

Communication and Dissemination Strategy

D8.1

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Short Description	<p>The iSCAPE Communication and Dissemination strategy provides guidance and direction for all iSCAPE communication with external actors. It ensures a unified approach across the entire consortium, covering WP8 activities and has a strong link to the future exploitation strategy (WP7) and to the communication within the iSCAPE Living Labs (WP2).</p> <p>The strategy underpins the importance of communication to promote the iSCAPE project activities and disseminate the project results and outcomes to a multitude of audiences. It describes the objectives, planned target groups and channels as well as indicators to measure the performance of the planned activities. Ongoing monitoring & evaluation throughout the project will continuously improve the strategy. The strategy is a part of Task 8.1 of the iSCAPE project.</p>

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List of abbreviations

DoA	Description of Action
NGO	non-governmental organisation
SME	small and medium-sized enterprise
US EPA	United States Environmental Protection Agency
WP	work package

1 Executive Summary

The iSCAPE WP8 is dedicated to the “Communication, dissemination and stakeholder involvement” and aims at taking strategic and targeted measures for promoting the iSCAPE project and disseminating the project results and outputs. It provides guidance and direction for all iSCAPE communication with external actors. It ensures a unified approach across the entire consortium, covering WP8 activities and has a strong link to the future exploitation strategy which is part of WP7 and to the communication within the iSCAPE Living Labs as part of WP2.

The iSCAPE project aims at reducing urban air pollution and the negative impacts of climate change in EU cities by leveraging passive control systems, behavioural change and a Living Lab framework. The project communication supports this goal by addressing both policy and community actors through a variety of iSCAPE dissemination and communication activities, the Living Labs and all other planned or unplanned contacts between iSCAPE researchers and practitioners.

The current strategy outlines the strategy for communication and dissemination activities during the project lifecycle. It describes the communication and dissemination objectives, identifies the key target groups, defines the key messages, and presents the different communication and dissemination channels and tools developed by the project.

Monitoring and evaluation of the performance will take place through identified indicators so the strategy and related activities and channels can be continuously improved.

The strategy is a part of Task 8.1 of the iSCAPE project.

2 Introduction

This document presents the overall Communication and Dissemination Strategy of the iSCAPE project, outlining the ways in which the project partners will disseminate and communicate with different audiences and publics. This strategy is, therefore, the core of all the activities that will be implemented towards relevant stakeholders and interested parties. Dissemination, networking and awareness-raising are critical to ensure the success of the project and a real impact towards its target groups. Therefore, it is essential to plan efficient and timely activities focused on these aspects, in parallel to the core activities of the project.

The Description of Action (DoA) of the iSCAPE project provides a strategic guidance for the communication and dissemination of the various parts of the project, its activities, results, outputs and outcomes, mainly in WP8 which is entirely dedicated to this task.

The strategy is the result of in-depth work to further define the general communication and dissemination strategy started in the DoA, to enlarge the identified project’s target groups and to delineate the best way to reach them. It was developed by T6 and UCD with the support of all partners. Their contribution was gathered through a questionnaire (Annex I) aiming at aligning and understanding targets, expectations and capacity.

The Communication and Dissemination strategy:

- outlines the objectives of iSCAPE dissemination, communication activities and how they support the overall project goals;
- clarifies the links with stakeholder engagement activities (mainly implemented in WP2 and 7) and lays the basis for an aligned communication with all the different actors;
- defines the main target groups and the group-specific dissemination objectives;

- identifies communication channels and tools;
- describes the iSCAPE visual identity and branding.

The Communication and Dissemination strategy will be revised and updated during the project. The monitoring and evaluation module (elaborating relevant key performance indicators) will help to assess the effectiveness of channels and formats and recommend changes where necessary: a mid-term evaluation of the strategy will be carried out and an appropriate realignment will be implemented for the second half of the project. During the last three months of the project a final evaluation will be carried out, which will feed into the final report.

In order to distinguish from other activities and projects for improving air quality and reducing the carbon footprint of European cities (e.g. the two sister projects ICARUS and CLAiRCITY), iSCAPE partners are asked to communicate, among the overall activities and results delivered by the project, the most important and unique aspects of the iSCAPE project, with a specific focus on the innovative value of:

- the leverage of passive control systems for air pollution;
- the enhancement of behavioural changes among different communities;
- the Living Labs framework.

This document has been released in February 2017, a few months into the project, to allow the consortium to kick off the first activities and align about the tasks and the expectations concerning the project communication.

Objectives of the iSCAPE Communication and Dissemination

As described in the handbook “Communicating EU research and innovation guidance for project participants” (European Commission, 2014), dissemination and communication of European research projects, shall aim “...to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value...” This shall be achieved by:

- “showing how European collaboration has achieved more than would have otherwise been possible...;
- showing how the outcomes are relevant to our everyday lives...;
- making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.”

Therefore, the iSCAPE consortium defined the following vision for the dissemination and communication of the project:

The European research project iSCAPE is promoting integrated strategies for air pollution control in European cities grounded on evidence-based analysis by widely communicating and disseminating the results of its research on the innovative potential of the developed and tested tools. An exchange between research, city and other level policymaking as well as business is stimulated across Europe, which feeds into the research and contributes to a mutual understanding as well as the uptake of research results.

