SPARCS

D8.9 Event attendance package

23/12/2019

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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	**D8.9 Event attendance package**
Status	Released · **Due** M3 · **Date** 01-01-2020
Author(s)	GOPA Com. - Ryoko Abe, Veronika Cerna, Liina Kalamees
Description of the related task and the deliverable. Extract from DoA	**T8.4 Events and Workshops (GOPA, All partners) [M1-M60]** To be able to organise and\or participate at events, this task will design an events package that will consist of PPT template, SPARCS official presentation, events and media mentions tracking sheets, postcard, general infographic, roll-up and SPARCS official press release. All the promotional materials included to the events package are for distribution at events to spread the word about SPARCS project. **D8.9 Event attendance pack (GOPA)** This is a pack of promotional products that we will prepare for every event for the partners: - templates for PPT - official presentation - outlining in 10slides what the project is about, who we are etc. - postcard and/or leaflet to distribute - rollup and/or stand if we are presenting with a stand - official press release that explains the project, the goals, who we are etc.
Participants	GOPA Com.
Comments	N/A

V	Date	Authors	Description
0	23/12/2019	GOPA Com.	First Version of the Deliverable released to the Coordinator and the Quality Manager for quality check
0	23/12/2019	VTT	Coordinator and the Quality Manager sent feedback to GOPA.
0	26/12/2019	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

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1. INTRODUCTION

The deliverable, events attendance package, is foreseen for preparing for events, attendance and follow-up on events participated in.

2. DESCRIPTION

The events attendance package includes the following elements:

- PPT template
- SPARCS official presentation
- events tracking tool
- media mentions tracking tool
- postcard
- general infographic
- roll-up
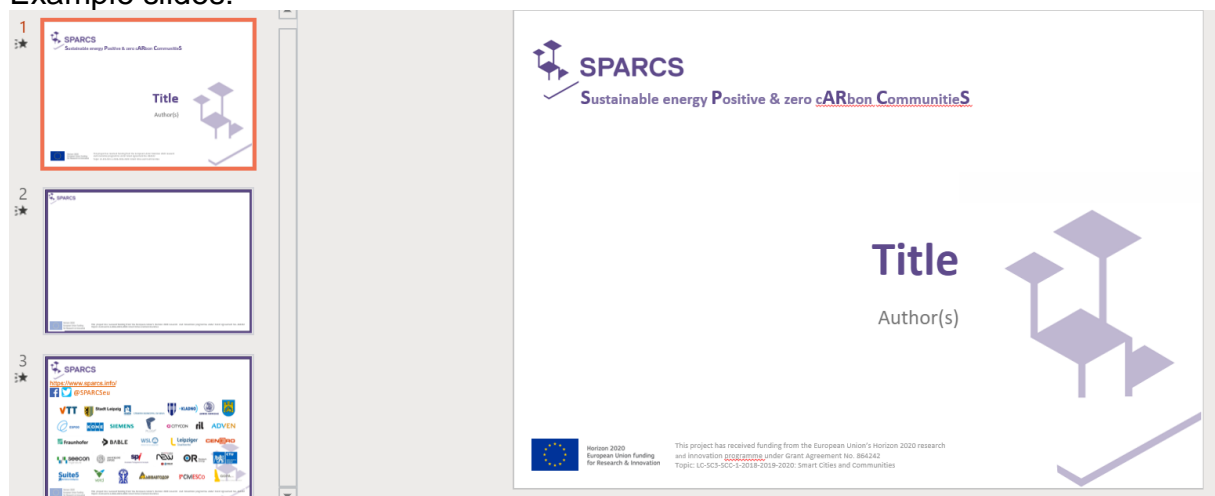- SPARCS official press release

All these elements\materials have been created by respecting the visual guidelines and will ensure the coherence in coordination among all the SPARCS partners.

The whole Events attendance package can be found at Microsoft Teams – WP8 – Events attendance package - for all partners to use continuously when attending an event, giving a presentation or organising / attending a workshop in their capacity as a SPARCS representative.

