



This project has received funding from the European Union's Horizon Europe R&D programme under grant agreement No 101139636

HORIZON-MISS-2023-CLIMA-CITIES-01-01 Urban greening and re-naturing for urban regeneration, resilience and climate neutrality

ReGreenation

Neighbourhoods for people and nature

Project ID: 101139636

D9.1 - Plan for dissemination and exploitation including communication activities

Responsible: Stephanie Patterson (C40 Cities)
Document Reference: D9.1
Dissemination Level: PU
Version: 1.0
Date: 28 June 2024



Executive Summary

This document is the first deliverable of Work Package 9 “European long term impact and public outreach” for the ReGreenation project. This project has received funding from the European Union’s Horizon Europe research and innovation programme under Grant Agreement No 101139636.

This comprehensive document sets out the broad framework for communication, dissemination and exploitation activities across the projects term. This includes the target audiences and key messages to each, the three core pillars of the project that connect the four pilot and five replicator cities ambitions to transform their neighbourhoods for people and nature, and four key communication campaigns across the four years of the project.

The three pillars established in this document provide a framework for the shared workstreams of Regreenation as well as providing the frame for the tailored ambitions of each city project. These pillars are 1. Complete Neighbourhoods, 2. Shared spaces for and by the people, and 3. Nature based and urban green spaces.

Guided by the work packages this document also sets our four key communication campaigns across the four years to guide the specific activities that we will undertake. These are 1. Introducing the project, 2. Local engagement, 3. Leads to replicators & 4. Final campaign towards closing event.

Beyond the overarching planning and framing of the project, this document also specifies the type of dissemination and communication activities that will take place and through the [Annex 3 – Dissemination guidance](#) we have provided a process for planning and reporting all dissemination activities connected to the project.

Finally the project outlines the approach to exploitation of the results beyond the project term. The approach is based on a five step process including 1. Stakeholder mapping and engagement, 2. Market opportunity assessment and analysis, 3. Identifying exploitable results, 4. Capturing learnings and best practices and 5. Exploitation Strategy and Intellectual Property Rights.

This is an evolving document that will be updated as the project progresses.

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Table of Acronyms and Definitions

Acronym	Definition
TA	Target Audience
KPI	Key Performance Indicator
IPR	Intellectual Property Rights
TRL 7	Technology Readiness Level 7

I. INTRODUCTION

I.1. The Project

ReGreenation unites **nine cities** in a **collective effort to reimagine urban neighbourhoods** as vibrant, sustainable and inclusive hubs for people and nature. With a shared focus on regenerating challenged neighbourhoods with people-centred and nature-based solutions, this project is not merely about transforming physical landscapes. It embodies a holistic approach to urban regeneration, embracing a strategic, multidimensional vision of planning which takes into account all sustainability dimensions for building cities that thrive in the face of environmental uncertainties.

The “lead cities” – **Alverca, Barcelona, Bucharest, and Paris** – are undertaking flagship initiatives targeted at revitalising marginalised, polluted and car-centric neighbourhoods, designing green spaces and amenities accessible to all residents. These cities will serve as pioneers in developing and implementing renaturing solutions tailored to their unique contexts, promoting a higher quality of life for citizens. Their experiences and best practices will be shared with replicator cities – **Ghent, Lappeenranta, Ljubljana, Rome and Segrate** – each facing similar challenges in their neighbourhoods.

By demonstrating the effectiveness and adaptability of renaturing solutions across diverse urban landscapes, the project aims not only to transform individual neighbourhoods but to **inspire and inform urban regeneration initiatives throughout Europe**, contributing to the creation of sustainable and resilient cities.

To achieve these ambitious goals, the Consortium Partners – comprising the four lead cities, five replicator cities, urban planning and engagement experts, technical advisors, and research partners – collaboratively execute the project's objectives across nine specific Work Packages, detailed below.

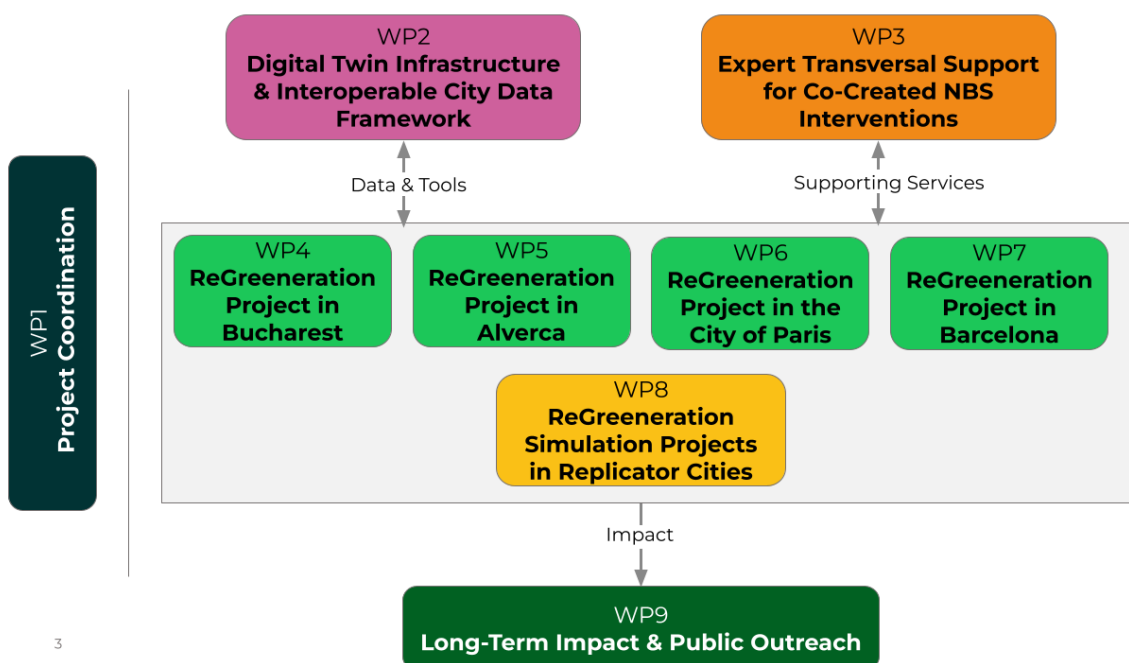


Figure 1 - Work package overview

I.2. Why ReGreeneration?



Figure 2 - Three guiding pillars

1. COMPLETE NEIGHBOURHOODS

To ensure resilient cities and thriving neighbourhoods, we need to reshape urban areas into compact, mixed-use neighbourhoods that integrate housing, jobs, schools, parks, healthcare and other key amenities within walkable distances. By thoughtfully combining diverse uses and prioritizing pedestrian-friendly design over car-centric planning, ReGreeneration reimagines complete neighbourhoods with reduced emissions, active lifestyles, enhanced social interaction and a strong sense of community belonging.

2. PUBLIC SPACES FOR & BY THE PEOPLE

Co-designing vibrant, inclusive communal areas like plazas, parks and streets that reflect the unique local identity, aspirations and needs of residents through participatory processes. Fostering community ownership and equitable access, these people-centred public realms celebrate local culture, provide diverse amenities for recreation and respite, and catalyze civic pride and social cohesion. By giving communities a voice, the co-design of publicly accessible spaces empowers residents as long-term stewards.

3. NATURE-BASED URBAN GREEN SPACES

Addressing climate risks, supporting biodiversity, improving climate resilience and fostering physical and mental wellbeing by introducing regenerative nature-based solutions. This includes restoring and expanding green infrastructure like parks, corridors, and urban forests that sequester carbon, cool the environment, mitigate flooding and purify air, representing a remarkable benefit for community health. Thoughtful integration of environmental design and stewardship elements enhances overall city resilience and livability.

I.3. Summary of key tasks and deliverables

C40 Cities is the leading partner for WP9 Dissemination and Communication. They will work closely and collaborate together with leading partners IAE - Chaire ETI and Inetum FR to

ensure the objectives of the work package. Below is a summary of how the different tasks have been divided between this lead working group.

