



European  
Commission

The Intelligent Cities Challenge is funded by COSME, the EU  
programme for the Competitiveness of Enterprises and SMEs

The European Commission's  
**100 Intelligent Cities  
Challenge**

# Intelligent Cities Challenge

**Multipliers - digital communication guidelines**

**2020**



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ICC Multipliers are governmental and non-governmental bodies that have relevant interest to the ICC and can promote the challenge through their social platforms and networks.

## How can you use the communication guidelines?

- **Share** these guidelines **internally**: with your communication and social media officers and present it to colleagues who might be interested in the #IntelligentCitiesChallenge #100ICC campaign.
- **Disseminate** the guidelines **externally**: to your partners, members and supporters that you believe can act as multipliers of the #IntelligentCitiesChallenge.
- **Share the [link to the Media Pack](#)** available on the ICC website. The package includes the ICC visuals and the communications guidelines.

# 1. Background

The Intelligent Cities Challenge (ICC) is the latest of the European Commission's initiatives to build a green Europe by fostering intelligent and sustainable growth across European cities. The ICC seeks to help 100 smaller and medium-sized EU cities to support green, climate-neutral, sustainable growth, tackle the biggest urban challenges and improve the quality of life. Building on the success of the Digital Cities Challenge, which helped 41 EU cities to create a strategic vision and roadmap for digital transformation, the ICC focuses on implementation of strategies, a common platform for open data, a marketplace for intelligent city solutions, joint investments, new support mechanisms and a new international dimension.

This 2.5-year programme will help cities across the EU with support for technological transformation and implementation of strategies, by providing world-class support in person, online, and as a community. To unite EU cities in seizing the opportunity for green smart sustainable growth, improving the quality of life and fostering new opportunities for citizens, 100 cities that are selected for the ICC to receive support through various measures including advisory services for cities and local stakeholders, field visits by experts, access to online toolboxes and a marketplace for intelligent city solutions.

These guidelines are designed for the European Commission to promote ICC and the call for Expression of Interest to small and medium-sized cities in the EU. As ICC will not have dedicated social media accounts, the European Commission accounts will be the first message distributors.

## 2. About the challenge

ICC will help Europe lead the way in creating smarter cities that are more sustainable and social. Through the ICC, cities will receive tailored support – in person, online, and as a community - to implement their transformation strategies. Next to expert advice tailored to the city, the ICC will offer regular network support activities and gatherings of the community, trainings and online toolboxes and mentoring from innovative mentor cities.

The ICC programme covers a 2.5-year period and builds upon a cycle of assessment of prioritized issues and needs, vision and roadmap definition, implementation and measurement, with the objective for cities to be transformed in their use of intelligent and advanced technologies. A broad set of city-related themes are targeted by ICC, including mobility, renewable energies, clean industry, green manufacturing, eGovernment, open data, skills and employment, healthcare and safety, re-skilling, crisis management among others.

Cities will be asked to mobilise the top-level leadership in the city, attend ICC conferences and workshops, work to form a standing local intelligent city ecosystem and dedicate human resources from the city and local ecosystem for the execution of this high-priority initiative. On this basis, cities should expect to gain long term, self-sustaining benefits through new perspectives on city's needs, progress and strengths, learning from and developing collaboration with European and international mentors, efforts to support joint investments and measurable impacts that matter to the citizens.



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The ICC is part of wider EU support contributing to a European Green Deal, an economy that works for people and a Europe fit for the Digital age.

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## 3. Scope of the Communication Guidelines

A first crucial phase of the #IntelligentCitiesChallenge starts with the call for expressions of interest (EoI) that was launched on 27 February with the final deadline for applications on 6 April. The call for EoIs will identify interested cities to be shortlisted for the challenge. During the 6-week period, four 1-hour webinars are organised to guide ICC applicants through the application process.

The dates for these webinars are:

- Friday 13 March – 2pm CET
- Wednesday 18 March – 2pm CET

## 4. Spread the word

### Connect with us

The #IntelligentCitiesChallenge will be promoted through the European Commission's social media channels as well as by consortium members, mobilisers and stakeholders. Please share the #IntelligentCitiesChallenge posts as you see relevant for your audience.

**Web**<https://www.intelligentcitieschallenge.eu>**Share our Facebook posts**[DG GROWTH Facebook Page](#)**Share our tweets**[@EU\\_EASME](#) and [@EU\\_GROWTH](#)**Like our LinkedIn posts**[LinkedIn page](#)



## 5. Social Media Recommendations

When raising awareness on platforms such as Facebook and Twitter, it can be useful to interact with other organisations with similar interests. We invite you to follow the above-mentioned accounts and other relevant social media accounts in your country and retweet their posts when they use the #IntelligentCitiesChallenge #100ICC messaging and visuals.

