



Project deliverable D6.3

PLAN FOR DISSEMINATION AND COMMUNICATIONS ACTIVITIES

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TABLE OF CONTENTS

Deliverable Administrative Information	I
Table of Contents	II
Project Executive Summary	V
List of Abbreviations and Acronyms	VI
Deliverable Executive Summary	1
1 Introduction	2
1.1 <i>About TIPS4PED</i>	2
1.2 <i>Communication and dissemination objectives</i>	2
1.3 <i>Communication and dissemination stages</i>	2
2 Key Messages and Target Groups	4
2.1 <i>Key messages</i>	4
2.2 <i>Target groups</i>	4
2.2.1 Local stakeholders and practitioners	5
2.2.2 Marginalised groups	5
2.2.3 Local governments, policymakers, and urban planners	5
2.2.4 Expert communities and professional bodies	5
2.2.5 Standardisation bodies	5
2.2.6 Research communities	5
2.2.7 Other networks, projects, and initiatives	5
3 Project Identity and Templates	7
3.1 <i>Project presentation</i>	7
3.1.1 Name	7
3.1.2 Descriptions	7
3.2 <i>Visual identity</i>	8
3.2.1 Logo	8
3.2.2 Fonts	8
3.2.3 Colours	9
3.2.4 Disclaimers and visual identity notices	10
3.2.5 Document templates	11
4 Communication and Dissemination Tools	12
4.1 <i>Physical tools</i>	12
4.1.1 Project flyer and banner	12
4.1.2 Pilot leaflets	12

4.1.3	Promotional material	12
4.2	<i>Digital tools</i>	12
4.2.1	Website	12
4.2.2	Social media accounts	12
4.2.3	Newsletters	13
4.2.4	Press releases	13
4.2.5	Videos	13
5	Local Communication Strategy	15
5.1	<i>Objective</i>	15
5.2	<i>Guidelines for local communication and dissemination</i>	15
5.2.1	What and when to communicate?	15
5.2.2	Whom to communicate to?	15
5.2.3	How to communicate?	16
5.2.4	How to measure the impact?	16
5.3	<i>Tentative calendar of activities</i>	17
6	Community Building and Engagement	18
6.1	<i>Networks and Synergies</i>	18
6.1.1	PEDs projects cluster	18
6.1.2	Stakeholder group	19
6.1.3	Events and publications	19
6.1.4	Activity registers and repositories	20
6.1.5	Partners' roles	20
6.1.6	Tips and hints	21
6.1.7	Communication trends and best practices	21
7	Planning, Monitoring, and Data Protection	23
7.1	<i>Data usage, GDPR, and access to information</i>	23
7.2	<i>Open Science</i>	23
7.3	<i>Key Performance Indicators (KPIs)</i>	24
8	Conclusions	25
9	REFERENCES	26
10	Annex	27

List of figures

Figure 1 – The TIPS4PED logo in three different versions	8
Figure 2 – The TIPS4PED colour palette	9
Figure 3 – The EU emblem and funding information	10
Figure 4 – The TPS4PED flyer	27
Figure 5 – The TPS4PED roll-up banner	28
Figure 6 – The TPS4PED website’s homepage	29
Figure 7 – The TPIS4PED X account	29
Figure 8 – The TIPS4PED LinkedIn page	30
Figure 9 – The TIPS4PED dissemination tracker	30

List of tables

Table 1 – KPIs of planned dissemination, communication, and outreach activities	24
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PROJECT EXECUTIVE SUMMARY

TIPS4PED will design, develop, and test in a relevant environment the effectiveness and the techno-economic viability of a Digital Twin based Platform, to support municipalities in the implementation of Positive Energy Districts. The TIPS4PED Platform will be able to support municipalities in the decision-making delivering a series of evidence-based results, increasing the environmental sustainability of cities, and reducing operational costs. The project will adopt a people-centric approach, which aims at engage, train and empower citizens and potential stakeholders. TIPS4PED will do this by leveraging on consortium knowledge and prior EU experience and being motivated by the goals set forth by the European Commission. To design and manage the PED effectively and foster its implementation through city planning actions, different modules will be made available on the Integrated Assessment Platform, to support municipalities from the technical perspective, as well as the social, financial, regulatory and administrative ones. The tools will be developed thanks to a end-users co-design approach, capable of providing constant feedback to the software development process. The TIPS4PED solutions will be tested in one LightHouse city (Turin), where the IAP will be connected to a sensor system for the real-time management of the assets, and replication studies will be conducted in three Follower Cities (Cork, Kozani and Budapest). The testing and replication phase will result in the creation of 4 cities' Digital Twins and decarbonisation roadmaps. TIPS4PED seeks to suggest scalable and easily reproducible technologies and digital optimization as a key solution for to achieve 2030 EU goals, while taking into consideration various market circumstances, and environmental, safety, and regulatory aspects.

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Social Media links:

 @TIPS4PED

 @tips4ped

 @TIPS4PED

For further information please visit WWW.TIPS4PED.EU

LIST OF ABBREVIATIONS AND ACRONYMS

Acronym Meaning	
CA	Consortium Agreement
CSA	Coordination and Support Action
CINEA	European Climate, Infrastructure and Environment Executive Agency
DoA	Description of Action
EC	European Commission
EU	European Union
FAIR	Findability, Accessibility, Interoperability and Reusability
GA	Grant Agreement
GDPR	General Data Protection Regulation
H2020	Horizon 2020
HEU	Horizon Europe
ISSN	International Standard Serial Number
LH	Light House
FCs	Follower Cities
OA	Open Access
T	Task
WP	Work Package

DELIVERABLE EXECUTIVE SUMMARY

The D6.3 “Plan for Dissemination and Communications Activities” is a living and foundational guide for all of TIPS4PED’s activities relating to dissemination, communication, and outreach. It focuses on creating momentum for the project’s outputs (communication), fostering interest by a multitude of stakeholders and identifying channels to share the project’s results and findings (dissemination) and in terms of the use of the outputs across a variety of stakeholders and communities (outreach). More broadly, the plan covers the project’s target groups and key messages, brand identity, dissemination and communication tools and channels, community building and engagement strategies, and planning and monitoring mechanisms.

The document will be finalised on M12 as Milestone #14 “Communication and dissemination campaign fully operative”, expanding on the dissemination and communication objectives, assessing the status of the KPIs by the end of the first year, and elaborating on the strategies to attain the KPIs in the following years. It will then be updated in M21, while in M42 a final publication will be produced.

The deliverable document employs a methodology processed and consolidated by POLIS in the dissemination, communication, and outreach of EU-funded Research & Innovation/Development projects. The approaches detailed in the next sections are standard practices used in different EU-funded projects in which POLIS participates. Additional adjustments were incorporated as necessary to adhere to the specific conditions outlined in the Grant Agreement (GA) of the project.

1 INTRODUCTION

1.1 About TIPS4PED

TIPS4PED (Turning cities Planning actionS for Positive Energy Districts into success) is a three-and-a-half-year (2024-2027) Horizon Europe project aiming to create a Digital Twin-based Platform for Positive Energy Districts, supporting municipalities in decision-making with evidence-based results. To design and manage the PED effectively and foster its implementation through city planning actions, different modules will be made available on the Integrated Assessment Platform (IAP), to support municipalities from the technical perspective, as well as the social, financial, regulatory and administrative ones. The TIPS4PED solutions will be tested in one LightHouse city (Turin), where the IAP will be connected to a sensor system for the real-time management of the assets, and replication studies will be conducted in three Follower Cities (Cork, Kőbánya (Budapest), and Kozani). The testing and replication phase will result in the creation of 4 cities' Digital Twins and decarbonisation roadmaps, contributing to EU 2030 goals with scalable technologies. TIPS4PED's consortium comprises 17 European actors and is led by RINA.

