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## 8th RENAISSANCE meeting- 1st Oct. 2009

WP Progress and Plans

### WP 4: Dissemination and Promotion

Dissemination leaders  
HESPUL & Grand Lyon



#### WP 4.1: Local Dissemination & Promotion State of progress year 4: 6 last months



RENAISSANCE  
- LYON -  
FRANCE

- ✓ **Internet strategy development (implementation of Comm Strategy):**
  - ✓ Development of creating **Web-link** between partner websites (1st circle of the network strategy) to present/promote Renaissance project
  - ✓ Large **mailing** to professionals (construction & property sector) involved in Renaissance project sites (2nd circle of the network strategy): distribution of key information about the Renaissance project
- ✓ **International and local dissemination:**
  - ✓ Numerous presentations & site visits towards foreign/local politicians, professionals (construction, architects, etc.), students, by GL, SPLA, ALE, HESPUL, Blocks B&C
- ✓ **Further works in destination to future inhabitants (linked with WP1.5):** 2 pages on Concerto in the "Welcome and orientation booklet"
- ✓ **Update & development of websites, in particular :**
  - ✓ Grand Lyon RENAISSANCE webpage (new key documents "on line")
  - ✓ RENAISSANCE website (new web sections developed)
  - ✓ ALE website



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| Summary of the work programme planned for the period April 2009/October 2009   | State of progress  |
|--|--|
| <ul style="list-style-type: none"> <li>✦ <b>Telephonic conference</b> with WP4 local leaders (ZAR, LYON)</li> <li>✦ Identify some <b>specific COMMON events</b>, to promote RENAISSANCE <b>as a whole</b> (3 communities involved)</li> <li>✦ <b>UPDATING</b> the <b>list of events/community</b>, where RENAISSANCE project could/is presented/promoted</li> <li>✦ Production of a <b>“double page” brochure</b> of the project + an abstract (500 words)+ post on the Renaissance website</li> </ul> | <p><b>Done (Tel-conf 26/05/2009)</b><br/><b>+ One additional on early-Oct</b></p> <p><b>To be developed &amp; discussed, specific focus on Shanghai ?</b></p> <p><b>Done for Saragossa and Lyon</b><br/><b>To be developed/translated by LOM</b></p> <p><b>Done for Saragossa and Lyon</b><br/><b>Still to be done for LOM</b></p> |



- ✓ **With Concerto Plus :**
  - ✓ Collaboration and participation of partners on the request of Concerto Plus team to fill in/update Concerto Plus documents on Dissemination, socio-economic, training and monitoring (GL, HESPUL, INSA, Enertech, ALE)
- ✓ **With other Concerto Cities or other “foreign” partners :**
  - ✓ Organisation and visit of RENAISSANCE site for ECOSTILER project (SPLA)
  - ✓ Presentation of RENAISSANCE lessons by developer to its Dutch subsidiary (Block B)
  - ✓ Exchange of good-practices on site training between REN/SESAC communities (ALE Grenoble/ALE Grand Lyon)
- ✓ **Participation to Concerto Plus/DG TREN events/workshop:**
  - ✓ On dissemination, implementation and Management (meetings in BXL) - (HESPUL)
  - ✓ Participation to French regional visit tour, held in Ajaccio/Corsica (HESPUL, GL)





#### WP 4.1-

#### Local Dissemination and Promotion

### Next 12 months Action Plan (scenario 1)



RENAISSANCE  
- LYON -  
FRANCE

- ✓ Nov.09: 1st “Welcome sessions” to the future inhabitants (SPLA Lyon Confluence, linked with socio-eco activities)
- ✓ 3rd circle of the network/Internet strategy Communication activities towards **large public**, with specific focus on:
  - ✓ Presenting the “Welcome booklet” to **property managers** (Condominium managers associations (Real estate), property/flat management company/agency) - GL, ALE, HESPUL
  - ✓ Organising the official **inaugurations** of the new Eco-blocks (Blocks B&C)
- ✓ Preparation of a **public exhibition** about sustainable housing at the Confluence site- SPLA, GL, with the collaboration of ALE, HESPUL
- ✓ Presentation of the Renaissance project at a range of different events (All partners)



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#### WP 4.2- Common Dissemination activities

### Next 12 months Action Plan (scenario 1)



RENAISSANCE  
- LYON -  
FRANCE

- ✓ Active participation/collaboration to Concerto Plus workshops/initiatives (monitoring, management, etc.) and/or to its French regional site visit- all partners
- ✓ Active participation/collaboration to DG TREN promotional events (Sust.ENJ Week, etc.)- HESPUL, GL
- ✓ Continuing to promote exchanges and knowledge by all partners, between:
  - ✓ RENAISSANCE communities
  - ✓ Other Concerto cities
  - ✓ Concerto Plus team (*Concerto Premium*)
  - ✓ Other EU wide networks that could benefit from RENAISSANCE experiences



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#### WP 4.1- Local Dissemination and Promotion

- ✓ SAME action plan for next 12 months
- ✓ Further communication activities, based on socio-economic results obtained, following socio-economic activities

#### WP 4.2- Common Dissemination activities

- ✓ SAME action plan for next 12 months
- ✓ Accurate feedbacks/results on monitoring & socio-economic aspects to be widely disseminated



**GRANDLYON**

**LYON CONFLUENCE**



**ENERTECH**



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