3. PPT TEMPLATE

The PPT template is foreseen for creating; distributing and displaying all SPARCS related presentations. The template is easily adjustable for the needs of each SPARCS partner and includes the official SPARCS fonts, colours, graphical elements and logos of partners.
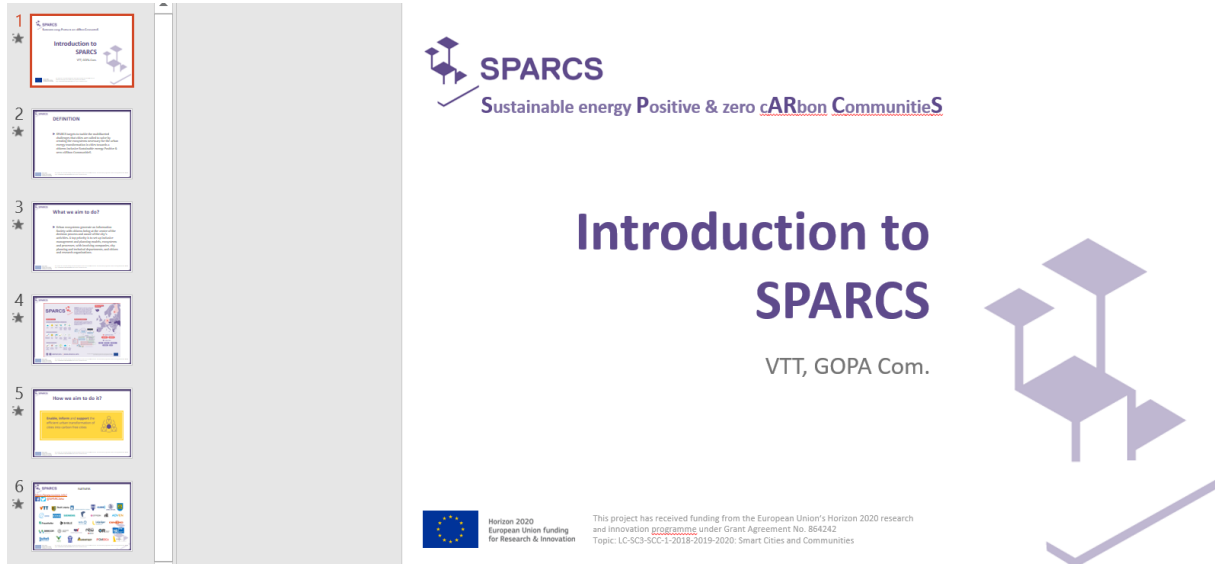
Example slides:

4. SPARCS OFFICIAL PRESENTATION

The SPARCS official presentation outlines 10 slides about SPARCS' mission, goals, action-points, partners etc.

Example of the presentation:

5. EVENTS TRACKING TOOL

As stated in the SPARCS proposal, all relevant events will be continuously screened, selected and planned as outlined in T8.1 in an event tracking tool and shared across all partners to coordinate all presence.

The partners must fill in the tracking sheet once decided on an attendance or after attending an event.

Example of the events tracking tool:

Event title	Registration deadline	Status	Who is attending (organisation)	Participation type	Start date (YY/MM/DD)	End date (YY/MM/DD)	Organiser
Smart City Expo World Congress		attended	GOPA Com., VTT, SUITE 5	workshop, leaflets distributed	19/11/19	19/11/21	Fira Barcelona - SCEWC team

The events tracking tool can be found and downloaded on Microsoft Teams – WP8 – Files – Tracking Tools.

6. MEDIA MENTIONS TRACKING TOOL

To collect, process and re-share articles and news items about SPARCS, a media mentions tracking tool has been created. The tool is foreseen to be used by all SPARCS partners, with a focus on WP8 leader and Lighthouse cities.

