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EdiCitNet

D7.1 – Refinement and adjustment of plan for the dissemination, communication and training activities

Deliverable lead beneficiary: UBER

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Abstract: This strategic plan for dissemination, communication and training activities describes the basic way to make EdiCitNet as project and as urban transformation engine as visible and clear as possible and to anchor Edible City Solutions (ECS) deeply in society as a whole. In addition to highlighting internal and especially external communication as well as dissemination advocated by the EU, this document also focuses on the long-term maintenance and expansion of ECS in the form of planned educational measures at all levels of urban society.

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Glossary

Abbreviation	Description
DCEP	Dissemination, Communication and Education Plan
EC	European Commission
ECS	Edible City Solutions
EU	European Union
FRC	Front Runner City
FC	Follower City
GA	Grant Agreement
LL	Living Lab
NGO	Non-Governmental Organisation
SME	Small and Medium Enterprise
WP	Work Package
DEP	Dissemination and Exploitation Plan
CMT	Community Management Tool
Telcos	Telecommunication Meetings
EB	Executive Board

1. Executive Summary

This refined plan of dissemination, communication and education (DCEP) is a collection of possible actions that will result in the visibility of the EdiCitNet project and in support for the EdiCitNet network during the project period and beyond. As a result of EdiCitNet's visibility strategy, this plan acts as a lever to reach out to society as a whole. This crucial goal of EdiCitNet seeks to promote the benefits to society in order to initiate a paradigm shift in the urban lifestyle.

The visibility of results, findings and outcomes, as well as „call to action“ refer to specific target audiences or groups. Therefore, the visibility measures are structured according to their target audiences. However, there is no clear separation between the messages to the different groups, rather the messages and information are used and filtered differently.

The communication measures are now pre-defined although this is a living document.

2. Introduction

2.1 Goals of Dissemination, Communication and Education Plan

The main objectives of dissemination are to open up all research results from the project EdiCitNet to the scientific community and beyond. Thus, publications are published in open access journals and provide insights to everyone. Among the audiences are also industry, policy makers, civil organisations and other parts of the society.

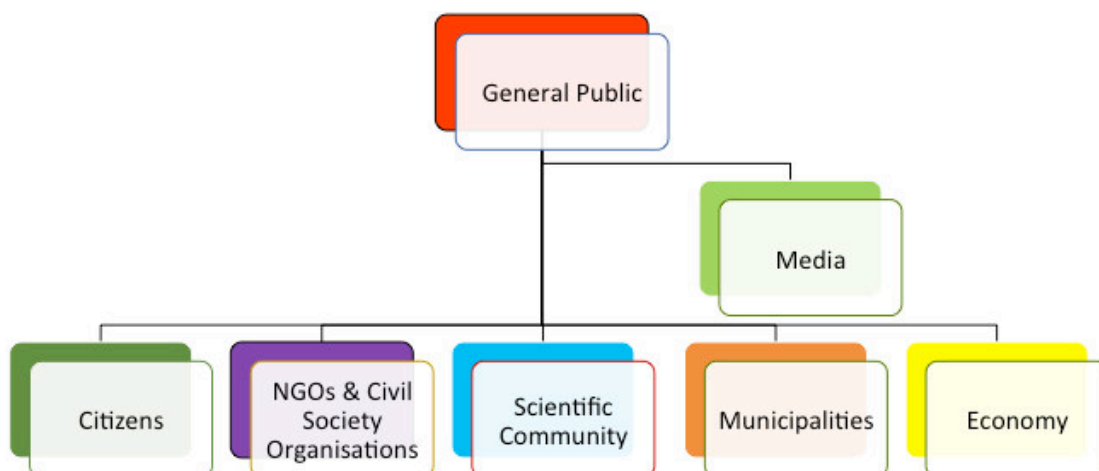
The main objectives regarding communication are to promote the project and to maximise the visibility of the project. The visibility is not only crucial to draw attention on processes of this project and to bring ideas and solutions of EdiCitNet to society yet to enhance participation and knowledge sharing among relevant communities of the society, economy and other relevant stakeholder and target audiences.

