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Summary

This document outlines the promotion plan for the first year of the SSL-erate FP7-ICT-2013-11-619249 (D5.2). It provides the promotion and implementation strategies for specific target groups. In other words, here you will find a detailed agenda of events and workshops aimed at disseminating the information from Work Packages 2, 3 and 4 along the value chain in order to most effectively accelerate the uptake of SSL technology.

1 Introduction

The European lighting industry anticipates the SSL-erate project to actively and concretely aid the implementation of the Green Paper Lighting the Future Accelerating the deployment of innovative lighting technologies (COM(2011)889, report Lighting the Cities (Accelerating the Deployment of Innovative Lighting in European Cities) 2013 and their successors and further aid the uptake of SSL technology.

In this framework, and aligned with WP2, 3 and 4 actions, for each year project year an activity plan will be made to promote uptake of SSL along the value chain, for business generation and reaching out to specific end user groups and indirect stakeholders (e.g. insurance companies, health care, education).

The plans will contain programs for determined target groups, using output from and aligned with activities in WP2, 3 and 4, and within the context of the European SSL policy strategy. Target groups will be based on the dynamic stakeholder inventory (Task 5.1) as well as (for promotion plan of year 2 and further) on feedback from dialogues/specialist workshops from WP2, 3 and 4.

The SSL uptake promotion activities will partly use (and always advocate use of) the SSL-erate Innovation Platform (Task 5.3). Other types of engagement channels for the project will include specific material for interacting with different stakeholder audiences, appropriate website and news channel feeds, e-mailing announcements, utilising social networking groups, issuing press releases to newspapers and magazines, speaking at European conferences.

This document defines the SSL uptake promotion action plan for the first project year. It contains the following elements, which will be described in the next sections.

- (i) Workshops light and well being
- (ii) Workshops on green business development
- (iii) Public awareness actions

These activities will use and be promoted by the web-based SSL innovation platform, which will be developed in the SSL-erate project and launched at the Light+Building event in April 2014. The platform url will be "lightingthefuture.eu", after the 2011 Green paper Lighting the Future mentioned above.

Also, a solid and coherent graphic identity is seen as the base for communicating towards the outside world. Consistent graphic identities allows the target audiences to easily identify and recognize the SSL-erate project and the Lighting the future platform. It is considered to be crucial that all materials distributed by the project partners carry the corporate identity.

In the following table we define each target group, provide a summary of what SSL-ERATE can offer them, and identify a specific dissemination strategy to be employed. More details on the target groups will be provided in the dynamic stakeholder inventory (D5.1).

Target Group	Definition	SSL-ERATE offers	Dissemination / Communication strategy
R&D communities	Academia and research groups active in the field of SSL, healthcare, and green business development	Support awareness raising and implementation of biological effects of “solid state” lighting.	Organization of workshops on lighting and well-being and on green-businesses development. Presentations of the project results in papers and conferences.
Public authorities	Public entities and government agencies in charge of advocates at national, European or global institutions to promote and communicate about SSL deployment policies.	The opportunity to join and improve the services offered on a local level, addressing the problems of their citizens and establishing a dialogue about local SSL deployment The SSL-erate web-based platform will play a central role in the European lighting innovation eco-system	Using networking relations to attain collaboration with representatives of these organizations, organizing events in common, participating in workshops and key stakeholder events.
Business and industry	Large Multinational and global in the field of Lighting and construction industry; corporations with geographically dispersed units and teams; medium- sized companies which are part of larger networks and/or industrial districts.	They will be stimulated to create new business opportunities, through interacting with the SSL-erate Innovation Platform.	Organization of a series of workshops to address in particular how lighting and construction could join forces, aiming at a better integration, (technological, organizational) for a win-win business cooperation. These workshops will to promote open innovation tools and to set up business development experiments, case studies on open innovation in SSL
General Public	Citizens, in particular, young people	Awareness on the environmental and health benefits of SSL and biological efficient lightning.	Development of project website, production of promotional material (flyers, leaflets, posters and videos), use of social media and organization of local-level science open days for schools and workshops.

2 Workshops light and well being

A workshop programme, also foreseen for the second and third project year, will be carried out to support awareness raising and implementation of biological effects of (solid state) lighting, based on the findings (the situation analyses) in WP3, to be made available for the target group through deliverables D3.1 to D3.4.

The workshops will use the innovation platform which will create in the first project year (D5.8). Taken into account will be the option that the workshops link to one or more larger (not necessarily) lighting events, tailored to the different stakeholder groups (e.g. trade fairs with a focus on healthcare, employers or trade union events, as well as symposia on education).

The following workshops are foreseen:

- Workshop on lighting for health and well-being in **education**
- Workshop on lighting for health and well-being in **work places**
- Workshop on lighting for health and well-being in **work places in healthcare and nursing homes**
- Workshop on lighting for health and well-being in **domestic settings**
- Workshop on **Smart Cities and Lighting** for health and well-being

Aim is to run these workshops at annual DIN Expert Panel on “Effect of Light on Human Beings” in Berlin. Like the yearly Expert Panels of the past since 2007, the 8th DIN Expert Panel 2014 will provide an overview on the latest state of science, realized projects and best practices in the field of non-visual effects of light on humans. To accommodate the SSL-erate workshops, a second day will be added to the meeting, enabling to deepen the information given in the forum in the context of the applications cited above.

