Deliverable D 6.1

Project dissemination and exploitation: progress report 1
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ACKNOWLEDGEMENT

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## PROJECT DATA

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<td><strong>Grant Agreement</strong></td>
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<tr>
<td><strong>Coordinator</strong></td>
<td>VITO (BE)</td>
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<td><strong>Consortium partners</strong></td>
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### ABSTRACT

This report relates WP6 activities during the first project year (December 2013 - November 2014).
EXECUTIVE SUMMARY

The present document is a deliverable of the ECODISTR-ICT project, funded by the European Commission’s Directorate-General for Research and Innovation, under its 7th EU Framework Programme (FP7).

This report is called D6.1 “Project dissemination and exploitation: progress report 1” and relates WP6 activities during the first project year (December 2013 – November 2014). The document addresses the work carried out regarding the various dissemination channels and exploitation of project results implemented and planned by the ECODISTR-ICT consortium.

During the first year of the project, the main communication tools were developed. This included the project website, the project factsheet and brochure and the 2 first newsletters. The dissemination strategy on social channel has also been implemented.

Next year, the project plans to further update its communication tools. In terms of dissemination, ECODISTR-ICT will have its first major results presented at external events and published in articles.

The first project event took place in Valencia at the end of the first year. It was the main occasion to disseminate about the project activities and the development of the ECODISTR-ICT IDSS to stakeholders. The SAB was a unique opportunity to have detailed exchanges on the IDSS beta version, and allowed to gather very valuable feedback.

The next project event will take place in Stockholm in November 2015.

Exploitation of the ECODISTR-ICT outputs started to be prepared at the end of the first year. All partners have sketched the first draft of their individual exploitation plans. The options and challenges to release the IDSS as sustainable and open-source software were also studied.

By the end of the second year, a first complete draft exploitation plan will be produced as the features of the IDSS keep being further developed.
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INTRODUCTION

All of the project’s dissemination activities use different communication channels with the same scope: informing the targeted stakeholders on the project’s activities and outcomes. This approach increases the impact of the project in the urban renovation domain and beyond.

Within a separate task of the project, key stakeholders and thus potential beneficiaries of the project outcomes are identified (see Figure 1). They will constitute the ECODISTR-ICT target audience and have been regrouped into 3 families:

Actors from the district renovation value chain:
- Planning, design & engineering offices
- Service providers
- Network managers
- Developers / investors
- Contractors / builders
- Building stock owner / manager
- Local policy-makers
- Regional / National policy-makers
- Related research projects

Lead-users / clients:
- Urban planners
- Engineering companies
- Housing companies

Facilitators:
- European Commission
- NGOs
- EU-wide federations & associations of relevant organisations
- Standardisation organisations
- General public (inhabitants)

Specific communication and dissemination supports and channels, listed below, are used in function of the target group, in order to have better impact:
- Development of a project website,
- Printing of fact sheets and posters,
• Development of an online project community on social networks,
• Organisation of events,
• Publication of scientific articles, conferences and workshops proceedings, lectures, etc.,
• Presentations of the project at leading national and international events.

The following chart (Figure 1) summarises the overall communication and dissemination strategy of the ECODISTR-ICT project.
## ECODISTR-ICT communication & dissemination strategy

**Figure 1:**

### Actors from the district renovation value chain
- 1. Planning, design & engineering offices
- 2. Service providers
- 3. Network managers
- 4. Developers / investors
- 5. Contractors / builders
- 6. Building stock owner / manager
- 7. Local policy-makers
- 8. Regional/National policy-makers
- 9. Related research projects

### Lead users / clients
- 1. Urban planners
- 2. Engineering companies
- 3. Housing companies

### Facilitators
- 1. European Commission
- 2. NGOs
- 3. EU-wide federations & associations of relevant organisations
- 4. Standardisation organisations
- 5. General public (inhabitants)

---

**Table: Target audience**

<table>
<thead>
<tr>
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<th>Lead-Users / Clients</th>
<th>Facilitators</th>
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<td>External events</td>
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**Main target**

**Secondary target**
1 TASK 6.1 - PROJECT IDENTITY, DOCUMENTATION AND WEBSITE

1.1 GRAPHICAL IDENTITY

The ECODISTR-ICT graphical identity includes fonts, colours and texts directly derived from the project logotype designed at the project start.

The project logotype represents the image of the project and its identification while conveying its modern and innovative character. It is being used in the heading of the documents produced during the project and for communication activities (e.g. fact sheet, poster, brochure, website).

At the start of the project, several versions of the project logo were designed by Sigma Orionis, and sent to the consortium so that partners could select one of the logos by voting. The final ECODISTRI-ICT logo was selected in January 2014, in accordance with several criteria and mainly, in order to best reflect the ECODISTR-ICT theme and objectives (Figure 2).

![ECODISTR-ICT logo](https://ecodistr-ict.eu)

Figure 2: ECODISTR-ICT project logo

1.2 PROJECT WEBSITE

The website was designed by Sigma Orionis and made available by the end of February 2014, through the domain name: [http://ecodistr-ict.eu/](http://ecodistr-ict.eu/) (Figure 3). A description of the website was done in a document named “Project website specifications”.

In order to broadcast project news to a broader community and to reach different audiences, each partner actively contributes to the dissemination activities of the project by supplying information to Sigma Orionis, who is responsible for updating the website on a regular basis. In fact, the website newsroom is updated every month based on news provided by partners such as: project events, contribution to external events & publications, available tools, achieved results, available deliverables... while the technical content is updated at least every 6 months, based on inputs from partners such as online tools, achieved results, available deliverables, photos and videos.
1.2.1 Website content

The website is divided in 5 main menus:

- About us: presenting the project key facts, partners and objectives.
- Case studies: presenting each of the 5 cases.
- Project events: ECODISTR-ICT yearly events
- Public resources: downloadable project documents & tools, links to related FP7 projects website.
- Newsroom: presenting the project monthly news.

1.2.2 Website statistics

Since the website launch in M3, and as of December 3, 2014, the ECODISTR-ICT website has been visited 1,706 times by 1000 visitors.
Following the launch of the website, the number of visitors has been rising steadily (see Annex 1.1). Annex 1.2 shows that for now, the number of new visitors is more important than that of returning visitors (59% versus 41%).

Annex 1.3 depict the source of traffic and show that the majority of visitors directly access the ECODISTR-ICT website with its URL (49%) or through search engines (26%). Around 21% of visitors visit the website through a referral website illustrating the effort of partners to disseminate project information through their organisation and network. As a result, the majority of visitors reaching the project website are project stakeholders having an interest in the project while being aware of the project (returning visitors) or having heard of the project through other dissemination channels (other websites, social media).

A large majority of visitors of ECODISTR-ICT website are located in Europe. In fact, top three countries are Spain, Belgium, France, but Brazil’s rank (4th) is surprising (as displayed in Annex 1.4).

### 1.3 SET OF DOCUMENTATION

#### 1.3.1 Project factsheet

The factsheet (Figure 4) is an overview of the project printed on a 15cm x15cm format introducing the ECODISTR-ICT project vision and key facts. A draft version was produced by Sigma Orionis and submitted to the partners in M3. The final version is available on the project website.

The factsheet is being shared by electronic means (e.g. websites, social media) and distributed during meetings, conferences and other promotion activities. 200 copies of the fact sheet have been printed and disseminated to stakeholders, especially during Sustainable Places 2014 in Nice (October 1-3, 2014) and Urban renovation 2014 in Valencia (December 1-2, 2014).

![Figure 4: ECODISTR-ICT project factsheet](image-url)
1.3.2 Brochure

Sigma designed the project brochure (Figure 5) and made it available in December 2014. The brochure introduces the project vision, the 5 case studies and the first available results.

