TURAS
TRANSITIONING TOWARDS URBAN RESILIENCE AND SUSTAINABILITY

D8.13 Interactive Communication Platform

DOCUMENT PROPERTIES

Nature Document	Other
Work package 8	Dissemination, training and exploitation of results
Task Leader	EBN
Authors	Siobhan Mc Quaid, EBN. Mauro Cicio, Pracsis.
Dissemination level	PU
Version	V3
Status of Document	Final
Deadline Document	31.03.2011

TABLE OF CONTENTS

1. Introduction

1.1. The scope of the deliverable

Deliverable 8.13 is directly related to Task 8.2 of the Description of Work: Development and maintenance of interactive communication platform.

This task presents a vision for the TURAS web platform as "*a new model and a future benchmark for enabling adaptive governance, collaborative decision-making between local authorities and urban communities and which will ultimately result in behavioural change among European citizens.*"

The task goes on to suggest some of the potential elements of the TURAS web platform and how it could be used to support partners in their WP activities and assist them in disseminating information to urban communities and other target audiences of the project.

The scope of this deliverable is to provide a detailed implementation plan covering:
- the initial specification for the TURAS web platform,
- a report on activities completed to date,
- a delivery schedule for full implementation.

Future updates of this implementation plan will be included in the annual updates of the dissemination plan.

1.2. Methodology

The following methodology was used in the development of the initial specification for the TURAS web platform:

(i) Consultation with partners:

- Mauro Cicio from Pracsis initiated discussions on the TURAS web platform at the kick off meeting of the project and invited feedback from partners at this event and afterwards.
- A Discussion Forum was set up on the Partner Protected Area (PPA) of the TURAS web platform for partners to provide ongoing feedback
- A dedicated WIKI page for the TURAS web platform was established essentially presenting a rolling task list of plans for development at brainstorming stage, in development and completed.
- As the website has evolved partners have been kept informed of new developments through the PPA and weekly email updates.
  - Firstly, every time they log on to the PPA they see new developments related to the WPs they are following
  - Secondly, weekly email updates are sent to partners informing them about new content related to the WPs they are following and bringing to their attention any new web developments or functionality

(ii)   Review of other sites:

Although partners sometimes find it difficult to articulate what they hope the web platform will deliver, it is possible to glean some insights into both content and structure from a review of other sites which partners and project stakeholders find interesting. The following sites were suggested by partners and have been reviewed by the task leader, coordinator and WP leader in the development of the specification for the main site.

- http://www.freshwaterbiodiversity.eu/
- http://www.globalbuildings.org/
- http://www.stockholmresilience.org
- http://www.resalliance.org
- http://www.rescatame.eu/
- http://www.eea.europa.eu/atlas/eea/city-bees/video/video-in-hd).
- http://www.resilientcity.org/index.cfm?pagepath=About&id=11445
- http://www.unisdr.org/campaign/resilientcities/
- www-05.ibm.com/ie/smarterplanet/technologycentre/index.html
- http://civicecology.org/
- http://www.switchurbanwater.eu/
- http://urban.uchicago.edu/resources/detail/rantrad
- http://environment.harvard.edu/related-programs/sustainable-cities
- http://www.transitionnetwork.org/
- http://www.urbenviron.org/
- http://sustainablecities.dk/
- http://cityform.mit.edu/projects/urban-network-analysis.html
- http://www.anugreen.ie/index.html
- http://www.sustainablefringes.eu/home/home.asp
- http://www.ryerson.ca/carrotcity/
- http://www.bcu.ac.uk/research/-centres-of-excellence/centre-for-environment-and-society/projects/relu/policy-briefs

(iii)   Implementation & Updating

Based on the consultation steps (i) and (ii), all development and testing is completed in-house by Pracsis. The WIKI is kept up to date with progress.

(iv)   Partner notification
Partners are proactively informed about content updates and web developments:
- Every time a partner logs on to the PPA, they see a summary of new developments related to the WPs they are following.
- Weekly email updates are also sent to partners informing them about new content related to the WPs they are following and bringing to their attention any new web developments or functionality

The TURAS web platform is expected to continue to develop and evolve over the full duration of the project. While for the most part the site structure and major functionalities will be established in the first two years of the project, as project results emerge later in the project in particular in the form of online databases (WP6) or GIS tools (WP1),   new challenges will emerge which will result in further developments.

