

SEVENTH FRAMEWORK PROGRAMME

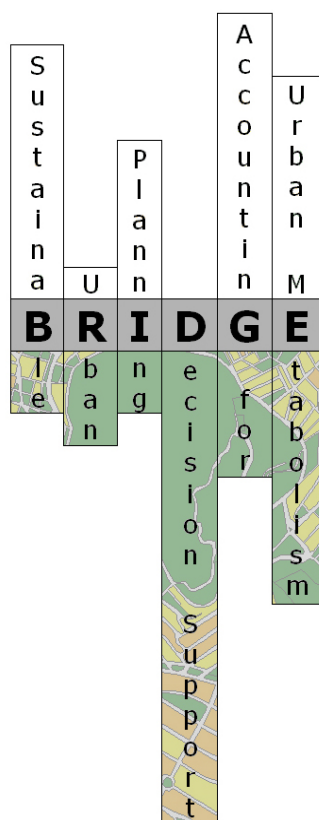
THEME 6: Environment (including climate change)



Environment
(including Climate change)

Contract for : Collaborative Project

D.9.1 Dissemination and Use Plan



Project acronym:

BRIDGE

Project full title:

SustainaBle uRban planning Decision support
accountinG for Urban mEtabolism

Contract no.:

211345

Date:

15/7/2009

Document Reference:

211345_002_PL_NKUA

Book Captain:

Santamouris Mattheos (NKUA)

Authors:

Adaktylou Nektaria (NKUA)

Katsiabani Katerina (NKUA)

Stathopoulou Marina (NKUA)

Contributors:

Nektarios Chrysoulakis (FORTH)

Roberto San José (UPM)

Ainhua Gonzales Del Campo (TCD)

Carlos Borrego (UAVR)

Judith Klostermann (ALTERRA)

Jacopo Crimi (CMCC)

Timo Vesala (UHEL)

Anicenta Bubak (IETU)

Peter Freer-Smith (SOTON)

Sue Grimmond (KCL)

Issue:

1.0

Deliverable no.:

D.9.1

Security:

RE



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 2/43

Document Status Sheet

Issue	Date	Author	Comments
0.0	30/4/2009	S. Santamouris	Draft for NKUA for internal review
0.1	20/5/2009	S. Santamouris	Draft for Consortium for internal review
0.1	20/6/2009	N. Chrysoulakis R. San José A. Gonzales Del Campo C. Borrego J. Klostermann J. Crimi T. Vesala A. Bubak P. Freer-Smith S. Grimmond	Comments on the draft version
0.2	10/7/2009	S. Santamouris	Version 0.2 to FORTH (final draft version)
1.0	15/7/2009	N. Chrysoulakis	Version 1.0 delivered to EC



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
Contract no.: 211345
Document Ref.: 211345_002_PL_NKUA
Issue: 1.0
Date: 15/7/2009
Page number: 3/43

Table of Contents

DOCUMENT STATUS SHEET	2
TABLE OF CONTENTS	3
1. INTRODUCTION	4
1.1 PURPOSE OF THE DOCUMENT	4
1.2 MAIN OBJECTIVES	5
1.3 ACRONYMS	5
1.4 DOCUMENT REFERENCES	6
2. PROJECT OVERVIEW AND WORK PLAN.....	7
2.1 PROJECT OVERVIEW	7
2.2 PROJECT WORK PLAN.....	9
3. DISSEMINATION PHASE	11
3.1 DISSEMINATION OBJECTIVES	11
3.2 DISSEMINATION GUIDELINES	11
3.3 DEFINITION OF TARGET GROUPS OF USERS	19
3.4 DISSEMINATION ACTIVITIES	20
3.5 POTENTIAL IMPACTS	21
3.6 COMPONENTS OF DISSEMINATION ACTIVITY	21
3.7 DISSEMINATION MEDIA	22
3.8 SYNOPSIS OF DISSEMINATION PLAN	31
4. EXPLOITATION PHASE	32
4.1 INTRODUCTION	32
4.2 REASONS FOR THE PARTNER'S INVOLVEMENT.....	32
4.3 PARTNERS' OBJECTIVES	36
4.4 EXPLOITATION OBJECTIVES	38
4.5 EXPLOITATION STRATEGY	38
4.6 MANAGEMENT OF INTELLECTUAL PROPERTY	39
ANNEX A – THE POTENTIAL END-USERS DATABASE *	40
ANNEX B - LIST OF INTERNATIONAL JOURNALS FOR PUBLICATIONS.....	42
ANNEX C - LIST OF INTERESTING CONFERENCES.....	43

1. Introduction

1.1 Purpose of the document

This document, in line with the EC requirements, is the Dissemination and Use Plan of the BRIDGE (sustainaBle uRban plannIng Decision support accountinG for urban mEtabolism) Project. It contains information and description of the strategies and resources that will be employed for the dissemination of the knowledge that will be gained during the project.

This document also intends to present the plans for exploitation of each individual partner, and of the Consortium as a whole. However exploitation of project results does not depend uniquely on success of the research, and on partners' capability to set-up an ad-hoc structure for the implementation. Actually it strongly depends upon how the initiative is perceived by the potential users of the target system. For that reason, a dissemination activity must be planned well in advance and implemented during the project to ensure that a wide audience is reached, and that its awareness produces useful feedback capable of steering and eventually re-directing project activities.

This document hence describes how the consortium plans to disseminate and exploit/use the results of the project. Each of the two plans has its own description and is closely inter-linked to the other; in particular each of the elements has entry points from the other one as shown in Figure 1.

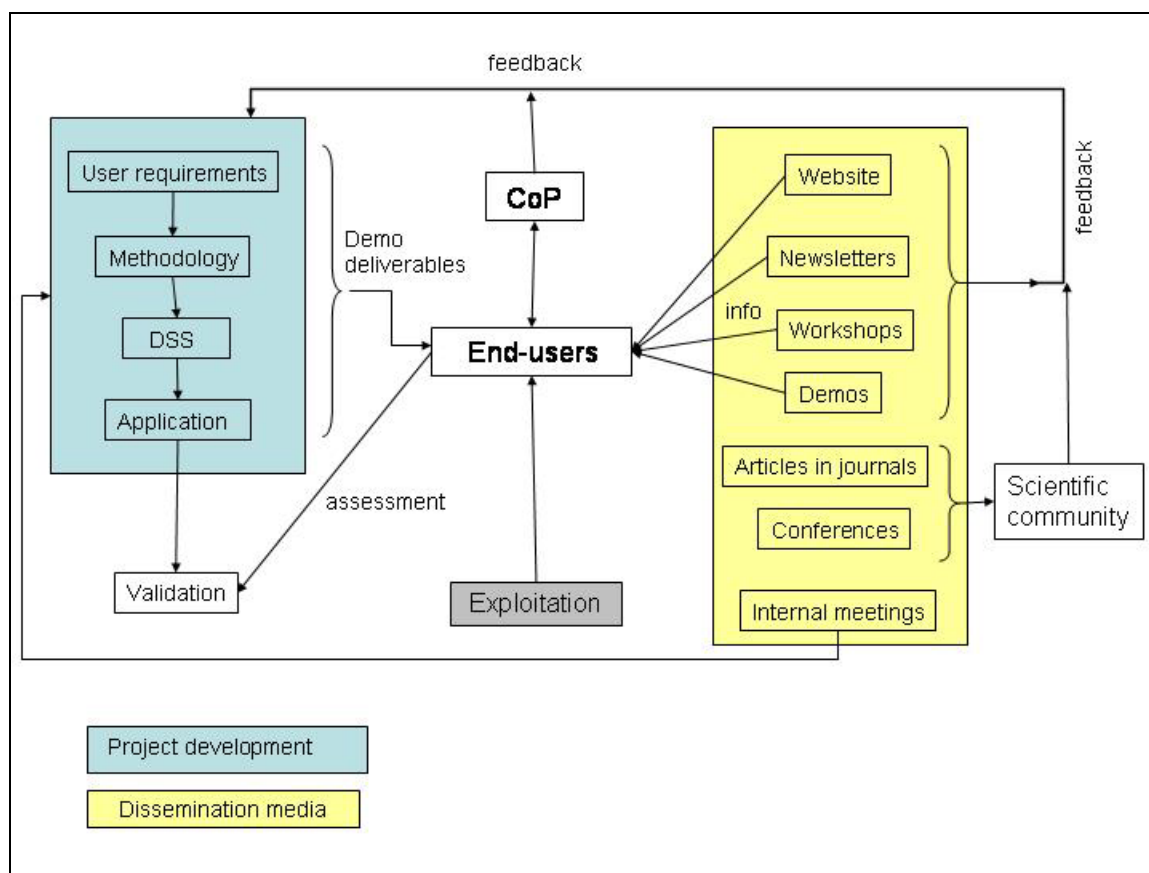


Figure 1. Relationship between the dissemination and exploitation activities.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
Contract no.: 211345
Document Ref.: 211345_002_PL_NKUA
Issue: 1.0
Date: 15/7/2009
Page number: 5/43

1.2 Main objectives

The **Dissemination and Use Plan** sets out the target groups (end-users, scientific community, etc.), the strategies and the indicators for measuring success of the respective activities. For each target group and for each research field a comprehensive strategy will be elaborated. The dissemination plan will consider different spatial levels relevant for the research: Dissemination activities in a rather product-oriented manner will be of special interest for urban planners in local and regional levels, while the scientific community will be approached with scientific and methodological innovations generated. At the National and European levels, policy impacts of the research findings will be communicated in an adequate way. Through these activities, BRIDGE ultimately aims to contribute to achieving sustainable development in urban planning.

The main objectives of the dissemination and exploitation activities are:

- Ensure effective dissemination of BRIDGE results in order to effectively use and share technical information among end users.
- Ensure high level outreach within the global scientific community of the achievements of the project, including the lessons learned, and maintain strong collaborative arrangements among BRIDGE beneficiaries.
- Prepare and implement an exploitation plan that will define the promotion and exploitation strategy for the utilisation of project results.

One of the main goals of the project is the validation by end users of both the methodology and the DSS. The link between dissemination and exploitation activities is the feedback by the end users. Therefore, the exploitation strategy will have to take into consideration the dissemination results, which need to be well reintroduced in the project cycle. Furthermore it needs to build upon the gains of the dissemination plan, in terms of users which have demonstrated a potential to acquire the products of the project. The Community of Practice (CoP) is targeted towards this direction by coordinating this procedure and offering information.

The exploitation plan, in conformity with the rules set in the BRIDGE Consortium Agreement, will define the routes for the use of the project results, demonstrate the benefits of the research, document the ownership of results, and finally publish the results. To further advance in the use and dissemination of the results, a number of hurdles will have to be overcome (legal, technical, etc.).

