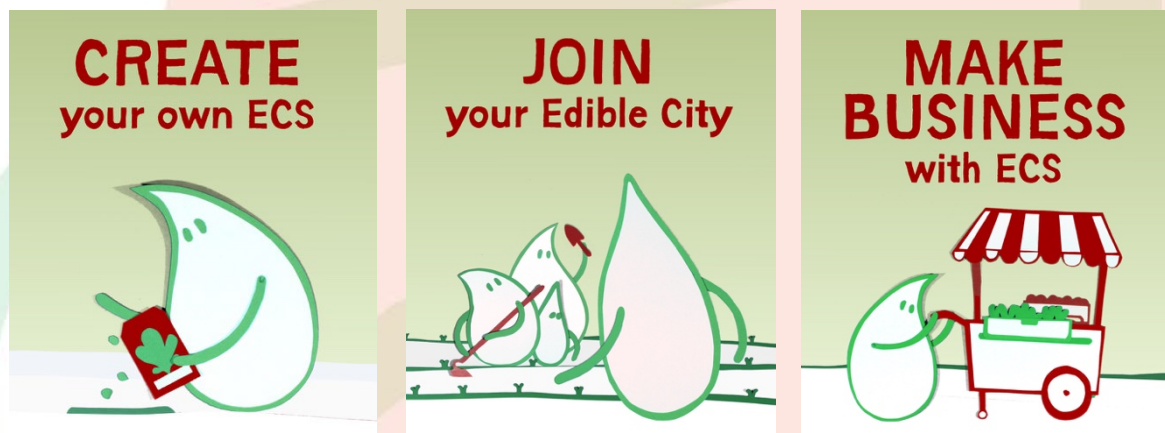## Edible Cities Network

Edible Cities Network – Integrating Edible City Solutions for social, resilient and sustainably productive Cities

EdiCitNet

Deliverable D7.1

Refinement and adjustment of plan for the dissemination, communication and training activities

CREATE your own ECS

JOIN your Edible City

MAKE BUSINESS with ECS

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History of Changes

Ver-sion	Date	Comments/Changes	Author/Partner
1.0	02.04.2019	Initial Version	Thomas Wachtel, Suhana Reddy (UBER)
1.1	30.11.2020	Yearly update and revision	Thomas Wachtel, Suhana Reddy, Elena Heim, Edi Emilov (UBER), Kai Gildhorn (MUNDRAUB), Alexandra Popartan (UDG),
1.2	13.07.2021	Update on communication section	Elena Heim, Thomas Wachtel (UBER)

Table of Contents

1. Executive Summary

This refined Plan of Dissemination, Communication and Education (DCEP) is a collection of actions that will result in the visibility of the EdiCitNet project, the global application of its results and in establishment and support for the EdiCitNet network during the project period and beyond. As a fundamental element of EdiCitNet's visibility strategy, this plan is a lever to reach out to society as a whole. Especially the involvement of the broadest possible range of stakeholders and the permanent highlighting of the benefits of Edible City Solutions (ECS) for urban society are driving the desired paradigm shift towards sustainable lifestyles and resilient cities.

The visibility of results, findings and outcomes, as well as "call to action" refers 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

Goals of Dissemination, Communication and Education Plan

The main objectives of **dissemination** are to share as widely as possible the research results from the project EdiCitNet to the scientific community and beyond to enhance "real life" implementation. Regarding the former, the main channel of dissemination will be high quality articles to be published in open access journals and thus provide insights to a large and inter-disciplinary audience. Other targeted audiences are industry, policy makers, civil organizations and other parts of the society. These stakeholders will be addressed for example by recommendation catalogues and guidelines and other material transporting essential lessons learned to stakeholders of the non-scientific community.

The major objectives regarding **communication** are to promote and maximize the visibility of the project. Visibility is not only crucial to draw attention to processes of this project and to bring ideas and solutions of EdiCitNet to society but also to enhance participation, co-determination and knowledge sharing among relevant societal groups, economy, planning authorities and further relevant stakeholder and target audiences.

The main objectives concerning **education/training** activities concentrate on long-term mainstreaming and deep anchoring of ECS in society as a whole to generate ecological, social and economic benefits for future urban planning and living.

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.

The communication and dissemination plan will be regularly reviewed and, if necessary, adapted to current situations, such as the specific situation of Covid-19.

3. EdiCitNet target audiences

Even though the EdiCitNet project has chosen the entire public as its overall target audience, of course some more specific target groups (such as SMEs and NGOs) are more relevant for the direct dissemination and communication of certain sub-themes of EdiCitNet. It is precisely the target-group-oriented approach to addressing and involving actors that leads in the end to reaching as many people as possible and at best to convincing them. One main basic condition for "addressing and involving" is the translation into all other languages at first in our partner countries and additionally also in the network target countries. The important role of *language* as tool to convey messages is a basic parameter for the external but also internal communication. Since the translation is mostly managed within the consortium, it takes some time but will be sorted out soon. Following a target group analysis, EdiCitNet has designed customized messages and communication products for each target group, which are described in more detail below.
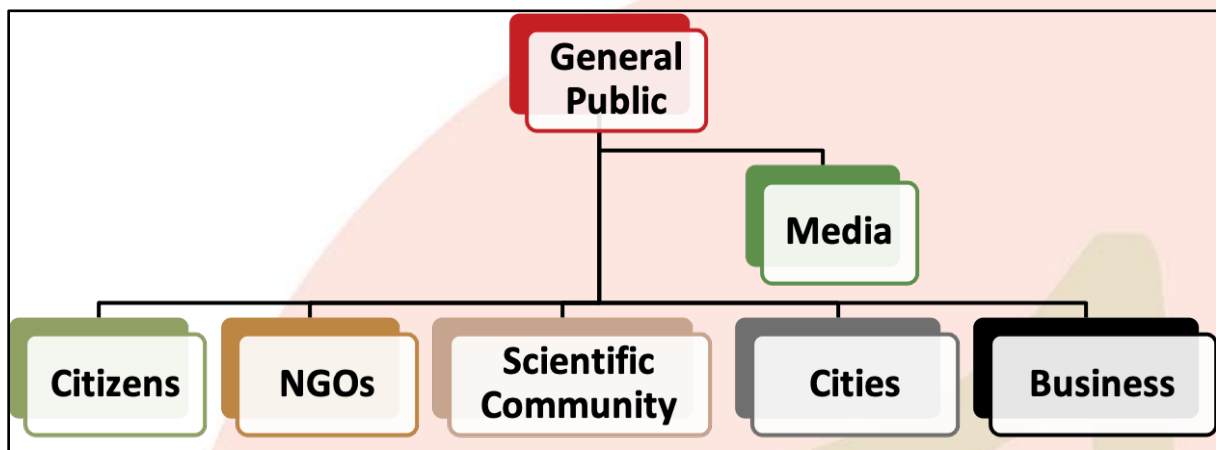

Figure 1: Main target audience of EdiCitNet

3.1 Media

For press and communication work in particular, the media play a decisive role in the target group of opinion leaders or multipliers. Since the "media" act as selectors in the choice of information, the measures or articles for special target groups, such as the general public or even business and science, must be adapted to a possible bottleneck in communication.

How to reach the media:
Here, the local EdiCitNet partners must first ask themselves the question of which are relevant at all in order to reach the respective core target groups. Then it is necessary to analyse, differentiate and prioritize. The following list provides a general overview of the most important media genres that can be considered:

- Newspapers (daily, weekly, Sunday newspapers)

- Public magazines
- Business magazines
- Trade journals
- Association or chamber publications
- Online media (for example social media channels)
- Advertising papers
- Radio broadcasting
- Television
- News agencies

A differentiation can then be made between local, regional, national and international media, according to the area of distribution. Successful press work also depends on personal relations with media representatives, i.e. journalists or editors. It is therefore important to address them personally whenever possible.
The target group of journalists naturally also includes science and data journalists. They specifically publish scientific content in general and

specialized media, digital or non-digital. An analysis of local media reports on similar (EU) projects can be very helpful in establishing contacts. For example, important local dates/holidays or interesting topics like the Citizen Science aspect of the EdiCitNet project can be important hooks for various current media topics.

There are two different monthly newsletters, one is addressed only to the consortium, as it encompasses the project´s internal communication, and the other one is for external communication, which involves a wider public such as members of the city teams and/or interested individuals in the network who want to be updated with the project´s news and activities. You can subscribe to the external newsletter on the website.

<u>The keywords to be conveyed:</u>
In order to enable a common communication across all local EdiCitNet partners and cities, keywords have been developed for different categories (see table 1), which will be used in all media publications.

Table 1: Keywords for media for different categories

Categories	Key words for media				
General Terms	EdiCitNet	Edible City Solutions	Edible Cities	Edible Cities Network	ECS
Network and global change	Self-learning and constantly growing network	Liveable City	Create your City	Design your future	EcoSystem Services
Pradigm shift	Changemaker	Knowledge sharing	Change of urban lifestyle	Mutual learning	Urban Transformation
Cities	Anchoring Edible City Solutions	Edible City Master Plan	Living laboratories	Be an edible city	Co-creation
Science	Findings foster sustainability	Trial and Error	Edible Cities Pilot	Monitoring	Nature-based solutions
Citizens	We are the city	Worldwide replication	Citizen Science	Global Movements	Co-design
Business	Sustainable productive market uptake	Start-ups	Green jobs	Innovative Business Models	High Tech Edible City Solutions

3.2 Citizens

As urban agriculture (UA) as part of ECS continues to grow in popularity, the movement itself is becoming as critical mass one of the main drivers of the expansion and implementation of Edible Cities Network. Especially in the (semi)private sector, there are many connection points to UA for example regarding balcony, front garden, tree pit, and footpath or allotment garden design. Many citizens are looking for professional information and exchange, e.g., on seeds, biodiversity or possibilities of participation but especially on official guidelines and authorizations when setting up ECS.

<u>How to reach the citizens:</u>
- local newspapers and television
- permanent social media presence
- Citizens' Forums and open meetings
- EdiCitNet website
- Semi-public Communication Management Tool (CMT) of EdiCitNet
- on-site events (e.g., visits to the Living Lab, Long Night of Science or ECS opening events, street festivals)
- Citizen Science measures (e.g., within the framework of the monitoring programme)
- Co-Creation Formats (e.g., for planning and future design of own ECS)
- Training measures, ECS Forum, EdiCitNet conference (for more information please see D7.4)
- EdiCitNet Participation in local festivals, fairs and markets

- Through associations, street workers and public participation programmes
- External Newsletter

The messages to be conveyed:
- ECS permeate our society!
- Make your City liveable for YOU and OUR future!
- Engage now!
- Edible Cities for everyone!
- You can be an active participant in the advancement of science!
- You can be an active participant in citizen science projects!
- You can be an active participant in shaping the future of your city!
- Become part of the EdiCitNet network to connect, learn and share with others!

3.3 NGOs & Civil Society Organizations

NGOs and civil society organizations are an important target group as pioneers and promoters of EdiCitNet-related topics such as citizen participation, integration, sustainability and green economies. For years, they have been working for more resilient cities and communities and for edible cities. Since necessary changes and general convincing can best be demonstrated through visualization and direct implementation, these practice partners are indispensable for the innovation action EdiCitNet and its imitated goals.

How to reach NGOs and Civil Society Organisations:
Local stakeholder analyses are indispensable for the targeted contacting and addressing of these organizations. Together with our broad consortium and the HUBs as local supporters in each EdiCitNet country, organisations are reached through a snowball process and internet research. In addition, countless initiatives are already being reported via CMT and website and want to become part of the Edible Cities Network. Additionally, these organizations can be reached and involved through the following well-known channels and actions:

- EdiCitNet website
- CMT

- Social Media
- Newspaper and television
- On-site events (e.g., visit the Living Labs) planned together with local networks
- Integration into the Edible Cities Network
- Newsletter
- As provider of training measures
- Awareness and Education actions
- External Newsletter

The messages to be conveyed:
- You are the Changemaker!
- We support you!
- Together we anchor Edible City Solutions in Cities for the change of urban lifestyle!
- Let us learn and act together!

3.4 Scientific Community

The Scientific Community includes researchers that work in universities, science and technology parks, technology transfer offices, units of scientific cultures and research centres. Moreover, the project is intrinsically transdisciplinary and so is its scientific audience: planners, environmental engineers, urban geographers, political scientists, sociologists. When addressing this audience, the goal is to motivate researchers to focus on this area of study by stimulating their curiosity and the sense that research in this field can have a real impact.

