DIVAIRCITY

The power of Diversity & Inclusion for Climate Neutral Cities

Communication, Dissemination and Visualisation Strategy, including social media

Deliverable 7.2 - Public

Lead beneficiary: RTBF

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003799

History of Changes

Version	Date	Authors
V1.0	25/01/2022	Felice Gasperoni (RTBF)
V.2.0	28/01/2022	Agnese Riccetti, Vittoria Fazio (UniverCities, Energiada)
V.3.0	31/01/2022	Elisa Peñalvo/Jorge Cano (UPV)
V.4.0	31/01/2022	Daniela Melandri (Univercities)

List of Acronyms

Acronym	Meaning
Bipolaire	Bipolaire Arquitectos SLP
DoA	Description of Actions
EC	European Commission
Energiada	Energia-da SRL
EQN	EQN Limited
GA	Grant Agreement
GeA	General Assembly
ICT	Information and Communication Technologies
PC	Protected Categories
PCU	Project Coordination Unit
RTBF	Radio-Television Belge De La Communaute Francaise
UniverCities	Use Efficiency Association
WP	Work Package

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1. Purpose of the document

The document aims at providing an overview on the strategic plan and pathways to the dissemination activities of DiViAirCity, enhancing the impacts of the project, raising awareness on the main topic and supporting the knowledge transfer among the different stakeholders.

2. Communication and Dissemination – Overview

❖ Objectives

The communication and dissemination activities are crucial for DivAirCity, to ensure both an inclusive participation engagement by a wide range of stakeholders with tangible inputs for the project, and an effective distribution of the information and results from the project for knowledge transfer, mentoring, and governance purposes.

The DivAirCity communication and dissemination activities are led by RTBF (Radio-Television Belge De La Communaute Francaise), the media partner in the project with a history of TV and radio shows dealing with sustainable development, societal transition and innovation in the field of energy production and management.

Other consortium members play a key role to support and target specific audience, such as Energiada and UniverCities as overall support for the communication practices; EQN (EQN Limited) in relation to mentorship and community of practice; Bipolaire (Bipolaire Arquitectos SLP) leading the Capacity Building Programmes for City Councils; UniverCities (Use Efficiency Association), specifically for internal communication with the EC. In general, all DivAirCity partners contributes to enhance every communication and dissemination activities at a national level.

Finally, a crucial role is also played by the several organizations which provided Letter of Supports for the project, committing in augmenting the communication and dissemination activities.

More details are provided in chapter *6. Roles and Responsibilities* of this document.

The specific objectives of the communication actions are:

- To develop a wide, mass media communication and dissemination strategy, to educate and raise awareness at a public level about the relationship between environmental, social inclusion and health and wellbeing challenges for cities (RTBF)
- To provide a mentorship programme for city stakeholders and to help promote diversity at decision level in each professional community, encouraging a more diverse approach to the delivery of the built environment and, in particular, its approach to the air quality/carbon agenda (EQN).

- To provide a capacity building programme for city councils, disseminating the results of DivAirCity with the Covenant of Mayors and other EU cities initiatives, e.g City Science, Innovating Cities, Cities Mission, the iCapital, the Smart Cities Community (Bipolaire).
- To create a knowledge sharing programme that promotes and supports the exploitation of DivAirCity results within the scientific community (UPV, Energiada).

Last but not least, aspecial attention is given to privacy (GDPR), ethics and IPR issues in Media, which are constantly considered in the communications activities.

❖ Strategy

The communication strategy is built initially on the Five Ws principle, what, why, who, when and how, as integrated by the definition given by the European Commission:

Communication: *Inform, promote and communicate your activities and results*

Dissemination: *Open Science: knowledge and results (free of charge) for others to use.*

The *why* is linked to the objectives of the communications activities, which are in turns framed within the project's objectives and scopes.

The DivAirCity's objectives match the ones set up by the Horizon 2020 Programme[1] You may find the specific ones related to the communication and dissemination in **Table 1**.

