SUNRISE

Sustainable Urban Neighbourhoods Research and Implementation Support in Europe

D5.4 Package of six local communication plans

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Document Control Page

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Table of contents

Document Control Page 2

Table of contents 4

1. About this document 5

1.1 SUNRISE communication of local partner experiences 5

2.1 Local communication plans 5

3.1 Local websites/webpages 7

4.1 Publicity Material 7

2. Summary findings 9

2.1 Local communication actions planned 9

2.2 Need for support from the WP5 team 10

3. Bremen (Hulsberg) 11

4. Budapest (Zugló-Törökőr) 18

5. Jerusalem (Baka) 25

6. Malmo (Lindängen) 34

7. Southend-on-Sea 40

8. Thessaloniki (Neo Rysio-Thermi) 52

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1. About this document

This document covers all communication and dissemination activities related to the local level within the SUNRISE actions neighbourhoods. In particular it outlines site-specific neighbourhood communication plans that each of the six action neighbourhoods has developed. This includes a timeline for communication actions, target audiences and media use. All neighbourhoods are always welcome to address related support questions to Polis and Urbanista. All the activities listed in the *Local communications plans* will be coordinated by one Neighbourhood Dissemination Manager (NDM) per site which has been identified for each neighbourhood.

Local communication will aim to promote the neighbourhood activities in a local, regional and even national context and European level. It will be carried out by SUNRISE sites in local language. The SUNRISE website will also help promote local activities through its communication channels.

The following paragraphs show how the local communication plans have been structured, their purposes and how the information has been collected in the form of a template that all actions neighbourhood have committed to fill in.

1.1 SUNRISE communication of local partner experiences

Information online:

- The SUNRISE website will include partner information (dashboard).
- The SUNRISE website includes information about the co-creation process and its outcomes.
- The SUNRISE website has an interesting news feed. Feel free to send us relevant news items related to your neighbourhood activities that we can share with the rest of Europe.

Media relations:

- SUNRISE will regularly approach the European specialised media with outputs of the project, using real life concrete examples of SUNRISE partners.

Events:

- SUNRISE will be presenting its results at various conferences across the EU. SUNRISE partners will be presented as exemplary for progress towards neighbourhood co-creation of mobility solutions.

2.1 Local communication plans

This section contains detailed guidelines and suggestions on how to communicate with the local media about your involvement in SUNRISE and raise awareness of the activities taking place within the project at the local level. It serves as background to the template for local communication plans, where SUNRISE sites develop their own tailor made communication plan.

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To secure commonalities regarding the SUNRISE brand and identity, Polis will be in charge of coordinating and supporting local (site) communications. This will secure a common and consistent approach towards dissemination, especially regarding the SUNRISE brand and identity, common messages to be communicated, etc., while recognising the different context conditions of the respective sites.

Actions as described below will be monitored per site, copies will be filed and progress, distribution and media coverage reported on the basis of the local communication plan templates. This allows to assist sites in their dissemination activities where needed.

Select your messages

Be sure that the core messages for your communications campaign are created with the specific target audience in mind.

Messages should be benefits-based and should answer the citizens' question "What's in it for me?" Effective messages:

- are straightforward and to the point;

- focus on outcomes not processes; and

- include supporting arguments with proof points.

Avoid the temptation to develop too many messages. As a general rule, you should create a maximum of three key messages.

Select your target audience

Identify your audience's level of familiarity with the issue of sustainable mobility. Analyse the "general public": What are they interested in? What media do they read, listen to and watch? Can they be influenced? Will your news interest them? What are their cultural differences, levels of knowledge, demographics? Is your announcement newsworthy? Will members of the media be interested?

Communication plans need to be tailored to different target groups. Different communication channels can reach different target groups or stakeholders. Before filling in the local communication plan, partners need to define the following question: Who are the stakeholders that we want to reach. Next to the standard target audiences, please also consider hard to reach groups: i.e.

- Children and young people
- Elderly people, especially isolated older people
- Single parents
- Minority ethnic communities
- Language minorities
- Disabled people
- People with specific health issues
- People with low literacy levels

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- Faith communities
- People on low incomes

Branding, project identity and social media

Also on the local level, the SUNRISE project design will be followed, making use of the SUNRISE logo, CIVITAS logo, the EU logo and the H2020 disclaimer: *"The CIVITAS SUNRISE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 72 33 65"*

In particular for the social media presence, it is suggested to:

- always use the general hashtag #CIVITAS_SUNRISE
- Share & encourage partners & the community to repost/retweet
- Play with short tweets/posts and use # & @
- Use visuals
- Following other page/organisations
- Post regularly but do not overload (at least twice a week).
- Include links for more info (the project website when necessary)
- Interact
- Prepare and schedule posts/updates.

3.1 Local websites/webpages

An important local communication tool for SUNRISE is visibility on the partners' websites/webpages. The websites will provide all details about how SUNRISE works and what local neighbourhood ambitions are.

- Include in your city's website the text together with the SUNRISE logo.
- Local websites can include the following features:
- Details on your local objectives
- Provide local leaflet for download
- List of stakeholders involved in the neighbourhood activities
- News items to provide latest details on the neighbourhood activities
- Information about local events, meetings etc.
- Link to the project website www.civitas-sunrise.eu

The sites are free to use the content of the project website, translate it into local language and use it for their respective local website.

4.1 Publicity Material

Local Leaflet

It could be interesting to have a SUNRISE local leaflet. Ideas to produce such a leaflet can be found on the communication toolbox on the SUNRISE website.

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Local Electronic newsletters (optional)

Each SUNRISE site can issue its own electronic newsletter in the local language to keep the local neighbourhood community informed of the project. The newsletter also targets other regional or local authorities in the same country, which may be encouraged to start up a similar scheme.

Sites can translate and use articles of the SUNRISE website for their local newsletter such as good practice reports.

Local stakeholder workshops (in line with WP1-2-3-4 process)

Local stakeholder workshops are organised in order to launch and explain the neighbourhood concept and to get necessary local stakeholders on board. For this reason, stakeholder workshops preferably are organised at an early stage of the project.

Local press and media work

Local press work is crucial to making SUNRISE a success. Publishing in local general press allows you to create momentum for the neighbourhood activities. All SUNRISE sites are invited to communicate the progress made within SUNRISE. The main tool will be sending out press releases while organising a press conference can be considered as additional action. It is suggested that throughout the project a minimum of two press releases will be sent out by each partner. Timing for press releases can be set individually per site, depending on suitable news.