In January 2015, Sigma will print at least 100 copies to be distributed in events along the year and in the second project event in Stockholm (M24). At M30, Sigma will edit a revised version (upon the project coordinator’s approval) outlining project outputs and including guidelines for potential users. Sigma will print 1,000 copies of the M30 version. It will be distributed by consortium partners in their contact networks, at external events and during the project event. Partners will send electronic copies of the (M12 & M30) brochure to relevant contacts in order to raise their awareness on the project.

![Figure 5: ECODISTR-ICT project brochure](image)

1.3.3 Poster

In February 2014, a promotional poster was designed (Figure 6) by Sigma Orionis to be displayed in exhibitions and events partners participate in. The ECODISTR-ICT poster was displayed at the Sustainable Places 2014 exhibition in Nice (October 1-3, 2014) and at the Urban Renovation 2014 event in Valencia (December 1-2, 2014).
1.3.4 PowerPoint presentation template

A reference PowerPoint template was designed by Sigma Orionis following the creation of the logo in M2 to ensure a consistency of all project presentations and also to allow members of the consortium to save time and effort since no further design work will be necessary (Figure 7).

1.3.5 Newsletter

The project newsletter contributes in raising awareness among relevant target audience. It enables to keep attention high towards the project activities and achievements.

Six months after the beginning of the ECODISTR-ICT project, Sigma designed the first two newsletters (Figure 8) and sent it to the ECODISTR-ICT community, which gathers 70 subscribers.
Sigma will prepare an edition every 6 months based on partners’ inputs (WP1-WP6). Each newsletter will be upload on the website, for the general public to access.

![Figure 8: ECODISTR-ICT newsletters 1 and 2](image)

### 1.3.6 Press release

Sigma prepared the first press release (see Annex 2) for the project launch, based on the project description of work. The project coordinator will provide Sigma with content for new press releases, when key milestones will be reached. Sigma will upload the press releases on the project website so that it is accessible to the general public. Partners will send the press release through their own local communication channels to raise awareness.

### 1.4 SOCIAL MEDIA AND RELEVANT WEBSITE

At the beginning of each month, Sigma Orionis asks partners to contribute to the project visibility on social media sending short news related to achieved key milestones, available public deliverables, upcoming project events, and contribution to external events & publications. Sigma is responsible for tracking and publishing news (see Annex 3) through:

#### 1.4.1 Twitter

The Sustainable Places account [@sustainplaces](https://twitter.com/sustainplaces) (Figure 9) is a joint account supported by the RESILIENT, PERFORMER & ECODISTR-ICT FP7 projects. It is focusing on energy efficiency at building, district and city levels. It aims at fostering research & innovation towards more sustainable places.
As of December 2014, the account counts up 129 followers. Through the Twitter account, Sigma posts news related to the ECODISTR-ICT project and its context evolution, on a daily basis and reached as of December 2014 an amount of 228 tweets.

Sustainable Places twitter account counts some relevant followers in the sustainable building sector such as: EU_ICT4Cities, viEUws, ICT 4 Excellent Sci and BUILD UP.

1.4.2 LinkedIn group

The Sustainable Places Community (http://linkd.in/1htN7q5) is a joint group supported by the RESILIENT, PERFORMER & ECODISTR-ICT FP7 projects. It regroups key stakeholders from the energy efficient buildings sector that are involved in research & innovation. It aims to foster networking & clustering between multidisciplinary experts, working towards more sustainable places. The Sustainable Places Community welcomes researchers, urban planners, building designers, technology & material manufacturers, utility providers, standardisation organisations, sociologists, economists, and citizens. The Sustainable Places Community meets annually at the international Sustainable Places conference, organised in Nice under the aegis of the European Commission.

As of December 2014, the community counts up 102 members. Through the LinkedIn account (Figure 10), Sigma posts news related to the ECODISTR-ICT project and its context evolution, on a monthly basis.
1.4.3 Related websites

Dissemination on relevant websites will help increase the project impact, by sharing relevant news as widely as possible.

The following organisations / initiatives are particularly relevant: ECTP/E2BA, Covenant of Mayors initiative, FIA, FIArch, Future Networks Concertation Clusters, standards organisations, European Commission, related EU-funded projects, technological clusters (e.g. Capenergies, INFOPOLE Cluster TIC, Advancity, Smart Cities Mediterranean).

The objective is to post 6 news per year in websites related to the ECODISTR-ICT project.
2  TASK 6.2 - PROJECT EVENT AND PARTICIPATION TO EXTERNAL EVENTS AND PUBLICATIONS

2.1  PROJECT EVENTS

Project events, independently organised by the project will contribute to disseminate knowledge and raise awareness of a targeted public, allowing to go into a detailed analysis of project objectives and activities, and to establish personalised interactions. Specific efforts will be dedicated to organise effective networking sessions enhancing opportunities for exploiting project results.

Every year, an open discussion forum based on an interdisciplinary approach will be organised. It will encourage the identification of creative solutions. It will be held in a city where a case study is taking place targeting an audience of 40-70 stakeholders. Informal ad hoc sideline meet-ups, such as “birds of a feather sessions” (BoFs), will involve target stakeholders and therefore support project exploitation.

To reduce travel costs and ensure strong links between project partners and target stakeholders, the project events will be held in conjunction with the Stakeholder Advisory Board meeting, the local Case Study Reference Group meeting and the Project Board meeting.

Stakeholder Advisory Board meetings will assess the needs for the future tool and define the graphical user interface of the Integrated Decision-Support Tool prototype (see description in T1.1 and T4.2.1).

Case Study Reference Group meetings will strive to optimise the decision tool for key users (T5.2) in the city where the event is held.

2.2  EVENT BACKGROUND: VALENCIA EVENT

The first ECODISTR-ICT event named Urban Renovation 2014 held in Valencia (Spain) on December 1 and 2, 2014, has successfully gathered 35 attendees the first day (Figure 11) and 16 attendees the second day during the SAB.
The first day, an open forum introduced the event with interventions from high-level representatives of the city of Valencia. It was followed by two parallel sessions: one session on urban renovation case studies and related research projects and one hands-on presentation of the ECODISTR-ICT Integrated Decision Support System. In the afternoon, all interested delegates were invited to a guided tour of the Campanar district, an interesting example of urban renovation challenges which the ECODISTR-ICT project aims at studying.

The second day, the Stakeholder Advisory Board was held with 10 stakeholders (including 3 people online via Gotowebinar tool). The stakeholders were representatives of local authorities, housing corporations, private companies, and universities. The ECODISTR-ICT project presented the first demonstration of the beta version of the Integrated Decision Support System dashboard. The live demo was followed by 2 hours of stakeholders exchange.

The third day, the Project Board Meeting gathered (Figure 12). At this meeting partners discussed about the assessment of year 1 and made plans for year 2.

Figure 11: Urban renovation 2014 - Open forum December 1, 2014 (Valencia)

Figure 12: Project Board Meeting - December 3, 2014 (Valencia)
2.3 EVENT DISSEMINATION AND COMMUNICATION ACTIVITIES

2.3.1 Event promotion

Several promotional materials have been produced in the months preceding the event and are described in Annex 4:

Sigma Orionis designed the event webpage (Annex 4.1) where visitors had access to the registration page on Eventbrite (Annex 4.2).

Sigma Orionis has designed the event flyer (Annex 4.3) of the open forum. It was used to communicate about the event in Valencia and was downloadable on the event webpage.

40 printed copies of the open forum agenda (Annex 4.4) were distributed in the conference room area. A downloadable version was also available on the event webpage.

Bipolaire edited a guide with logistical information addressed to all open forum participants (Annex 4.5).

2.3.2 Post event dissemination

One week after the event, Sigma thanks by email all the open forum attendees and invited them to give their feedback; 88% of the attendees evaluated the overall quality of the conference as good (Figure 13). Sigma also provided a link toward the event webpage updated with all the presentations, the attendees’ list and a gallery of pictures (Figure 14).

