



SPARCS

D8.7 Flyer\Postcard

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Dissemination level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

Deliverable administration			
No & name	D8.7 Flyer\Postcards		
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Description of the related task and the deliverable. Extract from DoA	<p>T8.3 Online and Offline Communication Tools (GOPA Com.) M1-M60</p> <p>To disseminate SPARCS most important key messages offline, a flyer\postcard was designed to be printed out and used as a promotional material.</p> <p>The deliverable, postcard, showcases SPARCS' mission, lighthouse and fellow cities and goals. The postcard can be distributed online on social media, websites, etc. or offline (printed version) during events.</p> <p>D8.8 Infographics (GOPA) These are the images that will be explaining the complexities of the city solutions, show the progress and the results in each city. They are simplified images of what is being produced, similar to the ones we have produced for the bid. (OTHER/PU, M3 and according to events and city results)</p>		
Participants	GOPA Com.		
Comments	N/A		
V	Date	Authors	Description
0	13/12/2019	GOPA Com.	First Version of the Deliverable released to the Coordinator and the Quality Manager for quality check
0	17/12/2019	VTT	Coordinator and the Quality Manager sent feedback to GOPA.
0	20/12/2019	GOPA Com.	Checked by WP leader and released to the Coordinator and Quality Manager for subsequent submission to the EC
1	26/12/2019	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



Table of Contents

1. Executive Summary	5
2. Introduction	5
3. Postcard	6



1. EXECUTIVE SUMMARY

This deliverable showcases the first design of the postcard that is to be used and distributed at events to promote SPARCS to the target audiences.

2. INTRODUCTION

As mentioned in the SPARCS proposal, it is important to “spread the word” not only online, but also offline.

One of the most effective way has proven to be visual – via dedicated promotional materials that would carry the SPARCS branding like flyers and postcards.

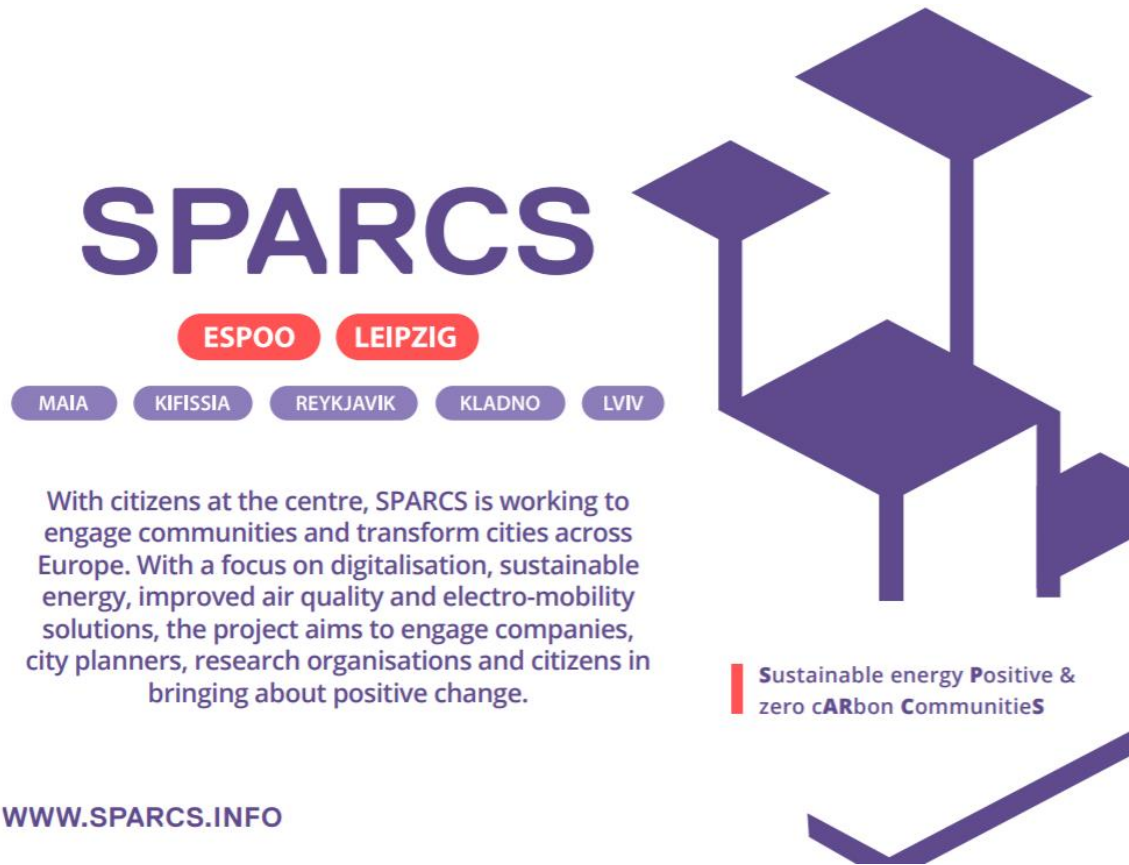
To disseminate SPARCS related info on paper, an informative and illustrative postcard was created that can be handed out during workshops, conferences and other events by all SPARCS partners.



3. POSTCARD

The JPG format of the postcard can be found below:

Recto:



Verso:



The flyer content is set against a dark purple background with a red border. It is organized into three main columns:

- How we aim to do it:** Contains the text "Enable, inform and support efficient urban transformation of cities into **carbon free communities**". Below this is a cluster of icons including a globe, leaves, a lightbulb, a wind turbine, solar panels, an electric car, and a bicycle.
- We focus on:** Contains three items:
 - "establishing a **dynamic circular economic framework**" with an icon of a building and a lightbulb.
 - "engaging **innovation oriented investors, professionals and companies**" with an icon of a smartphone showing a graph and a lightning bolt.
 - "enabling **urban transformation**" with an icon of a solar panel and a lightning bolt.
- Where we aim to implement:** Features a map of Europe with several countries highlighted in orange. Below the map, it lists "Lighthouse cities" as **ESPOO** and **LEIPZIG**, and "Fellow cities" as **MAIA**, **KIFISSIA**, **REYKJAVIK**, **KLADNO**, and **LVIV**.



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