

# DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN

*D 9.2*



# WeGenerate

PEOPLE-CENTRIC SUSTAINABLE NEIGHBOURHOODS



Co-funded by  
the European Union

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<b>Author(s)</b>	Utimia Madaleno / Carla Velasco Martins		
<b>Responsible Project Partner</b>	EUPPY	<b>Contributing Project Partners</b>	EIT UM, ICLEI

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## EXECUTIVE SUMMARY

This is the first release of the Dissemination, Exploitation and Communication Plan of *WeGenerate - Co-creating people-centric sustainable neighbourhoods through urban regeneration*, a four-year Horizon Europe research and innovation project that supports local governments in four Demo Cities - Bucharest, Cascais, Cesena, and Tampere - as they revitalise different urban districts with sustainable, low emission, inclusive, people-centred approaches.

This document represents Deliverable 9.2 (D9.2) of Work Package 9 (WP9) – Dissemination, Communication and Outreach. It serves as a tool available to project partners, equipping them with a comprehensive toolkit designed to enhance the project's communication strategy. This dissemination plan offers clear communication guidelines for all partners when it comes to external communication at project-level (i.e., European audience, English materials and messages), outlining the methods and channels to effectively share the project's key messages, outcomes, and findings.

## INTRODUCTION

Welcome to the Communication, Exploitation and Dissemination Plan for WeGenerate. This comprehensive guide outlines our approach to effectively communicating the objectives, progress, and outcomes of our project to key stakeholders, partners, and the wider community. Through strategic planning and targeted messaging, we aim to maximise the impact of our project and ensure transparent and engaging communication throughout its duration.

This document serves as a roadmap for implementing various communication activities and using appropriate channels to disseminate project information, fostering collaboration, awareness, and support for our shared goals, as well as the rationale for exploitation (e.g. mainstreaming approaches, solutions and policy implications).

Once this plan is set to convey EU-level objectives and messages for the project, communication guidance and materials will be separately provided to Demo Cities, so they can achieve their own local dissemination goals in the local language.

**WeGenerate** is an Innovation Action designed to fully address the topic HORIZON-CL5-2022-D4-02-02 'Solutions for the sustainable, resilient, inclusive and accessible regeneration of neighbourhoods enabling low carbon footprint lifestyles and businesses (Built4People)'.

The project seeks to infuse the elements of people and co-creation in the urban regeneration processes. It fully embraces the paradigm shift from building for the people to building with the people. We – cities, citizens, communities, businesses, researchers, and practitioners – take ownership of the urban regeneration processes and co-create together sustainable, resilient, people-centric, inclusive, accessible, and beautiful neighbourhoods.

**WeGenerate** is about the stories of four neighbourhoods and their communities located in different parts of Europe. Although they are at different stages of development and are facing different challenges, they share the same vision of positive change. WeGenerate will help them to reinvent themselves and in the process find new values and opportunities.

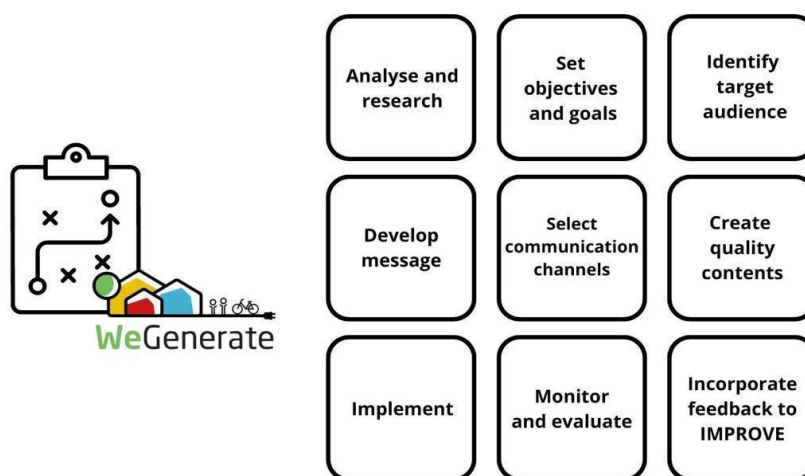
The project runs from **01/11/2023 to 31/10/2027** with a budget of **EUR 8 099 347,50** and includes 21 main stakeholders comprising 20 from 8 EU partner countries.

# 1. Dissemination and Communication Plan

The main objective of this deliverable is to steer the dissemination and communication activities during the WeGenerate project lifetime, ensuring that the actions, results and outcomes of the project reach the targeted audience. Also, that they cover the project's overall objectives and are within the allocated budget.