Each social media communications platform has its own format and style. There are many tips and tricks to increase the success of your awareness-raising communications for each specific platform. Below you will find some useful advice:

Whenever you are referring to the campaign, even outside social media channels, please use the primary campaign hashtags #IntelligentCitiesChallenge and #100ICC.

### Twitter

Twitter is a good platform for reaching a wide audience very quickly, if used effectively. Twitter is not so good for telling a detailed story, so use images and videos to overcome the 280-character limit.

- Use the hashtags #IntelligentCitiesChallenge #100ICC whenever you are covering issues related to the ICC.
- Pin a tweet about #IntelligentCitiesChallenge activities to your Twitter account (follow this guide on pinning tweets: <https://socialmediaweek.org/blog/2015/02/60-second-tip-how-to-pin-a-tweet-2/>).
- Retweet and like #IntelligentCitiesChallenge #100ICC tweets at least 2 times per week.
- Connect with bloggers, freelance journalists or influencers, by tagging them directly in your Twitter posts or Twitter images.
- Mention other relevant Twitter users.
- Consider creating a basic editorial calendar, to plan how and when to tweet in advance. This can be coordinated with the other organisations, members and partners you work with (applications such as TweetDeck and Hootsuite make scheduling tweets in advance a lot easier).
- If you are meeting with partners and stakeholders, connect with them on Twitter and engage in conversations by tagging them or sending them direct messages.
- Create a 'list' on Twitter to include all organisations tweeting about the ICC. This will make it a lot easier to follow the awareness-raising activities of other Twitter accounts. Here is a guide on Twitter lists: <https://support.twitter.com/articles/76460>.

## Facebook

Facebook is a great platform for creating an online community; whether it is friends in a personal setting, or like-minded individuals and organisations in a professional setting.

- Share, comment and like #IntelligentCitiesChallenge #100ICC posts via individual (personal) - or your organisation's - Facebook pages to increase the visibility of posts.
- Even though there is no character limit as on Twitter, Facebook posts should still be kept short to be effective (we recommend up to 20 words).



- Tag other relevant Facebook pages and include references to other social media channels like Twitter or LinkedIn.
- Always include engaging visuals or short videos.

## LinkedIn

LinkedIn is a professional and business-oriented social network site used for keeping in touch with partners, business associates, and colleagues. LinkedIn allows you to network and exchange opinions with people and professional organisations in your industry.

- Post informative content either as an individual or LinkedIn Page user.
- Look for contacts and stakeholders that might find the #IntelligentCitiesChallenge #100ICC campaign interesting and promote content within groups (if you are part of a larger LinkedIn group).
- Like and comment on posts from other LinkedIn accounts posting about the #IntelligentCitiesChallenge #100ICC campaign.

## 6. Media Pack

The Media Pack is [available to download](#) from the Intelligent Cities Challenge website. Downloading the pack will provide you with a zip file containing these communication guidelines and the social media visuals.

The visuals are divided thematic images: Collage, City Street, City Square and Buildings. Each theme has its own folder containing visuals for social media “covers” and “posts”.

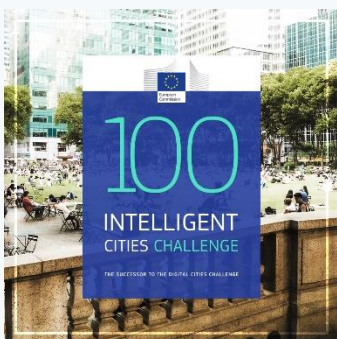
**Covers:** These folders contain LinkedIn, Facebook and Twitter cover photos. Each visual is indicated in the name which platform it is for e.g. “Collage Twitter Cover”. Below is an example of the collage Twitter cover photo:



Cover photos are the header photo for your social media accounts. See below EASME's Twitter cover photo as an example.



**Posts:** There are different visuals depending on the social media platform. Square visuals are for Facebook posts, and rectangular visuals for LinkedIn and Twitter posts. This is indicated in the name of each post e.g. "Collage Facebook Posts" and "Collage Twitter and LinkedIn Posts". Below are two examples:





## 7. Email

You can also promote the ICC among your own networks to create as much interest in the challenge as possible, and to reach many possible participants. An email template included in the Media Pack is available for you to use to reach out to your networks asking them to promote the challenge. The template can be easily copied into a new mail to distribute to your relevant contacts.

## 8. Contact

If you have any questions, or require help in using any of the communication guidelines materials, please contact:

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