Example of the media mentions tracking tool:

	A Date (yyyy-mm-dd)	B Media title	C Type (printed/online article; video,	D Link (if on-line)	Title
2	2019-10-09	VERD,Company website		https://elinverd.gr/sparcs-smart-cities-project/	SPARCs – S
3	2019-10-08	City council website	link	https://city-adm.lviv.ua/news/city/lviv-international/270961-lviv-stav-uchasnykom-proiektu-spar	Lviv becor
4	2019-10-09	032.ua	link	https://www.032.ua/news/2536925/lviv-pidvisit-energoefektivnit-misto-dolucilosa-do-masstabn	Lviv would
5	2019-10-09	GalInfo	link	https://galinfo.com.ua/news/lviv_stav_uchasnykom_proiektu_sparcs_327941.html	Lviv becor
6	2019-10-09	Vezha	link	https://vezha.net.ua/suspilstvo/lviv-stav-uchasnikom-proektu-sparcs/	Lviv becor
7	2019-10-11	athens voice	online article	https://www.athensvoice.gr/environment/586704_programma-sparcs-kanei-exypni-poli-dimo-k	SPPARCS
8	2019-10-11	ta nea	online article	https://www.tanea.gr/2019/10/11/science-technology/to-programma-sparcs-gia-viosimes-polei	SPARCS pr
9	2019-10-11	in.gr	online article	https://www.in.gr/2019/10/11/tech/programma-sparcs-gia-viosimes-poleis/	SPARCS pr
10	2019-10-11	politik	online article	https://politik.gr/i-kifisia-ginete-prasini-me-ti-voithia-tis-elin-verd/	Kifissia be
11	2019-10-11	facebook.com/uceeb.cvut/photos	facebook notice	https://www.facebook.com/uceeb.cvut/photos/a.1975510439331319/2412523838963308/?ty	Aliance pr
12	2019-10-15	dv.is	online article	https://www.dv.is/eyjan/2019/10/15/reykjavikurborg-faer-kolefnisjofnunarstyrk-fra-evropusaml	The city o
13	2019-10-15	Reykjavik city website	online article	https://reykjavik.is/frettir/160-milljonir-til-kolefnisjofnunar-og-orkuskipta	160 millio
14	2019-10-15	Ruv.is, Icelandic national broadcasting se	Online article	https://www.ruv.is/frett/160-milljonir-i-orkuskipti-og-kolefnisjofnun	160 millio
15	2019-10-17	mestokladno.cz	online article	https://mestokladno.cz/kladno-se-jako-jedine-z-cr-ucastni-projektu-sparcs/d-1478966/p1=2100	Kladno se
16	2019-10-18	Kladnskelisty.cz	online article	https://kladenskelisty.cz/201330/kladno-jako-jedine-mesto-z-ceske-republiky-ziskalo-prestizni-u	Kladno jak

