

**Horizon 2020**

**Societal Challenge: Improving the air quality and reducing  
the carbon footprint of European cities**



**ICARUS**

**Project: 690105 – ICARUS**

Full project title:

**Integrated Climate forcing and Air pollution Reduction in Urban Systems**

## **D8.2 Dissemination Strategy Report**

**WP8 - Dissemination, communication and involvement of  
stakeholders**

Lead beneficiary: MESAEP e.V.

Date: January 2018

Nature: Report

Dissemination level: Public

 ICARUS	D.8.2 Dissemination Strategy Report		
	WP8: Dissemination, communication and involvement of stakeholders	Security:	PU
	Author(s): MESAEP e.V. / AUTH	Version: Final revised	2/60

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## Document Information

<b>Grant Agreement Number</b>	690105	<b>Acronym</b>	ICARUS
<b>Full title</b>	Integrated Climate forcing and Air pollution Reduction in Urban Systems		
<b>Project URL</b>	www.icarus2020.eu		
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<b>Delivery date</b>	<b>Contractual</b>	October 2016	<b>Actual</b>	January 2018
<b>Status</b>	Draft <input type="checkbox"/>		Final revised x	
<b>Nature</b>	Demonstrator <input type="checkbox"/>	Report x	Prototype <input type="checkbox"/>	Other <input type="checkbox"/>
<b>Dissemination level</b>	Confidential <input type="checkbox"/> Public x			

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## Document History

Name (Institution)	Date	Version
MEASEP e.V.	October 2016	First draft
AUTH	October 2016	Second draft
MEASEP e.V.	October 2016	Final
MEASEP e.V.	January 2018	Final revised

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## 1 EXECUTIVE SUMMARY

This document provides a description of the ICARUS project dissemination strategy outlining the ways in which the project partners will disseminate and communicate with different audiences and publics. This document is a revised version of the first Dissemination Strategy report delivered in Month 6 of the project. In this version detailed information on the effectiveness of the dissemination and communication measures undertaken up to December 2017 are reported.

The ICARUS dissemination plan defines the project's dissemination objectives and measurable criteria for achieving them throughout the course of the project. It identifies the main target audiences and provides an analysis of particular stakeholder groups; prioritizes dissemination tools and channels; provides a mapping of dissemination tools to stakeholder groups; and finally defines timelines for the planned dissemination activities and stakeholder engagement.

The overall objective of the ICARUS dissemination strategy is to raise awareness about the outcomes of the project and thus ensure that the activities, scientific advancements and methodologies developed within the project are widely promoted to the target groups defined by the dissemination plan. To this end, all consortium partners are working collaboratively to enhance the visibility of the project, amplify key messages and receive feedback through their networks, ensure continuity in dissemination efforts and promote uptake of the project recommendations by policy-making bodies at national and international level.

The project applies an interdisciplinary and trans-disciplinary alliance approach with interactive engagement and communication with stakeholders in multiple areas of expertise as well as citizens. Ongoing bidirectional interactions with city partners, main polluters, environmental managers, health care providers and policy makers will integrate and promote technological advancement as well as understanding of technology barriers and enablers. Stakeholders preliminary identified have been clustered in the following primary stakeholder groups:

- Public authorities (local, national) and city partners;
  - Engineering sector;
  - Medical sector
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- Industry & SMEs;
- Decision & policy-making/regulatory bodies;
- International Organisations;
- Academic/ scientific community;
- International organizations;
- Non-governmental organizations;
- Media & Press.

In terms of dissemination of the project findings and exploitation of its results, the project partners have decided to utilize the ICARUS project website (which hosts a rich array of content types), a blog (part of the website), social media (Twitter), audiovisual material, open-access peer-reviewed publications and conference presentations, technical material (leaflets, booklets, policy and business briefs), targeted stakeholder workshops, mobile application technology as well as national and international media outlets. These tools and channels have been selected based on their effectiveness, and their ability to be targetable, cost-effective and measurable. In this report a first assessment of the above dissemination tools and channels has been carried out with regard to their effectiveness providing updated information on their application and comparing them against appropriate Key Performance Indexes.

The dissemination plan and timelines have been closely aligned with deliverables and milestones of the ICARUS project. It should be underlined that dissemination activities are likely to be more intense in the second half of the project when more project results will become available.

The dissemination plan will be evolving with and over the course of the project duration, learning from the project dissemination experiences and adapting to its changing needs. To this end and according to the reviewers suggestions an updated version will be released together the next periodic report on October 2018.

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## 2 PROJECT OVERVIEW

Notwithstanding the air quality improvements within European Member States in recent decades, a significant proportion of Europe's population lives in areas – especially cities – where non-compliance to air quality standards is observed particularly regarding particulate matter (PM), nitrogen dioxides (NO<sub>2</sub>) and ozone (O<sub>3</sub>). This situation is deemed to have a major adverse impact on human health. Estimates of the health impacts attributable to exposure to air pollution indicate that fine particulate matter (PM<sub>2.5</sub>) concentrations in 2011 were responsible for about 430,000 premature deaths in the EU-28. At the same time, analysis of emissions data show that urban areas are responsible for almost 70% of European CO<sub>2</sub> emissions with urban transport accounting for 70% of the air pollutants and 40% of the GHG emission of European road transport. Despite the clear interconnections between Carbon Footprint (CFP) and Air Quality (AQ), policies to control GHG emissions and to improve air quality are still considered separately arriving often to contradictory results.

The recently released European Environment Synthesis on the European environment (EEA SOER 2015)<sup>1</sup> states that ‘living well within the limits of the planet requires a transition to a green economy. Through an interactive and evidence-based process involving diverse stakeholders across the project, ICARUS will identify interventions, potential investments and innovations in the urban environment towards a green economy to benefit the health of both man and the environment. Issues of accessibility, equity (including gender), resilience, and sustainability will be at the heart of the research and interventions in all cities participating in ICARUS.

The main **objectives** of the project are to:

- **quantitatively assess the impact of current and alternative national and local policies** on reducing greenhouse gas (GHG) emissions and improving air quality through a full chain approach and evaluate the future public health and well-being impacts of these policies in European cities;
- **evaluate the current contributions of the different pollution sources** linked to urban

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<sup>1</sup> The European environment— state and outlook 2015: synthesis report (SOER), European Environment Agency, Copenhagen; EEA. 2013. European Union, 2013 Joint EEA-JRC report

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activities including heat and power use in the urban building stock, urban traffic and transportation needs, energy production, industrial activities including energy production, agriculture and trans-boundary pollution with respect to GHG-emissions, air quality loading, public health and well-being of the population;

- **propose technological and non-technological measures** for cost-effective environmental and climate protection and air quality management targeted to the specific needs of different EU cities and regions;
- **develop visions of green cities** with clean air, close to zero or negative carbon footprint and maximal wellbeing, develop a pathway for the realization of these visions in the next 50 years and propose first steps down that road in the form of a concrete plan towards achieving these visions in the participating cities and beyond;
- **raise awareness of the citizens** about the impacts on public health and the climate causes by their activities or with changes in their activities.

The project methodology will be applied in nine European cities of variable size, socio-economic condition and history starting from relatively small (Basel, Brno, Ljubljana) to mid-size (Stuttgart, Copenhagen, Thessaloniki) to large cities (Athens, Milan and Madrid). The cities have been selected carefully to represent the mix of urban settings around Europe and cover the whole spectrum of “green urban management”.

All in all, the ICARUS project will develop innovative tools for urban impact assessment in support of air quality and climate change governance in the EU. This will lead to designing and implementing win-win strategies to improve the air quality and reduce the carbon footprint in European cities.

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### 3 OBJECTIVES OF THE DISSEMINATION STRATEGY

In ICARUS, dissemination and communication are planned across knowledge transfer and population awareness. A wide range of dissemination routes were planned and put in place to organize an efficient transfer of the project results to the scientific and policy-making communities as well as city partners and public at large.

Defining the purpose of the dissemination is a first step to decide on the audience, key messages, tools, channels and timing of dissemination.

Specific objectives of the ICARUS dissemination strategy are to:

1. **Raise awareness** about the project activities, achievements and developments; ensure visibility;
2. **Develop** the appropriate web-based tools and printed content to disseminate the project results for maximal outreach;
3. **Engage** all stakeholder groups in the project activities right from the onset; provide opportunities to receive input/feedback from the community; share experiences; discuss joint problems and issues;
4. **Promote** the project's best practices, technical and policy recommendations and assessment tools in support of informed decision-making; ensure uptake of results and recommendations.
5. **Inform/Educate** the citizens about environment-conscious behavior.

In ICARUS, dissemination, communication and involvement of stakeholders is realized through WP8, but close collaboration is maintained with all other WPs and tasks to ensure timely availability of dissemination products.

Significant support for the dissemination activities is expected from city-level organizations so as to stimulate citizens' environmental-friendly behavior and will have an interest in exposing their social responsibility actions. Collection of feedback from stakeholders is foreseen in order to ensure that the project addresses users' needs and to further develop or adjust its products. The dissemination plan will be evolving with and over the course of the project duration, learning from the project dissemination experiences and adapting to its changing needs.

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## 4 OVERVIEW OF THE DISSEMINATION PROCESS

The ICARUS dissemination process has two parts:

1. strategy and assessment; and
2. implementation.

