Project Acronym: STORM CLOUDS

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Deliverable 6.5.2
STORM CLOUDS Awareness Tools

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Version Control

Modified by	Date	Version	Comments
Alkiviadis Giannakoulias	17/02/2017	0.1	Initial version
Alkiviadis Giannakoulias	17/02/2017	0.2	Ready for Internal Review
Alkiviadis Giannakoulias	22/03/2017	0.3	Updated brochure and posters for Agueda
Alkiviadis Giannakoulias	28/03/2017	0.4	Updated introduction, project portal, catalogue of services, social media and summary. Ready for internal review
Panagiotis Tsarchopoulos	29/03/2017	0.7	Update of the website section, add conferences and workshops section
Alkiviadis Giannakoulias	29/03/2017	0.8	Added portal Google Analytics
Panagiotis Tsarchopoulos	31/03/2017	0.9	Added information related to the smart city services presentation.

Executive Summary

Work Package 6 (WP6) of the STORM CLOUDS project aims to maximize the impact of the project at European level by planning and implementing an effective communication and dissemination strategy.

The main focus of this deliverable is to aggregate a varied set of communication tools used to increase project awareness and maximize its impact. It is organized into different sections, each one presenting the communication tool designed (digital and print format). The tools presented are:

- Project's Portal
- Catalogue of Services
- Blog & Social Media posts
- Brochure
- Video
- News Articles
- Posters
- Conferences and workshops

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1   Introduction

During the project a large number of awareness material has been created in order to promote the project, its activities and results. This included the project brochure aiming to communicate the goals of the project to the intended target audience during various events at different cities. A project web-site (portal) has also been created gathering all information related with the project, therefore clarifying and defining important concepts for internal and external users. It provides links to relevant organizations, projects and other social media platforms. Additionally various posters have been created to support local communication for the pilot stakeholders.

During the 2nd period of the project all previously developed dissemination channels were updated. As a result an updated project portal has been implemented, complemented by:

- a dedicated portal for promoting the catalogue of Cloud Based Smart City Services;
- the STORM CLOUDS twitter account and
- the STORM CLOUDS Facebook page
- a short animation film

The project brochure was also updated focusing on the challenges faced by public sector organisations and how the proposed **methodology for the Cloud migration process,** can assist Public Authorities in taking full advantage of the cloud computing model, despite their resource constraints.

2   Project's Portal

A new project portal has been implemented and is currently available at: http://storm-clouds.eu/

Figure 1: The project's web portal – Homepage (News and main assets)

The new project's portal structure includes the following pages:

- **Home** – the web site's blog
- **The Project** – brief description of the project
  - **Consortium** – brief description of all the partnership and links to their pages
  - **Deliverables** – all the project deliverable per each work package are available to download from the project's web site
  - **Related Projects –** brief description of the related Horizon2020 EU projects in the field of e-governance, cloud services for cities
- **Pilot Cities** – brief description of project's pilot cities and the brief presentation of the adopted cloud services and applications.
  - The Águeda Scenario
  - The Miskolc Scenario
  - The Thessaloniki Scenario
  - The Valladolid Scenario
- **Call for Cities –** the open call for the replication pilot cities
- **Services Catalogue –** link to the website where the project's assets (platform, tools, applications and methodologies) are presented in detail.
- **Contact** – the project's contact details

The project's portal includes direct links to the project's social media accounts (Facebook page and Twitter account).

Language	Sessions	% Sessions
1. en-us	189	20.91%
2. zh-cn	134	14.82%
3. Secret.ɑoogle.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	96	10.62%
4. el	91	10.07%
5. es	80	8.85%
6. en-gb	65	7.19%
7. pt-pt	49	5.42%
8. es-es	40	4.42%
9. it	33	3.65%
10. el-gr	20	2.21%
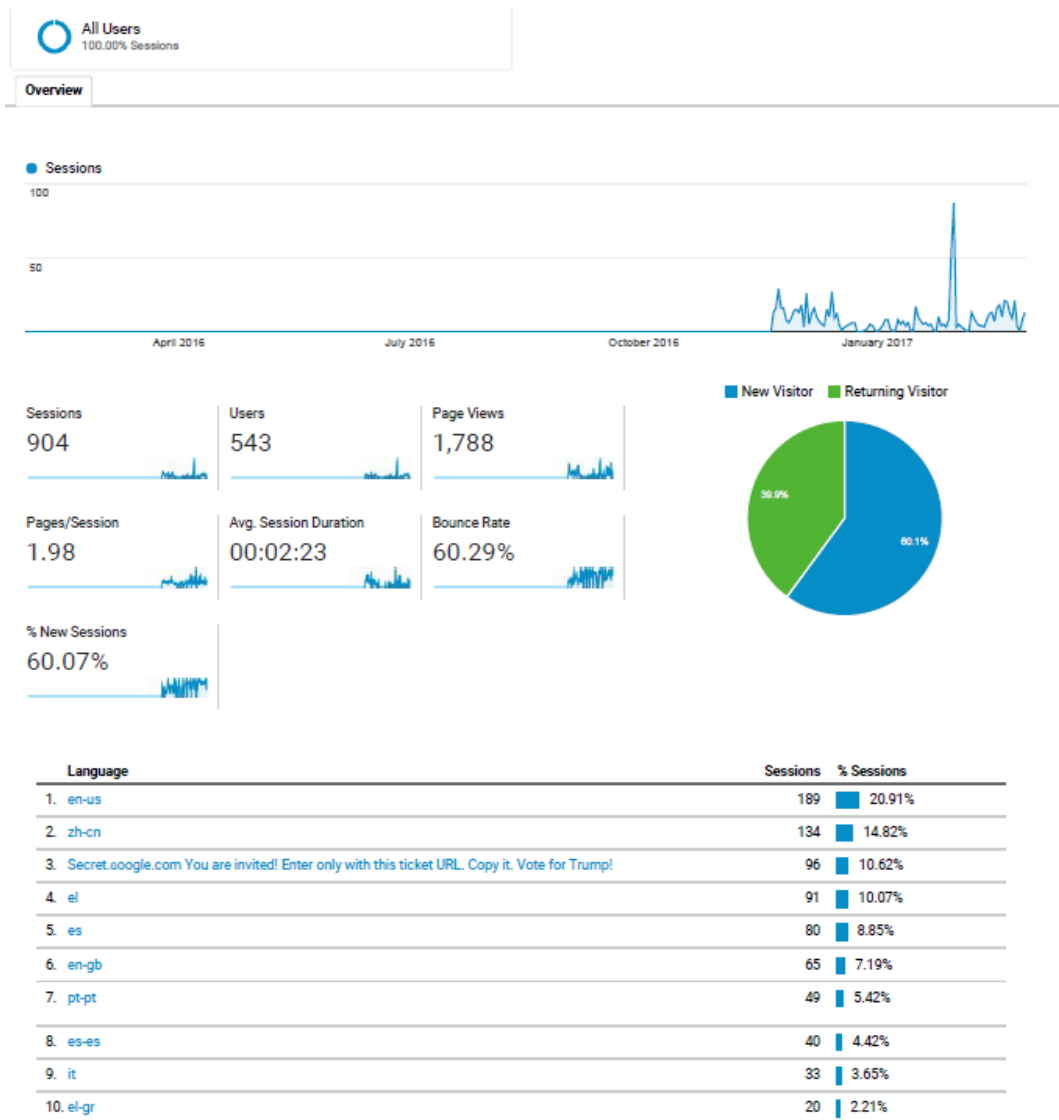
Figure 2: Portal activity: Last year (1 February 2016 to 28 February 2017)