7. POSTCARD

To disseminate SPARCS related info on paper, an informative and illustrative postcard has created that can be handed out during workshops, conferences and other events by all SPARCS partners.[1] This is part of the deliverable D8.7 Flyers/ postcards (GOPA) (DEC/PU, M3 and according to events). For more information D8.7 has been added as an Annex.
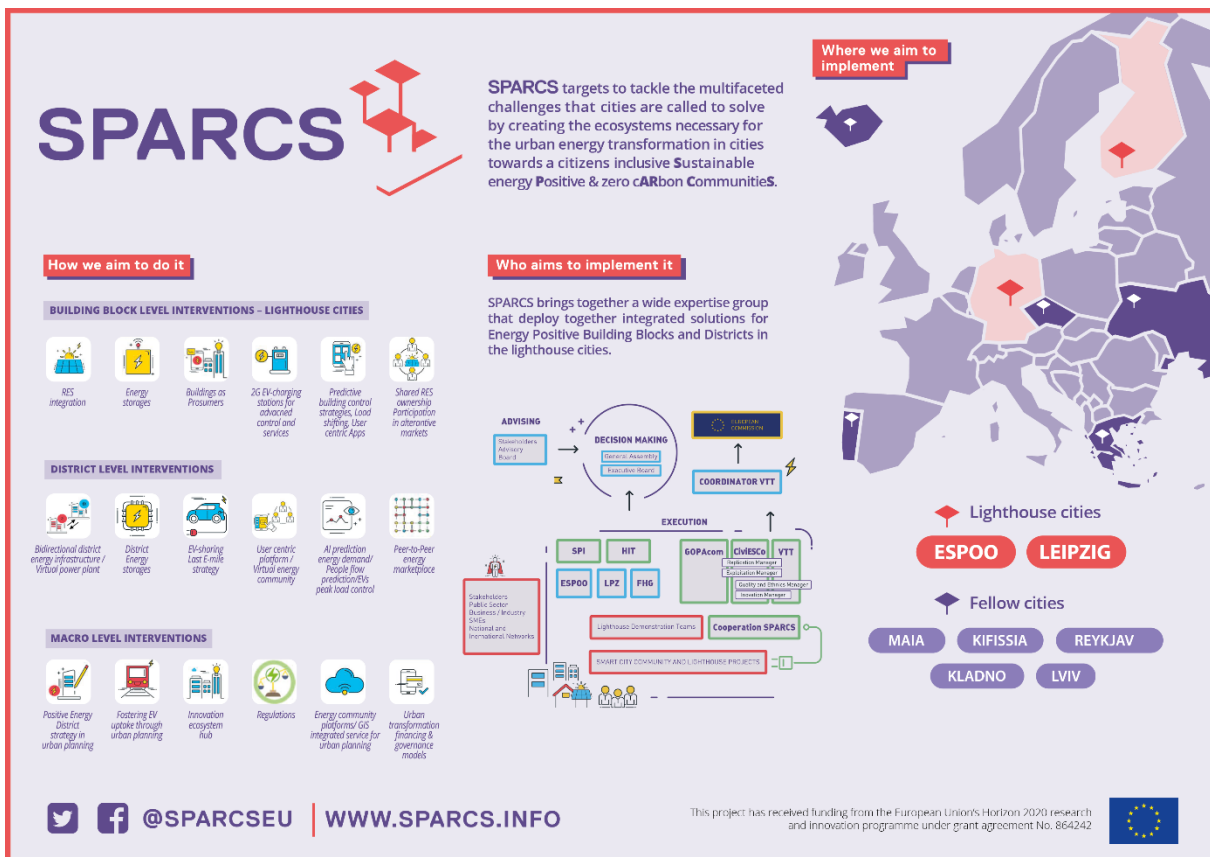
Front cover of the postcard:

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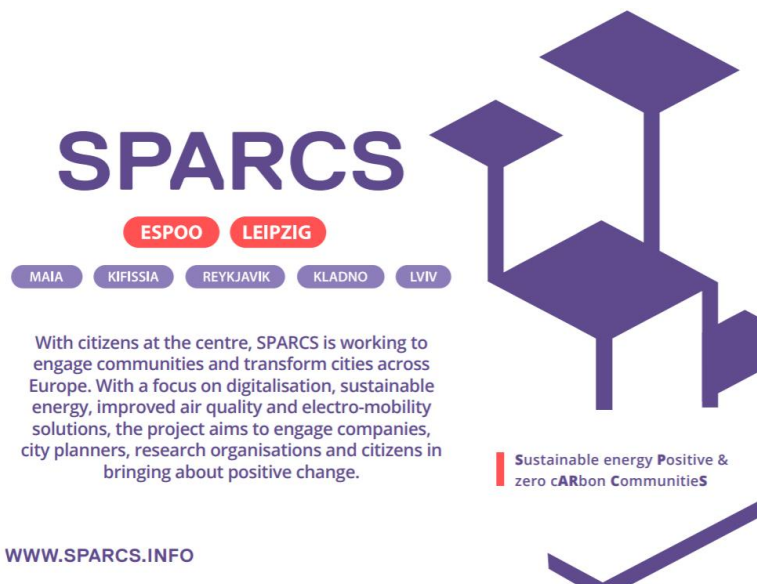
[1] D8.7 Flyers/ postcards (GOPA) (DEC/PU, M3 and according to events)

8. GENERAL INFOGRAPHIC

To support in explaining more complex parts of the SPARCS project without compromising technical information or oversimplifying, a general infographic has been created to be handed out during events by SPARCS partners[2]. This is part of the deliverable D8.8 Infographics (GOPA). For more information D8.8 has been added as an Annex.

