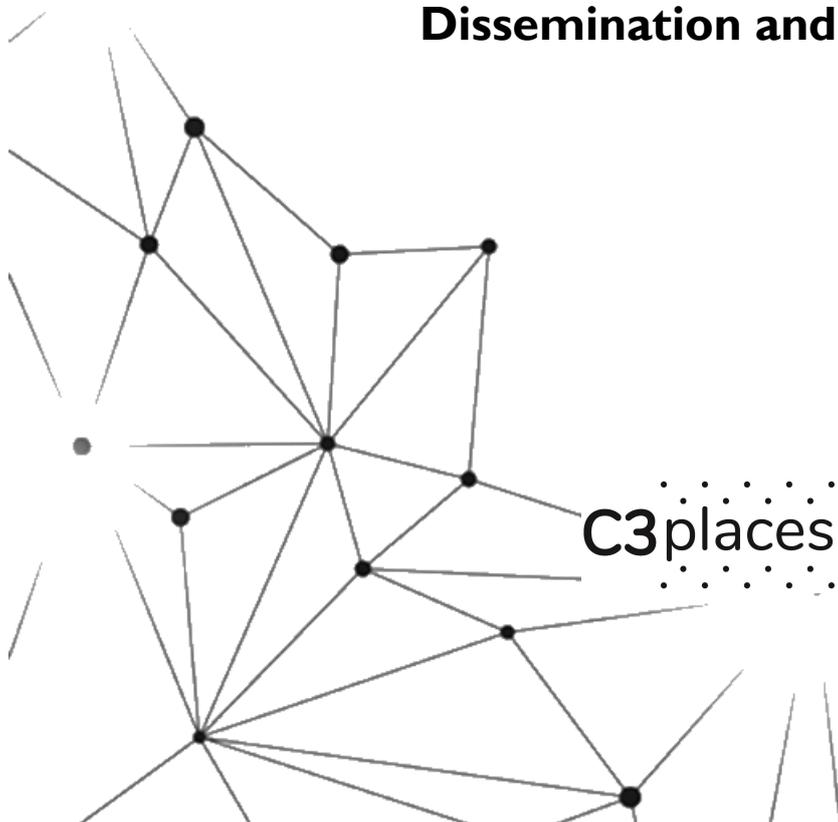




Dissemination and communication strategy



Using ICT for Co-Creation of inclusive public Places

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Contents:

1. Aims and objectives
2. Key message
3. Target audience/groups
4. Benefits to users
5. Dissemination tools, methods and activities
6. Timetable and responsibilities
7. Networking and building synergies
8. Ownership of the results
9. Dissemination action plan

C3PLACES - using ICT for Co-Creation of inclusive public Places

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The dissemination and communication plan for the C3Places outlines strategic priorities and activities aimed at communicating the development phases, outputs and results of the project. It defines target groups, tools and networking activities, as well as evaluation of dissemination activities.

The term *dissemination* can be described as the “engagement of an individual in a process”, and it includes four levels according to the level of involvement and action of all target groups.

These levels are:

- knowledge synergy
- understanding
- action
- raising awareness

The C3Places communication and dissemination plan will be regularly updated according to the needs and opportunities with regard to the project dissemination.

1. Aims and objectives

The aim of dissemination strategy is **to disseminate project results among target audiences** (i.e. stakeholders, civil society, urban practitioners, policy makers, ICT developers and researchers).

The important questions that the dissemination strategy addresses, are (i) who will be users of the project results, (ii) what benefits, and outcomes will the project offer and, (iii) which are the guiding principles on the ways to approach target groups. Based on these inquiries, the following dissemination objectives are set:

- to disseminate results of the C3Places project,
- to disseminate different materials about the project to public,
- to increase knowledge, raise awareness and influence behaviour.

2. Key message

C3Places aims at developing strategies and tools to increase the quality of public open space through ICT by influencing positively co-creation and social cohesion effects. It explores the new dynamics of open spaces as a trusted service for community and expands our understanding on how mediated open spaces function, paying attention to communities, authorities, policymakers, general public, NGOs and other stakeholders.

Shortly, C3Places aims at showing that ICT can improve public spaces to be more inclusive, participated and lived. These three dimensions have three correspondences: **co-creation, communication and cooperation**, which present new opportunities to engage people with places.

3. Target audience/groups

The target groups of C3Places communication are broad due to the broad scope of different types of stakeholders involved in ICT, planning and using urban spaces, co-creation processes, etc. The most important target groups were defined through the two main questions: *Why we want to reach different stakeholder?* and *What benefits/outcomes our project must offer?* These target groups can be categorized according to their engagement level – type of involvement (knowledge synergy, understanding, action and raising awareness) and their status as:

- internal audience (e.g.: project partners, etc.)
- external audience (e.g.: government, academic, local community, NGO, media, etc.)
- connected audience (e.g.: potential users like students, employers, etc.)



