proGIreg

Final Communication and Dissemination Plan

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Abbreviations

FC: Follower cities

FRC: Front-runner cities

NBS: Nature-based solutions

NGO: Non-governmental organisation

proGIreg: productive Green Infrastructure for post-industrial urban regeneration

Executive Summary

This Communication and Dissemination Plan describes the framework and procedures to be used for effective communication and dissemination work within the proGIreg project. It provides project descriptions, covers the situation at the end stages 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 was updated on an annual basis. This is the fifth and final version, with updates under sections 11/Responsibilities and 12/Monitoring and Evaluation.

1.   Introduction

1.1.   Introduction to the project

Productive Green Infrastructure for post-industrial urban regeneration (proGIreg) develops and tests nature-based solutions (NBS) co-creatively with public authorities, civil society, researchers and businesses. Eight nature-based solutions, which support the regeneration of urban areas affected by deindustrialisation, are being deployed in Dortmund (Germany), Turin (Italy), Zagreb (Croatia) and Ningbo (China). The cities of Cascais (Portugal), Cluj-Napoca (Romania), Piraeus (Greece) and Zenica (Bosnia and Herzegovina) receive support in developing their strategies for embedding nature-based solutions at local level through co-design processes.

1.2.   Objectives

The main objective of the proGIreg 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:

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

2.   Project descriptions

2.1.   Claim

Since the proGIreg 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: proGIreg

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:
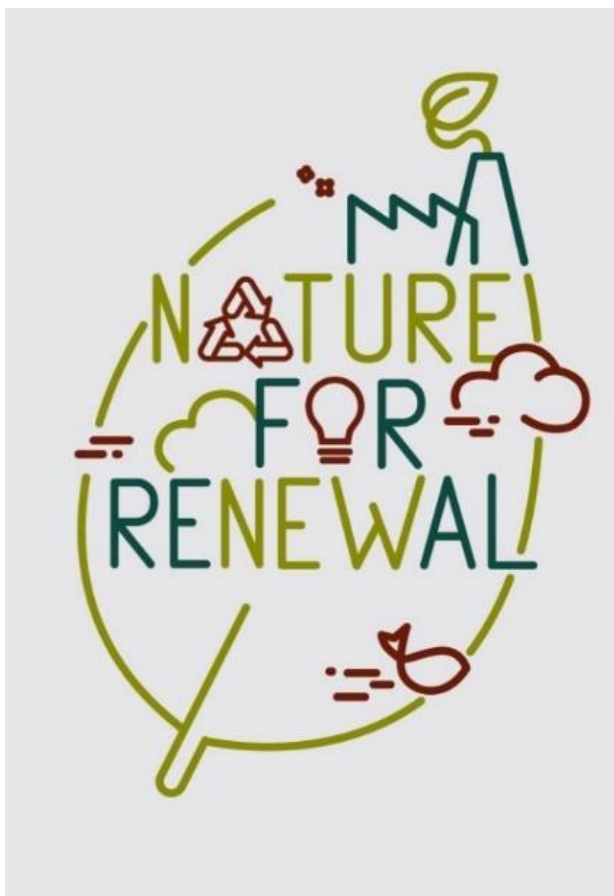
2.2. About the project

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

ProGIreg 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
ProGIreg 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

ProGIreg 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):
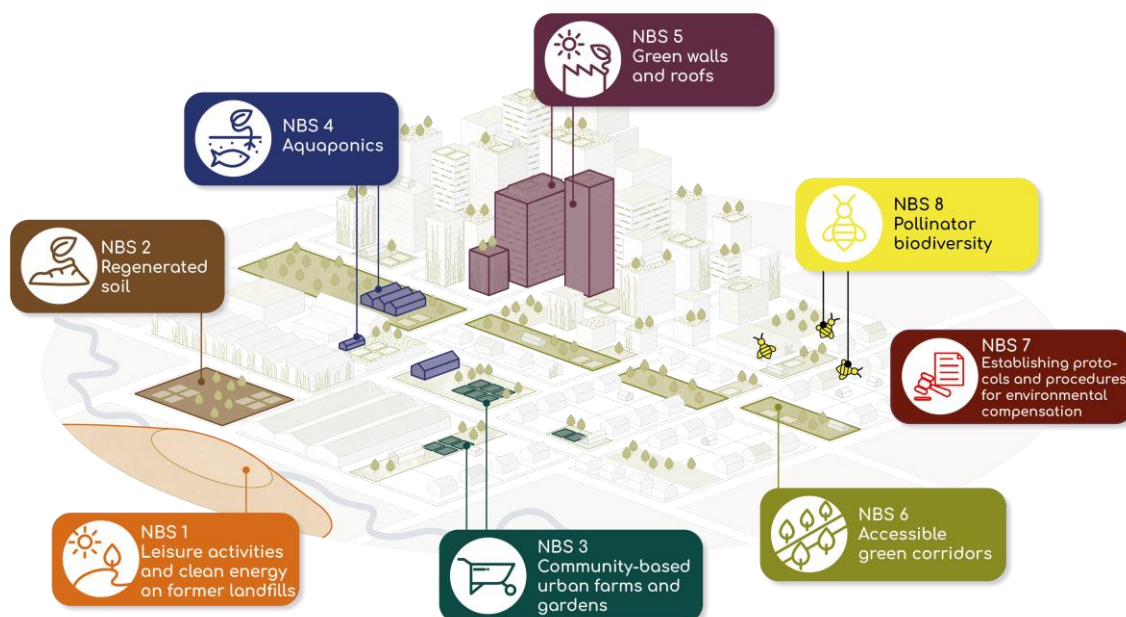

Figure 1 Spatial representation of eight NBS adapted in proGIreg's four Living Labs (RWTH)

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: ProGIreg is very much linked to the Turin's Adaptation Plan. The plan is to embed nature-based solutions as a core inspirational approach and consider proGIreg 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 proGIreg since the revived buildings are being considered as a potential target for proGIreg green roofs.