The main objectives concerning education/training activities concentrate on long-term mainstreaming and deeply anchoring of Edible City Solution in society as a whole to generate ecological, social and economic for future urban planning and living. Just the

These objectives lead to dissemination, communication and education measures on different levels and adjusted to different target audiences. The common structure for dissemination and communication plans is to divide in internal communication and external communication. Additionally, we have to distinguish between national and international communication and exploitation as well as education.

2.2 EdiCitNet Target audiences

Generally spoken, the EdiCitNet project has the whole society in its specific parts as target audience. All groups are relevant for the dissemination and communication additionally to exploitation of findings and results for SMEs and NGOs.



"Media" have the role of a bridge, but are also addressed themselves. What is interesting for their target audience is transmitted as "breaking news". „Media“ serve as bottleneck concerning selection of information. Hence, the measures for special target audiences like the general public but also economy or the scientific community have to be adjusted to a possible bottleneck of communication.

2.3 Key Messages of EdiCitNet

Key messages and key words intend to form a common EdiCitNet vocabulary all over the world and thus support the recognition value of EdiCitNet as a globally acting project. Whenever you give interviews or represent our common project it is useful to come back to the key words and key messages. Hence, the key messages should be memorable and popular (see Appendix A).

3. Main Section

3.1 Sound Analysis for detailed plan

3.1.1 SWOT Analysis

To increase visibility this SWOT provides the Strengths Weaknesses, Opportunities and Risks for EdiCitNet communication.

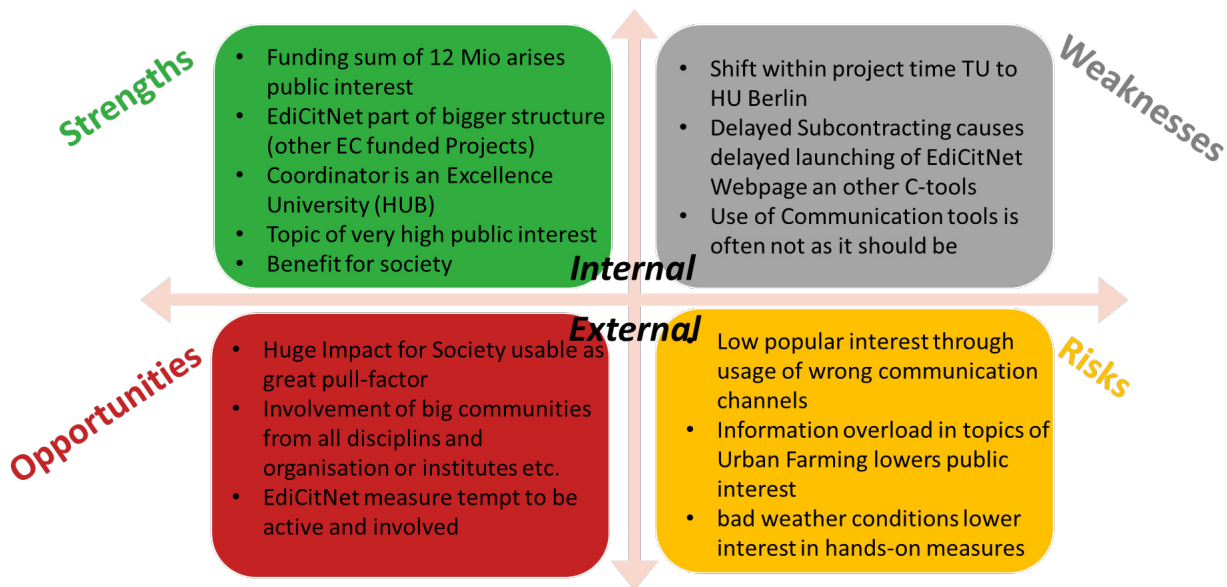


Figure 1: SWOT Analysis, UBER

This SWOT Analysis serves as base for internal and external communication. We aim to change Weaknesses into Strengths. Opportunities should be used to mitigate Risks. To elaborate the internal strategy for fostering the strengths of the project a linkage between Strengths and Weaknesses applies, in consequence these results provide guidance for measures:

