



DELIVERABLE

Project Acronym: ECIM
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D7.2 DISSEMINATION & COMMUNITY OF INTERESTS REPORT (ITERATION 1)

Version: 1.0

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| Dissemination Level | | |
|---------------------|--|---|
| P | Public | X |
| C | Confidential, only for members of the consortium and the Commission Services | |



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Revision History

| Revision | Date | Author | Organization | Description |
|----------|------------|-----------------------------------|--------------|-------------------|
| 0.1 | 09/10/2014 | Florence Engasser Aneta Rapacz | 21c | Initial draft |
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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Executive Summary

D7.2.1 Dissemination & Community of Interests Report - It. 1 sets out a full summary of the dissemination activities undertaken by the partners of the European Cloud marketplace for Intelligent Mobility (ECIM) project, both within the context of WP7 activities and in the wider consortium. The report describes progress in production and use of strategic communication tools that will be used by the WP7 lead with support of all project partners to deliver the deployment of large-scale promotion and dissemination campaigns to ensure a widespread dissemination of the ECIM solution and the project results. The report also provides a full journalistic summary of the activities undertaken by ECIM partners to promote the project, divided according to the event type.

1 Introduction

1.1 Scope

This deliverable presents dissemination activities and project achievements for the first 10 months of the European Cloud marketplace for Intelligent Mobility (ECIM) project. More specifically, it describes the activities planned and developed by the project partners, as well as their status and progress towards the success criteria set in the D7.1 Communication Plan, Collateral & Website.

1.2 Audience

This report is addressed to the European Cloud marketplace for Intelligent Mobility project partners, the European Commission and will be also available publicly.

1.3 Structure

The D7.2.1 Interim Dissemination Report - It. 1 has been split into several sections to show the materials produced, the activities completed, the audience reached, and the impact achieved.

- **INTRODUCTION** - Provides the Scope, Audience, and Structure of the present Deliverable;
- **OVERVIEW OF DISSEMINATION PROGRESS** - Provides a summary of completed dissemination activities in the first 10 month of the project, as planned in the D7.1 Communication Plan, Collateral & Website;
- **DISSEMINATION MATERIAL** - Presents all the material that has been produced during the first 10 months of the project and being used by all the partners;
- **DISSEMINATION ACTIVITIES** - Highlights and provides a summary of all dissemination activities/events conducted by consortium partners in the first 10 month of the project.
- **COMMUNITY OF INTERESTS** - Highlights the work of ENOLL and the Consortium in engaging experts and stakeholders to build a strong community of interests for ECIM.
- **CONCLUSION** - Summarises the document and provides details on upcoming WP7.2.2 Deliverable.

2 Overview of Dissemination Progress

The high-level dissemination conducted during the 10 first months of the project supported the ECIM project by communicating the core messages, project objectives and benefits to all key stakeholders across Europe. All the communications focused on the ECIM project, the objectives and first pilot results.

The following table shows the dissemination progress towards the success criteria set in the D7.1 Communication, Collateral & website. The targets allow the ECIM team to properly evaluate the success of the dissemination strategy and the usefulness of the individual tactics used.

| Dissemination Objective | Period 1: M1-M12 | Indicator |
|--|--|---|
| Create Project Identity and Branding | Create project branding and identity. Finalize Logo and colour scheme | N/A |
| Design Dissemination Materials | Create dissemination materials including brochure, poster and other materials | 1 Project Factsheet 2 Project Brochures 1 Project Poster 1 Customisable Project Slideshow |
| Create Project Website | Take project website live including the information about consortium members and project function | Website live from M2 841 sessions (time period when user is actively engaged with the website) 418 users (includes both new and returning users) 2,956 pageviews (total number of views) |
| Implement effective Social Media strategy | YouTube - Video live w. 100 hits Facebook - 100 followers Twitter - 50 tweets, 100 followers LinkedIn - 50 members Flickr - 30 photographs | 1 Video from Futur-en-Seine Conference live w. 235 hits Facebook - 31 followers Twitter - 135 tweets, 81 followers LinkedIn - 29 members Flickr - 18 photographs |
| Successful networking events and network generation | Attend/Host 3 relevant events | 12+ relevant events (detail in section 4) |
| Generate positive media coverage | 2 newsletters 2 project publications 2 Press releases 5 blog entries | 1 newsletter and 1 in progress 1 pending publication 1 press release 9 blog entries |
| Engage new cities in Open Innovation/Smart Mobility dialogues | Generate interest in participation from 3 new cities via ENoLL | 1 new city (Manchester) involved through ENoLL |
| Create sustainable stakeholder networks | Identify and compile a list of key stakeholder groups interested in the sustainability of the project | First draft of the 'ECIM Contact List' available online for internal use only |

Table 1: Dissemination Objectives and Indicators for Period 1

3 Dissemination Material

The following section will describe and showcase all the dissemination material produced by the Consortium under the 21c dissemination lead during the first 10 months of the project.

