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1. Executive Summary

It is the aim of U_CODE to communicate and disseminate project results as widely as possible, targeting several important audiences, including end-users of the space being designed, professionals in urban design across Europe, public authorities but also academia and the broader public. Several communication and dissemination activities are described in this document including a brief description of the first version of the U_CODE public website.

2. Strategy for Knowledge Management and Dissemination

All U_CODE partners are committed to contribute to worldwide dissemination and communication to ensure widest possible visibility and impact of the project and its results.

The first step is knowledge identification and acquisition. New knowledge or innovative elements will be reported in periodic work package and project reports as well as in a final report. Knowledge communication will be organized through regular project meetings, but also by means of work package workshops. These activities will be supported by use of other media like telephone and web conferences. Moreover, the project partners have set up collaboration tools such as a project space on the Conject platform to collect the results, reports, and minutes for internal use, as described in deliverable D1.2, as well as dissemination material prepared for publication.

U_CODE wants to create awareness from the very start and thus the project's concept, developments and expected results will be disseminated to potential users, stakeholders and partners, in order to involve them in the conceptual and development process and collect valuable feedback. A further aim is to create awareness for the new methodology, and to propagate massive user involvement in urban design processes. Potential contacts for dissemination are professionals and professional communities and networks (associations, chambers).

A variety of dissemination activities for the different target groups are planned, including publication of papers, talks and presentations at major relevant conferences and industry fora as well as workshops and training sessions with industry and academia.

The U_CODE project will publish project results early on in the project lifetime to raise interest in the topic of mass participation for urban design and to receive first feedback on the processes and tools developed. The publication activities will continue up to and beyond the end of the project to ensure maximum visibility in the research community.

Furthermore, the members of the project's External Advisory Board will serve as a dissemination channel to inform end users about the project outcomes and stimulate uptake of the tools and processes.

Dissemination of the project results beyond the project lifetime will also be supported by publishing various data of U_CODE open access.

All created dissemination material is collected on the project's document repository, the Conject Platform. Published dissemination material will be made available through the project website.



The U_CODE consortium has agreed on a set of rules to guide the process of publishing project results. Any publication of results must be announced to the consortium 15 calendar days prior to publication to allow other partners to raise concerns or objections, e.g. regarding intellectual property rights. The publication is accepted by the consortium if no concerns or objections are raised within 14 calendar days in writing to the coordinator or party concerned.

Furthermore, as defined in the U_CODE Grant Agreement, any dissemination of results (in any form, including electronic) must:

- Display the EU emblem (with appropriate prominence; except for scientific papers)
- Include the following text:

“This project U_CODE has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 688873.”

3. Target audiences for dissemination and communication

U_CODE addresses **two target groups**: the end-users of the designed spaces, and professionals. The tool aiming to support the creative creation process will help professionals to run facilitating sessions (if we use mixed physical/ICT environments) but, more importantly, it will help non-experts expressing their ideas, needs and opinions using visual tools such as 3D, augmented reality and Kinect applied to big screens or touch screens or designs for mobile devices. It is envisaged to actively use the professional networks of all involved partners, such as:

- Industrial users: Involved ICT companies Optis, Conject, and Graphisoft will use its international network of customers and users (>40.000 customers) for propagating the use of U_CODE;
- Technology Cluster: Silicon Saxony will propagate the tool in its regional R&D ecosystem of >400 regional ICT and microelectronics companies, and also on meta-cluster level across Europe (>1000 comp.)
- Practitioners Community: Involved design company GMP (>200 architects, urban planners) will use its customer network and contracting companies (consulting, engineering);
- Research community: Academic partners will use research events and projects to spread U_CODE, to extend knowledge about it, and to trigger follow-up research on a larger basis;
- Teaching: Academic partners will use teaching and learning as well to spread U_CODE as a new standard tool for coming generations of planners, thus providing for cross-national educational impact.