1. *Emphasize ongoing collaboration even though shift of coordinator from TU Berlin to HU Berlin took place* – the current communication is spread over two Universities of Berlin. The main focus will only slowly change to Humboldt University
2. *Bigger Structur (EC funded project) leads to high motivation to use communication tools* – already existing Twitter accounts launches firsts communication channels to a group of users familiar with EC funded projects (H2020)
3. *Very high public interest cushions late launching of Webpage and other communication tools* – latest for spring when the warm season in Europe begins the communication and „call to action“ should be visible and offers should be available for the society. These offers are spread in a local context and are announced on the Webpage
4. *Being part of Excellence Cluster offers opportunities to access greater communications channels (HU Press, BUA, other education institutes and*

communication channels in Partner countries – IRITHEsys and Humboldt University have huge scientific global networks that are accessible for EdiCitNet.

To elaborate the external strategy for fostering the opportunities of the project a linkage between opportunities and risks applies, in consequence these results provide guidance for measures:

1. *Use popular communication tools: Twitter, Webpage (adjusted to societal use and needs), Interviews and Contribution in popular media (TV, Radio)* – reach out to society makes EdiCitNet „famous“ beyond all other special target groups. This leads to an extensive awareness of EdiCitNet
2. *Innovative events and formats to communicate the key- messages of EdiCitNet foster dissemination in the broad community. Scientific publications anchor EdiCitNet in scientific community. Visibility events for SMEs and green economy foster media attention* – EdiCitnet tries to distinguish from typical communication measures. Innovative ideas and formats will be used to transfer knowledge to all parts of society. Cluster events and Knowledge sharing have a great weight in planning EdiCitNet communication measures.

3.2 Dissemination

Dissemination describes primary the open access to the findings of EdiCitNet although its not a typical research project EdiCitNet gathers information from the topics e.g. governance, mainstreaming strategies or stakeholder management in huge collaborative projects.

The access and use of project publications (training materials, practical guidelines, EdiCitNet Toolbox) will be free of charge and fully open. The EdiCitNet consortium will apply the *H2020 Policy on Open Access to Scientific Publications and Research Data in Horizon 2020*¹. EdiCitNet will optimize on the dissemination and impact along the full knowledge production chain. Open access publication is a key priority of the communication of scientific findings, and project publications are expected primarily to follow “Gold Model” open access, i.e. the publications are made with complete immediate open access. If for specific reasons the “Gold Model” cannot apply (e.g. dissemination budget reserved for open access journals exhausted), the “Green Model” open access will apply, e.g. the publication is made available in a repository located in project website, possibly after a reasonable embargo period. As in general requirements of H2020 projects, all project publications will be open access.

3.3 Education

This plan foresees to tackle some challenges regarding the education and training activities for EdiCitNet target audiences. Education as a whole has to be co-created with all academia

¹ EC Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020; December 2013

and other relevant stakeholder of WP7 to address all parts of society. This Education plan should include holistic measures up to seminars and Master Programs installed by the end of the project. Yet, some measures already reach out to society with a great impact but very small effort.

These measures always meet two intentions – next to training activities and their educational nature they have a strong relevance for external communication thus these measure are compiled under external communication.

3.4 Communication

Communication is a broad field of measures activating the transfer of information. It is understood as tool to spread all ongoing activities during the project from all fields. To lever this concerted actions are planned throughout the project but formats (e.g. events, fishbowls, discussions) offered by other actors are also used for increasing visibility.

To better understand the direction of communication it is useful to distinguish between *internal* and *external* communication

3.4.1 Internal Communication

Internal communication is the tool to communicate within the consortium and associated partner.

Typical daily formats are Email, Phone Calls and Telecommunication for being in constant contact and exchange status quo of work.

