



Deliverable 6.2

Media Pack

WP 6 – Awareness, networking and dissemination Task 6.1 – Large-scale dissemination and openness activities

Revision: draft 1

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Acronyms

CA	Consortium Agreement
D.	Deliverable
TL	Task Leader(s)
WP	Work Package
WPL	Work Package Leader



1 Introduction

This document will describe the guidelines for the dissemination activities and communication strategy of the project. Moreover, it shows the timely and lively materials for the early promotion within the project.

2 Dissemination Framework

The Dissemination and Communication Strategy includes several interconnected objectives. It aims at providing information about the project to the broadest possible public, including players from academia and research world, public administrations and future users, expert groups and standardisation bodies, as well as industries and, most relevantly citizen.

2.1 Dissemination and Promotional Strategy

The Dissemination and Promotional Strategy is based on the following actions:

- Press releases.
- SUNSHINE Portal.
- Workshops & EU conference.
- · Editing of:
 - General publications.
 - Scientific publications.
 - Newsletters.
- Clustering.
- Social Networking.
- Webinars.
- TV Broadcasts.
- ...



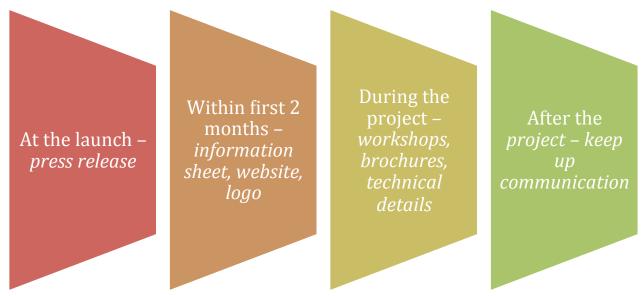


Fig 1 SUNSHINE communication practices

2.1.1 Press Releases

All the partners of SUNSHINE Consortium have been encouraged to issue a press release that targets their local press as soon as they sign the Grant Agreement, focusing on:

- main objectives of the project,
- planned end results,
- project contributions to stimulate the research,
- partners of the project consortium,
- explanation of how obtaining more information (i.e. the link to the project webpage).

The Press release should be simple, well written and in the journalists' language. Moreover, it has to be no longer than one A4 page.

2.1.2 SUNSHINE Portal

SUNSHINE website portal (http://www.sunshineproject.eu/) is the major online access point of the project. Moreover, it will be the public platform of the project to external institutions and the final users themselves, as well as to all the citizens. Indeed, the website will be used as an important dissemination tool, since it will make available all the most important information concerning the project, and a list of news concerning events and conferences in which the project has been or will be presented. Moreover, in the website, all the publications derived from the

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development output of the project will be available too.

Additional information is detailed in the D.6.1 "Project Website".

2.1.3 Workshops and EU Conferences

The different consortium members of SUNSHINE will organize a workshop to disseminate their results to a wider targeted audience.

The project intermediate results will also be presented in form of papers and presentations in various conferences, related to the following project topics:

- Urban Technologies
- Smart services and building energy performance assessment
- · Optimisation of public lighting systems and alerts
- Smart metering
- CityGML ADE for energy efficiency

At the end of the project, the organisation of a final project event, which is supposed to act as one of the reference events in the domain, will be useful to target potential users, service providers, interested parties or investors.

2.1.4 General Publications

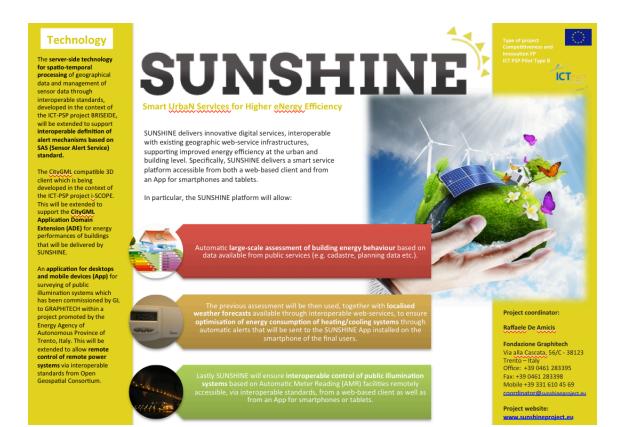
The aim of general publications is to maximize the awareness of the general public on the project topics.

