



POCITYF

D10.5 Multi Dissemination Material version 2

D10.5: Multi Dissemination Material version 2 / report on
project brochure and short project video

WP 10, T 10.2

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Technical references

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Project Coordinator	João Gonçalo Maciel EDPL JoaoGoncalo.Maciel@edp.com
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* PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

v	Date	Beneficiary	Author
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Abstract

The current deliverable D10.5 - Multi-dissemination material version 2, presents the steps the project went through to devise, design, produce and distribute its leaflet and the first video.

POCITYF's short project video and leaflet were developed by ICONS, leader of WP10. Both communication materials are compliant with the project visual identity.

The main objective of these materials is to present the project in an appealing, concise and clear way and to tease the project's stakeholders to visit the project's website, which represents the main access point to get information on POCITYF, to get in touch via e-mail and to enter the project's community via social media.

The video will be distributed through the project's website, the project's [YouTube channel](#), and the Twitter and LinkedIn accounts.

The digital version of the leaflet will be downloadable from the media-kit section of the project website, and will be made available to all the partners for dissemination purposes. The leaflet will be widely distributed during conferences, workshops and other events.

Subtitles in the 8 languages of the cities will be added to the video.

The leaflet will be released in three versions. The main English version, described in this deliverable, will be translated in the languages of the Fellow cities. In cooperation with the Local Desks of the Lighthouse cities, two more versions will be designed, one for Évora and one for Alkmaar.



Short project video

The video aims at presenting POCITYF, the objectives, the cities, the technologies that will be implemented in cities fully respecting their cultural heritage.

In the video POCITYF is presented in a visually appealing and easy-to-understand way. It addresses to a very broad audience, consisting of all of the project's stakeholders (citizens, cities, policy makers, academia, energy providers etc.) therefore simple language and clear images have been used to make this video enjoyable and comprehensible even for people with no specific technical background.

The video has been produced by Fondazione ICONS in complete accordance with the visual identity of the project, by respecting its colors, purpose and tone of voice. It will be distributed through the project website, the project's twitter, LinkedIn and YouTube accounts. It will also be made available to the whole consortium to present POCITYF at events, fairs, workshops, training sessions.

Subtitles will be added in the eight local languages of the project (Portuguese, Dutch, Spanish, Italian, Hungarian, Danish, Greek, Slovenian).

Production

The production process of the video consisted in the following phases:

1. **Briefing** on the video targets, objectives and key messages. The main outcome of this phase was the need to put a strong emphasis on the fact that POCITYF will implement smart solutions (with a focus on PEDs) in cities with heritage sites;
2. Definition of a **mood board**. In this phase the stylistic features of the video have been chosen: a combination of 3D animations and real footage to present the cities (provided by the cities). This format makes the video particularly suitable for web and social media distribution, since the use of animations and the adoption of a simple tone of voice help to capture the attention of online audiences on the project technical aspects.;
3. Writing of the **video script**. In this phase the best narrative to convey the key messages has been chosen;
4. Preparation of the **Story-board**. In this phase every section of the script has been associated to a frame of the video;
5. **Animation** of the story-board. The final version of the video is approximately 1'50'' long with English voice-over.

Story-board

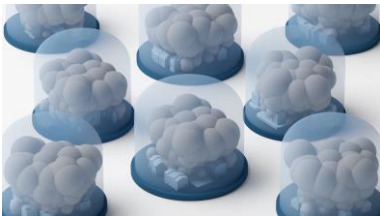
The story-board helps visualize the correspondence between the script and the animations.



D10.5 Multi Dissemination Material version 2



Europe has a priceless patrimony of cities steeped in history.



And as urban population grows and the air quality worsens, there is a need to make these cities more sustainable.



But rules impose limitations to the retrofitting of historic buildings and make this task very difficult.



So, are cities with heritage sites destined to remain stuck in their past



Not at all.

POCITYF is a project that will help these cities to become greener, smarter and more livable while respecting their cultural heritage.



How?

At the heart of POCITYF lie Positive Energy Districts



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 864400.



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PEDs: groups of buildings, producing their own green energy...



...and being so efficient that they produce some excess energy that they can give to their neighbors.



