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ProGInreg Website

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Contents

Contents.....	3
Executive Summary	4
1. Introduction.....	5
2. Homepage	5
3. The project	7
3.1. About.....	7
3.2. Partners.....	8
4. Cities	9
4.2. Follower cities.....	9
5. Nature-based solutions.....	10
5.1. The eight nature-based solutions.....	11
6. News	12
6.1. News articles	12
7. Events	13
7.1. Individual event.....	13
8. Contact.....	14
9. Future Development	14
10. Statistics	14

Executive Summary

This document outlines the key features, intentions and plans for future development of the proGlgreg website.

1. Introduction

The proGlgreg website - www.proglgreg.eu - serves as the first port of call and main reference base for all proGlgreg project communication. Since the target audience is a mixture of local governments, businesses, NGOs, research institutions and local citizens, the website was designed to serve the various needs of these groups in an innovative, open, modern and informative way.

The project partner ICLEI Europe developed the website in-house and will continue to develop the content, with input from the project cities and partners, throughout the course of the project.

2. Homepage

The homepage includes the first-level menu items and social media buttons in the menu bar and a map showing the location of the front-runner and follower cities above the fold.. For the next phase of the website, the pins display on this map will be clickable. On hovering over pins showing follower cities, the pin will show the city's name. All pins and city names will be clickable and will lead to the relevant city page.

Homepage:



Various sized proGlgreg-coloured blocks and images link to the About, Partners, News and Events pages. The images change depending on the latest news and /or events covered. The last coloured block is a newsletter sign-up section, which drops down to include further legal information when clicked on.

Homepage full view:



At the very bottom of the page, static information links (are available on all pages) to legal, data protection and contact information, and a sitemap.

Website footer:



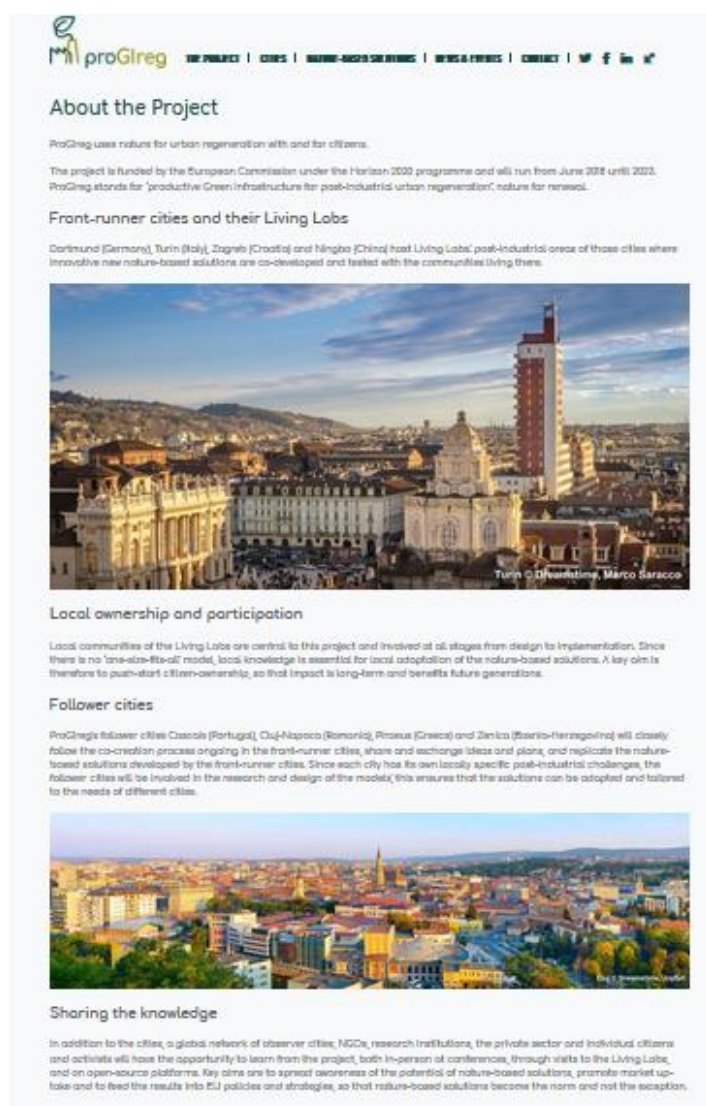
3. The project

3.1. About

The About page covers the following:

