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D5.4 Performance analysis and year 3 plan of SSL promotion actions

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Summary

This document gives an overview and a performance analysis of the promotion actions from the second year of SSL-erate and the Year 3 plan of SSL promotion actions. It provides a general evaluation of the actions scheduled in D5.3 and an agenda of events and workshops in 2016 aimed at disseminating the information from the Work Packages 2, 3 and 4 along the value chain in order to most effectively accelerate the uptake of SSL technology.

1 Introduction

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

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. insurance companies, health care, education etc.).

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 the SSL-erate Innovation Platform LightingforPeople.eu, e-mailing announcements, social networking groups, press releases and presentations at conferences.

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. The Table has been updated from the one of the previous year. The most important change is that the reaching out to the general public is less in the focus, but more important is that potential customers are reached.

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 ecosystem	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	Companies active in manufacturing and/or supplying SSL products	They will be stimulated to create new business opportunities, by	Organization of a series of workshops for local lighting clusters on open innovation,

	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.	facilitating open innovation methods and offering validated information on human-centric and green business opportunities, a.o. through interacting with lightingforpeople.eu	human centric lighting and green business opportunities, possibly together with actors from public sector and building industry.
Customers	Residential, health, public and industrial sector	Awareness of environmental and health benefits of SSL opportunities for not only energy and cost saving but also of better lighting offering more security, comfort, wellness	Development of website promotional, production of informative and instructive material (flyers, leaflets, posters, videos, articles, reports toolkits), workshops)

2 Performance analysis of Year 2

2.1 Events in Year 2

2.1.1 Cities workshops in Year 2

Workshops have been organized to broaden the interest for SSL, and especially the added value beyond energy saving, in cities. The Table below shows the nine workshops carried out in Year 2. The Year 1 workshops mainly focused on understanding the interests of the cities participating in SSL-erate in and the problems with SSL applications. The Year 2 workshops reached out to build commitment for SSL applications and investment in regional regions around the SSL-erate cities.

Date	City	Theme	Organizer	Goal	Audience (size)
2015/02/04 &05	Lund	Lund start-up event for the International Year of Light	LU	Regional mobilisation	companies, facilitators / consultants, researchers (47 morning, 71 afternoon)
2015/04/24	Bucharest	City LED Forum	LUCI	Regional cities & LUCI meeting	regional decision makers & sustainability actors (50)
2015/07/17	London	Lighting for People: Lighting workshop	UCL & Future Cities Catapult	City Mobilization	companies, facilitators / consultants, researchers (20)
2015/10/21	Malmö	The search for the best light	Malmö	School Lighting Demonstrations	companies in the value chain, end-user (17)
2015/10/21	Stavanger	Smart outdoor lighting	Stavanger & Lyskultur, Lyse & Region Rogaland	Outdoor Lighting	cities, public road administration, consultants, energy, ICT and hardware companies (55)
2015/11/11	Hamburg	Potential of LED Lighting: Knowledge and Experiences	HAW & Regional partners	Eco-friendly & Feel good lighting	cities, companies, light designers, architects, professors and students HAW (62)
2015/11/11	Vilnius	Human centric lighting - from lab to everyday day life	VU & Regional cities	Smart Lighting Benefits	architects, lighting designers and companies; city, academia, energy companies (63)
2015/12/01	Lund	The Future of Lights – Innovations for the future sustainable cities	LU, FuturebyLund, Region Skåne	Create understanding about light. Create networks between	(cities, end-users, companies value chain (30)

				different actors including the users.	
2015/12/03	Bassano	Human Centric Lighting: The influence of light on humans	Bassano	Interior Lighting	Cities, end-users: schools, AIDI (120)

2.1.2 Human Centric Lighting Events

In Year 2 many opportunities have been seized to support the implementation of SSL and business development by dissemination of the results of the Year 1 stock tacking of the human centric lighting and non-image forming (NIF) effects. The Table below lists fair trades and conferences where presentation were given on this topic.

Date	City	Event	Type	Delivered by	Audience (size)
2014/11/19	London	Fair Trade: LuxLive	Presentations: Light for Health and Well Being; Light is a drug, so let's administer it correctly	Karin Smolders, RuG; Herbert Plischke, MUAS	Light designers and companies
2015/05/15	Berlin	Pre Conference: CycLED	Key note presentation: Lighting for People – Results of the SSL-erate Project	Dieter Lang, LE	Academic, research institutes, lighting SMEs and industry (60)
2015/05/20-21	Berlin	Conference: Smart Lighting 2015	Presentation: Human Centric Lighting - benefits beyond energy savings	Herbert Plischke, MUAS	Lighting SMEs and industries, academic (60)
2015/06/25	Berlin	DIN Expert Panel 2015 : Effect of Light on Human Beings	Presentations: Values of lighting beyond efficiency in: education; health; work places; domestics	Lang, Schlangen, Morotz, LE; Wulff, UOXF; Cajothen UB; Plischke, MUAS	Academic, standardization organisations and lighting industry (90)
2015/09/24	Bregenz	Conference: LED Professional Symposium 2015	Presentation: Human-Focused Outdoor Illumination: A Trade-off Between Pleasing Color and Circadian Action; Introduction of human centric lighting	Pranciskus Vitta, VU; Peter Dehoff, LE	Lighting industry (30) Lighting industry (100)
2015/09/23-24	Weimar	3 rd Practice Forum BioWi: Biological light effects 2015	Presentation: Non-visual effects of light	Herbert Plischke, MUAS	Academic, research institutes, lighting industry (60)

