

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). 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. In addition, ongoing monitoring and evaluation throughout the project are planned to continuously improve communication and dissemination activities. The strategy is a part of Task 8.1 of the iSCAPE project. The strategy is a living document that has been updated twice during the lifetime of the iSCAPE project. The current document is the final version of the Communications and Dissemination Strategy, focusing on the legacy of project outputs.</p>

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List of abbreviations

ClairCity	citizen-led air pollution reduction in cities
COST	European Cooperation in Science and Technology
D	Deliverable
DIY	do-it-yourself
DoA	Description of Action
ENoLL	European Network of Living Labs
EuNetAir	European Network on New Sensing Technologies for Air-Pollution Control and Environmental Sustainability
FCC	Future Cities Catapult Limited
GCARE	Global Centre for Clean Air Research
ICARUS Systems	Integrated Climate forcing and Air pollution Reduction in Urban
ICLEI	Local Governments for Sustainability
iSCAPE	Improving the smart control of air pollution in Europe
KPI	Key Performance Indicator
LL	Living Lab
NGO	non-governmental organisation
SEO	Search Engine Optimization
SME	small and medium-sized enterprise
STEM	science, technology, engineering, and mathematics
T6	T6 Ecosystems
UCD	University College Dublin
UNaLab	Urban Nature Lab
UoS	University of Surrey
US EPA	United States Environmental Protection Agency
WP	work package

1 Executive Summary

Communication and dissemination activities played a significant role in achieving iSCAPE's goal of developing an integrated strategy for air pollution control in European cities that is grounded on evidence-based analysis. Thus, the iSCAPE WP8 was dedicated to the "Communication, dissemination and stakeholder involvement" and aimed at taking strategic and targeted measures for promoting the iSCAPE project and disseminating the project results and outputs.

The communication and dissemination strategy is a result of continuous efforts undertaken in WP8. This strategy provides guidance and direction for all iSCAPE communication with external actors that involves reaching out to a wide range of audiences including policy makers, practitioners, researchers and local communities. It ensures a unified approach across the entire consortium, covering WP8 activities and has a strong link to the exploitation strategy which is part of WP7 and to the communication within the iSCAPE Living Labs as part of WP2.

The document outlines the strategy for communication and dissemination activities carried out throughout the project lifecycle and after its end. 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.

While the first two versions of the strategy (in February 2017 and February 2018) provided guidance and direction for all iSCAPE communication during the implementation of project with all its variety of activities, this final update has a focus on the strategy for the dissemination after the end of the project. It also shows the performance of dissemination activities by presenting the final numbers of the list of indicators which were identified in order to monitor and evaluate the implementation of the dissemination strategy.

D8.1 is an outcome of Task 8.1 of the iSCAPE project. It is a living document that is being updated on a regular-basis. The last review of the strategy was conducted in February 2018 in the light of the progress and activities implemented during the first 18 months of the project.

2 Introduction

This document presents the overall Communication and Dissemination Strategy of the iSCAPE project, outlining the ways in which the project partners disseminated and communicated with different target audiences during the iSCAPE project and after its end. This strategy, therefore, has two main parts: (1) the presentation of the basis for communication and dissemination activities that were implemented to reach all relevant stakeholders and interested parties during the project lifetime; (2) the measures planned to ensure that dissemination of project results after the end of the project will continue.

The iSCAPE project includes some actions entirely dedicated to communication, dissemination strategy for stakeholder involvement. This strategy is a result of in-depth analysis aimed to further refine communication and dissemination activities developed by T6 and UCD in collaboration with all project partners. Their contribution was gathered twice: recently during a discussion session on dissemination activities, during the final project meeting in Dublin in November 2019; and at the beginning of

the project through a questionnaire (Annex I) developed to align project partners interests, understand their needs, expectations and capacity to actively participate in project communication and dissemination, as well as to identify potential target audiences and the best way of reaching them. Throughout the project, the strategy was fine-tuned based on continuous information exchange and collaboration.

The Communication and Dissemination Strategy:

- presents the three types of communication and dissemination channels that should ensure the continuation of the dissemination of iSCAPE results after the project ends (in this final version);
- outlines the objectives of iSCAPE communication and dissemination activities during the project lifetime, as well as describes how these activities contributed to achieving the overall project goals;
- clarifies the links with stakeholder engagement activities (mainly implemented in WP2) and exploitation activities (WP7), laying the basis for an aligned communication with a wide range of 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 monitoring and evaluation module (elaborating relevant key performance indicators) presented in this document, helped to assess the effectiveness of channels and formats, as well as helped to identify changes where necessary. In fact, additional tools are added to this final version of the strategy, which were not part of the first and second version of this document, in order to strengthen the outreach to some of the target groups.

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 were 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 was presented in its first version in February 2017 and has been updated in February 2018, 18 months into the project, to allow the consortium to reach its full potential in terms of dissemination and visibility while the project activities are peaking and their results become more tangible. This version is the final version focusing, as mentioned before, on ensuring that the project results and outcomes will remain publicly available and further disseminated to the main target groups, in order to provide the impact of the project in the upcoming years.

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 **overall objective** for the dissemination and communication of the project:

The European research project iSCAPE aims to promote integrated strategies for air pollution control in European cities that is grounded on evidence-based analysis by widely communicating and disseminating the results and outcomes of its research and innovation activities to increase the collective awareness and knowledge of air pollution and its impact for healthier cities. An effective communication with research community, policy makers, city and business representatives, as well as citizens is stimulated across Europe to facilitate the scalability and replicability of the project results and outcomes.

Thus, 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 preferred information sources.

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, during and after the end of the project. This specific objective is strengthened by a strong collaboration and coordination with the project’s work packages 2 (Living Lab set-up and management during the project lifetime) and 7 (Exploitation), which have among their aims 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 and lessons learned with key stakeholders to enable an informed decision-making process on air quality passive control systems and allow an effective adaptation to climate change.

While these objectives were defined at the beginning of the project, they are still valid at the end and the strategy for the iSCAPE legacy has been based on them.

The next chapter presents the measures planned to ensure that dissemination of project results after the end of the project will continue, followed by chapters on the specific communication objectives for each target group of the project, the dissemination and communication channels (with a focus on what remains and where it can be found), and the final Key Performance Indicators.

