

GREEN
DIGITAL
CHARTER



GuiDanCe

Support the coordination of cities' activities
via the Green Digital Charter

D4.3: Videos

growth



D4.3: Videos

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CONTENTS

1	Introduction	4
1.1	Communication and dissemination in GuiDanCe project.....	4
1.2	Production of videos.....	4
2	Steps taken to deliver the Task.....	5
2.1	Selection of video producing company	5
2.2	Selection of format and events	5
3	Delivered videos	7
4	Dissemination of videos.....	13

1 INTRODUCTION

1.1 Communication and dissemination in GuiDanCe project

One of GuiDanCe work packages is dedicated to the promotion of the GDC to cities and third stakeholders, essentially helping and supporting the activities undertaken in the rest of the project. Outreach activities are undertaken to foster better and more efficient synergies and cooperation possibilities between the community of urban practitioners and decision-makers and stakeholder communities such as national and EU policy-makers, relevant industry and research in related fields, including energy, transport, buildings & construction, eGovernment, ICT, etc.

Participation in external events - well-known European ICT and sustainable development conferences, EU major events, etc. - and the development of a number of well-targeted communication activities allows GDC to participate in the wider dialogues and showcase the achievements of GDC and its signatory cities as a whole.

The main target groups of the communication and dissemination work package includes local authorities and its politicians and administration, regional, national and EU institutions and ICT industry and NGOs. Citizens are foreseen to be addressed, mainly indirectly, in the effort to promote cities as organisations that “lead by example”.

1.2 Production of videos

Two (2) long (between 5 and 10 minutes) and two (2) short (between 0.5 and 2 minutes) videos were foreseen to be prepared with the help of a subcontracted video producing company. The exact content and structure of the videos would be decided, with the help of the producing company and the cities' feedback, after March 2016 and the publication of the 1st GDC implementation monitoring report. Nevertheless, it was already foreseen that videos would focus on:

- How the cities are using GDC and the impact of GDC to signatory cities;
- Visual presentation of GDC-related pilot projects;
- Short interviews with key city practitioners;
- The role of GDC in the wider EU policies and objectives.

A third short video would be prepared as an introduction to the work shadowing methodology that is used in GuiDanCe.

2 STEPS TAKEN TO DELIVER THE TASK

2.1 Selection of video producing company

The video producing company was selected based on a set of criteria:

- Willingness and ability to perform the tasks in time and on budget;
- Previous experience of producing high-quality and successful videos and project promoting media;
- Previous experience of working with EUROCITIES;
- Reputation of the subcontractor to the European cities and smart city stakeholders;
- Quality and experience of (at least one) senior expert that will supervise the tasks.

Based on these criteria, EUROCITIES identified a preliminary set of probable subcontractors and initiated an open competition contacting the following companies to request an offer:

- Krenotec (Belgium)
- Mostra (Belgium)
- L'arbre a films (Belgium)
- Pracsis (Belgium)
- Vision-communication (Spain)

Vision-communication met all criteria and offered the best price, thus was selected to produce the videos that were needed for the Green Digital Charter and the GuiDanCe project.

2.2 Selection of format and events

Regarding the type of videos and after discussions with the video producing company and the project officer, it was decided to focus on interviews of cities' practitioners and smart cities' stakeholders. This way, the real participants of the smart cities and ICT community could share their views and accomplishments.

Four events were selected to be used for filming and presenting what cities are doing in the frame of the Green Digital Charter.

Date	Event	Place	Rationale
April 2016	EUROCITIES Knowledge society forum meeting	Rennes	1 st KSF meeting after the update of GDC - Rennes signing the Charter
January 2017	'Cities in transition' conference	Brussels	1 st GDC conference (roadshow)
November 2017	Smart city expo	Barcelona	GuiDanCe participates in the EC EIP SCC stand
January 2018	'Imagine the urban future' conference	Brussels	2 nd GDC conference (roadshow)

3 DELIVERED VIDEOS

The selection of events with very good participation and the willingness of stakeholders to be interviewed for the Green Digital Charter campaign resulted in several videos many times multiple of what was contained in the work description of GuiDanCe. In total **48 videos** long and short were produced because of the GuiDanCe activities. A description of the videos can be found in the table below.