This chapter specifies the communication objectives the project should reach throughout its duration and beyond October 2027, to mainstream findings (i.e. exploited results). Achieving these objectives will further enable the sustainability of the project in the long-term. To accomplish this, we establish target audiences, key messages, communication channels, tools, and timelines for both internal and external consortium communication and dissemination.

Our communication strategy will involve several key steps to ensure effective planning, implementation, and evaluation, described below.



**Figure 1 – Components of the Communication Plan**

## 1.1. Analysis and research

This initial step involves understanding the project's objectives, target audience, stakeholders, and the broader context in which communication will occur. Conducting research, including audience analysis and market research, helps identify communication needs, preferences, and potential barriers.



The overall objective is promoting awareness and understanding while involving stakeholders to respond to the project challenges around sustainable and inclusive urban regeneration. This requires a balanced approach that integrates social, economic, and environmental goals and, particularly, understanding local needs. That includes recognising local/national initiatives, policies and funding incentives, as well as technical assistance, collaboration and learning together through tailored capacity building. None is achievable without empowering communities to take ownership of the urban regeneration process and co-creation of neighbourhoods. This assessment will establish the network and define the target audience, the assessment of challenges and key messages and channels for communication.

## 1.2. Setting objectives and goals

Based on the analysis, clear and measurable communication objectives and goals will be established. These objectives should align with the project's overall goals and outline what the communication efforts aim to achieve.

Effectiveness and transparency in communication is essential for inclusivity and community engagement. Accordingly, several objectives and goals should be seized:

- **Awareness and understanding** – The objective is to increase public awareness and understanding of the benefits and processes involved in urban regeneration as those adopted by the project demo cities, measured through established activities and information campaigns.
- **Stakeholder engagement** – The objective is to enhance stakeholder engagement throughout the project lifecycle with the goal of securing the participation of at least information and consultation processes.
- **Transparency and accountability** – Maintain high levels of transparency regarding the project activities, progress and value of regeneration models through bi-annual newsletters, publications, regular social media posts, videos, press releases, events and constant highlights in the project website.
- **Promotional campaigns** – Conduct effective promotional campaigns revolving around WeGenerate main results and activities to highlight the progress and successes of regeneration efforts, whilst building consensus among the community for compromise and support to regeneration initiatives.

- **Accessibility and inclusivity** – Ensure all communication is accessible and inclusive, respecting cultural and linguistic diversity with the goal of featuring messages to specific local needs and targeted audiences, conveyed through the selected and most effective channels for communication.

### 1.3. Target audience identification

Identifying and understanding the proxy and EU-wide target audience is crucial for tailoring messages and selecting appropriate communication channels.

A diverse range of stakeholders has specific interests and roles in urban and people-centric regeneration processes. WeGenerate will consider the following key audience segments:

- **Local community:** Residents, city practitioners and local businesses directly involved and impacted by urban regeneration to ensure that their concerns are heard and addressed, that they benefit from improved quality of life while businesses also stand to gain from increased economic activity and capitalise on the economic revitalisation brought by the regeneration measures.
- **Government officials and policymakers:** These are fundamental to provide the necessary support for the projects, to ensure alignment with public policies and regulations and securing funding and approvals.
- **Funders and sponsors:** Their involvement is essential, as financial contributions drive the regeneration projects (incl. industries, real estate developers, insurance companies, banks, other funding bodies).
- **Community, civic groups and NGO's:** These groups often represent specific interests within the communities, in Europe or international (e.g., UNESCO, FEANTSA) or even through networks of cities (e.g., Eurocities, EUKN, DUT), regarding heritage conservation, environmental sustainability, social equity or functional and innovative regeneration planning. In all, safeguarding sustainable practices, respecting and incorporating community values and local heritage.
- **Academics and researchers:** They can provide data, case studies, and evidence-based practices to guide decision-making and utilise their research to inform and evaluate the project impacts and outcomes.

- **Media:** News outlets (e.g., local/national, Euronews) play a critical role in how regeneration projects are perceived by the public and ensure accurate and positive coverage that keeps the public informed and engaged.
- **The general public:** interested citizens, independently from geographical location, age or affiliation, to whom WeGenerate outcomes can be useful for knowledge or exploitation.

## 1.4. Message development

We will create compelling and relevant messages to effectively communicate with our target audience. Messages should be clear, concise, audience-centric, and aligned with the project's objectives. Tailoring messages to different audience segments may be necessary to maximise impact.

