FP7-ICT-2013-11-619249

Accelerate SSL Innovation for Europe

Deliverable 5.3

Performance analysis and year 2 plan of SSL promotion actions

Dissemination Level:	CO
Deliverable type:	Report
Due Date of deliverable:	M12
Completion date of deliverable:	26.01.2015
Lead beneficiary responsible for deliverable:	LightingEurope
Related work package:	WP5
Authors:	Vicenç Moliné ESADE
	vicenc.moline@esade.edu
Co-author:	Laia Lagunas, ESADE
	Anne Vicks, LightingEurope
	Pieter Bolt, TNO

Document history:

Revision	Date	Status
V0.1	17.12.2014	Draft
V0.2	06.01.2015	Updated draft
V1.0	26.01.2015	Final

Disclaimer:

The material contained in this document is provided for information purposes only. No warranty is given in relation to use that may be made of it and neither the copyright owners or the European Commission accept any liability for loss or damage to a third party arising from such use.

Copyright Notice:

Table of Contents

Summary

This document gives an overview and a performance analysis of the promotion actions from the first year of the SSL-erate FP7-ICT-2013-11-619249 (D5.2) and the Year 2 plan of SSL promotion actions. It provides a general evaluation of the actions scheduled in D5.2 and an agenda of events and workshops in 2015 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

Aligned with WP2, 3 and 4 actions, each year an activity plan outlines efforts to promote the uptake of SSL along the value chain, for business generation and reaching out to specific end user groups and indirect stakeholders (e.g. health care, education, insurance companies).

The plans 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 are based on the dynamic stakeholder inventory (Task 5.1) as well as (also for promotion plan of year 3 and further) on feedback from dialogues/specialist workshops from WP2, 3 and 4.

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

This document gives an overview of and an analysis of the SSL uptake promotion actions for the first year and the promotion plan for the second project year.

Workshops and Public awareness actions use and are promoted by the web-based SSL innovation platform, which has been developed in the SSL-erate project and launched at the Light+Building event in April 2014. The platform url is "lightingforpeople.eu".

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 is 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 SSL.	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 lightingforpeople.eu platform will play a central role in the European lighting innovation eco-system	Using networking relations to attain collaboration with representatives of these organizations, organize events in common, participate in workshops and key stakeholder events.
Business and industry	Companies active in manufacturing and/or	They will be stimulated to create new business	Organization of a series of workshops for local lighting

	supplying SSL products and services. 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.	opportunities, by facilitating open innovation methods and offering validated information on human-centric and green business opportunities, a.o. through interacting with lightingforpeople.eu	clusters on open innovation, human centric lighting and green business opportunities, possibly together with actors from public sector and building industry.
General Public	Citizens, in particular, young people	Awareness of environmental and health benefits of SSL and opportunities for not only energy and cost saving but also of better lighting offering more security, comfort, well-being .	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 Performance analysis

Workshops on green business development

During spring and early spring 2014, the cluster partners (DTU – Danish Lighting Innovation Network, Luce in Veneto, CICAT, Cluster Lumiere and KUL – Green Light Flanders organized each a workshop for their members, primarily to introduce the open innovation concept and discuss ideas for and participation in the Business Development Experiments (Task 4.3). In total 170 companies participated in these five workshops.

Depending on the (local) agenda, talks addressing topics such as human-centric lighting and green business opportunities were included.

Fifteen application workshops were held in 11 cities, five of these combined (in one program) with the above mentioned open innovation workshops and three with a FP7 Enigma market consultation workshop (D2.3). In each application workshop, green business opportunities were probed for one SSL-erate application domain (education, workplaces, healthcare, domestic applications or smart cities), considered most relevant by the organizing city.

In total representatives of 22 cities took part in these workshops. Besides dissemination of the green business ideas, the workshops yielded information about the experiences with SSL by cities as well as input for the green business map and opportunities drafted for the D2.5 and D2.6 deliverables.