The aim is also to deliver publications targeted to generic public. This will also include design and production of project **flyers, brochures and newsletters** to support the awareness and promotion of the project, its vision and concept.

Project **flyers** will serve as SUNSHINE business card and will be widely distributed among general audience.













¹ Available in .PDF format at http://www.sunshineproject.eu/multimedia

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Overview

SUNSHINE delivers innovative digital services, interoperable with existing geographic web-service infrastructures, supporting improved energy efficiency at the urban and building level.

Specifically, SUNSHINE delivers a **smart service platform** accessible from both a web-based client and from an App for smartphones and tablets.

In particular, the SUNSHINE platform will allow:

- Automatic large-scale assessment of building energy behaviour based on data available from public services (e.g. cadastre, planning data etc.). The information on energy performances will be used to automatically create urban-scale "ecomaps" to be used for planning activities and large-scale energy pre-certification purposes.
- 2) The previous assessment will be then used, together with localised weather forecasts available through interoperable web-services, to ensure optimisation of energy consumption of heating/cooling systems through automatic alerts that will be sent to the SUNSHINE App installed on the smartphone of the final users.
- 3) Lastly, SUNSHINE will ensure interoperable control of public illumination systems based on Automatic Meter Reading (AMR) facilities remotely accessible, via interoperable standards, from a web-based client as well as from an App for smartphones or tablets.

The SUNSHINE technology will be the result of the customisation and integration of existing software components developed by other EC-funded projects focusing on smart-city technologies, including BRISEIDE, i-SCOPE and i-Tour.

Type of projec

Pilot Type B

Competitiveness and Innovation Framework Programme ICT Policy Support Programme Objective identifier: 6

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Project website

www.sunshineproject.eu

Community contribution to the project 2.314.000,00 € (euro)

Project start date

or February 2013

Duration 36 months

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Fig 3 Cover of the brochure²

2.1.5 Newsletters

The consortium will also produce six monthly electronic newsletters targeted to a large public of stakeholders and others who subscribed for the newsletter on the SUNSHINE web portal. Newsletters will contain input of the WPs and information about SUNSHINE events, and will be available from the portal.

SUNSHINE Newsletters will be widely distributed, with the help and the support of all the project partners.

2.1.6 Clustering

Networking is another key issue for the dissemination/communication strategy. Project's results will be transferred towards a number of communities, revolving around EU projects, through linkage with other relevant EU initiatives already joined by SUNSHINE partners and beyond.

Particular attention will be paid to networking with other projects through the activities of other EU projects, and most notably with those belonging to the ICT PSP joint smart cities portfolio. These include:

The aim of clustering activities is to:

- Ensure close ties with other ICT PSP projects of the smart cities portfolio.
- Verify that all requirements and other results are handled successfully and efficiently and their compliance with the overall ICT PSP framework.
- Maximize impact of several projects by developing joint development agendas, which maximizes synergies between different projects.
- Maximize sharing of knowledge among partners.
- Maximize awareness through joint openness activities.
- Enlarge the community of stakeholders networking with city administrations involved in other ICT PSP projects.
- Facilitate exchange of best practices among different stakeholders.

² Available in .PDF format at http://www.sunshineproject.eu/multimedia



4 Overall Dissemination Guidelines

4.1 General Obligations

Being SUNSHINE funded by the European Community, any communication or publication material (including e.g. reports, presentations, promotional material, and publications) must clearly acknowledge receipt of Community funding through the display of a respective statement and the EU flag. All partners must ensure that this acknowledgement of funding and the EU flag is added prominently to all relevant documents.