Table 1 – Deliverables and Milestones in the Project Timeline

Lead Partner	Month Due	Detail of deliverable (D) and/or Milestone (M)
C40 Cities	3	M2: Marketing Material and Website Available
C40 Cities	6	D9.1 Plan for dissemination and exploitation including communication activities
C40 Cities	18	D9.2. Report on C&D Actions until M18
IAE	18	D9.3 KPIs definition for project overall impact evaluation
Inetum FR	18	D9.4 Exploitation Strategy: Identification of the technical value propositions and preliminary replicable business models
C40	33	D9.5 Report on C&D Actions until M33
IAE	33	D9.6 Preliminary project overall impact evaluation
Inetum FR	33	D9.7 Final Replicable business models and individual exploitation plans
C40 Cities	48	M16: Final public outreach, final replicable BMs and project overall impact evaluation
C40 Cities	48	D9.8 Report on C&D Actions until M48
IAE	48	D9.9 Final project overall impact evaluation
IAE	48	D9.10 ReGreenation International Best Practises Guide and Policy Recommendations
C40 Cities	48	D9.11 Impact Analysis Framework
Inetum FR	48	D9.12 ReGreenation toolbox
Inetum FR	48	D9.13 ReGreenation replication package and sustainability plans

Table 2 - List of tasks

Lead Partner	Participating partners	Months	Description
IAE	C40 Cities & All Cities	1-48	T9.1 Contribution to the EU level missions
IAE	C40, ClimatoSfera, Urbanize Hub	1-48	T9.2 Contribution to urban policies and initiatives
IAE	C40 Cities	1-48	T9.3 Liaisons with other projects with similar objectives
C40 Cities	NA	1-48	T9.4 Communication
C40 Cities	All partners	1-48	T9.5 Dissemination

Inetum FR	C40, NhoodRO, NhoodPT, Digiotech, ARUP and all Cities	13-48	T9.6 Exploitation
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I.4. Document purpose

The communication, dissemination, and exploitation plan is pivotal to ensure coordination among the Consortium Partners so that the ReGreenation efforts reach far and wide, aligning with the project's overarching objectives. The primary aim is to ensure that the insights, successes, and lessons learned from lead cities are effectively shared and used by stakeholders across all levels, amplifying the project's impact beyond individual city boundaries. Through targeted communication campaigns and dissemination initiatives, we seek to:

- **Raise awareness** by showcasing the tangible benefits of people-centric and nature-based design solutions;
- **Foster collaboration and knowledge exchange** among project partners, replicator cities, and relevant stakeholders, fostering a culture of learning and innovation;
- **Capacity building** to empower cities and practitioners by providing access to practical guides, tools, and resources
- **Maximise impact** through strategic dissemination of project outcomes and best practices, not only within lead and replicator cities but also in shaping broader urban regeneration policies and initiatives.

In particular, this document serves as our roadmap for effective communication, dissemination, and exploitation. It includes several tasks and deliverables, spanning from initial plans to final individual exploitation plans. Given the iterative nature of communication, dissemination, and exploitation strategies, it is essential to continuously refine and adapt the envisioned approaches as the project progresses.

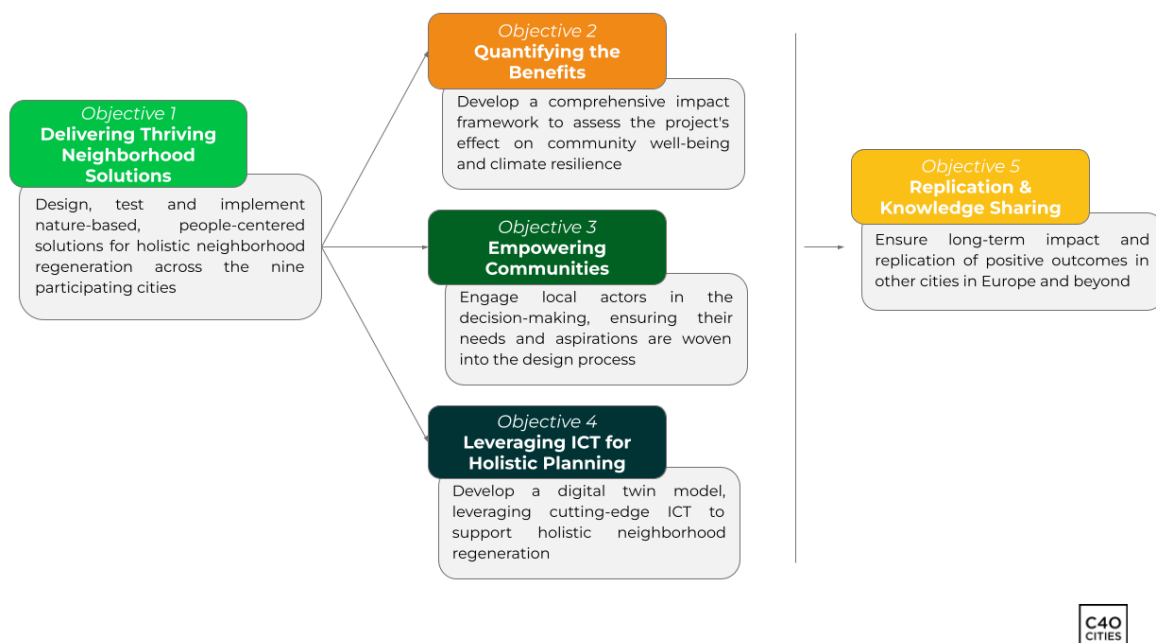


Figure 3 - Overview of the project objectives

II. TARGET AUDIENCES & KEY MESSAGES

The ReGreenation project goals require the engagement of a **broad range of stakeholders**, at times across 8 different languages. Thus, it is important for the project to communicate through different channels and in varying levels of depth. We have identified different target audiences, each with specific needs and interests, developing specific key messaging for each category.

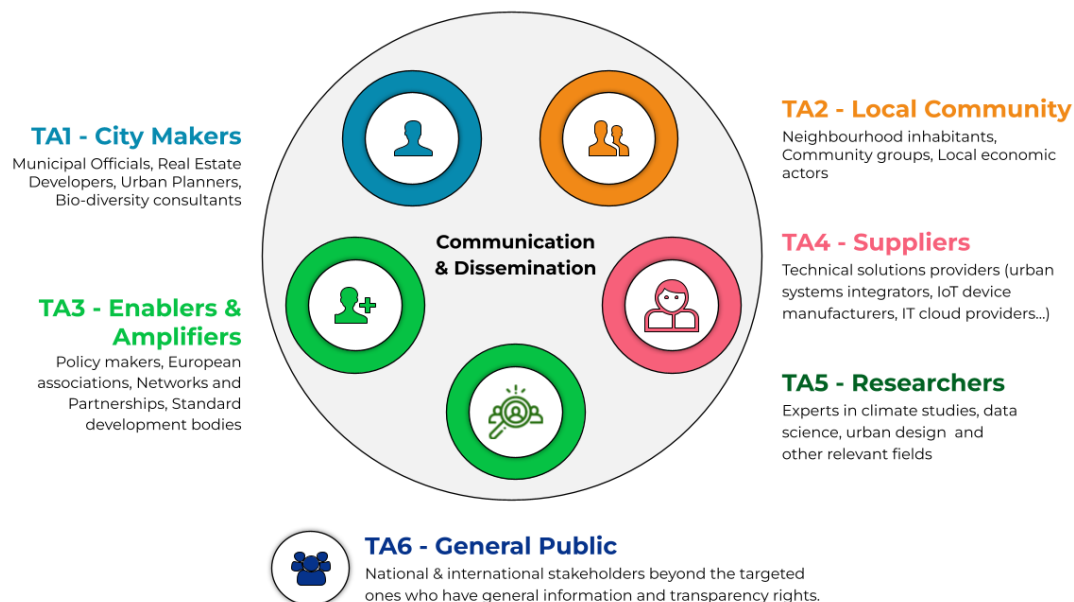


Figure 4 - Target audience overview

II.1. TA1: City Makers

Central to our project are the city makers. They will be leading the transition towards an integrated approach to neighbourhood regeneration planning for climate-friendly and high quality of societal life. Our strategy for engaging TA1 involves providing them with the tools, resources, and methodologies necessary to integrate people-centric and nature-based design solutions into urban regeneration projects in their cities.

