



# Dissemination and Communication Plan

D8.1

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# Deliverable

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### D8.1

#### Dissemination and Communication Plan

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#### DISSEMINATION LEVEL

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C Confidential, only for members of the consortium and the Commission Services

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### **Statement of Originality**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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# Project Executive Summary

## **GreenInCities: Demonstrating Holistic Data-driven Co-Creative Approaches in Nature-based Solutions towards climate Adaptation and Mitigation**

In recent decades, new planning paradigms have reshaped cities. Urban regeneration has renovated public spaces, redeveloped city centres, and established innovation districts. Smart cities have implemented technological systems, such as transport management, water and contamination monitoring, and energy-efficient buildings. A new sustainable approach, including recycling, renaturalisation, and recovery, has emerged in response to the demand for environmental sensitivity in urban planning. These strategies have mainly been applied to wealthy areas to attract tourism and companies, repositioning cities in the global economic framework. However, applying these regeneration strategies, smart systems, and renaturalisation processes to deprived areas is crucial. These areas tend to face multiple urban problems, such as pollution, social and cultural issues, lack of services and low-quality built environments, and public spaces, leading to issues related to liveability, functionality, quality of life, social cohesiveness, and physical and mental health. Moreover, there is a growing need for climate change adaptation strategies, which has led to the implementation of Nature-based Solutions (NBS). However, a new pattern is emerging, which considers nature as a stakeholder in itself, beyond the ecosystem services it provides. Innovative technologies such as AI, machine learning, and immersive realities are also emerging, which can enhance the accuracy of information delivery and people engagement.

GreenInCities aims to develop methodologies and tools for collaborative climate mitigation and adaptation urban planning approaches, specifically for deprived areas, addressing three main challenges: improving societal readiness level and awareness of vulnerable groups, going beyond classical greening and renaturing interventions, and leveraging cutting edge technologies to enhance co-creation and maximise urban regeneration impacts.

# Deliverable Executive Summary

This deliverable presents a comprehensive dissemination and communication plan (hereafter, DCP) promoting the GreenInCities project as a driver for urban sustainability and resilience through innovative greening and re-naturing initiatives. It aims to increase awareness of sustainable urban transformations, foster community engagement, promote inclusivity and environmental responsiveness, and inform socio-cultural and urban policy-making across European regions.

The main objective of the DCP is to ensure a wide reach of the project messages and outcomes, engaging diverse communities, including urban planners, environmental scientists, local government bodies, sustainability-focused NGOs, and local communities. Additionally, the strategy will serve as a repository for project partners, whose coordinated efforts are crucial to the communication reach of the GreenInCities project.

The DCP outlined in this deliverable is crafted to maximise the visibility and impact of the GreenInCities project, promoting it as a key reference in urban sustainability, fostering widespread community engagement, and influencing urban policy within diverse European contexts.

## Goals and Objectives:

The primary goal of this DCP is to engage a broad spectrum of stakeholders through strategic communication and dissemination activities. The plan focuses on:

- **Raising Awareness:** Contribute to the visibility of the project increasing understanding and awareness of the benefits and methodologies of urban greening and re-naturing among policymakers, urban planners, community leaders, and the general public.
- **Enhancing Engagement:** Encourage active participation from local communities of the Leader and Follower cities, especially vulnerable groups, decision-makers, and academia in the co-creation and implementation of project initiatives.
- **Disseminating Results:** Distribute findings and successful strategies to inspire similar initiatives and inform future urban planning endeavours.

## Strategic Approach:

The DCP employs a multi-faceted approach to communication and dissemination:

1. **Defining Clear Communication Goals:** Establishing specific, measurable objectives for each phase of the project to guide all communication efforts.
2. **Identifying and Understanding Target Audiences:** Tailoring messages to meet the diverse needs and preferences of stakeholders ranging from local residents in urban communities to European policymakers.
3. **Developing and Distributing Key Content:** Creating compelling and informative content that highlights the project's successes, innovations, and benefits.
4. Utilising **Effective Channels:** Leveraging a mix of offline and digital media to ensure broad and impactful reach.
5. Organising **Targeted Events:** Planning, organising or attending third-party workshops, conferences, and public forums to foster direct interaction and engagement.
6. **Timely Execution:** Scheduling communication and dissemination activities to align with project milestones and external events for maximum impact.

## Differences between Communication and Dissemination

In the context of the GreenInCities project, the DCP differentiates between dissemination and communication activities, aligned with the principles outlined in the EU report entitled '*Communication, dissemination and exploitation, what is the difference and why they all matter*'.<sup>1</sup> The differentiation goes as follows:

*"Communication activities are designed to engage a broad audience, including the general public and stakeholders at various levels. The aim is to enhance the visibility of the project, raise awareness about its goals and progress, and ensure ongoing engagement with its outcomes."*

*"Dissemination refers specifically to the strategic sharing of the project's results with targeted professional and academic audiences. This ensures that the insights and innovations generated by the project can influence practice and policy, fostering adoption and further research in the field."*

Both elements are crucial for maximising the impact of the GreenInCities, ensuring both broad public engagement and deep professional influence.

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<sup>1</sup> European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>

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## Implementation and Monitoring:

A detailed implementation timeline is included in section 3 to ensure timely and effective execution of communication activities. The plan also outlines methods for monitoring and evaluating the impact of these activities, using indicators such as audience reach or engagement levels.

## Conclusion:

The GreenInCities DCP is designed not only to support the project's immediate objectives but also to ensure a lasting impact that extends beyond its conclusion. By effectively engaging stakeholders and disseminating results, the plan and its legacy will help foster a more sustainable and resilient urban future.

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# 1. Deliverable Overview

The fourth section introduces the exploitation approach, which will be further developed when Task 8.5 kicks off in M7 according to the Grant Agreement (GRA). Additionally, methods for evaluating the impact and success of the dissemination strategy are explained in section five. The main conclusions are summarised in section six.

## 1.1 Deliverable Structure

The structure of the deliverable is laid out as follows:

The D8.1 Deliverable is organised to provide a comprehensive framework for promoting and disseminating the project's results effectively. The structure of the deliverable is laid out as follows:

**Chapter 1** – Introduction and Deliverable Overview: Sets the stage for the deliverable by outlining its structure, scope, and the purpose behind the communication efforts. Provides an overview of the project and the approach used to develop the communication and dissemination plan

**Chapter 2** – Communication and Dissemination Strategy: This chapter dives into the strategic approach adopted for communication and dissemination activities, both internal as external. This section details the strategy that follows a structured process: (1) defining communication goals, (2) identifying target audiences, (3) determining key concepts and content, (4) selecting appropriate communication channels, (5) specifying venues and events, and (6) establishing an appropriate timing for these activities.

**Chapter 3** – Implementation: Details the operational aspects of the communication and dissemination activities. This section outlines the implementation plan, including a timeline of project events and targeted external conferences and publications.

**Chapter 4** – Exploitation strategy: This chapter introduces the exploitation approach, which will be further developed when Task 8.5 kicks off in M7 according to the Grant Agreement (GRA). Established to address a key objective which is to foster upscaling and adoption of GreenInCities outputs.

**Chapter 5** – Monitoring and Evaluation: Methods for evaluating the impact and success of the dissemination strategy are explained in this section.

**Chapter 6** – Conclusion: Summarises the main points of the deliverable, reinforcing the strategic importance of the communication efforts and their alignment with the project's overall goals.

**Annex:** Provides supplementary material that supports the execution of the communication plan.

## 1.2 Deliverable Purpose

The Deliverable D8.1 – "Dissemination and Communication Plan" serves as a crucial reference point for all the Consortium, providing guidance for the structured dissemination and communication of the project's outputs. This plan outlines comprehensive strategies and methods to effectively communicate the project's findings and results to both internal stakeholders and the wider public.

The primary purpose of this deliverable is to facilitate the management and dissemination of project outcomes, ensuring that all activities are conducted with high quality and impact. It defines the project's communication objectives, target audiences, and the tools and channels to be used for dissemination efforts. Moreover, the plan sets the path for the internal communication coordination within the project team, enhancing better efficiency of communication processes.

This deliverable is complemented by Deliverable D8.3, which focuses on establishing the project's visual identity and branding elements, crucial for the effective dissemination of project information. D8.3 includes detailed information on the project's logo, typography, colour schemes, templates, and marketing materials, as well as the design and content strategy for the project website and social media channels. This ensures a consistent and professional presentation of all project communications, enhancing visibility and impact across the different platforms and audiences.

## 1.3 Target Audience

According to the Grant Agreement (GRA) for GreenInCities, the dissemination level for D8.1 is designated as 'public' (PU). This classification means that all parts of the deliverable are available to consortium members, the European Commission (EC), and its agency, CINEA - European Climate, Infrastructure and Environment Executive Agency, acting as the Granting Authority for the project, in addition to external parties.



Upon completion, the authors of this deliverable aim for it to function as an internal guide for all GreenInCities beneficiaries, including the General Assembly, the Technical Management Team, and the Advisory Board.

## 1.4 Project Reference Documents

This deliverable was written based on the GreenInCities Grant Agreement and the Consortium Agreement.

## 1.5 List of Abbreviations and Acronyms

*Table 1: Abbreviations and acronyms*

Acronym	Meaning
CoP	Community of Practice
DCP	Dissemination and Communication Plan
GRA	Grant Agreement
IFC	Ideas for Change
IPR	Intellectual Property Requirements
JRC	Joint Research Center
KER	Key Exploitable Results
KPI	Key Performance Indicators
LLs	Living Labs
NBS	Nature-based Solutions

NEB	New European Bauhaus
NGO	Non-governmental Organisation
WP	Work Package

## 2. Introduction

### 2.1 The GreenInCities Project

**The first section of this deliverable outlines the project's approach, goals, and the responsibilities of its partners.**

Central to the project's objectives are:

- Enhance Co-creation and Participatory Processes

GreenInCities aims to enrich co-creation and participatory processes in urban regeneration. By engaging diverse stakeholders in planning, implementing, and monitoring greening initiatives, the project fosters community involvement and transforms dysfunctional urban areas.

- Improve Greening and Re-naturing Practices

The project enhances greening and re-naturing solutions to increase urban resilience, multifunctionality, liveability, and cohesiveness. Integrating NEB principles, the project emphasises sustainability, aesthetics, and inclusiveness.

- Align with Climate Plans and Policies

GreenInCities ensures that its solutions align with urban, regional, and national climate plans and policies. This facilitates integration into urban planning at various scales, contributing to broader climate resilience efforts.

- Utilise Innovative Methods and Tools

The project adopts innovative methods, digital tools, and data-driven models to ensure feasibility, cost-effectiveness, and clear stakeholder communication. These tools help predict, maximise, and monitor the impacts and performance of interventions.

- Raise Awareness and Ensure Inclusivity

GreenInCities promotes knowledge of urban climate vulnerabilities and raises social awareness. The project ensures inclusivity, gender equality, and sustainability in urban regeneration, ensuring no one is left behind.