- An introduction to the project
- The role of Front-Runner cities
- Local ownership and participation
- Follower cities
- Sharing the knowledge

About the project page:



The screenshot shows the 'About the Project' page of the ProGReg website. The page features a navigation bar with links to 'THE PROJECT', 'CITIES', 'NATURE-BASED SOLUTIONS', 'IMPACT & POLICY', and 'CONTACT', along with social media icons. The main content area is titled 'About the Project' and includes a sub-header 'Front-runner cities and their Living Labs'. Below this, there is a paragraph about the project's funding by the European Commission and its duration from June 2018 to 2023. A large image of a cityscape (Turin) is shown, with the caption 'Turin © D. Saverio, Marco Saracco'. The page also includes sections for 'Local ownership and participation', 'Follower cities', and 'Sharing the knowledge', each with a brief description of the project's goals and activities.

About the Project

ProGReg uses nature for urban regeneration with and for citizens.

The project is funded by the European Commission under the Horizon 2020 programme and will run from June 2018 until 2023. ProGReg stands for 'productive Green infrastructure for post-industrial urban regeneration' nature for renewal.

Front-runner cities and their Living Labs

Dortmund (Germany), Turin (Italy), Zagreb (Croatia) and Ningbo (China) host Living Labs, post-industrial areas of those cities where innovative new nature-based solutions are co-developed and tested with the communities living there.

Local ownership and participation

Local communities of the Living Labs are central to this project and involved at all stages from design to implementation. Since there is no 'one-size-fits-all' model, local knowledge is essential for local adoption of the nature-based solutions. A key aim is therefore to push-start citizen-ownership, so that impact is long-term and benefits future generations.

Follower cities

ProGReg's follower cities Casale (Portugal), Cluj-Napoca (Romania), Plovdiv (Greece) and Zaria (Bosnia-Herzegovina) will closely follow the co-creation process ongoing in the front-runner cities, share and exchange ideas and plans, and replicate the nature-based solutions developed by the front-runner cities. Since each city has its own locally specific post-industrial challenges, the follower cities will be involved in the research and design of the models, this ensures that the solutions can be adopted and tailored to the needs of different cities.