Key Messages to TA1

City Makers need new ways and better tools to co-create inclusive and climate resilient urban environments with the community. ReGreenation provides:

- Methodologies that enable you to design climate-resilient, livable neighbourhoods that prioritise sustainability and social cohesion.
- An opportunity to learn from peers about co-creating with the local community to enhance liveability and urban climate resilience.
- Tools and resources to assess & communicate the impact of greening initiatives and support data-driven decisions for your projects.

II.2. TA2: Local Community

Local community represents the individuals, communities and local economic actors participating in the pilot projects and, by extension, future urban interventions. ReGreenation wants to foster their active engagement and participation, empowering them to shape the transformation of their neighbourhoods.

Key Messages to TA2

- ReGreenation is transforming your neighbourhood into a greener, healthier, and more vibrant space through people-centric and nature-based design solutions and we want you to help shape it.
- Learn about what is being planned and give input on what is important for you (Planned site engagement activities)
- Be part of the transformation of your neighbourhood, by sharing your needs and dreams for increased liveability.
- Get involved in the co-creation process, have your voice heard and shape the future of your community.

II.3. TA3: Enablers and Amplifiers

Enablers and amplifiers play a crucial role in creating regulatory frameworks and standards conducive to the adoption of people-centric and nature-based design solutions. Our strategy involves providing them with evidence-based approaches and fostering collaboration to integrate ReGreenation's learnings into policy discussions.

Key Messages to TA3

- Local, regional and national authorities: Leverage our methodologies and best practices to develop effective, evidence based regulatory frameworks. E.g. through urban regeneration plans, climate action plans, and sustainable urban mobility plans that prioritise greening interventions and social cohesion to accelerate the transition towards climate-neutral, livable, and resilient cities across the country.
- European associations and networks: Collaborate with our project to disseminate and promote the adoption of holistic people-centric and nature-based design solutions as a key strategy for achieving your goals and objectives related to inclusive sustainable urban development and climate resilience.
- Standard development organisations and regulators: Engage with ReGreenation to gain insights and recommendations for developing standards and regulations that facilitate the implementation of green interventions and support the creation of sustainable, climate-resilient and inclusive urban environments.

II.4. TA4: Suppliers

Suppliers bring the technical expertise necessary to integrate ReGreenation into the market. In our approach, we ensure they are informed about best practices and trends in greening projects, while also encouraging their contribution to the development of the tools and guides to support city makers.

Key Messages to TA4

- Learn about a breadth of best practise greening projects which not only mitigate urban climate change but also ensure enhanced liveability of neighbourhoods.
- Stay abreast of the latest trends and contribute to the development of the International best practices guide.

II.5. TA5: Researchers

Researchers play a crucial role in advancing scientific discourse and shaping the future of sustainable urban development. Our strategy involves fostering collaboration and providing opportunities for researchers to contribute their expertise to ReGreenation's innovative methodologies.

Key Messages to TA5

- Be part of a holistic discussion with practitioners across cross cutting thematic areas from environmental studies, urban planning, AI, data science, in social and behavioural sciences, mobility and transportation etc
- Contribute to advancing scientific discourse by leveraging our innovative methodologies, e.g. impact assessment, placemaking approach for citizen-centric urban design, digital twin-powered simulation tools, and a comprehensive climate and health impact assessment framework.
- Participate in our dissemination activities, including peer-reviewed publications, conferences, and academic forums, to share your insights and shape the future of sustainable urban development research.

II.6. TA6: General Public

The general public, including national and international stakeholders, has a right to information and transparency regarding urban development initiatives. Therefore, we will provide accessible information about ReGreeneration's impact on improving neighbourhood liveability and promoting climate resilience.

III. COMMUNICATION

III.1. Objectives

Beyond supporting the communication, dissemination, and exploitation plan objectives list in Section I.4, the purpose of the communication is to:

1. **Enhancing visibility:** Increase the visibility of the ReGreenation project through a coordinated digital presence and integrated marketing communication, large-scale communication and dissemination campaigns effectively communicating and sharing the project's methodologies and best practices. This includes:
 - encouraging participation in workshops and training sessions;
 - maintaining an informative project website, leveraging social media with a unique hashtag, and engaging in traditional media outreach;
 - ensuring that ReGreenation's plans and results are shared with all relevant stakeholders.
2. **Engaging local communities:** Supporting the cities in communicating the ReGreenation project to the citizens to actively involve local communities in the co-creation and transformation of their neighborhoods and more broadly make them aware of the European Commission involvement and support of these regeneration projects.
3. **Emphasise the links between ReGreenation and other relevant initiatives funded by the European Commission**, primarily at the European level; and
4. **Showcasing achievements:** Highlight the successful implementation and adaptability of renaturing solutions in lead cities and share these experiences with replicator cities. This includes organizing events, webinars, and publishing articles to demonstrate the effectiveness of the project's approaches.

These communication objectives are integral to ensuring that the ReGreenation project's insights, successes, and lessons learned are effectively shared and utilized, thereby maximizing the project's impact beyond the individual cities involved.

III.2. ReGreenation channels

Table 3 - List of communication channels

Digital content	Presentations, banners, digital booklets, online news and newsletters will be used to promote ReGreenation among web-based channels. Project-related videos and podcasts will communicate the principal messages to stakeholders, considering audiences' segmentation and devise appropriately targeted video content.
Project website	Presenting ReGreenation project and Consortium members, the basis for digital communication and dissemination activity, including a database of downloadable materials. Visibility of this website will be enhanced by direct linkages to existing partners' platforms and networks. The website domain regreenation.eu will be used.
Social media	ReGreenation will run Social Network (SN) profiles selected depending on target audience and leveraging the consortium's existing platforms (see Annex 2). In principle, they will be LinkedIn, and YouTube. A unique hashtag #ReGreenationEU established. Actively posting and sharing through identified partners channels . There will be consistent and monthly updates.

Traditional media	A range of press releases, advertisements, technical and feature articles will be targeted at print media, such as the wider European press, as appropriate.
Online video conferencing	Workshops and training sessions will happen on site, hybrid and virtual so a video-conferencing system and collaborative tools will be selected and used throughout the project.
Scientific publications	Technical and scientific materials will engage the academic audience for technical and peer-reviewed publications.

III.3. Communication campaigns

Throughout the project, multiple communication campaigns will be launched, each with distinct goals, target audiences, communication channels, and timelines. We have identified **four key campaigns** which will link with the expected deliverables and milestones of the project.

Table 4 - Summary of four key communication campaigns

III.3.1. Introducing ReGreenation	
Months	0-6
Goals	<ol style="list-style-type: none"> 1. To inform the broader external stakeholder network about the existence of the project. ReGreenation has been approved for funding by the European Commission, has officially started and, therefore, its existence needs to be perceived by the target audiences that the project wants to reach. This will be a broad approach, engaging all partners to spread the word of their project amongst their networks. 2. To strengthen the internal stakeholder network knowledge of the project, beyond the core cities teams, i.e. a chance to present the project to relevant stakeholders each city will need to start working closer with to strengthen their pilots.
Target Audiences	All. Focus on Lead Cities stakeholder networks.
Key Partners	Led by the WP9 core team with all WP leaders involved.