Dortmund: In Dortmund the aims of proGIreg 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, proGIreg 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 proGIreg 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, hosts, for example, a spring festival each year targeted at local schools and young people, with story-telling focussed on proGIreg activities. Fondazione Mirafiori creates 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 proGIreg 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 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 additional 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 proGIreg seminars and events. Also identify a wide spectrum of academic conferences, for proGIreg 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 proGIreg 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

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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 proGIreg, 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 proGIreg develops eights 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 proGIreg 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 proGIreg 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 proGIreg team are key experts with crucial knowledge, and through them, positive change that is 'owned' by the local communities will be possible. Examples of proGIreg 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. Post practical 'how-

to' guides on social media to empower both city officials and citizens in other towns to encourage wider implementation of nature-based solutions.

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

How to communicate: Use concrete examples, such as proGIreg'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 proGIreg 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 proGIreg'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 proGIreg 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: proGIreg 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 &

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

politicians

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. Explore proGIreg's best practices from its Living Lab's and implement these in your city.

Addressing target group 4: Civil society and the general public

More green spaces and trees make communities greener, healthier, happier and stronger. Creating and joining activities that implement nature-based solutions is an easy way to contribute to making your city a better place to live.

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.

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

4. Channels

4.1. Events

Relevant upcoming project events are featured on the proGIreg website. Additional opportunities for academic dissemination are circulated by project partners among the consortium through the project management tool. Below are examples of events which take place on a regular/annual basis and could be used for proGIreg dissemination.

Events	Partner/ organisation and role	Target group
ProGIreg conferences in Dortmund, Turin and Zagreb (final conference)	Cities of Dortmund, Turin and Zagreb	City representatives and decision-making groups Urban planners, architects Scientific community inside and outside the consortium
EU Green Week		City representatives and decision-making groups, Civil society and the general public
European Urban Resilience Forum	ICLEI: Organiser	City representatives
Resilient Cities	ICLEI: Organiser	City representatives
European Mobility Week	City of Zagreb, co-organiser	City representatives and decision-making groups Civil society and the general public
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	

4.2. Digital media

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

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

Digital media: partner websites	Partner / channel	Target group
www.progireg.eu	Project website	All target groups
https://iclei-europe.org/	Partner website	Local governments Civil society
www.networknature.eu	Partner coordinated website	Residents in the Living Labs Urban planners City representatives and decision-making groups Scientific community inside and outside the consortium

Digital media: partner websites	Partner / channel	Target group
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 Sesvete, 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
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 proGIreg 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

Digital media: partner websites	Partner / channel	Target group
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 Urban planners
www.urbasofia.eu/en/home/	Partner Urbasofia website	Urban planners in Romaniaand Italy
www.aquaponik-manufaktur.de/	Partner Aquponik 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.heitro.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

Digital media: partner websites	Partner / channel	Target group
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
https://efb-greenroof.eu/	Partner website EFB	Civil society and the general public Residents in the Living Labs Scientific community inside and outside the consortium

4.3. Social media

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

Social media account	Category	Coordinator
Twitter		
@proGIreg	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)

Social media account	Category	Coordinator
@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
@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
@EFBgreen	Partner initiative	GRÜNSTATTGRAU
@StampaCnr	Partner account	CNR
@NetworkNatureEU	Partner project	ICLEI Europe
@ICLEI_Europe	Partner account	ICLEI Europe
@PoliTOnews	Partner account	Polito, Turin
@zedazenica	Partner account	Zenica development agency
@OrtiAlti	Partner account	Ortialti
@APMgmbh	Partner account	Aquaponikmanufaktur
@naturfelder	Local initiative	Naturfelder

Social media account	Category	Coordinator
Facebook		
@proGIreg	Project account	ICLEI Europe
@edX	Partner account	RWTH Aachen edx platform (For promotion of MOOCs)
@cittaditorino	Partner account	City of Turin
@sesvetedanashr	Partner account	Sesvete, Zagreb
@strategijskoplaniranje	Partner account	City of Zagreb
@CMCascais	Partner account	City of Cascais
@Cascais Ambiente	Partner account	City of Cascais
@PrimariaClujNapocaRomania	Partner account	Cluj-Napoca
@GradskaupravaZenica	Partner account	City of Zenica
@zeda.zenica	Partner account	Zenica Development Agency
@fondazionemirafiori	Partner account	Fondazione Mirafiori
@mirafiorisocialgreen	Page on Fondazione Mirafiori partner account	Mirafiori Social Green
@dieurbanisten	Partner account	Die Urbanisten
@KEAN.gr	Partner account	KEAN
@citybotanicals	Partner account	Hei-tro gmbH
@heitrogmbh	Partner 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	Farfalle In Tour