- Support EU Policies and Initiatives

It supports the European Green Deal<sup>2</sup>, the Climate-neutral and Smart Cities Mission<sup>3</sup>, and the Adaptation to Climate Change Mission<sup>4</sup>. The project aligns with these EU policies, reinforcing sustainability and resilience in urban environments.

## 2.2 Approach

GreenInCities communication and dissemination activities have a focused approach aligned with the project's objectives. This approach aims to address the significant components of effective communication and outreach as follows:

**Why:** Articulate and support the project's vision by identifying the specific objectives that motivate and guide the efforts of all partners involved.

**Who:** Engage a broad and diverse audience, encompassing both initial and newly identified stakeholders and communities relevant to the project. This ensures continuous adaptation and outreach to include all parties that can impact or benefit from the project's outcomes.

**What:** Recognize the diverse interests, needs, and preferred communication channels of our project's audiences and carefully tailor messages, resources, and strategies. This customisation ensures that our communications not only engage but also resonate deeply with all stakeholders involved.

**How:** Effective communication is facilitated through a variety of channels tailored to our diverse audiences. This includes digital platforms such as the project's website and social media, alongside traditional methods like workshops. The DCP strategy incorporates continuous monitoring and adaptation based on feedback and engagement levels, ensuring that communications are both effective and responsive.

**Where:** Outreach efforts are broad and strategic, focusing on both Leader and Follower cities involved in the project. We engage in localised activities to deepen our community impact, while also participating in key stakeholders conferences to enhance visibility. Collaborating with other initiatives broadens our reach, and our strategic use of media dissemination ensures that our message is effectively conveyed across various platforms to a diverse audience.

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<sup>2</sup> European Commission, Communication and roadmap on the European Green Deal, Document 52019DC0640, January 2020.

<sup>3</sup> European Commission, Directorate-General for Research and Innovation, EU missions, 100 climate-neutral and smart cities – Cities on a journey to climate neutrality, Publications Office of the European Union, 2024, <https://data.europa.eu/doi/10.2777/169604>

<sup>4</sup> European Commission, EU Mission: Adaptation to Climate Change, [https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/adaptation-climate-change\\_en#what-is-the-mission](https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/adaptation-climate-change_en#what-is-the-mission)

**When:** Communication activities are ongoing throughout the entire duration of the GreenInCities project. The strategy is designed to not only support immediate project needs but also to build a lasting legacy that continues to influence urban regeneration practices after the project's completion.

### **2.2.1 Green communication guidelines & recommendations**

GreenInCities embraces the principles of inclusivity and environmental stewardship<sup>5</sup> in all its communication activities, as outlined in Task T8.1 of the GRA. These "Green Guidelines" will be designed to:

**Promote Inclusiveness:** ensuring that communication materials are easily accessible and understandable by everyone, removing barriers related to race, age, ethnicity, gender, and ability. This aims to guarantee that all members of the community can engage with and benefit from the project equally.

**Environmental Responsibility:** minimising the ecological footprint of communication efforts. Practical steps include reducing the use of paper, optimising digital communications to limit unnecessary data exchanges (such as large email attachments or excessive messaging), and encouraging sustainable practices like digital meetings to reduce travel needs.

These guidelines will also include instructions on how to correctly use the specially designed templates for communication activities, which are accessible and can be used openly by all partners.

These guidelines will ensure that the project's communications not only spread knowledge but also embody the values of sustainability and inclusiveness critical to the GreenInCities ethos.

## **2.3 Partner responsibility**

Ideas for Change (IFC) spearheads the Communication and Dissemination work package (WP8) for the GreenInCities project as outlined in this deliverable. This role began in January 2024 and extends to the project's conclusion in December 2027. IFC

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<sup>5</sup> Inclusive Communication Guidelines for DG Comm Output, European Parliament, Directorate-General for Communication, 2019.

<https://www.europarl.europa.eu/contracts-and-grants/files/grants/media-and-events/en-annex-9-inclusive-communication-guidelines-of-the-european-parliament.pdf>

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is tasked with not only leading the communication efforts but also coordinating and evaluating the impact of these strategies.

Success hinges on the active and collaborative involvement of all consortium partners to ensure that the dissemination of achievements is comprehensive and far-reaching.

Section 5 of the DCP, titled “Monitoring and Evaluation”, details the key performance indicators (KPIs) that will guide these efforts.

# 3. Communication and Dissemination Strategy

## 3.1 Internal Communication

As mentioned in the previous section, the success of the communication and dissemination strategy is deeply rooted in the coordinated collective efforts of all consortium members. It is vital that each partner engages robustly and contributes to the overarching strategy. This cooperative approach ensures that the project's achievements are comprehensively communicated and widely recognized, maximising our impact and fostering an engaged community around our initiatives. It is a key task of IFC to maintain streamlined communication across all partners, ensuring that the strategy is not only cohesive but also inclusive. And at its turn, it is a relevant duty for each Consortium partner to actively participate in the collective DCP effort.

**Internal and Tracking Tools:** Internal tools and templates to apply the branding and implement tracking actions.

- Social media templates, presentations and deliverables have been designed to be adapted and used by the whole Consortium. Dedicated materials for social media have been produced using the Canva platform. These resources are adaptable and allow partners to use and publish content in their respective social networks following consistent project identity according to the GreenInCities' brand application guidelines.
- Communication Toolkits will be created and facilitated during the project and depending on the dissemination campaign. This resource will contain materials such as tailored emails, social media messages and similar content, and will serve as a strategic method to reach out relevant audiences within the Consortium facilitating the task of partners' social media networks and communities.
- IFC has developed and distributed a tracking document that systematically gathers data on the consortium partners' outreach activities, including event attendance, publications related to the project, scientific publications and social

media engagement, to name a few. This tool provides regular, detailed updates on communication efforts within the community, ensuring that all consortium members actively participate in disseminating the outcomes of the project.

**Monthly Technical Management Meeting:** During the monthly Technical Management Team meetings with WP leaders and key consortium members, IFC plays an important role in strengthening communication and coordination. As DCP leaders, provide updates on WP8, collaborate with the Technical Management Team streamlining communication strategies and suggesting improvements, and interactions with other WPs.

**Bi-monthly Communication meetings with communication leaders** are organised by the DCP leaders to foster effective coordination between the communication team and project partners. These sessions focus on reviewing and discussing WP8 practices, making decisions on dissemination activities, and updating partners' communication efforts. Each partner's communication leader is required to attend, update the tracking document, and prepare the latest information integration updates before the meetings. Additionally, partners are asked about upcoming events and actions related to the GreenInCities dissemination process, promoting collaborative communication efforts and advancing the later communication activities.

**Periodical meetings with pilot coordinators** will be scheduled to monitor and guide communication efforts at the project's pilot sites effectively. Coordinators will discuss the progress of their activities, align content for use across GreenInCities' communication channels, and ensure updates from each location enrich the project's visibility on platforms like the website, social media, newsletters, and the press. Additionally, these meetings will facilitate information exchange and provide necessary support for the communication needs of all pilot leaders.

**Bi-monthly meetings with the other Task leaders of WP8** are organised by Fab Lab Reykjavik (FB) and Fab City Foundation (FCF) to monitor the progress of engagement with the Community of Practice (CoP) and the coordination of activities with associated projects, networks, and initiatives. These sessions also serve to determine the communication requirements of these activities, fostering a dynamic and effective communication framework for the project.

**Regular workshops** will be held to strengthen the synergies between WPs and ensure awareness of milestones and updates. These workshops will streamline communication and facilitate the development of effective dissemination strategies for the project results.



## 3.2 External Communication

### 3.2.1 Goals (Why)

The communication and dissemination activities of GreenInCities are guided following the hereunder objectives:

- **Provide updated information about GreenInCities' planned actions and outputs through the promotion of dissemination materials, resources and results.** Ensuring that all target groups are kept informed about project updates, progress, and outcomes. This will help to raise awareness about urban innovation, greening solutions, and social and biodiversity inclusion in city spaces.
- **Explore, nurture, establish, and sustain local ecosystems and communities.** Actively involving various stakeholders, including the public, to ensure that the project benefits from diverse perspectives and expertise. By mapping and identifying target groups, the communication strategy will be effective and adapted according to each community.
- **Demonstrate GreenInCities' contribution and benefits for achieving Cluster's, EU Green Deal, and overall EU goals.** Using a communication and dissemination strategy and channels such as sharing impact stories, videos, local events, press kits and open deliverables and publications, the long-term impact will be showcased for the integration of greener EU policies and practices and future replications.
- **Joint communication and dissemination actions with the NEB and other relevant EU projects/initiatives.** Enhancing the project's public profile to attract further interest, potential collaborations, and support from external entities. Connecting with relevant projects working in the same field will foster synergies and opportunities to spread the word about GreenInCities. In addition, the project aims to guide locals in co-creating a more accessible, inclusive, green and thriving environment for all ecosystems.
- **Sharing and promoting design recommendations and the overall methodology for future uptake in the development of similar interventions.** Highlighting the project's achievements and innovations to build a positive reputation and encourage the adoption of its outputs.
- **Sharing opportunities to get involved in demo sites' activities and actions.** Residents, local businesses and stakeholders from the value chain will be invited

to collaborate and participate in the pilot interventions through a tailored communication strategy.

### 3.2.2 Target Audience (Who)

The project has targeted various groups of publics who might be interested and appealed to when communicating. These audiences are divided according to its concerns, interests, and action points that could engage with the approaches of GreenInCities. The DCP should address the diverse motivations of these communities with tailored materials without discriminating based on age, gender, background, interests, and socio-cultural contexts.