Useful contacts and links

SUNRISE dissemination manager: Ivo Cré, icre@polisnetwork.eu, +32 2 500 56 76

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2. Summary findings

2.1 Local communication actions planned

Type of local communications action	Bremen (Hulsberg)	Budapest (Zugló-Törökőr)	Jerusalem (Baka)	Malmo (Lindängen)	Southend-on-Sea	Thessaloniki (Neo Rysio-Thermi)
Website/webpage	local SUNRISE website	local SUNRISE webpage	local SUNRISE webpage	local SUNRISE webpage	local SUNRISE webpage	local SUNRISE webpage
Leaflet	Yes distributed at events	Yes distributed at 4 events and 3 permanent locations	Yes distributed at 3 events and 1 permanent location	Yes distributed at 1 event and 4 permanent locations	Yes distributed at 7 events and 4 permanent locations	Yes distributed at 3 events and 1 permanent location
Electronic newsletters	Yes addressed to local stakeholders	No	Yes addressed to local stakeholders	No	Yes addressed to local stakeholders	No
Workshops	3 planned	6 foreseen	5 foreseen (2 planned, 3 tba)	1 foressen	9 foreseen	Foreseen with the core group
Press and media	5 press releases addressed to local media	2 press conference addressed to national, regional, and local media; 5 press	1 press conference, 3 press releases addressed to regional and local media	2-3 press releases addressed to local media	2-3 press releases addressed to local media	4-5 press releases addressed to local media

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		releases.				
Social media	Twitter	Facebook	Twitter, Facebook, YouTube, WhatsApp	Twitter, Facebook, Instagram , YouTube, WhatsApp	Twitter, Facebook,	Facebook, LinkedIn

2.2 Need for support from the WP5 team

Do you need further support from the side of Polis with regards to local communication processes?	**Bremen (Hulsberg)**	**Budapest (Zuglo-Törökör)**	**Jerusalem (Baka)**	**Malmo (Lindängen)**	**Southend-on-Sea**	**Thessaloniki (Neo Rysio-Thermi)**
Defining local target groups	No	No	Yes/No	No	No	No
Defining communication objectives	No	No	Yes	No	Yes	No
H2020 communication requirements	Yes	Yes	Yes	Yes	Yes	No
Project identity	No	No	Yes/No	Yes	No	No
How to write a press release?	No	No	Yes	No	Yes	No
How to prepare an e-newsletter?	yes	Yes	No	No	Yes	No
How to organize a press conference?	No	No	Yes	No	Yes	No
Local social media use	yes	Yes	Yes	No	Yes	No
How to set up a local webpage or website?	No	No	Yes	No	Yes	Yes

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3. Bremen (Hulsberg)

SUNRISE Partner	
Contact person	**Susanne Findeisen**
E-Mail	**Susanne.findeisen@umwelt.bremen.de**
Postal address	**Contrescarpe 72, 28195 Bremen**
Telephone number	**+49 421-361 59492**
Local language	**German**

1. Partner description for SUNRISE European communicational use (website etc.) (100 words)

The Free Hanseatic City of Bremen (Freie Hansestadt Bremen, 554,000 inhabitants) is situated in the North of Germany. Being a harbor city, Bremen is a centre of logistics activities. The City has a high level of sustainable modes in the modal split of the citizens. In total, 60% of all journeys of Bremen citizens are made with sustainable modes, every fourth trip is done by bike. All public transport is overground, with the tram being the backbone. The public transport system is part of the regional public transport association – the operators working jointly under one ticketing and information regime. To offer alternatives to car ownership, Bremen actively promotes car sharing. About 17.000 users (2017) have taken more than 5,000 cars off the road. Bremen has recently updated its Sustainable Urban Mobility Plan (Verkehrsentwicklungsplan 2025) and won the European SUMP Award, for the ambition in terms of sustainable transport and for its innovative participation concept.

2. What do you want to accomplish with regards to the neighbourhood activities within the framework of the SUNRISE project? (100 – 150 words)

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English version (for the SUNRISE website and European communication)

Within the framework of the SUNRISE project innovative and sustainable mobility solutions will be developed, exemplarily implemented and tested. Furthermore, an intense participation ("co-creation") process will be tested and evaluated: Residents and relevant stakeholder will be involved in the development of mobility solutions on the neighbourhood level, throughout all phases of the project.

The regional focus of SUNRISE in Bremen will the neighbourhood of the "New Hulsberg" quarter, which is challenged by narrow streets, heavily overused street space and parked cars from residents and visitors, creating problems for other road users. New developments in the area - the spatial consolidation of the large hospital and the development of a new residential area for 2500 residents – will impose further mobility challenges. The envisaged implementation action in Hulsberg will likely to revolve around the space-efficient provision of mobility options, in particular through innovative car- and bike-sharing solutions, various other mobility services and related arrangements to facilitate convenient ways of car-free or car-reduced living. SUNRISE activities will revolve around reducing space consumption of parked cars and pilot demonstrations of re-allocating street space to walking, cycle-parking, greening etc. Bremen wants to achieve the goal of about 500 new car sharing users – and about 100 cars taken off the roads.

3. SUNRISE partner inputs for EU dissemination	
Did you provide 3 high quality pictures?	**Yes**
Did you provide your logo?	**Yes**
	High/neutral/Low
	High/neutral/Low
Have you submitted news items related to local SUNRISE activities to the SUNRISE website?	**Will be provided**

Likely topics of the news items:

- **Public kick-off Meeting (incl. photos)**
- **German Press releases**
- **Link to SUNRISE Bremen website**

4. Local Communication plan

1. **Communication Objectives; what do you want to achieve with the local communication activities in SUNRISE?**

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- To inform stakeholders (about the project, participation options, sustainable mobility solutions)
- To involve stakeholders (in various activities offered, to jointly identify problems, develop solutions, evaluate the processes and measures etc.)
- To secure acceptance and support (for SUNRISE activities, for sustainable mobility solutions)

2. Communication messages

The three key messages for SUNRISE we want to convey locally are:

1. SUNRISE activities will revolve around reducing space consumption of parked cars and pilot demonstrations of re-allocating street space to walking, cycle-parking, greening etc.
2. All stakeholders are welcome to become involved in SUNRISE. All input will be heard and valued. However, decision-making is carried out by the responsible bodies (neighbourhood councils, administration, investors etc.).
3. Within the time frame of SUNRISE innovative mobility solutions will be developed and exemplarily tested. SUNRISE will result in a sound and reconciled mobility concept, with a good chance to be subject of further implementation after the project's end by administration and other decision-makers.

3. Target audiences: who do you want to reach with the communication?

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Local target audience

- **Citizens**
  Residents; employees/schoolkids etc. coming frequently into the neighbourhood; visitors/customers/patients (not being frequently in the neighbourhood); all ages (children, young people, elderly people, etc.); all mobility groups (car drivers, bike riders, …), etc.
- **Politics**
  Bremen Parliament; Neighbourhood Council
- **Administration, services for the public**
  Neighbourhood Administration; Bremen Ministry of Environment, Construction, Traffic; Police; Fire Fighters; Schools; Hospital; Waste Companies; Representative for people with disabilities; etc.
- **Initiatives, associations**
  ADAC (General Automobile Club in Germany); ADFC (General German Bicycle Club in Germany), BUND (German League of the Environment and the Protection of Nature), Chamber of commerce
- **Businesses**
  Super markets, Restaurant owners, Hotel owners, craft businesses, Shop owners etc.
- **Mobility service provider, Logistics**
  Operator of parking facilities; Car-Sharing-Companies, Public transport Companies, Parcel Services, etc.