Strategy and assessment refers to the development of a dissemination plan and a formal assessment of the efficacy of dissemination, which includes continuous monitoring of the dissemination efforts of all partners and evaluation components to assess the success level of the dissemination plan. Tracking of dissemination activities is carried out on a regular basis from the EUCENTRE (partner 10 and WP8 leader). Implementation is supported by all project partners and is planned through the lifetime of the project, depending on its progress (deliverables and milestones) and the agenda of the target audiences. The process is illustrated in Figure 1.

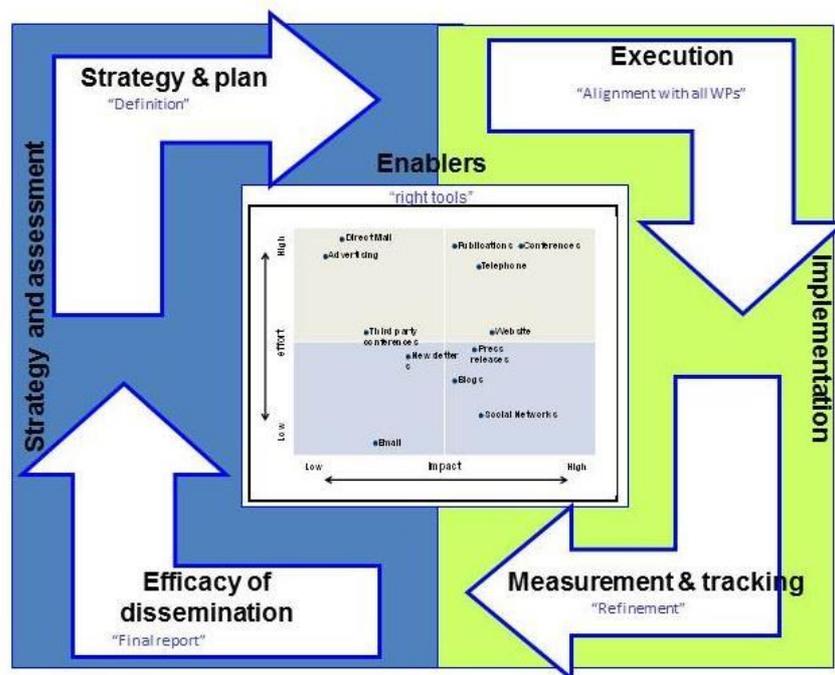


Figure 1: Dissemination strategy process overview

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## 5 IDENTIFICATION OF STAKEHOLDERS AND TARGET AUDIENCES

To ensure successful dissemination of the project output, it is important to define and identify influential local and EU-wide stakeholders and leaders, who can contribute to the project research by means of expertise, are willing to engage and promote the project findings and key messages, influence less powerful but still legitimate stakeholder groups and facilitate the uptake of the project results by EU regulation. In the case of ICARUS, primary stakeholder groups include city partners and planners, main polluters such as industry, engineering and environmental professionals, regional, national and EU decision and policy-making bodies, academic community, scientists, international and non-governmental organizations, media and press. Citizens play a crucial role in the project as they are an indispensable part of the innovation research and methodology that ICARUS will apply.

To this end and under the supervision of EUC all the partners contributed to identify relevant stakeholders including policy-makers involved in health and wellbeing, climate change and other environmental change issues, city planners, main polluters, health professionals, patients, environmental managers, NGOs and academics. Interested stakeholders were informed about the project (emailed project description and benefits document, follow up phone calls). A list of stakeholders was created after mapping them and analyzing their profiles. Stakeholders identified were finally clustered on the basis of their roles and needs. The list will be updated during the project life as soon as new stakeholders will be identified and contacted. The list of stakeholders groups identified is Table 1. This list represents our initial thinking at this early stage in the project. ICARUS remains open to engaging with additional stakeholders as awareness of our work grows.

Stakeholders identified can be categorised under the following groups:

- Public authorities (local, national) and city partners;
  - Engineering sector;
  - Medical sector
  - Industry & SMEs;
  - Decision & policy-making/regulatory bodies;
  - International Organisations;
  - Academic/ scientific community;
-

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- International organizations:
- Non-governmental organizations;
- Media & Press.

Table 1: List of stakeholders identified

Stakeholders Organization	Description
<b>Public authorities (local, national) and city partners</b>	
Municipality of Thessaloniki	Dept. of Environment
Municipality of Kordelio - Evosmos	Dept. of Environment
Development Agency of Eastern Thessaloniki's Local Authorities	General Manager/ Mech. Eng.
Municipality of Aspropyrgos	Dept. of Environment
Resilience and Sustainability Office	On progress the development of the resilience strategy on thematic areas
Resilience and Sustainability Office	On progress the development of the resilience strategy on thematic areas
C40	C40 network for climate adaptation and mitigation
Municipality of Athens	Green and Environment Department
DAEM	IT company
Municipality of Ljubljana	Office for Development Projects and Investments
Municipality of Ljubljana	Department for Environmental Protection
Municipality of Ljubljana	Public Relations Office
Municipality of Ljubljana	Department of Transport
Cantonal Environmental Protection and Energy Agency	Canton of Basel-City
Cantonal Environmental Protection and Energy Agency	Canton of Basel-City
Air Quality Office Canton Basel-City and	Air Quality Management Agency Canton of

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Basel-Country	Basel-City and Canton of Basel-Country
Air Quality Office Canton Basel-City and Basel-Country	Air Quality Management Agency Canton of Basel-City and Canton of Basel-Country
Statistical Office Canton Basel-City	Canton of Basel-City
Deputy mayor for city development, Brno	
Deputy mayor for Smart cities, Brno	
Municipality of Milan	Smart City and resilience department
Municipality of Milan	Agency for mobility, environment and territory
Regional Agency for Environmental Protection (ARPA Lombardy)	Air quality department
Regional Agency for Environmental Protection (ARPA Lombardy)	Regional Air Quality monitoring centre (CRMQA)
Regional Agency for Environmental Protection (ARPA Lombardy)	Air Quality modelling and emission inventory
Prefecture of Central Macedonia	Dept. of Environment
Macedonia Airport of Thessaloniki	Dept. of Environment
Prefecture of Central Macedonia	Dept. of Industrial Development
Prefecture of Central Macedonia	Head of Dept. of Industrial Development
Intermunicipal Consortium of Local Authorities for the Sustainable Development of the 21 Attica cities	11 Taygetou str., 15452 Psychico, Ahtens, Greece
Ministry of Environment & Energy	17 Amaliados str., 11523, Athens, Greece
Municipality of Egaleo	364 Iera odos & Kalvou str. 12243, Athens, Greece
Region of Attica	
National Environment and Sustainable Development Centre	
Federal Office for the Environment FOEN	Federal Administration

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Stuttgart City Council	Office for Environmental Protection, Department of Urban Climatology
Stuttgart City Council	Office for Environmental Protection, Energy Department
Landesanstalt für Umwelt, Messungen und Naturschutz (LUBW; Environmental agency of Baden-Württemberg)	
Madrid City Council	Environment and Mobility Area
Madrid City Council	Madrid Public Health Institute
Madrid City Council	Statistical Data Department
Madrid Regional Government	Madrid Regional Health Authority (Health Promotion and Disease Prevention Department)
Brno City	Environmental department
Brno Communications	Mobility in the city of Brno
Czech Hydrometeorological Institut	National organisation
Brno, Public Transportation	
Czech Railroad Directorate	National organisation
Brno Airport	
Engineering sector	
Technical University of Madrid	Chemical & Environmental Engineering Department
Greek Wind Energy Association	Leadership and Strategy
Environmental Engineer and Sustainability Consultant,	Resilience Steering Committee
Civil Engineer	Resilience Steering Committee
Medical sector	
Medical school of Athens	TREASURE project on heatwaves and health

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Medical school of Athens	TREASURE project on heatwaves and health
Industry & SMEs	
Aegean Airlines	Environmental Manager, Health & Safety Coordinator
Goldair Handling	Quality & Env Manager
EPAENERGY - Gas Supply Company of Thessaloniki and Thessaly	Sales Dept.
Hellenic Cement Industry Association	
Hellenic Lime Association	
Hellenic Aluminium-Iron Industry Association	
Aluminium of Greece	Dept. of Environment
ALOUMINIO S.A	Greek aluminium manufacturing industry
ARATOS	NFC tags with heatwaves related information
The South Pole Group	Working on Climate-KIC projects
MyClimate	
Swiss Cleantech	
Decision & policy-making/regulatory bodies	
DESFA - Hellenic Gas Transmission System Operator SA	Dept. of Environment
Hellenic Ministry of Environment and Energy - GENERAL SECRETARIAT FOR ENERGY AND CLIMATE CHANGE	Natural Gas and Hydrocarbons Dept.
Hellenic Ministry of Environment and Energy - GENERAL SECRETARIAT FOR ENERGY AND CLIMATE CHANGE	Head of Natural Gas and Hydrocarbons Dept.
Hellenic Ministry of Environment and Energy - GENERAL SECRETARIAT FOR ENERGY AND CLIMATE CHANGE	Emission Trading and Climate Change Dept.