3.1 Website

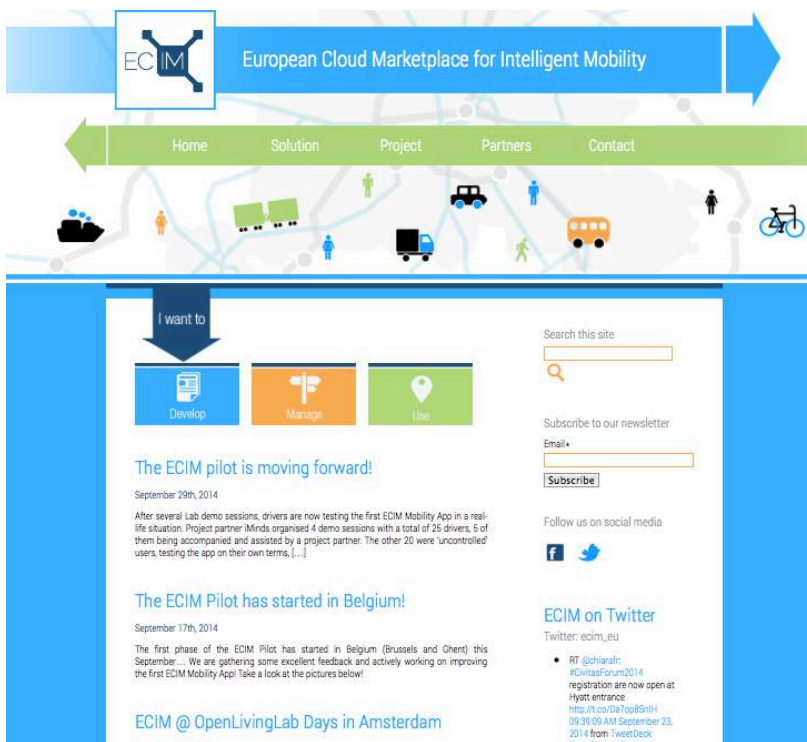


Figure 1 ECIM Website

The ECIM website has been regularly updated with news from all project partners, upcoming events and dissemination material since it became available in February 2014. The website serves as a central platform for information on the project.

It was visited by 418 new and returning users receiving 2,956 pageviews in total from 20 countries including Russia, Japan, Mexico and India.

Additionally, it also provides quick access to Social Media tools used by the project, such as the Facebook group, Twitter account and LinkedIn group.

The website includes a contact form linking to the project email address and a registration form to receive project newsletters.

3.2 Brochures and Poster

3.2.1 Project Brochures

The brochures have been designed to be visual rather than text-heavy to ensure an effective engagement of the targeted audiences. The user-specific roadmaps drive the ease-of-read and straightforwardness of this communication tool. Brochures are very useful in engaging all types of audiences.

