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Abstract	The plan summarizes the strategies to communicate the gE.CO project and disseminate the main results. The visual identity of the project is described according to the results of the brainstorming organized during the kick off meeting in Turin (5-6 February 2019). The project website and social channels will be the main tools for communicate gE.CO's activities: different targets have been identified.

Versioning and contribution history

Version	Date	Comment	Authors
v.01	25/03/2019	First draft - English version	EUTROPIAN
v.02	26/03/2019	General linguistic Review	UNEW
v.03	27/03/2019	Comments and suggestions	UNITO, UNEW, OLA
v.04	28/03/2019	WMGC added	SI
v.05	29/03/2019	Final version	EUTROPIAN
v.06	29/03/2019	Final check and final linguistic review	UNITO



Communication Plan

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Introduction

The aim of this document is to lay out the dissemination and knowledge sharing strategy of the gE.CO Living Lab project. The purpose of this plan is to outline and direct the project's activities to ensure that the knowledge acquired through the project is shared; and that the model for the regeneration of urban voids is disseminated and assimilated.

Firstly, the plan identifies communication and dissemination objectives and presents the project's approach to dissemination and knowledge sharing. Secondly, it specifies the project's target audiences and identifies the communication ecosystem of the project. Thirdly, the plan describes the strategy for dissemination and knowledge sharing, including the communication channels to be used and the dissemination activities to be conducted. Finally, it outlines the various partners' roles in the implementation of communication and dissemination activities; introduces related impact indicators and explains the procedures for the monitoring and evaluation of these indicators.

Deliverable 6.1 is part of the WP6, which will both disseminate the results of the project by the communication activities and represent the main channel to promote the gE.CO platform and create a European network of generative commons.



Approach

The gE.CO approach to dissemination and knowledge sharing is built on the notion of openness, which is one of the key project attributes. This approach has a two-fold focus:

- Open knowledge: ensuring easy access to the knowledge generated by the project, from its inception until its end; and
- Open space: creating a platform where different stakeholders can meet and learn from each other.

From a practical standing point, the project will strongly rely on existing networks and communication channels.

gE.CO will benefit from contacts with networks and communities that project partners already have. Links will also be made with ongoing international projects in related fields. This will enable a quick start for dissemination and knowledge-sharing activities and will be later complemented with targeted outreach activities to strengthen the project's sectoral and geographic representation.

Aims and objectives

The gE.CO Living Lab will develop a platform in order to map formal groups and informal communities of citizens who manage fab-lab, hubs, incubators, co-creation spaces, social centres created in regenerated urban voids, and provide a place to share and exchange experiences. The project puts at its core the idea of inclusive governance of regenerated spaces, which means the empowerment of the community through activities that impact on a broader urban dimension. The inclusive governance model calls for the incorporation of stakeholder coalitions into the legal structures adopted for managing urban spaces; the integration of resources and the exploration of innovative financial models. By following the inclusive governance model, the regenerated sites hosting community activities present a major opportunity for social cohesion, integration, innovative bottom-up economic activities and employment creation.

To do so, the project aims are to:

- Communicate project activities and results among all potential interested parties and end-users;
- Disseminate and communicate project activities and outcomes among all potential interested parties and end-users; and
- Plan and ensure adequate use and exploitation of project results through the **Widespread Museum of Generative Commons (WMGA)**

To achieve these aims, the project must:

- Create a digital mapping platform for knowledge exchange and citizen collaboration;
- Bring together formal groups and informal communities of citizens;
- Map citizens' initiatives as well as those of public institutions;
- Promote the exchange of good practices and legal solutions;



- Evaluate and study a sample of pilot cases;
- Understand which socio-economic, cultural and legal factors are helpful for the cause;
- Scale up and scale out sustainable generative commons and innovative local policies;
- Support the emergence of new generative commons; and
- Support innovative economic activities and welfare services.

Target and communication ecosystem

The identified target groups within the gE.CO communities of reference comprise a wide range of different stakeholders coming from a variety of sectors, from the knowledge institutions, to private sector, to public authorities to civil society organisations. For targeting more specifically the different groups, the gE.CO communication strategy identifies main and secondary target groups. Main target groups comprise those with a direct interest in the project because strictly connected to their core activities, secondary target groups instead are those who are not actively involved but are potentially interested.