3   Catalogue of Services

A dedicated portal for promoting the catalogue of Cloud Based Smart City Services has been implemented and is available under: http://www.storm-clouds.eu/services/

Figure 3: Catalogue of Cloud Based Smart City Services

The catalogue of Services portal structure includes the following pages:

- **Home** – the catalogue home page.
- **Platform – presentation of the STORM CLOUDS Platform**
- **Services** – the full list of Cloud Based Smart City Services.
- **Suppliers** – project technology partners responsible for building, delivering and maintaining smart city applications and for supporting their adoption from Local Governments.
- **Resources** – presents useful guidelines for Public Authorities and Policymakers on how to migrate and accelerate the migration to the Cloud.

Figure 4: Catalogue of Cloud Based Smart City Services (List of Services)

Additional to services' portal, dedicated sites were created for the promotion of the most prominent services. In particular, for Clowdfunding (application's name has changed to ChangeYourCity), CityBranding and Virtual City Market:

- ChangeYourCity: http://changeyour.city/
- CityBranding: http://www.urenio.org/citybranding/
- Virtual City Market: http://www.urenio.org/smartmarketplace/
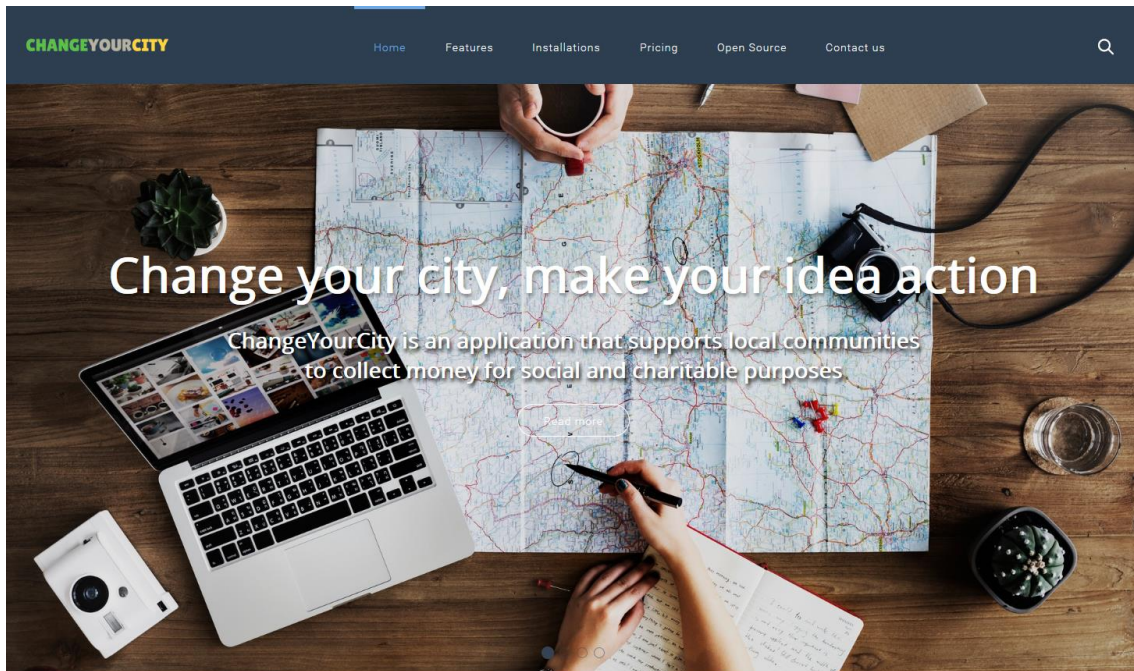
Figure 5: Homepage of the promotion website for the ChangeYourCity application (http://changeyour.city/)
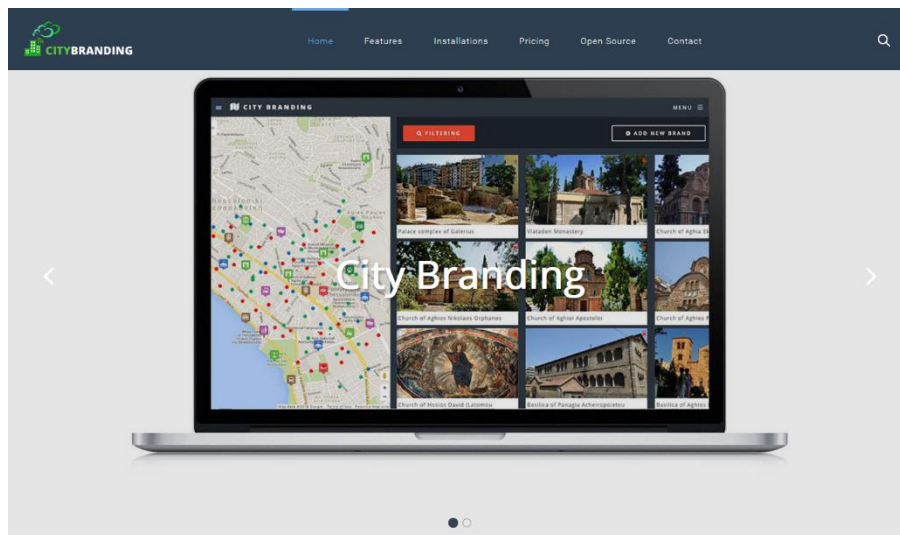
Figure 6: Homepage of the promotion website for the CityBranding application (: http://www.urenio.org/citybranding/)