3 iSCAPE legacy - dissemination after the end of the project

The Communication and Dissemination Strategy in its first and second iteration provided the iSCAPE project partners with guidance on how to communicate and disseminate project results and outcomes to the specific target audiences effectively. In addition to focusing on the activities conducted during the course of the project, the current iteration of the strategy describes measures to be taken into account after the end of the project to ensure the project legacy. This chapter therefore describes the strategy for dissemination after the end of the project, including details highlighting what will happen to the different communication channels (see Chapter 6) developed throughout the project once this has come to an end.

The strategy for further dissemination of the key project results beyond the project lifespan was developed such that it leverages the communication and dissemination channels developed and implemented during the course of the project. This includes:

1. The [iSCAPE project website](#), which after the end of the project will serve as the main hub for all project outputs. For this purpose, a specific legacy version of the iSCAPE website was created during the last months of the project implementation and it presents a great diversity of project outputs for different target groups;
2. Individual online and offline communication channels of the project partners to disseminate different iSCAPE outputs broadly (including promotion of project outputs such as webinars through partners' websites and other online channels, marketing of the iSCAPE sensors in addition to dissemination of the policy briefs, guidebooks and learning material at public events);
3. Living Lab communication and dissemination channels, including the established collaboration networks and Living Lab minisites, which will be transferred to the host organisations.

At the end of the project, the iSCAPE community (subscribers to the newsletter and followers on social media channels) will be informed of the end of the project: a concluding newsletter will be sent, promoting the main outputs as well as information on where to find them. In addition, closing messages will be sent to social media followers, directing them to the social media links of local project partner activities or other related projects.

This strategy ensures that the results of iSCAPE will be further disseminated to the different target groups and that all material will be publicly available. The strategy was presented, discussed and agreed with all project partners during the final project meeting in Dublin in November 2019.

The above described measures are strongly interconnected with the Exploitation Strategy (see the final version of D7.1 'Exploitation Strategy'), and the related exploitation plans and opportunities identified for the different partner groups (see also Annex of D7.1). While further use and uptake of the iSCAPE results are described in the Exploitation Strategy, the Communication and Dissemination strategy aims to guarantee that the outputs produced during the project are available to the relevant target groups. In the following paragraphs, the three types of communication and dissemination channels are described in more detail.

Legacy version of the iSCAPE project website

To ensure that all the project results are available to interested stakeholders and target groups, a legacy version of the project website has been created and will stay available on the server of the project coordinator UCD. This version includes a list of scientific publications, guidebooks, educational material in addition to a list of all publicly available deliverables as well as a brief description of the low-cost sensors with a link to the sensor distribution website. The ‘[Results](#)’ page has a prominent role within the site and to increase visibility the homepage presents the most relevant project outputs for each target group. The remaining content of the website, such as the research approach and news items have been adapted so as to make clear that the project has finished. News items are saved in an archive and the links to the social media channels have been taken out, as they are no longer being used. Information on already planned future activities are provided, e.g. links to new online sources for Living Labs.

Online and offline activities of iSCAPE partners

All iSCAPE partners are already involved or will be involved in further projects or activities related to the iSCAPE project. The outputs from the project are therefore expected to be used and further disseminated increasing the project’s legacy. This will be continued by the academic partners through further scientific publications as well as talks and posters in events. In addition many partners are continuing to work in the areas of citizen science and Living Labs and will further disseminate the policy briefs produced at the very end of the project at relevant local, national or international events. Links and information on the project will also be maintained on partner organisation websites. As written above, the Exploitation Strategy (see the final version of D7.1 ‘Exploitation Strategy’), if further detailing the related exploitation plans and opportunities identified for the different partner groups (see in particular the Annex of D7.1).

Continuation of some of the iSCAPE Living Labs or selected activities

The iSCAPE Living Labs were an important part of the iSCAPE project. The individual Living Lab sites on the Virtual Living Lab (livinglabs.iscapeproject.eu/) were used to inform participants and local stakeholders on local activities. Towards the end of the project, each Living Lab lead developed a set of long-term goals and individual action plans with milestones for the following years (see D5.5 ‘Living Labs beyond iSCAPE’). Based on their evaluation each Living Lab decided how to best make use of the communication channels and resources developed; for Dublin and Guildford Living Labs for example this led to the transfer of the minisites under the University’s websites. Other partners, such as Bottrop Living Lab for example, decided not to migrate the minisite but to promote activities through the local newspapers, the official city homepage and the ‘Wir lieben Bottrop’ website.

4 iSCAPE communication target audiences

The iSCAPE target audiences were identified by analysing the benefits of project results and outcomes and considering needs and potential interest of a wide range of stakeholders. In addition, the project partners were consulted through a dedicated questionnaire. Table 1 gives an overview on the different target groups and

communication aims which are then specified below. These include target audiences that could spread the word to a wider group of social and political actors to influence decision-making at various levels in Europe.

iSCAPE target audiences	iSCAPE Communication aims
Policy audience	
Policy makers – local level	Prepare and disseminate targeted messages based on 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	Disseminate 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	Disseminate project activities and innovative results and support the identification of business opportunities around passive air pollution control.
Small and medium-sized enterprises (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

The target groups were also taken into consideration for the identification of tailored exploitation activities (see final version of D7.1).

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

Policy audience

To achieve the desired project impact, it is crucial that we disseminate our project results and outcomes to policy-making bodies. They include the local, national and EU level decision-makers as well as regional, national and European Environmental Agencies. To enable their inclusion in relevant air pollution and climate change policies, the iSCAPE results in the field of new smart air pollution solutions have been shared and will be further shared with political institutions at different scales. Results and learnings from the iSCAPE Living Labs formed the basis for policy recommendations at local, regional, national and European level. Specific communication and dissemination activities to local policy makers in the cities with an iSCAPE Living Lab were intended to contribute to the take up of learning and results from the Living Labs. These activities were planned in detail in WP2. Finally the dissemination of the policy briefs developed in the exploitation activities of WP7 will be supported (see Chapter 3).

