D8.15 TURAS Exploitation Events

DOCUMENT PROPERTIES

Nature Document	Other
Work package 8	Dissemination, training and exploitation of results
Task Leader	EBN
Authors	Siobhan Mc Quaid, Svenja Schuchmann
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1. Introduction

1.1. The scope of the deliverable

Deliverable 8.15 is related to Task 8.5 Focused training to assist in the exploitation of results by other councils/cities. The lead partner in the coordination of this task was Climate Alliance supported in the strategy and organisation by WP leader EBN and the local authority partners responsible for local organisation of each event. Most partners were involved to some extent in the delivery of these transnational workshops.

The objectives of these events were to disseminate and exchange the solutions developed within the framework of TURAS foremost with other local authority officials but also with interested politicians, SMEs, academic institutions and the public. The events enabled an exchange on TURAS outcomes with actors outside the TURAS project especially regarding their adaptation to varying local contexts. These events have contributed significantly to the effective exploitation of TURAS results by the target group. The events took place either on a regional, national or international scale. They were free of charge and widely promoted through the TURAS communication channels and through the communication channels of the partners organising the events.
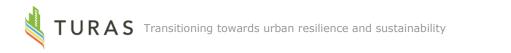
The scope of Task 8.5 was refined during the project duration. The most important refinements and rationale behind them are explained hereafter:

Primary target audience:
o   TURAS is aimed at achieving results at community and city level.   In the case of most work packages, the primary end-users of TURAS results are local authorities and therefore partners agreed that the primary target audience for TURAS dissemination events should be end users within local authorities. This was discussed at length and agreed with local authorities during the partner AGM in Brussels in January 2015. It is important to point out that the relative importance of other target audiences (such as communities, policy makers and politicians) varied from one city to another and the strategy for each city dissemination event was developed accordingly.   In most events, political audiences were still informed and engaged at the highest level with many events opened by political representatives such as mayors or council leaders.   Most content at each event was however targeted at the end users of TURAS outcomes i.e. local authority users most often in urban planning departments.

Dissemination and exploitation focus
o   The TURAS project has produced a huge volume of exploitable outcomes –there is a database of knowledge comprised of 10 integrated transition projects and 33 TURAS guidance tools which are complemented by 10 place based strategies and 30 place based reference pilots. Except for the TURAS guidance tools which were available in a draft format in the final year of the project, most of the other outcomes were only finalised in the last months of the project. The focus of the local authority events organised under Task 8.5 was therefore first and foremost to increase knowledge and exploitation of the guidance tools available but also about raising awareness of

the forthcoming results such as place based strategies and pilots. The final project results are structured in such a way that they are self-explanatory and applicable to other urban contexts.

2. Methodology

2.1   Strategy development and review

The strategy for T8.5 local authority events was developed by the WP8 team led by task leader Climate Alliance (Svenja Schumann) and supported by WP leader EBN (Siobhan McQuaid).   It was discussed and refined on WP8 monthly conference calls and bilateral calls throughout the final two years of the project.

In a first step, during the AGM in Brussels in January 2015, the local authority partners discussed the following questions regarding the T8.5 local authority events in three working groups:

1. Who should be the target audience of the local authority event: planners, local authority officials, politicians, public, private sector, other stakeholders?
2. On which objectives should the local authority event focus on: inform, engage, train or evaluate?
3. What formats are useful?
4. What content should be presented and the collaboration with which project partners is necessary for this?
5. What possibilities for external collaboration are there? Which relevant activities/projects are happening in the region?
6. Any ideas for the timing of the individual events? What possibilities are there to plug in to existing events?
7. How is the follow up with participants ensured?
8. Integrated Transition Strategy

The main outcomes of the working group discussion were as follows:
- The most important target audience for these events should be local authority officials. Different partners planned to target additional audiences depending on the local context.
- The scale of dissemination can vary, depending on city and context, with regional dissemination being the lowest scale.
- A clear catalogue of TURAS solutions is required to help local authorities select the most relevant outcomes and communicate them, for example through an online interface. This was consequently implemented on the TURAS website.
- TURAS outcomes should be presented as solutions – tangible, practical and implementable tools that have been shown to work, with the objective of their exploitation by other local authorities. Format of the event should be kept open.
- More communication support material required, for example video & other visual aids. (Videos promoting TURAS solutions were consequently developed).
- Plug-in with existing events regarded as useful, but dependent on each local authority.
- The TURAS Integrated Strategy should inform existing practices and not be positioned as something additional or separate.