National target audience

- Experts community
- Other cities/administration

European/international target audience

- Expert community
- Other cities/administration

5. Local communication outputs	
Do you have sufficient information about the SUNRISE project design?	**Yes**
Did you commit to include the SUNRISE logo, the CIVITAS logo, the EU logo and the H2020 disclaimer: *"The CIVITAS SUNRISE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 72 33 65"* in your communication activities/documents?	**Yes**
5.1 Local website/webpage	
Do you envisage a local SUNRISE website?	**Yes**
URL: www.sunrise-bremen.de	
Do you envisage a local SUNRISE webpage?	**Yes/No**

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URL: …	
Have you included the H2020 logo and disclaimer?	**Yes** **EU-Logo and disclaimer**
Have you included details on your local objectives within SUNRISE?	**Yes**
Have you included a local leaflet for download?	**Yes**
Have you included information about stakeholders involved in the neighbourhood activities development?	**Yes**
Have you included information about local events, meetings etc.	**Yes**
Have you included the link to the project website www.civitas-sunrise.eu?	**Yes**
5.2 Local leaflet – if any	
At which events will you distribute the leaflets? All SUNRISE events and related personal contacts, conferences of sustainable mobility (national, international), workshops on sustainable mobility etc.	
Event Title/Date/Place/target groups addressed Public Kick-Off Event, 27. February 2018, Friedenskirche Bremen, interested citizens "Mobility as a service in practice and urban development – jointly contributing to low-car, and low-carbon and affordable housing – the Bremen Hulsberg case (H2020 project SUNRISE)" TRA 2018 – 7th European Transport Research Arena 17 April 2018, Vienna, European Expert Community Mobile Stand in the focus neighbourhood (planned for April 2018 Excursion to Hamburg with core group and guests (planned for May 2018)	
At which fixed spots will you distribute the event? (e.g. city hall, community centre) Events will be carried out in different locations.	
Place/ a few words about the venue/target groups addressed Place/ a few words about the venue/target groups addressed Place/ a few words about the venue/target groups addressed Place/ a few words about the venue/target groups addressed	
5.3 Local electronic newsletters	
Do you plan a local electronic newsletter with regards to SUNRISE?	**Yes**
Who will this be addressed to?	**Local**

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Likely topics of the news items: • Next events to participate • Reports on past events • Reports on state of affairs • Summaries of results • Interesting links	
Specific target groups to address: - All local stakeholders, particularly citizens (see above)	
5.4 stakeholder workshops	
Do you plan local stakeholder workshops with regards to SUNRISE?	**Yes/No**
Topic, date, place and audience of the meeting? We will plan workshops within all phases of the project. • The 1st workshop was part of the public kick-off event • "Workshops" at mobile stand, with people in the streets • Special workshops for specific target groups (to be defined)	
5.5 Local press and media work	
Do you plan a press conference with regards to SUNRISE?	**No** **But: press releases, interviews, articles in journals**
Topic, date, place and audience of the meeting?	
Who will this be addressed to?	**National media** **Regional media** **Local media**
How many press releases do you plan with regards to SUNRISE?	**Approx.5**

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Topic and estimated date for the press release? • General project information • Kick-off event • Results, e.g. Action Plan • Announcement of events/participation activities • Implementation, final results etc.	
Who will this be addressed to?	**Local media**
5.6 Local social media use	
Which social media are you using? Please, answer below and add the link.	
Twitter	yes
Facebook	No
Instagram	No
LinkedIn	No
Google +	No
YouTube	No
Pinterest	No
WhatsApp	No
Viber	No
Others (please indicate)	Please indicate
- Do you use the general hashtag #CIVITAS_SUNRISE for all your social media (i.e. Twitter, Facebook, LinkedIn, etc.?	yes
- Are you using visuals (images, pictures, GIFs, etc.) when posting on the social media?	yes
- Do you include links for more info (the project website when necessary) to your posts on the social media?	yes
- Do you post regularly on the social media? (i.e. at least twice a week?)	No
- Do you follow other page/organisations involved in co-creation processes on the social media? - If not, do you need advices on which organisations/page/NGOs to follow?	No No

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- Do you have a WhatsApp or other kind of tools that you use to communicate with local residents to share quick updates?	No
6. Other issues	
Do you need further support from the side of Polis with regards to local communication processes? See topics below:	**Yes/No**
- Defining local target groups	**No**
- Defining communication objectives	**No**
- H2020 communication requirements	**Yes**
- Project identity	**No**
- How to write a press release?	**No**
- How to prepare an e-newsletter?	**yes**
- How to organize a press conference?	**No**
- Local social media use	**yes**
- How to set up a local webpage or website?	**No**

4. Budapest (Zugló-Törökőr)

SUNRISE Partner	
Contact person	**Zsuzsanna Király**
E-Mail	**kiraly.zsuzsanna.kiraly@gmail.com**
Postal address	**Zugló Municipality, H-1145 Budapest, Pétervárad 2., Hungary**
Telephone number	**+36 70 676 7658**
Local language	**Hungarian**
3. Partner description for SUNRISE European communicational use (website etc.) (100 words)	

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Zugló-Törökőr has a population of approx. 12 thousand inhabitants. Numbers show that the population of the neighborhood has been nearly unchanged since the 90s, only a slight increase of some 1-2% can be observed. The issue of ageing population seriously affects the neighborhood. It causes problems for the municipality to reorganize the institutions like kindergartens or schools. IT also has its effects on mobility. For instance, ageing has an effect on public transport as there are areas with more passengers that suffer from locomotor diseases. Törökőr is home to middle-class people with higher qualification than average of Budapest. Since the 14 local election Zugló has a mayor who is devoted to green issues, sustainability and environmental awareness. In the council the rate of opposition representatives nearly 50%, so the mutual agreement, the continuous operation of political and professional forums are vital in sake of the district's operation and development. The participatory approach is a new idea and practice in defining the content of the local development in more and more projects. Sound support for decision makers is key to reform the old fashioned government-style leadership to a more democratic governance-like process-management that it based on building partnerships.
4. What do you want to accomplish with regards to the neighbourhood activities within the framework of the SUNRISE project? (100 - 150 words)
The main task of the Sunrise project in Zugló-Törökőr is to widen and deepen the existing process of participatory planning and establish a sustainable cooperation of the local stakeholders for co-assessing an co-planning mobility-related issues. Co-implementing innovative solutions also belongs to the main task, using synergies of other developments involving citizens in the neighborhood. Regeneration of public spaces in the district is Zugló's main goal. Törökőr as a pilot neighborhood for this process could present innovative methods, tools for other neighborhoods; be they project partners or other locations in Zugló, Budapest, or in other cities. Zugló has a special program for the engagement of people living with special mobility needs, in Törökőr this approach will be developed further. The Sunrise project will therefore have a special focus on the elderly, children and disabled people. The pilot actions, especially related to public space and shared mobility will be defined as the result of the co-creation process depending on local needs and vision co-identified during the project.

