D8.4 Interaction Plan with Stakeholders, EIP SCC, SCIS, H2020, EERA

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GOPA Com.

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PU	Public	X
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No & name	**D8.4 Interaction Plan with Stakeholders, EIP SCC, SCIS, H2020, EERA**

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Description of the related task and the deliverable. Extract from DoA	**T8.1 Communication and Engagement Strategy (GOPA Com.) M1 – M60** **And T8.2 Knowledge Sharing Platform (GOPA Com.) M1 – M60** The Interaction Plan sets out the guidelines for the interaction with stakeholders, the information we will dissemination to them and what information we will communicate from them to the SPARCS project.
Participants	GOPA
Comments	N/A

V	Date	Authors	Description
0	22/10/2019	VTT	Template for deliverable disclosed.
0	26/11/2019	GOPA	First Version of the Deliverable released to the Coordinator and the Quality Manager for quality check
0	28/11/2019	VTT	Coordinator and the Quality Manager sent feedback to GOPA.
0	29/11/2019	GOPA	Checked by WP leader and released to the Coordinator and Quality Manager for subsequent submission to the EC.
1	29/11/2019	VTT	Coordinator submits the deliverable to the EC

About SPARCS

Sustainable energy Positive & zero cARbon CommunitieS demonstrates and validates technically and socioeconomically viable and replicable, innovative solutions for rolling out smart, integrated positive energy systems for the transition to a citizen centred zero carbon & resource efficient economy. SPARCS facilitates the participation of buildings to the energy market enabling new services and a virtual power plant concept, creating VirtualPositiveEnergy communities as energy democratic playground (positive energy districts can exchange energy with energy entities located outside the district). Seven cities will demonstrate 100+ actions turning buildings, blocks, and districts into energy prosumers. Impacts span economic growth, improved quality of life, and environmental benefits towards the EC policy framework for climate and energy, the SET plan and UN Sustainable Development goals. SPARCS co-creation brings together citizens, companies, research organizations, city planning and decision making entities, transforming cities to carbon-free inclusive communities. Lighthouse cities Espoo (FI) and Leipzig (DE) implement large demonstrations. Fellow cities Reykjavik (IS), Maia (PT), Lviv (UA), Kifissia (EL) and Kladno (CZ) prepare replication with hands-on feasibility studies. SPARCS identifies bankable actions to accelerate market uptake, pioneers innovative, exploitable governance and business models boosting the transformation processes, joint procurement procedures and citizen engaging mechanisms in an overarching city planning instrument toward the bold City Vision 2050. SPARCS engages 30 partners from 8 EU Member States (FI, DE, PT, CY, EL, BE, CZ, IT) and 2 non-EU countries (UA, IS), representing key stakeholders within the value chain of urban challenges and smart, sustainable cities bringing together three distinct but also overlapping knowledge areas: (i) City Energy Systems, (ii) ICT and Interoperability, (iii) Business Innovation and Market Knowledge.

Partners

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1. INTRODUCTION

The dissemination activities of the project are supported through the application of stakeholders and multipliers that have been recruited from among the networks of partners and their own dissemination channels or identified from among other similar initiatives, on the H2020 level, or similar. To that end, multiplier and stakeholder interaction and engagement form a core part that feeds into the Communication and Engagement Strategy (D8.1).

This document sets out the rules and guidelines for the interactions with such stakeholders and showcases the different types of interactions when it comes to communication and dissemination of SPARCS results, so that they are coordinated in an efficient and coherent manner through WP8 and its activities, templates, workflows etc. It is a complementary document to WP6 deliverables, dealing with communication and dissemination aspects of the collaboration with other stakeholders.

1.1 Stakeholder identification

We use the stakeholders and multipliers directly to disseminate to a variety of key target groups, in rather large numbers. Furthermore, we link up with other relevant initiatives for identifying areas for cooperation, for exploiting synergies, and for using them as multipliers to attract stakeholders and to disseminate SPARCS's results.

