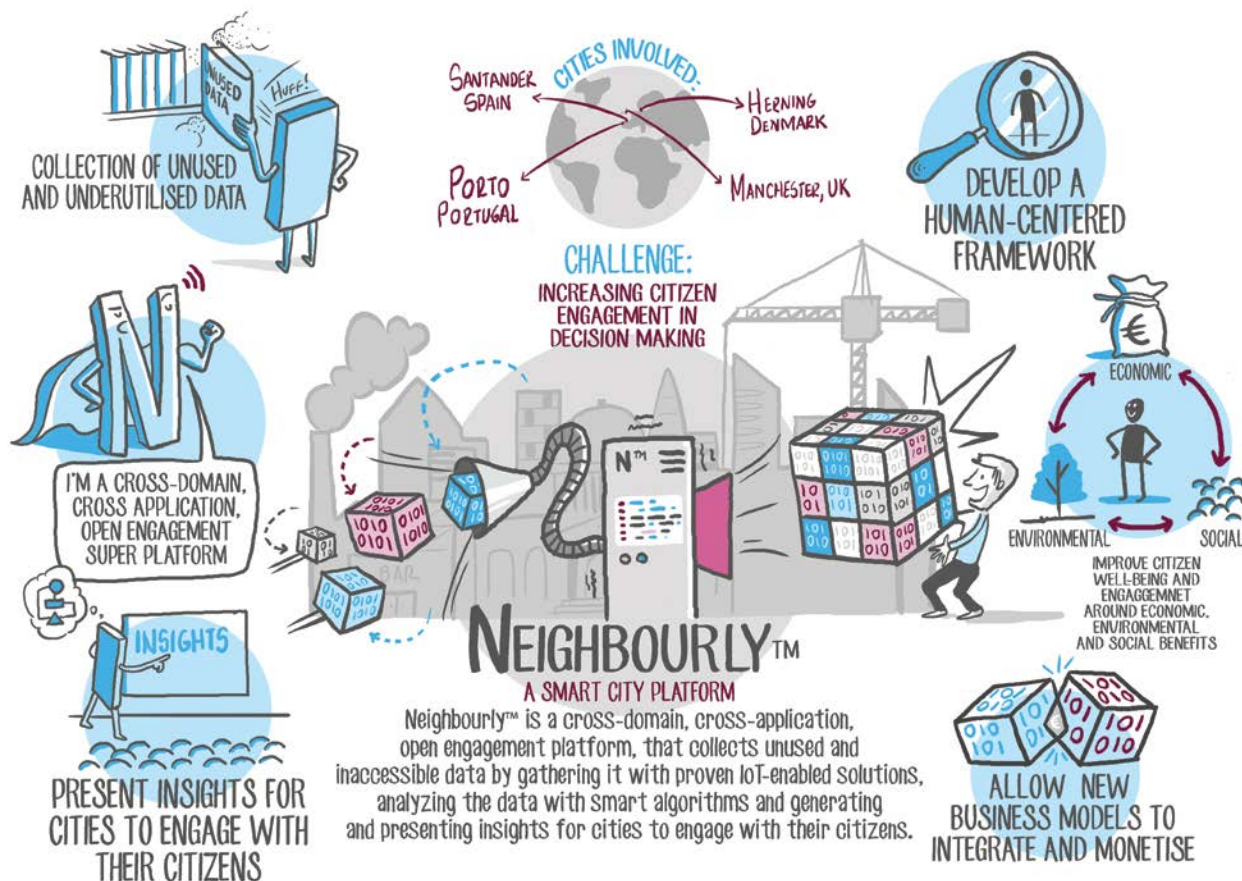
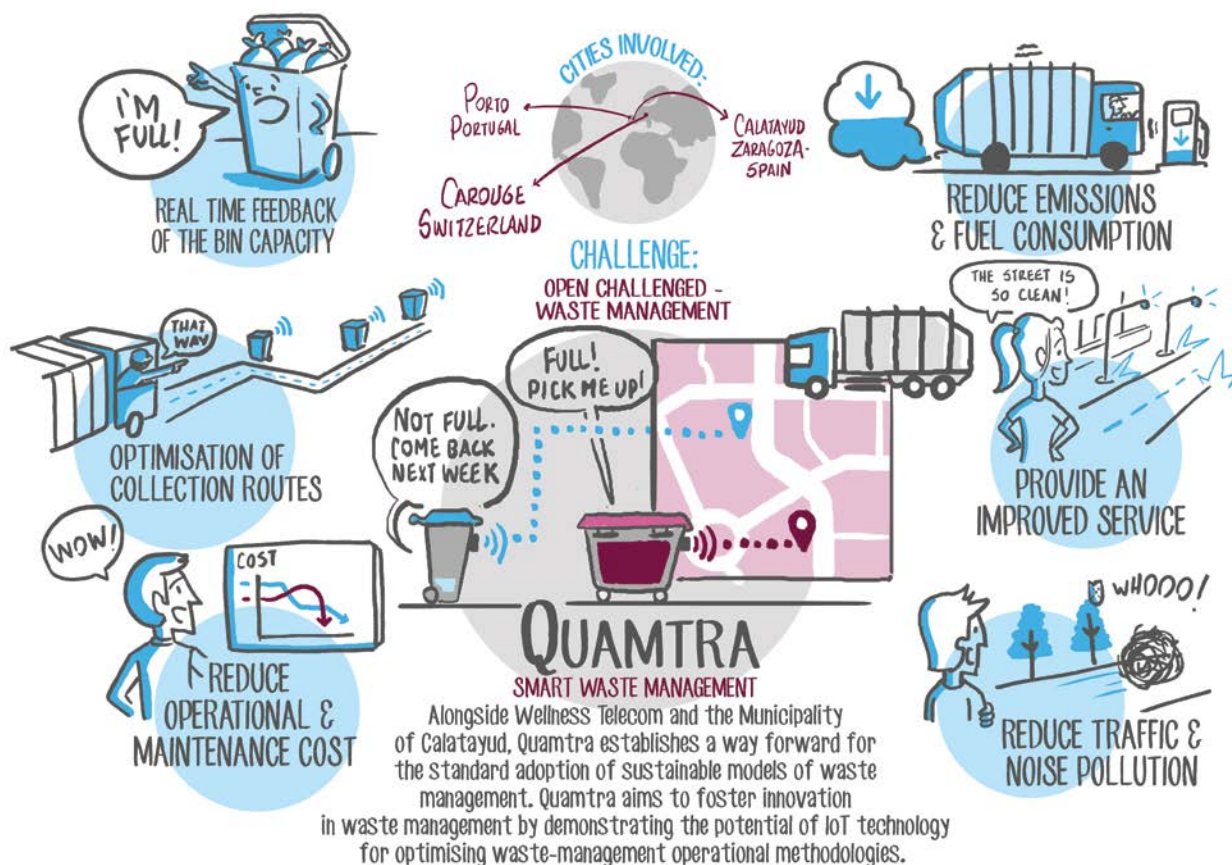
Event – Wall Decoration

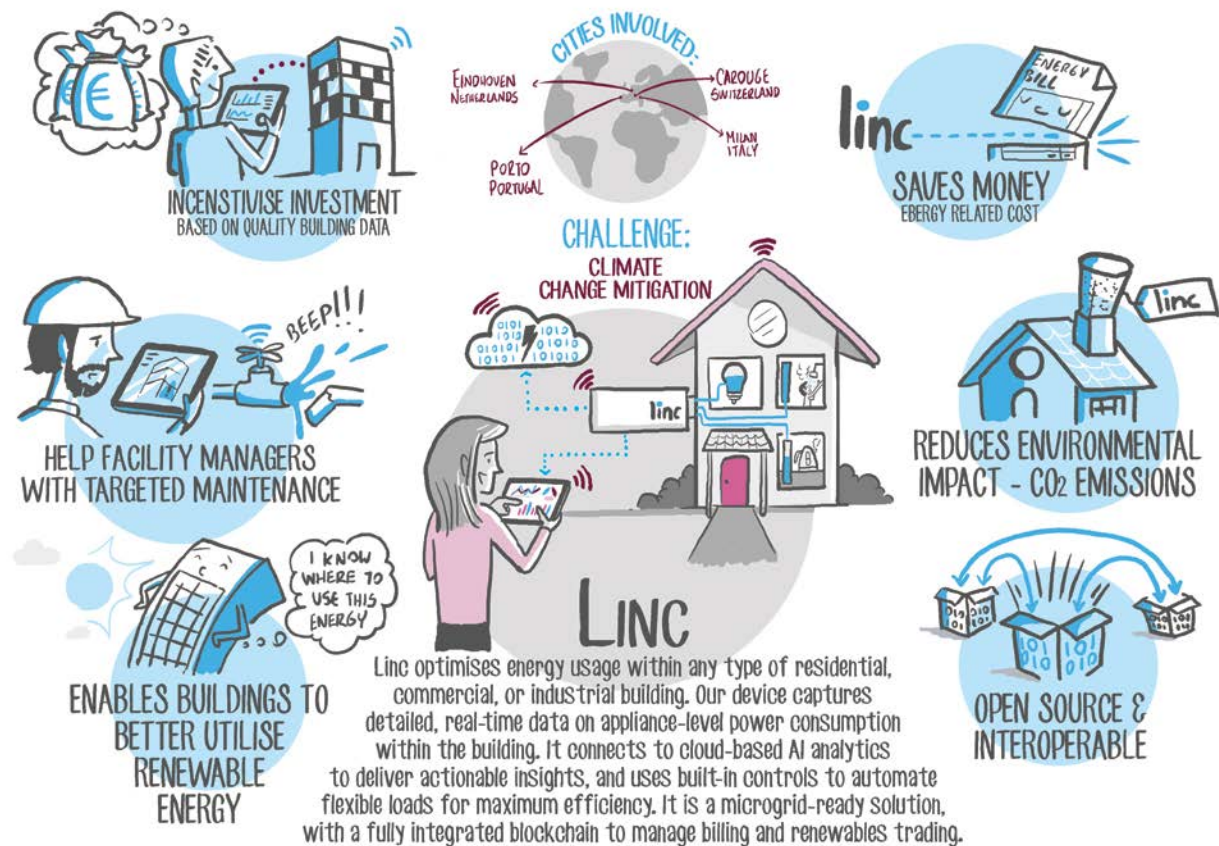
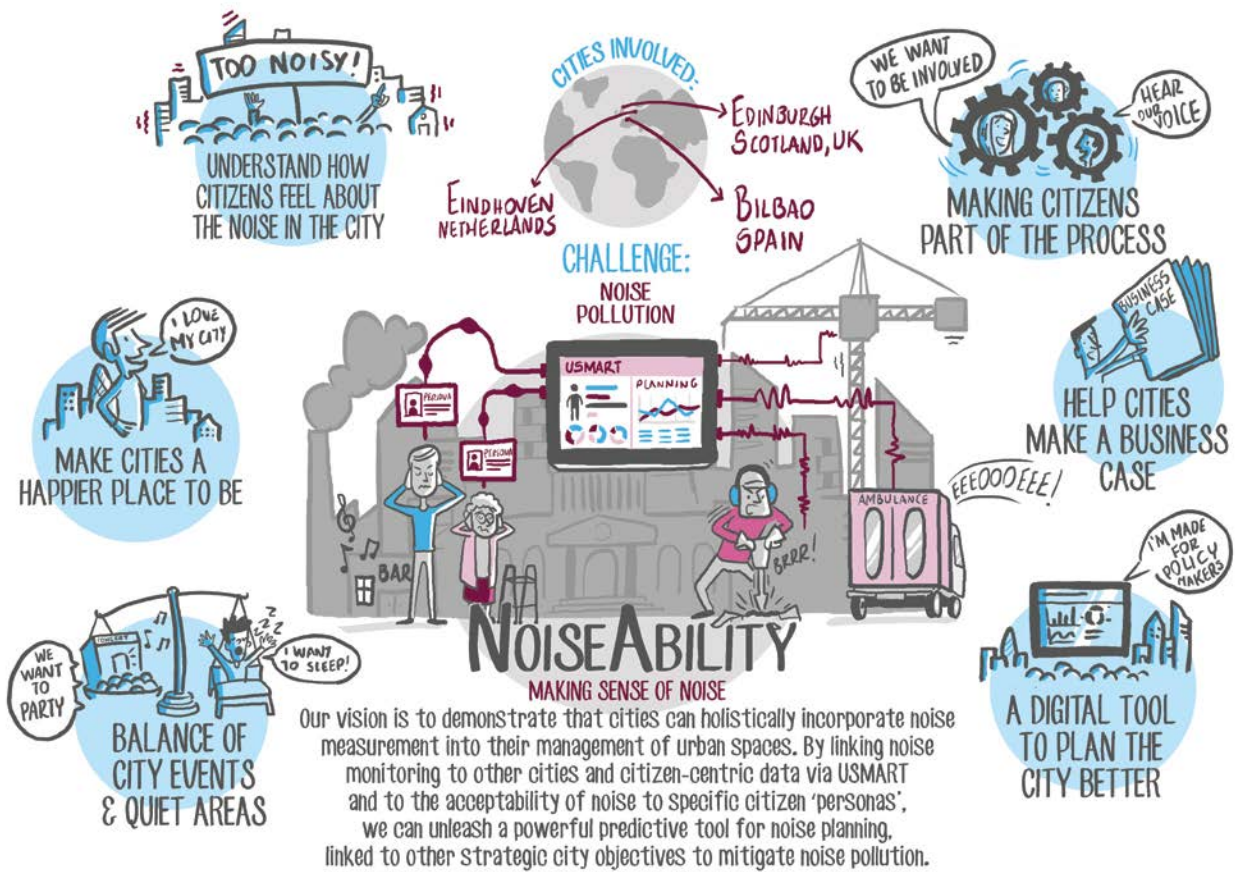