1.2 Communication and dissemination objectives

The expected outcomes of communication, dissemination, and outreach activities of the project are numerous: these include engaging stakeholders to align project activities with user needs, forging synergies to ensure project results are exploitable beyond the project's lifetime, sharing best practices with relevant stakeholders, promoting the collaboration enabled by Horizon Europe, raising citizen awareness, receiving feedback, and more. The overarching aim of the plan is to promote the impact and findings of the project throughout its lifecycle, in a strategic, clear, and broad manner to key market actors and relevant stakeholders. The plan boosts the project visibility providing the consortium with tailored and consistent communication and dissemination activities, to reach all relevant stakeholders across the value chain.

The broken-down objectives of the plan are as follows:

- Quantify the communication and dissemination activities with the use of Key Performance Indicators (KPIs),
- Define target groups, key messages, channels, and tools,
- Identify opportunities through events and specialised journals,
- Lay out initial criteria for the establishment of the Stakeholder Dialogues,
- Denominate cooperation mechanisms and strategic alliances with projects, initiatives, and organisations,
- Establish monitoring and evaluation processes.

1.3 Communication and dissemination stages

- Set-up of test sites [M1-M6]: The main objective in terms of communication and dissemination was to set the stage for the project and build communication enablers, such as social media accounts, and the website, as well as define the visual identity of the project. Global communication at this stage was still light, but the bases for a comprehensive strategy were set through the current deliverable document.
- TIPS4PED tool implementation and testing at LH - Turin [M6-M21]: Communication and dissemination efforts will be enhanced by kickstarting the local communication plans in each of the 4 testing sites and with the finalisation of the current deliverable document by M12. The implementation and testing of all the TIPS4PED IAP tools (Feasibility, Design/Road mapping, and

Operational) within the LH demo site district of Turin will be promoted consistently to the target groups through the appropriate communication channels and using adequate communication tools. This stage will culminate with the mid-term update of the current document on M21.

- TIPS4PED tool implementation and testing at FCs [M21-M40]: Communication and dissemination will rely heavily on sharing the development of the DTs for each of the PEDs identified within the FCs (Cork, Budapest and Kozani) towards the implementation and testing of the TIPS4PED tools, as well as on communicating all relevant events. Consortium partners are expected to have a heavy exposure in scientific and technical conferences, workshops, and clustering events.
- Compilation of lessons learned [M40-M42]: Communication and dissemination efforts will be finalised, focusing on sharing lessons learnt, publishing visually appealing material, and focusing on the TIPS4PED final conference, leading to the final update of the current plan.

2 KEY MESSAGES AND TARGET GROUPS

2.1 Key messages

TIPS4PED's dissemination, communication, and outreach activities must be in line with a project-wide clear narrative. To do so, this plan lays down a list of simple, concise, and tailored statements which convey the most important information. They are the foundation of the dissemination, communication, and outreach content and need to be shared with the audience consistently.

- TIPS4PED will design and manage the PED effectively and foster its implementation through city planning actions.
- TIPS4PED will build an Integrated Assessment Platform (IAP) to support municipalities with software tools.
- TIPS4PED addresses the technical, social, financial, regulatory, and administrative perspectives of PED implementation.
- TIPS4PED adopts a people-centric approach to engage, train, and empower citizens and stakeholders.
- TIPS4PED is based on co-creation methodologies to ensure its solutions and tools benefit users, businesses, cities and regions, and society at large.
- TIPS4PED is in line with the European Union's overarching strategies: the Fitfor55 ambitions, the EU Smart Mobility Strategy, the EU Green Deal, etc.
- TIPS4PED researches, analyses, and bases its work on the needs of users, marginalised groups, and local stakeholders, so that PEDs substantially meet the users' needs, both at the local and the European scale.
- TIPS4PED's solutions and tools support European cities and regions to manage the energy transition smartly and efficiently.
- TIPS4PED will facilitate knowledge sharing, capacity building, and peer-to-peer learning regarding PEDs.

2.2 Target groups

The TIPS4PED project aims to enable strong engagement of internal and external stakeholders. Each target group is approached uniquely with tailored activities, specific key messages, and co-creation processes. These groups include (1) Local stakeholders and practitioners, (2) Marginalised groups, (3) Local governments, policymakers, and urban planners, (4) Expert communities and professional bodies, (5) Standardisation bodies, (6) Research communities, and (7) Other networks, projects, and initiatives.

On the one hand, TIPS4PED focuses on communication and dissemination activities at a local and national level, particularly in the test sites, with adapted local communication strategies and robust ownership of these by the local test site leaders. On the other hand, a strong emphasis is put on dissemination, communication, and outreach activities at the EU level.

TIPS4PED has categorised these diverse stakeholders and interested parties into groups, based on their common needs, interests, and challenges, as well as their connection to the project partners responsible for analysing their needs and requirements.

An initial categorisation of these groups is presented below.

2.2.1 Local stakeholders and practitioners

This target group will benefit from direct access to local facts-based decision-making meetings influencing local investments. Through its activities, TIPS4PED will encourage stakeholder know-how for future projects and infrastructure installations for the energy upgrading of the region, while strengthening relations between local actors.

2.2.2 Marginalised groups

TIPS4PED will raise awareness regarding the social impact, environmental impact, and economic impact of PEDs. Through the dissemination and communication of the project, citizens will be informed regarding how energy management is impacting the quality of life of the residents.

2.2.3 Local governments, policymakers, and urban planners

TIPS4PED will be actively supporting local governments, policymakers, and urban planners on their transformative journey towards net zero emissions. This target group will benefit from access to TIPS4PED's tools and methodologies, capacity-building activities and networking opportunities, as well as influencing of the RIS and the local policies for digital and energy transition.

2.2.4 Expert communities and professional bodies

TIPS4PED's dissemination and communication strategy will target experts and professionals from all related fields, focusing on the launching of an improved and expanded toolbox for PED technical planning and decision-making. It will, also highlight the fully integrated PED functionalities in digital twin architectures and applications. Targeted audiences will participate in training and seminars at the regional level for digital education for PED purposes.

2.2.5 Standardisation bodies

TIPS4PED's approach will highlight gaps in the current standards and trigger the creation of new standards and fill the identified gaps. Communication, dissemination, and outreach efforts will focus on the need to introduce new standards as a basis for future research and installations on digital twins for PEDs, supporting Europe's economic and technology leadership.

2.2.6 Research communities

Through TIPS4PED's approach based on open science, academic and research institutions will have the possibility to exploit the project's results, data, and findings – following GDPR and business partners' confidentiality regulations. Researchers will have access to TIPS4PED's public deliverables on the project's website, as well as the possibility to join TIPS4PED webinars or read TIPS4PED articles in open-access journals and publications.

2.2.7 Other networks, projects, and initiatives

Together with all of TIPS4PED's consortium partners, POLIS and ICLEI EURO will take advantage of their vast networks in Europe covering a wide range of sectors (public institutions, research, industry, consultancies) and public authorities (local, regional, national, and European) to boost the project's dissemination and communication outputs and results. This will include cooperating with relevant initiatives, projects, and organisations in the PED domain for a successful transposition of project outcomes into policy and daily activities. The results of the project will be communicated to networks and projects including the 2ZERO/EGVIAfor2Zero, CIVITAS, Living-in.EU, ECTP, EU Smart Cities MarketPlace,



Intelligent City Challenge and Mission on 100 Climate Neutral Cities, or technical committees of SDOs, etc. In addition, POLIS will make good use of its working groups and committees, including its “Clean Vehicles & Air Quality Working Group” and its “Climate-Neutral Cities Mission Taskforce”.

3 PROJECT IDENTITY AND TEMPLATES

3.1 Project presentation

The project's effective communication and dissemination must present TIPS4PED in a consistent and standardised manner. This includes the appropriate communication of its name, as well as the description of its main aims, goals, timelines, and activities in a concise manner, depending on the occasion.