Other target audiences for dissemination activities include:

- Planning and design companies, networks, associations
- Authorities, Administration Municipalities
- Real Estate Development, e.g. DSK (advisory board)
- Citizens: as users of the space being design, citizens will be informed about the project and will be involved in testing the tools developed.

4. Communication Strategy

4.1 Objectives

The objectives for all communication activities are:

- To show how the outcomes of the U_CODE project can influence our everyday lives;
- To show how U_CODE can contribute to creating jobs and introducing novel technologies and processes;
- To ensure that Europe's urban designers understand the objectives of U_CODE and the potential impact of using ICT-based citizen participation for urban design;
- To ensure that results are taken up by professionals and the public.

4.2 Key Messages

The following overarching messages will be used as the basis for communication:

- To Citizens interested in urban design projects: *Citizens can actively take part in the design of their city and shape their environment*
- To Urban designers, planning offices: *Through co-design, urban design projects will be accepted more easily by the public and the planning process will be shorter.*
- To Public authorities and municipalities: *Faster implementation of urban design projects through shorter planning processes and better acceptance by the public, avoiding costs arising from riots etc.*
- To industry: *The creation of tools and platforms for project communication and co-design with larger communities opens up new business models and professional scopes that will play important roles in future planning and construction.*

Key questions to be answered are:

1. What problem is U_CODE trying to solve? *The key question U_CODE is going to solve is how to avoid failing of large urban projects due to public dissent, and how to co-ordinate professional expert planners and massive public opinion smoothly within urban design projects from early-on.*
2. How will U_CODE solve this problem? *U_CODE will create a new methodology how professional experts can communicate and co-design with public stakeholders, and develop a communication and co-design platform for this purpose.*
3. What will be the final product/outcome of the project? *The outcome of the project will be threefold: 1) a new methodology how to co-design, communicate and mediate critical projects with the public, 2) a co-design platform prototype tested upon a real world case, 3) new professional profiles and roles (mediator, platform manager) that ensure the successful conduct of critical projects with the new methodology and platform.*



5. Dissemination Activities

5.1 Project Identity

The U_CODE project has created a common design that shall be used for all public presentations. The main component of this design is the U_CODE logo, the draft of which is presented in Figure 1. The logo will be used in all official announcements, reports, and communications. The main colours of the logo will be used throughout the U_CODE project.



Figure 1: U_CODE logo

5.2 U_CODE website

One of the main dissemination and communication channels will be the U_CODE public website. It will be used for providing general information on the project as well as for dissemination. This portal is meant to attract the attention of the public to the project. All public deliverables and a selection of general presentations will be placed on the public web site. With growing knowledge and results from the project, the U_CODE web site will become increasingly useful and an important source of information for the research community. By this it will facilitate interactivity among scientists, while enhancing public awareness for the topic. The web site will be continuously updated and maintained for at least one year beyond the end of the project.

The initial U_CODE website contains basic information on the project, its partners and their role in the project, a news area and the possibility to register for a newsletter. The U_CODE website will be available from April 2016 at

www.u-code.eu

One of the partner pages of the website is shown in Figure 2.

U-CODE

Urban Collective Design Environment

European
Commission

Horizon 2020
European Union funding
for Research & Innovation

HOME
ABOUT
PARTNERS
CALENDER
DOWNLOADS
LINKS

PARTNERS

- [TUDR \(KA\)](#)
- [TUDR \(MC\)](#)
- [TUDR \(DL\)](#)
- [TUDR \(EPC\)](#)
- [ISEN](#)
- [TUDE](#)
- [CONJECT](#)
- [OPTIS](#)
- [GMP](#)
- [SISAXM](#)

LOGIN

E-MAIL:
.....

PASSWORD:
.....