The methodology used to develop the initial specification will be used throughout the full duration of the project to ensure full partner engagement and exploitation of the TURAS web platform.

1.3 Partners Involved

Pracsis is the lead partner for this task. Over the first 6 months they have been working very closely with the WP leader EBN and the coordinator UCD in the detailed specification and development of the TURAS web platform. Conference calls between Pracsis and EBN have taken place most weeks and the WP8 WIKI on the PPA has been used effectively as a project management tool for website development, visible by all partners.

Input from all partners has been invited through the WP8 forum in particular. Bilateral discussions have also taken place between Pracsis and a number of partners including the University of Stuttgart, UCD (specifically in relation to WP1), Sapienza, BIC Lazio Sofia Municipality, Sevilla Global and several others.

2. Initial specification for the TURAS web platform

There are three principal elements in the TURAS interactive communication platform:
- the public website,
- the partner protected area (PPA)
- the community websites for each case study area.

The TURAS public website and community websites will acknowledge the support of the Seventh Framework Programme of the EU.

The initial specification for the structure and content of each element is presented hereafter along with a report on work completed to date.   An implementation plan for future work is presented in the next section.

2.1   TURAS public website

As described in Deliverable 8.12, a first version of the initial information site and logo for the TURAS project was prepared to stimulate discussion at the partner kick off meeting in Month 2 of the project (November 7-8th 2011). Based on the feedback from partners received at this meeting, the logo and branding for the TURAS project were revised. The final version of the logo and branding was approved at the beginning of month 3 of the project following consultations between the coordinator, WP leader and task leader.

Based on the new logo, design guidelines for print and web media were developed and circulated to all partners before the end of 2011.

The introductory information website was updated with the new logo and branding and further expanded to include up to date project information, links to partners, work programme details and timeframe for implementation etc.

Finally in month 3 of the project, a news and events tools was developed to allow partners to upload directly relevant news and events to be posted on the main page of the website.

A screenshot of the current homepage of the TURAS public website is presented overleaf. This is expected to change considerably in the next six months of the project as more content becomes available and social networking media are used to stimulate comment.