Research audience

As iSCAPE has produced cutting-edge research in the field of air pollution control and climate change mitigation, scientific results were spread as widely as possible. These were and will be publicised via our national and international networks. Implemented activities were:

- Peer-reviewed articles and other scientific publications;
- Presentations at major national and international conferences, external seminars and workshops;
- iSCAPE interim workshop in Bologna in May 2018 and final conference in November 2019 in Dublin;
- Linking iSCAPE research with parallel research projects and other established networks, including the COST Action TD1105 (EuNetAir), ICLEI, Eurocities;
- Participating in government and industry workshops and discussion fora and engaging with leaders in government and the engineering professions to shape the evolving debate around urban air quality and correlations with climate change, in Europe and internationally.

Planning audience

With regard to adaptation policies and measures concerning environment, air pollution and urban management, city administrations 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 translated the project findings in practical reports or briefs, in particular D7.2 'Generalisation summary of infrastructural recommendations for urban policy makers including stakeholder feedback', D7.3 'Behavioural recommendations including personal exposure estimates and health impacts', D7.8 'Sensor monitoring experiences and technological innovations', D7.9 'Experiences from photocatalytic films in urban domains', to inform local administrators about the project activities, proposed

solutions and innovative results. Moreover, it aimed to help bring together administrators and other urban actors, as well as citizens, to discuss together the air pollution issue. To reach this latter goal, WP8 worked in close collaboration with WP2 and the Living Labs.

Business audience

iSCAPE evaluated and monitored urban interventions – e.g. green roofs, low boundary walls, photocatalytic coatings – that generally required 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 also took businesses into consideration, by producing materials with a non-specialist, accessible and understandable language (see reports described in the previous paragraph). These are also targeted to private investors and public business supporting agencies.

Civil Society

The iSCAPE Communication and Dissemination strategy is also aimed at NGOs, citizen-driven Living Labs and Innovation Labs dealing with urban sustainability, climate change and environmental protection. These entities are often already active in increasing the level of awareness of the general public about topics concerning environmental issues in general and air pollution in particular. Some also involve citizens in iSCAPE relevant topics such as air pollution, urban environment and transition towards a more sustainable urban planning. To further support and promote these activities, iSCAPE made use of different channels:

- As anticipated, the Living Labs targeted citizens at large, making available leaflets and briefing sheets about the project and providing opportunities for direct involvement;
- The Virtual Living Lab where citizens could actively participate with data and discussions, e.g. seeing the citizen sensors data displayed;
- Social media platforms, e.g., Twitter and other typologies of media that supported the regular dissemination of the project news and results among a large audience.

5 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.

5.1 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 six **Living Labs** (the six small circles), working **towards a common goal** (the circle in the centre).



Figure 1: The iSCAPE logo

This **visual identity was 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 were asked to apply 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

5.2 Strapline and tags

Strapline

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



Figure 3: iSCAPE logo plus strapline

Tags

The following tags were used 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

5.3 iSCAPE description to be used in external communication

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

The overall aim of iSCAPE is to develop an integrated strategy for air pollution control in European cities that is grounded on evidence-based analysis. The iSCAPE project aims to reduce urban air pollution and the negative impacts of climate change by leveraging sustainable passive control systems, behavioural change initiatives and the living lab approach.

To achieve iSCAPE's objectives, living labs in six European cities have been created: Bologna, Bottrop, Dublin, Guildford, Hasselt, and Vantaa. The iSCAPE living labs connect a great variety of stakeholders, facilitate collaboration and sharing of multidisciplinary knowledge and experience to advance air pollution remediation strategies and solutions. This includes the engagement of citizens that is fundamental in living lab activities to create value and increase the public awareness of air pollution control.

During the project, low-cost sensors will be developed to provide alternative solutions to measure air pollution and engage citizens in tackling environmental problems. Citizen kits and more advanced monitoring stations will be designed by following recent developments in the field of sensing technologies and using state-of-the-art open-source platforms. Citizens will be encouraged to take part in research activities to build a community around the global challenge of air pollution and drive community action.

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 an integrated strategy for air pollution control in European cities that is grounded on evidence-based analysis. The iSCAPE project aims to reduce urban air pollution and the negative impacts of climate change by leveraging sustainable passive control systems, behavioural change initiatives and the living lab approach.

For the *dissemination after the end of the project* a different text will be developed, focusing on the project results and outputs.

The general description of the project has been adapted and detailed for the different categories of targets identified by the dissemination strategy:

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 further be 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 will be encouraged to bring their perspective and contribution to the delivery of evidence-based solution for the reduction of air pollution in urban environments. Citizens and citizen-driven organisations will be involved in the use of low-cost sensors and will be invited to join local Living Labs, where research and innovation processes will become accessible and will be integrated with grassroots findings.

Also here, *for the dissemination after the end of the project*, the descriptions will be updated and focusing on results and outputs, e.g. used in the legacy version of the iSCAPE website.

6 Communication and Dissemination channels

In order to reach all target groups presented above, iSCAPE used a wide variety of **online tools, offline materials, articles, reports, presentations, networking, meetings and events** as well as **press and media work**. To attract such a large audience and reach several target groups, the project not only created specific communication material, but also actively participated in and used existing communication channels (e.g. regularly used by partners) and networks. The project's general strategy was 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 were available. This is true for all the communication target groups.

Some dissemination, communication and engagement channels were directed to one specific target group, while others addressed 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	X
Social media	X	X	X	X	X
E-newsletter	X	X	X		
iSCAPE videos	X	X	X	X	X
iSCAPE webinars and podcasts	X	X	X	X	X
	Policy audience	Research audience	Planning audience	Business audience	Civil Society
Offline materials, articles, presentations, reports					
iSCAPE factsheet	X	X	X	X	
Project leaflet	X	X	X	X	X
Project roll-ups	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	X	X		
iSCAPE Deliverables	X	X	X	X	
Policy briefs	X		X		X

Guidance brochure “Implementing Green Infrastructure for Air Pollution Abatement”	X	X	X	X	
Booklet “The Air We Breathe”					X
Booklet “Up in the Air”					X
iSCAPE Playbook					X
iSCAPE Citizen Science Guide	X		X	X	X
Living Lab Guidebook for Cities Fighting against Air Pollution	X		X	X	X
Tips and Tricks cards on Living Labs	X		X		X
Networking, meetings and events					
	Policy audience	Research audience	Planning audience	Business audience	Civil Society
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 with exhibition	X	X	X	X	
Press and media work					
	Policy audience	Research audience	Planning audience	Business audience	Civil Society
Press releases	X	X	X	X	X
Articles in thematic magazines or general press	X		X	X	X
Interviews	X		X	X	X

Table 2: iSCAPE dissemination channels respective target groups

In the following chapters 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 (KPIs) have been identified for all channels and, where relevant, relative objectives. They are listed in Chapter 7 ‘Monitoring & Evaluation’.

