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Communication and Dissemination Plan

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Abbreviations

FC: Follower cities

FRC: Front-runner cities

NBS: Nature-based solutions

NGO: Non-governmental organisation

proGInreg: productive Green Infrastructure for post-industrial urban regeneration

Executive Summary

This plan describes the framework and procedures to be used for effective communication and dissemination work within the productive Green Infrastructure for post-industrial urban regeneration (proGInreg) project. It provides project descriptions, analyses the situation at the start of the project and offers communications tactics and messaging guidance, lists potential communication channels, provides a social media guide for partners and an approach to considering gender equity within communications, describes the work on exchanges with other projects and presents the approach to be followed for academic dissemination. This plan will be updated on an annual basis.

1. Objectives

The main objective of the proGInreg communication and dissemination work is to efficiently and effectively communicate and disseminate the project results to maximise their impact.

More specifically the objectives are to:

- **Update** the communication and dissemination plan annually
- **Communicate** research between and among partners
- **Create** global awareness on nature-based solutions (NBS) as a paradigm change and source of new business opportunities
- **Promote** networking of the front-runner cities (FRC) as 'coaching cities' with follower cities (FC)
- **Exploit** and promote the adoption of recommendations and learnings
- **Disseminate** proGInreg scientific publications
- **Monitor** and coordinate partners' participation in dissemination events

2. Project descriptions

2.1. Claim

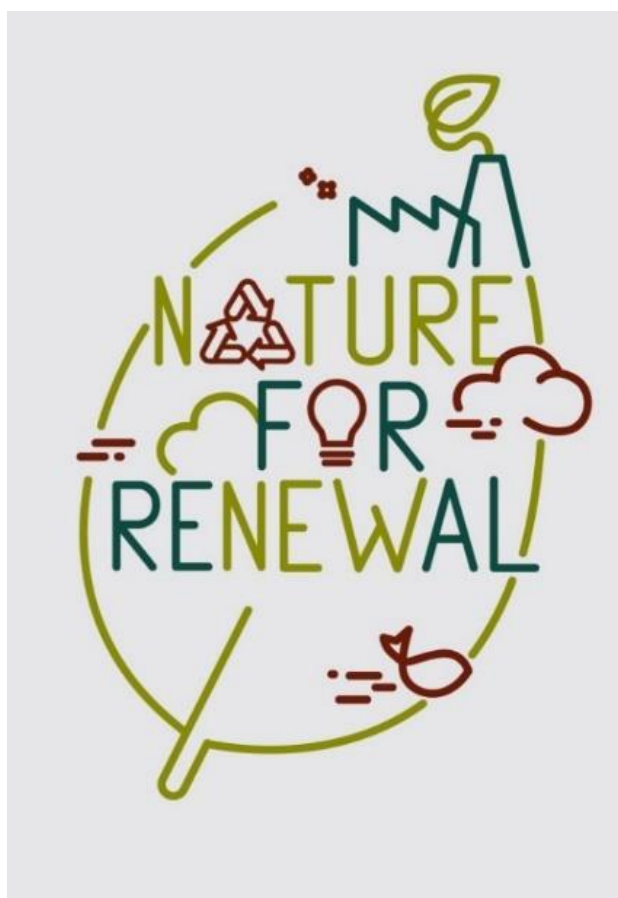
Since the proGInreg project title acronym does not provide an indication as to the project's content and the length of the official title 'productive Green Infrastructure for post-industrial urban regeneration' creates a barrier to easily remembering the title, project partners collectively chose a striking claim, which is easier to remember and depicts what the project is about. The claim is: **Nature for renewal.**

This claim can be used in communications about the project, either in combination with the longer or shorter project title, as follows:

- Nature for renewal: productive Green Infrastructure for post-industrial urban regeneration
- Nature for renewal: proGInreg

The claim should not be used on its own without any project title or logo, since it is not the official name; instead it complements the project title.

A graphic has also been created which can be used in communication products:



2.2. About the project

The descriptions below can be used to explain what the project is about.

ProGReg uses nature for urban regeneration with and for citizens.

Productive Green Infrastructure

In our front-runner cities, eight different nature-based solutions will create productive Green Infrastructure that not only improves quality of life and reduces vulnerability to climate change but also provides measurable economic benefits to citizens and entrepreneurs in post-industrial urban districts.

Co-creation for urban regeneration

Together, local citizens, governments, businesses, NGOs and universities design the nature-based solutions and make them happen.

Self-sustaining business models

ProGReg develops self-sustaining business models for nature-based solutions based on scientific assessment of the multiple benefits they provide for social, ecological and economic regeneration.

2.3. The nature-based solutions

ProGlgreg develops eight different types of nature-based solutions (NBS), as shown below. Please note that these short descriptions differ from the more detailed and technical descriptions in the grant agreement since they are intended for communications purposes (more details on these NBS are also available on the [NBS pages](#) on the website):



Leisure activities and clean energy on former landfills



New regenerated soil



Community-based urban farms and gardens



Aquaponics



Green walls and roofs



Accessible green corridors



Local environmental compensation processes



Pollinator biodiversity

3. Situation analysis and tactics

The communications team gained feedback on the situation in the various cities at the beginning of the project by sending out a questionnaire to all project partners in August 2018 (in which 21 people across the project participated) and via telephone calls and in-person meetings. The results of the questionnaire, together with suggested actions developed collaboratively by the communications plan team, are presented below under the headings target groups, top project strengths and challenges (shown in order of priority).

3.1. Target groups

The following target groups were identified in order of priority as follows:

1. City representatives and local decision-making groups
2. Residents in the Living Labs
3. Urban planners
4. Civil society and the general public
5. Local communities in Follower Cities
6. Scientific community inside and outside the consortium
7. Politicians
8. EU representatives
9. Industry/ SMEs
10. National and international civil societal associations

3.2. Reaching the target groups

Below are some suggestions of how to reach the top target groups identified above.

Target group 1: City representatives and local decision-making groups

How to reach: Since city representatives are often faced with contrasting views from lobbyists and other groups, it is useful to present topics such as nature-based solutions clearly and concisely e.g. via fact sheets or newsletters. It is also helpful to link the project goals to policy and strategy goals relevant for the cities, as defined below.

Turin: ProGlgreg is very much linked to the Adaptation Plan currently being drafted for Turin (the first draft is due towards the end of 2019). The plan is to embed nature-based solutions as a core inspirational approach and consider proGlgreg results within the plan. Additionally activities of citizens to revive and maintain abandoned buildings in the city, under the Common Goods Regulation, is relevant for proGlgreg since the revived buildings are being considered as a potential target for proGlgreg green roofs.

