COMMUNICATION STRATEGY

STEERING COMMITTEE MEETING 2017

FIVE PRINCIPLES FOR GOOD COMMUNICATION

- 1. We see communication as an integral part of our daily tasks
- 2. We give priority to each other and communicate internally before externally
- 3. We tailor our communication to the recipients

- 4. We focus on synergies and use established channels
- 5. We communicate in a competent, transparent and accurate way

The communicative mission for 2017-2019:

"To enhance the visibility and credibility of CITIES, and the results we are creating together, we communicate in a competent, transparent and accurate way at all times."

COMMUNICATION PLAN 2017-2019





TARGET 1.1: INTERNAL COMMUNICATION

- Measures (aka. Diagnosis)
 - Streamline managerial communication
 - Improve the internal knowledge exchange
 - Encourage dialogue
- Channels (aka. Treatment)
 - Intranet
 - Mailchimp newsletter / data



KEY PERFORMANCE INDICATORS FOR TARGET 1.1

- Objectives for target 1.1
 - Establishing of quarterly newsletter for internal staff before July 2017
 - Establishing of intranet before August 2017
 - Create KPIs for all staff before September 2017

- Evaluation of target 1.1
 - More than half of all stakeholders are "satisfied" or "very satisfied" with the internal communication in CITIES by the end of 2017
 - The utility of the new intranet and newsletter(s) will be evaluated before December 2017
 - Target 1.1 will be revised before March 2017

TARGET 1.2: EXTERNAL COMMUNICATION

Objectives

- ✓ Extend media coverage
 - ✓ 5 articles by May 2017
 - ✓ 3 articles by July 2017
- ✓ Extend websites before May 2017
- ✓ Build up photo archive
- Establish bi-annual newsletter before August 2017.
- Leverage demonstration projects.



KEY PERFORMANCE INDICATORS FOR TARGET 1.2

- Evaluation of target 1.2
 - Status quo measure point at Annual Steering Committee Meeting 2017
 - The utility of measures will be evaluated before May 2018
 - Target 1.2 will be revised before July 2018

- Goal for target 1.2
 - More than half of all stakeholders are "satisfied" or "very satisfied" with the external communication in CITIES by the end of 2017.

TARGET 1.3: INTRODUCE CITIES INNOVATION CENTER

- Formalize organizational structure
- Communicate vision, mission and planned milestones.



NEW WEBSITE





CITIES INNOVATION CENTER

STEERING COMMITTEE MEETING 2017

DEFINITION



" a non-specified organizational entity that primarily will deal with the development of products and commercial opportunities, that arise in the process of CITIES' research activities".

Constitutive application of CITIES, Autumn 2013

RAISON D'ÊTRE



Technology transfer from academia to industry

"A joint initiative by pioneering actors, dedicated to further the green transition in Denmark and beyond, through energy systems integration in cities powered by the intelligent use of data."







TELLING THE STORY – SETTING THE AGENDA



PRODUCTS AND SERVICES



DISCUSSION





ORGANIZATIONAL STRUCTURE - RECAP



From issue sourcing to project...

PROJECT FLOW

- RECAP

... and from project design to prototype



From prototype to implemented solution and commercialized product.



AN EXAMPLE: DEMONSTRATION PROJECTS

Storage

 Increase flexibility of energy demand by using thermal mass in buildings for storage of thermal energy. Flexibility

 Increase energy supply flexibility by allowing user and district heating plants to substitute between different energy forms for provision of a given energy service.

Technologies

 Stochastic grey box modelling used to analyse the heat dynamics in buildings and an economic model for cost-efficiency optimization.

SOLUTIONS

- Eight thematic article spheres •
- Demonstration projects as pixi-books •
- Interlinkage with CITIES Research • Project and public & private partners.





Smart

Buildings





Markets

Regulations & policy





Cloud-based solutions



Mobility





Energy systems

Data analytics



EXAMPLE SOLUTION ON WEBSITE - SMART TEMPERATURE CONTROL IN GREENHOUSES

 Tool for modelling and control of the district heating supply temperature for industrial bioorganic production facilities.



Impact

Significantly reduced energy consumption thanks to smarter temperature control \rightarrow lower costs for the customer, a competitive advantage for business and a reduction of environmental impacts of production.