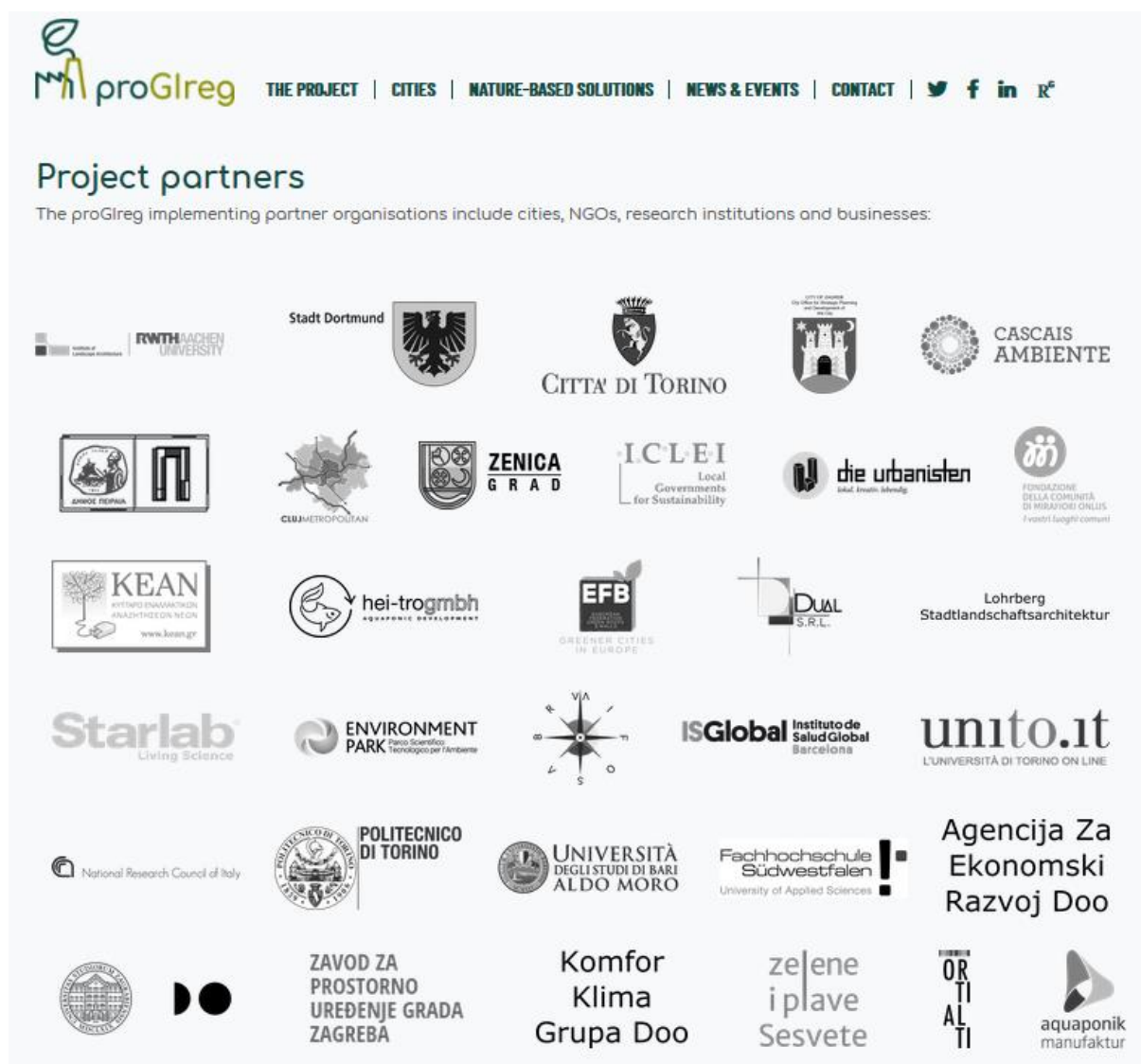
Sharing the knowledge

In addition to the cities, a global network of observer cities, NGOs, research institutions, the private sector and individual citizens and activists will have the opportunity to learn from the project, both in-person at conferences, through visits to the Living Labs, and on open-source platforms. Key aims are to spread awareness of the potential of nature-based solutions, promote market uptake and to feed the results into EU policies and strategies, so that nature-based solutions become the norm and not the exception.

3.2. Partners

The partners page shows all partner logos, which are linked to their own homepages. The logos turn from grey tones to the coloured original when hovered over.

Partners page



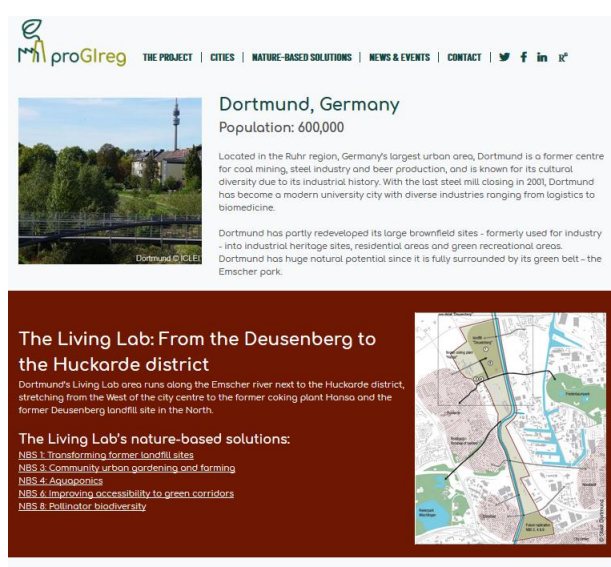
4. Cities

The city pages provide an introduction to each city and its post-industrial history.

4.1. Front-Runner cities

In the case of the Front-Runner cities, each Living Lab and its future plans within the proGlgreg project are described.

Dortmund page:



Dortmund, Germany
Population: 600,000

Located in the Ruhr region, Germany's largest urban area, Dortmund is a former centre for coal mining, steel industry and beer production, and is known for its cultural diversity due to its industrial history. With the last steel mill closing in 2001, Dortmund has become a modern university city with diverse industries ranging from logistics to biomedicine.

Dortmund has partly redeveloped its large brownfield sites - formerly used for industry - into industrial heritage sites, residential areas and green recreational areas. Dortmund has huge natural potential since it is fully surrounded by its green belt - the Emscher park.

