



AmsTErdam BiLbao clitizen drivEn smaRt cities

Deliverable 10.9
Report on the activities of the D&C Secretariat
WP10, Task 10.5

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DoA	<p>Task 10.5. Dissemination and Communication Plan & Strategy [SEZ] (All PP) An integrated D&C Strategy will be developed for ATELIER including a comprehensive corporate identity (CI), the setup of a Dissemination & Communication Secretariat (D&C Secretariat) and a project website. ATELIER will contribute, upon invitation by INEA, to common information and dissemination activities to increase the visibility and synergies between H2020 support actions.</p> <p>Subtask 10.5.1. Corporate Identity Design By M4, through a branding exercise, a project logo, colour codes and document as well as social media templates will be created. Guidelines on how to use the CI elements will be shared with the consortium. The developed CI is to be used in all communication methods.</p> <p>Subtask 10.5.2 Dissemination and Communication Plan & Secretariat The Dissemination and Communication Plan will identify all relevant stakeholders. Key messages will be communicated in ways suited to the individual target groups. Bi-monthly teleconferences will ensure consistent exchange of information, optimal outcomes and thus successful implementation of all D&C activities.</p> <p>Subtask 10.5.3. Website & Input for News Articles All ATELIER partners will contribute to the public website development by contributing initial content as well as continuous news updates throughout the project. SEZ will take care of the technical website development and maintenance. It will go live by M6.</p>			
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Abbreviations and Acronyms

Acronym	Description
CI	Corporate Identity
COVID-19	Corona Virus Disease
D	Deliverable
D&C	Dissemination & Communication
EIP-SCC	European Innovation Partnership on Smart Cities on Communities (now Smart Cities Marketplace)
EU	European Union
FC	Fellow City
KPI	Key Performance Indicator
LHC	Lighthouse City
M	Month
MOOC	Massive Online Open Course
NGO	Non-Governmental Organisation
P2P	People to People
PED	Positive Energy District
PPT	Power Point Presentation
R&D	Research & Development
SCC	Smart Cities and Communities
SCIS	Smart Cities Information System
WP	Work Package

0. Executive Summary

This document delivers a summary of the D&C activities performed between M01-M15 (November 2019 – January 2021) of the ATELIER project. It is related to Task 10.5 “Dissemination and Communication Plan & Strategy” of work package 10 “Communication, Dissemination & Exploitation” and constitutes Deliverable 10.9 “Report on the activities of the Dissemination and Communication Secretariat”.

Deliverable 10.9 sums up the core D&C activities implemented within this period, such as developed CI, dissemination materials, publications, events and joint activities with other SCC1 Lighthouse projects or EU initiatives.

Overall, between M01-M15, 90 D&C activities have been carried out by the ATELIER partners, which can be divided into 44 publications and further dissemination activities and 46 event related activities, reaching an estimated audience of over 670.000 persons.



1. Introduction

1.1. Purpose and Target Group

The purpose of “D10.9 Report on the activities of the Dissemination and Communication Secretariat” is to provide an overview of all activities that have been carried out by SEZ as D&C leader of ATELIER, the ATELIER D&C Secretariat and all members of the consortium. This provides an overview of the outreach and promotion activities of the project as well as of the different communication materials and channels developed. The target groups of this deliverable are the European Commission and the project consortium itself.

1.2. Contributions of Partners

The following Table 1 depicts the main contributions from project partners in the development of this deliverable.

Partner short name	Contributions
SEZ	Writing of deliverable
AUAS	Input regarding cooperation/collaboration activities, Task 10.4. and WP8
All partners	Input regarding local D&C activities and event participation/organisation

Table 1. Contributions of Partners

2. Objectives and Expected Impact

2.1. Objectives

The objective of deliverable D10.9 is to provide an overview of all D&C related activities of WP 10 and the entire consortium. It thus provides an overview of the outreach and promotion activities of the project.

WP 10 has the following objectives:

- The D&C Secretariat will ensure an effective D&C at local, regional, national and EU-level to provide maximum replication of the project, including contribution to common information and dissemination activities to increase synergies between, and the visibility of H2020 supported actions.
- The D&C strategy will ensure a continuous alignment of the D&C to the current development of the project, it will ensure the sustainability and transferability of the PED Innovation Ateliers, and ATELIER specific project solutions, even beyond the project.
- The substantial D&C tool mix will ensure an effective and sound target group tailored D&C of the project in general and its results, it will support R&D and academic partners in the publication of papers as well as the development of educational material/platforms like MOOCs

- WP10 will support WP7 in the engagement of citizens and stakeholders in the demonstrator areas, specifically by leveraging the outputs generated in WP7 to reach a wider audience through communication and dissemination efforts.
- WP 10 will support WP 8 in networking and participation in joint activities with other initiatives and/or projects focusing on Smart Cities and Communities.

For the first project year, these D&C objectives have been reached by the consortium, promoting the project and its results so far.

2.2. Expected Impact

The expected impact of these activities is to promote the ATELIER project and its approach and to disseminate its results throughout Europe. This comprises both the overall European level and the country and regional level – where many activities are carried out by the Lighthouse- and Fellow Cities themselves.



3. Overall Approach

The deliverable comprises activities that have been coordinated by SEZ as work package leader and all D&C activities that have been carried out by the partners, also on a local level. Thus all cities and WPs, especially the Lighthouse- and Fellow Cities, actively perform D&C activities. This overview has been achieved by the reporting of all consortium partners of their activities via a joint online excel list where partners can enter information about their D&C materials (like flyers, press releases, news articles, etc.), event participation and organisation and publication of scientific articles. This allows SEZ to get an overview of the activities carried out by the consortium as a whole.



4. Overview of the ATELIER D&C activities from M01-15

During this first year of the project, the focus of D&C activities was on developing the project's D&C strategy and related communication tools and activities, such as the Corporate Identity, the ATELIER website, a general presentation, set up of ATELIER social media channels (Twitter, LinkedIn, YouTube), roll-ups, a flyer and the newsletter. Within the last few months, video production by the partners has started. A strategy for D&C and a manual on how to disseminate/communicate the project for all project partners has been developed. Moreover, the ATELIER D&C Secretariat, which meets on a monthly basis (via teleconferences) has been set up to manage all D&C activities.

Since then, all partners were active in promoting the project, its activities and achievements, both via news articles, presentations, events (since March 2020, digital only due to COVID-19), local stakeholder meetings, etc.

The following section provides an overview of all D&C activities that have been carried out M01-M15 of the project by the WP 10 leader SEZ, the D&C Secretariat and the entire ATELIER consortium.

4.1. D&C Plan

By M4, a D&C Plan (Deliverable D10.8) has been developed by SEZ. The document provides an overview of all planned D&C activities within WP 10 and beyond during the course of the project. Having been prepared at the beginning of the project, the D&C Plan provides practical guidance for the entire project consortium and for the entire project duration regarding all D&C activities, mechanisms and information flows within the project.

First and foremost, the D&C Plan provides a definition of the concepts “dissemination” and “communication”, it defines the project's target audience and the respective key messages. Furthermore, it describes the D&C Cascade ranging from the WP-leader SEZ to all partners of the project and beyond, to reach all stakeholders at national, European and international level by means of the D&C Secretariat. The D&C Plan contains the project's D&C Strategy, which includes an overview of the key CI elements, some ATELIER text block templates as well as the envisaged ATELIER D&C tools and activities, such as the website, flyer, video clips etc. Finally, the D&C Strategy contains information about planned cooperations and collaborations (as part of WP8), planned citizen and stakeholder engagement activities (as part of WP7) and the planned impact assessment of the respective activities. Further, the D&C Plan provides a comprehensive Social Media Strategy as well as finally some information about the EU's open access requirement for scientific publications and an explanation of how and where to make use of the EU-funding reference.

4.2. D&C Structure

Within ATELIER, D&C activities take place at different levels and are carried out by different partners. The following sections describe the roles and responsibilities within the ATELIER consortium as well as the communication flows that have been established within the project.

Communication Levels (EU / national / regional)

The ATELIER project D&C activities take place at different levels:

+ European level:

At this level, European stakeholders, initiatives, projects etc. will be informed about ATELIER through the WP-leader SEZ in English language.

+ National level:

Actors on the national level are best addressed in their local language. This means that all D&C activities on this level will be done by the local project partners with support from SEZ: the local partners receive news, articles and information in English through the D&C Secretariat, which can then be translated and distributed by the project partners of each country.

+ Regional and local level:

Actors on the regional level are also best addressed in their local language. Local city partners already have existing networks to media and stakeholders, which they can thus use for their local activities.

WP-leader D&C: SEZ

The ATELIER D&C actions are centralised and managed by the D&C leader (SEZ), with the assistance of and close interaction with AMST as project coordinator as well as the support of the D&C Secretariat. Together, we coordinate all requests and contacts towards the projects' target audience.

The D&C leader SEZ furthermore supports the Project Management in the external communication to related EU institutions, initiatives, projects, interested stakeholders and other multipliers.

D&C Secretariat

The ATELIER D&C Secretariat consists of WP-leaders, Lighthouse City (LHC) and Fellow City (FC) representatives. It has been set up at the beginning of the project. The D&C Secretariat is responsible for providing information on the latest communication-relevant developments within all work packages and LHCs/FCs. The Secretariat members regularly provide input for the ATELIER communication channels through monthly telephone conferences, bilateral emails/calls as well as a shared D&C Activities List. The close contact to the local community of the LHCs and FCs ensures the coordination between the project's central communication activities and local activities.

For all LHCs and FCs, local D&C Coordinators have been appointed. They are in close contact with all local partners and ensure the communication flow between the local level and the D&C Secretariat as a whole.



Figure 1: ATELIER local D&C Coordinators

Meeting Dates

Date of D&C Secretariat meetings M1-M15:
06.02.2020
05.03.2020
02.04.2020
07.05.2020
04.06.2020
02.07.2020
No meeting – summer break
10.09.2020
01.10.2020
12.11.2020
10.12.2020
14.01.2020

Responsibilities / Roles of Partners

WP-leader SEZ acts as the main project contact point for interested press and media. It manages all requests coming in via info@smartcity-atelier.eu. It is responsible for the main

project communication and provides the partners with the respective materials and texts. SEZ takes care of the projects' main D&C materials and channels (project website, newsletter, general press releases, social media channels, etc.).

D&C Secretariat members are responsible for providing regular input to the D&C Secretariat about their project activities and results so that they can be further promoted. As described above, the project partners are further responsible for promoting the project via their own local and national channels, e.g. distributing the project newsletter, translating and distributing press releases, disseminating project news via their organisation's social media channels etc.

The consortium thus follows a coordinated communication structure to ensure the communication flow within the project partners:

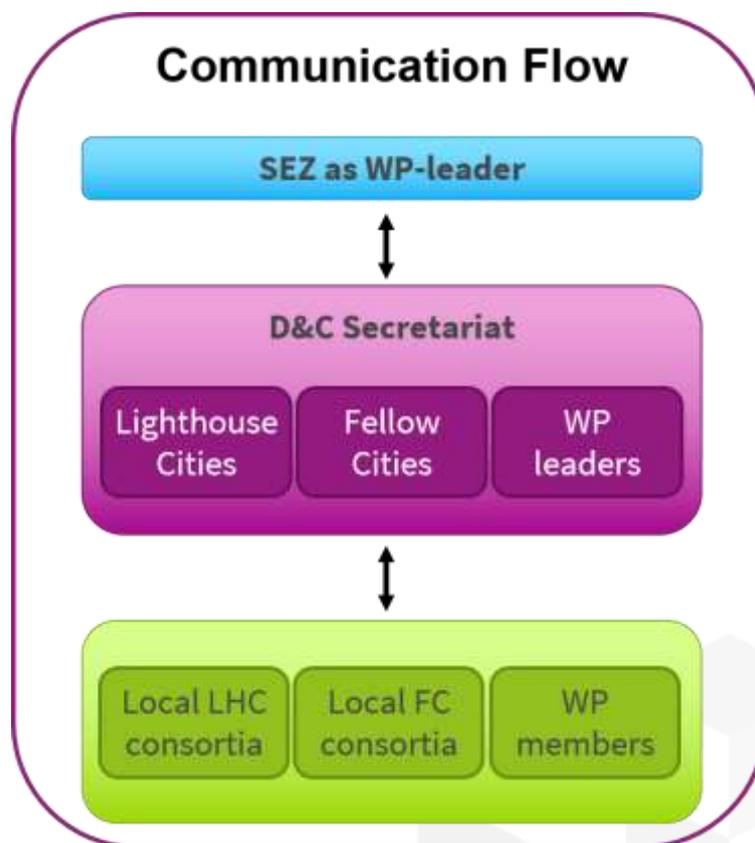


Figure 2: ATELIER communication structure within the project

4.3. Corporate Identity

Between M1 and M4, a professional graphic design agency created the ATELIER Corporate Identity (CI), consisting of a project logo, colour codes, a key visual, a map as well as PPT and word templates. These core graphic elements are to be used in all ATELIER dissemination materials.

ATELIER Logo

The ATELIER project colours are green, blue and purple. Within the logo, the green and the purple squares represent the two LHCs Bilbao and Amsterdam and the blue square that is divided into six further parts represents the six Fellow Cities.



Figure 3: ATELIER project logo

ATELIER Colours

The primary colour codes of ATELIER are:

Green	R	148
	G	193
	B	32
Blue	R	41
	G	153
	B	200
Purple	R	150
	G	27
	B	127

Table 2. Primary project colours, based on the logo

Further colours that can be used are:

Green 2	R	220	Blue 2	R	46	Purple 2	R	42
	G	220		G	170		G	34
	B	2		B	226		B	91
Green 3	R	60	Blue 3	R	33	Purple 2	R	101
	G	169		G	113		G	36
	B	53		B	148		B	130

Table 3. Further project colours, based on the logo

ATELIER Key Visual & Core Visual Elements

Below, the ATELIER key visual and core visual elements are represented. The aim was to create a cross section of the society with lots of diversity, thus representing workers (male and female), families, students, seniors, handicapped people etc. as those are all stakeholders that shall be included in and benefit from the ATELIER actions in the Lighthouse and Fellow Cities.



Figure 4: ATELIER Key Visual



Figure 5. Further core ATELIER elements

ATELIER Word and PPT Templates

Moreover, a series of word templates and a PPT template have been created on the basis of the general CI.

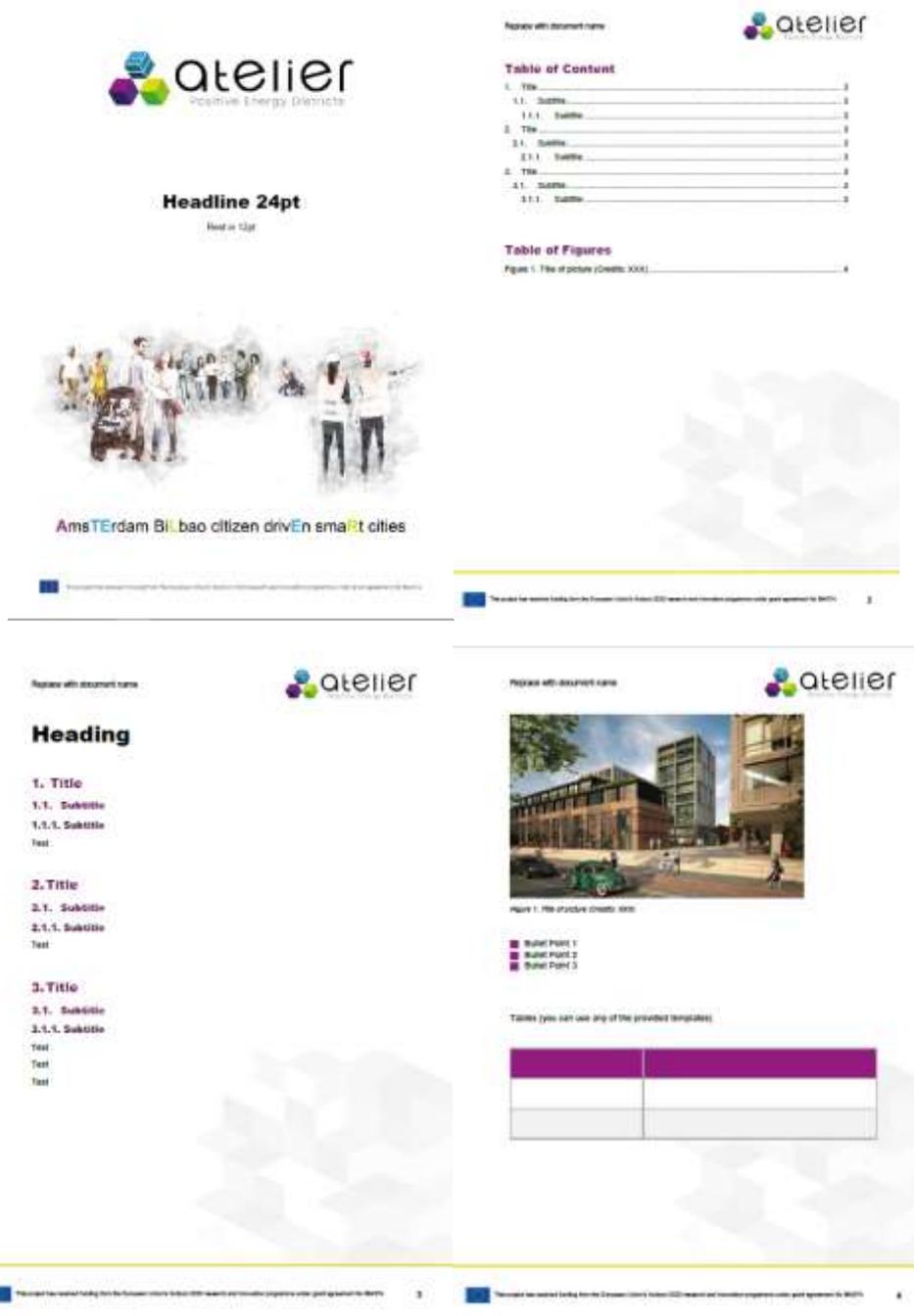


Figure 6. ATELIER General Word Template (all pages)