As anticipated and stated in the iSCAPE Description of Action, the **main aims** of the iSCAPE communication and dissemination strategy are to maximise the impact of the research and development actions through communication and to define the specific contents and forms of communication and dissemination material of the project, taking into account the various target

groups and their specific background in terms of knowledge, context, motivation and potential uptake of various media.

Based on this, the **specific objectives** are:

- to raise awareness, disseminate and promote the project’s activities and results, with on-line and off-line tools, networking, events and media and press work. This specific objective is strengthened by a strong collaboration and coordination with work packages 2 (Living Lab set-up and management) and 7 (Exploitation) which are aiming at the involvement of various stakeholder groups into the project activities;
- to achieve high visibility within the scientific community and with political actors at various levels to support a wide deployment of results;
- to share knowledge, lessons learned and strategies in order to support its transfer to stakeholders in order to lower barriers to effective adaptation and informed decision-making on passive control systems in regard to air quality, taking into account climate change in a city setting.

Chapter 3 presents in detail the specific communication objectives for each target group of the project.

3 iSCAPE communication audiences

The iSCAPE target audiences were identified by looking at who has a specific interest and needs in regard to the iSCAPE research and its results and by consulting the partners through a dedicated questionnaire. We also included some groups, which we believe could help to spread results to various actors of society and influence decision-making at various levels in Europe. Table 1 gives an overview on the different target groups and communication aims which are then specified below.

iSCAPE target audiences	iSCAPE Communication aims
Policy audience	
Policy makers – local level	Condense and translate project findings for political actors to enable their diffusion into political directives and actions.
Policy makers – national level	
Policy makers – EU level	
Regional, national or European Environmental Agencies	
Research audience	
Air quality, air pollution, climate change, urban sustainability researchers, universities, research institutes, scientific community	Disseminate cutting edge research results to individual scientists and research networks on integrated strategies for air pollution control, considering climate change.
University Students	
Research-driven science parks, networks, hubs	
Other EU funded research projects	
Planning audience	
Architects, urban planners	Translate project findings for public administrations and private companies which are supporting the implementation of policies and plans in order to support a practical take-up of iSCAPE results and findings.
Companies and other organisations offering services for city planning, designing, administration	

Business audience	
Research-market oriented institutions	Inform about the project activities and innovative results and support the identification of passive air pollution control opportunities for businesses.
SMEs	
Private investors, e.g. Business Angels, venture capitalists, etc.	
Public business supporting agencies, e.g. Enterprise Ireland	
Civil Society	
Citizens at large	Support knowledge sharing and raise awareness among the general public and citizens' organisations about integrated strategies on air quality and air pollution control in the cities.
NGOs	
Citizens-driven Living Labs, Innovation Labs dealing with urban sustainability, climate change and environmental protection	

Table 1: iSCAPE target audiences and communication aims

In the following the different target audiences and specific communication objectives are presented in more detail.

Policy audience

The transfer of project results to policy making is crucial to guaranteeing the impact of the project and covers the local, national and EU level as well as regional, national and European Environmental Agencies. As shown by several researches, air pollution policies in Europe have only little impact on climate change policies. To contribute to overcome this, iSCAPE results in the field of new smart air pollution solutions will be shared with political institutions at different scales. Local results and learning from the iSCAPE Living Labs will create knowledge that will support policies at local, regional, national and European level. Main recommendations will be shared with urban decision-makers. The dissemination of the specific policy relevant position papers and policy briefs developed in the exploitation activities of WP7 will be supported.

Specific communication and dissemination activities to local policy makers in the cities with an iSCAPE Living Lab are intended to contribute to the take up of the learned and results from the Living Labs. These activities will however be planned in detail in WP2.

Air quality and climate change research audience

As iSCAPE will produce cutting-edge research in the field of air pollution control and climate change mitigation, scientific results will be spread as widely as possible to launch our outputs. These will be publicised via our national and international networks. Planned activities are:

- Peer-reviewed articles and other scientific publications;
- Presentations at major national and international conferences (e.g. Harmonisation (HARMO), urban air quality, European aerosol conferences series), external seminars and workshops;
- iSCAPE interim workshop and final conference (WP8);
- Linking iSCAPE research with parallel research projects and other established networks, including the COST Action TD1105 (EuNetAir), ICLEI, Eurocities and others;
- Shape the evolving debate around urban air quality and correlations with climate change, in Europe and internationally by participating in government and industry workshops and discussion fora and engaging with leaders in government and the engineering professions.

Planning audience

With regard to adaptation policies and measures concerning environment, air pollution and urban management, administrations in cities play a sensitive role for being the political actor closer to the citizens and in charge of translating national and international regulations into feasible and daily solutions. iSCAPE plans the translation of project findings in practical reports or briefs in order to allow local administrators to get informed about the project activities, proposed solutions and innovative results. Moreover it aims to contribute to bring the administrators and other urban actors, mainly but not exclusively citizens, to discuss together the air pollution issue. To reach this last goal, WP8 will work in close collaboration with WP2 and the Living Labs.

Business audience

iSCAPE will pilot urban interventions – e.g., green roofs, low boundary walls, photocatalytic coatings – that, generally, require the interplay of various stakeholders to be deployed. Businesses, offering innovative technological solutions can be interested in knowing more about the impact of these urban interventions and how these interventions can be offered as a commercial service. The communication activities of iSCAPE will also take businesses into consideration, by producing materials with a non-specialist, accessible and understandable language. These will also be targeted to private investors and public business supporting agencies.