An option to present the site differently to different target audiences is also being considered e.g. Local authorities, scientific partners, and general public. The access points for the different versions would be the home page which would then bring the user into a different set of menu pages more oriented towards the specific needs of each audience and more in keeping with the look and feel of other website targeted to that audience e.g. scientific/research sites heavy in content, low in graphics.
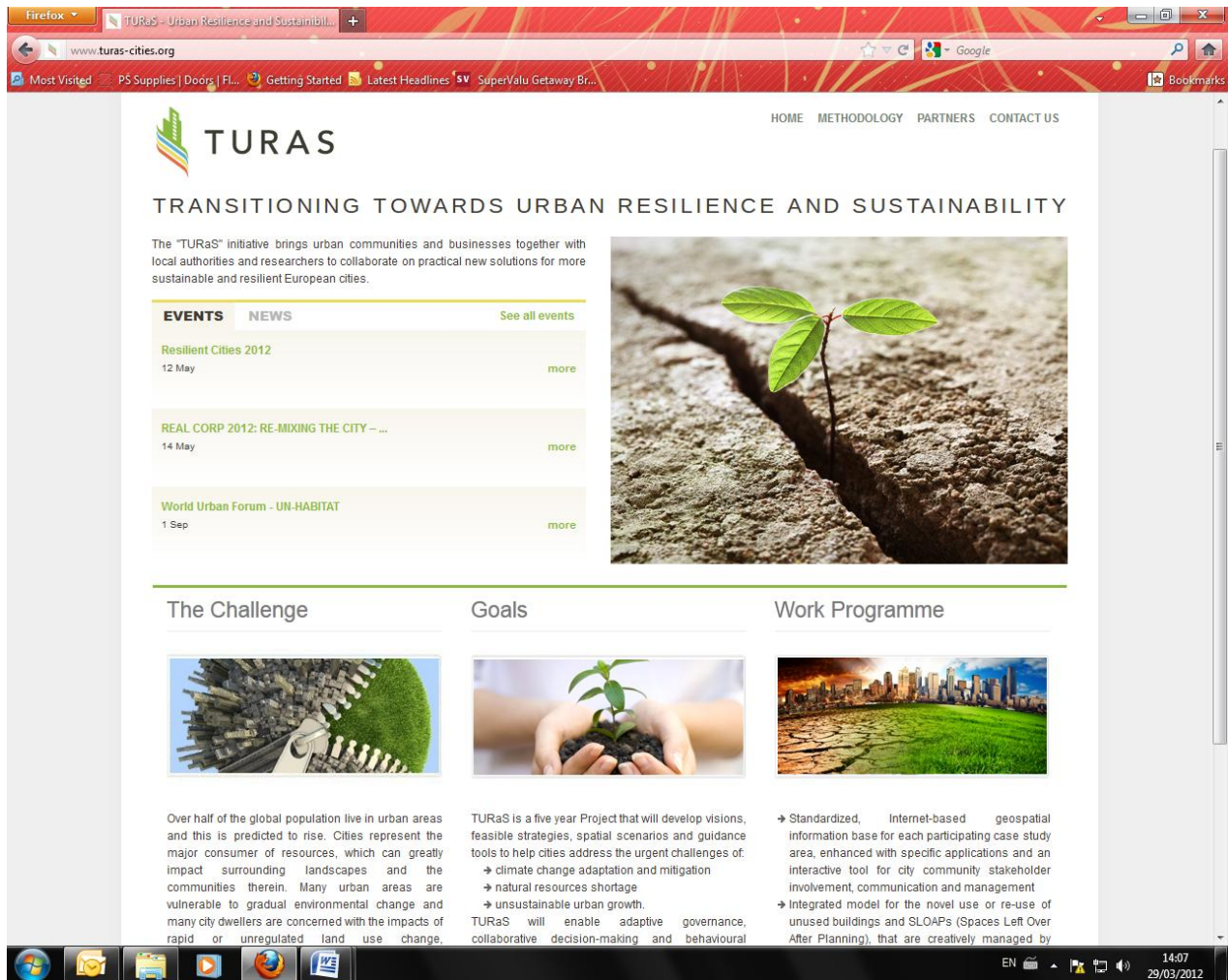
The success of the TURAS public website, and in particular the level of interaction with the wider public, will to a large extent be dependent on the content available through the site. In Table 1, the overall structure and content of the site are specified and the content managers for each section of the web platform are clearly identified.

Table 1: Specification of structure, content and content management of TURAS Public Website

Heading	Description of content/content management
About TURAS:	• Home page introductory text • List of all partners featuring: o Flag of country location o Partner logos o Links to TURAS page on partners website o One line on their role in project • List of High Level Advisory Board Members o Flag of country location o Partner logos o Photo and biog

	• Objectives
	   ○ Overall
	   ○ By work package
	
	Content management: Coordinator

Work Programme	• Work Programme
	   ○ Work Package (WP) description and methodology
	   ○ Timeline for implementation. The possibility to visualise WP progress through a progress bar chart is being explored.
	   ○ Results (linked to Resource Centre)
	• Option for wider public to 'Follow' a WP. By selecting this option they will receive automatic updates on news and event items relating to this WP.
	• 'WP Leaders Discussion Forum' will also stimulate interaction with the wider public through a blog-type feature informing stakeholders of progress in their WP and inviting comments / new 'Followers'. The merits of establishing this discussion forum on the TURAS site compared with social networking sites such as Linked in or Twitter are being evaluated at present.
	• The option to generate an automated newsletter on a monthly basis including news and event items and updates on new results from the resource centre and latest content from the WP Leader Discussion Forum is being explored.
	
	Content management: WP Leaders to update discussion forum at least twice monthly.

TURAS urban case study profiles:	Introductory profile of 11 case study areas across Europe. Data to be presented (in English and in local language on TURAS community website): • Name of case study area • Physical location and size • Population • History • Features • Photos of site and communities • Short description of TURAS research related to case study area • Personalised contact points • Link to local TURAS community websites • Link to headline news/event item on local TURAS community websites Community involvement feature: • Option for general public to 'Follow' a case study area. By selecting this option they will receive automatic updates on news items relating to this case study area. • Each introductory profile will be linked to the relevant local TURAS community website featuring content in local languages and more options for direct engagement of the general public.