EdiCitNet internal communication measures:

- 1. E-Mail lists, Share point and CMT with Calendar** → Access to E-Mail lists for each EdiCitNet member, monthly recap E-Mails and 2 weeks newsletter, access to share point as document repository and CMT as platform to announce information about events and beside information about EdiCitNet, Google Calendar embedded
- 2. Templates for Deliverables, Presentations, Minutes and EB Status Quo** with corporate design and different Logo variants
- 3. Telecommunication in Executive Board** to enhance communication to partners guided by WP Leads: 4 weekly Telcos with presentation of latest work done
- 4. Face-to-Face Meetings:** Annual Consortia Meetings, EB Meetings and extraordinary Meetings within clustered groups to enhance effective work for common tasks (e.g. cluster meeting academia, cluster meeting Front-Runner Cities/Follower Cities)
- 5. Common EdiCitNet Glossary:** Compiled Document providing a common understanding of terms and basic prerequisites for qualitative and structured work in EdiCitNet

3.4.2 External Communication

The external communication measures are nearly all measures that involve persons outside the project. Even a talk between a member of EdiCitNet and another person (e.g. friends or colleague) is actually an external communication.

Press media portfolio

EdiCitNet will provide an EdiCitNet Press portfolio folder with pictures and short abstracts of EdiCitNet for the EB. This folder is meant to be given away to journalists and relevant key persons from media to foster the uptake of EdiCitNet as a repeating key story in media in your country. The Portfolio will be translated into the own language.

EdiCitNet external communication measures:

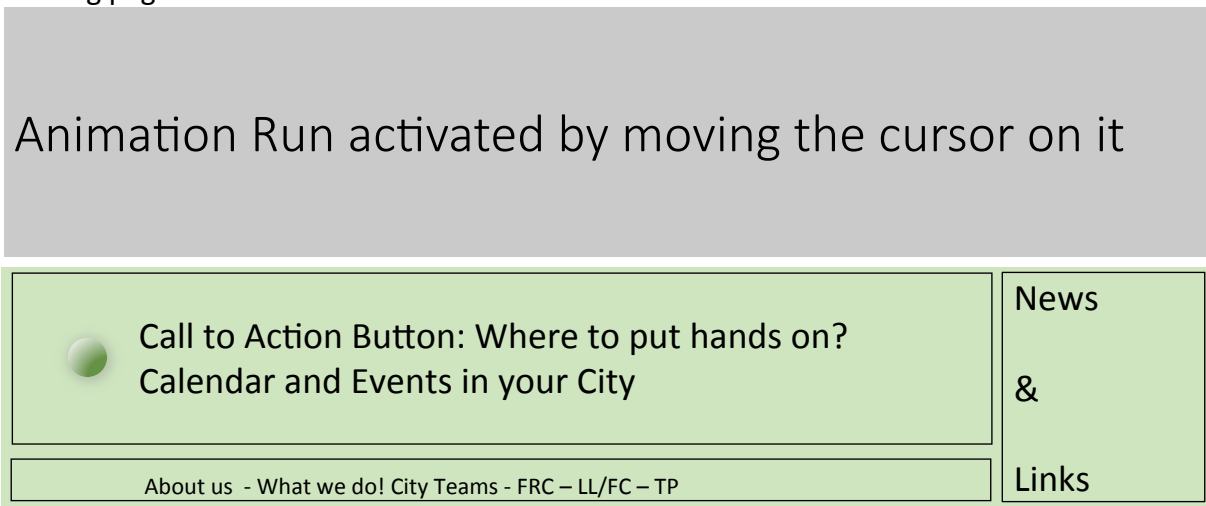
1. Webpage

The Webpage is the crucial communication to provide easy access to knowledge for different stakeholders and target audiences.

Structure of Webpage:

The Webpage will have a landing page with a small animation on it. This animation or short film visualizes the growing and vivid aspect of EdiCitNet as a constantly growing Network for and with Edible Cities. The small animation is based on a storyboard providing examples and icons that will form a holistic corporate identity next to the Logo.