Dortmund: In Dortmund the aims of proGReg overlap with the aims of the International Garden Exhibition due to take place in 2027. Both projects are embedded within strategic development plans for the area, consider the same key question of how the citizens want to live tomorrow, and therefore follow similar goals.

Zagreb: In Zagreb, proGReg originated from and overlaps with the project run by Green and Blue Sesvete association, which aims to improve quality of urban life in the Sesvete area through engagement with citizens. The City Office of Strategic Planning has its own department for communication with the public, ZgForum, which will be involved in the project activities.

Target group 2: Residents in the Living Labs

How to reach: Some of the proGReg partner NGOs, associations and in some cases the SMEs have been included in this project largely because they have access to and trusting relationships with residents of the Living Labs. These partners, and sometimes also the local governments, are ideally placed to reach the residents and encourage them to be part of and engage in the project.

In **Turin** partner Fondazione Mirafiori, a local foundation that is trusted by and close to the local residents, is, for example, planning a spring festival event targeted at local schools and young people, with story-telling focussed on proGReg activities. The plan is to create videos and reports in an online magazine. Additionally, Fondazione Mirafiori is working together with FIAT Chrysler Automobiles – still the main industrial employer in the area – to involve employees in the proGReg park and schools' vegetable garden. The city of Turin is also communicating with local citizens through the **planet smart city app**, enabling citizens to interact on various levels with the project.

In **Dortmund** workshops and presentations in schools will help to explain different nature-based solutions.

In **Zagreb** the Green and Blue Sesvete association has the direct contact with the locals and runs various events to engage with the community and discuss issues such as how to solve traffic problems and improve mobility. Local events engaging the local community, especially schools and the local museum, are also planned in the wider area of the Living lab.

While some local residents can be reached via social media and traditional media, it is important to pursue direct contact via co-design events and tour visits to the Living Labs to ensure no-one is left out. Examples of nature-based solutions used elsewhere can also help to explain technical terms more easily.

Target group 3: Urban planners, architects

How to reach: Publish articles in design/architecture magazines, showing high-quality examples of good practice portraying NBS from the Living Labs. Invitations to conferences, forums and other networking events, where professionals can become more involved in NBS research and development, would also be appreciated.

Target group 4: Civil society and the general public

How to reach: A strong website with regular updates from the different cities, alongside traditional and social media reporting, is essential. Invitations to public events and more direct project participation are also necessary.

Target group 5: Local communities in Follower Cities

How to reach: As with the residents in the Living Labs, face-to-face events are necessary in addition to good media coverage, to gain input and hear opinions from locals in the follower cities.

Target group 6: Scientific community inside and outside the consortium

How to reach: Identify, list and invite different research groups and networks working on the topic of nature-based solutions to proGReg seminars and events. Also identify a wide spectrum of academic conferences, for proGReg dissemination, that approach NBS from transdisciplinary point of view. Involve the scientific community in scientific papers in journals, newsletters etc. Some publications should be open access. Foster the writing of scientific paper with authors coming from different disciplines and areas.

Target group 7: Politicians

How to reach: Involve politicians in the dissemination of material, brief them on important results at key moments, and invite them to attend and promote project events, especially with a large citizen participation. Link the aims of proGReg to other 'favourite' projects of politicians

3.3. Strengths

The top project strengths identified are shown below together with examples of how to optimize communications around these topics.

PROJECT STRENGTHS

1. The focus on post-industrial urban environments
2. Systematic approach to guiding cities to test, develop and replicate NBS models
3. Applied research
4. Innovative potential
5. Potential to create real change in cities
6. Dialogic stakeholder interaction for a co-creation of knowledge

Strength 1: The focus on post-industrial urban environments

How to communicate: Acknowledge in project communications that heavy industry has damaged a lot of the local environment in these areas and that the post-industrial era has left communities with high unemployment, security and other social issues and that the project is specifically looking for replicable ways to regenerate post-industrial areas. It is also important to cover positive stories from the post-industrial areas, for example by highlighting the strong identities and entrepreneurial, and forward thinking residents of the Living Labs through news stories and interviews with locals and project participants. To have a positive approach, it is also important to involve the companies that previously worked in areas.

Strength 2: Systematic approach to guiding cities to test, develop and replicate NBS models

How to communicate: Explain, in project descriptions, that within proGReg, front-runner cities create and follow a common approach to developing and monitoring eight types of nature-based solutions, so that these models can be replicated by the follower cities. The systematic approach can be broken down into simpler articles and social media posts on the various systematic steps, such as the co-design phase and getting locals involved, launches of the Living Labs or how to measure progress. Also highlight that proGReg develops eight solutions that address four specific domains (socio-cultural conditions, ecological restoration, economic opportunities and human health) contributing to a holistic development for the area.

Strength 3: Applied research

How to communicate: Highlight, through communications on project implementation, monitoring, evaluation and other scientific approaches mentioned above, that proGReg tests nature-based solutions in the real-life settings of the Living Labs and that the outputs contribute to on-going academic research and development work on nature-based solutions.

Strength 4: Innovative potential

How to communicate: Provide examples of successful nature-based enterprises, ways in which target audiences could take inspiration from project outcomes to found new initiatives, and clarify the support and guidance available from proGReg for those interested in exploring new NBS opportunities. Use examples of cross-learning from within the project communications, such as how the aquaponics experts are forming a group open to all cities and partners to increase general knowledge on the topic.

Strength 5: Potential to create real change in cities

How to communicate: Profile and showcase the active involvement of local citizens, budding local entrepreneurs and research institutions from the very beginning of the project. Demonstrate that these members of the wider proGReg team are key experts with crucial knowledge, and through them, positive change that is 'owned' by the local communities will be possible. Examples of proGReg approaches, such as Turin's high school and primary school pupils working together to build the primary school vegetable gardens, or the partners working together with refugees to create green walls on the refugee housing buildings, can be used in communications, once implemented to show the real results.

Strength 6: Dialogic stakeholder interaction for a co-creation of knowledge

How to communicate: Use concrete examples, such as proGReg's pollinator biodiversity improvements, where the University of Turin's butterfly and pollinator experts are working with implementing staff of the city of Turin to improve and monitor pollinator biodiversity. Such examples show that co-creation is not only about co-implementation, but that it is about working together with local citizens, governments, businesses, NGOs and universities every step of the way, from design to monitoring. Highlight the importance of early citizen engagement for the long-term success of the project by generating early channels of communication with local stakeholders.