The Living Lab: From the Deussenberg to the Huckarde district

Dortmund's Living Lab area runs along the Emscher river next to the Huckarde district, stretching from the West of the city centre to the former coking plant Honsa and the former Deussenberg landfill site in the North.

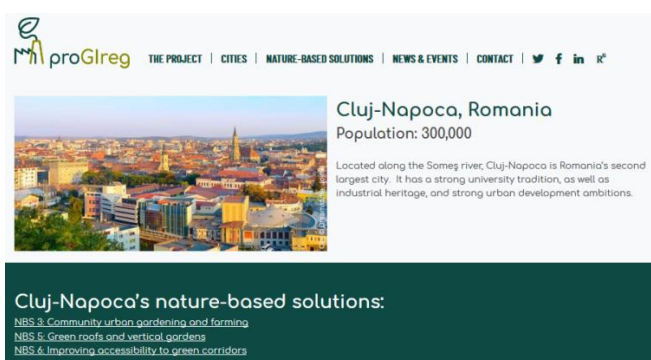
The Living Lab's nature-based solutions:

- NBS 1: Transforming former landfill sites
- NBS 3: Community urban gardening and farming
- NBS 4: Aquaponics
- NBS 6: Improving accessibility to green corridors
- NBS 8: Pollinator biodiversity

4.2. Follower cities

For the follower cities, there is also a general city introduction and then the nature-based solutions (with links to the nature-based solution pages) to be replicated are listed, as shown in the Cluj-Napoca example.

Cluj-Napoca page:



Cluj-Napoca, Romania
Population: 300,000

Located along the Someş river, Cluj-Napoca is Romania's second largest city. It has a strong university tradition, as well as industrial heritage, and strong urban development ambitions.

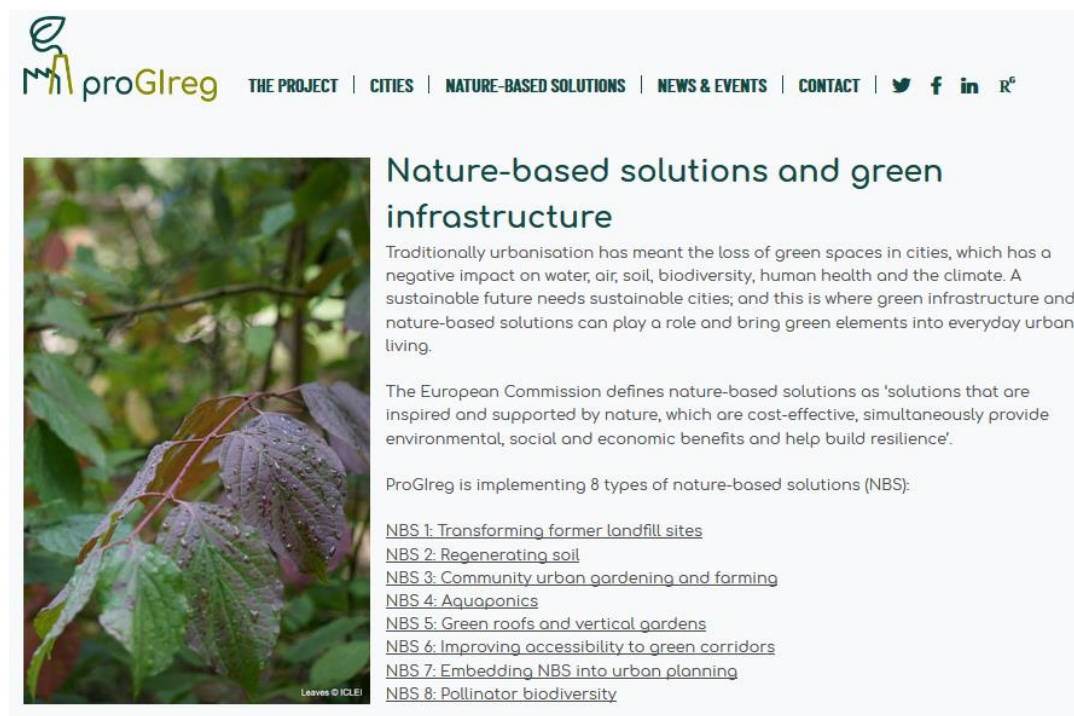
Cluj-Napoca's nature-based solutions:

- NBS 3: Community urban gardening and farming
- NBS 5: Green roofs and vertical gardens
- NBS 6: Improving accessibility to green corridors

5. Nature-based solutions

Firstly, an introduction page explains the background and concept of nature-based solutions in general. Secondly, the eight proGlgreg nature-based solutions are introduced (with links to the following more detailed pages).