The DIN Expert Panel has outgrown its original goal of scientific information exchange, by giving also a platform to scientists and business for discussion with media and stakeholders in the lighting value chain for further more practical information exchange. Workshops following the presentations on the second day are giving the opportunity to intensify information exchange in direct discussion with scientists and industry representatives.

The speakers (~15) come from leading universities, institutes and companies of the lighting industry. The participants (~120) come from policy, media, universities, institutes and again from companies of the lighting industry (light sources, luminaires, light management systems and specifying). Especially small and midsized companies, lighting designers, architects and other multipliers are invited and will be the main target group for 2014.

Main characteristics of the Expert Panel:

- Has become since 7 years well-established, worldwide acknowledged
- Promotion of the authenticity by strict neutrality
- Communication channels established via social media and from 2014 onwards via SSL Innovation Platform

The target groups to be addressed for participation in this forum and especially the SSL-erate workshops are:

- European Hospital and Healthcare Federation (HOPE)
- Insurance Europe, with a focus on health insurers
- European Trade Union Confederation
- EUROCITIES
- Federene

- Representatives of European Municipalities via the Committee of the Regions
- European Schools Network (ES Network), European School Net (EUN)
- European Sleep Research Society (ESRS)
- European Consumers' Organisation (BEUC)
- European Patients' Forum
- Architects Council of Europe
- PLDA / International Association of Lighting Designers (IALD)
- IEA Task 50 Members

3 Workshops on green business development

The city partners BAS, STA, MAL, HAW, EHV (with TNO) will each organize two local workshops on green business development for SSL, each focussing on one application.

Application specific business and societal actors will be invited (such hospital and homes representatives, architects and people from construction industry, public space planners) as well as SSL-erate cluster partners and associates. Regional cities will be invited to attend and send a representative.

A number of the workshops could be organised together with or in addition by regional (lighting cluster) partners: in NL/BE Euregion (Eindhoven, Syntens, Groen Licht Vlaanderen/KUL), Veneto (Bassano, LiV), Malmo (Malmo, Lund Lighting Initiative/LU), Vilnius (VU, with the - Lithuanian - Association of Advanced Lighting Developers, coordinated by VU). Additional (single) workshops with cities are foreseen in Barcelona (organised by CICAT), Lyon (organised by CL and LUCI), depending on cooperation of local municipalities.

Following input /tools will be used in the workshops:

- Presentations / info material on **biological effects of lighting** from WP3 (from SSL-erate innovation platform)
- Presentations / info material on **environmental footprint of SSL solutions**, countermeasures (recycling) against possible materials scarcity, legislation, land lord – tenants problem
- Presentations/ info material on the principle **advantage of green business development**, which focus on the ratio between user functionalities and environmental considerations. The possibility to simultaneously improve the user value of lighting and energy saving will be explained. This material is aimed at actors which are not on the forefront of SSL uptake.

Aim is that the workshops generate input for a joint map of Green Business development opportunities for SSL (Task 2.4) as well as creating demand for green SSL business and solutions, and along the way supporting setting up SSL business experiments in WP4.

- In month 11, a SSL-erate brokerage event will be held, connecting demand (city partners) and supply side (clusters with associated members) to help turn the generated ideas for green SSL business and solutions into actions. The event will be public but also facilitate 1:1 match making (WP2).
- A series of half-yearly events will be set-up and coordinated, to help to establish dialogue and nurture interactions with the building industry to address in particular how lighting / construction could go hand in hand and what needs to be changed for a win-win business cooperation

4 Public awareness actions

- Promotion and dissemination of information about and results of the SSL-erate project itself will be included in the SSL-erate Innovation Platform “**Lightingthefuture.eu**”.
- Production of promotional material such as flyers, leaflets, posters and a video for the project which will help creating greater awareness of the topic and the SSL-erate initiative in particular. These will be made available both on the project website and other strategic sites.
- Production of a series of information flyers and very short videos/animations on the environmental and health benefits of SSL and biological efficient lighting.
- Actions using social media to engage the general public based on 3 dissemination pillars: awareness, understanding, and action. Communicate news, updates and stories from SSL-erate partners and EU projects to gain wider international projection; organize and manage knowledge outputs for wide access and application in various forms: digital, video and audio. The SSL-erate Innovation Platform is an integral part in this exercise.
- The SSL-erate project and Innovation Platform will be launched at the Light & Building event in Frankfurt in April 2014, targeting especially professional lighting stakeholders
- Presentation of the project and Innovation Platform at other key events. Foreseen are, but not only:
 - ForumLED (France),
 - Strategies in Light Europe,
 - Smart Lighting Conference (Barcelona),
 - LED Professional Symposium Bregenz and Light 2014.
- Promoting SSL success stories and the SSL-erate Innovation Platform via LUCI communication tools (website, newsletters...)
- Exploit partners’ networks to secure speaking and publishing opportunities featuring SSL-erate success stories. Finally, where editorials permit, publications arising from the project will be made Open Access.
- Reaching out to cities:

LUCI will disseminate information related to SSL-erate at its annual events, among whit their Annual General Meeting (attended by tens of cities) and “City under Microscope” events (Rotterdam, March 2014). The Annual General Meeting 2014 will be held in Dubrovnik (Croatia), and will be a good opportunity to engage with cities from South Eastern Europe.