3. SUNRISE partner inputs for EU dissemination	
Did you provide 3 high quality pictures?	Yes/No
Did you provide your logo?	Yes/No
	High/neutral/Low
	High/neutral/Low

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Have you submitted news items related to local SUNRISE activities to the SUNRISE website?	**Yes**/No
Likely topics of the news items: • **Shining points in the process of co-planning: funny or progressive events with the local citizens, useful ideas and feedbacks from them** • **Results of the researches in the project e.g. problem-mapping** • **Implementation of mini-projects in Törökőr**	
5. Local Communication plan	
4. Communication Objectives; what do you want to achieve with the local communication activities in SUNRISE?	
We want to: **Present the SUNRISE project as a pilot of community planning** **Encourage the local citizens to share their opinion thoughts and ideas for solution** **Make the process transparent and the results visible** **Engage local people with the developed mini-projects**	
5. Communication messages	
The three key messages for SUNRISE we want to convey locally are: **1. Let's think together about sustainable solutions of mobility** **2. Local citizens know the needs of the neighborhood** **3. Small scale solutions help a lot in local mobility**	
6. Target audiences: who do you want to reach with the communication?	
The main target group is the adult citizen in Törökőr, particularly: • **blind people** • **people using wheelchairs** • **parents with small children** • **parents with schoolchildren** • **youngsters (age 12-16)** • **elderly** • **bikers**	
5. Local communication outputs	
Do you have sufficient information about the SUNRISE project design?	**Yes**/No

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Did you commit to include the SUNRISE logo, the CIVITAS logo, the EU logo and the H2020 disclaimer: *"The CIVITAS SUNRISE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 72 33 65"* in your communication activities/documents?	**Yes**/No
5.1 Local website/webpage	
Do you envisage a local SUNRISE website?	Yes/**No**
URL:	
Do you envisage a local SUNRISE webpage?	**Yes**/No
URL: http://mizuglonk.hu/sunrise-projekt/	
Have you included the H2020 logo and disclaimer?	**Yes**/No
Have you included details on your local objectives within SUNRISE?	**Yes**/No
Have you included a local leaflet for download?	Yes/**No**
Have you included information about stakeholders involved in the neighbourhood activities development?	**Yes**/No
Have you included information about local events, meetings etc.	**Yes**/No
Have you included the link to the project website www.civitas-sunrise.eu?	**Yes**/No
5.2 Local leaflet - if any	
At which events will you distribute the leaflets?	
2017 Mobility week /Sept 2017/Budapest, Andrássy str./families, youngsters Pillangó festival/Sept 2017/Zugló, Pillangó park/elder people, families, children Project kickoff meeting with local citizens /Oct 2017/Zugló, Törökőr/active local citizens CCF meetings and co-planning (21.03.18., 11.04.18., 21.04.18.)+ invitation leaflef+questionaire	
At which fixed spots will you distribute the event? (e.g. city hall, community centre)	
city hall, local schools, local	

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Local Energy Info Centre/Twice a week it's open for people and provides free consultation about energy saving/Main target group is adult people with affinity to sustainable technical solutions Service Centre in City hall/Its open every weekday, several local administration services are available (residence issues, social care etc.)/The target group is the citizens of Zugló …	
5.3 Local electronic newsletters	
Do you plan a local electronic newsletter with regards to SUNRISE?	**Yes/<u>No</u>**
Who will this be addressed to?	**National** **Regional** **Local**
Likely topics of the news items: • … • … • … • …	
Specific target groups to address:	
5.4 stakeholder workshops	
Do you plan local stakeholder workshops with regards to SUNRISE?	**<u>Yes</u>/No**

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Topic, date, place and audience of the meeting? • **Parking and transit problems in neighborhood of schools and kindergardens/March-April 2018/ Target group: parents with school- and small children** • **Better and safer mobility in the area of Tesco /March-April 2018/ Target group: pedestrians, elder people, car drivers** • **Safety in cross of Mogyoródi-Mexikói street /March-April 2018/ Target group: pedestrians, elder people, blind people, car drivers,** • **Zugló train station, better infrastructure and safety /March-April 2018/ Target group: pedestrians, elder people, blind people, bikers** • **Róna street: public transport, biking and safety / March-April 2018/ Target group: pedestrians, bikers, users of public transport** • **Bikeshare in Zugló// March-April 2018/ pedestrians, bikers, users of public transport, car drivers**

5.5 Local press and media work	
Do you plan a press conference with regards to SUNRISE?	Yes/No
Topic, date, place and audience of the meeting? • **before voting the projects, June. 2018. ,project office** • **finishing the projects end 2019., Municipality**	
Who will this be addressed to?	National media Regional media Local media
How many press releases do you plan with regards to SUNRISE?	1 - 2 - 3 - 4 - 5

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Topic and estimated date for the press release? • **on every event in local press 8 days before the event** • **before the press conference of voting June 2018** • **beginning of the execution of each project 2018-2019** • **press conference of finishing the voted projects end of 2019**	
Who will this be addressed to?	**National media** **Regional media** **Local media**
5.6 Local social media use	
Which social media are you using? Please, answer below and add the link.	
Twitter	Yes/No
Facebook	Yes/No
Instagram	Yes/No
LinkedIn	Yes/No
Google +	Yes/No
YouTube	Yes/No
Pinterest	Yes/No
WhatsApp	Yes/No
Viber	Yes/No
Others (please indicate) Online interactive map for problem mapping http://sunrise.mizuglonk.hu/#terkep	Please indicate
- Do you use the general hashtag #CIVITAS_SUNRISE for all your social media (i.e. Twitter, Facebook, LinkedIn, etc.?	Yes/No
- Are you using visuals (images, pictures, GIFs, etc.) when posting on the social media?	Yes/No
- Do you include links for more info (the project website when necessary) to your posts on the social media?	Yes/No

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- Do you post regularly on the social media? (i.e. at least twice a week?)	Yes/No
- Do you follow other page/organisations involved in co-creation processes on the social media? - If not, do you need advices on which organisations/page/NGOs to follow?	Yes/No Yes/No
- Do you have a WhatsApp or other kind of tools that you use to communicate with local residents to share quick updates?	Yes/No
6. Other issues	
Do you need further support from the side of Polis with regards to local communication processes? See topics below:	**Yes/No**
- Defining local target groups	**Yes/No**
- Defining communication objectives	**Yes/No**
- H2020 communication requirements	**Yes/No**
- Project identity	**Yes/No**
- How to write a press release?	**Yes/No**
- How to prepare an e-newsletter?	**Yes/No**
- How to organize a press conference?	**Yes/No**
- Local social media use	**Yes/No**
- How to set up a local webpage or website?	**Yes/No**

5. Jerusalem (Baka)

SUNRISE Partner	
Contact person	**Maya Tapiero**
E-Mail	**Sunrise.baka@gmail.com**
Postal address	**Community Council of Baka-Rabati, Issachar 3, Jerusalem**
Telephone number	**+972-52-9532959**

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Local language	**Hebrew**
5. Partner description for SUNRISE European communicational use (website etc.) (100 words)	
(as completed on SUNRISE website) Baka is a strongly diverse neighbourhood, with communities spanning the religious and nonreligious; economically well to do and economically more marginal; native born and new immigrants; a European cultural orientation and a Middle Eastern cultural orientation; and the list goes on. Despite the different cultural orientations of the population, the community has a pluralistic ideology which fosters a shared sense of community identity, a heightened sense of environmental awareness, and a strong commitment to civic duty.	
6. What do you want to accomplish with regards to the neighbourhood activities within the framework of the SUNRISE project? (100 – 150 words)	

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English version (for the SUNRISE website and European communication) • Increase the number of children walking to school rather than being driven by car • Reduce air pollution through increased use of public transport and less motorized travel • Change the split of travel mode in general: less motorized transport, more walking and cycling • Redesign public spaces that enable safe and pleasant non-motorized travel • Create of a neighbourhood "Mobility Innovation Center" • Advance community cohesiveness and programming that encourages the above objectives Through SUNRISE, neighbourhood stakeholders that were not previously involved in the formulation of these goals will be identified and their views taken on board towards a truly representative community vision. This vision will be translated into a clear work plan with shared responsibilities among stakeholders. The focus of action is anticipated to be around the redesign of public spaces and the creation of a low-motorized "Green Way" to link residential areas, community institutions and businesses.