How to reach the scientific audience:
- EdiCitNet presence at as many relevant conferences as possible
- Scientific publications
- European Projects and Task Forces on NBS and smart cities
- Dissemination of project results in relevant journals and forums
- EdiCitNet Conference (see D7.5)
- ECS Forum (see D7.5)
- EdiCitNet Summer School (see D7.5)
- Education programmes (see D7.4)

The messages to be conveyed:
- Innovation actions can be as rigorous and trustworthy as pure research projects!

- Research in ECS can have a direct impact on policies and citizens' life!
- Interdisciplinary research and action are key to attaining healthy and happy cities!
- Edible city solutions could be the most effective nature-based solution but more research is needed to prove it!
- Cooperation with non-scientific institutions inspires science and the knowledge process!
- Findings contribute to ECS improvements and exploitation!

3.5 Municipalities

Municipalities and their political decision-makers play a decisive role as a place of legitimacy and overarching urban planning and design at various levels (local, regional, national and, as best practice, worldwide). Addressing decision-makers in a targeted manner is essential for a truly long-term establishment of ECS in planning concepts in our cities. Based on motivated EdiCitNet cities and other active urban communities that have been promoting the concept of the Edible City for years, an initial network is being established to address and convince other municipalities through best practices and intensive exchange. Cities worldwide are currently facing complex challenges and are grateful for concrete solutions that help the city implement their green strategies.

How to reach Municipalities and its decision-makers:
- Study of existing edible cities worldwide (e.g., over 100 have already been identified in Germany)
- Research of cities with nutrition concepts, nutrition councils and nutrition departments
- Collection of cities already involved in similar (EU) projects
- Consortium contacts
- Similar networks of cities (e.g., C40 or 16 validated persons in Edible City Net in Germany - https://essbare-stadt.net/staedte_regionen/ - 6 more people in the pipeline)
- European and global information and exchange programs

The messages to be conveyed:
- Tackle urban challenges!
- Become an Edible City and benefit at all levels of sustainability!
- Join us in creating inclusive edible communities!
- Have your say in building an edible community!
- We facilitate the integration of alternative food systems in planning!
- ECS and Citizen Science (CS) enhance social cohesion in urban communities!
- The outcomes of EdiCitNet and CS projects are a powerful legitimizing tool for municipal actions and policies
- ECS successful projects improve administration popularity
- ECS encourage communities to work together with public administration

3.6 ECS Business Community

As ECS not only bring social and environmental benefits, but also contribute to the creation of green jobs and sustainable investment and businesses, the interested ECS business community belongs to the most important target group. EdiCitNet tries to support existing companies and business models as well as to motivate urban actors to transfer their innovative ideas into sustainable business concepts. This is fixed in concrete actions within the Business Consultancy EdiCitNet provides for this target audience (see D6.4). Additionally, the marketplace (see D6.3) is the tangible platform for this target group. Here ECS are part of a group dealing with similar issues and challenges. This target audience includes (social) entrepreneurs, development and innovation agencies and communications departments of SMEs or big companies.

How to reach ECS Business Communities:
- EdiCitNet website
- EdiCitNet Marketplace
- Social Media
- Local stakeholder analysis (see D6.2)
- ECS Forum
- National and international trade fairs
- Chambers of Industry and Commerce
- External Newsletter

The messages to be conveyed:
- Edible City Solution: Your opportunity for sustainable and innovative investments!
- You can make money on ECS!
- Invest in the future!
- Green economy is possible!
- Increase your corporate social responsibility!

3.7 Key Messages of EdiCitNet

Key messages and key words should form a common EdiCitNet vocabulary worldwide and thus support the recognition of EdiCitNet as a globally acting project. Whenever interviews are given or our joint project is represented, it makes sense to come back to the same keywords and key messages. Therefore, the key messages should be memorable and popular. Specific key messages have been developed for all work packages and target groups. As the depth of content of certain actions and measures often varies, we have developed very concrete and short as well as somewhat detailed core messages (see Annex 3). By using key messages, we form a corporate wording just alike to the corporate design.

4. Plans for communication, dissemination & education

4.1 SWOT analysis as preparatory measure

In order to plan and develop appropriate plans for communication as well as dissemination and education activities, which will ultimately increase the visibility of the project and the long-term anchoring of ECS, an overall SWOT of the general communication environment of EdiCitNet with strengths, weaknesses, opportunities and threats was conducted.
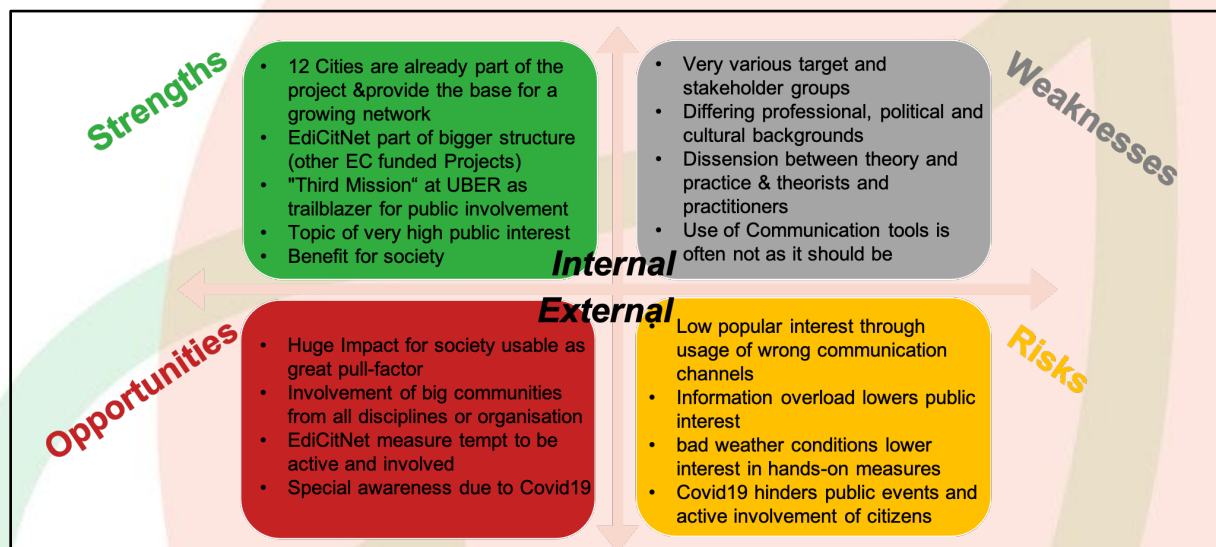
Figure 2: SWOT Analysis of EdiCitNet´s communication

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 (which follow the TOWS approach):

1. A wide network gives access to many different countries and cultures. Communication is done in the respective language and to a broad stakeholder landscape. Nevertheless, this effort is often not fully specific to the targeted audience and translation often misses the wording as Edible City Solutions work fine in English but not so much in other languages. As conse-

quence, we will find by the end of the project suitable terminologies that work for different cultures, languages and social groups.

2. Despite a big public interest in ECS, especially under the Pandemic situation, knowledge and motivation is getting lost in several digital channels. The EdiCitNet communication strategy therefore foresees to focus on few yet effective digital tools which are interlinked and appear in corporate identity.

3. Bigger Structure (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)

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 – IRI THESys 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 and social media: Twitter, Instagram, LinkedIn, Newsletter, Webpage (adjusted to societal use and needs), Interviews and Contribute to popular media (TV, Radio) – reaching 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 the scientific community. Visibility events for SMEs and the green economy foster media attention – EdiCitNet tries to distinguish itself 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.

4.2 Dissemination

Dissemination describes primarily the open access to the findings of EdiCitNet. Given the interdisciplinary dynamic of EdiCitNet, the project constantly works with information regarding governance, mainstreaming strategies or stakeholder management from major 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 to the H2020 Policy on Open Access to Scientific Publications and Research Data in Horizon 2020. EdiCitNet will optimise 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 to primarily 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, and 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 (see D7.3). In addition to the Consortium Agreement, we agreed within the Executive Board to follow the CRediT system regarding publications.

NBS - Taskforces of the European Commission

The EdiCitNet Consortia is represented in each of the Taskforces (TF). In these Taskforces we align our daily work in WP7 with the current processes of the sister NBS-projects. Collaborative publications are planned and EdiCitNet is represented accordingly (e.g., TF KPI and Monitoring, section contributed to the Handbook, TF3 planned section for NBS /ECS special issue publication on Business Models).

Horizon results booster

EdiCitNet is currently applying for the EU's Horizon Results Booster in Q2021, the online application will be submitted soon. This newly available service is aimed at projects funded under FP7 and H2020, and assists them with the dissemination of their results, as well as with their business development plans. As a project, EdiCitNet can greatly benefit from all three different services offered. We will take advantage of the Portfolio Dissemination & Exploitation Strategy (Module A&B, later C), this will allow the project to expand its reach and get more people onboard, while assuring that the obtained results are successfully embedded in the scientific community and practices. Referring to the TOWS we aim at developing a concrete plan how to develop suitable terminology and language adjusted communication strategy.

We expect from the Dissemination Booster support for analysing the potential of the results and findings for dissemination into the different target groups. In table 2 we already collected planned dissemination actions. This think-tank will result in a concrete plan collaboratively set up with the support of the Dissemination Booster programme in order to enhance the impact of the EdiCitNet project.
This table is going to be co-developed with the EdiCitNet Consortium and aims to structure the release of dissemination material.

Table 2: Suggestion on a think tank on dissemination of EdiCitNet results until the project end

	General public	Media	NGOs & NPOs	Scientific Community	Cities	Businesses & SE
City Teams	online City Team Guideline launched on webpage	Video on City Team as participative new urban decision maker	Events/ Forums with City Team and political decision-maker as lever for increasing the impact of NGO efforts	Publications and evaluation of City Teams in comparison to other steering groups	Fact Sheets and Abstract in appealing formats for distribution	Approach through Marketplace and offering of FAQs and helpdesk for basic question on legal and juridical level
Co-creation and Governance	Why co-creation? Backgrounds for participation and democratic movements in street events and other suitable formats	Collected outcomes on experience from the co-creation phase pointed out in interviews and podcasts	Active support by learning in events from NGOs and NPOs as change-maker. Enhanced collaboration in hands on events	Collaborative publications and presentations at conferences on co-creation and governance fed by outcomes from the EdiCitNet project and related sister projects	Co-created Guidelines and workshops which transfer the experiences from EdiCitNet and sister projects	Supportive knowledge exchange within the BCT to interested ECS and SE. Issues in the policy cycle and lowering of barriers e.g., in legal questions
EdiCitNet Marketplace/	Display and showcase of ECS and their products and services, webinars	Accessible collection of start-ups and unusual products	Potential connection to supporters and brokerage through a	Publications on business models and on outcomes from workshops,	Connection and dissemination of results in BCT to economic	Collaborative establishment of a functioning Marketplace regarding

BCT		and services, videos	series of workshops	presentation on conferences and other scientific formats	departments of the city.	specific needs and demands, new ideas and for SMEs and foundation of SMEs
ECS Toolbox	User friendly platform for creating own ECS on public or private space, energy and resource facts will be displayed and support quick and easy information	Special use for articles regarding ECS; Toolbox functions as "ECS Wiki"	ECS implementation and arguments for lobby work within cities	Publications on the impact of the Toolbox within specific target audiences	Support in concrete ECS implementations and over-arching plannings	To be elaborated
Edible Cities Network	Local networks and independent events as basic impact to society as result from the project communication	A resilient network of cities, comparable with the MUFPP, is the consequence of the onboarding and association of cities	Network-based exchange events to enhance ECS implementation (e.g., ECS Forum)	Exploitation and exchange of findings and results in LL, master plan processes and ECS developments	Direct contact and exchange of best practices regarding ECS as an innovative tool for urban planning	To be elaborated
Living Labs	Live Showcases of open-end ECS in action with participation possibilities	Public discussion on LL results after implementation is featured in local newspapers and radio	To be elaborated	Publications on LL implementation, establishment and monitoring of ECS	Results of governance endeavours and opportunities and risks during implementation	To be elaborated

4.3 Education

This plan foresees tackling identified challenges regarding the education and training activities for EdiCitNet target audiences. Education products will be co-created with all academic partners and other relevant stakeholders of WP7, in order to address all parts of society. This Education plan should include holistic measures as well as more concrete ones such as seminars and Master Programs installed by the end of the project. Yet, some of these measures already reach out to society with a great impact and quite small effort.