Technische Universität Dresden - Knowledge Architecture

TECHNISCHE UNIVERSITÄT DRESDEN

Wissensarchitektur
TU Dresden
Bürogebäude Zellescher Weg 17
BZW B-Flügel rechter Eingang, EG 008
01062 Dresden
Germany

Role in the project:

The Team is responsible for the project coordination. They have to ensure an effective management of UCODE: day-to-day administration, project coordination and monitoring of the work in progress. This management structure includes three control levels: At the strategic level the General Assembly (GA) will decide the overall strategic orientation of the project, agree plans, monitor milestones and approve results. At technical and operational level the Scientific and Technical Steering Board (STSB) consisting of WP Leaders will steer the technical activities of the project and ensure the technical quality of the deliverables. The Exploitation and Innovation Manager and the External Advisory Board (EAB) will act as gateway between UCODE and potential markets. During day-to-day operation the Project Coordination Office will conduct the daily affairs.

Persons involved:

Jörg Rainer Noennig - project leader
Anja Jannack - responsible for research associate
Torsten Holmer - responsible for research activities
Sebastian Wiesenhütter - responsible for research activities

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Figure 2: Sample page of the U_CODE website

The website will have a menu bar with at least six context menus. One of the menus lists all partners of the project, a further menu shows a calendar for the next meetings and conventions, an About-page will inform about the project and its objectives.

Later on there will be a pervasive website for mobile applications too.

5.3 Publications

Publication of papers will be undertaken as part of the project, once an idea is mature and in order to use the traditional route of large and broad dissemination. It is intended that papers will be submitted to leading journals in the scientific community (e.g. Urban Design International; Urban Studies; Computers, Environment, and Urban Systems; Planning Theory and Practice). Those are renowned peer reviewed journals to the community of urban designers, architects and product designers. When deciding for a journal and/or conference for publication of project ideas and results, the U_CODE consortium will take into consideration reputation and quality but also offered open access options. However, it might not always be possible to publish the golden way, i.e. publishing immediately in open access mode via a peer-reviewed Open Access Journal as not all top-tier conferences and journals offer such an option. In these cases, we will use green open access that host most of the top-tier conferences and journals of interest in our research domain. Publishing the green way means archiving and depositing of the published article or final peer-reviewed manuscript by the author in an online repository before, alongside or after its publication,

depending on the publishers' Open Access policies. The consortium decided to utilise institutional and subject based Open Access Repositories where available. For example, TUD can make use of the document and publication server Qucosa, which is a service of the Saxon State and University Library (SLUB) at Dresden (<http://www.qucosa.de>). If no institutional repository is available, the deposit service of OpenAIRE (<http://www.openaire.eu>) will be used to find a possible repository for publication.

Industrial partners will publish articles in trade magazines (including online publications), such as Deutsches Architektenblatt.

Table 1 lists currently planned publications.

Table 1: List of planned publications

Journal/Magazine	Publication title	Target audience	Lead partner	Project month
Urban Design International	Background Problems of Urban Participatory Design	Planners, Urbanists	TUDr	12
Urban Studies	Typology for Problem Cases in Participatory Urban Design	Urbanists	TUDr	12
Computers, Environment, and Urban Systems	Overview on Technologies for Collaborative and Participative Planning	Urbanists, Planners, Technologists	TUDr	12
Deutsches Architektenblatt	The Mediator and Co-Creation Manager as a New Role Model for Architects and Planners	Architects, Planners	TUDr	24
GfWM Newsletter	Coordinating Creative Input from the Crowd	Knowledge Managers	TUDr	9
International Journal of Knowledge Management IJKM	Massive Creativity Management	Knowledge Managers, Creative Industries,	TUDr	24
Elsevier Procedia Computer Science	A New System for Non-Expert Collaboration in Urban Design	System Engineers	TUDr	36
n.n. 2018/2019	peer reviewed article on "Polderen, using the crowd in designing Urban Space"	Academic public	TUDe	35
n.n. 2016/2017	peer reviewed article on a small scale project in 2016/17	Academic public	TUDe	23
Deutsches Architektenblatt Urban Planners Magazines, Bauingenieur, Bauzeitung and / or adequate journals	Neue Wege in der Stadtplanung – U_CODE schafft mehr Bürgernähe	Architects, Designers, Urban Planners, Engineers	CON	
Respective UK publications	For more public involvement in urban planning - U_CODE to take citizens sentiments serious	Architects, Designers, Urban Planners, Engineers	CON	

5.4 Conferences and other events

Participation in conferences, symposia and trade fairs will also be a significant part of the project's work. In this way, contact to the worldwide community and dissemination of scientific and technological results will be ensured.