[1] Reference call H2020-LC-CLA-2018-2019-2020 / H2020-LC-CLA-2020-2

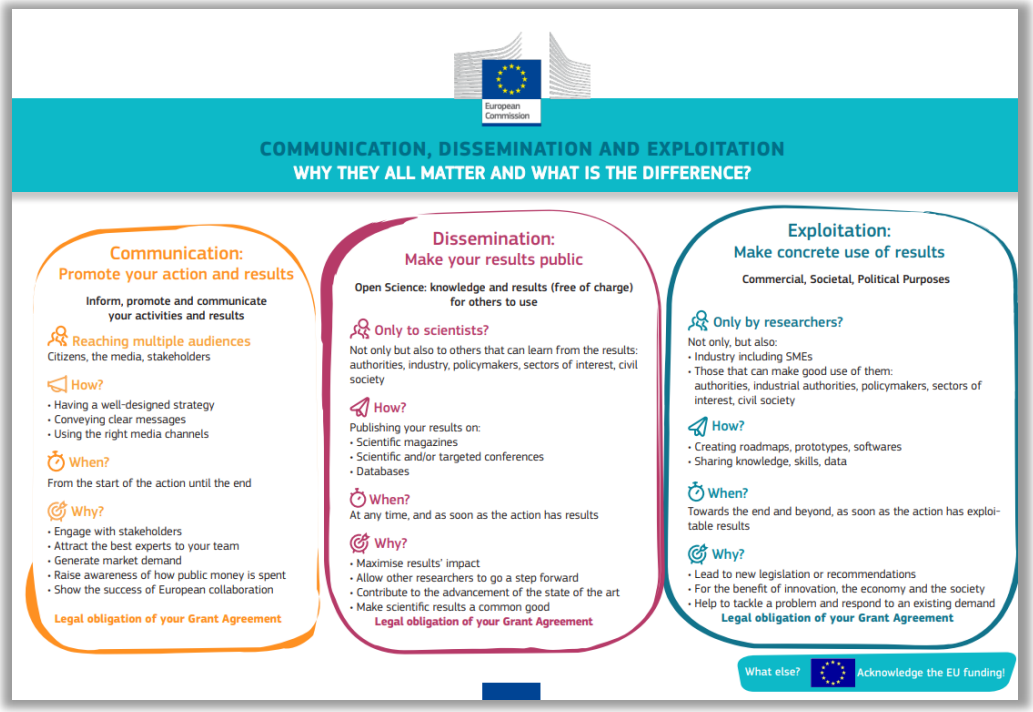

***Figure 1**. Quick guide and tools for Communication, Dissemination and Exploitation*[2]

***Table 1**. Specific Outcomes and Impact*

EU Challenge	EU Objective	DivAirCity outcomes and impacts
Challenge 6: Building on the past	**OBJ 6**. REPLICABILITY, TWINNING, SCALING UP	A twinning programme to enable replicability of DivAirCity by other EU cities, as followers, and to share knowledge at a global level. The twinning programme will create at least 20 follower cities enabled through a replication mechanism, together with the Belmont Forum.
Challenge 7: Raising Awareness, Educating and Mentoring	**OBJ 7**. TRAINING and DISSEMINATING	• Media Programme. • EQN European group for gender equality in the BE. • Raising awareness through cultural driven activities for citizens (Mass Media and Museums).

[2] https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

		• Training/mentoring activities for decision makers and key stakeholders (CoP).

***Table 2**. Challenges, Objectives, Outcome and impacts*

Call Scope	DivAirCity response
Scope 6 "secure the widest possible accessibility of the generated data and knowledge"	The data generated during (and after) the project will be publicly accessible on a local scale and effective for communication impact (e.g. indicators and integration of data into maps and apps to check green and low pollution routes, etc.). It will also be uploaded on established networks at an EU scale such as Oppla, EEA and Climate-ADAPT.
Scope 7 "enhance the impact and promote upscaling and replication"	All DivAirCity results will be shared and a communication/mentoring programme will be defined for dissemination. A Twinning programme is in place for replicability and scalability to follower cities.
Scope 8 "engage in substantial networking and training activities"	The project has identified existing city networks such as EU Sustainable Cities Platform, Healthy Cities, Space4People, etc. to disseminate and communicate results and transfer knowledge and solutions to other cities that are planning to implement similar solutions. It will rely on the powerful media outreach of RTBF and on the twinning strategies with Belmont Forum CRAs.
Scope 9 "To enhance synergies with the Global Covenant of Mayors"	The project will propose specific dissemination and clustering activities with other relevant H2020-projects for cross-project co-operation and share of results, as identified WPin the Concept and methodology and as for LOS existing EU platforms such as Copernicus, Climate-ADAPT, Oppla or ThinkNature, will be used. DivAirCity will be built on existing H2020 projects with the ambition to bring result to TRL9.

Finally, the *who* (audience) is fully described in the following subchapter *Target groups*, while the elements *when* and *how* are illustrated within chapter *4. Communication* tools of this document.

❖ Target groups

DivAirCity is a very ambitious project that aims at improving air quality and environmental/health conditions in cities through a shift of mindsets and power roles in society. The Communication and Dissemination during and beyond the end of the project targets various levels of stakeholders and community.

***Table 3**. Key Target Groups*

Key Target groups	Description
Broader civil society	Broader public and citizens. Associations and organisations representing the 6+1 protected categories identified in DivAirCity. local and global NGOs.
Policy makers and public sector institutions	National institutions (environmental national institutions, local governments, city policy makers, national government and advisors to government steering committees), European institutions (e.g: JRC, EC, Cities Mission Group, Covenant of Mayors, Intelligent Cities initiative, EEA, European Urban Agenda and new urban Mission, International institutions (e.g: EEA, UNHabitat, UNWomen, UN Climate).
Businesses (large and SMEs)	Construction and Infrastructure Large Businesses (eg: Arup, AECOM etc).
Finance and funding	EIB (conversations ongoing), public funding agencies and networks (JPI Urban Europe, JPI Climate, Belmont Forum).
Cities and change makers	Transition Networks (partners in the consortium), JPI Urban Europe, JRC and Covenant of Mayor, Follower Cities in EU.
Innovators and knowledge providers (RTOs)	Universities, RTOs, past and ongoing H2020 projects, think tanks and Knowledge Transfer Networks, Scientific Innovation Hubs, experts.

It must be noted that on top of the above specific target groups, DivAirCity has a focus on the wider target group classified as per UN definition and grant agreement as the 6+1 'protected categories' (gender, age, ethnicity/race, sexual orientation, economic/social, disabilities and intersectionality).

3. Visualization Plan

The internal and external communication activities are based on a specific branding strategy, with the aim of establishing a unique identity to the contents delivered through various means and platforms.

❖ Project logo

A specific logo has been created that will be used on all communication supports.

***Figure 2**. DivAirCity logo*

It symbolizes the union between human beings and nature. DivAirCity is set on the 5 Ps methodology: Private-Public-People-Planet-Partnership. The hands raised represent the collaborative essence of our project and the intersectionality between People and Planet, which we believe is the only way forward to address climate neutral cities.

❖ EU logo and disclaimer

The EU flag logo will be present on all communication material. It has been created respecting the official guidelines mentioned ont the page “Annex 1 – Graphics guide to the European emblem” https://publications.europa.eu/code/en/en-5000100.htm.

***Figure 3**. Offical EU flag*

It is systematically complemented by the following disclaimer:

“The project has received funding from the European Union’s Horizon 2020 under grant agreement N. 101003799”.

❖ Colour palette, main theme and fonts

The color palette for the logo, website and social networks are based on a series of nuances going from “Bondi Blue” (hex code #0095b6) to a light version of “Caribbean Green” (hex code # 00ae75).

***Figure 4**. Left to right color gradient from "Bondi Blue" to light "Caribbean Green"*

The main theme image used for banners and covers on the website and social networks has been developed specifically for this project. It represents all the values that are on the base of DivAirCity: diversity, social inclusion, sustainable development, green urban development and air quality.