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Hellenic Ministry of Environment and Energy - GENERAL SECRETARIAT FOR ENERGY AND CLIMATE CHANGE	Climate Change Dept.
European Commission, DG Environment	Policy making, public awareness
OASA	Athens Urban Transport Organisation
The Regional Development Agency of the Ljubljana Urban Region (RDA LUR)	
Slovenian Ministry of the Environment and Spatial Planning	The Environment Agency
Slovenian Ministry of Infrastructure	Langusova ulica 4, SI-1000 Ljubljana, Slovenia
Academic/ scientific community	
University of Athens	Department of Physics and Meteorology
University of Thessaloniki - Mechanical Engineers Department	Associate Professor
DUTH - Department of Civil Engineering -Democritus University of Thrace	Professor
CERTH_ITI - Centre for Research & Technology Hellas, Information Technologies Institute	Researcher in 'Remote Sensing', Information Technologies Institute
National Observatory of Athens - Institute for environmental research and sustainable development	Research, Air quality monitoring
ProClim	Swiss Academies of Science (SCNAT)
Swiss TPH	Univeristy of Basel
University of the Aegean - Water and Air Quality laboratory	Education and research
International organisations	
European Environmental Agency (EEA)	Support for decision making on air pollution
Eurocities	Project partners, as well as participation to several thematic groups
World Health Organisation (WHO)	Public awareness, influence international policy

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UNEP - Urban environment unit	Public awareness, support to address issues at all levels
Non-governmental organisations	
Panhellenic center of ecological researches	Research, influence policy
Biopolitics Interantional Organization	10 Tim. Vassou St. Athens 11521 Greece
ECOCITY	Voluntary Organization for the Urban Environment
Centre for Renewable Energy Sources and Saving (CRES)	
Association of Professional Geotechnical and Green Business	
Greenpeace Greece	
ICRE8	Environmental Partners on Resilience and Sustainability Office
Ljubljana Cyclist Network	Trubarjeva cesta 50, 1000 Ljubljana
Focus - Association for Sustainable Development	Maurerjeva 7, 1000 Ljubljana
ECO	Umbrella organization for Environmental NGOs in Switzerland
PUSCH	
myblueplanet	
Greenpeace Schweiz	
WWF Schweiz	
Media & press	
Anemos Ananeosis	Social Cooperative related to environmental issues
Centre for Renewable Energy Sources and Saving (CRES)	
SKAI TV - Eco news	"Green Profil" National TV Station

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Green Agenda	
epixeiro.gr	webportal focused on business related news and innovative business concepts
Lifo	Athens' biggest freepress
Onecon.gr	webportal focused on
Athens Voice	Greek freepress

**Measure outcome** Overall, up to December 2017 about 110 stakeholders were stored in our database and contacted in the different Countries/Cities up to now. Forty-eight of them belongs to Public authorities (either local or national) and city partners group; 12 to the Industry & SMEs sectors; 10 to the Decision & policy-making/regulatory bodies group; 8 to the Academic/ scientific community; 14 to the Non-governmental Organisations; 4 to the International Organisations; 5 to the Medical and Engineering group and 8 to Media & Press sector.

With regard to geographical coverage, 60 out of 112 are from Greece (both Athens and Thessaloniki), 16 from Switzerland; 9 from Slovenia; 8 from Czech Republic; 5 from Italy and from Spain, 3 from Germany and 4 are International Organizations.

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## 6 DISSEMINATION & COMMUNICATION TOOLS OF ICARUS

Dissemination of the results of the ICARUS project will take effect through multiple channels as reported hereinafter. Their choice depends on the type of the communication and the target audience.

### 6.1 PROJECT WEBSITE

An active collaborative **website** with public and non-public parts was set up by month 6 of the project (Deliverable D8.1) ([www.icarus2020.eu](http://www.icarus2020.eu)), which serves as the first point of access for all interested parties. The website is also the integral project knowledge base for the consortium members. The project website serves as a major communication and dissemination tool throughout the entire project, and targets both lay people and professionals. Moreover, the ICARUS website will be linked to the participating cities and their agendas (smart cities, healthy cities, green cities). The website has been developed with the aim to increase awareness about the project research and results at the broadest possible international scale, and to serve as a comprehensive and growing knowledge base for the ICARUS team. The website is the main channel to announce upcoming events, alerts on new results, present the newsletter, provide downloadable material and contain features for online registration/invitation to project meetings and workshops. It will also include a FAQs section and an ICARUS Blog.

The ICARUS website is regularly updated to enhance the project interactions with a wider audience throughout social media channels such as Twitter. Mutual links were set to/on the websites of the project participants. ICARUS will aim at integrating rich content in the form of web design, press releases, accessible summaries for business, and film, to ensure a high impact and worldwide profile for the project.

**Measure outcome:** Google Analytics have been integrated on the portal, so that the administrators are able to track statistics regarding the portal's traffic (total number of visitors, total number of new visitors, how long visitors stay on each page, most popular pages, etc.). Overall, the ICARUS web site has been accessed by around 7,500 unique visitors in the period from July 2016 to December 2017 with an average of 400 unique visitors and 2,500 pageviews per month.

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## 6.2 ICARUS BLOG

The **Icarus Blog** (<http://icarus2020.eu/blog/>) has been developed as part of the website with the aim to serve as a virtual place to reach out to stakeholders and end-users, and to exchange and discuss experiences, methodologies and results. The goal of the Blog is to promote active interactions between project partners and interested parties participating in the project activities and also collect feedback on the project products.

**Measure outcome:** Up to December 2017 the ICARUS Blog has currently 57 members.

## 6.3 TECHNICAL AND PROMOTIONAL MATERIAL

Technical material such as **leaflets and booklets** will be produced throughout the project to facilitate communication of results to policy makers and the general public (Sub-task 8.1.5).

**ICARUS Policy and Business Briefs and Guidelines** with an overview of the innovation dimensions, best practices and policy recommendations and assessment tools will be delivered at key stages of the project to inform and support decision-making by governments, health professionals, patients, environmental managers, and other main stakeholders. Information will also be communicated to the public to promote environment- conscious behavior and lifestyle choices.

An **ICARUS technical booklet** (22 pages) has been produced to illustrate the ICARUS project. It includes a description of the consortium, the objectives, workplan as well as the project ambitions. The booklet has been distributed to interested stakeholders during all the main dissemination events to which ICARUS partners attended.

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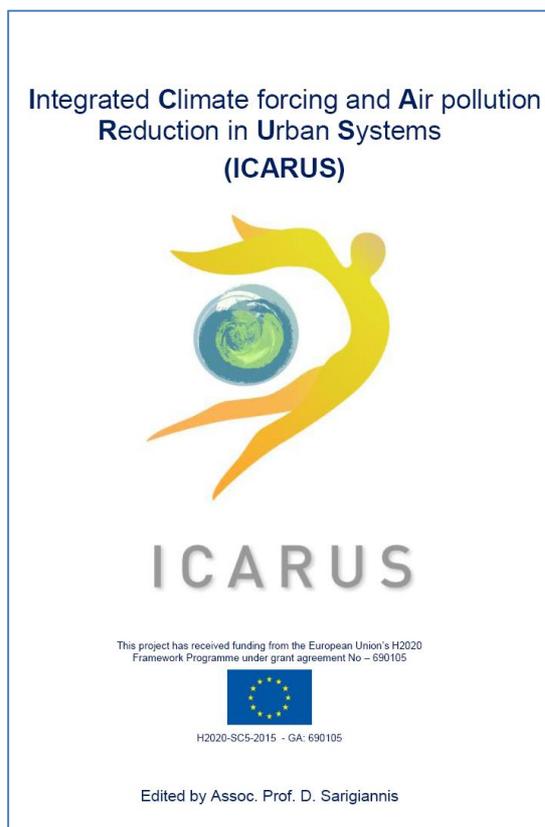


Figure 2: Cover page of the ICARUS technical booklet

**A common standard project presentation** in MS Power Point® has been drafted as reference presentation of the ICARUS project to be used to illustrate the project objectives and methods during the meetings with local (and national) stakeholders.

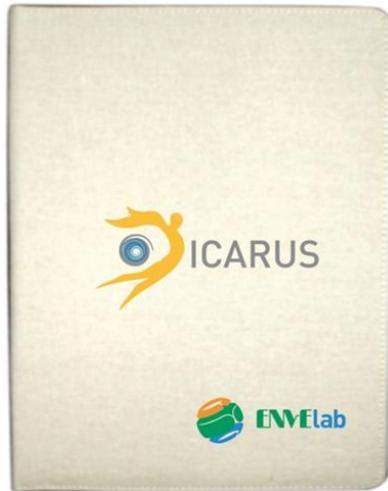
Work is currently in progress with regard to the production of other informative material such as leaflets, and briefs, and other condensed information material for communication of results to policy makers and the general public.

A technical **newsletter** is planned to be published every 6 months to inform the scientific and policy-making community about the project outcomes. The newsletter will be distributed to the stakeholders via the ICARUS mailing list and will also be available on the website. The ICARUS newsletter will aim to alert users regarding key developments and results, as well as stimulate participation in the project activities.

The first newsletter was released in November 2016 by MESAEP. It is freely available on the ICARUS web site and includes the key information and news about the project activities.