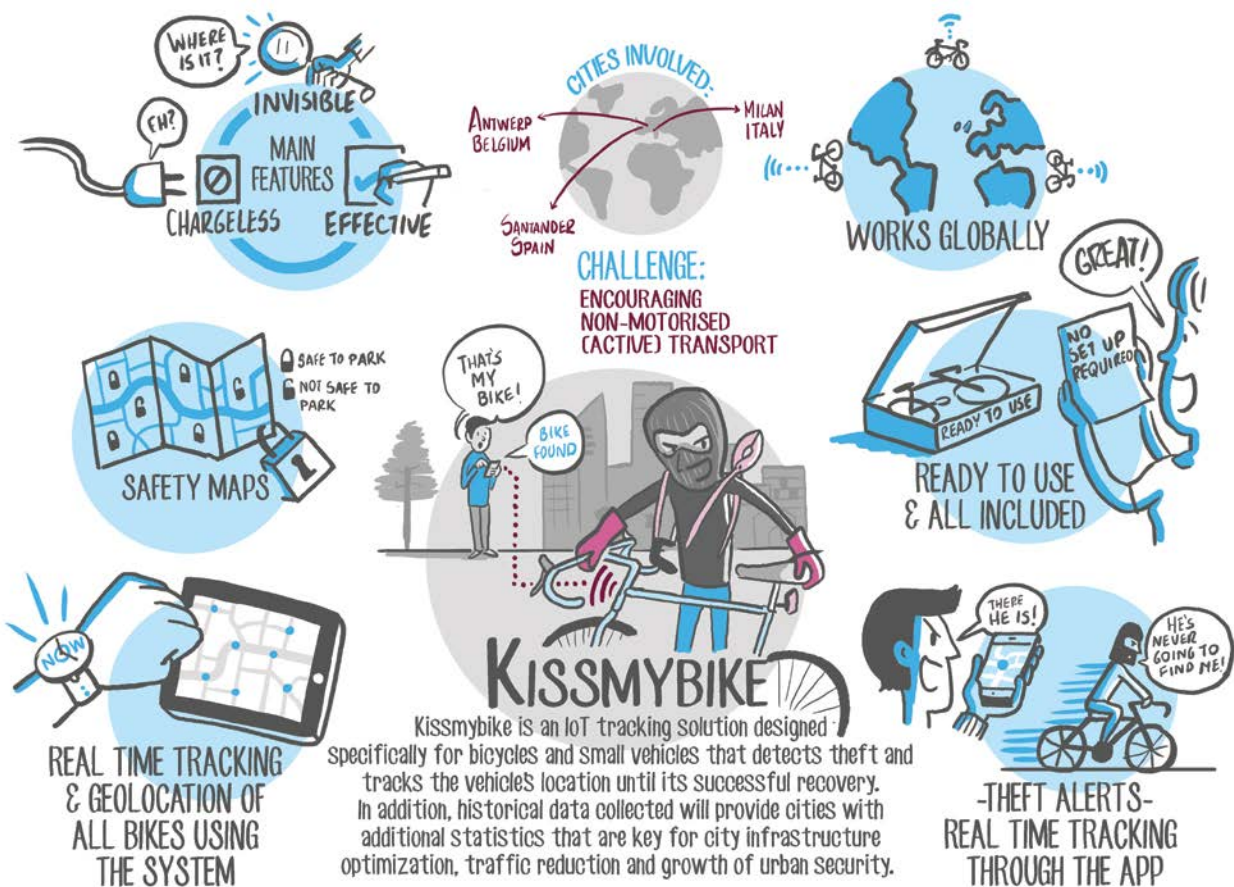
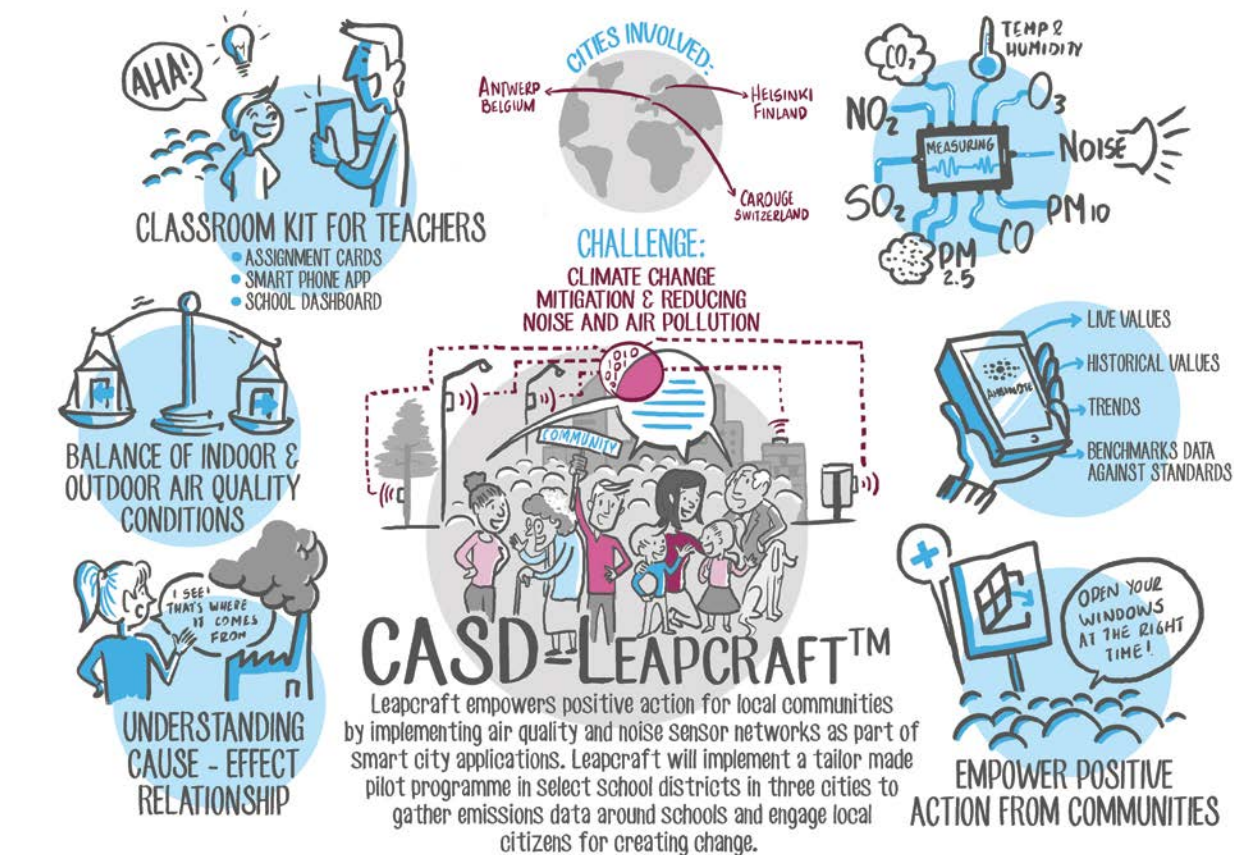
Roll-up