Actions and Channels	<ol style="list-style-type: none"> 1. A coordinated digital launch including <ol style="list-style-type: none"> a. Website made available to the public, with prompt to subscribe to the newsletter b. Number of opening posts across ReGreenation social media pages (Linkedin & First video shared on Youtube) to be reshared across the partnership through already engaged networks (including the kick-off video) c. General press release about project for the cities (<i>to be translated</i>) and shared by consortium partners. 2. Events introducing ReGreenation, open to the public <ol style="list-style-type: none"> 1. Webinar publicly available introduction with local language breakout rooms for the cities. 2. On-site events with cluster projects for EU-level engagement; 3. Workshops and booths in third-parties events.
III.3.2. Engaging the local population	
Months	6-12
Goals	<p>This campaign will focus on ensuring the Lead Cities are supported in implementing local engagement strategies. Specifically:</p> <ol style="list-style-type: none"> 1. Achieve local level engagement in each Leading city, providing ample opportunity for co-creation; 2. Create an opportunity for each city to share their initial project vision on a wider political level.
Target Audiences	City Makers (TA1), Local Community (TA2)
Key Partners	WP3 leaders (Placemaking Europe), as well as leaders for the lead cities & partners supporting local engagement in each of the cities.
Actions and Channels	<p>Specifics of the campaign to be developed together with Placemaking Europe & WP3 and all of the lead cities to determine the most valuable campaigns to support the goal. This will require additional local level support from a language perspective. Actions include:</p> <p>Leveraging local channels</p> <ul style="list-style-type: none"> • Local press opportunities and project promotion • Creation of video sharing city/neighbourhood visions • Gather stories from local community members now about the place (to be compared with interviews during and at the end of the project) • Leverage local partners' SM platforms <p>Organising & participating at events</p>

	<ul style="list-style-type: none"> • On-site events with local actors, targeted citizen & community engagement; • Virtual events / Campaign engaging local actors (e.g. Reinventing cities competition); • Engaging with city or National level third-party events. <p>These will likely happen at different times for each city dependent on their needs established in the first part of the project.</p>
<h3>III.3.3. From leads to replicators</h3>	
Months	18-24
Goals	<ol style="list-style-type: none"> 1. Knowledge sharing: Disseminate the learnings from lead cities' impact assessment activities, including frameworks and tools, to replicator cities. 2. Showcase achievements: Highlight the ongoing work of lead cities and projects initiated by replicator cities. 3. Thematic campaign: Conduct the campaign under selected themes based on city projects' focus areas, connecting cities and relevant networks.
Target Audiences	Local community (TA2), Enablers and amplifiers (TA3), Researchers (TA5), Suppliers (TA4) and General Public (TA6)
Key Partners	All partners, with a particular focus on lead and replicator cities, leveraging insights from WP2 and WP3.
Actions and Channels	<p>Communication strategy: Develop and implement a robust communication strategy utilizing social media, articles, webinars, and in-person events to support themed campaigns.</p> <p>Actions and Channels:</p> <ul style="list-style-type: none"> • In-person and online events <ul style="list-style-type: none"> ○ Series of lead city-led webinars: Conduct a series of webinars led by lead cities, targeting selected stakeholders. These webinars will focus on key learnings, best practices, and frameworks, featuring interactive Q&A sessions to foster engagement and knowledge exchange. ○ Lead city site events: Organize events at lead city sites to showcase practical implementations and success stories. These events will include on-site demonstrations of tools and frameworks, offering a hands-on experience to participants. • Publications: Develop and publish scientific and non-scientific articles based on key learnings, aligning with Deliverables D9.3 and D9.4 for consistency. Disseminate these articles through academic journals, industry publications, and online platforms to reach a broader audience. • Workshops and booths: Participate in relevant third-party events with dedicated workshops and informational booths. These sessions

	will engage a broader audience and distribute promotional and educational materials effectively.
III.3.4. Sharing ReGreenation best practices	
Months	18-onwards
Goals	<p>In anticipation of the final tools being developed, there will be a series of campaigns around the various dissemination items developed by the consortium, culminating in the final event to cover all of the topics covered by the work of the project. These campaigns will:</p> <ul style="list-style-type: none"> • Maximize awareness and foster adoption: Increase awareness of ReGreenation’s best practices and outcomes among all key stakeholders and encourage the adoption of ReGreenation tools and methodologies by cities, policymakers, and industry players. • Facilitate Knowledge Transfer: Ensure effective transfer of knowledge and skills from lead cities to replicator cities, enhancing capacity building. • Showcase Achievements: Highlight the significant achievements and impacts of the ReGreenation project to demonstrate the value of European collaboration. • Engage Broader Audiences: Engage with diverse audiences through tailored communication materials and events to ensure inclusivity and broad reach.
Target Audiences	All.
Key Partners	All.
Actions and Channels	<p>The specific activities will link closely with the exploitation strategy and will be developed in more detail in line with the reporting on communications and dissemination work package, month 18, month 33</p> <p>Major in-person closing event</p> <ul style="list-style-type: none"> ○ Organize a large-scale final conference to showcase all project outcomes, including key findings, best practices, and tools developed. <p>Articles publication, both scientific and non scientific</p> <p>Release and promotion of all final deliverables</p>

IV. DISSEMINATION

IV.1. Objectives

The dissemination of project information and outcomes plays a pivotal role in maximising the impact of the ReGreenation project, ensuring that the project's results and resources are widely accessible and understood by relevant stakeholders, enabling their practical application and further development.

Our dissemination efforts are **twofold**. Firstly, from **lead cities to replicators**, and subsequently paving the way for **European-wide acceptance** of the project's contributions to sustainable development and desired outcomes for widespread replication. The dissemination caters to all stakeholder groups and are guided by three key objectives:

1. **Stimulate engagement and adoption** of ReGreenation solutions to potential early replicators by promoting educational efforts through webinars, podcasts, articles, and tailored resources.
2. **Establish strategic collaboration** to support the successful implementation of people-centered nature-based interventions in diverse urban contexts, ultimately aligning with the project's planned exploitation plans.
3. **Build trust and acceptance** to adopt and implement our project's solutions. This involves disseminating project findings, methodologies, and insights through peer-reviewed publications, conferences, and academic forums to facilitate knowledge exchange and cross-pollination of ideas within the scientific community.

To reach these ambitious goals, dissemination efforts will start early in the project timeline, and all communication channels – including the website, social media, newsletter and all communication materials – will be leveraged to systematically support dissemination activities.

Leveraging the **collective expertise of our Consortium Partners**, including C40, IAE – Chaire ETI, UrbanizeHub, and the Green and Thriving Neighbourhoods Forum and the Global Observatory of Sustainable Proximities, alongside the **wider networks they are part of**, ReGreenation is well-equipped to effectively disseminate project insights and learnings, maximising the visibility and impact of the outcomes for all stakeholder groups.

By demonstrating and sharing the effectiveness of the proposed approach to urban regeneration to relevant actors in European cities, regions, and countries, we contribute not only to the success of the project but also to the long-term goal of promoting sustainable and resilient urban development through the implementation of **innovative people-centric and nature-based design solutions throughout Europe**.

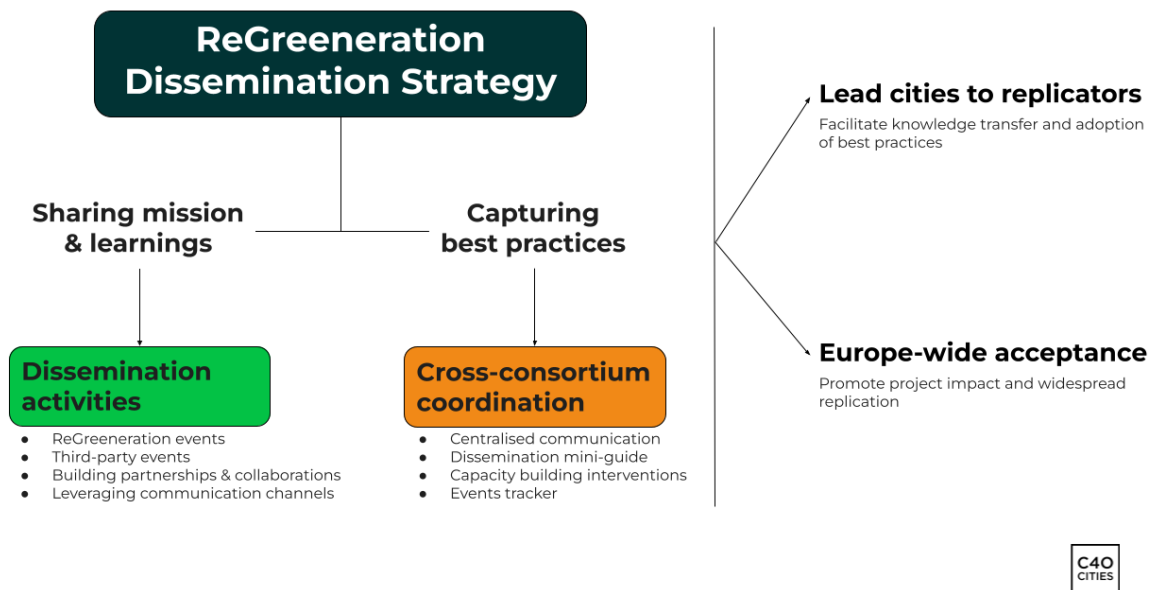
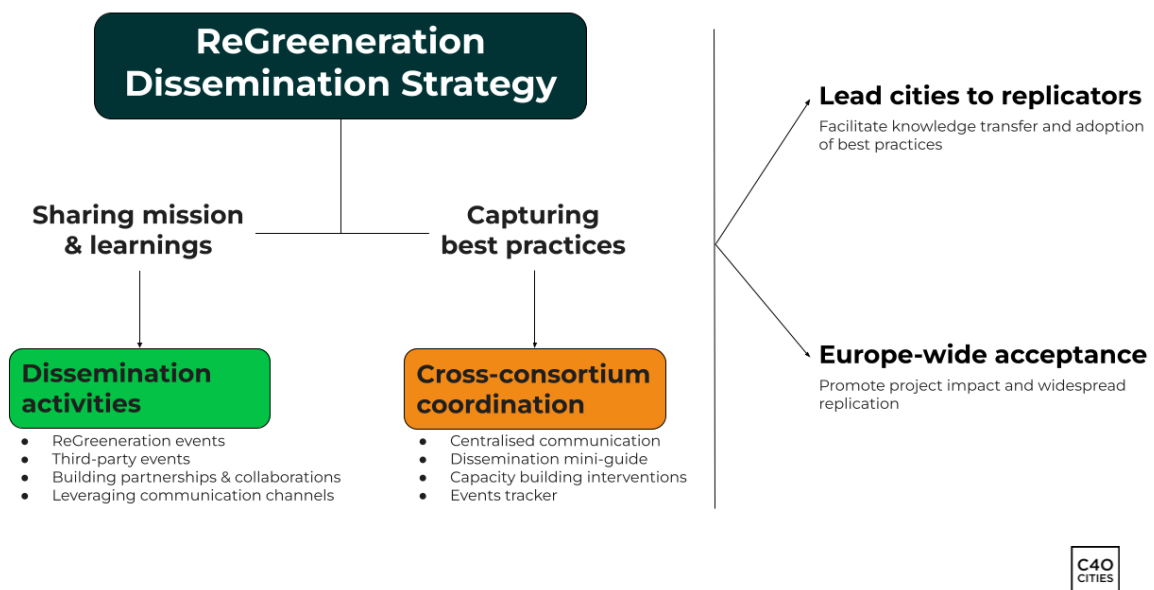