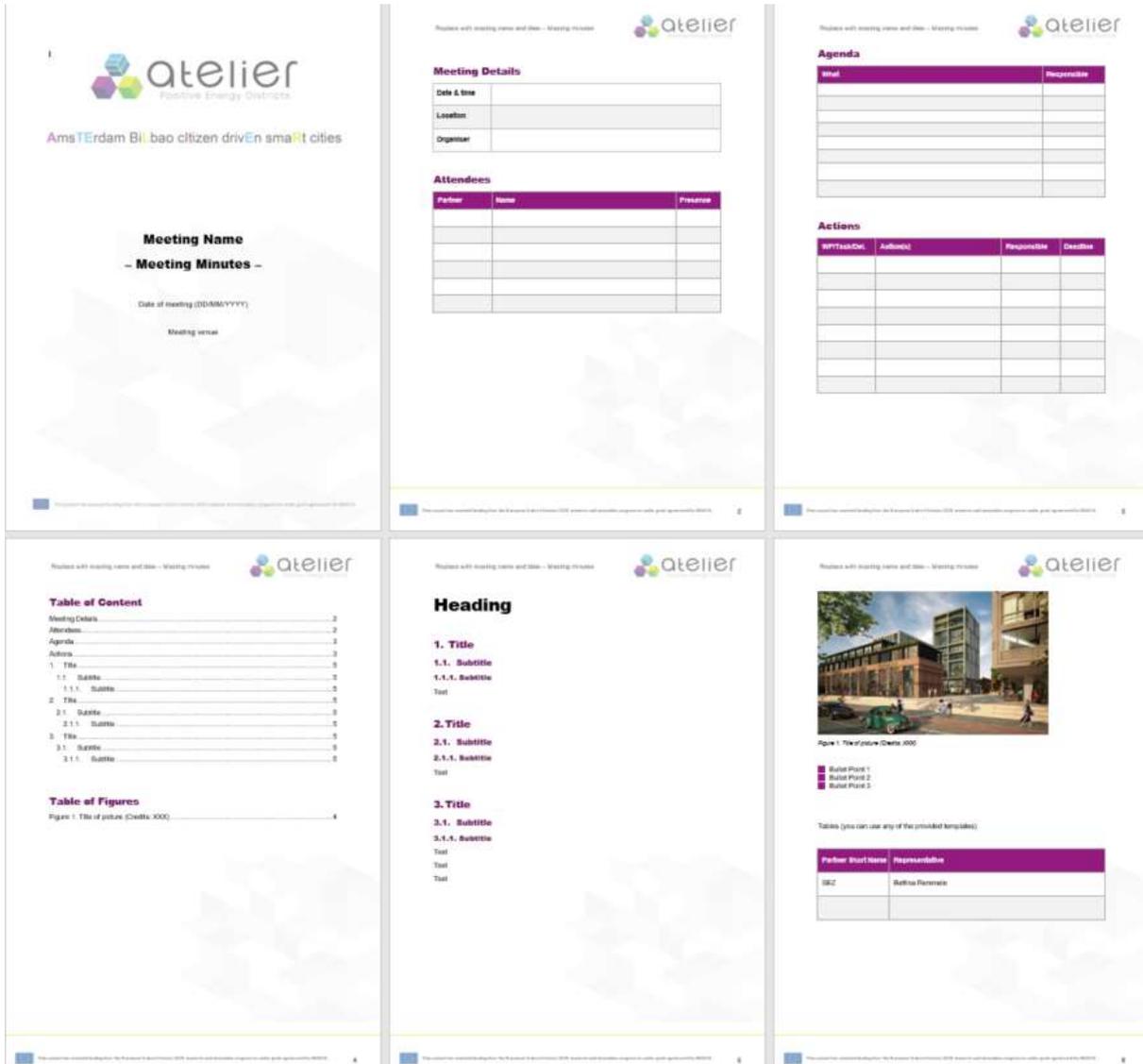


Figure 7. ATELIER Meeting Minutes Template (all pages)

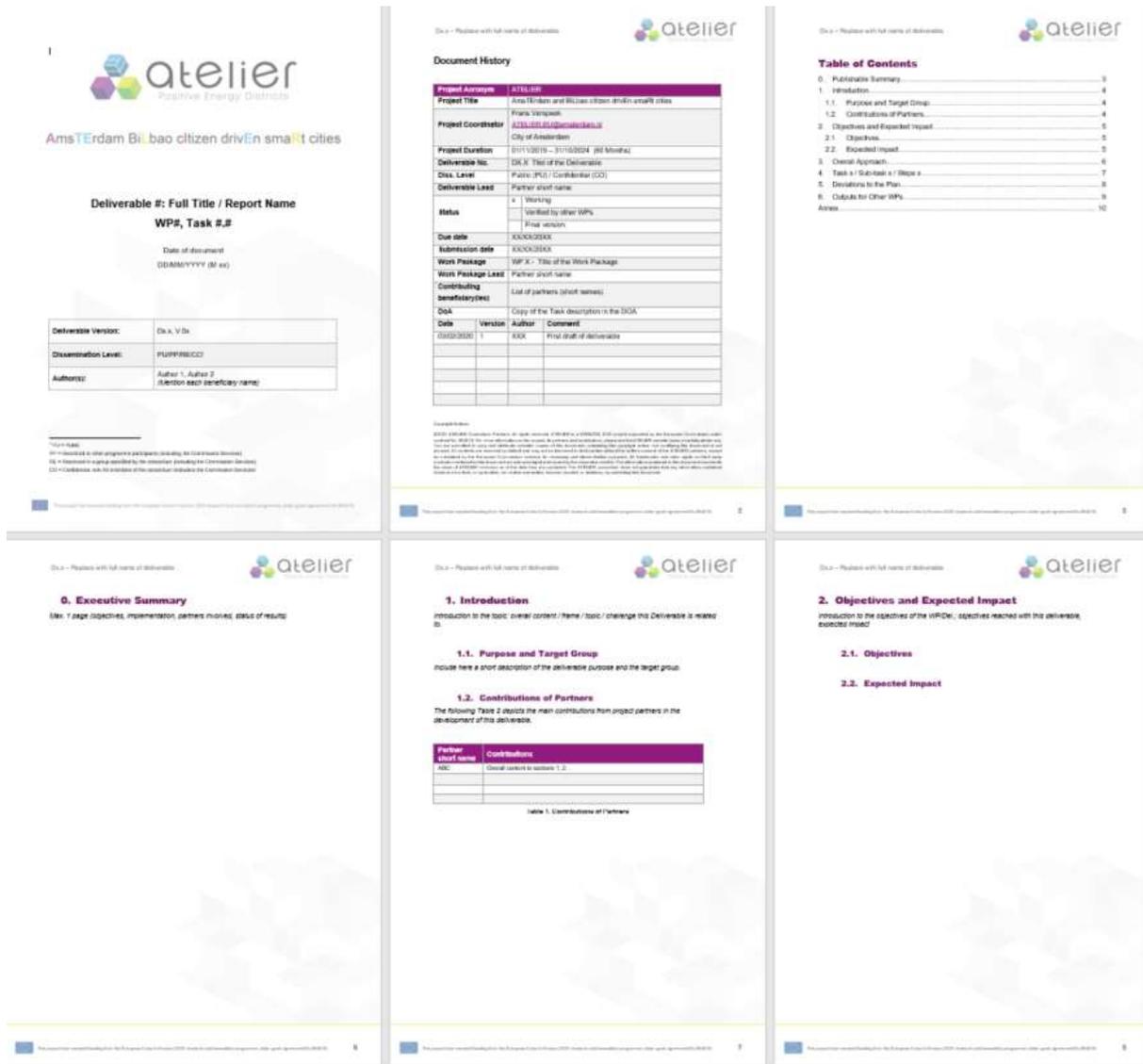


Figure 8. ATELIER Deliverable Template (pages 1-6)



Figure 9. ATELIER PPT Template

ATELIER Poster Template

An ATELIER poster template has been produced by M3 for all ATELIER partners to represent the project at conferences and fairs.



Figure 10. ATELIER poster template, landscape



Figure 11. ATELIER poster templates, portrait

4.4. Communication Tools & Activities

4.4.1. Overview

Within ATELIER, a mix of different D&C tools is applied, covering both printed and digital channels as well as other tools. This multichannel approach ensures that a broad range of stakeholders and target audiences is reached. The following table provides an overview of the main tools used within ATELIER, the respective targets groups, the aim, the relevant responsible partners within ATELIER, the envisaged KPIs and the current status of this activity.

Overall, 90 D&C activities have been carried out, which can be divided into 44 publications and further dissemination activities and 46 event related activities, reaching an estimated audience of over 670.000 persons.

D&C Tools/ Activities	Target Audience	Aim	Partner	KPIs	Status
Project Website	All (ATELIER partners, Other Projects, General Public, Civil Society, Media, City Representatives, Politicians, Industry, Initiatives/NGOs, Academia)	To raise interest in ATELIER, to inform (in detail) about project, aims, objectives, activities, progress, interim outcomes and results, final outcomes, partners, interesting links, provide downloads, published scientific articles, etc.	SEZ with D&C Secretariat	50,000 visitors by M60	Website has been developed and is published Continuous updates are implemented Visitors by M15: about 2.000
Newsletter	ATELIER partners, Other Projects, General Public, Civil Society, Media, City Representatives, Initiatives/NGOs	To raise interest in ATELIER, to inform about project news and updates from the PED Innovation Ateliers, inform about news from related projects and the field in general, linking to website	SEZ with D&C Secretariat	350 subscribers by M60	1 st and 2 nd newsletter have been published Subscribers by M15: 132
Project Flyers	All	Flyer 1: raise interest in ATELIER and the PED Innovation Ateliers, to inform about project, aims, objectives, partners, linking to website and social media channels. Flyer 2: provide summary of first outcomes	SEZ / AMST	15,000 distributed flyers by M60	1 st project flyer has been produced and 4.000 copies have been printed
Roll-ups / Poster	All, especially Academia	To raise interest in and inform about ATELIER, to inform about specific aspects of project	SEZ with D&C Secretariat	Production of 8 rollups in local languages, 1 English rollup version by M6	English rollup has been produced and shipped to all WPs/cities By M15, 6 out of 8 local rollups have been produced and shipped to the cities Estimated audience: 700
ATELIER Poster & PPT	All	To inform about ATELIER and its objectives, progress and outcomes, e.g. at events	AMST with D&C Secretariat	20 presentations per year, reaching 500 people	ATELIER poster & PPT have been presented at 20 events as of M15, reaching 2.000 people
Giveaways	All, especially General Public, Civil Society	To raise interest in ATELIER at specific events, for use at PED Innovation Ateliers	SEZ	3 types of giveaways produced and distributed by M60	Due to COVID-19, no giveaways produced as of M15

Press Releases	All	To raise interest in ATELIER, to inform about project activities, progress and outcomes, to promote certain activities/milestones	SEZ with D&C Secretariat	Min.1 press release per year, more envisaged, reaching 10,000 people per press release	As of M15, 4 press releases have been written and distributed. Estimated audience: 105.000
Social Media	Twitter: ATELIER partners, Other Projects General Public, Civil Society, Media, City Representatives, Initiatives/NGOs LinkedIn: Politicians, Industry, Initiatives/NGOs, Academia	To raise interest in ATELIER, to inform about project progress and news, to promote events, to foster discussions on ATELIER topics	SEZ with D&C Secretariat	1,500 followers, 1,250 posts and 1,000 likes by M60 (Twitter), 350 followers and 150 posts by M60 (LinkedIn)	As of M15: Twitter: - 394 followers - 434 posts - 490 likes LinkedIn: - 152 followers - 68 posts
News Articles & Non-scientific publications	All	To raise interest in ATELIER, to inform about project activities, progress, interim outcomes and final outcomes, to promote certain activities/milestones, to inform about technical outcomes	SEZ with D&C Secretariat	40 news articles per year published at the website	As of M15: 39 news articles (within 10 months) plus 9 non-scientific publications Estimated Audience: 366.000
Scientific Publications	Other Projects, Academia, Politicians, Initiatives/NGOs, Industry / Utility Sector	To publish and disseminate project results to a scientific audience	Academic partners	Min. 5 scientific publications by M60, more envisaged	As of M15, 1 scientific publication Audience: 490
Video Clips (mobile phone style)	Other Projects, General Public, Civil Society, Media, City Representatives, Initiatives/NGOs	To show via storytelling/ interactive methods the progress in the LHCs and FCs as well as showing live updates from the different WPs, to inspire other cities/projects/stakeholders	SEZ with D&C Secretariat	10 video clips per year, starting in M13, 1,000 views overall by M60	As of M15, 4 public and 4 internal videos produced, overall 362 views
Best Practice Booklet	Other Projects, Media, Politicians, Industry, Initiatives/NGOs, City Representatives, Academia	To promote ATELIER results, to spread knowledge and lessons learned, to promote replication and exploitation of results	SEZ with D&C Secretariat, inputs from technical/ academic partners	5,000 views/downloads plus 5,000 printed copies distributed by M60	Activity has not started yet
Webinars	Politicians, Industry, Initiatives/NGOs, City	To allow interested stakeholders to learn about implementations in LHCs	SEZ with D&C Secretariat, inputs from	2 webinars per year starting M37, reaching	Activity has not started yet

	Representatives, Academia	and replication status in Fellow Cities as well as development of other project activities	technical/academic partners	min. 25 participants per webinar	
Final Conference	All	To promote final ATELIER outcomes, results and lessons learned, to promote replication and exploitation	SEZ with D&C Secretariat, All partners involved	150 participants, 2 sister projects represented	Activity has not started yet
Event Participation & Organisation	All, depending on event	To increase the visibility of ATELIER and to make its outcomes known	All partners involved	30 event participations per year, reaching an audience of min. 25,000 participants per year	As of M15, 46 events were attended or organised Estimated audience: 20.500
Student Lectures, Case Studies & Study Tours	Student	To strengthen higher education curricula and programmes related to smart cities by incorporating insights and experiences in implementing PEDs.	AUAS	Min. 30 lectures, case studies and/or study tours in the LHCs	As of M15, 10 lectures were conducted in Amsterdam (Minor on Energy Positive Cities). Study tours have not been organised yet (due to COVID-19 restrictions) Audience: 30 students
MOOCs	Students and teachers	To provide educational materials on PEDs for higher education and professional training	AUAS and demonstration partners	Finalised and published MOOC	As of M15, the preparation of the MOOC has started in collaboration with other SCC projects.
Partner's Websites	All, especially local stakeholders	To raise interest in ATELIER, to inform about project, aims, objectives, to link to ATELIER website	All partners involved	Depending on size of partner/partner's website	As of M15, 12 subpages as reported by partners
Partner's Social Media Channels	All, depending on channel (see above), especially local stakeholders	To raise interest in ATELIER, to inform about project news, to foster discussions on ATELIER topics	All partners involved	Depending on size of partner/partner's social media channels	As of M15, 15 partners on twitter, 10 on facebook, almost all partners on LinkedIn

Table 4. Dissemination & Communication Activities Overview

4.4.2. Details

SEZ as the D&C leader is responsible for the planning and realisation of these different tools and activities, with inputs from the project coordinator and the rest of the consortium.

The following sections describe the tools and activities that have been developed and carried out so far in more detail.

A complete list of all publications, activities and events can be found in the ANNEX:

- **Annex List of Events**
- **Annex List of D&C Materials**
- **Annex List of Scientific Publications**

1. ATELIER Project Website

The ATELIER website (www.smartcity-atelier.eu) is the key instrument for external communication of the project, bringing all D&C activities together in one place. It constitutes the central knowledge base for the project partners and beyond.

By M4, a static preliminary version of the website has been online, offering information about the Lighthouse- and Fellow Cities, the social media channels and the main contact points.

By M6, the website has been filled with contents from all partners, offering general and individual information for external purposes in a clear and structured manner, including an “about” section (informing about LHCs, FCs, project objectives and a list of all involved partners), a “news” section, an “event calendar” (incl. an events archive), an “info corner” (informing about press releases, newsletters and the SCC1 network) and a “contact” section. SEZ is responsible for the website’s set-up and maintenance, whereas the content is strongly dependent on the input of the project partners in general and of the work package leaders, LHC and FC in particular.

By M12, a “media” section has been added to the info corner and a “work packages” section has been added to the about section.

By M13, an “outcomes” section has been added and a search function has been implemented.

Currently, the ATELIER website thus provides the following information:

- Main page
 - News
 - Overview of LHCs and FCs
 - “Subscribe to the newsletter” field
 - Social Media channel links (Twitter, LinkedIn, YouTube)
 - Main contacts
 - EU-funding sentence, Imprint, Data Privacy
- About ATELIER
 - Overview
 - Lighthouse Cities
 - Fellow Cities
 - Objectives
 - Work Packages
 - Partners
- News

- Non-scientific news articles about latest project news, activities, progress, interim outcomes, implementations, etc. → located at main page
- News archive
- Events
 - Events calendar
 - Events archive
- Info Corner
 - Press releases
 - E-Newsletter
 - SCC1 Network
 - Media (downloads of ATELIR CI, flyer)
- Outcomes
 - Deliverables
 - Scientific Publications
 - Other publications
 - Presentations
 - ATELIER Stories (videos)
- Contact Info
 - Project coordinator contact info
 - Press contact info
 - LHC contact info

The website is continuously being updated until the end of the project with relevant information about project results and achievements. The Key Performance Indicator (KPI) of a successful website is to reach and thus inform 50,000 people by the end of the project/M60.

By M15, we have reached about 2.000 people since the launch of the preliminary website in M4 and the final website in M6.

The most visited sub-sites are:

- Main Page (49 %)
- Deliverables (5 %)
- Outcomes (4 %)
- Partners (4 %)
- Scientific Articles (3 %)
- Stories (3 %)
- Presentations (2 %)





Figure 12: ATELIER preliminary website



AmsTERdam Bilbao citizen drivEn smaRt cities

ATELIER is an EU-funded Smart City project aiming to create and replicate Positive Energy Districts (PEDs) within two Lighthouse Cities and six Fellow Cities.

Figure 13. ATELIER final website

2. ATELIER Newsletter

The publicly available ATELIER e-newsletter is published twice a year. The first issue has been released in M6 and the second in M12.

The ATELIER newsletter addresses primarily the following target groups: general public, civil society, media, city representatives, initiatives and NGOs, other projects and the ATELIER partners themselves.

The aim is to raise interest in ATELIER and to inform about the project's activities and progress within the previous six months. It informs about project news and updates from the PED Innovation Ateliers, about news from related projects and the field in general. Past events are summarised and upcoming events are announced. There is a dedicated section informing about the sister SCC1 projects, with a focus on the other four PED projects. Overall, the newsletter includes short summaries of longer articles that are available at the website. The structure of the ATELIER newsletter is as follows:

1. Editorial (alternating between project coordinator and WP leaders)
2. Focus topic: varying topics, e.g. presentation of certain ATELIER topics, announcement of important milestones, events, etc.
3. The ATELIER Lighthouse Cities: updates from LHCs in storytelling format
4. The ATELIER Fellow Cities: news from the FCs in individual news format
5. News from our Sister-PED Projects
6. Beyond ATELIER
7. Meet ATELIER (events)
8. Connect with ATELIER (Social Media links)

SEZ is responsible for writing the newsletter but receives active inputs from the partners via the ATELIER D&C Secretariat. Before publishing the newsletter, it is sent for review to the D&C Secretariat, including the coordinator.

The newsletter subscription list has been set up by SEZ according to the latest EU's General Data Protection Regulations. Subscribers have to do double opt-in, they are able to unsubscribe at any time and they are informed in detail about what kind of information we will collect, what the distribution list will be used for and how they can unsubscribe.

An archive of past newsletter issues is provided: [Newsletter | ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu/newsletter)

- [ATELIER Newsletter #1 \(mailchi.mp\)](#)
 - Editorial by Project Coordinator (Frans Verspeek, AMST)
 - Focus topic: Introduction to ATELIER project
- [ATELIER Newsletter #2 \(mailchi.mp\)](#)
 - Editorial by City Coordinator Amsterdam (Rudy Rooth, AMST)
 - Focus topic: Monitoring & Evaluation

The KPI of the newsletter is to reach 350 subscribers by the end of the project/M60.

By M15, we have reached 132 subscribers.

The third newsletter is scheduled for M18, April 2021.



Welcome to the ATELIER Newsletter

Initially, this first editorial was meant to happily introduce the 1st newsletter of our SCC1-project ATELIER and I had plans to write an inspirational editorial to attract your attention to our project.

However, now, within the ATELIER consortium, we are concerned and touched by the COVID-19 pandemic situation that so harsh hit the world, with Spain (hosting one of our Lighthouse Cities, Bilbao) as one of the blazing trouble spots. Such a crisis puts all our normal work in a different perspective. Our societal priority is now to contain the COVID-19 outbreak. All sections of our society must play their role if we are to stop the spread of this disease!

Despite this, we still do not lose our faith and creative spirit and aim at continuing our 'normal' daily business. Because we believe that the transformation of our cities into more sustainable and liveable places is an important challenge that our society has to face!

Of course, the present situation is not beneficial for such a process, as governments across the world had to issue much needed measures that strongly influence or almost stop all non-essential economic activities. As an example, all construction activities in

ATELIER - Amsterdam and Bilbao citizen driven smart cities

Welcome to ATELIER project, the youngest member of the Horizon 2020 Smart Cities and Communities family! With this first newsletter, we would like to introduce us, the project, our cities and our objectives.