The plan has identified initial communities of interest, which will later be enriched throughout the project. In Table 2, we'll find the public identified, along with their characteristics, benefits for them to get involved in the dissemination strategy of the project, and some representatives of each group:

Table 2: Groups of publics

Public	Type of public	Characteristics	Benefit statement	Representatives identify
<b>Citizens and local residents (general public)</b>	Active public. They play a crucial role in the project, co-creating their urban spaces and interacting with pilot activities.	Residents and local communities who are directly affected by the project outcomes.	They will achieve better urban spaces, social cohesion, better quality of life and knowledge about their areas, greening solutions, and how to combat climate change through participatory architecture.	Residents from leader (Barcelona, Athens, Helsinki, Nova Gorica and Prato) and follower cities (Matosinhos, Pécs, Birstonas, Reykjavik, Cork, and Hersonissos) pilot areas.
<b>Innovators, architects, urban planners, artists, designers (industry professionals)</b>	Active public. They can get interested in the project and participate in its activities.	Experts in urban planning, green technology, and environmental management.	They will have the opportunity to engage with potential stakeholders, discover the project, its participatory tools for urban green intervention in design and planning, and participate in its actions.	Climate Tech Hub, CID Innovation Alliance, Slow Lab, New Open Design, The GenderCity, Urban Design Lab, Valldaura Labs, TranseuropeHalles, Fab Foundation, Creatives for Climate, Suma Arquitectura, Fundació Sorigué, Fundación

				Biodiversidad, Somatic Collaborative, Cities4Forests, BuiltbyNature, Disseny Hub Barcelona, Benedetta Tagliabue EMBT Architects, Ant Studio, Distributed Design, CanyaViva, WASP, Foster + Partners, UrbanNext, Architecture Social
<b>Academy and research institutions</b>	Active public. They need to increase their knowledge base by exploring initiatives such as GreenInCities, its participatory tools and solutions for better urban spaces.	Researchers and educators interested in sustainable urban development.	They will improve their knowledge of innovative solutions for cities through toolkits, guidelines and scientific articles on urban greening benefits, drawbacks and built environment.	Nieuwe Instituut, ABK Stuttgart, ISGLOBAL, ELISAVA, BAU Bcn
<b>Policy makers and public authorities</b>	Regulatory public. They enable political measures in terms of urbanism, sustainability and social rights to make resilient cities and societies.	Government officials at local, regional, and national levels.	The project will provide guidance on decision-making processes, tackling challenges and citizen needs, and innovative urban interventions to set the basis for new regulatory frameworks.	Local authorities and City Councils, EU Cities Mission (Mission Implementation Platform for Adaptation to Climate Change (MIP4Adapt)), DG_ENV, DG_EAC, DG Connect, EU Green Deal, JRC CINEA, New European Bauhaus, UNESCO Creative Cities Network, EU Urban Initiative, BCN Digital, UN Habitat, Horizon EU
<b>Stakeholders, NGOs and organisations</b>	Active public. They promote a better-built environment for all.	Groups focused on environmental advocacy and community development.	They will share knowledge and explore co-creation approaches to tackle urban innovation for humans and biodiversity.	Local cultural hubs, We are Europe, JUSTNature, Placemaking Europe, Interreg EU, Europa Nostra, EU Cultural Foundation,

				EuroCities, NetZero Cities, 4YFN, Mobile World Capital, Fundació Catalunya La Pedrera, CREAF, Matadero Madrid, Poblenou Urban District, Creative Europe
<b>Media outlets</b>	Active public. They can help disseminate the project while informing about local interventions with city residents.	Journalists and media outlets can help disseminate information and raise public awareness about the project's impacts and achievements.	Cover local actions and interventions by Municipalities and residents that will be spread across the GreenInCities community and consequently to EU institutions.	Local media outlets, Dezeen, Archdaily, Green Architecture Now, Landscape First, All Things Urban, -NESS, Revista Entre Rayas
<b>Sister projects</b>	Active public. They are part of the same EU-funded topic and work on the same field of study.	Relevant projects working on the same area of greening and innovative urban spaces, participatory placemaking for all.	They will exchange synergies with the project and find potential opportunities for collaboration and further dissemination.	Regreenation URBREATH, Centrinno EU, T-factor project, Cardimed EU, Urban Shift EU, Arsinoe EU, Varcities, Urbact EU, Prato Urban Jungle, Lightness EU, Respira Project, Planta Project

### 3.2.3 Strategy (What)

The communication strategy for the GreenInCities project is centred around effective messaging, optimal channel utilisation, and tailored content to engage our diverse audience effectively. Hereunder, Table 3 collects the strategy and actions to be deployed by the project according to the public and core objectives.

Table 3: Dissemination and Communication Strategy

Public	Objective	Strategy	Actions
<b>Citizens and local residents (general public)</b>	<p>01: Provide updated information about GreenInCities' planned actions and outputs through the promotion of dissemination materials, resources and results.</p> <p>02: Explore, nurture, establish, and sustain local ecosystems and communities</p> <p>06: Sharing opportunities to get involved in demo sites' activities and actions.</p>	<p>-Prepare external communication and dissemination materials following a transmedia approach to ensure broad reach</p> <p>-Develop clear, consistent messages that resonate with each target audience segment, reinforcing the project's benefits and sustainability goals</p>	<p>-Design a one-stop website that gathers all relevant information about the project</p> <p>-Open social media channels and update with content weekly</p> <p>-Launch a series of newsletters as an information collection of project activities</p> <p>-Prepare blog posts for the project website with highlights and latest news</p> <p>-Design media campaigns</p> <p>-Produce and publish videos about pilots and ongoing developments of the project</p> <p>-Tailored materials and local promotion and partnering with local entities and institutions</p> <p>-Local events in coordination with pilot leaders</p>
<b>Innovators, architects, urban planners, artists, designers (industry professionals)</b>  <b>Academy and research institutions</b>  <b>Stakeholders, NGOs and organisations</b>	<p>01: Provide updated information about GreenInCities' planned actions and outputs through the promotion of dissemination materials, resources and results.</p> <p>05: Sharing and promoting design recommendations and the overall methodology for future uptake in the development of similar interventions.</p> <p>06: Sharing opportunities to get involved in demo sites' activities and actions.</p>	<p>-Design an engagement strategy with stakeholders to foster knowledge sharing, collaboration and exchange</p>	<p>-All the external communication actions are explained in the above tab:</p> <ul style="list-style-type: none"> <li>- Website</li> <li>-Social Media</li> <li>-Newsletters</li> <li>-Blog Posts</li> <li>-Media Campaigns</li> <li>-Pilot videos</li> <li>-Tailored materials for local promotion</li> <li>-Local events</li> </ul> <p>-Dedicated workshops at the demo sites to involve stakeholders in working together with locals</p> <p>-Public deliverables and resources about the project</p>

<b>Policy makers and public authorities and sister projects and media outlets</b>	<p>01: Provide updated information about GreenInCities' planned actions and outputs through the promotion of dissemination materials, resources and results.</p> <p>03: Demonstrate Green In Cities' contribution and benefits for achieving cluster's Clima-Cities, EU Green Deal, and overall EU goals.</p> <p>04: Joint communication and dissemination actions with the NEB and other relevant EU projects/initiatives.</p> <p>05: Sharing and promoting design recommendations and the overall methodology for future uptake in the development of similar interventions.</p>	<p>-Enhance public and accessible information about the project aligned with the social, environmental and cultural EU agenda</p> <p>-Foster a proper and successful dissemination of the project at local media outlets with press kits</p>	<p>-Impact stories about projects' achievements and outputs</p> <p>-Videos and tutorials about GreenInCities solutions implemented</p> <p>-Local events happening at a pilot level</p> <p>-Press kits with newsworthy materials to disseminate the project</p> <p>-Public deliverables and publications</p> <p>-Policybriefs</p>

This strategic framework is designed to not only inform and educate but also to inspire action and foster a community of practice around sustainable urban development. To present a more detailed idea of messages and the type of content that will be created for each audience, the following narratives have been designed:

### Narrative for Public Authorities and Policymakers

#### Shaping Policies for Greener Cities

GreenInCities helps policy by providing data-driven insights into sustainable urban development. We offer policy briefings and stakeholder meetings that help integrate environmental considerations into urban planning strategies.

Key audiences:

- EU Government Bodies
- EU Cities Mission (Mission Implementation Platform for Adaptation to Climate Change (MIP4Adapt))
- DG\_ENV, DG\_EAC, DG Connect
- New European Bauhaus
- EU Green Deal
- JRC
- CINEA
- Pilot local governments and municipalities

Call to action:

“The roadmap for greener, inclusive and innovative cities for all

Data-driven insights that will not only guide environmental policies but also enhance urban planning strategies across Europe. GreenInCities provides innovative sustainable urban development through its policy briefings, stakeholders meetings and collaborative actions to actively shape the cities of tomorrow. The project's open resources and deliverables integrate environmental sustainability into every facet of urban living, ensuring a resilient, inclusive, and beautiful future for all European communities”.

## Narrative for Academic and Research Institutions

### **Collaborative Research for Sustainable Urban Futures**

GreenInCities fosters a collaborative research environment, inviting academics to contribute to and expand upon our findings in urban sustainability and green innovations. Join us in symposiums and collaborative publications that shape the future of eco-friendly urban planning.

Key audiences:

- Nieuwe Instituut
- ABK Stuttgart
- ISGLOBAL
- ELISAVA
- BAU Bcn
- JRC
- Other academic institutions

Call to action:

“Collaborative research for innovative urban spaces

Engage with GreenInCities findings on sustainable and participatory urban development. Join us at our symposiums and read scientific publications with strategies and tools that integrate sustainability into urban planning to share our vision for greener cities”.

## Narrative for Industry Professionals

### Practical Innovations in Urban Sustainability

Engage with GreenInCities to apply the latest sustainable practices in your projects. We provide forums and workshops where professionals can discuss the implementation of new green technologies and designs in urban environments.

#### Key audiences:

- Climate Tech Hub
- CID Innovation Alliance
- New Open Design
- Urban Design Lab
- Valldaura Labs
- UrbanNext
- Architecture Social
- Other studios and organisations (see Table X)

#### Call to action:

“Discover innovative solutions and real-world applications that can make a significant difference in how our cities evolve.

GreenInCities is at the forefront of integrating sustainable practices into urban environments.

Whether you're an architect crafting the next eco-friendly building, an urban planner designing sustainable cityscapes, or an artist creating spaces that inspire and engage, GreenInCities approach aims to support your work in making urban environments greener and more livable”.

## Narrative for NGOs, organisations and stakeholders

### Partnership for Sustainable Community Development

GreenInCities partners with NGOs and civil society groups to promote environmental conservation and sustainable living. Our collaborative projects and community initiatives aim to create more livable, green urban spaces.

#### Key audiences:



- JUSTNature
- Placemaking Europe
- Interreg EU
- Europa Nostra
- EuroCities, NetZero Cities
- 4YFN
- Mobile World Capital
- Fundació Catalunya La Pedrera
- Matadero Madrid
- Poblenou Urban District
- Other organisations (see Table X)

#### Call to action:

“ Driving environmental conservation and sustainable urban living

GreenInCities collaborative projects and community initiatives are designed to transform urban spaces into greener, more livable environments.

If you are working in the field, want to share your initiative or just do some networking, join us in our efforts. Together, we can leverage our collective expertise and resources to make a tangible impact on our cities. Engage with us to create and nurture sustainable communities through innovative and impactful projects”.

#### Narrative for locals and general public

##### **Engaging Communities in Urban Sustainability**

GreenInCities invites the public to participate in our journey toward sustainable urban development. Through educational campaigns, community workshops, and public forums, we raise awareness and foster community involvement in sustainability practices.

#### Key audiences:

- Residents from leader (Barcelona, Athens, Helsinki, Nova Gorica and Prato) and follower cities (Matosinhos, Pécs, Birstonas, Reykjavik, Cork and Hersonisos) pilot areas.
- Civil society
- Local businesses

#### Call to action:

“Get the best out of your city!

Participate in GreenInCities community workshops, public events, forums and activities to learn about and contribute to sustainability practices in your area. Together, we can create urban spaces that are not only livable but also environmentally friendly for all living ecosystems. Engage with us to make a positive impact on your neighbourhood and help build a sustainable future for all ”.

## Narrative for Media Outlets

### **Amplifying the Voice of Urban Greening**

GreenInCities collaborates with the media to broadcast our story of urban transformation. We provide compelling content that highlights the challenges and successes of creating sustainable urban environments, encouraging widespread media engagement and coverage.