Cities Project Brochure

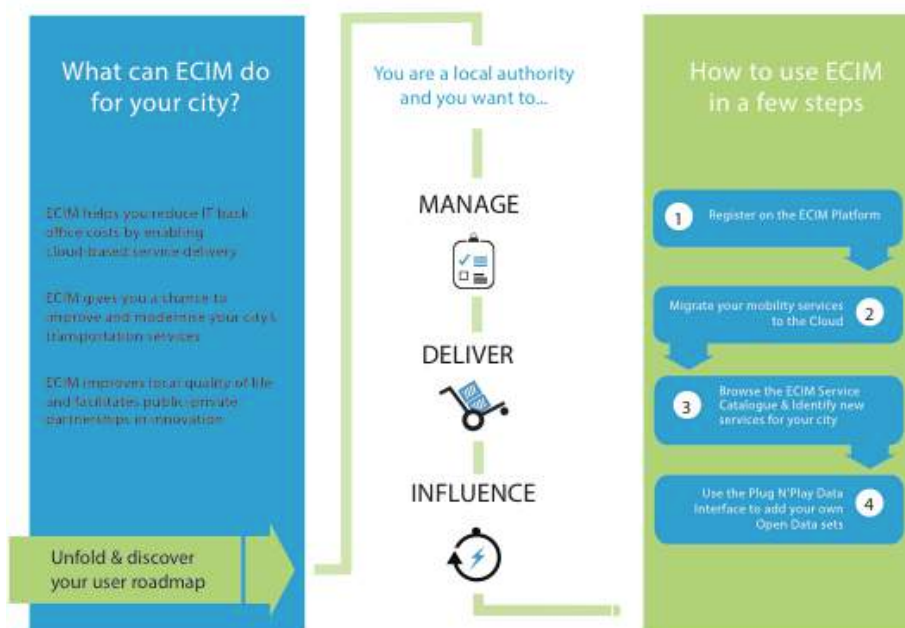


Figure 2 Cities Project Brochure

Businesses Project Brochure

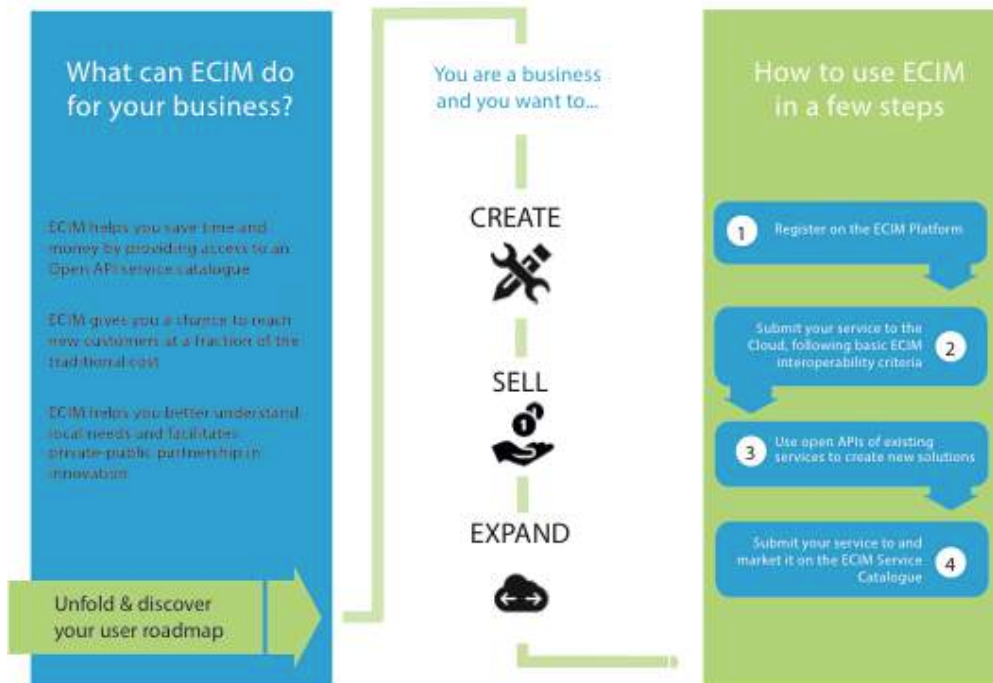


Figure 3 Businesses Project Brochure

3.2.2 Project Poster

The project poster, sharing the same design as the website and brochures, provides a good overview of the main project objectives and characteristics.

It constitutes an attractive visual tool for dissemination events attended or organised by project partners.



Figure 4 Project Poster



Figure 5 Newsletter

3.3 Newsletter

One official newsletter has been created in the first 10 months of the project, using the SMORE template (www.smore.com). It can be accessed through <https://www.smore.com/67qn6-ecim> and is also available on the blog section of the project website.

The newsletter was released in M5 and circulated to stakeholders using the ECIM contact database, the ECIM newsletter registration form entries and to the individual contacts of all partners in the consortium.

The 1st project newsletter was visited 147 times, from 62 locations worldwide (including North/South America, the Middle East and Asia).

A second project newsletter is to be released end of M11.