#	Description	Duration	Location	Link to video
1	Green Digital Charter and smart cities	3:53	Rennes	https://www.youtube.com/watch?v=HdpEr4l0EaE
2	Interview with Mary-Ann Schreurs, vice mayor, city of Eindhoven	4:49	Rennes	https://www.youtube.com/watch?v=l4OwBgHW7zA
3	Interview with Rabnawaz Akbar, city councillor, city of Manchester	3:26	Rennes	https://www.youtube.com/watch?v=psKNFv78nTI
4	Interview with Anna Lisa Boni, secretary general, EUROCIITIES	4:10	Rennes	https://www.youtube.com/watch?v=LO9sN-1_Z8Y
5	Interview with Rick Robinson, IT director for smart data and technology, Amey	3:53	Rennes	https://www.youtube.com/watch?v=69g1kINJ-nM
6	Interview with Anna Lisa Boni, secretary general, EUROCIITIES	4:52	Rennes	https://www.youtube.com/watch?v=6ZbFhTgekeE
7	Interview with Adrian Slatcher, senior policy officer, city of Manchester	3:15	Rennes	https://www.youtube.com/watch?v=vOWJlSn1A7I

#	Description	Duration	Location	Link to video
8	Interview with Frederic Renouard, innovation & entrepreneurship coordinator, EIT Digital	3:16	Rennes	https://www.youtube.com/watch?v=dCRSlkXFJsU
9	Interview with Stephanie Poppe, European affairs manager, city of Rennes	1:36	Rennes	https://www.youtube.com/watch?v=6cyQulR-JaU
10	Interview with Franco Carcillo, city of Turin	0:45	Rennes	https://www.youtube.com/watch?v=qLHlwEFBnTE
11	Interview with Marion Glatron, deputy director, city of Rennes	5:10	Rennes	https://www.youtube.com/watch?v=xMBDWwBsHTQ
12	Interview with Bart Rosseau, chief data officer, city of Ghent	2:16	Rennes	https://www.youtube.com/watch?v=lZDig3udbNE
13	Interview with Cristophe Colinet, smart city project, city of Bordeaux	1:32	Rennes	https://www.youtube.com/watch?v=4EN53DvvSeo
14	'Cities in transition'	4:23	Brussels	https://www.youtube.com/watch?v=HmM0G7iktBA
15	GDC awards for smart city projects	2:46	Brussels	https://www.youtube.com/watch?v=Gh3zJIH7uNY
16	Interview with Tatjana Perse, head of development, IT, city of Rijeka	2:44	Brussels	https://www.youtube.com/watch?v=0BqX_meylS0
17	Interview with Roberta Cocco, digital transformation councillor, city of Milan	1:20	Brussels	https://www.youtube.com/watch?v=5lOYodO-nkk

#	Description	Duration	Location	Link to video
18	Interview with Mary-Ann Schreurs, vice mayor, city of Eindhoven	2:49	Brussels	https://www.youtube.com/watch?v=q35dq-xFZbo
19	Interview with Flavia Marzano, councillor for innovation, city of Milan	2:36	Brussels	https://www.youtube.com/watch?v=5pXl7PnlYns
20	Interview with Federica Bordelot, policy advisor, EURO CITIES	1:38	Brussels	https://www.youtube.com/watch?v=Sut9OUWzZ_c
21	Interview with Eero Halonen, chairman of the economic development board, city of Oulu	2:20	Brussels	https://www.youtube.com/watch?v=LQbW9leLuIM
22	Interview with Eddy Hartog, head of unit, DG CNECT, European Commission	1:47	Brussels	https://www.youtube.com/watch?v=y8SgWn5iWcM
23	Interview with Daniel Sarasa, smart city program manager, city of Zaragoza	1:24	Brussels	https://www.youtube.com/watch?v=GcHt8GkSreU
24	Interview with Cristophe Colinet, smart city project, city of Bordeaux	1:17	Brussels	https://www.youtube.com/watch?v=TdsBVQdMq6Q
25	Interview with Bart Rosseau, chief data officer, city of Ghent	0:47	Brussels	https://www.youtube.com/watch?v=d8P1Mmk9quE
26	Interview with Adrian Slatcher, senior policy officer, city of Manchester	1:34	Brussels	https://www.youtube.com/watch?v=ZfYPVE-0CZ4