***Figure 5**. Main theme image*

The font used on the website is BW MODELICA.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,; ' " (!?) +-*/=éèàçùêûâ

***Figure 6**. BW Modelica font view*

❖ Graphical templates

Generic graphic templates for deliverables, reports and power point presentation slides have been created to ensure the brand awareness and a professional level of quality, in terms of design and presentation in all the project documents and communications.

The generic templates for presentation can be easily adapted for specific audiences and will used by all person involved in the project to disseminate any kind of information about DivAirCity project.

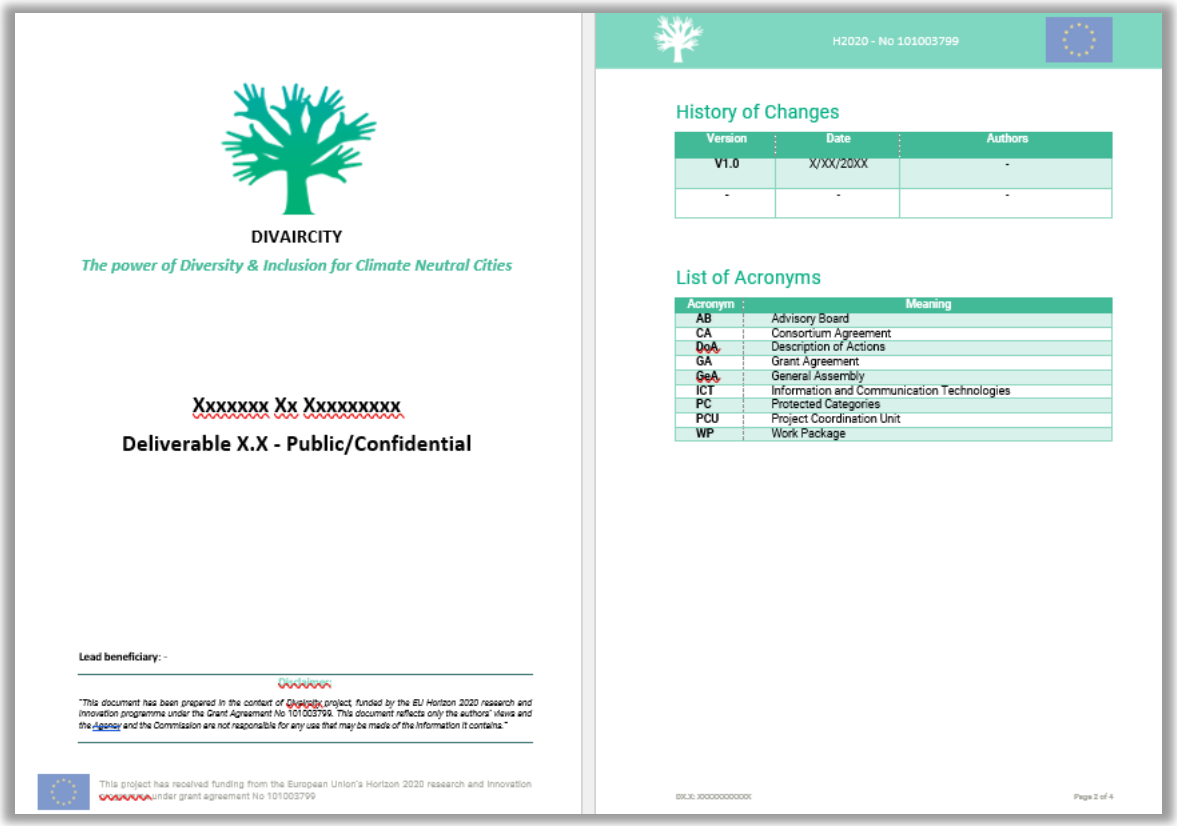

***Figure 7**. DivAirCity Deliverables and report template*

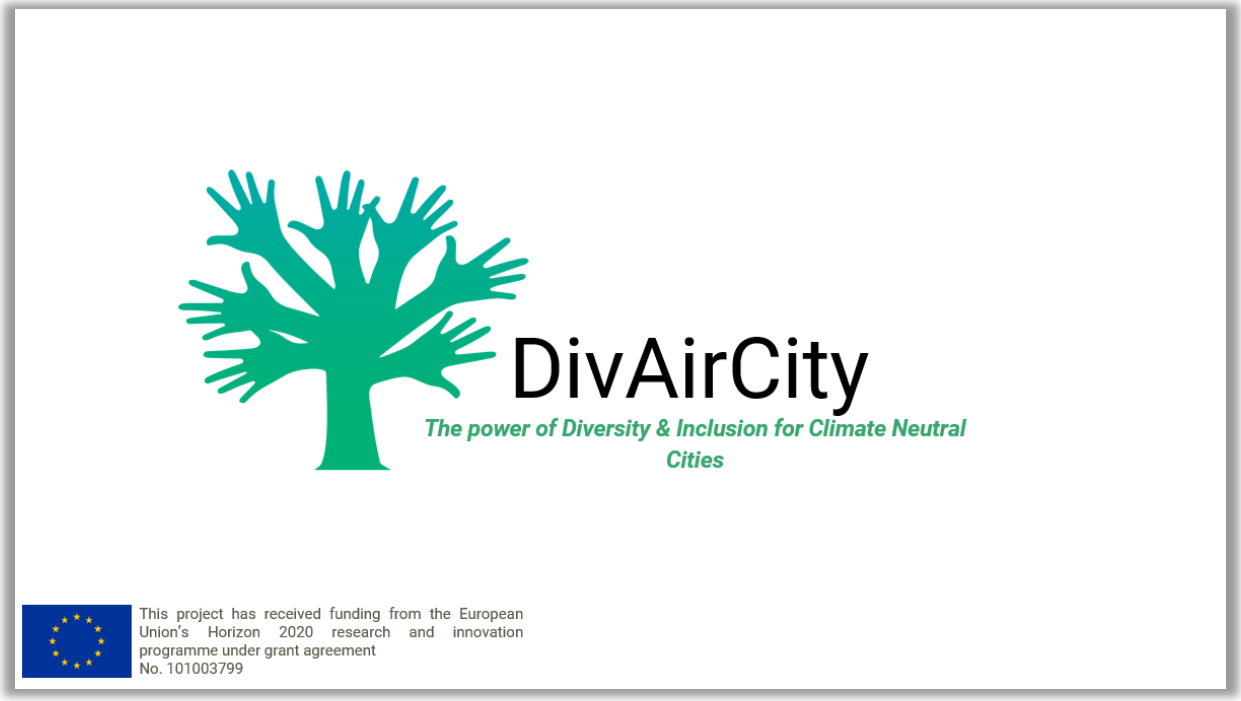

***Figure 8**. DivAirCity presentation*

4. Communication tools

❖ General information

The communication strategy developed for DivAirCity is based on a transverse approach aiming at reaching a variety of target audiences, from different age layers in the broad public, to experts and professionals of the sectors concerned by the project (air quality, social inclusion, cocreation, etc.). It will be based on a cross-media approach: television, newspapers, website, social media.

❖ Television formats

Link: www.rtbf.be

Target audience: broad public

Description: RTBF, the National Belgian media of the French-speaking community, will create a series of TV programmes and documentaries that are in line with the scope of the project and will allow its outcomes to reach out to everyone, well beyond the scientific community. This use of mass media will enable a wide awareness raising campaign across all members of the communities involved. One TV documentary delivered in 7 national versions (DE, DK, EN, ES, FR, IT, RO). The storytelling will focus on the ideal pollution-free/socially