	Civil society	Knowledge institutions	Public authorities	Private sector
Main target group	Fab-lab, hubs, co-creation spaces, social centers, etc	Scientific community and practitioners operating in field (planning, urban regeneration, etc)	City administrations, EU Commission (especially DG Regio and DG Employment)	Social enterprises, start-ups, incubators
Secondary target group	Citizens groups	Scientific community, practitioners operating in complementary fields (economy, social inclusion, etc)	Regional, National administrations	Bank foundations, potential sponsors

Every partner of the consortium has a certain reach and a certain message, it is important to unite these efforts for the project to have greater impact.

Given the nature of the project and the communication ecosystem several different communication channels will be used to reach the different target groups. Through the project's lifecycle, we aim to use various communication channels to share the knowledge and insights of the project throughout its development.

The active usage of the partners' communication and dissemination channels is one of the key methods of the gE.CO communication approach. These channels include both partner-owned channels and their connections to networks and communities which promote sharing knowledge on cultural heritage and sustainable development. gE.CO will create connection especially with URBACT program and the EU Urban Agenda.



Liaison with related projects

gE.CO will benefit from knowledge and expertise gained in other European projects operating at the intersection of urban commons, reuse of buildings, community empowerment and sustainable development. The list of such ongoing projects includes, but it is not limited to ROCK, RURITAGE, EUCANET, CLIC, CO-CITY, ARCHES, CO3, REACH, PLUGGI, EMOTIVE, POEM, Open Heritage, SHICC, Enacting the Commons. Public communication between these projects already occurs. gE.CO will take an active role in this type of communications by, where appropriate, sharing the aforementioned projects' activities on social media channels; tagging them in gE.CO posts; and inviting them to participate in relevant events. This will generate a reciprocal effect and include gE.CO in the ongoing European dialogue on commons and reuse of urban voids.



Communication Strategy

The present section is structured in three sections: the outcomes and outputs of the project; the monitoring and evaluation measures and the visual identity.

Outcomes and outputs

The main items delivered by the project will be the gE.CO Do-it-Yourself kit composed of:

- Tools for citizens' participation and community building;
- Temporary Uses Toolkit;
- Tools and processes for the governing of generative commons; and
- Legal Toolkit.

For this reason, the project communication will be geared towards the valorisation of these items by building up of expectations and potential contribution among the targeted audience.

Visual identity

The gE.CO logo has been created and approved by the project partners through an iterative process. Additionally, colour codes and different formats have been made available to the partnership.



Image 1: gE.CO logo



www.generative-commons.eu

gE.CO Living Lab is an exchange platform for formal groups or informal communities of citizens who manage fab-lab, hubs, incubators, co-creation spaces, social centres created in regenerated urban voids.



Image 2: gE.CO project colours

Project website

The project website (<https://generative-commons.eu>) – will serve several functions. Firstly, it will provide the information about the project implementation to various external audiences. In doing so, it will become a process diary documenting the project and facilitating its analysis. The first version of the website will be launched in M5. During M19-35 the WMGC will be developed, with itineraries between generative commons that share one or more specific features with each other will be created.