Figure 5 - ReGreenation dissemination strategy



IV.2. Capturing and sharing best practices internally

To systematically capture and leverage lessons learned throughout the project lifecycle (Objective 2) and ensure long-term sustainable impact and replicability across European cities (Objective 5), a structured methodology will be implemented. This involves working closely with the Work Package Leaders and involve both Lead and Replicator cities to agree on standard operating procedures for identifying, documenting, and disseminating lessons.

Methodology

- **Initial assessment:** We conducted introductory meetings with all cities (leads and replicators) to understand needs, opportunities, gaps, strengths, and areas for improvement.

- **Theme identification:** Based on meetings, we continuously identify recurring themes and challenges that could be potential areas for exchange.
- **Regular evaluation:** Conduct bi-annual in-depth sessions with cities and key stakeholders to reflect on experiences, identify, validate, and prioritize lessons learned.
- **Documentation:** Develop a standardized lessons learned template and maintain a centralized repository within the project's document management system.

Knowledge exchange tools:

- **Themed online discussions:** Organize discussions with presenters (including ReGreeneration cities and external experts) and active participants from the project cities, possibly forming topic-specific working groups with regular meetings for ongoing exchange. Based on initial assessments, key themes for exchange may include: Complete Neighborhoods and proximity planning; Addressing fear of change and political distrust; Gender-inclusive urban planning; public-private partnerships
- **One-to-one matchmaking:** Facilitate semi-structured conversations between cities with complementary experiences or challenges.
- **In-person meetings** during consortium meetings and common events for face-to-face exchanges and site visits.
- **City clinics:** Identify specific challenges and invite cities to share best practices.

IV.3. Dissemination activities and outputs

IV.3.1. ReGreeneration events

ReGreeneration will host various events to disseminate project information and engage stakeholders effectively. These events will include but are not limited to:

Webinars

- **Kick-off webinar:** The Kick-off Webinar will serve as the official launch event for the ReGreeneration project. This webinar aims to generate curiosity and enthusiasm among internal and external stakeholders, unveiling the project's vision and objectives and the innovative methodologies that will be employed to achieve them. Moreover, it will represent an occasion to introduce the diverse consortium of partners driving this initiative, encouraging stakeholders to follow the project's progress and actively participate in upcoming events and initiatives.
- **Thematic webinar series:** Targeting expert audiences, including urban planners, researchers, policymakers, and industry professionals, the thematic webinar series will delve into specific themes related to urban regeneration on a quarterly basis. These webinars will feature renowned speakers, case study presentations, and panel discussions focused on topics such as climate resilience, citizen engagement, sustainable urban planning, and digital twin technology. The series will foster cross-pollination of ideas, facilitate knowledge exchange, and showcase cutting-edge research and best practices in the field of sustainable urban development. Renowned experts from the consortium's partner organisations, as well as external thought leaders, will be invited to share their insights.

City-specific events

Tailored events will be organised in partner cities, focusing on local stakeholders and addressing specific challenges and opportunities related to their ReGreeneration project. We will collaborate closely with partner cities to facilitate dialogue and collaboration at the local level, ensuring that project outcomes are contextually relevant and actionable (Objective 3).

- **Public consultations:** These events, organised by Placemaking Europe in collaboration with other consortium partners, gather input from residents and key

stakeholders for urban regeneration projects. Using innovative tools such as the Place Game, Research Walks, Temporal Factor "Time Machine" Tool, Workshop Meetings (in World Café format), and Sticker Democracy Tool to gather insights, opinions, and ideas from participants. These tools enable interactive engagement, encourage creativity, and facilitate the identification of community needs and expectations. Moreover, digital platforms and mobile consultation will be leveraged to ensure broad participation and inclusivity in the planning process, allowing diverse voices to be heard and considered in decision-making.

- **Site visits:** Site visits will be organised to showcase ongoing regeneration projects in partner cities, allowing stakeholders to witness the impact of people-centric and nature-based design solutions firsthand and fostering knowledge exchange. These will also be used on a local and national political level to showcase the project.

Closing conference

A high-profile closing conference will be organised to showcase the culmination of the ReGreenation project. This conference will bring together stakeholders from across Europe to celebrate achievements, share lessons learned, and chart the way forward.

IV.3.2. Active participation in selected third-parties events

Active participation in a variety of events, workshops, and exhibitions is crucial for dissemination objectives and foster collaboration with external partners. In particular, two main types of initiatives have been outlined in the Grant's KPIs:

- **Industry-oriented events:** These events provide an ideal platform to showcase ReGreenation's innovative approaches and solutions to industry professionals, fostering collaboration and knowledge exchange. Through workshops, presentations, and networking sessions, ReGreenation will engage with stakeholders from the urban planning, transportation, and environmental sectors.
- **Policy-making-oriented gatherings:** ReGreenation recognizes the importance of engaging policymakers and urban planners to influence policy agendas and promote the adoption of inclusive nature-based solutions in urban development. As such, the project will actively participate in events tailored to policymakers and decision-makers to share its experiences, insights, and best practices. This is also an opportunity to collaborate with like minded projects and networks and share knowledge.

IV.3.3. Partnership and collaborations

Strategic partnerships and collaborations are essential to maximise the reach and impact of our dissemination efforts. By working with relevant initiatives, networks, and platforms, we can amplify our voice and ensure our project's outcomes benefit a wider audience. This collaborative approach aligns seamlessly with tasks 9.1 (Contribution to EU Missions), 9.2 (Urban Policies and Initiatives), and 9.3 (Liaisons with Other Projects).

Identified collaborations:

- **Horizon Europe City Missions Projects:** In line with task 9.1 of the project, special effort has been and will be dedicated to the establishment of liaisons and formal collaboration with two of the five Horizon Europe City Missions 1. 'Climate-neutral and smart cities' and 2. 'Adaptation to Climate Change' Mission Platforms.
- **Green and Thriving Neighbourhoods Network:** Three of the partner cities, and two of the lead cities, Rome, Paris, and Barcelona are part of C40's Green and Thriving Neighbourhoods Network, managed in collaboration between two consortium partners (C40 Cities and Arup). This existing collaboration is relevant to activate and leveraging the GTN network.

