D8.5 Media Plan

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GOPA Com.
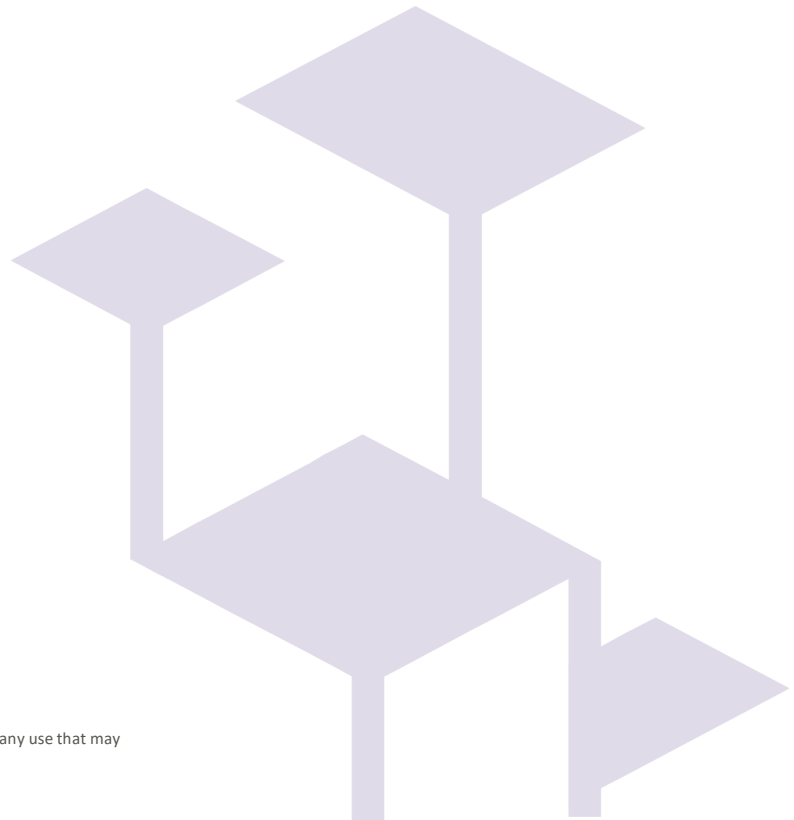
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PU	Public	X
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Deliverable administration

No & name	**D8.5 Media Plan**				
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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** The Media Plan describes the identification of media at EU and local/city level, gives an overview of work methodology, showcases the toolkit for journalists and explains the media monitoring and analysis. A comprehensive media list, annexed to the document, is a key deliverable of the task.				
Participants	GOPA				
Comments	N/A				

V	Date	Authors	Description
0	27/11/2019	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

Carefully planned media strategies are instrumental to achieving our communication objectives and reach out to intended audiences on both EU and local levels. To do so, we believe building trusting relationship with the media is essential.

In this document, we have developed a strategic process to conceptualise and implement effective media relations strategies, paying close attention to the media to see where to focus attention. This strategic approach relies on several steps: research, identification of media, message development, preparation of a media toolkit, definition of best momentum for our activities.

We will build stories for media around SPARCS key milestones, solutions, pilots and mayor profiles to gather the interest of journalists to publish such interesting cases. At the same time, we will strive to create a trustworthy and credible relationship with the media, so as to fully benefit from their presence online, both on the EU level as well as at National/Regional Level through the cities or multipliers. In addition to building trustworthy relationships with media, we also foresee the distribution of press releases at key project milestones, regularly reaching out to journalists of Twitter and engaging them into specialised smart city related conversations.

2.   IDENTIFICATION OF JOURNALISTS

We have prepared a dedicated database of key journalists at the EU level to be targeted. Depending on the moment and hook, we will then be able to easily select which are the most appropriate to reach out to. We may decide to focus on media which would specifically help reach the identified target audience groups, or who may support outreach efforts towards the wider public.

The selected journalists are mapped based on the structure below:

- Media at EU level
    - Popular Dissemination – EU wide
    - Most influential outlets - EU 28

At both levels, we will strategically define the best moment to engage in and follow up activities with the media. Proactive activities can take place for the launch of a process, linked to SPARCS' key milestone(s) or linked to current affairs/news, etc. We will be "reactive" if needs be, for example in a media crisis when flagging negative media mentions relevant to our project.

When creating the EU 28 media list, the following topics were included to the research:

- Sustainability
- Sustainable energy
- Energy
- Innovation
- Technology
- Smart cities
- Environment
- Urban transformation
- Chemicals

- Science
- Citizens
- Mobility
- Refurbishment
- Data
- artificial intelligence
- architecture
- urban planning
- cities
- EU /EU economy

Both of the media lists, prepared for the first SPARCS press release (01.10.2019), are annexed to the Media Plan. The lists will be updated monthly.