2015/11/18-19	London	Fair Trade: LuxLive 2015	Presentation and panel discussion: Putting a number on human-centric lighting; Open innovation in lighting: benefits and key success factors	Christian Cajochen, UB; Marc Steen, TNO	Lighting designers and industry (60)
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2.1.3 Open Innovation and Business development events

In Year 2 the series of Open Innovation (OI) and Business development Experiment (BDE) workshops was continued. The table below list the events organised by the cluster partners exclusively dedicated to introducing OI, establishing and dissemination of BDEs and involved also other SSL-erate partners. More workshops and sessions were held but embedded in other events, for cluster members solely, regional or national, and without other partners involvement (see D4.5 report).

Of the 24 BDEs resulting from the OI and BDE events, 6 BDEs are (almost) finished, 7 BDEs are currently being executed, 9 BDEs are in different stages of development and 2 BDEs have been terminated or put on hold.

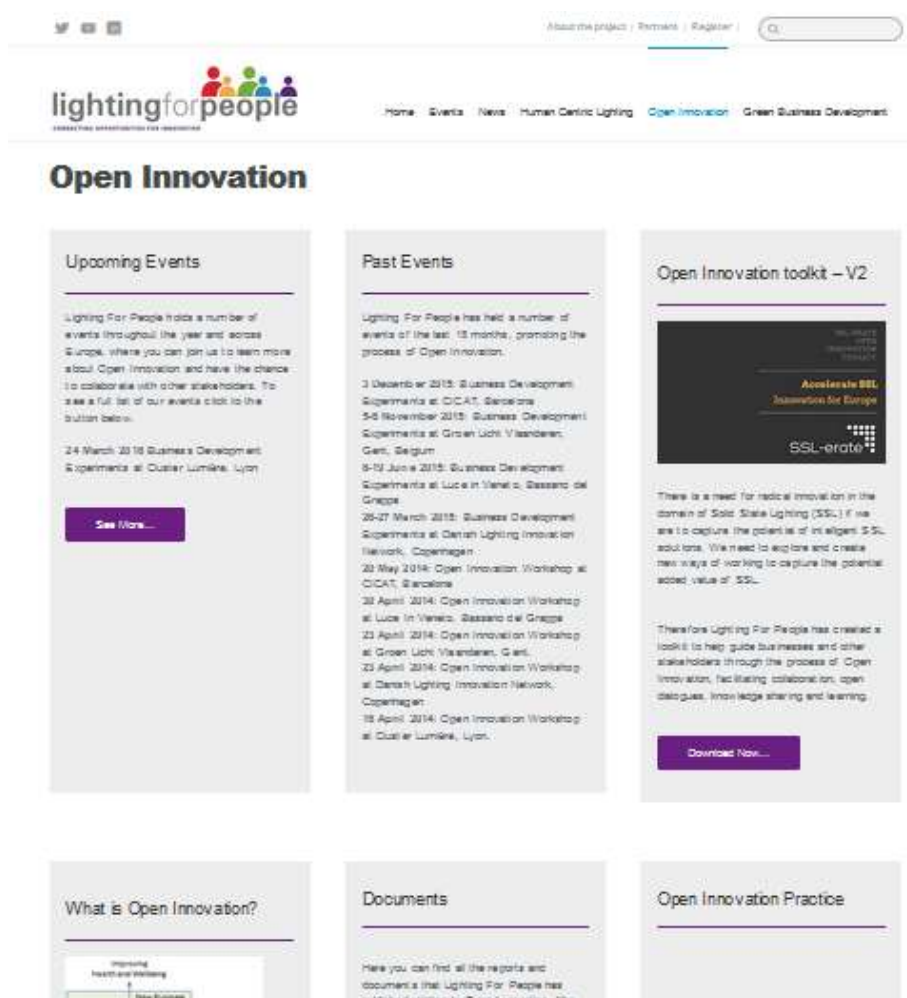
Date	Venue	Workshop	Type	Organizer	Partners	Audience (size)
2015/03/26-27	Copenhagen	SSL-erate – findings and business opportunities	OI + BDE	DTU/DLIN	TNO, CL, CICAT, LiV, LU	DOLL, DLA, DLIN members (20)
2015/06/18	Bassano	Human Centric Lighting: From lab into real world	BDE	LIV	TNO, MUAS, CL, Eindhoven	SMEs, academia, research centres, public sector (62)
2015/06/19	Bassano	From Human Centric Lighting to business opportunities	OI + BDE	LIV	ESADE, CL, KUL, CICAT, DTU	SMEs, academia, research centres, public sector (65)
2015/11/06	Gent	WP4 workshop: Accelerating LED lighting	OI + BDE	KUL	CL, UOXF	Public sector, academia, industry, end-users (70)