In a second step, the results of the working group discussions were incorporated into the "Checklist LAPI Exploitation Events" to guide local authority partners in the planning of their events (see appendix 5.1).

In a third step, each local authority partner was asked to present a plan for their local authority event at the partner AGM in Malaga in October 2015, a template to be used by the local authority partners was prepared for this (please see appendix 5.2.). Local authority plans from Dublin (DCC), Brussels (IBGE), London (LBBD), Malaga (PRO), Rome Municipality, Rotterdam, Ljubljana (RDA LUR), Sofia and Stuttgart are available for download from the following Dropbox folder:

https://www.dropbox.com/sh/lkzjnqyi7l526pw/AAB4GkxpYAXBEGGXQ1UaYfmba?dl=0

2.2 Location of TURAS events

There are 12 urban regions involved as partners in the TURAS project

> Aalborg
> Belgrade
> Brussels
> Dublin
> Ljubljana
> London
> Malaga
> Nottingham
> Rome
> Rotterdam
> Sofia
> Stuttgart Region

Three of these urban regions are represented by academic partners: Aalborg, Belgrade and Nottingham. The other 9 urban regions are represented by local authority municipalities or local authority development agencies. Each of these 9 local authority partners was required to organize a TURAS exploitation event under T8.5. In practice, most local authority partners organized multiple dissemination and exploitation events throughout the project duration.

The location of official TURAS dissemination events as required under T8.5 and the lead organizing local authority partner are summarized hereafter:

Table 1: TURAS dissemination event locations & lead local authority partners

Location	Organiser
Brussels, Belgium	IBGE / BIM Brussels Environment
Dublin, Ireland	DCC – Dublin City Council
Rotterdam, Netherlands	Rotterdam – Gemeente Rotterdam
London, Great Britain	LBBD – London Borough of Barking and Dagenham
Ljulbljana, Slovenia	RRA LUR – Regionalna Razvojana Agencija Ljubljanse Urbane Regije
Rome, Italy	Roma – Roma Capitale (Comune di Roma)
Stuttgart, Germany	VRS – Verband Region Stuttgart
Malága, Spain	PRO – PROMÀLAGA
Sofia, Bulgaria	Sofia – Municipality of Sofia

2.3 Implementation

Climate Allliance (Svenja Schumann) took the lead in liaising with cities in planning, implementing and reporting on their local authority exploitation events. EBN (Siobhan McQuaid) played a key role in the planning and implementation of events organized in conjunction with TURAS Annual General Meetings (AGMs) in the latter years of the project i.e. Brussels, Malaga, Ljubljana and Dublin.

In order to coordinate the different exploitation events, local authorities were asked by Climate Alliance to send preliminary dates for their events as well as the draft event agenda for discussion regarding content and target audience. Regular updates on the planning of local authority events were shared by Climate Alliance at WP8 meetings.

Detailed reporting guidelines were prepared for each event covering:
* Objective of event
* Where & when
* Format

- Content
- Project partners present
- Language
- Scale of dissemination
- Additional target audience and / or other relevant actors present
- Links to relevant news / articles promoting / reporting on the event
- Final Agenda
- Participants list
- Photos
- Summary of feedback from participants

The full reporting guidelines are to be found in appendix 5.3.

The completed report for each city along with supporting photos and documentation from the event are in a dedicated Dropbox folder. The link to the folder for each city is in included in Table 3 in the next section.

2.4 Dedicated TURAS event mini-site functionality

EBN used their own website functionality on a trial basis to create a mini website to promote and capture registrations for the TURAS public dissemination event organized in Brussels in January 2015.   This mini-site was well received and consequently Pracsis made available on the TURAS website the functionality for local authority partners to create a mini-site for their own TURAS events. These mini-sites for the TURAS events provide much of the information required for reporting but also provide a better flavour of each local event and facilitate promotion in a consistent format. Mini-websites for the TURAS dissemination events were created for six of the TURAS local authority dissemination events. A link to the relevant event mini-site is provided in Table 2 in the next section.

