Deliverable 7.3

Local Media

Revision: 6
Due date: 2016-09-30 (m36)
Lead partner: FASTU
### Deliverable Administration and Summary

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<tr>
<td>Author(s)</td>
<td>Henrich Pifko, Viera Joklová (FASTU)</td>
</tr>
<tr>
<td>Editor</td>
<td>Henrich Pifko</td>
</tr>
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<td><strong>Work Programme Description</strong></td>
<td>Activities developed in close cooperation with WP3 and WP4 around local scenarios (e.g. a workshop dedicated to find a solution to the housing problems in a particular neighbourhood) will be disseminated through different local media: press agencies, printed and digital newspapers, television and radio broadcasting.</td>
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<td><strong>Comments</strong></td>
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### Document history

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EXECUTIVE SUMMARY

The dissemination activities carried out at the local level during the OIKONET project are compiled in this document. The activities are presented according to the following structure:

- **Printed and Web Media.** This includes news and reports of the project activities in blogs and websites of the partner organizations; reports published in local conferences; works published in yearbooks produced by partner schools; leaflets and brochures.

- **Events.** Presentation of the project results in events organized by the partners’ organizations. They include presentations of the works done in specific activities such as workshops and collaborative learning spaces, as well as reflections on the work about pedagogical innovation carried out in the project.

- **Radio and television.** Workshops, participatory actions and learning activities have been disseminated through local radio and television programs.

- **Websites.** Information about the project activities disseminated through the websites of partner organizations.
1 INTRODUCTION

1.1 Purpose and target group

Project activities have been disseminated through local media, in various ways: in printed and on-line media, presented in events taking place in the partner organizations and broadcasted on television and radio. Some of the dissemination activities have been interwoven with specific activities such as collaborative learning spaces, workshops and participatory actions. These dissemination activities were aimed to local stakeholders directly related with the activities (local authorities, citizens); experts and professionals in the field of housing studies and pedagogical innovation, and academics (faculty members in the partner organizations not directly involved in the OIKONET project).

1.2 Contribution of partners

The contributions of partners to disseminate the project activities at the local level, in different media are summarized next.

- P1 LA SALLE- School of Architecture La Salle, Barcelona, Spain
  - Announcements of the “Thinking Dwelling” programme
  - Publication of the outcomes of the first edition of “Thinking Dwelling”
  - Interview in Radio Ciutat Vella about the work done in “Housing Systems”
  - Presentation of OIKONET work on pedagogical innovation at the “Jornades d’Innovació Docent”, Barcelona

- P2 ETSA-UPV- School of Architecture of Valencia, Spain
  - Chapters in the book “Selección de Proyectos”.

- P4 KUL- Faculty of Architecture, KU Leuven, Gent/Brussels, Belgium
  - Presentation at the LESEC Annual Event, 2016

- P11 OAPPCR- Ordine degli Architetti, Pianificatori, Paesaggisti e Conservatori della Provincia di Rimini Italy
  - A brochure (in Italian) summarizing the activities of the participatory action in Rimini
  - Conference “Housing sociale e partecipazione di comunità”, Rimini

- P17 PFZ- Faculty of Law, University of Zagreb, Croatia
  - Article about the OIKONET project and the first international conference in Barcelona, 2014
  - Article about the OIKONET project and the second international conference in Bratislava, 2015

- P21 SOSTRE CIVIC, Barcelona, Spain
  - TV report in Catalan television about the case study of the participatory action in Barcelona

- P23 HERISCAPE- Heriscape, Italy
  - Information on an OIKONET-inspired workshop in Rimini was published in the
local web-journal RiminiSocial 2.0 with the title “All Inclusive – Workshop di Mediazione Sociale”.

- A brochure (in Italian) summarizing the activities of the participatory action in Rimini
- Conference “Housing sociale e partecipazione di comunità”, Rimini

- **P23 BRATISLAVA**, Slovakia
  - Radio report about one of the participatory actions organised by Bratislava municipality around the lake Zemník

- **P25 ISCTE-IUL University Institute of Lisbon, Portugal**
  - Article in the online version of the journal Homeland - News from Portugal
  - Presentation of the work of OIKONET on pedagogical innovation the “Seminário de Inovação Pedagógica no Ensino Superior e-Learning e Tecnologias Digitais”, ISCTE-IUL