3.1.1 Name

The project's official name is TIPS4PED and stands for Turning cities Planning actionS for Positive Energy Districts into success. The acronym of the project should always be used in communication and dissemination activities. TIPS4PED must be written in capital letters (upper case). It should not be stated as "Tips4ped" or "Tips4PED".

3.1.2 Descriptions

To communicate the project's aim and goals, the use of the following standard sentences in the following sub-sections can be used to facilitate the production and transmission of a common message.

3.1.2.1 One sentence

TIPS4PED is a three-and-a-half-year (2024-2027) Horizon Europe project aiming to create a Digital Twin-based Platform for Positive Energy Districts.

3.1.2.2 Two sentences

TIPS4PED is a three-and-a-half-year (2024-2027) Horizon Europe project aiming to create a Digital Twin-based Platform for Positive Energy Districts, supporting municipalities in decision-making with evidence-based results. The project plans to test and replicate solutions in Turin, Cork, Kozani, and Budapest, contributing to EU 2030 goals with scalable technologies.

3.1.2.3 One paragraph

TIPS4PED is a three-and-a-half-year Horizon Europe project (running from January 2024 to June 2027) focused on developing an Integrated Assessment Platform (IAP) to aid city decision-making. It will create and test a Digital Twin-based Platform to support municipalities in implementing Positive Energy Districts (PEDs), enhancing sustainability, and reducing costs. The project adopts a people-centric approach, engaging and empowering citizens and stakeholders. The IAP will offer technical, social, financial, regulatory, and administrative support, developed through end-user co-design. Testing will occur in Turin, with replication in Cork, Kőbánya (Budapest), and Kozani. TIPS4PED aims to provide scalable, reproducible technologies to achieve 2030 EU goals, considering market, environmental, safety, and regulatory factors. TIPS4PED's consortium comprises 17 European actors and is led by RINA.

3.1.2.4 Two paragraphs (full description)

TIPS4PED is a three-and-a-half-year Horizon Europe project (running from January 2024 to June 2027), that aims to develop an Integrated Assessment Platform (IAP) to support cities in the decision-making process. TIPS4PED will design, develop, and test in a relevant environment the effectiveness and the techno-economic viability of a Digital Twin-based Platform, to support municipalities in implementing PEDs. The TIPS4PED Platform will be able to support municipalities in the decision-making delivering a series of

evidence-based results, increasing the environmental sustainability of cities, and reducing operational costs. The project will adopt a people-centric approach, which aims to engage, train, and empower citizens and potential stakeholders. To design and manage the PED effectively and foster its implementation through city planning actions, different modules will be made available on the IAP, to support municipalities from the technical perspective, as well as the social, financial, regulatory, and administrative ones. The tools will be developed thanks to an end-user co-design approach, capable of providing constant feedback to the software development process.

The TIPS4PED solutions will be tested in one Lighthouse City (Turin), where the IAP will be connected to a sensor system for the real-time management of the assets, and replication studies will be conducted in three Follower Cities: Cork, Kőbánya (Budapest), and Kozani. The testing and replication phase will result in the creation of 4 cities' Digital Twins and decarbonisation roadmaps. TIPS4PED seeks to suggest scalable and easily reproducible technologies and digital optimisation as a key solution to achieve 2030 EU goals, while taking into consideration various market circumstances, and environmental, safety, and regulatory aspects. TIPS4PED's consortium comprises 17 European actors and is led by RINA.

3.2 Visual identity

To communicate the project's existence, identity, and activities, the use of the following visual elements will be essential to enable the sharing of a consistent image.

3.2.1 Logo

TIPS4PED logo represents an electric vehicle, an urban space and a plug showcasing the potential of smart charging. The buildings also represent batteries and their colour refers to renewable energy (green). Below the illustration, there is the project's name.

The logo is available in colour, white (to be used for certain coloured backgrounds), and grayscale, in JPEG, PNG, EPS and AI formats.

The logo should always appear fully intact regardless of its size -it must never be stretched, altered or distorted.



Figure 1 – The TIPS4PED logo in three different versions

3.2.2 Fonts

The primary typefaces, both for reports and print documents generated in Microsoft Word/PPT, as well as for online communication are:

For headers and accents: **Work Sans**

For subtitles and body text: **Source Sans 3**

The secondary typeface is:

Alternative typeface, to be used when Work Sans or Source Sans 3 are not supported, for example in e-mail signatures, Word or PPT templates: **Arial**

3.2.3 Colours

TIPS4PED's colours should always be used to ensure a homogenous brand identity. Their use and specifications are indicated in the chart below.

Blue should be used for text headings, backgrounds and graphical elements. This colour should be used for figures, tables and backgrounds.

Light blue should be used for emphasis, including subtitles, hyperlinks, dividing lines, info boxes and frames.

Green should be used for headings, graphical elements, and emphasis, including hyperlinks, dividing lines, info boxes and frames. This colour should be used for figures, tables and backgrounds.

Dark blue should be used for emphasis, including subtitles, hyperlinks, dividing lines, info boxes and frames.

Yellow should be used for subheadings, graphical elements, and emphasis, including hyperlinks, dividing lines, info boxes and frames. This colour should be used for figures, tables and backgrounds.

Light green should be used for text headings, backgrounds and graphical elements. This colour should be used for figures, tables and backgrounds.

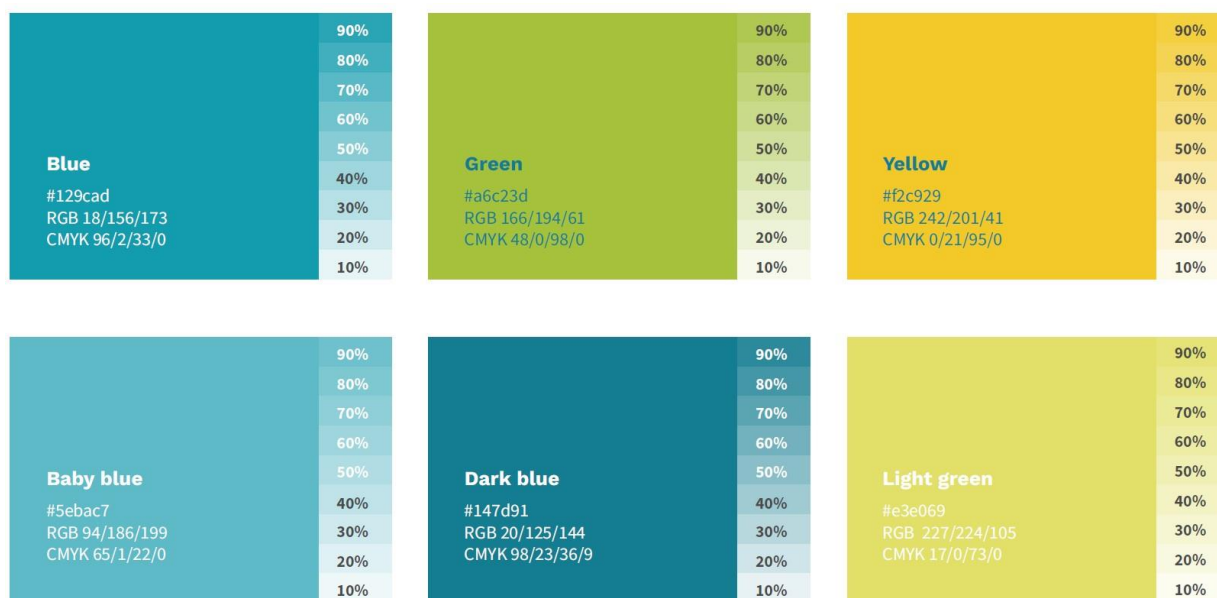


Figure 2 – The TIPS4PED colour palette

3.2.4 Disclaimers and visual identity notices

All TIPS4PED communication activities must systematically acknowledge EU funding. This includes media relations, information material including factsheets and presentations, posters, brochures, social media posts, and more. To do so, please always include:

- 1) The EU emblem that acknowledges funding: download an [official version](#).