![Figure 13: Attendees’ satisfaction](image)

**Figure 13: Attendees’ satisfaction**

- Good: 88%
- Rather good: 11%
- Rather bad: 0%
- Bad: 0%
2.4 PARTICIPATION TO EXTERNAL EVENTS

Contributing to external events consists in presenting the project objectives and results, whether through plenary presentations, booth presence or brochure distribution. It enables to raise key stakeholders’ awareness and facilitate knowledge sharing. It will thus increase the project impact.

In general, partners will network with other on-going related activities, in order to incorporate project’s efforts into a wider context of international cooperation.

Between M1 and M12, 8 presentations of the project objectives and planned results have been made by consortium partners at leading national and international workshops, seminars or conferences specialising in the area the project is addressing. Sigma, TNO, VITO and CSTB and Bipolaire have all participated in at least one external event.

The contributions have been aggregated in a follow-up chart, which is updated every 6 months (see details in Annex 5).

Sigma Orionis identified some events where partners can participate in next year, such as:
• Sustainables Places 6-8, 2015 (Brussels)
• Innovative City June 24-25, 2015 (Nice)
2.5 **PARTICIPATION TO PUBLICATION**

The objective of publications is to highlight project achievements and excellence towards the relevant audience.

Partners will identify the most appropriate journals for publishing articles on project outcomes, and will keep Sigma informed about their submission process and the subsequent publication of the articles. The same procedure is followed for conference papers. Sigma keeps track of all scientific publications, so that corresponding obligations towards the European Commission can be fulfilled in a coordinated way.

Since the project start, no submission to scientific journals and technical magazines were made. At this time of the project, it is too early to have scientific submissions.
### 2.6 CONCLUSION

To conclude the work on the project dissemination through both tasks 6.1 and 6.2, the figure 15 below draws on overview of quantitative results as of December 2014.

<table>
<thead>
<tr>
<th>TYPE OF ACTIVITIES</th>
<th>QUANTITATIVE RESULTS (December 1, 2014)</th>
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</thead>
<tbody>
<tr>
<td><strong>PROJECT DOCUMENTATION</strong></td>
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<tr>
<td>Number of copies printed</td>
<td>200 project fact sheet printed</td>
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<td>1 project poster printed</td>
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</tr>
<tr>
<td>Number of newsletters sent</td>
<td>2 bi-annual newsletter</td>
</tr>
<tr>
<td>Number of subscriber in the ECODISTR-ICT Community</td>
<td>70</td>
</tr>
<tr>
<td>Open rate</td>
<td>35%</td>
</tr>
<tr>
<td>Click rate</td>
<td>9%</td>
</tr>
<tr>
<td><strong>WEBSITE</strong></td>
<td></td>
</tr>
<tr>
<td><a href="http://ecodistr-ict.eu/">http://ecodistr-ict.eu/</a></td>
<td>1,000 (average of 111 per month)</td>
</tr>
<tr>
<td>Number of visitors</td>
<td>1,706</td>
</tr>
<tr>
<td>Number of sessions</td>
<td>49% direct; 26% organic; 21% referral</td>
</tr>
<tr>
<td>Source of traffic</td>
<td>19% Spain; 18% Belgium; 14% France</td>
</tr>
<tr>
<td>Origin of visitors</td>
<td>03’09 in average</td>
</tr>
<tr>
<td>Visit duration</td>
<td></td>
</tr>
<tr>
<td><strong>EVENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Project events</td>
<td>1 (Valencia)</td>
</tr>
<tr>
<td>Number of participants</td>
<td>35</td>
</tr>
<tr>
<td>Number of presentations</td>
<td>9</td>
</tr>
<tr>
<td>Stakeholder Advisory Board</td>
<td>1 (Valencia)</td>
</tr>
<tr>
<td>Number of participants</td>
<td>16</td>
</tr>
<tr>
<td><strong>CONTRIBUTIONS TO PUBLICATIONS &amp; EXTERNAL EVENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Press Releases</td>
<td>1</td>
</tr>
<tr>
<td>Number of PR sent</td>
<td></td>
</tr>
<tr>
<td>Contributions to external events</td>
<td>8</td>
</tr>
<tr>
<td>Number of contributions to external events</td>
<td></td>
</tr>
<tr>
<td>Contributions to publication</td>
<td>0</td>
</tr>
<tr>
<td>Number of contributions to journal &amp; magazines</td>
<td></td>
</tr>
</tbody>
</table>

*Figure 15: Overview of dissemination activities – year 1*

Sigma Orionis will make an action plan at the beginning of 2015 to ensure that over the project duration, each partner will at least successfully submit 3 articles or oral contributions at international events.
3  TASK 6.3 – EXPLOITATION OF PROJECT RESULTS

3.1  EXPLOITATION PLAN AT PARTNERS LEVEL

3.1.1  VITO

**Expectations**
As a research organisation the main reason for VITO to join the ECODISTR-ICT initiative is to combine their knowledge on building performance and on urban transitions with the expertise of international partners to be able to implement an integrated approach.

**Individual contribution**
VITO is involved in all workpackages, both as project coordinator and as contributor to the contents.

**Business opportunities**
The software under development can be deployed in consultancy projects.

**IPR**
Some IPR such as databases on retrofitting solutions and related costs will be made available to all project partners, and implemented in the software tool.

3.1.2  TNO

**Expectations**
As a research, development and consultancy organisation, TNO got involved in ECODISTR-ICT to:
- Increase their knowledge and expertise in the area of integrating dissimilar computer applications, multi-stakeholder decision-making support and energy efficiency for district renovation.
- Increase commercial opportunities for exploiting knowledge and (prototype) tools.

**Individual contribution**
TNO’s contribution is focused on development and testing of the integrated decision support system.

**Business opportunities**
- Use (and later further extend) the IDSS in future consultancy and RTD projects;
- Exploit both the integrating system and the integrated applications;
- Make the integrating system and the applications developed in ECODISTR-ICT generally available (open access);
- Foresee that users of the system will need advice to optimise use of the systems, and expect them to come to (and reimburse) TNO for giving such advice;
- Commercially exploit existing applications, linked to the system.
3.1.3 CSTB

Expectations
The CSTB joined the ECODISTR-ICT project for several reasons:

- The project focuses on providing efficient tools for district analysis for retrofitting and renewal targeting sustainability.
- This is a field that CSTB has been investigating for many years and that is one of its core interests in research activities.
- The analysis is interesting as it is focused on several factors of influence (socio-economic, climatic...) not on a single factor (energy consumption).
- It could lead to increase CSTB’s expertise and scientific knowledge in district analysis.
- Integrating ECODISTR-ICT approach mixing building and district scales is a key aspect. This will improve their understanding of how scales can be mixed and, from this point of view, they expect to have a more integrated approach of their past works.
- An important aspect is how to link urban geometry with semantic information. First of all, defining and analysing which data are required for this purpose, and how they can be related to the targeted performance indicators is a key part for district analysis. Nowadays, tremendous data sources, with varying quality and reliability are available. Defining which ones are important, which ones can be gathered from data providers and which ones have to be produced will help CSTB focusing on high added values activities.
- CSTB is also particularly interested in semantic information extraction at building and urban scale from images (aerial or terrestrial) and 3D meshes of built environment.

Individual contribution
CSTB is mainly involved in tasks and work packages related to data collection. This is a crucial aspect of the project as it aims at developing generic and reproducible methods for data gathering on all aspects for district retrofitting purposes: buildings geometry, semantic and related statistics, socio-economic data, climate and weather...

In this perspective, CSTB’s first deliverable was an Exhaustive list of data required for accurate and reliable energy simulations at district scale, with an acquisition protocol, and identification of data providers. This work was carried in close interaction with other partners (mainly SP, TNO, VITO).
Following this first deliverable (D2.1), they were also involved in the Study of norms and file formats for data exchange (D2.5). This is also an important part of the project as it defines how data will be exchanged to be processed.