In addition to the series of open innovation and application workshops, a brokerage event was held in conjunction to a LUCI conference in Copenhagen. Over 20 companies and cities/communes presented and attended, and feedback was very positive.

Besides being a topic in the above mentioned workshops, the Green Business perspective has been presented in lectures by Reine Karlsson, LU:

- SSL-erate's Lighting for "Lighting for People" portal launch at Light+Building, Frankfurt, 2014.04.01
- LED professional Symposium 2014, Bregenz, 2014.09.30-10.02
- Electronica, Munich, 2014.11.13
- Lux Live, London, 2014.11.19-20

Workshops on light and well being

The workshops intended to be held in conjunction with the 2014 DIN Expert Panel "Effect of Light on Human Beings" in Berlin were not carried out.

This conference was especially chosen to present the result of the stocktaking and analysis work (carried out in WP3 and documented in the D3.2 & D3.4 report) and receive feedback from the audience of peer researchers and professional users. On the one side, this conference was cancelled, on the other side the deliverable reports were later available than planned.

Consequently, these workshops will be held in 2015. LE is hoping to take over the organization of this event in May or June of 2015, and also thereby assure the visibility and participation of the SSL-erate project. If LE does not take over organization of this event, several other suitable venues are in discussion (SmartLighting in Berlin as well as PLD conference in Rome).

Nevertheless, information on human centric lighting was shared in 2014 with stakeholders in the above mentioned WP2 and WP4 workshops and disseminated on trade fairs and conferences:

- SSL-erate's Lighting for People portal launch at Light+Building, Frankfurt, 2014.04.01 (by Herbert Plischke, MUAS)
- Strategies in Light Europe, October 23rd (by Karin Smolders, RUG),
- Lux Live, London, 2014.11.19-20 (by Herbert Plischke, MUAS)

Public awareness

In the first project year, the website lightingforpeople.eu was developed and launched in a dedicated event on April 1st at the Light + Building fair in Frankfurt (D5.6).

This platform provides and gives access to information on SSL, with a focus on the project themes of human centric lighting, green business, open innovation. This information has been gathered in WP2, WP3 and WP4 and made available for use on the website especially at the end of the first project year. Consequently, most information provided during the first year was mostly introductory.

Besides content information through web material and downloads, three videos were posted at the platform, made at its launch in Frankfurt, the brokerage event in Copenhagen and an EC conference in Rome (see below), with a series of interviews of SSL-erate partners and SSL stakeholders in order to highlight the aims of SSL-erate and especially that of raising awareness of the use of SSL beyond energy saving.

Another function of the platform is communication about the events and activities organized by the consortium and beyond. For example, the platform was used to advertise workshops on open innovation (WP4) and on SSL applications by cities (WP2).

Since the platform was launched on April 1st 2014 it has had 14,072 page views, 3653 users and 5621 sessions (D5.9). All information is accessible without registration, but the platform offers this function, for sending newsletters and updates, or for event registration.
A total of 324 individuals registered, from 136 companies, 19 industrial and lighting clusters and 24 public (including 12 related to education and 2 to health) organizations. Only three organizations were from outside Europe.

In line with the task of reaching out to the main stakeholders in industry and the public sector, the SSL-erate consortium supported, advertised, attended (including chairing and participation in panel discussions) and reported on an EC conference in Rome, organized under the Italian EU presidency and held October 30th, 2014 on "Creating momentum for accelerating large-scale deployment of LED lighting for sustainable smart cities in Europe".

Finally, SSL-erate project flyers were produced as well as – on demand – other promotion materials such as banners. Convocations with information about the SSL-erate project for the WP2 and WP4 workshops were made in local languages when found opportune (in Spain, Italy and France).

3 Year 2 pre 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.

SSL-erate partners will continue on their efforts to disseminate the project findings and the potential of the platform Lighting For People through key events during 2015.