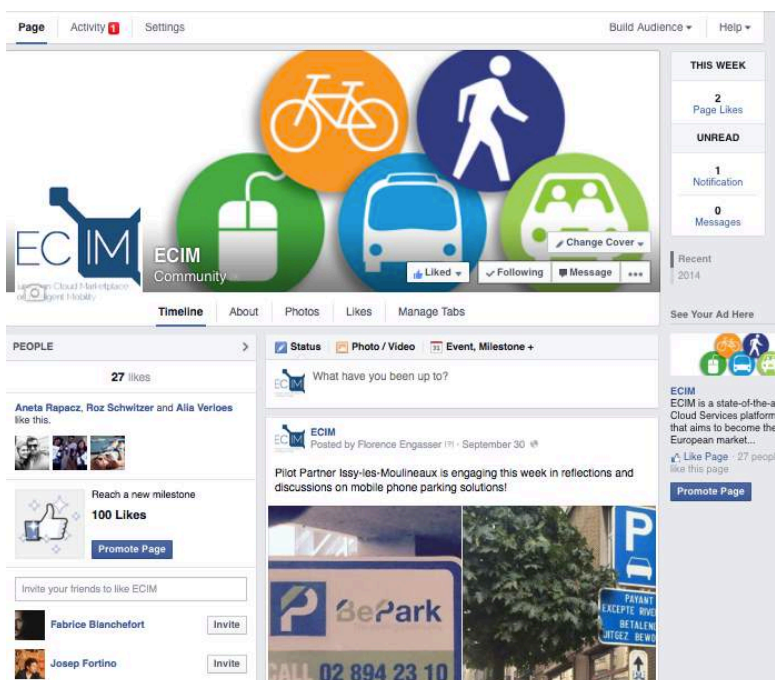


Figure 6 Facebook Page

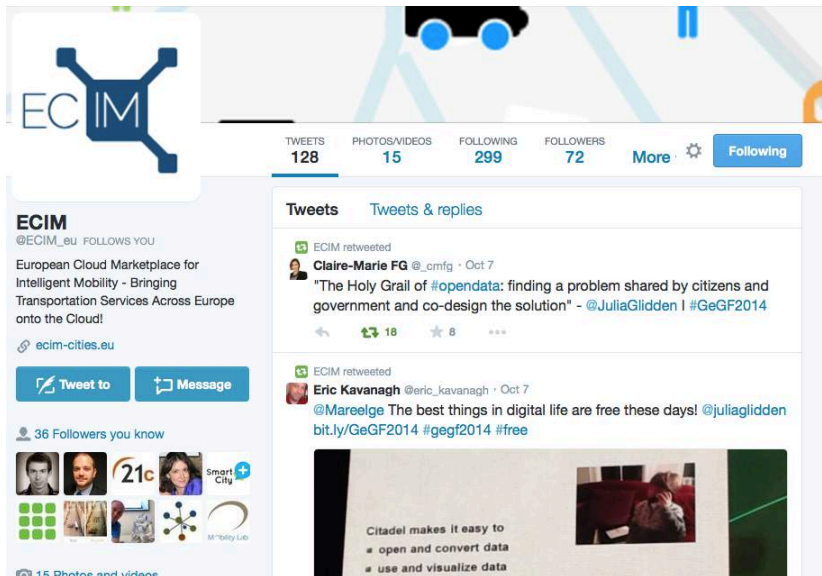
3.4 Social Media

3.4.1 Facebook Page

The ECIM Facebook page (<https://www.facebook.com/pages/ECIM/595995750477755>) represents one of the dissemination tools used by the project. Currently, the page counts 31 fans and over 43 posts have been published since the beginning of the project.

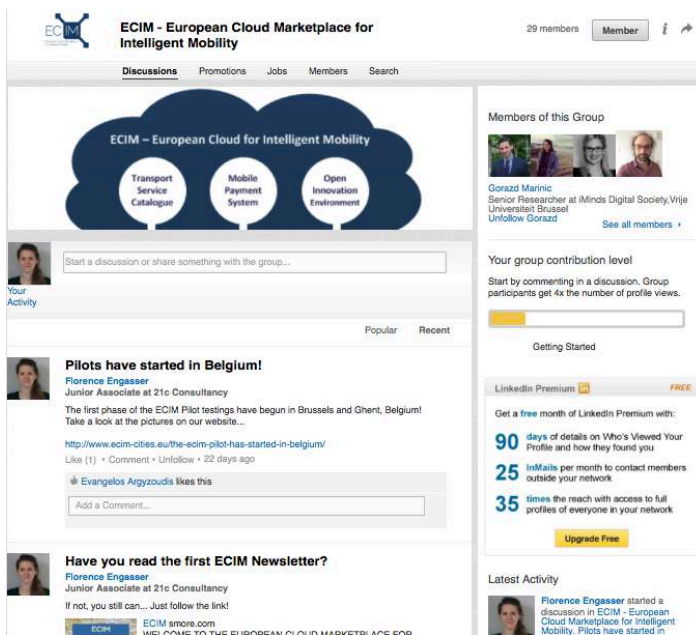
According to the page insights the highest post reach was achieved on 20th June 2014, with a reach of 159 people. The page is constantly updated with news and events related to the project as well as photos, in an effort to attract a neophyte audience that is intensively using Facebook but might not be visiting the project website.