The general infographic:

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[2] D8.8 Infographics (GOPA) (OTHER/PU, M3 and according to events and city results)

9. ROLL-UP

The roll-up will be used as a part of the SPARCS promo stand when attending events.

Online version of the SPARCS roll-up:

10. SPARCS OFFICIAL PRESS RELEASE

The first official SPARCS press release was published on 1 October 2019, introducing the project and its partners:

SPARCS LAUNCH PRESS RELEASE

01-10-2019

FOR IMMEDIATE RELEASE

SPARCs project officially launches

The **SPARCs** project, a smart city initiative that brings together 31 partners* with the common goal of creating a network of **S**ustainable energy **P**ositive & zero c**AR**bon **C**ommunitie**s**, is officially kicking off on October 1st, 2019. Following the kick-off, the project partners will gather at a General Assembly in Espoo, Finland on October 11th, 2019.

The project will provide systematic support for urban transformation and community engagement in two Lighthouse Cities - **Espoo (Finland)** and **Leipzig (Germany)**. The solutions developed in the Lighthouse Cities will be closely followed in five Fellow Cities: **Maia (Portugal), Kifissia (Greece), Reykjavik (Iceland), Kladno (Czech Republic) and Lviv (Ukraine)** with the aim of further replication.

The press release can be used with small adjustments in the future for introducing SPARCS by all partners.

The online version of the press release can be found on SPARCS webpage.

11. ANNEXES:

Annex1: D8.7 Flyers/ postcards (GOPA) (DEC/PU, M3 and according to events)

Annex2: D8.8 Infographics (GOPA) (OTHER/PU, M3 and according to events and city results)

D8.7 Flyer\Postcard

20/12/2019

Ryoko Abe, Veronika Cerna, Liina Kalamees

GOPA Com., Brussels, Belgium

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be made of the information contained therein.