equal European city of the future, based on the visions of 6 people (one for each participant city + one in Belgium) that RTBF will follow from the beginning of the DivAirCity project until its end. The selection of the protagonists will respect gender, ethnic and generational diversity. The documentary will be broadcasted on one of RTBF television channels, on TV5 Monde (worldwide French-speaking TV network www.tv5monde.com) and will be made available for URTI members (worldwide exchange platforms between international public television www.urti.org).

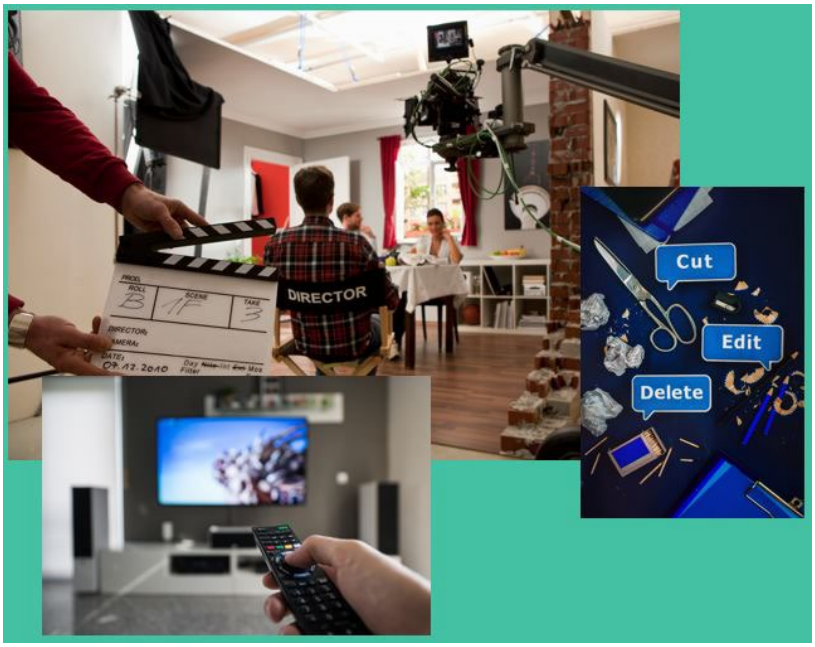

***Figure 9**. Example of documentary preparation*

Six short portraits (4 minutes) of people involved in the documentary, each sharing their visions of the ideal European city of the future, and the best way to get people involved in addressing environmental and social inequality, will also be produced. These portraits will be aired on television within a special edition of the TV magazine “Alors on change”, which, since 2012, has dealt with subjects like sustainable development, societal transition and citizen action. Being broadcast both on RTBF channels and on the 12 local televisions of Belgian French-speaking region, the magazine attracts a cumulative audience of more than 500k viewers per episode. It is also replayed on TV5, for a potential reach of millions of viewers worldwide.

***Figure 10**. Example of portraits*

❖ Project website

Link: http://www.divaircity.eu

Target audience: broad public

Description: the project's website is intended for two purposes. Firstly, it is the display case of what DivAirCity is about: its goals, its partners, the cities involved, the methodology, etc. Secondly, it will be the platform used for the cocreation activities. It has a Wordpress-based infrastructure and it will be available in 7 national languages (DE, DK, EN, ES, FR, IT, RO)