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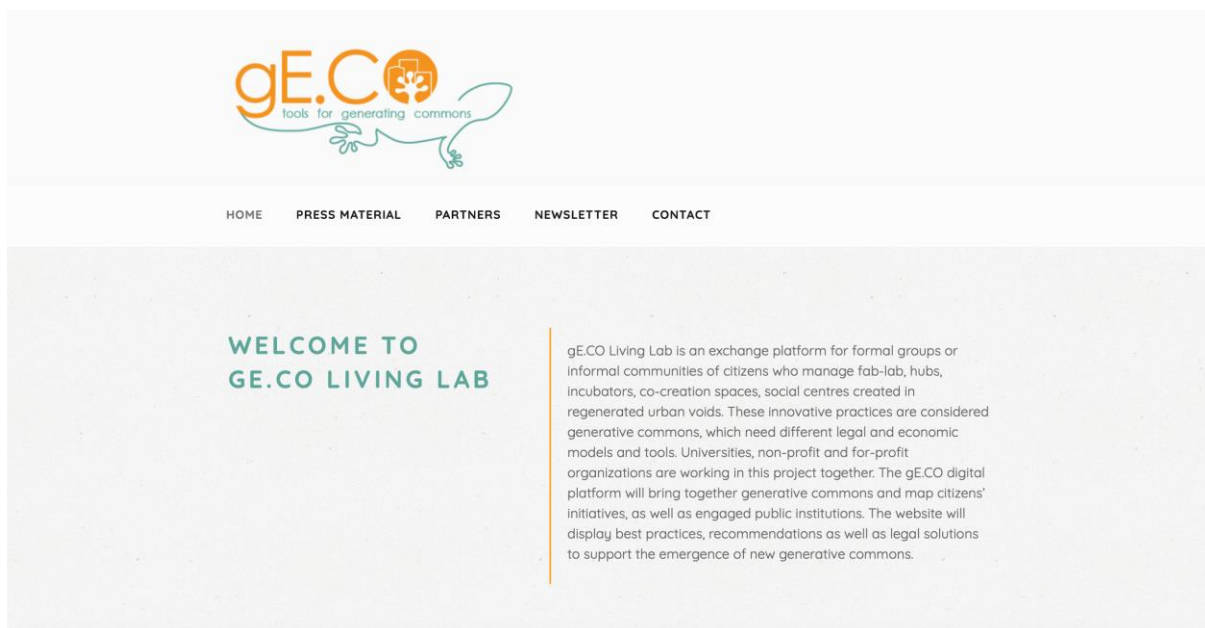


Image 4: gE.CO website landing page



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 822766.

As defined by the Grant Agreement, all project communication and dissemination products will include the EU logo and the information about the funding stated as follows:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 822766.”

Project social media channels

The project already has a Facebook page @generativecommons and a Twitter account @generativecomm1, where the project news and events are shared. All partners have credentials to post from the social media accounts.

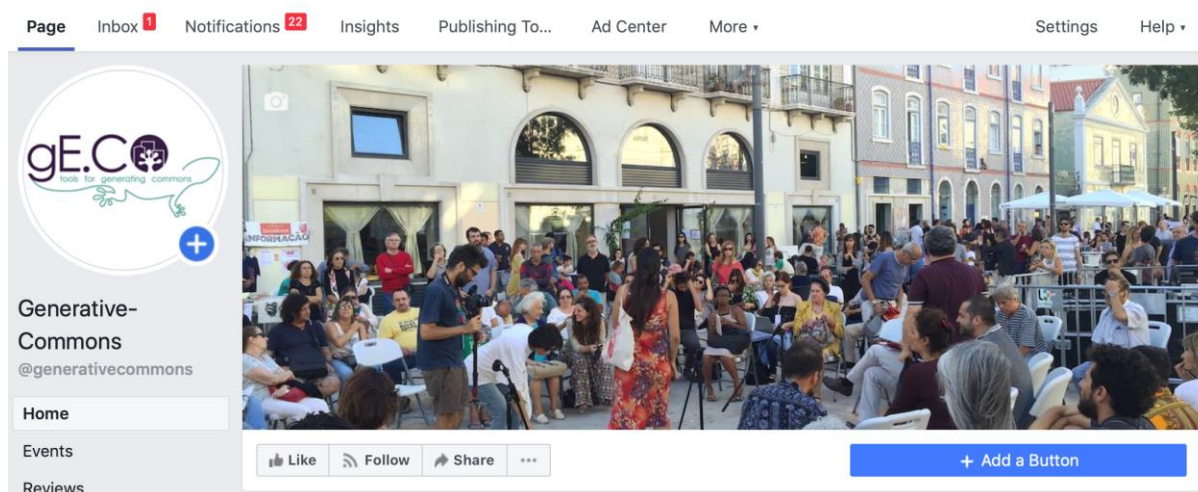


Image 5: gE.CO facebook page

Newsletter

The gE.CO newsletter will be released every 6 months by EUTROPIAN, with contributions from all project partners. Content will comprise information on ongoing activities within the gE.CO project as well as highlights in the sector, offering an opportunity for readers to get a broader vision on the public debate on these topics.