PEDs will be implemented in two Light-house cities: Évora...



and Alkmaar-



These two cities will be the test bed for the implementation of innovative technologies in the field of..



sustainable solutions for buildings and district, e-mobility..



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and advanced energy management systems to increase flexibility.



Citizens will play a key-role in this transformation, being involved in every step of the process.



Other six cities are part of the project and will replicate the model tested in the Light-houses.



POCITYF aims to become an example for all European cities with protected heritage areas. Showing that it is possible to valorize their history while sustaining Europe in becoming the first climate neutral continent by 2050.



Discover more on: www.pocityf.eu

Distribution and monitoring

To maximize the impact of the video towards online audiences, the following channels will be exploited:

- [POCITYF website](http://www.pocityf.eu): a teaser of the video will be used as header in full-screen mode on the project website homepage;
- [YouTube](#): the POCITYF account will feature the POCITYF short presentation video and all the videos that the project will release during its life. The video will be also available in the [SCC01 Lighthouse YouTube channel](#).



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- **POCITYF [LinkedIn](#) and [Twitter](#) account:** the POCITYF short presentation video will be posted as a “pinned post” on the project pages and will be frequently launched to keep the awareness on the project high. Moreover, it will be widely used in the framework of thematic social media campaigns (during the EUSEW or the European #mobilityweek, for example).

The online distribution strategy adopted by Fondazione ICONS to sustain the video outreach is combined with a monitoring methodology that is able to provide data upon the impact.

To track the online impact of the video, Fondazione ICONS applies an established methodology based on the use of leading tracking tools, including, Google Analytics, Twitter Analytics and Nuvi.

The video will be widely distributed and partners will be strongly encouraged to share it via their social networks, newsletters and any possible online channel as well as to show it during project presentations at fairs, conferences and workshops. Thus, the impact of the short presentation video is expected to grow over time.



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Project Leaflet

The leaflet, designed coherently with the visual identity, has the objective of teasing POCITYF’s stakeholders to discover more about POCITYF by visiting the website, social media accounts or contacting the coordinator or communication secretariat via email.

The leaflet will be distributed during events such as conferences, workshops and meetings to support the dissemination activities. The target audience of this communication material consists of policy makers, local authorities, academia, journalists, technology and services providers.

POCITYF’s leaflet provides an overview on the following aspects of the project:

- Main objectives;
- Cities involved;
- Solutions adopted;
- Contact details and social media channels.

The idea behind the leaflet is to have a sort of tourist map, guiding the users through the solutions of the project and presenting the cities directly on the map of Europe.

The leaflet dimension and format are therefore similar to those of a pocket-sized and easy-to-handle map: a vertical A6 when closed, an A3 when completely unfolded.



figure 0.1 - leaflet layout



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This format will allow, in the future, to develop two more version of it, one for each Lighthouse city. In these local versions, the map of Europe will be replaced with the map of the local area where the solutions will be implemented and a more detailed description of the specific solutions of the demo-sites will be included. Local desk's collaboration will be fundamental to collect all the necessary inputs.

The general leaflet will be translated in the 6 project languages by the local desks of the Fellow cities for local dissemination purposes.

Content

This chapter provides a brief description of the content of each flyer's page. The following structure and the figures refer to the main version in English.

Page 1 (cover)

The flyer's cover consists of the POCITYF logo and payoff.

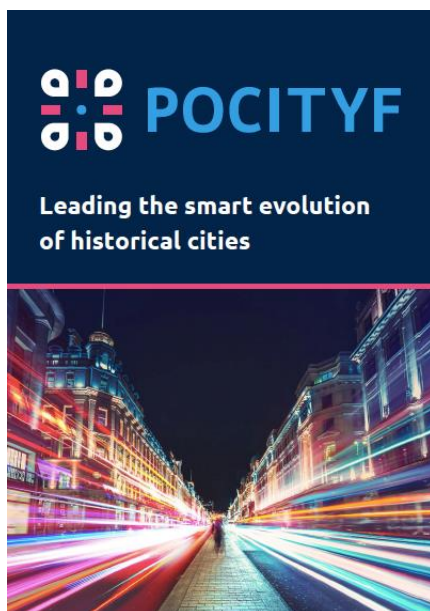


Figure 0.2 front page

Page 2

ABOUT: A smart cities project caring for cultural heritage

This page reports what the POCITYF project is all about. It introduces its mission to support Europe in becoming the first carbon neutral continent by 2050 and introduces all the cities involved.