#### Key audiences:

- Local media outlets,
- Dezeen, Archdaily, Green Architecture Now, Landscape First, All Things Urban, -NESS, Revista Entre Rayas

#### Call to action:

“Did you know that Barcelona is co-creating a new urban space with residents in El Besòs? // An EU-funded project, GreenInCities, is increasing biodiversity and innovative urban spaces in El Besòs // (or another catchy question to reach press attention)

Share the GreenInCities’ journey of urban transformation. Learn more about the project in the compelling content that showcases the challenges, achievements and stories of the project and help raise awareness and inspire action towards greener cities”.

## Narrative for Sister Projects

### **Collaboration for better cities for all**

GreenInCities is joining forces with other sister projects and initiatives working in the same area of urban innovation, Nature-based Solutions and participatory placemaking.

#### Key audiences:

- Cluster Clima-Cities Projects; Regreenation and Urban Shift EU, UrBreathe
- Centrinno EU, T-factor project, Cardimed EU, Arsinoe EU, Varcities, Urbact EU, Prato Urban Jungle, Lightness EU, Respira Project, Planta Project

#### Call to action:

“Together, we can amplify our efforts and drive impactful change in sustainable urban development.

Let's collaborate to share insights, resources, and best practices, creating a synergistic approach to building greener, more resilient cities. A collective mission to enhance urban environments and foster sustainable living across Europe”.

### **3.2.3.1 GreenInCities Broader Dissemination and Communication reach**

GreenInCities aims to impact and spread the word to a wider audience, mainly across pilot local communities, stakeholders and press. This effort will be closely coordinated closely with pilot leaders who play a pivotal role locally and can assist in disseminating and engaging with communities. The main strategy will follow these approaches:

- Create tailored communication and design materials for pilot cities so that they can personalise and disseminate the local events.
- Prepare press releases for pilot leaders to disseminate them across local media outlets and ensure a more direct contact and publication.
- Record, produce and publish on the GreenInCities YouTube channel video testimonials about pilot actions to enhance legacy and wider dissemination.
- Organise training sessions and bi-monthly meetings with pilot leaders to assist them in communicating their activities and establishing a collaborative strategy.
- Identify and participate in local events, collaborative sessions with sister projects and other encounters that enhance broader dissemination of the project.
- Develop and execute a focused marketing and communications plan across social media platforms, enhancing it with a coordinated paid media strategy.

### 3.2.3.2 Risks and Mitigation Measures

Risk	Description	Mitigation Measures
<b>Reaching Diverse Population Segments</b>	Difficulty in reaching representatives of all population segments interested in the proposed innovations.	Define inclusive interest groups and continuously refine them. Utilise the “Co-Analysis” Phase to ensure all citizen categories are considered. Activate partners’ local networks to support outreach efforts.
<b>COVID-19 Pandemic</b>	Unpredictable evolution of the COVID-19 pandemic affecting in-person exchanges.	Prepare to organise all activities through virtual meetings and digital solutions if lockdowns occur. Adapt project methodology to facilitate online communication and co-design processes.
<b>Geo-Political Instability</b>	Impact of regional geopolitical instability, such as the ongoing war in Ukraine, affecting travel and public venues for co-creation.	Organise activities through virtual meetings and digital solutions if travel is difficult. Evaluate options for shifting co-evaluation efforts into the digital sphere if necessary. Coordinate with Project Officer and CINEA for potential extensions.
<b>Language Barriers</b>	Challenges in communicating across different languages and ensuring information accessibility.	Invest in tailor-made dissemination activities with local partners responsible for translating essential information and contents. Ensure direct approach of key local stakeholders.

<b>Technology Adoption</b>	Risk of slow adoption of digital tools and platforms necessary for communication and dissemination.	Provide training and support for using digital tools. Ensure user-friendly platforms and continuously gather feedback for improvement.
<b>Maintaining Engagement</b>	Difficulty in sustaining long-term engagement from stakeholders and target groups.	Regularly update stakeholders with project progress. Organise periodic interactive events, webinars, and workshops to maintain interest and involvement.
<b>Data Privacy and Security</b>	Risks related to the management and protection of personal data collected during the project.	Ensure compliance with GDPR and other relevant data protection regulations. Implement robust data security measures and protocols.

### 3.2.4 Tools (How)

#### 3.2.4.1 Logo and branding

GreenInCities visual identity is well detailed and explained in the D8.3 Visual Identity, Website and social media. The result is a strong brand that collects the key aspects of the project and main approaches to inclusive urban spaces, co-creation, and technologies such as neuroscience and biodiversity.

A brand book has been created to gather all guidelines and instructions on how to apply the visual identity to activate effective project outcomes when communicating and disseminating GreenInCities (see Annex).

#### 3.2.4.2 Deliverables and presentation templates

GreenInCities visual identity is applied in the different presentations and deliverables that follow the communication of the community policy of Horizon Europe<sup>6</sup> and include, apart from the project logo, the EU emblem accompanied by the following statement: “Project: 101139730 — GreenInCities — HORIZON-MISS-2023-CLIMA-CITIES-01”.

<sup>6</sup>European Commission, European Research Executive Agency, Communicating about your research project using social media, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/816598>

**GreenIn  
Cities**

Project: 101139730 — GreenInCities —  
HORIZON-MISS-2023-CLIMA-CITIES-01

**Deliverable**

PROJECT ACRONYM	GRANT AGREEMENT #	PROJECT TITLE
GreenInCities	101139730	GreenInCities

**DELIVERABLE REFERENCE NUMBER AND TITLE**

<DX.X>  
<Name of document / deliverable etc>  
Revision: <VX.X>

**AUTHORS**

Author First Name + Surname (partner), Author First Name + Surname (partner),  
Author First Name + Surname (partner), Author First Name + Surname (partner).

**DISSEMINATION LEVEL**

☒ **P** Public  
☐ **C** Confidential, only for members of the consortium and the Commission Services

- 1 Here is where your presentation begins
- 2
- 3
- 4
- 5

Here is where your presentation begins

Partner name

**GreenIn  
Cities**

Date & year

Image 8: GreenInCities deliverable and presentation template

### 3.2.4.3 Website

GreenInCities website will represent the backbone communication channel of the project collecting information, updates, news, achievements, actions, results, and approaches. It has already been published and is hosted on the following link: <https://www.greenincities.eu/>, and is a key aspect of the external communication strategy. It serves as a tool to share the project's activities, provide information, and publish news and updates to reach the communication KPIs. The D8.3 document gathers all relevant content about the site, the different sections and information in each one. However, an overview is presented below:

- Homepage: General project content.
- About section: Detailed information is divided into three sections: 1) the project, which includes GreenInCities goals and presentation, 2) the methodology, which covers the participatory approach, engagement strategy, and tools, and 3) the consortium site that presents the team project.
- Solutions and Tools section: Shows the different Nature-based Solutions designed for each intervention area and the tools and methodologies applied.
- Cities section: Informs about the GreenInCities pilot sites, their characteristics and main plans, structured into Leader cities (Barcelona, Helsinki, Prato, Nova Gorica and Athens) and Follower cities (Pécs, Birstonas, Reykjavik, Hersonissos, Matosinhos and Cork).
- Resources section: Repository of open and accessible materials related to the project such as the press kit, deliverables, scientific publications, and marketing materials, among others.
- News section: Collection of stories about the latest news of the project, advances at a pilot level, and topics related to the study field.
- Contact section: Form to contact the project consortium about any relevant issue, and button to subscribe to the Newsletter.

The website will regularly be updated and adapted to the project's timeline and milestones.

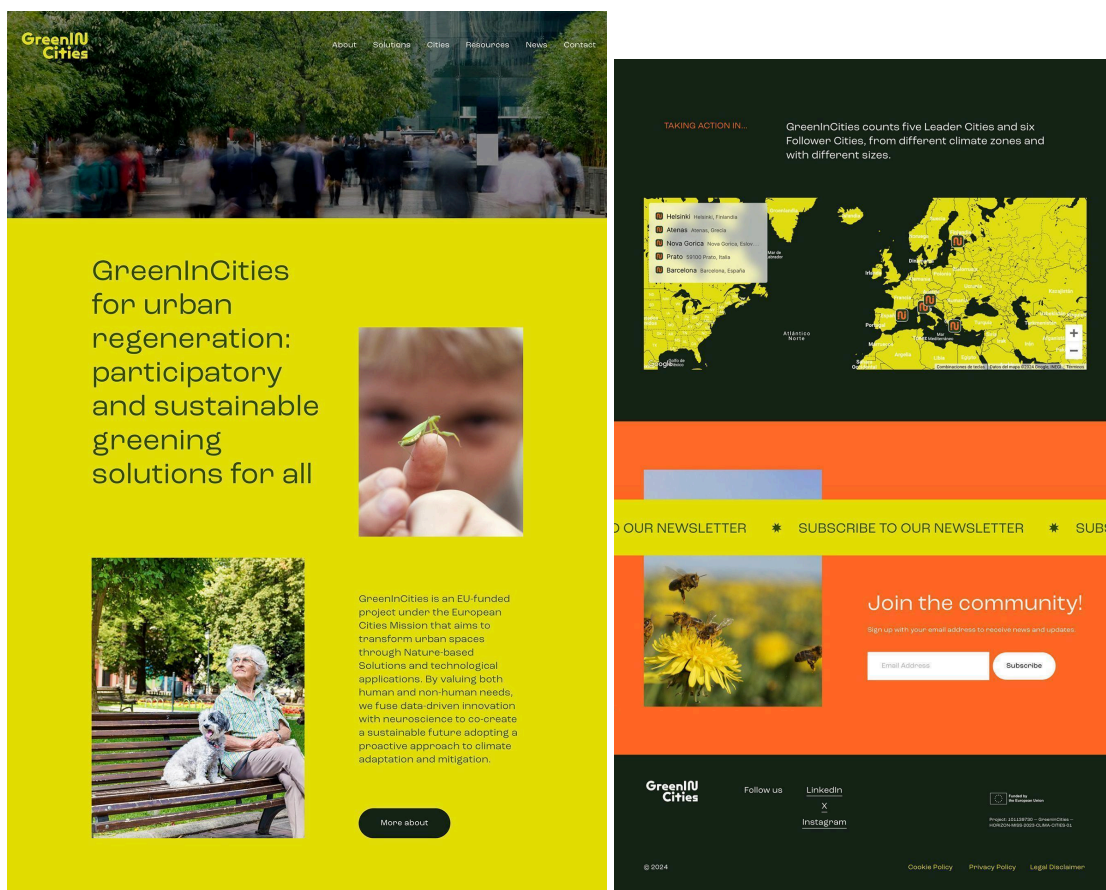


Image 9: GreenINCities homepage

### 3.2.4.4 Social Media

Social media networks are a very effective and important tool to communicate a project and reach a broader audience. They help not only to engage with users and increase the community but to disseminate project activities and information as well as to establish a visual and digital project identity and tone across multiple platforms. Communication across social media platforms will strictly adhere to the guidelines set forth by EU Communication Toolkit, particularly the CINEA Guidelines<sup>7</sup> pertaining to the identification of projects with communication potential and/or successful outcomes and the Social Media Guide for EU Grants<sup>8</sup>.