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Main target stakeholders are:

Type of involvement	Target audience/stakeholders
Knowledge synergy	interdisciplinary researchers municipalities scientific community
Understanding	users – general public urban planners decision-makers and policy designers industrial partners
Action	industrial partners local communities media and local news agencies ICT developers and urban activists
Awareness	municipalities people (residents) media (popular and scientific) institutions all other stakeholders

Broader public – audience can be addressed by visiting web pages such as: www.mruni.eu, www.piazza.eu, <http://humancities.eu>, <http://urbanmill.org>, <http://unhabitat.org>, <https://eu-smartcities.eu>, www.jcismartcitiesplatform2017.be, <http://cyberparks-project.eu/>, <http://www.collaboriamo.org/>, <https://www.shareable.net/>, <http://www.nesta.org.uk/>, or by interacting in real space.

4. Benefits to users

The dissemination activities of C3Places will offer all project results so that researchers, urban policy makers and urban practitioners that are active in relevant fields, can benefit from it and potentially use the outcomes in the future.

Benefits for public will be analysed at the end of the project.

Expected benefits will result in experiencing co-creation process and raising awareness of using ICT and influencing the open space in the city.

5. Dissemination tools, methods and activities

C3Places aims, more specifically, at advancing knowledge on the interactions among public spaces – urban design – urban sociology – behaviour research on the one hand, and ICT on the other.



Tools for dissemination of the objectives and findings will differ with regard to the target audiences according to their type of involvement and their status (not every tool is usable for everybody). During the project, following tools for dissemination will be used:

- Project logo
- Website
- Email + telephone
- One-to-one
- Briefings
- Flyer & posters
- Publications, articles
- Press release, media communication, and social media (with attention-drawing statements)
- Workshops, conferences, roadshows, and exhibitions (connected to the existing ones within the project duration)

Communication channels of dissemination activities will be online (interaction tools), in print (publications, posters) and oral (presentations, etc.). Other activities that could outline the findings of the project and will be connected to the living labs could be creating and designing gifs and stickers (games, illustrations, animations) and story- and sound-telling (creating new story, soundscape). Channels of dissemination are in more detail described in the Exploitation plan of the Project C3Places (to be added)

Proposed dissemination outputs:

- C3Places website,
- Midterm book,
- E-book (open source),
- MyC3Places platform – collection of best practices in the use of ICTs for public spaces,
- Final Public Symposium,
- Workshops and engagement events,
- Research articles,
- Digital co-creation methodology,
- Tools to foster, evaluate and access co-creation processes,
- Webinars,
- Protocol for co-creation processes with local authorities, industrial and academic partners,
- Apps for co-creation in public open spaces,
- Tools of ICT to engage with places and people.

6. Timetable and responsibilities

The goal is to disseminate ongoing and final results. Drawing a dissemination strategy for the project includes all the project's milestones. Dissemination activities are integral part of the project plan.

The **timing of all dissemination activities** should be set up with following highlights:

- realistic goals,
- focusing on the quality of disseminated issues rather than just quantity,
- avoiding “everything for everybody”.

Dissemination is built from the beginning of the project till the end.

All partners are responsible for dissemination activities. Information of the publications and conference attendances of different partners are regularly collected within **Repository of dissemination activities** on the project google drive that contains:



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1. List of publications
2. Communications in International Conferences
3. Communications in National Events
4. PhD and Master thesis information

Each partner is also responsible to locally disseminate its Living-lab information and outcomes. Universidade Lusófona as Project Coordinator makes available all the publicly relevant information at the project website.

7. Networking and building synergies

Networking is related to three groups of customer segments, as identified in the C3Places Exploitation plan. First group are users of the public open space, second group is linked to new market opportunities (e.g. local businesses, developers of digital tools, academia), and the third group consists of parties to whom the C3Places can offer user-tailored approach (e.g. city administration, urban activists, educational institutions). Networking is built on events organised and carried out by a third party, and to a minor extent on events and other activities, organised by project partners that may provide useful channels for dissemination of C3Places project and to build synergies between them.

Possibilities to communicate and disseminate project activities on international and/or national conferences are regularly updated on internal project website. Organizations, associations and individuals that could be interested in networking and C3Places project are:

- European Network of Living Labs (<https://enoll.org/>)
- Agora (<https://www.agoria.be/>)
- Eurocities (<http://www.eurocities.eu/>)
- Creative Cities Network (<https://en.unesco.org/creative-cities/>)
- URBACT (<https://urbact.eu/>)
- AESOP (<http://www.aesop-planning.eu/>)
- IFLA (<https://www.ifla.org/>) and its national networks
- European Research Council (<https://erc.europa.eu/>)
- ISOCARP (<https://isocarp.org/>)
- ECTP/CEV (European Council of Town Planners) (<http://ectp-ceu.eu/index.php/en/>)
- Collective Intelligence Conference (<https://collectiveintelligenceconference.org/>)
- IASC (<https://interagencystandingcommittee.org/>)
- Knowledge economy forum (<http://www.zef.lt/en/>)
- LabGov City (<https://labgov.city/>)
- Architekturos centras (<http://www.arch-centras.lt/>)
- Infobalt association (<http://www.infobalt.lt/en/about>)
- Vistoriu technologijos parkas (<http://www.vitp.lt/en/>)
- Collaboriamo (<http://collaboriamo.org/>)