1.3 Acronyms

ALTERRA	Alterra B.V.
BRIDGE	sustainaBle uRban plannIng Decision support accountinG for urban mEtabolism
CMCC	Centro Euro-Mediterraneo per i Cambiamenti Climatici S.c.a.r.l.
CNR	Consiglio Nazionale delle Ricerche
CNRM	Météo France CNRM
CoP	Community of Practice
DSS	Decision Support System
EC	European Commission
FORTH	Foundation for Research and Technology - Hellas
GIS	Geographical Information Systems
IETU	Instytut Ekologii Terenów Uprzemysłowych
IPR	Intellectual Property Right
IPRC	Intellectual Property Right Committee
KCL	King's College London
MCDM	Multi-Criteria Decision Making



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
Contract no.: 211345
Document Ref.: 211345_002_PL_NKUA
Issue: 1.0
Date: 15/7/2009
Page number: 6/43

MUE	Managed User Environment
NKUA	National and Kapodistrian University of Athens
SERA	Small Environmental Research Aircrafts
SOTON	University of Southampton
TCD	Trinity College Dublin
UAVR	University of Aveiro
UBAS	University of Basel
UHEL	University of Helsinki
UPM	Technical University of Madrid
WP	Work Package

1.4 Document references

- [R1] BRIDGE Grant Agreement Annex I, issue 6.0, 25/09/2008
- [R2] BRIDGE Grant Agreement, N. 211345, 14/11/2008
- [R3] BRIDGE Consortium Agreement, issue 4.0, 17/10/2008
- [R4] BRIDGE Project Management Plan, issue 1.0, (Deliverable D.1.1) 28/2/2009



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
Contract no.: 211345
Document Ref.: 211345_002_PL_NKUA
Issue: 1.0
Date: 15/7/2009
Page number: 7/43

2. Project Overview and Work Plan

2.1 Project overview

BRIDGE is a joint effort of 14 European Organizations aiming at incorporating sustainability aspects in urban planning processes, accounting for some well recognised relations between urban metabolism and urban structure. BRIDGE also aims at devising of innovative planning strategies for urban planning and design in Europe. More specifically the objectives of BRIDGE are:

- Bridge the gap between bio-physical sciences and urban planners.
- Illustrate the economic advantages of accounting for environmental issues on a routine basis in urban planning decisions.
- Provide the means to quantitatively estimate the various components of the urban metabolism from local to regional scales.
- Provide the means to quantitatively estimate the environmental impacts of the above components.
- Provide the means to translate the above impacts to socio-economic costs.
- Support the development of sustainable planning strategies to decouple resource use and economic development.
- Provide the means to optimise resources in urban planning.
- Involve local and regional stakeholders in validation of project's achievements.
- Support the implementation of EU policy on urban environment.

BRIDGE will provide the means to close the gap between bio-physical sciences and urban planners and to illustrate the advantages of accounting for urban metabolism issues on a routine basis in design decisions. The "urban metabolism" is considered as the exchange and transformation of energy and matter between a city and its environment. The city is considered as a system and the physical flows between this system and its environment will be quantitatively estimated in the framework of the project. BRIDGE will focus on the following components of urban metabolism:

- Energy.
- Water.
- Carbon and pollutants.

The challenges of the sustainable urban planning with regards to the above components are the following:

- Energy.
 - ✓ Optimise energy efficiency of the urban structure.
 - ✓ Minimise energy demand of building groups.
 - ✓ Maximise efficient use of energy through building services and energy supply.
 - ✓ Maximise share of renewable energy sources.
 - ✓ Maximise the use of eco-friendly and healthy building materials
- Water.
 - ✓ Minimise primary water consumption.
 - ✓ Minimise impairment of the natural water cycle.
- Carbon and pollutants.
 - ✓ Minimise the emissions to the atmosphere.
 - ✓ Maximize pollutants sinks.

The innovation of BRIDGE mainly lies in the development of a Decision Support System (DSS) which reflects the multidimensionality nature of the urban metabolism, as operationalised in intelligible and transferable indicators easily understood by urban planners. A Multi-Criteria Decision Making (MCDM)



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	8/43

approach has been adopted in BRIDGE DSS. This method is conducted in a user-friendly seven-step procedure: a) selecting the main goals the objectives and the criteria; b) developing measurement scales for the criteria; c) guiding generation of alternatives; d) weighting the objectives and criteria; e) evaluating the performance of the alternatives; f) aggregating the scores; g) analysing the results and guiding decisions.

In BRIDGE alternative modifications of the metabolism of urban systems with the goal of sustainability are provided for the planning objectives. Criteria will be selected using a set of sustainability indicators for urban system assessment. In order to cope with the complexity of urban metabolism issues, the objectives have to measure the intensity of the interactions among the different elements in the system and its environment. The objectives are related to the fluxes of energy, water, carbon and pollutants in the BRIDGE case studies. The evaluation of the performance of each alternative is done in accordance with the developed scales for each criterion to measure the performance of individual alternatives.

BRIDGE DSS development is based on an analytical and a design component, linking the bio-physical processes in urban environment with socio-economic parameters to estimate the environmental impacts and the socio-economic benefits of urban metabolism. The analytical component supports the assessment of the socio-economic and environmental implications of physical flows, while the design component supports the optimised land use arrangements. The DSS system offers tools to evaluate different planning alternatives. A sensitivity analysis will be used to address “what if” questions. The DSS will relate these environmental benefits to economic benefits for the community. The MCDM module will have the role of middleware between the two DSS components. GIS is used to integrate datasets, analyse the various spatial entities, store the results and then visualize them. Numerical models will simulate the results of various actions. A Graphical User Interface will integrate all components in one system and provide the user with a tool to weight the objectives and criteria of the planning alternatives under evaluation.

The energy and water fluxes are measured and modelled in order to define the spatio-temporal distribution of the energy and water balance at local scale. The fluxes of carbon and pollutants are modelled and their spatio-temporal distributions are estimated. The uptake by trees and onward transport or storage of various pollutants in the urban environment are measured by a range of techniques and can also be modelled to some extent. These fluxes can be simulated in a three dimensional context and also dynamically by using state-of-the-art numerical models, which normally simulate the complexity of the urban dynamical process exploiting the power and capabilities of modern computer platforms.

The urban metabolism is analysed in terms of inputs and outputs of energy, water, carbon and pollutants to and from the urban system. The system inputs relate to human needs or resource demands (i.e. drivers). The outputs include the transformation of input resources into heat, waste water and pollutants (i.e. local-scale impacts). This analysis will take account of sustainability objectives and criteria (i.e. targets). The exchanges and transformations in an urban system and the effectiveness of the implementation of those sustainability objectives will be monitored through the measurement of indicators. BRIDGE will therefore employ tools for the integration of key environmental and socio-economic considerations into urban planning through Strategic Environmental Assessment.

Five European cities have been selected as case studies: a high latitude city with rapid urbanization that requires a substantial amount of energy for heating (Helsinki); a low latitude Mediterranean city that requires a substantial amount of energy for cooling (Athens); a representative European mega-city (London); a representative European old city with substantial cultural heritage (Firenze) and a representative Eastern European city with dynamic planning process reflecting the economical, social, and political changes that occurred within last two decades (Gliwice). The project uses a “Community of Practice” approach (Groot et al. 2009), which means that local stakeholders and scientists of the BRIDGE project meet on a regular basis in order to learn from each other. This approach will make clear what aspects are important for the future users of the BRIDGE products.

2.2 Project work plan

The overall BRIDGE approach is shown in Figure 2. The impacts of urban metabolism will be assessed by quantitative estimating the relevant physical flows (energy, water, carbon and pollutants). State-of the art observation methodologies and models will be used to identify the spatio-temporal distribution of each flow and to assess its behaviour in the urban fabric. State-of the art impact assessment methodologies and indicators will be used to assess the environmental impacts and socio-economic benefits of these flows addressing the economic, institutional and regulatory factors. Consequently, the BRIDGE DSS will integrate the observational data, the models and/or the models results and the impact assessment methodologies in order to device planning alternatives in which the use of energy and material will be optimised from the environmental and socio-economic point of view. Thus, this tool will be used to design new planning strategies based on sustainability principles. These strategies will be based on land use planning alternatives to be provided by the end users and evaluated by the BRIDGE DSS.

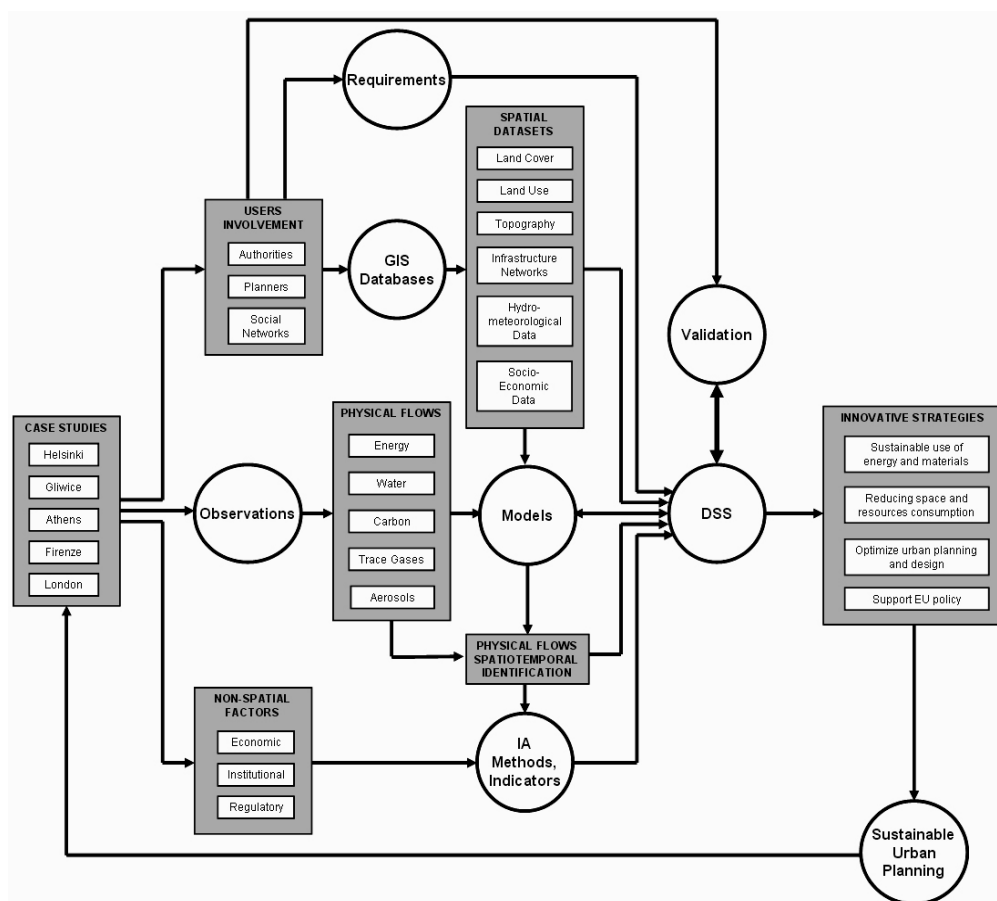


Figure 2. Flowchart of the BRIDGE methodology.

The work to be carried out in BRIDGE has been broken down into 9 Work Packages (WPs) following the logical phases of the implementation of the project:

- WP1: Project Management.
- WP2: Methodology Specification. It will ensure that new research and policy tools developed build on current knowledge and make best use of the available resources from a scientific and policy perspective.



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	10/43

- WP3: Data Collection and Analysis. It represents a unique attempt to collect and to analyse an integrated database suitable for the development and validation of models and methodologies for the analysis of fluxes between the city and its environment.
- WP4: Physical Flows Modelling. It will provide the required modelling of physical flows.
- WP5: Environmental and Socio-economic Impact Assessment Methods. It will develop an integrated set of indicators to quantify the socio-economic and environmental impacts of urban metabolism. It will provide the tools that enable planner to review the potential environmental impacts of spatial planning and to explore alternatives.
- WP6: DSS Development. It will integrate inputs from WPs 2, 3, 4, 5 and 7 to develop a DSS, which will be used to support the decision making by proposing quantitative measures and guidelines for sustainable use of energy and materials in urban planning.
- WP7: DSS Application. It will cover application of the DSS for a set of cities with different typologies and several scenarios, providing information for coherent decision making process and developing guidelines for sustainable planning strategies.
- WP8: Demonstration. It includes two events to demonstrate the First DSS Prototype and the Final DSS Prototype.
- WP9: Dissemination - Exploitation. It will cover activities related to dissemination and exploitation, such as the establishment of a network community, the provision of publishable deliverables and the setting up of workshops, ect.