2.2 Web portal

In the first project year, the lightingforpeople.eu platform was developed and launched in a dedicated event on April 1st 2014 at the Light + Building fair in Frankfurt (D5.6) and gives access to information on SSL, with a focus on the project themes of human centric lighting, green business, open innovation.

2.2.1 Layout

The website layout has been maintained and updated since its launch. The changes affected the home, human centric lighting and open innovation pages. On the home page all the downloads and newsletters can be now easily reached; the human centric lighting and open innovation pages present information in a more structured and attractive way. The green business section lay out will be updated as more content will be available in first quarter of 2016.



2.2.2 Content

Content was uploaded to the website as they were ready: news, reports and videos. The calendar section was populated with the title, date and description of upcoming events

gradually enriched as more and more details were known on the events. All events organized or attended by the partner clusters, cities and human centric lighting team were presented.

2.2.3 Visitor statistics

In the first year we registered on the platform 14,072 page view, 3653 users and 5621 sessions. In 2015 the total number of page views was 24,356 coming from 10429 unique users, which is significant 70% increase in the page visits, 300% in user number.

All information is accessible without registration, but the platform offers this function, for sending newsletters and updates, or for event registration. As at September 2015, a total of 406 individuals registered, from 176 companies, 19 industrial and lighting clusters and 24 public organizations (including 12 related to education and 2 to health).

In spite of the significantly increased visits, the web site suffers from a high bounce rate (> 70%), which means most people arrive and leave on the page they first visit - so they don't interact with the site and/or the material is not what they are looking for. The real audience who engage is probably around 5000 people from UK, Sweden, Germany being the most locations in these countries pages, having visits 2.7 higher and bounce rates 50% lower than on average.

Concerning the registration option of the website, these are low because of the following reasons:

1. no compelling reason to register - information is available freely no login required
2. site is not a news site, low content velocity.
3. we reach the target group through other channels - e.g. events, cluster workshops, city events, other websites such as the Luxlive & Luxreview on-line magazines.

2.3 Flyers

The flyers are the basic form of off-line communication for the SSL-erate project. The aim of the flyers is to provide an overview of the project contents and objectives targeting the non-partners of the project. They are to be given at events like conferences, fairs or workshops. They are distributed between all the partners of the projects to be use in their local activities to promote and inform about the project and "lighting for people" and also to be distributed in conferences, workshops, seminars, fairs or other any activities related to Human Central Lighting.

The first version of the leaflet included a presentation of the project scope and objectives, a brief graphic description of its work packages structure and its approach, outcomes and expected benefits. It also offered some basic information about the project, including its duration, coordinator and website platforms.

During 2015, the leaflet was updated both regarding the content and some graphic new graphic information. Below a screenshot of the last updated version.



2.4 Newsletter

In the course of the second year in 2015 March, April, June, September four newsletters were produced and sent out by e-mail to those who had registered on the portal. The newsletter is also available at the home page of the LightingforPeople portal.

The purpose of the newsletters was to create traffic on the website and inform recipients about the upcoming events. Therefore the newsletters contain only the first few sentences or abstract of the articles, as well as the calendar of the upcoming events. The newsletter contained a link to the full content on the website as well as the links to the event information.

The newsletters and the website were promoted in all presentations at events. On the closing slide of the presentations the audience was asked to visit the website and register for the newsletter.

It should be remarked that articles which cover also human centric lighting when published on LuxReview.com (owned by partner RMP, in charge of running the LightingforPeople website), have much better statistics: less than 7% bounce rate - meaning people read the article, and then go on to read something else in the Lux Review on-line magazine. For example, in November 2014, the presentation from Herbert Plischke (MUAS) was featured on Luxreview.com - this has so far attracted 3249 page views, significant amount of new visits arising from a share to facebook, which is not a traditional lighting audience (<http://luxreview.com/article/2014/11/light-is-a-drug-so-let-s-administer-it-correctly>)

We can observe that this and other articles attract far more visitors than those on the LightingforPeople portal.

We can draw the conclusion that the dissemination of the human centric lighting reports and the open innovation and cities activities would be helped by publishing articles in LuxReview and other (on-line) trade journals more intensively.

2.5 Videos

In the course of the second project year six videos were shot and uploaded to the Lighting for People website regarding human centric lighting. One video is an introduction to the topic of human centric lighting targeting people with little knowledge. The other videos are conveying application specific messages given by scientists and using a more scientific language.