To better communicate, some guidelines and approaches are to be followed when conveying messages:

- **Clear, simple and easy to understand** - the language should be appropriate for the target groups.
- **Tailored to target groups** - it is very important to carefully consider what each stakeholder group would need to know about the project.
- **Provide correct and relevant information** – explain achievements, solutions or impact within target groups in order to attract interest of target audiences.
- **Be creative and get into the mindset of each target group** – combining information and graphic appeal
- **Select the right moments, means and format** to maximise outreach and impact
- **Encourage involvement and ownership** – build a unique reputation and generate trust for the adoption of outcomes during and beyond the end of the project.

Moreover, the preparation of materials and messages follow the path of outputs and relevance of wanted or needed impacts for the involved demo cities, their followers and other regions and audiences across the European Union.

Preliminary messages to be further developed include:

- Regenerating neighbourhoods for and with people
- Together we re-generate cities
- People-centric approaches can drive urban regeneration
- We re-generate thriving and sustainable neighbourhoods

The further establishment of emblematic messages from the project is yet to be discussed and fine-tuned with all partners from the WeGenerate consortium.

## 1.5. Channel selection and planning

Choosing the right communication channels is critical for reaching the target audience effectively. This step involves selecting a mix of channels, including traditional media, digital platforms, and social media.

Having identified the main aspects of communication and dissemination and defined the target groups in the previous sections, it is important that the implementation plan is in tandem with main phases of WeGenerate implementation progression. These are highlighted below:

- **Awareness-related phase:** This phase starts from the beginning of the project and runs up to its completion. It aims to raise awareness about the project, its objectives and activities. This phase focuses on communicating broadly to all audience groups the activities, initiatives, materials and tools under preparation that can be useful to the wider community (local, national or EU-wide). It is a way to catch and raise interest from stakeholders, developing storylines to further foster recognition of replication potential and/or exploitation. Campaigns are designed to enhance the reach out of outcomes.

This phase includes, among other Press Releases, Newsletters, infographics (i.e., factsheets), videos, social media posts, events and presentations (i.e., technical or scientific papers).

- **Output and Exploitation-related phase:** This phase starts with the release of the first outputs. Partners will be communicating tangible results and success stories to the public, local communities, businesses, civic groups, funders and sponsors, academia, local media and local and institutional policy players. Each target group will be approached using different channels, messages and timings (matching scheduled outputs/deliverables and milestones).

The project deliverables will be published on the website (see list of public deliverables in Annex 1) while materials, tools and general results, will be conveyed to relevant stakeholders mainly in the 'Interaction Bubbles'. The purpose is sharing success stories and best practices while harnessing collective power for sustained positive behaviour. The partnership will promote bridging with other initiatives and projects (i.e., Driving Urban Transitions Partnership, Re-Value, DivAirCity, Open, NetZeroCities, STARDUST) and disseminate or promote initiatives in tandem with EU policy developments that align with the subjects of the project (i.e., sustainable neighbourhoods, urban regeneration, social innovation, green energy, mobility, digitalisation, smart cities). WeGenerate will also exploit outcomes contributing to Key Policy Priorities, Horizon Europe Missions (i.e., Adaptation to Climate Change, Climate Neutral and smart Cities) or the New European Bauhaus.

## 1.6. Content creation and distribution

Creating high-quality content that aligns with the project's objectives and resonates with the target audience is essential. Content may include written materials, visuals, videos, and interactive elements, such as online events. Effective distribution strategies ensure that content reaches the intended audience through selected channels at the right time.

Content types can be strategically used to address different aspects of the urban regeneration process, from initial awareness and education to ongoing engagement and feedback gathering. Some examples of tailored content that are considered are as follows:

- Digital brochures and infographics outlining the project details, anticipating benefits, that can be easily understood and accessed by different stakeholders, enhancing transparency and understanding
- Social media campaigns featuring "behind-the-scenes" content, progress updates, and spotlight features on local community benefits and improvements to keep the community informed, engaged, and supportive of the project's progress. Campaigns are aligned with Demo cities strands of work and local social media measures (i.e., Urban WeGenerate Pathways) as well as with different outcomes (i.e., Urban WeGenerate Guidance Package, Urban WeGenerate Solution Booklet, Social innovation Cookbook)
- Video contents featuring testimonials from community members, planners, and local businesses. Include stories of anticipated and realised benefits of urban regeneration plans and achievements. This helps humanise the project and build emotional connections by showing real people and their expectations or experiences, fostering community support and enthusiasm.
- Email flash information and newsletters – sent to a stakeholders database and subscription list that includes updates, upcoming events, and ways to get involved with the project. This generates a direct line of communication with interested parties, ensuring they stay informed and connected with the project's developments.