Social media account	Category	Coordinator
	pollinators and citizen science)	
@politecnicoditorino	Partner account	Politecnico di Torino
@dad.polito	Partner account	Politecnico di Torino
@naturfelder	Local initiative	Dortmund
@Aquaponik manufaktur gmbh	Partner account	Dortmund
@EuropeanGreenroofLivingwallFederation	Partner initiative	GRÜNSTATTGRAU
Instagram		
@progireg	Project account	ICLEI Europe
@dieurbanisten	Partner account	Die Urbanisten
@citybotanicals	Partner account	Hei-tro gmbH
@politecnicoditorino	Partner account	Politecnico di Torino
@dad.polito	Partner account	Politecnico di Torino
@ortigenerali	Partner account	Orti Generali
@aquaponikmanufaktur	Partner account	aquaponik manufaktur GmbH
@naturfelder	Local initiative	Naturfelder
@ortialti	Partner account	Orti Alti
@landschaftsarchitektur.rwth	Coordinator account	Aachen University
@strategijskoplaniranje	Partner account	City of Zagreb
Youtube		
Die Urbanisten	Partner account	Die Urbanisten
edxonline	Partner account	RWTH Aachen edx platform (For promotion of MOOCs)

Social media account	Category	Coordinator
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
Orti Generali	Partner account	Orti Generali
Orti Alti	Partner account	Orti Alti
NetworkNature	Partner project	ICLEI Europe
ICLEI Europe	Partner account	ICLEI Europe
LinkedIn		
proGIreg project	Project account	ICLEI
edx	Partner account	RWTH Aachen edx platform (For promotion of MOOCs)
European federation of green roof and green wall associations	Partner initiative	GRÜNSTATTGRAU
Citybotanicals GmbH	Partner account	Hei-tro gmbH
Torino City Lab	Partner account	City of Turin (smart city office)
Citta Metropolitani di Torino	Partner account	City of Turin
NetworkNature EU	Partner project	ICLEI Europe
ResearchGate		
proGIreg - productive Green Infrastructure for post-industrial urban regeneration	Project account	RWTH

4.4. Newsletters and mailing lists

The proGIreg 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
proGIreg newsletter	http://www.pro-gireg.eu/newsletter/	300+	All target groups	ICLEI Europe
ICLEI Europe e-news-letter	http://www.iclei-eu-rope.org/newsletter/	2500+	City representatives in Europe	ICLEI Europe
ICLEI global iNews		4500+	City representatives worldwide	ICLEI World Secretariat
ICLEI Europe Adaptation and Urban Resilience newsletter		450+	City representatives Urban planners	ICLEI Europe
CNR - IBAF-CNR mailing list			Scientific community inside and outside the consortium	CNR
Urbasofia newsletter	https://urbaso-fia.eu/en/news/news-letter/		Urban planners	Urbasofia

4.5. Traditional media

Media channel	Type	Contact partner
Cities Today	Magazine	ICLEI Europe
Sustain Europe	Magazine	ICLEI Europe
Eurohealthnet	Online magazine	ICLEI Europe
Eco Graffi	Online magazine about the environment	City of Torino

Media channel	Type	Contact partner
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 world-wide	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 Change-makers 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
REVOLVE	REVOLVE Group is dedicated to communicating about water, energy, ecosystems, mobility, and the circular economy.	ICLEI Europe
EuroHealthNet Magazine	EuroHealthNet is a not-for-profit partnership of public bodies working from local to regional, national, and international levels across Europe.	ICLEI Europe

5. Social media guide

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

Content guide

→ Post links to news, research, videos and other relevant proGIreg info
→ Use the hashtags #proGIreg #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 proGIreg 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 #proGIreg in tweets to ensure your posts are picked up by the relevant channels and tag @proGIreg to get retweeted to the whole proGIreg 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

Youtube

→ Subscribe to the proGIreg channel to hear about and view the latest proGIreg videos
→ Like and share videos among your contacts

Instagram

→ Instagram focus is on stories available for 24h, so post newsfeed items on stories as well
→ Include hashtags, max 3 in stories, more okay in feed posts
→ Tag relevant stakeholders or other accounts posting similar content
→ When posting from partner accounts Include #proGIreg in tweets to ensure your posts are picked up by the relevant channels and tag @proGIreg to get retweeted to the whole proGIreg community
→ Post stories at workshops and other relevant events
→ Tag in key stakeholders' accounts (see 4.3)

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 proGIreg messaging
→ Thorough check of source of information i.e. reliability of the account holder

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6. Video guidelines

ProGIreg partners will be producing videos for various reasons, including to communicate publicly about the project's activities and also within Task 6.3 'EdX MOOCS training module with global outreach'.

These guidelines provide both technical and content requirements and recommendations for producing film material for MOOCS videos and recommendations for other types of video production. Additionally a procedure for checking quality and sharing material among partners is presented.

6.1. MOOCs videos

Below are the initial requirements and recommendations for the production of video material to be used in the proGIreg MOOCs (task 6.3). For further detailed instructions, please refer to 'D6.10 MOOC 1st run'. The MOOC concept was set up by RWTH in collaboration with the

relevant partners. Clarification and support in implementing thesewas provided by Carolin Gnacke, MOOC Coordinator at RWTH: **gnacke@medien.rwth-aachen.de**.