More specifically, we aim to frequently disseminate through the following networks:

- **European Platforms** such as the SCIS, EIPSCC, SET-Plan, EERA or Green Digital Charter as well as Smart Energy City network as well as other city networks at European level in which representatives of SPARCS lighthouse cities actively participate;
- **The H2020 SCC1 initiative**, where other smart cities projects on EU and national level actively collaborate and coordinate together (please see more in the description of the WP9).
- Other relevant **smart city project networks**, especially the FP7 projects, with whom we have active knowledge exchange through SCIS-organized workshops and events
- **EIP SCC Action Clusters** cooperation that is both online and in person, mediated through the H2020 SCC1 initiative
- **Cities` related initiatives** at EU level, including the Covenant of Mayors, CIVITAS, green digital agenda, European Alliance for Innovation Smart City 360;
- **National stakeholders, organisations and initiatives**, focused around our cities, such as:

  - Initiative Morgenstadt addressing 40 Partners from cities, industries and research on smart sustainable cities and the German National Platform for Future Cities of the German Government
  - SPARCS's partner RIL and its network of urban planning professionals on the Finnish level as well as on a more European level

1.2 Engagement with stakeholders

As seen above, various professional networks are already linked to SPARCS through a targeted smart city stakeholder outreach. Through partnering H2020 projects and their cities, specific collaborative partnerships are fostered together and individually with identified partners, in order to maximize the reach of the communication and dissemination activities and to reach as many potential collaborators and target audiences at European, national and city levels. A dialogue on continuous multiplier programme on local city level is also taking place.

1.3 Goals for engagement

The key goal of the interaction with stakeholders is to share the knowledge gained in the project and specifically engage with H2020 projects, SCIS, EIP-SCC and EERA in order to feed the European discussion on smart cities and communities, promote successful innovations from lighthouse cities and co-created solutions, but also to get in touch with potential partners or peers and attract new private-sector funding for our replication projects.

2. COLLABORATION WITH INDIVIDUAL INITIATIVES

To ease the understanding, we foresee various levels of interaction based on the collaboration potential with the initiative, its dissemination activities and overlap with our target audiences:

- Close collaboration and joint coordination of activities
- Structured dialogue and exchanges
- Exchange of visibility and mutual participation in events

2.1 Close collaboration on all fronts: H2020 SCC1 Projects

Within the H2020 SCC1 Projects, we aim to have members in all the task forces established. The **Dissemination and Communication Group** focuses on common communication of all H2020 SCC1 Projects and their activities. We will be an active part of their activities to be able to contribute all SPARCS communication and dissemination knowledge and resources and draw upon the larger dissemination effect of the greater community.

To that end, we aim to:

- **Collaborate, coordinate and exchange on dissemination and communication**:

  o Collaborate closely and constantly coordinate all communication and dissemination activities, to achieve a greater impact and scale at the EU and national levels.

- o Contribute to joint sharing of stakeholder and target audiences to achieve a greater reach across shared target audiences.
- o Join all joint communication and dissemination activities, from events, booths and workshops to online webinars, common branding, key messages and online and social media presence

- ▪ **Help co-create a common brand for H2020 SCC1 projects:**
  - o Help produce and contribute to with the SPARCS solutions and city-knowledge to a series of joint communication and dissemination tools:
    - ▪ the multitouch board for replication
    - ▪ common presentation
    - ▪ common design of a stand and all its elements
    - ▪ posters, flyers and leaflets
  - o Contribute to a finalise to the common work on branding of all H2020 SCC1 projects and the creation of an overall brand to be used across all projects and cities when communicating on the umbrella initiative

- ▪ **Contribute to building common online presence for all H2020 SCC1 projects**
  - o Create and contribute to mutual communication and dissemination exchanges and partnerships by sharing our social media, networks and other dissemination channels as well as utilise the H2020 SCC1 groups' channels individually or as a common tool
  - o Actively support social media exchanges by tagging, sharing, re-sharing and coordination of content
  - o Exchange news and newsletter visibility across all projects
  - o Contribute to common press releases and jointly track media mentions
- ▪ **Jointly coordinate presence and participation at events, workshops and webinars**
  - o Attend and actively participate in all regular meetings, exchanges and sharing of materials, event spaces, workshops and webinars to take advantage of the mutual resources and the joint dissemination scale.
  - o Attend events, according to the coordinated and agreed event calendar:
    - ▪ **Joint H2020 SCC1 presence**: **all projects are present** at a set number of events as a joint group, usually with the joint stand and/or multitouch. This event presence is the most efficient, as through the joint dissemination and communication of currently 17 projects; our reach and visibility are the highest across all of Europe and to highly relevant target audiences.
    - ▪ **Coordinated presence: One of more projects coordinate** their own presence with a stand and a speaker participating in a workshop or providing a high-level talk, which provides top-visibility for both SPARCS

and the speaker and the best reach through combined promotion in the events` own channels and ours.