4   Blog & Social Media Posts

The STORM CLOUDs digital dissemination activity includes three basic channels: the web site blog, the STORM CLOUDS twitter account and the STORM CLOUDS Facebook page.

The **web blog** is organized in three categories of articles

- <u>News and events</u> according the project agenda, the pilot cities activities but also news and events about relevant EU project, conferences and seminars within the field
- <u>Storm Clouds watch</u> included posts and collection of recent articles about cloud computing / smart cities / governance issues cloud migration for cities etc.
- <u>Storm Clouds reports and deliverables</u> include blog posts based on projects deliverables and reports in brief presentation and visual material for better sharing through social media.

All blog posts have been shared through project's BF page and Twitter.

STORM CLOUDS Facebook page (@Stormcloudsproject / 155 likes)

The Project's Facebook page changed on June 2016 because of difficulties with the Facebook account. The previous Facebook page (@stormclouds.eu) had 79 likes/followers. The new FB page was disseminated through the project web site and all the relevant references and links have been changed.

Figure 7: STORM CLOUDS Facebook page
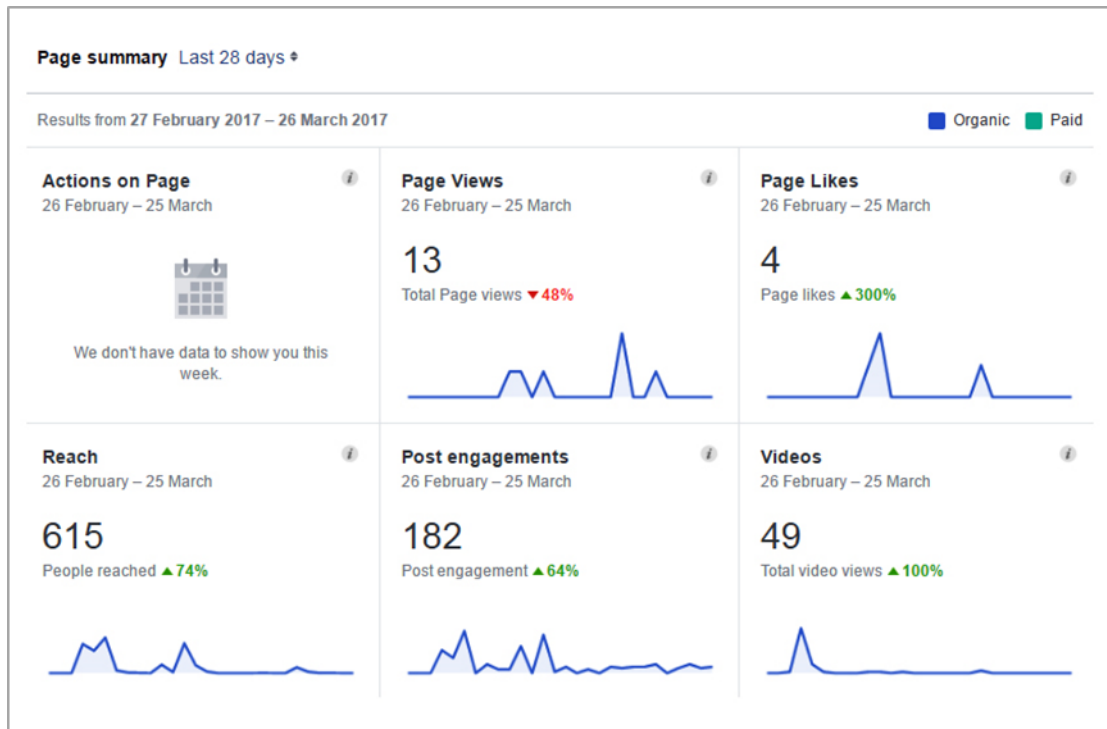
Figure 8: Facebook page appearance and activity: Last 28 days (27 February 2017 to 26 March 2017)

STORM CLOUDS Twitter Account (@StormCloudsEU)

The Project's Twitter account has better performance than FB page. There is connection with all the Horizon H2020 relevant projects (i.e Cloud Opting, Strategic, ECIM, E-Sens etc) as well as with relevant accounts. By the middle of March 2017 the project's account has up to 130 tweets, up to 300 followers and 732 following accounts.