The form will be created on Mailchimp with a direct connection to the website to create the mailing list database. Newsletter articles will be linked to articles on the gE.CO website, therefore redirecting readers.

Monitoring and Evaluation

The impact of the gE.CO project will be assessed against a set of target indicators related to communication, dissemination and knowledge sharing activities.

Channel or activity	Measurement unit	Target indicator by end of project
Website	Users per week	200
Social Media	Likes of page	1000



Newsletters (every 6 months)	Openings	500
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An online monitoring tool will be established by EUTROPIAN to keep track of project communication and knowledge sharing activities conducted by project partners. This tool entails an online questionnaire, which allows for quick and convenient reporting by partners on their communication, dissemination and knowledge sharing efforts. All partners are requested to fill in the questionnaire on a regular basis, preferably, as soon as they have performed a communication activity or at least monthly. The completeness of the information submitted through the monitoring tool will be reviewed by EUTROPIAN a week before Project Management Board meetings, and the results of the review will be discussed during the meetings. If necessary, EUTROPIAN will send reminders encouraging partners to submit the information about their communication activities.

Workplan

The following section illustrates the foreseen tasks and deliverables of the project and provides additional details on the strategy for delivery.

Tasks

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
6.1 Planning of the communication, dissemination and exploitation *contribution of all partners																									
6.2 Website																									
6.3 Dissemination activities *all partners																									
6.4 Communication activities *all partners																									
6.5 WMGC exploitation																									
6.6 WMGC building																									

Task 6.1: Overall planning of the communication, dissemination and exploitation



Leader: EUTROPIAN; Contribution: All partners.

Draft a strategy and outline an overall plan for major communication and dissemination activities which will be performed by all consortium members. Within this task key items such as the visual identity and the strategy for project coordination will be developed together with partners through an iterative process.

Task 6.2: Setting up and maintenance of the project website

Leader EUTROPIAN; Contribution: UNITO, UNEW, OLA.

Design and uploading of the project website which will embed the gE.CO platform. The website should be running by June 2019; and by approximately summer 2020, the website needs to host (quality mapping) systems and applications, developed by project partners.

Setting up the website entails developing:

- The concept;
- Visual appearance;
- Smart and self-explanatory website architecture;
- Six or more menu items (e.g. about us, our approach, examples, members, news, events);
- Contact form;
- Integrated social media and mailing program;
- News page or corner;
- Programming and support;
- User-helpdesk for the duration of project period;
- Integration of other systems/applications;
- Front end content publishing for members of the platform (potentially); and
- General availability to participate in meetings.

Task 6.3: Dissemination activities

Leader: EUTROPIAN; Contribution: All partners.

Project consortium members will ensure that project results will be adequately disseminated by¹:

- A. Publishing joint authored scientific papers in peer reviewed journal available in Open access;
- B. Ensuring participation of consortium members in events where the research conducted can be presented. These events will comprise of different thematic conferences (commons, urban regeneration, social entrepreneurship, legal development, heritage reuse, etc.);
- C. Organizing project joint events during key implementation moments, such as the milestones in the case study areas. Local partners will contribute to the organisation of the events;
- D. Issuing of a regular newsletter every six months through Mailchimp, to a mailing list exclusively for the project. The content will be jointly contributed;
- E. Creating mini-videos providing insights into project lessons, this material will be particularly useful for social media and public presentations;

¹ The special interdisciplinary scientific journal, originally included in the project, has been eliminated to focus partners' efforts on cooperative and supporting actions. However, the interdisciplinary approach will characterize the contents of gE.CO newsletter.



- F. Hosting the final conference, that will take place in Brussels, to showcase the project results and ensure a follow-up on the work within the reference community.