Figure 3 – The EU emblem and funding information

- 2) The following statement: “This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101139633.”
- 3) When applicable, include the following statement:

“TIPS4PED is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.”

Check List: Do’s and Don’ts

- Always make sure the EU emblem has appropriate prominence when displayed with other logos (at least the same size as the biggest logo)
- Use the following fonts for the statement acknowledging EU funding: Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana
- Do not use underlined text, italic or font effects in the funding statement, and use a black, white or blue (EU flag colour) font depending on the background.
- The funding statement can be translated into a local language, where appropriate.
- The statement “Funded by the European Union” or “Co-funded by the European Union” must always be spelt out in full and placed next to the emblem.

Any publication or material prepared by the consortium members, even if at the national level, shall at least display the project logo, as well as the EU flag and funding statement. This includes material done on behalf of TIPS4PED and/or in the framework of the tasks assigned in the project to the partners.

For further information, please consult [“The use of the EU Emblem in the Context of EU programmes 2021-2027”](#).

3.2.5 Document templates

The project disposed of Word and PPT template documents that have been uploaded and are available for the consortium partners on the project's SharePoint. These template documents already incorporate all the visual elements relating to the project's visual identity.

4 COMMUNICATION AND DISSEMINATION TOOLS

4.1 Physical tools

4.1.1 Project flyer and banner

TIPS4PED has both a flyer (Figure 4 – Annex) and a banner (Figure 5 – Annex) to showcase the project at events.

The flyer is a small (A5 size) two-pager presenting TIPS4PED's scope, objectives, activities, expected outputs, partners, and communication channels in a simple, resumed, and appealing way. It will serve as the project's "business card" to the outside world and will be used for promotional activities at relevant events. It has been produced in both print-ready and electronic versions.

The TIPS4PED banner (ready-to-print as an 85 X 200 cm roll-up) summarises the project's main objective. This material will be used in congresses and conferences to provide more solid communication and facilitate the audience the general information, such as the website link so that they can have easy access to further project information.

Both materials will be reviewed throughout the project to update the information when needed.

4.1.2 Pilot leaflets

To communicate the project's test site specificities, aims, goals, progress, and achievements, digital and ready-to-print leaflets will be prepared in both English and the local language of each test site, in collaboration with the local test site communication managers.

4.1.3 Promotional material

The TIPS4PED team may, also, produce assorted promotional materials (merchandise). This material could be distributed during events organised by consortium partners, as well as be given to stakeholders participating in the Stakeholder Dialogues.

4.2 Digital tools

4.2.1 Website

TIPS4PED's website (Figure 6 – Annex) was launched as a landing page at the end of March 2024. The fully operational website was launched in mid-June 2024. The project's website is its central online repository. It outlines the project's goals, overarching methodology, and consortium members, as well as showcases the four test sites, congregates the latest news items, upcoming and past events, and contact details.

Link: <https://TIPS4PED-horizon.eu/>

4.2.2 Social media accounts

Social media is key for the project's communication and dissemination success. It is a quick and direct way to engage a wide external and targeted audience.

Twitter (now called X and LinkedIn are TIPS4PED's main social media channels. The former focuses on quick and instantaneous updates on the project, sharing concise project results and photographs, and tagging partners and relevant EU bodies. In addition, it is a space to easily share tagged mentions of the project by partners and collaborators. The latter, LinkedIn, features similar content but with a broader and longer scope in a more professional environment.

An X account (@TIPS4PED; Figure 7 – Annex) and a LinkedIn page: TIPS4PED (Figure 8 – Annex), will be used to disseminate the project's progress. Both channels allow periodic reports of participation in events, milestones reached, and milestones achieved by the consortium. The social media presence seeks to engage different stakeholders and to create synergies with linked projects and initiatives, maximising the results.

Currently, the X account will remain active, although this channel may be subject to possible changes due to the new policies of the platform. Alternative channels will be explored if the network is no longer considered an efficient means of communication for TIPS4PED.

TIPS4PED has a YouTube channel, which is used to share webinars, recorded events, and videos.

4.2.3 Newsletters

The TIPS4PED newsletter is sent at least twice a year to share the project's updates, latest milestones and findings with relevant stakeholders. The newsletter's subscription link is available on the project's website, as well as advertised in other newsletters (e.g., POLIS, relevant projects including eCharge4drivers) and the project's social media platforms. In regards to content, POLIS is in charge of conceptualising the content of the newsletter, collecting exciting content and visuals from the partners, putting it together and sending it to the subscribers.

The newsletter is in line with the project's brand identity and GDPR. Users can subscribe and unsubscribe from the newsletter in one click and their data is only stored for the newsletter and during the project's lifetime.

4.2.4 Press releases

An English press release will be published online and shared on the project's social media accounts, as soon as the website goes live.

As the test sites progress, localised content will be developed focusing on the test sites themselves and their interested parties. The Torino LH will be used as a template for the three FCs, as the most progressed of all, to form the local press release content which will then be used in a leaflet or other printed/digital material format.

These press releases will include information about each test site, its objectives, achievements, timelines, past and future events, and the project as a whole.

4.2.5 Videos

The video format is one of the most effective ways of communicating a project. Considering TIPS4PED's budget, two videos are foreseen, one during the first half of the project, showing the impact, main objectives, and key figures of the project, and another one towards the end of the project, showing the progress and achievements of the project, particularly in the LH and FC test sites. More specifically, these videos will have the following characteristics:

1 short animated video presenting the value of PEDs and the value of the 4 test sites in TIPS4PED (2 min max)

Goals:

- To explain the potential of PEDs in a short, creative, and fun way.
- To showcase how TIPS4PED is boosting innovation in Europe through EU funding.

1 interview-based video presenting TIPS4PED's use cases (3 min max)

Goals:

- To highlight the work achieved in the test sites through short professional interviews.
- To generate interest in the project and invite viewers to explore project findings and results.

5 LOCAL COMMUNICATION STRATEGY

5.1 Objective

POLIS will liaise with demonstration leaders to operationalise local communication and outreach, tailored to each site, including appointing a local communication manager per site. This activity will relate to site-based end-user outreach (Task 4.1) and training. Materials for local communication, both in English and in each site's local languages will be prepared.

5.2 Guidelines for local communication and dissemination

5.2.1 What and when to communicate?

TIPS4PED's local communication plans should focus on the project's testing and validation of a variety of tools, methods, and solutions in the 4 test sites: Turin, Cork, Kőbánya (Budapest), and Kozani.

In general, TIPS4PED's local communication should be in line with the project-wide clear narrative, aiming at advancing PEDs.

This narrative is thoroughly analysed in the current deliverable document, wherein a list of simple, concise, and tailored statements convey the most important information to be shared with the audience consistently.

5.2.2 Whom to communicate to?

TIPS4PED partners should seek to create their core local communication campaign messages with specific target audiences in mind. The list of the local stakeholders that have been mapped and are relevant to local communication is as follows:

- Inhabitants
- Private homeowners
- Citizen associations
- Building management companies
- Real estate companies
- Other local companies and workers
- Consultant agencies
- DSOs, TSOs, and CPOs
- Public transport companies
- Mobility providers
- City planners
- Local policymakers
- Researchers
- Local and national media

These are all the possible stakeholders/target groups (non-exhaustive list) but each local context and use case will (and should) vary.

5.2.3 How to communicate?

Test site partners will need to define the following question: Who are the stakeholders that we want to reach?

It is important to identify the audience's level of familiarity with the issues of PEDs. It would be a misconception to suppose that there is such a thing as a "general public".

For each stakeholder and target group, the following key questions should be asked:

- Is the announcement newsworthy, in general?
- Will the news to be communicated be of interest to the specific stakeholder?
- What are the stakeholder's cultural differences, levels of knowledge, and demographics?
- Will members of the media, in general, be interested?