There are 2 horizontal WPs (Management and Dissemination - Exploitation) and 7 thematic WPs. The framework of CoP's will also run across the WPs. They will first be established for each city in WP2, but they will come back in WP5, WP7 and finally as an umbrella CoP to integrate the experience between cities in WP8. WP1 interacts with all the other WPs since it coordinates and monitors project implementation. WP2 to WP8 provide information to WP9. This information is related to the progress and achievements of the project and will be disseminated and used to support exploitation of the BRIDGE methodology and DSS. WP2 specifies the all scientific and technical issues therefore it provide guidelines to WPs 3 to 7. All observations related to physical flows will be performed in the framework of WP3. The datasets which will be provided by WP3 will be used in WP4 to model the behaviour of the complex urban system in relation to its metabolism of energy and matter. These datasets will be used for model calibration and validation. Modelling results will be also integrated in the DSS, however some type of models will be also integrated for on-line use. In WP5 the environmental and socio-economic impact assessment methods and indicators will be devised using inputs from WPs 2 and 3. These methods will be also integrated in the DSS (WP6). As it is shown in Figure 2, WPs 2 to 8 provide inputs to WP6. These inputs will be used for the DSS development. WP7 will provide the strategic scenarios required for the DSS implementation. These scenarios will be also used by "off-line" models (WP4). The validation of the system will be based on these scenarios for BRIDGE case studies. Since the system is validated it will be used to device guidelines for sustainable planning strategies. These tasks are included in WP7. Selected application scenarios will be used in WP8 for the DSS demonstration.



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	11/43

3. Dissemination Phase

3.1 Dissemination objectives

Dissemination, communication and capacity building activities are foreseen during the life cycle of the project, preparing the DSS exploitation. Activities such as the establishment of a network community, (using the CoP's as building blocks), the provision of publishable deliverables and the setting up of workshops will support the surveys in urban environmental research and sustainable planning activities.

The purpose of the dissemination plan is the provision with objective and unbiased information about what is technically and strategically possible. In particular, the main objectives of the Dissemination Plan are:

- to set-up the end-users group of BRIDGE;
- to demonstrate the benefits and the potential of the methodology;
- to share the technical results of the project with the scientific community related to the topics addressed by BRIDGE, in order to promote the research and receive useful inputs from other scientists;
- to enhance project visibility and create awareness with administrations throughout European Union;
- to develop, maintain and update BRIDGE web-site and associated MUE (Managed User Environment) to disseminate information via public bodies and conferences;
- to disseminate and exchange information with interested bodies whilst linking and interfacing with wider scientific community and existing networks and by setting up an email database;
- to organise and attend workshop in several European Cities;
- to support the internal communication between the partners through the BRIDGE ftp server to achieve coherent outcomes of the project.

The communication and dissemination strategy plan is structured in two main tasks:

- *Elaboration of the framework for dissemination:* aiming at defining the dissemination strategy, planning the dissemination effort within the consortium, and identifying the target groups.
- *Performing dissemination activities:* this describes the activities and tasks that, combining the several dissemination tools and channels, will permit to implement the dissemination strategy.

A successful dissemination of the results of BRIDGE largely depends on targeting the right distribution channels. The dissemination plan needs to take into account that the potential users are rather inhomogeneous in its structure and in its knowledge about sustainable urban planning. A critical aspect upon which the dissemination plan depends is the classification of the intended users in distinct groups.

3.2 Dissemination guidelines

The dissemination strategy complies with the following guidelines:

- Outline an infrastructure for effective internal project communication at all levels.
- Identify target groups of potential users with interest in urban planning and assess for each community information they require from BRIDGE in order to facilitate their optimum interaction with the project.



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	12/43

-
- Develop communication platforms between BRIDGE beneficiaries and potential users.
 - Produce a range of appropriate electronic and printed informational and instructional material and develop mechanisms for their effective dissemination.

Through the experience and regular communication between partners, the dissemination of project results throughout the duration of the project will be enhanced. The involvement of all the users at every main project stage will also benefit dissemination and assure that the outcomes of BRIDGE will be as relevant as possible to End Users.

With this Multi-Criteria Analysis objective in mind, the BRIDGE Consortium will work toward the following goals. It will:

- clearly outline an infrastructure for effective internal (BRIDGE ftp server) and external (BRIDGE website) project communication all levels;;
- identify communities with a stake in energy, water and air quality issues and assess for each community what information they require from BRIDGE in order to facilitate their optimum interaction with the project;
- systematically establish stable channels into each key stakeholders community using these to disseminate information and solicit input;
- produce a range of appropriate electronic and printed informational and instructional materials;
- develop mechanisms for the effectively disseminating those materials through a formal dissemination strategy.

As an integral part of the actions to be pursued in the project, the consortium seeks to fulfil the following two goals:

- Support the internal communication amongst the consortium partners since the beginning of the project to maintain the coherence of the project and achieve coherent final outcomes.
- Disseminate the knowledge gained during the realisation of the project amongst the consortium partners and in particular to the public.

And, in a long term view, to smooth the way for the possible implementation of the results of the project through the implementation of exploitation plans for the consortium as a whole as well as for each of its members. This document aims to set the grounds for establishing efficient strategies oriented towards an effective implementation of the above goals. The document draws some common lines agreed upon by all the consortium members. The common strategy is going to be implemented by the entire consortium. It also gathers actions and plans specific for each of the consortium members.

Prime goal of this dissemination plan is to establish an active interface between BRIDGE and urban planners, professional and business associations, public authorities, non-governmental organisations, and scientific community. This report presents the plans for the dissemination at this stage of the project. This includes a specification of the dissemination pursuits, the target groups and the strategic impact of the project in terms of improvement of competitiveness or creation of business opportunities.

The Communication and Dissemination Plan aims at ensuring:

- a common consortium dissemination strategy;
- the target groups;



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 13/43

- the dissemination tasks to reach with well-performing dissemination channels and tools the target groups;
- the dissemination planning, explains the steps of the dissemination;
- the dissemination monitoring procedures to ensure the efficient implementation of the dissemination activities.

Therefore, the Dissemination and Communication Plan will be the reference document for every partner participating in the dissemination work. An efficient communication and dissemination activities plan should be carefully designed in order to achieve successful results. The Communication and Dissemination Plan has been conceived through two different steps.

- The first step contains the analysis of the major **Dissemination Key elements** including:
 - ✓ the definition of the Dissemination strategy;
 - ✓ the identification of target groups;
 - ✓ the description of the benefits of BRIDGE and consequent key messages to be emphasized in the dissemination activities.
- The second step, **Implementation of Dissemination**, includes a description on how to implement the dissemination strategy:
 - ✓ defining tasks;
 - ✓ setting objectives;
 - ✓ setting responsibilities;
 - ✓ planning the dissemination;
 - ✓ defining the use of the different dissemination channels and tools needed to reach the target groups.

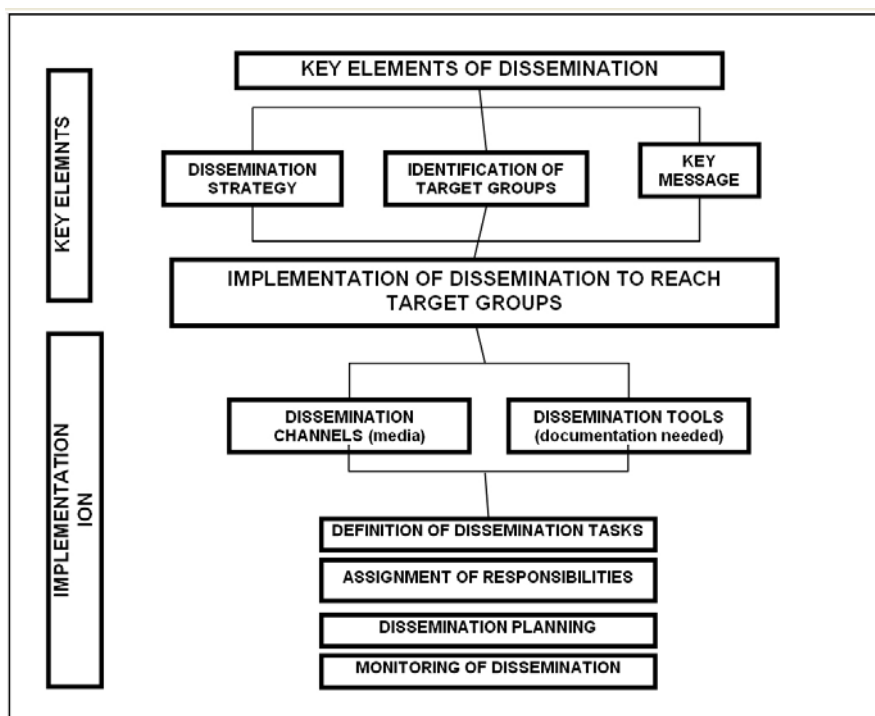


Figure 3. Steps in the definition of the dissemination strategy plan.



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	14/43

An important feature of EU funded RTD activities, is to concentrate on identifying and promoting implementation of best practices in specific areas, with the intention of stimulating take-up and spreading high quality applications, services and methodologies based on few “case-study” in the same area. For such RTD projects, it is therefore essential to develop an adequate strategy for disseminating and exploiting the research and demonstration results. The aim is that not only the partners directly involved in the projects make use of the outcomes, but also other external entities interested in adopting specific RTD results could directly access and take such results. A clearly defined project dissemination plan, outlining dissemination activities, responsible actors, target groups, dissemination tools and channels, is therefore a key factor for maximising the potential benefits of the project itself.

In order to maximise the efficiency of dissemination activity, BRIDGE will focus on concretely defined target groups. Through them, BRIDGE will follow a more qualitative and targeted approach, instead of widely distributing general information to an unspecified audience without knowing whether this information is of added value or not. All identified target groups must be known to have a particular interest in the BRIDGE project and its outcomes and must be approached in a suitably specified way. For this reason, BRIDGE intends to focus the dissemination work only on the most appropriate dissemination tools and media for each target group.

BRIDGE dissemination work will mainly be implemented on three levels:

- **The International level.** One of the BRIDGE aims is to achieve the widest communication and dissemination between interested groups. By this, BRIDGE will make contact with other related projects and groups of interest at international level.
- **The European level.** The main dissemination effort will be devoted on European wide dissemination activities which will address an international audience and will therefore include information of BRIDGE application sites and issues of European wide interest (impacts of BRIDGE products on EU regulations, transferability, etc.).
- **The local level.** BRIDGE dissemination work will also be undertaken at the level of the different local application sites. Each BRIDGE case study will develop its own local dissemination approach in its own responsibility.

From previous descriptions, it follows that several sectors have to be considered and addressed by the Consortium’s dissemination work. Such interested sectors comprises mainly:

- the public administration and government sector;
- the universities and research sector;
- the industry sector;
- the interest groups and citizens;
- the media.

Within the numerous actors that may be found in the aforementioned sectors, the dissemination will pay particular attention to actors involved in:

- environmental administration - to develop air quality management strategies;
- urban air quality administration - to assess the impact of different air quality strategies;
- health and research organisations - to assess the impact of air quality on health and quality of life;
- specialised media.