Civil Society

The iSCAPE dissemination plan aims to address NGOs, citizen-driven Living Labs and Innovation Labs dealing with urban sustainability, climate change and environmental protection. They involve citizens already interested in iSCAPE relevant topics such as air pollution, urban environment and transition towards sustainable urban planning in general. In addition it aims at increasing the level of awareness of the general public about topics concerning environmental issues in general and air pollution in particular

In order to reach this goal, iSCAPE will make use of different channels:

- As anticipated, the Living Labs will have a dedicated dissemination plan, which will target citizens at large, making available leaflets and briefing sheets about the project and providing opportunities for direct involvement;
- The Virtual Living Lab where citizens can actively participate with data and discussions;
- Social media platforms (e.g., Twitter) and other typologies of media will support the regular dissemination of the project news and results among a large audience.

4 iSCAPE identity and brand

The iSCAPE identity and branding aims to give a clear, homogeneous and appealing image to the project in all its communication and dissemination activities.

4.1 Visual identity

A visual identity of iSCAPE was created at the beginning of the project. The **iSCAPE logo** expresses the **integration of air pollution and climate change research** (green and blue colours) through stakeholder and citizen involvement with the seven **Living Labs** (the seven small circles), working **towards a common goal** (the circle in the centre).



Figure 1: The iSCAPE logo

This **visual identity has to be used in all the dissemination outputs**, such as the project website, the interactive platform, the project videos and leaflets, etc.

An **Identity Handbook**, including rules for publications, defining the use of the logo, has been developed during the first month of the project and made available to all partners for a clear and coherent approach to communication and materials. **Partners must use the rules defined in the Identity Handbook for any official publication.** The Handbook contains:

- The project logo in various forms;
- Colours of the logo and their variations;
- Typographies (also for deliverables and other texts);
- The Core Colour Palette;
- Misuses;
- Standard texts for iSCAPE publications and the use of the European flag.



Figure 2: Title page of iSCAPE Identity Handbook

4.2 Strapline and tags

Strapline

The iSCAPE extended name (Improving the Smart Control of Air Pollution in Europe) should be used as the project strapline in all dissemination materials. This helps to characterise the project immediately for the different target groups. A specific version of the logo has been created for this purpose.



Figure 3: iSCAPE logo plus strapline

Tags

The following tags are suggested for online communications (depending on the specific publication topic), for example as hashtags for Tweets:

Air pollution, climate adaptation, smart cities, air quality, climate change, living lab, pervasive sensing, low cost sensors, passive control systems, green infrastructure, behavioural change

4.3 iSCAPE description to be used in external communication

iSCAPE shall be described in a coherent way to the outside world. The following text shall be used (e.g. when describing the project on their institutional websites, in newsletters, etc.), although variations for different target groups are possible:

The overall aim of iSCAPE is to develop and evaluate an integrated strategy for air pollution control in European cities grounded on evidence-based analysis. The project will develop the tools required to achieve an air pollution free/low carbon society by addressing air quality and climate change concerns together through the application of new smart and sustainable technologies for integration into urban design and guidelines. The results of the study will be used to inform policy interventions and implement behavioural change initiatives in this area. iSCAPE will embrace the concept of “smart cities” and will have a particular focus on promoting the use of low-cost sensors in an attempt to engage citizens in the use of alternative solutions to environmental problems. The scientists will carry out and measure the results of the research in ‘Living Labs’. Living Labs are user-centred ecosystems, such as cities, where research and innovation processes are integrated within a public-private partnership involving the active contribution of the people living in the area. The Living Labs will be used to foster innovation and showcase the products made by SMEs and iSCAPE’s academic partners, such as low-cost, high-quality air quality monitoring kits. The project will also support sustainable urban development by promoting the sharing of results with policymakers and planners using local test-cases. The results of the study will be used to inform policy interventions and implement behavioural change initiatives in this area.

Or, a shorter version:

The overall aim of iSCAPE is to develop and evaluate an integrated strategy for air pollution control in European cities grounded on evidence-based analysis. The project will develop the tools required to achieve an air pollution free/low carbon society by addressing air quality and climate change concerns together through the application of new smart and sustainable technologies for integration into urban design and guidelines. The scientists will carry out and measure the results of the research in ‘Living Labs’. They will be used to foster innovation and showcase the products made by SMEs and iSCAPE’s academic partners, such as low-cost,

high-quality air quality monitoring kits. The results of the study will inform policy interventions and implement behavioural change initiatives in urban areas.

These general descriptions of the project can be adapted and detailed for the four main communication audiences identified in Chapter 3 above:

Policy audience: iSCAPE aims to provide policy makers with new scientific results to tackle air pollution issues in urban environments and to develop appropriate solutions at the regulatory and administrative levels. The project will embrace the concept of “smart cities” and will have a particular focus on promoting the use of low-cost sensors to engage citizens in the use of alternative solutions to environmental problems and to bridge their actions to the ones of local, national and international administrators.

Research audience: iSCAPE aims to develop and evaluate an integrated strategy for air pollution control in European cities grounded on evidence-based analysis. The project will deliver an in-depth analysis of passive-control systems, behavioural change interventions and policy strategies aimed to substantially reduce air pollution impacts in urban environments. The study will be further integrated by data gathered through the development of a Living Lab approach and the direct engagement of citizens encouraged to use low-cost sensors for air pollution monitoring.