All Twitter posts promote the project deliverables, events and news, the pilot cities activities and also other's sites and blogs articles under the issues of cloud migration for cities services, smart cities, e-governance, cloud computing etc.

Figure 9: STORM CLOUDS Twitter account @StormCloudsEU
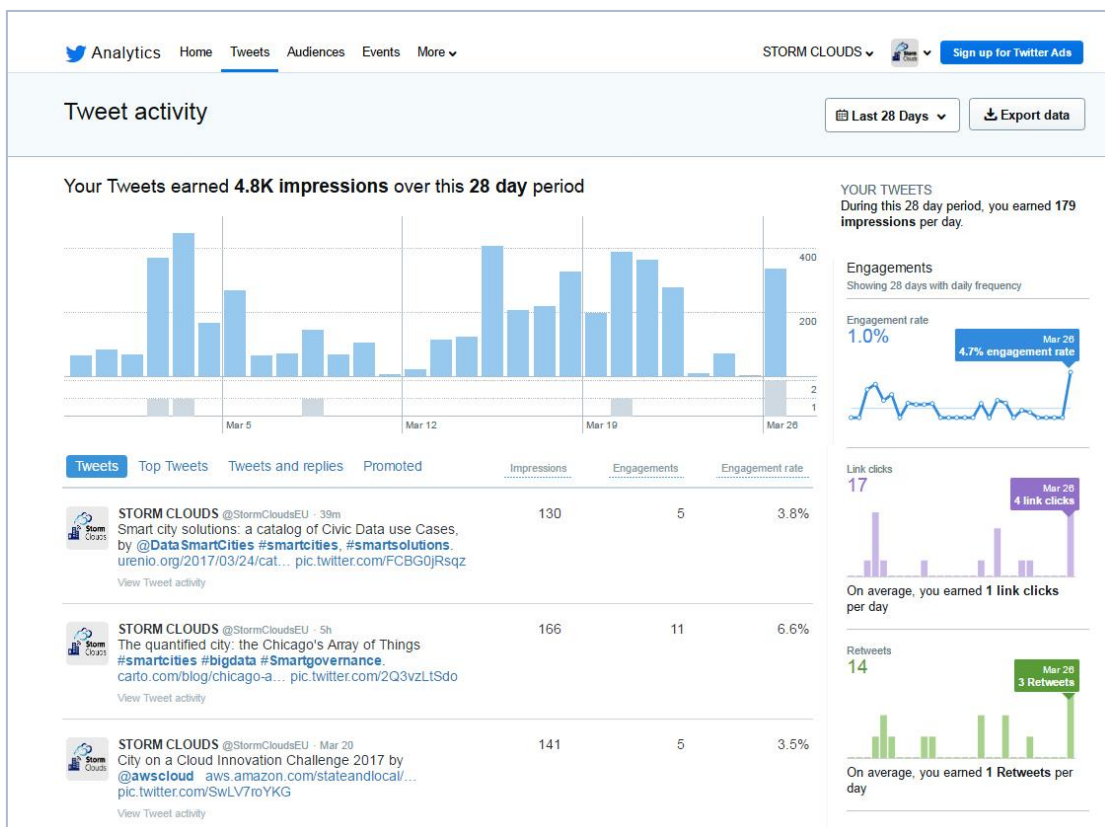
Figure 10: Twitter account last 28 days tweet activity (27 February 2017 to 26 March 2017)

For better reach the audience, the posts create or contribute to specific hashtags in the target field such as: #cloudcomputing, #cloudstrategies, #citiesinthecloud, #smartcities, #SmartCitiesApps, #smartgovernance and others.

The account's performance has been improved during the reporting period according the number of the followers, the posts' impressions, audience engagement, likes etc., as it is shown in the following table and diagram.

	Period	Impressions per day	Engangement rate (%)	Link clicks	Retweets	Likes
1	August 2015 - September 2015	34	0,2	3	2	0
2	October 2015 - November 2015	29	0,2	21	6	1
3	December 2015 - January 2016	68	0,3	8	2	2
4	February 2016 - March 2016	22	1,1	8	0	5
5	April 2016 - May 2016	25	0,2	3	1	1
6	June 2016 - July 2016	96	0,7	31	15	12
7	August 2016 - September 2016	74	0,6	23	4	7
8	October 2016 - November 2016	100	1,1	22	24	25
9	December 2016 - January 2017	82	0,5	15	11	10
10	February 2017 - March 2017	226	1,1	46	30	43
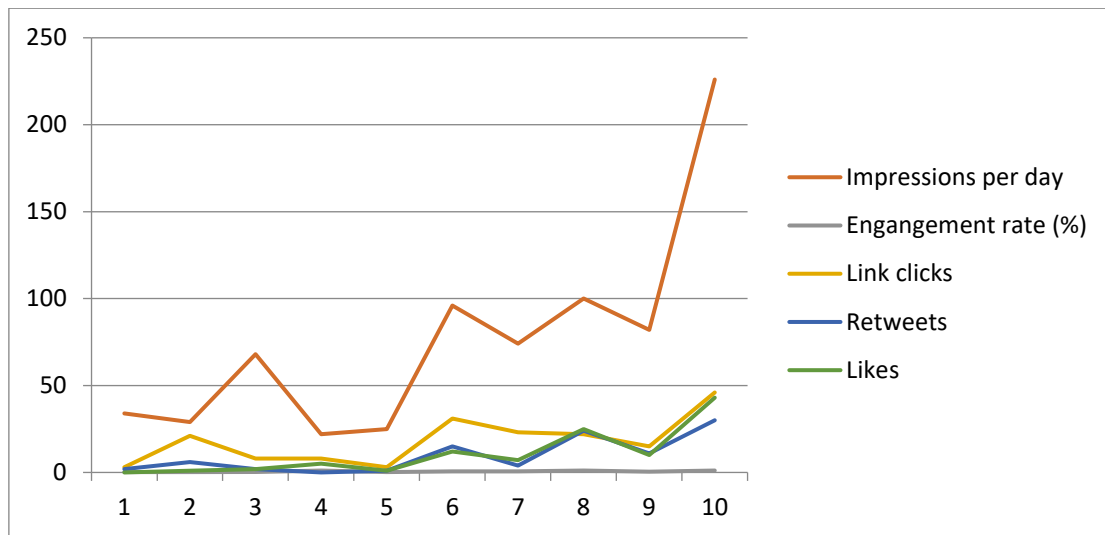
Figure 11: Account engagement progress during the reporting period