3. SUNRISE partner inputs for EU dissemination	
Did you provide 3 high quality pictures?	**Yes/No**
Did you provide your logo?	**Yes/No**
	High/neutral/Low
	High/neutral/Low
Have you submitted news items related to local SUNRISE activities to the SUNRISE website?	**Yes/No**

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Likely topics of the news items:

- **CCF meetings and updates**
- **CCF resident initiatives**
- **Mobility and Walkability developments in Jerusalem**

6. Local Communication plan

7. Communication Objectives; what do you want to achieve with the local communication activities in SUNRISE?

- Local community involvement
- To share SUNRISE project insights and aims with other Jerusalem residents and communities
- CCF group identity and pride
- To inspire the community with the potential and impact of SUNRISE
- To share insights with the community coming from our city partners, TSPs, and examples from other urban contexts

8. Communication messages

The three key messages for SUNRISE we want to convey locally are:

1. Sustainable mobility and walkability is possible, desirable and ideal in urban areas

2. Authentic community participation is integral to successful interventions in the neighbourhood

3. Bottom-up and top-down measures and partnerships are integral to the process and for realizing project aims and aspirations

9. Target audiences: who do you want to reach with the communication?

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- CCF
- Neighborhood residents at large
- Local actors (neighbourhood level): schools, college, business
- Municipal actors- politicians, planning professionals, Public Works departments
- Fellow Community Councils
- Fellow schools
- Fellow Israeli municipalities
- Israeli Healthy Cities Network
- European Healthy Cities Network
- City Partners and TSPs of SUNRISE
- Organizations and companies who specialize in urban development, sustainable urban mobility, and public participation

5. Local communication outputs	
Do you have sufficient information about the SUNRISE project design?	**Yes**/No
Did you commit to include the SUNRISE logo, the CIVITAS logo, the EU logo and the H2020 disclaimer: *"The CIVITAS SUNRISE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 72 33 65"* in your communication activities/documents?	**Yes**/No
5.1 Local website/webpage	
Do you envisage a local SUNRISE website?	Yes/**No**
URL:	
Do you envisage a local SUNRISE webpage?	**Yes**/No
URL: https://www.facebook.com/Sunrise.Baka/	
Have you included the H2020 logo and disclaimer?	Yes/**No**
Have you included details on your local objectives within SUNRISE?	**Yes**/No

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Have you included a local leaflet for download	**Yes/<u>No</u>**
Have you included information about stakeholders involved in the neighbourhood activities development?	**Yes/<u>No</u>**
Have you included information about local events, meetings etc.	**<u>Yes</u>/No**
Have you included the link to the project website www.civitas-sunrise.eu?	**<u>Yes</u>/No**
5.2 Local leaflet - if any	
At which events will you distribute the leaflets? • Placemaking on the Green Path!/19.2.2018/The Green Path in Baka/CCF and residents on the Green Path **Further leaflets will be generated according to the needs of each project phase*	
At which fixed spots will you distribute the event? (e.g. city hall, community centre) • Entrance to the Community Centre of Baka/ the Community Council's main building located in the neighbourhood centre	
5.3 Local electronic newsletters	
Do you plan a local electronic newsletter with regards to SUNRISE?	**<u>Yes</u>/No**
Who will this be addressed to?	**National** **Regional** **<u>Local</u>**
Likely topics of the news items: • Next meeting dates and times • Updates • Upcoming project steps and phases • Relevant documents for public participation purposes	

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Specific target groups to address:	
5.4 stakeholder workshops	
Do you plan local stakeholder workshops with regards to SUNRISE?	**Yes/No**
Topic, date, place and audience of the meeting? • Bet Moses, seniors home – November 2017 • Baka Youth department, Baka Community Council – Feb. 2018 • Holocaust Survivors Forum - TBA • New Immigrants Forum - TBA • People with special needs - TBA	
5.5 Local press and media work	
Do you plan a press conference with regards to SUNRISE?	**Yes/No**
Topic, date, place and audience of the meeting? • During the final phases of planning the Green Path – Aug.-Sept. 2018	
Who will this be addressed to?	**National media** **Regional media** **Local media**
How many press releases do you plan with regards to SUNRISE?	**1 - 2 - 3 - 4 - 5**

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Topic and estimated date for the press release? • During co-implementation of the walking to school project – May 2018 • During the final phases of planning the Green Path - Aug.-Sept. 2018	
Who will this be addressed to?	**National media** **Regional media** **Local media**
5.6 Local social media use	
Which social media are you using? Please, answer below and add the link.	
Twitter	Yes/No
Facebook	Yes/No
Instagram	Yes/No
LinkedIn	Yes/No
Google +	Yes/No
YouTube	Yes/No
Pinterest	Yes/No
WhatsApp	Yes/No
Viber	Yes/No
Others (please indicate)	Please indicate
- Do you use the general hashtag #CIVITAS_SUNRISE for all your social media (i.e. Twitter, Facebook, LinkedIn, etc.?	Yes/No
- Are you using visuals (images, pictures, GIFs, etc.) when posting on the social media?	Yes/No

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- Do you include links for more info (the project website when necessary) to your posts on the social media?	Yes/No
- Do you post regularly on the social media? (i.e. at least twice a week?)	Yes/No
- Do you follow other page/organisations involved in co-creation processes on the social media? - If not, do you need advices on which organisations/page/NGOs to follow?	Yes/No Yes/No
- Do you have a WhatsApp or other kind of tools that you use to communicate with local residents to share quick updates?	Yes/No

6. Other issues	
Do you need further support from the side of Polis with regards to local communication processes? See topics below:	**Yes/No**
- Defining local target groups	**Yes/No**
- Defining communication objectives	**Yes/No**
- H2020 communication requirements	**Yes/No**
- Project identity	**Yes/No**
- How to write a press release?	**Yes/No**
- How to prepare an e-newsletter?	**Yes/No**
- How to organize a press conference?	**Yes/No**
- Local social media use	**Yes/No**
- How to set up a local webpage or website?	**Yes/No**

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6. Malmo (Lindängen)

SUNRISE Partner	
Contact person	**Maria Örn**
E-Mail	Maria.orn@malmo.se
Postal address	**21433**
Telephone number	**+46709342116**
Local language	**Swedish**

7. Partner description for SUNRISE European communicational use (website etc.) (100 words)

(as completed on SUNRISE website)

For Malmö, SUNRISE will be a core element of integrated dialogue and mobility management measures of its award-winning SUMP. In Lindängen, Malmö will demonstrate how to catalyze a neighborhood's unique potential, knowledge and creativity towards more sustainable mobility. What is needed for residents to spend more time in the local center and to pick up cycling again? How to foster a sense of ownership for these places' maintenance in the long run? These questions are at the heart of Lindängen's mobility challenge.

8. What do you want to accomplish with regards to the neighbourhood activities within the framework of the SUNRISE project? (100 – 150 words)

English version (for the SUNRISE website and European communication)

Our goal with SUNRISE is twofold: 1) We want to identify methods that help us, together with the population of a certain neighbourhood, to develop relevant mobility solutions. As a result, residents and companies will be able to contribute in concrete ways to implement Malmö's sustainable urban mobility plan. 2) The second goal is to identify and test concrete mobility solutions that facilitate people living and working in Lindängen to travel in a more sustainable way.