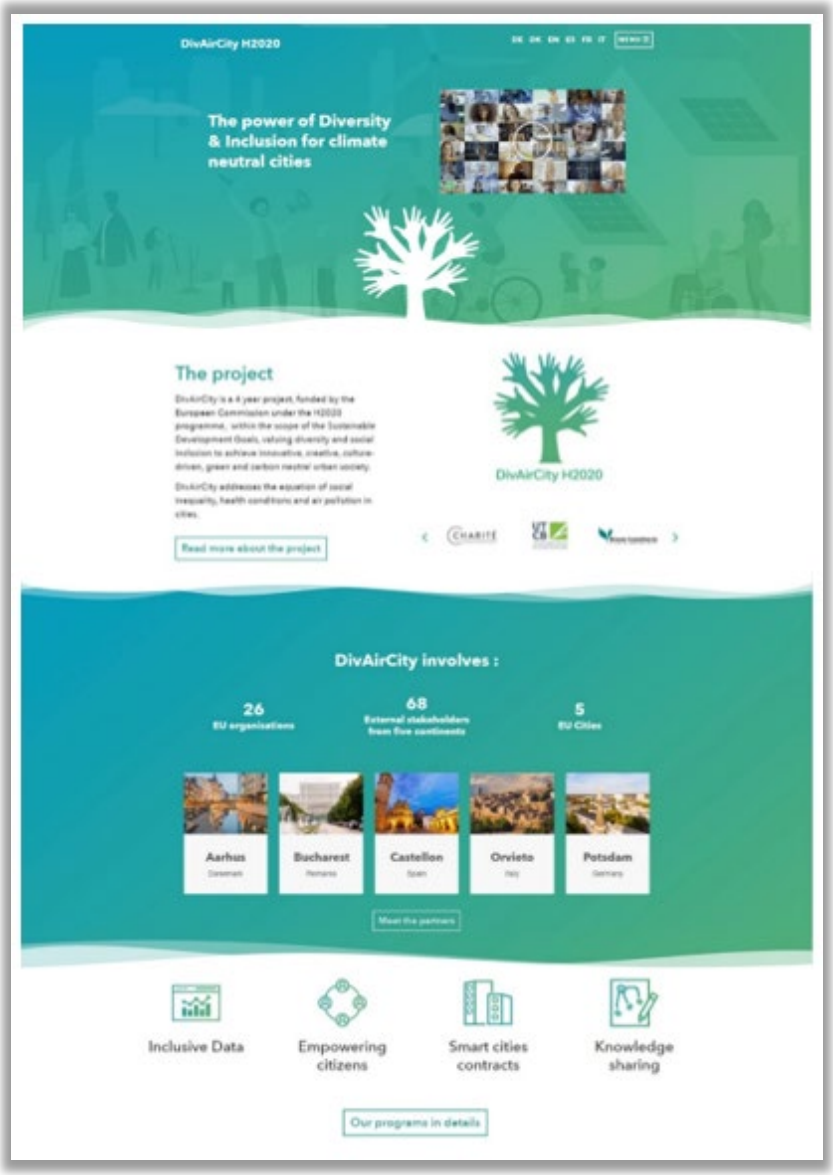

***Figure 11**. Screenshot of the Project Website*

❖ Facebook group

Link: https://www.facebook.com/groups/379108943383411

Target audience: broad public, over 25, interested in topics related to project

Description: the choice was made to create a Facebook "group" because it allows a natural interaction with the community and makes it easier to host user-generated-content (a Facebook "page" has more of a "top-down" functioning.

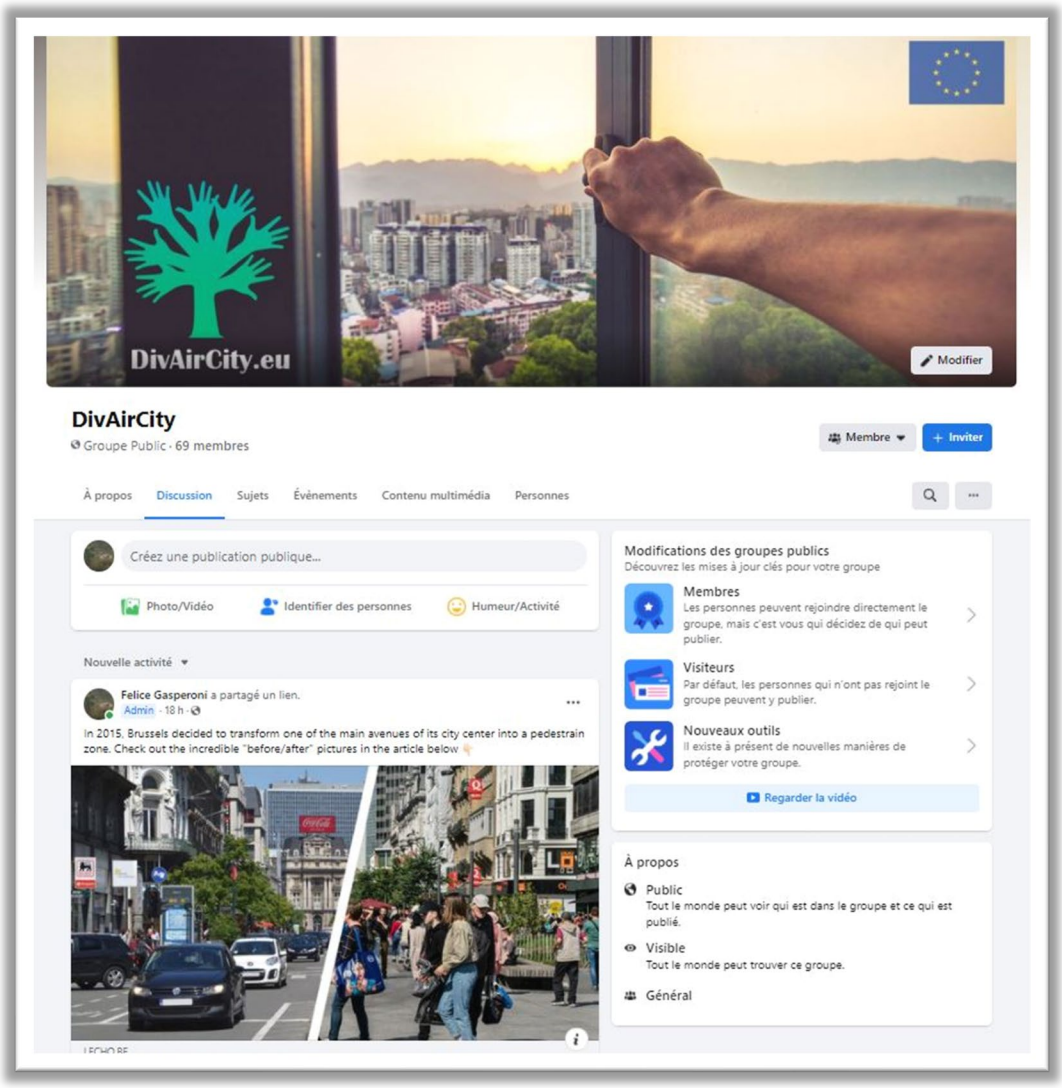

***Figure 12**. Screenshot of the Facebook group*

❖ YouTube channel

Link: https://www.youtube.com/channel/UC0dl0kjW_ALLadD_fmC0qtw

Target audience: broad public

Description: the YouTube channel will be structured around a series of thematic "playlists", some of which have already been created and fuelled with videos.