The followers' growth has been improved during the project's lasts months as shown in the following diagram.
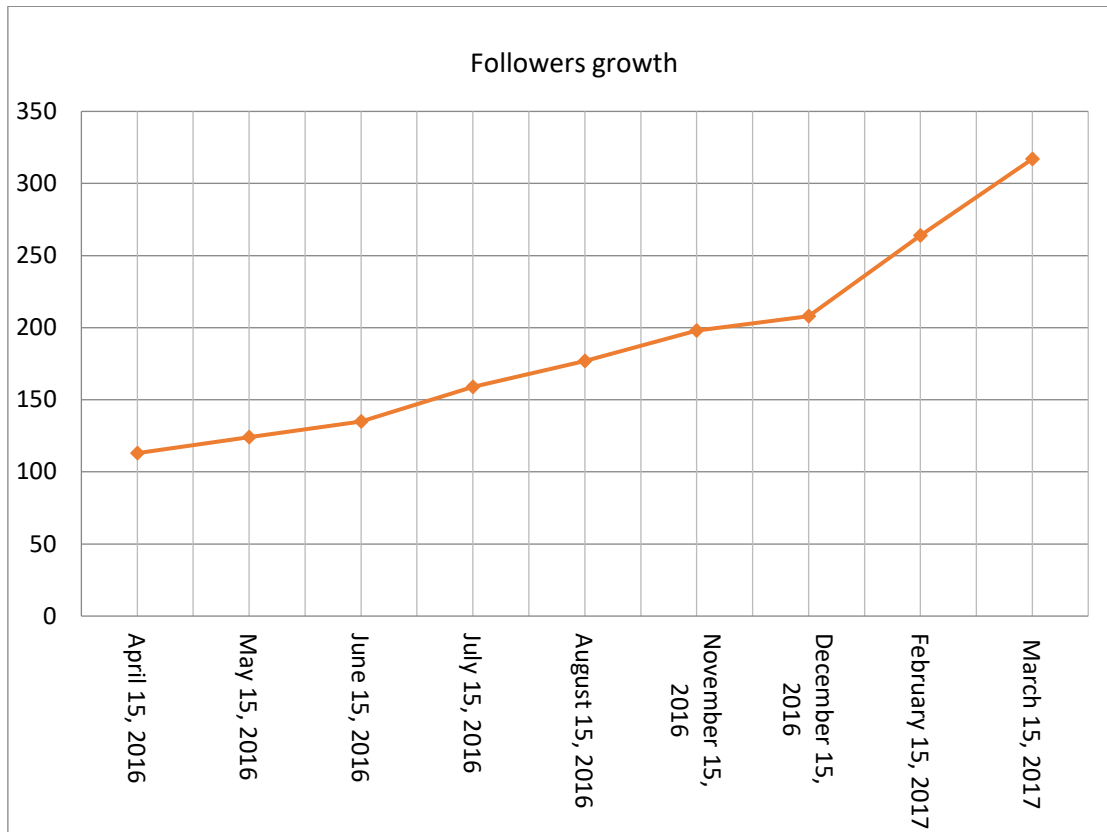
Figure 12: Followers growth from April 2016 to March 2017

The audience's (followers) interests include technology and technology news (88%), entrepreneurship (60%), business startups (57%) and others. By the end of March (March 27, 2017), the main age categories of the audience are 35-45 (43%) and 25-34 (31%). The gender of the audience includes 69% males and 31% females.
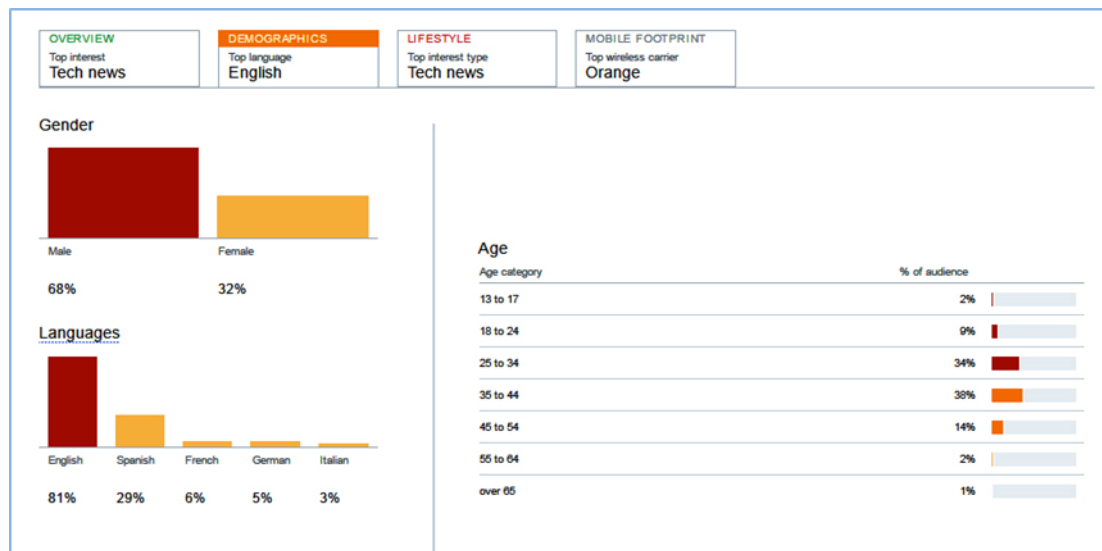
Figure 13: Twitter demographics (on March 27, 2017)

The followers' interests' demographics have minor differences during the last months as the main interests are technology or technology news, computer networking and programming, business news and start ups.