3. Report on each TURAS workshop

3.1   Overview of TURAS exploitation events

Please find below an overview of the TURAS exploitation events.

Table 2   Official TURAS local authority events

Name of city	Name of event	TURAS outcomes addressed	Date	Web link
Brussels	Resilient Cities – Novel tools for local authorities	• Living Walls • Making use of vacant spaces • Using public land for agricultural incubator • Heat Atlas • Resilience Strategies to combat flooding • Provision of infrastructure through grouping of small suburban settlements	13.01.2015	http://events.turas-cities.eu/brussels
Dublin	Collaborating Communities	• Circular Economy • Energy for Community • Flood Management • Collaborative Tools • Green Infrastructure	06.09.2016	http://events.turas-cities.eu/Dublin
Ljubljana	Green infrastructure – new challenges for urban landscape planning	• Green Infrastructure Solutions	13.05.2016	http://events.turas-cities.eu/ljubljana/home.html
London	Sustainable and healthy new towns conference	• Green Infrastructure • Community Development and Resilience • Community Geo Timeline	25.08.2016	http://events.turas-cities.eu/London
Malága	Doing things differently: The	Local Authorities Roundtable:	07.10.2015	http://events.turas-cities.eu/malaga

	TURAS approach to urban resilience and sustainability	• Transition Strategies of Malaga, London, Rome and Brussels SME Roundtable: • Green living room technologies • Waste technologies • Crowd based applications for optimizing vacant space • Bridging strategies to stimulate placed based economic sustainability • European Green Roofs movement		
Rome	Sustainable Forestry	• Guidelines of urban forestation sustainable of Roma Capitale. The Guidelines are designed to provide a solid framework sustainable in environmental, social and economic terms.	16.12.2015	Event mini-site not used. Promoted through local channels – see report in Table 3.
Rotterdam	Integrated water management and flood protection	• Integrated water management and flood protection	17. – 18.09 2015	Event mini-site not available at time of event. Event promoted through blog on TURAS website http://www.turas-cities.eu/blog/25
Sofia	TURAS & METREX Sofia Autumn Conference	• Limiting Urban Sprawl • Short Circuit Economies	13.09.2016	http://events.turas-cities.eu/sofia/home.html
Stuttgart	Klimagerechte Stadt-Anpassungsstrategien für Freiraum	• Green Infrastructure Solutions	17.09.2015	Event mini-site not available at time of event.

In addition to each of these official TURAS exploitation events, all partners, in particular local authority partners, organized a large number of additional exploitation events targeting a wide range of audiences. Please find a selection below:

Table 3   Example of additional TURAS partner events organised by local authority partners

Name of city	Name of event/ TURAS outcomes addressed	Target audience (community, local authority, academic etc)	Lead organizer (TURAS partner)	Date of event	Approx no of participants
Brussels	Co-creation of the reconversion programme of the Crown Barracks in Brussels	Community, but also regional policy makers and academics	Osmos	26.05.2016	50
Dublin	Bridgefoot Pop-Up Event	Community	UCL and DCC	22.-23. 04.2016	40
London	The Green Living Room Roadshow	Community	LBBD	24.- 25.08.2016	100+
Malaga	TURAS Creative Workshop at Pompidou Malaga	Local Stakeholders	PRO	08.10.2015	35
Málaga	Creating Kind Neighborhoods	Local Stakeholder	Bioazul	13.05.2016	20
Manziana	Participatory workshop on the Solfatara di Manziana	Community	BIC Lazio	17.- 18.03.2016	46
Nottingham	Meadows Community Event	Community	The University of Nottingham	14.10.2015	60

Links to these and other TURAS events are available from the resources section of the TURAS website http://turas-cities.eu/turas_events .

3.2   Individual city reports

As described in subchapter 2.3, each local authority event organizer was asked to fill out reporting templates and to provide WP8 with detailed reporting information. The mini event website (link provided in Table 2) provides much of the required content such as objectives, programme, downloadable presentations from the event, details of venue and organizing partners.   Additional reporting information is available in a Dropbox folder for each location as identified in Table 3 below.