## 1.7. Implementation

Executing the communication plan involves putting the strategy into action. This includes scheduling activities, managing resources, coordinating partners, and monitoring progress to ensure that communication efforts are on track.

In designing the project, all partners were made part of the Dissemination and Communication activities to ensure maximum impact of the activities foreseen.

Therefore, all partners have a role and responsibility, either passive or active, in disseminating and communicating the outcomes under their responsibility and aiding in sharing all published information on the project.

The Communication and Dissemination (WP9) lead partner, EUPPY, will guide in the production of communication and dissemination materials, content and timing, and on the graphic or animated production. EIT UM and ICLEI will contribute to the tasks under WP9. Each partner, group of partners and WP leaders have the responsibility to timely inform on materials to be disseminated and establish with the WP9 leader the content of messages to convey.

Partners are also requested to actively promote and participate at relevant events to disseminate the project and need to communicate and provide evidence for further reporting.

More specifically, the share of responsibilities is as follows:

Task	Lead	Participants	More information / subtasks
T9.1: Dissemination and Communication Plan	EUPPY	EIT UM, ICLEI	<p>In collaboration with WP8, this task will prepare the Dissemination, Exploitation and Communication Plan, to ensure that relevant, accurate, and consistent information reaches the targeted stakeholders and audiences.</p> <p>Specific gender-targeted consultation and awareness campaigns will be planned.</p> <p>The Communication Plan will provide a framework to manage and coordinate a wide variety of communication and dissemination activities that take place during the project. It will define:</p> <ul style="list-style-type: none"> <li>a) the targeted audiences;</li> <li>b) the promotional materials and communication channels to be used;</li> <li>c) the key information and messages to be disseminated;</li> <li>d) the distribution of responsibilities between partners;</li> <li>e) the frequency of the communication and</li> <li>f) a roadmap of the actions and events to be carried out throughout the project.</li> </ul>
T9.2:	EUPPY	All partners	This task include:

<p>Communication Toolset</p>			<ul style="list-style-type: none"> <li>• Setup and design of the project identity and all promotional materials. The official project website and all relevant Social Media accounts and channels will be developed and managed throughout the project.</li> <li>• Project website shall include sections on the project's objectives, consortium, Demo/Fellow Cities, newsletters, a press corner and deliverables. Results will be highlighted in factsheets and all promotional materials will be downloadable. A dedicated page will include details of all events related to the project.</li> <li>• Social Media channels will be selected as part of the Communication Plan and might include platforms such as LinkedIn, Twitter and YouTube. Other innovative channels such as thematic blogs, video competition, live camera, etc. will be explored.</li> <li>• A repository of relevant projects, initiatives, and networks will be created for content dissemination. A database will be managed and updated to facilitate direct communication to target groups. The connection to them will be established through consortium partners in order to maximise the project outreach.</li> <li>• Dissemination and communication at European level (e.g., to policy makers and policy interest groups) will be coordinated with T9.4 and T9.5.</li> <li>• The content to be published will be prepared in coordination with all partners, it will be tailored and communicated to specific</li> </ul>
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			<p>target groups. Translation of materials will be done based on the demand and with the support of partners to facilitate dissemination and communication at the local and national level (T9.3).</p> <ul style="list-style-type: none"> <li>Key KPIs will be defined and monitored to assess the Communication Plan, these KPIs may include number of unique users and rate of new visitors of the project website, total number of subscribers/followers and total number of interactions (likes, shares, comments, etc.) in the social media channels.</li> </ul>
T9.3: Supporting Local and National Communication	EUPPY	ICLEI, EIT UM, Demo Local Circles	<p>This task coordinates and supports the local and national communication and dissemination activities of the four Demo Cities, and their communication with respective national institutions and organisations. In coordination with WP8, templates and methodologies will be provided for local partners to engage with citizens and relevant local and national stakeholders. Locally, these may include local awareness campaigns, press releases, events, roadshows, etc. Nationally, these may include site visits, workshops with relevant national institutions and/or fellow cities, presentations at national events, articles in national media, etc. Press kits and promotional materials (including short videos) will be developed. Promotional materials can be provided for translation into the local languages of the Demo Cities on demand. Local and national communication and dissemination activities will be tracked and monitored as part of this task.</p>
T9.4: Events and Platforms	ICLEI	FRHF, EIT UM, EUPPY,	<p>Project partners will magnify the international outreach of the project by participating in events organised for this purpose and also by</p>