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**				
Status	Released	**Due**	M3	**Date**	2020-01-01
Author(s)	GOPA Com. - Ryoko Abe, Veronika Cerna, Liina Kalamees				
Description of the related task and the deliverable. Extract from DoA	**T8.3 Online and Offline Communication Tools (GOPA Com.) M1-M60** To disseminate SPARCS most important key messages offline, a flyer\postcard was designed to be printed out and used as a promotional material. 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. **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)				
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
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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.
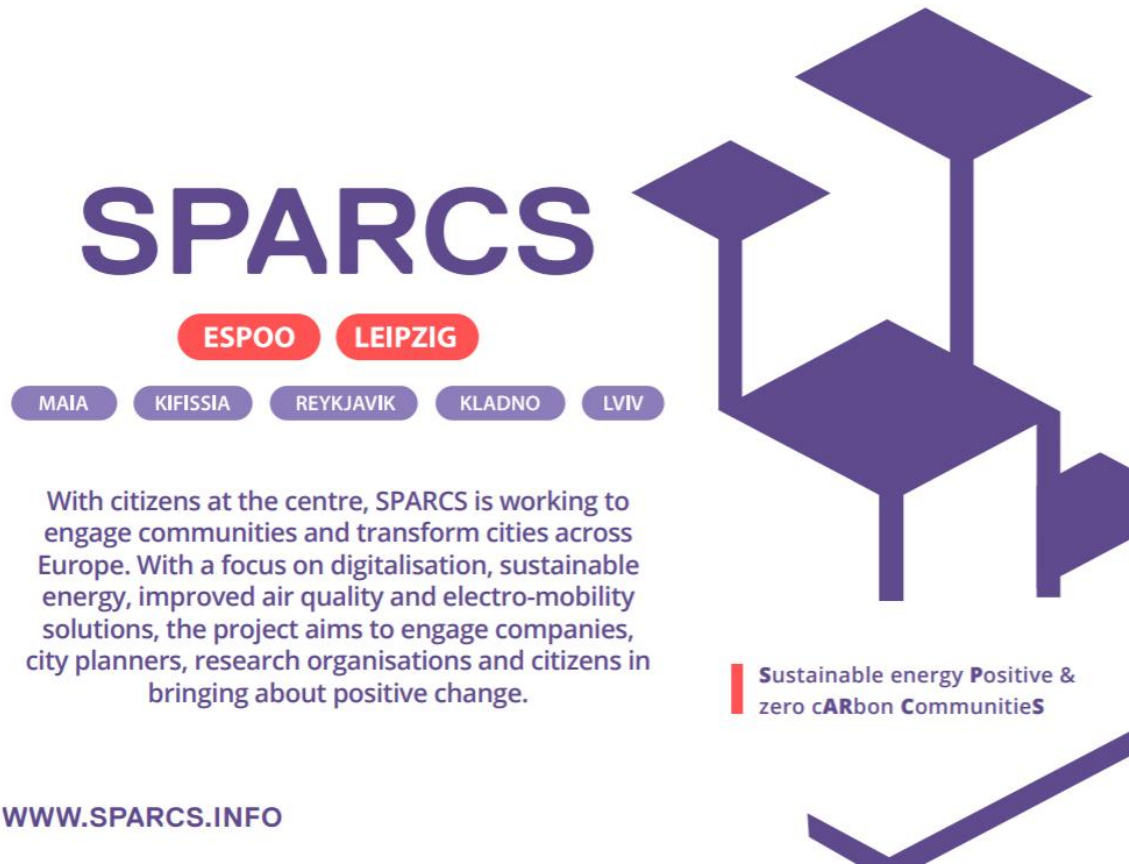
3. POSTCARD

The JPG format of the postcard can be found below:

Recto:

Verso:

How we aim to do it

Enable, inform and support efficient urban transformation of cities into **carbon free communities**

We focus on

establishing a **dynamic circular economic framework**

engaging **innovation oriented investors, professionals and companies**

enabling **urban transformation**

Where we aim to implement

Lighthouse cities
ESPOO LEIPZIG

Fellow cities
MAIA KIFISSIA REYKJAVIK
KLADNO LVIV

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 864242

@SPARCSEU | WWW.SPARCS.INFO

D8.8 Infographic

20/12/2019

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GOPA Com., Brussels, Belgium

Dissemination level

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

Deliverable administration

No & name	**D8.8 Infographic**				
Status	Released	**Due**	M3	**Date**	01-01-2020
Author(s)	Ryoko Abe, Veronika Cerna, Liina Kalamees				
Description of the related task and the deliverable. Extract from DoA	**T8.3 Online and Offline Communication Tools (GOPA Com.) M1-M60** To support in explaining more complex parts of the SPARCS project without compromising technical information or oversimplifying, several infographics will be created throughout the project. The first, general, infographic has been designed and can be used as an offline and online communication tool by all SPARCS partners. **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)				
Participants	GOPA Com.				
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Green = Done; Yellow = In progress; Red = To do; Gray = Beyond current planning period

1. EXECUTIVE SUMMARY

This deliverable depicts the infographic representation of the SPARCS project that will be used both online and offline to showcase key elements of the project to the target audiences.

2. INTRODUCTION

An infographic is another way to spread the word about SPARCS and present important data\results online and offline.

3. INFOGRAPHIC

The first general infographic in PNG format can be found below. It showcases SPARCS' objectives, partners and gives a prominent space to the Lighthouse and Fellow cities, depicting a truly EU-wide reach of the project. At the same time, it introduces the key thematic aspects of the project, and gives a quick overview of all the elements that we aim to tackle.

It will be used both online and offline as an introductory overview into the project.