Figure 1. ATELIER logo

ATELIER is a [Horizon 2020 Smart Cities and Communities](#) project, receiving funding from the European Commission to foster the development of more Positive Energy Districts (PEDs) in Europe. By combining the expertise and the commitment of 30 partners from 11 European countries, we will implement innovative solutions in our two Lighthouse Cities Amsterdam and Bilbao. In parallel, our six Fellow Cities Bratislava, Budapest, Copenhagen, Kraków, Matosinhos and Riga, will learn from these innovations and test them for replicability according to their specific local conditions. Together with our four sister projects: [CityXChange](#), [MAKING-CITY](#), [SPARC](#) and [POCITYF](#), ATELIER thus contributes to the creation of more PEDs and thus less CO2 emissions within Europe.

PED Innovation Ateliers

In ATELIER, the PED approach is realized with the help of so-called Positive Energy District Innovation Ateliers that will be implemented as part of the project. The first two PED Innovation Ateliers will be developed in the two Lighthouse Cities Amsterdam and Bilbao, with the six Fellow Cities following shortly afterwards. The aim of these physical ateliers is to [read more](#)

News from our Sister-PED Projects



+CityXChange Webinar on the Citizen Participation Playbook

The Citizen Participation Playbook has been developed as part of the +CityXChange project. It helps local authorities to enable local communities on how they could become a Positive Energy Block and lead the transformation towards Positive Energy Districts and Cities. Meaningful citizen engagement is a challenge in any city-making process led by public institutions. The resulting Playbook is not a mere catalogue of physical and online participatory tools, but a detailed roadmap of four distinctive citizen participatory processes to co-design Positive Energy Blocks and Districts including phases, steps, stakeholders, outcomes together with a set of seven physical tools and seven online tools. The playbook is available online and will be presented by the lead authors from [Comunidade.pt](#) during a webinar on 27 May, 2020. [Register here](#).

Meet ATELIER!

Please note that, due to the current COVID-19 situation, various Smart City events that were planned for this year had to be cancelled, taken online or postponed.

[InnovationCity Academy for Zero Carbon Transition](#): An online training course
4 June 2020, 2 PM / Online

[European Sustainable Energy Week - EUSEW 2020](#)
22-26 June 2020 / Brussels, Belgium

[SMART Smart City Fair](#)
postponed from June
02-03 September 2020 / Brno, Czech Republic

[Nordic Cities Days and Conference](#)
online event only
22-24 September 2020 / Online

[Smart City Expo World Congress](#)
17-19 November 2020 / Barcelona, Spain



POCITYF Website Online

Connect with ATELIER!



Figure 14. Snippets from ATELIER newsletter #1

3. ATELIER Project Flyers

A general project flyer has been produced by M12 informing about the LHCs and FCs, the project's objectives and partners involved. The flyer is available in English. Selected translated versions of the flyer are produced based on the demand of the individual LHCs and FCs. 4.000 copies have been printed and distributed to the various partners of the project. The English flyer is available for download at the website: [Media | ATELIER \(smartcity-atelier.eu\)](https://www.smartcity-atelier.eu)

A second more specific project flyer will be produced at the latest by M48 to update interested stakeholders about the progress and first outcomes of the project.

The main purpose of the flyers is to have printed information material, like a more informative business card, that can be handed out at events to interested stakeholders, providing at the same time important information about the project. The goal is that the flyer builds the cornerstone, leading to more detailed information research about ATELIER on the website, social media channels and further D&C resources.

The KPI of the two flyers is to make at least 15,000 people aware of ATELIER by the end of the project/M60.

By M15, due to COVID-19, no flyers could be distributed in paper due to the lack of physical events but could be downloaded from the website's media section and distributed digitally.





Figure 15. ATELIER flyer

4. ATELIER Roll-ups

By M6, an English ATELIER roll-up has been produced and shipped to the LHCs, FCs and respective WPs.

By M12, additionally individual city roll-ups have been produced in the local languages for one LHC and five FCs. The remaining rollups for one LHC and one FC are currently being produced in cooperation with the partners.

All roll-ups can be found at the website: [Media | ATELIER \(smartcity-atelier.eu\)](https://www.smartcity-atelier.eu)



Figure 16. ATELIER general English roll-up and exemplary language version roll-ups (Amsterdam and Krakow)

5. ATELIER Poster

A general ATELIER poster based on the official ATELIER poster template will be produced for all ATELIER partners to represent the project at conferences and fairs. Due to COVID-19 and the lack of physical conferences/fairs, this has been re-scheduled to M18.

As a Key Performance Indicator (KPI), we aim for at least 20 presentations using the general poster, thus reaching approximately 500 people per year.

6. ATELIER General PPT

Together with the D&C Secretariat, AMST has prepared a general ATELIER PowerPoint presentation (PPT) with 2-4 slides per WP, LHC and FC in order to have a prepared stack of PPT slides to be used by all ATELIER partners for presentations at events, etc. The PPT can be found at the internal ATELIER working space.



Figure 17. ATELIER General PPT (selection of slides)

By M15, overall 20 presentations have been held by the ATELIER partners making use of the ATELIER poster and the PPT, reaching an estimated audience of 2.000 stakeholders.

7. ATELIER Giveaways

Targeted and sustainable, ecologically friendly produced giveaways will be produced for specific conferences or exhibitions or for use at the PED Innovation Ateliers for promotion purposes.

By M15, no giveaways have been produced yet as there was no need for them, due to the lack of physical events (caused by COVID-19).

8. ATELIER Press Releases

Based on inputs from the D&C Secretariat, SEZ prepares informative general press releases to inform about important ATELIER activities, such as project events, or milestones, like the launch of the project. The target audience of the general press releases covers all interested stakeholders, including both a dissemination- as well as a communication-focused audience. They will be prepared in English language and send out to the D&C Secretariat for review and the request for further translation and distribution to their own networks, channels and press offices, making use of the stakeholder mapping included in D10.9. by M12.

Additionally, individual project partners write more targeted press releases.

A collection of press releases can be found at the website: [Press Releases | ATELIER \(smartcity-atelier.eu\)](https://www.smartcity-atelier.eu)

The aim is to have at least two press releases per year, more will be written upon availability of newsworthy content upon demand. The KPI of a successfully distributed press release is to reach about 10,000 subscribers/readers of various news channels per press release.

By M15, 4 press releases have been written, more than 105.000 persons reached:

- ATELIER Smart City project to turn Amsterdam and Bilbao into citizen-driven Positive Energy Districts (M6, SEZ)
- ATELIER: A global smart energy showcase for PEDs (M8, Spectral)
- Kraków chce być miastem dodatnim energetycznie (M4, Krakow)
- Nowy projekt Smart City - ATELIER w ramach programu Horyzont 2020 (M4, Krakow)

9. ATELIER Social Media Channels

A strong focus on social media is vital to reach different kinds of interested stakeholders and to make ATELIER and its outcomes known beyond the project and the SCC1 community. Therefore, ATELIER follows the steps of a dedicated Social Media Strategy (see *Social Media Strategy* as part of D10.8) with the goal of disseminating the project and to regularly inform but also get into a dialogue with a broad audience about ATELIER news, events and research outputs. To reach as many different types of interested stakeholders as possible, ATELIER focuses its social media activities on the two platforms Twitter and LinkedIn:

- **Twitter** is a dynamic and diverse social media platform based on short and precise messages and news, targeting a diverse audience with a focus on the general public, civil society, media, initiatives/NGOs and city representatives, but also ATELIER partners and other projects. The ATELIER twitter account can be found at [AtelierH2020 \(@AtelierH2020\) / Twitter](#)
- **LinkedIn** is a professional networking and communication platform with more informative and technical contents, targeting a rather professional and scientific community: politicians, industry, initiatives/NGOs, academia. The ATELIER LinkedIn account can be found at [AtelierH2020: Company Page | LinkedIn](#)

Both social media accounts are managed by SEZ. Inputs are provided by the D&C Secretariat via the monthly teleconferences, bilateral phone calls or emails as well as the ATELIER D&C Activities List that is regularly being updated by the D&C Secretariat members.

The KPI of successful social media activity is to reach and engage with 1,500 followers on Twitter and 350 followers on LinkedIn by the end of the project/M60.

By M15, the ATELIER twitter channel counts 394 followers and 434 tweets and the ATELIER LinkedIn page counts 152 followers and 68 unique posts.

Additionally, by M12, a dedicated ATELIER YouTube channel has been set up, which is being used for live-streams of project-own events and as a repository for the ATELIER video clips that are being produced by all LHCs, FCs and selected WPs since M13. The ATELIER YouTube channel can be found at [Smart City Atelier - YouTube](#)

10. ATELIER News Articles / Non-scientific, non-peer-reviewed

In cooperation with the D&C Secretariat, SEZ regularly prepares non-scientific news articles for the website to inform a broad audience about the project. All members of the D&C Secretariat furthermore contribute to the writing of news articles for publication at local newspapers or dedicated journals, in their local languages and/or in English. A selection of news articles (or links to articles) will be published at the ATELIER website and promoted via the different social media channels. Selected news articles will furthermore be featured in the bi-annual newsletter.

By M15, 9 news articles have been written by the consortium.

Selection:

- “Citizen-Driven Positive Energy Districts in Amsterdam, Bilbao and beyond: ATELIER” (SEZ, [link](#))
- "The ATELIER project" at "Internationales Verkehrswesen" special edition "International Strategies" (SEZ, [link](#))
- “How do we keep the energy transition open, fair and inclusive?” (Waag, [link](#))
- “Wat kun je als burger doen in de energietransitie?” (Waag, [link](#))
- “De energietransitie slaagt alleen lokaal en democratisch” (Waag, [link](#))
- “Smart energy systems: lifting up the lid” (Waag)
- “Kraków chce być miastem dodatnim energetycznie” (Krakow, [link](#))
- “Article about ATELIER in Scientific website about engineering” (Krakow, [link](#))
- “Article about ATELIER in Municipal Newspaper "Kraków.pl” (Krakow, [link](#))

11. ATELIER Scientific Publications

ATELIER’s academic partners actively disseminate their research outcomes in the form of scientific publications or as part of conference proceedings in national and international journals and on the public platform [Open Research Europe](#). For all scientific publications, green or gold open access will be guaranteed. At least one scientific publication will be published per year, resulting in a minimum of five publications for the project. The target audience is the scientific community itself, but also politicians, initiatives and NGOs as well as anybody interested in the scientific outcomes.

The following journals have been identified by the ATELIER partners as suitable journals for scientific publications (further may be added):

- Clusterenergia
- FEDARENE biweekly bulletin
- Spanish Association of Energy Agencies
- Journal of Urban Technology
- Technovation
- PlanAmsterdam
- GreenTech Media
- Elsevier
- Cleantechnica
- Power Engineering International
- Energy Business Review
- Smart Grid Observer
- De Ingenieur
- Huffington Post
- IEEE Transactions on Engineering Management
- Green European Journal

By M15, 1 scientific publication has been published:

- “Towards Energy Citizenship for a just and inclusive transition: lessons learned on collaborative approach of Positive Energy Districts from the EU Horizon2020 Smart Cities and Communities projects” by TNO and AUAS (ATELIER) in cooperation with Demir Enerji (Remourban, MAKING-CITY): [Towards Energy Citizenship | ATELIER \(smartcity-atelier.eu\)](#)

12. ATELIER Video Clips

Starting in year two (M13), the LHCs and FCs as well as selected WPs (WP7, WP8, WP10) produced several short mobile-phone style video clips showcasing the progress in the cities as well as ongoing activities within the WPs to inspire and motivate other cities to become PEDs as well. The videos are filmed with mobile phones and they are short (between 30 sec and 2 mins). The aim is to provide short snippets from the demo districts in the LHCs and FCs, reporting live from events or informing about the project progress via short interviews/quotes from the ATELIER project representatives.

In M13, the D&C Secretariat members were given a tutorial by SEZ on how to prepare and edit these videos. The project's corporate identity is integrated via a template developed that should be used at the end of all videos:



The videos are used for promotion on the social media channels as well as at events, such as workshops or exhibition stands. All videos are published on the ATELIER website and on the ATELIER YouTube channel.

Besides city representatives, the main target audience of these video clips are other projects, the general public, civil society but also initiatives and NGOs. Depending on the content of the video, also a scientific community or policy makers can be targeted.

The video clips will also be used in the education materials and MOOCs as part of WP10.

The KPI of the videos is to reach and potentially engage an overall number of at least 1,000 people by the end of the project/M60.

By M15, 8 video clips (4 for internal use only to be used at 2nd General Assembly, to be found on ATELIER work space, 4 for external use) have been produced by the following partners and 4 of them have been published on the project website, YouTube channel and promoted via social media (links included):

- **Internal videos:**
 - o Amsterdam
 - o Bilbao
 - o Bratislava

- WP 10
- **External videos:**
 - Budapest: <https://www.youtube.com/watch?v=TJZ90DwJDE&feature=youtu.be>
 - Krakow: <https://www.youtube.com/watch?v=mydA4isjk8&feature=youtu.be>
 - Riga: <https://www.youtube.com/watch?v=5iYsfqXJSxE&feature=youtu.be>
 - WP8: <https://www.youtube.com/watch?v=NLvoVsTb9Ck&t=1s>

By M15, the 4 published videos have reached 362 views.

13. ATELIER Best Practice Booklet

Towards the end of the project, a concise 12-page best practice booklet will be produced in collaboration with the D&C Secretariat but also relying on active inputs from the technical and academic ATELIER partners. The booklet will summarise the measures implemented and/or replicated in the LHCs and Fellow Cities, key lessons learned and policy recommendations. It will be mainly targeted towards politicians, industry representatives, initiatives and NGOs and academia representatives.

The KPI of the booklet is to inform at least 10,000 people interested in the ATELIER outcomes by the end of the project/M60.

14. ATELIER Webinars

At least two webinars per year, starting in M37, will be launched in collaboration with other SCC1 projects focusing on PEDs, as well as related EU initiatives like SCIS, EIP-SCC, Covenant of Mayors, etc. The webinars will be targeted towards city representatives, politicians, industry, initiatives/NGOs, and academic stakeholders. Interested participants will be able to learn from ATELIER partners about the implementations in Bilbao and Amsterdam and successful replications in our Fellow Cities. The webinars will be moderated by SEZ, AMST or academic/technical project partners. Presentations will be given by the related partners depending on the topic of the session. Topics for the webinars can be linked to several of the ATELIER WPs such as WPs 2, 3, 4, 5, 6, 8 and 9.

15. ATELIER Final Conference

At the end of the project, the ATELIER consortium will jointly organise a final conference. It will demonstrate the implementation and replication of actions in the ATELIER LHCs and FCs. It will address topics related to PEDs and Smart Cities. The conference will allow for networking, interaction and business creation between projects and the broad audience. Lasting up to 1.5 days for approximately 150-200 participants, it will take place around M59.

16. ATELIER Event Participation & Organisation

Due to COVID-19, only a small number of the initially planned events could be performed by M15. A large share of events was cancelled or moved to 2021 whereas some events were transformed into digital events.

By M15, the ATELIER partners have thus participated in:

- 27 events:

- 9 conferences participated
- 9 workshops/webinars participated
- 4 activities organised jointly with other H2020 projects participated
- 3 events other than conferences or workshops participated
- 2 other events participated

By M15, the ATELIER partners organised:

- 18 events:
 - 1 conference organised
 - 13 workshops/webinars organised
 - 2 activities jointly with other H2020 projects organised
 - 2 other types of events organised

Overall, through event participation and organisation, the ATELIER partners held:

- 20 presentations

Through these event related activities, an overall number of approximately 20.500 persons were reached.

Participation

All ATELIER partners participate actively at external national and international physical and digital events to inform and update existing stakeholders and to stimulate interest from new stakeholders not involved in the project yet. The target audience of external events are all types of dissemination- and communication-focused audiences, depending on the type of the event. Key events will be identified and selected.

ATELIER will be actively presented via presentations or posters, for which templates have been produced. Moreover, where possible, ATELIER will be represented via joint or individual stands at exhibitions and fairs.

As part of the D&C Secretariat, a joint list of interesting events has been created which is regularly updated by all members. Sample events to be attended by ATELIER partners are:

- Barcelona Smart City Expo World Congress
- FlexCon
- Blockchain2Business
- FutureGridLabs
- Energy Storage NL
- European Utility Week
- European Sustainable Energy Week
- European Week of Regions and Cities
- Geoener Congress, Local Energy Conferences
- Nordic Edge Expo and Conference
- Smart City Solutions
- WeMakeThe.City
- World Circular Economy Forum

- Smart Cities Marketplace General Assembly

The KPI of the overall ATELIER event participation is to reach out to, engage with and exchange knowledge with at least 25,000 interested stakeholders per project year.

By M15, despite COVID-19 and the lack of physical events, the partners participated in 27 events and approx. 20.500 stakeholders were reached.

Some highlights include:

- **“Sustainable Places”, online, 30 October 2020 (TNO, AUAS):**

Project partners TNO and AUAS joined up with Demir Enerji, another experienced Smart City partner (previously involved in SCC1 project Remourban and currently in MAKING-CITY), to write a paper on “Towards Energy Citizenship for a just and inclusive transition: lessons learned on collaborative approach of Positive Energy Districts from the EU Horizon2020 Smart Cities and Communities projects”, which was presented at the Sustainable Places conference on 30 October as part of the session “Local Energy Communities”.



Figure 18. Logo of Sustainable Places conference (Credits: <https://www.sustainableplaces.eu/>)

Also at “Sustainable Places”, ATELIER partners participated in the “Smart Cities and Communities Positive Energy Districts Workshop” organized by MAKING-CITY and in cooperation with +CityXChange, ENERGE, POCITYF and MATCHUP. Mark van Wees from AUAS represented ATELIER with a presentation called “ATELIER: Energy system aspects of positive energy districts”. A video recording and PDFs of all presentations can be found [here](#).



Figure 19. Promotional picture of the Smart Cities and Communities workshop (Credits: <https://www.sustainableplaces.eu/>)

- **“URBIS Smart City Fair”, online, 3 September 2020 (AUAS):**

ATELIER participated at the URBIS Smart City Fair, which took place in Brno, Czech Republic (Follower City of SCC1 project Ruggedised) as well as online from 2-3 September 2020. Besides the URBIS Smart City Fair, the EIP-SCC hosted its General Assembly at this event. Together with its sister projects SPARCS and POCITYF, ATELIER participated in the P2P workshop on Energy Platforms “The energy and climate change mitigation impact of P2P energy trading in Positive Energy Districts (PEDs)”: Peer-to-peer energy trading at a local level could support the optimisation of smart grids, supporting the use of renewable energy and increase energy efficiency. The ATELIER smart city project will demonstrate and evaluate a P2P trading platform in the positive-energy district to be developed in Amsterdam. In the workshop, the different components of P2P energy trading were discussed. Mark van Wees of AUAS presented how the energy and climate impacts of the P2P trading pilots could be evaluated.

Organisation

All ATELIER partners organise project own physical and digital events at local and national level to inform stakeholders and to stimulate interest from new stakeholders. The target audience of external events are all types of dissemination- and communication-focused audiences, depending on the type of the event. All project own events are collected via the joint D&C Activities List.

By M15, despite COVID-19, the partners organised 18 events, reaching an estimated audience of about 1.000 stakeholders.