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**Promotional material** including ICARUS poster roll-ups (Figure 4) and material for conference stands (e.g. T-shirts, dossier pens, etc.) has been developed and were distributed in the main dissemination events (Figure 3).



Dossier



Chocolates



Pen



ICARUS t-shirt



Badge string

Figure 3: ICARUS Promo material

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Figure 4: ICARUS banner for the 1<sup>st</sup> Stakeholder workshop

**Measure outcome:** ICARUS technical booklet distributed during the main dissemination events (200), common project presentation, newsletter uploaded on the ICARUS web site (ca. 30 downloads) and distributed (200) by project partners to key stakeholders during local dissemination events.

## 6.4 DISSEMINATION ACTIVITIES

### 6.4.1 SCIENTIFIC PUBLICATIONS

The ICARUS dissemination strategy has planned coordination of **publications** and participation in **conferences** and other regular/or and well attended **European events** in close cooperation with all partners of the consortium (Sub-task 8.1.4). This started with the selection of leading international, peer-reviewed and of appropriate scientific conferences (i.e. the International Conference on Air Quality, the International Conference on Climate Change, ISEE, ISEA, MESAEP, etc.) and sector-specific events to be used as a more traditional dissemination route, and with the elaboration of a publication and meeting plan including a fair allocation of authorships and presentations. Articles are drafted by the

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partners involved. A common ICARUS layout has been developed in an initial version at the beginning of the project in close collaboration with the Management Board and with support and advice from all project partners; the layout may be further updated and adapted to the specific needs throughout the project lifetime.

**Scientific publications** and journal articles are a resilient and broad dissemination tool. The consortium partners will cement the impact of their dissemination activities by preparing and publishing formal reports and scientific articles in open access, peer-reviewed journals. To fulfil copyright issues and the management of intellectual property, a close monitoring of all scientific production has been established.

Up to December 2017 four papers including conference proceedings have already been produced and submitted:

- D.A. Sarigiannis, P. Kontoroupi, S. Nikolaki, A. Gotti, D. Chapizanis, S. Karakitsios. Benefits on public health from transport-related greenhouse gas mitigation policies in Southeastern European cities. *Science of The Total Environment*, Vol. 579, 1 February 2017, Pages 1427–1438.
- E. Scoccimarro, P.G. Fogli, S. Gualdi. The role of humidity in determining scenarios of perceived temperature extremes in Europe. *Environmental Research Letters* 12(11),114029 (2017). <https://doi.org/10.1088/1748-9326/aa8cdd>
- E. Scoccimarro, P.G. Fogli, S. Gualdi. Extreme events of perceived temperature over Europe: a projected northward extension of dangerous area. *EGU Geophysical Research Abstract* 2017, Vol. 19, EGU2017-4417-1, 2017.
- O. Mikeš, C. Degrendele, R. Prokeš, O. Sáňka, A. Holubová Šmejkalová, P. Čupr G. Lamme. Integrated climate forcing and air pollution reduction in urban systems (ICARUS): Project overview and objectives. *Ovzduší 2017*, Program a sborník conference, April 2017. ISBN:978-80-210-8544-2

#### 6.4.2 PRESENTATIONS AT CONFERENCES AND SYMPOSIA

**Presentations of ICARUS** tools, methods and results at conferences and symposia up to the end of 2017 included:

1. The ICARUS project launch event & scientific workshop were held on 1-3 June 2016 at the Research Dissemination Centre of the Aristotle University of Thessaloniki (AUTH). The ICARUS kick-off scientific workshop was part of the Green Week 2016,

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the biggest annual occasion to debate and discuss European environment policy. A press release was given by the project Coordinator Prof. Sarigiannis as side event during the Kick-Off.

2. AUTH presented an overview of the ICARUS project, methods and tools at the workshop on supporting joint actions towards a sustainable green economy in Europe and beyond in Horizon 2020 societal challenge 5 "climate action, environment, resource efficiency and raw materials" on June 6, 2016 and at 11th meeting of the programme committee for the specific programme implementing Horizon 2020, on June 7, 2016 in Bruxelles (Belgium).
  3. The AUTH team gave an oral presentation at the 10<sup>th</sup> International Symposium on Sanitary and Environmental Engineering (SIDISA 2016) held in Rome (Italy) on 20-22 June 2016 entitled "The ICARUS paradigm for air pollution exposure management in cities.
  4. The ICARUS methodological framework and early research results in the context of the evaluation of the health risk posed by biomass combustion in Greece were presented at the 28<sup>th</sup> Conference of the international society for environmental epidemiology (ISEE) organized on September 1-4, 2016 in Roma (Italy) The meeting provided the opportunity to discuss and gather feedbacks on the ICARUS methodological framework.
  5. The use of Agent Based Modelling (ABM) in exposure assessment was thoroughly discussed in a dedicated session at the Annual Conference of the International Society of Exposure Science (ISES) that took place from 9-13 October 2016 in Utrecht, the Netherlands.
  6. The ICARUS project was invited at the Workshop "Improving air-quality and carbon footprint in cities: Enhancing synergies among EU-funded R&I projects" which was organized by DG Research & Innovation in collaboration with the Executive Agency for Small and Medium-Sized Enterprises (EASME), on 11 October 2016 in Brussels, as a side event of the European Week of Regions and Cities (10-13 October 2016). The workshop aimed to enhance cooperation among the three sister projects (ICARUS, CLAiR-CITY, iSCAPE), co-funded by Horizon 2020, and to create synergies and links with other relevant initiatives such as the Partnership on Air Quality (PAQ) of the Urban Agenda of the EU. Nearly 50 stakeholders from several
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Member States & City Authorities representatives, members of the Covenant of Mayors and officials from various General Directorates of the European Commission (DG REGIO, DG ENV, DG JRC, DG GROWTH) attended the event. During the morning session, Dr. Gotti (AUTH) on behalf of the ICARUS team, presented the ICARUS project, illustrating its main objective, the methodological framework and tools to be applied in order to identify and assess appropriate abatement strategies for improving the air quality and reducing the carbon footprint in nine European Cities.

7. AUTH presented the work entitled “Integrated use of Agent Based Modelling with sensor webs for personal exposure assessment” at the 27<sup>th</sup> annual conference of ISES that took place at Raleigh, NC, USA (co-organised by the US EPA and NIEHS) on October 15-19, 2017. ICARUS and AUTH are invited to present the ICARUS advances in this matter.
  8. On 3 November 2016 AUTH in collaboration with ADDMA, EUC and Resilient Athens organized the 1st Stakeholder Event which took place at the Europe Direct Hall of the city of Athens. The event which sees the participation of all the ICARUS partner representatives and more than 50 key stakeholders aimed at exchanging views and expertise with stakeholders and the community, initiating win-win strategies, designing policy solutions and promoting research activity that will contribute to reduce air pollution and mitigate climate change in urban systems. More details are given in Task 8.3 Engagement of city partners and main polluters.
  9. The ICARUS methodology and concepts were presented by NCSR D at the 3<sup>rd</sup> VDI expert forum on atmospheric chemistry which took place in Frankfurt on 5-6 December 2016. The presentation was entitled “An Insight to ICARUS project: “Integrated Climate forcing and Air pollution Reduction in Urban Systems”
  10. ARTEMIS participated to the HellasGIS 9<sup>th</sup> Symposium held on December 8, 2016 in Athens where the main objectives and the methodological framework of ICARUS have been presented.
  11. USTUTT presented the work entitled “Assessment of Co-benefits of Air Pollution Control Policies” at the TFIAM/FAIRMODE 2017 Workshop on modelling of urban and regional measures for improved air quality, 15-16 February 2017 Utrecht, The Netherlands.
  12. UNEXE gave a presentation on ICARUS project as part of presentation on research
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to European Centre for Environment and Human Health Seminar Series, University of Exeter, March 2017.

13. Masaryk University presented the ICARUS project at the 13<sup>th</sup> Czech- Slovak conference on air quality on April 10-12, 2017 in Brno (Czech Republic). The presentation entitled “Integrated climate forcing and air pollution reduction in urban systems (ICARUS): Project overview and objectives” has been published in the Conference Proceedings ISBN: 978-80-210-8544-2.
  14. CMCC presented a poster entitled “The extreme events of perceived temperature over Europe: a projected northward extension of dangerous area” at the European Geosciences Union General Assembly on April 23-28, 2017 in Vienna, Austria. The abstract was submitted to Geophysical Research Abstracts Vol. 19, EGU2017-4417-1, 2017.
  15. AUTH participated at the 6<sup>th</sup> Environmental Conference of Macedonia hosted by the Association of Greek Chemists together with the Region of Western Macedonia from 5 to 6 May 2017 in Thessaloniki, Greece with four presentations:
    - An integrated approach to combat atmospheric pollution in smart cities through policy interventions and behavioural change
    - Emerging methodologies for environmental exposure assessment at a personal level
    - Exposure to pm in various micro-environments
    - Impact of maritime transport on the local air quality of Thessaloniki
  16. An abstract entitled “Conceptualizing Stakeholder Engagement in the realm of tackling Air Pollution & Nurturing Environment - conscious Citizens, for Smart, Sustainable & Resilient Cities” has been submitted by AUTH and presented as oral presentation at the 27<sup>th</sup> Annual Meeting of SETAC Europe 2017, held in Brussels from 7 to 11 May 2017.
  17. AUTH presented the work entitled “emerging methodologies for personal exposure assessment: coupling portable sensors data and Agent Based Modelling (ABM)” at the 11th Panhellenic Scientific Conference of Chemical Engineering, May 25 – 27 2017, Thessaloniki, Greece
  18. SWISSTPH participated to the interactive Swiss TPH booth at the Basel “Umwelt Tag” (i.e. environment day) which took place on June 10, 2017 where ICARUS has
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been promoted.