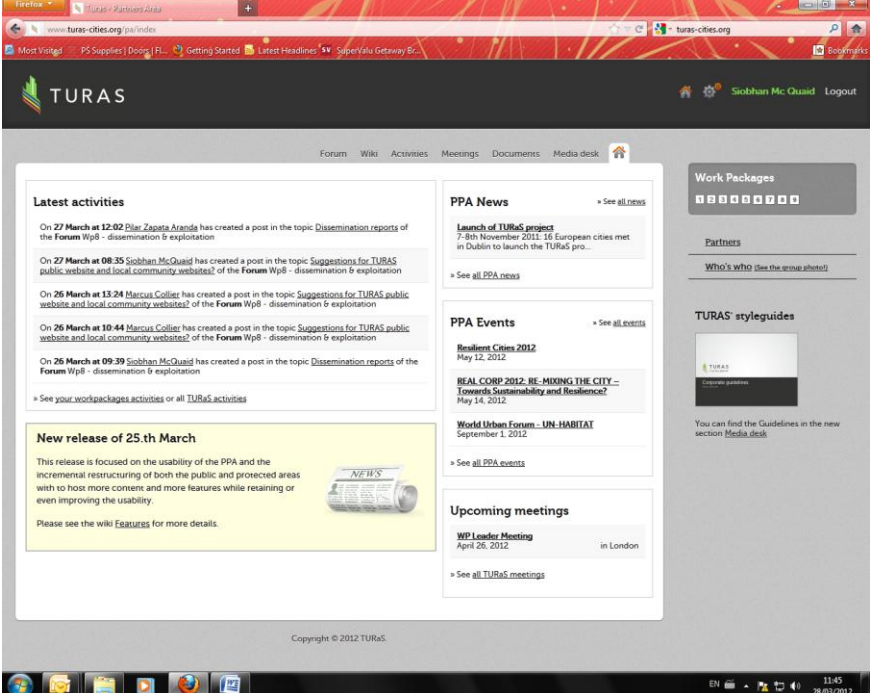|	
	Content management: WP Leaders prepare initial static content with input from relevant case study areas. Automatic news/event feeds from local sites thereafter.
Resource centre / Results:	• Publication of project deliverables • Interactive tools for community/ local authority use e.g. Geo-spatial tools (WP1), Eco-business database (WP6) • Other scientific results from WP2-5 – milestones (publications), case studies, showcases etc • Photo/video repository e.g. demos, community meetings • Scientific publications • Link to Work Programme and 'WP Leader Discussion Forum' *Content management: WP Leaders upload results as they become available.*
News:	• Chronological list of news items • Archive of news items searchable by date / WP/ case study area or general site search • News feeds to linked social networking sites – LinkedIn, Twitter etc • News feeds to/from case study websites • Option for general public to 'Follow' all news updates or to follow specific work packages or case study area or a combination of the above. By selecting this option they will receive automatic updates on news items relating to the topic(s) they have chosen. *Content management: All partners can add news items. Quality control process in place whereby new news items approved by WP8 leader or coordinator.*
Events:	• Chronological list of upcoming events at international level. Details of TURAS involvement. • Archive of previous events searchable by date / WP/ case study area or general site search • Option for general public to 'Follow' all event updates or to follow specific work packages or case study areas or a combination of the above. By selecting this option they will receive automatic updates on new events relating to the topic(s) they have chosen *Content management: All partners can add news items. Quality control process in place whereby new news items approved by WP8 leader or coordinator.*

Media Desk	• Repository of media content including:
	  o downloadable logo
	  o project overview (in non-scientific language)
	  o content by WP topic (in non-scientific language),
	  o photographs / video clips / success stories from different WPs
	  o link to different WP topic and results

	• Press releases (searchable by date/topic)
	• Dissemination material:
	   ◦ Introductory flyer in English (By Month 8). Available to download or to translate into other languages. Translations to be made available online.
	   ◦ Results flyer (Planned for Month 36)
	   ◦ Display stand(s) (online booking form)
	• PR Contact Details: WP8 Leader
	