Some highlights include:

- “General kick-off Innovation Atelier Amsterdam Buiksloterham” in Amsterdam, the Netherlands and online, 07 December 2020 (AMST):
- “CPH Annual Climate Conference” in Copenhagen, Denmark, 04 February 2020 (COP)
- “The Energy Transition: what can you do as a citizen?” in Amsterdam, The Netherlands and online, 11 June 2020 (Waag)
- “Bilbao Innovation Atelier: Workshop with neighbor Lighthouse and Fellow Cities” online, 19 June 2020 (CEPV)

17. ATELIER Student Lectures & Study Tours

Various student lectures and study tours are organised to strengthen higher education curricula and programmes related to Smart Cities by cooperating with actual working experiences in the cities. AUAS has developed a minor course on energy positive cities open to students of different disciplines (30 students) in 2020. The PED demonstration project in Amsterdam has served as a case study. The course will be continued in 2021. Also, 3 students have conducted internships and 4 students are conducting master theses at ATELIER partners on PED topics (AUAS, DNV-GL).

Due to COVID-19, study tours could not yet be organised but will be in the coming years.

18. ATELIER MOOC

A massive open online course (MOOC) is an online course aimed at unlimited participation and open access via the internet. In addition to traditional course materials, such as filmed lectures, readings, and problem sets, many MOOCs provide interactive courses with user forums or social media discussions to support community interactions among students, professors, and teaching assistants, as well as immediate feedback to quick quizzes and assignments. The development of the MOOC has started in 2020. The first module will be on the introduction to PEDs (to be published in 2021) and will use the Smart Cities Information System Solution Booklet on PEDs (available [here](#)) as a starting point. Also, the educational material used in the minor at AUAS is used for the MOOC. AUAS coordinates the MOOC with input from other ATELIER partners. Cooperation with other projects is currently under discussion.

19. ATELIER Partner's Websites (and ATELIER subpages)

Every partner that operates an own website should promote ATELIER there and, if possible, create a dedicated ATELIER subpage, informing about the project and linking to the official ATELIER website and social media channels. These subpages can be in the local languages to especially reach out to the local and regional stakeholders. The absolute numbers to be reached via the partner's websites depend upon the size of the specific partner/partner's websites but should aim for largest possible outreach.

By M15, the following partners/organisations have created their own subpage in the local language (overall 12):

- Krakow: https://ue.krakow.pl/projekty/4597,1575,ue_projekt.html
- SEZ: <https://www.steinbeis-europa.de/atelier>
- AMST:
 - <https://buiksloterham.nl/project/7088/atelier>
 - <https://amsterdamsmartcity.com/updates/project/atelier-sustainable-positive-energy-district>
- AMS Institute:
 - <https://www.ams-institute.org/urban-challenges/urban-energy/atelier/>
- WAAG:
 - <https://waag.org/en/project/atelier>
- Zabala
 - <https://www.zabala.es/es/proyectos/atelier>
 - <https://www.zabala.eu/en/projects/atelier>
 - ATELIER subpage on ZABALA Official EU Website
 - ATELIER subpage on ZABALA Official ES Website
- CARTIF:
 - <https://www.cartif.es/en/atelier-en/>
 - <https://www.cartif.es/atelier/>

20. ATELIER Partner's Social Media Channels

Every partner whose organisation has an own Twitter/LinkedIn channel should make sure that they actively follow and share the ATELIER social media updates. For this, a joint list has been developed and shared by SEZ to collect all partner's social media channels. This ensures the quick duplication and take-up of the messages. Those partners that have a personal LinkedIn profile are encouraged to follow the ATELIER LinkedIn page and to actively share the project's updates, if possible. By following these processes, the information that stems from the project's own channels is quickly multiplied via the partners, their channels and personal networks, etc. The absolute numbers to be reached via the

partner's social media channels depend upon the size of the specific partner/partner's specific channels but should aim for largest possible outreach.

4.5. Joint Activities

Close interaction and exchange with the other 16 SCC1 projects and the EU initiative Smart Cities Marketplace (until mid-2020: SCIS and EIP-SCC) as well as SCALE is taking place, especially regarding joint coordination, replication and dissemination / communication, etc. activities. More information on cooperation and joint activities can be found within WP8 and the respective deliverables therein.

By M15, the following joint activities have taken place:

Regular meetings and exchange

Regular meetings and telephone conferences among the SCC1 projects and initiatives (including the Smart Cities Marketplace) are happening on a coordination, dissemination/ communication, replication, business models & finance and big data level. The aim is to plan joint activities and align the project activities where possible. The following ATELIER partners are involved in the different SCC1 task groups:

- Board of Coordinators: AMST
- Dissemination & Communication: SEZ, AUAS
- Replication: CAR, AUAS
- BM&F: SEZ
- Monitoring and Evaluation: PSI, DEUSTO
- Data: DEUSTO

ATELIER has furthermore started collaboration with SCALE and have suggested topics on which SCALE could support the SCC projects.

Joint events and stands

During the first project year, due to COVID-19 and the consequent lack of physical events, no joint stands were organised as part of the SCC1 community. Two joint digital events, however, were (co-) organised and participated in by several ATELIER partners:

- **Smart City Expo World Congress** (November 2019, Barcelona): Participation at joint sessions of the SCC1 community as well as representation of ATELIER at the joint stand.
- **URBIS Smart City Fair** (September 2020, hybrid event Brno/online): P2P Energy Platforms Workshop as an online side event of the URBIS Smart City Fair and participation in the EIP-SCC General Assembly.

Further cooperations/collaborations

Besides task groups and events, the SCC1 community actively supports each others activities, for example, through cross-referencing and linking in the various SCC1 newsletters. Like this, by M15, ATELIER has been mentioned in several newsletters of related projects. Some examples include:

- ClimateKIC July 2020: Article about ATELIER and PED's in "Zeroemission Kraków"
- Communities of Practice have been set up among Lighthouse Cities in the Netherlands and between Lighthouse and Fellow Cities in the Basque region.

- [Smart Cities Marketplace newsletter November 2020, November 2019](#)
- [POCITYF 1st newsletter](#)
- [SPARCS newsletter September 2020, August 2020, July 2020](#)
- [+CityXChange newsletter December 2019, November 2020, July 2020](#)

Collaborations with further projects/initiatives

In addition to collaboration with other SCC1 projects and initiatives, ATELIER is engaged in active collaboration with other relevant EU-wide and international initiatives, including:

- EERA Joint Programme Smart Cities
- IEA EBC Annex 83 Positive Energy Districts
- JPI Joint Programme Initiative on PEDs
- COST Action Positive Energy Districts European Network

See for more information on these collaborations in WP8, Deliverable D8.1 “Agenda and programme for cooperation with the SCC community”.



5. Deviations to the Plan

Between M01-M15, there were no major deviations within WP10. A minor deviation is due to COVID-19 and the lack of physical events and travel restrictions which has resulted in fewer events overall and a smaller outreach to different stakeholders via (digital only) events.



6. Outputs for Other WPs

The ATELIER D&C tools developed are used by all partners to promote the project at a local, regional, national and international level. A particular close link exists to the work packages of the Lighthouse Cities (WP4 and 5) as well as the work packages on Citizen Engagement (WP7) and Collaboration with the SCC1 community (WP8). Within these WPs, the D&C tools, materials and activities are used for promoting the project, especially among the citizens of the demonstration areas.



Annex

Annex List of Events

Partner(s)	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
COP	CPH Annual Climate Conference	04.02.2020	Copenhagen, Denmark	Industry, Civil Society, Policy Maker, Investors, Scientific Community, Other	120	Denmark	Yes, 3
KRA	Krakov Climate Discussion Panel	04.01.2020	City of Krakow, Poland and online	General public	100	Poland	Yes
Waag	MAKING CITY	18.01.2020	Amsterdam, The Netherlands	Industry, Scientific Community, General Public	65	The Netherlands	Yes
COP	What next?	02.03.2020	Copenhagen, Denmark	Investors, Policy Makers, Scientific Community, Civil Society,	30	Denmark	No
AMST	Webinar: Participation in practice	07.05.2020	Amsterdam, The Netherlands and online	General Public	40	The Netherlands	Yes
AMS	Exploring Tools for Monitoring Urban Living Labs - Worksession during the Urban Living Lab Summit.	22.06.2020	online	Scientific Community, Industry, Policy Makers, Other	12	The Netherlands, Canada, Germany, Poland, Sweden, Finland	Yes
Waag	The Energy Transition: what can you do as a citizen?	11.06.2020	Amsterdam, The	Civil Society, General Public, Scientific Community, Industry	40	The Netherlands	Yes

			Netherlands and online				
CEPV	Bilbao Innovation Atelier: Workshop with neighbor Lighthouse and Fellow Cities	19.06.2020	online	Industry, Scientific Community, Policy Makers	32	Basque Country	Yes
Waag	De Energietransitie: how to organise it?	16.07.2020	Amsterdam, The Netherlands and online	Civil Society, General Public, Scientific Community, Industry	40	The Netherlands	Yes
Waag	De Energietransitie: the downsides to renewable energy	20.08.2020	Amsterdam, The Netherlands and online	Civil Society, General Public, Scientific Community, Industry	40	The Netherlands	Yes
AMST	General kick-off Innovation Atelier Amsterdam Buiksloterham	07.12.2020	online	Industry, General Public, Civil Society, Scientific Community, Policy Makers	100	The Netherlands	Yes
DEU, CEPV, COP, TEC, EVE, TEL, IBE	Bilbao Innovation Atelier: Workshop on financing energy savings: experiences and alternatives	10.12.2020	online	Industry, Scientific Community, Policy Makers, Investors	25	Basque Country	Yes
City of Kraków	Krakov Climate Discussion Panel	04.01.2021	City of Krakow, Poland and online	General Public	100	Poland	No
Waag	MAKING CITY	18.01.2021	Amsterdam, The Netherlands and online	Industry, Scientific Community, General Public	65	The Netherlands	Yes
City of Bilbao	Innovation Atelier Bilbao 1st workshop with Lighthouse and Fellow Cities	19.06.2020	online	Policy Makers, Other	50	Spain, Basque Country	No

AMST	EU Sustainable Energy Week SCIS side event	30.06.2020	Brussels, Belgium and online	Policy Makers, Civil Society, Media, Other	40	Europe and world	Yes (pitch)
AMS	Online CoP Monitoring of Living Labs #1 - Monitoring of Living Labs	04.11.2020	Amsterdam , The Netherlands and online	Scientific Community, Industry, Policy Makers	10	The Netherlands , Canada, Germany, Poland, Sweden, Finland.	No
AMS	Online CoP Monitoring of Living Labs #3 - Impact KPI's	13.01.2021	Amsterdam , The Netherlands and online	Scientific Community, Industry, Policy Makers	10	The Netherlands , Canada, Germany, Poland, Sweden, Finland.	No
AMST	Covenant of Mayor Investment Forum	19.02.2020	Brussels, Belgium	Policy Makers, Industry, Investors	600	Europe	No
DNV-GL	Energy and Technology panel of SH&BA	28.02.2020	London, United Kingdom	Scientific Community, Policy Makers, Media	70	UK and Europe	No
UDEUSTO	SURFACE online final conference "Re-Use: Key Element of a Circular Economy in Central Europe and beyond"	02.06.2020	online	All	200		No
AMST	Smart City Deep dive: Umeå	10.06.2020	online	All	50	Europe	No
AMST	Explore-Shape-Deal: Deliver resilience with your smart city project during COVID-19 and beyond	15.-17.06.2020	online	All	213	Europe	No

AMST, AUAS, SEZ	EIP-SCC General Assembly	02.09.2020	online	All	300	Europe	No
AMST	Nordic Edge 2020	22.-24.09.2020	Stavanger, Norway and online	All	5000	Europe	No
AUAS, TNO	Sustainable Places	30.10.2020	online	Policy Makers, Civil Society, Industry, Scientific Community, General Public	30	Europe	Yes
AMST, SEZ	SCIS Conference Final	04.-05.11.2020	online	Policy Makers, Investors, Industry, Scientific Community	200	Europe	Yes
AMST	Kennisdialoog Positive Energy Districts/Positive Energy Neighbourhoods	11.01.2020	online	Policy Makers, Scientific Community	30	The Netherlands	No
AMST	EIP-SCC Matchmaking Events	20.02.2020	Brussels, Belgium	Industry, Policy Makers, Investors, Customers, Other	98	Europe	No
AMST	Webinar - mySMARTLife - Smart building retrofitting (SCC)	10.03.2020	online	Policy Makers, Civil Society, Industry, Scientific Community	50	Europe	No
UDEUSTO	Artificial Intelligent in Smart Cities	25.05.2020	online	All	250	Europe	No
UDEUSTO, SEZ	SmartEnCity Academy	04.06.2020	online	Industry, Civil Society, Policy Makers, Scientific Community	50	Europe	No
AMST, UDEUSTO	Marketplace of EIP-SCC: Delivery models, funding & procurement for smart cities	18.06.2020	online	Policy Makers, Industry, Investors, Scientific Community, Other	200	Europe	No
UDEUSTO	Developing ICT Tools for District-Scale Smart Energy Management	15.09.2020	online	All	50	Europe	No

Waag	Energieontbij #138: Ontwerp Amsterdamse Energietransitie, leren en vieren!	10.12. 2020	Amsterdam, The Netherlands and online	Industry, Civil Society, Scientific Community, Other	75	The Netherlands	Yes
PSI	SPARCS Replication Strategy	21.01. 2021	Leipzig, Germany and online	All	<100	Germany	No
AUAS, SEZ	Smart City Expo World Congress Barcelona 2019	19.- 21.11. 2019	Barcelona, Spain	All	5000	Europe	No
AMST	Joint SCC01 webinar on “the Smart City Response to COVID-19”	29.05. 2020	online	Policy Makers, Civil Society, Scientific Community, Other	50	Europe	No
AMST, AUAS, UDEUSTO	EUSEW Side Event: Actions & Recommendations – Creating a Joined Vision for PEDS	22.- 26.06. 2020	Brussels, Belgium and online	Policy Makers, Civil Society, Media, Other	6000	Europe	No
AMST, AUAS, SEZ	URBIS Smart City Fair	02.- 03.09. 2020	Brno, Czech Republic and online	Scientific Community, Industry, Civil Society, Policy Makers, Investors, General Public	900	Europe	No
AMST	EA-EBC Annex 83 on Positive Energy Districts / Mission Board and PED Annex events	23.03. 2020	Helsinki, Finland and online	All	40	Europe	No
AMST	Buiksloterham Development Team Periodic Meeting	09.04. 2020	Amsterdam, The Netherlands and online	Other	15	The Netherlands	Yes

AMST	Roundtable Stockholm on PED cities	09.11.2020	online	Policy Makers, Civil Society	36	Europe	No
DNV	Invitation by lecturers of the University of Mauritius	23.01.2020	Le Reduit, Mauritius	Scientific Community, Policy Makers	60	Mauritius	Yes
COP	(International attention at ministerial level)	31.01.2020	Copenhagen, Denmark	Policy Makers	2	Denmark and Latvia	No

Table 5. List of Events

Annex List of D&C Materials

Partner(s)	Title/Description of Activity	Publishing Date	Type of Audience	Size of Audience	Countries addressed
SEZ	Citizen-Driven Positive Energy Districts in Amsterdam, Bilbao and beyond: ATELIER	19.02.2020	Scientific Community, Industry, Civil Society, Policy Maker, Media, Investors, Customers, Other	40.000	Europe
City of Kraków	ATELIER press release on official City website about EU projects	06.02.2020	General Public	10.000	Poland, Europe
City of Kraków	ATELIER press release on official City website	12.02.2020	General Public	50.000	Poland, Europe
Spectral	ATELIER: A GLOBAL SMART ENERGY SHOWCASE FOR CREATING POSITIVE ENERGY DISTRICTS	28.05.2020	All	7.750	Europe
City of Kraków	Article about ATELIER in Scientific website about engineering	18.02.2020	All	100.000	Poland
City of Kraków	Kraków chce być miastem dodatnim energetycznie	28.02.2020	All	100.000	Poland
SEZ	Citizen-Driven Positive Energy Districts in Amsterdam, Bilbao and beyond: ATELIER	19.02.2020	Scientific Community, Industry, Civil Society, Policy Makers, Media, Investors	2.000	Europe

SEZ	Article "The ATELIER project" at "Internationales Verkehrswesen" special edition "International Strategies"	19.02.2020	Industry, Civil Society, General Public, Media	2.000	Europe
City of Kraków	Article about ATELIER in Municipal Newspaper "Kraków.pl"	04.11.2020	General Public	100.000	Poland
Waag	How do we keep the energy transition open, fair and inclusive?	05.12.2020	All, Civil Society, Industry	15.000	Europe
Waag	Wat kun je als burger doen in de energietransitie?	14.07.2020	All, Civil Society, Industry	15.000	Europe
Waag	De energietransitie slaagt alleen lokaal en democratisch	09.09.2020	All, Civil Society, Industry	15.000	Europe
Waag	Smart energy systems: lifting up the lid	06.10.2020	All, Civil Society, Industry	15.000	Europe
SEZ	ATELIER flyer published	31.10.2020	ALL	4.000	Europe, World
SEZ	Social Media Implementation (Twitter, LinkedIn)	04.11.2019	ALL	200	Europe
Waag	ATELIER subpage on Waag website	01.11.2019	General Public, Scientific Community	15.000	The Netherlands
ZABALA	ATELIER: crear y replicar Distritos de Energía Positiva	21.11.2019	All	20.000	Europe
ZABALA	ATELIER: create and replicate Positive Energy Districts (PEDs)	21.11.2019	All	30.000	Europe
ZABALA	ATELIER subpage on ZABALA Official EU Website	02.12.2019	All	20.000	Europe
ZABALA	ATELIER subpage on ZABALA Official ES Website	02.12.2019	All	30.000	Europe
SEZ	ATELIER info on SCIS	02.12.2019	Scientific Community, Industry, General Public, Policy Makers, Media, Investors	2.000	Europe
AMS	ATELIER subpage on AMS Institute website	24.02.2020	General Public, Scientific Community	5.000	The Netherlands
AMST	ATELIER subpage on Buiksloterham website	01.12.2019	All	2.000	

AMST	ATELIER subpage on Amsterdam Smart City website	01.12.2019	All	10.000	
SEZ	ATELIER subpage on Steinbeis Europa Zentrum website	01.12.2019	All	5.000	
SEZ	ATELIER full project website online	30.04.2020	All	2.000	Europe, World
CAR	ATELIER subpage on CARTIF Official Website (en)	01.05.2020	All	14.000	Europe, World
CAR	ATELIER subpage on CARTIF Official Website (es)	01.05.2020	All	14.000	Spain
City of Kraków	ATELIER subpage on Kraków Official UE Website	13.07.2020	General Public	1.000	Poland
SEZ	new subpage added to ATELIER website: media	01.11.2020	All	600	Europe, World
SEZ	new subpage added to ATELIER website: wp descriptions, search function implemented	01.11.2020	All	600	Europe, World
SEZ	new subpage added to ATELIER website: outcomes	01.12.2020	ALL	400	Europe, World
AMST	ATELIER Innovation Atelier Kick-off Broadcast (LIVE)	07.12.2020	All	480	The Netherlands
SEZ	ATELIER newsletter Nr. 1 published	30.04.2020	Scientific Community, Industry, Policy Makers, Other	96	Europe, World
SEZ	ATELIER English rollup produced, printed and shipped to partners	30.04.2020	Other	400	Europe, World
City of Kraków	Article about ATELIER and PED's in "Zeroemission Kraków" ClimateKIC Newsletter	01.07.2020	All	120	Poland
SEZ	ATELIER newsletter Nr. 2 published	31.10.2020	Scientific Community, Industry, Policy Makers, Other	123	Europe, World
SEZ	ATELIER Dutch rollup	19.10.2020	Other	100	The Netherlands
SEZ	ATELIER Hungarian rollup	17.11.2020	Other	50	Hungary
SEZ	ATELIER Slovakian rollup	17.11.2020	Other	50	Slovakia

SEZ	ATELIER Danish rollup	17.11.2020	Other	50	Denmark
SEZ	ATELIER Polish rollup	17.11.2020	Other	50	Poland
SEZ	ATELIER Latvian rollup	19.10.2020	Other	50	Latvia

Table 6. List of D&C Materials

Annex List of Scientific Publications

Type of scientific publication	Title of the scientific publication	DOI	ISSN or eISSN	Authors	Journal	Number, date	Publisher	Place of publication	Year	Pages	Pub. & priv. part.	Peer-review	Open Access
Publication in conference proceeding/workshop	Towards Energy Citizenship for a Just and Inclusive Transition: Lessons Learned on Collaborative Approach of Positive Energy Districts from the EU Horizon2020 Smart Cities and Communities Projects	01.10.3390		Rosamaria Olivadese 1,*; Beril Alpagut 2, Beatriz Pineda Revilla 3, Jeroen Brouwer 1, Vasiliki Georgiadou 4, Alexander Woestenburg 1 and Mark van Wees 3	MDPI	06.01.2021	MDPI Open Access Journals	Basel, Switzerland	2021	all	No	No	Yes

Table 7. List of Scientific Publications

Deliverable 10.9

Report on the activities of the D&C Secretariat

WP10, Task 10.5

Date of document
08/07/2022 (M33)

Deliverable Version:	D10.9, V.03
Dissemination Level:	PU/RE
Author(s):	Regine Wehner, Heike Iffland (SEZ)

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Abbreviations and Acronyms

Acronym	Description
CI	Corporate Identity
COVID-19	Corona Virus Disease
D	Deliverable
D&C	Dissemination & Communication
EIP-SCC	European Innovation Partnership on Smart Cities on Communities (now Smart Cities Marketplace)
EU	European Union
FC	Fellow City
KPI	Key Performance Indicator
LHC	Lighthouse City
M	Month
MOOC	Massive Online Open Course
NGO	Non-Governmental Organisation
P2P	People to People
PED	Positive Energy District
PPT	Power Point Presentation
R&D	Research & Development
SCC	Smart Cities and Communities
SCIS	Smart Cities Information System
SCM	Smart Cities Marketplace
SC	Scalable Cities
WP	Work Package

0. Executive Summary

This document delivers a summary of the D&C activities performed between M16-M30 (February 2021 – April 2022) of the ATELIER project. It is related to Task 10.5 “Dissemination and Communication Plan & Strategy” of work package 10 “Communication, Dissemination & Exploitation” and constitutes Deliverable 10.9 “Report on the activities of the Dissemination and Communication Secretariat”.