<sup>7</sup>CINEA Guidelines, Identifying projects with communication potential and/or successful results, [https://cinea.ec.europa.eu/programmes/innovation-fund/communication-toolkit\\_en](https://cinea.ec.europa.eu/programmes/innovation-fund/communication-toolkit_en), May 2023

<sup>8</sup> EU Grants, HE Social Media Guide, Using social media in EU fund, [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide\\_he\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_en.pdf), Version 1.0, Oct 2023.

The D8.3 widely details the purposes, media campaigns and different approaches followed by each channel, but hereafter a brief explanation of each one is included.

### *X-TWITTER*

The X account publishes information about the project every week, with shorter and catchy messages. It can be found as @greeincities or following the link: <https://x.com/greenincities> It is not the preeminent social media channel of the project, but it helps engage with target groups related to EU institutional bodies and sister projects.







Image 10: X account cover and feed

## LINKEDIN

This platform is currently the most popular and best performer in terms of engagement and interaction of the GreenInCities project. Due to its professional ecosystem, it helps connect with a different range of audiences, such as the urban innovation landscape, EU institutions and clusters and other communities and initiatives working on the field and the consortium. The account can be found as @GreenInCities or following this link: <https://www.linkedin.com/company/green-in-cities/>





## Fostering Community Integration at the Prato Pilot Site 🇮🇹

📍 Nestled in the heart of **#Prato**, our Italian pilot site at the San Paolo complex (just south of Macrolotto Zero) is set to become a model of integration and environmental innovation. Here's what to expect:

🌱 One of the main actions is the design of NBS within the school compound to promote social interaction, enhance biodiversity, and combat urban heat.

This project isn't just for the community – it's by the community. Thanks to a collaborative effort with **LAND** team and **Comune di Prato**, **#GreenInCities** aims to engage locals every step of the way.

Our goal is to create a biodiverse garden and various greening interventions around the new sports center, enhancing both aesthetics and function. Our partners from **THINGS** are leading a participatory process to involve the local community. We aim to foster integration between communities and create a sustainable future 🌿

**#GreenInCities #Prato #NatureBasedSolutions #CommunityEngagement #SustainableCities #UrbanGreening**

[Ver traducción](#)

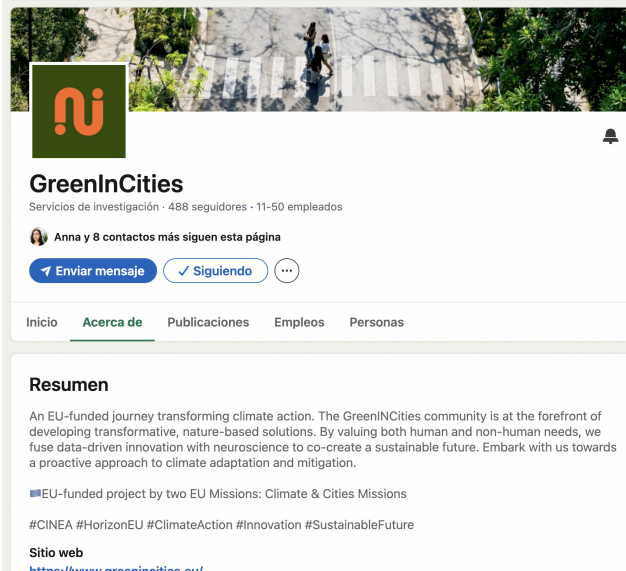


Image 11: LinkedIn cover and feed

## INSTAGRAM

The most visual of all the platforms, aimed at attracting communities of architects, urban planners and designers, projects and initiatives around urbanism, green solutions and sustainable cities, which are present and active in this particular social media channel. As images and videos act as one of the most important materials of the project, the content will be dynamic and catchy, as well as understandable and rigorous. The account can be found as **@greenincities** or following this link: <https://www.instagram.com/greenincities/>

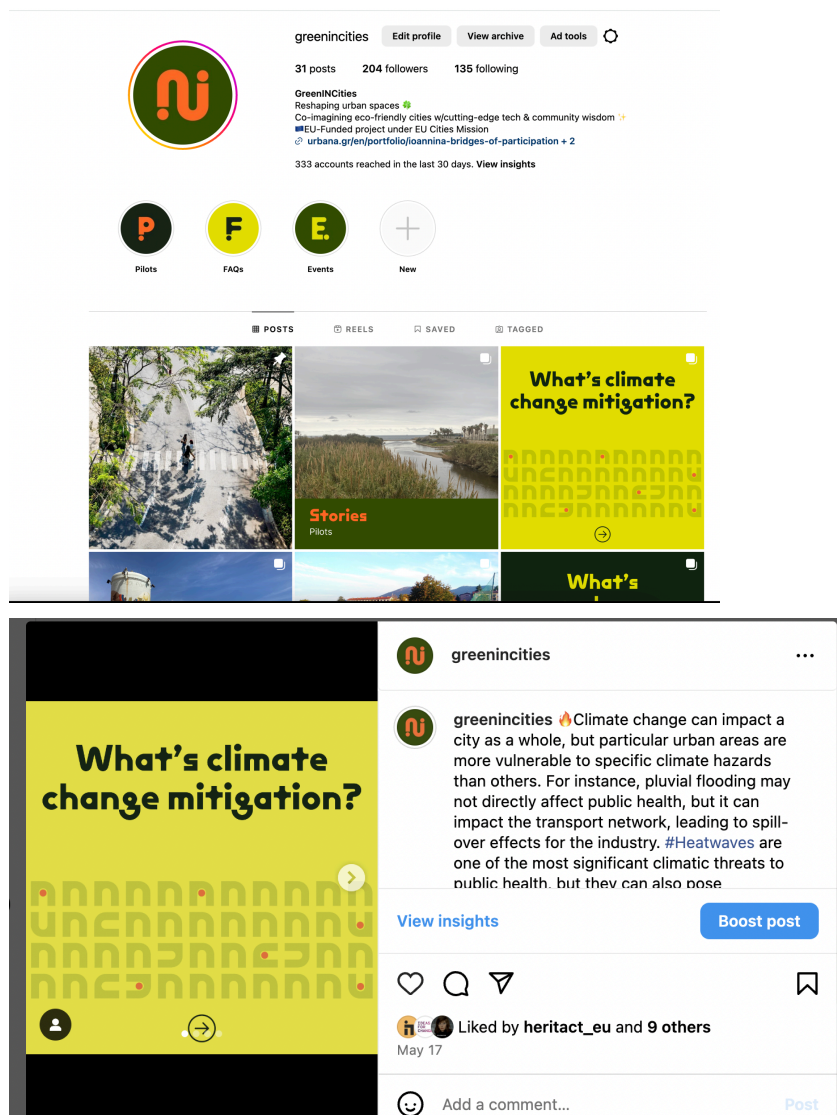


Image 12: Instagram feed and post

## YOUTUBE

This is the only GreenInCities social media channel still closed. It will be available once the Audiovisual kit is produced and will serve as a repository for the project's stories in the pilot areas, the residents' experiences, and the legacy of GreenInCities.

## HASHTAGS TO BE USED BY THE PROJECT

Hashtags are useful tools in helping audiences identify display initiatives and their particular aspects across different social media. The project will use different hashtags related to the different stages and activities in the timeline, following the EU Communication Toolkit and specially the EU Grants, HE Social Media Guide above mentioned.

The following ones are the most common and should be used by the consortium when thinking about publishing a post and using hashtags:

- #GreenInCities
- #UrbanInnovation
- #NatureBasedSolutions
- #NBS
- #CommunityEngagement
- #SustainableCities
- #UrbanGreening
- #CINEA
- #EUMissions
- #MIP4Adapt
- #HorizonEU
- #Leadercities
- #Followercities
- #Twinnedcities

### **3.2.4.5 Newsletters**

GreenInCities will launch periodic newsletters about updates, activities and results of the project. A database of contacts, under development, will be created with communities and participants engaged across the different communication channels. Consortium partners' contacts via the partner's newsletters will be approached initially and invited to follow GreenInCities, when the existing database is still scarce.

### **3.2.4.6 Publications**

#### *SCIENTIFIC PUBLICATIONS*

GreenInCities is expected to lead a number of scientific publications related to the main topics investigated during the project, the different solutions implemented, the co-design strategy and other information about dissemination, exploitation and data management in the project, among others. Moreover, they must include all of the following:

- the terms “European Union (EU)” and “Horizon”
- the name of the action, acronym and grant agreement number
- the publication date, and length of the embargo period if applicable, and
- a persistent identifier

## *PRESS*

The project will also have a relevant presence in the press media outlets such as local newspapers, blogs and architecture and urban magazines. Following dedicated narratives, the publications will be related to knowledge sharing, replication, news about the pilots and other topics to interact with professionals, public administrations, associations and citizens. The strategy will be to tackle and identify specific project milestones in order to prepare press releases and media campaigns accordingly and ask for consortium help when connecting with local media outlets.

## *BLOG PUBLICATION AND NEWS*

GreenInCities website has a dedicated section for news and updates and results about the project, being one of the key channels for dissemination. This page aims to provide a comprehensive overview of the actions taken to promote an innovative approach to urbanism and co-creation spaces.

The articles will unveil information following the project's timeline, activities, lessons and results. They will focus on pilot interventions and achievements in order to emphasise GreenInCities taking action across Europe. The posts will also share valuable information about project meetings, challenges faced and research topics related to the project, a key aspect of the dissemination strategy.

A collaborative approach will be present across the strategy. The most technical and scientific news will be initially drafted by partners leading their respective area, adapted by IFC to ensure the tone and the style match the project's, and published on the website. This will ensure rigorous content and newsworthy information, open and available for all types of audiences. This list collects some potential topics of publication:

- Mental well-being in Public Spaces
- Participation if Need (Non-human)
- Generative AI and participation
- Data Acquisition
- Evaluation Methodology
- Quantitative VS Qualitative Data
- Community Inclusive Impact Assessment
- Citizen driven NBS
- Citizen Science and Policy Decision Making
- Whose data or evidence counts?
- NBS and Traditional Knowledge
- One health Interspecies Conflict
- Knowledge transfer within and through LLs
- Multi-stakeholder governance mechanisms

### **3.2.4.7 Audiovisual Kit**

GreenInCities will collect stories and testimonies from the project using an audiovisual kit specifically created for a more visual and dynamic presentation. A series of 5 videos will be produced covering different phases, and discussing topics such as how pilots are deploying the solutions, the co-design and implementation approaches with communities, and the voices and experiences of local citizens and stakeholders.

A dedicated plan and strategy will be developed within T8.6 (officially starting on M7), in order to:

- 1) identify topics to address,
- 2) determine the best times and locations for recording according to the project timeline,
- 3) produce and edit the videos in a dynamic, catchy, multi-platform and understandable way and
- 4) prepare specific media campaigns to publish and disseminate the videos.