Page 3

Solutions: Positive Energy Districts for a carbon-neutral Europe

This page introduces the integrated solutions and the 4 Energy Transition Tracks (ETT).





figure 0.3 - pages 2 and 3

Page 4, 5, 6 and 7

These pages present, with the help of the icons designed for the visual identity, the integrated solutions grouped according to the 4 energy transition tracks.



figure 0.4 - pages 4,5,6 and 7

Page8

The last page contains a call to action to join the POCITYF community, links to social media and website. It also contains the contact details of the project coordinator and of the Communication and Dissemination Secretariat. Finally, EU flag, the reference to the Horizon 2020 funding and POCITYF Grant Agreement number are reported at the bottom of the page.



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POCITYF's consortium, led by EDP Labelac, consists of 46 partners from 13 countries.

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figure 0.5 - back page

Inner part

When completely unfolded, the leaflet will uncover the map of Europe with the Lighthouse and Fellow cities of POCITYF highlighted thanks to placeholders consisting of the emblems (largely used in all the project's communication and dissemination materials) and a 3D illustration of a historical buildings for each city (also used in the project video). A moto and key numbers (such as area, population and year of foundation) will give some more details on the cities.

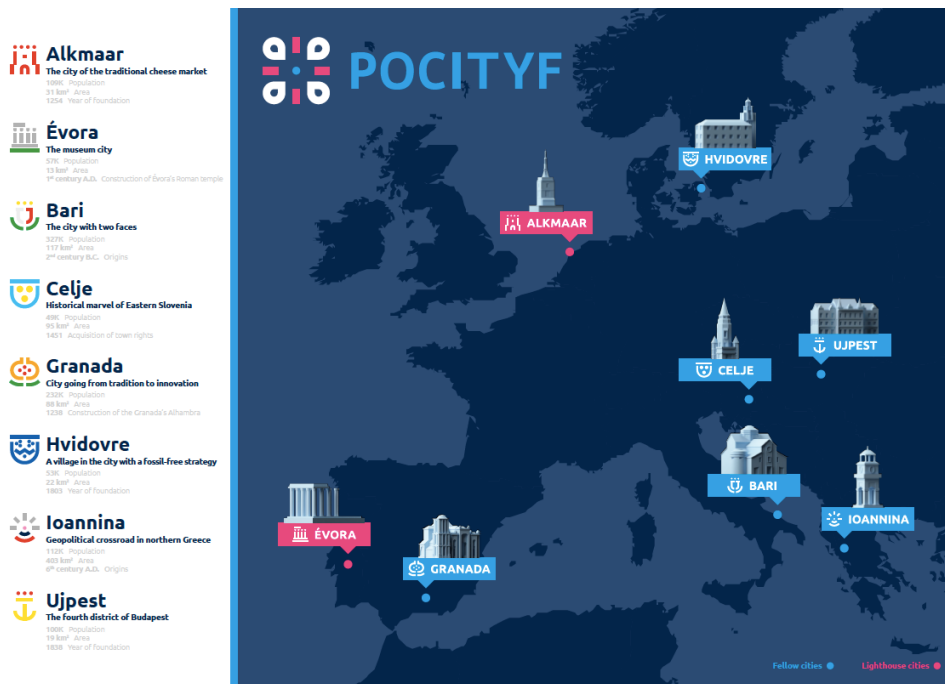


figure 0.6 - inner part of the leaflet



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Conclusions

The flyer and the project video will be essential tools to support the project's dissemination activities, to inform relevant target groups about the project, its objectives and expected impacts. Both were developed in line with POCITYF's visual identity and address a broad audience of stakeholders. To boost the project uptake on a local level and facilitate the promotion of POCITYF towards stakeholders, it shall be made available to the partners for wide distribution through their channels and to be distributed at fairs, conferences and workshops.



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