Most of the iSCAPE communication and dissemination materials and tools were published in English. However, some materials and other communication activities, specifically targeting citizens and local communities, were published in other languages, e.g. in relation with the Living Lab activities. Examples are the Living Labs sites on the Virtual Living Lab portal with information in the local language, the iSCAPE brochure and the “wandering trees” facebook page in German.

6.1 Online communication

Online communication tools were the main channels for iSCAPE dissemination: not only they represent the best and most cost-effective way to reach a wide audience, at both European and international level, but they also enable a more dynamic form of communication. Through these tools target groups received information under various formats and also had the possibility to interact with the project and among themselves. The most important online channels to support the dissemination of iSCAPE contents have been the website (<https://www.iscapeproject.eu/>) and the Virtual Living Lab platform (<https://livinglabs.iscapeproject.eu>). The first one is the official project website, presenting information about the project goals, activities, composition and progress. The platform, on the other hand, is a tool supporting the Living Labs’ activities and allowing them to create and reach out to stakeholders above and beyond their geographical boundaries. Both are described in more detail in the following paragraphs.

iSCAPE project website

The main iSCAPE dissemination channel is its official website, presenting the project and its on-going activities as well as key results and outputs. The website was designed in a way to guarantee a high level of accessibility and usability. It was built upon WordPress as a Content Management System. This ensured scalability and the possibility to quickly expand the current structure. The WordPress structure also helped in making the website optimised for search engines (SEO-oriented).

The website has been hosted by Webarchitects, a co-operative based in Sheffield which provides ethical and green, web hosting. This choice was deemed in line with the general philosophy of the project; the purpose of the Webarchitects 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/>).

During the project lifetime, the website was divided into different sections, a “Home” page with the latest news, twitter feed, newsletter sign-up and map of the Living Labs. An ‘About’ section that gives an overview of the project and links to information such as the Consortium, Advisory Board, iSCAPE Team and the iSCAPE Living Labs. A ‘Research approach’ section with an overview of the workflow of the project and the areas of implementation. Key results and outcomes have been presented in a ‘Results’ section, which has included scientific reports and journal publications, while media stories and a press kit are located under the ‘Media’ section. News and news archives were included under the ‘News’ section. The website was also linked to a Newsletter (set up through MailChimp) which allowed to collect names and email addresses of people interested in iSCAPE. The website was linked to existing social

media platforms, including Facebook (www.facebook.com/iSCAPEproject/) and Twitter (@iSCAPEproject).

The structure, language and style used in this website was in line with that used in similar EU-funded project. The website was one of the main entry points of the project and a wide variety of targets landed on its home page. A banner directed users to the Virtual Living Lab platform (see next paragraph).

The full website is available in English, however, through the top right-hand corner of the homepage it is possible to access brief overviews of the project (with a short description of the aims and objectives, consortium, and living labs) also in Italian, Finnish, German, Dutch and Spanish.

Legacy version: At the end of the project the website has been redesigned in order to be the main archive of all iSCAPE outputs and of the project activities. The website will stay online for at least four more years at UCD. In order to remain compelling for the different iSCAPE target groups, the homepage shows for each target group directly the most interesting respective outputs. The 'Results' page has a prominent role, as all reports and other outputs can be found there. Other content of the website stays, but it is adapted to the fact that the project has finished, e.g. the description of the project itself and the various activities (including the events and the newsletter, etc.). The news are shown in an archive and the links to the social media channels are deleted. Information on already planned future activities are provided (e.g. links to Living Labs).

Virtual Living Lab platform



The Virtual Living Lab website (<https://livinglabs.iscapeproject.eu>) was aimed at citizens and other iSCAPE stakeholders interested in improving air quality as well as architects, urban planners and developers of citizen sensors. The website presented some of the key results of iSCAPE in a layperson language and contained an overview of what is a Living Lab, a link to the sites of the single iSCAPE Living Labs in the main language of the respective city, and a link to the available resources for Living Labs communities. It also contains interactive tutorials on how to set up and use the sensors and shows an interactive air quality map connected to the sensors deployed during iSCAPE and showing data collected during the project.

The Virtual Living Lab has been built upon some modified instances of WordPress as a core Content Management System platform. The interactive air quality map connected to the sensors and the related forum are built upon modules of the already existing SmartCitizen platform developed by IAAC (<https://smarcitizen.me/>).

Legacy version: The Virtual Living Lab will stay online and be kept hosted by UCD. Some local Living Lab sites will be moved to the server of the local partner (e.g. for Dublin and Guildford).

Social media

The iSCAPE project used various social media platforms to disseminate its results and outputs, and in general to share experiences and participate in conversations about the project's issues. The project 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 were automatically published on the iSCAPE home page.

iSCAPE Twitter and Facebook accounts were managed by T6 and UCD and followed by partners, the platforms were also used to promote activities undertaken by project partners. The strategy defined 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.

A LinkedIn group had also been set up (<https://www.linkedin.com/groups/8635735>) to offer project members and stakeholders a further platform through which to communicate.

At the end of the project the Twitter channel will be kept and follow-up activities will be posted under the lead of UCD. The other two channels will be closed.

Researchers involved in the iSCAPE project have also been using Research Gate, an online channel that is specific to the scientific community and academic networks, and created a project page there:

www.researchgate.net/project/iSCAPE-Improving-the-Smart-Control-of-Air-Pollution-in-Europe.

On this platform the project advertised and will continue to advertise also **after the end of the project** the scientific papers and outputs produced for iSCAPE by the researchers.

iSCAPE e-newsletter

The project published a newsletter approximately every 3 months (depending on the relevant information available), with the first one released after month 6 when the first scientific deliverables were published. The objective of the newsletter was to present information about the project's activities and outcomes and to proactively initiate conversations with stakeholders about on-going research themes.

A mailing list has been created and constantly expanded; it included all those interested in the newsletter. Users were able to subscribe to the newsletter through a section in the project website or during projects' events as well as through direct contact with iSCAPE partners. The newsletter was set up through MailChimp.