These audiovisual materials will serve as an important legacy of the project, promoting knowledge transfer on how to apply GreenInCities' solutions and their value, as well as their upscaling and uptaking. At the same time, as most of the videos will follow a pilot narrative and storytelling, citizens, local businesses and stakeholders will be involved to foster social cohesion and acceptance of the pilot implementations.

### **3.2.5 Events and Milestones (Where)**

At GreenInCities, dissemination events are crucial for sharing project outcomes, pilot activities, and key results. Given the participatory nature of the initiative and following the green communication guidelines, here are the key spaces where GreenInCities intends to implement its communication plan:

#### **3.2.5.1 Media Dissemination**

The promotion and dissemination of GreenInCities outcomes should consider the ways they are spread across different media outlets. Dissemination components can include blog posts, interviews, articles, video news, and reportages about relevant project topics. To reach a wider audience, additional content will be created and published. An overview of content dissemination in the media is provided below:

## Content Dissemination Overview:

Table 3 - Dissemination Overview

Content	Description	Format	Channels
<b>Project Brochures with QR Code</b>	Promotional brochures about GreenInCities, detailing the project and pilot actions with a QR code linking to the website.	Digital and printed	All - online and offline
<b>Promotion Poster with QR Code</b>	Promotional poster of GreenInCities with a QR code for visiting the website, distributed among stakeholders and at events.	Digital and printed	Events
<b>Social Ads</b>	Short advertising reels (30 seconds) or posts showcasing specific events and solutions implemented in the pilot actions.	Short videos and social media posts	All - especially social media and ads
<b>Audiovisual Kit</b>	Videos published on YouTube and adapted to other social platforms about the project and pilot interventions to collect stories and the GreenInCities plans in action.	YouTube videos and short adaptations for social media channels	Social Media channels
<b>Articles - Blog</b>	In-depth articles on various aspects of the project.	Blog post	GreenInCities website
<b>Press Kit</b>	Press releases and brochures about the project and pilot actions, distributed to media and project partners.	Press note, Brochure, Project pictures, and banners	Distribution to media outlets, Blogs
<b>Communication Kits</b>	Guidelines and instructions to assist the consortium in	Brochure, Blog post, Poster, Videos, Press note, Communication	All partners' channels

	disseminating specific media campaigns according to the project timeline and milestones.	Toolkit (with email and social media templates, creativities and banners ready to be used)	
<b>Canva Design Templates</b>	Design templates to be customised by partners when publishing posts on social media channels according to their needs.	Instagram, LinkedIn and Twitter social media templates with pictures and the project brandbook applied.	Project and partners social media channels
<b>Newsletters</b>	Mailings sent every three months with the latest updates and news about the project.	Information about GreenInCities, pilot updates, news and resources.	GreenInCities database
<b>Media campaigns</b>	Communication pieces created for specific milestones or newsworthy actions of the project and the pilots.	Social media posts, artworks, blog articles, videos and newsletters.	Multiplatform

### 3.2.5.2 Collaboration and cooperation with other initiatives

GreenInCities is funded under a call by two significant EU Missions: the Climate Mission and the Cities Mission. This strategic alignment provides substantial leverage for the project's communication efforts, enhancing its overall impact and visibility. Collaboration with other projects within these Missions is crucial for the successful development and dissemination of GreenInCities.

Being part of both Missions allows GreenInCities to access a broader network of stakeholders, resources, and expertise. This fosters cohesive partnerships, facilitating the exchange of knowledge, best practices, and innovative solutions, ensuring the project addresses critical urban and environmental challenges effectively. The project is also under the broader umbrella of the European Green Deal for sustainable development and integrates with the New European Bauhaus<sup>9</sup> initiative, which combines design, sustainability, and cultural heritage. This framework allows GreenInCities to have an extensive impact and contribute to EU-wide goals.

On the other hand, GreenInCities aims to actively collaborate with similar initiatives to promote urban greening and sustainable practices. By partnering with other urban sustainability projects, academic institutions, and NGOs, the project looks forward to tapping into diverse expertise and resources.

<sup>9</sup> The New European Bauhaus, [https://new-european-bauhaus.europa.eu/index\\_en](https://new-european-bauhaus.europa.eu/index_en)



An initial list of relevant initiatives to be reached out to in the dissemination effort is tabulated below:

*Table 4: List of relevant initiatives*

Organisation	Description
<b>ETH Zurich</b>	<p>Institute for Spatial and Landscape Development, with expertise in urban ecology and resilience.</p> <p>The ETH Zurich Institute for Spatial and Landscape Development's specialised expertise in urban ecology, resilience, and interdisciplinary problem-solving will be a valuable asset for the GreenInCities project as it works to develop and demonstrate holistic, data-driven, and co-creative nature-based solutions for climate adaptation and mitigation in urban areas.</p>
<b>Cork Healthy Cities</b>	<p>Institutions linked with the Cork City Council and Health Promotion Department will provide support in dissemination actions and project results.</p>
<b>TU Delft</b>	<p>Faculty of Architecture and the Built Environment, with a focus on sustainable urban design.</p> <p>The TU Delft Faculty of Architecture and the Built Environment's focus on sustainable urban design, interdisciplinary approach, community-centered methodology, and innovative research capabilities will be instrumental in shaping the GreenInCities project's development and implementation of nature-based solutions for climate adaptation and mitigation in urban areas.</p>
<b>University of Ljubljana</b>	<p>Faculty of Civil and Geodetic Engineering, with expertise in urban planning and environmental management.</p> <ol style="list-style-type: none"> <li>1. Urban Planning Expertise</li> <li>2. Environmental Management Capabilities</li> <li>3. Interdisciplinary Collaboration</li> <li>4. Data-Driven Decision Making</li> <li>5. Capacity Building and Knowledge Sharing</li> </ol>
<b>ICLEI</b>	<p>Local Governments for Sustainability, with a focus on nature-based solutions and urban resilience.</p> <ol style="list-style-type: none"> <li>1. Nature-Based Solutions Expertise</li> <li>2. Urban Resilience Frameworks</li> <li>3. Multi-Level Governance Expertise</li> <li>4. Capacity Building and Knowledge Sharing</li> <li>5. Co-Creative Approach</li> </ol> <p>ICLEI - Local Governments for Sustainability's expertise in nature-based solutions, urban resilience frameworks, multi-level governance, capacity</p>



	building, and co-creative approaches will be instrumental in shaping the GreenInCities project's development and implementation of innovative, holistic, and replicable nature-based solutions for European cities.
<b>C40 Cities Climate Leadership Group</b>	Network of cities committed to addressing climate change. The C40 Cities Climate Leadership Group's expertise in climate action, city-to-city knowledge sharing, scaled impact, policy influence, and data-driven monitoring will be invaluable for the GreenInCities project's efforts to develop and implement innovative, evidence-based nature-based solutions that can be replicated and scaled across European cities.
<b>Euroheat &amp; Power</b>	Association for district energy, cogeneration, and urban heating and cooling. Euroheat & Power's deep expertise in district energy, cogeneration, thermal energy storage, and the associated policy and regulatory frameworks will be invaluable for the GreenInCities project's efforts to develop holistic, sustainable, and replicable nature-based solutions that can be seamlessly integrated into the essential thermal infrastructure of European cities.
<b>Resilient Cities Network</b>	Global network of cities working on urban resilience. the Resilient Cities Network's expertise in resilience frameworks, strategies, interdisciplinary collaboration, monitoring and evaluation, and knowledge sharing will be invaluable for the GreenInCities project's efforts to develop and implement nature-based solutions that enhance the long-term adaptation and transformation of European cities in the face of complex urban challenges.
<b>Naturvation (Netherlands)</b>	Partnership researching and demonstrating urban nature-based solutions. Naturvation's extensive expertise, demonstration projects, stakeholder engagement approaches, monitoring and evaluation frameworks, policy insights, and knowledge-sharing initiatives will be invaluable for the GreenInCities project, helping to ensure the successful development, implementation, and long-term impact of its innovative nature-based solutions in European cities.
<b>Climate Alliance</b>	European network of local governments and indigenous communities for climate protection. The Climate Alliance's deep expertise and extensive reach across the continent will be instrumental in ensuring the project's nature-based solutions are aligned with the needs and priorities of local communities and contribute to broader climate action efforts.
<b>Ecologic Institute (Germany)</b>	Environmental think tank with expertise in urban nature-based solutions. The institute's research, analysis, and policy insights can significantly contribute to the project's objectives and help ensure the successful development and implementation of nature-based solutions in European cities.
<b>European Heat Pump Association</b>	The European Heat Pump Association (EHPA) is the voice of the European heat pump sector in Brussels. The effective integration of heat pump technologies within its nature-based solutions, leveraging the EHPA's expertise, advocacy, and market transformation efforts to maximize the environmental and energy-efficiency benefits of these interventions in European cities.
<b>Network Nature</b>	NetworkNature is a resource for the Nature-based Solutions (NbS) community. It can create opportunities for local, regional and international

	cooperation to maximise the impact and spread of NBS solutions in GreenInCities.
<b>Urban Innovative Actions</b>	Identify and test innovative solutions for sustainable urban development.

### 3.2.5.3 Own events

Aligning with the project's collaborative and inclusive spirit, part of the DCP strategy is to actively engage local communities and neighbourhoods in the process. A series of environmental and community-focused events will be organised in the pilot cities, with the dual aim of showcasing sustainable urban practices and involving citizens directly in greening initiatives. These events will be a fundamental part of the activation strategy, promoting the project's goals through creative and interactive activities.

Each pilot city will host a series of activities aligned with GreenInCities' objectives to strengthen partnerships with local stakeholders, foster community engagement, and highlight the importance of sustainable urban practices. These events will support ongoing social and environmental activities, connect various stakeholders, and encourage the adoption of sustainable practices while activating public open spaces. The hosting communities will organise:

**Workshops:** Engaging experts from environmental, scientific, and design fields, as well as local communities, policymakers, and students. These workshops will focus on sharing knowledge and co-creating sustainable urban solutions.

**Interventions:** Implementing specific use cases and solutions in each demo-site, such as urban gardens, NBS, or small-scale green pavilions, to demonstrate practical applications of the project's initiatives.

**Social Events:** Hosting festivals, exhibitions, and community gatherings to disseminate GreenInCities' interventions and act as focal points for urban transformation and community building.

In addition to these activities, the project will establish Communities of Practice (CoPs) to facilitate continuous learning and collaboration among stakeholders. Community of Practice setup and engagement will be further developed in the deliverable D8.4 (M8).

These CoPs will serve as dynamic platforms where community members, experts, and policymakers can share experiences, discuss challenges, and develop innovative solutions for sustainable urban development.

Events will be organised and hosted locally, according to the phase and deployment of each demo-site. Additionally, a final dissemination event will be held at pilot locations, involving citizens and stakeholders to encourage further engagement and foster the upscaling of successful practices.

### **3.2.5.4 Participation in Wider Events and Conferences**

GreenInCities will be showcased across Europe at various events that focus on urban sustainability, climate adaptation, and innovative environmental solutions, aiming to increase visibility and leverage the project's reach. Here are a few examples of the types of events where GreenInCities can be presented:

**Urban Sustainability Conferences and Symposium:** GreenInCities can participate in renowned conferences dedicated to urban sustainability and climate adaptation, such as the European Urbanism Summit, the International Conference on Sustainable Cities, and the European Climate Adaptation Conference. These events provide platforms for sharing project ideas and outcomes, exchanging knowledge, and networking with professionals in the field.