In this way, public awareness actions include participating in the *5th Smart Lighting Conference & Expo*, the *How to truly eco-innovate in the lighting industry* conference in Brussels hosted by Sirris, the *LED Professionals Symposium Bregenz and Light 2015* and the *Strategies in Light Europe.*

As in Year 1, partners will keep on working on the promotion and dissemination of information about and results of the SSL-erate project, included in the SSL-erate Innovation Platform "**Lightingforpeople.eu**".

• Keeping up to date and making new versions of promotional material such as flyers, leaflets, posters and videos 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 web material for the innovation portal and short videos (interviews) on the health and well-being effects of SSL and biological efficient lighting (using D3.2/D3.4 and in co-operation with WP3 partners).

• Actions using social media to engage the general public based on three 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.

• 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:

Considering cities as the main scenario for SSL technology deployment and also home of the key stakeholders in the lighting sector, LUCI will disseminate information related to SSL-erate at its annual events, a.o. their Annual General Meeting (attended by tens of cities) and "City under Microscope" events (Glasgow, March 2015).
A pilot event will be organized in which local early adopters can share their experience with surrounding cities. This even will be attached to / integrated within a planned LUCI event in

Bucharest in April and will be open for non-LUCI members. The ambition is to organize similar events in other cities within targeted regions later on. The scope of some of the events may also be enlarged to cover smart city integration and start buildings integration for indoor use of human centric lighting.

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.

The Conference and Events SSL-erate is targeting on in Year 2 are given in the table below:

SSL-erate theme	Conferences and Events	Dates & Venue	Target Group	Purpose
Light and well being	How to truly eco-innovate in the lighting industry [Webpage]	February 2015, Brussels	Representatives from universities, institutes and companies	Two contributions from SSL-erate with examples of value creation with light, specifically using human-centric lighting
	DIN Expert Panel	TBD: May or June 2015, Berlin	Researchers, professionals, standardization authorities, general public	To educate attendees regarding human centric lighting in the applications of education, healthcare, domestic, workplaces and smart cities.
Green Business	International LED Professionals Symposium + Expo 2015 [Webpage]	22/09 – 24/09 2015, Bregenz (Austria)	Research institutes, lighting organizations and the lighting industry	Presenting insights on the latest trends in LED and OLED lighting technologies.
Public Awareness	Light and Building Forum LED Europe (France) [Webpage]	October 2014, Paris	Professionals of the LED sector	Overview of the latest LED advances, technological development and LED market trends.
	Strategies in Light Europe [Webpage]	18-19 November 2015, London	LED component manufacturers, LED luminaire and lamp manufacturers, lighting wholesalers and distributors along with lighting specifiers and Designers, Architects	Provide first hand presentation on how lightning business can keep up-to-date with current regulations, technologies and trends within the lighting industry.

	5th Smart Lighting Conference & Expo [Webpage](#)	20-21 May 2015, Berlin	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	LumiVille Trade Fair in Lyon	2-4 June 2015, Lyon	Professional in lighting	State-of-the-art lighting products and services
	LUCI City under Microscope in Bucharest	22-26 April 2015, Bucharest	LUCI members	To discover the lighting strategy of a LUCI member city, with field visits and technical conferences on very specific subjects.
			LUCI and non-LUCI member cities	A pilot workshop will be held on LED experience transfer between cities, advanced and less advanced in LED ligthing
	LUCI Annual General Meeting [Brochure](#)	23–27 September 2015 Helsinki	LUCI members	General Assembly as well as conferences, working group meetings, open conference sessions and the discovery of the host city and its lighting policy.
	LUCI City under Microscope in Glasgow	November 2015 Glasgow	LUCI members	To discover the lighting strategy of a LUCI member city over a two-day period with field visits and technical conferences on very specific subjects.

4 Conclusions

The performance analysis and 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, public awareness actions as participation in conferences and events, at many of them participating in workshops, should be a way to reach diverse and in-depth target audience. As the second 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 2 and subsequent years.