3.4.2 Twitter Account



The ECIM Twitter account (https://twitter.com/ECIM_eu) counted, by October 23rd 2014, 135 tweets. The account is followed by 81 other accounts. Access to the ECIM tweets is also available through the project website.

Figure 7 Twitter Account



3.4.3 LinkedIn Group

The ECIM LinkedIn group (<https://www.linkedin.com/groups/ECIM-European-Cloud-Marketplace-Intelligent-7468726>) is regularly updated with the latest project news, as well as promotion posts for upcoming interesting dissemination events. The ECIM LinkedIn group's target audience is slightly more specialised than that of Twitter or Facebook: primarily Consortium partners and their networks, as well as the professional community in general.

Figure 8 LinkedIn Group



Figure 9 Flickr Account

3.4.4 Flickr Account

The project set up a Flickr account (<https://www.flickr.com/photos/128273410@N02/>), where photos from project meetings, events and workshops are uploaded. Any project partner can add content in the Flickr account. 18 photos have been added so far.

4 Dissemination Activities

In the first 10 months of the ECIM project, the ECIM team has been busy disseminating the project at several events across Europe and hosted various activities in order to promote its benefits. This section presents the highlights from each dissemination activity in which the partners have been involved between January 2014 and October 2014.

4.1 International Dissemination Activities - Conferences

This section presents, in a chronological order, the international conferences and events attended and hosted by the consortium partners during the first 10 months of the project.

The **Trust in the Digital World Conference** was organised in Vienna on the 7th and 8th of April 2014. Partner **IS-Practice** made a presentation and led a panel discussion about the trust and security aspects of the ECIM project. The project was well received by an audience of public and private sector IT managers, as well as risk and security officers.

The **2014 Transport Research Arena** was held in Paris from the 14th to the 17th of April. Partners **Intrasoft** and **Issy Média** held a booth in the exhibition area, distributing presentation flyers and personally reaching out to a large crowd of transport professionals, both from the private and public sectors. The conference was a success and 50+ new contacts were established for ECIM.

ECIM was represented by **IS-Practice** at the **ONE Conference**, organised in Brussels on the 24th of April 2014. The partner presented ECIM to a large number of ICT officers from the European private and public sectors, during a track on Digital Strategies and Tools for Smart Cities and Regions.

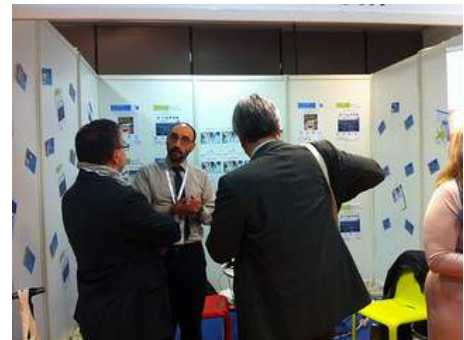


Figure 10 ECIM @ Transport Research Arena



Figure 11 ECIM @ Futur-en-Seine

Partner **Issy Média**, supported by the entire Consortium, attended the **2014 Futur-en-Seine innovation festival**, organised in Paris from the 11th to the 21st of June. ECIM was presented to an audience of citizens, policy-makers, researchers and ICT specialists, during a track on the theme ‘European projects: boosters for Innovation?’.

From the 2nd to the 5th of September, partner **ENoLL** organised in Amsterdam the 2014 edition of **OpenLivingLab Days**, gathering over 200+ participants

from the worldwide Living Lab Community. Partner **21c** held a booth to present ECIM to the participants, distributing brochures and making contacts to enlarge the network. The project was personally introduced to over 30 participants.