3. SUNRISE partner inputs for EU dissemination

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Did you provide 3 high quality pictures?	**Yes**
Did you provide your logo?	**Yes**
	High
	High
Have you submitted news items related to local SUNRISE activities to the SUNRISE website?	**Not yet**

Likely topics of the news items:

- **Kick-off meeting with local real estate owners**
- **Co-creation events in the neighborhood**
- **Development and implementation of concrete measures**

7. Local Communication plan

10. Communication Objectives; what do you want to achieve with the local communication activities in SUNRISE?

People living and working in Lindängen shall be informed, interested and engaged. We want them to participate in different activities. Those who do not have the opportunity to participate, should still know about the project and know how to receive updates.

11. Communication messages

The three key messages for SUNRISE we want to convey locally are:

1. It's time to share your experience! How can walking, cycling and public transport become your natural choice daily?

2. Your travel choice is important for Malmö's future. Malmö is growing rapidly. We are becoming more people who share the same spaces. Therefore we want to improve your preconditions for walking, cycling and using public transport. Our aim is to shape an attractive and accessible city for a growing number of people. Help us to find smart ways to live and move in Malmö.

3. The benefits of walking, cycling and public transport, e.g. for health, peoples' private economy, the environment, safety, freedom, wellbeing and many more.

12. Target audiences: who do you want to reach with the communication?

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- People living in Lindängen
- Organisations and companies in Lindängen

5. Local communication outputs	
Do you have sufficient information about the SUNRISE project design?	**Almost**
Did you commit to include the SUNRISE logo, the CIVITAS logo, the EU logo and the H2020 disclaimer: *"The CIVITAS SUNRISE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 72 33 65"* in your communication activities/documents?	**We primarily use the EU logo. Is it necessary to use all logos all the time?**
5.1 Local website/webpage	
Do you envisage a local SUNRISE website?	**No**
URL: …	
Do you envisage a local SUNRISE webpage?	**Yes**
URL: malmo.se/lindangen	
Have you included the H2020 logo and disclaimer?	**Yes**
Have you included details on your local objectives within SUNRISE?	**Under development**
Have you included a local leaflet for download?	**Under development**
Have you included information about stakeholders involved in the neighbourhood activities development?	**Under development**
Have you included information about local events, meetings etc.	**Under development**
Have you included the link to the project website www.civitas-sunrise.eu?	**Under development**
5.2 Local leaflet - if any	

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At which events will you distribute the leaflets?
Event: Hej Lindängen! (dialogue events in local backyards in Lindängen) Date: Spring 2018 Place: Lindängen Target groups: People living in Lindängen
At which fixed spots will you distribute the event? (e.g. city hall, community centre)
Framtidens hus/ a local meeting point for people living in Lindängen Returen/ a local meeting point for recycling and upcycling The local library Allaktivitetshus/ meeting point for younger people in the area

5.3 Local electronic newsletters	
Do you plan a local electronic newsletter with regards to SUNRISE?	**No**
Who will this be addressed to?	
Likely topics of the news items: • … • … • … • …	
Specific target groups to address:	

5.4 stakeholder workshops

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Do you plan local stakeholder workshops with regards to SUNRISE?	**Yes**
Topic, date, place and audience of the meeting? • **First learning retreat with real estate owners in Lindängen** • … • …	
5.5 Local press and media work	
Do you plan a press conference with regards to SUNRISE?	**No**
Topic, date, place and audience of the meeting? • … • … • … • …	
Who will this be addressed to?	
How many press releases do you plan with regards to SUNRISE?	**2 - 3**
Topic and estimated date for the press release? • **Kick off retreat with real estate owners** • **?** • **Results from "Hej Lindängen!"**	

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Who will this be addressed to?	**Regional media** **Local media**
5.6 Local social media use	
Which social media are you using? Please, answer below and add the link.	
Twitter	Yes
Facebook	Yes
Instagram	Yes
LinkedIn	No
Google +	No
YouTube	Yes
Pinterest	No
WhatsApp	Yes
Viber	No
Others (please indicate)	Please indicate
- Do you use the general hashtag #CIVITAS_SUNRISE for all your social media (i.e. Twitter, Facebook, LinkedIn, etc.?	Yes
- Are you using visuals (images, pictures, GIFs, etc.) when posting on the social media?	Yes
- Do you include links for more info (the project website when necessary) to your posts on the social media?	Yes
- Do you post regularly on the social media? (i.e. at least twice a week?)	No
- Do you follow other page/organisations involved in co-creation processes on the social media? - If not, do you need advices on which organisations/page/NGOs to follow?	Yes Yes

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- Do you have a WhatsApp or other kind of tools that you use to communicate with local residents to share quick updates?	Yes
6. Other issues	
Do you need further support from the side of Polis with regards to local communication processes? See topics below:	**No**
- Defining local target groups	**No**
- Defining communication objectives	**No**
- H2020 communication requirements	**Yes**
- Project identity	**Yes**
- How to write a press release?	**No**
- How to prepare an e-newsletter?	**No**
- How to organize a press conference?	**No**
- Local social media use	**No**
- How to set up a local webpage or website?	**No**

7. Southend-on-Sea

SUNRISE Partner	
Contact person	**Krithika Ramesh/Justin Styles**
E-Mail	krithikaramesh@southend.gov.uk/ justinstyles@southend.gov.uk sunrise@southend.gov.uk

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Postal address	**Krithika Ramesh** **Southend-on-Sea Borough Council** **12 Floor, Civic Centre** **Victoria Avenue** **Southend-on-Sea** **Essex** **SS2 6ER**
Telephone number	**Office: 01702 212156** **Mobile: 07500095233**
Local language	**English**

9. Partner description for SUNRISE European communicational use (website etc.) (100 words)

(as completed on SUNRISE website)

Southend-on-Sea aims to find creative solutions to mobility issues in the City Centre. It will use temporary trials to enable local stakeholders to test co-developed solutions for improving Victoria Circus and London Road (between College Way and Victoria Circus). The results will form the basis for new design solutions that will be implemented as permanent changes by the end of the project.

10. What do you want to accomplish with regards to the neighbourhood activities within the framework of the SUNRISE project? (100 - 150 words)

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English version (for the SUNRISE website and European communication)

Strong collaboration between the Council, local and cross border partners (SUNRISE partners) as well as active engagement of the stakeholders will be essential for this project. Local resources, knowledge and skill will form the backbone of the implementation to help ensure ownership of the output and community pride.

We will organise street trial events which will involve the use of a 'street kit' (temporary street furniture, temporary paint, planters etc.). This will enable local stakeholders to test the solutions co-developed through participation in the SUNRISE Co-creation Forum and provide feedback and modifications that can shape the proposed design solutions implemented by the end of the project.

3. SUNRISE partner inputs for EU dissemination

Did you provide 3 high quality pictures?	**Yes**
Did you provide your logo?	**Yes**
Southend-on-Sea Borough Council	**neutral**
Have you submitted news items related to local SUNRISE activities to the SUNRISE website?	**No**

Likely topics of the news items:

- **Public workshops and pop up events**
- **Ideas and inspirations collected through the Co-creation Forum**
- **Street trials**

8. Local Communication plan

13. Communication Objectives; what do you want to achieve with the local communication activities in SUNRISE?

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The main objectives of local communication:

Awareness: To create general awareness about the planned works.