		<p>LNEG, UNIBO, UTCB, VTT, NOVA SBE, CRES, IREC, CVUT, RM3, NTNU</p>	<p>leveraging other external events and platforms partners have access to.</p> <p><b>T9.4.1.</b> Organise two European Policy Dialogue Roundtables to increase the uptake of the policy recommendations developed by the project (T9.5.1) and to ensure vertical outreach with local, national, and European level policy makers. (M36, M46)</p> <p><b>T9.4.2.</b> Deliver presentations based on the project outcomes at relevant European conferences, channelled via project partners involved in their organisation (e.g., European Sustainable Cities &amp; Towns Conference, Urban Future, Smart Cities Expo, CITIES conference, European Week of Regions and Cities) (M6-M46)</p> <p><b>T9.4.3.</b> Participate in the outreach, dissemination and communication activities organised by relevant European initiatives and platforms, to ensure outreach with other city ecosystems and communities of practice, such as the Cities Mission (NZC, Re-Value, Up2030), DUT Driving Urban Transitions and NEB communities (M1-M48)</p> <p><b>T9.4.4.</b> Organize the WeGenerate Final Conference to showcase the results achieved by the project (possibly as part of the established conference series 'Informed Cities') (M48)</p>
<p>T9.5: Thematic Case Studies and Policy Recommendations</p>	<p>ICLEI</p>	<p>FRHF, EIT UM, EUPPY, LNEG, UNIBO, UTCB, VTT, NOVA SBE, CRES, IREC, CVUT,</p>	<p>This task builds upon the project's findings to inform policy dialogues and wider communities of practice at European level. The outputs of this task will be disseminated via the project's website, media channels, newsletters, and other external communication channels, as well as at the events and through the platforms described in T9.4.</p> <p><b>T9.5.1.</b> Author five Policy Papers, targeting different policy arenas and related audiences (e.g., finance, building industry, EU policy, local</p>

		RM3, NTNU	policy, national policy, etc.). These papers will highlight the relevance of project results to EU policy processes (e.g., EU Cities Mission, New EU Urban Agenda, New European Bauhaus, Clean Energy Package, Renewable Energy Directive, EU Cohesion Policy, NextGenerationEU, Urban Mobility Framework, and Smart and Sustainable Mobility Strategy). <b>T9.5.2</b> Write four Thematic Case Studies summarising the key findings across all four Demo Cities (WP3-WP6) for each Solution Cluster (WP2), targeting practitioners working in relevant domains.
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Table 1 – COMMUNICATION SHARED RESPONSIBILITIES

## 1.8. Monitoring and evaluation

Regular monitoring and evaluation help assess the effectiveness of communication efforts and identify areas for improvement. Key performance indicators (KPIs) aligned with communication objectives are tracked, and feedback from the audience is collected to inform adjustments and optimise future communication activities.

To monitor and measure the quantity and efficiency of the project's dissemination and communication activities, performance metrics will support the evaluation of the communication activities. The listed **key performance indicators** will be considered:

Tools/Channels	Key Performance Indicator	Target value (end of project)
<b>Project website</b>	Number of visitors Number of new visitors Number of page views Origin of visitors	An average of 500 per month
<b>Newsletters</b>	Number of subscribers Number of subscribers opening the newsletter email Number of newsletters released	1000 More than 50% 8
<b>Social Media channels (Facebook, X-Twitter, LinkedIn and YouTube)</b>	Number of posts published Number of posts shared	More than 300 in each platform More than 3.5%

	Number of followers	More than 1000 on LinkedIn
	Number of YouTube subscribers	More than 150
	Number of YouTube video views	50 per video
<b>Press releases</b>	Number	At least 15
<b>Events</b>	Number of events organised	TBD
	Number of participants in project's events	

**Table 2 – KEY PERFORMANCE INDICATORS**

## 1.9. Feedback and adaptation

Incorporating feedback from stakeholders and the audience is essential for refining the communication strategy and ensuring its relevance and effectiveness over time. Flexibility and adaptability are key as communication needs and circumstances may change throughout the project lifecycle.

Effective communication not only involves disseminating information but also engaging in a two-way dialogue with stakeholders. Therefore, collecting and integrating feedback is crucial for ensuring that communication strategies remain relevant and effective over time. This approach not only helps enhance the project outcomes but also builds a strong foundation of trust and cooperation by and among the partnership.