Planning audience: iSCAPE aims to provide urban planners with evidence-based datasets to take informed decisions for the abatement of air pollution in urban environments. The project will embrace the concept of “smart cities” and will have a particular focus on promoting the use of low-cost sensors to engage citizens in the use of alternative solutions to environmental problems and to bridge their actions to the ones of local, national and international administrators.

Business audience: iSCAPE aims to develop and evaluate an integrated strategy for air pollution control in European cities grounded on evidence-based analysis. The goal will be achieved through a combination of research-driven and business oriented solutions such as air pollution passive control systems and low-cost, high-quality air quality monitoring kits. The contribution of the SMEs to the project will ensure the delivery of state-of-the-art solutions ready to enter the market.

Civil society: iSCAPE aims to develop a strategy for air pollution control in European cities grounded on evidence-based analysis and based on the involvement of different actors and solutions. Citizens are expected to bring their perspective and contribution to the delivery of evidence-based solutions for the reduction of air pollution in urban environments. Citizens and citizens-based organisations will be involved in the use low-cost sensors and will be invited to join one of the seven local Living Labs in different cities across the EU (Dublin, Innovation City Ruhr, Guilford, Lazzaretto, Vantaa, Hasselt and Bologna), where research and innovation processes will become accessible and will be integrated with grassroots findings.

Key messages to the different target groups will be further specified according to the project progress and needs.

5 Communication and Dissemination channels

In order to reach all target groups presented above, iSCAPE will use a wide variety of **online tools, offline materials, articles, reports, presentations, networking, meetings and events** as well as **press and media work**. In order to attract a large audience and reach a high number of persons within all the target groups, the project will not only create some specific

communication material, but it will also actively participate in and use existing channels (e.g. regularly used by partners) and networks. The project's general strategy is to create awareness about and interest in the project and its activities, and to redirect the flow of interested people towards iSCAPE dissemination and communication channels where specific, clear and relevant information will be available. This is true for all the communication target groups.

Some dissemination, communication and engagement channels are directed to one specific target group, while others address all the target groups in general. An overview can be found in the following table.

Dissemination Tools	Policy audience	Research audience	Planning audience	Business audience	Civil Society
Online tools					
iSCAPE project website	X	X	X	X	X
Virtual Living Lab and web interface	X		X		X
Social media	X	X	X	X	X
E-newsletter	X	X	X		
Blogs of partners and researchers in the project		X			
Offline materials, articles, presentations, reports					
iSCAPE factsheet	X	X			
Project leaflet	X	X	X	X	X
Project standard presentation	X	X		X	
Articles in scientific journals, conference presentations and posters	X	X			
iSCAPE final scientific publication		X			
iSCAPE Deliverables	X	X	X	X	
Position papers and policy briefs	X		X		X
Networking, meetings and events					
Networking	X	X	X	X	X
Presentations at local, national and international events (EnoLL events, Citisense conference, etc.).	X	X	X	X	X
Direct meetings	X		X	X	
iSCAPE interim workshop	X	X	X		
iSCAPE final conference	X	X	X	X	
Press and media work					
Press releases	X	X	X	X	X
Articles in thematic magazines or general	X		X	X	X

press					
Interviews			X	X	X

Table 2: iSCAPE dissemination channels respective target groups

In the following all iSCAPE communication and dissemination channels are briefly described. Target groups are specified for those channels which cover a broad range of activities and therefore of target groups. Key performance indicators were identified for all channels and, where possible, relative objectives; whereas for the others the baseline will be built during the planned evaluations. They are listed in Chapter on Monitoring & Evaluation.

Language

Most of the iSCAPE communication and dissemination materials and tools will be in English. However, some materials and other communication activities, specifically targeting citizens and local communities, might be published in other languages, e.g. in regard to the dissemination in relation with the Living Labs.

5.1 Online communication

Online communication tools are the main channels for iSCAPE dissemination: not only do they represent the best way to reach a wide audience at European and international level at limited costs, but they also enable a more dynamic form of communication, in which the target groups can receive information under various formats and also have the possibility to interact with the project and among themselves. The most important online channels to support the dissemination of iSCAPE contents are the website (<https://www.iscapeproject.eu/>) and the iSCAPE interactive platform (www.iscapelivinglabs.eu - URL still to be confirmed). The first one will be the official project website, presenting information about the project goals, activities, composition and progresses. The platform, on the other hand, will be a tool supporting the Living Labs activities and allowing them to create a network of contacts and similar actors and to reach out beyond their geographical boundaries. Both are described in more details in the following paragraphs.

iSCAPE project website – www.iscapeproject.eu/

The main iSCAPE dissemination channel is its official website (url: <https://www.iscapeproject.eu/>), presenting the project and its on-going activities as well as key results and outputs. The website is designed in a way to guarantee a high level of accessibility and usability. It is built upon WordPress as a Content Management System. This ensures future scalability and the possibility to quickly expand the current structure. The WordPress structure also helps in making the website optimised for search engines (SEO-oriented).

The website is hosted by Webarchitects, a co-operative based in Sheffield. The purpose of this co-operative is to enable the provision of internet based services for socially responsible groups and individuals, using free open source software wherever possible, in a manner that aims to minimise fossil fuel usage and ecological impacts and which also provides sustainable employment (<https://www.webarch.net/>).