Table 4: Link to completed event reports

Name of city	Name of event	Date	Link to report in Dropbox
Brussels	Resilient Cities – Novel tools for local authorities	13.01.2015	https://www.dropbox.com/sh/gnhry7adbi418nj/AAB8d6M51dRphRVFXo4u6nu2a?dl=0
Dublin	Collaborating Communities	06.09.2016	https://www.dropbox.com/sh/nznrh1l57i7lmmj/AADUV6rdB5ZfmsTi1lGuJ80Ia?dl=0
Ljubljana	Green infrastructure – new challenges for urban landscape planning	13.05.2016	https://www.dropbox.com/s/r74n8f1iqplbdr4/LAPI%20Exploitation%20Event%20Reporting.docx?dl=0
London	Sustainable and healthy new towns conference	25.08.2016	https://www.dropbox.com/sh/ftmm3j16yldcpc7/AADUGR3z8bZKI21t51BbFWH-a?dl=0
Malága	Doing things differently: The TURAS approach to urban resilience and sustainability	07.10.2015	https://www.dropbox.com/sh/pzjoxfnexoxv8v8/AADDs6sYdGU52sMcBQawB70Ya?dl=0
Rome	Sustainable Forestry	16.12.2015	https://www.dropbox.com/s/42dkogcwob39s2b/Reporting%20Official%20LAPI%20Event%20Municipality%20Rome.pdf?dl=0
Rotterdam	Integrated water management and flood protection	17. – 18.09 2015	https://www.dropbox.com/sh/zjsrj62hu58cum9/AADPUCKdTEpAp9hM3E60NDWEa?dl=0

Sofia	TURAS & METREX Sofia Autumn Conference	13.09.2016	https://www.dropbox.com/sh/88erq1glqxgnaqv/AABHJ8q8fx1kGQ5-XI45F2ZQa?dl=0
Stuttgart	Klimagerechte Stadt-Anpassungsstrategien für Freiraum	17.09.2015	https://www.dropbox.com/sh/4645fu45rzl9tzv/AADpJ8HW5Ydxp_bSkR8FPxjka?dl=0

4. Conclusions

With more than 9 exploitation events implemented by the project partners, a wide variety of TURAS guidance tools and outcomes were presented and discussed. This gave local authority officials outside the TURAS project and further target audiences the opportunity to understand the exploitation potential of TURAS solutions and adapt them to their own contexts.

This success was achieved by involving local authority partners in the design of the exploitation events and thus drawing on their experience. Together, the main target group to exploit TURAS solutions was identified – local authority officials – and it was decided that format, scope and content of the event were to be chosen by the organizing local authority partner. This method gave the local authorities enough flexibility to design the exploitation event in such a way that they could best reach the TURAS objective – effective exploitation of TURAS results by local authority officials. Bilateral communication to discuss agenda and target groups between the task leader and the local authority partners organizing events, proved to be very fruitful.

As proposed by the local authority partners, a catalogue of TURAS solutions and videos were created, in order to (amongst other) support local authority partners in identifying the TURAS solutions relevant for their target audience in their respective countries. Project partners involved in developing the specific TURAS solution were invited as speakers to the exploitation event, thus ensuring the quality of the information presented there. As a side effect, this also fostered information exchange among TURAS project partners.

Plugging-in exploitation events into other events created synergies and enabled the local authority partners to reach out to an even larger number of local authority officials and other target audiences. Furthermore, valuable contacts with the cooperating partners could be established.

The reporting templates developed by the task leader enabled the local authorities organising the events, to document the exploitation events in an efficient manner.

5. Appendix

5.1 Checklist for Local Authority and Public Institution Exploitation Events (Task 8.5.)

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Checklist for Local Authority and Public Institution Exploitation Events (Task 8.5)

Who: Local Authority and Public Institutions (LAPI) are obliged to organise one LAPI Dissemination Events according to Task 8.5.
Why: Goal is to disseminate TURAS outcomes to other LAPIS.
What: A minimum of two activity units or elements of the Integrated Transition Strategy (ITS) of your LAPI are to be disseminated.