The measures always meet two intentions – next to training activities and their educational nature they have a strong relevance for external communication thus these measures are compiled under external communication. An example for such a measure would be to structure a course to educate how to professionally prune fruit trees, being an on-site activity, which could be carried out within the city and can involve both students and citizens in general.

Table 3: Education strategies

	Time Frame	Planned Dates	Target Group	Main aim(s)	Monitoring
EdiCitNet Summer School	13 days	Sep 20 – Oct 01 2021	University Students	Introduce students to the project and enhance student participation (for example, in the form of thesis)	Number of participants, Number of applicants at respective University
Post-Doc Academy	5 days	During the summer semester break of the respective universities	Scientific Community	Promote collaboration with scientists	Number of participants, collaborative publications
Planned Master / University Program	2 years	To be elaborated. Expected by the end of the project.	University students, students in further education programmes	Expand knowledge and promote student collaboration	Number of applicants & graduates
On-Site and Online Courses for Hands-on Actions	1 day	All over the year at EdiCitNet ECSs and during LL Events.	Citizens, City Administration members	Involve citizens in the project´s activities and increase the project´s visibility	Evaluation Letter, number of issued Certificates
Citizen Science Courses	1 day	During LL Kick-off Meetings and further related LL events.	Citizens, students, general public	Involve citizens in the project´s activities and Living Labs and increase the project´s visibility	Evaluation Letter, Numbers of Participants

4.4 Communication

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

In order to guarantee permanent information on news and events, regular online surveys are launched from the very beginning or sent to EdiCitNet partners and made available on SharePoint. The collected results flow into the website, CMT and all EdiCitNet social media channels (Links for News and Events: https://ec.europa.eu/eusurvey/runner/edi-citnet-news; https://ec.europa.eu/eusurvey/runner/EdiCitNet-Events).

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

4.4.1 Internal Communication

Internal communication is the tool to communicate within the consortium and associated partners (for planned measures see table 3).

Typical daily formats are E-mail, phone calls and telecommunication for being in constant contact and exchanging status quo of work.

Table 4: Internal communication structure

	Features	Frequency	Monitoring
CMT	platform to announce information about EdiCitNet and related events (via Google Calendar), mutual knowledge exchange	at least once per week	Analytics, Evaluation / Survey
Newsletter	collects current issues and reports recent events	once per month	Analytics (Mailchimp)
SharePoint	document repository	once per month	Evaluation
E-Mail Lists	all EdiCitNet members have access to specific email lists, making it easy for them to contact the whole consortium.		
Telecommunication in the Executive Board	to enhance communication with partners guided by WP Leads	once per month	Protocols
Annual Consortia Meetings	had to be switched to a digital format (Annual Meeting organized by UBER was successfully held in October 2020)	once per year	Evaluation
Content-related Meetings	had to be switched to a digital format, e.g., cluster meeting FRCs / FCs	depending on urgency	Protocols
City Team meets City Teams Meetings	recurring online meetings, held for the first time during the Annual Meeting 2020, will be continued in order to facilitate exchange of ideas and best practices among City Teams, without the interference of HUBs	once per month	Feedback from Living Lab Coordinators / Evaluation

Onboarding for new part-ners	onboarding material sent out by ARTTIC	when requested	Counting of onboardings

EdiCitNet internal communication measures:

1. **Email lists, SharePoint and CMT with Calendar** (see D7.2).
   All EdiCitNet members have access to specific email lists, making it easy for them to contact the whole consortium. A monthly newsletter is sent out, collecting current key issues and reporting recent events. All the members of the consortium are invited to participate in this newsletter, contributing with any news or events that they consider relevant. Members also have access to share point as a document repository and CMT as a platform to announce information about EdiCitNet and related events, which is easy thanks to the embedded Google Calendar.
   As we noticed after a period in the project that the CMT was not being used as much as we would have liked, we designed a survey in July for the consortium to answer so that we could improve the CMT in the future. As the major shortcoming, the consortium mentioned the complicated user interface and the non-intuitive platform. The CMT has just undergone a revision and will soon be online. This will be accompanied by a renewed activation of all members.

2. **Templates** for Deliverables, Presentations, Minutes and EB Status Quo with corporate design and different Logo variants. These templates help to establish the EdiCitNet image.

3. Telecommunication in the **Executive Board** to enhance communication with partners guided by WP Leads
   Four 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). Because of the restrictions imposed by COVID-19, all these communication channels had to be switched to a digital format. However, the annual meeting was successfully held in October 2020.

5. **City Team meets City Teams** recurring online meetings
   Held for the first time during the annual meeting 2020, this format will be continued in order to facilitate exchange of ideas and best practices among City Teams, without the interference of HUBs.

6. **Common EdiCitNet Glossary**
   Compiled Document providing a common understanding of terms and basic prerequisites for qualitative and structured work in EdiCitNet

4.4.2 External Communication

The external communication measures (see ta-ble 4) are nearly all measures that involve peo-ple outside the project. Even a talk between a member of EdiCitNet and another person (e.g., friends or colleague is actually a form of exter-nal communication).

Table 5: External communication structure

	Frequency	Me-dia	Citi-zens	NGOs	Scien-tific Com-munity	Cities	Busi-ness	Monitoring
On-site Events (e.g., Visits to the Living Lab, Long Night of Science or ECS Opening Events)	every 2nd month (during COVID in win-ter only online events)	x	x	x		x	x	Evaluation Let-ter, Numbers of Participation
Co Creation For-mats (e.g., for Plan-ning and Future De-sign of own ECS)	every second month		x	x		x	x	Evaluation Let-ter, Numbers of Participation
Training Measures, ECS Forum, Edi-CitNet Conference (for all please see D7.4)	4x per year	x	x	x	x		x	Evaluation Let-ter, Numbers of Participation
EdiCitNet Participa-tion in Local Festi-vals, Fairs and Mar-kets	once per month	x	x					Evaluation Let-ter, Numbers of Participation, Signs to the CMT after the event
Website	1 news post/week	x	x	x	x	x	x	Analytics
Instagram	2 posts/week	x	x	x			x	Analytics
Newsletter	once per month	x	x	x			x	Mailchimp/Ana-lytics
Twitter	4 posts per week	x			x		x	Analytics
Collaboration with other H2020 Pro-jects	2 per year in the form of a meeting, con-stant collabo-ration via twit-ter				x			Attendance of members of other H2020 projects (quali-tative measure)

Activity	Frequency						Indicator
Presentation at Conferences, Workshops and Exhibitions	every 3 months	x	x		x		x	Number of participants in respective session if applicable
Scientific Publications	3 per year				x			Citations, impact factor of journals
Press Media, Articles, Local Newspaper (displayed also under news section on webpage	once per month	x	x			x		Requests for interviews, growing collection displayed at the webpage
Integration into the Edible Cities Network	always	x		x		x		Requests, Participation in EdiCitNet Activities
European Projects and Task Forces on NBS and Smart Cities	every second month				x			Number of collaborative publications, guidelines, handbooks and other with involvement of EdiCitNet members
Dissemination of Project Results in Relevant Journals and Forums	2x per year				x			Extra monitoring system for Dissemination (see 4.2)

Requests to join the network
When a person leaves a message via Join the Network, they will be sent a Welcome Package with information about the forms of participation and the New Members Survey, where they can also subscribe to the external newsletter. He*she does not have to fill in the survey if he*she wants to join the network, this is only for initiatives that want to be visible on our website. After that, ARTTIC sends out the invitation for CMT if the person has agreed to it.

Press Kit
EdiCitNet has set up an EdiCitNet Press Kit with a short abstract of the project, information on ECS and Edible Cities, the project partners and important links. Additionally, WP7 rearranged the media section on the EdiCitNet webpage with representative graphic material and links to previous media coverage. This folder is meant to be sent to journalists and key persons from the media in order to foster the uptake of EdiCitNet as a repeating key story in media in your country. The Portfolio will be translated into the different project languages.

EdiCitNet external communication measures

Webpage:
The Webpage is a crucial communication tool of the project. It allows different stakeholders and target audiences to easily access knowledge about EdiCitNet.

Structure of Webpage:
The Webpage has a landing page with a short animation on it. It 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.

Figure 3: Landing page structure on EdiCitNet website

Functions of the webpage:
The webpage provides a calendar with all relevant events as well as news about the expansion of the network and past activities in all participant cities. It will include an interactive map of all Edible Cities and a section for Experiments and Results from LL.

Survey on external communication
In order to make the activities of the EdiCitNet work packages accessible and tangible for the general public a quarterly project-internal surveys have been launched since the beginning of 2020. The survey results feed the newsletter, all EdiCitNet social media channels and the ABOUT section of the EdiCitNet website (Link for the external communication survey: https://ec.europa.eu/eusurvey/runner/EdiCitNetCommunications).

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 get 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
8. Space – e.g., space to make notes etc.) (Scientific Community)
9. 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)

Occasions and Locations
As a measure of the project´s dissemination, occasions are events and activities where the Consortia is able 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 a 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, ICRA and UdG and local initiative "Eat Sant Narcis" in Girona, etc.)
4. Special Events from EdiCitNet Partners (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
9. Presentation of the project in the framework of specialised courses of partner universities

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

Table 6: Shortcut for assessment for communication in EdiCitNet

Location/Occasion	Target Audience	Material	Message	Media
Street Festival, Booth, Neighbourhood	Citizens	Apples with Sticker, Pencils, Roll-up, Poster, (Presenter: EdiCitNet Partner)	Make your City liveable 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

Pathways to impact: Building the evidence base, enabling replication communication, dissemination and training (per target group), embedding cultural contexts.

When we communicate internally / externally in the EdiCitNet project, and when our partners and associated organizations communicate on behalf of EdiCitNet, we use gender-sensitive or gender-neutral language, according to the European Institute for Gender Equality's Toolkit on gender-sensitive communication

Planning an Event
In order to adequately support the many different planned events in the EdiCitNet project and also to ensure the necessary monitoring and evaluation, an Event Planning Package was jointly developed in WP 7. It contains points for planning and preparation, monitoring and execution as well as for follow-up and dissemination (see Annex 4).

Communication ethics
To prevent reproducing stereotypes in our language of communication, we:

- avoid adding irrelevant information about gender in a description
- don't assign gender to inanimate objects
- avoid using gender stereotypes to describe objects or events
- don't use stereotypes in non-verbal communications
- In order to tackle the problem of invisibility of women in speech, we:
- do not use 'man' as the neutral term and do not use 'he' to refer to unknown people in our documents
- avoid gender-biased nouns for groups of people
- Additionally, we avoid traditional naming conventions that refer to the marital status of women.

We thus utilize bias-free speech and competency- based communication techniques. This leads to a neutral communication within our structure and results in content-related discussion.