**Environmental and Climate Change Forums:** The project can also be presented in forums and summits that focus on environmental conservation, urban planning, and climate action. Events like the European Sustainable Development Week, the EU Green Week, and the World Urban Forum offer opportunities to highlight the project's efforts to integrate nature-based solutions into urban environments.

**NBS Events:** Since GreenInCities focuses on integrating NBS in urban settings, it can participate in events organised under this theme, including workshops, webinars, or seminars that explore the intersection of urban planning, sustainability, and ecosystem services.

**Local and Regional Environmental Festivals:** GreenInCities can engage with local and regional environmental festivals and events that celebrate urban greening and community involvement to attract a diverse audience and provide a platform to showcase the project's work while fostering dialogue and participation.

**EU Project Networking Events:** The European Union frequently organises networking events and activities specifically for EU-funded projects. These events bring together project teams, policymakers, and stakeholders to share experiences, best practices, and project outcomes. GreenInCities can participate in such events to connect with other EU-funded projects, expand its findings to a broad policy development ecosystem, and create synergies instrumental in the dissemination strategy.

### 3.2.6 Timeline (When)

#### 3.2.6.1 Timeline of the project

A list of project milestones and events worth communicating through GreenInCities channels throughout the project timeline is presented in Table 5. The content and actions within the DCP will be continuously populated and updated along the project deployment and depending on communication and dissemination needs. This timeline also serves as a valuable tool for illustrating how the DCP is closely integrated with the various WPs throughout the project's duration.

Table 5: Timeline of the project milestones

Communication opportunity	Aim and ideas	Expected month
<b>Online Project Kick-off and presentation of the Project at the Cluster meeting in Leuven</b>	Opening Instagram with post informing that the project is live and informing about the event	M1
<b>Project Kick-off meeting in Barcelona</b>	Opening the rest of social media channels with posts introducing the project, its objectives, the partners involved and the main milestones	M3
<b>Official website launch</b>	Share and drive traffic to the website as the communication one-stop-shop of the project	M6
<b>Launch first GreenInCities newsletter</b>	Launch of the first newsletter through project own database	M7
<b>First Leader Cities Meetings</b>	Work commencement at the pilot level	M7
<b>First CoP activities</b>	First questionnaire sent to Cities (WP3/WP8)	M7
<b>Launch first press release (locally in Barcelona - IAAC)</b>	Publication of the first press release launch by Barcelona partners using consortium databases	M9

<b>D2.4 delivered. SOLUTIONS, PRACTICES and SUPPORT SYSTEMS MERGING NBS and NEB initial catalogue</b>	The first version of the GreenInCities Catalogue of Solutions, Practices and Support Systems is available	M9
<b>Consortium Meeting in Cork</b>	Second Consortium meeting. Communications workshop.	M10
<b>Implementation framework development</b>	Which digital tools and materials will support the interventions implementation? (WP6)	M12
<b>D3.1 delivered. Initial Toolbox and Methodologies for LLs</b>	Initial toolbox and methodologies for LLs are ready to be tested (WP3)	M12
<b>Intervention in 12 cities defined</b>	Assessment of the actions and drawings need to implement the local interventions (WP5)	M18
<b>Launch of the demos in all cities</b>	Public events organised in all cities to launch de demos (WP6)	M18
<b>Consortium Meeting in Helsinki</b>	Third Consortium meeting. Between May and September	M16 - M20
<b>Initial intervention deployment in Leading Cities</b>	How is it going to be managed with the deployment of the interventions on site? (WP6)	M20
<b>Consortium Meeting in Nova Gorica</b>	Fourth Consortium meeting, taking advantage of the Nova Gorica European Capital of Culture 2025.	M22-M24
<b>Final Toolbox for LLs</b>	The toolkit is ready to be tested and applied in the pilot sites (WP3)	M24
<b>Consortium Meeting in Matosinhos</b>	Fifth Consortium meeting, including visit to the URBiNAT project site in Porto.	M27-M29
<b>Collaboration with other projects and NEB initiatives</b>	What is being done with other sister projects? Joint actions and events done and tbd	M28
<b>Twinned small scale interventions deployment at followers</b>	Which interventions are going to be deployed at the follower cities? (WP6)	M30
<b>Final shared data platform and marketplace</b>	Finalised version of the project data platform and marketplace (WP4)	M30

<b>Consortium meeting in Athens</b>	Sixth Consortium meeting, attempting to visit Hersonissos.	M33-35
<b>LL finalised in all cities</b>	Ways of GreenInCities implementation at each pilot site (WP6)	M36
D2.5 delivered. SOLUTIONS, PRACTICES and SUPPORT SYSTEMS MERGING NBS and NEB final catalogue	The final version of the GreenInCities Catalogue of Solutions, Practices and Support Systems is available	M36
<b>Evaluation based on data collected in 12 cities completed</b>	Assessment of how installations are performing and how people are experiencing them (WP7)	M36
<b>Consortium meeting in Prato</b>	Seventh consortium meeting.	M39-40
<b>Consortium meeting in Barcelona</b>	Final consortium meeting	M45-M47
<b>Impact assessment completed</b>	How has every solution worked? Impact	M48

### 3.2.6.2 Timeline of events

Hereunder, a preliminary list of events where GreenInCities could be presented is detailed.

Table 6: List of events

Event	Location	Link
<b>The Festival of the New European Bauhaus</b>	Brussels	<a href="https://new-european-bauhaus.europa.eu/get-involved/festival_en">https://new-european-bauhaus.europa.eu/get-involved/festival_en</a>
<b>Green Week</b>	Milano	<a href="https://milanogreenweek.eu/">https://milanogreenweek.eu/</a>
<b>SmartCity Expo World Congress</b>	Barcelona	<a href="https://www.smartcityexpo.com/">https://www.smartcityexpo.com/</a>
<b>The nature of cities</b>	Berlin	<a href="https://www.thenatureofcities.com/">https://www.thenatureofcities.com/</a>
<b>Eurocities</b>	Cluj-Napoca	<a href="https://eurocities.eu/">https://eurocities.eu/</a>
<b>Manifesta 15 Bial</b>	Barcelona	<a href="https://manifesta15.org">https://manifesta15.org</a>
<b>Climate Action Summit</b>	Sevilla	<a href="https://climateactions summit.es/">https://climateactions summit.es/</a>

<b>Impact Day</b>	Tallinn	<a href="https://impactday.eu/">https://impactday.eu/</a>
<b>Net Zero Festival</b>	London	<a href="https://www.netzerofestival.com/">https://www.netzerofestival.com/</a>
<b>Green Destinations Conference</b>	Tallinn	<a href="https://www.greendestinations.org/">https://www.greendestinations.org/</a>
<b>Global Corporate Governance &amp; CSR Summit</b>	Sibiu	<a href="https://gcg-csr.org/">https://gcg-csr.org/</a>
<b>Environ</b>	Dublin	<a href="https://www.esaiweb.org/environ/">https://www.esaiweb.org/environ/</a>
<b>European Week of Regions and Cities</b>	Brussels	<a href="https://regions-and-cities.europa.eu/">https://regions-and-cities.europa.eu/</a>
<b>Pnum Conference</b>	Porto	<a href="https://pnum.fe.up.pt/en-gb">https://pnum.fe.up.pt/en-gb</a>
<b>European Urban Resilience Forum (Euresfo)</b>	Valencia	<a href="https://urbanresilienceforum.eu/">https://urbanresilienceforum.eu/</a>
<b>Many Possible Cities</b>	Florence	<a href="https://lp.agenzialama.eu/en/many-possible-cities/programme">https://lp.agenzialama.eu/en/many-possible-cities/programme</a>
<b>Biennale di Architettura di Venezia</b>	Venice	<a href="https://www.labiennale.org/en/architecture/2025">https://www.labiennale.org/en/architecture/2025</a>
<b>Symposium Methods in architecture and urbanism</b>	Porto	<a href="https://formalmethodsinaarchitecture2024.com/">https://formalmethodsinaarchitecture2024.com/</a>

## 4. Exploitation strategy

Within the WP8 strategy there is a dedicated task (T8.5) dedicated to exploitation to: 1) foster the adoption and uptake of GreenInCities' solutions (KERs), 2) plan and facilitate the upscaling of the project's interventions beyond the follower cities through tailored engagement actions and 3) collectively generate systemic business models including nature as an active stakeholder. The deliverable D8.6 Exploitation Plan due on M24 will outline the strategy towards reaching these objectives.

The Scalable-By-Design framework (Maccani et al, 2020)<sup>10</sup> which draws upon a theoretically grounded and empirically tested approach developed by IFC and the Joint Research Center (JRC) defines nine elements that enable the upscaling of the GreenInCities interventions:

1. Proof of value: demonstrated impact.
2. Easy to use and understand.
3. Underpinned by open innovation.
4. All solutions are accompanied by resources and guidelines to facilitate knowledge transfer.
5. European and local-level champions identify and actively engage in the project.
6. Appropriately tailored narratives and consistent communication and dissemination.
7. Alignment with socio-technical-cultural contexts.
8. The solutions foster social values and.
9. Legal constraints and possibilities.

These nine factors will allow an effective upscaling effort of the project outputs and its adoption. Applying this framework from the beginning of this task (i.e., M12) means undertaking a continuous assessment of the outputs being developed including the opportunity to improve the development process through constant feedback from the analysis.

The first step involves several activities. Since the proposal stage, 12 KERs (i.e., GreenInCities exploitable outputs) have been identified together with their associated IPR management principles. For a deeper definition and understanding of IPR Management procedures in GreenInCities see D1.2, Innovation Management Plan.

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<sup>10</sup> Maccani, G., Goossensen, M., Righi, V., Creus, J. and Balestrini, M., Scaling up Citizen Science, Publications Office of the European Union, Luxembourg, 2020, ISBN 978-92-76-25157-6, doi:10.2760/00926, JRC122219.



To track the progress of IPRs, under the framework of T1.2, an IPR Management Register in the form of a living document will be developed by the responsible body (IAAC).

This will include an initial approximation of the exploitation path, as well as the intended target audiences and instances of actors and networks that could represent them (see Table 6 below).