Deliverable 10.9 sums up the core D&C activities implemented within this period, such as developed CI, dissemination materials, publications, events and joint activities with other SCC1 / Scalable Cities Lighthouse projects or EU initiatives.

Overall, between M16-M30, 75 D&C activities have been carried out, which can be divided into publications and further dissemination activities and 55 event related activities, reaching an estimated audience of about 656.000 persons.



1. Introduction

1.1. Purpose and Target Group

The purpose of “D10.9 Report on the activities of the Dissemination and Communication Secretariat” is to provide an overview of all activities that have been carried out by SEZ as D&C leader of ATELIER, the ATELIER D&C Secretariat and all members of the consortium. This provides an overview of the outreach and promotion activities of the project as well as of the different communication materials and channels developed. The target groups of this deliverable are the European Commission and the project consortium itself.

1.2. Contributions of Partners

The following Table 1 depicts the main contributions from project partners in the development of this deliverable.

Partner short name	Contributions
SEZ	Writing of deliverable
AUAS	Input regarding cooperation/collaboration activities, Task 10.4. and WP8
All partners	Input regarding local D&C activities and event participation/organisation

Table 1: Contributions of Partners

2. Objectives and Expected Impact

2.1. Objectives

The objective of deliverable D10.9 is to provide an overview of all D&C related activities of WP 10 and the entire consortium. It thus provides an overview of the outreach and promotion activities of the project.

WP 10 has the following objectives:

- The D&C Secretariat will ensure an effective D&C at local, regional, national and EU-level to provide maximum replication of the project, including contribution to common information and dissemination activities to increase synergies between, and the visibility of H2020 supported actions.
- The D&C strategy will ensure a continuous alignment of the D&C to the current development of the project, it will ensure the sustainability and transferability of the PED Innovation Ateliers, and ATELIER specific project solutions, even beyond the project.
- The substantial D&C tool mix will ensure an effective and sound target group tailored D&C of the project in general and its results, it will support R&D and academic partners in the publication of papers as well as the development of educational material/platforms like MOOCs.

- WP10 will support WP7 in the engagement of citizens and stakeholders in the demonstrator areas, specifically by leveraging the outputs generated in WP7 to reach a wider audience through communication and dissemination efforts.
- WP 10 will support WP 8 in networking and participation in joint activities with other initiatives and/or projects focusing on Smart Cities and Communities.

For the second reporting period, these D&C objectives have been reached by the consortium, promoting the project and its results so far.

2.2. Expected Impact

The expected impact of these activities is to promote the ATELIER project and its approach and to disseminate its results throughout Europe. This comprises both the overall European level and the country and regional level – where many activities are carried out by the Lighthouse- and Fellow Cities themselves.

3. Overall Approach

The deliverable comprises activities that have been coordinated by SEZ as work package leader and all D&C activities that have been carried out by the partners, also on a local level. Thus all cities and WPs, especially the Lighthouse- and Fellow Cities, actively perform D&C activities. This overview has been achieved by the reporting of all consortium partners of their activities via a joint online excel list where partners can enter information about their D&C materials (like flyers, press releases, news articles, etc.), event participation and organisation and publication of scientific articles. This allows SEZ to get an overview of the activities carried out by the consortium as a whole.

4. Overview of the ATELIER D&C activities from M16-30

During the second year and the beginning of the third year of the project, the focus of D&C activities was on implementing the developed D&C strategy by using of the developed communication channels and tools. While the first 15 months were primarily dedicated to raising awareness about the project through communication, the following 15 months started to focus more on the dissemination of the first outcomes (see figure 1). This was done amongst others by feeding the ATELIER website and the Social Media Channels (Twitter, LinkedIn, YouTube) with news and first outcomes, representing ATELIER at local and international events and sharing scientific results from ATELIER with academic audiences. All partners have been involved in these activities.

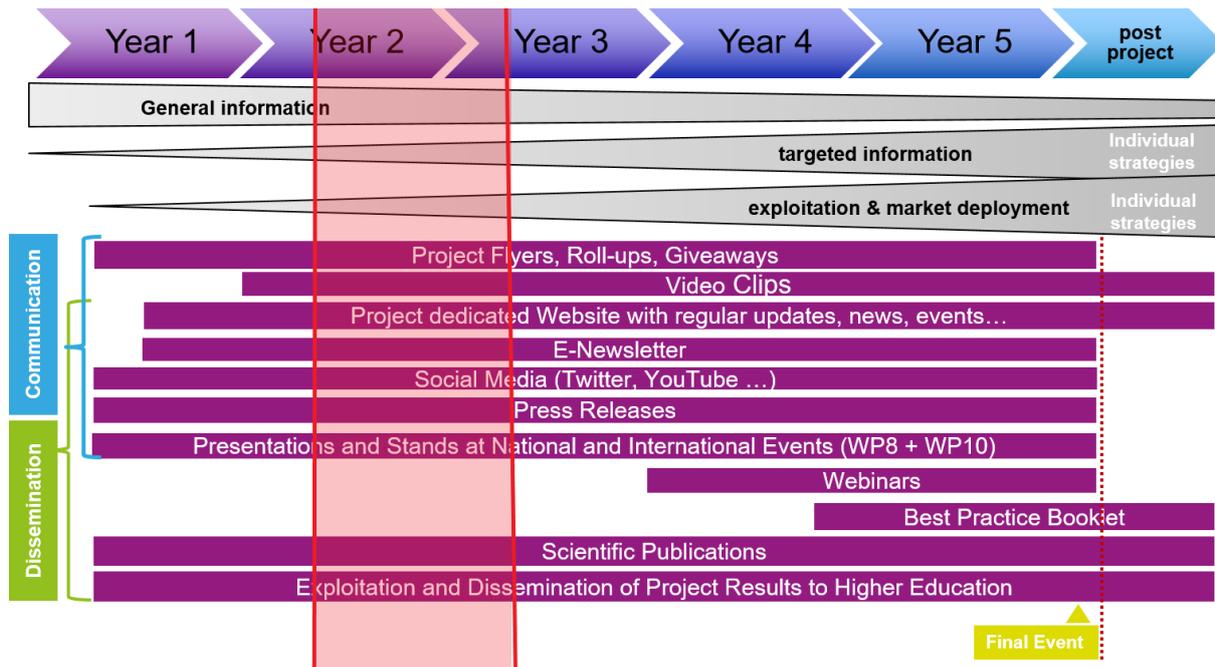


Figure 1: Dissemination & Communication Roadmap (M16-30)

The following section provides an overview of all D&C activities that have been carried out M16-M30 of the project by the WP 10 leader SEZ, the D&C Secretariat and the entire ATELIER consortium.

4.1. D&C Structure

Within ATELIER, D&C activities take place at different levels and are carried out by different partners. The following sections describe the roles and responsibilities within the ATELIER consortium as well as the communication flows that have been established within the project.

Communication Levels (EU / national / regional)

The ATELIER project D&C activities take place at different levels:

- European level:**
 At this level, European stakeholders, initiatives, projects etc. will be informed about ATELIER through the WP-leader SEZ in English language.
- National level:**
 Actors on the national level are best addressed in their local language. This means that all D&C activities on this level will be done by the local project partners with support from SEZ: the local partners receive news, articles and information in English through the D&C Secretariat, which can then be translated and distributed by the project partners of each country.
- Regional and local level:**
 Actors on the regional level are also best addressed in their local language. Local

city partners already have existing networks to media and stakeholders, which they can thus use for their local activities.

WP-leader D&C: SEZ

The ATELIER D&C actions are centralised and managed by the D&C leader (SEZ), with the assistance of and close interaction with AMST as project coordinator as well as the support of the D&C Secretariat. Together, we coordinate all requests and contacts towards the projects' target audience.

The D&C leader SEZ furthermore supports the Project Management in the external communication to related EU institutions, initiatives, projects, interested stakeholders and other multipliers.

D&C Secretariat

The ATELIER D&C Secretariat consists of WP-leaders, Lighthouse City (LHC) and Fellow City (FC) representatives. It has been set up at the beginning of the project. The D&C Secretariat is responsible for providing information on the latest communication-relevant developments within all work packages and LHCs/FCs. The Secretariat members regularly provide input for the ATELIER communication channels through monthly telephone conferences, bilateral emails/calls as well as a shared D&C Activities List. The close contact to the local community of the LHCs and FCs ensures the coordination between the project's central communication activities and local activities.

For all LHCs and FCs, local D&C Coordinators have been appointed. They are in close contact with all local partners and ensure the communication flow between the local level and the D&C Secretariat as a whole.



Figure 2: ATELIER local D&C Coordinators

Meeting Dates

Date of D&C Secretariat meetings M16-M30:
04.02.2021
04.03.2021
08.04.2021
06.05.2021
June 2021 - cancelled
05.07.2021
05.08.2021
09.09.2021
08.10.2021
04.11.2021
December 2021 – cancelled due to General Assembly
18.01.2022
03.02.2022
07.03.2022
07.04.2022

Responsibilities / Roles of Partners

WP-leader SEZ acts as the main project contact point for interested press and media. It manages all requests coming in via info@smartcity-atelier.eu. It is responsible for the main project communication and provides the partners with the respective materials and texts. SEZ takes care of the projects' main D&C materials and channels (project website, newsletter, general press releases, social media channels, etc.).

D&C Secretariat members are responsible for providing regular input to the D&C Secretariat about their project activities and results so that they can be further promoted. As described above, the project partners are further responsible for promoting the project via their own local and national channels, e.g. distributing the project newsletter, translating and distributing press releases, disseminating project news via their organisation's social media channels etc.

The consortium thus follows a coordinated communication structure to ensure the communication flow within the project partners:

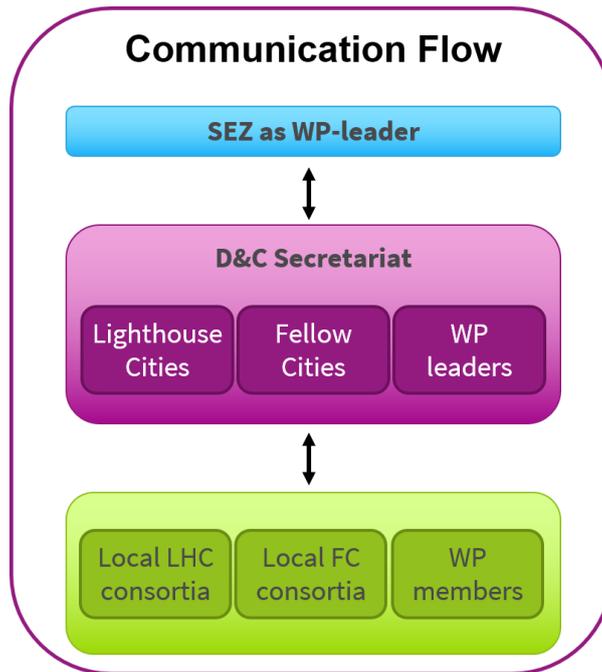


Figure 3: ATELIER communication structure within the project

4.2. Communication Tools & Activities

4.2.1. Overview (M16-30)

Within ATELIER, a mix of different D&C tools is applied, covering both printed and digital channels as well as other tools. This multichannel approach ensures that a broad range of stakeholders and target audiences is reached. The following table provides an overview of the main tools used within ATELIER, the respective targets groups, the aim, the relevant responsible partners within ATELIER, the envisaged KPIs and the current status of this activity.

Overall, 75 D&C activities have been carried out, which can be divided into publications and further dissemination activities and 55 event related activities, reaching an estimated audience of about 656.000 persons.

D&C Tools/ Activities	Target Audience	Aim	Partner	KPIs	Status M30
Project Website	All (ATELIER partners, Other Projects, General Public, Civil Society, Media, City Representatives, Politicians, Industry,	To raise interest in ATELIER, to inform (in detail) about project, aims, objectives, activities, progress, interim outcomes and results, final outcomes, partners, interesting links, provide downloads,	SEZ with D&C Secretariat	50,000 visitors by M60	Website has been published around M5. Continuous updates are implemented

	Initiatives/NGOs, Academia)	published scientific articles, etc.			Visitors by M30: 15,000 (7,000 more than by M15)
Newsletter	ATELIER partners, Other Projects, General Public, Civil Society, Media, City Representatives, Initiatives/NGOs	To raise interest in ATELIER, to inform about project news and updates from the PED Innovation Ateliers, inform about news from related projects and the field in general, linking to website	SEZ with D&C Secretariat	350 subscribers by M60	5 newsletters have been published (3 more than by M15) Subscribers by M30: 161 (29 more than by M15)
Project Flyers	All	Flyer 1: raise interest in ATELIER and the PED Innovation Ateliers, to inform about project, aims, objectives, partners, linking to website and social media channels. Flyer 2: provide summary of first outcomes	SEZ / AMST	15,000 distributed flyers by M60	1 st project flyer has been produced and 4.000 copies have been printed (no changes to prior deliverable update) 2 nd project flyer to be produced towards the end of the project
Roll-ups / Poster	All, especially Academia	To raise interest in and inform about ATELIER, to inform about specific aspects of project	SEZ with D&C Secretariat	Production of 8 rollups in local languages, 1 English rollup version by M6	English rollup has been produced and shipped to all WPs/cities By M30, 8 out of 9 local rollups have been produced and shipped to the cities Estimated audience: 800
ATELIER Poster & PPT	All	To inform about ATELIER and its objectives, progress and outcomes, e.g. at events	AMST with D&C Secretariat	20 presentations per year, reaching 500 people	As of M30, the ATELIER PPT has been used for presentations at 41 events (21 more than by M15), reaching 3,500 people (1,500 more than by M15)
Giveaways	All, especially General Public, Civil Society	To raise interest in ATELIER at specific events, for use at PED Innovation Ateliers	SEZ	3 types of giveaways produced and distributed by M60	Due to the highly reduced number of live events because of COVID-19, no giveaways

					produced as of M30. However, the process of gathering offers has started.
Press Releases	All	To raise interest in ATELIER, to inform about project activities, progress and outcomes, to promote certain activities/milestones	SEZ with D&C Secretariat	Min.1 press release per year, more envisaged, reaching 10,000 people per press release	As of 30, 5 press releases have been written and published (1 more than by M15). Estimated audience, 106,000 (1,000 more than by M15)
Social Media	<p>Twitter: ATELIER partners, Other Projects General Public, Civil Society, Media, City Representatives, Initiatives/NGOs</p> <p>LinkedIn: Politicians, Industry, Initiatives/NGOs, Academia</p>	To raise interest in ATELIER, to inform about project progress and news, to promote events, to foster discussions on ATELIER topics	SEZ with D&C Secretariat	<p>1,500 followers, 1,250 posts and 1,000 likes by M60 (Twitter),</p> <p>350 followers and 150 posts by M60 (LinkedIn)</p>	<p>As of M30:</p> <p>Twitter:</p> <ul style="list-style-type: none"> - 516 followers (122 more than by M15) - 709 posts (275 more than by M15) - Approximately 1,000 likes (510 more than by M15) <p>LinkedIn:</p> <ul style="list-style-type: none"> - 290 followers (138 more than by M15) - 123 posts (55 more than by M15)
News Articles & Non-scientific publications	All	To raise interest in ATELIER, to inform about project activities, progress, interim outcomes and final outcomes, to promote certain activities/milestones, to inform about technical outcomes	SEZ with D&C Secretariat	40 news articles per year published at the website	As of M30: 81 news articles (42 more than by M15), 6 non-scientific publications Estimated Audience: 29,000
Scientific Publications	Other Projects, Academia, Politicians, Initiatives/NGOs, Industry / Utility Sector	To publish and disseminate project results to a scientific audience	Academic partners	Min. 5 scientific publications by M60, more envisaged	As of M30, 8 scientific publications (7 more than by M15) published.

