



# SUNRISE

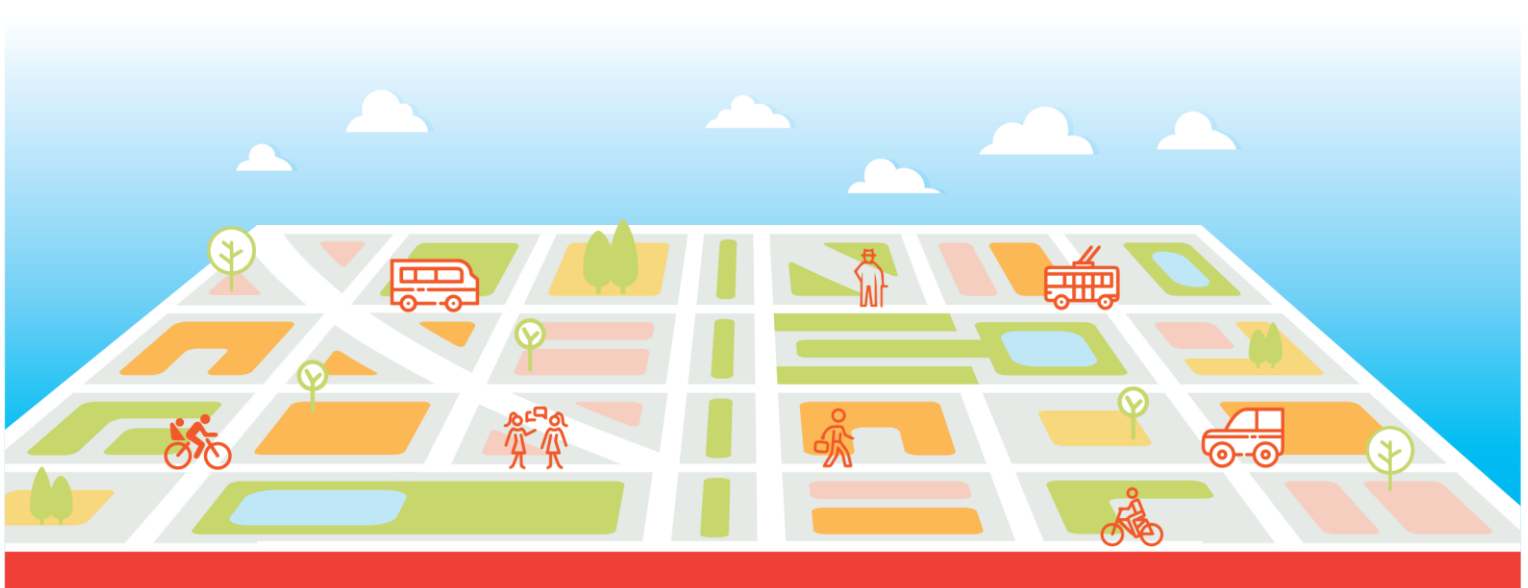
Sustainable Urban Neighbourhoods  
Research and Implementation  
Support in Europe

# SUNRISE Local Communication Toolbox (D5.3)

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Author: Polis



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# 1. SUNRISE Local Communication Toolbox

## 1.1 About SUNRISE

The SUNRISE mission is to develop, implement, assess and facilitate co-learning about new, collaborative ways to address common urban mobility challenges at the urban district level through “neighbourhood mobility labs” and thus to lay the foundation for a Sustainable Neighbourhood Mobility Planning concept.

## 1.2 About the toolbox

The local communication toolbox is part of the Neighbourhood Mobility Pathfinder (NMP) which will be finalised in the final month of the project. The local communication toolbox can be found at <http://civitas-sunrise.eu/pathfinder/toolbox/> and contains open source tools, SUNRISE’s own guidelines, and methodologies for event organisation and moderation. These tools are aimed to help residents, users, stakeholders, decision makers and private sector representatives in the five action neighbourhoods to analyse and articulate their own situation as an opportunity for reflection, learning and sharing. The tools will help to visualise the local challenges and options.

The neighbourhoods are invited to use techniques catalogued in this toolbox such as video reports, Flickr, project newspapers, podcasts, map-/ GIS-based visualisation of problems and opportunities, school visits, walking audits. Guidance for the involvement of conventional local media (print, online, TV, radio) will also be provided. ‘Neighbours’ will be encouraged to interact through social media. POLIS will keep the local communication toolbox updated continuously.

## 1.3 Justification for the delay

The local communication toolbox (Deliverable D5.3) is hosted on the SUNRISE website. The SUNRISE Website and Neighbourhood Mobility Dashboard (deliverable D5.2), the project’s main external communication tool, was submitted in M5 due to technical and administrative problems encountered during the development. Originally due in M3, the local communication toolbox depended not only on the existence of the website but also on the design and correct understanding of the deliverable from the side of the website design agency.