Partner **Intrasoft** travelled to Casablanca from the 23rd to the 26th of September to attend the **CIVITAS Forum Conference 2014**. **Intrasoft** distributed brochures to an audience of CIVITAS member cities (220+ cities), policy makers, politicians, urban planners and mobility experts, to raise awareness around the project and enlarge the ECIM network.



Figure 12 ECIM @ OpenLivingLab Days

4.2 National Dissemination and Networking Activities

The section below chronologically describes the local level dissemination actions undertaken by the consortium partners: networking meetings, workshop presentations, etc. during the first 10 months of the ECIM project.

During the first 10 months of the project, partner **Issy Média** organised monthly think tank debates on Smart Mobility. These monthly forums gathered on average 30+ participants and were very successful in promoting ECIM, as well as incubating new ideas.

Throughout the first 10 months of the project, **Mobile-For** made several presentations of ECIM to Belgacom employee audience, including presentations to high management. The project was well received and new contacts were generated.

Partner **EJ Consultants** met several times during the first year of the project with FutureID partners to promote ECIM and discuss a possible link between FutureID Federation Services and ECIM login methods.

Partner **Relational** repeatedly met with the Athens Municipality Living Lab during the first 10 months of the project, to discuss the benefits of the ECIM Mobility App for the city of Athens.

Partners **Issy Média** and **IS-Practice** took part in a Smart Mobility Stakeholders Workshop (organised by Issy Média) on the 13th of March 2014. ECIM was presented to many French public and private ‘Smart Mobility’ stakeholders. Following project presentation came a fruitful discussion and exchange of experience and best practices.



Figure 13 ECIM @ Franco-British Transport Conference 2014

ECIM was presented by partner **iMinds** on March 13th 2014 to potential associate project **CloudWatch** (similar EU-funded Cloud project). Interesting discussions and exchange of experience followed.

On March 24th 2014, partner **IS-Practice** met with the Global Forum Steering Committee in Paris, and promoted ECIM as a flagship European Smart Mobility project.

Partner **Issy Média** presented ECIM to a delegation of 30+ Chinese leaders from universities, government institutions, local authorities and businesses, during a Franco-Chinese workshop on Smart Cities, organised in Issy-les-Moulineaux

on March 28th 2014. The aim was to raise awareness around the project and more generally around other EU Smart City/Mobility initiatives.

ESADE took part in the first Mobility and Innovation Workshop, organised by ESADE in Barcelona on April 9th 2014. The workshop was a great opportunity to present ECIM to Spanish Mobility Stakeholders and City administrators.

Partner **21c** attended the Franco-British Bilateral Workshop on for ICT in Future Cities, organised in London by the French Embassy on the 14th and 15th of May 2014. The workshop was a great opportunity to meet 50+ public and private ‘Smart City’ stakeholders. In particular, the cities of Rochdale (UK), Peterborough (UK) and Nice (France) expressed a keen interest in ECIM.

Partner **EJ Consultants** met with FutureID in Garmisch (Germany) from the 3rd to the 5th of June 2014, to discuss ECIM as a potential user of FutureID. ECIM brochures were distributed to present the benefits and objectives of the project, and try to find synergies between the two projects.

IS-Practice met with the Board of the Brussels Region Parking Agency on August 30th 2014, in order to present ECIM as an impactful European Smart Mobility project and promote its positive impact on the Brussels Region in particular.

IS-practice, **BePark** and **Mobile-For** presented the ECIM project May 25th 2014 towards Mr. Denis Grimberghs, Alderman of the Municipality of Schaarbeek (one of the 19 municipalities of the Brussels Capital Region) and responsible of “mobility”. The Board of Aldermen decided August 2014 to support the ECIM project and actively support the pilot testing on the territory of the municipality.

Partner **Issy Média** organised a workshop on Mobility and the Digital on the 16th of September 2014. ECIM was presented to a group of 50+ public and private stakeholders, all connected to the theme of Smart Cities and Smart Mobility. The workshop aimed to raise awareness around ECIM and other EU Smart City/Mobility initiatives.

On September 24th 2014, partner **Relational** presented ECIM to partners from the Radical CIP project, so as to discuss potential synergies and collaboration activities between the two projects

Partner **21c** attended a track on ‘SMEs going digital’ at the Digital Action Day Conference in Brussels on September 29th 2014. The track gathered over 180+ participants from the public and private sectors. This was a great opportunity to raise awareness around ECIM, distributing brochures and forging new contacts, at the heart of EU policy-making.