Comprehension: To increase stakeholders' understanding of the projects goals and function.

Information sharing: Establish a process for sharing information between stakeholders about the planned activities.

Collaboration: To encourage maximum participation from all stakeholders and share updated on the co-creation process.

Managing expectation: Help maintain transparency by sharing all project developments with stakeholders to ensure they understand levels of improvements the scheme will be bring about.

14. Communication messages

The three key messages for SUNRISE we want to convey locally are:

1. Co-creation:

SUNRISE will undertake an inclusive co-creation process. All outcomes will be a result of collaboration amongst local stakeholders and project partners.

2. Participation promise:

Small scale mobility solutions will be implemented through the SUNRISE budget.

Large scale mobility solutions for London Road (from College Way to Victoria Circus) and Victoria Circus will inform business case for the next phase of Southend Central Area Transport Scheme (S-CATS).

3. The project will follow as collaborative process to address urban mobility issues along London Road and Victoria Circus.

15. Target audiences: who do you want to reach with the communication?

In addition to keeping local partners and everyone signed up to the Co-creation Forum, the communications will also target:

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Directly Impacted	Indirectly Impacted	Influencers and supporters
Local businesses	The forum	South Essex Homes
Residents	Museum	Trust Links
Vulnerable road users (Blind and partially sighted, mobility impaired, elderly users)	Queensway development	Churches
Odeon cinema	College and university	HAARP
Taxi	Market stall owners	Local restaurants and businesses
Pedestrians, cyclists groups	Fire service and emergency services	Local artists
College and University students		Local groups (community)
Tourists		Branch library network
Shoppers		Cycle Southend
		SAVS
		Ideas in Motion
		Neighbourhood groups
		Police
		Southend Sparkle
		Comfy Saddle

5. Local communication outputs	
Do you have sufficient information about the SUNRISE project design?	**Yes**

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Did you commit to include the SUNRISE logo, the CIVITAS logo, the EU logo and the H2020 disclaimer: *"The CIVITAS SUNRISE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 72 33 65"* in your communication activities/documents?	**Yes**
5.1 Local website/webpage	
Do you envisage a local SUNRISE website?	**No** **We will have a dedicated SUNRISE project page on Southend-on-Sea Borough Council's official website with a link to the SUNRISE website and 'Stickyworld' (consultation portal)**
URL:	
Do you envisage a local SUNRISE webpage?	**Yes** **We will have a dedicated SUNRISE project page on Southend-on-Sea Borough Council's official website with a link to the SUNRISE website and 'Stickyworld' (consultation portal)**
URL: It will appear here: http://www.southend.gov.uk/info/200447/better_southend	
Have you included the H2020 logo and disclaimer?	**Yes will be included**
Have you included details on your local objectives within SUNRISE?	**Yes will be included**
Have you included a local leaflet for download?	**Yes will be included**
Have you included information about stakeholders involved in the neighbourhood activities development?	**Yes will be included**

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Have you included information about local events, meetings etc.	**Yes will be included**
Have you included the link to the project website www.civitas-sunrise.eu?	**Yes but the exact webpage will be when it is ready**
5.2 Local leaflet – if any	
At which events will you distribute the leaflets?	

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Event Title/Date/Place/target groups addressed SUNRISE Councillors' workshop January 2018 Local Councillors Event Title/Date/Place/target groups addressed SUNRISE Evaluation Meeting in Southend February 2018 SUNRISE consortium Event Title/Date/Place/target groups addressed SUNRISE Design Workshops March-August 2018 Local stakeholders Event Title/Date/Place/target groups addressed SUNRISE pop-up events March-April 2018 Youth Council and Job Seekers
At which fixed spots will you distribute the event? (e.g. city hall, community centre)

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Place/ a few words about the venue/target groups addressed

The Civic Centre

Houses Southend-on-Sea Borough Council. We will be leaving the leaflets at the general public reception along with a project banner.

Place/ a few words about the venue/target groups addressed

The Forum

It is the main library in Southend. It is at the heart of the neighbourhood. It is accessible to everyone and easy to find as it's a landmark building. We will be hosting many events here.

Place/ a few words about the venue/target groups addressed

The Pier

Southend Pier is a major landmark in Southend-on-Sea. Extending 1.34 miles into the Thames Estuary, it is the longest pleasure pier in the world. It is visited by many tourists as well as locals every day.

Place/ a few words about the venue/target groups addressed

The Central Museum and Beecroft art gallery

The main museum and art gallery in Southend. The building also has the HIVE which provides flexible work space for local businesses. Our local partner, Cultural Engine, are based in the building as well.

5.3 Local electronic newsletters	
Do you plan a local electronic newsletter with regards to SUNRISE?	**Yes**
Who will this be addressed to?	**Local stakeholders**

Likely topics of the news items:

- **Street trails- progress, review and feedback collected from people**
- **Implementation phase- updates of about what is happening on ground.**

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Specific target groups to address:

Local residents and businesses are directly impacted by the works.

5.4 stakeholder workshops

Do you plan local stakeholder workshops with regards to SUNRISE?	**Yes**

Topic, date, place and audience of the meeting?

- **What: Internal kick-off**

When: 10-11 October 2017

Who: Council officers, local partners, Southend Sunrise team and Urbanista

- **What: Councillor Workshop**

When: 22 January 2018

Who: All local Councillors

- **What: External kick-off workshop**

When: 19-21 April 2018

Who: Open to all

- **What: Design Workshop (series of 6 workshops)**

When: March -August 2018 (exact dates TBC)

Who: All local stakeholders

5.5 Local press and media work

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Do you plan a press conference with regards to SUNRISE?	**No**
Topic, date, place and audience of the meeting?	
Who will this be addressed to?	**National media** **Regional media** **Local media**
How many press releases do you plan with regards to SUNRISE?	**2-3**
Topic and estimated date for the press release? • **Street trials** • **Implementation of mobility solutions**	
Who will this be addressed to?	**Local media**

5.6 Local social media use	
Which social media are you using? Please, answer below and add the link.	
Twitter	Yes
Facebook	Yes
Instagram	No
LinkedIn	No
Google +	No
YouTube	No

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Pinterest	No
WhatsApp	No
Viber	No
Others (please indicate)	Please indicate
- Do you use the general hashtag #CIVITAS_SUNRISE for all your social media (i.e. Twitter, Facebook, LinkedIn, etc.?	Yes
- Are you using visuals (images, pictures, GIFs, etc.) when posting on the social media?	Yes
- Do you include links for more info (the project website when necessary) to your posts on the social media?	Yes
- Do you post regularly on the social media? (i.e. at least twice a week?)	No
- Do you follow other page/organisations involved in co-creation processes on the social media? - If not, do you need advices on which organisations/page/NGOs to follow?	Yes Yes
- Do you have a WhatsApp or other kind of tools that you use to communicate with local residents to share quick updates?	No

6. Other issues	
Do you need further support from the side of Polis with regards to local communication processes? See topics below:	**Yes**
- Defining local target groups	**No**
- Defining communication objectives	**Yes** **Please review our objectives and provide feedback.**