Nature-based solutions background page:



proGlgreg THE PROJECT | CITIES | NATURE-BASED SOLUTIONS | NEWS & EVENTS | CONTACT | [Twitter](#) [Facebook](#) [LinkedIn](#) [RSS](#)

Nature-based solutions and green infrastructure

Traditionally urbanisation has meant the loss of green spaces in cities, which has a negative impact on water, air, soil, biodiversity, human health and the climate. A sustainable future needs sustainable cities; and this is where green infrastructure and nature-based solutions can play a role and bring green elements into everyday urban living.

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'.

ProGlgreg is implementing 8 types of nature-based solutions (NBS):

- [NBS 1: Transforming former landfill sites](#)
- [NBS 2: Regenerating soil](#)
- [NBS 3: Community urban gardening and farming](#)
- [NBS 4: Aquaponics](#)
- [NBS 5: Green roofs and vertical gardens](#)
- [NBS 6: Improving accessibility to green corridors](#)
- [NBS 7: Embedding NBS into urban planning](#)
- [NBS 8: Pollinator biodiversity](#)

5.1. The eight nature-based solutions

Each of the nature-based solutions are then explained and the plans for each city implementing them are explained in more detail:

Nature-based solutions explained individually:


[THE PROJECT](#) | [CITIES](#) | [NATURE-BASED SOLUTIONS](#) | [NEWS & EVENTS](#) | [CONTACT](#) | [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [X](#)



NBS 3: Community urban gardening and farming

Post-industrial areas often lack green spaces for public use. Turning unused urban land into productive community gardens can have a positive impact on locals, contributing to improved mental and physical health through exposure to nature and healthy sources of food and a community feeling.

Dortmund

A 10,000m² food forest - a self-sustaining woodland ecosystem designed for food production - will be created together with local residents next to the Huckarde district.

Additionally a permaculture orchard with fruits, nuts and berries, will enhance soil fertility. Located next to the open vegetation on the slopes of the former landfill site of Deussenberg (NBS 1), the orchard will increase availability of pollinator flora, thus creating a connection to NBS 8 (pollinator biodiversity).

Turin

Abandoned parts of the Sangone Park will be redesigned and used for community urban gardens. The aim is to improve the safety of the area and encourage community activities and productivity.

In the Piemonte Park, 2.5 hectares of land will be used for social farming activities including teaching, training and for job placements.

Additionally a pollinator garden with an apiary for honey production will be developed on a former industrial site, linking NBS 3 with NBS 8.

Zagreb

The Sesvete 'City Garden' will initially have around 100 units (and can be extended to new areas at a later stage). The garden will enable locals to grow traditional vegetables, herbs and flowers. This is one of 12 'City Gardens' created in Zagreb since 2013.

A nursery at the park entrance will serve as an educational centre for local schools. Food production will be organic and the water pumps will be run on solar power.



Cascais

Cascais will create urban gardens for local organic food production. The aim is not only to produce for own-consumption but also to sell under the local brand 'lands of Cascais products'.

Cluj-Napoca

Following the success of similar urban gardening projects in the city, Cluj-Napoca will regenerate the post-industrial land (and its soil) in the areas flanking central rail tracks. The aim is to create new jobs and opportunities for marginalized groups.

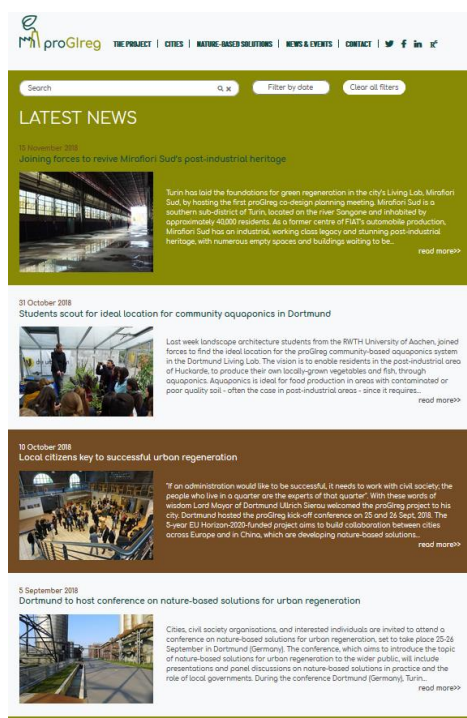
Piraeus

Derelict, former-industrial land will be regenerated into community gardens, improving the micro-climate and providing opportunities for locals to have more contact with nature.