3.4. Challenges

The main project challenges identified are:

PROJECT CHALLENGES

1. The complexity of systems in urban areas
2. Political and administrative barriers for implementing NBS
3. Limited preparedness of partners to integrate the city administrations' and stakeholders' requirements into their research agenda
4. The challenges of producing standardized approaches which are valid Europe/world-wide
5. Challenge of reaching and appealing to citizens in Living Labs

Below are some suggestions of how to address the identified challenges, mitigate the related communications risks/threats and where possible, turn them into opportunities:

Challenge 1: The complexity of systems in urban areas

How to address it: Urban areas are home to various social groups and a high density of different agents interacting in the economic, social and environmental systems (as well as critical infrastructure, energy, communications and many other relevant systems) at any given time, in fast-changing and dynamic context. NBS are active and influential agents in many of these systems simultaneously. As such, their benefits can easily spread throughout the multiple systems in urban areas and can create positive feedback loops. Therefore, investing in the proGReg NBS has wide-reaching co-benefits far beyond the initial challenges or issues cities aim to face through implementing a nature-based solution.

Challenge 2: Political and administrative barriers for implementing nature-based solutions

How to address it: Since one of proGReg's key aims is to create self-sustaining business models, one work package specifically focuses on identifying and tackling bottlenecks such as political, administrative and other barriers in all types of dimensions and offering generic and transferable ways to overcome these. It is also important to remember that one of the eight proGReg nature-based solutions specifically aims to 'embed nature-based solutions into mainstream policies and urban planning procedures'. As such, this project intends to first understand and then overcome these challenges and barriers and enable market readiness and upscaling (where relevant) through the development of a catalogue of business models.

Challenge 3: Limited preparedness of partners to integrate the city administrations' and stakeholders' requirements into their research agenda

How to address it: By working together as equal partners throughout the project, local citizens, governments, businesses, NGOs and research institutions discuss concerns and challenges and create common visions for the project. This paves the way for a better understanding of the needs, potential and limitations of each stakeholder group.

Challenge 4: The challenges of producing standardized approaches which are valid Europe/world-wide

How to address it: ProGlgreg creates and follows a common approach to the development of nature-based solutions through its design toolkit that provides clear and common tools for public administrations that want to follow the same path. Follower cities (those that replicate the models) are also involved in the model design process from the start, ensuring that the solutions can be both replicated and tailored to the needs of different cities. Through the inclusion of Ningbo in China as a front-runner city, the needs of cities in China will also be incorporated in the model designs.

For green walls partner, the European Federation of Green Roof Associations, the intention is to working with existing European standards for the benefit of the project. Where standards don't exist, as is the case with regenerating soil, the intention is to create a standard.

Challenge 5: Challenge of reaching and appealing to citizens in Living Labs

How to address it: Citizens are the ultimate experts and key actors in their neighbourhoods. In Turin, for example, citizens are reviving abandoned old buildings and city and citizens share responsibility for their maintenance under the Common Goods Regulation. That is why their participation and involvement from the very beginning of the project, is essential to the success of the project.

3.5. Key messages

The following key messages can be used depending on which audience you are targeting:

Addressing target groups 1 & 7: City representatives and decision-making groups & politicians

Using nature-based solutions for urban regeneration is an effective, popular and measurable way of achieving your city's environmental, economic and social goals.

Addressing target groups 2 & 5: Residents in the Living Labs & local communities in Follower Cities

How would you design your neighbourhood's green spaces? Which areas have the potential to bring people together? We want to hear your ideas! Get involved and join us to help design and create the new green community-owned spaces for your area.

Addressing target group 3: Urban planners

Nature-based solutions are at the forefront of sustainable and efficient urban development. They enhance social cohesion, promote new economic opportunities and make neighbourhoods more liveable for all.

Addressing target group 4: Civil society and the general public

More green spaces and trees make communities greener, healthier, happier and stronger.

Addressing target group 6: Scientific community inside and outside the consortium

Nature-based solutions is a new and innovative field. Data shows that nature-based solutions help reduce pollution, make neighbourhoods more resilient in the face of climate change and improve public health and well-being.

ProGfreg is advancing knowledge by measuring real-life impact of different types of NBS on local areas.

4. Channels

4.1. Events

Below are events which could be used for proGReg dissemination. They have also been added to the online project calendar for project partners to refer to.

Events	Partner/ organisation and role	Target group
Public proGReg kick-off conference, Dortmund, Sept 2018	City of Dortmund: Organiser	All target groups
19th Edition PoliTO Design Workshop: "Life on Wall", Turin, 4-8 March 2019	POLITO: Organiser	Scientific community inside and outside the consortium
Grow Green conference: Innovative financing for creating green cities, Manchester, 26-27 March 2019	ICLEI: attending	Urban planners, architect City representatives and decision-making groups
Fabos Conference on Landscape and Greenway Planning, Amherst, USA, 28-30 March, 2019		Urban planners, architects Policy-makers
Think Nature, Paris, 4-5 April, 2019	ICLEI: attending	City representatives and decision-making groups Scientific community inside and outside the consortium
8th LE:NOTRE Forum Institute Landscape Forum 2019, Zagreb, 9-13 April, 2019	ZIPS: organiser	Urban planners, architects

Events	Partner/ organisation and role	Target group
European Urban Green Infrastructure conference series, London, 10-11 April 2019		
Resilient Cities Asia-Pacific, New Delhi, India, 11-13 April 2019	ICLEI: Organiser	Politicians City representatives and decision-making groups Urban planners, architects Scientific community inside and outside the consortium
IALE-World conference, Milan, July 1-5 2019	RWTH: attending with presentation	Scientific community inside and outside the consortium
EU Green Week: exhibition stand, 13-17 May	ICLEI: Organising a stand (tbc)	City representatives and decision-making groups Civil society and the general public
European Climate Change Adaptation conference, Lisbon, 28-31 May 2019	ICLEI: attending	City representatives and decision-making groups Scientific community inside and outside the consortium
The Nature of Cities, Paris, 4-7- June 2019	ICLEI: Co-organising sessions	City representatives and decision-making groups
European Urban Resilience Forum, Bonn, 25 June 2019,	ICLEI: Organiser	City representatives
Resilient Cities, Bonn 2019, 26-28 June 2019	ICLEI: Organiser	City representatives

Events	Partner/ organisation and role	Target group
Symposium “Accelerating the implementation of sustainable development in research programmes”, Stockholm, 9-10 September 2019	POLITO: Co-organiser	Scientific community inside and outside the consortium
European Mobility Week, Zagreb, 16-22 September 2019	City of Zagreb, co-organiser	City representatives and decision-making groups Civil society and the general public
IFLA World Congress, Oslo, 18-20 September 2019		Urban planners, architects
Transformations Conference, Santiago, Chile, 16-18 October 2019		Urban planners, architects Scientific community inside and outside the consortium
Agriculture in an Urbanizing Society	FAO	Policy-makers
Ecosystem Services Partnership conference		
Informed Cities conference series, regular sessions	ICLEI: Organiser	City representatives and decision-making groups Urban planners, architects Scientific community inside and outside the consortium
Breakfast @ Sustainability's workshop series, regular sessions	ICLEI: Organiser	City representatives and decision-making groups Urban planners, architects Scientific community inside and outside the consortium