- **P26 AF BELGRADE- Faculty of Architecture, University of Belgrade, Serbia**
  - Presentation “Strategic Thinking on Habitat Regeneration in Europe – the Serbian Participation in an Ongoing OIKONET Pedagogic Activity”, Tenth International Miklós Iványi PhD & DLA Symposium, University of Pécs; October 20–21, 2014
  - TV report Serbian National TV about the Belgrade workshop
  - Presentation of results of Belgrade workshop in the European Centre for Culture and Debate Grad

- **P29 DIT- School of Architecture, Dublin Institute of Technology, Ireland**
  - Chapter in the book “Renting in Ireland”, 2014

- **P32 FAU- Facultad de Arquitectura y Urbanismo, Universidad de Chile**
  - Announcement in the FAU website about Barcelona conference

- **P34 HSUB- UN Habitat, Kenya**
  - Publication of news in UN Habitat channels about their participation in OIKONET

Other partners took advantage of their participation in different events to disseminate project activities. Most of the partners posted information about the OIKONET project in the websites of their organizations.

### 1.3 Relations to other activities in the project

Some of the local dissemination activities reported in this document are complemented with videos which are available in the OIKONET YouTube channel (see Deliverable 7.2 Social Web). Information about the dissemination related to specific events carried out within WP3 Community Participation and WP4 Pedagogical Activities is included in the corresponding deliverables (see D3.3 “Report on participatory actions”, D4.1 “Learning Spaces” and D4.3 “International Workshops”).
2 PRINTED AND WEB MEDIA

A summary of the publications related to OIKONET project activities which appeared in local magazines and newspapers is presented in this section.

2.1 Contemporary living patterns – Homeland journal

An article in the online version of the journal Homeland - News from Portugal, reporting on the work done in the Lisbon workshop.

Paio, A., (2014) Contemporary living patterns in mass housing in Europe


Partner: ISCTE

The same article appeared in the printed version of the journal:

2.2 RiminiSocial 2.0 web-journal – information on a workshop

Information related to the participatory action carried out in Rimini appeared in the local web-journal RiminiSocial 2.0 under the title “All Inclusive – Workshop di Mediazione Sociale”.

Link: http://www.newsrimini.it/2015/02/inclusive-workshop-di-mediazione-sociale

Partner: HERISCAPE.

Figure 2. Screenshot of publication in on-line journal

2.3 FAU Noticias (Chile) - about Barcelona conference

Information about the first international conference in Barcelona was posted under the title “Académica de la FAU participará en conferencia de Red OIKONET” in the online news at the Faculty of Architecture and Urbanism of the University of Chile.

Link: http://www.fau.uchile.cl/noticias/105131/academica-de-la-fau-participara-en-conferencia-de-red-oikonet.

Partner: FAU
2.4 Information about OIKONET in RSP journal

The Croatian scientific journal Revija za socijalnu politiku published information about the international conference in Barcelona:


Partner: PFZ
2.5 Paper Strategic Thinking on Habitat Regeneration in Europe

A paper with the title “Strategic Thinking on Habitat Regeneration in Europe – the Serbian Participation in an Ongoing OIKONET Pedagogic Activity” was presented at the Tenth International Miklós Iványi PhD & DLA Symposium (Architectural, Engineering and Information Sciences; University of Pécs; October 20–21, 2014 Pécs, Hungary), by Mirjana Devetaković and Tatjana Mrđenović.


The paper was published in the proceedings:


Partner: AF BELGRADE

2.6 Three chapters in the book “Selección de Proyectos” 2013-14

Carla Sentieri wrote three chapters of the book which describe the work carried out in the OIKONET project.


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Partner: ETSA-UPV
2.7 Information on the UN-Habitat website about the 2nd OIKONET Conference

News about the participation of UN Habitat in the second international conference in Bratislava appeared in the organization website.

Link: https://unhabitat.org/un-habitat-participates-in-oikonet-conference
Partner: HSUB

2.8 Article about the OIKONET Bratislava conference in RSP journal

An article about the second international conference in Bratislava appeared in the Croatian scientific journal Revija za socijalnu politiku.


Link: http://hrcak.srce.hr/file/220638
Partner: PFZ
2.9 Announcements of the “Thinking Dwelling” program

Information about the first and second editions of the “Thinking Dwelling” collaborative learning programme was posted in the blog of the School of Architecture La Salle.