6.1.1. Technical requirements

For video material intended for MOOCs videos, the following requirements must be met:

→ A resolution of 2160p / 25 – if this is not possible then please use a resolution of 1080p / 25
→ Always use a tripod when recording
→ No filming of interviews against the light
→ Reduction of camera movements to a minimum
→ No use of zoom while recording
→ Always record interviews with an additional microphone
→ Always produce a mix of detail shots and long shots at each location

6.1.2. Technical recommendations

Below are recommendations for the production of MOOCs video material, to be followed, where possible:

→ VideoCodec: ProRes or XAVC or DNXHR
→ Please set up aperture & focus manually
→ Use log gamma curves (S-Log, C-Log, V-Log)
→ The recommended lighting during interviews is a 3-point illumination
→ Ensure you get enough coverage:
  ● Hold each shot for at least ten seconds (or five seconds before and after the action)
  ● Shoot more shots than you think you need
  ● Vary the shots: get long shots, mid shots and close-ups
  ● Vary camera positions: from above, below, various side angles etc
  ● For more detailed advice is available here: **https://learnaboutfilm.com/making-a-film/organ-ising-filmmaking-process/filming/coverage-get-the-shots-you-need/**

6.1.3. Content requirements

For MOOCs videos, the following types of content is needed for the videos:

→ Living Labs
→ Nature-based solutions
→ People:
  ● working in groups/discussing/digging gardens etc.
  ● if faces are recognisable, ask them to sign a consent form (see Annex 2)
  ● they should represent a broad mix of societal groups
  ● consider chapter 7 on gender equity

6.1.4. Structure/management for sharing MOOCs video material

RWTH Media for Learning has set up a project space for for partners to share their relevant proGIreg video material. Contact **gnacke@medien.rwth-aachen.de** for more information.

6.1.5. Quality procedure

Prior to finalising any MOOCs video, RWTH Media for Learning (the responsible part for producing the MOOCs) should take the following steps:

→ Check the video against the requirements/recommendations in these guidelines
→ Share with ICLEI Europe and other contributing partners for approval

6.2. Other proGIreg videos

ProGIreg partners may want to produce videos for promotional or reporting purposes. The following recommendations should be considered, where possible:

6.2.1. Technical recommendations

→ Use a tripod when recording
→ No filming of interviews against the light
→ Reduction of camera movements to a minimum
→ No use of zoom while recording
→ Record interviews with an additional microphone
→ 1-3 minutes in length

6.2.2. Content requirements

Opening slide

→ 4 second duration
→ White background & proGIreg Logo & Partner logo

Closing slide

→ 5 second duration
→ White background & proGIreg logo & EU flag & funding acknowledgement
→ Text: www.proGIreg.eu (Comfortaa, 44 pt, proGIreg dark green)
→ RGB:

R	14
G	75
B	67
HEX	#0e4a43

→ Text: This project has received funding from the European Union's Horizon 2020 innovation action programme under grant agreement no. 776528. The sole responsibility for the content of this video lies with the proGIreg project and in no way reflects the views of the European Union. (Comfortaa, 25 pt, black)

6.2.3.   Content recommendations

→ Images should include:
  ● Living Labs
  ● Nature-based solutions
  ● People:
    o working in groups/discussing/digging gardens etc
    o if faces are recognisable ask them to sign a consent form
    o they should represent a broad mix of societal groups
    o consider chapter 6 on gender equity
→ Ensure the message makes sense and is clear
→ Adapt to your audience; the general public would need some basics about proGIreg whereas as internal or more technical audience would need details
→ Good advice for making films is available here: **https://learnaboutfilm.com/**

6.2.4.   Quality procedure

Prior to finalising any project video, the following steps should be taken:

→ Check the video against the requirements/recommendations in these guidelines
→ Ask colleagues/external people to watch the video before publishing and get feedback on whether it flows and makes sense
→ Share with ICLEI Europe and other contributing partners for approval

7.   Gender equity

When communicating about proGIreg, 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 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.

8. Exchanges with other projects

ProGIreg 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 proGIreg, they are the object of the Task 1.4 - "Coordination with other NBS Innovation Actions", led by CNR (M1-M60).

In 2021 engagement with other projects in the field of NBS has been increased through engagement with ICLEI Europe coordinated NetworkNature – a service building capacity and synergies in the NBS community, that also manages the EU NBS Task Forces, proGIreg partakes in.

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 and Knowledge Sharing".* 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 and to NetworkNature. As better described in the proGIReg Data Management Plan (Deliverable 4.2[1]), the first step is to register a new case study on the Oppla platform (**Error! Reference source not found.**). Oppla will expose a set of API to enable the programmatic interaction with the single NBS platform.

- *Taskforce II: "Integrated Assessment Framework".* The NBS impact within pro-GIreg 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-based solutions evaluation[2] and described in the Monitoring and Assessment Plan (D4.1[3]). 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 proGIreg results with those from other sister projects, within this taskforce. They constitute one of the main outputs of proGIreg, and their descriptory efficiency will be compared with those provided by the sister projects. The chosen indicators have been

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

defined in the proGIreg Protocols of Measurements (D4.3[4]) and more details on their upscaling will be provided in future deliverables. This Task Force published the hand-book "Evaluating the impact of nature-based solutions" in 2021, incorporating both quantitative and qualitative results from H2020 projects, including proGIreg.

- *Taskforce III: "Governance, Business Models and Financial Mechanisms".* Pro-GIreg is participating in this task force, through research and lessons learned within the project as the Task Force initiates more activities in 2021.

- *Taskforce IV: "NBS Communicators".* This Task Force initiated activities again in late 2020. ProGIreg is participating in this task force actively, through joint meetings, dissemination and communication activities, campaign planning, event planning and creating common messaging for NBS among other H2020 funded projects.

