

LUCIA



Experience gained by LUCIA project partners in the replication activities and recommendations for its improvement

The name and number of the procurement in which the service is performed:

Identification of the experience gained and the dissemination potential of the solutions developed within the LUCIA project in the Baltic Sea region, ID.Nr.: T/RPR/2019/LUCIA-21

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Main tasks

01

Get acquainted with the experience and results gained within the project

02

Describe the experience gained within the project and identify the potential of disseminating the developed solutions.

03

Give recommendations for successful dissemination of the results.

04

1st Draft –
19th February

05

Final report –
23th April

Methods used



Semi-structured interviews with Project partners (11) – questions pilotsite, communication, feedback, involved institutions;



Structured requests for information – activity matrix, stakeholder matrix;



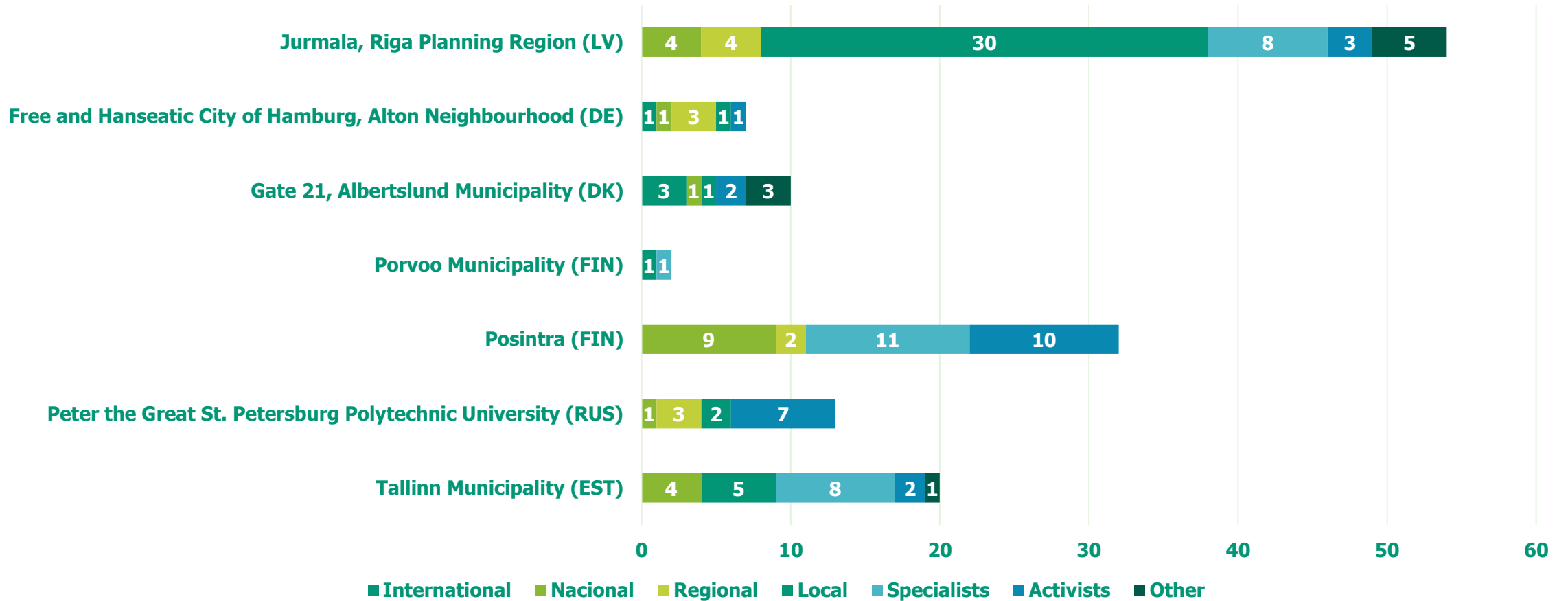
Document analysis – documents and materials developed during the LUCIA project.



Workshop – Discussion and co-creation for better replication activities

Date	Country	Interviewed
09.12.	Estonia	Eva Tallo
10.12.	Denmark	Sif Enevold
10.12.	Latvia	Ieva Šponberga
15.12.	Finland	Topi Haapanen
17.12.	Germany	Heike Bunte Tommi Vollman Nikolas Fink Renate Jurgesa
18.12.	Estonia	Alvar Kurell Yannick Le Moullec
05.01.	Finland	Yolanda Potrykus Enni Flykt Elina Leppänen
05.01.	France	Mark Burton-Page
06.01.	Russia	Yury Nurulin
12.01.	Latvia	Sabīne Skudra Ilgvars Francis Sanita Paegle
25.01.	Sweden	Lars Ocklund

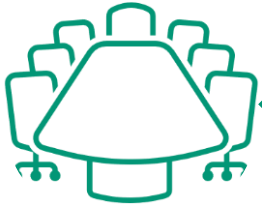
Stakeholder matrix



The most popular activities



Surveys – for local citizens about design, accessibility and other aspects;



Workshops – for in-depth reflection, knowledge exchange;



Seminars – for experts.