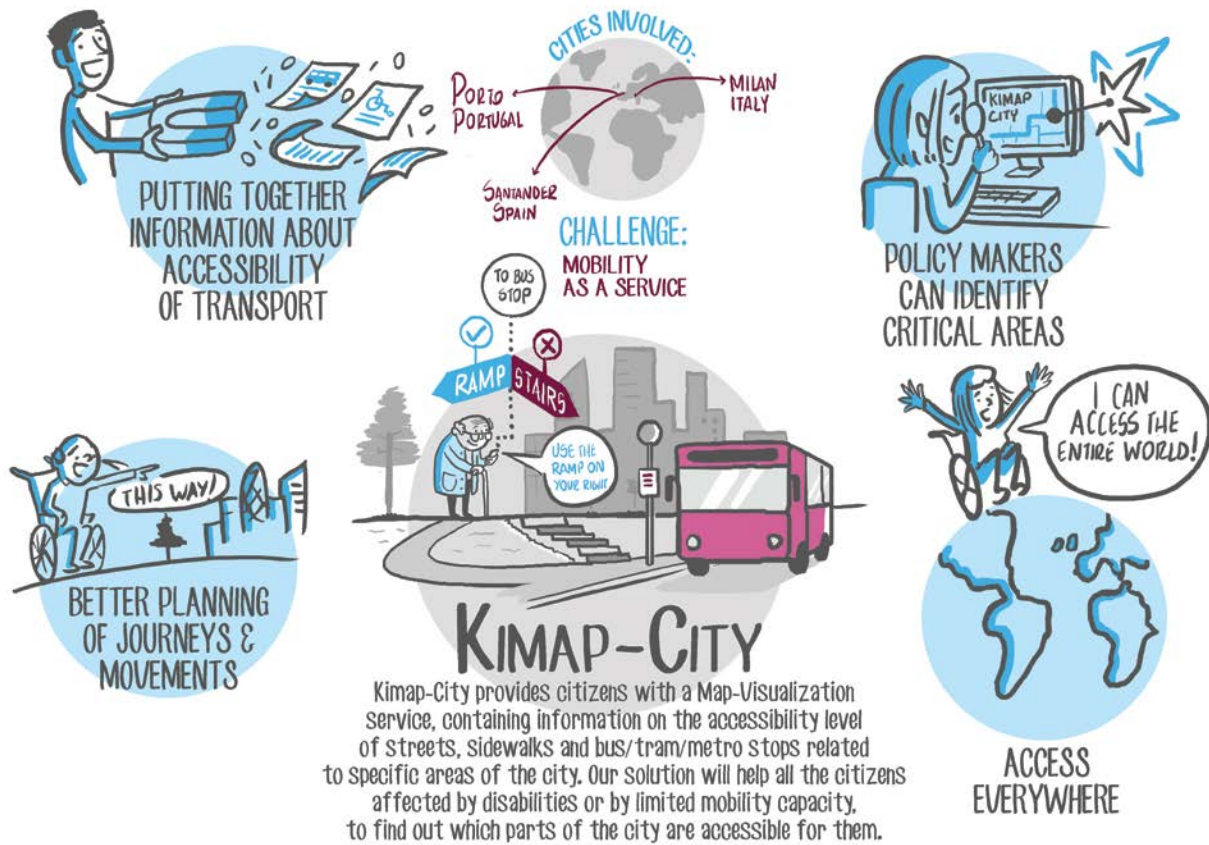


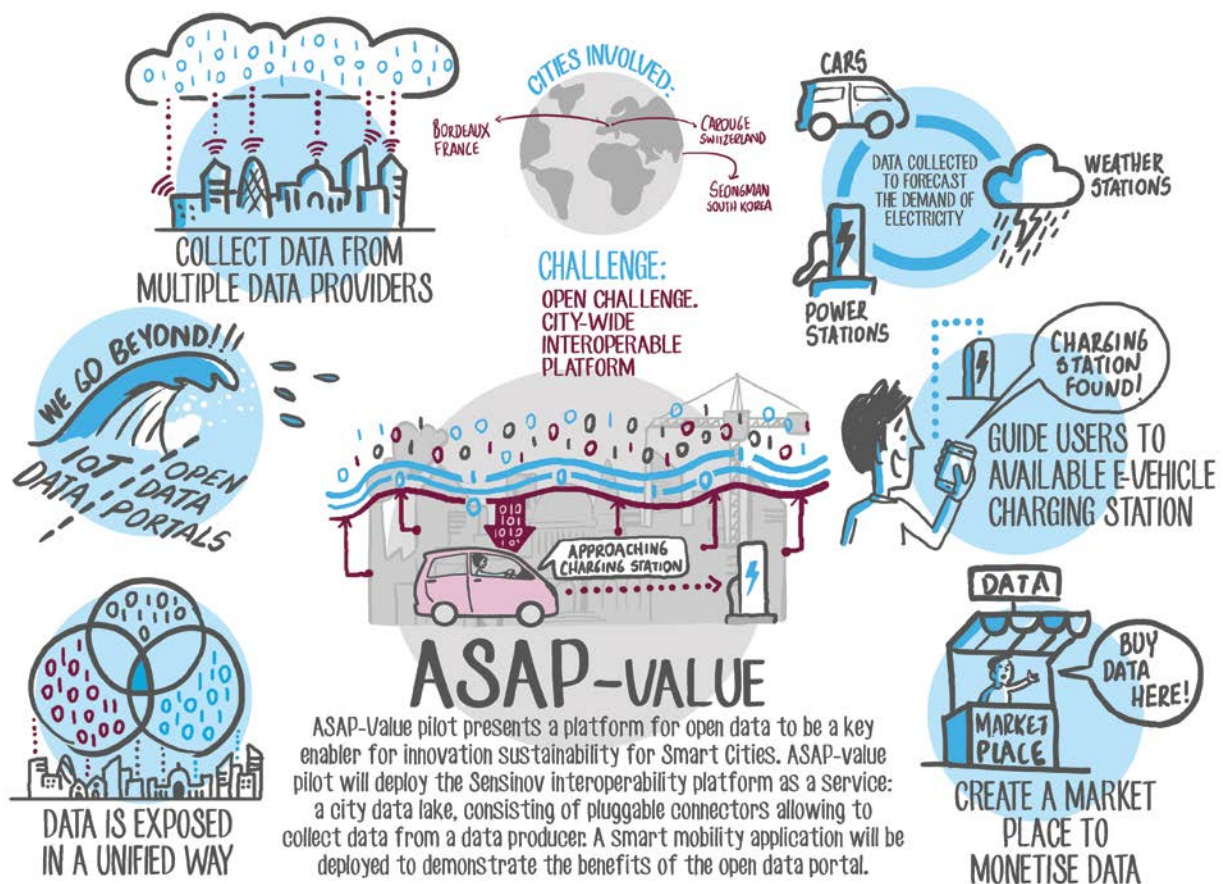
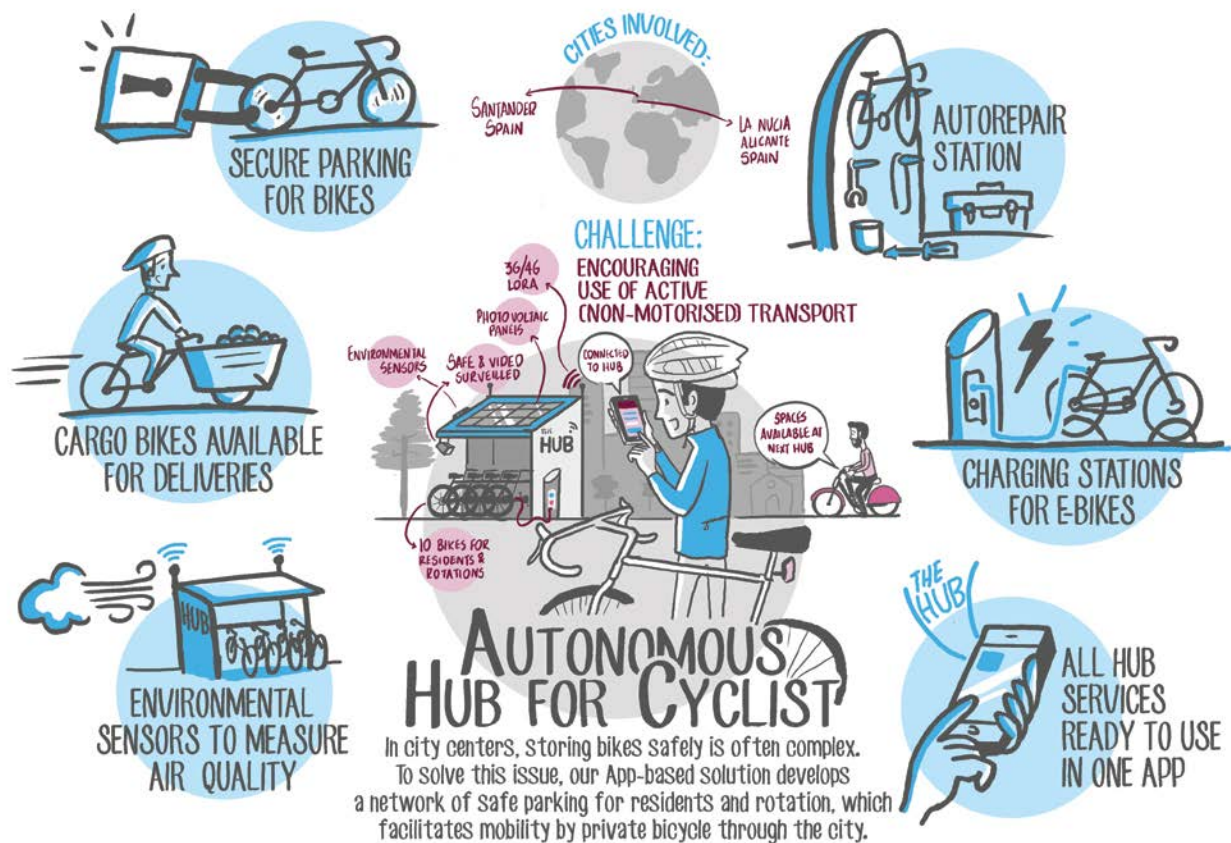
Pilots Visual Infographic for Events and Presentations

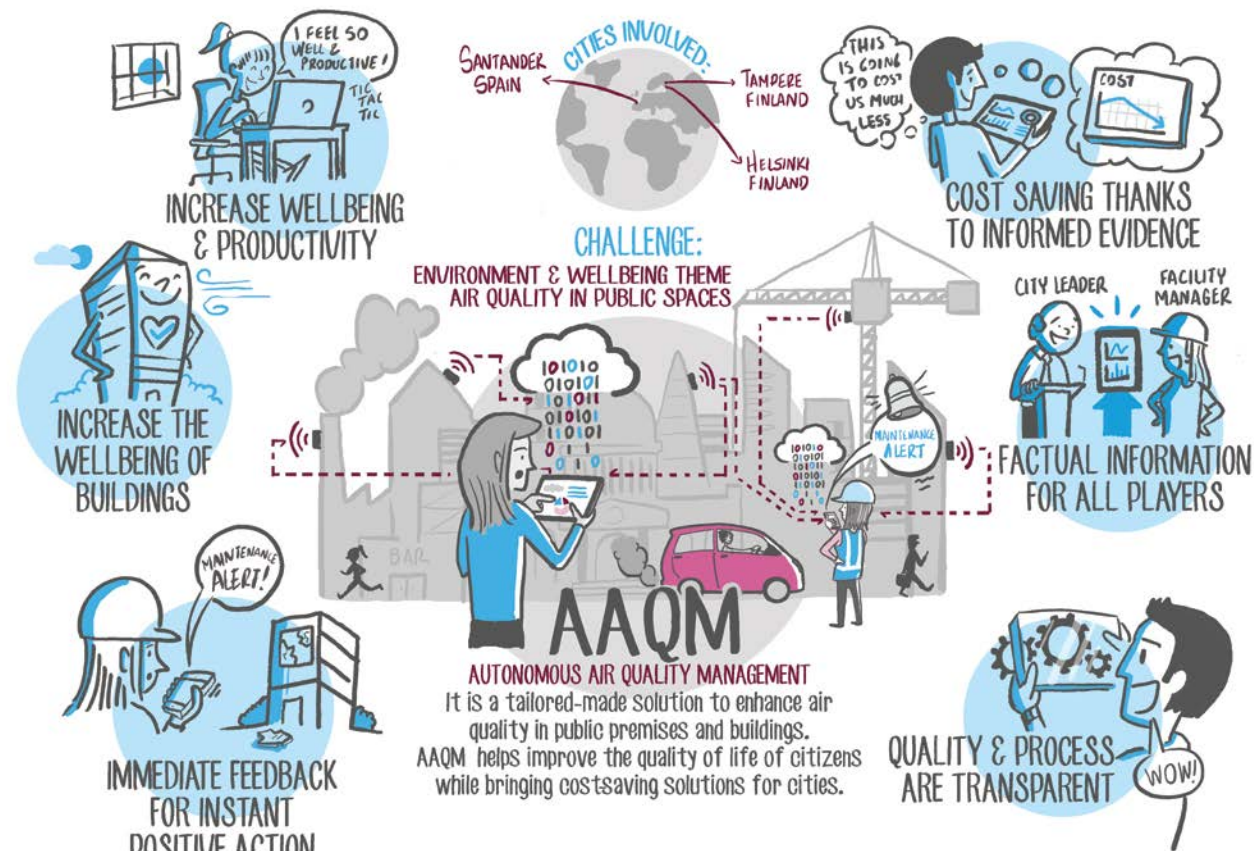
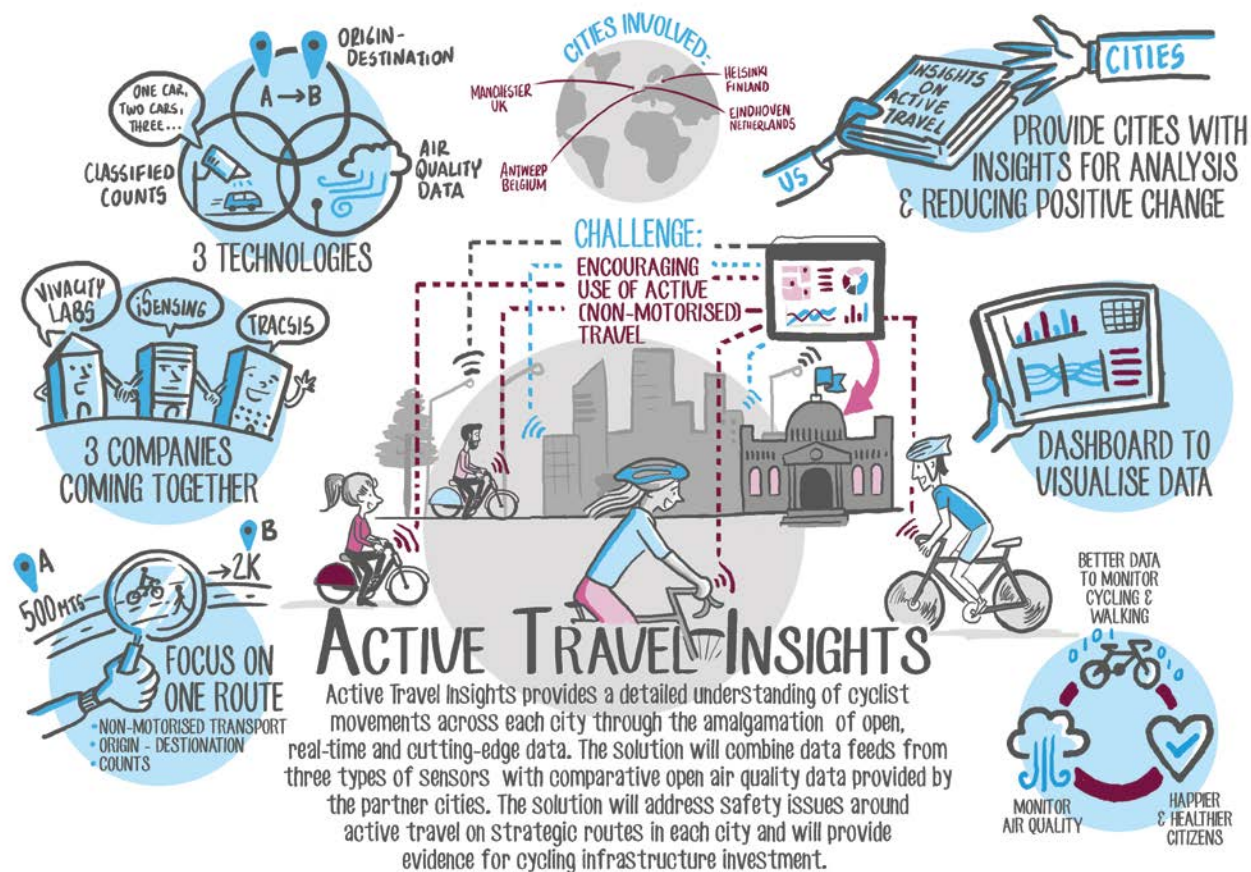