Table 2 lists currently known conferences and events where the U_CODE project plans to present ideas and results.

Table 2: Dissemination events where U_CODE presence is planned

Event	Activities	Target audience	Lead partner	Project month
Knowledge Cities World Summit 2017	Paper, presentation, publication, poster show	Urbanists, Planners, Politics	TUDr	15, 27
Knowledge and Information Engineering Systems KES 2017	Paper, presentation, publication, poster show	System Engineers	TUDr	15, 27
International Forum of Knowledge Asset Dynamics IFKAD 2017	Paper, presentation, publication, poster show	Knowledge Managers, Creative Industries,	TUDr	15, 27
TU Dresden International Research Summer School 2018	Paper, presentation, publication, poster show	Urban Designers, Planners, Developers	TUDr	23
Design, Social Media and Technology to Foster Civic Self-Organisation	Poster, Presentation, Talk, Booth/Stand			
International Conference on Collaborative Design, Visualization, and Engineering i.e. ICCCBE or CIB W78	Conference Paper and Presentation	Academia and Industries	CON	36
Deutscher Städtetag	Establish further contacts to potential users	Public Bodies, City Authorities	TUDr	24
General Online Research (GOR) Conf. 2017	n.n.	Academic public	TUD-MC	23
IFKAD 2016	presentation on a small scale project in the new library in The Hague	Academic public	TUDe	5
IFKAD 2018	presentation on "Polderen, using the crowd in designing the Urban Space"	Academic public	TUDe	35
TII conference 2019	presentation on "Co-design in the Urban Space"	Academic public	TUDe	47

5.5 Stakeholder Workshops and training

Stakeholder workshops will be used for targeted dissemination of results in particular to urban designers, planning offices, etc. In year 3 of the project, a Showcase Event will demonstrate the U_CODE technology to a targeted audience, such as planning and design companies and public authorities involved in urban planning and design.

Educational training will also be organized on specific topics such as “ICT technologies and methods for collaborative design”, “Participative Planning: From Micro to macro groups”, “Facilitating Collective Creativity”. These trainings will generate manuals, guidelines and other printed material, designed to be re-used.

A list of planned workshops and training events is shown in Table 3.

Table 3: Planned U_CODE workshops and training

Workshop/ Training	Activities	Target audience	Lead partner	Project month
TU Dresden International Research Summer School 2018	International research symposium	Urban Designers, Planners, Developers	TUDr	23
Research Camp	Expert workshop on “ICT technologies and methods for collaborative design”	ICT experts, planners, designers	TUDr,	9
Research Camp	Expert workshop on “Participative Planning: From Micro to macro groups”	Planners, facilitators	TUDr,	9
Innovation Camp	Innovation workshop on “Facilitating Collective Creativity”	Planners, facilitators	TUDr	12
Showcase Event	Demonstrate the U_CODE tools and processes	Planning and design companies, Public authorities	TUDr	36
Webinars on internal knowledge management	Preparation and execution of a webinar on the use of the conject platform as well as on guidelines for internal knowledge management & communication practices. Recording and provision as eLearning materials for all partners.	Project partners	TUD-MC	3

5.6 Posters and Talks

Whenever possible, the U_CODE project will accept invitations to present posters or give a talk in addition to accepted research papers and at exhibition booths.