A final newsletter will be sent shortly **after the end of the project**, summarising results and pointing to the legacy version of the iSCAPE website. It will also inform on the end of the project. Afterwards the mailing list will be deleted.

Videos

Two iSCAPE videos have been created. The first one (https://www.youtube.com/watch?v=WGFUpuYHakY&feature=emb_logo) at the beginning of the project by UCD, presenting the objectives and planned activities. Visitors of the project website were pointed to the video through one of the banners on the homepage.

The second video (<https://www.youtube.com/watch?v=YfadZKWMUKM>) was produced towards the end of the project by FCC. The video was planned to be a long-

term communication and dissemination mean for the iSCAPE project also after its end. It aims to reach laypeople for whom the air pollution might not be a primary concern, or it is still unknown, as well as any other person interested to launch a message and raise awareness. It was produced using the VoxPopMe tool and collected feedback via short video interviews, so to have an extensive archive of video footage.

Both videos will be available on the iSCAPE website also **after the end of the project**.

iSCAPE webinars and podcasts

The "Living Labbers" webinar series and the "Let's talk about Living Labs" podcast episodes invite iSCAPE Living Labs and Living Labs from the ENoLL network to share their learnings on "how to Living Lab" as well as "how not to Living Lab" - sharing both successes and lessons learned throughout their journeys in becoming Living Labs. The webinars showcase the operations and models of different Living Labs across the globe, while each podcast episode focuses on a personal story shared by the interviewee. These educational materials are addressed for a wide audience, interesting for anyone who is looking to learn more about what Living Labs are, how they work, and the do's and don'ts shared by others experiences. The webinars will continue to be hosted on a monthly basis together with the UNaLab project: <https://unalab.eu/>.

The currently available webinars and podcasts will be available on the iSCAPE website also **after the end of the project** and a link is provided to where to find additional ones that will be realised in the future.

6.2 Offline materials, articles, presentations, reports

iSCAPE factsheet, project leaflet and standard presentation

The iSCAPE factsheet, the project leaflet and presentation were used to give a general overview of the project during presentations and events.

The **factsheet** provides a short overview over the main features, objectives and (expected) results of the iSCAPE project. It was set up at the very beginning of the project and currently serves as the main offline dissemination resource.

The **project leaflet** presents the iSCAPE project in general. It was the main dissemination resource for stakeholders or at project's events. It was in English and presented the main research activities and the Living Labs as well as the expected outcomes and results.

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

The factsheet and leaflet, as well as the presentations of the final event, containing a wide range of project results, are available on the iSCAPE website also **after the end of the project**.

Articles in scientific journals, conference presentations and posters

All research partners of the iSCAPE consortium have been contributing to disseminate 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 were 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. Partners are choosing a "green" or a "gold" open access model for scientific and technical publications, making its outcomes available for access in the project website, without having to consider Intellectual Property Rights or copyright. The choice of "gold" access depends on partners' decision to maximise impact publishing in recognised academic journals and publishers.

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

iSCAPE partners will continue to publish the results of project in peer-reviewed journals.

iSCAPE final scientific publication

A final scientific publication is under development 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. The final scientific publication will be in the form of a dedicated special issue in the Science of the Total Environment (Impact Factor: 5.589). The special issue is edited by members of the iSCAPE team and includes only invited publications from iSCAPE and from the 2 sister projects ICARUS and ClairCity. The deadline for submission of papers is on December the 31st 2019 to allow for all the partners to complete the journal publications after the preparation and submission of the final deliverables in iSCAPE. Some of the prepared publications will be published in another special issue also co-edited by some of the partners in iSCAPE: the special issue is in Sustainable Cities and Society (Impact Factor: 4.624). This special issue is open to any submissions and it is not dedicated to only iSCAPE partners. The special issue deadline is on November the 30th, 2019.

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 available to be freely downloaded from the iSCAPE project website and, when relevant, also from the Virtual Living Lab platform.

The Management Board decided that scientific deliverables were made public only after a 6-months grace period, if not otherwise decided by the authors. This allowed the authors to prepare and submit scientific articles. In order to disseminate some information prior to the full launch, a brief summary for each deliverable was prepared and made public on the iSCAPE project website. All non-academic deliverables were published immediately on the iSCAPE website after their submission on Research

Participant Portal of the European Commission.

At the end of the project, for the legacy version of the iSCAPE website, all public deliverables are available for download.

Policy briefs

iSCAPE extracted policy-relevant knowledge from the project findings in a comprehensive, clear and concise form. This has been mainly part of the work of the Exploitation work package (WP7). Policy briefs will be published at the end of the project. The topics of the policy briefs are described in D7.1. The policy briefs will be available on **legacy version of the iSCAPE website**.

Guidance “Implementing Green Infrastructure for Air Pollution Abatement”

The Global Centre for Clean Air Research (GCARE) team of the iSCAPE partner UoS has developed a concise guidance document that summarises best practice regarding the implementation of green infrastructure for improved urban air quality and reduced human exposure to air pollution, based on iSCAPE research results. Generic (i.e. not site-specific) recommendations are made for two typical urban environments: street canyon and open road. Building on guidelines that were published by the Greater London Authority (City Hall) in consultation with GCARE, this new guidance document includes considerations for vegetation management and plant species selection.

Document citation: Kumar, P., Abhijith, K.V., Barwise, Y., 2019. Implementing Green Infrastructure for Air Pollution Abatement: General Recommendations for Management and Plant Species Selection. <https://doi.org/10.6084/m9.figshare.8198261.v4>.

The guidance brochure is available on **legacy version of the iSCAPE website**.

Booklet “The Air We Breathe”

“The Air We Breathe” is a booklet for primary school kids which was developed by UCD using the drawings collected during the LEGO® workshops in primary schools and includes quotes from various experts to explain various air pollution sources. UCD printed around 1,000 copies which have been distributed in primary schools and kids science events, mainly in Dublin. The booklet is also available in a digital format on the iSCAPE website and it was linked to the national distribution of “Up in the Air” (see next paragraph).

The booklet is available on **legacy version of the iSCAPE website**.

Booklet “Up in the Air”

Up in the Air is a STEM (science, technology, engineering, and mathematics) book for kids that was funded by Science Foundation Ireland and the Irish Environmental Protection Agency as part of the Science Apprentice project. It includes contributions from different experts on different fields related to “Air”. iSCAPE has a central role in the book. Over 100,000 copies of this book were distributed at national level with The Irish Independent in 2018.