Following this definition step, they are currently working on the data upload functionality of the IDSS. A geometry upload module is currently operational and makes use of the rich CityGML model, convert data to JSON, and send them through the network to be remotely stored and used in the dashboard (using the IMB connection). They now need to elaborate more on this basis to support more data formats (whom have to be defined as it is impossible and out of scope to handle all possible formats). They will also contribute to data collection for case studies and format the way they are stored in order to be used by other partners and dashboard users.

**Business opportunities**

CSTB plans to:

- Exploit those works after the project via a potential reuse of the dashboard adapted for French cities and communities.
- Upload data from their digital mock-ups to a potential European common web portal building together with partners.

**IPR**

The software for 3D reconstruction of built environment from images is property of Acute3D. If it needs to be used by a partner or an end user, a regular licence has to be bought. However, it seems generally sufficient in the applications that ECODISTR-ICT targets to use a simple 3D geometry. That kind of geometry can be constructed by standard techniques (extrusion) of GIS data widely available and standardized across European countries.

### 3.1.4 VABI

**Expectations**

- Expertise in the field of decision making for sustainable urban district and energy efficiency;
- Expertise in performance indicators at district / urban level;
- Experience in stakeholder values on district / urban level;
- Network of international contacts.

**Individual contribution**

Vabi is involved in different workpackages:

- WP3 energy modules;
- WP4 functional design of the dashboard;
- WP5 Pilot Rotterdam.

**Business opportunities**

Some results may be integrated in VABI decision making commercial software.
IPR
The Vabi assets software for housing corporations is an existing IPR. This will be used in some pilots in WP5 and may serve as a connected module in WP3.

3.1.5 STRUSOFT

Expectations
• A general understanding of the many advantages and synergy effects associated with international cooperation in the field of technical development;
• A certain catalytic driving force, through the involvement in ECODISTR-ICT, for Strusoft ordinary software development, e.g. within the GIS-area;
• Access to a skilled and qualified partner community within the consortium;
• Future commercial opportunities.

Individual contribution
Strusoft leads the system development of the "dashboard", a main component of the ECODISTR-ICT decision support tool, in which users saves, manages and communicates decision processes.

Business opportunities
Possibilities for development of bespoke versions of the ECODISTR-ICT tool: versions for individual countries, for different businesses, for greater municipalities, etc.

IPR
No IPR. However, as an example of the possibilities to add commercially available modules (software) to the ECODISTR-ICT tool, Strusoft is going to link its commercial program VIP-Energy to the ECODISTR-ICT tool, for demonstration purpose only. Strusoft want to clearly point out that this linkage of VIP-Energy is not going to be a part of the open-source components of the ED-tool.

3.1.6 SP

Expectations
• Increase expertise;
• Network enhancement;
• Scientific advances.

Individual contribution
SP is in charge of:
• The development, implementation and verification of decision support modules/tools and sub-tools enabling a software framework that is able to cover a broad range of qualities relevant for district retrofitting and renewal.
• The elaboration of guidelines for users, describing the decision support modules and a final report of verified and evidence based decision support modules based on the ECODISTR-ICT case studies.
Business opportunities
Possible exploitation has not been considered yet.

IPR
No Intellectual Property Rights are needed.

3.1.7 BIPOLAIRE

Expectations
Bipolaire reasons to join ECODISTR-ICT are:
• Increase expertise and work together with scientific and technological institutes;
• Enlarge their network and find similar interests that could mean future collaboration initiatives.

Individual contribution
• Bipolaire is mainly involved in WP5 Case Studies;
• They are responsible for leading interviews with stakeholders (neighbours, city council, infrastructure department of the regional government, etc.);
• They also contribute in WP3 due to their expertise in sustainable assessment tools.

Business opportunities
The project presents a great opportunity to position Bipolaire in the market of urban renewal. Bipolaire plans to exploit ECODISTR-ICT results during the duration of the project in discussing with decision makers on the renewal of the studying district (Campanar).

IPR
No Intellectual Property Rights are needed.

3.1.8 OMGEVING

Expectations
• Increase expertise (sustainability, energy, transition);
• Network enhancement;
• Opportunities of commercialisation of new methods;
• International/European expertise.

Individual contribution
• Contribution to the design and the implementation of the software;
• Process design for sustainable neighbourhood retrofittting.

Business opportunities
If the software fits OMG’s expectations, they will try to implement and use it within their activities. At the moment it is not clear if they can use the software in current projects or if it can be a new business model (for example neighbourhood energyscan, in cooperation with VITO).
IPR
No Intellectual Property Rights are needed.

3.1.9 WHITE

Expectations
• Mainly knowledge and networking at a European level;
• Scientific advancement.

Individual contribution
• Case study (Stockholm) related data (WP1);
• Mapping/evaluation of tools (WP3);
• Further on testing/evaluating tool within the Stockholm case.

Business opportunities
• Potential software outcomes are highly relevant to use within the organization;
• Mapping/evaluation of tools have a high interest for knowledge sharing.

IPR
This question has not yet come up, WHITE appreciates the open source attitude within the project and no intellectual property rights controlled knowledge/tool are planned to be used in ECODISTR-ICT project.

3.1.10 ARUP

Expectations
• Increase expertise;
• Network enhancement;
• Commercial opportunities.

Individual contribution
• The Ecodistr-ICT tool by applying it on other projects;
• Project deliverables, via the internal Arup network.

Business opportunities
A strategy needs to be developed.

IPR
No Intellectual Property Rights are needed for the moment.
<table>
<thead>
<tr>
<th>INDIVIDUAL CONTRIBUTION</th>
<th>BUSINESS OPPORTUNITIES</th>
<th>INTELLECTUAL PROPERTY RIGHTS (IPR)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VITO</strong></td>
<td>• Consultancy projects.</td>
<td>• Databases on retrofitting solutions and related costs available to all partners.</td>
</tr>
<tr>
<td></td>
<td>• Consultancy and RTD projects. • Exploit the integrating system and the applications and make it open access. • Provide advice to and accompany users of the system as a paying service.</td>
<td></td>
</tr>
<tr>
<td><strong>TNO</strong></td>
<td></td>
<td>• TNO’s existing application connected to the IDSS and their exploitation on an individual basis with end-users. • Open access to the IDSS’s integrating components.</td>
</tr>
<tr>
<td></td>
<td>• Development and testing of the integrated decision support system.</td>
<td></td>
</tr>
<tr>
<td><strong>CSTB</strong></td>
<td>• Potential reuse of the dashboard adapted for French cities and communities. • Upload data for a potential European common web portal building together with partners.</td>
<td>• Software for 3D reconstruction of built environment from images is property of Acute3D but licence can be bought.</td>
</tr>
<tr>
<td></td>
<td>• Generic and reproducible methods for data gathering on all aspects for district retrofitting purpose.</td>
<td></td>
</tr>
<tr>
<td><strong>VABI</strong></td>
<td>• Integration of some results in VABI decision making commercial software.</td>
<td>• The VABI assets software for housing corporations will be used in case studies and as a connected module.</td>
</tr>
<tr>
<td></td>
<td>• Energy modules. • Functional design of the dashboard. • Case study of Rotterdam.</td>
<td></td>
</tr>
<tr>
<td><strong>STRUSOFT</strong></td>
<td>• Development of bespoke versions of the ECODISTR-ICT tool: versions for individual countries, different businesses...</td>
<td>• Use of its commercial program VIP- Energy to the ECODISTR-ICT tool only for demonstration purpose.</td>
</tr>
<tr>
<td></td>
<td>• System development of the dashboard</td>
<td></td>
</tr>
<tr>
<td><strong>SP</strong></td>
<td>Not yet considered.</td>
<td>No IPR issues.</td>
</tr>
<tr>
<td></td>
<td>• Development, implementation and verification of decision support modules and subtools. • Elaboration of guidelines for users.</td>
<td></td>
</tr>
<tr>
<td>BIPOLAIRE</td>
<td>Case studies.</td>
<td></td>
</tr>
<tr>
<td>----------------------------</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stakeholders’ interviews.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sustainable assessment tools.</td>
<td></td>
</tr>
<tr>
<td>Position Bipolaire in urban renewal market.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exploit ECODISTR-ICT results to discuss with decision makers on the renewal of Campanar.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No IPR issues.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OMGEVING</td>
<td>Design and implementation of the software.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Process design for sustainable neighbourhood retrofitting.</td>
<td></td>
</tr>
<tr>
<td>Implement and use the software within their activities or in a new business model.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No IPR issues.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHITE</td>
<td>Case study of Stockholm and related data.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mapping and evaluation of tools and testing within the case study.</td>
<td></td>
</tr>
<tr>
<td>Mapping and evaluation of the tools for knowledge sharing.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use the software outcomes.</td>
<td></td>
<td></td>
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<tr>
<td>No IPR issues.</td>
<td></td>
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<td>The ECODISTR-ICT tool.</td>
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<td></td>
<td>Project deliverables.</td>
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<tr>
<td>Not yet considered.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No IPR issues.</td>
<td></td>
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</tr>
</tbody>
</table>