Local communication plans will need to be tailored to different target groups. Different communication channels enable to reach different target groups or stakeholders.

Some target audiences can become instrumental in the implementation of the solutions developed. This would beg the question of whether to communicate directly with the main target group or indirectly (through the media). While the first entails a more direct and tailored approach, addressing the specific group's needs and priorities, the latter necessitates a different approach, emphasising more general and generic objectives, targets, and challenges.

Finally, for the communication tools to be used, please consult the current deliverable document or contact directly POLIS for direct guidance.

5.2.4 How to measure the impact?

Communication should be monitored and evaluated to measure its impact in terms of efficiency and effectiveness.

Some relevant indicators helping to measure the impact of communication are:

- Social media interaction (likes, comments, shares, retweets, etc.)
- Website visitors
- Participation in physical and virtual meetings
- Direct communication by emails
- Number of leaflets/brochures distributed/downloaded

Assessing the efficiency and effectiveness of communication requires a threefold analysis:

- **Output:** Do we manage to produce and distribute the communication outputs that we had initially planned? Factors that are mainly in the hands of the communicator (events organised, numbers of printed leaflets, web posts, press releases, social media posts, etc.) are examined through this.
- **Uptake:** Do our target audiences react to our communication? Factors that have mainly to do with the reactivity of the target audiences (participation in events, web visits, press releases used to develop news articles, likes/retweets/shares, leaflets picked up, etc.) are examined through this.
- **Impact:** Do our messages reach their goal? Is knowledge and know-how about PEDs advancing? Are synergies being created and initiatives being undertaken thanks to our communication?

5.3 Tentative calendar of activities

What and when we communicate, whom we communicate to, as well as the approach and the tools we use will change throughout the process. In TIPS4PED, we can identify in broad lines four phases:

- Set-up of test sites [M1-M24]: The local communication strategy and the communication plans and guidelines are set at this stage. Each demonstration site shall have a local communication manager appointed by the test site leaders. The role of the local communication manager will be to relate to site-based end-user training and workshops, as well as to prepare the communication material (press releases, leaflets, social media and web posts, etc.) in local languages.
- TIPS4PED tool implementation and testing at LH - Turin [M24-M38]: The implementation and testing of all the TIPS4PED IAP tools (Feasibility, Design/Road mapping, and Operational) within the LH demo site district of Turin will be promoted consistently to the target groups through the appropriate communication channels and using adequate communication tools. Reliable and valuable data will be collected and assessed to measure the impact of the communication and adapt it to the target group's needs and interests.
- TIPS4PED tool implementation and testing at FCs [M30-M40]: The same principles in terms of communication will be applied in the cases of the development of the DTs for each of the PEDs identified within the FCs (Cork, Budapest and Kozani) towards the implementation and testing of the TIPS4PED tools.
- Compilation of lessons learned [M40-M42]: After the TIPS4PED tool implementation, testing, and validation, a visually appealing e-brochure (available to download and widely promoted) will be created towards the end of the project, compiling the lessons learned from each of the 4 test sites (both in English and the local languages).

6 COMMUNITY BUILDING AND ENGAGEMENT

6.1 Networks and Synergies

The project's community building and engagement takes place at two levels:

- Engagement of stakeholders and synergies at the European/global TIPS4PED.
- Engagement of stakeholders and synergies at the local and national scale, relating to the test sites' ecosystems.

TIPS4PED will cooperate with relevant initiatives, projects and organisations in the PED domain for a successful transposition of project outcomes into policy and daily activities, including 2ZERO/EGVIAfor2Zero, CIVITAS, Living-in.EU, ECTP, EU Smart Cities Marketplace, Intelligent City Challenge and Mission on 100 Climate Neutral Cities, or technical committees of SDOs, among others.

In addition, TIPS4PED is in the process of appointing experts to the four Working Groups of BRIDGE, to tackle issues of the mass deployment of smart EV charging and V2G and leverage TIPS4PED results: the aim is to appoint at least one TIPS4PED representative to the four WGs by the end of 2023. Nonetheless, contributions to BRIDGE have been made by partners who are already involved in it, for instance in the Data Management WG.

6.1.1 PEDs projects cluster

The PEDs projects cluster is an ongoing effort to link the sister projects (and not only) to work closely and cooperate on common topics agreed upon by all. An indicative list of projects dealing with PEDs is the following:

- REPLICATE
- +CITYXCHANGE
- Making City
- POCITYF
- SPARCS
- Atelier
- syn.ikia
- RESPONSE
- ASCEND
- oPEN Lab
- BIPED
- exPEDite

The following list of topics is indicative, but not exhaustive:

- Data Space/stakeholder engagement
- MIMs
- Standardisation
- Link to the mission

These topics will be addressed in clustering workshops and meetings with expected outcomes being common publications, standardisation efforts, and recommendations, based on these exchanges.

6.1.2 Stakeholder group

6.1.2.1 Concept

The TIPS4PED project will set up a multistakeholder community (Cities/regions, grid operators, end-users, and EV service providers). The project consortium will carry out the Stakeholder Dialogues to facilitate knowledge sharing and peer-to-peer learning, based on the learnings and recommendations in WP1, WP3, WP4, WP5 and T6.1. Stakeholders will be invited to 3 physical workshops, the TIPS4PED events, and 3 online events. They will also benefit from capacity-building activities and training (T4.4), ensuring end-user feedback, validation and exchanges on project activities, and supporting delivery, replication, and take-up of best practices and project outcomes.

Later (in Year 3), the goal is for this community to plan for results take-up and maintenance of the TIPS4PED approach. This can result in the signing of MoUs, an expression of intent, or terms of reference for future cooperation.

6.1.2.2 Capacity building

Capacity-building activities will be tailored to empower the group of stakeholders to bring project outputs into their daily operations. Participants outside the defined stakeholder group may be invited to join. Actions will include:

- peer-to-peer exchanges
- site visits
- workshops
- publicly available topical factsheets

6.1.3 Events and publications

6.1.3.1 Events

6.1.3.1.1 External events

Overall, TIPS4PED partners will participate in external activities featuring TIPS4PED, including presentations, keynotes, panels, stands, and interviews. All these activities can be physical, hybrid, or online, while most of them are expected to be hosted in the countries of the TIPS4PED partners, but not limited to those.

6.1.3.1.2 Internal events

The consortium will organise events, workshops, seminars, webinars, and local transferability events to increase the visibility of the project; among others, it will organise three workshops and the TIPS4PED Final Conference.

6.1.3.2 Publications

Besides the project's promotional publications, TIPS4PED will publish materials in peer-reviewed scientific journals, trade journals and conference materials. To ensure maximum dissemination of scientific outcomes and achievements, open-access journals will be prioritised. Scientific and technical partners should explore all possible publications and possibilities within their domain of expertise, to increase the

scope of the scientific outreach. A comprehensive list of publication opportunities with relevant magazines and journals will be compiled by M12.

6.1.4 Activity registers and repositories

A dissemination tracking register (Figure 9 – Annex) has been created and is available to the full consortium on the project’s SharePoint. It uses the KPIs given in the Grant Agreement. The register monitors the numbers connected to the following activities: 1) events, (2) press and online activities, (3) scientific journal publications, including conference publications and peer-reviewed articles, and (4) Other dissemination activities.

All activities for these categories should be recorded regularly in these registers.