The booklet is currently available through the app: <https://www.ucd.ie/scienceapprentice/activities/scienceapprenticeapp/>.

We are currently checking if we can upload a pdf version on the **legacy version of the iSCAPE website**.

iSCAPE Playbook

The iSCAPE playbook is a publication (online and offline) that tells the iSCAPE story and shares lessons learned to communicate the iSCAPE project in an engaging and tangible way and summarising goals, principles and methods used over the three years. It provides a framework and a starting point for other organisations or air quality projects that want to use passive control systems, behavioural change (mobility) and the Living Lab approach. The Playbook simplifies a three-year research and innovation project for an audience that is maybe less familiar with citizen engagement or passive control systems. The main audience are research organisations / institutes and city authorities that are working on similar environmental challenges to iSCAPE. The playbook was produced by the end of the project by FCC and UCD. It is **available on the legacy version of the project website**.

iSCAPE Citizen Science Guide

The iSCAPE Citizen Science Guide is a document that shares the iSCAPE Citizen Science Framework. It is explaining what citizen science is and how it's often used, is communicating the iSCAPE story and why citizen science is relevant for the project and is sharing a citizen science framework that uses low-cost sensors and can be easily implemented in other projects. The guide provides a brief introduction to Citizen Science as well as a comprehensive step-by-step structure for two connected Citizen Science workshops covering everything from finding the right space and reaching out to citizens, to delivering the workshops and planning next steps for citizen-led solutions to environmental problems. More experienced users could gain inspiration of the way we engaged the community and started the citizen science activities in the six cities. The guide can be used by Living Labs, community groups, SMEs and local authorities that want to learn about the citizen science approach and potentially start implementing the approach in their own projects. It was produced by the end of the project by FCC with support of IAAC. It is **available on the legacy version of the project website**.

Living Lab Guidebook for Cities Fighting against Air Pollution

The “Living Lab Guidebook for Cities Fighting against Air Pollution” is a guide that has been developed to showcase and benchmark the outcomes, experiences and lessons learned of the six iSCAPE Living Labs and is part of D7.11 ‘Living Labs for Air quality knowledge and policy package’. It includes the results of the quadruple helix approach used to bridge knowledge, environment and technology to tackle air pollution in collaboration with local government, industry, academia and local communities. The book includes a series of actionable recommendations and it is intended to spread the iSCAPE message, methods and solutions for other cities to follow. It aims to create more sustainable and less polluted cities, which are collaborative & people-centred, resilient & strategic, aware & healthy, smart & techy. The main target audience of the guidebook are cities and existing Urban Living Labs, although other urban actors working in the field for air quality such as industry, researchers, policy makers or SMEs were also taken into consideration when shaping

the knowledge and learnings of the publication. This book also provides actionable resources through the DIY (do-it-yourself) chapter that can be used as a hands-on exercise that, although builds on the experiences of air pollution-oriented Living Labs the lessons are applicable to other Living Labs in general.

The guidebook was produced by the end of the project by ENoLL. It is **available on the legacy version of the project website**.

Tips and Tricks cards on Living Labs

The Tips & Tricks are thought provoking cards that can be played to discuss the Living Lab mindset. The iSCAPE Tips & Tricks for sustainable Living Labs present 20 tips that have been developed together from the knowledge of iSCAPE project and other Living Labs around the globe, on what to consider when building a Living Lab to sustain through time. The cards inspire discussion and knowledge exchange on the four themes: users, operations, organisation and business models of Living Labs. The cards are intended to be played by practitioners looking to build their own Living Labs. The cards were produced by ENoLL. They are **available on the legacy version of the project website**.

6.3 Networking, meetings and events

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

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

iSCAPE partners engage with existing research networks in the field of air pollution control and climate change mitigation. This allows an exchange on project contents and outcomes. Activities 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, which took place through the coordinators of the three projects. 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 projects that were taken into consideration for regular information exchange, were:

- 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/yes/yes/projects/capacitie/>
- Greening transport <http://www.greeningtransport.ie/>
- US EPA <https://www.epa.gov/sciencematters/living-close-roadways-health-concerns-and-mitigation-strategies>
- INHALE
<https://gow.epsrc.ukri.org/NGBOViewGrant.aspx?GrantRef=EP/T003189/1>
- CARE-Cities <https://www.surrey.ac.uk/global-centre-clean-air-research/projects/care-cities-clean-air-engineering-cities>

In addition, iSCAPE took advantage of the fact that important actors in the field of Living Labs and Fab Labs were partners of the project. The European Network of Living Labs has successful social media channels, a popular newsletter and website. iSCAPE used these tools to disseminate information about iSCAPE. The same was the case for the Fab Lab Barcelona which is part of a global network on digital manufacturing technology. It was particularly relevant for disseminating information on the citizen sensor kits and the resulting measurements, in particular through the <https://smartcitizen.me/> platform.

Presentations at local, national and international events

iSCAPE has been seeking 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. This included international conferences and/or part of invited talks as well in places such as Cairo (Egypt), Sao Paulo and Vitoria (Brazil), Medellin (Colombia), Hong Kong, Chennai (India). In these events we presented 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 has been set up and regularly updated. These 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.

The events to which the iSCAPE consortium participated are listed in the progress reports.

Direct meetings

The face-to-face communication of all iSCAPE participants are perhaps the most effective way to communicate iSCAPE activities and results. The iSCAPE project brings together brilliant scientists and professionals from different disciplines with excellent reputation. This is likely the biggest resource for the communication and dissemination of iSCAPE and should be used whenever possible.

iSCAPE partners had close contacts with the local authorities and their Living Labs with many meetings. This led to a successful collaboration on the iSCAPE topics. More information is provided in the progress reports.

iSCAPE mid-term workshop and final conference

Two iSCAPE events have been organised during the iSCAPE project, a mid-term workshop and a final conference:

A **mid-term workshop** took place in Bologna on 10 May 2018 and was mainly organised by UNIBO and ARPA-ER, in close collaboration with UCD and T6. The event brought together diverse perspectives and created a constituency for air pollution control in European cities that is grounded on evidence-based analysis. By bringing together app. 90 researchers and decision-makers, the workshop aimed to accelerate the use of advanced and integrated passive air pollution remediation strategies. The event had a mix of presentations from practitioners and researchers (both internal to the project and external) and panel discussions. A poster session, presenting the six iSCAPE Living Labs as well as research results was organised. The coordinators of the sister projects ClairCity and ICARUS were involved among the panellists in order to strengthen synergies and encourage potential collaborations during the last phase of the projects.