Figure 14 ECIM @ Smart City Exhibition

Mobile-For took part in the Belgacom Group Public Affairs Days, organised in several cities in Wallonia on the 7th, 9th and 14th of October 2014. These events gave **Mobile-For** the opportunity to publicly present ECIM and other related ‘Smart City’ activities to the participants. The project was very well received and gained good visibility among Belgian telecom stakeholders, as well as other ‘Smart City’ and ‘Smart Mobility’ actors.

On October 14th 2014, Partner **21c** attended the Franco-British Transport Conference 2014, organised by the French Chamber of Commerce in Great Britain. The event was the occasion to meet a large number of French and British transport stakeholders, representing some of the giants of the industry (Eurostar, Thalès, Renault, etc.). Flyers were distributed to interested parties and a good relationship with the French Embassy was secured.

Partners **CIRB** and **21c** attended the Smart City Exhibition in Bologna on the 24th of October 2014. This conference gathered City/Region/Local authority public managers, academicians and researchers, engineers and architects, ICT companies and entrepreneurs, all involved in the thinking of and creation of intelligent cities. CIRB and 21c distributed ECIM brochures and made good use of the networking breaks to find new contacts for the project.

4.3 Publications and Press Coverage

4.3.1 Publications

Partner **ESADE**, along with **iMinds** and **Intrasoft**, has submitted a paper abstract to the Mobile World Congress 2015 Call for Papers on September 12th 2014. The paper is currently still under evaluation.

4.3.2 Press coverage

Stories about the project kick-off and its recent developments have been relayed in the press. In the first 10 months of the project, 17 articles (online and offline press) have been tallied.

Below is a list of the main ECIM press articles that were found.

Connected Smart Cities Network:

<http://connectedsmartcities.eu/launch-of-the-european-cloud-marketplace-for-intelligent-mobility-ecim/>

ESADE Blog:

<http://www.esade.edu/ftmba/eng/news/viewelement/299570/2281/esade-participates-in-a-new-eu-project-to-improve-mobility-across-europe>

Markess Blog Administration Numérique:

<http://blog.administrationnumerique.markess.com/2014/03/transports-intelligents-issy-les-moulineaux-impliques-dans-2-projets-denvergure-europeenne/>

Scientific Interest Goup:

<http://www.predim.org/spip.php?article4850>

GPSO Digital Agency:

<http://seineouestdigital.fr/ecim/>

City of Issy-les-Moulineaux:

<http://www.issy.com/en/node/8516>

City of Issy-les-Moulineaux:

<http://www.issy.com/deux-projets-europeens-pour-experimenter-de-nouveaux-services-numeriques>

ENoLL newsletter:

<http://www.openlivinglabs.eu/news/ecim-new-eu-project-improve-mobility-across-europe>

ENoLL newsletter:

[http://us7.campaign-archive2.com/?u=df437eb95eeb84418cbed7ad8&id=95240824e4&e=\[UNIQID\]#mctoc10](http://us7.campaign-archive2.com/?u=df437eb95eeb84418cbed7ad8&id=95240824e4&e=[UNIQID]#mctoc10)

Citivas Blog:

<http://civitas.eu/content/new-eu-project-improve-mobility-across-europe-cloud-platform-create-marketplace-future>

GIS Modélisation Urbaine:

<http://www.urban-modelling.org/fr/actualites/article/issy-les-moulineaux-integre-le.html>

Ville Rail Transport:

Paper Publication, no URL¹

Transports:

Paper Publication, no URL²

CloudWatchHub:

<http://www.cloudwatchhub.eu/ecim---european-cloud-marketplace-intelligent-mobility>

Ci-Fire blog:

<http://www.ci-fire.eu/node/35>

EurActiv:

<http://pr.euractiv.com/pr/improving-european-mobility-through-data-111841>

Mobile Orchard:

<http://mobileorchard.com/new-eu-project-to-improve-mobility-across-europe/>

CIRB Blog:

<http://cirb.brussels/fr/blog/2014/04/projet-ecim-quand-le-cloud-vient-au-secours-de-la-mobilite>

¹ All news piece with no URL can be found on: <http://uk.pinterest.com/ecimeuproject/>

² Idem

5 Community of Interests

Since the beginning of project activities the consortium has been disseminating/promoting project initiatives and results in a number of national and international events with a goal of building a large community of interest. This effort aimed to go beyond user communities in Pilot sites so as to reach interested stakeholders all over Europe. During the events partners looked for opportunities to present project goal/activities and keep in contact for future dialogue and (possible) collaboration.