6.1.5 Partners’ roles

POLIS, leading the work package “WP6 – Communication, Dissemination, and Policy Support”, will be:

- Responsible for raising the societal acceptance of the technologies and their associated benefits among the general public.
- Responsible for the visibility of the project activities through various traditional and electronic communication tools.
- Responsible for the organisation of events, workshops, seminars, webinars and local transferability events to increase the visibility of the project.
- Responsible for the operationalisation of local communication and outreach, tailored to each site, including appointing a local communication contact site.
- Responsible for the communication activities monitoring to reach the targeted dissemination KPIs.
- Responsible for setting up a multistakeholder community (Cities/regions, grid operators, end-users, EV service providers).
- Responsible for vigorously promoting the TIPS4PED results among relevant stakeholders.
- Responsible for organising 3 physical workshops, the TIPS4PED events, and 3 online events with the stakeholders.
- Responsible for cooperating with relevant initiatives, projects and organisations in the PED domain for a successful transposition of project outcomes into policy and daily activities.

ICLEI-EURO, leading T6.1 and T6.2, will be:

- Responsible for creating a positioning paper that will synthesise local project implementation experiences and good practices, reflect on national policy frameworks, and extrapolate recommendations for all levels of governance including EU laws and directives.
- Responsible for the capacity-building activities related to the stakeholders.
- Responsible for cooperating with relevant initiatives, projects and organisations in the PED domain for a successful transposition of project outcomes into policy and daily activities.

POLITO, TYN, IES, and LUT, as academic/research partners, will be responsible for presenting to the academic and scientific community the TIPS4PED results in pertinent international symposia.

ClubE will be responsible for the social engagement, co-creation, and co-design activities related to the stakeholders.

Test-site leaders will be required to appoint a local communication manager per test site location, either from their organisation from partner organisations participating in the use cases. These local

communication managers will function as the single points of contact (SPOCs) between POLIS and the test sites, bridging the general communication of TIPS4PED with the local communication of each test site location. Among their tasks, they will be responsible for organising site-based end-user training and for communicating the test site news and results in local languages.

Finally, **all other consortium partners**, each with their role and capacity, will be supporting in:

- The communication, dissemination, and outreach activities.
- The capacity-building activities related to the stakeholders.
- The social engagement, co-creation, and co-design activities related to the stakeholders.
- The results take-up and maintenance of the TIPS4PED approach.
- The demonstration of DT-based urban planning initiatives in the 4 Cities and at least 20 local authorities interested in replication.
- Raising the societal acceptance of the technologies and their associated benefits among the general public.
- Encouraging a comprehensive cascading replication approach, catalysing replication within the LH, the FCs, in the countries of Ireland, Italy, Greece, and Hungary – as well as at a broader EU level.

6.1.6 Tips and hints

Hereby is a list of things to keep in mind when communicating about the project.

- Always make use of the document templates prepared for the TIPS4PED project and available on the TIPS4PED SharePoint.
- Make sure that the TIPS4PED project logo is always visible when it comes to communication documents.
- When preparing a new communication document, make sure that you always display the **EU flag** mentioning the full phrase about Horizon Europe and EU funding. At the end of the document, always use the EU disclaimer.
- Follow, share/retweet, and like TIPS4PED's social media posts on Twitter and LinkedIn.
- In case you are communicating in English, use British English, as it is the standard scientific and academic version of English. For units of measurement, follow the International System of Units (SI) as a guide. For bibliographic references, use the **European Interinstitutional Style Guide**.
- Translations from English can be done informally and directly if you are communicating in another language that is not English. Please contact POLIS directly in case of a more demanding text requiring professional translation services.
- Beware of AI software as its use is detectable and the results might be of doubtful quality.
- Acknowledge all sources of information, such as quotes or borrowed ideas, via references, hyperlinks, and footnotes.
- Make use of images either with no copyright restrictions or whose copyright you own and/or can purchase.
- Contact directly POLIS for any kind of assistance in communication matters.

6.1.7 Communication trends and best practices

Below, is a list of trends and practices that can help enhance the quality and the results when communicating about the project. POLIS will support the project's partners in kickstarting these, both in terms of guidelines and in terms of budget (per the GA, there is the provision of funding for design material, such as flyers, leaflets, posters, infographics, etc., as well as for audiovisual material, such as webinars, videos, podcasts, etc.).

- **Make good use of Artificial Intelligence (AI) platforms when creating content.** When communicating in English, platforms like **CopyAI** and **HyperWrite** can help you create concise phrases in a fast and efficient manner, **QuillBot** can help you paraphrase and reformulate existing texts, and **Grammarly** can support proofreading and correct your grammar, spelling, and syntax.
- If you have content that can be shown more visually, you may want to consider an approach or a communication method that uses diagrams, charts, infographics, etc.
- Please consider promoting sustainable communication, meaning prioritising digitally accessible formats over printed formats, for example.
- Do not hesitate to develop webinars or podcasts to promote the project, the use cases, and their results in your local languages. Audio and video formats are getting more and more popular with stakeholders and the general public.

7 PLANNING, MONITORING, AND DATA PROTECTION

7.1 Data usage, GDPR, and access to information

TIPS4PED's consortium processes data in compliance with GDPR, and other applicable EU, international and national laws on data protection. Data must be used in a transparent, fair and lawful way for an explicit, specified, safe, confidential and legitimate purpose. The use of data must follow:

- [Regulation \(EU\) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons about the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation \(EC\) No 45/2001 and Decision No 1247/2002/EC \(OJ L 295, 21.11.2018, p. 39\)](#)
- [Regulation \(EU\) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons about the processing of personal data and the free movement of such data, and repealing Directive 95/46/EC \('GDPR'\) \(OJ L 119, 4.5.2016, p. 1\).](#)
- [The Universal Declaration of Human Rights and the Convention 108 for the Protection of Individuals with Regard to Automatic Processing of Personal Data.](#)
- National laws (e.g., the [Italian data protection laws](#)) applicable to each context (e.g., use cases).

A data management plan has been developed to ensure data and research outputs in TIPS4PED are FAIR (Findable, Accessible, Interoperable and Reusable).

All project partners agree upon explicit rules governing IPR, e.g., ownership and access rights to past and future IP. Procedures and any potential issues arising from commercial exploitation are laid down in the consortium agreement.

7.2 Open Science

TIPS4PED contributes to reaching the EU's strategies, research aims, and regulations in the field of PEDs. To do so, the project's methodology and processes are based on [open science practices](#), particularly in the dissemination and exploitation of TIPS4PED's results, data, and findings to external stakeholders to the project. Not everything can be disclosed publicly; confidentiality of business partners' competitiveness data and General Data Protection Regulations (GDPR) are followed.

In line with the GA, all public deliverables will be uploaded on the TIPS4PED website and scientific publications will be published according to open-access requirements and Horizon Europe guidelines. Research outputs will be published in Open Access Journals and Open Access Repositories. TIPS4PED puts a particular emphasis on the reproducibility of its outputs which includes following the principles of reproduction, replication and re-use.

Beyond the research community, and where applicable, outputs including tools, models, and software shall be made available to the public and consortium members are encouraged to involve as much as possible relevant knowledge stakeholders including citizens.

7.3 Key Performance Indicators (KPIs)

The project's dissemination, communication, and outreach activities are undertaken according to the following key performance indicators (KPIs). These indicators guide the monitoring and evaluation of the project's performance and outreach regarding online media, press coverage, and events. A database was created and is available to all partners to register and keep track of these activities. The monitoring and evaluation of these KPIs will be undertaken during the official reporting in M21 and will again be undertaken in M42.

