

D9.1 Project Website



WeGenerate

PEOPLE-CENTRIC SUSTAINABLE NEIGHBOURHOODS



Co-funded by
the European Union

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EXECUTIVE SUMMARY

This report provides an overview of the website for the WeGenerate project. The website is branded in accordance with the project's visual identity and distinctively displays the WeGenerate logo, which was designed to represent the project's mission and the collaboration between demonstration cities. It is a key element of the project's presence and will feature prominently across all communications. The website, a living tool that will evolve as the project progresses, is designed to facilitate stakeholder engagement and ensure effective dissemination of information. While the logo is final, the website will be subject to ongoing updates and improvements, ensuring it remains aligned with the project's needs.

INTRODUCTION

This report presents the results of the creation of the website for the WeGenerate project. It showcases the final designs and the website's structure supporting the project's goals by the end of January 2024 (M3). The objective was to establish a cohesive identity that enhances visibility and engagement across the EU, while drawing traffic and attention to the project and, more widely, topics related to urban regeneration.

The website serves as a dynamic communication tool that will continue to evolve with the project's progress. It will be regularly updated with new content, features, and functionalities to meet emerging needs and objectives. This adaptability ensures that the website remains relevant and effective in engaging stakeholders, disseminating information, and reflecting the project's dynamic nature.

CONTENTS

1. Visual identity

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

The logo's four colours were selected to represent the four demonstration cities involved in the project, each contributing to the initiative's objectives. These distinct colours visually differentiate the cities, symbolising their unique contributions and characteristics, while also highlighting their interconnectedness within the broader framework of the project. The lines connecting the colours serve as a visual metaphor for the project's key themes: neighbourhoods, people, nature, energy, and mobility. These lines represent the flow of collaboration and shared goals across cities, linking urban areas, fostering community engagement, and integrating sustainable practices in energy and mobility. The logo, therefore, encapsulates the project's holistic vision, where diverse cities and their communities are united by a common purpose of innovation and sustainability.

The logo is the cornerstone of the project's identity and will be prominently featured in all official publications. It is available in multiple colour variations to ensure versatility and adaptability across different media. Additionally, alternate logo versions have been created for use on dark backgrounds, ensuring consistent visibility and brand recognition in various design contexts.



FIGURE 1 - WeGenerate Logo Variants

WeGenerate colour palette follows the colour codes below:



FIGURE 2 - WeGenerate Colour Palette

In addition to the logo, the EU emblem and funding statement will be displayed 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

Furthermore, all official project documents will 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.”*

2. 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 (M3). It is stored at <https://wegenerate.eu/>. As the project progresses, the website will be continuously refreshed with updated content, new features, and enhanced functionalities to address evolving needs and goals.



FIGURE 4 - WeGenerate Homepage Top

The following main sections compose the website by the end of January 2024:

- **Homepage** – 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 communicate information about 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 feature the Fellow Cities' city profiles, urban regeneration challenges and stories. There is also a map with the location of the four Demo Cities that will be updated to include the Fellow Cities when they are selected.
- **Demo Cities** – This section contains information about the four Demo Cities and their objectives within the project. This content will evolve as the Demo Cities progress in their journey and actions are put in place.
- **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.
- **Reach out** – This section displays the **news**, the **publications** (public deliverables and other documents) and the **newsletters**.

CONCLUSIONS

The visual identity that was developed effectively encapsulates the project's key messages, visually representing its mission and the connection between the Demo Cities and key themes. Its versatile design ensures it can be used across a variety of platforms and publications, maintaining a consistent and recognisable brand image.

The website, designed as a dynamic communication tool, serves its purpose of promoting the project and engaging stakeholders, while meeting publicity and transparency goals from the EU. Its user-friendly structure and clear presentation of information enhance visibility and accessibility. However, as a living tool, the website will continue to evolve, with further adjustments and developments made to align with the project's ongoing needs and changing dynamics. This flexibility ensures that the website will remain a relevant and effective platform throughout the project's lifespan.

PARTNERS LOGOS