- **Exchange of visibility: joint online sharing and promotion** of all activities and presence at events with the aim to generate more buzz and create a greater presence with all projects and more than 100 cities.
- Some of such events include:
    - Regular meetings of H2020 cities, project partners and the various tasks groups' workshops
    - Other H2020 projects' events, workshops, webinars
    - Smart City Expo Barcelona
    - Nordic Edge conference
    - EIP-SCC Marketplace General Assembly
    - SCIS planned Workshops and conferences
    - Green Week
    - EU Sustainable Energy Week Brussels
    - European Week of Regions and Cities
    - URBACT City Festival
    - Energy Cities' Annual Conference
    - EUROCITIES' Annual Conference
    - SET-Plan conference
    - European Energy Union conference

- Additional events targeted to different audiences are being collected and proposed in the course of the project at the common communication meetings.
- We use an event tracking document for the identification of the presence at events, evaluation as well as further reporting, thus the continuously updated full list can be found there.

2.2 Interaction with EIP SCC and SCIS: establishing a structured dialogue

Taking into account the recent developments and the planned merge of the EIPSCC platform and the SCIS platform into one, we group our activities here, when it comes to dissemination and communication with both initiatives.

The collaboration with the EIP SCC Marketplace and SCIS is taking place through two channels:

- As a combined collaboration of all smart cities EU level projects together with the H2020 projects, e.g. at the Barcelona Smart City Expo event or any other events.

o Individually with the EIP SCC /SCIS through mutual collaboration, exchange of visibility and events invitations:

  ▪ Mutual exchange of news, newsletter visibility
  ▪ Joint social media activities, sharing and tagging on social media
  ▪ Mutual promotion of activities organised by either party

In addition to that, we would also promote and communicate all SPARCS activities within the knowledge sharing activities of WP6.

  ▪ Communication of all EIP SCC / SCIS / Action Clusters events to SPARCS partners who are invited to their events, workshops, webinars and informed of all other activities
  ▪ Dissemination of all SPARCS activities, developments, invitations and progress to EIP SCC / SCIS network and Action Cluster leaders so that they can attend or participate in SPARCS activities and enrich so the SPARCS project.

2.3   Link-up with EERA and EERA JPSC: bringing forward research gaps encountered in the project

In addition to the European smart city initiatives described above we also plan to be actively present in the European Energy Research Alliance (EERA and EERA JPSC).

More concretely, our communication and exchange of visibility will be following our knowledge sharing actions and to that end, will closely mirror the WP6 described activities.

We will be promoting and communicating on our joint partnership and to that end communicate about:

  ▪ SPARCS partners are present at the annual presentation of the project outcomes in the EERA joint program coordinator group
  ▪ Feeding of SPARCS project results into technical workshops of EERA joint programs

We will be actively participating in the EERA /EERA JPSC events:

  ▪ Annual Presentation of project results to EERA JPSC City advisory board;
  ▪ Kick-off and final presentation of the project at the EERA congress

2.4   National and local stakeholder engagement

Similarly as above, to disseminate SPARCS developments and results at local level, we will develop together with the local partners and cities specialised actions (online webinars, collaborative spaces, specialised small festivals) in cooperation with the Urban living labs,

oriented at getting in direct exchange and communication with local citizens and communicate about the project and the lighthouse and follower cities' results.

Local activities include liaising with existing events organised by the municipalities, schools, colleges to promote the project and the cities' action and are also linked to social media content and the individual cities' SPARCS websites.

We will focus on:
- Mutual exchanges of visibility via online and offline tools (social media, news, websites, newsletters, offline presence)
- Joint collaboration with some of the initiatives, with the aim to increase visibility and reach
- Joint collaboration on events, workshops and webinars

3.   STAKEHOLDER MAPPING AND GUIDELINES

For all SPARCS partners to benefit from all the dissemination potential of the stakeholders and multipliers, we will use a combination of channels for dissemination to address different target groups. In order to ease the organisation of such a combined outreach to multipliers and stakeholders, we would create a stakeholder mapping document:
- outlining the key organisations,
- key contact responsible within the project,
- who are we reaching through them
- the impact they would have.

This table would be regularly updated to keep track and manage all stakeholder relationships within the project across all WPs.

In addition to that, we would build simple guidelines on:
- Regular sharing, tagging, liking on social media
- Regular news exchanges
- Regular newsletter sharing
- Regular inclusion of our content on their website (e.g. blogs) and vice-versa

In addition to the mapping, we would build all **necessary guidelines and templates, as outlined in D8.1 to** make it as easy as possible for the potential stakeholders and multipliers to share our message and help us with the promotion and recruitment. To be able to monitor all the above, we will also set up a **media tracking tool**, that each partner would be responsible to fill out.

All activities will be monitored in the stakeholder mapping document.