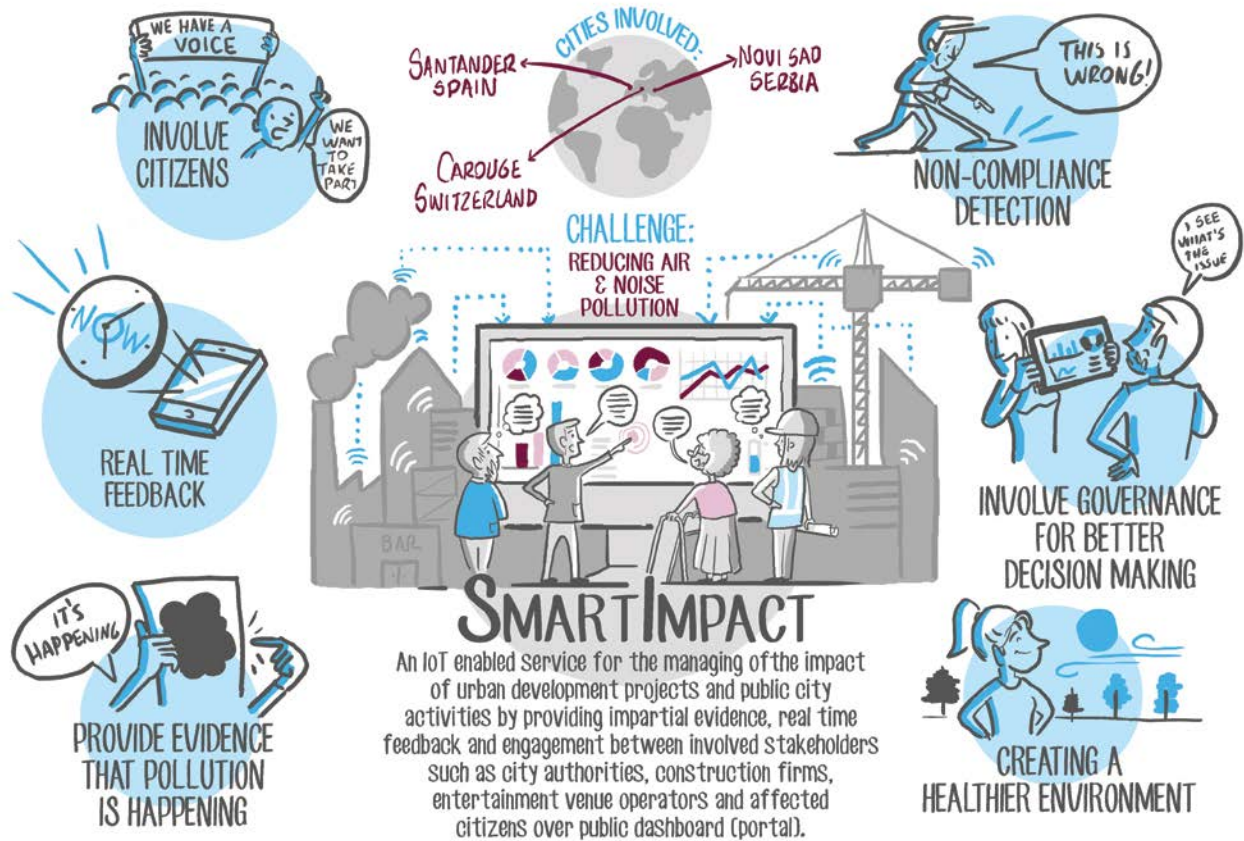
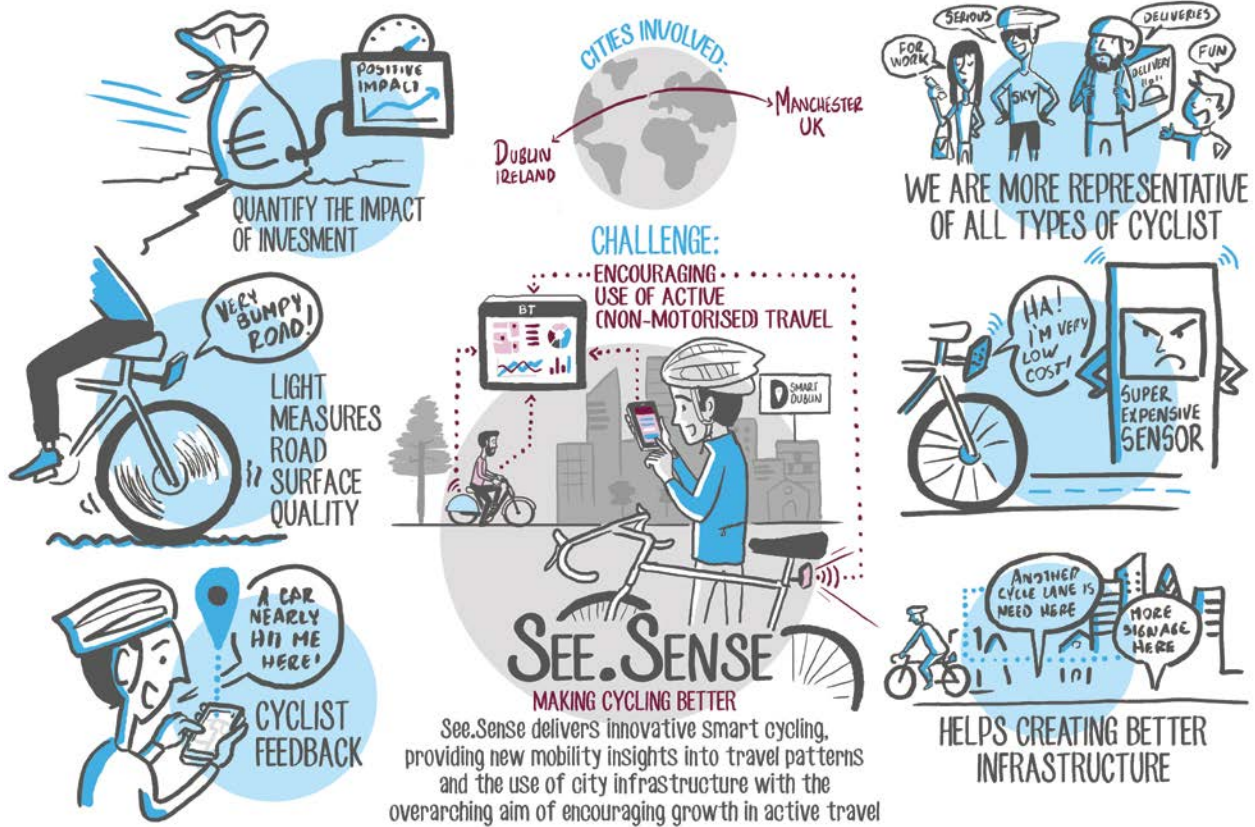


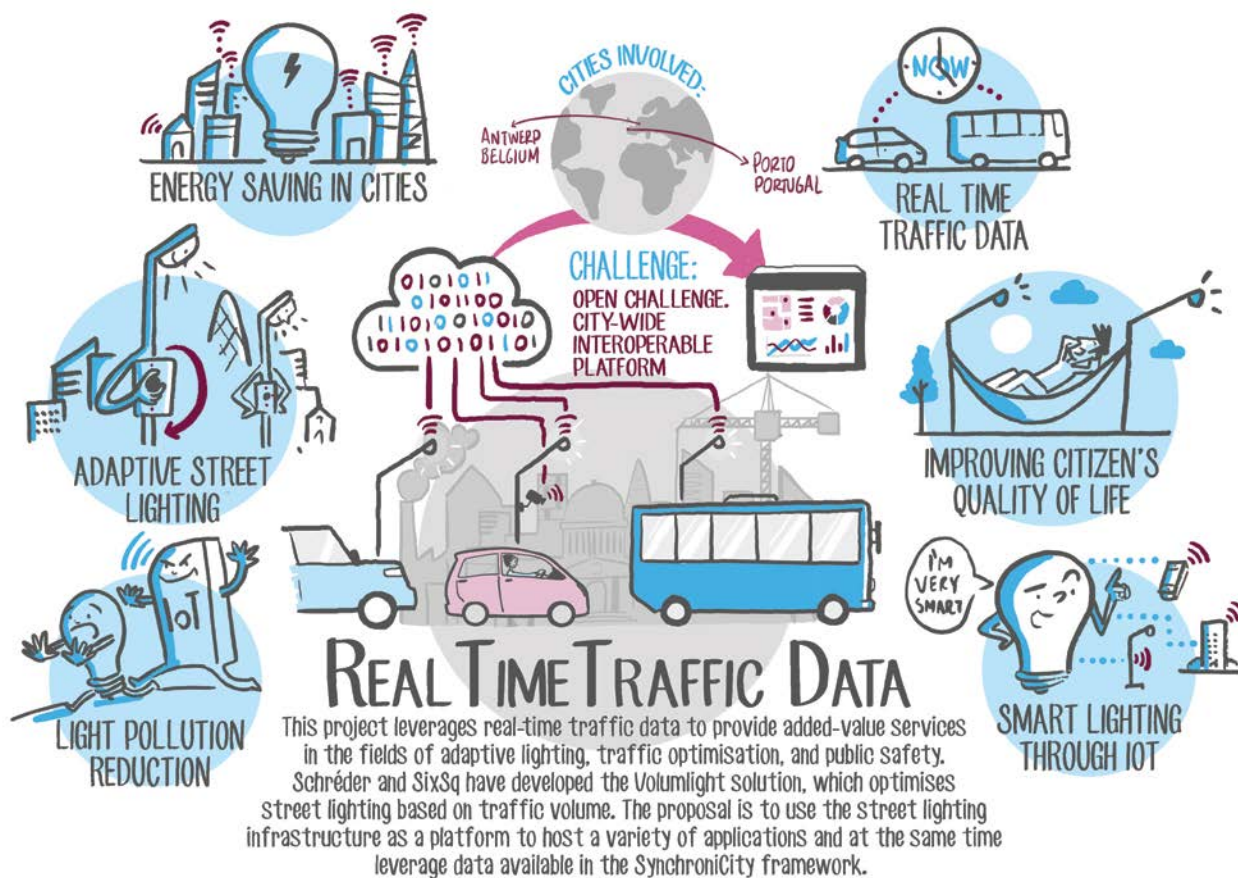














SMEs and Cities reshaping the IoT landscape

50 service deployment towards barrier-free City Digital Markets



Cities Deployments		New Cities	Deployments
Antwerp	7	Herning	1
Carouge	5	Dublin	1
Eindhoven	4	La Nucía	1
Helsinki	4	Donegal	1
Manchester	3	Calatayud	1
Milan	4	Novi Sad	1
Porto	5	Bilbao	1
Santander	7	Edinburgh	1
Bordeaux	1	Tampere	1
Seongnam	1		

6 Annex II – Partner’s Submission Detail

Aarhus University (DK) Contact person: borontekata@cc.au.dk		
Source	Total	Link
Website	4	• http://ditcom.au.dk/news/
Facebook	6	• https://www.facebook.com/pcalcada/videos/10158773330638345/ • https://www.facebook.com/photo.php?fbid=10156802030224716&set=pcb.10156802042259716&type=3&theater • https://www.facebook.com/629484715/posts/10156557768269716?d=n&sfns=mo • https://www.facebook.com/629484715/posts/10156239147199716?d=n&sfns=mo • https://www.facebook.com/645263344/posts/10158257085473345?d=n&sfns=mo • https://www.facebook.com/645263344/posts/10158205111513345?d=n&sfns=mo
Twitter	8	• https://twitter.com/brynskov/status/1184139163504988160 • https://twitter.com/brynskov/status/1103082456922705920 • https://twitter.com/oascities/status/1197183975506239488 • https://twitter.com/BenoitDalbert/status/1197139181937541123 • https://twitter.com/BenoitDalbert/status/1197124572870578176 • https://twitter.com/BenoitDalbert/status/1196339036765466624 • https://twitter.com/BenoitDalbert/status/1181868436743446528 • https://twitter.com/BenoitDalbert/status/1181602242312462337
LinkedIn	10	• https://www.linkedin.com/posts/activity-6585585089579626496-TMqP/ • https://www.linkedin.com/posts/activity-6548972236806598656-sIFk/ • https://www.linkedin.com/posts/activity-6544483536718573568-yEHY/ • https://www.linkedin.com/posts/activity-6533350027270598656-1W7Q/ • https://www.linkedin.com/posts/activity-6516406993110999040-aTwX/

		• https://www.linkedin.com/posts/activity-6504818354799276033-3VcP/ • https://www.linkedin.com/posts/activity-6497174767093706752-1Sf7/ • https://www.linkedin.com/posts/kata-börönte_synchronicity-activity-6501548801252167680-Rsdx/ • https://www.linkedin.com/posts/kata-börönte_scwec19-activity-6602313329157386241-rBT4/ • https://www.linkedin.com/posts/activity-6499257250098487296-zcdA/
Conferences	33	Most relevant conferences have been reported to the comms team and have been listed below
Workshops	5	Most relevant workshops have been reported to the comms team and have been listed below

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

As coordinator, Aarhus University had an active role in shaping the overall communications strategy of the project, and the dissemination activities mostly happened through the coordinator's SoMe accounts (Twitter, Facebook and LinkedIn) and the website of our research centre (Centre for Digital Transformation in Cities and Communities).

Website: <http://ditcom.au.dk>

However, we do think that the strongest dissemination efforts have happened at the events and meetings where Martin and/or the rest of the team presented and represented SynchroniCity and will continue doing so in the coming year as well.

Past events:

7 June 2019: Declaration on scale up for Europe (EUROCITIES, OASC, ENoLL) (proposal)

13 June 2019: Digital Assembly (EU)

17-21 June 2019: IoT Week

29 June 2019: G20 Super Cities (global)

3-5 September 2019: Open Living Lab Days

24-26 September 2019: Nordic Edge

25-27 September 2019: MyData Conference <https://mydata2019.org/>

1 October 2019: Cities in the Forefront of Digitalizing Europe (Helsinki EU Event), Brussels

2-3 October 2019: SynchroniCity Scale-up Workshop, Milan, Italy - Mandatory for all partners and pilots

7-10 October 2019: European Week of Regions and Cities, Brussels, Belgium

14-16 October 2019: The European Big Data Value Forum (EBDVF), Helsinki, Finland <https://www.european-big-data-value-forum.eu/>

19-21 November 2019: Smart City Expo World Congress, Barcelona, Spain

Upcoming event:

9-10 December 2019: Event in Oulu (Finnish Presidency)

22-23 January 2020: Connected Smart Cities and Communities Conference, Brussels, Belgium

31 January 2020: Signing of the declaration in Porto

2-4 February 2020: Last review of the project, Mandatory for WP Leads and some Task Leads only. Participation for the cities and other partners will be possible remotely. Porto, Portugal, 2 February=Rehearsal, 3-4 February=Review

17 June: SynchroniCity LIVE Summit at TM Forum Digital Transformation World, Copenhagen

Alexandra Institute (DK)

Contact person: thomas.gilbert@alexandra.dk

Source	Total	Link
Press Release	1	https://alexandra.dk/dk/aktuelt/nyheder/2019/aaben-smart-city-platform-giver-danske-leapcraft-adgang-til-21-europaeiske-byer
Conferences	6	N/A
Workshops	4	N/A

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

The Alexandra Institute is extremely active in dissemination activities in both Denmark and EU. The Alexandra Institute uses its position as a GTS institute in Denmark to disseminate/promote SynchroniCity results to SME's and Cities alike. The Alexandra Institute also participates actively in conferences like IoT Week, Fiware summit etc. at stands, holds workshops and presents results.