In the following table a more refined description of the target groups that BRIDGE is considering for dissemination at both, the European and local level, is shown.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 15/43

Table 1. *Dissemination target groups.*

Dissemination level	Target audience	Sector
European and International level	Decision makers and technical experts from local transport and environment authorities from cities with more than 250.000 inhabitants	Public/government
	National, European and global networks of thematically relevant local government issues (air quality, urban transport, environment related EESD, transport emissions and health effects, sustainable development in urban areas)	Public/government Research
	International, national and regional government decision-makers (representatives from Ministries/Agencies of Environment, Transport, Information Society, etc.)	Public/government
	International Research Community in EU and CEEC (Universities, Research Institutes, European Commission, etc.)	Research
	Professional networks of research institutes	Research
	Professional networks of related industry	Industry
	International Environmental, Transport and Health and related industry information online resources	Media
	National and International Press (General newspapers, specialised magazines for environment, transport and EESD related issues.)	Media
	Groups of Health Exposure and Epidemiological Assessment	Research/interest groups
Local level	Local government represented by local authorities of representative districts and urban planners interested in the development and sustainable management of its cities in terms of environment, transport and health.	Public/government
	Other institutions/ associations with professional interest (chambers of commerce, professional networks(environment, transport etc.), NGOs	Industry/users
	General Public	Users
	Local press and media	Media

Each of above mentioned dissemination target groups has specific interests in the wide range of possible benefits that can be raised by the outcomes of BRIDGE project. A series of “key messages” from BRIDGE project, as highlighted in the following, can be considered for meeting the requirements of the different targets groups taken into consideration. Key messages (or benefits) of BRIDGE for the citizens/local target groups:

- enhanced quality of information on air pollution;
- better public access to environmental information;
- better information to the public about air quality.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 16/43

Key messages (or benefits) of BRIDGE for local decision makers/ local target groups/ National government representatives:

- meet established or future EU Directives for air pollution by identifying solutions to different urban environmental problems;
- assessing point or area source impacts;
- enhanced quality of information on air pollution ;
- improved data exchange among key actors;
- common approach and strategy to urban air quality for European cities.

Key message of BRIDGE for international research community:

- BRIDGE provides valuable information for the development of innovative solutions for air quality monitoring.

Following the dissemination strategy and objectives the dissemination implementation has been divided into:

- analysis and definition of the appropriate dissemination channels;
- analysis of dissemination tools to be used;
- definitions of the concrete dissemination tasks;
- assignment of dissemination responsibilities;
- monitoring of dissemination.

The implementation of the dissemination strategy can be generally expressed in line with the following scheme, as an analogy of the language paradox, as shown in Figure 4.

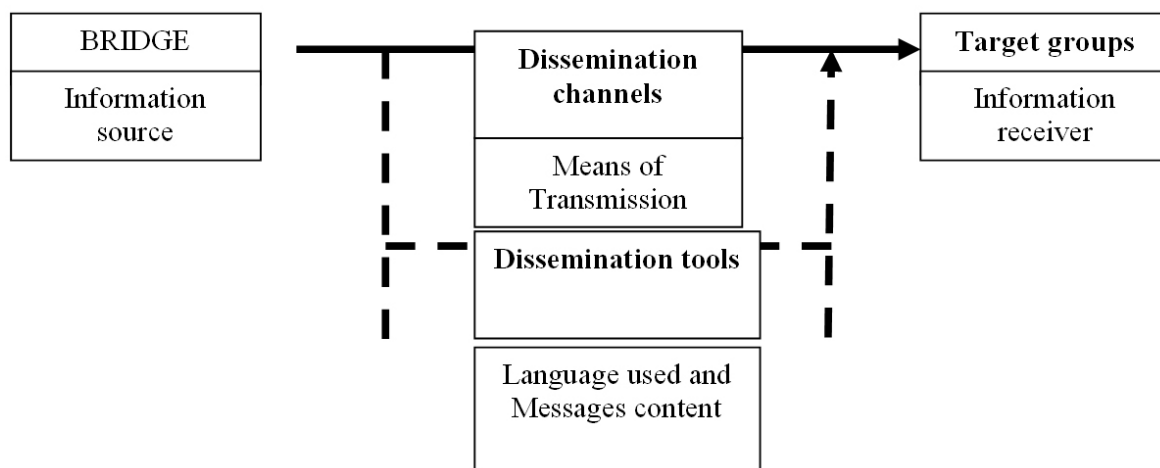


Figure 4. *Implementation of the dissemination strategy.*

An outline of the dissemination channels that are planned to be used by BRIDGE is shown in Table 2. The analysis of the dissemination tools considered by the Consortium for the implementation of the dissemination strategy over the above dissemination channels is done by choosing different tools for presenting BRIDGE project and its outcomes are mainly the following: web-site; brochure; newsletters; conference presentations; articles in peer-reviewed journal; technical or other specific brochures; reports and public deliverables; press releases. A short description of such tools is given in Table 3.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 17/43

Table 2. *Dissemination channels.*

Dissemination channel	Description
Public Seminars, conferences, papers	These media will ensure to effectively exchange know-how and experience and to comprehensively transfer the project results through direct contacts with interested representatives of the key target groups.
End User Network	This media is considered very important by BRIDGE consortium, as it will foster discussion and feedback from End Users as well as to widely disseminate the information from the project. Also, it may promote best practice to local authorities and will link directly into other major user networks such as EUROCITIES, EIONET, EUROTRAC-2, AUTO-OIL and COST.
Web site and e-mail lists	These media will ensure to quickly and largely distribute and exchange of information and opinions between users on the progress of the project. The web site will be maintained for 3 years after the project ends. It will include full best practice guidance and optimised methodology to End Users.
Web-based Managed User Environment	Provide wide dissemination of the project concepts and outcomes between members from the earliest time of the project.
Workshops	Technical workshops will be organised during the last months of the project through discussions between target groups of technical experts and authorities.
Final project conference	This media will be held to discuss strategy issues and to serve as a platform for discussing and disseminating the final project results to target groups of decision-makers from local and regional authorities from Europe.

Table 3. *Dissemination tools.*

Dissemination tool	Description
Project web site	This is perhaps the most important tool for the presentation of BRIDGE project, its latest news and results from the different application sites. The project web site offers, on the main initial pages, general and user friendly information about BRIDGE; then, it provides, through various links, more detailed information about the project work and, similarly, it provides reference to projects and sites on the same subjects. See Appendix.
Project presentation and project brochure	This type of dissemination tools: project presentation, project brochure and releases to press, will mainly provide more general and less specific information about the use and objectives of BRIDGE project. See Appendix.
Project news releases to the Press	
Conference presentations	These dissemination tools provide specific and in-depth information about different BRIDGE applications.
Project reports and public deliverables	

The dissemination tools to be used for BRIDGE dissemination and the target groups they are addressed to are presented in Table 4.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 18/43

Table 4. *Dissemination tools per target group.*

Dissemination tools	Target group
Project web site	all
Project presentation	Local decision makers
	National government decision makers
	International Research Community
	Networks of local authorities
	Local government associations
Project brochure	Local decision makers
	National government decision makers
Project newsletters	Local decision makers
	National government decision makers
	International Research Community
	Networks of local authorities
	Professional networks
	Local government associations
Conference presentations	Local decision makers
	National government decision makers
	International Research Community
	Networks of local authorities
	Professional networks
	Local government associations
	Other institutes with professional interest
Project reports and deliverables	Local decision makers
	International Research Community
Project news releases to the Press	Local user and interest groups
	Networks of local authorities
	Professional networks
	Local government associations
	General press
	Specific press
	Local press

Therefore, the dissemination strategy has to focus on the following points:

- **Who:** Target groups that need information about the potentiality, activities, products, etc. of BRIDGE:
 - ✓ Urban planners in regional and local planning offices.
 - ✓ Local, regional or National Authorities.
 - ✓ Policy makers at different levels.
 - ✓ Social networks in local, regional or National level.
 - ✓ Infrastructure developers.
 - ✓ Scientific community and educators.
 - ✓ People who may contribute to the diffusion (partial or total) of BRIDGE.
 - ✓ Mass media and general public.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
Contract no.: 211345
Document Ref.: 211345_002_PL_NKUA
Issue: 1.0
Date: 15/7/2009
Page number: 19/43

- **What:** Define the BRIDGE outcomes that may need dissemination. These outcomes could be the main products of BRIDGE:
 - ✓ Methodology.
 - ✓ DSS.
 - ✓ Datasets in BRIDGE case studies.
- **How:** Define the media or the communication systems used for the diffusion of BRIDGE (what) to the target group (who). Specify which media must be used for each group in order to facilitate dissemination.
- **When:** Define the release policy of each media taking into account the target group each time. The release policy depends on the level of knowledge about BRIDGE, the target group (who), the dissemination media (how) and the progress of the project.

3.3 Definition of target groups of users

For the objectives to be fulfilled, users need to be identified and categorised according to their specific needs. A list of potential end users has to be prepared and to be named hereinafter as the "Potential End Users". Therefore the first task of the Dissemination Plan will be the development of a Potential End Users Database as well as to classify this Database in distinct groups.

Thereby, BRIDGE Potential End Users can be divided to the following groups:

- **Group A: Public Sector Entities**, such as local, regional and National Authorities, urban planners in regional and local planning offices, policy makers at different levels, social networks in local, regional or National level. Since BRIDGE is oriented to the Public Sector, therefore Group A is expected to have a great number of entries. People in local, regional and national Authorities can favour the dissemination and the use of BRIDGE. Urban planners in regional and local planning offices can give contribution to the BRIDGE DSS. They can determine the needs in support of the development of the DSS. They should provide information regarding the pre-existing situation as well as planning alternatives to be evaluated by the BRIDGE DSS. They can also contribute to the dissemination of the results of BRIDGE to other European plans and programs relevant to the methodologies of BRIDGE. They need to be informed on the "progress" of the plan. Policy makers at different levels and people who are involved in social networks in local, regional or National level can perceive the improvements introduced by BRIDGE, disseminate the information on the product and assume BRIDGE between the plans of their own structures.
- **Group B: Private Sector Entities**, addressing those private companies, which have activity, related to urban planning (e.g. consulting companies, infrastructure developers).
- **Group C: Scientific Community and Educators**, such as Universities, International Organisations and Professional Associations potentially interested in the project and its results. Scientists of recognised competence are able to disseminate the information on the product and to assume BRIDGE in their scientific or educational work.
- **Group D: General Public**, addressing all people and non-Governmental Organisations that will access the basic level of information, e.g. journalists, organisers of events, mass media, citizen organisations and citizens.

Group A contain users who are directly associated to the project as well as project partners. Groups B, C and D contain users who are not directly associated to the project. The basic list of Group A is provided in ANNEX A. Potential end-users from the Groups B, C and D will be reached and named in the process.



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	20/43

The database will be set up using Microsoft Excel® or Access® and will be used as a dissemination tool. An example of the information to be inserted in the different fields of the database follows:

User Target Group: *A*

Country: *Finland*

Name of the Entity: *City Planning Department of the City of Helsinki*

Contact Person: *Markku Lahti*

Responsibility: *Head of Master Planning*

Address: *FIN-00099 THE CITY OF HELSINKI*

City: *Helsinki*

P.O. Box: *2100*

Phone: *+358 9 310 1673 (Switchboard)*

Fax: *+358 9 310 37409 (Helsinki City Planning Department)*

e-mail: *markku.lahti@hel.fi*

URL: *http://www.hel.fi/ksv/*

3.4 Dissemination activities

The basic activities that will determine the success of the exploitation and dissemination of results will be:

- **Networking activities.** The network program aims to establish effective communication and collaboration within the consortium. The development and establishment of a **BRIDGE web site** will serve three main functions:
 - ✓ to disseminate information within the BRIDGE consortium. Password protected consortium information will include project details, progress reports, meeting information, a technical discussion forum and links to the BRIDGE ftp server;
 - ✓ to provide an entry point for information for researchers, urban planners and infrastructure developers not participating in the consortium;
 - ✓ to provide a source of information. The general public information aimed at the public will include simplified explanations of BRIDGE activities and results.
- **Publishing activities.** Beneficiaries in each WP will undertake to prepare articles for publication in peer-reviewed journals. Another way to achieve diffusion of information is to produce and distribute an electronic newsletter with news, current events and products description related to the programme activities. This newsletter will be available in BRIDGE web site.
- **Conference participations and contributions.** We intend to launch a campaign for disseminating the scientific results of BRIDGE. This requires intense participation in relevant international symposia and other scientific meetings.
- **Internal BRIDGE meetings.** Biannual BRIDGE progress meetings will be arranged to secure the highest level of information exchange among beneficiaries. Minutes of these meeting will be being prepared by the coordinator, sent to all beneficiaries by email and posted on the BRIDGE ftp server. Moreover, regular Skype meetings will be organized among partners (or among Management Board or Steering Committee members) to discuss a particular subject or to exchange related information.
- **BRIDGE demonstration events.** Two demonstration events will be organized in the framework of WP8. DSS demonstration and hands-on applications will be take place during these meetings, providing the means to disseminate the BRIDGE achievements to urban planners and local/regional Authorities.