- Feedback channels will be considered to gather views from stakeholders. These will be reactions during events, discussions in specific working groups, both external and internal to the consortium, and through the project communication channels
- Data analysis will support adaptation, for example: revise the network of contacts considering the dynamics of stakeholder groups, or adjust the dissemination and communication plan based on feedback,
- Keep regular monitoring and evaluation of the performance metrics and conduct review of communication measures against effectiveness and impact.

By following these main steps, we intend to develop and implement a communication strategy that effectively engages stakeholders, fosters support, and drives positive outcomes for the project.

## 2. Tools for Dissemination and Communication

### 2.1. Visual identity

The design of the project visual was developed at the very early stage, taking into consideration its overall concept and its target audience.

The main element of the project's identity is its logo, which will always be displayed in all official publications.

The logo is available in different colour variations. There are also logo variants allowing it to be on top of dark backgrounds.



Figure 2 – WeGenerate LOGO VARIANTS

There are also **very important requirements** in what regards the public display of the project materials: it is mandatory that all beneficiaries, managing authorities and implementing partners display prominently the EU emblem and funding statement **on all the communication materials, dissemination activities and any equipment, infrastructure, vehicle, supply or result** financed by the grant.

The following emblem is applicable to WeGenerate:



Figure 3 – EU EMBLEM AND FUNDING STATEMENT

In addition, all official project documents must indicate the following disclaimer: *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.”*

On [this page](#) beneficiaries of EU funding can download ready-to-use EU funding emblems to comply with the visibility requirements. There are several variants of the emblem.

## 2.2. WeGenerate Logo Colour Codes

WeGenerate colour palette follows the colour codes below:



Figure 4 – WeGenerate COLOUR PALETTE

## 2.3. WeGenerate Fonts

The recommended fonts for WeGenerate are Calibri (body text) and Calibri Light (titles).

## 2.4. Official Website

The WeGenerate official website provides general information about the project and is one of the main sources available for stakeholders’ interaction, engagement and scrutiny.

The website was designed at the early stages of the project and put online, following schedule, by the end of January 2024. It is stored at <https://wegenerate.eu/>. It will be updated according to the evolution, developments and needs of the project.



Figure 5 – WeGenerate HOMEPAGE

The following main sections compose the website

- **Home** – There is a background picture with the colours of the project’s logo and short sentences about the project. The latest three published news are on display. A horizontal website menu on the top leads to further information. This menu, together with the footer providing links to social media and to the project’s newsletter subscription are available in all website pages.
- **About** – This section provides a short **description of the project**, as well as its main **objectives**. It is followed by a table with the **public results** that are expected throughout the project’s duration. This table will be updated whenever each result is released. In the end, all project **partners** are listed through the display of their logos and a description about each partner and link to their website are available (text box opens when a logo is clicked on).
- **Fellow Cities** – This section’s first purpose is to store the main information on the Call for Fellow Cities. It provides an infographic about the call, the terms of reference and the link to the application form. In the future, this section will store information about the Fellow Cities’ urban regeneration challenges and stories. There is also a map with the location of the four Demo Cities that be updated with the location of the Fellow Cities with different location pins.
- **Demos** – This section contains information about the four demo cities and their objectives within the project.



- **Events** – This section will display the events organised by the project. There will be event boxes with a short description of the event, its agenda, its speakers and a link to registration. After the event, presentations of speakers will be made available through the same box.
- **What's New?** – This section displays the **news**, the **publications** (public deliverables and other documents) and the **newsletters**.

## 2.5. Social Media

WeGenerate has a [Facebook page](#), a [X-Twitter account](#), a LinkedIn [Page](#) and a [YouTube channel](#).

Using these platforms to disseminate ongoing work and results of the project serves multiple purposes, primarily revolving around outreach, engagement, and networking.

Facebook, with its extensive user base and diverse demographics, allows to reach a broad audience, including communities' members and other stakeholders. Here, project updates, milestones, and community events can be shared to foster transparency and inclusivity. For instance, regular posts can highlight the project's progress updates such as the completion of a new public space or the launch of a community survey to gather feedback on proposed developments.

X-Twitter's fast-paced nature and concise format make it appropriate for sharing quick updates, news, and engaging with a wider audience through hashtags and retweets. Tweets can showcase visual progress updates such as before-and-after photos of revitalised neighbourhoods or share relevant articles and resources from urban regeneration experts.

LinkedIn offers the opportunity to connect with key stakeholders, policymakers, urban planners, and potential funders interested in urban regeneration projects. Here, project updates can be shared focusing on the project's impact, partnerships, and success stories. For example, LinkedIn articles can delve into the project's innovative approaches to sustainability or highlight collaborations with local businesses to support economic revitalization efforts. Additionally, sharing success stories of community members who have benefited from the project can add a human touch and inspire further engagement.