Forum Virium Helsinki (FI)

Contact person: hanna.niemi-hugaerts@forumvirium.fi

Source	Total	Link
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Website	3	N/A
Facebook	5	https://www.facebook.com/ForumViriumHelsinki/
Twitter	18	https://twitter.com/SyncCityIoT/status/1182186227333844993 https://twitter.com/vp6_6/status/1179687711369814017 https://twitter.com/SyncCityIoT/status/1179350952995938305 https://twitter.com/ForumVirium/status/1182189103686782976 https://twitter.com/niemihugaerts/status/1162255119603290119
Newsletters	4	https://mailchi.mp/forumvirium/uutiskirje-2-2019?e=[UNIQID] https://mailchi.mp/forumvirium/newsletter-2-19?e=[UNIQID] https://mailchi.mp/forumvirium/newsletter-3-2019?e=[UNIQID] https://mailchi.mp/forumvirium/newsletter-5-2019?e=[UNIQID]
Conferences	3	N/A
Workshops	1	N/A
Trade fairs, Brokerage and Pitch events	4	N/A
Engineering Ingegneria Informatica SpA (IT) Contact person: martino.maggio@eng.it		
Source	Total	Link
Website	2	https://www.eng.it/en/whats-on/newsroom/engineering-joins-fiware-s-booth-at-the-smart-country-convention-and-takes-part-in-the-fiware-global-summit https://www.eng.it/en/whats-on/events/the-fiware-global-summit-goes-to-berlin
Twitter	4	https://twitter.com/blocker99/status/1141322663576690688 https://twitter.com/blocker99/status/1141351070607781890 https://twitter.com/blocker99/status/1141355685575319552 https://twitter.com/blocker99/status/1186971851718828033
Conferences	1	https://synchronicity-iot.eu/event/3rd-annual-smart...osium-exhibition/

Trade fairs, Brokerage and Pitch events	2	• https://synchronicity-iot.eu/event/fiware-global-summit-scale-up-for-a-real-smart-future/ • https://www.fiware.org/event/fiware-global-summit-geoa/
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Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

Dissemination strategy we followed in SynchroniCity has been related to the asset we provided/exploited in the project. In particular part of the dissemination has been connected with FIWARE events, because ENG is a member of FIWARE Foundation and SynchroniCity is also based on FIWARE technologies and standards. On the other hand, we also promoted SynchroniCity together with two assets we used in the project: the Digital Enabler, a FIWARE based IoT platform, and "Idra", an open source open data platform. Both assets are developed by ENG and SynchroniCity specification compliant.

Atos (ES)

Contact person: nuria.delama@atos.net

Source	Total	Reference
Scientific Publications	3	• F. Cirillo, D. Straeten, D. Gómez, J. Gato, L. Diez, I. Elicegui, R. Akhavan, "Atomic Services: sustainable ecosystem of smart city services through pan-European collaboration", 2019 Global IoT Summit (GloTS), DOI 10.1109/GIOTS.2019.8766431 • Arroyo, D.Gómez, L. Diez, T. Bantis, S. Stearman, I. Elicegui, C. Taylor, J. Gato, D. Calvo, "On the use of Open IoT Infrastructures for Real-Time Parking Prediction Services", IEEE Internet of Things Journal (Work in Progress) • F. Cirillo, D. Gómez, L. Diez, I. Elicegui, T. Gilber, R. Akhavan, "Smart City IoT Services Creation through Big Scale Collaboration", IEEE Internet of Things Journal (Work in Progress)
Conferences	7	• https://synchronicity-iot.eu/event/connected-smart-cities-conference/ • https://www.majorcities.eu/conferences/2019-venice/ • Attendance Digital Day (April 9, Brussels)- Follow up of relevant policies

Workshops	4	• https://synchronicity-iot.eu/event/large-scale-iot-data-marketplaces/ • Fair and Open Smart Cities: Growing the Local IoT Data Infrastructure Partnerships" (Nuria de Lama) • Data-driven cities (session on New Trends on Big Data, Smart Cities & Industry 4.0" (Nuria de Lama) • Atos vision at Tourism, the New Paradigm for the IoT Ecosystem. Closing the Circle with One of the Most Vibrant Sectors of European Economy" (Nuria de Lama) • "Exploitation & Sustainability of LSP" (workshop organized in the framework of IoT Week 2019): presentation of Synchronicity exploitation strategy (Nuria de Lama)
Trade fairs, Brokerage and Pitch events	1	• https://www.fiware.org/event/fiware-global-summit-geoa/

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

The strategy followed by Atos from the beginning of the project has been based on using Synchronicity as a lever of our Smart City Strategy. Atos was an active partner in the market of Public Sector but did not have an important presence in the initial phase of smart city platforms. The work and investments in FIWARE (earlier than Synchronicity) allowed us to explore other concepts, like open platforms, open APIs to avoid vendor lock-in and the use of technologies for the city to become an innovation platform where third parties could develop applications and services based on multi-sided markets. Synchronicity has meant to Atos: a) a framework to further work on those concepts and improve our smart city offering (the Atos Urban data Platform) and b) a test for interoperability, since the idea was to go beyond the boundaries of a single city to create interoperability between cities and portability of applications. The Dissemination strategy of Atos has exploited these concepts and has consisted in creating awareness of the project in the initial phase and report on its outcomes and findings later on, emphasizing the role of Atos as IT provider that could enable other cities to do the same that has been done in the project, in particular in the city of Eindhoven (the one Atos has worked with). Therefore, we have looked at increasing our market as major goal in a wider context. Synchronicity is another step and reference to improve our positioning in smart cities. We have also been active in presenting the project in technical fora, like IoT events or workshops organized by other projects and initiatives where gathering and exploitation of data is a driving force.

Associação Porto Digital (PT)
Contact person: paulo.calcada@portodigital.pt

Source	Total	Link
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Press Release	1	• http://www.porto.pt/noticias/equipa-do-porto-esta-em-londres-para-o-arranque-do-projeto-synchronicity
Local Media Opport.	4	• https://www.dn.pt/lusa/porto-acolhe-projeto-que-visa-economizar-os-consumos-da-iluminacao-publica-10679749.html • https://www.viva-porto.pt/porto-vai-acolher-projeto-piloto-de-iluminacao-inteligente/ • https://www.jn.pt/local/noticias/porto/porto/porto-vai-ter-postes-de-iluminacao-inteligentes-para-poupar-luz-10679848.html
Website	1	• http://www.porto.pt/noticias/equipa-do-porto-esta-em-londres-para-o-arranque-do-projeto-synchronicity
LinkedIn	5	• https://www.linkedin.com/feed/update/urn:li:activity:6499292895340822528 • https://www.linkedin.com/feed/update/urn:li:activity:6534088474880954368 • https://www.linkedin.com/feed/update/urn:li:activity:6546342738185584640 • https://www.linkedin.com/feed/update/urn:li:activity:6574647041148895233 • https://www.linkedin.com/feed/update/urn:li:activity:6587641113056681985
Other Non-scientific Publications	1	• (page 9) https://portoinnovationhub.pt/wp-content/uploads/2019/03/Dentro-de-Portas-%E2%80%93-GAZETA-%E2%80%93-Small.pdf
Conferences	6	• https://www.linkedin.com/feed/update/urn:li:activity:6491616455858225152 • https://synchronicity-iot.eu/event/synchronicity-bootcamp/ • https://ec.europa.eu/research/index.cfm?pg=events&eventcode=00E50670-BD47-1111-D5C967361D6887E9 • http://www.eurocities.eu/eurocities/calendar/events_list/Beyond-Data-Event-2019-WSPO-B77LZP

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

Dissemination was adjusted along the project according to the target audience for each phase. For the past 3 years, Porto was more active in the phase to gather applications to the Open Call, with a set of events and media coverage of the opportunity. After the open Call, the goal has been to promote Synchronicity as a framework able to help the upscaling of technological solutions. Therefore, Porto has been promoting the work developed in the project next to other cities and organizations that can adopt the principles mostly through the events attended by this target audience. As the results from the Open Call pilots are collected and evaluated, is now time to understand these case studies and communicate them to a more general public, so the impact of the project can be more widely understood and the vision for next steps can find support in business, industry and academia.

University of Cantabria (ES)
Contact person: luis@tlmat.unican.es

Source	Total	Link
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Local Media Opport.	4	https://www.esmartcity.es/2019/07/16/santander-prueba-parking-bicis-videovigilancia-puntos-carga-alimentados-energia-solar-eolica https://www.europapress.es/cantabria/noticia-santander-banco-pruebas-proyecto-piloto-sistema-antirrobo-bicis-20190717144153.html https://www.eldiariomontanes.es/santander/plaza-estaciones-martes-20190712163146-nt.html https://www.cope.es/emisoras/cantabria/cantabria-provincia/santander/noticias/santander-estrena-primer-aparcamiento-para-bicis-cerrado-20190712_458298
Publications	1	https://ieeexplore.ieee.org/document/8766431
Conferences	2	https://synchronicity-iot.eu/event/synchronicity-bootcamp/ https://globaliotsummit.org/giots-2019-aarhus/
Workshops	2	https://www.eldiariomontanes.es/santander/santander-convertira-banco-20190717170011-nt.html https://synchronicity-iot.eu/a-review-of-the-london-bootcamp-delivering-on-the-synchronicity-marketplace/

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

As a technical partner, our dissemination activity has been focused, on one hand, in the participation in conferences and scientific papers publication. More publications are expected in the next months. On the other hand, we have participated in workshops as part of the support to the open call pilots.

Santander City Council (ES)
Contact person: juanechevarria@santander.es

Source	Total	Link
Local Media Opport.	4	https://www.europapress.es/cantabria/noticia-software-accesibilidad-ciudades-kimap-city-prueba-santander-20190504104947.html https://www.eldiariomontanes.es/santander/santander-convertira-banco-20190717170011-nt.html https://www.esmartcity.es/2019/07/16/santander-prueba-parking-bicis-videovigilancia-puntos-carga-alimentados-energia-solar-eolica https://www.eldiariocantabria.es/articulo/santander/aprobados-expedientes-contratar-obras-mas-15-millones-euros/20191008203409065872.html
Website	3	https://santander.es/content/santander-testa-modelo-aparcabicis-videovigilado-utiliza-energias-renovables https://santander.es/content/santander-probara-proyecto-piloto-kissmybike-sistema-antirrobo-bicicletas

		• http://www.cantabriaconbici.org/category/campanas/ • https://www.eysmunicipales.es/actualidad/santander-participar-en-el-proyecto-europeo-synchronicity
Trade fairs, Brokerage and Pitch events	1	• https://www.blog.andaluciaesdigital.es/el-foro-greencities-2019/

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

Dissemination of our innovation activities are one of our main roles in European projects. We have several channels at national and international level for doing these tasks. At national level we form part of a couple of networks of innovative cities: the Spanish National Smart City Network and the INNPULSO network (formed by cities awarded by the Ministry of Economy as science and innovation cities). Also, at national level we form part of the smart city committee of the AENOR entity, the Spanish official standardization association. At international level we use to receive in our premises a lot of foreign delegations, usually from Europe (mainly Germany) and also from Korea and Japan. There are also a lot of visits from Spanish municipally delegations. The contents of these visits are based on an open interchange of information about Smart City and innovation and one of the main topics always are the current European projects in which we are involved.

TST Sistemas (ES)

Contact person: amedela@tst-sistemas.es

Source	Total	Link
Twitter	8	• https://twitter.com/TSTsistemas/
Conferences	2	• https://twitter.com/ForoEmergentes • https://www.iotsworldcongress.com

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

We just tried to contribute to the overall dissemination of the most relevant activities within the project.