6. News

An overview of the latest project news is available on the news page.

News page:



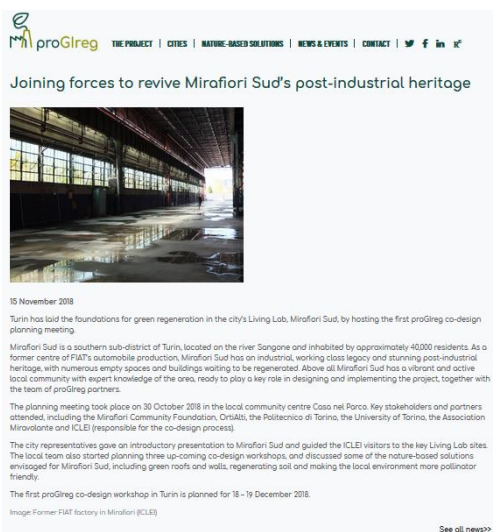
The screenshot shows the proGReg website's news section. At the top, there's a navigation bar with links: THE PROJECT, CITIES, NATURE-BASED SOLUTIONS, NEWS & EVENTS, CONTACT, and social media icons. Below the navigation bar is a search bar and filters. The main heading is "LATEST NEWS". There are four news articles listed, each with a date, a title, a short description, an image, and a "read more" link.

- 15 November 2018**
Joining forces to revive Mirafiori Sud's post-industrial heritage
Turin has laid the foundations for green regeneration in the city's Living Lab, Mirafiori Sud, by hosting the first proGReg co-design planning meeting. Mirafiori Sud is a southern sub-district of Turin, located on the river Sangone and inhabited by approximately 40,000 residents. As a former centre of FIAT's automobile production, Mirafiori Sud has an industrial, working class legacy and stunning post-industrial heritage, with numerous empty spaces and buildings waiting to be... [read more](#)
- 31 October 2018**
Students scout for ideal location for community aquaponics in Dortmund
Last week landscape architecture students from the RWTH University of Aachen, joined forces to find the ideal location for the proGReg community-based aquaponics system in the Dortmund Living Lab. The vision is to enable residents in the post-industrial area of Hückelrade, to produce their own locally-grown vegetables and fish through aquaponics. Aquaponics is ideal for food production in areas with contaminated or poor quality soil - often the case in post-industrial areas - since it requires... [read more](#)
- 19 October 2018**
Local citizens key to successful urban regeneration
"If an administration would like to be successful, it needs to work with civil society, the people who live in a quarter are the experts of that quarter." With these words of wisdom Lord Mayor of Dortmund Ullrich Sievers welcomed the proGReg project to his city. Dortmund hosted the proGReg kick-off conference on 25 and 26 Sept. 2018. The 5-year EU Horizon-2020-funded project aims to build collaboration between cities across Europe and in China, which are developing nature-based solutions. [read more](#)
- 5 September 2018**
Dortmund to host conference on nature-based solutions for urban regeneration
Cities, civil society organizations, and interested individuals are invited to attend a conference on nature-based solutions for urban regeneration, set to take place 25-26 September in Dortmund (Germany). The conference, which aims to introduce the topic of nature-based solutions for urban regeneration to the wider public, will include presentations and panel discussions on nature-based solutions in practice and the role of local governments. During the conference Dortmund (Germany), Turin... [read more](#)

6.1. News articles

The full news articles are available when clicking on the individual entries.

News article example:



The screenshot shows a full news article on the proGReg website. The article title is "Joining forces to revive Mirafiori Sud's post-industrial heritage". Below the title is a large image of a large industrial building. The article text is as follows:

15 November 2018

Turin has laid the foundations for green regeneration in the city's Living Lab, Mirafiori Sud, by hosting the first proGReg co-design planning meeting.