The project follows all project partners in these three platforms and will be followed back by them. Partners commit to share the project's social media publications in their own accounts, thus providing more visibility to ongoing work and results.



YouTube, as a dynamic platform for visual storytelling, education, and community engagement, will be used by WeGenerate to showcase the impact of its initiatives through informative videos. Additionally, YouTube offers the opportunity to host livestream (and store) webinars and panel discussions, enabling real-time interaction with stakeholders and experts.

Platform	Link	Project's handle
Facebook	<a href="https://www.facebook.com/profile.php?id=61554196284360">https://www.facebook.com/profile.php?id=61554196284360</a>	@WeGenerate
X -Twitter	<a href="https://twitter.com/WGenerate32584">https://twitter.com/WGenerate32584</a>	@WeGenerate_EU
LinkedIn	<a href="https://www.linkedin.com/company/people-centric-sustainable-neighbourhoods/">https://www.linkedin.com/company/people-centric-sustainable-neighbourhoods/</a>	@WeGenerate
YouTube	<a href="https://www.youtube.com/channel/UCCfm6FtuRenYGfpcgrVWN7w">https://www.youtube.com/channel/UCCfm6FtuRenYGfpcgrVWN7w</a>	@WeGenerate-PCSN

**Table 3 – WeGenerate SOCIAL MEDIA PLATFORMS**

## 2.6. Repository of tools

The project provides a location for storage of files: a documentation repository – an [official repository](#) for the project related files. In this location, there is a [Communication Toolset](#) containing templates for meeting agendas, meeting minutes, monthly reports, single page, PPT presentations, press releases and deliverables (reports). A set of .PNG and .PDF files for the project's logo is also available.

A list of identified events will be made available in the project's cloud. Partners will be able to use this document either by adding other events or to inform others about the events that they will be participating in and representing WeGenerate.

## 2.7. Promotional materials

Promotional materials are also available in the [Communication Toolset](#). Other materials will be produced and updated according to the project's needs.

Already available promotional materials are:

- **Roll-Up** – providing non-technical overview of the project, it contains a QR code to the project's website; to use at in-person events organised either by the project or by third parties. When printed, it measures 85x200cm.
- **Trifold brochure** - providing a detailed and non-technical overview of the project, it is targeted not only to stakeholders but also to a wider audience.



Figure 6 – WeGenerate ROLL-UP



Figure 7 – WeGenerate TRIFOLD BROCHURE

## 2.8. Dissemination materials

### Newsletter

The primary goal of the newsletter is to **keep subscribers informed about the latest developments, progress, and upcoming events within the project**. It will also serve as a **bridge** for fostering meaningful dialogue, soliciting feedback, and encouraging active participation from the communities. Additionally, the newsletter may highlight success stories, spotlight community champions, and share resources and opportunities for involvement, thereby **fostering a sense of ownership and pride among residents in the ongoing transformation of their neighbourhoods**.

The newsletter will contain several sections, as follows:

- An article or an interview related to the Demo Cities and/or the Fellow Cities.
- Information on the project's Work Packages main highlights, which implies that each partner will be asked to provide relevant inputs to the Newsletter. The request for inputs will be done by WP9 every two-months, to avoid neglecting any relevant activity, while contributing to monitoring performance.

- Information about relevant EU policy news.
- Information about relevant future key events (local, regional or EU level).

The newsletter will be **reader-friendly** and **provide links to further information** or details, when available. One newsletter will be published every semester.

### Press releases

Press releases will be produced to coincide with key project achievements such as the organisation of a large event or the implementation of key activities. Such press releases will be sent directly to WeGenerate' partners, who will then forward them to their relevant target groups. Given the importance of **national and local impact**, project partners, namely the demo cities, will share press releases within their network at regional / national level and media, ensuring that key information is spread. EURACTIV, POLITICO and EU OBSERVER may also be used for dissemination purposes.

### Factsheets

Factsheets - which can take the form of leaflets - about the results of the project may be produced on a case-by-case basis with the purpose to transform deliverables into easy-reading documents. This will increase the visibility of the project to relevant stakeholders but, above all, to people connected to the specific urban regeneration projects in the demo cities.