5.KPI for Dissemination & Communication activities

Table 7: KPI structure and target per level of performance

KPI			TARGET PER LEVEL OF PERFORMANCE		
TOOL	INDICATOR	TYPE OF DATA REQUIRED	FAIR	GOOD	EXCELLENT
Public website www.edicitnet.com	Number of unique visitors	Google analytics	< 00 at M12 < 6000 at M36	700-1000 at M12 6000-8000 at M36	> 1000 at M12 > 8000 at M36
	Page views per month		< 70 at M12 < 600 at M36	70-100 at M12 600-800 at M36	> 100 at M12 > 800 at M36
	Average time spent on website		< 0.5 min	0.5-2min	> 2min
	Origin of visits		< 6 countries at M12 < 15 countries at M36	6-10 countries at M12 15-20 countries at M36	> 10 countries at M12 > 20 countries at M36
Social media					
	Number of Twitter followers	Twitter analytics	< 80 at M12 < 300 at M36	80-150 at M12 300-800 at M36	> 150 at M12 > 800 at M36
	Average number of tweets per month		< 2	2-4	> 4
	Average number of impressions per tweet		< 600 at M12 < 900 at M36	600-1000 at M12 900-1500 at M36	> 1000 at M12 > 1500 at M36
	Average engagement rate		< 1%	1-3%	> 3%
Newsletter	Average number of newsletters published	MailChimp analytics	< 2 per year	2-3 per year	> 3 per year
	Average number of clicks on articles		< 20	20-40	> 40
	Average new subscriptions obtained after each release		< 3	3-5	> 5
	Number of subscribers		< 20 at first release < 40 at M36	20-40 at first release 40-100 at M36	> 40 at first release > 100 at M36
Video	Number of project video views	Youtube analytics	< 60 at M12 < 200 at M36	60-100 at M12 200-400 at M36	> 100 at M12 > 400 at M36

Media	Average number of media articles (national and local, online and offline) published	Copies of online/print publications	< 2 per year	2-3 per year	> 3 per year
Third-party events	Contributions to third-party events, incl. scientific conferences	Dissemination Activities monitoring	< 20 by Y3	20-30 by Y3	> 30 by Y3
EdiCitNet Conferences	Overall number of participants per event	List of attendees	< 40 per event	40-60 per event	> 60 per event
	KPI for specific groups				
	KPI for specific groups				
	KPI for specific groups				
	% of participants expressing their overall satisfaction	Evaluation survey	< 70% on average	70-90% on average	> 90% on average
Final event	Overall number of participants at Final Event	List of attendees	< 80	80-100	> 100
	Origin of participants at Final Event		< 6 countries	7-15 countries	> 15 countries
	Number of media (national and local, online and offline) covering the Final event	Dissemination activities monitoring	< 8	8-12	> 12
	% of participants expressing their overall satisfaction	Evaluation survey	< 70%	70-90%	> 90%
Liaison activities and synergies with other projects	Number of relevant projects/initiatives identified and contacted	List of attendees	< 6 at M12 < 15 at M36	6-15 at M12 15-25 at M36	> 15 at M12 > 25 at M36
	Number of cooperation activities (common events and other clustering activities)	Dissemination activities monitoring	< 2 at M36	2-4 at M36	> 5 at M36
Scientific publications	Number of scientific papers submitted for publication	Dissemination activities monitoring	< 5 at M36	5-7 at M36	> 7 at M36
Policy briefs	Number of Policy briefs: Results and information are processed in such a way that policy briefs are created, which can then be communicated and reach the relevant actors in as large a number as possible. These actions are particularly important before upcoming elections in our EdiCitNet cities (in Berlin, these actions are currently underway).	Dissemination activities monitoring	< 20 at M36	20-40 at M36	> 40 at M36

6. Website KPI monitoring

The monitoring of the website will be done using Google Analytics to get the metrics for a specific period. Here below the main indicators used for the monitoring are described:

Users will allow follow up with the number of new and returning people who have visited the

EdiCitNet website in each period. It counts the first time a person visits the website, and Google Analytics sets a cookie to identify whether the users are new or returning visitors.
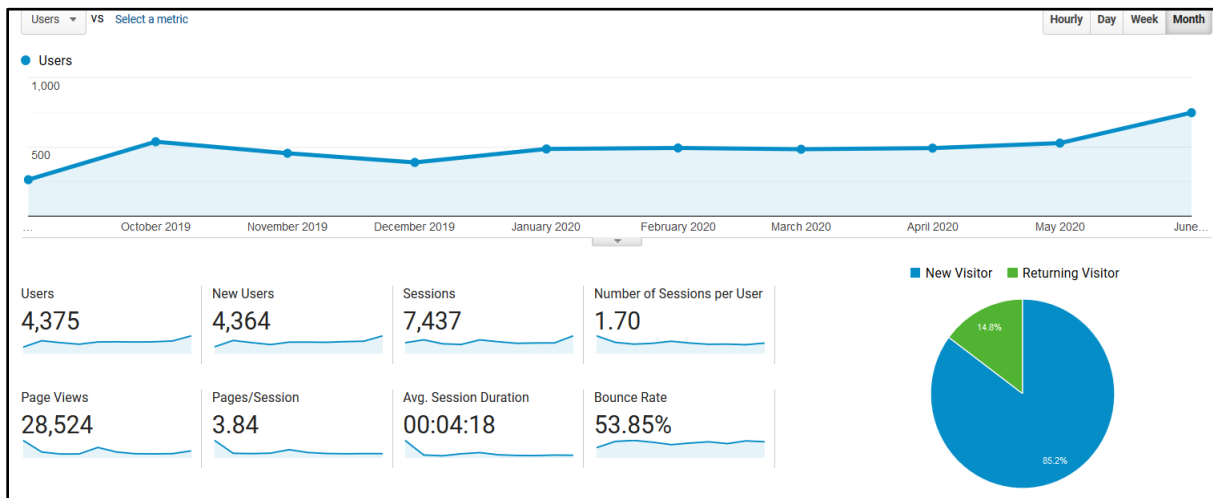
Figure 4: Website monthly users for the period October 2019-June 2020
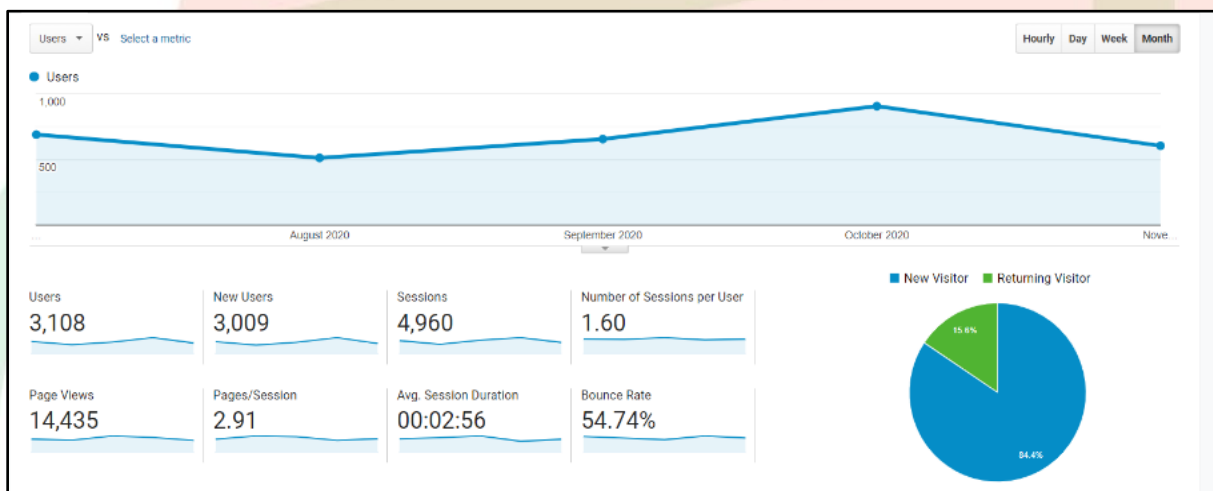
Figure 5: Website monthly users for the period August-October 2020

Pageviews uses a tracking code set by Google Analytics, which indicates a single visit to the website. When the page is reloaded, it counts

as an additional view. A second pageview is recorded if the user navigates to a different page and returns.
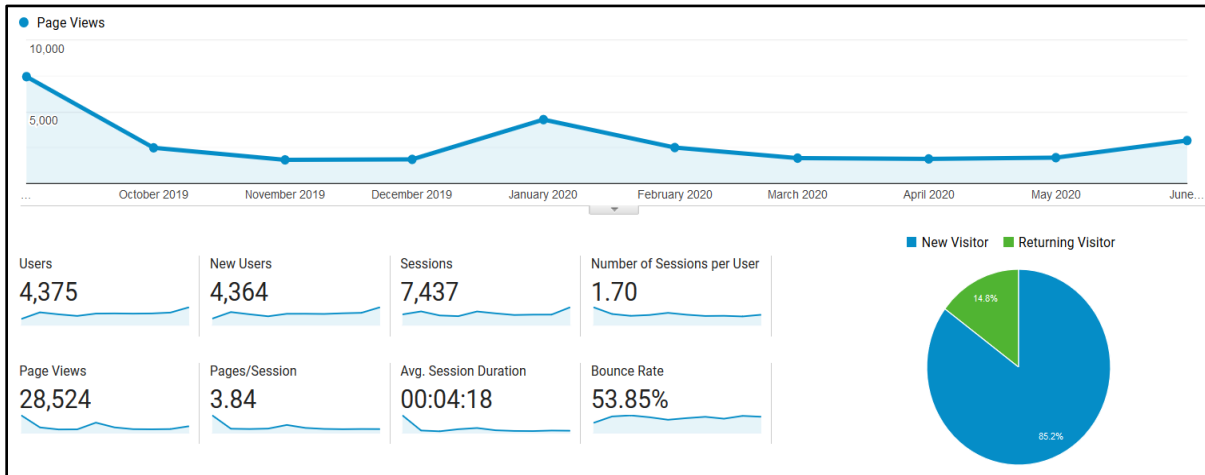
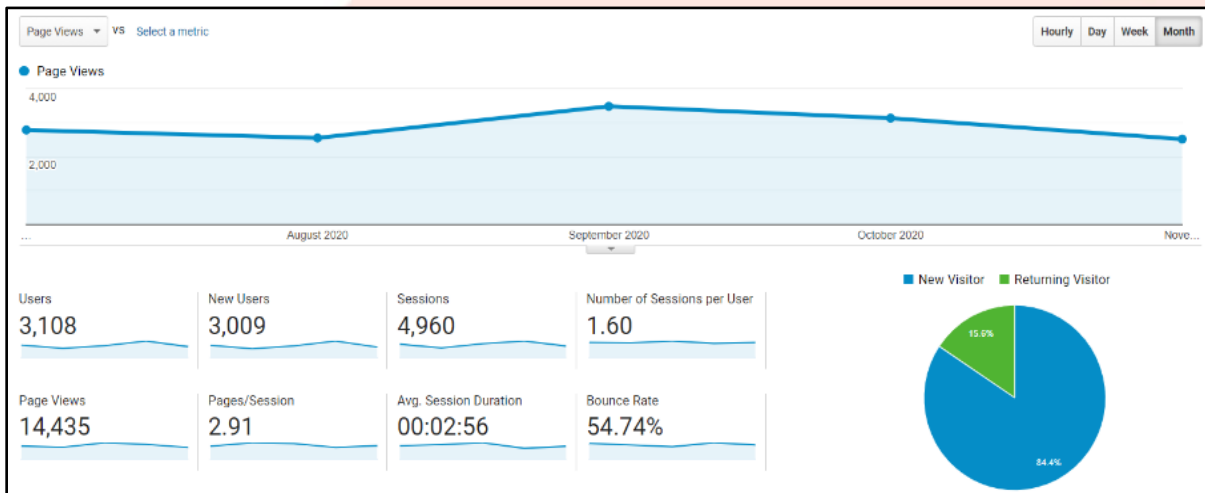Figure 6: Monthly website page views for the period October 2019-June 2020