As about the followers gender there was an increase of female audience during the previous months (from August to December 2016) but during the last month (March 2017) the audience gender division is remain 70% male – 30% female.
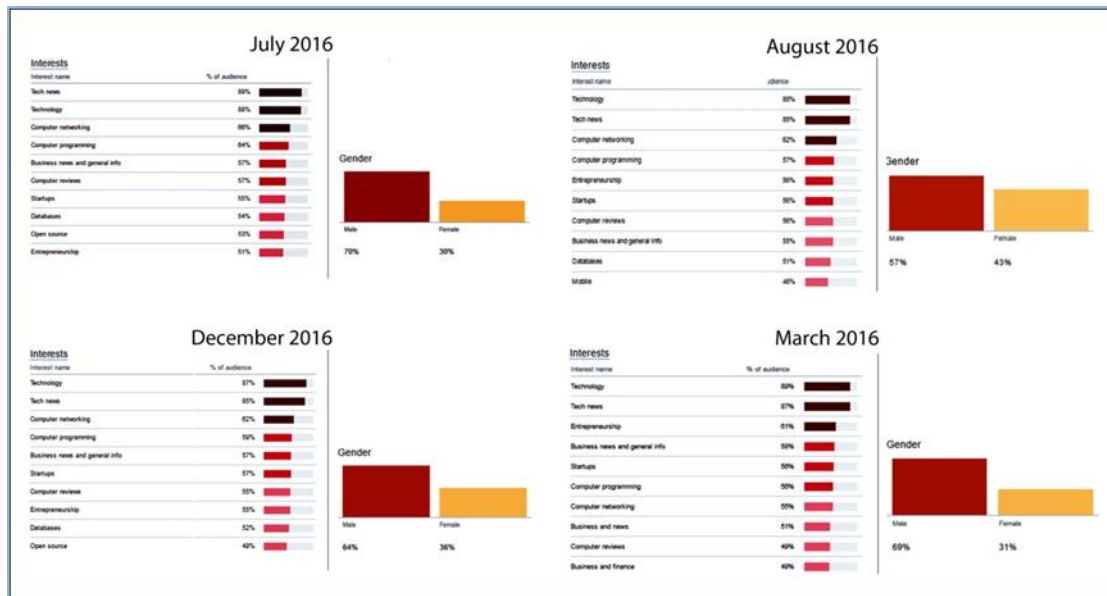
Figure 14: Audience interests and gender (July 2016 to March 2017)

5   Brochure

The purpose of the brochure is to advertise the project technical offerings and achievements, to a wide audience. In particular, attention was drawn to the challenges faced by public sector organisations and how the proposed **methodology for the Cloud migration process**, can assist Public Authorities in taking full advantage of the cloud computing model and provide citizens with highly reliable, innovative services quickly, despite resource constraints. Various versions of the brochure were created in order to support the project languages.

The designed brochure was used by the project partners at the project international conference held in Madrid during the "European Cloud Week" (December 2016).

The brochure is available under: http://storm-clouds.eu/wp-content/uploads/2017/02/STORM-Clouds_brochure.pdf

Figure 15: STORM CLOUDS Brochure (in English)

Municipalities also produced their own dissemination material for promoting their applications. More specifically in Águeda on March 1, 2017 a nationwide event was held and where have been presented the project objectives and results achieved, namely the process of migrating public services to the cloud.

For the local community the public services were highlighted, even because hands on workshops were held for a group of technicians (including municipality staff) and citizens.

The VIVE Águeda Service was presented to the public, as well as a set of promotional materials. The materials produced, brochures, posters and roll ups highlight the services migrated to the cloud and its values.

Three brochures were made, only in Portuguese to provide informational support on the services available to the public. These brochures intended to disseminate information across a wider spatial spectrum.

The Design and communication were embedded in the services, i.e., the messages and images produced were transposed. A balance was sought between the materials produced and the services themselves, in order to create a strong stimulus for the user by inviting them to participate.

The following brochures were produced for Agueda:

Figure 16: Agueda Public Participation (in Portuguese)

Figure 17: Agueda ViVe (in Portuguese)

Figure 18: Agueda Location Plans (in Portuguese)

6   Video

A short animation file was developed to present the problems faced by most public sector organisations, due to their complexity, size and significant funding restrictions in terms of innovation and how the **guides** and **best practices** created within the project, can assist public authorities in shifting to a cloud-based paradigm in service provisioning.

The video is available here: http://storm-clouds.eu/2016/11/23/storm-clouds-video-presentation/

Figure 19: STORM CLOUDS video screenshots (Intro)

Figure 20: STORM CLOUDS video screenshots (Problems faced)

Figure 21: STORM CLOUDS video screenshots (Project Solution)

7 News Articles

For the pilot city Thessaloniki, 18 articles in the local blogs and media have been recorded with references to the STORM CLOUDS Project, the cloud services that the City has been adopted in the framework of the project.

For the City of Veria, one of the replication pilot cities adopted four application / services from the catalogue of the STORM CLOUDS applications, 3 articles in the local media have been recorded, concerning the STORM CLOUDS projects and the adopted applications.