*Figure 16: Overview of exploitation plan at partners level*
3.2 EXPLOITATION PLAN AT PROJECT LEVEL

3.2.1 Key Exploitable Results (KER)

The main Key Exploitable Results of ECODISTR-ICT are the Integrated Decision Support System as a whole and some specific modules such as: the definition of Key Performance Indicators (KPI), the calculation module and the data management module.

Other Key Exploitable Results could be:

- The sorting, mapping and evaluation of existing software solutions targeting urban planning and architecture;
- The process insights from multi-stakeholders approach;
- The case study outcomes;
- The methodological advances on data modelling and collection.

3.2.2 Ideas for future exploitation

At this stage of the project, three main ideas for future exploitation of the IDSS have been raised:

- The IDSS can be further developed after project completion. For example project partners could offer in parallel a full range of services: data acquisition, results exploitation, analysis and diffusion, standardisation... These services shall also integrate the development of innovative modules, which are not included in the core of the platform.
- The creation of a common platform for further commercial, as well as non-commercial, development, the latter could be financed by R&D funding and preferably performed by the non-commercial partners.
- The methodological advances on data modelling and collection can lead to develop a standardized way thus improving efficiency on a usually time consuming task.

3.2.3 Partnership strategies

VITO is investigating if they can jointly - with other project partner(s) - establish an entity which can ensure support and update the integrated decision support tool beyond the scope of the project.

TNO definitely envisions teaming-up with partners from the project within two possible exploitation strategies:

- Commercial exploitation of the IDSS for end-users.
- Commercial partners such as StruSoft, Vabi and Arup could ideally take the lead while TNO would be in charge of the back-office.

Develop a joint RTD validation platform for sustainable district decision-making support systems or components. TNO is willing to take the lead and collaborate with together with the research institutes in the project, such as VITO, CSTB and SP.
CSTB and TNO are in close relation in other EU funded projects (ODYSSEUS, InPro, SHE...) depending on the methodologies and results developed, other partnerships could be possible.

According to OMGEVING, a joint strategy with VITO is an option to provide energy-efficiency, transition or sustainability services in Flanders/Belgium

### 3.3 Market Research

#### 3.3.1 Market overview

##### 3.3.1.1 Tools for building simulation

Currently, there are many simulation programs available for buildings (e.g. developed within the framework of EPBD regulations). The existing tools for building performance simulation focus on individual buildings and comprise sophisticated technologies. All these tools and methods have one feature in common: their scope is limited to be on individual buildings, or small groups of similar buildings.

Apart from the energy simulation tools and methods, multiple methodologies exist today to serve as building rating schemes with a much broader view on the impacts and virtues of buildings.

Apart from energy, these methodologies (or rating schemes) often encompass the environmental impact of the building materials and waste, transport, water use, safety, human health, etc. Notable examples are Openhouse, Superbuildings, and established systems like BREEAM, LEED, DGNB, VERDE and HQE.

##### 3.3.1.2 Modelling of energy savings potential at district level

Focus of the European energy efficiency policy has been predominantly on the performance of individual buildings. However, a few years ago it became clear that the EU would achieve only half of the 20% improvement of the intended energy efficiency for 2020, if it continued with a “business as usual” approach (EC 2010).

In response, the Energy Efficiency Plan aims at saving more energy through a number of concrete measures. Furthermore, it has been increasingly acknowledged that the potential for clean energy production at district or city level can supplement energy efficiency measures applied to individual buildings.

Meanwhile modelling of cities and districts has been significantly improved in the last decade, because there is a better availability of data as a result of open data and de facto standards such as CityGML. Examples of such models are UrbanSIM and Urban Strategy. Traditionally, these
models have focused on transport and urban planning issues and did not allow a detailed building or district analysis from the energy savings perspective.

The energy demand is typically derived from average consumption patterns or metered data on building block or street level. This approach is likewise not suitable for reliable estimates of a long-term energy demand of a district. A number of current tools aim to chart the feasibility of singular energy saving and production solutions on district level, but do not compare potential of different solutions (for example SolarMap or CitySIM).

Other tools analyze different solutions for a particular building or group of buildings but not at the scale level of a district, for example the Dutch “Energiebesparingsverkenner” or the EPA software of VABI.

A number of recent initiatives as BREEAM Communities, LEED Neighbourhood Development, and DGNB Urban Districts have been developed from building level to district level. As these methods mainly focus on more broad sustainability issues to be covered in their advices, the methods will not always result in comparable, quantitative outcomes for assessment of options for energy savings and production. Besides, these methods do not analyze costs and benefits on a given timescale.

3.3.1.3 Data collection

Existing tools for decision-making on single buildings require immense amount of data. Collecting this amount of data stipulates a labor-intensive inventory about the current state of the building and hinders the practicality of the tools of individual buildings for the use on a district scale. Thus, the assumptions that these urban and district level tools base on generic ‘average’ buildings and lack of occupants’ data severely limit the capabilities and reliability of these tools.

3.3.2 Potential users

The foreseen lead users of the ECODISTR-ICT tools are urban planners, housing corporations and engineering companies.

To facilitate the users’ work, methods to ease the data collection is developed, e.g. introducing data gathering on building geometry, based on photographs or providing ready-made typology databases of building thermal properties. The opportunities provided by Energy Performance Certificates are also taken into account.

To increase user friendliness to the maximum, much attention is directed towards the user interface of the tool. The tool provides comprehensible reports and visualizations to assist in understanding the effects of different scenarios for the district.

To ensure that the ECODISTR-ICT toolbox fits with the user needs, relevant stakeholders are involved since the beginning of the project. Several possible future users (engineers, city planners...
and architects, housing corporations...) are part of the consortium, and are engaged in several case studies during the project so we can gather continuous feedback and develop the tool in an iterative way in close collaboration with actual users and stakeholders (Geometry & semantic modelling based on pictures).

3.4 BUSINESS MODEL

3.4.1 Releasing the ECODISTR-ICT tool as open source

As described above the ECODISTR-ICT consortium has the objective of releasing the ECODISTR-ICT platform as open source. This has several implications that are laid out below.

3.4.1.1 License

There are many different open source licenses under which the ECODISTR-ICT platform could be released. We will focus on the licenses most used: GPL, LGPL and BSD.

The GNU General Public License (GPL) is the most restrictive of the three for the reason it is copyleft. Copyleft means that if released under this license, all modified versions and subsequent works using the ECODISTR-ICT must be released under the same license. Put another way, it means that if a person or organization wants to develop proprietary software that use part or all of the IDSS, they can’t.

The GNU Lesser General Public License (LGPL) is somewhat less restrictive, since it allows modified versions or works based upon the LGPL software to be released under a different license. However, the initial software and code contained in this modified version must still be explicitly protected by the LGPL license.

The Berkeley Software Distribution (BSD) license is by far the most permissive, and basically equals to abandoning all rights regarding the released software. The only requirement regarding future use is to keep mentioning the license in copies of the software. Consequently, it is also the most simple to use and understand.