Figure 7: Monthly website page views for the period August-October 2020

Another useful indicator is **the average session duration**, which measures the time a user spends interacting with the website (on average) before exiting.
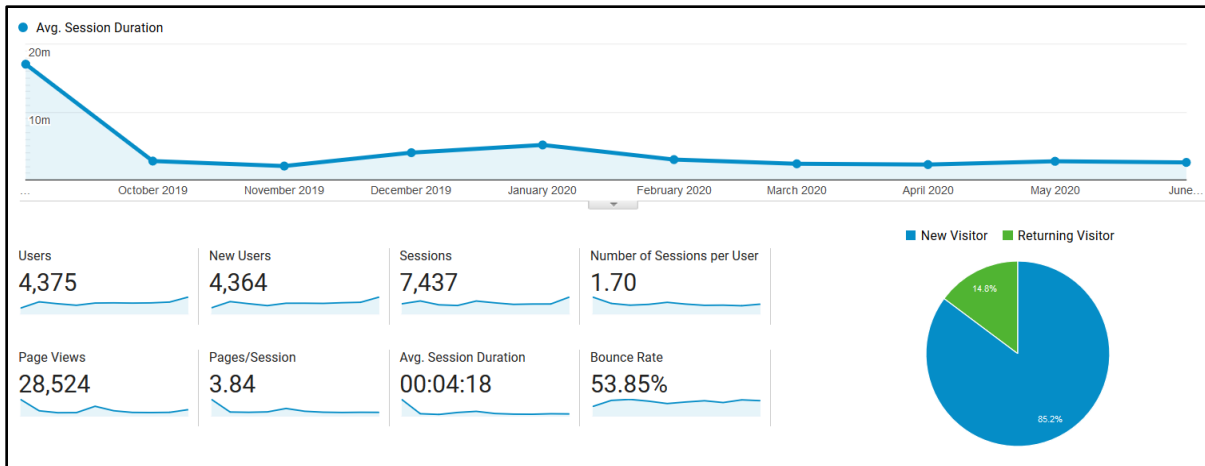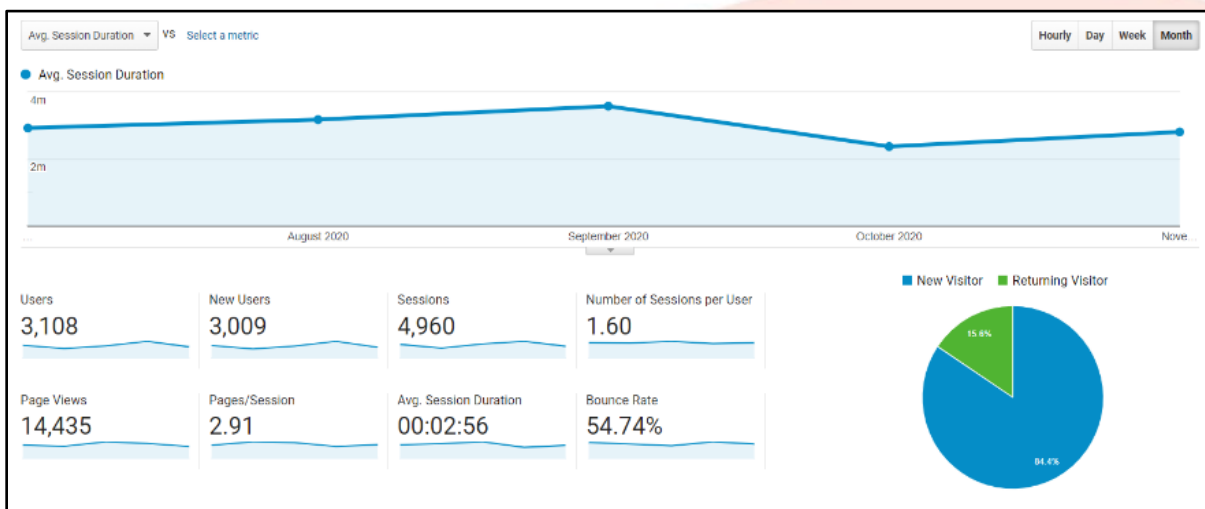
Figure 8: Monthly average session duration for the period October 2019-June 2020

Figure 9: Monthly average session duration for the period August 2020- October 2020

Website usage per Country and per City are two complementary views summarizing different indicators, which supports the setting of strategies to promote the website at a global, national and local level.

Country	Acquisition			Behaviour		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	4,375 % of Total: 100.00% (4,375)	4,364 % of Total: 100.00% (4,364)	7,437 % of Total: 100.00% (7,437)	53.85% Avg for View: 53.85% (0.00%)	3.84 Avg for View: 3.84 (0.00%)	00:04:18 Avg for View: 00:04:18 (0.00%)
1. 🇩🇪 Germany	1,124 (25.40%)	1,102 (25.25%)	2,804 (37.70%)	39.37%	6.01	00:08:03
2. 🇺🇸 United States	1,122 (25.36%)	1,121 (25.69%)	1,131 (15.21%)	97.61%	1.06	00:00:03
3. 🇪🇸 Spain	381 (8.61%)	366 (8.39%)	713 (9.59%)	47.83%	3.19	00:02:43
4. 🇳🇱 Netherlands	178 (4.02%)	176 (4.03%)	243 (3.27%)	50.21%	3.04	00:02:34
5. 🇬🇧 United Kingdom	171 (3.86%)	170 (3.90%)	248 (3.33%)	41.53%	3.54	00:03:11
6. 🇳🇴 Norway	149 (3.37%)	147 (3.37%)	275 (3.70%)	52.36%	2.82	00:01:56
7. 🇦🇹 Austria	138 (3.12%)	136 (3.12%)	263 (3.54%)	55.51%	2.95	00:03:10
8. 🇦🇺 Australia	121 (2.73%)	121 (2.77%)	136 (1.83%)	76.47%	1.65	00:00:47
9. 🇫🇷 France	121 (2.73%)	117 (2.68%)	225 (3.03%)	49.78%	2.78	00:02:41
10. 🇮🇹 Italy	89 (2.01%)	86 (1.97%)	100 (1.34%)	42.00%	2.65	00:02:09

Figure 10: Website usage per country

City	Acquisition			Behaviour		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	4,375 % of Total: 100.00% (4,375)	4,364 % of Total: 100.00% (4,364)	7,437 % of Total: 100.00% (7,437)	53.85% Avg for View: 53.85% (0.00%)	3.84 Avg for View: 3.84 (0.00%)	00:04:18 Avg for View: 00:04:18 (0.00%)
1. Chicago	701 (15.22%)	701 (16.06%)	704 (9.47%)	100.00%	1.00	00:00:00
2. Berlin	463 (10.05%)	436 (9.99%)	1,598 (21.49%)	34.98%	6.73	00:09:07
3. (not set)	371 (8.06%)	351 (8.04%)	471 (6.33%)	69.00%	2.31	00:01:40
4. Munich	183 (3.97%)	175 (4.01%)	420 (5.65%)	37.62%	8.52	00:13:13
5. Barcelona	134 (2.91%)	122 (2.80%)	257 (3.46%)	47.08%	3.23	00:02:37
6. Ashburn	109 (2.37%)	109 (2.50%)	109 (1.47%)	100.00%	1.00	00:00:00
7. Vienna	106 (2.30%)	103 (2.36%)	186 (2.50%)	54.30%	3.30	00:03:35
8. Oslo Municipality	87 (1.89%)	85 (1.95%)	155 (2.08%)	52.26%	3.09	00:02:07
9. London	67 (1.45%)	61 (1.40%)	88 (1.18%)	53.41%	3.02	00:02:10
10. Girona	66 (1.43%)	53 (1.21%)	135 (1.82%)	40.74%	4.21	00:02:56

Figure 11: Website users per city

7.Social media KPI monitoring

7.1 Monitoring of Instagram

EdiCitNet will use the tool Squarelovin to monitor user activities.
Squarelovin was chosen as the statistics by Instagram Insights are only visible for the past week and will disappear afterwards. Squarelovin is a free monitoring tool which shows metrics on account growth, recent posts, the community's preferences, and follower engagement. Based on an analysis of the post history, Squarelovin offers suggestions like e.g., best hashtags to use and best posting times.

Considering the EdiCitNet requirements, different Instagram metrics will be considered.

- <u>Followers</u> (growing number of followers equals growing brand awareness). To get more followers, one strategy is to team up with similar projects and/or private accounts for shared campaigns or events. Another strategy is to participate in #followFriday, ideally presenting an account which is relevant to EdiCitNet's followers and larger in followers than your own.
- <u>Impressions</u> (the number of times the content, whether a post or a story, was shown to users). Impressions are the total number of times the content could have been seen. If the impressions are higher than the reach, it is a sign that the audience is viewing the content multiple times.
- <u>Reach</u> (the number of unique users who see and might possibly engage with the content). Reach will be monitored to find out if highly active and relevant accounts are addressed.

view of e.g., total number of tweets, total number of new followers or the tweets which performed best. Infographics from the "Tweets" tab will be used to illustrate the EdiCitNet account performance:

7.2 Monitoring of Twitter

EdiCtiNet will use Twitter Analytics to monitor follower activities
The metrics provided by Twitter Analytics dashboard will be analysed to get a monthly over-
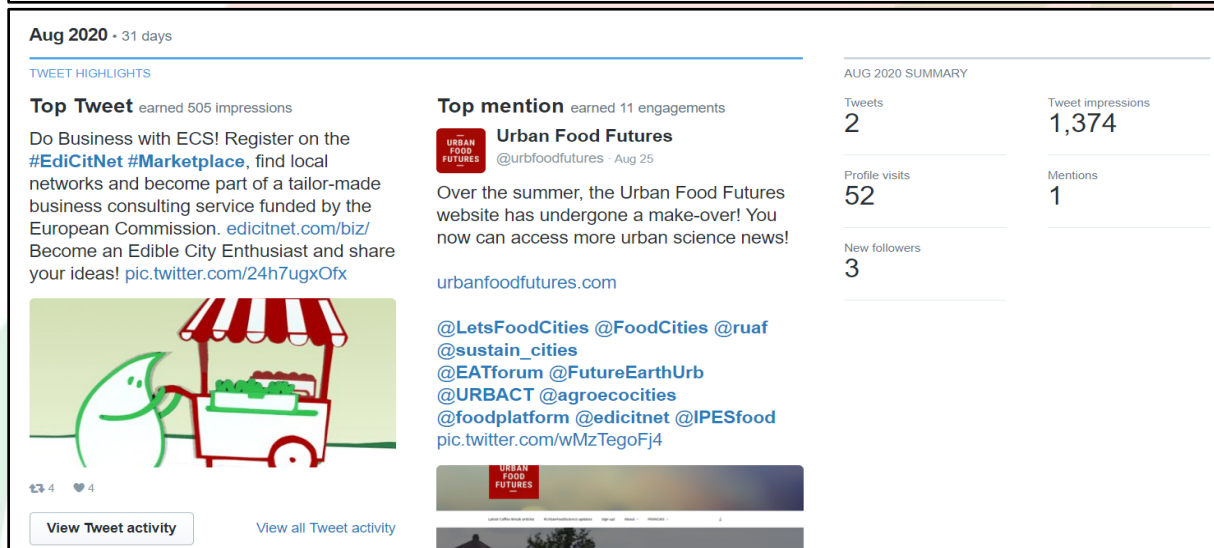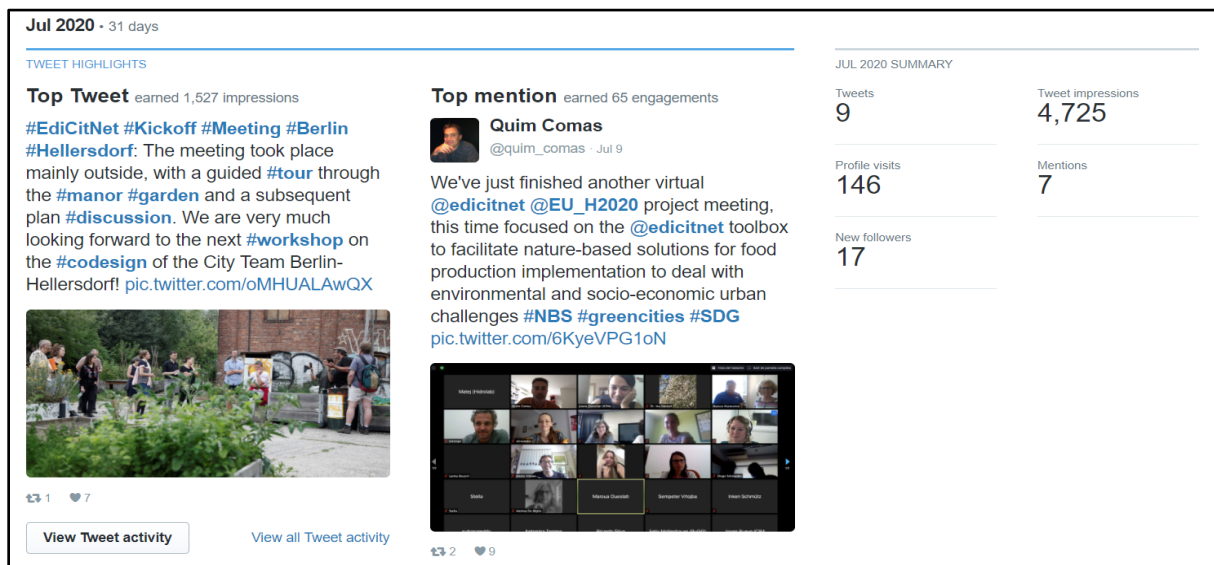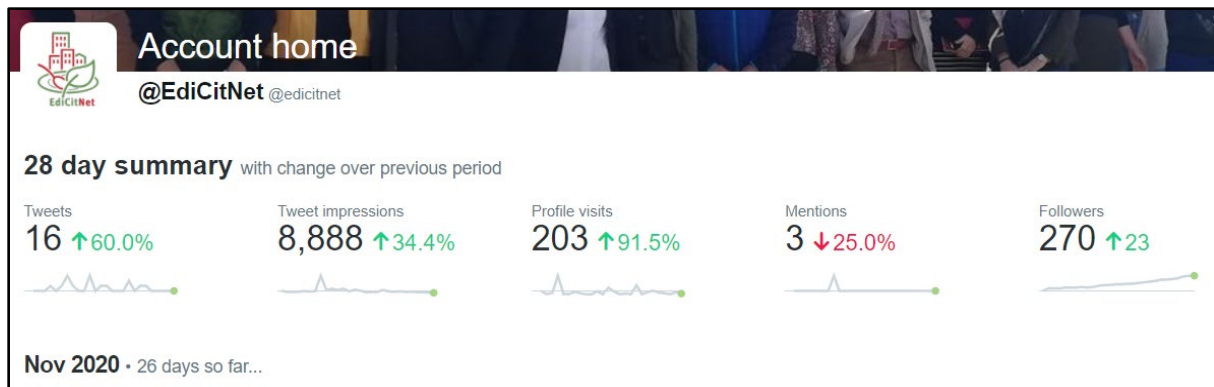
Figure 12: EdiCitNet Twitter overview