Project results can be published in journals linked to the conferences, and other journals on the topics of urban design, cities, landscape and urban planning, urban forestry and greenery, etc. Project partners suggested publishing in:

- CoDesign – International Journal of CoCreation in Design and the Arts (<https://tandfonline.com/toc/ncdn20/current>)
- Sustainable Cities and Society (<https://www.journals.elsevier.com/sustainable-cities-and-society>)



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- Urban Science (<http://www.mdpi.com/journal/urbansci>)
- Journal of Urban Technology (<https://www.tandfonline.com/loi/cjut20>)
- Journal of Urban Economics (<https://www.journals.elsevier.com/journal-of-urban-economics>)
- Environment and Behaviour (<http://journals.sagepub.com/home/eab>)
- Science of the Total Environment (<https://www.journals.elsevier.com/science-of-the-total-environment>)
- Technological Forecasting and Social Change (<https://www.journals.elsevier.com/technological-forecasting-and-social-change>)
- Landscape Research (<http://www.landscaperesearch.org/publications-2/lr-journal/>)
- Architecture and Culture (<https://www.tandfonline.com/action/journalInformation?show=aimsScope&journalCode=rfac20>)
- Sustainability (<http://www.mdpi.com/journal/sustainability/about>)
- Environment and Planning B: Urban Analytics and City Science (<http://journals.sagepub.com/home/epb>)
- Computers, Environment and Urban Systems (<https://www.journals.elsevier.com/computers-environment-and-urban-systems>)
- International Journal of Urban Sciences (<https://www.tandfonline.com/action/journalInformation?show=aimsScope&journalCode=rjus20>)
- Urban Research and Practice (<https://www.tandfonline.com/toc/rurp20/current>)

8. Ownership of the results

Rules of ownership and dissemination of results are defined in the Consortium Agreement of the project. It defines also specific rules – provisions for access rights to software (access, source code, etc.).

The results of the project are owned by the party that generates them. In cases of shared work and together developed and obtained findings, outcomes and results, the joint ownership should be agreed and respected for further dissemination. These parties shall negotiate and agree on a joint ownership regarding the allocation and terms of exercising that ownership of such joint results. Each of the owners may use the jointly owned results for non-commercial research activities and educational purposes and may grant non-exclusive licences to third parties with a prior 45 calendar days' notice to other joint owners.

With regard to publishing, prior notice of any planned publication of the shared results shall be given to the other parties at least 60 days before the publication with the invitation to join the writing. Any objection to the planned publication shall be made within 10 calendar days after receipt of the notice (if there is no objection, the writing for the publication is permitted).

9. Dissemination action plan

Dissemination action plan is a detailed plan, comprising a clear set of actions with different elements and guides. Different dissemination activities depend on the purpose (the main goal of dissemination), target audience (who would be interested, effected, who can contribute), method and tools (appropriateness), timing and responsibilities (involvement in each action of dissemination). Methods and tools for dissemination depend also on the level – scale (European, national, regional, local).



The following table summarizes the main outputs to be disseminated to different target audience during the project lifetime (Detailed list of dissemination outputs has been updated on the internal project website – *Dissemination activities*):

Activity	Details	Partners involved	Timing
Project's website establishment and updates	Providing information and material of the project	Lusófona (coordination), all project partner	Month 3 and continuous update
Midterm book	Increasing knowledge of the project research and results	Lusófona (coordination), all project partners	Month 18
Scientific publications	Increase knowledge of the project topics and results	All	During and after project completion, all project partners
Reader-friendly written research outputs	Research dissemination to society	All	During and after project completion, predominantly the project partners who carried out Living Labs
MyC3Places platform and open source e-book	To collect the C3Places knowledge coming from all partners and stakeholders that will be downloaded into an e-book	Project partners and external stakeholders (policymakers, academics, general public, etc.)	Month 36
Final public symposium	To share the knowledge gained during the project with wider public and academia	Project partners and external stakeholders (policymakers, academics, general public, etc.)	Month 36
Workshops and engagement events	To develop LivingLabs and establish interactions with local communities	Project partners with LivingLabs	Tailored to the activities of individual partners
Digital co-creation methodology	Methodological framework to foster the User-POS-ICT relationship	Ghent (coordination), all	Month 18
Tools to foster, evaluate and access co-creation processes	Development of different tools by individual partners to support their approach to co-creation and Livinglab development.	All	Tailored to the activities of individual partners.



Activity	Details	Partners involved	Timing
Apps for co-creation in POS	Development of the applications which support co-creation with a community-wide participation	Lusófona, Ghent and Milano	From month 7 on, tailored to the activities of individual partners.
Webinars	To inform wider public about project findings	All	The whole duration of the project linked to the JPI timeline.