- **Global Observatory of Sustainable Proximities:** Through the Observatory, major global urban actors (C40, UCLG, Chaire ETI, UN-Habitat) join forces by placing the theme of proximity at the heart of urban strategies. It is the only global platform - with a strong European anchoring - that has the ambition to support proximity on a global scale.
- **World Urban Forum:** WUF is the world's second largest United Nations gathering after COP and it is the premier forum on urban issues. Established in 2001 by the United Nations, it examines rapid urbanisation and its impact on cities, climate change and policies.
- **Global Covenant of Mayors:** All the nine cities involved in the project are signatories of the Covenant of Mayors so the project results can be shared in the annual conference.
- **New European Bauhaus Community:** A number of the partners (IAE – Chaire ETI, C40 Cities, Urbanize Hub...) are already engaged in projects connected to the community, including through the NEB Labs and NEB funded city projects in partner cities (e.g. Rome).
- **City networks** like Urban Nature Network and CIVITAS which some of the partner cities (like Bucharest, Ljubljana, and Rome) are part of, providing another network for knowledge exchange.

Expanding Our Network:

Beyond these existing connections, we will leverage dissemination activities to establish new connections with key stakeholders. These include Driving Urban Transitions (DUT); European Urban Initiative of Cohesion Policy; Urban Agenda for the EU: Aligning with this agenda will ensure our project contributes to the EU's overall vision for sustainable cities; CSA Project (HORIZON-MISS-2021-CIT-01-02); Living-in.EU as smart cities.

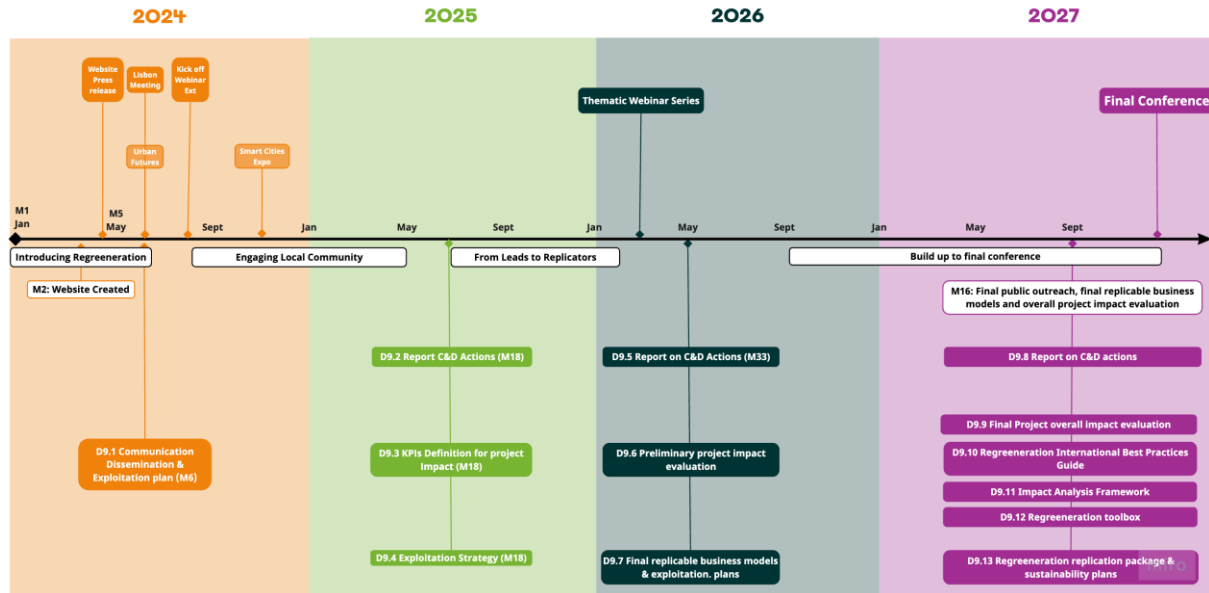


Figure 6 - Key milestones and deadlines for WP9

IV.4. Cross-consortium coordination

Given the expansive scope of the project and the diverse array of partners involved, establishing effective communication and collaboration among consortium members is essential to maintain alignment in dissemination efforts. Our strategy for engaging internal stakeholders revolves around **building a culture of collaboration and harnessing technical solutions to enhance both joint communication and cross-consortium collaboration** to

harness the collective strength of the consortium and deliver more comprehensive and impactful dissemination activities. This framework encompasses:

- a. **Centralised communication channels** and a dedicated repository for project-related materials, ensuring efficient dissemination and information sharing;
- b. **Regular virtual and in-person meetings** for stakeholders convene to highlight project advancements and opportunities, foster knowledge exchange opportunities to address obstacles, and identify next steps;
- c. **Leveraging surveys and other tools** to monitor partners' dissemination endeavours, building and event-tracking shared platform;
- d. **Capacity building interventions** to provide structured directives for dissemination activities, including the development of a comprehensive mini-guide for communication and dissemination (Annex 2).

V. EXPLOITATION

The exploitation strategy for the ReGreenation project is crafted to maximise the commercial, societal, and political impact of the project's outcomes. This strategy will ensure that the project results are effectively leveraged, involving a wide range of stakeholders, including academics, building professionals, public authorities, industry representatives, and regulatory bodies.

The strategy is aligned with the Horizon Europe Grant Agreement requirements, focusing on translating the project's innovations into tangible benefits and advancing them to Technology Readiness Level (TRL) 7.

The exploitation activities will be driven by dedicated partners with relevant domain expertise, in close coordination with the project's technical leaders. This comprehensive approach aims to maximize societal impact, facilitate market uptake, influence policies and establish the ReGreenation solutions as catalysts for sustainable and inclusive urban transformation across Europe.

V.1. Objectives

1. Policy impact:

- Identify the key exploitable results and outcomes from the project's technical work packages.
- Facilitate knowledge transfer and capacity building of ReGreenation solutions among urban practitioners, policymakers and industry stakeholders to drive sustainable urban regeneration.
- Ensure long-term replicability and sustained impact by capturing and disseminating lessons learned throughout the project lifecycle.
- Influence policies, standards and governance frameworks to institutionalize principles of nature-based, community-driven urban design.

2. Innovation promotion:

- Assess the market potential and real-world applications of these solutions across diverse urban contexts.
- Scelerate the maturation of the project's results to TRL 7 and to turn them into business opportunities for the industry, to increase scientific knowledge and to ensure impact on society.
- Create market opportunities for consortium partners to commercialise project outputs like tools, data platforms, services etc.
- Encourage further research and development based on the project's findings.

V.2. Target audiences

The exploitation activities are targeted at:

- TA5 Researchers: To further scientific research and development on ReGreenation findings;
- TA4 Suppliers: For commercial adoption of innovative solutions;
- TA1 City makers and TA3 Enablers & amplifiers: To integrate findings into urban planning and policy-making.
- TA2 Local community and TA6 General public: To foster community engagement and adoption of sustainable practices.