Mirafiori Sud is a southern sub-district of Turin, located on the river Sangone and inhabited by approximately 40,000 residents. As a former centre of FIAT's automobile production, Mirafiori Sud has an industrial, working class legacy and stunning post-industrial heritage, with numerous empty spaces and buildings waiting to be regenerated. Above all Mirafiori Sud has a vibrant and active local community with expert knowledge of the area, ready to play a key role in designing and implementing the project, together with the team of proGReg partners.

The planning meeting took place on 30 October 2018 in the local community centre Casa nel Parco. Key stakeholders and partners attended, including the Mirafiori Community Foundation, Cristallo, the Politecnico di Torino, the University of Torino, the Associazione Mirafiori and ICLEI (responsible for the co-design process).

The city representatives gave an introductory presentation to Mirafiori Sud and guided the ICLEI visitors to the key Living Lab sites. The local team also started planning three up-coming co-design workshops, and discussed some of the nature-based solutions envisaged for Mirafiori Sud, including green roofs and walls, regenerating soil and making the local environment more pollinator friendly.

The first proGReg co-design workshop in Turin is planned for 18 - 19 December 2018.

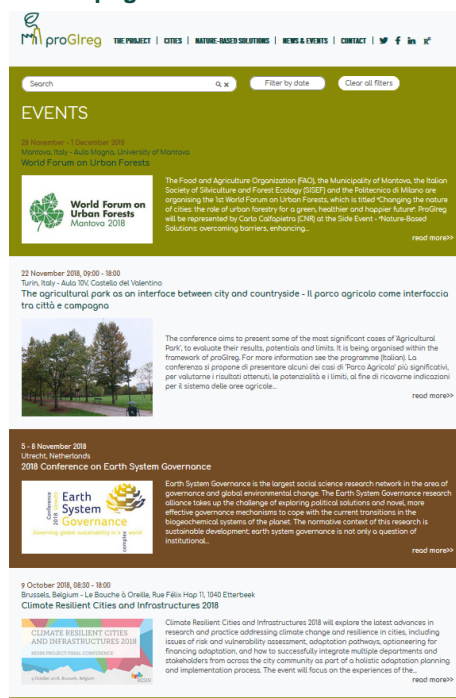
Image: Former FIAT factory in Mirafiori (ICLEI)

[See all news](#)

7. Events

Similarly, relevant project-related or nature-based solutions events are listed on the events page:

Events page



The screenshot shows the 'Events' section of the proGlgreg website. It features a search bar, a filter by date button, and a list of events. The first event is the 'World Forum on Urban Forests' in Mantova, Italy, from November 17-18, 2018. The second event is 'The agricultural park as an interface between city and countryside' in Turin, Italy, on November 22, 2018. The third event is the '2018 Conference on Earth System Governance' in Utrecht, Netherlands, from November 5-8, 2018. The fourth event is 'Climate Resilient Cities and Infrastructures 2018' in Brussels, Belgium, on October 9, 2018. Each event entry includes a date, location, title, a brief description, and a 'read more' link.

7.1. Individual event

More information about each individual event is available when clicking on the entry.

Individual event example:



The screenshot shows the detailed page for the '2018 Conference on Earth System Governance'. It includes the event title, dates (5-8 November 2018), and location (Utrecht, Netherlands). The page provides a detailed description of the conference, its goals, and the topics to be discussed. It also mentions the proGlgreg project's involvement and lists the project's representatives: Rieke Hansen, Emily Riel, Werner Rott, Martina von Lierop, and Stephan Roullet. A 'See all events' link is at the bottom.

8. Contact

The contact page provides project contact details and social media account links:

Contact page:



9. Future Development

ICLEI Europe will continue to update the website as the project progresses. The next steps planned include:

- An interactive homepage map with city windows/links popping when hovering over each city
- More information and progress on the living labs and project implementation
- A newsletter page for the newsletter archive
- A newsletter sign-up section on every page
- A resources page for project deliverables and links to other relevant information
- Updating the website colours to include six additional proGReg colours, in line with the corporate design guidelines

10. Statistics

As part of the regular communications review, the following website statistics will be collected and reported on:

- Number of individuals visiting the site
- Number of visits
- Pages
- Hits
- Bandwidth
- Countries
- Visit duration
- Downloads
- Keyphrase searches
- Keyword searches