At present, the website hosts a description of the project, the consortium, the team and the research approach. Additional sections will present the key outcomes and results of iSCAPE (scientific publications, policy briefs, link to case studies, information and material of the training sessions, dissemination material). The website is also linked to a Newsletter engine (MailChimp)

as a way to collect names and email addresses of people interested in iSCAPE. Finally, a section is dedicated to the project's updates (News). The website is linked to existing social media platforms (e.g., hosting a Twitter widget in home page).

The structure, language and style that we use in this website is the one of a typical EU-funded project. We envision that the website will be one of the main entry points of the project and that a wide variety of targets will land on its home page. As soon as the Virtual Living Lab platform (see next chapter) is ready, the home page of the iSCAPE website will contain a clear banner redirecting interested people to this other platform.

Virtual Living Lab platform

The Virtual Living Lab website is aimed at a broader public including citizens and all iSCAPE stakeholders who can be more generically interested in improving air quality as well as to architects, urban planners and makers of citizen sensors. This website will present the key results of iSCAPE in a layperson language.

The Virtual Living Lab website will contain materials such as (1) an interactive air quality map connected to the sensors deployed during iSCAPE and showing data collected during the project; (2) interactive tutorials on how to set up and use the sensors; (3) a forum for the engagement of citizens, also containing a help section; (4) toolkits for practitioners (e.g., urban planners, architects) based upon key learning elaborated during iSCAPE; (5) information visualisation and diagrams elaborated to translate the key scientific outcomes of iSCAPE into formats that can be understood by a wider audience.

The Virtual Living Lab will be built upon modules and components of an already existing platform developed by IAAC (<https://smartcitizen.me/>).

Social media

The iSCAPE project will use various social media to disseminate its results and outputs, and in general to share experience and participate in conversations about the project's issues. So far the project has set up active accounts in the most used social media: Twitter and Facebook:

- Twitter: @iSCAPEproject (<https://twitter.com/iSCAPEproject>)
- Facebook page (www.facebook.com/iSCAPEproject/).

iSCAPE tweets are automatically published on the iSCAPE home page.

A specific Twitter and Facebook plan was developed between T6 and UCD and shared with all partners, to coordinate activities of partners and guarantee a coherent approach. The strategy defines the specific goals for the dissemination of iSCAPE in social media, the main message, hashtags, keywords, the tone, the frequency and the tactic for writing posts and tweets.

Other social media used by the project will be either YouTube and Vimeo in case there will be videos to be published and distributed. The use of LinkedIn will be also evaluated and discussed.

Finally, researchers involved in the iSCAPE project will use some online channels that are specifically for scientific community and academic networks, such as Research Gate (where an iSCAPE project has already been created: www.researchgate.net/project/iSCAPE-Improving-the-Smart-Control-of-Air-Pollution-in-Europe) and Academia.eu. On these social media the project will advertise the scientific papers and outputs produced for iSCAPE by the researchers.

iSCAPE e-newsletter

The project will publish a periodic newsletter app. every 3 months (depending on the relevant information available), starting after Month 6 when the first scientific deliverables will be published. The objective of the newsletter is to present information about the project's activities and outcomes and to proactively initiate conversations with stakeholders about on-going research themes. The newsletter could also announce for experts and stakeholders' opinions about specific issues.

A mailing list will be created, including all the persons interested in the newsletter. A section is inserted in the project website in which people can subscribe to the newsletter. Subscription will also be possible during projects' events as well as through direct contact with iSCAPE partners. A newsletter engine such as MailChimp will be set up and used to facilitate the management of the mailing list and the newsletter diffusion.

Blog of partners and researchers in the project

Blogs are an important tool to communicate research developments, institutional activities and results to a wide public. In addition they serve as a platform to inform about published articles, events, activities in Living Labs, etc. Several iSCAPE project partners are active bloggers. They will use their personal or institutional blogs in order to inform on and discuss iSCAPE activities, results and events.

5.2 Offline materials, articles, presentations, reports

iSCAPE factsheet, project leaflet and standard presentation

General information on the iSCAPE project will be provided by the iSCAPE factsheet, the project leaflet and a standard presentation.

The **factsheet** provides a short overview over the main features, objectives and (expected) results of the iSCAPE project. It was realised at the very beginning of the project and serves as the main offline dissemination material until the project leaflet will be printed.

The **project leaflet** will present the iSCAPE project in general. It will be the main dissemination material to stakeholders or at project's events. The leaflet will be in English. Details about the format and number of copies are still to be decided, but most probably it will present the main research activities and the Living Labs as well as the most important involvement activities and dissemination channels.

In order to provide a homogeneous image of the project to the external actors, especially towards the research community and academic networks, a **standard presentation of the project** will be prepared and used during all the presentations made by partners. The presentation presents the iSCAPE objectives, consortium, main activities and main expected/realised results. It will provide all the information to access the project's website, interactive platform and to contact the project's representatives. The presentation will be updated regularly in order to reflect the achieved results.

Articles in scientific journals, conference presentations and posters

All research partners of the iSCAPE consortium will contribute to disseminating the results in Europe, and also globally, via publications in peer-reviewed scientific journals. Because of the broad scope and multidisciplinary nature of the project, publications will deliberately be aimed at different journals in order to access different audiences.