V.3. Five pillars towards exploitation

The ReGeneration business and commercial Exploitation Strategy is based on 5 pillars:

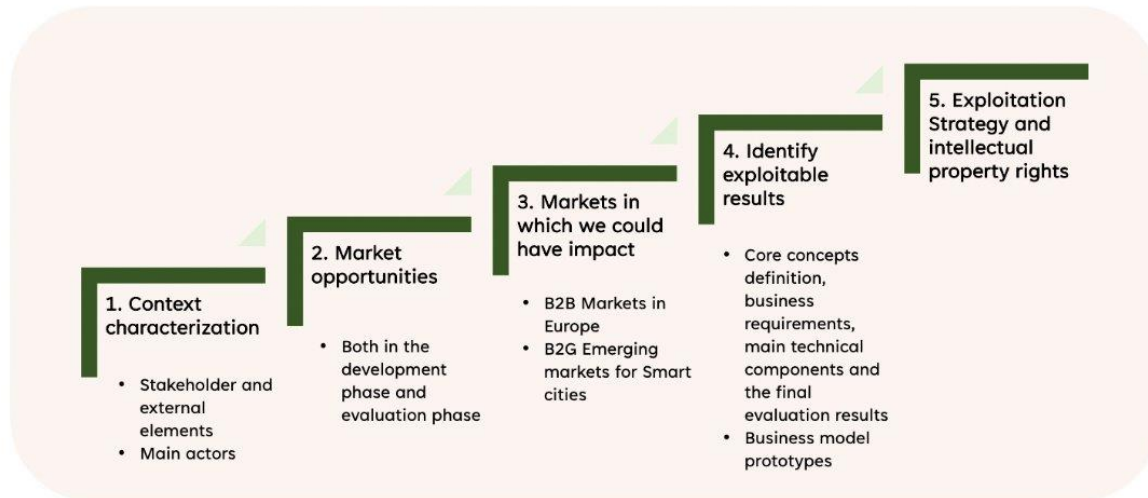


Figure 7 - Five pillars towards exploitation

V.3.1. Stakeholder mapping & engagement

The first step relates to context characterization and interactions involving stakeholder analysis and engagement of the stakeholder community. This analysis of the stakeholders has three main objectives: i) Mapping functionalities and system rights with the according roles; ii) Offering some basic information for the engagement of and communication with relevant stakeholders inside and in some cases outside of the project; iii) Understanding the basic interest and constraints for the creation of business models.

Activities will include:

- To conduct detailed stakeholder analysis to identify and engage key players impacting exploitation success - city authorities, industry associations, investors, urban networks etc.
- To establish strategic partnerships through collaboration agreements, joint exploitation deals, outreach campaigns etc.

V.3.2. Initial market and opportunities analysis

In step two, the project will conduct a preliminary market analysis through the so-called “environment map” (https://www.researchgate.net/figure/The-Business-Model-Environment-Map-Osterwalder-Pigneur-2010_fig3_369586412) that allows to understand the context and conditions in which the project results will be adopted.

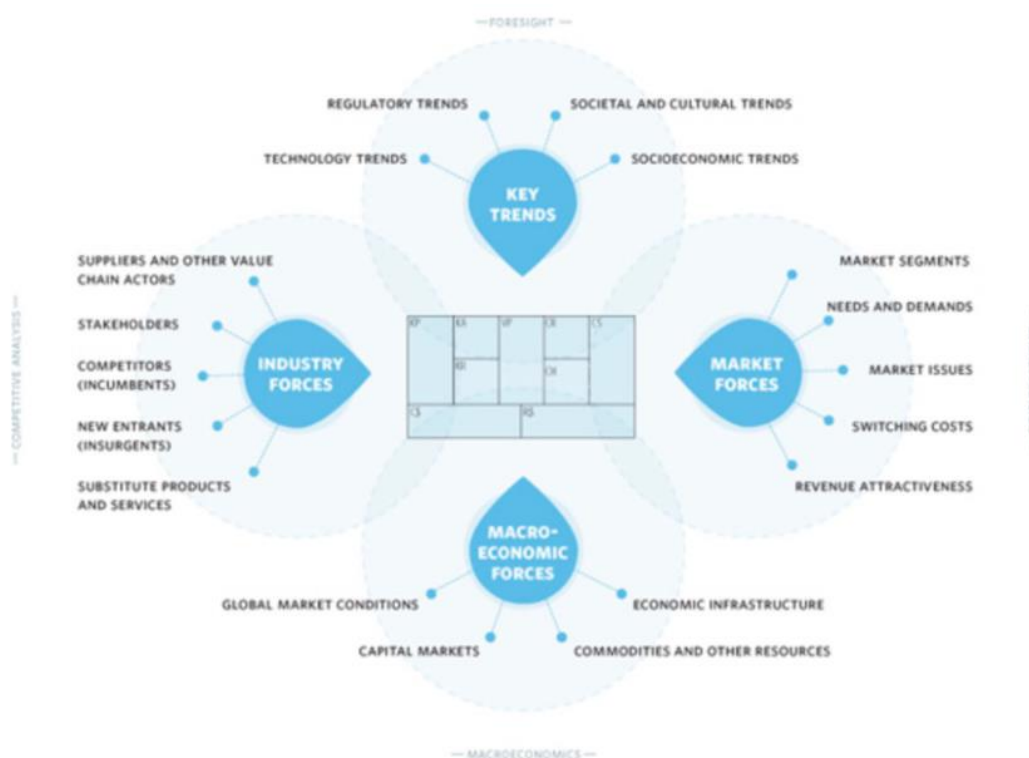


Figure 8 - The Environmental Map

It will include four main elements:

- 1) Key trends, including as key aspect for our project the analysis of the enabling and regulatory market framework;
- 2) Scoping of the market relevant to ReGreenation and describing an initial view on the market size;
- 3) The Macro-economic forces, that will be linked to the global market and economy conditions;
- 4) Industry forces, including a preliminary analysis of existing competitors and possible newcomers and the addition of the stakeholder analysis from the first step of the strategy.

This assessment is relevant during the development and project implementation phases – so certain adaptations could be done in the developments to make the results better fit adopters' needs – but also in the exploitation phase since it provides a clear picture of the early adopter needs and therefore it will allow to establish the target users.

Stakeholder consultations will be performed to identify high-potential areas for commercialisation and policy impact, that will serve for the identification of business models in later stages.

V.3.3. Identifying high impact markets

Based on the findings of the initial market opportunities and context analysis, the important scenarios for the exploitability of results will be identified, capitalizing on the interdisciplinary approach and consortium composition. As example, some markets in which we could have an impact are, among others:

- B2B Markets in Europe on the level of the building design, construction and retrofitting from the point of view of urban sustainability, integration with green spaces, usage of new materials,
- B2G Emerging markets for smart cities fighting climate change impact throughout Europe as potential candidates for early adopters,

- B2B ICT related markets as adopters of enabling technologies such as big data, AI/GenAI, digital twins, simulators, VR/AR.

V.3.4. Identifying exploitable results

In the fourth pillar, the methodology to identify exploitable results will consider all project activities outputs, including the core concepts definition, business requirements, main technical components and the final evaluation results. This iterative process contemplates several activities to be performed along the complete project duration.

V.3.4.a. The Value Propositions Identification

The Value Proposition Canvas (VPC) is considered a strategic tool used by companies to conceive, analyze, and improve their value proposition based on the book on value proposition design. According to Alex Osterwalder¹, the value proposition is the reason why customers turn to one company rather than another. It solves the customer's problem or satisfies their need. Each value proposition consists of a set of selected products and/or services that meet the requirements of a specific customer segment. In this sense, the value proposition is an aggregation, or set, of benefits that a company offers to its customers. The value proposition canvas is developed to ensure a better match between innovative services and products on the one hand side and customer expectations on the other hand side. This is reflected in the two parts of the value propositions canvas, as revealed in Figure 9.

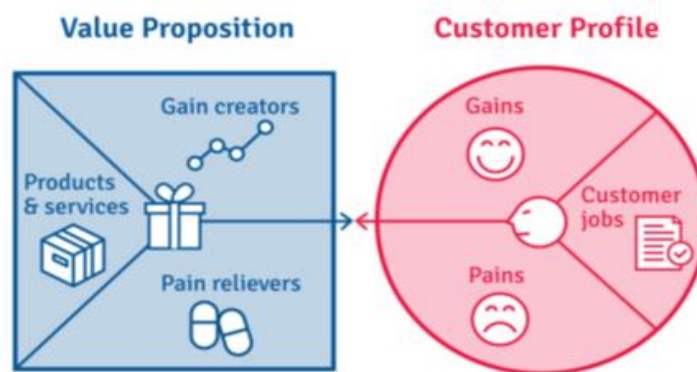


Figure 9 - Value Proposition Canvas and its Components

On the right side of the diagram, there is the Customer profile side that takes the customers' space viewpoint and its different needs. On the left, the Value Proposition side that focusses on the business viewpoint and what are the main services and products to be implemented in order to meet the customer side requirements

Table 5 - The Value Proposition Canvas Components and Meaning

Component	Scale	Description
The customer profile		<ul style="list-style-type: none"> • It describes a specific customer segment in a more structured and detailed way by breaking down the profile into jobs to be done, pains and gains. • It helps to assess these characteristics to be studied and observed on customers.