## 2.9. Participation in third-party events

WeGenerate will be presented in several events at national and European level. The participation and involvement in major events at EU level will occur yearly. EU events are good platforms to reach identified target groups and decision-makers. Here are some examples:

- [European Week of Regions and Cities](#)
- [EU Green Week](#)
- [European Sustainable Energy Week](#)
- Covenant of Mayors Investment Forum

Participation in other events is also to be considered, such as:

- [Smart City Expo World Congress](#) (Barcelona, 5-7-11/2024)
- [European Conference on Sustainable Cities and Towns 2024](#) (Aalborg, 1-3/10/2024)

### 3. Conclusions

The dissemination and communication activities outlined in this document establishes a comprehensive framework for communicating the goals, activities, and outcomes of our urban regeneration project. It is designed to ensure effective stakeholder engagement, foster transparency, and promote the broader impact of our initiatives. This plan serves as a baseline, laying the foundation for ongoing communication and engagement strategies and what will follow next to ensure co-creation processes among the WeGenerate partners.

As the project evolves over the next four years, this plan will undergo regular reviews and updates to remain aligned with emerging trends, stakeholder feedback, and project milestones. Our commitment to continuous improvement and adaptability will guide these iterative processes, ensuring that our communication efforts remain relevant, effective, and inclusive. In conclusion, this dissemination plan represents a living document that will grow and adapt with the project.

## Annex 1 - List of public deliverables

No.	Title	Date
D1.2	Project Management Handbook	December 2023
D1.3	Quality Assurance Plan	January 2024
D1.4	Data Management Plan	January 2024
D2.1	Social Innovation Cookbook	March 2024
D2.2	WeGenerate Solution Booklet	July 2027
D3.1	Urban WeGenerate Action Plan and Implementation Roadmap - Cesena	January 2025
D3.2	Storytelling of Urban WeGenerate Pathway - Cesena	July 2027
D3.3	Long-Term Sustainability Plan - Cesena	September 2027
D4.1	Urban WeGenerate Action Plan and Implementation Roadmap - Cascais	January 2025
D4.2	Storytelling of Urban WeGenerate Pathway - Cascais	July 2027
D4.3	Long-Term Sustainability Plan - Cascais	September 2027
D5.1	Urban WeGenerate Action Plan and Implementation Roadmap - Bucharest	January 2025
D5.2	Storytelling of Urban WeGenerate Pathway - Bucharest	July 2027
D5.3	Long-Term Sustainability Plan - Bucharest	September 2027
D6.1	Urban WeGenerate Action Plan and Implementation Roadmap - Tampere	January 2025
D6.2	Storytelling of Urban WeGenerate Pathway - Tampere	July 2027
D6.3	Long-Term Sustainability Plan - Tampere	September 2027
D7.1	WeGenerate Impact Model for Sustainable Inclusive Neighbourhood (Initial)	July 2024
D7.2	Standardised Data Measurement and Processing Protocol	July 2024
D7.3	Report on the Cross-Demo Baseline Comparison	November 2024
D7.4	WeGenerate Impact Model for Sustainable Inclusive Neighbourhood (Final)	August 2027
D7.5	Overall Project and Cross-Demo Impact Assessment	September 2027
D8.1	Replication Roadmaps for the 5 Fellow Cities	October 2026
D8.3	Urban WeGenerate Guidance Package	September 2027
D9.1	Project Website	January 2024
D9.2	Dissemination, Exploitation and Communication Plan	April 2024
D9.3	D9.3.1 Policy Paper D9.3.2 Policy Paper D9.3.3 Policy Paper D9.3.4 Policy Paper D9.3.5 Policy Paper	April 2025 November 2025 June 2026 January 2027 July 2027
D9.4	D9.4.1 Thematic Case Study D9.4.2 Thematic Case Study D9.4.3 Thematic Case Study D9.4.4 Thematic Case Study	May 2025 January 2026 October 2026 July 2027

## Annex 2 - Communication channels & materials and other tools

<b>Communication channels</b>
<a href="#">Website</a>
<a href="#">Facebook</a>
<a href="#">X-Twitter</a>
<a href="#">LinkedIn</a>
<a href="#">YouTube</a>
<b>Communication Materials</b>
<a href="#">Project Logo</a>
<a href="#">WG ROLL-UP 85x200cm.pdf</a>
<a href="#">WG PPT PRESENTATION Template.pptx</a>
<a href="#">WG PRESS RELEASE Template.docx</a>
<a href="#">WG REPORT Template IMPROVED.docx</a>
<b>Other Tools</b>
<a href="#">WG MEETING AGENDA Template.docx</a>
<a href="#">WG MEETING MINUTES Template.docx</a>
<a href="#">WG MONTHLY REPORT Template.docx</a>
<a href="#">WG PAGE Template.docx</a>
<a href="#">Events database.xlsx</a>