Source	Date	URL
Valladolid Adelante	19.9.2017	http://lector.kioskoymas.com/epaper/viewer.aspx?noredirect=true
Thestival	01.11.2015	http://www.thestival.gr/society/item/203533-i-epixeirimatikotita-tis-thessalonikis-sta-synnefa
Voria	30.11.2015	http://voria.gr/index.php/article/i-epichirimatikotita-tis-thessalonikis-sta-sinnefa
TyposThes	29.10.2015	http://www.typosthes.gr/gr/topika/article/80436/thessaloniki-i-epiheirimatikotita-tis-polis-sta-sunnefa-/
Top10News	1.11.2015	http://top10news.gr/article/i-epiheirimatikotita-tis-thessalonikis-sta-synnefa-0
Xnews	23.10.2015	http://xnews.gr/roh/articles/?id=5964844
MakThes	30.10.2015	http://www.makthes.gr/events/GR/ekdiloseis/Ekdilosi__I_epiheirimatikotita_tis_Thessalonikis_sta_synnefa
localit	30.10.2015	http://www.localit.gr/archives/95654
kallikratis	3.11.2015	http://kallikratis.net/%CE%97-%CE%B5%CF%80%CE%B9%CF%87%CE%B5%CF%81%CE%B7%CE%BC%CE%B1%CF%84%CE%B9%CE%BA%CF%8C%CF%84%CE%B7%CF%84%CE%B1-%CF%84%CE%B7%CF%82-%CE%98%CE%B5%CF%83%CF%83%CE%B1%CE%BB%CE%BF%CE%BD%CE%AF/
Voria	2.11.2015	http://voria.gr/index.php/article/thessaloniki-sta-sinnefa-i-epichirimatikotita---i-drasi-storm-clouds
Press724	30.10.2015	http://press724.gr/tag/%CE%B1%CF%81%CE%B9%CF%83%CF%84%CE%BF%CF%84%CE%AD%CE%BB%CE%BF%CF%85%CF%82/
Press724	30.10.2015	http://press724.gr/%CE%B5%CE%BA%CE%B4%CE%AE%CE%BB%CF%89%CF%83%CE%B7-%CE%BC%CE%B5-%CF%84%CE%AF%CF%84%CE%BB%CE%BF-%CE%B7-%CE%B5%CF%80%CE%B9%CF%87%CE%B5%CF%81%CE%B7%CE%BC%CE%B1%CF%84%CE%B9%CE%BA%CF%8C%CF%84/
egonblog	30.10.2015	http://www.ergonblog.gr/2015/10/blog-post_887.html#axzz3qWc3nXeY

Top10news	30.10.2015	http://top10news.gr/article/i-epiheirimatikotita-tis-thessalonikis-sta-synnefa
ergasiaine	30.10.2015	http://www.ergasiaine.gr/ekpa/servicesdetcat.aspx?id=175
heyevent	1.11.2015	http://heyevent.com/event/pei4kifm7igz2a/
Voria	2.11.2015	http://www.voria.gr/article/thessaloniki-sta-sinnefa-i-epichirimatikotita---i-drasi-storm-clouds
Concerning a meeting that the Municipality of Thessaloniki planned on the 19th of October 2015		
TyposTthes	16.10.2015	http://www.typosthes.gr/topika/article/79215/thessaloniki-ti-borei-na-prosferei-stin-agora-to-psifiako-eboriko-kedro/
MakThes	16.10.2015	http://www.makthes.gr/events/GR/ekdiloseis/Enimerotiki_synantisi_to_plaisio_toy_ereynitikoy_ergoy_Storm_Clouds
Concerning City of Veria		
veriotis	19.10.2016	http://www.veriotis.gr/2016/10/blog-post_436.html
InVeria	12.10.2016	http://www.inveria.gr/2016/10/efarmogi-virtual-city-market-sto-d-verias.html
On-line articles about the HP(E) involvement in the project		
informaticien.be	01.04.2015	http://www.informaticien.be/articles_item-17448-HP_aide_la_Commission_Europeenne_a_doper_les_economies_nationales.html
datamanager.it	03.04.2015	http://www.datamanager.it/2015/04/progetto-storm-clouds-hp-porta-le-amministrazioni-comunali-verso-il-cloud/
webmasterpoint.org	03.04.2015	http://www.webmasterpoint.org/news/cloud-nella-pa-hp-aiuta-i-comuni-a-sfruttare-la-nuvola_p62895.html
Lineaedp	02.04.2015	http://www.lineaedp.it/news/17500/hp-cloud-per-tutti/
Corriere delle Comunicazioni	02.04.2015	http://www.corrierecomunicazioni.it/it-world/33546_progetto-storm-amministrazioni-comunali-su-cloud.htm
bitmat.it	03.04.2015	http://www.bitmat.it/blog/news/43321/valladolid-agueda-e-salonicco-citta-nel-cloud
Emerce	01.04.2015	http://www.emerce.nl/wire/hp-europese-commissie-geven-impuls-lokale-economie-door-cloud-introduceren-gemeentes
dutchitchannel.nl	02.04.2015	http://dutchitchannel.nl/526553/hp-en-eu-starten-storm-clouds-aanbod-voor-europese-gemeentes.html
muycloud.com	26.03.2015	http://muycloud.com/2015/03/26/hp-comision-europea-economias-locales/