Events	Partner/ organisation and role	Target group
European Forum on Urban Forestry	RWTH: organiser	Scientific community inside and outside the consortium
Landscape Ecology Conference (IUFRO)	Source: UNIBA	Urban planners, architects
Silva Mediterranea (FAO) Working Group Urban Forestry	Source: UNIBA	
World Forum on Urban Forests (WFUF 2019)	Source: CNR & Ortialti	
RSD8 - Relating Systems Thinking and Design Symposium, Chicago, 22-24 October 2019	Co-organiser: POLITO	Systemic Designers Scientific community inside and outside the consortium
World Social Science Forum, date and place tbc		Scientific community inside and outside the consortium Policy-makers

4.2. Digital media

ICLEI has a project news calendar (which all have access to on the project management tool), with potential newsworthy events noted. News items are published on the **news page** and are available for partners to (translate and) share among their contacts.

Below are the digital media accounts (and their target groups) which proGReg partners have access to:

Digital media: partner web-sites	Partner / channel	Target group
www.progireg.eu	Project website	All target groups
www.rwth-aachen.de/cms/root/Die-RWTH/Aktuell/~uma/Pressemitteilungen/	Partner RWTH Aachen press release page	Scientific community inside and outside the consortium Civil society and the general public
www.edx.org/school/rwthx	Partner RWTH Aachen edx platform (For promotion of MOOCs)	Scientific community inside and outside the consortium
www.iclei-europe.org/projects/?c=search&uid=7gFbCN7W	Project page on partner ICLEI website	City representatives and decision-making groups
http://www.sesvete-danas.hr	Partner Sesevete, Zagreb page	Civil society and the general public
www.zagreb.hr/en/press/2052	Partner City of Zagreb PR page	Civil society and the general public Residents in the Living Labs Urban planners
www.comune.torino.it/	Partner City of Turin website	Civil society and the general public Residents in the Living Labs Urban planners

Digital media: partner websites	Partner / channel	Target group
www.fondazionemirafiori.it/	Partner Mirafiori social green website	Residents in the Living Labs
www.dortmund.de	Partner City of Dortmund website	Civil society and the general public Residents in the Living Labs Urban planners
www.dortmund.de/de/leben_in_dortmund/planen_bauen_wohnen/stadterneuerung/progireg/index.html	Page on proGReg on partner website	Civil society and the general public Residents in the Living Labs
www.primariaclujnapoca.ro	Partner Cluj municipality website	Civil society and the general public Residents in the Living Labs Urban planners
www.adizmc.ro/	Federation of Metropolitan Agencies representing partner Cluj Napoca	City representatives and decision-making groups Urban planners
www.zenica.ba/	Partner Zenica municipality website	Civil society and the general public Residents in the Living Labs Urban planners
www.cascais.pt/	Municipality of Cascais website	Civil society and the general public Residents in the Living Labs Urban planners
www.ambiente.cascais.pt/	Cascais Ambiente website	Civil society and the general public Residents in the Living Labs

Digital media: partner websites	Partner / channel	Target group
		Urban planners
www.urbasofia.eu/en/home/	Partner Urbasofia website	Urban planners in Romania and Italy
www.aquaponik-manufaktur.de/	Partner Aquaponik manufaktur website	Aquaponics Industry/ SMEs National and international civil societal associations General public
www.dieurbanisten.de/	Partner Die Urbanisten website	Aquaponics Industry/ SMEs National and international civil societal associations General public
www.citybotanicals.com www.hei-tro.com	Partner Heitro website	Aquaponics Industry/ SMEs National and international civil societal associations General public
www.isglobal.org/	Partner IS global website	Scientific community inside and outside the consortium Insurance companies
https://www.polito.it/	Partner Politecnico di Torino website	Scientific community inside and outside the consortium
https://poliflash.polito.it/ricerca_e_innovazione	Newspage on partner Politecnico di Torino website	Scientific community inside and outside the consortium
https://www.cnr.it/it/comunicati-stampa	CNR press office website	Scientific community inside and outside the consortium

4.3. Social media

Below are the social media accounts which proGReg partners have access to:

Social media account	Category	Coordinator
Twitter		
@proGReg	Project account	ICLEI Europe
@RWTH	Partner account	RWTH Aachen
@edXOnline	Partner RWTH Aachen edx platform (For promotion of MOOCs)	RWTH MOOC team
@stadtdortmund	Partner account	City of Dortmund
@twitorino	Partner account	City of Turin (office of the mayor)
@TorinoCityLab	Partner account: Living labs	City of Turin (smart city office)
@TSInnovation	Partner account: Social innovation	City of Turin (smart city office)
@twitorinoEU	Partner account: European projects	City of Turin (EU projects office)
@gusprg_zg	Partner account	City of Zagreb
@wwwzagrebhr	Partner account	City of Zagreb
@Cluj	Partner account	City of Cluj-Napoca
@GradZenica	Partner account	City of Zenica
@zedazenica	Partner account	City of Zenica
@CMCascais	Partner account	City of Cascais
@urbanisten	Partner account	Die Urbanisten

Social media account	Category	Coordinator
@citybotanicals	Partner account	Heitro
@starlabdf2	Partner account	Starlab
@EnvironmentPark	Partner account	Envipark
@urbasofia	Partner account	Urbasofia
@ISGLOBALorg	Partner account	ISGLOBAL
@unito	Partner account	University of Turin
@StampaCnr	Partner account	CNR
@PoliTOnews	Partner account	Polito, Turin
@zedazenica	Partner account	Zenica development agency
@OrtiAlti	Partner account	Ortialti
@APMgmbh	Partner account	Aquaponikmanufaktur
Facebook		
@proGReg	Project account	ICLEI Europe
@edX	Partner account	RWTH Aachen edx platform (For promotion of MOOCs)
@cittaditorino	Partner account	City of Turin
@torinosocialinnovation	Partner account	City of Turin
@sesvetedanashr	Partner account	Sesvete, Zagreb
@CMCascais	Partner account	City of Cascais
@Cascais Ambiente	Partner account	City of Cascais