- The "Who's who in DivAirCity" playlist has 9 videos presenting various members of our Consortium, some specific issues of the cities involved and the hopes of the participants.
- The "Cities involved in the project" has 5 videos presenting the 5 cities involved in the project: Aarhus (DK), Bucharest (RO), Castellon (ES), Orvieto (IT) and Potsdam (DE).
- Two videos have been produced and broadcast without being attributed to a particular playlist: the general presentation video of the project (embedded on the DivAirCity website) and the live stream of the kick-off meeting held in Rome, Italy in September/October 2021.

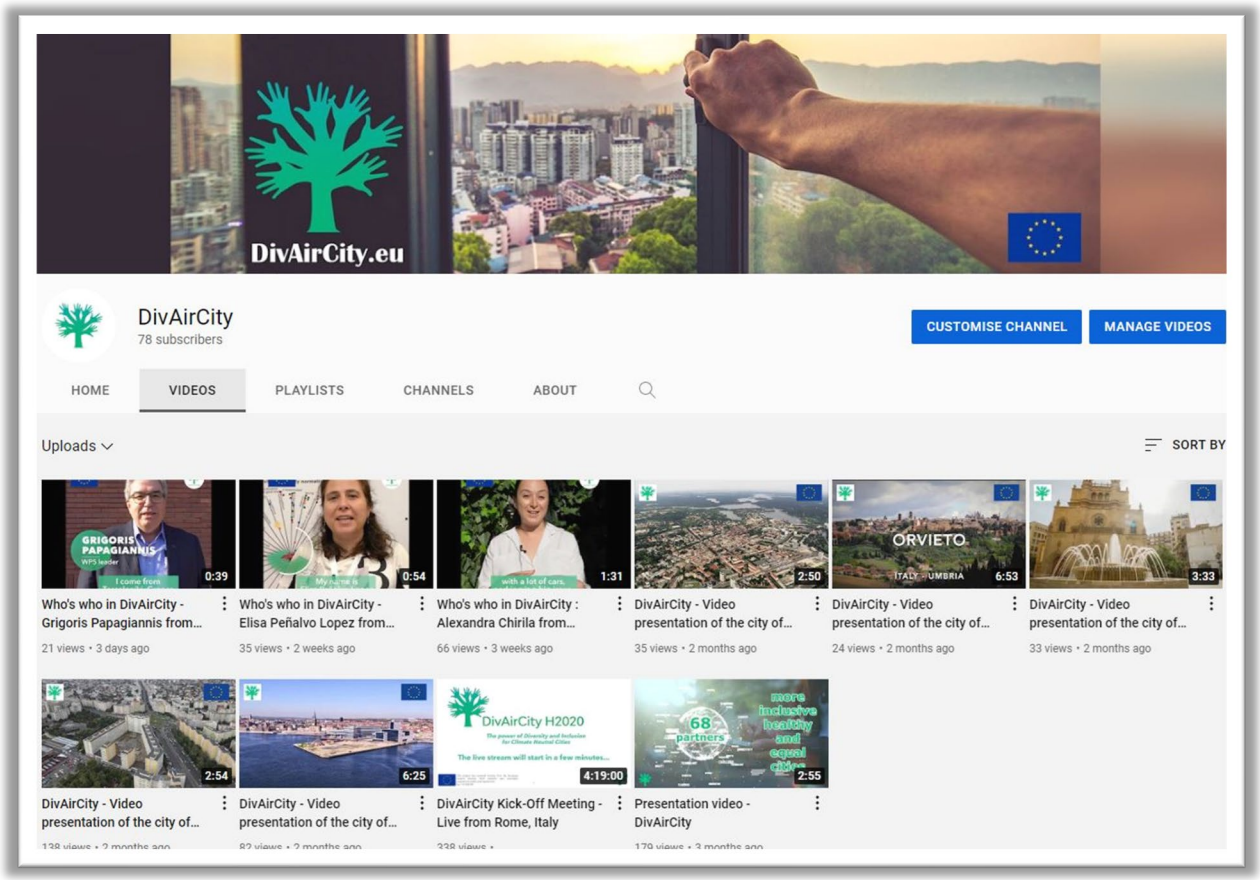

Figure 13. Screenshot of the Youtube channel

❖ Tik Tok account

Link: https://www.tiktok.com/@divaircity

Target audience: teen-agers and young adults

Description: Tik Tok is the social network that is currently experiencing the fastest growth in terms of new user subscriptions and video vews. Tik Tok constitutes a great opportunity to reach a younger target, in other words the adults of tomorrow whose awareness on social and air-quality issues needs to be raised today. A specific strategy will be developed during spring 2022.