Links:
http://blogs.salleurl.edu/arquitectura/thinking-dwelling/
http://blogs.salleurl.edu/arquitectura/la-salle-acoge-programa-thinking-dwelling/

Partner: LA SALLE

Figure 9. Journal cover page; first and the last page of the article

Figure 10. Announcement of the first edition “Thinking Dwelling” program on the blog of La Salle

2017-02-28
2.10 Publication of the outcomes of the “Thinking Dwelling” program

The contributions of the participants in the first edition of the “Thinking Dwelling” program were compiled in a publication by the School of Architecture La Salle. Copies of the printed publication were handed out to the partners, and an on-line version is available at the project website.

Link: [http://issuu.com/oikonet/docs/revista_final](http://issuu.com/oikonet/docs/revista_final)
Partner: LA SALLE

2.11 Chapter in the book “Renting in Ireland”

In the book “Renting in Ireland”, a chapter entitled “Fit for renting: an investigation into space standards of Irish housing” was co-written by Noel Brady and Jim Roche. The work reported in the publication deals with space standards in Irish rental housing and it is based on the project outcomes.

Noel Brady and Jim Roche: Fit for renting: An investigation into space standards of Irish

Link: http://arrow.dit.ie/cgi/viewcontent.cgi?article=1001&context=beschrebk

Partner: DIT

Figure 12. Cover and the contents of the book “Renting in Ireland”

2.12 Leaflet participatory action in Rimini

A brochure (in Italian) summarizing the activities of the participatory action in Rimini (see Deliverable 3.3 “Report on participatory actions”) was produced and distributed among the participants from Rimini. It is also available on line in the project website.

Link: https://issuu.com/oikonet/docs/20160404-rimini-leaflet

Partners: HERISCAPE, OAPPCR
Figure 13. Brochure to disseminate the results of the community action in Rimini
3 EVENTS

3.1 Conference “Housing sociale e partecipazione di comunità”, Rimini

The Chamber of Architects of Rimini and Heriscape organized a one-day conference in Rimini, September 27, 2016, on the theme “Housing sociale e partecipazione di comunità.” With this opportunity, the outcomes of the participatory action implemented by the two OIKONET partners in Rimini were discussed. The meeting was recorded and it is available in YouTube.

Links:  

https://www.youtube.com/watch?v=sRdZqxaILUI&feature=youtu.be&t=2m30s

Partners: HERISCAPE, OAPPCR

Figure 14. Conference announcement in the website of the Chamber of Architects
3.2 Presentation at the “Seminário de Pedagógica no Ensino Superior e-Learning e Tecnologias Digitais”, ISCTE-IUL

Alexandra Paio gave a presentation at the Seminar “Seminário de Inovação Pedagógica no Ensino Superior e-Learning e Tecnologias Digitais” (Pedagogical Innovation in Higher Education e-Learning and Digital Technologies, Lisbon) about the work on pedagogical innovation in the Lisbon Workshop.

Link: http://iptel-el.ie.ulisboa.pt
Partner: ISCTE
3.3 OIKONET presentation at the LESEC Annual Event 2016

Tomas Ooms gave a presentation titled “An OIKONET Design Studio Showcase: Blended learning in a global multidisciplinary network on housing research and learning” during the Annual Event 2016 “Blended learning” of the Leuven Engineering and Science Education Center (LESEC) at the KU Leuven.


Partner: KUL

3.4 Presentations at the “Jornades d’Innovació Docent”, Ramon Llull University

In June 2016, two one-day conferences dedicated to presenting and discussing projects on pedagogical innovation were organized at the School of Architecture Engineering La Salle (June 15) and at the Ramon Llull University (June 29). The work carried out in OIKONET was presented by Leandro Madrazo, Angel Martin Cojo and Adrià Sanchez Llorens. Two posters were presented in a poster session.

Partner: LA SALLE
3.5 Presentations in the European Centre for Culture and Debate Grad

Posters with the work done by students at the Belgrade workshop were displayed at the European Centre for Culture and Debate Grad, June 11, 2016. Students presented the works to a representative of the developer of the Belgrade Waterfront project.

Partner: AF BELGRADE
Figure 20. Announcement of the OIKONET Belgrade Workshop promotion in the European Centre for Culture and Debate Grad

Figure 21. Project introduction and students’ presentations at the European Centre for Culture and Debate Grad, Belgrade

3.6 Other events

A round table on the theme “How to strengthen social cohesion in Novi Jelkovec settlement?” took place at the University of Zagreb on November 20, 2013 (Gojko Bezovan, Ognjrn Caldarovic, Tihomir Jukic). The OIKONET project was introduced during this round table.