19. AUTH gave two oral presentations respectively entitled "A holistic approach in support of air quality for future green & resilient cities" and "Can Agent Based Modelling, coupled with sensors data, be used for personal exposure assessment?" at the 6<sup>th</sup> International Conference on Environmental Management, Engineering, Planning and Economics (CEMEPE) and SECOTOX conference organized in Thessaloniki from June 25 to June 30, 2017. Both presentations will present the ICARUS project focusing on specific scientific aspects of the project.
20. SWISSTPH presented the poster entitled "Health impact of climate forcing and air pollution reduction – the ICARUS Basel case study" at the City Health Conference, 13-14 September 2017, in Basel (Switzerland).
21. Presentation of Athens Resilience Strategy to ERASMUS+ "Solidarity for the environment", European Program ERASMUS+. During the event ADDMA gave a lecture on the environmental policies framework, including aspects and actions of City of Athens and ICARUS objectives.
22. CMCC gave an oral presentation titled "Extreme events of perceived temperature over Europe in the future: the humidity role" at the Earth's Climate Change Science and Impacts Symposium, 11-13 October 2017 in Belgrade, Serbia.
23. ADDMA was invited to participate to the RESIN Knowledge Transfer Workshop, Tier 2 Cities in Paris on 17-18 October 2017 to evaluate the tools for Climate Change case study: Heat waves and Air Quality in Athens. During the workshop ICARUS was referred as an HORIZON project relevant to air quality, in which the city of Athens is an active partner
24. CMCC presented the work entitled "The role of humidity in determining Perceived Temperature extremes scenarios in Europe at the SISC annual meeting, 26-27 October 2017, in Bologna, Italy.
25. AUTH attended the Clean Air Forum on November 16-17, 2017 in Paris, France. The Forum was an important opportunity to inform delegates about project activities. ICARUS had a stand where project dissemination materials (e.g. brochures) were widely distributed among the participants.

**Measure outcome:** Four scientific papers published, **twenty-five** international/national

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scientific conferences and symposia attended, **more than thirty** project presentations provided at national and international conferences and symposia, not including the presentations given at ICARUS project launch scientific workshop and at the 1<sup>st</sup> Stakeholder Event in Athens.

### 6.4.3 WORKSHOPS

It is essential that the knowledge of evidence base and innovation acquired through the ICARUS project be translated from science to policy, and to tools of relevance to the individual citizen. To this aim dissemination of methods and results in meetings and conferences will be performed through **three regional** and **two international/national workshops** and the **final international ICARUS Workshop** (Sub-task 8.1.3). The strong involvement of many partners and networks in major international scientific programmes and conventions assures a direct and efficient transfer of knowledge at different levels of the policy making process, and will represent a reference point for the European Commission and MS governments in shaping future Air Quality and Climate Change policies, taking into consideration the health dimension especially for the most sensitive population groups. Reports and presentations will be tailored to cater the needs of appropriate policy communities at the European and MS levels.

On Thursday 3 November 2016 the Environmental Engineering Laboratory of Aristotle University of Thessaloniki (EnvE-Lab, AUTH) – project coordinator, in cooperation with Athens Development and Destination Management Agency (ADDMA) and Resilient Athens and Eucentre (EUC) organized the **1<sup>st</sup> Stakeholder Event** which took place at the Europe Direct Hall of the city of Athens. The agenda of the 1<sup>st</sup> stakeholder engagement event included an introduction to the ICARUS methodological framework, open discussion and introduction with stakeholders, routes to stakeholder engagement through various communication and dissemination channels. Furthermore, the integration of ICARUS Methodology into Local / Regional / National Action Plans & Policy Framework and the connection with the Resilient Cities concept has been discussed. Key speakers were the Project Coordinator, Assoc. Prof. Denis Sarigiannis (AUTH), Assist. Prof. Eleni Myrivili (University of Aegean), Chief Resilience Officer, City of Athens Council Member (Urban Sustainability) and Mr. Kostas Georgiou, Project Manager at Resilient Athens.

The **first International workshop** of ICARUS was organized as a special scientific session

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focusing on “Climate change mitigation and air pollution abatement – towards win-win solutions” within the Mediterranean Scientific Association for Environmental Protection International (MESAEP) Symposium organized from October 4 to October 6 2017 at the CNR Headquarters in Rome, Italy. The MESAEP conference was an ideal opportunity for the ICARUS consortium to show to an audience of around 300 delegates from 23 different countries the ICARUS project methods, tools and results. The audience encompassed a wide range of stakeholders including key representatives of the Italian Public Health Service (ISS), the National research Council (CNR) as well as well-known scientists from several European Universities and Research Centres specialized on the different aspects of management and monitoring of air quality and carbon footprint.



Figure 5: ICARUS special session at the MESAEP 2017 Symposium

**Measure outcome:** First regional stakeholders in Athens. More than 50 national/regional/local stakeholders, policy makers & regulatory bodies, representatives from engineering & medical sector, industry & SMEs, academic and scientific community, NGOs international organizations attended the workshop, while a wide dissemination approach was adopted by inviting an extensive list of local media and the press. Dissemination material including ICARUS brochure and first newsletters was distributed to the participants.

First International workshop entitled “Climate change mitigation and air pollution abatement – towards win-win solutions” organized as special session within the Mediterranean

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Scientific Association for Environmental Protection International (MESAEP) Symposium in Rome from October 4 to October 6 2017 at the CNR Headquarters . Around 300 delegates from 23 different countries attended the Workshop.

#### 6.4.4 MEETING WITH STAKEOLDERS

All the ICARUS partners organized meetings with national and/or local stakeholders to illustrate the ICARUS project, its objectives and expected output. For the case study cities these meetings represented an opportunity to discuss the terms of reference of the different case studies collaboration with local authorities. A detailed list of the main meetings organized with local and/or national stakeholders is reported in Table 2

Table 2: Summary of the main meetings organized with stakeholders

Meetings organized with stakeholders	Name	Organizer	ICARUS participants (name / partners)	Date / Place	Notes/ comments
Meeting with the ICARUS coordinator and the representative of Piraeus municipality	Municipality of Piraeus, Executive City Councillor's Office for Local Economic Growth & Entrepreneurship	AUTH	Dimosthenis Sarigiannis / AUTH	27.11.2016	Discussions about the development and implementation of 'smart' solutions in urban (smart city, smart energy, eco-city) and social functions
Bi-lateral meeting between Swiss TPH and key Basel city stakeholders	Lufthygieneamt beider Basel, Amt für Umwelt Basel-Stadt	Swiss TPH	Swiss TPH	24.1.2017 Swiss TPH, Basel	Minutes were shared with ICARUS PI
	Madrid City (Head and technical personnel of the Air quality)	ISCIII	Saul García Dos Santos-Alves	19.5.2017 Subdirecció n General de	The First official meeting with the authorities



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	network and Environmental Health Departments		Pilar Morillo Gómez Elena Boldo Pascua Rebeca Ramis Prieto Rosalía Franco Peteira	Sostenibilidad (Ayuntamiento de Madrid)	of Madrid They were enthusiastic about the objectives of the ICARUS project and they believed that it will have a big impact to the Madrid city policies
	Improving air-quality and carbon footprint in cities: Enhancing synergies among EU funded R&I projects	EASME	Alberto Gotti (AUTH), Rainer Friedrich (USTUTT), Luigi Manzo (EUC), Theodore Nikolakopoulos (UPCOM)	11.10.2016 Brussels, Belgium	Side meeting to EWRC
	Technical Meeting on Task 7.1: Development of the ICARUS Decision Support System	UPCOM		6.12.2016 Brussels, Belgium	
Deputy mayor	Martin Ander	Brno	Mikeš	22.6.2016 Brno	Communication about sharing SES data and strategic plans.