Foreseen activities under these task forces include:

- 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.
- Common messaging / communications guidelines for H2020 NBS projects
- Common events on project outcomes and products

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[4] Baldacchini, C. (2019): Protocols of Measurements, Deliverable No.4.3, proGIreg. 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 proGIreg project. This section is aligned with Article 29 — Dissemination Of Results — Open Access — Visibility of EU funding, cited in the proGIreg 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. The content will be reviewed by the consortium's Scientific Committee (SC), as described in this chapter. The specified conditions for publication must be applied to the following formats: journal papers, book chapter, conference proceedings and peer-review publications.

In case an author publishes an academic publication about the proGIreg results and methodologies outside of the rules of the project. The lead partner RWTH can adopt measures from removal of authorship to contact the publishing entity/ journal to correct or remove the publication.

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 (in case of city/government agencies involved a maximum of 3/2 persons per city/agency can be included in the authorship), or general supervision of the research group such as WP leaders and Task Leaders;
- participated in the drafting process of the publication; or
- revised the publication critically for important intellectual content.

The authors named 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.

To define the type authorship the project will consider two levels of publication:

1) Project level: Publication approaching the methodologies and results of proGIreg in general. For Example, publications that address comparative study between living

labs within the project or that talk about the project in general. All of this one shall include RWTH (Axel Timpe) within the authors of the publication.

2) Specific Indicator: Publications approaching specific research indicators of proGIreg such as :

- Research about specific Living LAB

- Research about specific NBS (or technology)

- Research about a specific data collection or monitoring

On these publications the author will be the ones directly related to the topic of research. If the group needs to exclude an author, the reasons for exclusion must be communicated to the author and SC.

In addition, it highly recommended that all papers have a clear connection to the projects and are in line with the projects concepts and aims. In particular, scoping reviews /literature reviews need to carefully check for their representation of the proGIreg project.

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 and written contribution to the paper. Throughout the whole process, from the proposal of the publication, the first author is expected to coordinate the circulation, editing, submission, and revision of the publication. The first author must submit a form mentioning the title of the paper, topic and timeline to the SC for approval. This information will then be announced on the project's Basecamp platform for any partners interested in contributing to the publication. This manner of proceeding also discloses any conflict of interest (i.e., if more than one author proposes the same topic).

9.1.3.   Scientific Committee

The proGIreg SC 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 (to be determined by each partner and approved during 2019), and the coordinator of its activities will be POLITO. 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 represents the authority that will advise on the best solution to resolving the situation.

The SC is composed of members from 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 proGIreg consortium. If possible, other proGIreg researcher and non-research partners who have made non-authorial contributions to the publication will be listed separately in the acknowledgements. Individuals with a specific expertise who have contributed to a paper can be added to the paper following approval by the SC. 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 proGIreg consortium
>
> Acknowledgements: The authors led the study on behalf of the proGIreg consortium (www.progireg.eu) funded by the Horizon 2020 Programme of the European Commission (grant agreement 776528). XX assisted with data collection.

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 proGIreg project and in no way reflects the views of the European Union."

As highlighted in the disclaimer above and in the proGIreg 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."

9.1.6. Non-English publications

As the consortium partners come from a very diverse spectrum of nationalities and languages it is possible to publish in other languages apart from English (preferred one in terms of dissemination). In that case, the interested partner will have to write an abstract in English and follow the publication procedure described below.

It is be mandatory to publish in English is if the article is related to data collection managed by WP4.

A section specifically devoted to papers in a second language will be created on Basecamp.

9.2. Publications procedure

In order to make the publication process more streamlined and effective, it is highly recommended that scientific papers are planned together with consortium partners. The partner interested in publishing (see GA Article 29) must communicate their ideas for publication to ensure effective cooperation and high-quality outputs. To have track of the consortium publications POLITO will manage an internal academic dissemination tracker (only accessible to the Scientific committee partners) which summarizes the main manuscripts expected to arise directly from the proGIreg objectives, responsible authors and foreseen timeline for preparation.

To add publications to this tracker the interested author must carry on this process, the following steps:

9.2.1. Proposing a publication

➤ The interested partner presents a topic 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 will complete the request PROPOSAL FORMAT for (a) article publication or (b) conference abstract (see Annex). These formats contain the general information and details that should be communicated to the SC in order to approve the publication on behalf of proGIreg. Once the format(s) is(are) completed, the interested partner shall send it (them) via a Basecamp message to the coordinator of the SC - in this case POLITO (Contact points: Silvia Barbero or Amina Pereno).

➤ The SC will have 5 working days to review the PROPOSAL FORMAT (a) or (b). Every review will be taken by 2 members of the SC. The SC approves (or rejects) the proposal within the given timeframe. In case of no response from the SC, the PROPOSAL is approved. If the reviewers have concerns, these need to be sent to POLITO in written form. Based on the reviewers comments, the SC will vote internally on the approval or disapproval of the publication. If rejected, a resubmission of an improved PROPOSAL 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.

➤ If the PROPOSAL is accepted by the SC, the interested partner shall post a communication in the full consortium group under the category "Scientific Publication" (see the example image below).