8. Newsletter KPI Monitoring

EdiCitNet sends out a monthly newsletter to the whole Consortium. The newsletter is sent out via Mailchimp, a platform which also provides monitoring services. The following are the stats from the October newsletter.
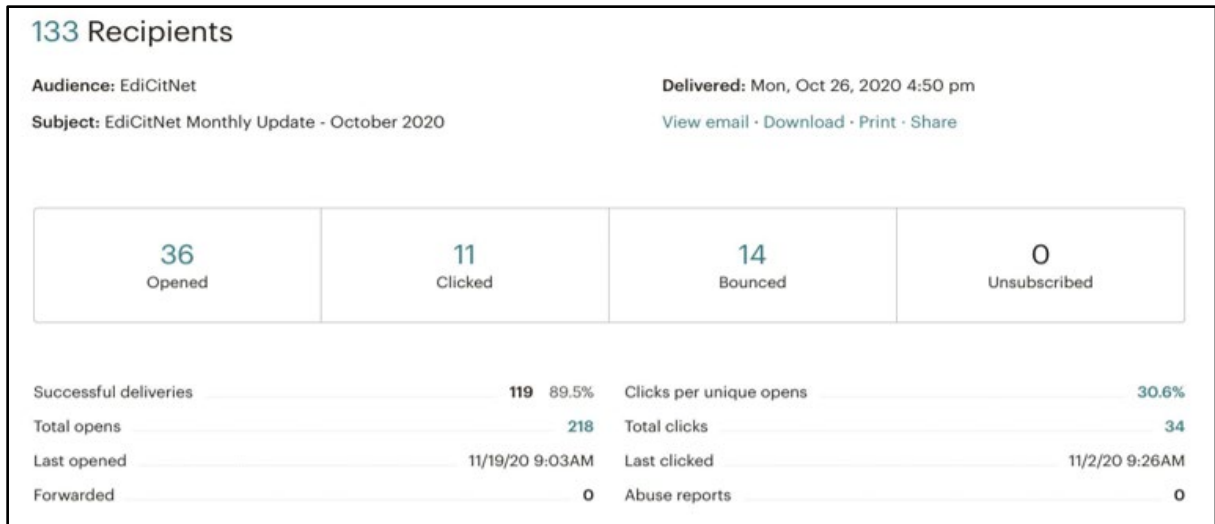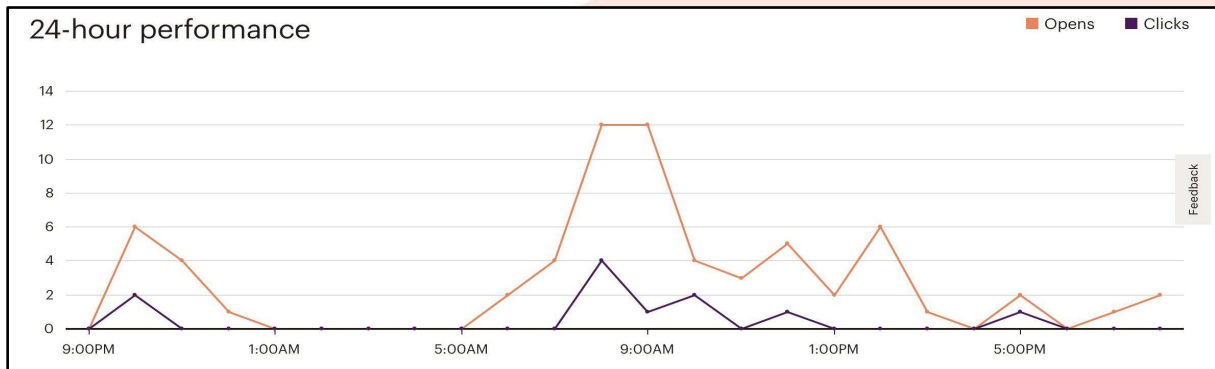
Figure 13: Newsletter monitoring
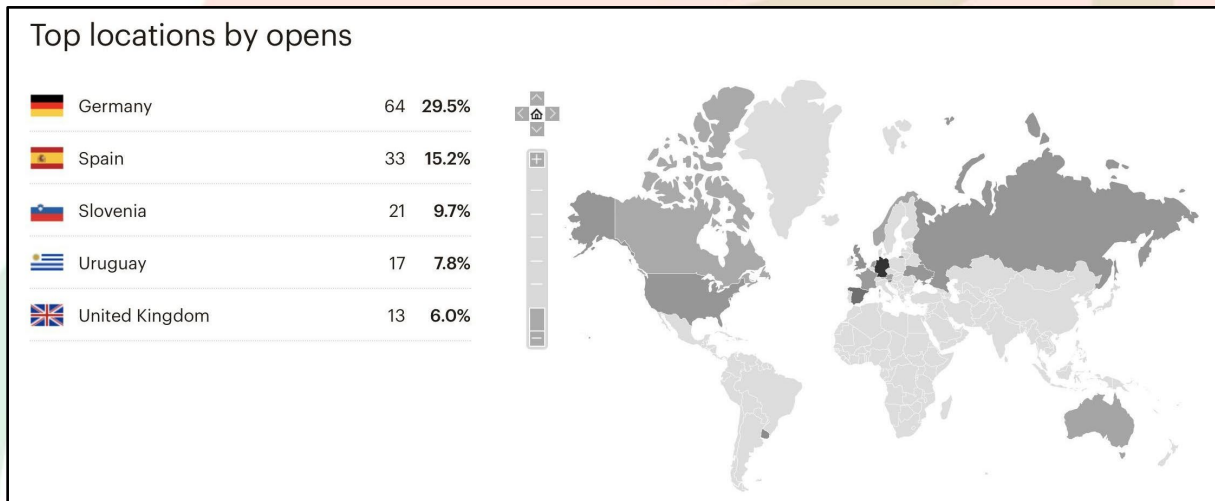

Figure 14: Newsletter performance

Figure 15: Newsletter opens by country

9. CMT KPI Monitoring

Strategy to improve the active use of the CMT

As there were more voices in the consortium and beyond, especially in the City Teams, during the first months of the project, that CMT is not attractive enough or that it is difficult to register with CMT and to initiate and maintain exchanges between the different partners and groups, a general consortium-wide survey (see Annex 1) was conducted.

The aim of this survey was to find out why the CMT is not being used more actively and whether these reasons could be solved by adapting the CMT or even replacing it.

After the evaluation of the survey, it was clear that the CMT will be revised and improved, especially with regard to the following 3 points:

1. a simplified and more **direct registration,** which also allows members to invite new partners more quickly and easily
2. a **one-to-one chat function** to get in direct contact with other people or groups
3. an improved overall impression in the EdiCitNet design and a **simplified user interface**
4. a general **focus on City Teams**
5. the integration or **simplified linking** of the CMT to the EdiCitNet website

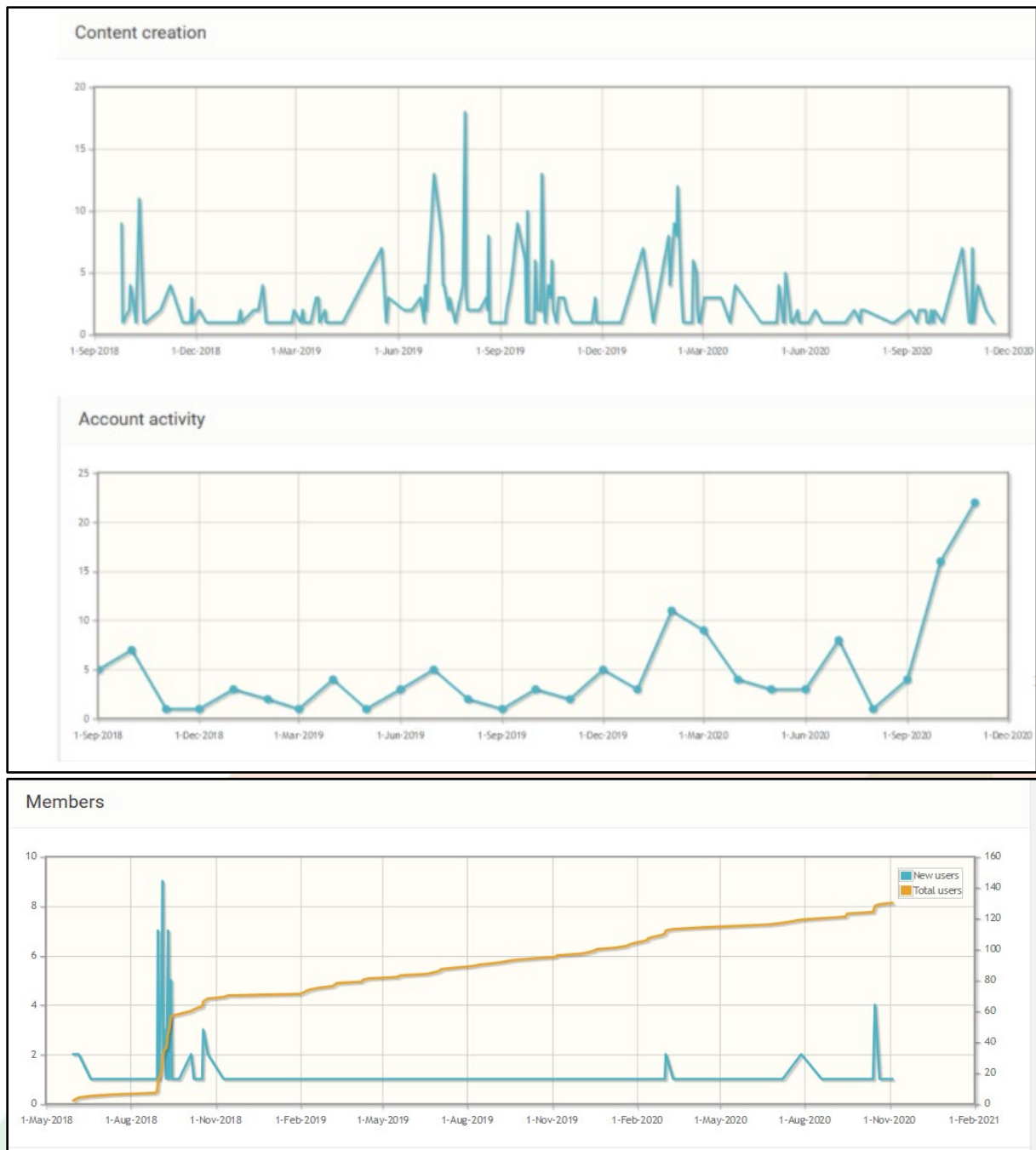The new CMT is planned to go online soon and then undergo another evaluation.
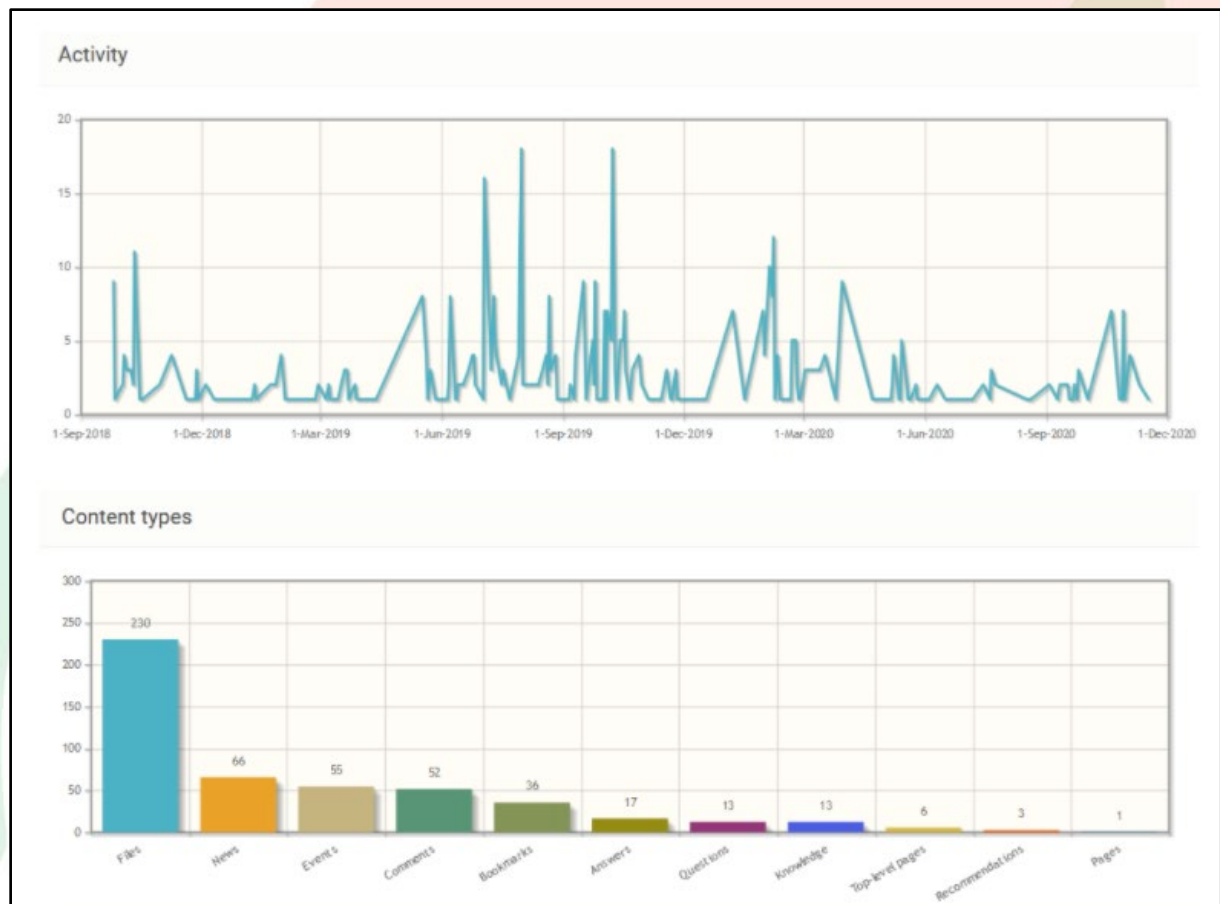
Figure 16: Overview of the CMT activity