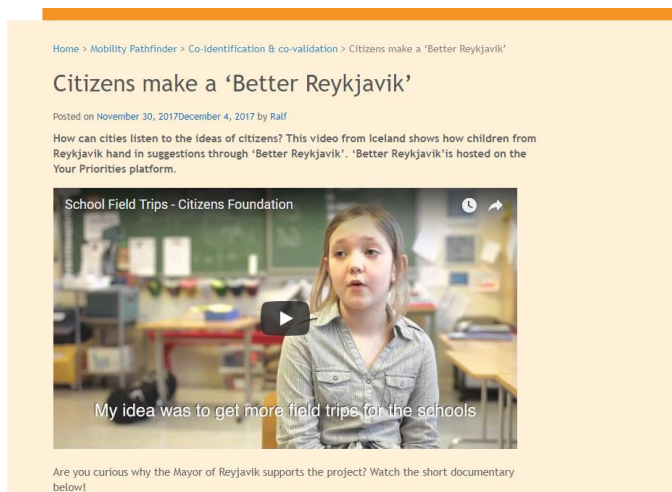
Moreover, in order to deliver a relevant toolbox, the website company was consulted in order to find a suitable way to integrate the toolbox on the website, which will ultimately feed into the Neighbourhood Mobility Pathfinder - due in the final stage of the SUNRISE project (M48). This translated into additional delay. D5.3 was ready on the occasion of the consortium meeting held in Jerusalem, including SUNRISE’s own updates in terms of local communication describing the project and a selection of kick off methodologies from the side of the partner neighbourhoods (Budapest’ Zuglo Neighbourhood is currently present in the toolbox).



## 1.4 The tools included

To catalogue the different tools selected, a template was used to summarise succinctly the information. Project partners Urbanista and Rupperecht Consult were consulted on the format and content of the template. The template addresses the main topics, relevant co-creation phase where the tool is useful as well as a summary. The toolbox is available here: <http://civitas-sunrise.eu/pathfinder/toolbox/> or by going to Civitas-sunrise.eu -> Mobility Pathfinder -> Communication toolbox. The tools have been categorised based on the four stages of the co-creation process, with recommendations as to when their application would be most useful.

Recent and inspiring examples of co-creation methods and local communication have been included in the toolbox. The tools refer to well-known websites, platforms, e-courses and guidelines. For each tool partners and site visitors can leave comments and interact on the SUNRISE website page. An example from the toolbox can be found below:



The full list can be found below:

Type	Name	Description
Video Documentation	Better Reykjavik	Short video documentaries to describe the Better Reykjavik platform.
Video Documentation	The Happy City Experiment	Ted Talk from Charles Montgomery at TEDxVancouver about a local community project transformation
Project/website	Mi Medellín - Co-creación ciudadana	Website of the Colombian city Medellín that has gathered over 18.000 ideas from citizens



Project/website	Next Hamburg	Website that collects ideas from Hamburg citizens
Project/website	Your priorities	eDemocracy web application designed by the non profit Citizens Foundation to help groups speak with one voice
Project/website	Hands-on-Bristol	Project that involves locals in hands-on implementation
Article	The Connectors Society (NGO, Malmö)	How to Co-create a Shared Space in 5 Steps
Guidance document	The Connectors Society (NGO, Malmö)	The Crowdsourced City: A Guide for Co-creation
Project/website	step.green	eDemocracy platform on environmental issues that has been tested as a pilot in six municipalities and gathered 9.000 users.
Video documentation	City Bikes and the Politics of Urban Space Amsterdam Institute for Metropolitan Solutions (AMS)	Video on the uptake of cycling policies following upon citizen action. Video taken from the online course 'Co-creating sustainable cities' offered by the Dutch universities of Delft and Wageningen.
Video documentation	Urban Mobility Transitions (AMS)	Video on urban mobility transitions and slow mobility. Video taken from the online course 'Co-creating sustainable cities' offered by the Dutch universities of delft and Wageningen
Video documentation	Energy and Mobility Transition on a City Level (AMS)	Video on slow mobility as a means to reduce air pollution and congestion (starting at 3'17). Video taken from the online course 'Co-creating sustainable cities' offered by the Dutch universities of Delft and Wageningen of Delft and Wageningen.
Video documentation	Co-Creating in the Urban Fabric (AMS)	Video that gives a background on urban co-creation. Video taken from the online course 'Co-creating sustainable cities' offered by the Dutch universities of Delft and Wageningen