Table 1 – KPIs of planned dissemination, communication, and outreach activities

Dissemination, communication, and outreach activities	Quantified objectives until the end of the project
Social media posts (X, LinkedIn, etc.)	>240
e-Newsletters	6 (every 6 months)
Website articles (non-technical audience)	10 (500+ word articles)
Website blog posts on technical innovations/pilot case progress	24 (300+ word posts)
Interviews on the website and YouTube	18 (for relevant committees and processes CEN/CENELC/BRIDGE, etc.)
Articles in industry/specialised magazines	>6
Technical/Scientific publications	6 (detailing the abilities of the TIPS4PED tools, 10 pages each)
Conference papers	7 (in relevant EU conferences)
Positions/Consultation inputs on relevant EU processes/standardisation efforts	5 (for relevant committees and processes CEN/CENELC/BRIDGE, etc.)
Organisation of workshops/training	25 (workshops and trainings for co-creation, IAP co-design, capacity building, scaling exploitation, replication)
Organisation of the final EU event	With 100 participants, taking place in Brussels, and connected to an EU event
Presentations at conferences and events	30 (to showcase innovations)
Representation at industry events/trade fairs	6 (at events/fairs to drive market adoption)
Discussions with potential adopters	>35 (in relation to TIPS4PED adoption)
Clustering and coordination activities with relevant projects/initiatives	30 (to inform EU/national processes and frameworks, establish or strengthen partnerships, and enhance building data standards, aggregation, etc.)

8 CONCLUSIONS

The “Plan for Dissemination and Communications Activities” is the key document to guide the project’s activities strategically. It aims to support consortium members dissemination, communication, and outreach activities by giving guidelines to identify relevant target groups and key messages, follow the project identity guidelines, use consistently the dissemination and communication tools and channels, gain a broader view of community building and engagement, and keep in mind planning and monitoring mechanisms. That being said, the plan’s objectives and methods will be regularly repeated and reminded to the TIPS4PED partners during WP6 meetings that will occur every month.

The plan is in line with Article 17 of the Horizon Europe Grant Agreements’ “Obligation to promote the action and its results Beneficiaries must promote the action and its results by providing targeted information to multiple audiences strategically and effectively (including to the public).”

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10 ANNEX

FACTS & FIGURES

17 Partners

4 Countries

Italy Ireland Greece Hungary

Project duration
42 months
(January 2024-May 2027)

Project budget
6 484 685 EUR

Turning cities Planning actions for Positive Energy Districts into success.

Supporting the development of Positive Energy Districts in Europe

Co-funded by the European Union

www.tips4ped.eu



are responsible for a substantial share of human climate and environmental t and contribute to **around 70%** of the European Union's (EU) CO2 emissions and y energy consumption. At the same time, they are recognised as key drivers for ability transformations.

re Energy Districts (PEDs) are considered a key enabler for emission reductions building and mobility sectors. Indeed, PEDs could help to reduce the carbon ons of urban districts by up to 85%, depending on the region under consideration. J aims to develop at least 100 PEDs by 2025.

TIPS4PED will seek scalable and easily reproducible technologies and digital optim as a key solution for achieving 2030 EU goals, while taking into consideration t market circumstances, and environmental, safety, and regulatory aspects.

We will do this by:

- adopting a people-centric approach to engage, train and empower citizen stakeholders,
- designing and manage the PED effectively and foster its implementation th city planning actions

TIPS4PED will design, develop, and test in a relevant environment the effectiveness and the techno-economic viability of a Digital Twin based Platform, to support municipalities in the implementation of Positive Energy Districts.

TIPS4PED solutions will be tested in one LightHouse city (Turin), where Integrated Assessment Platform will be connected to a monitoring system for real-time management of the assets, and replication studies will be conducted in three Follower Cities (Cork, Kozani and Budapest).

OBJECTIVES

Support municipalities in:

- Decision-making by delivering a series of evidence-based results,
- Increasing the environmental sustainability of cities,
- Reducing operational costs.

Using an Integrated Assessment Platform to support municipalities with software that address the **technical, social, financial, regulatory and administrative** aspects of PED implementation. Icons in place of bullet points to represent each objective.

2 test areas:

- Test Area#1** – Energy 5,000 m2 of office space, approx. 200 occupants, event venue.
- Test Area#2** – City of office area, 5,000 m2 buildings, >150 employees, 1 parking area.



Figure 4 – The TPS4PED flyer




TIPS4PED

A Horizon Europe project supporting municipalities in the implementation of Positive Energy Districts.

2024-2028



1 Lighthouse city:
Turin
2 test sites:
Energy Centre & Municipal Offices, Turin

3 follower cities:
Cork, Kozani and Budapest



17 Partners
coordinated by RINA consulting



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Figure 5 – The TPS4PED roll-up banner