Video Clips (mobile phone style)	Other Projects, General Public, Civil Society, Media, City Representatives, Initiatives/NGOs	To show via storytelling/interactive methods the progress in the LHCs and FCs as well as showing live updates from the different WPs, to inspire other cities/projects/stakeholders	SEZ with D&C Secretariat	10 video clips per year, starting in M13, 1,000 views overall by M60	As of M30, 12 public videos were published with 1,568 views overall (8 more videos and 1,206 more views than by M15)
Best Practice Booklet	Other Projects, Media, Politicians, Industry, Initiatives/NGOs, City Representatives, Academia	To promote ATELIER results, to spread knowledge and lessons learned, to promote replication and exploitation of results	SEZ with D&C Secretariat, inputs from technical/academic partners	5,000 views/downloads plus 5,000 printed copies distributed by M60	Activity has not started yet
Webinars	Politicians, Industry, Initiatives/NGOs, City Representatives, Academia	To allow interested stakeholders to learn about implementations in LHCs and replication status in Fellow Cities as well as development of other project activities	SEZ with D&C Secretariat, inputs from technical/academic partners	2 webinars per year starting M37, reaching min. 25 participants per webinar	Activity has not started yet
Final Conference	All	To promote final ATELIER outcomes, results and lessons learned, to promote replication and exploitation	SEZ with D&C Secretariat, All partners involved	150 participants, 2 sister projects represented	Activity has not started yet
Event Participation & Organisation	All, depending on event	To increase the visibility of ATELIER and to make its outcomes known	All partners involved	30 event participations per year, reaching an audience of min. 25,000 participants per year	As of M30, 104 events were attended or organised (58 more than by M15). Estimated audience: 24,000 (3,050 more than by M15)
Student Lectures, Case Studies & Study Tours	Student	To strengthen higher education curricula and programmes related to smart cities by incorporating insights and experiences in implementing PEDs.	AUAS	Min. 30 lectures, case studies and/or study tours in the LHCs	As of M30, 20 lectures (10 more than by M15) were conducted in Amsterdam (Minor on Energy Positive Cities). Study tours have not been organised yet (due to COVID-19 restrictions)

					Audience: 60 students (30 more than by M15)
MOOCs	Students and teachers	To provide educational materials on PEDs for higher education and professional training	AUAS and demonstration partners	Finalised and published MOOC	As of M30, the MOOC and the PED-Learning platform has been developed. Work on 1 st module is almost finalised.
Partner's Websites	All, especially local stakeholders	To raise interest in ATELIER, to inform about project, aims, objectives, to link to ATELIER website	All partners involved	Depending on size of partner/partner's website	As of M30, 14 subpages as reported by partners (2 more than by M15)
Partner's Social Media Channels	All, depending on channel (see above), especially local stakeholders	To raise interest in ATELIER, to inform about project news, to foster discussions on ATELIER topics	All partners involved	Depending on size of partner/partner's social media channels	As of M30, 19 partners are on Twitter, 15 on Facebook, almost all partners on LinkedIn

Table 2: Dissemination & Communication Activities Overview

4.2.2. Details

SEZ as the D&C leader is responsible for the planning and realisation of these different tools and activities, with inputs from the project coordinator and the rest of the consortium.

The following sections describe the tools and activities that have been developed and carried out so far in more detail.

A complete list of all publications, activities and events can be found in the ANNEX:

- **Annex List of Events**
- **Annex List of D&C Materials**
- **Annex List of Scientific Publications**

1. ATELIER Project Website

The ATELIER website (www.smartcity-atelier.eu) is the key instrument for external communication of the project, bringing all D&C activities together in one place. It constitutes the central knowledge base for the project partners and beyond.

In M28, a separate subpage for the newsletter subscription was implemented.

Currently, the ATELIER website thus provides the following information:

- Main page
 - News
 - Overview of LHCs and FCs
 - "Subscribe to the newsletter" field
 - Social Media channel links (Twitter, LinkedIn, YouTube)

- Main contacts
- EU-funding sentence, Imprint, Data Privacy
- About ATELIER
 - Overview
 - Lighthouse Cities
 - Fellow Cities
 - Objectives
 - Work Packages
 - Partners
- News
 - Non-scientific news articles about latest project news, activities, progress, interim outcomes, implementations, etc. → teaser also located at main page
- Events
 - Events calendar
 - Events archive
- Info Corner
 - Press releases
 - Newsletter
 - Smart Cities Community
 - Media (downloads of ATELIER CI, flyer, roll-ups)
- Outcomes
 - Deliverables
 - Scientific Publications
 - Other publications
 - Presentations
 - ATELIER Stories (videos)
- Contact Info
 - Project coordinator contact info
 - Press contact info
 - LHC contact info

The website is continuously being updated until the end of the project with relevant information about project results and achievements. The Key Performance Indicator (KPI) of a successful website is to reach and thus inform 50,000 people by the end of the project/M60.

By M30, we have reached about 15,000 people since the launch of the preliminary website in M4 and the final website in M6.

The most visited sub-sites are:

- Main Page (28 %)
- Work Packages (2%)
- About (2%)
- News (2%)
- Partners (1%)



AmsTErdam BiLbao cltizen drivEn smaRt cities

ATELIER is an EU-funded Smart City project aiming to create and replicate Positive Energy Districts (PEDs) within two Lighthouse Cities and six Fellow Cities.

Figure 4: ATELIER website

2. ATELIER Newsletter

The publicly available ATELIER e-newsletter is published twice a year. The first issue has been released in M6. By M30, 5 issues have been released.

The ATELIER newsletter addresses primarily the following target groups: general public, civil society, media, city representatives, initiatives and NGOs, other projects and the ATELIER partners themselves.

The aim is to raise interest in ATELIER and to inform about the project's activities and progress within the previous six months. It informs about project news and updates from the PED Innovation Ateliers, about news from related projects and the field in general. Past events are summarised and upcoming events are announced. There is a dedicated section informing about the sister SCC1 projects, with a focus on the other four PED projects. Overall, the newsletter includes short summaries of longer articles that are available at the website. The structure of the ATELIER newsletter is as follows:

1. Editorial (alternating between project coordinator and WP leaders)
2. Focus topic: varying topics, e.g. presentation of certain ATELIER topics, announcement of important milestones, events, etc.
3. The ATELIER Lighthouse Cities: updates from LHCs in storytelling format
4. The ATELIER Fellow Cities: news from the FCs in individual news format
5. News from our Sister-PED Projects
6. Beyond ATELIER
7. Meet ATELIER (events)
8. Connect with ATELIER (Social Media links)

SEZ is responsible for writing the newsletter but receives active inputs from the partners via the ATELIER D&C Secretariat. Before publishing the newsletter, it is sent for review to the D&C Secretariat, including the coordinator.

The newsletter subscription list has been set up by SEZ according to the latest EU's General Data Protection Regulations. Subscribers have to do double opt-in, they are able to unsubscribe at any time

and they are informed in detail about what kind of information we will collect, what the distribution list will be used for and how they can unsubscribe.

Between M16 and M30, a subpage of the ATELIER website was created, specifically dedicated to the subscription of the newsletter. By using this link, ATELIER partners can invite stakeholders directly to sign up for the newsletter: [Newsletter Subscription - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu/newsletter-subscription)

An archive of past newsletter issues is provided: [Newsletter | ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu/newsletter)

Published issues between M16-30:

- [ATELIER Newsletter #3 \(mailchi.mp\)](#)
 - Editorial by City Coordinators Bilbao (Jordán Guardo Vázquez, Patricia Astorgano Rodera, City of Bilbao)
 - Focus topic: PED Innovation Ateliers
- [ATELIER Newsletter #4 \(mailchi.mp\)](#)
 - Editorial by City Coordinator Copenhagen (Kirsten Dyhr-Mikkelsen, COP)
 - Focus topic: SECAP development in our Fellow Cities Riga and Budapest
- [ATELIER Newsletter #5 \(mailchi.mp\)](#)
 - Editorial by Project Coordinator (Frans Verspeek, AMST)
 - Focus topic: The effects of the Ukraine war on the ATELIER cities

The KPI of the newsletter is to reach 350 subscribers by the end of the project/M60.

By M30, we have reached 161 subscribers.

The sixth newsletter is scheduled for M36, October 2022.



ATELIER Newsletter #5
Editorial
 2022: ATELIER's 3rd year has begun and we were happy that the immediate obstacles caused by the COVID measures for effective interactive dialogue and collaboration are mostly overcome. Our overarching goal – climate neutrality – is still high on the agenda and its relevance backed up by reports. As IPCC Chair Hoesung Lee said "we are at a crossroads. The decisions we make now can secure a livable future."
 However, at the same moment a new crisis appeared: tanks rolling into Ukraine. A sovereign state in Europe has come under attack from Russia. Cities destroyed. Civilians perished and on the run. Wombs are not enough. Images lead to tears. What will be the short and long term effect on our work?
 Russia's unprovoked invasion of Ukraine has roiled the markets and geopolitics of energy, driving oil and gas prices to their highest levels in nearly a decade and forcing many countries to reconsider their energy supplies. The war has prompted political leaders to rethink their energy plans, which could have profound impacts on a range of issues, from a burgeoning food crisis to global efforts to curb greenhouse-gas emissions.
 Although the next few years could be tough, the long-term impact on energy policy and greenhouse-gas emissions in Europe could be beneficial. Governments hopefully accelerate the share of renewable energy sources. Russia's invasion certainly is causing a (hopefully) short-term spike in prices and thereby financial challenges but could prompt a long-term shift towards sustainability without dependency on fossil fuels.
 Recently, all eight ATELIER cities gathered in Copenhagen and shared their progress in plans, discussed their challenges and next steps. Are you curious to learn more how cities experience and react on the present situation, but at the same time continue their energy transition journey?
 Scroll down to learn more!

FOCUS TOPIC:
The effects of the Ukraine war on the ATELIER cities
 The ATELIER partners also directly felt the consequences of the war. Four of our Fellow Cities describe the effects in mid-April.
 Since the Russian invasion, almost 2.5 million Ukrainians have crossed the Polish border. Krakow hosts approximately 130,000 refugees. City authorities and residents are very involved in helping their Ukrainian neighbours. The city is especially involved in helping its partner city Lviv. The war also results in a need to revise Poland's energy policy to become independent from Russian coal and gas supply.
 Approximately 600,000 refugees arrived in Hungary (mostly Budapest) since the start of the Russian aggression. Most only stay temporarily in Hungary and leave for other countries soon (so far, only 17,000 people officially requested asylum in Hungary). The Municipality of Budapest supports the arrived Ukrainians e.g. by organising accommodation.
 The Municipality of Bratislava has been extremely busy as well since the beginning of the invasion, especially with preparing shelters for refugees.
 Despite Matosinhos being relatively far away from Ukraine, the effects of the war are noticeable in economic and financial terms: the decreased purchasing power of the citizens due to a massive price increase of raw materials, disturbances in supply chains, trading partners from other countries struggling and the uncertainty on the financial market that paralyzes investment decisions.

The ATELIER Lighthouse Cities
Lighthouse City Amsterdam, Netherlands
 Last year, it became clear that additional measures are needed for Amsterdam to achieve a CO₂ reduction of 55% by 2030, instead of the forecast of 37%. To take action, the Amsterdam municipality organised a mini citizen consultation to advise on extra measures to meet the city's climate goals. Curious to find out what the suggested measures are? [Learn more here](#)
 A national congestion issue in electricity grids caused by the accelerated energy transition currently challenges the implementation of the PED in Lighthouse City Amsterdam. In a blog article, Rudy Roeth from the City of Amsterdam explains the phenomenon, the implications for ATELIER and possible solutions. [Read more](#)

Fellow City Krakow, Poland
 The last months in Krakow were marked by many pro-climate, green activities, organised in the framework of the "Krakow is a good climate" campaign. Amongst others, they addressed the reduction of food waste, a climate-friendly diet and the importance of trees for the climate. There are many more activities planned for the campaign, which we will cover on our website soon! [Read more](#)

Fellow City Bratislava, Slovakia
 Pictures 6: Impressions from the "Krakow is a good climate" activities.
 (Credits: Krakow Municipality/K Fortowska P/Clint)

Fellow City Matosinhos, Portugal
 The results of Matosinhos SWOT analysis to reach the goals defined in ATELIER were discussed in a workshop together with various local stakeholders along six main topics: Buildings, Governance, Digitalisation, Mobility and Transport, Energy Transition and Climate Change. Furthermore, the Municipal Youth Council of Matosinhos launched the Municipal Climate Charter – a platform with the goal to involve the youth community in the development of sustainable environmental policies. [Read more](#)

Fellow City Riga, Latvia
 Households use 58% of the energy in Riga and are therefore the biggest energy consumer in the city. Estimations see a potential decrease of this demand well above 50% if measures such as energy retrofits are implemented and if the energy consumption behaviour of Riga city residents changes. The Riga Energy Agency (REA) cooperates with active citizens living in renovated and non-renovated buildings. They are equipped with indoor CO₂ sensors and outdoor meteorological sensors to monitor the indoor air quality in their apartments and their own energy consumption patterns. By obtaining this data, REA develops an innovative solution to reduce the risks in energy efficiency investments. [Read more](#)

Lighthouse City Amsterdam, Netherlands
 Picture 1: Mini citizens assembly (Credits: Municipality of Amsterdam)

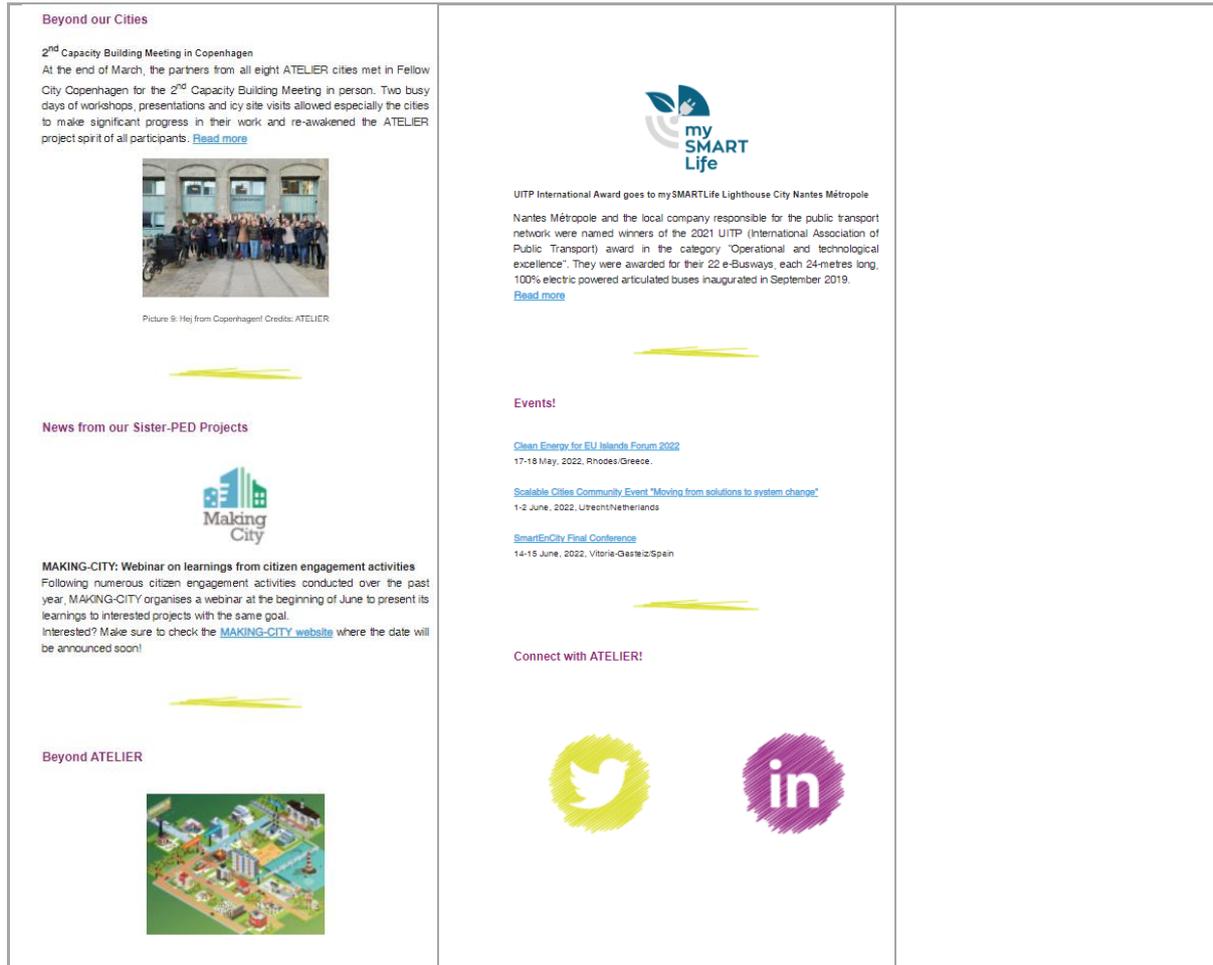


Figure 5: Snippets from ATELIER newsletter #5

3. ATELIER Project Flyers

A general project flyer has been produced by M12 informing about the LHCs and FCs, the project's objectives and partners involved. The flyer is available in English. Selected translated versions of the flyer are produced based on the demand of the individual LHCs and FCs. 4.000 copies have been printed and distributed to the various partners of the project. The English flyer is available for download at the website: [Media | ATELIER \(smartcity-atelier.eu\)](https://www.smartcity-atelier.eu)

A second more specific project flyer will be produced at the latest by M48 to update interested stakeholders about the progress and first outcomes of the project.

The main purpose of the flyers is to have printed information material, like a more informative business card, that can be handed out at events to interested stakeholders, providing at the same time important information about the project. The goal is that the flyer builds the cornerstone, leading to more detailed information research about ATELIER on the website, social media channels and further D&C resources.

The KPI of the two flyers is to make at least 15,000 people aware of ATELIER by the end of the project/M60.

Between M16 and M30, about 500 flyers could be distributed in paper. From M12 onwards, it has also been possible to download the flyer from the website's media section and to distribute it digitally. This

has been of particular use during the severe COVID-19 restrictions of the last two years and the high number of cancelled and postponed live events.

ATELIER OBJECTIVES

Main objective

The main objective of ATELIER is to realise Positive Energy Districts (PEDs) in Amsterdam and Bilbao to reduce CO₂ emissions, demonstrating integrated smart urban solutions that support the deployment of PEDs and their replication in the six Fellow Cities Bratislava, Budapest, Copenhagen, Krakow, Matosinhos and Riga.

A **Positive Energy District** is seen as an urban district with annual net zero energy import and net zero CO₂ emissions, working towards an annual local surplus production of renewable energy.

This objective is based on three principles:

1. Reduction of CO₂ emissions

This is realised through the deployment of local smart urban solutions and the development and implementation of City Vision 2050 plans, addressing a combination of technical, financial, legal and social measures that support system integration, local production of renewable energy and high energy efficiency, stimulating local public and private investments.

2. Sustainable, secure and affordable energy systems for citizens

The PEDs aim to support the realisation of this objective and improve the quality of the urban surroundings of citizens living in and using the districts (also through the organisation and institutionalisation of PED Innovation Ateliers), but also through smart systems contributing to the security and affordability of the system as a whole.

3. Collaboration and knowledge sharing

To realise, scale up and replicate PEDs through smart urban solutions, ATELIER creates unique opportunities for collaboration in a network of public authorities, knowledge institutes, businesses, and citizens in the district and the city, and additionally shares knowledge and experiences with further Lighthouse Cities, Fellow Cities and other ambitious cities.

ATELIER PARTNERS

In ATELIER, 30 partners from 11 countries are working together to create and replicate Positive Energy Districts within eight European cities.



AmsTERdam Bilbao citizen drivEn smart cities

ATELIER is an EU-funded Smart City Project aiming to create and replicate Positive Energy Districts (PEDs) within two Lighthouse Cities and six Fellow Cities

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864374.



Figure 6: ATELIER flyer

4. ATELIER Roll-ups

Between M6 and M15, all ATELIER LHCs, FCs and respective WPs received an English roll-up. In addition, one LHC and five FCs received individual city roll-ups in the local languages. Between M16 and M30, one LHC received its individual city roll-up in the local language. There is one roll-up for one FC in a local language remaining, because there has not been demand for it yet. It is currently (M31) being produced and will be shipped soon.

All roll-ups can be found at the website: [Media | ATELIER \(smartcity-atelier.eu\)](https://www.smartcity-atelier.eu)



Figure 7: ATELIER general English roll-up and exemplary language version roll-ups (Amsterdam and Krakow)

5. ATELIER Poster

A general ATELIER poster based on the official ATELIER poster template will be produced upon demand for all ATELIER partners to represent the project at conferences and fairs. Due to COVID-19 and the lack of physical conferences/fairs, there has not been any demand from the ATELIER partners yet.

As a Key Performance Indicator (KPI), we aim for at least 20 presentations using the general poster, thus reaching approximately 500 people per year.

6. ATELIER General PPT

Within the previous reporting period, together with the D&C Secretariat, AMST has prepared a general ATELIER PowerPoint presentation (PPT) with 2-4 slides per WP, LHC and FC in order to have a prepared stack of PPT slides to be used by all ATELIER partners for presentations at events, etc. The PPT can be found at the internal ATELIER working space.