Project Toolkit	UCL Street Mobility team	List of tools developed by University College London that local government and local communities can use to assess 'community severance' (unpleasant phenomena that affect health and well-being in communities, such as air pollution, noise and busy roads)
Handbook	CIVITAS	CIVITAS Reaching the Citizen: Toolkit on Effective Communications and Marketing Civitas Stakeholder engagement handbook
Knowledge	Participatory budgeting resource center	Research and resource hub for participatory budgeting
Research paper	JPI Urban Europe	How to Decide on What to Do? Local Decision-Finding Processes On Transition Processes. Local decision making and community referendums literature.
Handbook	World Class Cities Partnership	Co-creating cities: defining co-creation as a means of citizens engagement
Podcasts	Co-creating Cities European Project	Co-creating Cities and Communities Event Podcast
Template	Sunrise Guidance for Event organization	Template supporting event organizing
Template	Sunrise Guidance for Local Communication	Template for supporting communication strategies
Guidance Document	Interreg Europe	Social Media insights from DG Regio's Interreg Programme.



## 1.5 Supporting local communication in SUNRISE neighbourhoods: the SUNRISE Local Communication Plans Template

Templates are an important tool to structure work and implement the SUNRISE methodology. The SUNRISE action neighbourhood partners have received the template below to be filled in together with guidelines as requested by the deliverable D 5.4 Package of Six Local Communication Plans.

<b>SUNRISE Partner</b>	
Contact person	
E-Mail	
Postal address	
Telephone number	
Local language	
<b>1. Partner description for SUNRISE European communicational use (website etc.) (100 words)</b>	
(as completed on SUNRISE website)	
<b>2. What do you want to accomplish with regards to the neighbourhood activities within the framework of the SUNRISE project? (100 - 150 words)</b>	
English version (for the SUNRISE website and European communication)	
<b>3. SUNRISE partner inputs for EU dissemination</b>	
Did you provide 3 high quality pictures?	Yes/No
Did you provide your logo?	Yes/No



To what degree are you interested to present your SUNRISE experience in SUNRISE events?	High/neutral/Low
To what degree are you interested to present your SUNRISE experience at external events?	High/neutral/Low
Will you be able to submit news items related to local SUNRISE activities to the SUNRISE website?	Yes/No
Likely topics of the news items:	
<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> <li>• ...</li> <li>• ...</li> </ul>	
<b>4. Local communication Plans</b>	
Do you have sufficient information about the SUNRISE project design?	Yes/No
Did you commit to include the H2020 logos for all communications?	Yes/No
<b>4.1 Local website/webpage</b>	
Do you envisage a local SUNRISE website?	Yes/No
URL: ...	
Do you envisage a local SUNRISE webpage?	Yes/No
URL: ...	
Have you included the H2020 logo and disclaimer?	Yes/No
Have you included details on your local objectives within SUNRISE?	Yes/No
Have you included a local leaflet for download?	Yes/No
Have you included information about stakeholders involved in the neighbourhood activities development?	Yes/No
Have you included information about local events, meetings etc.	Yes/No
Have you included the link to the project website <a href="http://www.civitas-sunrise.eu">www.civitas-sunrise.eu</a> ?	Yes/No
<b>4.2 Local leaflet - if any</b>	
At which events will you distribute the leaflets?	





Event Title/Date/Place/target groups addressed	
Event Title/Date/Place/target groups addressed	
Event Title/Date/Place/target groups addressed	
Event Title/Date/Place/target groups addressed	
At which fixed spots will you distribute the event? (e.g. city hall, community centre)	
Place/ a few words about the venue/target groups addressed	
Place/ a few words about the venue/target groups addressed	
Place/ a few words about the venue/target groups addressed	
Place/ a few words about the venue/target groups addressed	
<b>4.3 Local electronic newsletters</b>	
Do you plan a local electronic newsletter with regards to SUNRISE?	<b>Yes/No</b>
Who will this be addressed to?	<b>National</b> <b>Regional</b> <b>Local</b>
Likely topics of the news items:	
<ul style="list-style-type: none"> <li>• ...</li> <li>• ...</li> <li>• ...</li> <li>• ...</li> </ul>	
Specific target groups to address:	
<b>4.4 stakeholder workshops</b>	
Do you plan local stakeholder workshops with regards to SUNRISE?	<b>Yes/No</b>



Topic, date, place and audience of the meeting?

- ...
- ...
- ...
- ...

**4.5 Local press and media work**

Do you plan a press conference with regards to SUNRISE?	Yes/No
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Topic, date, place and audience of the meeting?

- ...
- ...
- ...
- ...

Who will this be addressed to?	National media Regional media Local media
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How many press releases do you plan with regards to SUNRISE?	1 - 2 - 3 - 4 - 5
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Topic and estimated date for the press release?

- ...
- ...
- ...
- ...

Who will this be addressed to?	National media Regional media Local media
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**4.5 Local social media use**
**Section to be developed**


## 5. Other issues

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

# Partners





Der Senator für Umwelt,  
Bau und Verkehr