Connected Places Catapult (UK)

Contact person: gstevens@futurecities.catapult.org.uk

Source	Total	Link
Twitter	18	• https://twitter.com/CPCatapult/status/1090576086826655744 • https://twitter.com/CPCatapult/status/1091290225857437698 • https://twitter.com/CPCatapult/status/1092427850878201856 • https://twitter.com/CPCatapult/status/1092814457972105216 • https://twitter.com/CPCatapult/status/1093082332653867008 • https://twitter.com/CPCatapult/status/1093089427990167552 • https://twitter.com/CPCatapult/status/1093098957285310464 • https://twitter.com/CPCatapult/status/1093463853168578560 • https://twitter.com/CPCatapult/status/1093490437401251843 • https://twitter.com/CPCatapult/status/1093525559903174657
Conferences	3	• N/A
Workshops	2	• N/A
Trade fairs, Brokerage and Pitch events	1	• https://synchronicity-iot.eu/event/synchronicity-bootcamp/

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

CPC approach was to promote any event, activity surrounding SynchroniCity. We followed the main Syn. Accounts and retweeted where appropriate. As we held the Feb bootcamp in London and CPC was running the open Call we were active in Q1 more so than later in the project. We leverage events happening in the wider ecosystem to draw attention to the pilots: To celebrate the @UN 's #MSMEDay19, we thought we'd shine a light on some of the amazing SMEs piloting in the @EU_Commission 's @SyncCityIoT project. You can read more about that here. <https://synchronicity-iot.eu>

Manchester City Council (UK)
Contact person: elizabeth.baker@manchester.gov.uk

Source	Total	Link
Press Release	1	N/A
Local Media Opport.	1	N/A
Twitter	22	https://twitter.com/AngelikiStg/status/1178703100187746305 https://twitter.com/AngelikiStg/status/1178703100187746305/photo/1 https://twitter.com/TheLunarWorks/status/1096342873476235266
Conferences	14	https://www.salford.ac.uk/studentchannel/news/can-big-data-save-our-cities-attend-the-smart-travel-seminar
Workshops	1	N/A
Digital Catapult (UK) Contact person: alex.gluhak@digicatapult.org.uk		
Source	Total	Link
Press Release	1	N/A
Twitter	4	https://twitter.com/andrea_gaglione
LinkedIn	27	https://www.linkedin.com/in/andrea-gaglione-0806a327/detail/recent-activity/shares/ https://www.linkedin.com/in/gluhak/detail/recent-activity/shares/
Newsletters	1	https://iot.ieee.org/newsletter/march-2019/towards-a-digital-single-market-for-smarter-cities
Conferences	4	https://oasc.events.idloom.com/connected-smart-cities-conference-2019 https://dunavnet.eu/smart-and-sustainable-cities https://ami2019.diag.uniroma1.it/
Workshops	1	N/A
Trade fairs, Brokerage and Pitch events	1	http://www.smartcityexpo.com/en/
Comune di Milano (IT)		

Contact person: stefano.bartolotta@comune.milano.it

Source	Total	Link
Press Release	1	https://www.comune.milano.it/-/innovazione.-milano-testa-le-soluzioni-finanziate-dal-progetto-synchronicity-
Local Media Opport.	2	https://www.rivistamicron.it/approfondimenti/sharingmi-la-community-dei-cittadini-eco-sostenibili/
Website	1	
Facebook	2	https://www.facebook.com/MilanoDigitalWeek/videos/380287289225333/ https://www.facebook.com/chiara.bresciani/posts/10218291980641538/
Twitter	1	N/A
LinkedIn	11	https://www.linkedin.com/posts/chiara-bresciani-2358b912_smartcity-iot-comunedimilano-activity-6557538613507182592-JHvY https://www.linkedin.com/posts/chiara-bresciani-2358b912_misurare-la-realt%C3%A0-urbana-kpis-per-le-citt%C3%A0-activity-6559382956987731968-3Zrw https://www.linkedin.com/posts/chiara-bresciani-2358b912_milanodigitalweek-smartcities-interoperability-activity-6508100091973246976-IEao
Other Non-Specific Publications	1	https://www.linkedin.com/posts/chiara-bresciani-2358b912_misurare-la-realt%C3%A0-urbana-kpis-per-le-citt%C3%A0-activity-6559382956987731968-3Zrw
Conferences	1	https://www.linkedin.com/posts/chiara-bresciani-2358b912_milanodigitalweek-smartcities-interoperability-activity-6508100091973246976-leao http://www.imprese-lavoro.com/2019/07/17/appuntamenti-699/
Workshops	6	https://ec.europa.eu/jrc/communities/en/node/1286/event/workshop-internet-things-implications-governance-may-13-14-2019
Trade fairs, Brokerage and Pitch events	1	N/A

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

We have disseminated the project mainly during the events organized by the city such as the Milan Digital Week, during international exchanges with other cities (such as a delegation from Romania and one from Korea). Then we organized workshops with the different directions in the city to assess the sustainability of the results of the project. Finally, we presented the project during three international events.

Hejmans Wegen BV (NL)
Contact person: VWaal@hejmans.n

Source	Total	Link
Website	2	https://www.jouwlichtop040.nl/

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

Hejmans is a technical partner for Eindhoven. Eindhoven has the lead in communication and if necessary, we support them. As we did on the website www.jouwlichtop040.nl and promotion videos the city made for the SynchroniCity project.

Ubiwhere (PT)
Contact person: rcosta@ubiwhere.com

Source	Total	Link
Website	1	https://www.ubiwhere.com/en/r-e-i
Facebook	2	https://www.facebook.com/ubiwhere/photos/p.10156078867244290/10156078867244290/?type=1&theater https://www.facebook.com/ubiwhere/posts/synchronicity-is-working-on-creating-a-single-digital-marketplace-for-smart-citi/10156135366414290/
Twitter	2	https://twitter.com/ubiwhere/status/1085589103607980033 https://twitter.com/ubiwhere/status/1095368759257296896?s=20
LinkedIn	1	https://www.linkedin.com/posts/ubiwhere_smartcities-activity-6491341879332917248-CTdK/ https://www.linkedin.com/feed/update/urn:li:activity:6598161429264646144
Other Non-Specific Publications	1	https://www.ubiwhere.com/files/files/ubiwhere_annualreport2018_volume1.pdf

Conferences	1	• https://www.fiware.org/event/fiware-global-summit-berlin/
Workshops	4	• https://european-iot-pilots.eu/2019-february-lisbon/ • "workshop with NIST and urban.systems • https://docs.google.com/presentation/d/14PBHRhouxVgbeqCIQRkkK-HpKd18LKsUDguHH78jgb0/edit • https://www.youtube.com/watch?v=nFNAaoBjhwg&feature=youtu.be" • https://www.linkedin.com/feed/update/urn:li:activity:6602898557659947008 • https://twitter.com/ubiwhere/status/1197933851114381312
Trade fairs, Brokerage and Pitch events	8	• http://www.apoa.pt/pt/agenda/9-seminarios/96-portugal-smart-cities-summit-2019 • https://iotweek.org/iot-week-2019-aarhus/ • https://www.fiware.org/event/fiware-global-summit-berlin/ • http://www.smartcityexpo.com/ • https://www.techdays.pt/pt/techdays • https://www.majorcities.eu/conferences/2019-venice/ • https://ec.europa.eu/digital-single-market/en/news/digital-excellence-forum-ict-proposers-day-2019 • https://aioti.eu/events/aioti-signature-event-iot-through-the-looking-glass/

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

Our approach to disseminate the Synchronicity activities has been mostly on sharing the project's or the project partners' publications. On our own, we have attended smart city events where we could share our experience with the Minimal Interoperability Mechanisms implemented in Porto, either as public presentations or face-to-face talks and discussions with interested people, as well as in other materials such as brochures and videos (e.g. CEF Digital's Building Block [Context Broker] Ambassador).

European Network of Living Labs (BE)
Contact person: Spela.Zalokar@enoll.org

Source	Total	Link
Website	4	• https://enoll.org/newsroom/?news-id=7327 • https://enoll.org/newsroom/?news-id=6789 • https://enoll.org/newsroom/?news-id=6695

		• https://enoll.org/newsroom/?news-id=6424
Facebook	5	• https://www.facebook.com/openlivinglabs/posts/3153740031310022 • https://www.facebook.com/openlivinglabs/posts/3086107038073322 • https://www.facebook.com/openlivinglabs/posts/2943477645669596 • https://www.facebook.com/openlivinglabs/posts/2758431094174253 • https://www.facebook.com/openlivinglabs/posts/2542750282409003 • https://www.facebook.com/openlivinglabdays/posts/1687225764754938
Twitter	7	• https://twitter.com/openlivinglabs/status/1202257647761862658 • https://twitter.com/openlivinglabs/status/1197192109750673408 • https://twitter.com/SyncCityIoT/status/1196433181865627648 • https://twitter.com/openlivinglabs/status/1192374679778017280 • https://twitter.com/SyncCityIoT/status/1182186227333844993 • https://twitter.com/openlivinglabs/status/1179701747654303744 • https://twitter.com/openlivinglabs/status/1179361532280557568
Other Non-Specific Publications	1	• https://www.scribd.com/document/403950513/Activity-Report-2018
Newsletter	4	• https://mailchi.mp/9e316fd3be1f/dt53l0ppw3-2648589?e=9aba598668 • https://mailchi.mp/3d99812bace2/dt53l0ppw3-2632841 • https://mailchi.mp/ddd4d0880841/dt53l0ppw3-2367597?e=9aba598668 • https://mailchi.mp/4839f0678a99/dt53l0ppw3-2324189?e=9aba598668

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

Our central role in the communications task defined and required an active online and physical presence in the dissemination activities and particularly in grasping contents from each of the project partners. As representative of the marketing and communications task, the organisation's project managers regularly promoted the project through the earlier featured events and workshops. On an individual level, ENoLL being a network promoting citizen engagement and co-creation and co-designing methodologies and tools for the uptake of digital solutions in urban and rural communities, several of our communication pieces

aimed to raise awareness on the opportunities and findings SynchroniCity project offered throughout the project and beyond. The partnership on the Join, Boost, Sustain declaration will ensure a continuous effort on upscaling and widening the legacy of the Synchronicity project results.

City of Eindhoven (NL)
Contact person: a.noordhoek@eindhoven.nl

Source	Total	Link
Press Release	2	• Detecon press news (published 03-05-2019) • Eurocities' 10 principles for good data, press release
Local Media Opport.	5	• https://www.detecon.com/en/knowledge/new-fiware-ihub-cologne-innovative-services-smart-cities • http://www.eurocities.eu/eurocities/documents/10-principles-for-good-data-WSPO-BAQBGU
Twitter	8	• https://twitter.com/RickSchager/status/1085814917498892288 • https://twitter.com/RickSchager/status/1085936780765999106 • https://twitter.com/RickSchager/status/1124635323911352320 • https://www.linkedin.com/posts/rickschager_connectingeurope-digitalinnovation-city-activity-6544166292679610368-xADK • https://www.linkedin.com/posts/rickschager_digital-innovation-city-activity-6547047035114176512-zP4N
LinkedIn	6	• https://www.linkedin.com/posts/rickschager_cologne-digitalinnovation-sharing-activity-6530400950484500480-d6yB
Other Non-Specific Publications	3	• Call for Speakers SCEWC 2019 SynchroniCity DIGITAL INNOVATION = CITY KNOWLEDGE SHARING! Max. 100 • http://nws.eurocities.eu/MediaShell/media/EUROCITIES_citizen_data_principles_final.pdf
Newsletter	2	• https://mailchi.mp/52a40465b874/your-step-by-step-guide-to-smart-cities-communities-in-aarhus • https://synchronicity-iot.eu/consortium-meeting-marks-end-of-the-beginning-for-synchronicity/
Conferences	17	• OASC GA • Connected Smart Cities Conference https://synchronicity-iot.eu/event/connected-smart-cities-conference/ • Smart City lecture @ TU/e • Beyond Data https://www.beyonddataevent.com/program/ • Detecon FIWARE iHub Forum 2019 https://www.fiware.org/2019/02/01/detecon-fiware-ihub-forum-2019-join-the-launch-of-the-new-fiware-ihub-in-cologne/ • IWDK 2019 = Internet Week DK https://iwdk.dk

		• Fiware global summit – Genoa https://www.eventbrite.com/e/fiware-global-summit-Genoa-2019-tickets-55020358373?aff=eand • IoT Week 2019 in Aarhus, Denmark-Participation Eindhoven https://iotweek.org/iot-week-2019-aarhus/ • SKL (= Swedish Association of Local Authorities and Regions) Study Trip • Visit Vlaams stedennetwerk (=Flemish Cities Network) • Nordic Edge • Visit Rotterdam municipality delegation • SynCity PM Milano • European Week of Regions and Cities https://europa.eu/regions-and-cities/ • Visit Fluvius = (flamish communal network operator) • Sabadell dissemination Triangulum • Smart City Expo World Congress-use cases presentation (NielsWiersma)
Workshops	28	• https://docs.google.com/document/d/1XFTze7XazstfVB8-lyHDDWqiz0FilQC2joczA3XMTAs/edit • Connected Smart Cities Conference-Eindhoven presentation Tech Track – Interoperability Mechanisms in Practice (on CSCC 2019) • Regional consultation for NEN NPR OUP = Dutch standard practice guidelines for Open Urban platforms • Work session 'Urban Data Platform' Brabant Smart Cities Other relevant content has been attached at the end of this table
Trade fairs, Brokerage and Pitch events	9	• https://synchronicity-iot.eu/iot-week-our-pilots-and-start-up-winners-at-the-public-expo/ Other relevant content has been attached at the end of this table
Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?		
Via concrete pilot projects and internal use cases, to create awareness of the importance of Synchronicity topics		
Mandat International (CH) Contact person: sziegler@mandint.org		
Source	Total	Reference
Scientific Publications	2	• "Springer book on IoT Security and Data Protection" • IoT Handbook

Conferences	11	• <u>World Summit on the Information Society - Geneva, Switzerland</u> • <u>AI for Good global summit - Geneva, Switzerland</u> • <u>Global IoT Summit - Aarhus, Denmark</u> • <u>IoT Week 2019 - Aarhus, Denmark</u> • <u>World Digital Economy Conference - Ningbo, China</u> • <u>CEATEC - Tokyo, Japan</u> • <u>European Data Protection Days - Berlin, Germany</u> • <u>IAPP Europe Data Protection Congress 2019 - Brussels, Belgium</u> • <u>Privacy Summit IAPP - Washington, USA</u> • <u>ENISA Privacy Forum - Roma, Italy</u> • <u>41st International conference of data protection and privacy commissioners - Tirana, Albania</u>
Trade fairs, Brokerage and Pitch events	6	• <u>CEATEC - Tokyo, Japan</u> • <u>Meeting with National Supervisory Authority (Data Protection Authority) of Switzerland - Bern, Switzerland</u> • <u>Meeting with National Supervisory Authority (Data Protection Authority) of Luxembourg - Luxembourg</u> • <u>Meeting with CNIL, the National Supervisory Authority (Data Protection Authority) of France - Paris, France</u> • <u>Meeting with National Supervisory Authority (Data Protection Authority) of Hungary - Budapest, Hungary</u> • <u>Meeting with National Supervisory Authority (Data Protection Authority) of the Netherlands - The Hague, Netherlands</u>

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

Promoting and disseminating the GDPR and privacy by design approach for smart cities.