Table 6: Exploitation plan

KER	Target group	Exploitation plan	IPR
QUANTITATIVE ASSESSMENT – LOCAL DIAGNOSTIC SYSTEMS: quantitative pre/post assessment methodologies for experts and technicians	Experts and Technicians	Engage with stakeholders, transfer knowledge and tools for adoption	IP or knowledge generated will remain the property of that partner who develops it.
QUALITATIVE ASSESSMENT – PARTICIPATORY ANALYSIS SYSTEMS: qualitative pre/post assessment methodologies for participatory processes in LLs and for decision makers + one videogame	Decision makers, Participants in LLs	Develop participatory tools and methods for communities, foster usage through workshops and training	Jointly created IP shall be the joint property of the concerned partners.
CITIZEN SCIENCE TOOLS : kits for co-monitoring for people	General Public and LLs	Distribution of kits for community engagement in monitoring, enhance public participation and data collection	Foreground IP will remain with the creator; shared knowledge managed by consortium agreement.
CO-CREATION SYSTEMS: co-planning and	Urban Planners, Local Communities	Implement co-design and planning methodologies in Living	Shared intellectual property among developers and

co-design methodologies for participatory processes in LLs		Labs, workshops for community planning	contributors, guided by consortium rules.
DECISION MAKING SUPPORT SYSTEMS: multicriteria decision support methodologies for experts and technicians	Experts and Technicians	Provide decision support tools for planning and evaluation, integration in professional workflows	Individual IP remains with the developer unless specified otherwise in partnership agreements.
DIGITAL TWINS and SIMULATORS: digital tools for simulation and monitoring for experts and technicians	Technicians, Urban Planners Researchers Experts Citizens	Use of simulation tools for urban planning and development, shared across project stakeholders	Ownership according to development contribution, possible joint IP for collaborative developments.
PROJECT VISUALISATION AND VALIDATION TOOLS: advanced project visualisation tools, eventually connected to digital twins and simulators, for project validation in LLs and for decision makers	Decision Makers, Technicians Researchers Experts Citizens	Advanced tools for project assessment and adjustments, training for effective use in pilot and follower cities	IP rights structured around collaborative development and use protocols.
PROJECT FOLLOW UP: platform for technicians and experts to monitor KPI project performances	Technicians, Experts Researchers Experts Citizens	Platform to monitor and adjust KPIs and project metrics, continuous improvement through feedback	Developed IP rights remain with the principal developers, shared usage under consortium guidelines.
SOLUTIONS, PRACTICES and SUPPORT SYSTEMS MERGING NBS	Experts, Urban Planners	Catalogue shared during	IP managed under consortium guidelines, emphasizing shared use and joint development rights.

and NEB Catalogue: solutions and practices catalogue to be used during co-creation processes in LLs or from experts developing plans			
CAPACITY BUILDING and FUTURE ROADMAPS: addressing authorities, urban planners, policy makers and regulators for new interventions based on COPs	Authorities, Urban Planners, Policymakers	Workshops and roadmaps for policy and planning, leveraging project outcomes for broader impact	Rights to use developed methodologies and tools reserved under consortium agreements and specific IP rights.

The exploitation roadmap also follows a market uptake approach encompassed under the IFC's Pentagrowth methodology for the participatory design of future oriented disruptive business models. A series of workshops will be carried out at each leading pilot site to collectively generate sustainable business ideas from the project's outputs to enhance the livability of the project, its Nature-based Solutions and renaturalisation interventions. These activities will:

- Ingrain innovative ways of designing systemic business models, where the system is extended to account for nature as a stakeholders that has an active role in the system dynamics (value generated and captured).
- Represent a coherent and structured multi-stakeholders, and multi-disciplinary and economically viable ways to sustain our journey towards climate adaptation.
- Contribute to the Green Deal , the Cities Mission, and the NEB and other frameworks and missions while enabling and promoting urban/regional cross-scalar planning for climate mitigation.

After these workshops and during the last year of the project, a final event will be organised where the roadmap for locally generated business models roadmap will be presented and pitched to EU representatives, the general public and stakeholders.

# 5. Monitoring and evaluation of Communication and Dissemination efforts

To ensure the successful implementation and continuous improvement of the GreenInCities project, all communication and dissemination actions and plans outlined in this deliverable will be subject to ongoing monitoring and evaluation. This process will follow a set of Key Performance Indicators (KPIs) designed to track and analyse the project's progress and impact regarding communication and dissemination. By systematically measuring these indicators, we can assess the effectiveness of our communication strategies and make data-driven adjustments as needed. Table 7 provides a detailed overview of the various activity types and their associated KPIs, facilitating a comprehensive understanding of the project's performance metrics.

Table 7: Communication and dissemination KPIs

Activities	KPIs	Comment
<b>Events active participation</b>	≥ 25 in total	-Overall number of events attended by the whole consortium throughout the duration of the project where the GreenInCities project is presented
<b>Webinars</b>	≥ 4 in total (one per year)	-Internal organisation of online pieces to exchange GreenInCities actions to a wider audience
<b>Public engagement</b>	≥ 30 local actions	-Overall visibility and engagement among events
<b>Networking activities</b>	≥ 10 events	-Promoting the project and its results to a large variety of audiences (architects, innovators, urban planners, designers, citizens, stakeholders, etc.)
<b>Scientific publications</b>	≥ 8 peer-reviewed open access publications	-Policy and scientific-oriented publications
<b>Project Website Traffic</b>	≥ 30,000 visitors during the project lifespan	-Pageviews + Visits -Google Analytics (webpage) -Main information point
<b>Social Media accounts</b>	≥ 1500 followers across all social media accounts	-Engagement Rate + Impressions + Reactions -Main engagement point -Leveraging project and partners' media channels -Minimum a weekly publication
<b>Actions with NEB and sisters projects</b>	≥ 5 activities, events or actions during the lifespan of the project	-Joint communication materials -Overall number of cluster events attended
<b>Website's blog posts</b>	≥ 15 project blog posts published on website	-One post every two months -Updates and pilot stories (community stories) -Articles, reportages and interviews
<b>Media coverage</b>	≥ 50 mentions in external articles in press media	-Serving media with info on the project to result on media outlets coverage
<b>Newsletter</b>	≥ 10 in total (every 3 months)	-Number of project newsletters sent -Open rate -Strategically scheduled over the course of the project
<b>Audiovisual products</b>	≥ 6 videos releases over the project	-Tailored short videos to promote the interventions in every pilot
<b>Audiovisual products outreach</b>	≥ 1,000 visitors during the project lifespan	-Views in total -Promoting the project and its results to a large variety of audiences

## 6. Conclusion

This Communication and Dissemination Plan aims to provide a structured framework to foster the participation of all stakeholders, including the entire Consortium, and to encourage dialogue around the GreenInCities project. It seeks to amplify and emphasise the project's various initiatives and progress.

The communication strategy involves setting specific objectives and key performance indicators, identifying and engaging relevant target audiences—including citizens and local communities in each pilot city's intervention areas, urban planning and sustainable placemaking experts, social innovators, and digital technology adoption experts. From the outset, local communities will be engaged in co-analysis, facilitating citizen involvement in effectively using innovative digital tools to gather relevant information, as well as in the co-design and implementation phases. Participatory processes with citizens and stakeholders, along with the importance of Communities of Practice, will be supported by tailored materials and resources to help participants understand and contribute to the project. In the co-monitoring phase, local communities will play a crucial role in evaluating the project results, such as improvements in physical and mental health or changes in specific species populations. Participants' experiences in the GreenInCities project will be enriched with appealing communication content, appropriate resources and channels, and continuous dissemination of findings and relevant information. The overall effectiveness of the DCP strategy will be assessed using measurable key performance indicators.

In essence, this dissemination and communication strategy intends to make scientific analysis accessible, promote discussion, enhance citizen engagement in collaborative spaces, and pave the way for practitioners in the field of green and sustainable development. It aims to ensure the widespread use of the GreenInCities solutions catalogue, promote a sustainable renaturing toolbox, document and support actions in each pilot city, and, most importantly, facilitate the replication of successful practices discovered throughout the project, thereby ensuring its long-term sustainability.

Finally, this DCP strategy will contribute to the overall success of the GreenInCities project by addressing both scientific and societal queries to inform public policies effectively and promote the well-being of both human and non-human populations and urban regeneration.

# References

<sup>1</sup> European Commission, Communication and roadmap on the European Green Deal, Document 52019DC0640, January 2020.

<sup>2</sup> European Commission, Directorate-General for Research and Innovation, EU missions, 100 climate-neutral and smart cities – Cities on a journey to climate neutrality, Publications Office of the European Union, 2024, <https://data.europa.eu/doi/10.2777/169604>

<sup>3</sup> European Commission, EU Mission: Adaptation to Climate Change, [https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/adaptation-climate-change\\_en#what-is-the-mission](https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/adaptation-climate-change_en#what-is-the-mission)

<sup>4</sup> [European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, https://data.europa.eu/doi/10.2848/289075](https://data.europa.eu/doi/10.2848/289075)

<sup>5</sup> European Parliament, Inclusive Communication Guidelines for DG Comm Output, European Parliament, Directorate-General for Communication, 2019. <https://www.europarl.europa.eu/contracts-and-grants/files/grants/media-and-events/en-annex-9-inclusive-communication-guidelines-of-the-european-parliament.pdf>

<sup>6</sup> European Commission, European Research Executive Agency, Communicating about your research project using social media, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/816598>

<sup>7</sup> CINEA Guidelines, Identifying projects with communication potential and/or successful results, [https://cinea.ec.europa.eu/programmes/innovation-fund/communication-toolkit\\_en](https://cinea.ec.europa.eu/programmes/innovation-fund/communication-toolkit_en), May 2023

<sup>8</sup> European Commission, EU Grants, HE Social Media Guide, Using social media in EU fund, Version 1.0, Oct 2023. [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide\\_he\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_en.pdf)

<sup>9</sup> The New European Bauhaus, [https://new-european-bauhaus.europa.eu/index\\_en](https://new-european-bauhaus.europa.eu/index_en)

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<sup>10</sup> Maccani, G., Goossensen, M., Righi, V., Creus, J. and Balestrini, M., Scaling up Citizen Science, Publications Office of the European Union, Luxembourg, 2020, ISBN 978-92-76-25157-6, doi:10.2760/00926, JRC122219.



# Annex

## Visual Branding

### *LOGO*

GreenInCities logo can be applied in different ways and colours, with a background or different tones



Image 1: GreenInCities primary logos



Image 2: GreenInCities logos with background



Image 3: GreenInCities icon in yellow



Image 4: GreenInCities favicon for social media channels

## TYPOGRAPHY AND COLOURS

GreenInCities typography is Maxi Round, however, it is only used in the logo and headlines. The Inter font is the primary one.

**ABC MAXI ROUND**  
**ABCEDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(.,:;-?\_)**

Image 5: GreenInCities headline and logo typography

**ABC Defg**

Image 6: GreenInCities main font

The colour palette encompasses orange and variants of green.

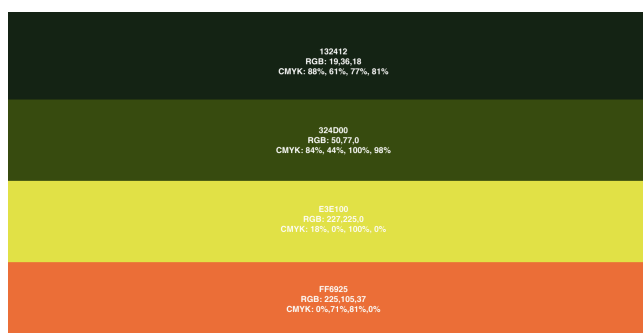


Image 7: GreenInCities colour palette