In the Annex of this report an overview of the number of daily views of the videos is given.

Title Video	Views	Links
Human Centric Lighting: An overview	242	https://www.youtube.com/watch?v=3I9etUQMCAo
Human Centric Lighting in health care	79	https://www.youtube.com/watch?v=wLbk2fvAU08
Human Centric Lighting in education	180	https://www.youtube.com/watch?v=EUwGdnIJSCg
Human Centric Lighting in the workplace	160	https://www.youtube.com/watch?v=bIpGYub45t8
Human Centric Lighting: An introduction	79	https://www.youtube.com/watch?v=3zrZ3fXlu8Q
Human Centric Lighting in the outdoor environment	53	https://www.youtube.com/watch?v=Vfa3JWnEKK8
How LED lighting will shape the cities of the future	321	https://www.youtube.com/watch?v=0yOzP3hruXk
Can LED lighting make our lives in cities healthier?	268	https://www.youtube.com/watch?v=R5uUhv_5ogk
Introduction to lighting for people	347	https://www.youtube.com/watch?v=pkEbbTRhsYA

2.6 Reports, documents

The deliverable reports are the main documentation of the SSL-erate project activities and studies. While some of them are intended for internal use, most have a public nature, with content meant for use by stakeholders outside the project.

Five selected key deliverables have been edited and given a new (branded) layout for publication on the LightingforPeople website, offering also an online link to share them through social media, or as prints at events. The new design, according to the Lighting for People branding, makes the documents more attractive and reader-friendly. In addition these documents have been uploaded in the lighting for people website,

These reports are:

- D2.6: Priority List of suggestions for demonstration and business experiments.



- D3.2 and D3.4: Lighting for Health and well-being in education, work places, nursing homes, domestic applications and Smart Cities



- D4.1: Open Innovation Toolkit (1st version).



- D4.2 Open Innovation Toolkit (2nd version).



- D4.3: Open Innovation: Methodology for Accelerated and Effective Development and Deployment of SSL



2.6.1 Other documents

Two interactive Prezi presentations have been prepared in order to help SSL-ERATE partners to present the project results in conferences, cluster meetings or other events:

- Prezi 1: SSL-erate introduction



- Prezi 2: General presentation Human Central Lighting



- Poster: Hamburg Event



3 Communication plan for Year 3

3.1 General objectives and tools

3.1.1 General objectives and target groups

- Promote the idea of human centric lighting through publishing (on internet) and presenting face-to-face (on events) the results of the scientific state-of-the art on human centric lighting as reported in D3.2-D3.4, D3.6, D3.7.
- Promote widely open innovation for product and business development through publishing (on internet) and presenting face-to-face (on events) the business development approach of the cluster partners and the developed open innovation toolkit.
- Promote innovative SSL projects in cities and their experiences by publishing these (on internet) and stimulate peer-to-peer contacts between cities.

The target groups of the project are the whole value chain of the lighting industry and those who can have a leverage effect on the branch namely the policy makers and research. These are:

- Lighting industry professionals: manufacturers, designers, installers;
- Customers (buildings design/construction/tenant, education, healthcare, cities);
- Policy makers (DG Cnect, DG Health, DG, European Parliament);
- Researchers Scientists (chronobiologists, psychologists, engineering);
- Cities;
- Environmental and sustainability NGOs;
- Energy agencies;
- Local energy saving promoters.

3.1.2 Communication channels and tools

Available channels	Available media tools	Channels by target group
<ul style="list-style-type: none"> • Lighting for People website • LuxReview, EurActive, other magazines and scientific journals • Conferences of lighting industry • Conferences of customers • Cluster and city events • Webinars • E-mail, LFP Newsletter • Twitter, LinkedIn 	<ul style="list-style-type: none"> • Articles (journalist + scientific) • News • Presentations, panel discussions, workshops • Infographics • Videos • Posters • Guide, Q&A • Case studies 	<p>Lighting Industry professionals</p> <ul style="list-style-type: none"> • Conferences of lighting industry • Cluster events • Lighting for People website • Lux Review <p>Customers</p> <ul style="list-style-type: none"> • Conferences of customers • Cluster events • City events • Webinar - Covenant of Mayors <p>Policy makers</p> <ul style="list-style-type: none"> • EurActive articles

		<ul style="list-style-type: none">• Light and Building 2016 Scientists• Events of lighting industry• Scientific journals
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3.1.3 Articles

One of the means of SSL-erate to accelerate SSL uptake is to bring knowledge and methods gathered within the project to a large number of people in our target groups. Main channel so far, and according to the project plan, is the Lighting for People portal. Based on the web statistics there is a need to increase the uptake from the portal of the produced SSL information material in order to contribute more effectively to the desired project impact.

Coverage could be improved by putting articles in e.g. the online magazine Lux Review (of partner RMP), which reaches more than 60.000 people globally.