Landing page structure:



On the next scroll the following structure will reveal to the visitor:

- Events
- Experiment and Results
- Maps of Edible Cities
- Partner
- Tba.

2. Material

We foresee a resource saving use of material. Thus, we will produce the following material for a first insight and try to produce materials in advance only if we got a request: (find allocation to target audience in brackets)

1. Roll-up for Conferences and Events (Scientific Community, Media)
2. Poster Template for Scientific Use and different occasions (all)
3. Bag and Pencil (already produced for Kick-Off) (all)
4. Seed Bombs (Citizens, Media, General Public)
5. Apple Sticker with QR Code for Webpage (General Public, Media, Citizens NGOs & Civil Society, Economy)
6. Postcards from all Cities (Corporate Design from Webpage – recall value for users) (all)
7. Booklet (exclusive Gimmick for conferences with information about planting season and gardener's knowledge up to scientific results and citizen science space – e.g. space to make notes etc.) (Scientific Community)
8. Planting to go Kit – Planting to go is an EdiCitNet format/event usable for all kinds of events to foster visibility (General Public, Citizens, Media)

3. Occasions and Locations

Measures are occasions where the Consortia is able to foster the visibility of EdiCitNet and their participation in it. Common terms and key messages for each WP Leader will thus ensure a common understanding internally and leads to understandable messages and information about the project as a whole.

Therefore, the key messages are attached as file to this Deliverable.

1. Street Festival, Sport Events and Neighborhood Party (General Public, Citizens, NGOs & Civil Society Organisation) – Representation of EdiCitNet with 'Planting to go' (with Planting to go Kit) or other formats to present the content of EdiCitNet
2. Mall Booth at open spaces, Malls in general (General Public, Citizens)
3. All local events on ECS (local gardener meetings, planting events, events of EdiCitNet partner: Nabolagshager, Mundraub, Brighton and Hove FP, Nolde und Partner, Hidrolab, Semide REACT etc.) (all)

4. Special Events from EdiCitNet Partner (conceptualized by Partner and Coordinator for adjusting it to target audience (e.g. training activities and special ECS Knowledge sharing
5. Cross- over Meetings: Knowledge exchange on Municipality and SME/NGO Level (NGOs & Civil Society organization, Municipality, Scientific Community)
6. Visibility Measures from Green Business, EC, Academia etc. (e.g. Long Night of the Science – visibility of science made by Universities in Berlin) (NGOs & Civil Society organisations, Citizens, Media General Public)
7. Global Conferences and Cluster Meetings by Scientific Community and EC (Scientific Community, NGOs and Civil Society organisations, Municipality, Economy, Media)
8. Brokerage Events (from EC) and other organisations local and global (Scientific Communities; Municipality, Economy, Media)

The example below should give you an idea of how to adjust your communication in your local area. Using the key messages (in English and your own language) provides you a guide of key words you can use and foster a global understanding of our project. The table shows the i) which occasion or event your planning to represent EdiCitNet at, ii) identification of target group of your event, iii) materials you can use additionally to own defined material, iv) identified suitable key message for your target audience, v) which key message suit the media in this context.

Table 1: Shortcut for assessment for communication EdiCitNet

Target				
Location/Occasion	Audience	Material	Message	Media
Street Festival, Booth, Neighborhood	Citizens	Apples with Sticker, Pencils, Roll-up, Poster, (Presenter: EdiCitNet Partner)	Make your City livable for YOU and OUR future/Engage now Edible Cities for everyone!	We are the City/ worldwide replication and networking – visit other Edible Cities/ Partner Cities
Long Night of the Science	NGOs and Civil Society Organisations	Apples with Sticker, Roll- up, Pencils, Seed Bombs, Planting to go Kit,	Changemaker? We support you! We anchor Edible City Solution in Cities – we initiate change of urban lifestyle for all of us!	We make the change/ We foster mutual learning

4. Conclusion

The DEP gives a) basic knowledge on communication of the EdiCitNet Project and thus b) enhances communication between the EdiCitNet Partner and the external communities – the target audiences.