City of Carouge (CH)
Contact person: L.Horvath@Carouge.ch

Source	Total	Link
Press Release	2	• https://www.carouge.ch/sites/default/files/u1913/ville_de_carouge_communique_de_presse_open_and_agile_smart_city.pdf
Local Media Opport.	3	• https://www.tdg.ch/geneve/actu-genevoise/geneve-premierspas-ville-intelligente/story/16587379
Website	2	• N/A
LinkedIn	13	• N/A

Newsletters	2	N/A
Conferences	6	https://www.stadtwerkekongress.ch/fr/intervenants-2019/
Workshops	18	N/A
Trade fairs, Brokerage and Pitch events	7	N/A

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

Before we can disseminate the results of the projects, we need to make sure the data are correct and validated. Thus, we took a lot of precaution before communicating especially with the very sensitive air monitoring system with school and in the street. For the energy and waste management, we need more data to be able to see if these systems are valuable or not. We will highly communicate in Q1/2020 if the data are validated.

UDG Alliance (CH)

Contact person: eunah.kim@devicegateway.com

Source	Total	Link
LinkedIn	4	N/A
Conferences	3	- OASC-CSCC - presentation (https://oascities.org/connected-smart-cities-conference/) - IoT Week Aarhus - presentation (https://www.smartaarhus.eu/iot-week-2019) - Smart City Day à Monthey (http://www.smartcityday.ch/)
Workshops	8	- stakeholder meetings - stakeholder meetings - Meeting with TM Forum in Geneva, Meetings with a potential collaborator - FIWARE Summit in Berlin (https://www.fiware.org/event/fiware-global-summit-berlin/), IG Smart Cities Workshop in Bern (https://www.local-energy.swiss/programme/smart-city#/), a meeting with a potential customer city

Trade fairs, Brokerage and Pitch events	1	IoT Week Aarhus - booth
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Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

As we described in the above, we directly contacted many potential stakeholders and shared the information about our development through SynchroniCity. We also participated in local (Swiss) smart city events and promoted SynchroniCity.

HOP Ubiquitous (ES)
Contact person: jara@hopu.eu

Source	Total	Link
Scientific Publications	1	https://www.researchgate.net/publication/334486300_Transforming_Communication_Channels_to_the_Co-Creation_and_Diffusion_of_Intangible_Heritage_in_Smart_Tourism_Destination_Creation_and_Testing_in_Ceuti_Spain
Facebook	2	https://www.facebook.com/hopubiquitous/photos/a.1435172660096972/2478486842432210/?type=3&theater https://www.facebook.com/hopubiquitous/photos/pcb.2479327882348106/2479326819014879/?type=3&theater
Twitter	3	https://twitter.com/HOPUbiquitous/status/1183681762154733570 https://twitter.com/HOPUbiquitous https://twitter.com/HOPUbiquitous/status/1187347383098793986
Conferences	1	"ETSI IOT WEEK https://twitter.com/HOPUbiquitous/status/1187347383098793986 "
Workshops	0	N/A
Trade fairs, Brokerage and Pitch events	4	Smart City Expo 2019 https://twitter.com/HOPUbiquitous/status/1196765436639162368 FIWARE SUMMIT BERLÍN (Smart Country Convention) - 26-29/10/2019 IoT Week Aarhus, 17-21/6/2019 Startup Olé 24-26/03/2019

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

As a SME dedicated to the urban places sector, HOPU works intensively in the dissemination of the main principles of Synchronicity in different events and fairs during the year. For that reason, our main strategy of dissemination is through events and fairs where HOPU has had booths to disseminate the Synchronicity materials, lines of actions and the website of the project among Spanish, European and Global cities and among other research institutions and SME. The main events during this year has been Startup Ole in Spain, IoT Week in Aarhus (Denmark), FIWARE SUMMIT in Berlin inside out the Smart Country Convention and finally, in the Smart City Expo World Congress.

NEC Laboratories Europe (DE)
Contact person: Ernoe.Kovacs@neclab.eu

Source	Total	Link/Reference
Press Release	2	https://uk.nec.com/en_GB/press/201905/20190520_01.html https://uk.nec.com/en_GB/press/201906/20190603_01.html
Scientific Publications	5	"F. Cirillo et al., ""Atomic Services: sustainable ecosystem of smart city services through pan-European collaboration,"" 2019 Global IoT Summit (GIOTS), Aarhus, Denmark, 2019, pp. 1-7. doi: 10.1109/GIOTS.2019.8766431 https://arxiv.org/abs/1911.05719 M. Bauer et al., "Semantic IoT Solutions - A Developer Perspective", White Paper, October 2019, Research Gate: http://dx.doi.org/10.13140/RG.2.2.16339.53286 M. Bauer et al., "Towards Semantic Interoperability Standards based on Ontologies", White Paper, October 2019, ResearchGate: http://dx.doi.org/10.13140/RG.2.2.26825.29282 "(submitted) Flavio Cirillo, David Gómez, Luis Diez, Ignacio EliceGUI Maestro, Thomas Barrie Juel Gilbert, Reza Akhavan, Smart City IoT Services Creation through Large Scale Collaboration, IEEE IoT Journal (to appear) Flavio Cirillo, Everton Luis Berz, Gürkan Solmaz, Martin Bauer, Ernoe Kovacs. A Standard-based Open Source IoT Platform: FIWARE. IEEE IoT Magazine
Conferences	2	"WF-IoT 2019,15-18 April 2019 Limerick, Ireland https://www.linkedin.com/feed/update/urn:li:activity:6523855166523863041/

		• "The 2019 Global IoT Summit (GloTS 2019), 17-21 June 2019, Aarhus, Denmark F. Cirillo et al., ""Atomic Services: sustainable ecosystem of smart city services through pan-European collaboration,"" 2019 Global IoT Summit (GloTS), Aarhus, Denmark, "
Trade fairs, Brokerage and Pitch events	2	• FIWARE Global Summit, 23-24 October 2019, Berlin, Germany • FIWARE Global Summit, 21-22 May, Genoa, Italy

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

Being a research lab based in Germany of a Japanese large industry, we have disseminated the SynchroniCity results towards research and public services (in Europe and Japan). First, we have focused on publishing research papers from the outcome of technical task leading (T3.2 - Atomic Services), with 2 papers accepted and 1 submitted, and from the work we have done for NGSI-LD, with 2 tutorial papers published. Secondly, being NEC involved with many public organizations for smart cities, in Germany, Spain, Denmark, Portugal, and Japan, among others, we have disseminated the concept of SynchroniCity and the MIMs. Mainly we have had many face-to-face meetings with different stakeholders. As results, we have got Heidelberg in OASC and the OASC-Japan started.

Open & Agile Smart Cities (BE)
Contact person: lea@oascities.org

Source	Total	Link/Reference
Press Release	4	• https://oascities.org/international-coalition-of-cities-builds-global-interoperable-smart-cities-market/ • https://oascities.org/digital-interoperability-big-in-japan/ • https://oascities.org/future-proof-smart-cities-the-case-of-bordeaux/
Local Media Opport.	5	• https://iot.ieee.org/newsletter/march-2019/towards-a-digital-single-market-for-smarter-cities • https://www.telecompaper.com/news/synchronicity-programme-tests-interoperable-smart-city-solutions-in-18-cities--1281141 • https://voxeurop.eu/en/2019/smart-cities-5122546 • https://www.smartcitiesworld.net/smart-cities-news/smart-cities-coalition-adopts-universal-tools-3874

Twitter	37	• https://twitter.com/oascities/status/1197183975506239488?s=20 • https://twitter.com/oascities/status/1144834615221166080?s=20
LinkedIn	9	• https://www.linkedin.com/feed/update/urn:li:activity:6511892909422366720 • https://www.linkedin.com/feed/update/urn:li:activity:6529354213489676288 • https://www.linkedin.com/feed/update/urn:li:activity:6531854931119341568 • https://www.linkedin.com/feed/update/urn:li:activity:6549249339401752576 • https://www.linkedin.com/feed/update/urn:li:activity:6571692168195387392 • https://www.linkedin.com/feed/update/urn:li:activity:6593409529629683712
Newsletter	2	• https://mailchi.mp/15e3d680877f/oasc_nov2019_scwnc_newsletter • https://mailchi.mp/306751b5af37/oasc_oct2019_newsletter
Conferences	7	• https://oascities.org/connected-smart-cities-conference-2019/
Workshops	9	• https://oascities.org/highlights-releasing-the-power-of-procurement/ • https://oascities.org/highlights-workshop-on-large-scale-iot-data-marketplaces/
Trade fairs, Brokerage and Pitch events	2	• https://oascities.org/stuff-that-works-at-smart-city-expo-world-congress/

Could you describe in a few sentences your approach to dissemination of SynchroniCity activity?

SynchroniCity is an integral part of our communication activities, both internally to our 150 international member cities and to external stakeholders via social media, events and blog articles. As a city network, we organise workshops and usually, SC speakers are invited to present. When OASC is invited to speak at events, every member of the team explains SynchroniCity as a crucial part that supported the development of OASC Minimal Interoperability Mechanisms.

Extra material

Eindhoven

Strategic Communication Plan(ning)

Context

As stipulated in the Description of Action:

Dissemination strategy and plan

The dissemination strategy of SynchroniCity is rooted and aligned with its exploitation and sustainability strategy outlined in this chapter, being both flesh out in a single task (T6.1). It relies on the extremely strong network of the partners in the consortium. The involved networks and communities (OASC, FIWARE, FIRE, ENoLL,...), projects and related organisations will be leveraged to disseminate project results on a very wide scale within Europe, and internationally as well. The connections that the OASC initiative has already made in its first year of operations, based on the existing networks of the founders and core-members, illustrates that this approach is effective and efficient.

The dissemination strategy aims at outreaching and engaging the audiences needed to 1) generate the expected impact in the context of the project and 2) extent impact beyond the boundaries of the project to create a Digital Single Market for IoT enabled Smart Cities. The connections that the OASC initiative has already made in its first year of operations, based on the existing networks of the founders and core-members, illustrates that this approach is effective and efficient.

And additionally, the highlights from the new (draft) Communications Strategy 2019 presented in the [TSC on February 5th](#):

- Ensuring that the comms strategy is aligned with the overall strategy of SynchroniCity and the sustainability plan
- Increasing interaction with the general public (citizens, companies, cities, in addition to the core audience: policy makers)
- Supporting the marketing activities of pilot business activities, focus being on cross project and cross sector collaboration
- SynchroniCity is in its last phase, so the focus shifts more on to reporting results and policy input. Increasingly, there will be more focus on the marketplace. Important: stronger alignment with the partners' (as therefore also Eindhoven's) own comms strategy.

Vision and Motto

We need to (deliver the first steps for the realization of) a Single Digital City Market for Europe, build on a (minimal yet solid) trust framework to incentivise and build trust for companies and citizens to actively participate, common co-created IoT solutions for cities that meet citizen needs an environment of evidence-based solutions that can easily be replicated in other regions.

The European Digital Single market is necessary to maintain our own culture, way-of-working and quality of life, including a (minimal?) social and sustainable society.

By sharing knowledge, co-creation and collaboration and based with open APIs, micro services and applications real self-managed urban platform(s) will arise and stay. Sharing knowledge is key. Do NOT reinvent the wheel. Re-use the existing knowledge of/in other cities about rules for modularity, open standards, data and interfaces. Not become just yet another smart dick, adhere to the motto: Digital Innovation = City Knowledge Sharing!

Why cities?

Cities are a catalyst for the holistic connected society.

They combine vertical and horizontal logics.

Cities are a massive meta-market.