2.1 Media at EU level

It is worth to mention that SPARCS will actively seek impact in mass media, possibly converging project results through wider and more attractive narratives (i.e. not talking about the project itself, but about the impact it has, focusing on stories relevant to the specific media readers such as citizens of other cities, who may be interested in such solutions and having them also implemented in their city). Potential channels that will be targeted in this regard are topical magazines (eu.research, industry magazines such as WIRED, Cities Today or Architecture Digest), online news feeds (e.g. CORDIS wire), mainstream media (e.g. national newspapers, TV or radio stations).

To reach more general public, important milestones of the project will be always announced by a press release, local journalists invited to all local city events.

In addition, we will rely on the direct connections of SPARCS scientific partners who have direct access to and can submit for publishing at least 5 articles in scientific journals (such us Sustainable cities). To that end, GOPACom. has direct relationships with the media (at EU level), whereas the Lighthouse cities and Fellow cities will be in charge of local media coverage, thus ensuring a targeted and localised dissemination. Joint press releases with H2020 projects will be produced on a regular basis, at a minimum around joint events.

2.1.1 Methodology

Identifying Media

The current media list was put together by using a public relations tool Cision that is part of the Dutch news agency ANP and PR Newswire.

We use Cision mainly as a research and media monitoring tool. It offers access to the global market leader in news circulation and an access to an international press agency network (including Bloomberg, Reuters, Press Association, DPA, APA, Europa Press, Belga, Associated Press, etc.). More than 2 million stories are available daily for monitoring and the program covers the news coverage in more than 150 countries.

Broadcast media

SPARCS representatives (Project Coordinator, WP leaders, City Leaders and mayors) will engage with broadcasting media (television networks, radio, podcasts) to communicate at key moments about the development of the SPARCS project, its successes, issues and challenges.

Print media

Articles will be pitched to the technical press and media with a focus on specialised, technical online media outlets to ensure a broader reach. The articles can either be drafted by experts within the SPARCS community or arranged as interviews with a journalist. These will be pursued on an ad hoc basis if an interesting thematic spin is identified or an opportunity to connect with the media identified. Media at national level could be a useful outlet source, in which case articles may be published in local languages.

2.2   Media at local/city level

As the local/city level communication coordinators are most familiar with their media landscape, we will be preparing press materials in English, forwarding them to the local/city level communication coordinators and asking them to disseminate the translated materials with their local press.

We will be keeping an eye on the local/city level media mentions and map the media outlets who have published SPARCS related contact in order to also develop a comprehensive media list per Lighthouse/fellow city.

3.   MESSAGE TAILORING

Once we have identify which part of the media list will be used for a specific action, we will define elements to be highlighted and key messages to be tailored for the media. This could be by focusing on positive elements in terms of achievements, success, the state of play, upcoming milestones, newly released statistics, including by country (with a focus on positive points/results).

We will be creating an editorial document that will specify the individual key messages, the elevator pitch, the short blurb and a half pager (all to be used on the website and on social media or print products, as necessary).

As mentioned in the Communication and Engagement Strategy (D8.1), we will also specify language "guidelines" of what to use or not to use, so that the cities have an easy rule to follow when communication/translating content prepared by us to their local media, such as:

- Avoid using "project" or "SPARCS project" unless specifically referring to the actual funding and the project itself. Refer to it as "initiative" "initiative supported by the EU" or simply SPARCS. [This is relevant for key messages, of course the legal aspects are clearly outlined according to the EU guidelines];
- Avoid using any abbreviations "H2020" or "SCC1" or similar, unless specifically referring to this programme with our technical experts. Outside the realm of the H2020 projects, this language is hard to understand and to that end, we strongly prefer using
- Watch out for dividing between "us and them" (as in "we are xxx") and rather use more inclusive language: "come build with us, collaborate with us, join us at…" etc.

4.   MEDIA TOOLKITS

We will prepare adapted tools to target media/journalists. The content of the media pack will e.g. include:
- Rebuttals (as tool for internal use only)
- A brief (written content of oral pitch for journalists)
- Q&A (Frequently asked questions)
- Press release(s)
- Factsheets
- Infographics

As stated in the Communication and Engagement Strategy, a coherent visual identity is the core in creating a large scale multi-level dissemination campaign. The visual identity will be used for any media and tool and is adaptable to local level of dissemination.

5. MEDIA MONITORING

Media monitoring is the process of reading, watching or listening to the editorial content of media sources on a particular matter through specific keywords and useful tools. Undertaking a pre-activity monitoring enables keeping the finger on the topic pulse in the social media, ensuring awareness of the situation before undertaking an activity as describe in the above section.