To identify the target audiences is not always very easy but the DEP should give a hint how “normally” specific events are visited (profession etc.). Hence, a communication based on target groups and adjusted key messages for EdiCitNet are crucial to adequately meet the interests of all target groups. Accordingly under these conditions all information have to be formulated adequately to encounter the interests of the targeted audience.

This is a living document and will be re-defined after input from the consortia.

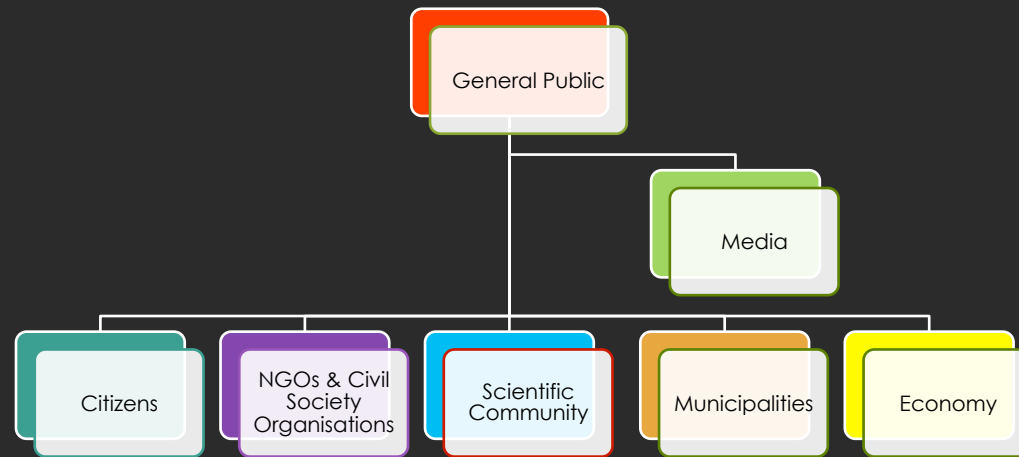
A deeper analysis will follow on a more advanced status of the project and will be complemented with a deep stakeholder analysis and findings regarding the impact of the communication measures.

EdiCitNet Key Messages

Authors: Thomas Wachtel, Suhana Reddy (UBER)



Target Audiences of EdiCitNet



Authors: Thomas Wachtel, Suhana Reddy (UBER)

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Special position of target audience „Media“

Media bridges the gap between speaker and target audience. In some cases "Media" is also a target audience. The present document takes Media as a main instrument for you to transfer the key message of the project EdiCitNet yet your work packages.

Furthermore, key messages and key words intend to form a common EdiCitNet vocabulary all over the world and thus support the recognition value of EdiCitNet as a globally acting project.

Whenever you give interviews or represent our common project it is useful to come back to the key words and key messages.

Hence, the key messages should be memorable and popular.

Target audience related Key Messages

General Public

The constantly growing network of Edible Cities accelerating the extensive use of **Edible City Solutions** makes cities a better place for living.



Authors: Thomas Wachtel, Suhana Reddy (UBER)

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Target audience related Key Messages

Categories	Key words for Media				
General Terms	EdiCitNet	Edible City Solutions	Edible Cities	Edible Cities Network	
Network and global Change	Self-learning and constantly growing network	Liveable City	Create your City	Design your Future	EcoSystem Services
Paradigm shift	Changemaker	Knowledge sharing	Change of urban lifestyle	Mutual learning	
Cities	Anchoring Edible City Solutions	Edible City Master Plan	Living Laboratories	Be an Edible City	
Science	Findings foster sustainability	Trial and Error	Edible Cities Pilot	Monitoring	Nature- based solutions
Citizens	We are the City	Worldwide replication	Citizen Science	Global edible	
Business	Sustainable productive market uptake	Start-up	Trade-off green jobs	Innovative business models	High Tech Edible City Solutions

Authors: Thomas Wachtel, Suhana Reddy (UBER)

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Target audience related Key Messages

Citizens

Make your City liveable for YOU and OUR future! Engage now!
Edible Cities for everyone!