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Department of the Environment	Martin Vaněček and colleagues	MU	Sharma/ Mikeš	11.7.2016	Introduction to the project, sharing data
Air quality meeting	Brno, Department of the Environment	MU	Sharma/ Mikeš	25.7.2016	Air quality plan
Department of Transport Concept	Zdeňka Šamánková	MU	Degrendel e/ Mikeš	19.9.2016	Traffic data and city plans
BKOM (City company for traffic planning)	Bedáň, Švanda	MU	Sharma/ Mikeš	21.9.2016	traffic system and data
Dispersion study at RECETOX	Jakub Bucek	MU	Degrendel e/ Mikeš	26.9.2016	GIS maps
Deputy major and Department of the Traffic	Martin Ander, Aleš Keller	MU	Degrendel e/ Mikeš	31.8.2016	data suggestions
BKOM (City company for traffic planning)	Bedáň, Švanda	MU	Sharma/ Mikeš	22.3.2017	traffic planning system
Mobility plan	Brno representatives	Brno	Degrendel e/ Mikeš	22.3.2017	traffic planning
Visions 2050, Deputy mayor	Jaroslav Kacer and participants	Brno	Degrendel e/ Mikeš	22.3.2017	Smart cities 2050
Visions 2050, Deputy mayor, workshop	Jaroslav Kacer and participants	Brno	Mikeš	10.5.2017	Smart cities 2050
Deputy mayor	Jaroslav Kacer and	Brno	Klanova	17/05/17	Availability of data needed

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	Jakub Rybar			Brno	for ICARUS
Deputy mayor	Jaroslav Kacer and Jakub Rybar	Brno	Klanova	29/05/17 Brno	Brno 2050 strategy
1st Stakeholder Engagement Event, Athens, Greece	Evelyn Matiaki, Stefanos Kokkorikos, Mary Saradari, Angela Gaitani	EnvE- Lab AUTH, ADDMA  ADDMA  ADDMA	All	3.11.2016	
Meeting with Milan Municipality	Dr. Piero Pellizzaro  Municipality of Milan Department for Economic Innovation, Smart City and University for the H2020 project Sharing Cities.	EUCENTRE in collaboration with Municipality of Milan Department for Economic Innovation, Smart City and University for the H2020 project Sharing Cities.	Alberto Gotti (AUTH), Fabio Germagnoli (EUC), Luig Manzo (EUC)	29.11.2016	
SES	Czech Statistical Institute	Several phone calls	Mikeš	June-July 2017 telephone	Specification of the relevant data for the ICARUS and the output
Municipality of Athens	Athens Resilience Strategy for 2030. Redefining the city	Municipality of Athens	NCSR	13/6/2017 Athens city hall	

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Environment and Mobility Area of Madrid city		Madrid Air Quality Network	ISCIII Saúl García Rosalía Franco Elena Boldo	18/05/2017 Madrid	ICARUS winter and summer campaigns were discussed. Also, ISCIII asked for HM and HAP Madrid data. Finally, an open discussion about the future tasks 4, 5 and 6 took place in order to obtain the Madrid City Council collaboration.
Protection of the Atmosphere Department. Government Area of Environment and Mobility. Madrid City Council	Ángeles Cristóbal (Head of the Protection of the Atmosphere Department)	ISCIII	Saul García (ISCIII) Pilar Morillo (ISCIII) Elena Boldo (ISCIII) Rebeca Ramis (ISCIII) Rosalía Franco (ISCIII)	19/05/17 Madrid	Meeting to update the progress of ICARUS project, to discuss findings, and to report future work
Meeting with vice Mayor from Brno and his team	Presentation of ICARUS	MU	Celine Degrendel e, Ondrej Mikes and Jana Klanova	09/06/17, MU, Brno	

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City of Ljubljana (COL)	Sabina Popit	COL	Davor Kontić	September-October 2017	Several meetings/telephone conversations
City of Ljubljana (COL)	Vita Kontić	JSI	Davor Kontić	October 2017	
Meeting with Milan Municipality	Dr. Piero Pellizzaro Municipality of Milan Department for Economic Innovation, Smart City and University for the H2020 project Sharing Cities.	EUC/AUTH	Alberto Gotti	27.11.2017	Finalization of the framework agreement with Milan Municipality

**Measure outcome:** around **30 technical meetings** were organized by ICARUS partners with local stakeholders. These meetings were supplemented by several phone and Skype calls.

#### 6.4.5 LINKS WITH OTHER EU PROJECT AND INITIATIVES

ICARUS has been active in networking activities, forging links with other Horizon 2020 projects and other EU initiatives.

To this end the Project Coordinator participated at the Kick-off meetings of the two sister projects funded under the same H2020 call (i.e. CLAiR-City and iSCAPE) to present the ICARUS project and to explore about potential synergies. In addition, JSI members attended the ClairCity project meeting in Ljubljana 27 October 2017

The ICARUS project was invited at the Workshop “Improving air-quality and carbon footprint in cities: Enhancing synergies among EU-funded R&I projects” organized by DG Research & Innovation in collaboration with the Executive Agency for Small and Medium-Sized

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Enterprises (EASME), on 11 October 2016 in Brussels, as a side event of the European Week of Regions and Cities. During the workshop the potential areas of cooperation among the three projects (ICARUS, CLAiR-CITY, iSCAPE) were discussed aiming at creating synergies and links with other relevant initiatives such as the Partnership on Air Quality (PAQ) of the Urban Agenda of the EU. The ICARUS Coordinator joined the Advisory Board of the two sister projects in order to ensure that synergies can be identified and that the work of the three projects can be coordinated.

We are in close interaction with the 100 Resilient Cities network through the active involvement and engagement of the City of Athens and we are in close contact with the Healthy Cities and the Healthy Polis networks which extend way beyond the 9 cities involved actively in ICARUS. Finally, through the active engagement of both the city of Athens and of Thessaloniki in the Covenant of Mayors we are closely linked to this high-level initiative and we ensure that the policy scenarios considered in our work are in line and respond to the evolving needs of these networks.

The Project Coordination Team attended a joint exploitation event on November 6-7 in Brussels aiming at creating a Collective Awareness Platform on Data Needs, Citizens participation and Regulatory Challenges on Big Society Challenges with a Worldwide Exploitation of Emerging Technologies. The event was an opportunity to meet again CLAiR-City and iSCAPE projects and discuss with them about potential synergies on the projects exploitation. During this event we also explored H2020 and FP9 call expectations relevant plans for future calls where big data technologies could be further enhanced.

**Measure outcome:** Active involvement in creating synergies with relevant EU projects and other initiatives.

#### 6.4.6 INNOVATION SLAMS

In collaboration with local SMEs and other businesses/industry actors, all partner institutions will organize **interactive ICARUS 'Innovation Slams'** - events to share and exchange ideas and technology and business-relevant innovations and other research findings and to identify new areas of collaboration and co-creation with business in Europe and worldwide. We plan to have at least one of these events in each participating Country summing up to eight Innovation SLAMS events. Supported by WP8, these events will be held by the different partner institutions, leveraging off of their ongoing activities with stakeholders. A novel

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feature element at these Slam events is that the businesses will also be able to present their innovation challenge, rather than only reacting to the innovation need or creation of the researcher. With the introduction of this new level of interaction, we expect more co-creation and innovation between the ICARUS team and the private/commercial sector.

**Measure outcome:** number of event participants, number of publications distributed at the events, representation of policy-makers, representation of identified stakeholder groups, number of project invitations to external events, uptake of workshop recommendations in policy-making.

## 6.5 PRESS RELEASES AND MEDIA

Press releases have been given to announce and disseminate the project results to the media, online scientific journals, news agencies, trade magazines and press stakeholders to ensure a high impact and wide distribution of the project output. When possible, the project coordinator gave interviews and/or write editorial pieces for policy magazines, such as the Horizon Magazine, the Research EU Focus Magazine, Futuris Magazine, CORDIS wire, Galileo wire etc. Regional and national contact points of the main partners involved in the respective activity or, even better, lead it will be leveraged in the preparation of these press and news items. Ultimate editorial sign-off has to remain with the Coordinator of ICARUS.

**Measure outcome:** Up to December 2017 the ICARUS consortium gave: **two** press releases, **ten** interviews for newspaper article, **five** radio interviews and **three** TV interviews

### Newspaper articles

1. <http://www.naftemporiki.gr/story/1110572/braxiolakia-katagrafis-rupon-se-athina-thessaloniki-kai-allou>
  2. <http://www.newsbeast.gr/greece/arthro/2259637/vrachiolakia-katagrafis-atmosferikon-ripon-se-katikous-9-poleon-se-ellada-ke-exoteriko>
  3. <https://greenagenda.gr/%CE%B2%CF%81%CE%B1%CF%87%CE%B9%CE%BF%CE%BB%CE%AC%CE%BA%CE%B9%CE%B1-%CE%BA%CE%B1%CF%84%CE%B1%CE%B3%CF%81%CE%B1%CF%86%CE%AE%CF%82-%CF%81%CF%8D%CF%80%CF%89%CE%BD-%CE%BC%CE%B5-%CF%84%CE%B7-%CF%83%CF%86/>
  4. <https://greenagenda.gr/to-icarus-%CE%B1%CE%BD%CE%BF%CE%AF%CE%B3%CE%B5%CE%B9->
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[%CF%84%CE%B1-%CF%86%CF%84%CE%B5%CF%81%CE%AC-%CF%84%CE%BF%CF%85-%CF%83%CF%84%CE%BF-%CE%B1%CF%80%CE%B8/](#)

5. <http://www.dailythess.gr/d-sarigiannis-ta-eoroumena-somatidia-sti-thessaloniki-epivarynoun-tin-ygia-vinteo/>
6. <http://www.voria.gr/article/thessaloniki-200-epibleon-thanati-etisios-logo-tzakion>
7. <https://energypress.gr/news/ti-deihnei-meleti-toy-apth-gia-tin-aithalomihli-apo-ta-tzakia>
8. <http://www.kathimerini.gr/889245/article/epikairothta/ellada/vary-to-kostos-apo-ta-tzakia-sth-dhmosia-ygeia>
9. <http://www.typosthes.gr/topika/article/118026/thessaloniki-kaine-epipla-me-hroma-kai-verniki--karkinoqones-ousies/>
10. <http://www.thessnews.gr/article/11329/oikonomiki-lysi-to-tzaki>

#### Press releases

1. <https://www.auth.gr/news/conferences/20360>
2. <http://www.developathens.gr/el/node/769>

#### TV Interview

Prof. D. Sarigiannis, ICARUS Coordinator released three TV interviews where he presented the aims and the innovation capacity of ICARUS, as well as the effect of lack of tools for integrating GHG and air pollution policies through real-life examples.