The consortium tried to keep the balance between national and international events so as to achieve many synergies in different geographical areas. Section 4.1 and 4.2 give a complete overview of the events and activities undertaken by ECIM partners during the first months of the project. These activities gave ECIM consortium the opportunity to meet a varied range of different stakeholders and communities:

- Urban planners (during e.g. Civitas conference and Futur en Seine);
- Mobility experts (during 2014 Transport Research Arena, Smart Mobility Stakeholders Workshop, Civitas conference and so on);
- ICT officers (during e.g. One conference and OpenLivingLab Days 2014);
- Smart city stakeholders during the Franco-British Bilateral and Smart Mobility Stakeholders workshops;
- Living Lab delegates, experts and analysts at OpenLivingLabs 2014;
- Academic community and researchers at e.g. Futur en Seine and OpenLivingLab Days 2014.

Two events that strongly contributed to enlarge the community of interest around ECIM were Futur-en-Seine and OpenLivingLab Days 2014.

During Futur en Seine, held in Paris from the 12th to the 22nd of June, the consortium took part in a roundtable on European projects as boosters for innovation, led by French partner Éric Legale (from **Issy Média**). This session, as well as the following visit to the large exhibition, gave the possibility to present ECIM in front of a large audience composed of both international and French smart city stakeholders, policy makers, researchers and ICT experts.

The project attended with success OpenLivingLab Days 2014, arousing enthusiasm and concrete interest. During the annual summit of the worldwide Living Lab community project partners ran a booth in one of the most central areas of the venue and had the opportunity to dialogue with many of the 250 attendees coming from all corners of the globe. The team distributed brochures to attendees presenting project goals: a number of potential synergies with other European projects and organisations were spotted. Some of the organisations that showed interest on ECIM were: Puglia Smart Lab (Italy), Future Everything (UK), Manchester City Council (UK), Cité du Design (France), VU-University (Netherlands), Smart City Lab (Estonia), Positium (Estonia), Institute for Information Industry (Taiwan) and more. Taiwanese and Estonian organizations were particularly interested in the upcoming developments of ECIM in terms of app interoperability. Manchester City Council was interested in synergies between ECIM and some of their running projects on cloudification of public services. The dialogue with Future Everything was followed-up as ECIM is currently submitting an application to participate in the 20th edition of Future Everything festival, held in Manchester from the 26th to the 28th of February 2015. All relevant contacts are gathered in one specially created list that it is confidentially shared among Consortium members and should be updated regularly by all partners after each event.

6 Conclusion

D7.2.1 Dissemination & Community of Interests Report - It. 1 is designed to provide a comprehensive one-document summary of all undertaken dissemination activities during the first 10 months of the European Cloud marketplace for Intelligent Mobility (ECIM) project. As described in the document, the ECIM project is on the right course to achieve its dissemination objectives and meet targets set in D7.1 Communication, Collateral & Website. Developed dissemination material including website, social media channels, brochures and poster are presented in the document together with comprehensive description and screenshots. Produced material is being used by all partners and it is regularly updated according to the project progress. ECIM overarching goal is to build a strong Community of Interest and reach interested stakeholders all over Europe therefore, the project has been actively promoted from its early stage. Between January 2014 and October 2014 ECIM has been represented at 6 International events with more than 100+ attendance and at approximately 20 national events or workshops. Moreover, it received a wide press coverage being featured in 17 publications whereas a paper abstract submission to the Mobile World Congress 2015 is still pending. If accepted it would be a first opportunity to showcase ECIM first result to varied international audience.

To sum up, all activities undertaken by the ECIM Consortium are in line with the Communication Plan and its relevant phases. The first phase aimed at raising awareness and profile of the ECIM project is due to end in December 2014. The next stage will be to continue current dissemination efforts and to promote Pilot operations by similar means but also by organising workshops on Open Innovation with both developers and citizens to build even stronger and sustainable stakeholder network. All forthcoming activities will be presented in the second iteration of this Deliverable by August 2015.