

The SUGI communication team

- Support projects
- Visibility in different channels
- Translate, synthesize material and build narratives
- Main communication channels:
 - newsletters, JPI Urban Europe and Belmont Forum websites, conferences and seminars, policy briefs, synthesis reports, factsheets, social media, press and professional media, online media and broadcasted events.

Events

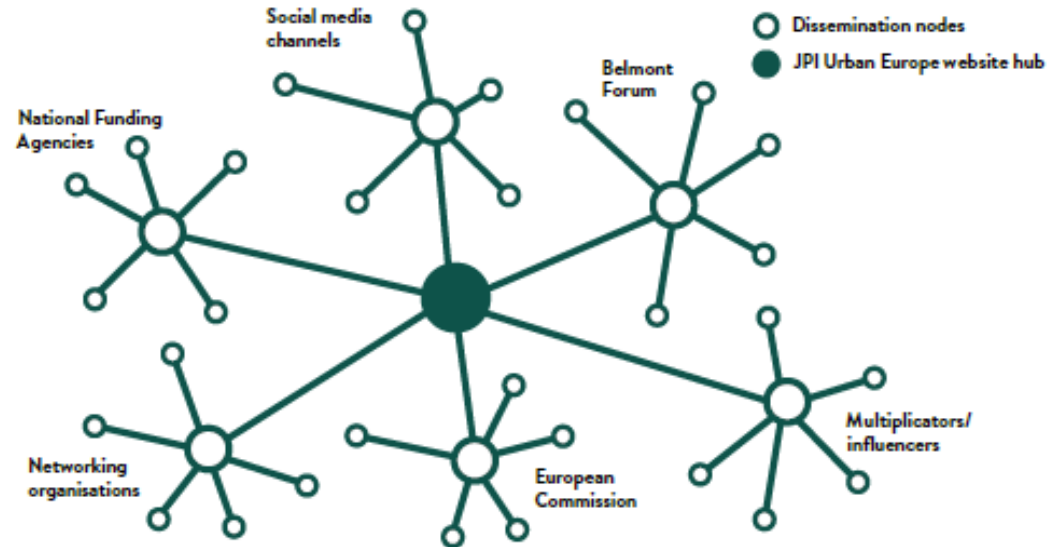
- Projects meetings (kick-off, mid-term and final event)
- Webinars for coordinated outreach
- Urban Europe Transition Pathways Symposium (annual)
- Agora – stakeholder involvement platform
- Etc

SUGI project communication activities

- The main responsibility of communicating results remains however with the projects.
- Projects encouraged to make communication plans and to produce their own publicly available material.
- Guidelines and good practice examples are available at the SUGI web page (jpi-urbaneurope.eu)
- Share best practice with us and between projects



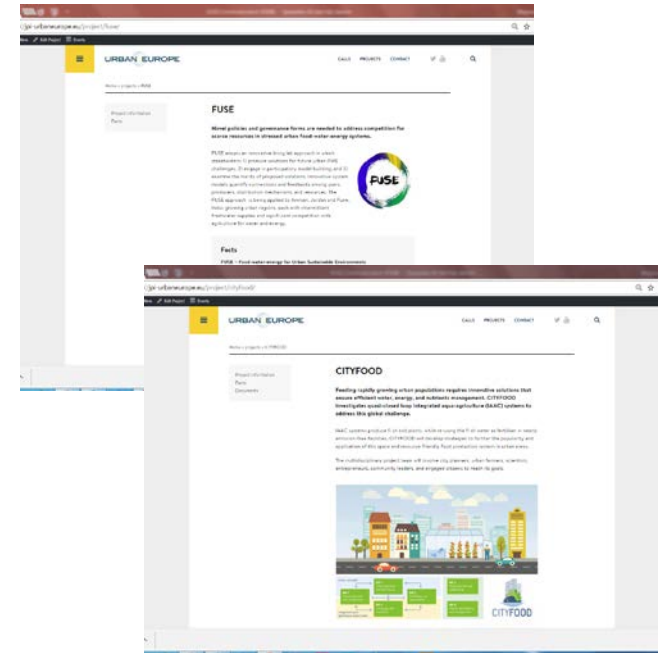
SUGI Connect



- A virtual network of stable dissemination nodes
- Establish a worldwide SUGI nexus community
- Facilitate an on-going debate
- Provide results and knowledge
- Everyone can become a part of the SUGI nexus worldwide community
- Connecting local stakeholders

Web site

- Projects results will be easily accessible from the JPI Urban Europe website as well as the Belmont Forum website.
- Subpages are provided for each project with information on the project, contact details and links to external websites and reports.
- Projects are encouraged to provide material for these pages.



SUGI Projects Catalogue

- 28 pages in handy format
- Presenting the call and the 15 projects
- Also available on the web page for download



Policy Briefs

URBAN EUROPE

Urban Europe Policy Brief

The potential of shared mobility services: policy recommendations for urban planners and operators

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Introduction

Car sharing, bike- and moped sharing and the usage of electric vehicles has become increasingly popular among urban citizens. Thus, providing vast opportunities to meet today's challenges in terms of environmental objectives, sustainability and living quality. Our society needs to manage a transformation process that shall ultimately lead to fewer emissions and less energy consumption while increasing the quality of public space available.