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	21/43

3.5 Potential impacts

The potential impacts of these comprehensive dissemination activities are:

- Promote engagement between the BRIDGE partners in Europe and national agencies thus facilitating the rapid diffusion of the results into the action within urban sustainability and its societal impacts.
- Increase mobility and research interactions across Europe via an ambitious exchange program of researchers, tools and educational materials.
- Facilitate knowledge, data and technology transfer between participating institutions, thus enhancing both the research capacities of the individual partners and the BRIDGE consortium as a whole.
- Establish a cohesive network of European laboratories engaged in the understanding of urban environmental processes and sustainable planning.
- Support local and regional workshops to build local capacity. Workshops will be offered at various levels, including supporting local experts in finding information and using data through for extracting management information.

3.6 Components of dissemination activity

It is suggested that two dissemination circles are developed (Figure 5): the inner reflecting the partners in the project and the outer reflecting interested users who are not directly associated to the project (as partners). A link between the two circles is established so as information from the inner circle to be transferred to the outer one and vice versa. What kind of information is to be transferred depends on the stage of the project and the type of the product.

The inner circle aims at establishing dissemination at the internal level: within each project participant organisation, and within project partners. **Internal dissemination** aims at a high degree of dissemination and knowledge share that will be obtained by reinforcing the electronic communication, creating and continuously updating common knowledge bases. The internal dissemination will be done through BRIDGE ftp server and workshops organised at WP or project levels. A newsletter will be the support of efficient circulation of information among beneficiaries. Moreover, brain storming sessions will be organised at the cross-roads of several WP to foster creativity on a specific aspect of the project.

The outer circle aims at establishing dissemination at two external levels:

- **External dissemination towards professionals:**
 - ✓ BRIDGE Web-site, which will be continuously updated providing information on the progress of the project;
 - ✓ CoP workshops targeting researchers and urban planners. The objective is to widely disseminate knowledge and know-how generated in BRIDGE. The project will develop specific actions in order to promote academic and industrial cross-fertilisation;
 - ✓ publications in scientific reviews;
 - ✓ dissemination during BRIDGE demonstration events.
- **External dissemination towards citizens:** Publications in non-specific journals or press releases will be prepared to attract maximal attention to the project work. Emphasizing the public interest of the BRIDGE project is quite important, as well as the fact that the project outcomes will benefit the public welfare.

The dissemination activity is both internal and external for target group A of the end users. Groups B, C and D belong to the outer dissemination circle.

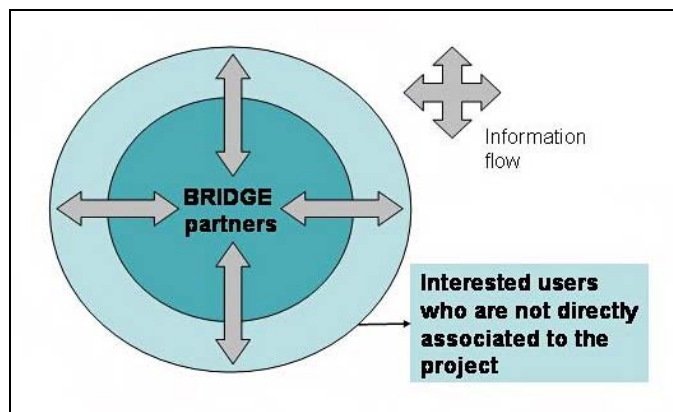


Figure 5. *Scheme of dissemination circles.*

It is worth mentioning that a two-level dissemination strategy using more general media as dissemination platforms as well as specialised media is undertaken in this project:

- LEVEL I: General media, spanning the whole potential users groups, accessed by a wider audience (Type of media: Web-site, Newsletters).
- LEVEL II: Specialised media with distribution channels accessed by key users (Type of media: Articles in Journals, Conferences presentations, Workshops, Demonstration events, Internal meetings).

Both levels are being targeted simultaneously for faster results. However, a full exploitation of Level II media is a more long term exercise and will require a more substantial effort which will continue beyond the duration of the project. So Level I and II corresponds to both internal and external dissemination towards professionals, and only Level I corresponds to External dissemination toward citizens.

3.7 Dissemination media

The media available to carry out a wide-ranging dissemination comprise the following elements:

3.7.1. Web-site of the project

The HTML pages of the web-site will contain an overview of the project, information regarding the partners and their role in the project, links to each of the partners' web-site, information of the state of the project and the results achieved to date, any demonstrations, copies of all dissemination products (in .PDF formats) and password protected link to the BRIDGE ftp server. It is thought essential that the web-site provides for a counter for the visitors so as to assess – even indirectly – the visiting frequency of the site. In particular the structure of the Web site will be “tree-like”:

- Welcome page: about BRIDGE - an overview
- Aims and Objectives
- Approach and Deliverables
- Contact info
- Links: Links with relative sites for more information on the topic
- Participation List (description of each partner, contact points and details, link to partner's WEB site).



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	23/43

- Meetings and Events (summary of past events, next events, demonstration events).
- Publications (copies of newsletters, copies of scientific papers and other products).
- Partners' Login: directing to the internal FTP site

The BRIDGE ftp server (<http://www.iacm.forth.gr/egroupware>) has been established by FORTH and it is password protected. The first version of the BRIDGE web-site was released by June 2009. It is accessible at: <http://www.bridge-fp7.eu>. The welcome page of the BRIDGE web-site is shown in Figure 6.

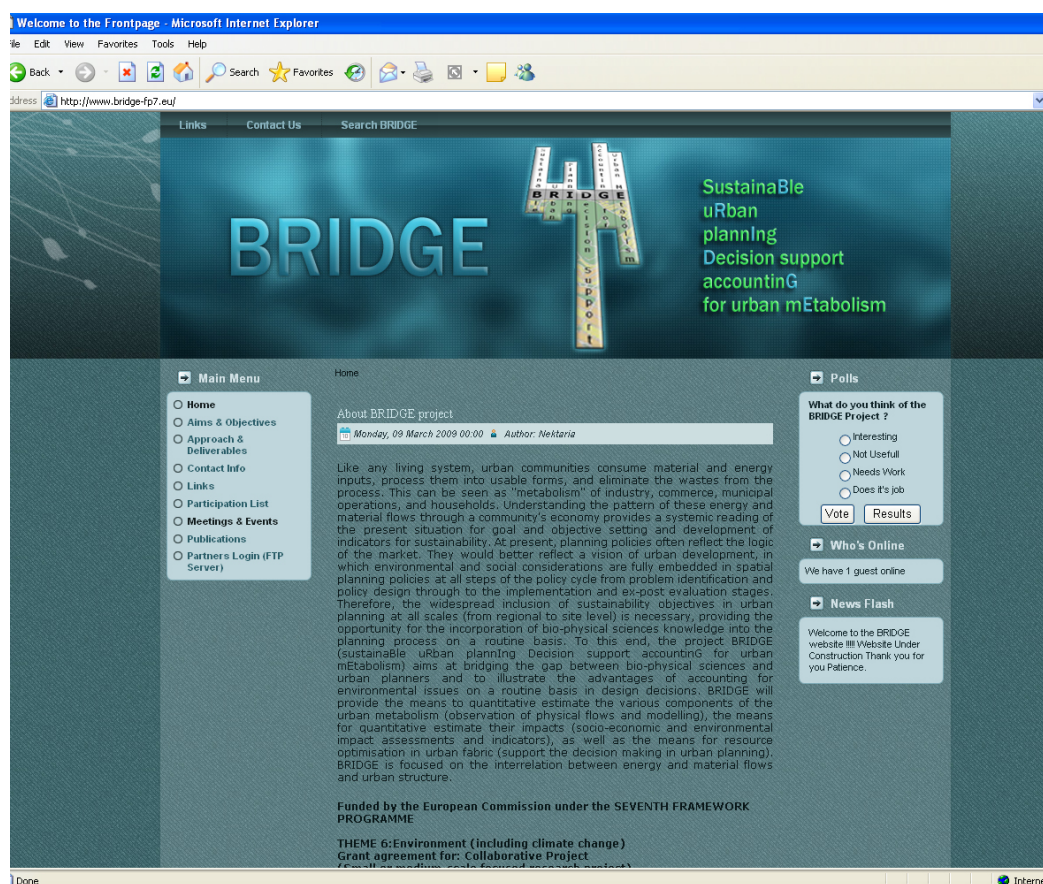


Figure 6. The BRIDGE web-site.

3.7.2. Electronic newsletter

At six monthly intervals, starting M12, an e-newsletter will be prepared and disseminated to the end-users. This e-newsletter shall provide project related information, present the partners of the project, and in addition update on the progress of the project as well as on developments in sustainable urban planning. The recipients of the e-newsletter will be the members of each target group of users as well as individuals who may request to be integrated in the e-mailing list. First newsletter is to be produced and uploaded at the project site by the end of November 2009.

3.7.3. Articles and publications in scientific journals

This media is demanding and requires the advancement of the project in time so as results of scientific nature to have been produced. Articles need to be collective and reflect joint effort by the partners. A list of International Journals in which results of the project could be presented is provided in ANNEX B.



Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	24/43

An effective way to disseminate the study results is to present them at conferences where experts and decision-makers are present. It is planned to present results in conferences related to environmental informatics, geographic information science, micro-climatic monitoring, to the use of Earth Observation for urban mapping, to sustainable urban planning. Presentations need to be collective and subject to a prior approval of the project leader. A list of Conferences in which results of the project could be presented is provided in ANNEX C.

Two end-users workshops will take place after M12 of the project. Practically, participants in these workshops will stem from Group A and it is anticipated to provide a contribution to the BRIDGE DSS, as well as to help determining the needs in support of the development of the BRIDGE DSS and methodologies, or to supply information regarding the pre-existing situation and suggest guidelines for the sustainable urban planning. Moreover, CoP meetings with end-users will be organized in all case study cities: London, Gliwice, Firenze, Helsinki and Athens. In fact, the 1st end users CoP meeting was incorporated in the 1st progress meeting of the project and took place in Helsinki on June 15, 2009. Following CoP meetings with end-users are planned to take place in London, Firenze, Athens and Gliwice on 24/8/2009, 23/9/2009, 8/10/2009 and 20/10/2009, respectively.

Two demonstration events will be organized in the framework of WP8, as already mentioned. The application of the two versions of the prototype BRIDGE DSS for different cities will be used for the demonstration events. Besides the demonstration of the prototypes at the umbrella CoP's, the prototypes will also be demonstrated in each individual city for hands-on experience. DSS demonstration and hands-on applications will provide the means to disseminate the BRIDGE achievements to urban planners and local/regional Authorities (Group A), aiming at feedback by the end-users of the applicability, usefulness and potential impact of the BRIDGE DSS prototype. The produced appealing multimedia material will showcase to the end-users the activities performed in the frame of this grant agreement. This would include material at both the early and late stages of the project. They shall make clear reference to the FP7 THEME 6 (Environment (including climate change)) and comprise at the minimum a public web site, newsletters and few short stand-alone videos for use by the consortium and the EC in various events. Such videos shall be downloadable from the project web site and from other widely visited media.