	Content management: WP8 Leader

Stimulating public interaction	• Partner editorials: To stimulate wider public engagement and online discussion, partner editorials will be introduced on the public website starting in April 2012 (Month 7) of the project. New partner editorials will be published every 2-4 weeks with each partner submitting a 300-500 word editorial on a subject related to "Transitioning". The Partner Editorial will be linked to discussion forums on Linked in, Twitter and other social networking media.
	• Other options being explored to stimulate wider public engagement in particular at local community level are:
	   ◦ Simple 'yes/no' online polls or 'like/dislike' indicators to stimulate immediate reaction
	   ◦ Online game (this may be the subject of a competition among schools or local communities)
	   ◦ Online competition(s) (e.g. on local ecosystems)
	
	Content management: Coordinator and WP8 Leader

Social Networking sites	• The TURAS page on LinkedIn has recently been established and Facebook and Twitter pages are planned in the near future. • To stimulate public interaction, new content will be added on a regular basis through the WP Leader Discussion Forums and the Partner Editorials. *Content management: All partners can add news items. Quality control process in place whereby new news items approved by WP8 leader or coordinator.*
Useful links	• Links to sites mentioned in introduction and other sites suggested by partners *Content management: All partners and external parties can suggest useful links. Quality control process in place whereby new links have to be approved by WP8 leader or coordinator.*
Search	• Open keyword search covering all site content
Legal notices	• Imprint • Disclaimer, data protection, copyright • Contact details for coordinator.

2.2   TURAS Partner Protected Area (PPA)

The TURAS Partner Protected Area (PPA) is an essential element in effective internal project communications.   As TURAS is a large multi-disciplinary consortium involving 28 partners building good internal partner communications is very important. The Partner Protected Area (PPA) of the TURAS website is an important tool in this respect and was prioritised for development in Month 3 to 6 of the project.   As part of the dissemination plan for the project, all partners have been asked to use the PPA. The first report on dissemination activities submitted as part of Deliverable 8.14 shows that all partners have contributed to the PPA completing their personal and organisation and profiles, detailing their involvement in the project, creating links to TURAS information on their own websites, contributing to PPA discussion forums etc.

Table 2 below presents the features and functionality of the TURAS PPA which have been completed to date.   This is followed by some screenshots illustrating the functionality.   The only additional elements foreseen at the current time are the development of more detailed statistics relating to usage of the public web site and other related sites (social networking, mini-sites etc)

Table 2 Structure and Content of TURAS Partner Protected Area (PPA)

Heading	Description of content
Dashboard	Home page of the internal Partner Protected Area (PPA). As soon as a partner logs in they can see an update on any new forum or WIKI posts related to the work packages they are following. The logo and style guidelines for TURAS are also accessible from the dashboard.