On the symposium “University Transformation from the Community Perspective”, held at the University of Puerto Rico, 7 to 11 April 2015, Omayra Rivera presented the OIKONET project.

The Grenfell-Baines School of Architecture, Construction and Environment of University of Central Lancashire (UCLAN), held its annual school postgraduate student research event on Wednesday the June 18, 2014. This event provides postgraduate research students at all stages
of their study with the opportunity to showcase their research project, and present some of its key findings in form of a poster presentation. On this occasion Professor Karim Hadjri and Isaiah Oluremi Durosaiye prepared a poster about the OIKONET Project. The contribution of UCLAN, as the leader of the research work package, was presented on this poster. The poster presentation was received with exceptional interest from students and members of staff alike. Colleagues across various disciplines were impressed by the kind of impact the Grenfell-Baines School of Architecture, Construction and Environment makes on research.
4 RADIO AND TELEVISION

Some of the OIKONET activities have also been presented on radio and television programs.

4.1 MONOCLE on-line radio: OIKONET research network

A one-hour long “Lisbon Housing Special” was broadcast on July 29, 2014 on Monocle. The program reports on two contrasting areas of the city, Bairro da Liberdade and Portela de Sacavem, to examine the legacy of Lisbon’s housing programs over the past five decades. Additionally, it reports on housing initiatives pursued by Lisbon City Hall and looks at the work of the OIKONET research network.

Link: [http://monocle.com/radio/shows/section-d/146/](http://monocle.com/radio/shows/section-d/146/)

![Figure 22. Screenshot of archived broadcast page](image)

4.2 Participatory action in the Catalan Public Television TV3

A TV-shot (5:44 min.) was broadcast at Catalan Public Television in November 2014. It includes the case of study provided by Sostre Cívic for the participatory action in Barcelona was show in this report.

Link: [https://www.dropbox.com/s/ydb1rivjeo5lijx/VTS_01_1.VOB?dl=0](https://www.dropbox.com/s/ydb1rivjeo5lijx/VTS_01_1.VOB?dl=0)

Partner: SOSTRE CIVIC
4.3 Slovak Radio informs about participatory action in Bratislava

A report on one of the participatory actions organised by Bratislava municipality about the future development of the area around the lake Žemník, was broadcast May 19, 2016 on the Radio Regina – the regional broadcast station of the Slovak Radio.

Link: https://reginazapad.rtvs.sk/clanky/z-regionov/107255/jazero-zemnik

Partner: BRATISLAVA

4.4 Debate in Radio Ciutat Vella, Barcelona: Liveable cities

On February 1, 2017, Leandro Madrazo, Ángel Martín Cojo and Cynthia Echave participated in a debate in the local Radio Ciutat Vella, in Barcelona. They were invited to talk about the work done by students in the “Urban Systems” OIKONET elective course which was dedicated to analysing four urban axes in the city -Rambla Guipúscosa, Rambla del Poble Nou, Rambla del Raval and Avinguda Mistral- and to making proposals to make these spaces more liveable with the collaboration of neighbours.
4.5 TV report on the Serbian National Broadcasting Service

A 4-minute report on the work done in the Belgrade workshop was produced by the Serbian National TV and screened in the TV Show “Žikina šarenica“, broadcast both in Serbia and globally via RTS satellite programme.

Link: https://www.youtube.com/watch?v=rnKQQIvMIY

Partner: AF BELGRADE
## 5 Websites

The following partners have disseminated the OIKONET project in their websites.

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6 CONCLUSIONS

The main goal of the dissemination through local media was to reach the local stakeholders involved in the workshops and participatory actions. This goal has been mostly achieved: the work done in two of the three international workshops has been broadcast on radio (Lisbon) and television (Belgrade); three of the four participatory actions have been disseminated on radio (Bratislava), television (Barcelona) and through leaflets (Rimini).

In addition, the project outcomes have been published in yearbooks published by the School of Architecture of Valencia and Dublin Institute of Technology, and a compendium of the results of the learning programme “Thinking Dwelling” was produced by the School of Architecture La Salle.

Three partners have presented the work done in the OIKONET project in forums dedicated to discussions on pedagogical innovation at their institutions: ISCTE, KUL and LA SALLE.

Most partners (25 out of 34) have posted information about the existence of the OIKONET project in their websites. Furthermore, a few of them have continued to post news about the participation in the project activities in partners’ websites.