Social media account	Category	Coordinator
@PrimariaClujNapocaRomania	Partner account	Cluj-Napoca
@zeda.zenica	Partner account	City of Zenica
@fondazionemirafiori	Partner account	Fondazione Mirafiori
@mirafiorisocialgreen	Page on Fondazione Mirafiori partner account	Mirafiori Social Green
@aquaponikmanufaktur	Partner account	Aquaponik Manufaktur
@dieurbanisten	Partner account	Die Urbanisten
@KEAN.gr	Partner account	KEAN
@citybotanicals	Partner account	Hei-tro gmbH
@heitrogbmh	Partner account	Hei-tro gmbH
@UfficioStampaCnr	Partner account	CNR
@axelstoerzner	Personal account	Hei-tro gmbH
@OrtiAlti	Partner account	OrtiAlti
@ortigenerali	Non-partner account (working with Fondazione Mirafiori)	Orti Generali
@farfalleintour	Non-partner account (working with Unito on pollinators and citizen science)	Farfalle In Tour
@politecnico torino	Partner account	Politecnico di Torino
@dad.polito	Partner account	Politecnico di Torino
Instagram		
	Project account	ICLEI Europe

Social media account	Category	Coordinator
@dieurbanisten	Partner account	Die Urbanisten
@citybotanicals	Partner account	Hei-tro gmbH
@keankyttaro	Partner account	KEAN
@politecnoditorino	Partner account	Politecnico di Torino
@dad.polito	Partner account	Politecnico di Torino
You tube		
Die Urbanisten	Partner account	Die Urbanisten
edxonline	Partner account	RWTH Aachen edx platform (For promotion of MOOCs)
Stephan Senfberg	Personal account	Ingo Bläser of partner Aquaponik Manufaktur
TSinnovationTV	Partner account	Torino smart city office
Systemic Design Lab Politecnico di Torino	Partner account	Politecnico di Torino
Politecnico di Torino	Partner account	Politecnico di Torino
LinkedIn		
proGReg project	Project account	ICLEI
edx	Partner account	RWTH Aachen edx platform (For promotion of MOOCs)
Research Gate		
proGReg - productive Green Infrastructure for post-industrial urban regeneration	Project account	RWTH

4.4. Newsletters and mailing lists

The proGReg and ICLEI Europe newsletter channels use Mailchimp to manage mailing lists and send newsletter mailings. The lists and mailings are GDPR compliant and require double opt-in. Subscribers may unsubscribe from the mailing list at any time via an unsubscribe link in the footer of the newsletter.

Newsletter	URL	Subscribers	Target group	Coordinator/ partner
proGReg newsletter	http://www.progireg.eu/newsletter/	200	All target groups	ICLEI Europe
ICLEI Europe mailing list	http://www.iclei-europe.org/newsletter/	1700	City representatives in Europe	ICLEI Europe
ICLEI global iNews		4390	City representatives worldwide	ICLEI World Secretariat
ICLEI Europe Adaptation and Urban Resilience newsletter		420	City representatives Urban planners	ICLEI Europe
CNR - IBAF-CNR mailing list			Scientific community inside and outside the consortium	CNR
Urbasofia newsletter	https://urbasofia.eu/en/news/newletter/		Urban planners	Urbasofia

4.5. Traditional media

Media channel	Type	Contact partner
Cities Today	Magazine	ICLEI Europe
Sustain Europe	Magazine	ICLEI Europe

Media channel	Type	Contact partner
Eco Graffi	Online magazine about the environment	City of Torino
Sesvete Danas	Online information portal on the Zagreb Living Lab of Sesvete	City of Zagreb
EU Reporter	Brussels based European multimedia news platform, providing online news and video comment on EU and world affairs in all EU official languages	ICLEI Europe
Stadt und Grün	Magazine about public greening	ICLEI Europe
Urban Land Institute	A network of cross-disciplinary real estate and land use experts worldwide	ICLEI Europe
Innovators Magazine	This magazine aims to inspire cross-sector, cross-society action that can help solve the world's biggest challenges	ICLEI Europe
The Mayor	An information channel that brings local governments closer to their citizens	ICLEI Europe
The Beam	The Beam unites Innovators and Changemakers in the global Climate Action movement to amplify their voices	ICLEI Europe
TreeHugger	Green design & living news covering technology, architecture, transportation and more	ICLEI Europe
Cities Digest	The latest news in city development	ICLEI Europe

5. Social media guide

Below is a short guide for proGReg partners in reaching out to the key identified proGReg target groups in an effective way using social media.

Content guide

- Post links to news, research, videos and other relevant proGReg info
- Use the hashtags #proGReg #NatureforRenewal #naturebasedsolutions
- Include photos (but ensure you have permission from the photographer and people in the photos)
- Be clear about your message and to the point - avoid jargon
- Post questions, calls for action, share stories
- Don't only talk about yourself/your organisation but also about the successes of proGReg members and related initiatives and supporters
- Be meaningful and respectful and, where possible, stick to your area of expertise
- Double-check the facts and quality of what you publish - spell-check it and re-check the links
- Avoid making official statements or anything that can be interpreted as an official statement, unless it has been approved
- Use numbers and (approved) quotes to highlight a point

Styles and length of posts should vary depending on the social media platform, as explained below:

Twitter

- Due to the short length (character limit of 280 per tweet), each tweet should be concise and represent one message or project update.
- Include hashtags but don't overload – no more than 2-3# per tweet
- Tag relevant stakeholders – if the handles don't fit in the flow of the text, tag them into the attached photos
- Include #proGReg in tweets to ensure your posts are picked up by the relevant channels and tag @proGReg to get retweeted to the whole proGReg community
- Post live tweets at workshops and other relevant events
- Tag in key stakeholders' accounts (see 4.3)

Facebook

- Posts can be much longer than on Twitter (up to 5000 characters) and include several photos.
- Despite the higher character limit, in order to engage readers more, it is recommended to keep posts short and under five key points or sentences.
- As with Twitter, use your posts to link to news articles toolkits and other relevant EGCN info
- Engage with your contacts by liking and sharing their posts, and connect with new ones by and asking questions, leaving comments on other posts and following

Linked In

- Posts have a character limit of 1,300. However Linked In allows you to also publish longer articles with several photos.
- Use the article publishing feature to write longer posts

You tube

- Subscribe to the proGReg channel to hear about and view the latest proGReg videos
- Like and share videos among your contacts

SOCIAL MEDIA QUALITY CHECK

- Clear message
- Spell check and proof-read
- No more than 2 x # per post
- Relevant partners/contacts are tagged
- Permission received to use any photos
- Thorough check of any content being promoted via retweets/shares: content is clear, correct and in line with proGReg messaging
- Thorough check of source of information i.e. reliability of the account holder

6. Gender equity

When communicating about proGReg, partners should use gender-sensitive language and imagery in line with the European Institute for Gender Equality's **Toolkit on gender-sensitive communication**. Below are the key principles and some examples from the Toolkit on inclusive communications:

- Recognise and challenge stereotypes: E.g. make sure that the images you choose to use in communication materials do not reinforce gender stereotypes. Include a wide mix of people in different environments.
- Be inclusive and avoid omission and making others invisible: E.g. Do not use 'man' or 'he' to refer to the experiences of all people.
- Be respectful and avoid trivialisation and subordination: E.g. Ensure that your language actively promotes gender equality by use the term Ms which does not denote marital status.

