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PRESS RELEASE

WeGenerate: Pioneering Sustainable Urban Transformation Across Europe

Four European cities are leading innovative action plans to enhance sustainability, mobility, and energy efficiency through digital innovation and community-driven urban regeneration.

The WeGenerate project is driving a new wave of urban transformation across Europe, with Bucharest, Cascais, Cesena, and Tampere implementing ground-breaking action plans that blend digital innovation, sustainable energy, and community participation. Each city is pioneering unique approaches to address local challenges while setting new benchmarks for sustainable and inclusive urban development.

Bucharest: Energy-Smart and Community-Driven Urban Regeneration

The WeGenerate Action Plan for Bucharest focuses on transforming the Campus Tei in Bucharest's District 2 into a climate-resilient and energy-efficient urban hub. Key initiatives include deep retrofitting student facilities for improved energy performance, regenerating public spaces with nature-based solutions, and creating a Shared Energy Centre to optimise local renewable energy use. A Digital Twin model will support real-time energy planning, while pedestrian-friendly infrastructure and mobility solutions will enhance urban accessibility.

Cascais: Fighting Energy Poverty Through Renewable Energy Communities

In the Alcabideche Neighbourhood, WeGenerate is tackling energy poverty and improving social housing comfort through a Renewable Energy Community (REC). The initiative integrates smart energy management, Digital Twin technology, and information campaigns to empower residents and promote sustainable living. Through future collaboration with 17 municipalities in the Lisbon Metropolitan Area, Cascais is setting the stage for large-scale replication of its energy-sharing model.

Cesena: Bridging Urban Divides with Green Mobility and Digital Innovation

Cesena's WeGenerate Action Plan targets two urban areas separated by a railway, using an integrated urban transformation strategy to enhance connectivity and environmental resilience. Sustainable mobility solutions, including a new Bike Station and improved Park & Ride system, will encourage active transport. Temporary greening interventions will revitalise public spaces, while Digital Twin technology will support energy-efficient building renovations. Citizen engagement remains central, with co-design workshops and a "Digital Coffee Room" platform fostering long-term involvement.

Tampere: Leading the Way in Human-Centric Walkability

The WeGenerate Action Plan for Tampere focuses on enhancing walkability through data-driven planning and digital tools. Digital Twin technology will simulate pedestrian movement, safety, and emissions, enabling smarter urban design. Public engagement initiatives, including surveys and tactical urbanism activities, will shape the redesign of key public spaces. Economic incentives and awareness campaigns will further encourage sustainable mobility, positioning Tampere as a model for future-ready, people-centred cities.

A Scalable Vision for European Cities

The WeGenerate initiative is more than a series of local projects—it is a blueprint for scalable and replicable urban transformation. By integrating co-creation, digital innovation, and sustainable energy practices, these four cities are demonstrating how technology and community engagement can drive the future of urban living.

As these action plans unfold, WeGenerate is set to inspire cities across Europe to adopt innovative, citizen-led solutions for climate resilience, energy efficiency, and urban well-being.

WeGenerate - Co-creating people-centric sustainable neighbourhoods through urban regeneration is a Horizon Europe Innovation Action seeking to infuse the elements of people and co-creation in the urban regeneration processes. The project is based on the journeys of four neighbourhoods and their communities located in different parts of Europe: Bucharest (Romania), Cascais (Portugal), Cesena (Italy) and Tampere (Finland). To learn more about WeGenerate, visit the website <https://wegenerate.eu/>.

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