- The first event is planned to take place in M26. During this event the 1st DSS Prototype will be demonstrated. Also city specific views will be exchanged on possible scenarios for which the DSS may be used. This will be done within the framework of an umbrella CoP, which integrates participants of the local CoP's.
- The second event is planned to take place in M36, using also the setting of the umbrella CoP. During this event the Final DSS Prototype will be demonstrated. The learning process within the CoP's will be also demonstrated and experiences with the development of the DSS will be exchanged.

Special care will be taken for ensuring that the same line of work will be followed during these events, so that demonstration reports can be produced as the result of each event. Between the first and the second event specific feedback will be obtained by organising hands-on demonstrations in individual cities for specific end users. The feedback obtained from these targeted end users will be analysed and summarized for improvement of the DSS prototype.



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	25/43

3.7.7. Periodical internal meetings

Biannual BRIDGE progress meetings will be arranged to secure the highest level of information exchange among beneficiaries. Minutes of these meeting will be being prepared by the coordinator, sent to all beneficiaries by email and posted on the BRIDGE ftp server.

3.7.8. Brochure

A brochure providing an outline description of the project has been already developed. The purpose of this brochure is to provide to urban planners with quick information about BRIDGE during the CoP meetings. The cover and the last page of the version of the brochure use in Helsinki CoP is shown in Figure 7. The contents of this brochure are:

- what is a sustainable city;
- the BRIDGE Mission;
- the BRIDGE Objectives;
- five cities – Five “road maps” towards sustainability;
- who is involved in the project;
- BRIDGE partners;
- contact details.

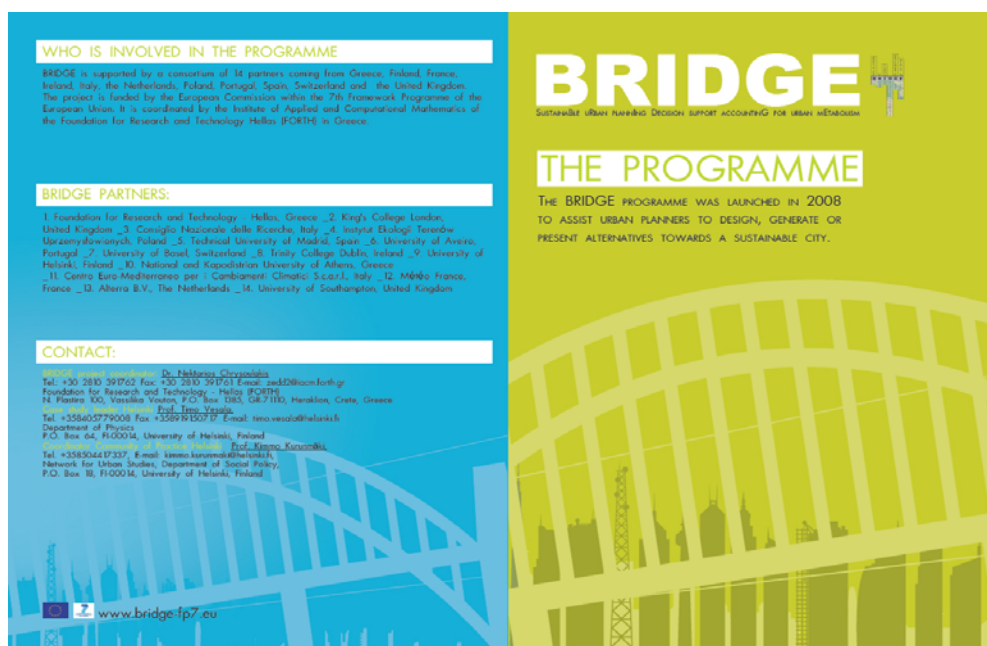


Figure 7. Cover and the last page of the version of the brochure use in Helsinki CoP.

Table 5 shows the intended dissemination schedule and Table 6 shows the role of each media in the dissemination strategy. For each dissemination media, the following are specified:

- purpose with respect to the general project objectives (it is direct linked to the partners objectives, see exploitation phase);
- message to be given;
- who should receive the message;
- how and when;
- measurement of success of dissemination activity.




BRIDGE


Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 26/43

Table 5. *The dissemination schedule.*

Dissemination media	2008	2009												2010												2011											
	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	
Project month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Website																																					
E-Newsletter																																					
Articles in scientific journals																																					
Presentation at conferences																																					
End users Workshops																																					
Demonstration events																																					
Internal meetings																																					

 Specified time from the beginning of the project.

 Anytime after M12 of the project in order for the first results to come out.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 27/43

Table 6. *Role of each media in the dissemination strategy.*

Dissemination Media	Purpose with respect to the project objectives	Message to be given	Who should receive the message	How	When	Measurement of success of dissemination activity
Web Site	<ul style="list-style-type: none"> • Project presentation. • Presentation of Partners and their Web Sites. • Information about the progress of the Project. • Presentation of WP outputs. • Information about upcoming events. • Establishment of a communication tool in internal dissemination level and between internal and external dissemination levels. • Diffusion of knowledge and expertise on urban metabolism quantitative assessment and sustainable urban planning. • Presenting the contribution of BRIDGE towards filling the gap between bio-physical sciences and urban planning. 	<ul style="list-style-type: none"> • Continuous and analytical information on project and its results. • Upcoming events. • Information about research and/or application fields of each Partner. • Diffusion of knowledge gained during the project to a wide audience. • The use of new technology for the successful co-operation among partners. 	Everyone from each Target Group who has Internet access.	Internet	Continuously	<ul style="list-style-type: none"> • Counting visitors • Registrations • Counting of downloads
E-Newsletter	<ul style="list-style-type: none"> • Presentation of BRIDGE progress. • Presentation of Partners. • Presentation of WP outputs. • Establishment of an “official” periodical information source about project activities. • Presentation of innovative solutions for sustainable planning strategies. 	<ul style="list-style-type: none"> • Progress of the project • Upcoming events • Short term planning • Research and/or application fields of each Partner 	Everyone from each Target Group	<ul style="list-style-type: none"> • Download from the Website. • Using the e-mailing list that will come out from Potential Users Database. 	Every 6 months, starting from November 2009.	<ul style="list-style-type: none"> • Feedback collection of requests for more information about the project. • Registrations in the Project’s Web Site. • Direct communication



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 28/43

Dissemination Media	Purpose with respect to the project objectives	Message to be given	Who should receive the message	How	When	Measurement of success of dissemination activity
	<ul style="list-style-type: none"> Diffusion of knowledge and expertise on the urban environment and sustainable planning issue. 					
Articles in Scientific journals	<ul style="list-style-type: none"> Presentation of the Project to the scientific and planning communities. Presentation of urban metabolism quantitative estimations. Presentation of the process linking urban metabolism and urban planning. Presentation of the BRIDGE methodology and DSS. Evaluation of scientific merit of the project. Feedback from the scientific and planning communities. Diffusion of knowledge and expertise on the urban research and sustainable planning. 	<ul style="list-style-type: none"> The scientific nature of the project. The application of innovative technology. The potential of technology to support sustainable urban planning. 	Scientists who specialise Urban Environment and Sustainable planning, New technologies, etc.	Publications	Beginning of M12.	<ul style="list-style-type: none"> Critiques about the articles. Citations. Requests for the newsletter. Direct communication



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 29/43

Dissemination Media	Purpose with respect to the project objectives	Message to be given	Who should receive the message	How	When	Measurement of success of dissemination activity
Conferences	<ul style="list-style-type: none"> • Presentation of the project to the scientific and planning communities. • Presentation of urban metabolism quantitative estimations. • Presentation of the process linking urban metabolism and urban planning. • Presentation of the BRIDGE methodology and DSS. • Evaluation of scientific merit of the project. • Feedback from the scientific and planning communities. • Diffusion of knowledge and expertise on the urban research and sustainable planning. • Promotion of new links between the Consortium and other public and private National and European organisations. 	<ul style="list-style-type: none"> • The scientific nature of the project. • The application of innovative technology. • The potential of technology to support sustainable urban planning. • The potential of future co-operation. 	<ul style="list-style-type: none"> • Scientific Community • Urban planners • Decision makers 	<ul style="list-style-type: none"> • Presentations • Publications • Demonstrations 	Beginning of M12.	<ul style="list-style-type: none"> • Direct feedback. • Direct communication. • Number of participants.
End-users workshops	<ul style="list-style-type: none"> • Presentation of BRIDGE achievements. • Discussion on issues set by specific BRIDGE WPs. • Discussion on sustainable planning practices. • Discussion on recent achievements of urban sciences. • Discussion on urban metabolism and urban planning. 	<ul style="list-style-type: none"> • The importance of the final products for urban metabolism and urban planning. • The significance of co-operation in Sustainable Urban Planning between Science and National/Regional Authorities. 	<ul style="list-style-type: none"> • CoP • Group A 	<ul style="list-style-type: none"> • Presentations • Demonstration • Discussions 	• After M12	<ul style="list-style-type: none"> • Direct feedback. • Contribution to BRIDGE conceptual framework. • Interesting in BRIDGE final products. • Number of participants.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 30/43

Dissemination Media	Purpose with respect to the project objectives	Message to be given	Who should receive the message	How	When	Measurement of success of dissemination activity
	<ul style="list-style-type: none"> Discussion on resource optimisation in urban fabric. Discussion on new strategies and tools for a more sustainable use of energy and materials in urban planning. Diffusion of lessons learned during BRIDGE methodology and DSS development. 					
BRIDGE demonstration events	<ul style="list-style-type: none"> Umbrella CoP (section B.1.3) DSS demonstration (section B. 1.3) 	<ul style="list-style-type: none"> Feedback from end-users for DSS validation and assessment. The significance of co-operation in Sustainable Urban Planning between Science and National/Regional Authorities. 	Everyone from Group A	Participation in demonstration events	<ul style="list-style-type: none"> M26 M36 	<ul style="list-style-type: none"> Direct feedback. Number of participants. Demonstration reports and proceedings.
Internal meetings	<ul style="list-style-type: none"> Coordination Cooperation Future planning 	<ul style="list-style-type: none"> The enforcement of promotion activities The cooperation among partners 	Project Partners	Participation in internal dissemination meetings	<ul style="list-style-type: none"> M1 M6 M12 M18 M24 M30 	<ul style="list-style-type: none"> Project progress after each meeting



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 31/43

3.8 Synopsis of Dissemination plan

In the following a synopsis of the dissemination plan is provided. Table 7 presents the type of dissemination media contained in each Level of Dissemination and Table 8 provides the Dissemination Level corresponding to each group of users.

Table 7. *Type of dissemination media in each level of dissemination.*

Dissemination Level	Type of Media
LEVEL I: Generic media	Web Site, e-newsletter
LEVEL II: Specialised media	Articles in Journals, Conferences Presentations, end-users' workshops, Demonstration events, Internal meetings

Table 8. *Dissemination media with respect to the target groups of users.*

Groups of End-users	Dissemination level
A: Public Sector Entities	Level I and II
B: Private Sector Entities	Level I and II
C: Scientific Community	Level I and II
E: General Public	Level I

A critical issue is the frequency of the production and distribution of the various dissemination media. The dissemination program needs to well adhere and be subject to modifications in case of unforeseen developments. Additionally the definition of the start time regarding the production of each media is critical enough. It should be mentioned that the production frequency needs to vary depending on the media and its specialisation. Taken the need for the advancement of the project with respect to the results achieved, the majority of the dissemination products will be after the methodology specification of the project. Table 9 presents the frequency of dissemination media distribution and the responsible beneficiaries for each one.