7. Evaluation of communications activities

The key performance indicators for evaluating proGReg communications by end of month 24 are shown below:

- 3 articles in traditional media
- 100 subscribers to proGReg newsletter
- Social media statistics:
 - 300 Twitter followers
 - 200 Tweets
 - 200 Twitter likes
 - 50 Facebook posts
 - 50 LinkedIn posts
 - 50 uses of #proGReg
- Website statistics
 - 300 unique visitors per month (average)
 - 400 visits per month (average)
 - 30 second average visit duration

8. Exchanges with other projects

ProGReg was funded on the SCC-002-2017 call addressing inclusive urban regeneration, together with three other projects: EdiCitNet, URBiNAT, and CLEVER cities. Collaboration among the four projects was a requirement of the call itself. Also, synergies will be created with the other NBS projects funded in previous years to exchange information, best practices, protocols and experiences in the various case studies.

All these actions are included into the Horizon 2020 European Dialogue and Clustering Action “Transforming cities, enhancing wellbeing: innovating with nature-based solutions”, and, within proGReg, they are the object of the Task 1.4 - “Coordination with other NBS Innovation Actions”, led by CNR (M1-M60).

This coordination is articulated in different Taskforces, coordinated at EU level and including all the EU funded NBS projects. Four of these taskforces have been already defined and are listed below.

- **Taskforce I: "Data Management and EU NBS Knowledge Repository"**. To ensure the accessibility and the interoperability of the NBS assessment data among the NBS sister projects in Horizon 2020, each NBS project will store on a common platform the NBS case studies data. Thanks to this task force it will be possible to connect (create or update) case studies and data from the single NBS project to the EU Repository of Nature-Based Solutions, Oppla. As better described in the proGReg Data Management Plan (Deliverable 4.2¹), the first step is to register a new case study on the Oppla platform (Figure 1). Oppla will expose a set of API to enable the programmatic interaction with the single NBS platforms (Figure 2). Also the EU platform ThinkNature will be used as repository. The proGReg responsible for this taskforce is CNR.

Figure 1. Graphic representation of the interaction between NBS project platform and Oppla platform

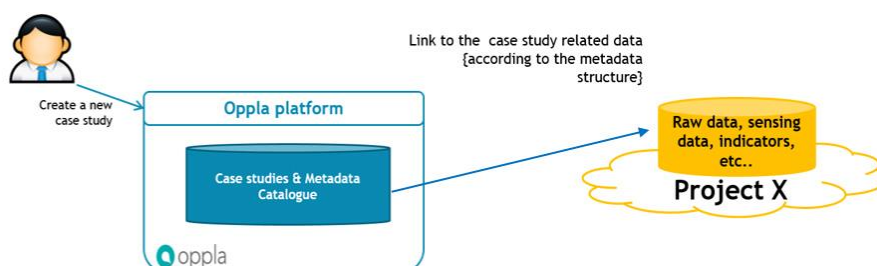


Figure 2. Graphic representation of the interaction between NBS project platform and Oppla platform

- **Taskforce II: "NBS Impact Evaluation Framework version 2.0"**. The NBS impact within proGReg will be evaluated according to four assessment domains of interest, which have been defined accordingly with the guidelines of the EKLIPSE – Expert Working Group (EWG) on nature-

¹ Mattioni, M. (2019): Data Management Plan, Deliverable No. 4.2, proGReg. Horizon 2020 Grant Agreement No 776528, European Commission.

based solutions evaluation² and described in the Monitoring and Assessment Plan (D4.1³). The data analysis will provide specific indicators for the four domains. These indicators will be easy-to-use descriptor tools, to be further used to compare proGReg results with those from other sister projects, within this taskforce. They constitute one of the main outputs of proGReg, and their descriptory efficiency will be compared with those provided by the sister projects. The chosen indicators have been defined in the proGReg Protocols of Measurements (D4.3⁴) and more details on their upscaling will be provided in future deliverables. The proGReg responsible for this taskforce is CNR.

- **Taskforce III: "Governance, Business Models and Financial Mechanisms"**. ProGReg is willing to participate to this taskforce. However, the activity of this taskforce is still not started and, thus, the responsible within proGReg has not been identified.
- **Taskforce IV: "Communication and NBS Branding Coordination"**. ProGReg is willing to participate to this taskforce. However, the activity of this taskforce is still not started and, thus, the responsible within proGReg has not been identified.

Dissemination of the results achieved within these actions is still under discussion. Many ideas are on the table, at different levels, such as:

- a training programme for cooperative planning, implementation and management of NBS, to be provided by partners from the cities, SMEs and universities involved;
- joint meetings (also virtual) with a special focus on the NBS assessment protocols (1st year to check protocols and list of indicators, following years to monitor performance of the indicators and feasibility of the process);
- possible joint PhD students among the four 2017 projects (to increase cross-fertilization, CNR can lead the process if the four projects agree);
- target city to test the various protocols of the four 2017 projects (open call for volunteer cities, ICLEI can lead the process);
- final common conference (2023) with the launch of a common guideline/coadmap for cities on NBS.

² Raymond, Berry, Breil, Nita, Kabisch, de Bel, Enzi, Frantzeskaki, Geneletti, Cardinaletti, Lovinger, Basnou, Monteiro, Robrecht, Sgrigna, Munari and Calfapietra (2017) An Impact Evaluation Framework to Support Planning and Evaluation of Nature-based Solutions Projects. Report prepared by the EKLIPSE Expert Working Group on Nature-based Solutions to Promote Climate Resilience in Urban Areas. Centre for Ecology & Hydrology, Wallingford, United Kingdom.

³ Baldacchini, C. (2019). Monitoring and Assessment Plan, Deliverable No. 4.1, proGReg. Horizon 2020 Grant Agreement No 776528, European Commission.

⁴ Baldacchini, C. (2019): Protocols of Measurements, Deliverable No.4.3, proGReg. Horizon 2020 Grant Agreement No 776528, European Commission.