The **final conference** took place on 8 November 2019 in Dublin with app. 100 participants. The aim was to present the key results of the iSCAPE project. The event was organised by UCD, in close collaboration with FCC on the exhibition and T6 for materials and the registration process. The event involved iSCAPE partners, Advisory Board members and the coordinator of the ClairCity project and presented the results of three years of research and hands-on experience in reducing urban air pollution, and the negative impacts of climate change, through passive control systems, citizen engagement, behavioural change, and the low-cost sensors developed through the project. This included the presentation of the case studies from the six European cities that participated in the iSCAPE project as well as recommendations on a wide variety of passive control measures for air pollution exposure (and climate change adaptation), starting from the use of green infrastructure in the built environment, to photocatalytic coating, to urban design and behavioural change considerations. The event highlighted the importance of bringing together diverse stakeholders to enhance the collaboration towards the common goal of improving air quality. The event's panel of experts shared their insights on the use of Passive Control Systems for healthier cities as well as the future of air pollution control and the role of technology and people.

An exhibition was organised that could be visited during the breaks. It focused on the presentation of research results through posters; the demonstration of the iSCAPE sensors along with the Citizen Science guidebook and the interactive presentation of the iSCAPE Living Labs with the possibility to experience co-creation and co-design, and playing the Living Lab game. The breaking area of the event venue had also a board with pre-filled cards enabling people to provide feedback on the event, on iSCAPE and the general air pollution topic.

6.4 Press and media work

Press and media work included **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 supported the press offices of iSCAPE partners (where present) with information and content for press releases. This support allowed to maximise the dissemination of information, materials and invitations.

A press kit (.zip) containing the project logo in TIFF, iSCAPE leaflet and short presentation, press contacts, notes to Editors has been prepared, with the press kit available on the project website. All iSCAPE related press releases and articles are saved on the project website.

6.5 Content Management

When the project started delivering the first inputs for dissemination, the consortium agreed the content management process. Partners received a news template (Annex II) to efficiently share punctual information and allow the creation of the news. The project team identified five sources of information (Source), the news format to draw from them (What), the responsibilities (Who) and the channels to spread the news (Where). The procedure was implemented as planned, with some adjustments.

The table below summarises this flow of information.

Source	What	Who	Where
1. Deliverables	Short articles and factsheets for different target groups (i.e. planners) extracted from the project deliverables.	T6 to write the short articles and inform the partner in charge of the deliverable, who will check the article before the publication.	<ul style="list-style-type: none"> On the project website: always On Facebook: depending on the content. On Twitter only when the download link is available.
2. iSCAPE events (mid-term and final events, exploitation events, internal trainings)	One or more short article/s describing the event.	When T6 is directly supporting the event organisation, it will take care of all the dissemination. In those cases when T6 does not attend an event, the responsible partner will timely share information using the news template.	Always on the project website and on the project social media, before (when appropriate) and during the event.
3. Publication of papers	Short articles in layman style extracted by the published papers.	The main author will inform T6 and share the link. T6 will take care of the dissemination.	Always on the project website and on the project social media.
4. Scientific or non-scientific events attended by iSCAPE partners (events database)	Short articles in layman style about the event.	The attending partner/s will inform T6 about the event and they will share the news template (and photos if possible). T6 will take care of the dissemination.	To be decided depending on the relevance of the event and of the iSCAPE involvement, but mostly on the project website and on the project social media.
5. Living Labs activities	Short articles in layman style about events,	The partner in charge of the Living Lab (LL)	On the project website and on the project social media.

	workshops, meetings, testing, etc.	will update T6 beforehand and can: 1) update its mini-site and share the link with T6, or 2) just share the news template with T6 (in which case the mini-site will not be updated). T6 will disseminate through the project channels.	
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Table 3: iSCAPE Flow of information

6.6 Beyond iSCAPE – the European Commission Common Dissemination Booster Service

iSCAPE has been in regular contact with the two other projects financed under the same call, ClairCity and ICARUS. With these two projects shared dissemination activities were discussed around the shared topic of air pollution abatement in European cities; these included participating as a cluster to the Common Dissemination Booster service from the European Commission. With this aim a working group was set-up and prepared an application for 2019.

7 Monitoring and Evaluation

The results of the communication and dissemination strategy were constantly monitored in order to assess its effectiveness and progresses, as well as to formulate change requirements where necessary. The evaluation of the strategy undertaken in February 2018 has led to a number of changes including the definition of specific targets for each dissemination KPI. During the final quarter of the project a final evaluation has been carried out, which is presented in the following.

For each dissemination channel some Key Performance Indicators (KPIs) had been identified. For some there was also an indication of the expected iSCAPE performance according to what was planned, while for others the assessment implied a monitoring of the progress.

Dissemination Tools	KPIs	Targets	Achievements at the end of the project
Official iSCAPE website and Virtual Living Lab Platform	<ul style="list-style-type: none"> Web analytics (e.g., page views) 	<ul style="list-style-type: none"> Achieve an average of 1,000 page views per month 	<ul style="list-style-type: none"> Over 38 months: 1,653 page views (1,267 unique page views) per month on average