We will be monitoring media by systematic research on **Cision** and setting up **Google Alerts**.

As mentioned above, **Cision** offers access to the global market leader in news circulation and an access to news coverage in more than 150 countries. We will be carrying out weekly monitoring sessions and share the most important/influential media mentions on SPARCS social media.

Google Alerts are particularly useful to perform daily news monitoring on a particular topic. We will identify a list of project related keywords and feed them to the alert system. The service then sends emails to us when it finds new results – such as web pages, newspaper articles, blogs or scientific research – that match the user's search term(s). Daily monitoring allows quick reaction and assessment of the topics that are currently discussed on international and local level while post monitoring helps evaluate the impact of a communication activity.

Focused/ad-hock searches will be sometimes carried out my manual Google search.

In addition, partners and Lighthouse/fellow cities are expected to keep an eye on their local media and insert all relevant media mentions to the agreed **tracking sheet on Microsoft Teams**. Media mentions identified by GOPA Com. will be added to the sheet as well.

The Media Plan will be reviewed in M24 of the project and at M36, where necessary. Following the feedback and experience from the project, media lists will be adjusted. Furthermore, the document will be reviewed once a year and the action points will be updated.

6. QUALITATIVE ANALYSIS OF MEDIA COVERAGE/MONITORING

Once the monthly media monitoring has been completed, articles are read closely and analysed based on the detailed methodology below:

Key data analysis
First, articles are classified by type:

- News pieces are straightforward: brief articles that report on a press release or a specific event.
- Opinion pieces can be letters to the editor, op-eds, columns or editorials.
- Feature stories are usually more in-depth pieces, reporting the topic in detail.

In addition to analysing the type of article, it is important to take note of where each article is published:

- General or specialised press;
- International, national or regional media;
- Online or printed, radio or TV;

- Placement: front loaded or not;
- Publication date: coverage tied to calendar or not.

Content analysis

In addition to looking at story type, timing and placement within the newspaper, we will sometimes also look at the tone of voice, approach and content of what is being said. We have identified three types of content analyses:

- **Tone analysis**: It is important to determine how issues are framed. Frames reflect a specific viewpoint or mindset. An analysis of how a topic is tackled involves looking at the article's content and seeing how reporters connect its topic to the archetypal stories that already exist within people's minds or to the national, regional or local context of the country.
- **Spokesperson analysis**: Whoever is quoted about a particular issue within a news story has increased the impact on how that issue is portrayed to the public. Usually spokespeople fall into the following categories, although categories vary depending on the topics: advocates, business leaders/professionals, public/government officials, members of the general public, and academics.
- **Comparative analysis**: sometimes it can be very informative to compare media coverage from one year to the next, or from one event to another or one country to another.

7. ANNEX I – POPULAR DISSEMINATION MEDIA LIST

Media	Overall topic	Topic	Innovation / Discovery / beyond the state of the art
Business and Industry	Energy	Renewable energy production in urban areas (district heating / Photovoltaic)	
Polis Network	Mobility	Sustainable Mobility	Mobility Innovations
EBN Innovation Network	Business models	Innovation	Smart Cities Innovation
Horizon Magazine	Research and Innovation	All Topics	Research and Innovation
Prospect Magazine		All Topics	
EU Observer		All Topics	
Cordis	Research and Innovation	All Topics	Research and Innovation
Tech Republic	Data management	Data platform / Urban data management / Data-based decision making tools	Research and Innovation
Cities Today	Smart Cities	All Topics	Cities/Tech/Government
Renewable Energy Magazine	Energy	Renewable energy production in urban areas (district heating / Photovoltaic)	Renewable Energy Technology
Euronews		All Topics	
IEA	Energy	Renewable energy production in urban areas (district heating / Photovoltaic)	Renewable Energy Technology
Euractiv		All Topics	
Clean Technica	Energy	Renewable energy production in urban areas (district heating / Photovoltaic)	International Energy Policy
Inside Climate News	Energy	Renewable energy production in urban areas (district heating / Photovoltaic)	
Meeting of the Minds	Smart Cities	All Topics	Cities/Tech/Government
Next City	Smart Cities	All Topics	Cities/Tech/Government
Digital Trends	Data management	Data platform / Urban data management /	