Tips:
- Find a **date** for your event. Keep in mind to look for synergies with other events taking place.
- Choose **input** for your TURAS dissemination event from your city ITS or from the current catalogue of TURAS activity units. Analyse the framework conditions of the chosen TURAS outcome and adapt them to local needs if necessary. Possibly complement TURAS input with similar inputs /tools available nationally or locally.
- Decide if you want to do **training** or an **information event**.
- Invite the **TURAS project partners** to provide input for your dissemination event. Project partners have budget for this under WP8. Think of possible translation needs.
- Choose your **scale of dissemination**; will it be a local, regional or national event?
- Your **target audience** are LAPIs. Consider if it is useful to target other audiences, for example the wider public, academia and business.
- Invite interested LAPIs to your event. Think of other **relevant actors to invite**, for example: partner cities, representatives of the European Commission in your country, relevant ministries, relevant organisations e.g. associations of local authorities, other EU projects working on similar topics as TURAS etc.
- Use the **promotional material** available. You can find the TURAS brochure (editable), posters, postcard, rollup for download and the TURAS styleguide for consultation in the media desk in the PPA (indicated by the red arrow). Show the TURAS videos dispayed on YouTube.
- Promote your dissemination event through the **TURAS website, your own communication channels and TURAS partner's communication channels**. Feel free to send information to Climate Alliance, which will

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TURAS

Checklist for Local Authority and Public Institution Exploitation Events (Task 8.5)

promote your event through its diverse communication channels (Climate Alliance European Secretariat, Climate Alliance Lobby Office in Brussels, Covenant of Mayors, Covenant of Mayors East, Mayors Adapt etc.).

➢ Develop your own promotional material. You could produce your own **video clip for the TURAS YouTube channel**. Suggested content: video of case study area, testimonial from local authority partner and from someone from local community. Length should be maximum 1 minute. We recommend to make these videos in both local language and English, but local language would be the priority for the local dissemination event.

➢ **Follow-up on the event** and stay in contact with interested local authorities. You can use the "Evaluation Form Example" available in the TURAS PPA.

5.2 Template Planning LAPI Exploitation Event (T. 8.5.)

What do I do with this template?

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- This template should be used for the presentation of each Local Authority and Public Institution (LAPI) partner at the Annual General Meeting (AGM) in Malaga.
- This template aims to help you:
  - distill TURAS content and identify the key messages you want to communicate to other LAPIs at your own LAPI exploitation event under Task 8.5.
  - to prepare for the logistical organization of your LAPI exploitation event under Task 8.5.
- The template is based for the most part on a summary of the information already collected for the Integrated Transition Strategy (ITS) and Activity Units (ACUs)
- After the AGM, you may wish to use the key messages identified in this template to develop the agenda and communications for your own exploitation event under Task 8.5.
- Each LAPI partner has a 15 minute 'pitch-style' presentation at the AGM based on this template.
- The first 10 minutes should be used to present slides 3-6 (ITS & ACUs) and the last 5 minutes for slides 7-8 (logistical preparation).
- At the end of all the presentations, Eva-Maria will host a roundtable with a representative from each LAPI partner where overall lessons learnt at ITS & individual ACU levels will be discussed

What is a Local Authority and Public Institution (LAPI) Exploitation Event?

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Task 8.5 specifies that a Local Authority and Public Institution Exploitation/Training Event will be organised by each LAPI partner to assist other local authorities in the exploitation of TURAS outcomes.

What TURAS outcomes are available for exploitation by other Local Authorities and Public Institutions?

- TURAS ITS (PDF version of each cities draft ITS available now / online full ITS version to follow)
- TURAS Activity Unit Catalogue (available online now / video & case studies to be added)

Other information about the LAPI exploitation event:

- Main target audience: Local Authorities and Public Institutions (LAPI) with potential interest in exploiting TURAS results
- Target audience size: 30+ participants
- Budget: Personnel costs can be charged to WP8
  Each partner also has a small other direct costs budget of at least €5k to cover costs relating to room hire, catering etc.
- Reporting: Evaluation forms to be completed by participants & short post-event report to be completed (with lots of images, downloads of presentations and feedback of participants).
- Essential promotion: Each LAPI event must be intensively promoted through TURAS site (i.e. posted in news / events/blog/Facebook/Twitter/LinkedIn) @TurasCities should be visible on all material.

N.B. IF THE EVENT IS NOT PROMOTED THROUGH TURAS COMMUNICATION CHANNELS IT CANNOT BE REPORTED IN WP8!