Cities address the gaps most intensely.

Share what?

Everything from strategic long-term ambitions with derived programmes and policies to operational docker containers with deployment scripts to make I(o)T work! And, all stuff in between to translate 'strategic vision' into 'ability to execute', using (for instance) standard European (meta) data models, providing and explaining in Data Esperanto, all fields/attributes of all entities.

Things to share from lighthouse to fellow cities: Basic 'rules of engagement', The Eindhoven StarterKit, the OASC Minimal Interoperability Mechanisms and/or the SynchroniCity Technical User Experience materials for urban/data/market place platform(s), data models, API descriptions and locations,...

Things like standardized descriptions of use-cases, digital tools for bundling of tender capacity, etc. on a digital marketplace.

Things to share between all cities: lessons learned, tips and tricks, how to.

Share how (& where and when)?

Face 2 face with a large part of the community at the following (to be selected) local, Dutch and/or European events:

- The OASC annual Connected Smart Cities Conference @ Brussels, half/3rd week January. Here EIN (along with other partners) presented in January 2019 the Technical User eXperience stuff in relation to the acceptance of the SynchroniCity Minimal Operability Mechanisms (- MIMs).
- The LUCI Governance Pillar work group, part of City under Microscope event, in Rotterdam on 27 March 2019. Here we will share the SynchroniCity architecture framework and MIMs, the position of the data and marketplace platform components in the 4 tier model and the relation to analysing and realizing Quality of Life ambitions in relation to smart lighting. These kinds of events are organized on regular basis, where we can request 'broadcasting time'.
- We will present our hands-on experience and therefore the 'proven' added value of our StarterKit, de-facto a beta version working towards the SynchroniCity architecture framework and MIMs during the launch of [the new FIWARE iHub in Cologne](#) on 21st march 2019, in cooperation with the FIWARE foundation. Other iHubs can follow....
- The annual local yearly Beyond Data conference, last week March, now 28 March 2019. Here we plan to present the added value of the SynchroniCity architecture framework and MIMs, in relation with the Dutch Digital Agenda principals and the Quality of Life ambitions and indicators.
- The regular Eurocities Knowledge Sharing Forum (KSF) conferences. For now, the KSF Spring meeting in Eindhoven on 28 March. Again, we will present our hands-on experience and therefore the 'proven' added value of SynchroniCity architecture framework and MIMs.
- The OASC Large-Scale IoT & Data Marketplaces workshops. For instance, on 8 April 2019 @ Brussel, where key European stakeholders will come together to present and/or discuss the value proposition, the current state and the most promising paths (including the 'right' use of future technologies) to robust scale IoT & data (transaction) marketplaces. Also known as MIM 3.
- The annual Internet Week Denmark @ Aarhus, 2nd week May. This year at the Next Generation Internet Of Things – A Game Changer For Business And Communities event we will present our 'Smart City Framework on a Stick' and the SynchroniCity Framework 'getting started' deployment script to enhance the overall technical User Experience.
- The annual local yearly Dutch Technology Week, Topics to be decided.

- The annual ITS World European Congress, this year in first week June @ Brainport region. Here we are planning to demonstrate a use case for monitoring, signalling and/or (later) prediction of (abnormal) traffic flows and or incidents to speed-up the deployment of emergency/rescue vehicles, reduce traffic congestions and (adverse noise and air quality) environmental impact. Here we are planning to place sensor technology and AI/ML (on the edge) intelligence, from Sorama and ViNotion (= local SMEs) in context on an open urban data platform, compliant with the SynchroniCity architecture framework and MIMs.
- The annual IoT week, this year @ Aarhus, half/3rd week June. Topics to be decided.
- The annual Nordic Edge Expo @ Stavanger, half/3rd week September 2019. Topics to be decided.
- The annual local Dutch Design Week, 3rd/4th week October. To be decided. Last year, we presented 'Smart City StarterKit: democratize IoT' on the Creative Ring Sum-IT.
- The annual local Glow Festival, half November. Glow is a light art exhibition in the public space of Eindhoven of 30-40 famous national and international light artists. The light artworks are connected by a walking route. The festival is increasingly focussing on interactivity and uses light art to explore the boundaries with the usage of smart stuff, to be decided.
- The annual Smart City World Expo, half/3rd week November in Barcelona.
- Face 2 face with a (sub)selection of the local, regional and/or Dutch community of SMEs, (semi)governmental and knowledge institutes. For example:
- The local consultation/feedback on 30 January regarding the draft Dutch Practise Guidelines for Open Urban Platform (= NPR OUP), within the NEN (Dutch standardization organization) Standardization Advice Group Smart Cities. In this NPR OUP parts of the SynchroniCity architecture framework and the MIMs are included.
- The 'expert' session for the Smart Cities course for (master) students at the Information Systems in the Built Environment (ISBE) Group of the Technical University of Eindhoven on 4th February 2019.
- The Pilotstarter, an initiative within the framework of Samen Organisieren (= Organising Together) of the VNG (Dutch Association of Municipalities) Municipalities are working on a joint approach to improving service provision, information provision and standardization of work processes. This in order to become more effective, more efficient and cheaper. Organising together is all about the power of the collective: 'doing together what can be done together'.
- In the Digital Summit Brabantstad as well as in Brainport there is also a joint effort to reuse knowledge and experience, for instance regarding the continuous work on and dissemination of the Open Data and Algorithm Principles, sensor register.
- In Geonovum, a government foundation with a lot of knowledge and a rich network, aimed to improve the performance of the government with geo-information by improving the accessibility of geo-information and by making the exchange of geo-information possible among ourselves and with other types of data by means of standards. For instance, currently (up to March 27th) The Dutch API strategy and Dutch OAuth profile are open for (public) consultation.
- Face 2 face with a (sub)selection of the local citizens, SMEs, other (semi)governmental and knowledge institutes we are involved in co-creation processes.



For example, as depicted below for the Roadmap Light we use a phased approach, as depicted above. The highlights of this approach:

Phase 1: 'Just' replacing lights by LEDs

Phase 2: Mapping wishes and assess needs in workshops, interviews and coolwall with general public, local residents and students

Phase 3: Directions & solutions

Kick-off TU/e Innovation Space and Fontys masterclasses

Bootcamps to generate ideas and solutions

Dragon Dances to pitch solutions

Evaluation and selection of the solution

Phase 4: Realisation & evaluation

Face 2 face with a (sub)selection of the International community at (or in parallel to) the SynchroniCity, EIP SCC01 and/or other European project General Assemblies:

On-line (anyplace, anytime, any device for everybody) via knowledge sharing platforms, like the SynchroniCity Gitlab, Apiary and sandbox documentation; the SCORE Gitlab and open community site, Bable (Fraunhofer) and Bee Smart City use case/solution database. There is a case study site @ Eurocities. On-line in related webinars, like the CEF webinar 'Digital Building Blocks for Smart Cities' on 26th February. On-line with/for a (sub)selection of the community via Skype, Go2Meeting etc. On-line (anyplace, anytime, any device for everybody) on a You Tube channel, explanation in baby steps, with a cookbook, movies, interviews,

Next to SynchroniCity and Open Call network, also work together with the following projects, network organizations etc. as mentioned in the table below. Where known the chair/coordinator and linking pin are included.

ID	Name	Short description	Chair/Coordinator	Linking pin
	OASC	Non-profit, international smart city network (of 120+ cities in 20+ countries) to create a global smart city data and services market.	Martin Brynskov	NL: Frans Jorna EIN: Rick Schager
	Eurocities	EUROCITIES bring together the local governments of over 140 of Europe's largest cities and over 45 partner cities, that between them govern 130 million citizens across 39 countries.	Anna Lisa Boni	EIN: Wim de Kinderen
	LSP's	EU H2020 IoT Large Scale projects; for SynchroniCity	Martin Brynskov	EIN: Rick Schager
	ENoLL	European Network of Living Labs is an enthusiastic and active partner of the Open Innovation 2.0 community Forum encompassing innovation experts, policy-makers, academics and citizens. This is the result of DG CONNECT's Open Innovation Strategy and Policy Group (OISPG) who believe in Living labs as creators of attractive innovation ecosystems following the quadruple helix innovation model.	Zsuzsanna Bódi	EIN: Wim de Kinderen
	Creative Ring	Creative Ring is a network of cities where people have a passion for stimulating innovation. Associated cities currently include Aarhus, Barcelona, Brussels, Eindhoven, Espoo and Ghent.	Koen Snoeckx	EIN: CeesJan Mol

		In Eindhoven, the Creative Ring introduces European challenges to artists, designers and makers, bringing imaginative researchers, prototyping thinkers and many other kinds of creatives together.			
	LUCI	LUCI (Lighting Urban Community International) is a non-profit organisation bringing together over 70 member towns and cities worldwide that use light as a tool for social, cultural and economic development. Eindhoven membership since 2005, board member since 2013.	Mark Burton Page	EIN: Rik van Stiphout	
	EIP-SCC	Smart Cities “Lighthouse” Programmes (SCC01s) – Building A Community Implementing Common Solutions, consisting of (presently) a dozen EU-financed consortia representing 36 ‘demonstrator’ cities, 42 replication cities, working on a common agenda – energy reduction and sustainability through energy efficiency measures in buildings, local renewable energy, electric mobility, integrated infrastructures, societal engagement, and various data-enabled solutions. The Cross-SCC01 Collaboration Agreement demonstrates a clear commitment to develop joint replicable business models and solutions.		RTM: Albert Engels EIN: Henk Kok	
	TMForum	TM Forum is the global industry association that drives collaboration and collective problem-solving to maximize the business success of communication and digital service providers and their ecosystem of suppliers; represents over	Joann O’Brien / Paul Wilson		

		850 member companies generating US\$2 trillion in revenue and serving five billion customers across 180 countries.		
	FIWARE Foundation	The FIWARE Community is an independent Open Community committed to materialise the mission: "to build an open sustainable ecosystem around public, royalty-free and implementation-driven software platform standards that will ease the development of new Smart Applications in multiple sectors". Not only the technology (the FIWARE platform) but also FIWARE ecosystem and making it sustainable over time. Currently with 52 organization and more than 100 individual members	Ulrich Ahle	NL: Albert Seubers

Share why?

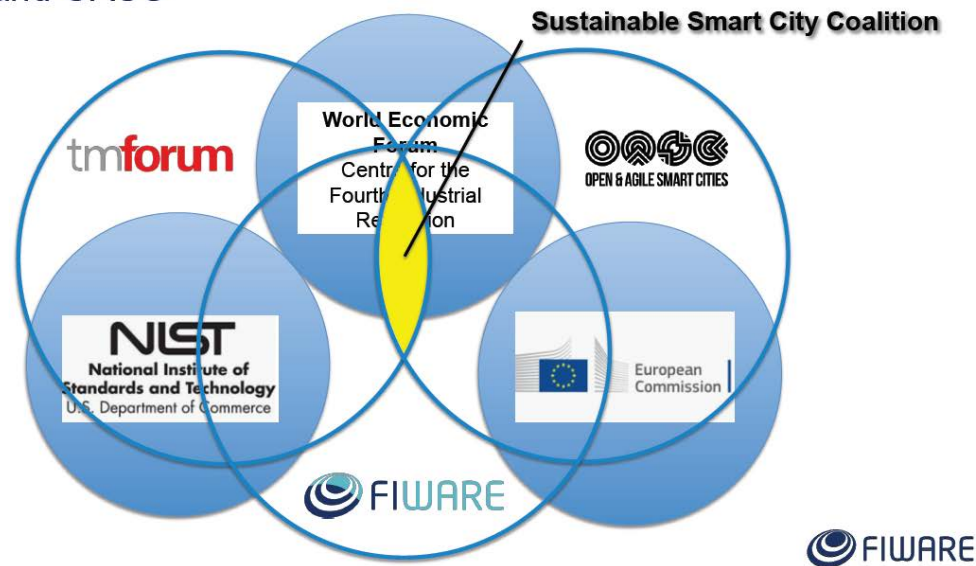
"I have a dream!", speech by Martin Luther King on August 28th, 1963

"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution." From 'What Life Means to Einstein' (Saturday Evening Post, October 26th 1929)

"The true method of knowledge is experiment." William Blake (1757-1827)

Goal = get as much influence in and expand our eco-systems, also for/in the future, for example also (as part of) a global eco-system with also EC, NIST and World Economic Forum, as presented by Ulrich Ahle @ the Connected Smart Cities Conference on 17th January 2019 @ Brussels.

The implementation is based on common denominator from FIWARE, TMForum and OASC



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And to be part of the Digital Europe Programme, with ideas (to be decided by EC/EP) of a lot of funding for stuff, for which we need/want to get a substantial part to our eco-system:

Supercomputers: €2.7 billion

ASML, NXP,....

Artificial intelligence (AI): € 2.5 billion (= 10⁹)

Atos, TU/e = UT = JADS, Bureau Moeilijke dingen, Shinto Labs, ...

and on the edge: Sorama, ViNotion,....

Cybersecurity and trust: € 2 billion

Atos, IRMA, eID,....

Digital skills: €700 million

TU/e, Fontys,....

Ensuring a wide use of digital technologies across the economy and society: €1.3 billion

MoE, Brainport, VNG.