10. Conclusions

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

To identify the target audiences is not always 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 as well as the project specific objectives in relation to these groups (i.e., the impact we expect the communication to have on them). The EdiCitNet team has made an effort to thoroughly study the possible target audiences and identify those which are more likely

to be impacted by the project results. The project communication and monitoring are thus customized accordingly. This is a living document and will be re-defined after input from the consortia.

 A more in-depth analysis will follow on a more advanced status of the project and will be complemented with a thorough deep stakeholder analysis in order to discern and findings regarding the impact of the communication measures.

Annexes

Annex 1: Survey on CMT improvements

EdiCitNet - Use of the CMT Platform

EdiCitNet
Integrating Edible City Solutions
for social, resilient & sustainably productive Cities

* How often did you (roughly) log in in the past 12 months?

○ Every week or more often
○ Once a month
○ Only a few times
○ Never

* Did you watch the CMT webinar?

https://cmt.eurtd.com/bookmarks/view/192701/webinar-on-sharepoint-and-cmt-use-in-the-consortium-recording

○ Yes
○ No
○ Not complete

What did you use the CMT for?

* What are the services/tools that you miss in the CMT?

* What are major shortcomings of the CMT (preventing you to use it)?

* Any suggestions for improving this (or other general suggestions)?

Submit

Annex 2: Example of an Evaluation letter

Edible Cities Network
Integrating Edible City Solutions
for social, resilient & sustainably productive Cities

This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 7776665.

This evaluation letter is anonymous!

1. How did you hear about this event?

   _____

2. How would you rate the event in general? (1-5)

   _____

3. What did you like the most?

   _____

4. What did you like the least?

   _____

5. What topics remained in your mind after this event / were dealt with most?

   Economy / Business   Ecology   Social Cohesion   Education

6. Have you been to a similar event before? Yes / No

7. Would you visit a similar event again? Yes / No

8. Will you be talking to your friends / family tonight about the content of the event? Yes / No

9. What did you learn during the event?

   _____

10. Would you recommend such an event to others? Yes / No

11. Which topics would you like to see reflected in the next event? (optional)

    _____

12. Did you know any other participants in the event? (optional)

    _____

13. Do you use social media (Facebook, Instagram, Twitter)? (optional) Yes / No

14. Were you familiar with any of the topics dealt with before coming to the event? (optional) Yes/No
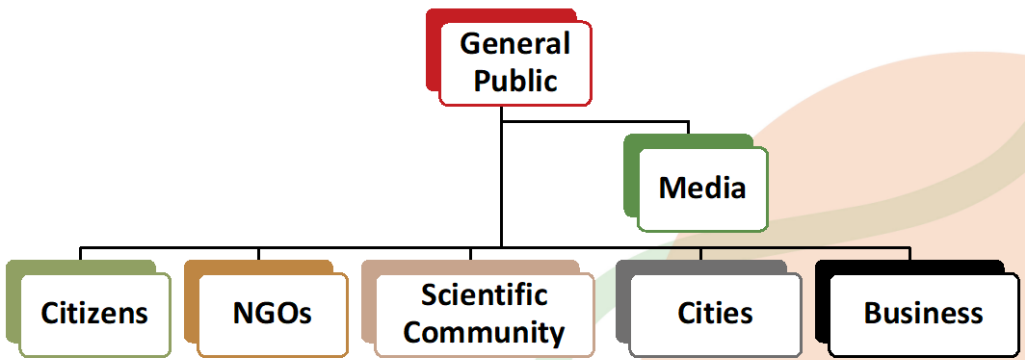
Annex 3: Key-messages for EdiCitNet

EdiCitNet Key Messages

This Project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 7776665.

2 Target Audiences of EdiCitNet

General Public

Media

Citizens NGOs Scientific Community Cities Business

Authors: Thomas Wachtel, Suhana Reddy (UBER)

3 Special position of target audience « Media »

Media bridge the gap between speakers and target audiences.

In some cases, "media" is also a target audience. This document takes the media as a main tool to communicate the core message of the EdiCitNet project and its work packages.

In addition, key messages and key words are intended to create a common EdiCitNet vocabulary around the world, thus supporting the recognition of EdiCitNet as a globally active project.

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

Therefore, the key messages should be memorable and popular.

Authors: Thomas Wachtel, Suhana Reddy (UBER)

4 EdiCitNet Overall Key Message

General Public

The expanding 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)

5   Target audience related Key Messages

Categories	Key words for media			
General Terms	EdiCitNet	Edible City Solutions	Edible Cities	Edible Cities Network	ECS
Network and global change	Self-learning and constantly growing network	Liveable City	Create your City	Design your future	EcoSystem Services
Pradigm shift	Changemaker	Knowledge sharing	Change of urban lifestyle	Mutual learning	Urban Transformation
Cities	Anchoring Edible City Solutions	Edible City Master Plan	Living laboratories	Be an edible city	Co-creation
Science	Findings foster sustainability	Trial and Error	Edible Cities Pilot	Monitoring	Nature-based solutions
Citizens	We are the city	Worldwide replication	Citizen Science	Global Movements	Co-design
Business	Sustainable productive market uptake	Start-ups	Green jobs	Innovative Business Models	High Tech Edible City Solutions

Authors: Thomas Wachtel, Suhana Reddy (UBER)

6   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)

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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)

7 Target audience related Key Messages

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

Business
Edible City Solution your opportunity for sustainable and innovative investment!

Authors: Thomas Wachtel, Suhana Reddy (UBER)

8 Key Messages Work Package 1

Urban Governance and Network Infrastructure

Consise:

Become a part of the team and help us create an edible community!

Detailed:

To engage and empower local communities to become involved, initiate and lead ECS across the city to make their neighbourhoods' greener, more productive and friendlier urban spaces.

Sharing experiences across initiatives and networks to learn together and inspire a growing international edible city movement!

Authors: Ferne Edwards, Nevelina Pachova (RMIT EUROPE)

9 Key Messages Work Package 2

Toolbox for enhancing ECS learning and implementation

Consise:

We will develop a toolbox for enhancing Edible City Solutions (ECS) learning and confident implementation for urban regeneration.

Detailed:

An open access web-based decision support tool for the identification of ECS and their co-benefits to solve urban challenges will be co-developed for different end-users. We aim at documenting existing ECS, collect deployment experiences in Living Labs and compile all relevant project outcomes through the development of a comprehensive catalogue.

Besides, we will develop a serious game to support participatory urban planning. The EdiCitNet serious game will allow to build urban planning projects, explore ECS under different scenarios, and negotiate among different stakeholders, who can test improvement on a number of indicators, and get direct visual feedback on all results in a real urban context.

Authors: Natasa Atanasova (UL), Joaquim Comas (ICRA)

10 Key Messages Work Package 3
Living Labs in FRCs: Demonstrating innovative ECS for replication and up-scaling

Consise:

Each Front Runner City will co-create and implement different innovative Edible City Solutions within their own Living Lab.

Detailed:

Each city has its own requirements and connects different goals with ECS. We therefore implement a broad Living Lab diversity within the FRCs, ranging from building a stable network between existing grassroots initiatives, using ECS for educational purposes and providing a canteen with fresh food, to creating local and long-term jobs. The common interest of the FRC on the local side is to develop better living conditions and appropriate business models at the same time and on the global side to share the results with FC and of course all other interested parties in order to expand the edible city network worldwide.

Authors: Thomas Wachtel, Suhana Reddy (UBER)

11 Key Messages Work Package 4
Transition Pathway - Planning for Edible City Solutions in FC

Consise:

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.

Authors: Milena Klimek, Max Manderscheid (BOKU)

12 Key Messages Work Package 5
Documentation and Monitoring

Consise:

We document the economic, social and environmental qualities of edible city solutions.

Detailed:

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)

13 Key Messages Work Package 6
Consultancy, Business Development and Market Uptake

Consise:

Spreading the seeds of success.

Detailed:

Supporting edible city startups with tools and strategies for lasting economic, environmental and social impact, driving urban resilience and enabling global knowledge sharing.

Authors: Helene Gallis (NH), Emiel Wubben, Geoffrey.Hagelaar (WUR)

14 **Key Messages Work Package 7**

Education, Knowledge Transfer and Dissemination

Consise:

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

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!

Detailed:

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.

Authors: Thomas Wachtel, Suhana Reddy (UBER)

Edible Cities Network

EDICITNET EVENT PLANNING PACKAGE

1. For **offline** events (100+ participants)
2. For **online** events (100+ participants)
3. For **offline** events (fewer than 100 participants)
4. For **online** events (fewer than 100 participants)

1. Offline Events
(100+ expected participants)

Process	Timing	Steps
Planning & Preparation	2-3 months before	1. Send detailed information about the event to UBER in advance via the survey (as soon as possible, but **at least 2 months before**). 2. UBER to provide a first draft of EdiCitNet key messages. 3. Organise a meeting with UBER to assess who might attend the event, execute a stakeholder analysis and co-formulate calls to action ("Sign up to the network!", "Join the marketplace" etc.) and objectives adapted to local requirements and identified stakeholders.
	1-2 months before	1. UBER and partner to co-develop an invitation and communication campaign, based on key messages and interests of identified stakeholders. 2. If you have social media channels or a newsletter, screenshot followers/sign-ups (alternatively, record more detailed analytics within social media channels) before campaigning starts. 3. UBER and partner to execute campaign via all channels. 4. UBER to support registration for event via CMT, Facebook and other tools as applicable. 5. Partner to contact media to inform them about the event and request coverage and/or provide UBER with media contacts so UBER can inform them about the event.