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 publication of the PROPOSAL shall give all partners of the consortium the opportunity to participate in the publication
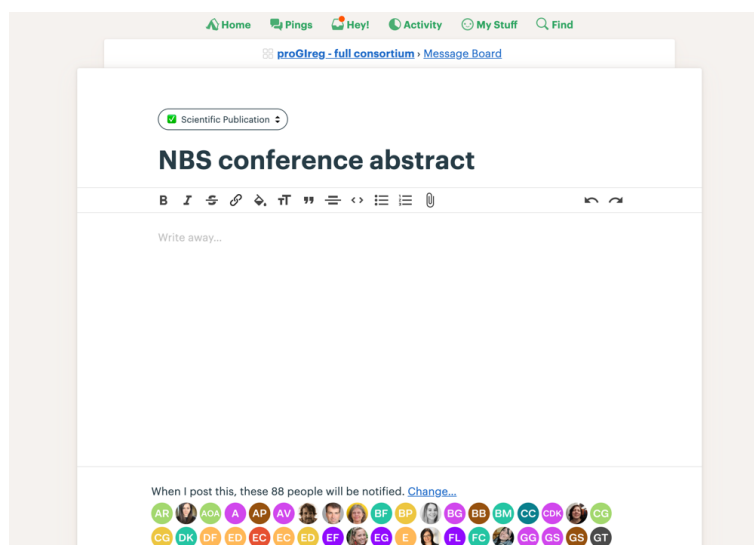
➤ After a proposal FORMAT has been accepted by the SC, POLITO will immediately update the Dissemination Tracker, which is an excel file available for consultation to all partners in the Full Consortium Basecamp group.

➤ Partners give feedback depending on the type of PROPOSAL; in the case of conference abstracts within 5 working days and in the case of Article publication within 30 days. In case any party has an objection to the presented publication, they communicate this to the interested partner (author) and POLITO, the SC coordinator.

9.2.2. Creating a final manuscript for publication

➤ The first author sends the final manuscript to POLITO, the SC coordinator, at least 10 working days before final submission (to the journal /conference).

➤ The SC gives final approval within 5 working days of receiving the manuscript. In case of no response from the SC, 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 SC seeks to resolve the issues through further discussion. If the issues are not resolved, the SC 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 that information is communicated to POLITO and SC before the manuscript is published, based 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. Special rules for data from WP4

As WP4 manages in particular sensitive data, this WP will have their own publishing schedule that will be communicated to POLITO. Also it is important to underline that each local partner cannot publish the data collected until the study is completed, this in the specific case of big data collections on the Living Labs. Each publication related to the WP4 must be previously consulted with the WP leader (see the Data management Plan (deliverable 4.2)).

9.2.5. Recording and disseminating academic publications

After the manuscript is submitted and approved, the publication is included in the Dissemination Tracker, managed by POLITO and ICLEI. In particular, in case of data collected by local partners under the coordination of WP4 Task leaders, the local partners are not allowed to use the data on their own, but they have to agree with the WP4 leader about the use (and then the publication) of the collected data. The WP4 leader will coordinate the data publication within theWP4, taking care that everyone' work will be exploited at its best. This file will be available, and regularly updated, on the Basecamp platform, so that all partners are aware of publications by the consortium. ICLEI then shares information on relevant new publications on the 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 proGIreg 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. (see the Data management Plan (deliverable 4.2).

The first or last author of the publication shall cover the expenses for the Open Access publication, unless agreed otherwise. Each research institution partner has been given budget for publications within proGIreg in the cost category "other direct costs.

Researchers outside proGIreg are allowed to use data from publications related to the project. However, the interested researchers must fill out a form and send it to POLITO for approval, also it advice to review the Data management Plan (deliverable 4.2).

9.3.2. Use of proGIreg research in teaching

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

- Using the proGIreg project as examples within lectures
- Using proGIreg 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) and ensures that the Scientific Publication record is completed so that WP6 has a record of events where proGIreg has been 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 and Pollution 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 Environmental Research and Public Health
- 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 RUAF Foundation, Netherlands
- Urban Forestry and Urban Greening
- Urban Studies
- Urbanistica Informazioni (english version)
- Urban Design international
- Urban Transformations

10. Communications products

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

- Website: Since submitting the deliverable **6.2 ProGIreg 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 proGIreg 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 **proGIreg@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: **proGIreg@iclei.org**

11. Responsibilities

Below shows the WP6 deliverables due by end of month 60:

Deliverable / Milestone	Responsibility	Status
D6.1 Kick-off conference in Dortmund	Dortmund	Submitted
D6.2 proGIreg website	ICLEI	Submitted
D6.3 Corporate design for project communication	ICLEI	Submitted
MS2 Public image completed	ICLEI	Submitted
D6.4 IPR strategy	POLITO	Submitted
D6.5 IPR register	POLITO	Submitted
D6.6, 6.12, 6.13, 6.14, 6.16 Communication and dissemination plan 1,2, 3, 4 & 5 (final)	ICLEI	Submitted
D6.7 (&9) Replication analysis report	ICLEI	Due Nov 2023
D6.8 mid-term conference in Turin	COTO	Submitted
D6.10 MOOC **1st run**	RWTH	Submitted
D6.11 Final conference in Zagreb (M60)	Zagreb	Submitted
D6.15 Open access book	POLITO	Due Nov 2023
D6.17 MOOC 2nd run	RWTH	Submitted
D6.18 MOOC final	RWTH	M60
D6.19 Update of IPR strategy	POLITO	Submitted

12. Monitoring and evaluation

To monitor and evaluate communication and dissemination activities the following indicators and targets represented in the table below are collected and assessed periodically (based on benchmarking done by ICLEI on its other Horizon projects). They are based on the reach of the proGIreg's communication activities. Social media statistics (Twitter, LinkedIn, Instagram, Facebook) are monitored through the platforms' analytics, website statistics through Matomo Analytics. It is worthy to note that due to website cookies, and GDPR considerations, the kind of data and statistics that can be collected is limited. Benchmarking opportunities across organisations are restricted due to the private nature of statistics (by the organisations managing the websites).