9. Academic dissemination

This section presents the procedures, rules and guidelines to be followed for publishing and presenting research resulting from the proGReg project. This section is aligned with Article 29 — Dissemination Of Results — Open Access — Visibility of EU funding, cited on the proGReg Grant Agreement:

“A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate. Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.”

The academic dissemination will be coordinated by POLITO and ICLEI. The content will be reviewed by the consortium’s scientific committee, as described in this chapter. The specified and conditions for publication must be applied for the following formats : journal papers, book chapter, conference proceedings and peer review publications in general.

9.1. Rules for publishing

9.1.1. Determining authorship

Authors named in the publication should have met at least one of the following conditions:

- contributed considerably to the concept, design, or analysis;
- contributed to collection of data, or general supervision of the research group such as WP leaders;
- participated in the drafting process of the publication; or
- revised the publication critically for important intellectual content.

The named authors should have contributed considerably, in order to take public responsibility for portions of the manuscript. Also, it should be clarified that those who make “creative contributions” should be acknowledge as authors, and those that “only execute” will be consider as contributors.

If the group has to exclude an author, they will have to inform the author and SC of their reasons.

9.1.2. First authors and responsibilities

The first author of the manuscript will be considered the person who has provided most of the intellectual contribution to the paper. Throughout the whole process, from the proposal to

the publication, the first author is expected to coordinate the circulation, editing, submission, and revision of the publication.

9.1.3. Scientific Committee

The proGReg Scientific Committee will be the entity created inside the project to regulate and ensure that every academic publication released by the project is aligned with the academic dissemination rules stated in this chapter. The SC is composed of one representative from each research partner and coordinator of its activities will POLITO (to be determined by each partner and approved during 2019). POLITO will set up basecamp groups to enable submissions from partners to the Committee and enable the Committee to review/approve proposals and final manuscripts. In case of disagreements on authorship matters between the partners, the SC should be the authority that will advise on the best solution to resolving the situation.

The members will be part of the following research partners:

- RWTH
- POLITO
- ISGLOBAL
- UNITO
- CNR
- UNIBA
- SWUAS
- AF ZAGREB
- IUE-CAS

9.1.4. Acknowledgements

Every publication must be described as having been written on behalf of the proGReg consortium. If possible, other proGReg researcher and non-research partners, who have made non-authorial contributions to the publication, will be listed separately in the acknowledgements. Partners that contributed to the data collection, but are not authors, can be mentioned in the acknowledgements, depending on the format and policy of the target journal/ conference. In the case of numerous names, they can be listed, e.g. in an annex.

An indicative example is as follows:

Authors: Professor A, Contributor/ Student B, on behalf of the proGReg consortium

Acknowledgements: The authors led the study on behalf of the proGReg consortium (www.progireg.eu) funded by the Horizon 2020 Programme of the European Commission (grant agreement 776528). XX assisted with data

9.1.5. Funding statement

The first author must ensure the following statement is included in every published manuscript:

“The research leading to these results has received funding from the European Union’s Horizon 2020 innovation action program under Grant Agreement no. 776528. The sole responsibility for the content lies with the proGReg project and in no way reflects the views of the European Union.”

As highlighted in the disclaimer above, and in the proGReg Grant Agreement, “Any dissemination of results must indicate that it reflects only the author’s view and that the Agency is not responsible for any use that may be made of the information it contains.”

9.2. Publications procedure

In order to ease more effectively the publication process, it is highly recommended that scientific papers are planned together with the consortium partners. The partner interested in publishing must inform the consortium at least 45 days in advance (see GA Article 29) of their ideas for publication, to ensure effective cooperation and high-quality outputs.

To achieve this process, the following steps must be followed:

9.2.1. Proposing a publication

- The interested partner presents an idea for publication and consults with every relevant partner (those potential authors and contributors), whether they want to contribute to the paper/ presentation.
- The interested partner informs all partners in an OPEN CALL, at least 45 days in advance, of the planned publication and the contributing authors, by uploading a communication on Basecamp. This communication should include the idea / topic of the publication, information on who is involved, and the first author (person responsible for the publication). The OPEN CALL shall give the opportunity to all partners of the consortium to participate in the publication.
- Partners give feedback on the proposed publication within 30 days. In case any party has an objection to the presented publication, they communicate this to the proGReg Scientific Committee (SC) and to the author within 30 days.
- The SC approves (or rejects) the proposal within five working days. In case of no response from the Committee, the final manuscript is approved. For every publication, at least two members of the SC will review the manuscript, appointed internally by the committee. If the reviewers do not agree, the SC will vote internally on the approval of the publication. If rejected, a resubmission to

the SC is possible and the timing conditions will be established by SC. If no objection is made within five working days, the proposal is approved.

9.2.2. Creating a final manuscript for publication

- The first author sends the final manuscript to the Scientific Committee (SC) at least ten working days before final submission (to the journal /conference)
- The SC gives final approval within five working days of receiving the manuscript. In case of no response from the Committee, the final manuscript is approved. The process of approval by the SC is described above.
- In case of any disagreement, such as on the authorship or content of a publication, the Committee seeks to resolve the issues through further discussion. If the issues are not resolved, the Committee can veto the submission to the journal /conference.

9.2.3. Final submissions to the editor

- The first author coordinates the manuscript submission, in line with the editor's requirements for the journal/conference.
- If the paper is accepted for publication, the first author ensures information is communicated to POLITO and SC before the manuscript is published, on the journal/conference policy on copyright and reprints and publication date.
- The first author informs the co-authors, contributors and POLITO of the accepted publication.
- If the paper is not published, the first author communicates this to the co-authors, contributors and POLITO

9.2.4. Recording and disseminating academic publications

- After the manuscript is submitted and approved, the publication is included in the record of academic publication, to be managed by POLITO. This file will be available, and regularly updated, on the Basecamp platform, so that all partners are aware of publications by the consortium.
- ICLEI shares information on relevant new publications on the project website.

9.3. Dissemination guidelines

9.3.1. Open Access

As stated in the Grant Agreement, article 29.2 Open access to Gold and Green scientific publications standards, “The proGReg papers must be published in Open Access journals to make the outcomes accessible to as wide an audience as possible”.

The Grant Agreement article 29.3 on Open access to research data also specifies the regulation for the publishing of data collected during the project.

9.3.2. Use of proGReg research in teaching

Partners are encouraged to use the proGReg project to support academic teaching. Examples of use include:

- Using the proGReg project as examples within lectures
- Using proGReg as a focus of Masters and PhD theses

9.3.3. Academic events

POLITO updates the academic events in Basecamp (listed in section 4.1) on Basecamp and ensures the dissemination tracker is completed so that WP6 has a record of events where proGReg was presented (includes all methods of communicating about the project, whether in the form of a formal presentation, or through handing out flyers etc.).