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- H2020 communication requirements	**Yes** **Any guidelines to follow that we don't already have would be appreciated.**
- Project identity	**No**
- How to write a press release?	**Yes** **Any good practice examples, templates and tips**
- How to prepare an e-newsletter?	**Yes** **Any good practice examples, templates and tips**
- How to organize a press conference?	**Yes** **We don't plan to organize one but it will be helpful to have a discussion to see if it might be useful to set one up and also get some tips on how to go about it.**
- Local social media use	**Yes** **Ideas for tweets, who to follow, best frequency etc.**
- How to set up a local webpage or website?	**Yes** **We are planning to have a dedicated a dedicated webpage on the Council website. We would like to send a draft of the contents for you to review and provide suggestions if possible.**

8. Thessaloniki (Neo Rysio-Thermi)

SUNRISE Partner	
Contact person	**Chrysa Vizmpa**

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E-Mail	vizmpa_chrysa@sasth.gr
Postal address	**Building Ganas &Ganas,Building B1, Lot 51, 57001 Thermi-Thessaloniki**
Telephone number	**0030 2310 483 070**
Local language	**Greek**

11. Partner description for SUNRISE European communicational use (website etc.) (100 words)

Car is a dominant transport mode in the neighborhood of Neo Rysio in the Municipality of Thermi (Thessaloniki, GR) and the SUNRISE intervention aims at triggering a paradigm change in the neighborhood, based on a co-creative decision making process, as well as modal split change in favor of sustainable and shared mobility solutions. TheTA, in close cooperation with a number of relevant local stakeholders, will champion the planning, implementation, monitoring and evaluation of the SUNRISE co-creative process, by using traditional and innovative participatory processes, aiming at the enhancement of public transport, the introduction of information technology and shared economy based solutions to improve sustainable mobility, as well as the reallocation of public space through the implementation of relevant small scale mobility infrastructure.

12. What do you want to accomplish with regards to the neighbourhood activities within the framework of the SUNRISE project? (100 – 150 words)

The co-creation process in Neo Rysio will result in improvement measures around public transport, the introduction of IT- and shared economy based solutions, as well as the reallocation of public space through the construction of relevant small scale infrastructure (e.g. bike lanes). Other likely measures include the provision of real time and personalized travel information, delivered through car/ride sharing web and mobile platforms and smart stops. During the co-identification, co-development and co-selection processes, traditional (e.g. workshops) and innovative participatory approaches (e.g. games) will be used to reap their respective benefits in terms of establishing efficient and effective two-way communication channels.

3. SUNRISE partner inputs for EU dissemination

Did you provide 3 high quality pictures?	**Not yet**
Did you provide your logo?	**Yes**

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	High
	High
Have you submitted news items related to local SUNRISE activities to the SUNRISE website?	**No yet**

Likely topics of the news items:

- **Internal kick off meeting in Neo Rysio**
- **Public kick off meeting in Neo Rysio**
- **Different Co identification and co validation activities with specific focus groups**
- **Updates on measures implementation**

9. Local Communication plan

16. Communication Objectives; what do you want to achieve with the local communication activities in SUNRISE?

- Inform the general public of the neighborhood about the activities and the co creation process in Neo Rysio
- Activate and engage the stakeholders and local community in order to participate actively in the co creation process and be part of it
- Raise awareness of the local community on sustainable mobility issues

17. Communication messages

The three key messages for SUNRISE we want to convey locally are:

1. Do it with passion it's for your neighborhood!

2. Something changes, be part of it!

3. We participate , we create, it's for our own good!

18. Target audiences: who do you want to reach with the communication?

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General public, citizens Local stakeholders	
5. Local communication outputs	
Do you have sufficient information about the SUNRISE project design?	**Not sure**
Did you commit to include the SUNRISE logo, the CIVITAS logo, the EU logo and the H2020 disclaimer: *"The CIVITAS SUNRISE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 72 33 65"* in your communication activities/documents?	**Yes**
5.1 Local website/webpage	
Do you envisage a local SUNRISE website?	**No**
URL: …	
Do you envisage a local SUNRISE webpage?	**Yes but it is not ready yet**
URL: …to be confirmed	
Have you included the H2020 logo and disclaimer?	**Not yet**
Have you included details on your local objectives within SUNRISE?	**No yet**
Have you included a local leaflet for download?	**Not yet**
Have you included information about stakeholders involved in the neighbourhood activities development?	**Not yet**
Have you included information about local events, meetings etc.	**Not yet**
Have you included the link to the project website www.civitas-sunrise.eu?	**Not yet**
5.2 Local leaflet – if any	
At which events will you distribute the leaflets?	

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Public Kick off Event/April/Cultural center of Neo Rysio/local community inc. residents and stakeholders On tour stations/April-June/Church, Center for elderly, Sports center, Schools, Cultural center/elderly women and men, athlets. students Festival/May 21st /Neo Rysio square/residents and citizens
At which fixed spots will you distribute the event? (e.g. city hall, community centre)
Cultural Center of Neo Rysio/ A multi -activity place , the center of culture for the local community, a multiple use place for all/students and residents

5.3 Local electronic newsletters	
Do you plan a local electronic newsletter with regards to SUNRISE?	**No**
Who will this be addressed to?	
Likely topics of the news items: • … • … • … • …	
Specific target groups to address:	

5.4 stakeholder workshops	
Do you plan local stakeholder workshops with regards to SUNRISE?	**Yes**

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Topic, date, place and audience of the meeting? • Core Group meetings when needed	
5.5 Local press and media work	
Do you plan a press conference with regards to SUNRISE?	**No**
Topic, date, place and audience of the meeting? • … • … • … • …	
Who will this be addressed to?	**National media** **Regional media** **Local media**
How many press releases do you plan with regards to SUNRISE?	**4 - 5**
Topic and estimated date for the press release? • Internal Kick off meeting in Neo Rysio (March) • Public kick off meeting in Neo Rysio (April) • Different Co identification and co validation activities with specific focus groups (TBD) • Updates on measures implementation (TBD)	
Who will this be addressed to?	**National media** **Regional media** **Local media**
5.6 Local social media use	
Which social media are you using? Please, answer below and add the link.	

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Twitter	No
Facebook	Yes
Instagram	No
LinkedIn	Yes
Google +	No
YouTube	No
Pinterest	No
WhatsApp	No
Viber	No
Others (please indicate)	Please indicate
- Do you use the general hashtag #CIVITAS_SUNRISE for all your social media (i.e. Twitter, Facebook, LinkedIn, etc.?	No
- Are you using visuals (images, pictures, GIFs, etc.) when posting on the social media?	Yes
- Do you include links for more info (the project website when necessary) to your posts on the social media?	Yes
- Do you post regularly on the social media? (i.e. at least twice a week?)	No
- Do you follow other page/organisations involved in co-creation processes on the social media? - If not, do you need advices on which organisations/page/NGOs to follow?	Not yet No
- Do you have a WhatsApp or other kind of tools that you use to communicate with local residents to share quick updates?	No
6. Other issues	
Do you need further support from the side of Polis with regards to local communication processes? See topics below:	**Yes/No**

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- Defining local target groups	**No**
- Defining communication objectives	**No**
- H2020 communication requirements	**No**
- Project identity	**No**
- How to write a press release?	**No**
- How to prepare an e-newsletter?	**No**
- How to organize a press conference?	**No**
- Local social media use	**No**
- How to set up a local webpage or website?	**Yes**

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