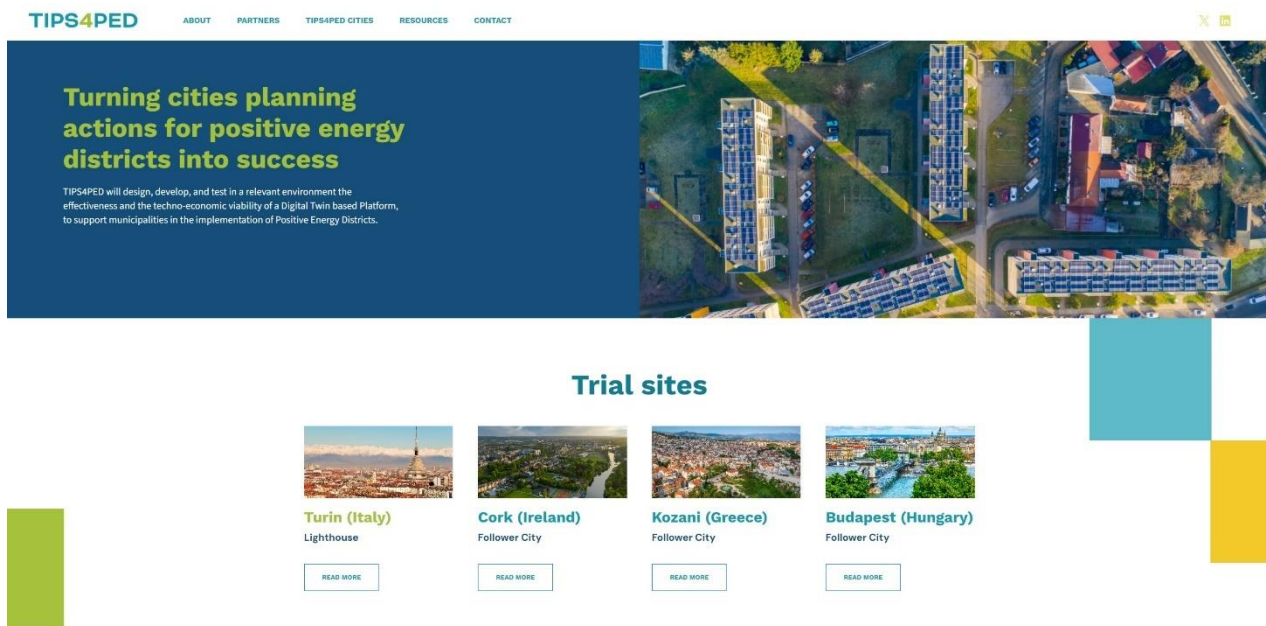


Figure 6 – The TIPS4PED website's homepage

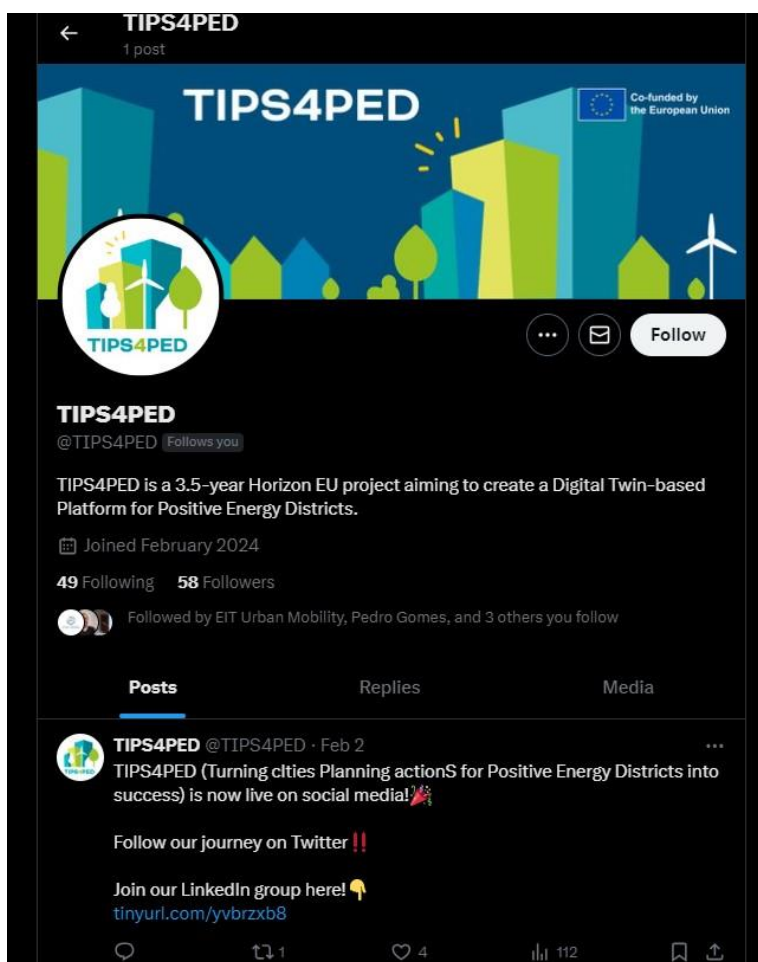


Figure 7 – The TIPS4PED X account

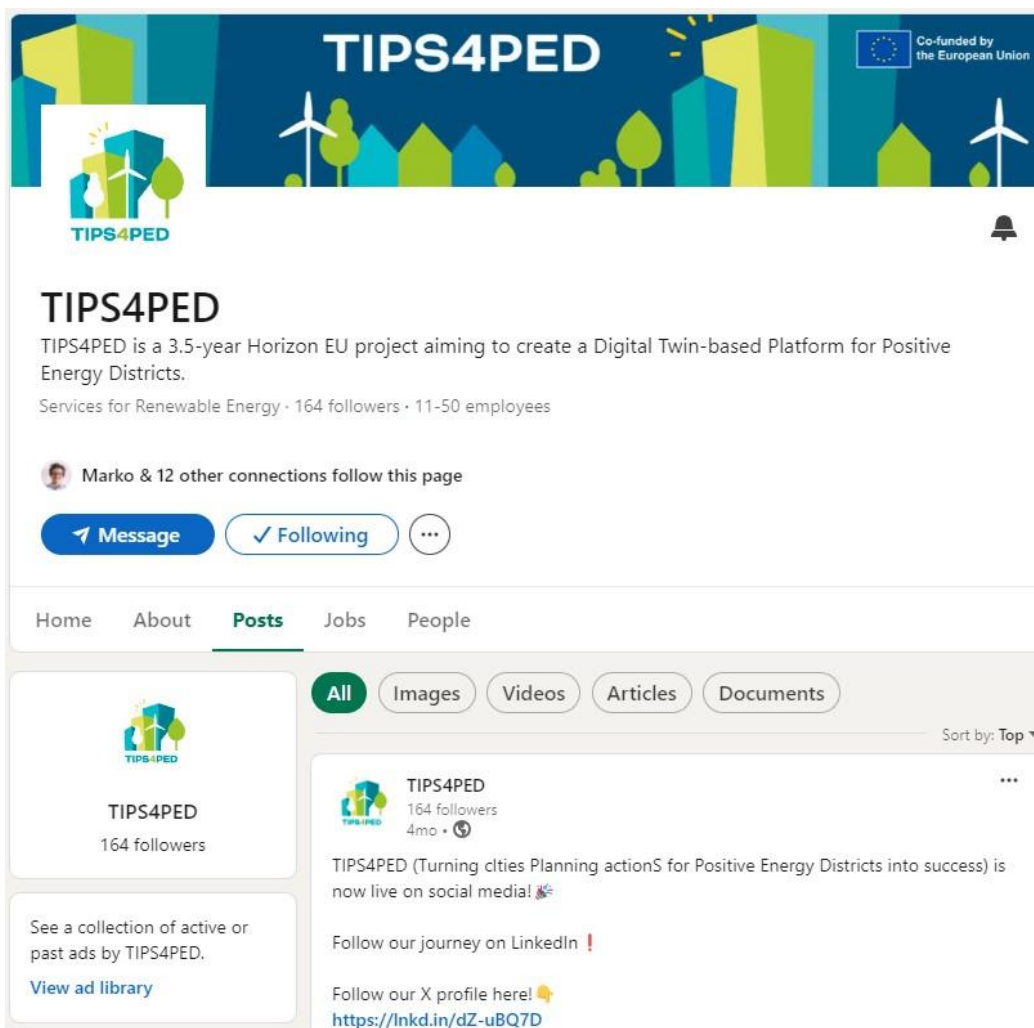
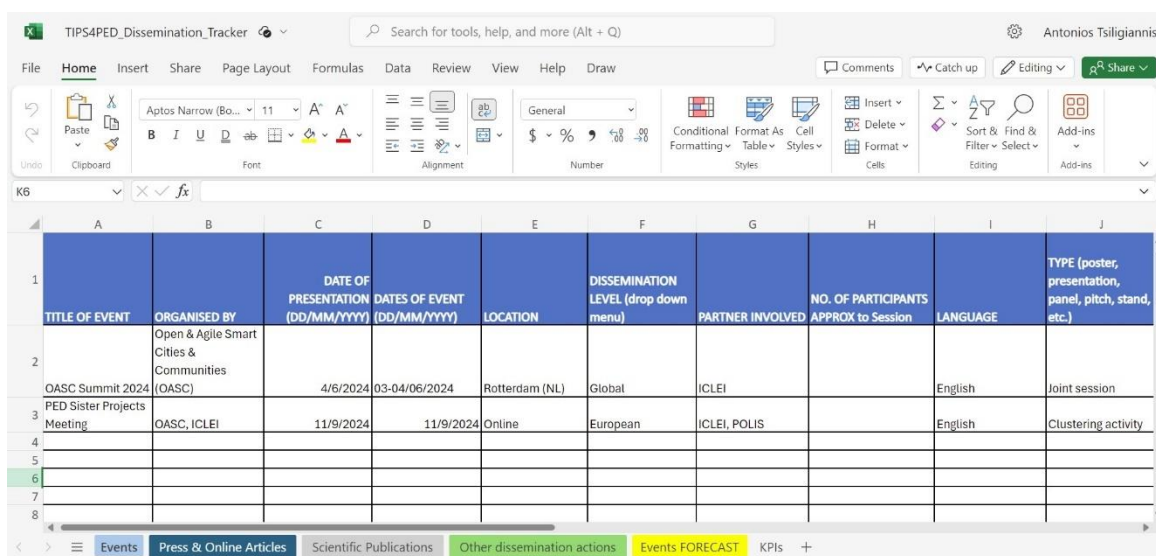


Figure 8 – The TIPS4PED LinkedIn page



	A	B	C	D	E	F	G	H	I	J
1	TITLE OF EVENT	ORGANISED BY	DATE OF PRESENTATION (DD/MM/YYYY)	DATES OF EVENT (DD/MM/YYYY)	LOCATION	DISSEMINATION LEVEL (drop down menu)	PARTNER INVOLVED	NO. OF PARTICIPANTS APPROX to Session	LANGUAGE	TYPE (poster, presentation, panel, pitch, stand, etc.)
2	OASC Summit 2024	Open & Agile Smart Cities & Communities (OASC)	4/6/2024	03-04/06/2024	Rotterdam (NL)	Global	ICLEI		English	Joint session
3	PED Sister Projects Meeting	OASC, ICLEI	11/9/2024	11/9/2024	Online	European	ICLEI, POLIS		English	Clustering activity
4										
5										
6										
7										
8										

Figure 9 – The TIPS4PED dissemination tracker