Another improvement will stem from a more journalistic approach in which RMP writes professional, interesting, eye-catching articles about the results achieved by cities, clusters and human centric lighting scientists in the consortium.

Most the deliverables and results of the projects cannot be included in an article without the edition and journalist work of a professional with experience in scientific communication. RMP has an expert, Alan Tulla, in scientific communication who is also an expert in lighting. Mr. Tulla will be the person in charge for writing articles that will be understood by people and professionals without scientific background and also attractive and “catchy” for publishing by journals and other media.

The WP leaders have to inform RMP when there is an interesting case that could be promoted, and put RMP into contact with a team member for making an interview. To structure this, at least once a month a short teleconference will be held by the WPs leaders and RMP, to select the theme for the articles and the partners (and person) that will provide the information. The same group will check the final draft of the article and approve it.

The articles should be put into the respective magazines and journals of the target groups (with references to the Lighting for People portal), besides being published on the Lighting for People portal. Envisaged are for:

Lighting professionals - Lux Review;
SSL users - specific magazines, journals;
European policy makers – EurAcitve;
Scientific community - scientific journals.

These articles should also be disseminated (provided links to) through the websites and contacts of all the partners.

3.1.4 Lighting for People portal

The portal was launched in March 2014 at the beginning of the project. Over time more and more information and reports were produced by the three ‘content’ work packages WP2, WP3 and WP4. The increase and change of information demanded a change of the layout of

the portal pages, for easier finding of information and presenting it in a more attractive and transparent way. Starting with the Human Centric Lighting page (and sub-pages), the portal layout and content (using the WP3 output) were overhauled.

The last section to be renewed will be that of the Green Business Development (SSL deployment by cities) page.

The calendar continues to be updated continuously by RMP, which needs to be fed by the WP leaders. The news section is updated as new articles are produced, (links to presentations on events will be uploaded as well as videos..

3.1.5 Social Media: Twitter and LinkedIn

Among the social media Twitter and LinkedIn will be used. Their primary function will be to increase the traffic on the Lighting for People website. Therefore short messages will be pushed out whenever a new report, presentation, video or news appears; i.e. when articles are uploaded to the website or an event announcement, a link will be published on Twitter and LinkedIn.

Links to announcements on the portal concerning local cluster and/or city events will not be published on Twitter or LinkedIn, because the clusters and cities have the right tool to precisely reach their target group.

ESADE is responsible for managing the Lighting for People social media accounts.

3.1.6 Videos and infographics

During the life of the project several videos have been made and posted on the Lighting for People website. Now the collected information, experiences and ideas on human centric lighting, open innovation, city SSL usage has gained weight, the main challenge during the last project year is to select and match the main messages for different stakeholders.

To convey the messages, infographics will be prepared by the WP5 leader LightingEurope to be used in several communication materials: leaflets, prezi/powerpoint presentations, videos, etc.. The objective of the infographics¹ is to give a project message by means of a graphic visual representations of information, data or knowledge, in order to present information quickly and clear.

They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. Similar pursuits are information visualization, data visualization, statistical graphics, information design, or information architecture. Infographics have evolved in recent years to be for mass communication, and thus are designed with fewer assumptions about the readers' knowledge base than other types of visualizations.

Infographics have been around for many years and recently the increase of a number of easy-to-use, free tools have made the creation of infographics available to a large segment of the population. Social media sites such as Facebook and Twitter have also allowed for individual infographics to be spread among many people around the world.

¹ Source: Wikipedia. <https://en.wikipedia.org/wiki/Infographic>

At least every fifteen days LightingEurope, Lux Magazine (RMP) and ESADE will have a teleconference meeting in order to coordinate the dissemination activities. If it is necessary a face meeting in one of the institutions will be organized.

3.2 Human Centric Lighting promotion

3.2.1 Objectives and target groups

The communication targets the whole value chain, the policy makers and the scientific community.

- Lighting professionals, lighting manufacturers
- Customers (health care, architects, facility managers, education, cities)
- Policy makers (mayors, DG Health, DG Connect, European Parliament)
- Scientific community (chronobiologists, psychologists)

The message is built on the scientific results in the report D3.2-3.4, 3.6 and 3.7.