		Data-based decision making tools	
Renewable Energy Focus	Energy	Renewable energy production in urban areas (district heating / Photovoltaic)	Renewable Energy Technology
City Lab	Smart Cities	All Topics	
Recharge News	Energy	Renewable energy production in urban areas (district heating / Photovoltaic)	Renewable Energy Technology
Cities of the Future	Smart Cities	All Topics	Cities/Tech/Government
Smart Cities World	Smart Cities	All Topics	Cities/Tech/Government
Smart Cities Dive	Smart Cities	All Topics	Cities/Tech/Government
Renewable Energy World	Energy	Renewable energy production in urban areas (district heating / Photovoltaic)	Renewable Energy Technology
Urban City	Smart Cities	All Topics	Cities/Tech/Government
European Energy Innovation	Energy	Renewable energy production in urban areas (district heating / Photovoltaic)	Renewable Energy Technology

8.   ANNEX II – EU 28 MEDIA LIST

Country	Media	Topic
Belgium	DE MORGEN	Europe
Belgium	DE TIJD	Energy
Belgium	E!SHARP	Environment
Belgium	NRC HANDELSBLAD - BRUSSELS	Europe
Czech Republic	EKOTON	Environment
Czech Republic	PRO-ENERGY magazín	Energy
Czech Republic	Reseller Magazine	Technology
Denmark	Altinget Online	Europe
Denmark	Altomteknik.dk	Urban planning
Denmark	Berlingske	Environment
Denmark	Ingeniøren	Building/Construction
Denmark	RITZAUS BUREAU - BRUSSELS	Europe
Finland	Aaltonen, Timo-Pekka	Environment
Finland	Helsingin Sanomat Verkkoliite	Urban Affairs/Planning

Finland	KAUPPALEHTI - BRUSSELS	Economy/Economic Issues
France	CLIQUE TV	Social Issues
France	EUROP'ENERGIES	Alternative/Renewable Energy
France	FRANCE 3 BOURGOGNE FRANCHE-COMTE - FRANCHE-COMTE - REDACTION	Environment
France	FRANCE Ô - PRESENTATEURS/CHRONIQUEURS	Environment
France	IDEAT - DIRECTION/REDACTION	Architecture
France	INFOBAT 91	Building and Construction Industry
France	LE JOURNAL DE L'ANDRA EDITION MEUSE/HAUTE-MARNE	Environment
France	NANTES METROPOLE LE JOURNAL DE LA METROPOLE NANTAISE	Urban Affairs/Planning
France	RFI RADIO FRANCE INTERNATIONALE - CHRONIQUEURS	Europe
France	ROUTES	Building and Construction Industry
France	SEQUENCES BOIS	Architecture
France	TEMA.ARCHI	Architecture
Germany	Associated Press - Berlin Bureau	Europe
Germany	Bauwelt online	Architecture
Germany	buffed.de	Artificial Intelligence

Germany	DIE ZEIT	Technology
Germany	energiezukunft	Alternative/Renewable Energy
Germany	Energy 2.0	Energy
Germany	heise Netze	Technology
Germany	heise online	Technology
Germany	Nature	Environment
Germany	NDR Kultur	Architecture
Germany	ZDF - heute-journal	Environment
Greece	Associated Press - Athens Bureau	Europe
Greece	Energypress	Energy
Greece	Exelixeis.gr	Technology
Hungary	Építés - Építészettudomány	Architecture
Hungary	Index.hu	Technology
Italy	Corriere della Sera	Economy/Economic Issues
Italy	Corriere delle Comunicazioni	Technology
Italy	Green Planner Magazine	Alternative/Renewable Energy
Italy	Nuova Energia	Alternative/Renewable Energy

Italy	Reuters - Milan Bureau	Europe
Netherlands	NRC Handelsblad	Environment
Netherlands	Skipr	Economy/Economic Issues
Poland	3dcad.pl	Technology
Poland	Eurobuild Central and Eastern Europe	Architecture
Poland	www.projekty.murator.pl	Architecture
Romania	Adevarul	Social Issues
Romania	Infomediu Europa	Alternative/Renewable Energy
Romania	Vice Romania	Technology
Slovakia	SME Tech	Technology
Slovakia	Trend Slovakia	Business
Slovakia	Trend Slovakia Online	Business
Spain	AD ARCHITECTURAL DIGEST - (MENSUEL ARCHITECTURE ESPAGNOL)	Architecture
Spain	El País	Europe
Spain	El País Planeta Futuro	Alternative/Renewable Energy
Spain	MallorcaHEUTE haus+garten	Architecture
Spain	Quo Online	Technology

Spain	Teknófilo	Technology
Sweden	Golv till Tak	Architecture
Sweden	Svenska Dagbladet - Näringslivsredaktionen	Sustainability
United Kingdom	BBC Radio London	Europe
United Kingdom	BBC Scotland	Social Issues
United Kingdom	Observer, The	Technology
United Kingdom	Patriot on Sunday, The	Environment
United Kingdom	Sunday Telegraph - Reporters, The	Alternative/Renewable Energy