Following the European Commission's strategy to develop and implement open access to research results from projects funded by Horizon 2020 iSCAPE takes part in the Pilot on Open Research Data in Horizon 2020. The project will choose a "green" or a "gold" open access model for scientific and technical publications, making its outcomes available for access in the project website, without prejudice of IPR and copyright considerations regarding publications in peer-reviewed journals and conferences. The choice of "gold" access will depend on partners' decision to maximize impact publishing in recognised academic journals and publishers. When applicable, the scientific and technical publications will also be made available through public repositories widely known and accessed like the Open Access Infrastructure for Research in Europe as an electronic gateway for peer reviewed articles and other important scientific publications (pre-prints or conference publications).

Other scientific dissemination includes presentations or posters at scientific conferences deriving from the iSCAPE research. Posters will follow the iSCAPE branding rules and guidelines to reference the EC funding.

iSCAPE final scientific publication

A final scientific publication is planned at the end of the project to present the main scientific findings on the relationship between climate change and air pollution and the reduction of impacts through Passive Control Systems. It will be decided in the due course of the project (probably half way through) if it will be a book or a special issue of a scientific journal.

iSCAPE Deliverables

iSCAPE deliverables are official project outputs, presenting specific results in relation to the work packages of the project. Most iSCAPE deliverables are public reports. As they are mainly presenting scientific findings, they are interesting to various target groups, depending on the specific content. In order to make them available they will be downloadable from the iSCAPE project website and some of the deliverables also from the Virtual Living Lab platform.

Position papers and policy briefs

iSCAPE will extract policy-relevant knowledge from the project findings in a comprehensive, clear and concise form. This is mainly part of the work of the Exploitation work package (WP7). Position papers and policy briefs will be published in due course of the project.

5.3 Networking, meetings and events

Networking and the organisation and participation in meetings and events in the thematic areas of iSCAPE are important to disseminate iSCAPE results.

The midterm and the last project meetings will include sessions open to the scientific community and representatives of the stakeholders to discuss and promote the adoption of our approach in Europe. The last project meeting will include both a presentation of results by the partners and a demonstration workshop targeted at invited Local Governments, EU bodies, and other policy makers.

Networking for linkages to other initiatives/projects and engaging with existing networks

iSCAPE partners will engage with existing research networks in the field of air pollution control and climate change mitigation. This will allow an exchange on project contents and

outcomes. Activities will vary from participating in online activities (e.g. contribution of contents to network newsletters) or in events (e.g. annual meetings).

A particular focus is on regular communication with the other projects financed under the same call (CLAIRCITY and ICARUS) where annual common meetings and a common final conference (see below) are planned. The intention is to identify similar topics and opportunities for a shared dissemination and to explore and share the experiences in the research field. Other project that should be taken into consideration for regular information exchange, are:

- MAGIC (<http://www.magic-air.uk/>)
- Hackair <http://www.hackair.eu/>
- Organicity <http://organicity.eu/>
- Makingsense <http://making-sense.eu/>
- Capacitie <https://www.york.ac.uk/yes/projects/capacitie/>
- Greening transport <http://www.greeningtransport.ie/>
- US EPA <https://www.epa.gov/sciencematters/living-close-roadways-health-concerns-and-mitigation-strategies>

In addition iSCAPE will take advantage of the fact that important actors in the field of Living Labs and Fab Labs are partners of the project. The European Network of Living Labs has successful social media channels, a popular newsletter and website. iSCAPE will use these tools to disseminate information about iSCAPE. The same is the case for the Fab Lab Barcelona which is part of a global network on digital manufacturing technology. It will be mainly relevant for disseminating information on the citizen sensor kits and the resulting measurements which will be uploaded on the Virtual Living Lab.

Presentations at local, national and international events

As written in the DoA, “iSCAPE will seek maximum exposure for the project findings at relevant conferences, seminars and workshops of interest for the project at both national and international level, ranging from academic, policy and industry events as Harmonisation (HARMO), Urban Air Quality, European Aerosol conferences series. In these events we will present iSCAPE’s work in multi-formats: regular papers presenting the progress and results of the project; panels or roundtables with invited speakers on the project’s topics; demonstration workshops presenting the Smart Citizen Kit and its uses in the case studies; and communication workshops targeted at relevant stakeholders as part of the Living Labs activities to increase their awareness and commitment to disseminating the project’s outcomes.”

An internal database on conferences and events will be set up and regularly updated. These will include, among others:

- Scientific conferences, especially on air pollution, climate change and citizen engagement;
- General city events in the cities that will have Living Labs;
- Living Lab conferences and events;
- Events that provide synergy opportunities to increase impact and exploit our project results.

Direct meetings

The face-to-face communication of all iSCAPE participants are perhaps the most effective part to communicate iSCAPE activities and results. The iSCAPE project brings together brilliant scientist and professionals from different disciplines with excellent reputation. This authority is maybe the biggest capital for the communication and dissemination of iSCAPE and should be

used whenever possible.

iSCAPE mid-term workshop and final conference

A **mid-term workshop** will bring together academics from the field of air pollution, climate change and health, experts of citizen sensors and Living Labs as well as policy makers and all other iSCAPE stakeholders. This will allow the sharing of iSCAPE interim results and discussing them. Detailed planning on the format of the workshop and the place and date will be decided in the near future. The workshop will take place in Bologna, probably in February 2018.