- We need better lighting for our health, safety and wellbeing. Good Lighting provides value for people, economy and society, and it is scientifically proven (D3.2-4)
- New Metrics is needed for lighting (D3.7)
- What are the economic drivers and barriers of HCL, and how to remove the barriers (Report D3.6)

Target Group	Message	Aim	Tools
Lighting professionals, lighting manufacturers	We need better lighting for our health, safety and wellbeing. Good Lighting provides value for people, economy and society, and it is scientifically proven (D3.2-4) New Metrics is needed for lighting (D3.7) What are the economic drivers and barriers of HCL, and how to remove the barriers (Report D3.6)	Increase awareness, pass knowledge that helps creating the market	Presentations at Lighting Events Articles in Lux Review LFP Website Infographics
Customers (health care, architects, facility managers, education, cities)	New Metrics is needed for lighting (D3.7)	Increase awareness, awaken interest	Conferences of customers Cluster events City experiences
Policy makers (mayors, DG Health, DG Connect, European Parliament)	We need better lighting for our health, safety and wellbeing. Good Lighting provides value for people, economy and society, and it is	Increase awareness, importance in political discussions	Articles and infographics in EurActive Cluster events City experiences Webinar with Covenant of Mayors

	scientifically proven (D3.2-4) What are the economic drivers and barriers of HCL, and how to remove the barriers (Report D3.6)		Infographics on LFP website
Scientific community	New metrics is needed for lighting (D3.7)	Validate the results, promote the topic, enlarge the scientific knowledge	Paper in scientific journal

The contact with the target groups will be established by contacting the following sector organizations. The best events of the target groups will identified with their help.

- European Hospital and Healthcare Federation (HOPE)
- European Schools Network (ES Network), European School Net (EUN)
- European Consumers' Organisation (BEUC)
- European Patients' Forum
- Architects Council of Europe

3.2.2 Human Centric Lighting on the Lighting for People portal

- Layout is OK
- Update calendar with new events
- Promote scientific publication on need for new metrics
- Promote news, articles via placing SSL-erate articles into LuxMagazin and magazines of customers (schools, health care)
- Upload and promote branded versions of D3.6 (uptake barriers) and D3.7 (metrics)
- Upload videos

3.2.3 Articles for Human Centric Lighting

Topic	Published in	Scheduled for
Interview with customers on HCL: - Swedish Parent Association	Lux Review Lighting for People	2016 January
Interview with scientists on new Metrics (Plischke, Cajochen)	Lux Review Lighting for People	2016 February
News on HCL	EurActive	2016 May
New metrics published in a scientific article	Scientific journal (to be selected)	2016 June

3.2.4 Events to promote human centric lighting

In the project year 1 and 2, most of presentations were at events and conferences aimed at lighting professionals and industry. In year 3 less focus should be put on lighting industry's events, and more focus on reaching customers via their own conferences.

3.2.4.1 Lighting professionals' conferences

We selected three events for reaching the lighting professionals are spread across the year. The message will be passed in form of presentations

- Light and Building 2016, Frankfurt, March
- Smart Lighting 2016, Milano, May
- Lighting professionals Symposium 2016, Bregenz, September

3.2.4.2 Customers' professional conferences

The targeted customer groups will be:

- Health care
- Building architecture, ergonomics
- Education

The right events will be selected by consulting with sector organizations.

3.2.4.3 Cluster and city events

Workshops organized by the lighting clusters and cities can be an occasion to promote human centric lighting among small and medium enterprises and for the local customers, municipality officials.

- Cluster event content: open innovation projects, presentations on human centric lighting (HCL)
- City event content: presentations on HCL

3.2.4.4 Overview

Date	Event	Target group	Topic
2016/03/15 Frankfurt	Light and Building 2016	Lighting manufacturers, designers Policy makers	Presentations 3x 15 minutes + 30 minutes panel - HCL-Metrics (D3.7) - Innovation in clusters - The role of cities Panel discussion of six persons from various stakeholder groups and different views
2016/03/24-25	Cluster Lumière	Local SMEs and customers	
2016/04/21-22 Copenhagen	Danish Lighting Innovation Network	Local SMEs and customers	
2016/05/19-20	Luce in Veneto	Local SMEs and customers	
2016/06/23-24 Barcelona	CICAT	Local SMEs and customers	
2016/07/29	Groen Licht Vlaanderen	Local SMEs and customers	
2016/05/24-26	Smart Lighting	Lighting manufacturers	Presentations:

Milano			- HCL-Metrics - HCL economics (D3.6)
2016/09/20-22 Bregenz	LpS	Lighting manufacturers	Presentations: - HCL-Metrics - HCL economics
October 2016	SSL-erate closing conference	Policy makers, lighting users	Presentations: - HCL-Metrics

3.2.5 Infographics

- General (based on D3.2-3.4 report) for non-professionals
- New metrics (based on D 3.7 report) for lighting professionals
- Economics (based on D 3.6 report) for lighting professionals and policy makers

3.2.6 Videos

Topic	Interviewee	Date
Metrics	Herbert Plisch	2016 Q2
Excel calculation tool for metrics	Dieter Lang	2016 Q2

3.3 Open Innovation

3.3.1 Objectives and target groups

Important is that a toolkit has been created and tested and a second (beta) version has been updated. The second version versions has been edited also and has been tested in the CICAT event (December 3rd) in Barcelona. So we can conclude that the new toolkit works. The idea now would be to the toolkit is used in different cluster events ad at the very end make parallel sessions in each country with the “lessons learned”. This can be done on the cluster and national level.