The license to use for the ECODISTR-ICT IDSS has not been decided at this stage. Preliminary analysis shows that the GPL license probably restricts future uses of the tool too much. As the features, exploitation and business opportunities are defined further during the second year of the project, the advantages and drawbacks of the LGPL and BSD licenses will be reevaluated.
3.4.1.2 Collaborative development and crowdsourcing

A very common process for open source software is to – usually after development of a first version – build an online community of interested and knowledgeable individuals who keep updating and developing the software in a collaborative manner (process often referred to as crowdsourcing).

The opportunity of trying to develop such a community for ECODISTR-ICT has not been arrested at this stage. Indeed, while this is ideal when it comes to extending the life of the software beyond the project and contributes to sustainability of our work, a number of aspects are to be considered:

- The ECODISTR-ICT IDSS main usage will be in a professional context. Therefore, parties interested in contributing to further develop the tool will most likely be organizations that use it (e.g., urban planners, local authorities, housing corporations, etc.) willing to develop features for their own needs, rather than passionate individuals willing to contribute some of their free time for the tool per se. Such development would not be crowdsourcing.
- Building an online community of anonymous contributors requires a lot of time and effort to communicate and draw attention to the tool development. The target group of such communication would not be clear, with the risk of granting to this endeavour efforts that would draw more impact if targeted at the core target groups of the project.

For those two reasons, the project team feels that there is greater potential in trying to build a community of interested users, as per already being done in other project activities (e.g. case studies and Case Studies Reference Groups, Stakeholders Advisory Board, etc.), rather than aiming at building a community of random contributors.

3.4.2 Necessary costs for a sustainable tool

While we talk in this section about market overview and business model, it must be kept in mind that the real objective of the ECODISTR-ICT consortium is to ensure that the tool that is developed will be sustainable after the project end, meaning that all conditions will be met so that it is used by a large community of stakeholders for as long as possible.

Even without considering further developments to meet specific needs, maintain the tool available and usable after the project end will induce a number of costs:

- The first obvious necessary input is a server. As an online tool, all computing and data storage required by the IDSS will be done on a web-based server. As the modules that the tool will integrate are not defined yet, the estimation of those computing and data capacities (which will need to be defined per user or per use) cannot be made at this stage.
- Even with no further significant development, there is no software that can be used without maintenance. This maintenance will include trouble-shooting and bug fixing, as well as regular
updates to adapt to evolutions in the general toolkit environment (e.g. web browser updates, modules updates, security breaches, etc.). Evaluation of those needs and associated costs will also depend on the IDSS features and modules, and will be made at a later stage.

- Another important issue for the sustainability of the IDSS is the sustainability of the modules it will integrate. A careful analysis of each module will be made to identify their developers, evaluate their expected updates, and estimate the work necessary for maintaining their compatibility and interoperability with the IDSS.

During the second year, all those questions will be carefully assessed so as to calculate the minimum costs necessary to keep the IDSS “alive” and usable. Covering those costs should be the first and fundamental objective of all the business models that the project team will develop.

3.4.3 Business Model Options

There are classically two major options for building a business model on a software.

The first option is to release the IDSS as a product. In this scenario, the users pay for owning or – more likely in the case of online software such as ours – accessing and using the IDSS online. Of course, if the source code of the software is freely available, anyone can move it to their own servers and use it for free if they want.

In this case, customers would be already aware of the tool benefits, and knowledgeable enough to use it on their own. Further updates of the IDSS would take place through feedback from users or from a separate process.

The second option is to release the IDSS as a service. This means that the use of the toolkit itself is made free of charge, but that the toolkit is proposed as part of a larger service. Such a service could comprise one or more of the following:

- Technical support and trouble-shooting;
- Development for customization / integration of the toolkit to suit the client’s specific needs;
- Training on the use of values of the toolkit;
- Urban planning or energy retrofitting consultancy in which the IDSS toolkit would constitute a strong added value.

In this last scenario, the end-users of the toolkit are still those defined by the project since the beginning (e.g. local authorities, housing corporations), but they are accompanied by a consultant or facilitator that introduces this innovative way of planning urban renovation, brings the views and inputs from all stakeholders together, deals with potential software complexities, and provides the IDSS outputs as integrated results of its study.
Again, it is too early to elaborate more on those possible business models at this stage. Indeed, the choice of business model will heavily depend on the complexity of the IDSS (and its modules) the project develops, feedbacks received from the Stakeholder Advisory Board and the Case Studies, and willingness of specific consortium partners to take the lead on such an exploitation plan.

### 3.5 CONCLUSION AND WAY FORWARD

Successfully exploiting the ECODISTR-ICT IDSS will raise many challenges, among which the complexity of the platform itself, the necessity to cover the costs for maintenance and updates, and the diversity and specificities of the end-users (e.g. low-budget and public procurement rules of local authorities). However, the questions to be answered have been carefully mapped and analysed, and the further developments of the tool will allow selecting the best solutions.

This will be the main objective of Task 6.3 during the second year of the project, and deliverable 6.2 will include a draft exploitation plan based on factual analysis and exchanges between stakeholders. At the end of the project, a final exploitation plan will be developed and the ECODISTR-ICT partners will sign an Exploitation Agreement defining how the toolkit will be exploited.
GENERAL CONCLUSION

The present document summarizes the project dissemination and exploitation activities done during the reporting period going from M1 to M12. The Figure 16 gives an overview of the activities already completed (in green) and the activities for the coming years (in white).

<table>
<thead>
<tr>
<th>T6.1 PROJECT IDENTITY, DOCUMENTATION &amp; WEBSITE</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissemination plan</td>
<td>M2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo &amp; graphical identity</td>
<td>M3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social networks strategy</td>
<td>M7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project website design &amp; management</td>
<td>M3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Templates for deliverables, PPT &amp; minutes</td>
<td>M3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fact sheet</td>
<td>M3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter</td>
<td>M6/M12</td>
<td>M18/M24</td>
<td>M32/M36</td>
</tr>
<tr>
<td>Project brochure</td>
<td>M12</td>
<td></td>
<td>M30</td>
</tr>
<tr>
<td>Project news on websites &amp; social media</td>
<td>Weekly</td>
<td>Weekly</td>
<td>Weekly</td>
</tr>
<tr>
<td>Website updates</td>
<td>M9</td>
<td>M15/M21</td>
<td>M27/M33</td>
</tr>
<tr>
<td>Videos from project events</td>
<td>1st event</td>
<td>2nd event</td>
<td>3rd event</td>
</tr>
<tr>
<td>Policy brief</td>
<td></td>
<td></td>
<td>M33</td>
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<table>
<thead>
<tr>
<th>T6.2 PROJECT EVENTS &amp; CONTRIBUTION TO EVENTS AND PUBLICATIONS</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
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<tbody>
<tr>
<td>Annual open discussion forum &amp; ad hoc sideline meet-ups</td>
<td>1st event</td>
<td>2nd event</td>
<td>3rd event</td>
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<td>Annual stakeholder advisory board meeting</td>
<td>1st event</td>
<td>2nd event</td>
<td>3rd event</td>
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<td>Annual case study reference group meeting</td>
<td>1st event</td>
<td>2nd event</td>
<td>3rd event</td>
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<tr>
<td>Contribution to external events</td>
<td>oral presentations/partner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contribution to publications</td>
<td>3 articles submitted/partner</td>
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<td></td>
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<table>
<thead>
<tr>
<th>T6.3 EXPLOITATION OF PROJECT RESULTS</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners questionnaire</td>
<td>M9</td>
<td>M21</td>
<td>M33</td>
</tr>
<tr>
<td>Project dissemination and exploitation report</td>
<td>M12</td>
<td>M34</td>
<td>M36</td>
</tr>
<tr>
<td>Business model selection</td>
<td>M24</td>
<td>M34</td>
<td>M36</td>
</tr>
<tr>
<td>Potential users brochure</td>
<td></td>
<td></td>
<td>M30</td>
</tr>
</tbody>
</table>