The **final conference** is planned to be organised together with the ICARUS and ClairCity project. This will enable participants to receive results from various research consortia and fochi. Participants shall include researchers in the fields of air pollution and climate change, but also policy makers of various levels, representatives of the Living Lab cities and city architects or urban planners in order to enhance the application of project results in other cities (so, in other words, representatives of all iSCAPE stakeholders). This will enable the air quality and health research fields to discuss the findings and share it with policy makers. It might include a demonstration workshop targeted at invited Local Governments, EU bodies, and other policy makers.

The date and place of the conference as well as the precise contents will be decided at a later stage of the projects.

5.4 Press and media work

Press and media work will include **press releases, publishing articles in thematic magazines or the general press** as well as **interviews**.

In connection with the publication of important results or outputs or in the occurrence of projects' events (e.g. launch of Living Lab, mid-term and final workshop, etc.) the iSCAPE dissemination team will coordinate with the press offices of iSCAPE partners (where present). This support will allow to maximise the wide dissemination of information, materials and invitations.

A specific press and media work plan might be developed in the next months of the project in order to agree on the involvement of the different press offices. Specific coordination will be ensured with the Living Lab activities of WP2 in this regard.

A press kit (.zip) containing the project logo in TIFF, iSCAPE leaflet and short presentation, press contacts, notes to Editors will be prepared. The press kit will be available on the project website

6 Monitoring and Evaluation

The results of the communication and dissemination strategy will be constantly monitored in order to assess its effectiveness and its progresses and to formulate change requirements where necessary. A mid-term evaluation of the strategy will be carried out and an appropriate realignment will be implemented for the second half of the project. During the final quarter of the project a final evaluation will be implemented, which will feed into the final report.

To facilitate this task, for each dissemination channel (except those of other work packages) Key Performance Indicators (KPIs) have been identified. Target numbers on the expected iSCAPE

performance were not defined, as no appropriate benchmark numbers are available and too many uncertainties exist, e.g. in regard to planned project outcomes, change in political and societal interest in the topic, delays in other parts of the project, lack of input from partners for dissemination activities, etc. Therefore the KPIs will be benchmarked in regard to the growth in number for the various activities during the project lifetime.

Dissemination Tools	KPIs
Official website and Virtual Living Lab Platform	<ul style="list-style-type: none"> • Web analytics (e.g., page views)
Facebook page	<ul style="list-style-type: none"> • Number of posts, number of friends
Twitter account	<ul style="list-style-type: none"> • Number of followers, number of tweets
Research Gate	<ul style="list-style-type: none"> • Number of followers, number of citations
E-newsletter	<ul style="list-style-type: none"> • Number of newsletters issued during the project
Blogs of partners and researchers in the project	<ul style="list-style-type: none"> • Number of published blogs on iSCAPE
iSCAPE factsheet	<ul style="list-style-type: none"> • Number of copies of information factsheet distributed
Project leaflet	<ul style="list-style-type: none"> • Number of copies of project leaflet distributed
Articles in scientific journals, conference presentations and posters	<ul style="list-style-type: none"> • Number of submitted and published peer-reviewed articles • Number of submitted and published articles in other scientific journals • Number of citations • Number of academic presentations • Number of publications in conference proceedings • Number of posters at scientific events
iSCAPE final publication	<ul style="list-style-type: none"> • Finalisation of the final publication
Position papers and policy briefs	<ul style="list-style-type: none"> • Development of policy papers and position papers
Networking	<ul style="list-style-type: none"> • Number of news in networks
Presentations at local, national and international events (non scientific)	<ul style="list-style-type: none"> • Number of presentations
Direct meetings	<ul style="list-style-type: none"> • Number of direct meetings with target audiences
iSCAPE mid-term workshop	<ul style="list-style-type: none"> • Realisation of the workshop
iSCAPE final conference	<ul style="list-style-type: none"> • Realisation of the conference
Press releases	<ul style="list-style-type: none"> • Number of press releases realised • Number of news in press
Articles in thematic magazines or general press	<ul style="list-style-type: none"> • Number of published articles in magazines or the general press
Interviews	<ul style="list-style-type: none"> • Number of interviews

Table 3: Key Performance Indicators (KPIs) for the planned iSCAPE Dissemination tools

7 References / Bibliography

European Commission, Directorate-General for Research and Innovation (2014). *Communicating EU research and innovation guidance for project participants*. Available at: http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

European Commission Executive Agency for Small and Medium-sized Enterprises (2016), *Grant Agreement number: 689954 – iSCAPE; Amendment Reference No AMD-689954-1*

Annex I: Questionnaire to all partners as input for Communication and Dissemination strategy

iSCAPE WP8

Dissemination strategy: partners' consultation

January 2017

We are currently working on the definition of the communication and dissemination strategy of the iSCAPE project. The strategy plans to define the relevant tools for the target groups that we identified in the Description of Action, and others that you think might be relevant.

In order for the strategy to become a useful document (in fact the main purpose of the strategy is to be a guidance for all iSCAPE partners, as all partners have a role and allocated resources for this) we would like to ask you for some input. Due to the relevance of the main topics of the project, results will be communicated both at institutional level, public level and within the academic world. WP8 will be in charge of an ad-hoc strategy for most levels of communication of the project. Exceptions are communication activities already planned and specified for exploitation (WP7) and in regard to the Living Labs. For this reason we ask you to answer the question from the perspective of a researcher, project manager or participant in activities in your organizations, and not from the perspective of, e.g. being responsible for a Living Lab.