Task 6.4: Communication activities

Leader EUTROPIAN; Contribution: All partners;

Project consortium members will ensure that the project will be adequately promoted through different means (including the involvement of adequate media experts) by:

- A. Drawing up of project promotional materials (project logo, brochures, gadgets, etc.);
- B. Issuing of press releases in different languages during key points of the implementation of the project, namely, the launch and closing phase, gE.CO platform upload and commencement of free registrations on the gE.CO platform;
- C. Participating in television and radio broadcasts; and
- D. Social media feed (Facebook and Twitter)

Task 6.5: Exploitation through the Widespread Museum of Generative Commons (WMGC)

Leader: Spazi Indecisi; Contributions: UNITO, UNEW, OLA, EUTROPIAN.

Define the exploitation and usage plan to organize an economically efficient exploitation of project's results through the WMGC.

WMGA is an instrument of knowledge, conservation, communication and enhancement of the territory, capable of triggering processes of active reading, of participation and, finally, of regeneration.

WMGA will be used to exploit the data collected on the gE.CO platform by telling the stories of generative commons and the possibilities that they are able to create for the community engaged in their management as well as for neighbourhoods.

For the definition of the museum's implementation plan, its usage plan, its sustainability, it will be necessary an analysis of the results and data collected and a definition through coming meetings of:

- Specific objectives of WMGA;
- Areas of intervention;
- Target groups (communities, citizens, schools, etc.); and
- Communication and engagement tools (open call, online maps, etc.)

Task 6.6: Building the WMGC

Leader: Spazi Indecisi; Contributions: UNITO, UNEW, OLA, EUTROPIAN.

Itineraries between generative commons that share one or more specific features with some other will be created; generative commons will be equipped with QR code tags.

The building of WMGC will organized according to the following action phases:

1) Mapping places by communities' knowledge.

Information about commons will be collected and catalogued, to communicate it, as a museum does with its heritage.

The materials collected refer to the sites and concern:

- Geolocation and urban connections;
- Pictures collected by public calls;
- Legal condition;
- Historical information; and
- Witnesses.

2) Define WMGC itineraries.

Generative commons provide information about the social, cultural and economic aspects of the local territory in which they are based; similarly, they reflect urban transformations. When generative common share one or more specific feature, they are joined in a WMGC's itinerary.

3) Create an alternative guide to know and explore generative commons

Itineraries will be collected in an alternative and constantly evolving guide. It will include multimedia contents specifically created for WMGC, in collaboration with artists, photographers, musicians, actors and cultural local realities.

Deliverables

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
6.1 Dissemination and Communication Plan		█																							
6.2 Project website online and operational				█																					
6.3 Press releases		█																							
6.4 Plan for the exploitation of results													█												
6.5 Proceedings/minutes of project dissemination events		█		█		█			█			█			█			█			█			█	
6.6 Biannual electronic newsletter						█					█					█									
6.8 Itineraries for the WMGC																				█					

D6.1: Dissemination and Communication Plan

It will also include technical specifications for the setting up of the project website and for the drawing up of the project promotion materials. The website will serve as a repository of working material and European good practices, hence supporting the learning process within the project.

D6.2: Project website online and operational

The website will serve as a repository of working material and European good practices, hence supporting the learning process within the project. It will consist of a public area which will support the dissemination and exploitation activities of the project and a Restricted area, accessible through a password.

Maintenance to be taken care of during all project life span and after the funding ends

D6.3: Press releases

D6.4: Plan for the exploitation of results

D6.5: Proceedings/minutes of project dissemination events



D6.6: Biannual electronic newsletter

To communicate announcement of progress and milestones achieved; reports on conference and workshops; information about forthcoming events or publications.

D6.7: Interdisciplinary online scientific journal: The special interdisciplinary scientific journal, originally included in the project, has been eliminated to focus partners' efforts on cooperative and supporting actions.

D6.8: Itineraries for the WMGC

Itineraries to visit generative commons will be published on the platform. Alternative guide will be published at M35.

Itineraries of the WMGC composes an alternative and constantly evolving guide that walks alongside with a series of multimedia contents specifically created, in collaboration with artists, photographers, musicians, actors and cultural local realities. Contents aim at sharing historical information and collected material, expanding the emotions of these places, reflecting on their past, present and future. The contents have different nature: short documentaries, indoor videos, site-specific art creations, interviews and sound projects.

WMGC will be available for communities and citizens thanks to the following tools:

- Digital maps and website;
- Paper maps; and
- Urban design signs and symbols.