From a global communication point of view it is important to leverage the work of clusters and bring their experiences to a European level.

Objective	Target groups	Aim
Promote open innovation	Lighting professionals Customers Policy makers	Openness and collaboration is driver for new innovations. Has positive economic result.

3.3.2 Topics of communication for open Innovation

- Spin off projects and business from business development experiments
- Necessity and effectiveness of clusters in BDEs

3.3.3 Events

Date from	Date to	Event of
2016/	2016/	Cluster Lumière
2016/04/21	2016/04/22	DTU / Danish Lighting Innovation Network
2016/05/19	2016/05/20	Luce in Veneto
2016/06/30	2016/07/01	CICAT
2016/09/15	2016/09/16	KUIL/ Groen Licht Vlaanderen

Above events have been planned. Still an idea is a closing event aimed at policy makers (on national / regional level), other clusters / associations (beyond the current five clusters), cities, to communicate & disseminate project results: of approach of business development experiments and use of Open Innovation tools, business cases around human centric lighting and that we made cities aware of use of LED for better lighting instead of only lower cost / energy saving tool.

3.4 Green Business Development (SSL deployment in cities)

3.4.1 Objectives and target groups

Objectives of green business development communication (WP2):

- Share experience of cities how to make good indoor and street lighting to avoid mistakes in other cities:
 - How to get good quality light and avoid poor quality installation
 - What are the barriers and drivers for cities to install LED lighting (public procurement, financing, lack of information how what the new installation can do and cannot do)
 - User experiences (is there a real value for users?)

It comes from the objectives that cities which are the early adaptors of LED lighting can share their experiences, and help of other cities to avoid making mistakes. In order to make the shift to SSL lighting a success across Europe, other cities than the WP2 partners have to be involved. The communication cannot stop there however at city level, and it is needed to involve those into the discussion who are designing and installing the lighting infrastructure as well as creating the policy environment. In conclusion, the following stakeholders can remove barriers and help exploiting the values of SSL systems.

- Cities outside of the WP2 partners
- Lighting industry, lighting professionals
- Policy makers

3.4.2 Topics of Communication for green business development

As a result of earlier city meetings it got crystallised that the message for the last project year should be: Go for quality, find values beyond energy efficiency

There is a growing number of cities which have experience in installing LED systems, some of which has been presented and discussed at the city work shops (report D2.7). The topics of communication are going to be these project experiences.

3.4.3 Events

The following communication channels got identified where the messages could be brought effectively to the target groups.

Date	Communication		Topic	Target group
	Channel	Tool		
2016/02/04	Interreg Lighting Metropolis project meeting	Presentation	Application of Human Centric Lighting	Project participants
2016/02/19	National Sustainable Development Campaign (Sweden)	Regional event	More efficient and better lighting	Schools and general public
2016/02-03	Presentation via Covenant of Mayors and other channels	Webinar / presentation	City application of Intelligent Human Centric Lighting	European Cities
2016/03/15	Light and Building 2016 (Lighting Europe)	Presentation Panel discussion	HCL-Metrics (D3.7) Innovation in clusters The role of cities	Lighting manufacturers, designers Policy makers
2016/03/17	Light and Building 2016 (LUCI)	Presentation Posters	SSL in cities	European Cities
2016/05/24-26	Smart Lighting (Milano)	Presentation	Intelligent HCL application	Cities interested in Smart Lighting
2016/05-06	Workshops in Budapest and Dubrovnik (LUCI)	Conference/ workshop	Presentation of City SSL in cities	European Cities
2016/09/20-22	LpS – Bregenz	Presentation	HCL-Metrics HCL economics	Advanced lighting users
2016/10	SSL-erate closing conference	Presentation	Green business development	Policy makers, decision makers in cities

3.4.4 Articles

As described in Section 3.1.3, the WP2 leader, mr. Karlsson from Lund University will be at least once a months with RMO (mr. Tulla) to present possible topics and stories for publishing. RMP is going to pick the interesting stories and process these into a suitable web-based article. So far the following ideas have a good potential to become interesting eye-catching articles:

- Schools: why private schools invests (UK, Lithuania) while public schools don't;

- Schools: why schools are in chase for energy efficiency and loosing on their core value: to pass knowledge efficiently;
- Outdoor: is energy efficiency all the value what we can offer to our citizens? Negative effects: poor light quality, more money remains for more poor lighting that creates light pollution;
- Are roadmaps able to drive cities in renewing their lighting infrastructure?
- Controversities of public procurement (lumen per surface, glare, Euro per kilometer, drivers and control system, flicker).

RMP will subsequently contact the sources of the stories and make interviews.