Dissemination in events, conferences and the publication of articles is monitored through a dissemination tracker hosted on Jotform, where all partners fill in activities. Regular reminders are sent to fill in the form. The below table lists targets for the end of the project, which will be reported on via the standard project reporting procedure:

Objectives[5]	Channel or activity	Indicator	Target at end of project
3, 4, 5, 6	Website[6]	Visits per month (average)	900
3, 4, 5, 6	Twitter	Followers	1000
3, 4, 5, 6	LinkedIn	Followers	900
3, 4, 5, 6	Facebook	Followers	900
3, 4, 5, 6	Instagram	Followers	400
3, 4, 5, 6	Newsletter	Subscribers	450

[5] Objectives outlined under section '1.2. Objectives'

[6] In previous deliverable D6.12 stats were monitored for unique visits, however the monitoring provider matomo, stopped offering data for unique visits, covering only all visits (M36 has been adjusted to reflect this to enable proper comparison)

3, 4, 5, 6	Press releases, features in external newsletters and news articles	Amount	350
3, 4, 5, 6, 7	Participation and organisation of events	Amount	250
2, 3, 5, 6	Scientific dissemination	Number of articles/ Conference papers/books	10

12.1. Scientific articles

As the project on site and planning activities are advancing, there have been several requests to participate in journal articles during the reporting period, which proGIreg has engaged in and submissions to scientific journals with other partners engaging in related research. Below table lists scientific publications undertaken in the project and their status.

The table also includes some publications authored by at least one member of the proGIreg consortium, which present proGIreg in synergy with other case studies.

Title	Journal	Publisher	Status
Urban Living Labs, Circular Economy and Nature-Based Solutions: Ideation and Testing of a New Soil in the City of Turin Using a Multi-stakeholder Perspective	Circular Economy and Sustainability	Springer	Published - **https://doi.org/10.1007/s43 615-021-00011-6**
Evaluating the impact of nature-based solutions A handbook for practitioners + Appendix of Methods	N/A	Publications Office of the EU	Published – Handbook DOI: **10.2777/244577** Appendix DOI: **10.2777/11361**
Examining the opportunities for nature-based solutions at the Municipality of Piraeus	SEB 2019 Conference	Institute of Physics Publishing	Published - **https://doi.org/10.1088/175 5-1315/296/1/012003**

Title	Journal	Publisher	Status
Addressing Challenges of Urban Water Management in Chinese Sponge Cities via Nature-Based Solutions *(co-authored by ProGIreg partner)*	Water	MDPI	Published - **https://doi.org/10.3390/w12 102788**
Integrating Circular Bioeconomy and Urban Dynamics to Define an Innovative Management of Bio-Waste: The Study Case of Turin *(co-authored by ProGIreg partner)*	Sustainability	MDPI	Published - **https://doi.org/10.3390/su1 3116224**
Constructed Technosols: A Strategy toward a Circular Economy	Applied Sciences	MDPI	Published - **https://doi.org/10.3390/app 11083432**
NBS E BIODIVERSITÀ NELLE AREE URBANE: IL PROGETTO proGIreg	RETICULA, monographic issue "NBS – Nature Based Solutions e territorio: prendersi cura della Natura con la Natura"	ISPRA	Published - **link**
Nature-based solutions in post-industrial sites: integrated evaluation of atmospheric pollution abatement and carbon uptake in a German city	IJERPH (international journal of environmental research and public health)	MDPI	Published - **https://doi.org/10.1016/j. uclim.2023.101579**
Nature-based solutions in post-industrial sites: integrated assessment of carbon and air quality related benefits of a recultivated landfill	SISEF 2022 Conference	SISEF	Keynote - **link**
How to ensure a long-term perspective for Nature Based Solutions? The case of proGIreg Living Lab in Turin	Open Living Lab Days Conference	European Network of Living Labs	Submitted
How to ensure a long-term perspective for Nature Based Solutions? The case of proGIreg Living Lab in Turin	Open Living Lab Days Conference 2022	European Network of Living Labs	Published - **Link**
Butterfly conservation and social inclusion in Turin.	Open Living Lab Days Conference 2022	European Network of Living Labs	Published - **Link**

Title	Journal	Publisher	Status
An Integrated Framework for Transforming Cultural Landscapes Through Innovative and Inclusive Strategies	Rethinking Urban Transformations	Springer	Published - **https://doi.org/10.1007/978-3-031-37224-7_6**
Holistic Business Model Conceptualisation - Capturing Sustainability Contributions Illustrated by Nature-Based Solutions	Sustainability	MDPI	Published - **http://dx.doi.org/10.3390/su151914091**
Testing the quad helix approach in practice in cities – Governance of NBS co-creation processes	Urban Transformations	Springer	Submission in December 2023

ProGIreg partners are currently engaged in writing a final book of the project, which includes 10 chapters that address: Targeted NBS (Social Innovation, Circular economy, Biodiversity); Participatory NBS planning in post-industrial sites; Evidence-based NBS benefits and related indicators; The future on NBS; The Living Labs of Dortmund, Zagreb, Turin, Ningbo, and the follower cities. The book will be finalised with the publishers before the end of the project but will be released in the months following the end of the project.