5.7 External Advisory Board

An External Advisory Board will provide advice to U_CODE. Information of the results can be directly addressed to the Members of the U_CODE External Advisory Board (EAB). The members of the EAB are potential end-users not being participants of the project, like representatives of municipalities (departments for urban development and urban planning of Dresden), established urban design and engineering companies (IPROplan Chemnitz, ASP). A major advantage of the EAB is the active communication and direct feedback from the EAB-members. Since sensitive data will be exchanged, the Members of the EAB are required to sign a non-disclosure agreement before any information will be exchanged.

5.8 Engagement with Other Projects

The U_CODE project is aware of related projects in the area of co-creation and co-design in the creative industries. U_CODE was briefly presented at the Concertation meeting organized by the European Commission (DG Connect, Creativity Unit) on 17th February 2016 in Luxembourg, where all projects funded under the call ICT-19-2015 (Technologies for creative industries, social media and convergence) were brought together. U_CODE will try to initiate discussion and potential collaboration with other projects, e.g. through follow up from the concertation meetings and future meetings as well as through invitations to workshops and U_CODE events.

Projects of particular interest to U_CODE are REPLICATE ("Ubiquitous 3D co-creation Workspace", headed by Paul Chippendale of Fondazione Bruno Kessler. The project is of interest as it tries to stimulate ubiquitous 3D creation, to enable rapid VR, AR and MR prototyping with 3D creative space and has a promising basic structure (1. mobile cloudbased 3d aquisition tool, 2. modelling tool, 3. MR co-creative workspace). This project is of special interest as it relates to U_CODE's idea of a "Public Playground".

The other project of interest is SPARK, headed by Gaetona Gascini of the University of Milano. The project views spatial augmented reality as key for co-creativity. The target groups are, however, design companies. The goal is to foster collaboration in brainstorming creative sessions, to enable responsive collaborative creative thinking in the design process, as well as early assessment of solutions in co-design environments.

6. Communication Activities

Communication with the interested public is a high priority for U_CODE. Several measures to maximize the outreach of the project will be taken, including the creation of dissemination material, a public website, a public mailing list, presence on social media platforms, and press releases. The specific planned communication activities are summarized in Table 4.

Any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results must:

- Display the EU emblem (with appropriate prominence)
- Include the following text:

“This project U_CODE has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 688873.”

Table 4: Communication activities in the U_CODE project

Platform	Expected use	Target audience	Lead partner	Project month
Public project website	Provide up-to-date project information, attract attention for the project, provide contact information, distribute dissemination material	General public including potential users, research organisations, industry; Professionals	TUD-MC	2
Public project mailing list	Communicate project updates, manage direct communication with interested entities, distribute press releases	General public with interest in urban planning; professionals; public authorities	TUD-KA	
Social media	Communicate project updates, manage direct communication with interested entities, spark public interest in and awareness of the project; set up Social Media when running test projects to involve crowd as actively as possible	General public	All	
Press release	Communicate regular project updates and final results to a broad audience, beyond the U_CODE community and interested users	General public; professionals; public authorities	TUDr, all	1
General Project Flyer	Communicate general information about the project goals, expected results, involved partners	General public	TUD-MC	
Technical Project Flyer		Professionals, public authorities	TUD-MC	
General Project Poster	Communicate general information about the project goals, expected results, involved partners; Info Poster on Kickoff Workshop and other events (roll-up)	General public	TUDrK A, TUD-MC	1
Technical Project Poster		Professionals, public authorities	TUD-MC	
Conject News/Blog Conject Web Site		Conject Customers	CON	



CONJECT Communi- cation Plan	Develop a communication strategy for the target audience such as municipal urban planning departments and architectural offices involved in urban development projects	Professionals, public authorities	CON	
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A first news article has been published by the coordinator TU Dresden at:

https://tu-dresden.de/tu-dresden/newsportal/news/buergerbeteiligung-fuer-grosse-bauprojekte-kollektiver-planungsraum-im-netz-eu-projekt-u_code-gestartet