Living Labs leaflet/info-sheet	<ul style="list-style-type: none"> • Number of leaflets/info-sheet developed for the LL 	<ul style="list-style-type: none"> • 6 (at least one for each LL) 	<ul style="list-style-type: none"> • 1 Living lab brochure (includes info about each LL); 1 brochure in German; paperless infos on minisites
Project Website	<ul style="list-style-type: none"> • Number of news items 	<ul style="list-style-type: none"> • 150 posts 	<ul style="list-style-type: none"> • 164 (100 website + 64 posts on Minisites)
Project website	<ul style="list-style-type: none"> • Translated presentation pages 	<ul style="list-style-type: none"> • 4 languages 	<ul style="list-style-type: none"> • 5 languages (Dutch, Finnish, German, Italian, Spanish)
Facebook page	<ul style="list-style-type: none"> • Number of followers and posts 	<ul style="list-style-type: none"> • 400 followers • 200 posts 	<ul style="list-style-type: none"> • 232 followers • 121 posts
Twitter account	<ul style="list-style-type: none"> • Number of followers, number of tweets 	<ul style="list-style-type: none"> • 600 tweets/retweets • 500 followers • 300 likes 	<ul style="list-style-type: none"> • 1,005 Tweets • 912 Followers • 1,255 likes
Research Gate	<ul style="list-style-type: none"> • Number of followers, number of citations 	<ul style="list-style-type: none"> • 150 followers • 2,000 reads 	<ul style="list-style-type: none"> • 173 Followers • 1,770 reads • 19 Updates, 26 recommendations
E-newsletter	<ul style="list-style-type: none"> • Number of newsletters issued during the project and subscribers 	<ul style="list-style-type: none"> • 300 subscribers • 8 newsletters issued 	<ul style="list-style-type: none"> • 120 subscribers • 8 newsletters issued; a concluding one at the end of the project
Project leaflet	<ul style="list-style-type: none"> • Number of copies of project leaflet distributed 	<ul style="list-style-type: none"> • 1,000 copies 	<ul style="list-style-type: none"> • 100 printed
Project roll-ups	<ul style="list-style-type: none"> • Number of project roll-up banners produced 	<ul style="list-style-type: none"> • At least 2 	<ul style="list-style-type: none"> • 5
Articles in scientific journals	<ul style="list-style-type: none"> • Number of submitted and published peer-reviewed articles 	<ul style="list-style-type: none"> • 15 	<ul style="list-style-type: none"> • At least 23 (numbers will be updated in 2nd progress report)
Academic conference presentations	<ul style="list-style-type: none"> • Number of academic presentations and publications in conference proceedings 	<ul style="list-style-type: none"> • 20 	<ul style="list-style-type: none"> • At least 20 (numbers will be updated in 2nd progress report)
Posters at scientific events	<ul style="list-style-type: none"> • Number of posters at scientific events 	<ul style="list-style-type: none"> • 20 	<ul style="list-style-type: none"> • At least 20 (numbers will be updated in 2nd progress report)
iSCAPE final publication	<ul style="list-style-type: none"> • Finalisation of the final publication 	<ul style="list-style-type: none"> • Final publication in place and available online 	<ul style="list-style-type: none"> • Special issue in the “Science of the Total Environment” in preparation • Special issue in “Sustainable Cities and Society”

Position papers and policy briefs	<ul style="list-style-type: none"> • Number of position papers and policy briefs created 	<ul style="list-style-type: none"> • 10 	<ul style="list-style-type: none"> • 9 (in final editing), will be finalised in December 2019
Presentations at local, national and international events (non-scientific)	<ul style="list-style-type: none"> • Number of presentations 	<ul style="list-style-type: none"> • 30 	<ul style="list-style-type: none"> • 37 (as of June 2018), will be updated for the 2nd progress report
iSCAPE mid-term workshop	<ul style="list-style-type: none"> • Organisation of Mid-term Workshop /number of participants 	<ul style="list-style-type: none"> • 1 workshop, ca. 50 participants over 1 day 	<ul style="list-style-type: none"> • Undertaken May, 10th, 2018 (89 participants)
iSCAPE final conference	<ul style="list-style-type: none"> • Organisation of the final conference/number of participants 	<ul style="list-style-type: none"> • 1 conference, ca. 100 participants over 1-1.5 days 	<ul style="list-style-type: none"> • Undertaken 8 November 2019 – 105 participants
Press releases	<ul style="list-style-type: none"> • Number of press releases 	<ul style="list-style-type: none"> • 3 	<ul style="list-style-type: none"> • 8
Interviews and articles in thematic magazines or general press	<ul style="list-style-type: none"> • Number of interviews and published articles in magazines or the general press 	<ul style="list-style-type: none"> • 5 	<ul style="list-style-type: none"> • 21, (as of June 2018), will be updated for the 2nd progress report

Table 4: Key Performance Indicators (KPIs) for the planned iSCAPE Dissemination tools

Overall the dissemination activities can be considered successful having reached and, in most cases, exceeded the targets set. This was only possible due to the active participation of all partners in the dissemination activities. Newsletter sign-ups were hindered by the General Data Protection Regulation that came into force halfway through the project, and it was found that from a social media perspective interaction with key stakeholders were more effective through Twitter rather than Facebook.

8 References / Bibliography

European Commission, Directorate-General for Research and Innovation (2014). *Communicating EU research and innovation guidance for project participants*.

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

Stibe, S., Mäkelä, A., Fuchs, M., Faulenbach, L., Brattich, E., Di Sabatino, S., Adnan, M. Ahmed, S., Omidvarborna, H., Kumar, P., Mahajan, S., Vaitinen, S., Vervoort, K., Bertolin, J., Schaaf, K., Rihal, S. (2019). *Plan for extending the life of the Living Labs beyond iSCAPE*. iSCAPE Deliverable 5.5.

Yankulova, A., Lynch, S., Hynes, W., Stibe, S., Pilla, F. *Exploitation Strategy*. iSCAPE Deliverable 7.1.

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:

	Ver y	Somewha t	Neithe r	Somewha t	Ver y	
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.

- o **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, urban 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 go 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!

Annex II: Template for the collection of News

Template for the Collection of News

Please use this template for providing us with information that should go in the News section of the iSCAPE website (e.g. participation in a conference, organisation of a meeting in your Living Lab, publication of a journal article, etc.).

Following your information, we will write the text.

Instructions:

- Make a copy of this file in google drive (File → Make a copy) and fill it in online.
- If you have photos that we are allowed to publish (including credentials, in case that we should show these), please add them below or send them by email to Giorgio (giobagordo@gmail.com).

Thanks!

Katja, Luca and Giorgio

What (e.g.: Irish National Climate Research Coordination Group Meeting hosted by the Irish Environmental Protection Agency)	
When (e.g. 14th of June 2017)	
Who (e.g. UCD team)	
Where (e.g. Dublin)	
Why - Why this is important for the project & why we want to share it will all (e.g. Being part of the bigger picture - this meeting/ event was a great opportunity to discuss collaboration opportunities and we look forward to explore synergies with other initiatives; we develop successful relationships for a long term collaboration & impact...)	
Link (e.g. events page, ppt, etc.)	
Tags	

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