1. <https://www.youtube.com/watch?v=9HpH2fSCgRs&feature=youtu.be>
2. <https://youtu.be/SCVj4TTNzGY>
3. <https://youtu.be/EDXwqsieeQk>



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Figure 6: PONTOS TV Channel interview to Prof. Dimosthenis Sarigiannis, ICARUS Coordinator, presenting the aims of ICARUS, related to the development of tools for proposing policy measures for climate change mitigation and management as well as reduction of air pollution in cities.

## 6.6 SOCIAL MEDIA

Besides the website a dedicated **ICARUS Twitter handle** has been established, [@ICARUSEU2020](https://twitter.com/ICARUSEU2020), to enhance the project interactions with a wider audience throughout social media channels as well. The project is tweeting on ICARUS related issues more frequently when particular project events or news are happening. The overarching objective of using the @ICARUSEU2020 account is to raise awareness of relevant project activities to several specific audiences including the research community, study participants and stakeholders, the press and the general public. All new content on the ICARUS website will be tweeted as a means of drawing these audiences toward project-related material relevant to them.

**Measure outcome:** Twitter statistics: 75 followers, 69 tweets, 159 following (December 2018)

## 6.7 AUDIOVISUAL MATERIAL

ICARUS **Video Abstracts** will be developed to accompany project results and other dissemination material, as a complementary means of delivering the project output in a clear, direct and visual way to the wider public. These 2 to 3 minutes long lay summaries will be publicly available on the project website and social media channels.

We are currently working toward the finalization of the first ICARUS Video Abstract

**Measure outcome:** number of video abstracts, number of views, number of downloads, number of picks-up

## 6.8 MOBILE APPLICATION

In addition to the web-based ICARUS Decision Support System (DSS) developed in WP7 which is mainly intended to assist policy makers in the decisional process, we plan to target the general population through a **citizen-oriented ICT-enabled tool** (i.e. mobile application, **ICARUS Mobile App**) allowing end-users to gather information about carbon footprint, air quality levels, individual exposure and consequent health risk/benefit from exposure to urban

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environment. The app will incorporate the research results of WP2-6, including information and knowledge derived from the ICARUS DSS developed in WP7. The purpose of developing such a tool is to raise public awareness and inform citizens of every participating cities about their lifestyle and the benefit caused by their actions, so as they can then explore how the air quality and climate forcing depend on their behaviour/activities (e.g. physical activity) and to provide feedback. The ICARUS Mobile App will offer similar functionalities on the two dominating technological frameworks, i.e. iOS (for iPhone, iPad users) and Android.

The alpha version of the ICARUS mobile app is planned to be released in May 2019.

**Measure outcome:** number of downloads, number of users in participating cities

## 6.9 SCHOOL STUDENTS EXCHANGE PROGRAMME

ICARUS will set up an **exchange program** amongst the ICARUS participating cities, which will form the basis upon which a number of **school students** will be able to travel to another ICARUS city and experience the ICARUS measures of that city in contact with the local ICARUS team and city authorities. Furthermore, we will organize an ICARUS school student congress, where school students of all ICARUS cities will participate and contribute.

The first school students exchange programme will be organized in summer 2018

**Measure outcome:** number of participating students, number of project presentations, participation rate in the school congress

## 6.10 TRAINING

**A programme of user training** will be delivered in the first year of the project and it will be implemented and updated during the project life (Task 8.2). User training will be geared towards internal and external parties (e.g. research managers, city and industrial executives, SMEs) to encourage uptake of tools and measures. **Annual training workshops** will be organized by ICARUS participants each covering a specific area of expertise. Some of these workshops will be held within the International Summer School of Masaryk University that is organized every year. The task will include the organisation of external workshops in cooperation with the WPs responsible for each workshop and the preparation of workshop training materials on the ICARUS concept, methods and tools, identification and recruitment of participants, and organizational issues in close collaboration with the concerned WPs.

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A detailed programme of training will be developed in the first year of the project for internal and external parties, including city managers and user executives (in particular for SMEs) on the knowledge, methodologies and tools generated by the project. This plan will be flexible to adapt to project developments and findings, but is foreseen to contain at least:

- a workshop on interdisciplinary communication will be set up at the onset of the project
- training on ICARUS concepts and methodology (during the first 18 months)
- training on ICARUS results in pilot applications in participating cities (until the 3<sup>rd</sup> year of the project)
- final training on the use of the ICARUS paradigm and computational tools (i.e. ICARUS DSS) towards the end of the project.

A list of potential stakeholders and end users who will receive information material and will be willing to participate in the training will be completed in the first stage of the project activities. This task will contribute e.g. to text on key project results, latest news, and FAQs, interactive tutorials, copies of protocols, and manuals. This will also comprise of selected datasets and a parameterised version of selected models. Training materials will be distributed in both draft and final form to selected users for testing and evaluation, and users will be encouraged to circulate them within their institution for amplification of the effect.

Learning material for universities will focus on undergraduate and postgraduate students and will be developed based on new knowledge and achievements of the ICARUS project. It will include fact packs, study guides and computer demonstration materials. Further synergetic effects with e.g. integration of training into a Marie Curie programme will be taken into consideration and explored during project development. Summer courses will also be organised targeting academic staff and students aiming at translating the scientific results of the project into usable knowledge. A fundamental part of the external training activities will be performed online via the development of a web-based training portal (e.g. Moodle) linked to the ICARUS website.

The first user training on ICARUS concepts and methodology will be organized in Brno in June 2018.

**Measure outcome:** number of end users and stakeholders attending the training workshops, quantity of produced training material, feedback from trainees, number of participating academic institutions.

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## 7 ASSESSMENT AND MAPPING OF TOOLS TO PROJECT ACTIVITIES

Accordingly, the various dissemination tools outlined above were assessed in relation to the stated objectives of the ICARUS dissemination strategy. For this, we employed the following criteria:

Table 3: Dissemination activity selection criteria

Dissemination activity selection criteria	
Appropriate	Suitable for a particular stakeholder segment.
Effective	Capable of eliciting a strong response or call to action from the particular stakeholder segment.
Targetable	Capable of direction to a stakeholder segment.
Cost-effective	Disseminating the deliverable efficiently both operationally and technically without burdensome aspect or cost.
Measurable	Capable of being measured and distinguishable with reasonable amount of effort and accuracy.

An analysis using these criteria of the dissemination tools to be used in ICARUS are presented in Table 4.

Table 4: Criteria based analysis of dissemination tools

Dissemination tools	Appropriate	Effective	Targetable	Cost-effective	Measurable	Selected
Project website	√	√	√		√	√
Dissemination and Exploitation Forum	√	√	√	√	√	√
Technical material	√	√	√	√		√
Project newsletter	√	√	√	√	√	√
Events	√	√	√		√	√
Scientific publications and						

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presentations	√	√	√	√	√	√
Social media	√	√	√	√	√	√
Audiovisual material	√	√	√		√	√
Mobile application	√	√	√		√	√
School students exchange programme	√	√	√		√	√
Training	√	√	√		√	√
Surveys	√	√	√	√	√	√
Press releases	√	√	√	√	√	√

The ICARUS Coordinator with the cooperation of the WP8 Leader (EUC) is evaluating periodically the performance of its dissemination and communication activities based on Key Performance Indicators (KPIs) along with target values. The KPIs of the dissemination activities up to the end of 2017 are presented in Table 5. The KPIs of the communication activities up to December 2017 are presented in Table 6 in the "Communication Activities" Section.