Figure 17: Exploitation and dissemination activities
ANNEX 1

1.1. WEBSITE VISITS VS TIME

[Graph showing website visits over time]

1.2. WEBSITE VISITOR TYPES

[Chart showing distribution of new and returning visitors]

- Sessions: 1,706
- Users: 1,000

1.3. WEBSITE SOURCE OF TRAFFIC

[Chart showing sources of website traffic]

- Direct: 48.7%
- Organic Search: 25.0%
- Referral: 21.2%
- Social: 2.5%
- Email: 0.7%
1.4. **Keywords to reach the website from search engines**

<table>
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<tr>
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<th>Keyword</th>
<th>Count</th>
<th>Frequency</th>
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<tbody>
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<td>(not provided)</td>
<td>381</td>
<td>93.15%</td>
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<td>2</td>
<td>urban planning stakeholders software</td>
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<tr>
<td>3</td>
<td>ecodistrict ict</td>
<td>3</td>
<td>0.73%</td>
</tr>
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<td>4</td>
<td>ecodistr-ict</td>
<td>2</td>
<td>0.49%</td>
</tr>
<tr>
<td>5</td>
<td>ecodistr-ict.eu</td>
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<td>0.49%</td>
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<tr>
<td>6</td>
<td><a href="http://ecodistr-ict.eu/case-studies/valencia-spain/">http://ecodistr-ict.eu/case-studies/valencia-spain/</a></td>
<td>2</td>
<td>0.49%</td>
</tr>
<tr>
<td>7</td>
<td>eceee</td>
<td>1</td>
<td>0.24%</td>
</tr>
<tr>
<td>8</td>
<td>ecodistr-ict</td>
<td>1</td>
<td>0.24%</td>
</tr>
<tr>
<td>9</td>
<td>ecodistr-ict integrated decision support tool</td>
<td>1</td>
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</tr>
<tr>
<td>10</td>
<td>ecodistr-ict project</td>
<td>1</td>
<td>0.24%</td>
</tr>
</tbody>
</table>

1.5. **Website visits per country**

![Website visits per country map]

<table>
<thead>
<tr>
<th>Country</th>
<th>Visits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>303</td>
<td>18.74%</td>
</tr>
<tr>
<td>Belgium</td>
<td>289</td>
<td>17.87%</td>
</tr>
<tr>
<td>France</td>
<td>232</td>
<td>14.35%</td>
</tr>
<tr>
<td>Brazil</td>
<td>146</td>
<td>9.03%</td>
</tr>
<tr>
<td>Sweden</td>
<td>143</td>
<td>8.84%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>109</td>
<td>6.74%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>77</td>
<td>4.76%</td>
</tr>
<tr>
<td>Italy</td>
<td>69</td>
<td>4.27%</td>
</tr>
<tr>
<td>Germany</td>
<td>40</td>
<td>2.47%</td>
</tr>
<tr>
<td>Portugal</td>
<td>21</td>
<td>1.30%</td>
</tr>
</tbody>
</table>
ANNEX 2

FIRST PRESS RELEASE

PRESS RELEASE

An innovative software tool for sustainable urban districts

FOR IMMEDIATE RELEASE  Brussels - January 6, 2013

A consortium including leading European research centres, small and medium enterprises, and large companies, announces the launch of the ECODISTR-ICT project, representing a total investment of €1.3M.

In three years, local authorities, architects and urban planners will be able to plan ECODISTR based on a new open source software tool. The tool will help in making decisions on energetic retrofitting of districts. It will namely assist in deciding whether it is better to tear down or to renovate existing buildings. It will also give support for prioritising actions in the district and the surrounding area.

In short, the ECODISTR-ICT project will:
- Integrate goals and stakes of different stakeholders in a single software environment
- Enable analysis of different scales and different time frames
- Create a versatile tool with an open structure
- Facilitate day-to-day work of future users

ECODISTR-ICT chooses to tackle energy efficiency through district retrofitting. The project will develop an innovative decision support tool to assist district renovation planning, integrating the needs of different stakeholders: inhabitants, local authorities and business investors. The tool will give the opportunity to select stakeholders’ highest priorities and report building renovation scenarios. The tool will specifically assess related costs & benefits, as well as environmental & social impacts at a district level.

As a result, ECODISTR-ICT will provide decision makers with key information. It will enable them to shape the most adequate buildings’ renewal option, considering their district specificities. The developed tool will thus contribute in achieving a mutually supported vision of district renovation. In other words, it will help refurbish districts in a sustainable way, finding the right balance between economic, social and environmental gains.

The ECODISTR-ICT project brings together experts involved in urban planning, as well as research institutions, and software editors. ECODISTR-ICT partners combine complementary skills in technical, economic, environmental & social fields, which is essential to the project success. The project also has strong support from a stakeholder advisory board composed of professionals in city & energy planning, government representatives, as well as potential users. The developed application will be tested in five demonstration sites located in Belgium, Sweden, Spain, the Netherlands and Poland.

Keywords: district, buildings, retrofit, renewal, demolish, simulation, resources-efficiency, open source, energy, planning, strategic, urban, excellence, software, scenarios, BIM, GIS, inhabitants, monitoring.

For more information please contact:
Mr. Han Vandevyvere, VITO, ECODISTR-ICT project coordinator
han.vandevyvere@vito.be

Supported by the 7th Framework Programme of the European Union
under contract agreement #257812

ECODISTR-ICT FP7 project
D6.1 Project dissemination and exploitation: progress report 1 ■ Dissemination level PU
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## ANNEX 3

### CONTRIBUTION TO SOCIAL MEDIA

<table>
<thead>
<tr>
<th>NAME</th>
<th>PARTNER</th>
<th>DATE</th>
<th>TITLE</th>
<th>LINK</th>
<th>TWITTER</th>
<th>NEWSROOM</th>
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<tr>
<td>Olivier Tournaire</td>
<td>CSTB</td>
<td>nov-14</td>
<td>CityGML Workshop on Energy ADE</td>
<td><a href="http://bit.ly/1utYJDj">http://bit.ly/1utYJDj</a></td>
<td>06-nov</td>
<td></td>
</tr>
<tr>
<td>Olivier Tournaire</td>
<td>CSTB</td>
<td>nov-14</td>
<td>FP7 EU funded Odysseus project aims at develop an holistic energy management in urban areas on top of an integration platform</td>
<td><a href="http://bit.ly/1uULdXb">http://bit.ly/1uULdXb</a></td>
<td>12-nov</td>
<td></td>
</tr>
<tr>
<td>Olivier Tournaire</td>
<td>CSTB</td>
<td>dec-14</td>
<td>European Union Location Framework - Feasibility Study on &quot;Energy and Location&quot;</td>
<td><a href="http://ec.europa.eu/eusurvey/runner/EULF_EnergyAndLocation">http://ec.europa.eu/eusurvey/runner/EULF_EnergyAndLocation</a></td>
<td>22-dec</td>
<td></td>
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<tr>
<td>Bjorn Bracke</td>
<td>OMG</td>
<td>nov-14</td>
<td>OMGEVING student workshop : ECODISTR-ICT case study area Kiel - November 18</td>
<td><a href="http://ecodistr-ict.eu/omgeving-student-workshop/">http://ecodistr-ict.eu/omgeving-student-workshop/</a></td>
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<td>Bjorn Bracke</td>
<td>OMG</td>
<td>nov-14</td>
<td>OMGEVING student workshop results</td>
<td><a href="http://ecodistr-ict.eu/omgeving-student-workshop-results/">http://ecodistr-ict.eu/omgeving-student-workshop-results/</a></td>
<td>20-nov</td>
<td>21-nov</td>
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<td>Verbeke Stijn</td>
<td>VITO</td>
<td>nov-14</td>
<td>eceee seminars : Capturing the vast energy savings potential in Europe's buildings</td>
<td><a href="http://www.eceee.org/events/eceee_events/annual-policy-seminar-19-November-2014">http://www.eceee.org/events/eceee_events/annual-policy-seminar-19-November-2014</a></td>
<td>07-nov</td>
<td>12-nov</td>
</tr>
</tbody>
</table>
ANNEX 4

4.1. URBAN RENOVATION 2014 WEBPAGE

Urban renovation 2014

November 14, 2014

ABOUT THE EVENT

Every year, the ECODISTR-ICT project organizes an open discussion forum based on an interdisciplinary approach, encouraging the identification of creative solutions towards sustainable urban renovation. It gathers around 80 participants from all over Europe in the sectors of urban planning, building and district retrofitting.