ESADE will connect SSL-erate with existing EU initiatives involving Smart Cities via the Smart-City Expo event (held annually in Barcelona in November and in which ESADE already plays a key role) and Smart City exhibition (an annual event to be held in Bologna in October); participate in activities organized by the Connected Smart Cities network – this network provides a forum for cities to work together and share their experience and knowledge in order to create a compelling evidence base for the role of ‘Smart Cities’ in enabling smart, inclusive and sustainable growth.

5 Preliminary schedule of SSL-erate & other events

The success of the SSL-erate dissemination builds to a large extent on the activities and results of each individual partner. One of our goals of WP5 is to regularly collect dissemination related activities and use it to raise appropriate awareness, e.g. on the SSL-erate website. SSL-erate partners will report related publications, events and other dissemination activities on a regular basis using the dissemination reporting templates.

The Conference and events SSL-erate will be aiming to target are given in the table below:

SSL-erate theme	Conferences and events	Dates & Venue	Target Group	Purpose
Light and well being	DIN Expert Panel on "Effect of Light on Human Beings" Video from 2013 edition	2014 Berlin	Representatives from universities, institutes and companies of the lightning industry.	Provide an overview on the latest state of science, realized projects and best practices in the field of non-visual effects of light on humans
Green Business	LED Professionals Symposion Bregenz and Light 2014 Webpage Regional workshops organized by SSL-erate city partners	30/09 – 02/10 2014, Bregenz (Austria) Several dates and cities during 2014	Research institutes, lighting organizations and the lighting industry Hospital and homes representatives, architects and people from construction industry, public space planners: SSL-erate cluster partners and associates	Presenting insights on the latest trends in LED and OLED lighting technologies. To generate input for a joint map of Green Business development opportunities for SSL
Public Awareness	Light and Building Forum LED Europe (France) Webpage	14/15 October 2014, Paris (France)	Professionnals of the LED sector	Overview of the latest LED advances, technological development and LED market trends.

	Strategies in Light Europe Webpage	21-23 October 2014, Munich (Germany)	LED Component Manufactureres, LED Luminaire and Lamp Manufacturers, Lighting Wholesalers and Distributors along with Lighting Specifiers, Designers and Architects	Provide first hand presentation on how lightning business can keep up-to-date with current regulations, technologies and trends within the lighting industry.
	4th Smart Lighting Conference & Expo Webpage	7-8 May 2014, Barcelona (Spain)	Professionals working in the market of commercial lighting, residential lighting and public lighting.	State-of-the-art in technology, applications, business models and best practices in intelligent and dynamic solid state lighting worldwide.
Cities	"City under Microscope" Programme	5-8 March 2014, Rotterdam (The Netherland)	Members of City Halls and public entities working in the field of lightning	Discovering the lighting strategy of Rotterdam over a two-day period. They include field visits and technical conferences on permanent and temporary lighting projects.
	LUCI Annual General Meeting 2014 (Dubrovnik)	5-8 November 2014, Dubrovnik (Croatia)	LUCI members	Discovery the lighting policy of Dubrovnik. It is also the occasion for the international city.people.light award ceremony, an annual competition run in conjunction with Philips.

	<p>EUROCITIES conference Webpage</p>	<p>5-8 November 2014 Munich (Germany)</p>	<p>Members of Eurocities which is the network of major European cities. Its members are the elected local and municipal governments of major European cities.</p>	<p>Exploring ways to manage the demand for energy in growing cities without compromising economic and social concerns</p>
	<p>Smart Cities Exhibition Webpage</p>	<p>22-23-24 October 2014 Bologna (Italy)</p>	<p>Representatives from Central Government, cities, local authorities and companies to lay the foundations of new politics for smart cities.</p>	<p>Offering to citizens and to public opinion a report on progresses of innovation in cities.</p>
	<p>Smart Cities Expo Webpage</p>	<p>13-19 November 2014, Barcelona (Spain)</p>	<p>Representatives from businesses, governments, companies, entrepreneurs and researchers</p>	<p>To interact, share, show and learn about the new economic sector, an area in expansion and with a great business potential for years to come.</p>

6 Conclusion

The promotion plan described in detail in this document shall serve as a guiding internal document for the dissemination of information generated in Work Packages 2, 3, and 4. In conjunction with the Platform, workshops will form a backbone of the dissemination activities to reach a diverse and in-depth target audience. As the first year of this project progresses, WP5 will monitor the successes and reactions to the various events to continually improve upon the process and to continue to refine the approach and dissemination activities for Year 1 and subsequent years.