12.2. Upcoming tasks

For the remainder of the project, the aim is to ensure the long-term impact and legacy of the project. This will involve the following:

- The **website** (available for 3 years post-project) will be updated to ensure all key learnings and results from the project are available to all in user-friendly way, including all public deliverables and key outputs such as the business model catalogue, the front-runner nature-based solutions factsheets, the follower city urban plans (in interactive map formats) and more.

- The proGIreg **social media channels** and final **newsletter** will promote key final results and news of the project to its wide audience gained during the project

- Key outputs will be submitted to **Oppla**, the EU Repository of Nature-Based Solutions, to ensure the knowledge gained is available also after the website is no longer online

Annex 1: Glossary

Co-creation: Co-creation is the systematic involvement of all relevant stakeholders from the start to the end of a project (and beyond, in the case of proGIreg), in order to achieve mutually valued outcomes. For proGIreg, it is about involving citizens and civil society, government, the private sector, and research and academia (→see quadruple helix approach) in participatory, trans-disciplinary and multi-stakeholder processes for the co-design, co-development, co-implementation and co-evaluation of nature-based solutions. 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 developed and tested in real-life settings. In proGIreg, 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 proGIreg 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, while regenerating ecological conditions and supporting societal and community cohesion.

Nature-based solutions: Nature-based solutions use natural elements or processes 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, filter pollutants, provide food for pollinators, and make the space more pleasant for people to live in, all the while enhancing biodiversity.

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. Nature-based solutions must therefore benefit biodiversity and support the delivery of a range of ecosystem services."

The proGIreg 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, such as where soil is contaminated.Reference: **https://ec.europa.eu/research/environment/index.cfm?pg=nbs**

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> **Green Infrastructure or nature-based solutions?**
>
> Green Infrastructure and nature-based solutions share that they are both deliberate interventions and/or a result of strategic planning. In some cases the concepts overlap. For example, community urban gardens could be planned as a nature-based solution, addressing social, environmental and economic challenges, by enabling local residents to spend more time in nature, grow their own healthy food and bond with their neighbours. If the gardens are also planned as a node or corridor within a larger green space system, they can also be considered part of the Green Infrastructure of the area.

Nature-based solutions business models

ProGIreg business models provide guidance in running (partly) economically self-sustaining businesses, based on one or more of the proGIreg nature-based solutions. The business models show how to overcome existing barriers to implementation and how to establish a business or organizational form to develop revenue streams, such as through sharing economy models, among citizens, civil society, government and the private sector.

Productive Green Infrastructure

Productive Green Infrastructure goes beyond the general benefits and ecosystem services provided by Green Infrastructure. In proGIreg 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 and business models in addition to the benefits and co-benefits of Green Infrastructure for the urban living conditions.

Quadruple helix approach

Within proGIreg nature-based solutions are co-created in multi-stakeholder partnerships. The quadruple helix approach represents the core team in each Living Lab consisting of four key stakeholder groups: civil society (NGOs and individual citizens), academia (universities and research institutions), governmental institutions (local governments and other public authorities) and the private sector.

Through this approach, proGIreg 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 proGIreg, the intention is to apply the quadruple helix approach at all levels of research, design, implementation and assessment and in all local partnerships.

Annex 2: Consent form

Consent to Record

I, _____ (name in print), give my permission for ICLEI Europe on behalf of the proGIreg project ("proGIreg"), to videotape, audiotape, photograph, record, edit or otherwise reproduce my voice, image or likeness, and to use it in various formats and for the purposes within proGIreg's aims of knowledge transfer, publicity and awareness raising.

Distribution methods may include, but are not limited to, the classroom, television (including UCTV, broadcast, cable, and satellite), the internet (including webcasts and podcasts), print publications or any other medium now existing or later created.

proGIreg retains the right not to use the footage for other than archival purposes. Any copyright-protected works which I deliberately provide or otherwise include as part of this recording are either my own property or works for which I have the permission of the copyright owner to use in this way.

I hereby release, waive and discharge ICLEI and proGIreg and its officers, agents, and employees and other proGIreg partners from any and all demands, claims, causes of action, damages and liabilities directly or indirectly arising out of any use of my name, affiliation, data and other information, image, or voice pursuant to the foregoing grant of rights as indicated further above.

Signature: _____

Place: _____   Date: _____

Name of proGIreg witness (in print): _____

Position/Institution: _____

Signature: _____

Place: _____   Date: _____

Annex 3: Academic dissemination proposal formats

b. Proposal Format
Conference Abstract

Responsible for Submission: *(Complete name and Institution)*

Date: *(date of submission for review)*

Enlist all of the Authors involved the following chart:

Name	Institution

Thematic Area: *(Scientific field)*

Conference Information: *(Please insert complete name, place, dates, organizer , track in which you intend to participate, DEADLINE for the abstract submission)*

Abstract Title: *(Please insert complete Title)*

Abstract

(Please insert complete text for submission)

a. Proposal Format
Article publication

Responsible for Submission: *(Complete name and Institution)*

Date: *(date of submission for review)*

Enlist all of the Authors involved the following chart:

Name	Institution

Thematic Area: *(Scientific field)*

Journal/ Information: *(Please insert complete name of the Journal/Scientific/Magazine, specify if it's a special Issue with submission deadlines) (the communications strategy has an specific list of journals on which the project can be featured)*

Potential Title:

Description

(Please insert a short description about the publication, specifying the project results featured in the article. No more the 500 words)