The following description has to be inserted in all the communication or publication material:

"This project is partially funded under the ICT Policy Support Programme (ICT PSP) as part of the Competitiveness and Innovation Framework Programme by the European Community" (ideally with a link to the ICT PSP website: http://ec.europa.eu/ict_psp).

The contractual obligations also include that any communication or publication shall state that it reflects only the author's views and that the European Community is not liable for any use that might be made of the information contained therein.

4.2 SUNSHINE Corporate Graphical Identity

To support a consistent appearance of SUNSHINE project, different activities for a SUNSHINE Graphical Identity has been created, i.e.:

- SUNSHINE logo.
- Website (including an internal communication structure between the project partners and internal mailing lists).
- Power-Point Template.
- Template for Reports.
- Template for Deliverables.

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4.2.1 SUNSHINE Logo



In all the produced dissemination materials (e.g. web sites, leaflets, posters, newsletters), the EU co-funding has to been acknowledged. The reference is usually placed at the top of the document, as in the example above taken from the Deliverables' Template.



WP8 – Project coordination D8.1 Project Handbook

CIP-ICT-PSP-2012-6 - 325161

The acknowledgment must contain at least the following information:

- Project acronym and title.
- · Project number.
- Project logo.
- As well as the description as in 3.1 General Obligations.

Each partner is invited and encouraged, along the project duration, to present SUNSHINE on the occasion of sectorial events such as conferences, workshops, seminars and meetings, both at EU and national/regional level.

4.2.2 Power-Point Template

When possible, in delivering their Power Point presentations, the partners have been invited to use a common project template to respect the corporate image of the project and disseminate its logo. The template, shown in the following figures, is expected to be used for each presentation of SUNSHINE, both for internal and external events.





Fig 4 Power-Point template³

4.2.3 Template for Reports

A template has been created so as to uniform all the report made by SUNSHINE partners.

Herewith an example of a report template is available.

http://www.SUNSHINEproject.net/SUNSHINENew/index.php?option=com_content&view=article&id=67&It emid=69&dir=JSROOT%2FSUNSHINE%2Fkick+off+meeting+material%2Fslides/powerpoint+templates

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³ Available at

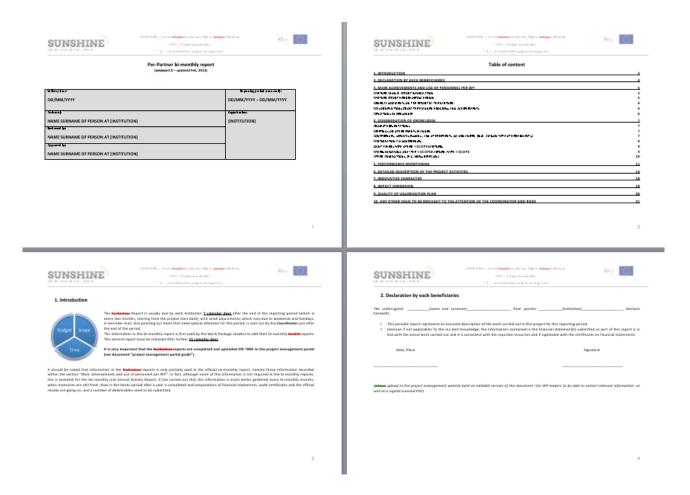


Fig 5 Report Template

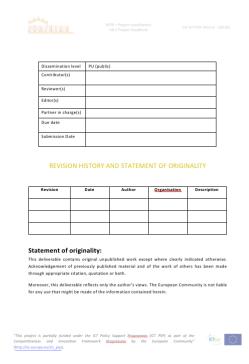
All the report templates are available on the project website only for the logged in partners.



4.2.4 Template for Deliverables

Another template has been created so as to uniform all the deliverables made by SUNSHINE partners, TLs and WPLs.









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		A	cronyms		
⊕ CA		Conso	rtium Agreemen	t	
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	nd Innovation			European Community	O.

1 Introduction	
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1.1 Subchapter	
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