Newspapers where the stories could be published:

- LuxMagazine
- EurActive
- Further local and European newspaper are to be identified

3.4.5 Website

The content of the Green business development (SSL deployment by cities) page on the Lighting for People portal comes from the City toolkit, the D2.7 report and the city experiences articles. The structure of the page concerned will be changed in order to present the new information attractively. In general it will follow the layout of human centric lighting and open innovation pages. So far the following headings are envisaged:

- Introduction
- Downloadable documents;
- City and user experiences with installations;
- City experiences with the processes;
- Technical issues: topics of importance: quality of light e.g. flicker, compatibility of manufacturers' products etc.;
- Recommendations (e.g. make your own measurements, ask for evidence).

3.4.6 Posters

Posters with city experiences will be used at the following events to increase the attention towards the city experiences during meetings.

The posters will be used at the following events. They will be placed in the foyer of the meeting place around the coffee area.

Event Name	Organised by
Light and Building 2016, Frankfurt, March	SSL-erate
Event, workshop in Budapest	LUCI
Event, workshop in Dubrovnik	LUCI
SSL-erate, project closing meeting in Brussels	SSL-erate

The posters will explain the most interesting experiences of cities with a few words and pictures. The same posters will be used for all events. The first event where posters will be used is Light and Building in March 15, 2016.

The posters will be produced according to the following schedule.

- 21 Jan – Mr. Tulla, RMP, collects stories from cities (outdoor, schools);
- 21 Jan – Mr. Karlsson, Lund University, helps identifying the most important 3-4 topics;
- 1 Feb – Mr. Tulla prepares an article of 100-200 words for each topic;
- Cities, LightingEurope, ESADE, TNO, RMP discuss and prepares the poster text;
- 10 Feb - poster texts are finalised
- 11 Feb - Cities send pictures to illustrate the story;
- 20 Feb - ESADE drives the layout design. Layout agreed;
- 1 Mar - Printing starts;
- 9 March - Printed posters put on post and sent to Frankfurt

Poster type 1

Objective

- Give an overview
- Show what happens in Europe in cities: the projects (in the table)

Format

- Map of Europe with the cities
- Pictures of 8 cities
- 100-150 words about the projects

Poster type 2

Objective

- Show city projects, and what are the drivers for cities to engage themselves in lighting projects

Message

- Drivers:
- Barriers: In cities there are still old habits, old knowledge, old way of public procurement (old specification standards are used)
- Needs: new specifications, teaching customers how to use the new lighting, must be simple, user friendly

Format

- Show pictures of classrooms
- 100-150 words description

4 Conclusion

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 Lighting for People 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.

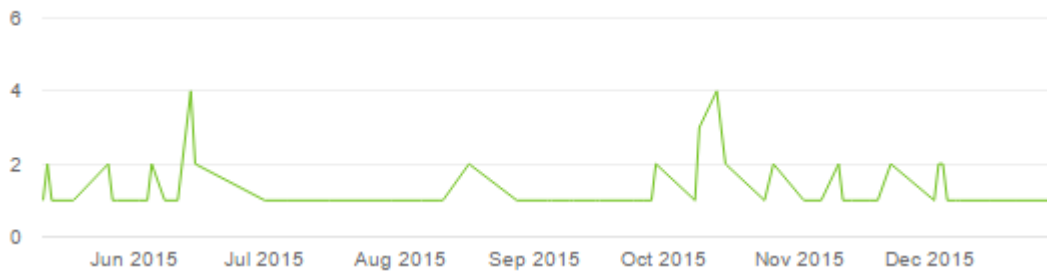
At least every 14 days LightingEurope, RMP (Lux Magazine) and ESADE will have a tele-conference meeting in order to coordinate the planning and execution of the dissemination and communication activities. The status and planning of the dissemination and communication actions is also a fixed topic at the fortnightly WP leaders telephone conference.

Annex – Daily reporting of views of videos

Human Centric Lighting: An overview



Human Centric Lighting in health care



Human Centric Lighting in education



Human Centric Lighting in the workplace



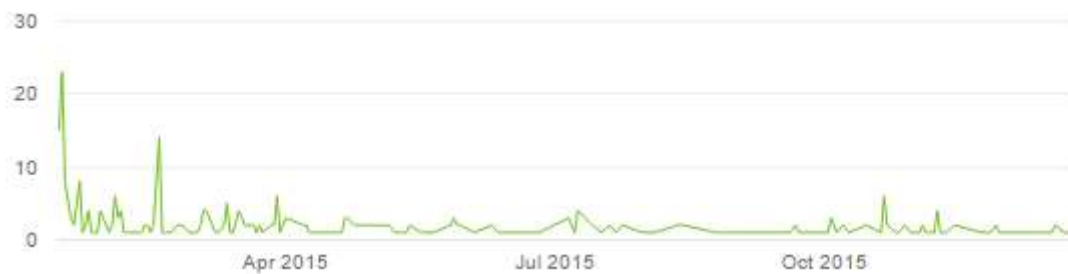
Human Centric Lighting: An introduction



Human Centric Lighting in the outdoor environment



How LED lighting will shape the cities of the future



Can LED lighting make our lives in cities healthier?