Figure 8: ATELIER General PPT (selection of slides)

Between M16 and M30, overall 21 presentations have been held by the ATELIER partners making use of the ATELIER PPT, reaching an estimated audience of 1,500 stakeholders.

7. ATELIER Giveaways

Targeted and sustainable, ecologically friendly produced giveaways will be produced for specific conferences or exhibitions or for use at the PED Innovation Ateliers for promotion purposes.

By M30, no giveaways have been produced yet as there was no need for them, due to the lack of physical events (caused by COVID-19), but the process of gathering offers has started in Spring 2022.

8. ATELIER Press Releases

Based on inputs from the D&C Secretariat, SEZ prepares informative general press releases to inform about important ATELIER activities, such as project events, or milestones, like the launch of the project. The target audience of the general press releases covers all interested stakeholders, including both a dissemination- as well as a communication-focused audience. They are prepared in English language and sent out to the D&C Secretariat for review and the request for further translation and distribution to their own networks, channels and press offices, making use of the stakeholder mapping included in D10.8.

Additionally, individual project partners write more targeted press releases.

A collection of English press releases can be found at the website: [Press Releases | ATELIER \(smartcity-atelier.eu\)](https://www.smartcity-atelier.eu/press-releases)

The aim is to have at least two press releases per year, more will be written upon availability of newsworthy content upon demand. The KPI of a successfully distributed press release is to reach about 10,000 subscribers/readers of various news channels per press release.

Between M16 and M30, 1 press release has been written, about 1,000 persons reached:

- Bilbao launches Energy Transition Initiative [Bilbao launches Energy Transition Initiative - ATELIER \(smartcity-atelier.eu\)](#)

9. ATELIER Social Media Channels

A strong focus on social media is vital to reach different kinds of interested stakeholders and to make ATELIER and its outcomes known beyond the project and the Scalable Cities (SCC1) community. Therefore, ATELIER follows the steps of a dedicated Social Media Strategy (see *Social Media Strategy* as part of D10.8) with the goal of disseminating the project and to regularly inform but also get into a dialogue with a broad audience about ATELIER news, events and research outputs. To reach as many different types of interested stakeholders as possible, ATELIER focuses its social media activities on the two platforms Twitter and LinkedIn:

- **Twitter** is a dynamic and diverse social media platform based on short and precise messages and news, targeting a diverse audience with a focus on the general public, civil society, media, initiatives/NGOs and city representatives, but also ATELIER partners and other projects. The ATELIER twitter account can be found at [AtelierH2020 \(@AtelierH2020\) / Twitter](#)
- **LinkedIn** is a professional networking and communication platform with more informative and technical contents, targeting a rather professional and scientific community: politicians, industry, initiatives/NGOs, academia. The ATELIER LinkedIn account can be found at [AtelierH2020: Company Page | LinkedIn](#)

Both social media accounts are managed by SEZ. Inputs are provided by the D&C Secretariat via the monthly teleconferences, bilateral phone calls or emails as well as the ATELIER D&C Activities List that is regularly being updated by the D&C Secretariat members.

The KPI of successful social media activity is to reach and engage with 1,500 followers on Twitter and 350 followers on LinkedIn by the end of the project/M60.

By M30, the ATELIER twitter channel counts 516 followers and 709 tweets and the ATELIER LinkedIn page counts 290 followers and 123 unique posts.

A dedicated ATELIER YouTube channel set up in M12 is being used for live-streams of project-own events and as a repository for the ATELIER video clips that are being produced by all LHCs, FCs and selected WPs since M13. The ATELIER YouTube channel can be found at [Smart City Atelier - YouTube](#)

10. ATELIER News Articles / Non-scientific, non-peer-reviewed

In cooperation with the D&C Secretariat, SEZ regularly prepares non-scientific news articles for the website to inform a broad audience about the project. All members of the D&C Secretariat furthermore contribute to the writing of news articles for publication at local newspapers or dedicated journals, in their local languages and/or in English. A selection of news articles (or links to articles) will be published at the ATELIER website and promoted via the different social media channels. Selected news articles will furthermore be featured in the bi-annual newsletter.

Between M16 and M30, 62 news articles and updates were published on the website:

42 news articles written by the consortium:

- [Blog: First impressions of a new ATELIER member - ATELIER \(smartcity-atelier.eu\)](#)
- [Can we help you create new energy? - ATELIER \(smartcity-atelier.eu\)](#)

- [Sharing Best Practices Through Peer-2-Peer Sessions - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [More Funds for the Bratislava Region - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Copenhagen preparing for sustainability initiatives - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Kraków Citizens' Assembly on Climate - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [ATELIER at Latvian national conference - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [What does geothermal energy imply for Bilbao? - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Learn about PED Innovation Ateliers - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Blog: Effects of COVID-19 on PED plans - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Upscaling Positive Energy Districts in Amsterdam - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Blog: Researching the transformative impact of ATELIER - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Blog: Being more adaptive in EU research and innovation projects - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Amsterdam ASRE visits ATELIER project area - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Blog: Storage and smart grids: hype or future of energy systems? - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Blog: Transitioning towards smarter lifestyles - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [MSc Innovation Sciences students working on ATELIER - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [ATELIER at IEA EBC Annex 83 "Positive Energy Districts" - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [2nd Innovation Workshop Amsterdam on Energy Communities - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Getting to know local actors and residents in the Buiksloterham area - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Fellow Cities live Training Event and Site Visits in Amsterdam - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Participatory Process in the Refurbishment of Zorrotzaure - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Workshop on "THE ADDED VALUE OF INFORMATION" in Lighthouse City Bilbao - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Successful renovation of residential buildings as basis for creation of PED in Bratislava - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [How to increase solar capacities in Budapest - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [The Great Ecology Lesson in Kraków - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [How is Fellow City Copenhagen proceeding with its Climate Roadmap 2021-2025 - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [SECAP Development in ATELIER Fellow Cities Riga and Budapest - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Energy Planning in Riga: Combining Knowledge creates strong Planning Framework - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Blog: The role of electric vehicles in Positive Energy Districts - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Blog: 5 hard questions and the need for capacity building - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Bratislava and Tokorozawa zooming in on zero carbon city - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Krakow in a Good Climate campaign - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Blog: Congestion in the electricity grid - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [2nd Capacity Building event in Copenhagen - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Matosinhos SWOT Analysis & Climate Action - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Promoting energy retrofits to support PED development in Riga - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Lots of pro-climate activities in Krakow - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Budapest: towards sustainable new neighbourhoods - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Bratislava: planning a PED in Europe's largest prefab housing estate - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Mini citizens assembly in Amsterdam - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)
- [Urbanisation work of square finished in Bilbao - ATELIER \(smartcity-atelier.eu\)](https://smartcity-atelier.eu)

11. ATELIER Scientific Publications

ATELIER's academic partners actively disseminate their research outcomes in the form of scientific publications or as part of conference proceedings in national and international journals and on the public platform [Open Research Europe](#). For all scientific publications, green or gold open access will be guaranteed. At least one scientific publication will be published per year, resulting in a minimum of five publications for the project. The target audience is the scientific community itself, but also politicians, initiatives and NGOs as well as anybody interested in the scientific outcomes.

The following journals have been identified by the ATELIER partners as suitable journals for scientific publications (further may be added):

- Clusterenergia
- FEDARENE biweekly bulletin
- Spanish Association of Energy Agencies
- Journal of Urban Technology
- Technovation
- PlanAmsterdam
- GreenTech Media
- Elsevier
- Cleantechnica
- Power Engineering International
- Energy Business Review
- Smart Grid Observer
- De Ingenieur
- Huffington Post
- IEEE Transactions on Engineering Management
- Green European Journal

Between M16 and M30, 7 scientific publications has been published:

- “The Opportunity for Smart City Projects at Municipal Scale: Implementing a Positive Energy District in Zorrotzaurre”, peer-reviewed, open access.
- “Urban district modelling simulation-based analysis: under which scenarios can we achieve a PED?”, peer-reviewed.
- “The impact of e-mobility in Positive Energy Districts”, peer-reviewed, open access.
- “Reviewing challenges and limitations of energy modelling software in the assessment of PEDs using case studies”, open access.
- „E-Mobility in Positive Energy Districts“, open access.
- “State of the Art on Sustainability Assessment of Positive Energy Districts: Methodologies, Indicators and Future Perspectives”, peer-reviewed, open access.
- “Energy Citizenship in Positive Energy Districts. Towards a Transdisciplinary Approach to Impact Assessment”, open access.

12. ATELIER Video Clips

Starting in year two (M13), the LHCs and FCs as well as selected WPs (WP7, WP8, WP10) produced several short mobile-phone style video clips showcasing the progress in the cities as well as ongoing activities within the WPs to inspire and motivate other cities to become PEDs as well. The videos are filmed with mobile phones and they are short (between 30 sec and 2 mins). The aim is to provide short

snippets from the demo districts in the LHCs and FCs, reporting live from events or informing about the project progress via short interviews/quotes from the ATELIER project representatives.

In M13, the D&C Secretariat members were given a tutorial by SEZ on how to prepare and edit these videos. The project's corporate identity is integrated via a template developed that should be used at the end of all videos:



The videos are used for promotion on the social media channels as well as at events, such as workshops or exhibition stands. All videos are published on the ATELIER website and on the ATELIER YouTube channel.

Besides city representatives, the main target audience of these video clips are other projects, the general public, civil society but also initiatives and NGOs. Depending on the content of the video, also a scientific community or policy makers can be targeted.

The video clips will also be used in the education materials and MOOCs as part of WP10.

The KPI of the videos is to reach and potentially engage an overall number of at least 1,000 people by the end of the project/M60.

Between M16 and M30, 7 external video clips have been produced by the partners listed below, published in the project website under [ATELIER Stories - ATELIER \(smartcity-atelier.eu\)](#), [YouTube Channel](#) and promoted via social media (links included or uploaded directly to the platform for better performance):

- Amsterdam: https://youtu.be/b4kTV8_6tZA
- WP10: <https://youtu.be/JAQP0WSaloo>
- Bratislava: <https://youtu.be/W0FrFtG3-i0>
- Bilbao: <https://youtu.be/dG5K-1wEb-l>
- WP7: <https://youtu.be/-PPP2NZ2bGs>
- Bratislava: <https://youtu.be/s-cZc7WVJYI>
- Bilbao: <https://youtu.be/TLWckGCmPRw>

Between M16 and M30, the 7 published videos have reached 1175 views altogether.

13. ATELIER Best Practice Booklet

Towards the end of the project, a concise 12-page best practice booklet will be produced in collaboration with the D&C Secretariat but also relying on active inputs from the technical and academic ATELIER partners. The booklet will summarise the measures implemented and/or replicated in the LHCs and Fellow Cities, key lessons learned and policy recommendations. It will be mainly targeted towards politicians, industry representatives, initiatives and NGOs and academia representatives.

The KPI of the booklet is to inform at least 10,000 people interested in the ATELIER outcomes by the end of the project/M60.

14. ATELIER Webinars

At least two webinars per year, starting in M37, will be launched in collaboration with other Scalable Cities projects focusing on PEDs, as well as related EU initiatives like SCIS, EIP-SCC, Covenant of Mayors, etc. The webinars will be targeted towards city representatives, politicians, industry, initiatives/NGOs, and academic stakeholders. Interested participants will be able to learn from ATELIER partners about the implementations in Bilbao and Amsterdam and successful replications in our Fellow Cities. The webinars will be moderated by SEZ, AMST or academic/technical project partners. Presentations will be given by the related partners depending on the topic of the session. Topics for the webinars can be linked to several of the ATELIER WPs such as WPs 2, 3, 4, 5, 6, 8 and 9.

15. ATELIER Final Conference

At the end of the project, the ATELIER consortium will jointly organise a final conference. It will demonstrate the implementation and replication of actions in the ATELIER LHCs and FCs. It will address topics related to PEDs and Smart Cities. The conference will allow for networking, interaction and business creation between projects and the broad audience. Lasting up to 1.5 days for approximately 150-200 participants, it will take place around M59.

16. ATELIER Event Participation & Organisation

Due to the continued restrictions caused by new variants of COVID-19, only a small number of the initially planned events could be realised from M16 to M30. A large share of events was cancelled, moved to 2022, or transformed into digital and hybrid events.

Between M16 and M30, the ATELIER partners have thus participated in:

- 26 events:
 - 11 conferences participated
 - 11 workshops/webinars participated
 - 1 training
 - 1 brokerage event
 - 2 other events participated

Between M16 and M30, the ATELIER partners organised:

- 32 events:
 - 4 conferences organised
 - 19 workshops/webinars organised
 - 9 other types of events organised

Overall, through event participation and organisation, the ATELIER partners held:

- 21 presentations

Through these event related activities, an overall number of approximately 3050 persons were reached.

Participation

All ATELIER partners participate actively at external national and international physical and digital events to inform and update existing stakeholders and to stimulate interest from new stakeholders not involved in the project yet. The target audience of external events are all types of dissemination- and communication-focused audiences, depending on the type of the event. Key events are identified and selected.

ATELIER is actively represented via presentations or posters, for which templates have been produced. Moreover, where possible, ATELIER is represented via joint or individual stands at exhibitions and fairs.

As part of the D&C Secretariat, a joint list of interesting events has been created which is regularly updated by all members. Some relevant events to be attended by ATELIER partners are:

- Barcelona Smart City Expo World Congress
- FlexCon
- Blockchain2Business
- FutureGridLabs
- Energy Storage NL
- European Utility Week
- European Sustainable Energy Week
- European Week of Regions and Cities
- Geoener Congress, Local Energy Conferences
- Nordic Edge Expo and Conference
- Smart City Solutions
- WeMakeThe.City
- World Circular Economy Forum
- Smart Cities Marketplace Forum

The KPI of the overall ATELIER event participation is to reach out to, engage with and exchange knowledge with at least 25,000 interested stakeholders per project year.

Between M16 and M30, due to COVID-19 and the lack of physical events, the partners participated in 26 events and more than 2500 stakeholders were reached.

Some highlights include:

- **Sustainable Places, hybrid conference, 28 September - 1 October, 2021, (UDEUSTO, AMST, AUAS):**
Project partners UDEUSTO, AMST and AUAS represented ATELIER in the paper session “Districts of Tomorrow”. Tony Castillo-Calzadilla from UDEUSTO presented the paper “The impact of e-mobility in Positive Energy Districts”. Rudy Rooth from AMST and Mark van Wees from AUAS jointly presented the first two years of the ATELIER project. The session was recorded and can be accessed under the following link:
<https://www.sustainableplaces.eu/districts-of-tomorrow/>



Figure 9: Logo of Sustainable Places conference 2021

(Credits: <https://www.sustainableplaces.eu/>)

- **Smart Cities Marketplace Forum, hybrid conference (Brussels), 26-27 April, 2022 (AMST, SEZ, Civiesco):**

Representatives from AMST, SEZ and Civiesco participated at the Smart Cities Marketplace Forum, which took place in Brussels as a hybrid event. ATELIER was actively represented in the session “Innovative technologies for cities”. Rudy Rooth from AMST presented the case of Amsterdam as Lighthouse City of ATELIER.



Figure 10: Logo of the Smart Cities Marketplace Forum (Credits: European Commission)

Organisation

All ATELIER partners organise project own physical and digital events at local and national level to inform stakeholders and to stimulate interest from new stakeholders. The target audience of external events are all types of dissemination- and communication-focused audiences, depending on the type of the event. All project own events are collected via the joint D&C Activities List.

Between M16 and M30, despite COVID-19, the partners organised 32 events, reaching an estimated audience of more than 850 stakeholders.

Some highlights include:

- Brownfield urban development in the 21st century (BUD) on 09 December, 2021
- PED Workshop – Experiences and Guidance for PED design and Implementation on 19 April, 2022

17. ATELIER Student Lectures & Study Tours

Various student lectures are organised to strengthen higher education curricula and programmes related to Smart Cities by cooperating with actual working experiences in the cities. AUAS has developed an annual Minor course on energy positive cities open to students of different disciplines (30 students). The PED demonstration project in Amsterdam has served as a case study. Also, 6 students have conducted internships and 2 students are conducting master theses at ATELIER partners on PED topics. More than 100 students of Environmental Technologies undergraduate course at DEUSTO have participated in a Citizen Science activity in Bilbao. Due to COVID-19, study tours could not yet be organised but will be in the coming years.

18. ATELIER MOOC and PED-learning-platform

A massive open online course (MOOC) is an online course aimed at unlimited participation and open access via the internet. In addition to traditional course materials, such as filmed lectures, readings, and problem sets, many MOOCs provide interactive courses with user forums or social media discussions to support community interactions among students, professors, and teaching assistants, as well as immediate feedback to quick quizzes and assignments. The development of the MOOC has continued over the last project period. The first module will be on the basics of PEDs and will use the Smart Cities Information System Solution Booklet on PEDs as a starting point. Also, the educational material used in the minor at AUAS is used for the MOOC. AUAS coordinates the MOOC with input from other ATELIER partners. Cooperation on PED-learning platforms with other PED projects and knowledge platforms is currently under discussion, a.o. with the COST Action on PEDs.

19. ATELIER Partner's Websites (and ATELIER subpages)

Every partner that operates an own website should promote ATELIER there and, if possible, create a dedicated ATELIER subpage, informing about the project and linking to the official ATELIER website and social media channels. These subpages can be in the local languages to especially reach out to the local and regional stakeholders. The absolute numbers to be reached via the partner's websites depend upon the size of the specific partner/partner's websites but should aim for largest possible outreach.

By M30, the following partners/organisations have created their own subpage in the local language (overall 14):

- Krakow:
 - https://ue.krakow.pl/projekty/4597,1575,ue_projekt.html
 - https://www.krakow.pl/klimat/247360,artykul,o_projekcie.html
- SEZ:
 - <https://www.steinbeis-europa.de/atelier>
- AMST:
 - <https://buiksloterham.nl/project/7088/atelier>
 - <https://amsterdamsmartcity.com/updates/project/atelier-sustainable-positive-energy-district>
- AMS Institute:
 - <https://www.ams-institute.org/urban-challenges/urban-energy/atelier/>
- WAAG:
 - <https://waag.org/en/project/atelier>
- Zabala
 - <https://www.zabala.es/es/proyectos/atelier>
 - <https://www.zabala.eu/en/projects/atelier>

- ATELIER subpage on ZABALA Official EU Website
- ATELIER subpage on ZABALA Official ES Website
- CARTIF:
 - <https://www.cartif.es/en/atelier-en/>
 - <https://www.cartif.es/atelier/>
- SPECTRAL
 - <https://new.spectral.energy/project/atelier-positive-energy-district/>

20. ATELIER Partner's Social Media Channels

Every partner whose organisation has an own Twitter/LinkedIn channel should make sure that they actively follow and share the ATELIER social media updates. For this, a joint list has been developed and shared by SEZ to collect all partner's social media channels. This ensures the quick duplication and take-up of the messages. Those partners that have a personal LinkedIn profile are encouraged to follow the ATELIER LinkedIn page and to actively share the project's updates, if possible. By following these processes, the information that stems from the project's own channels is quickly multiplied via the partners, their channels and personal networks, etc. The absolute numbers to be reached via the partner's social media channels depend upon the size of the specific partner/partner's specific channels but should aim for largest possible outreach.

4.3. Joint Activities

Close interaction and exchange with the other Scalable Cities projects and the EU initiative Smart Cities Marketplace is taking place, especially regarding joint coordination, replication and dissemination / communication, etc. activities. More information on cooperation and joint activities can be found within WP8 and the respective deliverables therein.