This questionnaire is not meant to be the basis for a scientific study, but it shall provide us with a feeling for the consortium partners' understanding and perception of the project. We will come back to you in the near future with further information, which will include the results of the questionnaires.

Therefore we kindly ask you to reply to the questions below **by 1 February 2017**. Thanks a lot.

Please send one questionnaire per organization.

Name of the partner:

General questions

1. Attributes

Please characterise the iSCAPE project along the following dimensions:

	Very	Somewhat	Neither	Somewhat	Very	
Theoretical						Applicable
Result oriented						Process oriented
Specific						Scalable
Traditional						Innovative/Cutting edge
Ambitious						Easy
Interdisciplinary						Intradisciplinary

2. Claim

Do you think that, for dissemination purposes, the name iSCAPE should be accompanied by a slogan which fits to the project objective? One example would be: iSCAPE – Reducing air pollution in cities

Yes	
No	

If yes, please give us a claim that from your point of view would fit well?

3. Related projects, competition and demarcation

There are several scientific projects that are or less comparable to iSCAPE:

ICARUS (<http://icarus2020.eu/>)

ClairCity (<http://www.claircity.eu/>)

Could you please name more projects or initiatives that have considerable overlap with iSCAPE.

Demarcation. What distinguishes iSCAPE from similar projects? Please specify below.

4. **Target group specification:** with regard to the project target groups identified in the DoA, please fill in the table below by adding the relevant information.
- **Rating:** please rate from 1 (very important) to 5 (not very important) the importance of the target groups for you. For all the targets rated from 1 to 3, please add information in the following column.
 - **Project year:** please indicate in which project year/s (Y1, Y2, Y3, Y4) you or the project should implement dissemination of communication activities with the respective target group.
 - **Relevance:** please indicate whether the dissemination activities for each target should be developed at the local, national, EU-wide or international level.
 - **Dissemination or communication activities.** Please list actions and tools you expect to use to reach the intended target, such as iSCAPE website, social media, project factsheet, project brochure, e-newsletter, position papers and policy briefs, discussion tools, scientific publications.

Dissemination Targets	Rating	Project Year when dissemination becomes relevant	Relevance: local, national, EU-wide, international	Dissemination of communication activities: tools and media
Researchers, universities, research institutes, scientific community dealing with air quality, air pollution, climate change, urban sustainability				
University Students				
Research-driven science parks, networks, hubs				

Other EU funded research projects				
Research-market oriented institutions				
SMEs				
Private investors, e.g. Business Angels, venture capitalists, etc.				
Public business supporting agencies, e.g. Enterprise Ireland				
Citizens at large				
NGOs				
Citizens-driven Living Lab, Innovation Lab dealing with environment, sustainability, climate change				
Policy makers – local level				
Policy makers – national level				
Policy makers – EU level				
National or regional Environmental Agencies				
Others: please specify				

Dissemination and communication activities

5. What channels do you usually use to disseminate and communicate your results or outputs?

6. **Academic dissemination:** please indicate for each of the products/activities listed in the table below if you are already planning to deliver them within the project (in which case, kindly add short details in the third column)

Academic products and activities	Already planned	Please specify	Not planned but interested in
Articles in scientific journals (peer-reviewed)			
Conference proceedings			
Posters			
Participation to thematic conferences			
Organization of thematic conferences			
Books			
Book chapters			
Special issues			
Scientific articles published on non-academic magazines, newspapers and online magazines/blogs, etc.			
Other – please specify			

7. Events:

We are intending to set up an events database that collects information about scientific and non-scientific events where iSCAPE could be presented (by presentations, posters, booths, etc). According to you, which are the characteristics that make an event relevant for this project? Please answer giving some key words about the typology of the event, the relevant discipline, the audience, or other features of significance.

8. Contact with media and press activities

According to the DoA, the project should aim to disseminate its results also through media and press activities.

Does your institution have a press office?

Yes	
No	

If yes, how do you think that they could help to reach the media in regard to iSCAPE information, results, etc.?

Do you personally have any contacts to journalists that might be interested in writing articles on iSCAPE results or activities?

Yes	
No	

If yes, how do you think that we could coordinate the work between you, them and the iSCAPE dissemination team?

Are you active in disseminating your work through social media?

Yes	
No	

If yes, which social media do you use?

Are you intending to disseminate iSCAPE information through these channels?

Yes	
No	

How are you intending to coordinate this activity with the iSCAPE dissemination team?

Are you interested personally in writing articles for non-scientific audiences?

Yes	
-----	--

No	
----	--

If yes, for which target group and through which channels would you publish them?

9. **Networking:** in which academic and non-academic networks are you active and where you could share iSCAPE results?
- Which channels do these networks mainly use (e.g. newsletters, conferences, etc.).
 - Are you planning to join/create other networks because of your participation into the iSCAPE project?
 - Are you planning to develop any cooperation with other EU funded projects? If yes, please specify.

We take the chance to anticipate that all partners will be involved in a mid-term workshop and in a final conference bringing together academics from the field of “air pollution and health” as well as policy makers to present iSCAPE interim and final results. This will enable the air quality and health research fields to discuss the findings and share it with policy makers and will provide good opportunities for visibility and dissemination to the project.

10. The iSCAPE communication will have been successful if...

Thank you for your time and your creative contributions!