Partner profiles	Details of all the partners with links to home pages
Who's who	Details of all the individuals working on the project. Each individual indicates which work package they are interested in following.
Discussion Forums	One for each WP and a general forum. Documents can be attached to these forums.
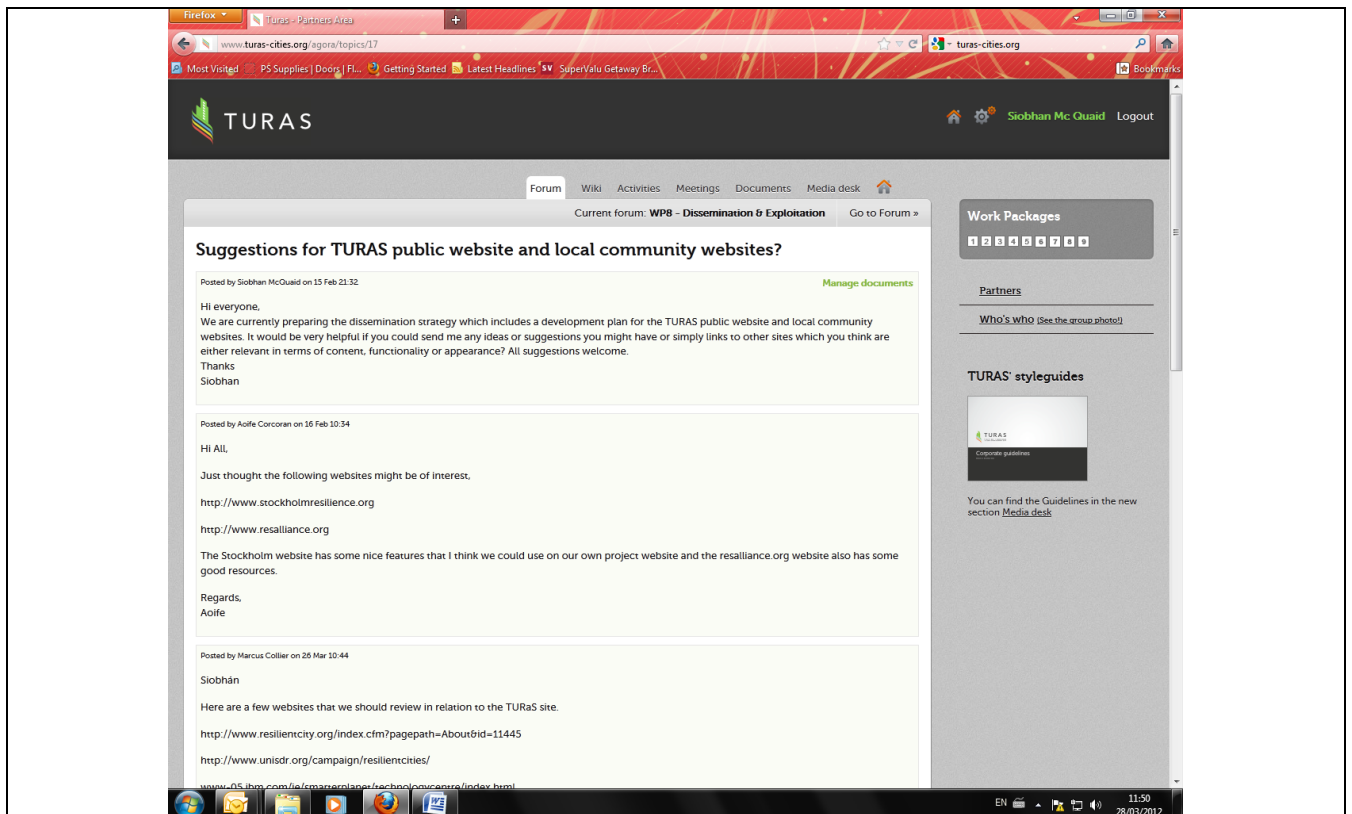
| WIKI | Initially one WIKI page set up for each work package and one general. |