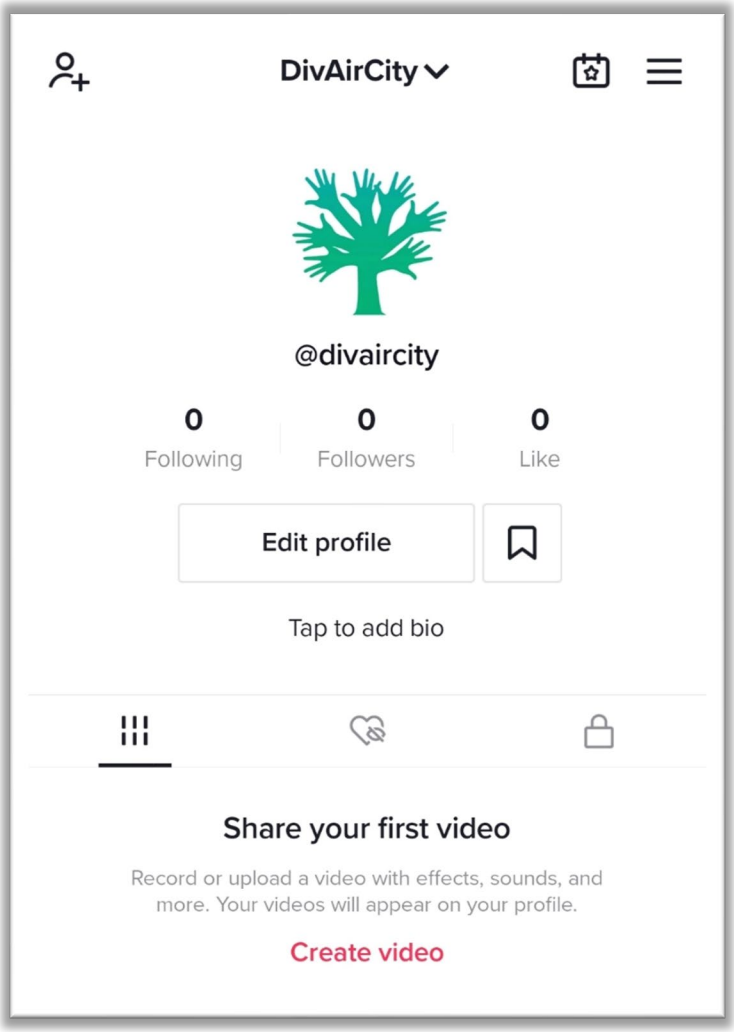

***Figure 14**. Screenshot of the Tik Tok account*

❖ Instagram account

Link: https://www.instagram.com/divaircityh2020/

Target audience: young adults

Description: Instagram is the social network of the young adult generation. A specific strategy will be developed during spring 2022.

***Figure 15**. Screenshot of the Instagram account*

❖ Twitter account

Link: https://twitter.com/divaircity

Target audience: broad public.

Description: a dedicated hashtag #divaircity and various existing hashtags and handles (such as #H2020 and @EU_H2020) are already being used and will be used consistently throughout the project duration and implementation. Twitter will also be used to leverage other existing social media presence, such as the organizations that are part of the consortium, especially the ones that have a strong presence on the platform. As Twitter is becoming increasingly visual, we will also share pictures, videos, GIFs or data visualizations.

***Figure 16**. Screenshot of the Twitter account*

LinkedIn profile

Link: https://be.linkedin.com/company/divaircityh2020

Target audience: professionals of the sectors linked to our project

Description: the aim of our presence on LinkedIn is to develop professional networking and manage the image and the unique values of DivAirCities, by sharing articles, links and multimedia material.

Currently, Linkedin is the most advanced social tool in use, with over 400 people already in the network, which is a much higher amount compared to the ones of many projects at the very end of their lifetime.

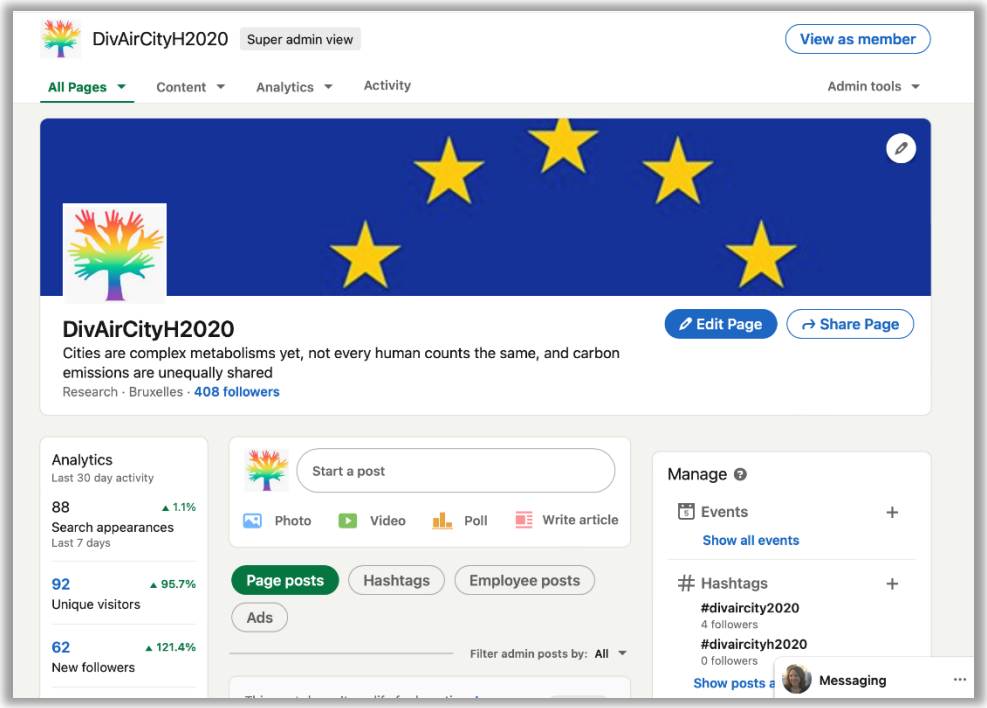

***Figure 17**. Screenshot of the LinkedIn profile*

❖ Other communication tools

- Videos
- Publications
- Press release
- Newsletters
- Brochures and presentations

5. Language Bias and Accessibility

One key focus of the project is to make sure every activity of DivAirCity is in line with its principles.

Among everything is the accessibility to every outcome of DivAirCity and the inclusivity.

On this note colours, fonts events are thought to be inclusive. We will use methodology and technologies to allow people with visual impairments not to be left out and sign language in events (in different language) to make sure co creation activities are thought for everyone. The use of solutions that might be user friendly for the different people involved in the project is a priority that runs across everything starting from the dissemination.

When communicating with the external world language matters.

We have worked hard since the very beginning of the project to assess the language bias existing in our daily conversations, to become aware of them and on the extraordinary impact they have on the social relationships and communities.

Language bias is written, verbal and visual and a big effort of the communication campaign will be focusing on creating guidelines to address this issue in DivAirCity and to provide a useful toolkit for the cities in the future.

6. Expected Impacts

According to the grant agreement the expected impact of the communication activities are described in Table 4.