NGOs & Civil Society Organisations

Changemaker? We support you! To anchor Edible City Solutions in Cities
we initiate the change of urban lifestyle for all of us.

Scientific Community

We study Edible City Solutions in Living Laboratories worldwide by trial and
error. Findings contribute to Edible City Solutions.

Authors: Thomas Wachtel, Suhana Reddy (UBER) 6

Target audience related Key Messages

Municipalities

Tackle urban challenges - become an Edible City and benefit at all levels of sustainability!

Economy

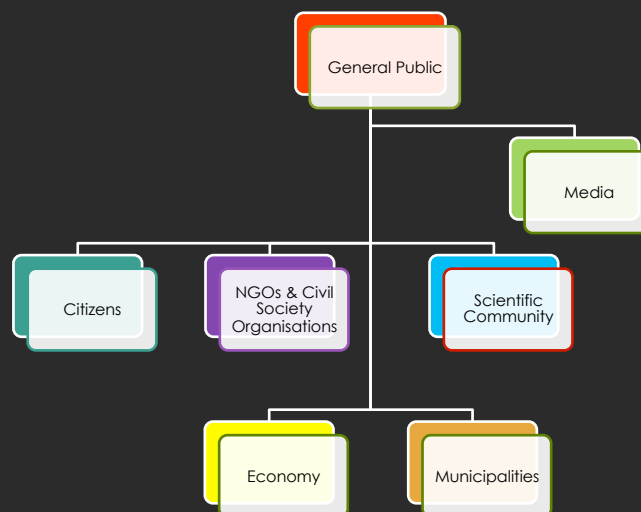
Edible City Solution your opportunity for sustainable and innovative investment!

Authors: Thomas Wachtel, Suhana Reddy (UBER)

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Target audiences of WP 7

Main target groups of WP 7



Sub target groups of WP 7

For general key messages all target groups are of equal relevance.

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Key Message WP 7 - Detailed versions

1. To expand the systemic use of **urban food production** worldwide we focus on communication, dissemination, education activities and stakeholder engagement at all relevant levels. This is essential to anchor the products, activities and services of Edible City Solutions and their socio-ecological and economic benefits in society in the long term.

or

2. For broad empowerment of ECS-friendly '**Communities of Practice**' we raise awareness through fancy participating and visibility campaigns in all target audiences. In addition, training programs, on-site and open online tutorials promote mutual knowledge transfer between civil society organisations, SMEs, municipalities, scientific communities and citizens to support skills and services for effective policy making.

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Key Message WP 7 – Concise (more catchy) version

We anchor Edible City Solutions (ECS) deeply in society. This means:

1. What EdiCitNet does will be transparent
2. What EdiCitNet creates will reach out to society at large
3. What EdiCitNet knows, the world will know

Engage stakeholders! Increase visibility! Build capacity!



Authors: Thomas Wachtel, Suhana Reddy (UBER) 10

Key Message WP 4 – Concise and detailed version

Concise:

We facilitate the social integration of alternative food systems in urban planning.

Detailed:

With citizens and city administrators, we co-develop desirable urban futures solving social challenges through socio-ecological activities (edible city solutions = ECS). We do so using participatory methods to identify transition pathways towards these futures, aiming for their implementation in urban planning processes.



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Key Message WP 5

- We help Front Runner Cities to document effectiveness and sustainability of Edible City Solutions in their Living Labs.
- We monitor change in economic, social and environmental indicators, based on data largely recorded by citizens.
- Our recommendations will allow Follower Cities to replicate, adapt or develop Edible City Solutions which fit well in their local contexts.



Authors: Sebastian Eiter, Wendy Fjellstad (NIBIO), Klaas Metselaar, Ricardo Teixeira da Silva (WUR)

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