Between M16 and M30, the following joint activities have taken place:

Regular meetings and exchange

Regular meetings and telephone conferences among the Scalable Cities projects and initiatives (including the Smart Cities Marketplace) are happening on a coordination, dissemination/communication, replication, business models & finance and big data level. The aim is to plan joint activities and align the project activities where possible. The following ATELIER partners are involved in the different Scalable Cities task groups:

- Board of Coordinators: AMST
- Dissemination & Communication: SEZ
- Replication: CAR
- BM&F: SEZ
- Monitoring and Evaluation: PSI, DEUSTO
- Data: DEUSTO

Further cooperations/collaborations

Besides task groups and events, the Scalable Cities community actively supports each other's activities, for example, through cross-referencing and linking in the various project newsletters.

This way, between M16 and M30, ATELIER has been mentioned in several newsletters of related projects and initiatives. Some examples include:

- [Smart Cities Marketplace Newsletter March 2021](#)
- [Smart Cities Marketplace Newsletter November 2021](#)
- [Smart Cities Marketplace Newsletter January 2021](#)
- [Smart Cities Marketplace Newsletter March 2022](#)

Collaborations with further projects/initiatives

In addition to collaboration with other SCC1 / Scalable Cities projects and initiatives, ATELIER is engaged in active collaboration with other relevant EU-wide and international initiatives, including:

- EERA Joint Programme Smart Cities
- IEA EBC Annex 83 Positive Energy Districts
- JPI Joint Programme Initiative on PEDs
- COST Action Positive Energy Districts European Network

See for more information on these collaborations in WP8, Deliverable D8.1 “Agenda and programme for cooperation with the SCC community”.

5. Deviations to the Plan

Between M16-M30, there were no major deviations within WP10. A minor deviation is due to COVID-19 and the lack of physical events and travel restrictions which has resulted in fewer events overall and a smaller outreach to different stakeholders via (digital only) events.

6. Outputs for other WPs

The ATELIER D&C tools developed are used by all partners to promote the project at a local, regional, national and international level. A particular close link exists to the work packages of the Lighthouse Cities (WP4 and 5) as well as the work packages on Citizen Engagement (WP7) and Collaboration with the SCC1 community (WP8). Within these WPs, the D&C tools, materials and activities are used for promoting the project, especially among the citizens of the demonstration areas.

Annex

Annex List of Events (m16 – m30)

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
Organisation of a conference							
COP	Area Reservation for Large Heat Pumps	30.11.2021	Copenhagen, Denmark	Industry	10	Denmark	No
BUD	Brownfield urban development in the 21st century	09.12.2021	Budapest, Hungary	General Public, Policy Maker, Industry	120	Hungary	Yes
EVE, DEU, CEPV, COB, TEC, TEL, IBE	Bilbao Innovation Atelier: Electrification of heat demand	13.-17.12.2021	Online	Industry, Civil society	50	Spain	No
AUAS	PED Workshop – Experiences and Guidance for PED design and Implementation	19.04.2022	Amsterdam, The Netherlands	Policy makers, Scientific community	80	Europe	No
Organisation of a workshop/webinar							
City of Riga (REA)	TOWARDS CLIMATE NEUTRALITY: more ambitious energy and climate plans	26.02.2021	Online/Riga, Latvia	Policy Makers, Scientific	100	Latvia	Yes

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
				Publications, Industry			
COB, CEPV, TEC, EVE, TEL, IBE, DEU	Atelier Bilbao kick-off event + workshop SWOT diagnosis for Bilbao energy transition	15.04.2021	Bilbao and online	Industry, Civil Society, Policy Makers, Media	40	Europe	Yes
CAR, COB, COA	Webinar focused on the selection of technologies to define the PEDs in follower cities. For this, LH cities presented their PED concept and 3-4 key solutions each. ATELIER was one of the other PED concepts and solutions	28.04.2021	On-line	Policy Makers	35	Europe	No
COP	Morning inspiration: Title: Energy community concept - Peer to Peer and community integration in energy markets; Speaker: Tiago Sousa from DTU Elektro.	30.04.2021	Copenhagen, Denmark	Scientific Community, General Public	20	Denmark	Yes
DEU, CEPV, COB, TEC, EVE, TEL, IBE	Bilbao Innovation Atelier: Workshop on The value of information	10.06.2021	Online	Civil society, Industry, General public	35	Basque Country, Spain	Yes

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
DEU, CEPV, COB, TEC, EVE, TEL, IBE	Bilbao Innovation Atelier: Workshop on Experiences and best practices of public-private collaboration to finance energy efficiency	06.07.2021	Online	Industry, Investors, Civil society	15	Basque Country, Spain	Yes
COP	Morning inspiration: Title: How will Copenhagen reach carbon neutrality in 2025? And how do we proceed from there? Speaker: Cássia Simons, Copenhagen Climate Secretariat.	23.09.2021	Copenhagen, Denmark	All, General public	10	Denmark	Yes
AMST, AUAS	Sustainable places, PED webinar in session Districts of tomorrow	28.09. – 01.10.2021	hybrid	Scientific community	15	Europe	No
COP	Morning inspiration. Title: Encubator - Databased innovation and energy reduction in existing building stock; Speaker: Erik Hagelskjaer, City Renewal Dept. Copenhagen City Administration	30.09.2021	Copenhagen, Denmark	All, General public	10	Denmark	Yes

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
COP	Morning inspiration. Title: New concepts, innovative business models and disruptive roles in EV charging; Speakers: Peter Bach Andersen (DTU) and Casper Rasmussen (Monta).	30.09.2021	Copenhagen, Denmark	All, General public	10	Denmark	Yes
COP	Morning inspiration. Title: CPH Village - Design of attractive and sustainable student accommodation; Speakers: Michael Deichmann Plesner, R&D, co-CEO & Frederik Noltenius Busck, Head of Land, co-CEO	30.09.2021	Copenhagen, Denmark	All, General public	10	Denmark	Yes
COP	Morning inspiration. Title: SorptionShade - Solar powered HVAC; Speaker: Patrick Holt-Hansen, Market Director, SorptionShade, www.sorptionshade.com .	30.09.2021	Copenhagen, Denmark	All, General public	10	Denmark	Yes
DEU, CEPV, COB, TEC, EVE, TEL, IBE	Bilbao Innovation Atelier: Workshop on Co-design of the "Game of Governance" serious game	22.-26.10.2021	Bilbao, Spain	Industry, Civil society	35	Basque Country, Spain	Yes

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
TEC, COB, DEU, CEPV, EVE, TEL, IBE	Bilbao Innovation Atelier: Workshop on Bilbao 2050 energy vision and 2030 scenario	26.10.2021	Bilbao, Spain	Policy makers, Civil society	50	Basque Country, Spain	Yes
EVE, DEU, CEPV, COB, TEC, TEL, IBE	Electrification of Heat Demand	15.12.2021	Online	General public	60	Spain	No
AMST, AUAS	The societal aspects of PEDs	10.03.2022	Amsterdam, The Netherlands	Policy makers, Civil society, Scientific community, Industry	15	The Netherlands	No
WAAG	Northern Lights City Walk: Future of Noord	12.03.2022	Amsterdam, The Netherlands	General public, Civil society, Other	35	The Netherlands	No
COP	Morning inspiration: Inspirational webinar presenting results from a.o. ELN	17.03.2022	Copenhagen, Denmark	All, General public	10	Denmark	Yes
COP	Morning inspiration: Inspirational webinar presenting results from a.o. ELN	24.03.2022	Copenhagen, Denmark	All, General public	10	Denmark	Yes

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
Organisation of another type of event							
AMS	Online CoP Monitoring of Living Labs #4 - Ethics in Living Labs	03.02.2021	Amsterdam, The Netherlands	Scientific community, Industry, Policy maker	10	The Netherlands	No
COP	Board meeting no. 5, ELN Association	22.02.2021	Copenhagen/Denmark	Investors, Policy makers, Scientific Community, Civil society	10	Denmark	No
COP	Annual General Assembly, ELN Association	16.03.2021	Copenhagen/Denmark	Investors, Policy makers, Scientific Community, Civil society	35	Denmark	No
AMST	Student tour Buiksloterham area	23.06.2021	Amsterdam, The Netherlands	Scientific community	25	The Netherlands	No
COP	Board meeting no. 6, ELN Association	30.06.2021	Copenhagen/Denmark	Investors, Policy makers, Scientific Community, Civil society	10	Denmark	No

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
COP	Board meeting no. 7, ELN Association	01.11.2021	Copenhagen/Denmark	Investors, Policy makers, Scientific Community, Civil society	10	Denmark	No
COP	Board meeting no. 8, ELN Association	25.02.2022	Copenhagen/Denmark	Investors, Policy makers, Scientific Community, Civil society	10	Denmark	No
WAAG	Public walk through neighbourhood, focussing on energy, maker culture in transition towards circular in the area. DIY kit for the walk + 2 guided tours on 12 March & 9 April	12.03. + 09.04.2022	Amsterdam, The Netherlands	General public, Civil society, Other	35	The Netherlands	No
Participation to a conference							
UDEUSTO	Urban district modelling simulation-based analysis: under which scenarios can we achieve a Positive Energy District?	22.03.2021	Monastir, Tunisia	Scientific Community	30	world	yes

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
IBERDROLA	VIII Jornada sobre Ciudades Seguras, Sostenible e Inteligentes.	22.04.2021	Valencia, Spain	All	250	Europe	No
AMST	Smart Cities Marketplace Matchmaking - Project pitch session	27.04.2021	Online	Scientific Community, Policy maker, All	100	Europe	No
KRA	5th International Scientific and Technical Conference "Modern Power Systems and Units"	19.05.2021	Cracow, Poland, Online	Scientific community	80	Poland	Yes
IBERDROLA	Agenda Urbana y Sostenible	25.09.2021	Madrid, Spain	All	100	Spain, France	No
UDEUSTO	Sustainable Places	28.09.-01-10-2021	Hybrid	Scientific community	50	Europe	No
KRA	"Youth with Climate" climate conference	27.10.2021	Krakow, Poland	General public	30	Poland	No
AMST	LIFE programme in the New European Bauhaus	16.11.2021	Brussels, Belgium	Policy makers, all	500	Europe	Yes
UDEUSTO	Co-generation of Bilbao ATELIER Data Commons: a democratic and sustainable approach in Zorrotzaurre.	19. – 22.07.2022	Bolzano, Italy	Scientific Community	50	Europe	Yes

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
CIVI	European Innovation Partnership for Smart Cities and Communities Events	26. – 28.04.2022	Bruxelles, Belgium	Civil society, Industry, Policy makers	100	Europe	No
AMST, SEZ, Civiesco	Smart Cities Marketplace Forum, Brussel	27.04.2022	Bruxelles, Belgium	Scientific community, Industry, Policy makers, Other	200	Europe	Yes
Participation to a workshop / webinar							
KRA	Workshop Retrofit and Energy organised by Climate KIC as a HCCDD	12.02.2021	online	Policy makers	20	Europe	No
DEUSTO	Seminario de tendencias. "Bilbao y su rol en la transición energética. Hacia la consecución de Distritos Positivos de energía."	17.04.2021	online	Scientific Community	10	Latin America	Yes
IBERDROLA	Webinar ESIC-Smart Cities	18.05.2021	online	All	200	Europe	No
AMST	COST Action - PED webinar	14.09.2021	online		50	Europe	No
IEA-EBC	ANNEX 83 – POSITIVE ENERGY DISTRICTS	23.-24. 09.2021	online	Scientific Community	10	Europe	No

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
AMST	Seminar Energy Communities	18.01.2022	online		25	Europe	No
CAR	1st joint TG Replication - City Coordinators Group meeting on Systemic Governance for innovation	27.01.2022	online	Policy makers, Scientific community,	20	Europe	No
WAAG	Making fireflies, children's workshop	12.03.2022	Amsterdam/Netherlands	Other	30	The Netherlands	No
WAAG	Northern Lights City Walk: Future of Noord	12.03.2022	Amsterdam/Netherlands	General public, Civil society, other	35	The Netherlands	No
AMST	Energy Lunch Talk 1 – Energy communities as accelerators for PEDs development	16.02.2022	online	Scientific community, Policy makers	25	Europe	No
Participation to a training							
IBERDROLA	Smart City Showcasting city of Barcelona and Bilbao	15.06.2021	Online	All	300	Europe	No
Participation to a brokerage event							
COP	Co-creation workshop, ELN Association	06.04.2022	Copenhagen, Denmark	Investors, Industry, Scientific	11	Denmark	No

Partner	Title of Event	Date	Place	Type of Audience	Size of audience	Countries addressed	Presentation?
				community, Policy makers			

Table 3: Events

Annex List of D&C Materials

Partner(s)	Title/Description of Activity	Publishing Date	Type of Audience	Size of Audience	Countries addressed
Bilbao	Bilbao launches Energy Transition Initiative	19.04.2021	Media, General Public, Policy Makers	1000	Spain, Europe
Kraków	ATELIER as one of the best practices in the city	15.03.2021	General Public	10 000	Europe
CEPV	Dissemination on Bilbao LH official kick off event and collocated workshop on Energy Transition diagnosis held by Bilbao Innovation Atelier	23.04.2021	Industry, Scientific Community, Policy makers, General public	1000	Spain, Europe
DEU, TEC, EVE, COB, CEPV	Article published in the EKONOMIAZ basque biannual magazine "The opportunity for smart city projects at municipal scale: Implementing a positive energy district in Zorrozaurre"	02.09.2021	Policy Makers, Industry, Civil society	1000	Spain, Europe

Partner(s)	Title/Description of Activity	Publishing Date	Type of Audience	Size of Audience	Countries addressed
CEPV	Post on article published in the EKONOMIAZ Basque biannual magazine	03.09.2021	Industry, General Public	1000	Spain, Europe
CEPV	Dissemination on workshop on Bilbao Energy Vision 2050 and scenarios 2030 held by Bilbao Innovation Atelier	26.10.2021	Scientific community, Industry, General public	1000	Spain, Europe
SEZ	Atelier Newsletter #4	27.10.2021	General Public	300	Europe
BUD	ATELIER project - The positive energy district	03.02.2022	Industry, General Public, Media, Investors	5000	Hungary
SEZ	Atelier Newsletter #5	28.04.2022	General Public	200	Europe
Kraków	ATELIER subpage on Krakow	05.03.2021	General Public	10 000	Poland
Spectral	Atelier Positive Energy District (project page)	04.11.2021	Customers, General public, Investors, Industry	21 000	Europe
AMST	Blog: vanuit de grond verrijst Republia + live cam	17.05.2021	General Public, Civil society, Policy Makers	1000	The Netherlands
COB	CPH 2025 Climate Plan - Roadmap 2021-2025 (page 23)	15.06.2021	Other	600 000	Denmark

Table 4: D & C Materials

Annex List of Scientific Publications

Type of scientific publication	Title of scientific publication	DOI	ISSN or eISSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of publication	Year of publication	Pages	Public & private participation	Peer-review	Open Access?
Article in journal	The Opportunity for Smart City Projects at Municipal Scale: Implementing a Positive Energy District in Zorrozaurre		ISSN-0213-3865 / E-ISSN 2340-4051	Cristina Martín, Tony Castillo-Calzadilla, Kristina Zabala, Eneko Arrizabalaga, Patxi Hernández, Lara Mabe, Joserra López, Jesús M ^a Casado, Begoña Molinete, M ^a Nélida Santos, Jordán Guardo	Ekonomiaz	15.06.2021	Basque Government	Vitoria-Gasteiz	2021	all	Yes	Yes	Yes
Publication in conference	Urban district modelling simulation-based analysis: under	DOI: 10.1109/SSD52085		Tony Castillo Calzadilla, Cristina Martin			Institute of Electrical and Electron	Proceedings of the conference:	2021	all	No	Yes	No

Type of scientific publication	Title of scientific publication	DOI	ISSN or eSSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of publication	Year of publication	Pages	Public & private participation	Peer-review	Open Access?
proceeding/workshop	which scenarios can we achieve a PED?	.2021.9429457		Andonegui and Cruz E. Borges			ics Engineers (IEEE)	International Multi-Conference on Systems, Signals & Devices, SSD'2021					
Publication in conference proceeding/workshop	The impact of e-mobility in Positive Energy Districts	https://doi.org/10.3390/environsciproc2021		Tony Castillo-Calzadilla Ainhoa Alonso-Vicario Cruz E. Borges Cristina Martin Andonegui		03.12.2021	MDPI	Environmental Sciences Proceedings Free Full-Text The Impact of e-Mobility	2021	all	No	Yes	Yes

Type of scientific publication	Title of scientific publication	DOI	ISSN or eISSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of publication	Year of publication	Pages	Public & private participation	Peer-review	Open Access?
		011024						in Positive Energy Districts (mdpi.com)					
Publication in conference proceeding/workshop	Reviewing challenges and limitations of energy modelling software in the assessment of PEDs using case studies	10.1007/978-981-16-6269-0_39		Alberto Belda, Emanuela Giancola, Karen Williams, Sanam Dabirian, Muhyiddine Jradi, Rosaria Volpe, Soroush Samareh Abolhassani, Alberto Fichera, Ursula Eicker	Belda A. et al. (2022) Reviewing Challenges and Limitations of Energy Modelling Software in the Assessment of PEDs Using Case Studies. In: Littlewood J.R., Howlett R.J., Jain L.C. (eds) Sustainability in Energy and Buildings 2021. Smart Innovation,	29.09.2021	Springer	Singapore	2021		Yes	No	Yes

Type of scientific publication	Title of scientific publication	DOI	ISSN or eISSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of publication	Year of publication	Pages	Public & private participation	Peer-review	Open Access?
					Systems and Technologies, vol 263.								
Article in journal	E-Mobility in Positive Energy Districts	10.3390/buildings12030264	2075-5309	Castillo-Calzadilla, Tony Alonso-Vicario, Ainhoa Borges, Cruz E. Martin, Cristina	Buildings	3, 24.02.2022	MDPI	building-12-00264.pdf	2022	15	Yes	Yes	Yes
Publication in conference proceeding/workshop	State of the Art on Sustainability Assessment of Positive Energy Districts: Methodologies, Indicators and Future Perspectives	10.1007/978-981-16-6269-0_40	978-981-16-6269-0	Guarino, Francesco Bisello, Adriano Frieden, Dorian Bastos, Joana Brunetti, Alberto Cellura, Maurizio Ferraro, Marco Fichera, Alberto	Sustainability in Energy and Buildings 2021	29.09.2021	Springer	Singapore	2022	13	Yes	Yes	Yes

Type of scientific publication	Title of scientific publication	DOI	ISSN or eSSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of publication	Year of publication	Pages	Public & private participation	Peer-review	Open Access?
				Giancola, Emanuela Haase, Matthias Kantorovitch, Julia Neumann, Camilla Mankaa, Rose Segura, Ivan Luque Traverso, Marzia Tumminia, Giovanni Volpe, Rosaria Zhang, Xiaojin									
Article in journal	Energy Citizenship in Positive Energy Districts. Towards a Transdisciplinary	https://doi.org/10.3390/build	EISSN 2075-5309	Mark van Wees, Beatriz Pineda Revilla, Helena Fitzgerald, Dirk Ahlers, Natalia Romero, Beril	Buildings	06.02.2022	MDPI	Buildings Free Full-Text Energy Citizenship in	2022		Yes	Yes	Yes

Type of scientific publication	Title of scientific publication	DOI	ISSN or eSSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of publication	Year of publication	Pages	Public & private participation	Peer-review	Open Access?
	Approach to Impact Assessment.	ings12020186		Alpagut, Joke Kort, Cyril Tjahja, Gabi Kaiser, Viktoria Blessing, Lia Patricio and Sander Smit.				Positive Energy Districts &mdash ;Towards a Transdisciplinary Approach to Impact Assessment (mdpi.com)					

Table 5: List of Scientific Publications