#	Description	Duration	Location	Link to video
27	'Empower Cities, Empower People': GDC at the Barcelona Smart City Expo 2017	3:24	Barcelona	https://www.youtube.com/watch?v=3c9RQw5LZjo
28	Interview with Bernadett Degrendele, EUROCIITIES, Sharing cities project coordinator	5:53	Barcelona	https://www.youtube.com/watch?v=LYMiyJTXrO0
29	Interview with Tero Blomqvist, Program Director of Smart, city of Tampere	2:52	Barcelona	https://www.youtube.com/watch?v=3Hr3NJq210s
30	Interview with Benoît Cuvelier, MySMARTLife project coordinator in city of Nantes	3:09	Barcelona	https://www.youtube.com/watch?v=TvcaSEtwAg4
31	Interview with Emilie Gerbaud, Smart City Project Manager, city of Lyon	3:14	Barcelona	https://www.youtube.com/watch?v=TXOWK6su-e8
32	Interview with Bart Rosseau, Chief Data Officer, city of Ghent	3:16	Barcelona	https://www.youtube.com/watch?v=inF2yD7fRZg
33	Interview with Miimu Airaksinen, CITYkeys Project coordinator	2:07	Barcelona	https://www.youtube.com/watch?v=KgwSEO--Q8
34	Interview with Christophe Colinet, Smart City project manager, city of Bordeaux	3:44	Barcelona	https://www.youtube.com/watch?v=00Qeo3jLcuA

#	Description	Duration	Location	Link to video
35	Interview with Joan Battle-Montserrat, Director of Digital Transformation, city of Barcelona	1:44	Barcelona	https://www.youtube.com/watch?v=QuBOIPG8Q9U
36	Interview with Nathan Pierce, Programme Director for Sharing Cities at Greater London Authority	2:50	Barcelona	https://www.youtube.com/watch?v=rgLLU8jHc3E
37	Imagine the Urban Future - GDC Award ceremony	4:08	Brussels	https://youtu.be/67RkNY8XLD4
38	Interview with Markus Bylund, Director of Strategy IT and Digitalization, Executive Office, City of Uppsala	4:37	Brussels	https://youtu.be/r7RxGZqX_s0
39	Interview with Anna-Lisa Boni, Secretary General, EURO CITIES	5:57	Brussels	https://youtu.be/H1f7kji4yn4
40	Interview with Daniela Patti, Managing director at Eutropian GbH, architect and urban planner	2:37	Brussels	https://youtu.be/pPwcmgLGqaY
41	Interview with Peter Baeck, Head of Collaborative Economy Research, NESTA	2:05	Brussels	https://youtu.be/PHx05sd4kiE
42	Interview with Jonas Onland, Program Manager Digital Transition & Urban Agenda	1:53	Brussels	https://youtu.be/AddEizgTuCI

#	Description	Duration	Location	Link to video
43	Interview with Alex Minshull, City Innovation and Sustainability Service Manager, Bristol City Council	3:54	Brussels	https://youtu.be/vArxJiutLj0
44	Interview with Jan Willem Eising, CITYzen project manager, Alliander, Amsterdam	2:20	Brussels	https://youtu.be/ag13JZ5tlxU
45	Interview with Rabih Bashroush, coordinator of the EURECA project, University of East London	2:46	Brussels	https://youtu.be/cbk6Cw91L2Y
46	Interview with Simon Saint George, Energy Data Officer, Rennes Métropole	4:06	Brussels	https://youtu.be/b3TMjDjR5bl
47	Interview with Christophe Colinet, Smart City Project Manager in Bordeaux Métropole	3:01	Brussels	https://youtu.be/kCgAgX6OW90
48	Interview with Bart Rosseau, Chief Data Officer, City of Ghent	3:03	Brussels	https://youtu.be/-U4wbvuaovQ

4 DISSEMINATION OF VIDEOS

Many channels of communication were used to disseminate the videos during the GuiDanCe project. A detailed report of these activities and their reach can be found in the final report of the project. The different means include the:

- Green Digital Charter website (<http://www.greendigitalcharter.eu/>);
- Green Digital Charter YouTube channel (<https://www.youtube.com/channel/UChAu5ASNZNyTH5k7Hh3qAOQ>);
- Green Digital Charter twitter account (<https://twitter.com/gdcharter?lang=en>);
- Green Digital Charter LinkedIn group (<https://www.linkedin.com/groups/12008967>);
- EUROCITIES twitter account (<https://twitter.com/EUROCITIEStweet>).