Table 9. *Frequency of dissemination media distribution.*

Dissemination Media	Frequency	Start Time	Responsible	Envisaged main contributions
Web Site	Continuous	June 2009	NKUA	All
E-Newsletter	Every 6 months	November 2009	NKUA	FORTH, KCL, CNR, UPM, UAVR, TCD, ALTERRA
Articles in scientific journals	Whenever important findings have resulted.	Following M12 of the project.	NKUA	All
Conference presentations	Whenever important findings have resulted.		NKUA	FORTH, KCL, CNR, UPM, UAVR, TCD, ALTERRA
End-users Workshops	2 workshops	Following M12 of the project.	ALTERRA	FORTH, IETU, UAVR, NKUA
Demonstration events	2 events	January 2011 November 2011	UBAS	FORTH, CNRM, IETU, ALTERRA
Internal meetings	Every 6 months	December 2008	FORTH	All



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	32/43

4. Exploitation phase

4.1 Introduction

BRIDGE is a project co-financed by the European Commission so that, the *Exploitation Phase* of the project has to be carefully planned to ensure a return on investment to all parties: EC, expecting positive results from BRIDGE research; Beneficiaries having several different objectives, Local Authorities and urban planners expecting to bridge the existing gap with bio-physical sciences and to use the DSS to be developed in BRIDGE.

The content of this chapter explain reasons for partners involvement and their specific objectives and how we plan to develop a strategy facing with the end-users' needs and requirements in the future and a description of management of intellectual property.

4.2 Reasons for the partner's involvement

BRIDGE is bringing together a critical mass of scientific leading institutions in the field of urban climatology, socio-economics, environmental science, impact assessment, numerical modelling, remote sensing, GIS/DSS. The consortium is formed by **14 scientific beneficiaries** from **11 countries**. The key, leading our project to a good achievement, is a strong implication of all the partners for the same goal, even if their own reasons for involvement are a little different. The reason for this is the different partner's technical and scientific added value and originality of contribution to the project. More specifically, their specific reasons for involvement in BRIDGE are:

4.2.1 FORTH (Foundation for Research and Technology – Hellas)

FORTH is the project coordinator. DSS is the core of the BRIDGE project and FORTH will lead the DSS development effort. FORTH has considerable experience in DSS development because Spatial DSS is a research direction at FORTH and several GIS-based DSS have been developed in applications such as watershed planning, flood protection, management of catastrophic events, urban planning, sustainable tourism planning, noise mapping and others. FORTH also is activated in the area of satellite remote sensing and this technology has been used in the past in urban land use change detection (in urban growth modelling study for Heraklion, Greece), as well as in urban surface energy balance estimation (urban climatology study for Athens, Greece). Therefore FORTH has the expertise to support remote sensing data analysis in BRIDGE case studies.

4.2.2 KCL (King's College London)

KCL is the London case study expertise. KCL has great experience in urban climate issues (Prof. S. Grimmond member of World Meteorological Organization (WMO) Expert Team on 'Urban and Building Climatology'), in numerical modelling and measurement experience, as well as in optical and thermal Remote sensing techniques. There is also an extended London Air quality Network and there are strong links to policy and decision making.

4.2.3 CNR (Consiglio Nazionale delle Ricerche)

The CNR's project contribution will be in terms of in-situ and remote sensing measurements of the mass and energy exchange of township and industrial districts and their impact on ecosystems – by use of the fleet of Small Environmental Research Aircrafts (SERAs). Among these, will be thermal and multispectral images aimed at studying the urban heat island and energy flows, mass and energy turbulent exchange via airborne eddy covariance and mass budgets. A special issue will be the quantification of dust emissions via an



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	34/43

There are close research-policy links between the academic science, City Research Departments and local policy-making and, on the other hand, the City green departments and vegetation studies.

4.2.10 NKUA (National and Kapodistrian University of Athens)

NKUA has considerable experience in satellite remote sensing technology and is activated in the area of urban environmental modelling with emphasis on the urban heat island phenomenon using thermal infrared satellite data of high resolution as well as in-situ data from ground and mobile meteorological stations.

4.2.11 CMCC (Centro Euro-Mediterraneo per i Cambiamenti Climatici S.c.a.r.l.)

A first project contribution will be in terms of in-situ measurements of the mass and energy exchange of township and industrial districts and the simulation of the exchanges. Besides, a contribution will be in the development of a specific software module which will enable, through dynamic simulations, to estimate how specific planning decisions may modify, over the years, the urban structure and the spatial urban functions. Such component will be integrated in the spatial DSS to be developed. To this end, it will be designed to interoperate with other modules (e.g. demographic and economic models, air quality models) allowing to spatialize physical flows at ground level (e.g. energy, air pollution, solid and liquid waste). Lastly, CMCC will contribute in bridging the gap between the research and policy sphere by implementing a participative approach in each of the five case studies.

4.2.12 CNRM (Météo France - Centre National de Recherches Meteorologiques)

CNRM has a strong experience in atmospheric process study and modelling. Urban meteorology is one of the key objectives of the research program for Météo-France and strong effort has already been done in this direction with the development and evaluation of the Town Energy Balance model, and the running of two field experiments in French cities (Marseille and Toulouse). CNRM, being the research centre of the French weather service, continuously experiences the activity of transfer of research results to operational products.

4.2.13 ALTERRA (Alterra B.V.)

ALTERRA combines knowledge of the physical and chemical processes of the urban environment with experience in social economic processes. The two main topics to which ALTERRA contributes are: the organization of the integration of knowledge and experience and secondly the modelling of the water balance and contaminants. For the exchange of knowledge and experience ALTERRA uses the framework of Communities of Practice which will facilitate a clear role by the end-users within the project.

4.2.14 SOTON (University of Southampton)

The SOTON contribution focuses on urban greenspace and the SOTON partners have worked at the forefront of pollutant, carbon and water flux and stabilisation in urban sites. The group has established expertise in the sampling and analysis which is required to provide original data for integration into the modelling and DSS work which will be developed by other partners. The group also has valuable experience of use of spatial data and DSS development (but not applied to this subject until now) and of stakeholder interaction on urban planning and design.

The BRIDGE DSS consists of several modules. Each of these DSS module has been assigned to a different group of participants according to their expertise, as shown in Figure 8, where the complementarity of beneficiaries and the well-balancing of the consortium is presented. It should be noted that some participants may belong to more than one of these groups, having in this way the role of interface between different groups and supporting the horizontal integration of the consortium.

The links among BRIDGE participants according to their role in the project is shown in Figure 9. Three main groups are indicated: a) Participants mainly related to the observation of physical flows and the analysis of



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 35/43

the measured data (bio-physical scientists); b) participants mainly related to urban planning requirements and to validation and demonstration of the BRIDGE system (end users in BRIDGE case studies); c) participants mainly related to interfacing of the above two categories and therefore bridging the gap between bio-physical sciences and urban planning. The CoP (led by ALTERRA) is the link form urban planners to bio-physical sciences, whereas the DSS (led by FORTH) is the link form scientists to planners. As it is shown in Figure 8, a continuous iteration will be active during the project life cycle. However, this iteration has two main phases: In the first phase, user requirements will be captured via CoP and decomposed to specifications for the DSS development, whereas in the second phase, user feedback on the DSS will be captured via CoP and decomposed to specifications for the DSS refinement.

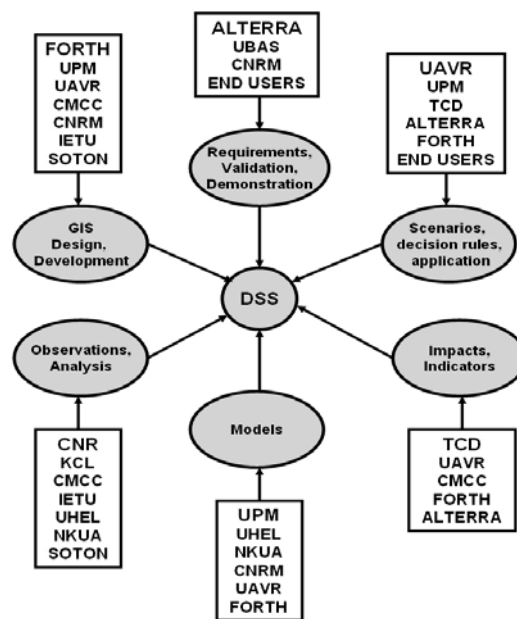


Figure 8. The BRIDGE consortium balancing.

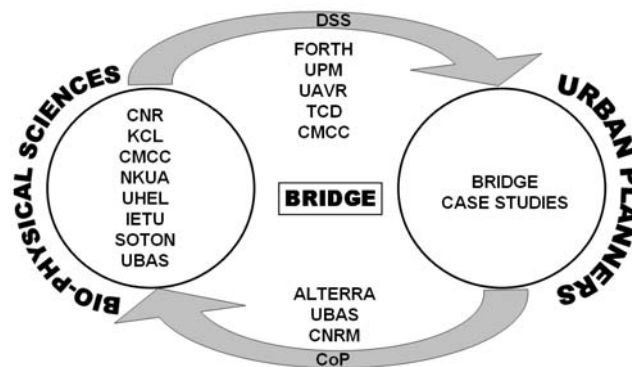


Figure 9. The links among BRIDGE participants.

It is therefore obvious that BRIDGE is bringing together several different skills including a number of end-users enabling the test of the DSS in five representative European cities. With participants from 11 different countries, BRIDGE is a true European effort, strengthening the European competitiveness in the field of sustainable urban planning. More than their respective implication, a real synergy has been built among partners. This synergy is the insurance of a positive result of the project with an aim of a concrete exploitation of the results and, of course of an enlargement at the whole European Community.



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	36/43

4.3 Partners' objectives

Apart from the objectives of the project for which all partners are running for, each one has its own objective leading by its own involvement, since the consortium's added value to each participant is different. The added value of the consortium to the each beneficiary is briefly described below:

4.3.1 FORTH

Urban studies is a main research direction at FORTH, but urban metabolism has never studied in detail in past application areas. FORTH will have the opportunity to coordinate a project which will focus on urban metabolism providing innovative strategies for sustainable use of energy and materials by developing a DSS (core technology at FORTH). The consortium will provide state-of-the-art methods and techniques to create the various modules of the DSS, therefore a high quality product will be developed. Moreover, FORTH will have the opportunity to collaborate with a high degree of excellence scientific team, supporting the investigation of impacts of urban physical flows. Finally, BRIDGE case studies will be used as test-beds by FORTH in order to validate remote sensing analysis methods using the BRIDGE in-situ measurements of physical flows.

4.3.2 KCL

KCL will extend its research and operational experience in urban atmospheric processes and thermal remote sensing and will have real time operations with policy and decision making links.

4.3.3 CNR

CNR will be benefited by broadening its interests and of applications of SERAs and their scientific payload. One of the crucial aspects of modern science is the collaboration between experimentalists and the modellers. CNR expects that BRIDGE will merge those two levels of expertise within a single and well integrated project.

4.3.4 IETU

IETU will gain development of new perspective for the existing activities carried out in the Upper Silesia region by IETU aimed at bringing up a complex modelling tools dedicated for Upper Silesia air quality management and broadening it with the urban climate issues. It will also gain development of new competences of the IETU team which can be used to solve existing and future problems of Polish agglomerations being under dynamic redevelopment.

4.3.5 UPM

The consortium will provide a unique experience to share information, models, data and strategies on the field of urban air quality to UPM.

4.3.6 UAVR

BRIDGE will give UAVR the opportunity for applying and validating the numerical approaches/models that usually applies in the multi-scope study of air pollution. As in previous EC projects in which UAVR was involved (e.g. SUTRA) the participation of representatives from different cities (i.e., case studies) is a unique opportunity towards the agreement between modelling results and end-users needs. It is an excellent opportunity to explore innovative indicators' construction methods combining data generated by physical models on urban metabolism with socio-economic information, as a basis for a DSS designed to help urban planners. Scientific synergies will be explored from the combination of modelling in social sciences to environmental physical models. Also, as a feeling shared by the entire Consortium, is the possibility to share



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	38/43

4.4 Exploitation objectives

Two stages of the exploitation activities are foreseen, regarding its short-term and long-term objectives:

- Short-term objectives: this period is the project development phase itself, during which the assessment of the DSS prototype will be achieved by the urban planners in BRIDGE case studies. During this period, a constant analysis of the end-users needs and requirements will be run. The analysis of users needs will focus on BRIDGE case studies.
- Long-term objectives: this period will not have any time limitation and will be the real application period of the DSS prototype in BRIDGE case studies, as well as in other European areas with the objective to support of sustainable urban planning.