Table 4. Expected Impacts

Communication Channel	Activity	Expected Impact by the end of the Project
Mass media	Documentary, video pills, interviews and TV presence in RTBF programmes (Allor's A chance), social media, articles and press presence (Imagine Magazine, see LOS) and URTI engagement (LOS).	**>1 Mio viewers globally** >40 global countries broadcasting the documentary and videos
Museums and exhibitions	One final exhibition at the MAXXI Museum (Rome) (see LOS), re-edition of the exhibition potentially in World Design Capital Valencia Programme (see LOS).	**>1.000 visitors**
Press media	Publication of articles in main EU press media linked to RTBF and through the press media offices of the partners. Note, one EQN member was the former head of science at the Guardian.	**>10.000 readers**
Social media: LinkedIn, Facebook and Twitter	Creation of DivAirCity social media strategy leveraging the impact of the media partners and associated ones in the project (LOS).	**>10.000**
Digital Communication	Creation of the DivAirCity website. The website will be linked to the SCCCPs and to all the partners' website and media channels.	**>2000 viewers per year**
Finial event and first documentary viewing in Brussels	A final event will be hosted by RTBF in Brussels at the end of the project, to launch the new twinning programmes and to organise a first viewing of the RTBF produced documentary at the EC, with MEPs, EC main decision makers, EASME and key EU policy makers. Key hosts will be "the people" and the organisations representing the 6+1 protected categories of the project.	**1 final event and premier viewing gala**
Cities events at local level	Each city will organise at least 2 local events to promote the project activities together with the participatory sprints.	**>10 local events**

European events	Participation to the EU Week of Regions and Cities, to the EUSEW and other key EU events, including JPI UE events and the EESC Diversity Europe Group	**>10 EU international event** 1 main event during the WR
International events outside EU	Participation in events and workshops with Belmont Forum Inter America institute (hosting the BF secretariat) and UNOSCC in the Cit to Cities Partnership" Programmes (see LOS). Virtual events with African cities linked to the Covenant of Mayors.	**>5 events internationally** 1 joint main event organised with BF and IAI
RTOs	Link to existing EU projects an knowledge sharing activities (see identified projects in the Excellence section).	**>participation in at least 5 events** organised by twinning H2020 projects

7. Roles and Responsibilities

DivAirCity´s Communication and Dissemination Strategy is organized in six specific activities, namely:

- Dissemination Visualisation and Digital Strategy.
- Raising public awareness through Mass Media and Social Media Campaigns.
- Mentorship Programme.
- Capacity Building Programmes for City Councils.
- Thought Leadership and Knowledge Transfer for the Scientific Community.
- EU Communication.

RTFB will lead and coordinate the overall DivAirCity´s Communication and Dissemination activities with the support of specific partners (EQN, Energiada, Bipolaire, UniverCities, CCC, IA, DTI, UTCB, UPV) based on their expertise and communication/dissemination experience (see **Table 5**).

Nevertheless, all partners will be actively involved in the communication and dissemination tasks, creating specific content and promoting DivAirCity material throughout their communication channels (UPV, Energiada, Bipolaire, Castellon, AAKS, Airly, CNR, UniverCities, Orvieto, UTCB, ARCEN, CCC, EQN, Ecowise, HPI, Charite, BlockInt, SPI, Bucharest, IA, AUTH, DTI, AU, CFH, RT).

Table 5. Roles and responsibilities

Activities	Responsabilities	Responsible
Dissemination Visualisation and Digital Strategy	• Communication Plan. • Visualisation Plan. • Creation of the project website.	Energiada and RTBF
Raising public awareness through Mass Media and Social Media Campaigns	• TV documentary. • Six portraits. • Dedicated Facebook pages.	RTBF
Mentorship Programme	• Mentorship toolkit. • Mentorship programme.	EQN, Energiada, Bipolaire, CCC, IA, DTI, UTCB
Capacity Building Programmes for the City Councils	• Transferring the results of the projects within each city and within the Covenant of Mayors. • Making sure all the Cities in DivAirCity are part of the Covenant of Mayors. • Committing all the cities by the end of the project to have a D&I office (they have all committed to this milestone). • Joining networks such as Rainbow Cities Network and other urban networks, focusing on urban inclusion for the 6+1 diversity categories. • Upskilling city policy makers and decision makers on how NBS can help them tackle air pollution and climate challenges in the cities. • Feeding back DivAirCity results within the activities of the new EU Urban Transition Initiative (former JPI Urban Europe).	Bipolaire
Thought Leadership and Knowledge Transfer for the	• Participation in scientific EU/global events. • Dissemination through scientific journals. • Involvement into Knowledge Transfer (KT) scientific activities.	UPV and Energiada (all RTO partners)

Scientific Community	• Joining networks such as Rainbow Cities Network and other urban networks focusing on urban inclusion for the 6+1 diversity categories. • Upskilling city policy makers and decision makers on NBS to tackle air pollution and climate challenges in the cities.	
EU Communication	• European portals, databases and strategies in the quality and form specified. • Participation and/or contribution, upon request from the EU, to information, training and dissemination events. • Delivery, upon request from the EU, of an update/further input of the action's contribution to the "EU Common performance indicators".	UniverCities

8. Conclusions

The Communication, Dissemination and Visualization plan of DivAirCity uses broader media to leverage a set of very powerful channels for spreading DivAirCity outreach across 26 European countries and 68 external stakeholders from 5 continents.

As a summary, DivAirCity:

- develops a wide, mass media communication and dissemination strategy, to educate and raise awareness at a public level about the relationship between environmental, social inclusion and health and wellbeing challenges for cities, leveraging the outreach of RTBF Belgian TV.
- provides a mentorship programme for city stakeholders – to help promote diversity at decision level in the professional community (CoP), encouraging a more diverse approach to the delivery of the built environment and its approach to the decarbonisation/air quality agenda.
- provides a capacity-building programme for city councils, disseminating the results of DivAirCity with the Covenant of Mayors and other EU cities initiatives (e.g City Science, Innovating Cities, Cities Mission, the iCapital, the Smart Cities Community…).
- creates a knowledge sharing programme that promotes and supports the exploitation of DivAirCity results within the scientific community.