| News and Events | Partners can post internal news and events or news and events to be published on the public website. In the latter case news and events are quality checked by the coordinator before publication. |
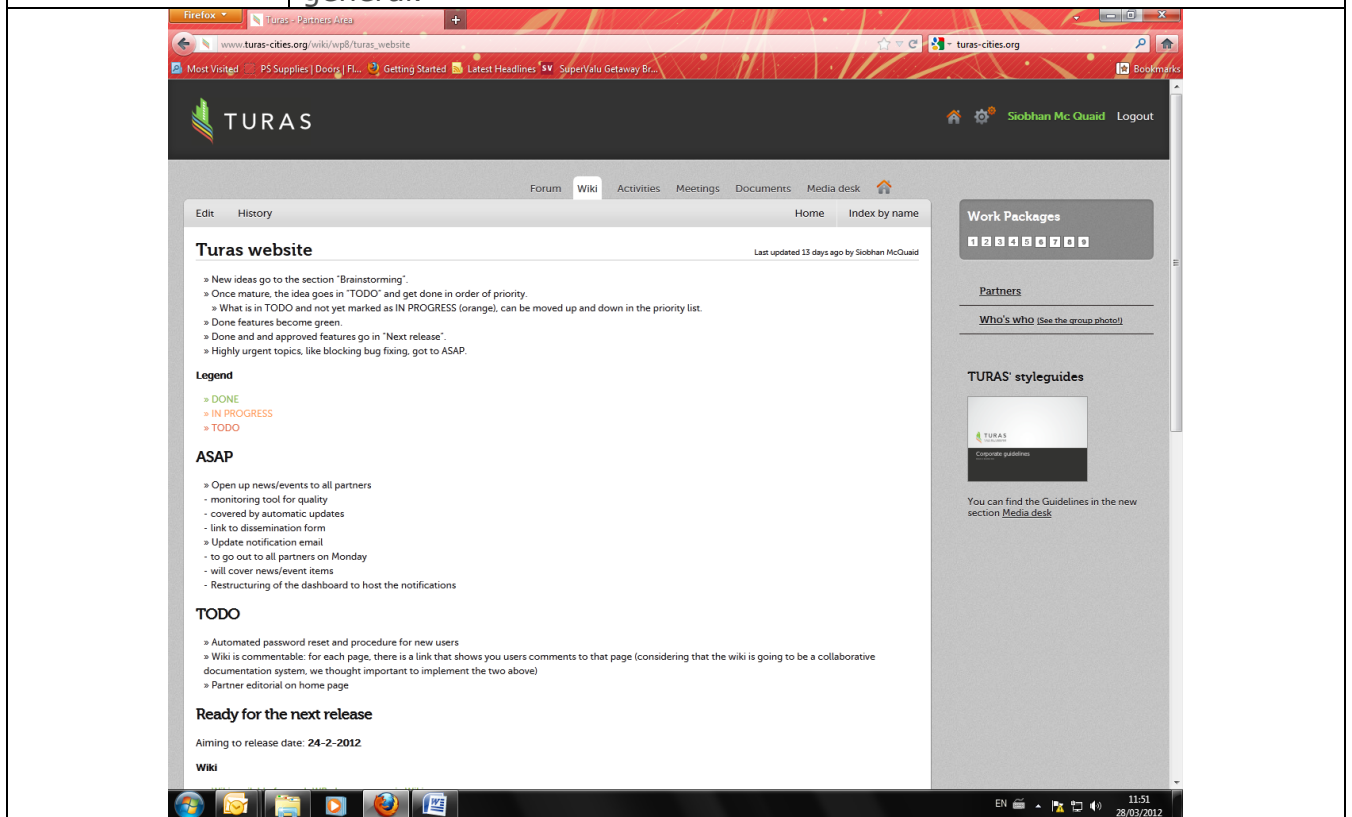
Meetings	Details of forthcoming partner meetings and conference calls are published and partners can indicate if they can or cannot participate in a given meeting.
Activity report	The system monitors new activities on all PPA activities (currently forums, WIKI and meetings) and each week an email update is sent out to all partners with details of any new developments in the work packages they are following.
Dissemination reports	An online form has been developed so that partners can update on a regular basis any dissemination activities they have been involved in or plan to be involved in. Hyperlinks and documents can be attached. At a future date, all event items will be linked to this form and conversely all event items will generate a new event item.
Administration	The administration team (UCD and EBN) can add new participants, view dissemination reports, etc.

2.3   TURAS Community Websites

There are 11 case study areas involved in the TURAS project:
- Dublin
- London
- Rotterdam
- Aalborg

- Stuttgart
- Sofia
- Brussels
- Rome
- Seville
- Nottingham
- Ljubljana

Central to the core concept of TURAS is the principle of engaging with communities in these case study areas and establishing a working partnership between these communities and local authorities, academic partners and industry in order to develop new solutions for sustainability and resilience in each city.   A dissemination action plan for community involvement in each case study areas has been prepared as part of the overall dissemination strategy (D8.14). The TURAS community websites/webpages will form one of the important elements in community engagement.

The TURAS Community Websites can take several forms:
- Stand alone TURAS mini-site created using a template developed by Pracsis to cover the elements described in Table 3 below;
- Sub-section(s) of existing local authority website(s) which include all the content in Table 3 below;
- A mixture of both.

As the local authority partners are responsible for managing the content of these sites and ultimately their maintenance and sustainability after the end of the project, the decision on which option to pursue remains firmly at local authority level. Several considerations should be taken into account in reaching this decision:
- Which option is likely to generate the highest level of public engagement? If there is an existing well established local authority website with a high volume of public traffic and a good level of public engagement then it may make sense to include a sub-section on the TURAS project linked to other areas of the existing site of high relevance e.g. local events /environment/waste/water/planning etc.
- Commitment to marketing new mini-site to the public – if a new site is created, user traffic and public engagement must be generated as part of the overall dissemination action plan for an area (these are outlined in Annex 1 of Deliverable 8.14).
- Cost of content management and maintenance during and after the project.
- Ease of integrating results of TURAS project e.g. public facing GIS tools (WP1), Local eco-business database (WP6).