9.4. Scientific journals

The scientific journals listed below have been identified as potential targets for academic dissemination:

- Atmospheric Environment
- Cities
- Design Studies
- Environment and Planning
- European Planning Studies
- Environmental Pollution
- Environmental Research
- Environmental Science & Technology
- European Journal of Planning Studies
- European Urban and Regional Studies
- Futures
- Future of Food Journal

- International Journal of Design Sciences & Technology
- International Journal of Urban and Regional Research
- Journal of Cleaner Production
- Journal of Environmental Planning and Management
- Land Use Policy
- Landscape and Urban Planning
- Landscape Research
- Local Environment
- Science of the Total Environment
- Sustainable Cities And Society
- Sustainable City and Environment
- Sustainability
- Territorio (english version)
- The Journal of Environment & Development
- Urban Agriculture and Regional Food Systems
- Urban Agriculture Magazine of RUA Foundation, Netherlands
- Urban Forestry and Urban Greening
- Urban Studies
- Urbanistica Informazioni (english version)
- Urban Design International

10. Communications products

The following communications products are available for project partners to use:

- Website: Since submitting the deliverable **6.2 ProGlgreg website**, the nature-based solutions icons have been integrated within the pages and the newsletter and resources pages are now available
- Corporate design guide (available [here](#))
- Project logo: centred and horizontal versions, and in coloured and black and white
- Claim graphic (nature for renewal)
- Newsletter: sent out on a quarterly basis
- Icons: in various proGlgreg colours representing each of the eight nature-based solutions
- Word template for reports
- PowerPoint template for presentations
- Flyer
- Graphics representing WP 4 partners elements
- Quadruple helix flower representing the multi-stakeholder cooperation
- Poster template (PPT and InDesign)
- Roll-up banner

For requests/questions about communications products, please contact proGlgreg@iclei.org

10.1. Translations and printing

ICLEI provides all communications materials and products (see above) in English only. It is the responsibility of the city partners to ensure relevant materials are translated, printed and used for the project locally.

Any project partners that do not have translation or printing budget may contact ICLEI for requests: proGReg@iclei.org

11. Responsibilities

Below shows the WP6 deliverables due by end of month 24:

Deliverable / Milestone	Responsibility	Status
D6.1 Kick-off conference in Dortmund	Dortmund	Submitted
D6.2 proGReg website	ICLEI	Submitted
D6.3 Corporate design for project communication	ICLEI	Submitted
MS2 Public image completed	ICLEI	Submitted
D6.4 IPR strategy	POLITO	Tbc
D6.5 IPR register	POLITO	Tbc
D6.6 Communication and dissemination plan 1 (this document)	ICLEI	Submitted
D6.7 Report on 1 st round of training events	ICLEI	Due month 24
D6.14 Updated communication and dissemination plan 2	COTO	Due month 24

Annex 1: Glossary

Co-creation: Co-creation is the systematic involvement of all relevant stakeholders from the start to the end of a project, in order to achieve mutually valued outcomes. In the case of proGReg, it is about involving citizens and civil society, government, the private sector, and research and academia in participatory, trans-disciplinary and multi-stakeholder processes of co-design, co-development, co-implementation and co-evaluation. Together with the active engagement of disadvantaged social groups (e.g. social housing inhabitants, refugees or disabled people), this approach aims to enhance stakeholder and citizen ownership of the nature-based solutions created.

Green Infrastructure: Green Infrastructure is a strategically planned network of natural and semi-natural areas within and outside of cities, consisting of diverse green and blue spaces such as parks, nature reserves, green corridors, rivers, riverbanks, green roofs, green walls or urban gardens. Green Infrastructure benefits society in many ways, for example through cleaner air or by enabling citizens to practise sports or socialise in a healthy environment.

Reference: http://ec.europa.eu/environment/nature/ecosystems/benefits/index_en.htm.

Living Labs: Living Labs are specific areas or neighbourhoods, where social, economic and technological ideas and concepts are tested and developed in real-life settings. They are co-created within a quadruple helix model (including citizens, local governments, businesses and research and academia), and integrate research and innovation processes, exploration, experimentation and evaluation. The intention is to transfer the acquired knowledge from the Living Labs for use in other locations.

The proGReg Living Labs involve user communities, not only as observed objects but also as active participants of co-creation. The four Living Labs in Dortmund, Turin, Zagreb and Ningbo are – to varying degrees - former industrial areas that are struggling due to the decline of production and the related loss of jobs in those areas. Within each Living Lab, various nature-based solutions are being implemented to stimulate new economic activities, regenerate ecological conditions and support societal and community cohesion.

Nature-based solutions: Nature-based solutions use nature or natural elements to address societal and environmental challenges. For example, in inner-city areas with little green space available, green walls and roofs are being added to buildings to improve their insulation and filter pollutants, leading to better energy efficiency (and lower energy costs) and improved air quality.

The European Commission defines nature-based solutions as “solutions that are inspired and supported by nature, which are cost-effective, simultaneously provide environmental, social and economic benefits and help build resilience. Such solutions bring more, and more diverse, nature and natural features and processes into cities, landscapes and seascapes, through locally adapted, resource-efficient and systemic interventions.”

Reference: <https://ec.europa.eu/research/environment/index.cfm?pg=nbs>

The proGReg nature-based solutions are specifically adapted to the needs of post-industrial areas. For example, aquaponics - the soilless cultivation of plants and fish whereby the fish waste water provides the nutrients needed to feed the plants - enables communities to grow their own food in areas where vegetable gardening in soil would otherwise not be possible, for example where soil is contaminated.

Productive Green Infrastructure

Productive Green Infrastructure goes beyond the general benefits and ecosystem services provided by Green Infrastructure. In proGReg nature-based solutions focus also on producing material or harvestable outputs: energy from landfill sites, fish and vegetables from urban gardening and aquaponics, new soil for urban greenspaces and green roofs. For local communities these outputs present the opportunity to create new local economies in addition to the benefits and co-benefits of Green Infrastructure for the urban living conditions.

Quadruple helix approach

The quadruple helix approach represents the interaction, part of the co-creation - between four key stakeholder groups: civil society (NGOs and individual citizens), academia (universities and research institutions), governmental institutions (local government and municipalities) and local industry.

Through this approach, proGReg ensures that the innovative nature-based solutions developed, are based on reliable scientific evidence, can be implemented within legal frameworks and government mandates, and are economically feasible and adapted to the needs of people. Within proGReg, the intention is to apply the quadruple helix approach at all levels of research, implementation and assessment and in all local partnerships within the Living Labs and regeneration areas.