Name of speaker & organisation

TURAS AGM: LAPI Presentations

Malaga, 6th October 2015

Your ITS in a nutshell:

Note: add your content in bullet points in the grey boxes on these slides

- What are the 3 main urban-regional challenges your LAPI wants to address in TURAS?

- What is your vision (short/medium/long term) towards which TURAS may contribute?

What?
(system)
What is the context?

Why?
(vision)
Why are we here?

Making it happen
(implementation)

How to get there?
(strategy/ planning)

- TURAS ACUs of highest interest (now or in the future) in your urban region
- Timeframe for implementation

- What steps are being taken to integrate TURAS into your organisations' strategic planning?
- What stakeholders (internal/external/ official bodies) are being involved?

ACU 1: Title of ACU?
(originally piloted in your urban region)

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- What are the specific challenges this ACU addresses in your region?

What?

For whom?

- What communities are being addressed? Who is part of this vision?

Benefits

How?

- What are the (short/mid/long term) tangible benefits of this ACU for your urban region?

- Step by step approach on how this ACU has been implemented in your region and what stakeholders have been involved at each step of the process?

ACU 2: Title of ACU?
(transferred into your urban region and potentially implemented as part of your ITS)

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- What are the specific challenges this ACU addresses in your region?

What?

For whom?

- What communities do you want to address? Who is part of this vision?

Benefits

How?

- What are the (short/mid/long term) tangible benefits of this ACU for your urban region?

- Step by step approach on how this ACU is being implemented in your region and what stakeholders are involved at each step of the process?

[Enter your Local Authority's or Public Institution's name] Exploitation Event

- Where & when: [place, date]
- Format:
  - Standalone or organized within the framework of another event organised by your LAPI? [if yes, name the event]
  - full day/half day event?
  - training workshop/roundtable/one-to-one etc
  - ...
  - ...
- Content: What TURAS ITS/ACUs will you be presenting?
  - .... As a minimum you should present your own ITS incorporating at least two ACUs, preferably one piloted in your region and another piloted in another TURAS region – see slides 4-6
  - ... your may want to invite other TURAS partners / ACU experts to share their experience and knowledge
  - ....
  - ....

[Enter your Local Authority's or Public Institution's name] Exploitation Event
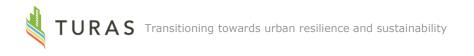
- Language: [enter the language the event is taking place in]

- Target LAPIs: [regional, national or international level?]

- Additional target audience and / or other relevant actors invited: [small and medium enterprises, wider public, academia, partner cities, relevant ministries, relevant organisations etc.]

- Promotional material / activities: [in addition to TURAS online promotion what other promotional activities are planned e.g. poster, postcards, press release, own communication channels etc]
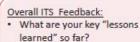
Roundtable LAPI discussion

Malaga, 6th October 2015
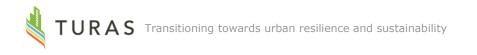
Preparation for LAPI Roundtable (end of meeting)

Overall ITS Feedback:
- What are your key "lessons learned" so far?
- What means "Transition - doing things differently" in your case concretely?

Tips for other LAPIS:
From your experience with the ACU implementation:
- ...what helps the process?
- ...what hinders the process?

5.3 Reporting Template LAPI Exploitation Event (T. 8.5.)

Reporting Template LAPI Exploitation Event (T. 8.5.)

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What do I do with this template?

- This template is to be used for reporting on the LAPI Exploitation Events.
- This template aims to:

  -help you summarize / document the key results of your event

  - enable WP8 team to report on the dissemination activities in TURAS

- Please send this template and attachments latest 1 week after the event via e-mail to s.schuchmann@climatealliance.org!

Reporting Template LAPI Exploitation Event

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- Objective of event:

- Where & when:

- Format:

- Content [TURAS ITS/ACUs presented]:

- Project partners present:

Reporting Template LAPI Exploitation Event

- Language:

- Scale of dissemination:

- Additional target audience and / or other relevant actors present:

- Links to relevant news / articles promoting / reporting on the event:

Reporting Template LAPI Exploitation Event

- Please add as an attachment to an e-mail:

✓ Final Agenda
✓ Participants list
✓ Photos
✓ Summary of feedback from participants (example of survey template to be found in the TURAS partners area)