On a worldwide level the number of operating conventional cars is decreasing, while some cities are introducing electric mobility services, in particular car sharing systems, in order to reduce traffic and to provide additional parking spaces.

By studying and solving the optimization problems arising in the system's design and operation this policy brief provides fundamental recommendations for efficient and economically viable (electric) car sharing systems in order to improve urban mobility systems. This is done both from a city and operator perspective.

Our recommendations aim at reducing additional traffic by optimizing the operators' maintenance or management efforts, to provide the best possible opportunities for citizens as customers and therefore regulate the market. In terms of urban policies based on the research carried out in the e4-share project we derive recommendations of how to best establish a framework for sharing operators and the integration of shared services in the urban mobility system.

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URBAN EUROPE

Urban Europe Policy Brief

Policy recommendations for government use of social media for collaboration with citizens

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Introduction

Government and institutional organizations at all levels, from the EU Council and European Commission to single municipalities, are increasingly using social media (SM) and social networking sites (SNS) (e.g. Facebook and Twitter) to communicate with and broadcast their information to their "citizens-followers". Especially at the local level, governments use SNS to create a new channel for two-way communication and collaboration with citizens, engaging them in the design and delivery of policies in various domains. In doing so, governments face many challenges that undermine their own efforts and limit the potential and effectiveness of SNS to deliver improved communication and collaboration. Evidence from the

JPI SmartGov Project shows that most challenges relate to: guaranteeing privacy, data protection, accuracy and consistency of information; achieving integrated work-flows between departments; identifying stakeholders to connect with; determining employees' code of conduct; defining clear roles and responsibilities (e.g. communication managers and data analysts).

This policy brief provides practical recommendations for governments, especially at the local level, to overcome these challenges and make effective use of social networking sites for communication and collaboration purposes. The recommendations are based on a thorough review of relevant academic literature and interviews and questionnaires with the SmartGov Project pilot cities.

Key Message

- Social media strategy allows relevant stakeholders to be identified and greater collaboration to be achieved;
- Social media guidelines help determine how often to post, the kind of information, and manage users' expectations;
- Coordination between different departments is essential for exchange of best practices;
- Allocation of clear social media tasks and responsibilities increases efficacy of social media organizational efforts;
- Alignment of social media, servers and networks facilitates management and users' activity and interaction;
- Ownership and control of data is essential to guarantee privacy, accuracy and assessment of social media activity;
- Monitoring, analytics, and measuring of social media activity is key to assess opinions of relevant stakeholders and make relevant changes to organization's social media policy.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 646462.

URBAN EUROPE

Urban Europe Policy Brief

Municipalities and Urban Living Labs

GUST
Governance of Urban Sustainability Transitions

Introduction

European cities face a pressing challenge – how to provide economic prosperity and social cohesion while achieving environmental sustainability? In response, new collaborations are emerging in the form of urban living labs – sites devoted to design, test and learn from social and technical innovation in real time.

Facilitated by JPI Urban Europe, the aim of the GUST project is to examine, inform and advance the governance of sustainability transitions through urban living labs, which are proliferating across Europe as a means for testing innovations in buildings, transport and energy systems. Despite the experimentation taking place on the ground, there is a lack of systematic learning across urban and national contexts.

The role of municipalities in urban living labs
Urban living labs are collaborative forms of urban sustainability governance. Urban living labs are sites which enable us to design, test and learn from our efforts at social and technical innovation. Municipalities are important actors in facilitating urban living labs as a form of experimental governance.

An analysis of the role of municipalities in 50 snapshots of European urban living labs shows various ways that municipal actors can get involved in urban living labs and social innovation in their cities. Three functional roles for municipalities – promoter, enabler and partner – have been identified. The findings can help municipalities make more informed decisions about when and how to get involved in urban living labs.

At the outset of the study we expected minimal involvement of municipalities due to the market liberalization of the public sector and different policy systems in the countries studied. We expected that municipalities would mostly have the role of enabler.

These hypotheses were refuted. Municipalities as well as other public actors were highly involved in urban living labs. That municipalities in Austria, the UK, the Netherlands and Sweden are part of different types of policy systems. But this had no apparent effect on what role these hypotheses were refuted. Municipalities as well as other public actors were highly involved in urban living labs. That municipalities in Austria, the UK, the Netherlands and Sweden are part of different types of policy systems. But this had no apparent effect on what role

Key Message

- Urban living labs are sites devoted to design, test and learn from social and technical innovation in real time.
- Municipalities are playing an active role in the design and development of urban living labs and urban sustainability governance.
- Municipalities take different roles as promoter, enabler or partner in urban living labs. The roles and their indicators demonstrate what municipalities can do to further experimental governance.
- The roles are generic and they are not dependent on the formal policy systems of the countries studied.
- Municipalities can play multiple roles over the life of an urban living lab and change roles over time, for example, from promoter to enabler.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 646462.

Corporate Design

- Ambassadors for the SUGI community
- Logotypes, templates and guidelines available:
www.jpi-urbaneurope.eu

Sign up for the SUGI newsletter via
jpi-urbaneurope.eu



Twitter hashtag
[#suginexus](https://twitter.com/#suginexus)

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