Table 5: Dissemination activities and KPIs

Dissemination activities and KPIs					
Dissemination measure	Why	Whom	When (valid)	KPIs	KPIs achieved on December 2017
Internal web site	Internal information	Consortium and EC	During project lifetime	≥ 10GB per year of uploaded and downloaded data	65 MB
Internal workshops	Internal information	Consortium	During project lifetime	≥5	3

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Internal meetings	Internal information	Consortium	During project lifetime	≥16	5 Internal meetings Plus around 80 teleconferences
Web-based Portal	General information	All	During project lifetime	≥ 5000 visits	Ca 7500 unique visits
ICARUS blog and social media groups	Commercial Social Investment	All	During project lifetime	≥ 1000 members ≥ 500 likes ≥ 100 comments	Blog: 57 members. Twitter: 75 followers 3 likes 69 Tweets
Project video abstracts, press releases, newsletters, announcements etc.	General information	All	During project lifetime	≥ 200 recipients ≥ 500 downloads ≥ 3 appearances to local media	2 press releases 25 pageviews for the newsletter 10 interviews for newspaper article, 5 radio interviews 3 TV interviews
Number of users of the DSS system	Research and innovation	All	During project lifetime	>1000	Not applicable yet
Number of policy makers using the DSS	Research and innovation	Policy makers	During project lifetime	>200	Not applicable yet
Number of ICARUS mobile app downloads	Research and innovation	All	During project lifetime	>1000	Not applicable yet
Organization of regional or international/national workshops	Research and innovation	Researchers, Policy makers	During project lifetime	≥ 3 regional events ≥ 2 national events ≥ 150 attendees per event	1 regional workshop (ca. 50 attendees) 1 International workshop (ca 300 attendees)
Organization of ICARUS Final Conference	Research and innovation	Researchers, Policy makers	During project lifetime	≥ 300 attendees	Not applicable yet

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Publishing in online magazines and newspapers	Policy making, Social	All	During project lifetime	3 publications ≥ 50 downloads	10 interviews for newspaper article published online
Number of publications in high impact factor (>2) journals	Research and innovation	Researchers	During project lifetime	≥40	4 scientific publications
Attendance to international/regional scientific conferences	Research and innovation	Researchers	During project lifetime	≥8	25 Attendance to international/regional scientific conferences
Data downloads	Research and innovation	Researchers, policy makers, application designers	18 months after the end of the project	>40 data "packages"	Ca 20 data "packages" (mainly from WP3 - WP4)
EC Dissemination Mechanisms	Policy Making, Research	All	During project lifetime	≥ 50 citations ≥ 5 interested projects	2 interested project
Number of contribution to standards/policies	Policy Making, Research	All	During the project lifetime	≥3	Not applicable yet

Table 6: Communication activities and KPIs

Communication activities and KPIs		
Communication activity	KPIs	KPIs achieved on December 2017
Publishing "lighter" non-technical versions of project dissemination material (newsletters, leaflets, etc.) to the project website, social media etc.	≥ 5000 visitors	Ca 7500 unique visits 760 pageviews
ICARUS news will appear in blogs and websites.	≥ 200 reads	Not known yet

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Publishing a book/e-book	$\geq 100$ recipients $\geq 200$ downloads	Not applicable yet
Publishing in (printed or/and electronic) popular magazines and newspapers	$\geq 10$ publications $\geq 150$ downloads	10 interviews published in online newspapers
Training events and webinars (via the training platform) targeting stakeholders and professionals	$\geq 6$ webinars $\geq 20$ attendees /webinar 3 live events $\geq 50$ attendees per event	Not applicable yet
Summer schools	$\geq 3$	Not applicable yet
School students exchange program: A certain number of school students will be able to travel to another ICARUS city and experience the ICARUS measures of this city.	$\geq 30$ travelling to another ICARUS city	Not applicable yet
Attendance to European exhibitions and, in particular, EU-organized events, trade fairs and exhibitions.	$\geq 5$	1 (Stand at Clean Air Forum)
Developing learning and demonstration materials for professionals and students	$\geq 300$ downloads	Not applicable yet
Publishing ICARUS for Business Briefs and ICARUS Policy Briefs (hardcopy and digital)	$\geq 100$ recipients $\geq 200$ downloads	Not applicable yet
ICARUS Innovation SLAMS	$\geq 10$ interested companies	Not applicable yet
Number of different booklet/leaflets targeting different audiences	2	1 ICARUS booklet
Sensitization Events/Information Days with free access, where visitors will have the possibility to realize the benefits ICARUS brings in for them.	$\geq 5$ events $\geq 100$ non-specialized attendees per event	2 events ( A.U.TH. on Sundays)







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programmes											
World Health Organization, United Nations	x	x	x	x	x	x	x	x	x		x
Non-governmental organizations	x	x	x	x	x	x	x	x	x		x
Media outlets	x	x	x	x	x	x	x				x
Journalists & bloggers	x	x	x	x	x	x	x				x

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## 9 DISSEMINATION TIMETABLE

Table 8.: Timetable of dissemination activities

Dissemination activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Project website																								
Technical material																								
Project newsletter																								
Events (Innovation SLAMS, regional and national workshops)																								
Scientific publications and presentations																								
Social media																								
Audiovisual material																								
Mobile application																								
School students exchange programme																								
Training																								
Surveys																								
Press releases																								

\* the consortium will use the flyers and posters which were produced within ICARUS as well as any new publications relevant to the project



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## 10 EXECUTION OF THE DISSEMINATION STRATEGY

To execute the dissemination strategy successfully, WP8 will receive input from all other technical WPs, where the majority of the scientific and technical development will occur. At the same time, WP8 will support the technical work in and will ensure that all project innovation dimensions, best practices, policy recommendations and assessment tools will be communicated to all stakeholders and end-users in a timely fashion. This two-way communication between WP8 and all other WPs in the project is essential to allow for the effective embodiment of the innovation dimensions in ICARUS into the respective scientific/technical Tasks.

The deliverables associated with the dissemination strategy are as follows:

Table 9. Dissemination deliverables

Deliverable	Lead beneficiary	Type	Dissemination level	Due date (in months)
D8.1 Web-based Dissemination portal	1 - AUTH	Other	Public	3
D8.2 Dissemination strategy report	13- MESAEP e.V.	Report	Public	6
D8.3 Stakeholder engagement strategy	13- MESAEP e.V.	Report	Public	6
D8.4 User training programme	14 - MU	Report	Public	12

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D8.5 First report on outcomes of project events targeted at the scientific community and key stakeholders	13- MESAEP e.V.	Report	Public	15
D8.6 ICARUS Policy and Business Briefs first issue	13- MESAEP e.V.	Report	Public	24
D8.7 Report on the midterm meeting with European policymakers	1 - AUTH	Report	Public	25
D8.8 First report on outcomes of stakeholder interactions	13- MESAEP e.V.	Report	Public	30
D8.9 Second report on outcomes of project events targeted at the scientific community and key stakeholders	13- MESAEP e.V.	Report	Public	30
D8.10 Two Special Issues in high impact international journals	1 - AUTH	Other	Public	46
D8.11 Report on Recommendations for policy makers	1 - AUTH	Report	Public	46
D8.12 Second report on outcomes of stakeholder interactions	13- MESAEP e.V.	Report	Public	48

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D8.13 ICARUS Policy and Business Briefs second issue	13- MESAEP e.V.	Report	Public	48
D8.14 Third and final report on outcomes of project events targeted at the scientific community and key stakeholders	13- MESAEP e.V.	Report	Public	48
D8.15 Final Conference	1 - AUTH	Other	Public	48
D8.16 Transferability report – alerts on drivers and barriers for policy implementation	8 - JSI	Report	Public	48

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Table 10: Schedule of relevant Milestones

<b>Milestone</b>	<b>Milestone title</b>	<b>Lead beneficiary</b>	<b>Due date (in Months)</b>	<b>Means of verification</b>
MS3	Dissemination strategy established	13 – MESAEP e.V.	5	Dissemination strategy established
MS4	Six-monthly newsletter	13 – MESAEP e.V.	6	Project newsletters published on the ICRUS website. The first issue will be delivered at Month 6 and then every six months.
MS11	ICARUS School Exchange Programme	14 - MU	12	Document describing the School/Students Exchange Programme plan

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## 11 CONCLUSIONS

This strategy document provides an analysis and assessment of dissemination tools and channels used in ICARUS in terms of their outreach, effectiveness in targeting particular stakeholders and alignment with stakeholder interests and barriers. The success of the dissemination strategy has been measured against a series of indicators (KPIs). The performance of the project team against these indicators will be continuously measured by the WP8 leader (EUCENTRE) and the Project Coordinator (AUTH) for the whole project duration on the basis of the combined reading of the key performance indicators outlined in the specific sections of the document regarding each particular dissemination output.

ICARUS poses particular challenges for effective dissemination, given the variety of stakeholders involved. Overall, we have already made good progress in several dissemination/communication actions as detailed in the present report. Still, continuous communication between the WP leader and all ICARUS partners is required to ensure that project results are efficiently disseminated and translated into exploitable output that would enhance the innovation potential of the project. The dissemination strategy is expected to contribute to overcoming this hurdle by rendering the intermediate results of the project available to the public and other stakeholders and, naturally, to ICARUS's own partners in lay language and providing a comprehensive overview of the project activities and results.

This document lays out the strategy for effective project dissemination providing a preliminary assessment of the effectiveness of the dissemination and communication actions implemented up to the end of 2017. It draws the lines of what will be pursued in ICARUS by way of reaching out to the stakeholder community, engaging them and communicating project output in a comprehensive, understandable and convincing manner in order to enhance its outreach and efficacy towards climate change mitigation and carbon footprint reduction in urban systems. The ensemble of this specific guidance will be put in the form of blueprint for the development of specific dissemination output such as the Innovation Slams, the International conference workshops and training seminars etc.

The results of the communication and dissemination strategy will be constantly monitored in order to assess its effectiveness and its progresses and to formulate change requirements where necessary. A mid-term evaluation of the strategy will be carried out and an appropriate

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 ICARUS	D.8.2 Dissemination Strategy Report		
	<b>WP8:</b> Dissemination, communication and involvement of stakeholders	<b>Security:</b>	PU
	<b>Author(s):</b> MESAEP e.V. / AUTH	<b>Version:</b> Final revised	60/60

realignment will be implemented for the second half of the project, if needed. During the final quarter of the project a final evaluation will be implemented, which will feed into the final report