SEE THE EVENT FLYER HERE

EVENT STRUCTURE

On December 1st morning, a plenary session will introduce the event with interventions from high-level representatives of the city of Valencia. It will be followed by two parallel sessions: one session on urban renovation case studies and related research projects and one hands-on presentation of the ECODISTR-ICT Integrated Decision Support System. In the afternoon, all interested delegates will be invited to a guided tour of the Comprador district, an interesting example of urban renovation challenges which the ECODISTR-ICT project aims at studying.

SEE THE AGENDA HERE

NEWSLETTER SUBSCRIPTION

Email Address:

Subscribe

LATEST NEWS

› OMSERVING student workshop results
› Urban renovation 2014
› ecobo seminar Nov. 19th 2014 (Brussels): Capturing the vast energy savings potential in Europe’s buildings

PAST EVENT

SUSTAINABLE PLACES

October 2-3, 2014
Nice, France

REGISTER HERE

Please note that pre-registration is compulsory due to room capacity constraints. For any further information you may need, please contact urban2014@ecodistr-ict.eu.
4.2. **URBAN RENOVATION 2014 REGISTRATION PAGE**
4.3. URBAN RENOVATION 2014 FLYER

Urban renovation 2014
December 1
Valencia, Spain

An annual forum organised by the ECODISTRICT project. Supported by the European Union through its 7th Framework Programme.

ABOUT THE EVENT
Every year the ECODISTRICT project organises an open-discussion forum based on interdisciplinary approaches encouraging the identification of creative solutions towards sustainable urban renovation.

It gathers around 50 participants from all over Europe in the sectors of urban planning, building and district renovation.

EVENT STRUCTURE
On December 1st morning, a plenary session will introduce the event with interventions from high-level representatives of the city of Valencia. It will be followed by two parallel sessions: one session on urban renovation case studies, and related research projects, and one hands-on presentation of the ECODISTRICT Integrated Decision Support System. In the afternoon, all interested delegates will be invited to a guided tour of the Camps area, an interesting example of urban renovation challenges that the ECODISTRICT project aims to address.

MAIN TOPICS
Urban renovation today: how involved are the various stakeholders?
How to upgrade energy retrofitting from building to district scale?

REGISTRATION AND CONTACT
The conference is open to organisations and individuals interested in the event topic. Registration has to be made online at urban2014.evasuredue.com. Please note that pre-registration is compulsory due to room capacity constraints. For any further information, you may contact info@ecodistrict.eu.

ABOUT ECODISTRICT
The aim of the ECODISTRICT project is to support the sustainable renovation of urban districts. To achieve this goal, the ECODISTRICT team develops a modular, open-source software platform to support the decision-making process of all stakeholders involved in district renovation.

It connects the main decision-makers in urban district renovation processes, using different perspectives, with others, as a tool to approach the decision-making process in an interdisciplinary, participative and transparent way.

The software platform will enable an interactive assessment of district renovation. By connecting various modules in an easy-to-use manner, the ECODISTRICT decision support tool will provide transparent insights on renovation and renewal projects, the associated costs and benefits during the life cycle of the buildings, as well as environmental and social impacts at a district level.

Keep informed at http://ecodistrict.eu

ECODISTRICT-ICT FP7 project
D6.1 Project dissemination and exploitation: progress report 1 ■ Dissemination level PU
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### 4.4. Urban Renovation 2014 Agenda

**Urban renovation 2014 Agenda**

Valencia, Spain

An annual event forum organised by the ECODISTR-ICT project

Supported by the European Union through its 7th Framework Programme

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>08:30 - 09:00</td>
<td>Registration</td>
</tr>
</tbody>
</table>
| 09:00 - 11:00 | Plenary session
Urban renovation today - How involved are the various stakeholders?
Chair: Han Vandevyver - VITO, Belgium
Opening and welcome
Ilmo. Sr. D. Vicente Dómine Radondo, General Director of Public Works, Urban Projects and Housing - Regional Ministry of Infrastructures, Territory and Environment, Spain
| 09:10 - 9:40  | An innovative tool for district retrofitting: the ECODISTR-ICT project
Han Vandevyver - VITO, Belgium |
| 9:40 - 10:00  | Recent urban renovation projects in Valencia
Angel Martinez - UPV-ETSIAV, Spain |
| 10:00 - 10:20 | Presentation on the ECODISTR-ICT case studies
Pieter Van den Broeck - OMGEVING, Belgium |
| 10:20 - 11:00 | Discussion                                                             |
| 11:00 - 11:30 | Coffee break                                                          |
| 11:30 - 13:00 | Parallel session 1
How to upgrade energy retrofitting from building to district scale?
Chair: Bruno Sauer - BIPOLAIJ, Spain
| 11:30 - 11:50 | Energy retrofitting of buildings: 7FP-ELIN-MED Campanar
Laura Seto - IVE, Spain |
| 11:30 - 12:10 | Bridging social and ecologic value chains from building to district retrofit
Gustav Malm - WHITE, Sweden |
| 12:10 - 12:30 | Local energy solutions on a district scale: lessons being learned in the Netherlands
Ronnie Rea - TNO, Netherlands |
| 12:30 - 13:00 | Discussion                                                             |
| 11:30 - 13:00 | Parallel session 2
Live demonstration of ECODISTR-ICT beta software
Chair: Andreas Ruden - STRUGOF, Sweden |
| 11:30 - 12:00 | Integrated Decision Support System (IDSS) Dashboard
Bart Luiten - TNO, Netherlands |
| 12:30 - 13:00 | Discussion                                                             |
| 13:00 - 14:00 | Networking buffet lunch                                                |
| 14:00 - 17:00 | Case study Campanar – guided tour                                     |
| 17:00 - 18:00 | Networking cocktail                                                   |

Keep informed at: http://ecodistr-ict.eu
4.5. GUIDE FOR VALENCIA INTERNAL EVENT

Guide to the ECODISTRICT-ICT annual event in Valencia
1-3 December
Administration center 9 d’Octubre
Calle de Castan Tobeñas, 77
46018 Valencia, Spain

Dear partners,
We warmly welcome you to Valencia for the first ECODISTRICT-ICT annual event. This guide will provide you with useful information to make the most of your visit.

Contents:
- Logical summary
- Getting around
- From Vincci hotel to the venue
- The venue
## Annex 5

### Contribution to Events from M1 to M12

<table>
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<tr>
<th>Partner ID</th>
<th>Type of participation</th>
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<th>Event location</th>
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<th>Event type</th>
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<th>Event size</th>
<th>Event organiser</th>
<th>Language</th>
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<td>Session 1, workshop : Campanar Escolta</td>
<td>Workshop</td>
<td>National</td>
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<td>BIPOLAIRE &amp; FENT ESTUDI</td>
<td>Spanish</td>
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<td>20th June, 2014</td>
<td>Valencia</td>
<td>First Meeting with Valencia authorities.</td>
<td>Stakeholders meeting</td>
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<td>Speaker</td>
<td>28-30/04/2014</td>
<td>Beijing</td>
<td>EU-China Smart cities event</td>
<td>Cooperation meeong</td>
<td>International</td>
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<td>English</td>
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