datacenterdynamics.es	26.03.2015	http://www.datacenterdynamics.es/focus/archive/2015/03/las-soluciones-cloud-de-hp-llegan-los-municipios-europeos
computerworld.es	27.03.2015	http://www.computerworld.es/sociedad-de-la-informacion/hp-y-la-comision-europea-impulsan-las-economias-locales-con-la-tecnologia-cloud
itcio.es	26.03.2015	http://www.itcio.es/administraciones-publicas/noticias/1014968014902/hp-ayuda-comision-europea-impulsar-economias-locales-tecnologia-cloud.1.html?utm_source=14274716591246609229
mkm-pi.com	26.03.2015	http://www.mkm-pi.com/diario-informatico/hp-ayuda-a-los-municipios-a-que-apuesten-por-la-nube/
CIO (ES)	27.03.2015	http://www.ciospain.es/aapp/hp-y-la-comision-europea-impulsan-las-economias-locales-con-la-tecnologia-cloud
Network World (ES)	27.03.2015	http://www.networkworld.es/cloud-computing/impulso-a-las-economias-locales-con-tecnologia-cloud-por-parte-de-hp-y-la-comision-europea
itpymes.es	26.03.2015	http://www.itpymes.es/cloud-computing/noticias/1014968033703/hp-ayuda-comision-europea-impulsar-economias-locales-tecnologia-cloud.1.html?utm_source=rss&14274718481246610806
Strategic Partner	26.03.2015	http://www.strategicpartner.es/administraciones-publicas/noticias/1014968023407/hp-ayuda-comision-europea-impulsar-economias-locales-tecnologia-cloud.1.html?14273886071311067720
techweek.es	26.03.2015	http://www.techweek.es/administraciones-publicas/noticias/1014968001401/hp-ayuda-comision-europea-impulsar-economias-locales-tecnologia-cloud.1.html
the inquirer	25.03.2015	http://www.theinquirer.net/inquirer/news/2401404/hp-has-a-storm-brewing-in-eu-smart-city-cloud-push
ComputerWeekly.com	25.03.2015	http://www.computerweekly.com/news/4500243027/HP-embarks-on-cloud-services-pilots-in-Greece-Spain-and-Portugal
Business Cloud News	25.03.2015	http://www.businesscloudnews.com/2015/03/25/hp-launches-public-sector-cloud-pilots-in-several-european-cities/
cloudpro.co.uk	25.03.2015	http://www.cloudpro.co.uk/iaas/4926/hp-reveals-three-new-territories-in-the-storm-clouds-project
Computer Business Review	25.03.2015	http://www.cbronline.com/news/cloud/aas/calm-before-the-storm-hp-to-lead-european-cloud-pilot-4539869
Cloud28Plus	09.03.2015	http://www.cloud28plus.eu/emea/content/STORM-Clouds?extId=&caid=

Table 7-1: List of Published News Articles

8   Posters

http://storm-clouds.eu/wp-content/uploads/2016/11/Poster-ECW_Madrid_70x100cm.pdf

Municipalities also produced their own dissemination material for promoting their applications. More specifically Thessaloniki prepared a poster to promote a local workshop while Águeda prepared posters and roll-ups to convey a stronger and more synthetic image of each service. At the same time the slogans of each service as well as its main values were highlighted.

The following poster was produced by Thessaloniki:

Figure 22: City of Thessaloniki workshop poster

The following posters were produced for Agueda:

Figure 23: Agueda Public Participation (Poster in Portuguese)

Figure 24: Agueda Public Participation (Poster Roll-Up in Portuguese)

Figure 25: Agueda ViVe (Poster in Portuguese)

Figure 26: Agueda ViVe (Poster Roll-Up in Portuguese)

Figure 27: Agueda Public Participation (Poster in Portuguese)

Figure 28: Agueda Public Participation (Poster Roll-Up in Portuguese)

9   Conferences & Workshops

The project's outcomes were presented in the following conferences & workshops:

CLASS 2016 Conference: Clouds towards Smart Cities, Smart Energy, Intelligent Transport Systems, Advanced Manufacturing and eHealth.

URL: http://www.cloudconference.eu/

Date: 9/11/2016

Title of the presentation: Uptaking Smart City Applications through Cloud Computing: The STORM CLOUDS experience

Virtual Conference: Digital Cities - Communities and Connectivity in the 21st Century, Temple University, Tokyo, Japan

URL: https://www.vconferenceonline.com/microsite/html/event.aspx?id=1250&offset=-2

Date: 17/11/2016

Title of the presentation: Accelerating the Uptake of Digital City Applications through Cloud Computing

ICEGSCDS 2017: 19th International Conference on e-Government, Smart Cities, and Digital Societies, January 23 - 24, 2017, Paris, France

URL: https://www.waset.org/conference/2017/01/paris/ICEGSCDS

Date: 23-24/1/2017

Title of the presentation: Accelerating the Uptake of Smart City Applications through Cloud Computing

The paper has been published at International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering Vol:11, No:1, 2017 (http://scholar.waset.org/1999.10/10006171)

10 Summary

This deliverable presented a set of communication tools, both in digital (video) and printable (brochure) format, used to increase project awareness and maximize its impact.

As a result a project web-site (portal) has been created gathering all information related with the project, therefore clarifying and defining important concepts for internal and external users. It was complemented by a dedicated portal for promoting the catalogue of Cloud Based Smart City Services, the STORM CLOUDS Twitter account and the STORM CLOUDS Facebook page.

A brochure was created aiming to communicate the goals of the project to the intended target audience during various events at different cities. The brochure focused on the challenges faced by public sector organisations and how the proposed **methodology for the Cloud migration process,** can assist Public Authorities in taking full advantage of the cloud computing model, despite their resource constraints

A short animation file was developed to present the problems faced by most public sector organisations, due to their complexity, size and significant funding restrictions in terms of innovation and how the **guides** and **best practices** created within the project, can assist public authorities in shifting to a cloud-based paradigm in service provisioning.

Additionally, various posters have been created to support local communication for the pilot stakeholders.

Finally, the project's outcomes were presented in international conferences & workshops.