Information dissemination channels



Local newspaper;



Websites;



Social media – Facebook, Twitter, Instagram;



Active citizens, e.g. students.

Good practices

Denmark

- Use of existing project networks
- Highly targeted work with industry professionals and planners;
- High activity in social networks.

Latvia

- Invitation to face-to-face meeting through online surveys;
- Successful cooperation with various level institutions.

Estonia

- Fact sheet translation to Estonian language;
- Activities informing a large audience.

Germany

- Visual material – videos for seminars, webinars etc;
- Highlighted topic of lighting pollution
- Multilateral involvement of target groups in the dissemination of information.

Finland:

- Evident and appealing visual material – a tool where people can see the final result of the pilot project;
- A wide range of stakeholders and involved parties. The partner's ability to attract different groups, including people with disabilities and elderly.
- Great variety of information dissemination – website section, social networks, a newspaper.

Russia

- Addressing students during lectures – effective way to reach an audience especially if "active students" are reached;
- LUCIA fact sheets translated into Russian, which facilitates informing the target group about the Project.

Improvements

Denmark:

- Necessary to pay more attention to the involvement of the residents of the local pilot area. Need to put forward local population as a separate, particularly interesting target group for the informative events, thereby obtaining a clear assessment of their interest and degree of involvement

Latvia:

- It is recommended to make greater use of regional government level, for example, to maintain contacts throughout the Project implementation period, including regular contacts with the municipalities of Riga Planning Region, keeping them interested through various solutions from the beginning to the end of the Project.

Estonia:

- Project partners need more targeted communication strategies, using both city and university contacts, as well as the existing cooperation platforms

Finland:

- Necessary to work with a regional partner in order to disseminate the project experience more widely

Russia:

- It is suggested to share the experience with other cooperating universities or platforms that bring together different universities

Germany:

- The partner should carefully review the survey questions, methodology and fieldwork plan to achieve a significantly higher response rate in a survey next time.
- In addition, in order to promote the response, it is recommended to consider a possibility of organizing it electronically, actively disseminating information on social networks.

TOP challenges

To find and engage stakeholders, especially policy makers!

Finding «key persons» and the importance of prior acquaintance plays important role.

How to interest the public?

The topic of the project is specific, not all may be interested in it. The target group can be better addressed with other themes related to lighting - safety, outdoor walks, etc., less with the technical aspects of lighting. The best time to talk about lighting is autumn and winter when it is dark.

How to deal with and addapt to COVID-19 situation?

COVID-19 has stooped the publicity activities / caused a «wait-and-see» attitude among partners. The new strategy for publicity and engagement measures is needed. New tools and approaches need to be found (e.g.. attractive online tools), and the possibility of organizing events outdoors should be considered.

Recommendations for better dissemination of solutions and identification of new stakeholders

Project planning and coordination

- Careful selection of the pilot project location;
- The solution development and implementation plan should be worked out in a co-creative format;
- Involvement of stakeholders at the earliest possible stage of the Project;
- Efficient work by pooling resources and performing work jointly with other Project partners.

Ways and channels of information dissemination

- Diversification of the communication strategy and its adaption to the target groups (goals, target groups, content, channel, form of communication, time).
- Use of the platform «LUCIA Knowledge Center»;
- Use of visual materials to disseminate information;
- Sharing the materials and their diversification on social networks;
- Evaluation of success of the dissemination campaign;
- Finding a specific approach to encourage the involvement of decision-makers and policy makers;
- Taking into account the events related to lighting;
- Going to the municipal twinning towns/cities;
- Adaption to the circumstances of COVID-19 and redesigning information dissemination strategies and techniques.

Recommendations and tools for attracting and retaining attention online and on-site

- Encouragement to obtain proposals from people and to give feedback on how they have been taken into account;
- Taking a more personal approach in discussions, planning seminars and information events;
- Drawing inspiration from different approaches from other project partners;
- Different tools and approaches for online activities;
- Including surveys, interactive tools or voting elements to encourage the involvement of all participants;
- Developing an application with a game to promote the Project;
- When organizing on-site events, complement them with approaches that attract attention and raise interest (*e.g., invite a progressive foreign experts, invite public figures to on-site events, organize festivals, combine formal on-site events – seminars, demonstrations – with a practical task, such as walking a route by marking or answering questions at checkpoints, providing information about the route, popularize the pilot solution by means of a mobile van*).

TOP perspective information channels



Local communities (the smaller the better) – e.g., youth centers, NGOs. Active organizations might be very helpful in dissemination of results.



Students - cooperation within lecturers in study courses. Students are not only recipients and distributors of information, but might help to explore technical, social and economic aspects in the Project, e.g. make sociological survey, create mobile application.



The capacity of existing stakeholders in disseminating information - evaluate what they are already doing, what target groups they work with and find gaps that have not been sufficiently used so far.



LUCIA Knowledge center – a platform for sharing and collecting information about lighting and related topics.



Thank you!

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