		6. Prepare materials. Partners may select from the following EdiCitNet materials: ● Rollup ● Bags ● Flyers ● Postcards ● Poster ● QR Code UBER will support by adapting the designs and adding all of the necessary information (incl. EdiCitNet & EU commission logos, funding number, co-ordinating agency, partner information & key messages) to all of the above formats. Please inform UBER **at least 5 weeks before event** to allow time for the design process and production of materials.
	1 week before event	1. Partner to print out consent sheets, evaluation sheets, flyers and newsletter sign-up sheets (as needed) prior to the event.
Monitoring & Execution	During event	1. Ensure clear communication of calls to action set out prior to the event. 2. Monitor event participation with photos and videos (making sure to obtain participant consent - via consent sheets). 3. Gather more detailed information on attendees via: • distribution of materials (flyers/pencils/apples etc.) • information collected via evaluation sheets • newsletter sign-up sheets.
Follow-up & Dissemination	After event	1. Monitor social media, newsletter and external media with screenshots after event. 2. Assess number of participants: • based on official visitor numbers of event • number of flyers/pencils/apples distributed • number of evaluation sheets filled out 3. Hold an internal wrap-up session to discuss: • Who attended (Was it a diverse audience?) • What was said (Were the key messages expressed & objectives reached?) • Learnings for future events 4. Upload monitoring information (attendance/evaluation) to SharePoint. 5. Fill in the template for news (including all necessary links, a detailed description and meaningful images). 6. Gather all communication material (photos, news articles, videos etc) and upload it to this folder on SharePoint. Please use the following structure to name your document ORGANIZATION_YYYYMMDD_ EVENT_FILE e.g.: UBER_20210105_FRIEDRICHSTRASSE_PICTURE1 7. UBER to support partners in editing (where necessary) and sharing this content via all possible channels.

2. Online Events
(100+ expected participants)

Process	Timing	Steps
Planning & Preparation	2-3 months before event	1. Send detailed information about the event to UBER in advance via the survey (as soon as possible, but **at least 2 months before**). 2. UBER to provide a first draft of EdiCitNet key messages. 3. Organise a meeting with UBER to assess who might attend the event, execute a stakeholder analysis and co-formulate calls to action ("Sign up to the network!", "Join the marketplace" etc.) and objectives adapted to local requirements and identified stakeholders.
	1-2 months before event	1. UBER and partner to co-develop an invitation and communication campaign, based on key messages and interests of identified stakeholders. 2. If you have social media channels or a newsletter, screenshot followers/sign-ups (alternatively, record more detailed analytics within social media channels) before campaigning starts. 3. UBER and partner to execute campaign via all channels. 4. UBER to support registration for event via CMT, Facebook and other tools as applicable. Be sure to gather information on who is signing up via online event registration form: • Info on organisation and role. • What would they like to get out of attending the event? • How did they hear about this event? 5. Partner to contact media to inform them about the event and request coverage and/or provide UBER with media contacts so we can inform them about the event. 6. Prepare materials. UBER to provide: • Slides with key messages • EdiCitNet templates for presentations • Splash screens for intro & outro with EdiCitNet logo • Zoom links (if necessary, please inform us) • Support as moderator and/or presenter • Contacts to experts within consortium and beyond • Support on how to structure event, how to manage different elements Please inform UBER **at least 5 weeks before event** to allow time for the design process and production of materials.
Monitoring & execution	During event	1. Ensure clear communication of calls to action set out prior to the event. 2. Monitor event participation with screenshots and/or recordings (making sure to obtain participant consent via online consent sheets).

		3. Gather more detailed information on attendees/impact by: • counting how many sign-ups there are & how many attendees and/or • carrying out a short evaluation during/at end of event via an online poll, e.g., Mentimeter. 4. Monitor interaction during the event: • via chat • Q&A • live polls • interactive sessions (Miro boards, etc.)
Follow-up & Dissemination	After event	1. Send a thank you email to everyone who signed up, linking to EdiCitNet website. Include a short evaluation survey if necessary (if no evaluation was carried out at the end of the event). 2. Monitor social media & other channels with screenshots. 3. Hold an internal wrap-up session to discuss: • Who attended (Was it a diverse audience?) • What was said (Were the key messages expressed & objectives reached?) • Learnings for future events 4 Upload monitoring information (attendance/evaluation) to SharePoint. 4. Fill in the template for news (including all necessary links, a detailed description and meaningful images). 5. Gather all communication material (photos, news articles, videos etc) and upload it to this folder on SharePoint. Please use the following structure to name your document ORGANIZATION_YYYYMMDD_ EVENT_FILE e.g.: UBER_20210105_FRIEDRICHSTRASSE_PICTURE1 6. UBER to support partners in editing (where necessary) and sharing this content via all possible channels.

3. Offline Events
(Fewer than 100 expected participants)

Process	Timing	Steps
Planning & Preparation	2-3 months before event	Send detailed information about the event to UBER in advance via the survey (as soon as possible, but **at least 2 months before**).

	1-2 months before event	1. UBER and partner to publicise event via all channels.
		2. UBER to support registration for event via CMT, Facebook, etc.
		3. Prepare materials. Partners may select from the following EdiCitNet materials:
		  • Rollup
		  • Bags
		  • Flyers
		  • Postcards
		  • Poster
		  • QR Code
		UBER will support by adapting the designs and adding all of the necessary information (incl. EdiCitNet & EU commission logos, funding number, coordinating agency, partner information & key messages) to all of the above formats. Please inform UBER **at least 5 weeks before event** to allow time for the design process and production of materials.

	1 week before event	Partner to print out consent sheets, evaluation sheets, flyers and newsletter sign-up sheets (as needed) prior to the event.

Monitoring & Execution	During event	1. Ensure clear communication of calls to action/objectives set out prior to the event.
		2. Monitor event participation with photos and videos (making sure to obtain participant consent - via consent sheets).
		3. Gather more detailed information on attendees via:
		  • distribution of flyers/pencils/apples, etc.
		  • information collected via evaluation sheets
		  • newsletter sign-up sheets.

Follow-up & Dissemination	After event	1. Assess number of participants:
		  • based on official visitor numbers of event
		  • number of flyers/pencils/apples distributed
		  • number of evaluation sheets filled out
		2. Hold an internal wrap-up session to discuss:
		  • Who attended (Was it a diverse audience?)
		  • What was said (Were the key messages expressed & objectives reached?)
		  • Learnings for future events
		3. Upload monitoring info (attendance/evaluation) to Share-Point.

		4. Fill in the template for news (including all necessary links, a detailed description and meaningful images). 5. Gather all communication material (photos, news articles, videos etc) and upload it to to SharePoint. Please use the following structure to name your document ORGANIZATION_YYYYMMDD_ EVENT_FILE e.g.: UBER_20210105_FRIEDRICHSTRASSE_PICTURE1 6. UBER to support partners in editing (where necessary) and sharing this content via all possible channels.

4. Online Events

(Fewer than 100 expected participants)

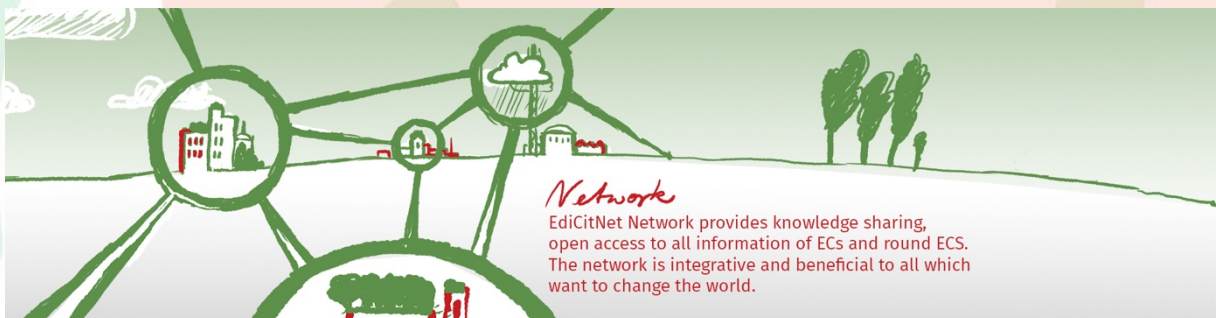| Process	Timing	Steps
Planning & Preparation	2-3 months before	1. Send detailed information about the event to UBER in advance via the survey (as soon as possible, **at least 2 months before**).
	1-2 months before	1. UBER and partner to publicise event via all channels (Newsletter, social media, local media, etc.). 2. UBER to support registration for event via CMT, Facebook, etc. Be sure to gather information on who is signing up via online event registration form: • Info on organisation and role. • What would they like to get out of attending the event? • How did they hear about this event? 3. Prepare materials. UBER to provide: • Slides with key messages • EdiCitNet templates for presentations • Splash screens for intro & outro with EdiCitNet logo • Zoom links (if necessary, please inform us) • Support as moderator and/or presenter • Contacts to experts within consortium and beyond • Support on how to structure & manage event Please inform UBER **at least 5 weeks before event** to allow time for the design process and production of materials.
Monitoring & execution	During event	1. Ensure clear communication of calls to action/objectives. 2. Monitor event participation with screenshots and/or recordings. Make sure to obtain participant consent via consent sheets. 3. Gather more detailed information on attendees/impact by: • counting sign-ups & attendees AND/OR • carrying out a short evaluation during/at end of event via an online poll, e.g., Mentimeter. 4. Monitor interaction during the event: • via chat • Q&A

		• live polls • interactive sessions (Miro boards, etc.)

Follow-up & Dissemina-tion	After event	1. Send a thank you email to everyone who signed up, linking to Edi-CitNet website. Include a short evaluation survey if necessary (if no evaluation was carried out at the end of the event).
		2. Hold an internal wrap-up session to discuss:
		    • Who attended (Was it a diverse audience?)
		    • What was said (Were the key messages expressed & objec-tives reached?)
		    • Learnings for future events
		3. Upload all monitoring info (attendance/evaluation) to SharePoint.
		4. Fill in the template for news (including all necessary links, a de-tailed description and meaningful images).
		5. Gather all communication material (photos, news articles, videos etc) and upload it to this folder on SharePoint. Please use the fol-lowing structure to name your document ORGANIZA-TION_YYYYMMDD_ EVENT_FILE
		    ○ e.g.: UBER_20210105_FRIEDRICHSTRASSE_PICTURE1
		6. UBER to support partners in editing (where necessary) and sharing this content via all possible channels.

Glossary

Abbreviation	Description
CMT	Community Management Tool
CS	Citizen Science
DEP	Dissemination and Exploitation Plan
DCEP	Dissemination, Communication and Education Plan
EB	Executive Board
EC	European Commission
ECS	Edible City Solutions
EU	European Union
FRC	Front Runner City
FC	Follower City
GA	Grant Agreement
KPI	Key Performance Indicator
LL	Living Lab
MUFPP	Milan Urban Food Policy Pact
NGO	Non-Governmental Organisation
SE	Social Entrepreneur
SME	Small and Medium Enterprise
Telcos	Telecommunication Meetings
WP	Work Package

About the EdiCitNet project

EdiCitNet is demonstrating innovative Nature-Based Solutions (NBS). **Edible City Solutions** are going one step further: We include the whole chain of urban food production, distribution and utilisation for **inclusive urban regeneration** and address societal challenges such as mass urbanisation, social inequality and climate change and resource protection in cities. The key components (1) **City Teams**, (2) **Living Labs**, (3) **Masterplans** and the (4) **Edible Cities Network** with *Toolbox* and *Marketplace* form the basic structure of EdiCitNet.

City Teams are the backbone of the project. They are steering groups in each city which ensure participation of citizens, SMEs, NGOs, and other relevant organisations.

Living Labs are temporal spaces. Cities give strategies and processes for anchoring ECS in cities a try in protected rooms for enhancing social cohesion and better living conditions.

Masterplans are a systemic approach for planning urban infrastructure. Masterplans foresee a collaborative planning to make a city attractive for all citizens.

Network
EdiCitNet Network provides knowledge sharing, open access to all information of ECs and round ECS. The network is integrative and beneficial to all which want to change the world.

Thank you! 🌐 www: edicitnet.com

Twitter: @edicitnet

Insta: edicitnet

edicitnet-coordinator@eurtd.com

Edible Cities Network

Reports in #openaccess #OA in Zenodo
https://zenodo.org/communities/edicitnet/