Table 3 below presents a summary of the content to be included in each local TURAS community website.

**Table 3 Structure and content of TURAS Community Websites
(in local language)**

Heading	Description of content
About TURAS	- Summary of project and overall objectives - Objectives related to each case study area - Overview of methodology and timeframe

	• Link to TURAS public site and other community websites
About the case study area	Introductory profile of each case study area capturing: • Name of case study area • Physical location and size • Population • History • Features • Photos of site and communities • Short description of TURAS research related to case study area • Personalised contact points in local communities, local authorities and where applicable local academic partners and industry partners
Local news/events	• Tool to upload news and events related to TURAS e.g. link to community art exhibitions, community workshops on biodiversity, launch of new competitions etc • RSS feed for automatic updates to case study section of TURAS public website
Interactive community involvement	**Online engagement:** Generating feedback and discussion on topics of public interest through online surveys and blogs linked to social networking media. A good example of this is Dublin 5th Province - a citizen engagement initiative managed collaboratively between Dublin City Council and other partners with the purpose of engaging citizens on how the city should develop over the next 15 years. An invitation for public ideas on topics that reflect sustainability and quality of life issues citizens of Dublin is issued on a bi monthly basis. People can engage with the project and exchange ideas through an interactive web site, on line surveys, on line discussions and other forms of social media. The initiative provides an effective opportunity to disseminate information about TURAS and incorporate it into a wider city forum of citizen engagement. **Stimulating offline engagement**: Options being explored to stimulate wider public engagement at local community level are: • Simple 'yes/no' online polls or 'like/dislike' indicators to stimulate immediate reaction on a given topic • Online game (this may be the subject of a competition among schools or local communities) • Online competition(s) linked to offline activities (e.g. quiz on local ecosystems)

Resource Centre	Publication of results of TURAS:
	• Summary of deliverables to be prepared in local language and non-scientific language
	• Public access to TURAS toolkit:
	   o Geo-spatial tools (WP1)
	   o Eco-business database (WP6)

3. Delivery schedule for full implementation

Table 4 presents a summary of the delivery schedule for the three principle elements of the TURAS web platform described in the previous section.   The underlying dependencies on other partners are indicated.

Table 4: Delivery Schedule

Item	Status / Planned development	Dependencies
Logo and style guidelines	Completed M3	
Introductory public website	Completed M3	
Internal PPA	Completed M6	
Development of content of public website		
o About TURAS	M7-12	
o Work Programme	M7-12	
o TURAS urban case study profiles	M7-12	Dependent on identification of all case study areas and provision of content by local partners
o Resource centre / Results	Functionality M7-12	Content dependent on deliverable production
o News	Functionality completed M6	Content dependent on partner input
o Events	Functionality completed M6	Content dependent on partner input
o Media Desk	M7-12	
o Stimulating public interaction	M7-12	Content dependent on WPL and partner input
o Social Networking sites	M7-12	Content dependent on WPL input
o Useful links	M7-12	
o Search	M7-12	
o Legal notices	M7-12	
TURAS Community Websites		Dependent on decision of local authority partners on overall format of

			community websites
o About TURAS	M12-24		
o About the case study area	M12-24		Dependent on identification of all case study areas and provision of content by local partners
o Local news/events	M12-24		Content dependent on identification of local authority partners
o Interactive community involvement	M12-24		Content dependent on identification of local authority partners
o Resource Centre	M12-24		Substantial interaction required between WP1 and WP6 leader and local authority partners on integrating TURAS toolkit into local authority websites

It is anticipated that all three elements of the TURAS web platform will continue to evolve over the full duration of the project. From Month 49 to 60, the focus of Task 8.2 will shift towards the following topics:
- Sustainability of main site;
- Handover of mini-sites;
- Explore options to licence platform to other cities.