4.5 Exploitation strategy

One of the main goals of the project is the validation by end-users of both the methodology and the DSS. The link between dissemination and exploitation activities is the feedback by the end-users. Therefore, the exploitation strategy will have to take into consideration the dissemination results, which need to be well reintroduced in the project cycle. The exploitation plan, in conformity with the rules set in the Consortium Agreement, will define the routes for the use of the project results, demonstrate the benefits of the research, document the ownership of results, and finally publish the results. To further advance in the use and dissemination of the results, a number of hurdles will have to be overcome (legal, technical, etc.).

Since, users must have a way to feedback information to the consortium, the CoP which is targeted towards this direction by coordinating this procedure, offers information through different dissemination media, supporting short-term exploitation objectives. The exploitation plan, which also supports long-term objectives, needs to build upon the gains of the dissemination, as well as upon the demonstration results.

The basic strategy for achieving this goal is the extension of CoP activities beyond the end of the project, which will promote the exploitation of BRIDGE DSS. This will be done by contacting different Authorities in the case studies at a first level in synergy with case study leaders. In a second level the application in different European cities should be promoted by press releases, participations in conferences and the wide used dissemination media in order to approach end-users who are interested in project results.

The main tool to support this procedure beyond the end of the project is the creation of a Committee that will act as an advisory board for the new cities involved. It will be consisted by the project leader, community leaders already involved in the project as CoP coordinators in each case study and CoP leaders. The constitution of the committee will be led by the following objectives:

- To support a comprehensive presentation program to interested end-users across Europe, allowing them to get a first hand view of the BRIDGE DSS.
- To make an easy access to the knowledge of the methodology and the DSS and to demonstrate the benefits of BRIDGE research.
- To standardise (in terms of ISO) the methodology and the DSS.
- To support the management of intellectual property.

This Committee will be located in the country of one of the partners and, if possible, managed by an appointed manager chosen by the Committee.



BRIDGE

Dissemination and Use Plan

Deliverable no.:	D.9.1
Contract no.:	211345
Document Ref.:	211345_002_PL_NKUA
Issue:	1.0
Date:	15/7/2009
Page number:	39/43

Following the completion of the dissemination phase, an evaluation of the feedback received so far will take place. Based on the results of this analysis, a more specialised and refined dissemination phase will commence which will target the main exploitation media. These will be the wide used dissemination media of Level I (Website, Newsletters) and some specialised media as articles in non-specific journals, press releases, open conference participations for sustainable urban planning, a demo of the DSS with accompanying guidelines and direct mailing campaigns based on the feedback from the dissemination phase. The above media will promote the message of the importance of the final products for urban metabolism and urban planning and the scientific merit of the project. They could also be used for additional feedback collection and they will give the opportunity for direct communication with the National authorities and city planning offices of new cities and the rest of the Scientific Community.

The exploitation phase will be directed to all target groups of dissemination end-users and this is the reason for the use of more generalized media aimed at a wider audience. It is the wide audience's awareness that produces useful feedback capable of steering and eventually re-directing project activities. It should also be noted that after the Month 24 of the project the deliverables will be made public. In all of them an introductory template with all the guidance and explanations required, as well as an executive summary will be contained. Moreover, all collected data, funded under BRIDGE will be made available and public accessible with the completion of the project, in order to support exploitation objectives.

4.6 Management of intellectual property

The beneficiaries shall take reasonable actions to protect the knowledge resulting from the project, according to their own policy and legitimate interest and in observance of their obligations under the EC Grant Agreement. According to the proposed Consortium Agreement, the knowledge shall be the property of the beneficiary carrying out the work leading to that knowledge. When several beneficiaries have jointly carried out work generating the knowledge and where their respective share of work cannot be ascertained, they shall have joint ownership of that knowledge. In this particular case, beneficiaries shall jointly apply to obtain and/or maintain the relevant intellectual property rights and shall strive to set up amongst themselves appropriate agreements in order to do so. The share of each contributor to the knowledge development shall be defined proportionally to the resources implemented by each, whether human, financial or intellectual.

The access rights to pre-existing know-how and knowledge, as defined in the general conditions of the EC Grant Agreement, are thoroughly detailed in the Consortium Agreement. It will basically be treated with or without financial compensation on a case-by-case basis, by considering each party's interest. The IPRC (Intellectual Property Right Committee) will be in charge of the integrative management related to these issues (e.g. determination of ownership, management of joined ownership where applicable, granting of access rights, feasibility studies, patents or other protection). The IPRC will also be responsible for identifying the knowledge that could be the subject matter of protection, use or dissemination based on publications, reports and deliverables issued by WP Leaders.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 40/43

ANNEX A – The Potential End-Users Database*

User Target Group	Country	Name of the Entity	Contact Person	Responsibility	Address	Town	P.O.Box or ZIP Code	Phone	Fax	E-Mail	Link
A	Finland	City Planning Department of the City of Helsinki	Markku Lahti	Head of Master Planning	FIN-00099 The City of Helsinki	Helsinki	P.O.Box: 2100	+358 9 310 1673 (Switchboard)	+358 9 310 37409	markku.lahti@hel.fi	http://www.hel.fi/ksv/
A	Finland	City of Helsinki, Department of Social Policy	Kimmo Kurunmäki	Dr. Tech., Lic. Soc. Sc. coordinator, Network for Urban Studies	FIN-00014 University of Helsinki	Helsinki	P.O. Box 18	+358 9 191 24583, mobile: +358 (0)50 4417337		kimmo.kurunmaki@helsinki.fi	www.valt.helsinki.fi/blogs/kaupunkitutkimus/english
A	Poland	Bureau of City Development	Katarzyna Kobierska	Head of Bureau of City Development	Poland ul. Zwycięstwa 21	Gliwice	44-100	+48 32 2391100	+48 32 3354014	brm@um.gliwice.pl	http://www.um.gliwice.pl
A	Greece	Municipality of Aigaleo	Gikas Ioannis	Engineer (vice mayor)	Iera Odos 364	Athens	12243 Egaleo	+30210 5314771	+30210 5315669	egaleo@egaleo.gr	www.egaleo.gr/egaleo/
A	Greece	Municipality of Aigaleo	Berli Katerina	Chemical engineer / technical dept.	Iera Odos 364	Athens	12243 Egaleo	+30210 5314771	+30210 5315669	egaleo@egaleo.gr	www.egaleo.gr/egaleo/
A	Greece	Municipality of Aigaleo	Georgou Maria	Architect/ technical dept.	Iera Odos 364	Athens	12243 Egaleo	+30210 5314771	+30210 5315669	egaleo@egaleo.gr	www.egaleo.gr/egaleo/
A	Greece	Municipality	Kyriakopoul	Civil engineer / technical	Iera Odos 364	Athens	12243	+30210	+30210	egaleo@egaleo.gr	www.egaleo.gr/egaleo/



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
 Contract no.: 211345
 Document Ref.: 211345_002_PL_NKUA
 Issue: 1.0
 Date: 15/7/2009
 Page number: 41/43

		of Aigaleo	os Costas	dept			Egaleo	5314771	5315669		
A	Greece	SYMPRAXIS	Delyiannis Alexandros	Business Consultant in environmental issues		Athens	PO Box 24089 GR-11110 Athens	+30 210 211 3333		a@sympraxis.gr	http://www.sympraxis.gr
A	Greece		Skarmoutsos Fotis	Chemical engineer	Smyrnis 36	Athens	122 42 Egaleo			fskarm@yahoo.gr	

* It is noted that the end users for the cities of London and Firenze will be defined at a later stage.



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
Contract no.: 211345
Document Ref.: 211345_002_PL_NKUA
Issue: 1.0
Date: 15/7/2009
Page number: 42/43

ANNEX B - List of International Journals for Publications

Hereafter the list of international journals in which results of the project could be presented:

Advances in Environmental Research/ Elsevier
Advances in Space Research/ Elsevier
Agricultural and Forest Meteorology/ Elsevier
Atmospheric Chemistry and Physics / European Geosciences Union (EGU) Journals
Atmospheric Environment/ Elsevier
Boundary Layer Meteorology/ Springer
Bulletin of the American Meteorological Society/ American Meteorological Society Journals
Climatic Change / Springer / 2.890
Climate Research/ Inter Research Journals
Environment and Planning A, B, C & D/ Pion LTD
Environment International / Elsevier
Environmental Management /Springer
Environmental Monitoring and Assessment / Springer
Environmental Modelling and Assessment/ Springer
Environmental Modelling and Software/ Elsevier
Environmental Policy and Governance/ John Wiley & Sons
Environmental Pollution/ Elsevier
Environmental Science & Policy/ Elsevier
Environmental Science and Pollution Research/ Springer
Global Environmental Change / Elsevier
International Journal of Climatology/ John Wiley & Sons
International Journal of Environment and Pollution/ Inderscience Publishers
International Journal of Information Systems and Social Change / Elsevier
International Journal of Remote Sensing / Taylor & Francis
Journal of Applied Meteorology / American Meteorological Society Journals
Journal of Applied Meteorology and Climatology/ American Meteorological Society Journals
Journal of the Air & Waste Management Association / Air & Waste Management Association
Journal of Climate /American Meteorological Society Journals
Journal of Environmental Policy & Planning /Taylor & Francis
Journal of European Planning Studies /Taylor & Francis
Journal of Exposure Science and Environmental Epidemiology / International Society of Exposure Science (ISES)
Journal of Geophysical Research Atmospheres /AGU Journals
Journal of Occupational and Environmental Hygiene / Taylor & Francis
Journal of Urban Studies /Sage Journals
Land Use Policy /Elsevier
Remote Sensing of Environment/ Elsevier
Science of the Total Environment / Elsevier
Tellus / Wiley – Blackwell
Theoretical and Applied Climatology Springer
Urban Forestry and Urban Greening /Elsevier
Water Resources Research /AGU Journals
Water, Air, and Soil Pollution / Springer



BRIDGE

Dissemination and Use Plan

Deliverable no.: D.9.1
Contract no.: 211345
Document Ref.: 211345_002_PL_NKUA
Issue: 1.0
Date: 15/7/2009
Page number: 43/43

ANNEX C - List of Interesting Conferences

Hereafter the list of conferences in which results of the project could be presented:

- 1) Enviroinfo2009, Berlin, Germany, 9-11 September 2009 (www.enviroinfo2009.org/).
- 2) Environmental Health Risk 2009: 5th International Conference on the Impact of Environmental Factors on Health, 21 - 23 September 2009, New Forest, UK, Organiser: Wessex Institute of Technology, UK.
- 3) Low Carbon Cities. 45th ISOCARP International Congress Porto - Portugal, 18-22 October 2009.
- 4) Transitioning to the Green Economy (6-11 April 2010 - Geneva, Switzerland).
- 5) The Sustainable City 2010 (14-16 April 2010 - La Coruña, Spain).
- 6) Transport and Air Pollution symposium, Zurich – Switzerland, 18-19 May 2010.
- 7) AESOP Annual Conference, July 2010, Helsinki-Espoo, Finland. Association of European Schools of Planning (www.aesop-planning.com).
- 8) Air Pollution 2010: 18th International Conference on Modelling, Monitoring and Management of Air Pollution, 21 to 23 June 2010, Kos, Greece, Organiser: Wessex Institute of Technology, UK.
- 9) Conferences of the European Regional Science Association.
- 10) Conferences of the EARSeL (European Association of Remote Sensing Laboratories).
- 11) Conferences of the SPIE Europe Remote Sensing.