1

https://www.researchgate.net/publication/236650466_Business_Model_Generation_A_Handbook_for_Visionaries_Game_Changers_and_Challengers

Jobs to be done (Customer Jobs)	<p>↑ Important</p> <p>↓ Insignificant</p>	It describes what customers are trying to achieve in their work, their lives as expressed in their own words. (Functional, social, emotional, supporting jobs)
Pains	<p>↑ Extreme</p> <p>↓ Moderate</p>	It describes bad outcomes, risks and obstacles related to customers jobs
Gains	<p>↑ Essential</p> <p>↓ Nice to have</p>	It describes the outcomes customers want to achieve or the concrete benefits they are seeking. (Tangible description: how many euros, how many minutes, ...)
Value Proposition Map		<ul style="list-style-type: none"> • It describes the features of a specific value proposition in the business model. • It breaks the value proposition down into products and services, pain relievers and gain creators. • It is the set of benefits designed to attract customers.
Products & Services		It is the list of all the products and services the value proposition is built around. (Physical, intangible, digital, financial)
Pain relievers		They describe how products and services alleviate customer pains.
Gain creators		They describe how your products and services create customers gains.

ReGreenation Value Propositions will be identified during a workshop that will be conducted as part of one Project Management Board meetings. It will be conducted by Inetum and participated by all partners, that will be split into heterogeneous groups to gain insights from the different participants' profiles.

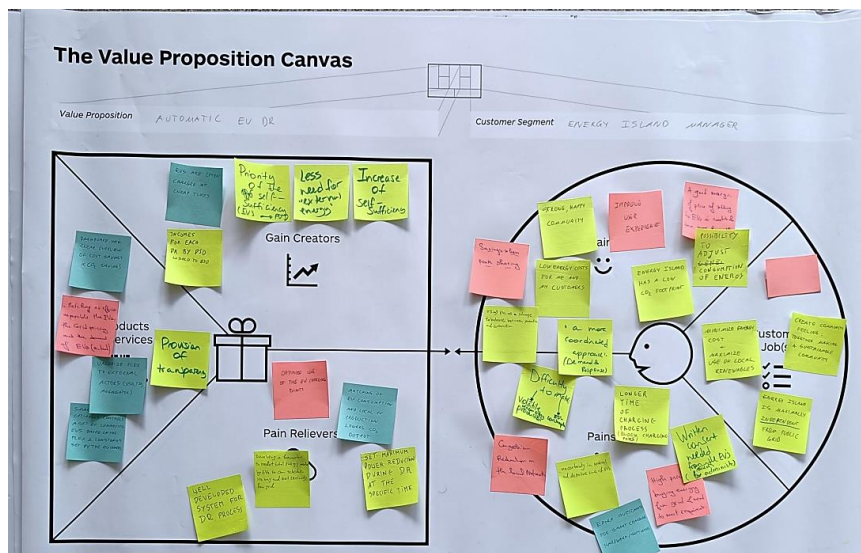


Figure 10 - Example of a VPC identified in the H2020 REnergetic project (also conducted by Inetum)

V.3.4.b. The Business Models development

Once the different value propositions of the project are identified as well as the customer profile, these elements will be transferred into a business model canvas so to build at least one business model prototype per customer segment.

The business model canvas can be defined as a management tool that allows a unified presentation language to be used to meet multiple business requirements. It helps to visually represent the business model of a company or project by describing its key elements, evaluating, and modifying business models². The BMC framework captures nine key elements which portray various aspects of a certain project or business. The nine constituting elements of the BMC framework are shown in Figure 11.

Business Model Canvas

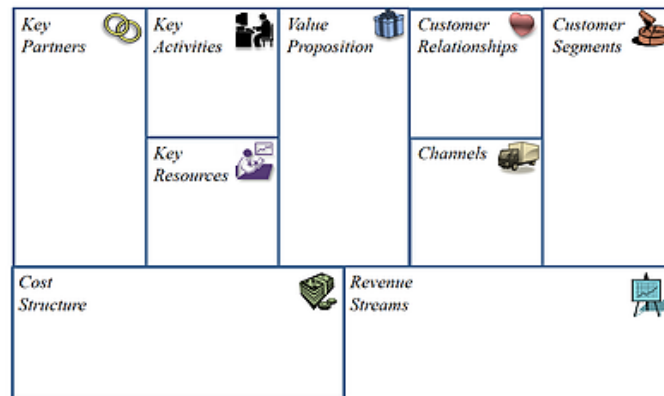


Figure 11 - Business Model Canvas simplified template

The nine elements can be rearranged into four major categories reflecting the different viewpoints within a business construct.

- 1- Customer perspective assembling the upper right-hand side (Customer relationships, channels, and Customer Segments)
- 2- Business perspective regrouping the upper left-hand side of the canvas (Key Activities, Key Partners, and Key Resources)
- 3- Financial perspective assembling the cost structure and revenue streams.
- 4- Value proposition figuring in the centre of the BMC where the different elements revolve around this core element.

Similar to the case of the VPs, the Business Models will be developed during a brainstorming session in a PMB meeting of the project.

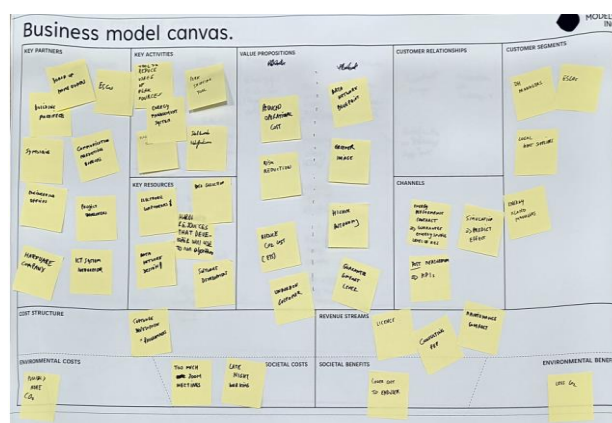


Figure 12 - Example of a BMC developed in the H2020 RENERgetic project (also conducted by Inetum)

² Osterwalder, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers., 2010

Once all the BMs have been developed, an analytic effort is required. It is essential to identify those models that have commonalities and avoid overlaps, specially those related to the customer segments in order for the offering to be consolidated.

Additionally, to consider that a Business Model is valid, the Financial perspective (category 3) must be evaluated and its sustainability must be assessed. For it, we will consult the community of key stakeholders - external to the project - that will analyse the proposal for cost-benefit balance (cost structure vs revenue streams). As result, the models could be classified according to its financial sustainability, from those which are more realistic or "quick wins" to "moon shoots".

Finally, the key exploitable results (KER) will be extracted from those resources ("key resources block") developed by the project and that are part of validated business models.

V.3.5. Exploitation Strategy and Intellectual Property Rights

V.3.5.a. Detailed description of the Key Exploitable Results, including TRL and IPRs

In ReGreenation, results are expected to span from TRL level 6 to 7-8, as identified in the DoA. Under this activity, the initial TRL (at the beginning of the project) and the target TRL (at the end of the project) of each KER should be defined and will be monitored on a regular basis to detect problems, so as to find solutions as early as possible in order to reach the expected TRL (project KPI).

Referring again to the DoA, it included a list of KERs that should be considered as basis and that will be updated according to the findings from the previous activities. Below is the table of the KERs identified at proposal stage:

Table 6 - Preliminary list of KERs identified at proposal stage

Key Exploitable Results	Market potential	Joint exploitation plans
ReGreenation impact analysis framework	All European cities that are designing urban planning actions that include the implementation of nature-based solutions. The impact analysis framework can be used as a to-be tool, to measure the expect impact and to follow up the actual results.	C40, ARUP, IAE
International ReGreenation Best Practices Guide		C40, ARUP, IAE, UNIPV, & All Cities
ReGreenation Replication Package		C40, ARUP, IAE, UniPV, Inetum, DigioTouch, Lappeenranta
Co-creation techniques, Educational activities and materials and Transdisciplinary governance structures	All European cities, to raise awareness among the population about the impact of climate change and the need of cities and citizens' adaptation to mitigate its effects.	PlaceMaking EU, Climato, PCS, UrbanizeHub
Renaturing interventions Digital Twin	The Digital twin platform serves to the full digitalization of city areas, able to incorporate different impact analysis frameworks to support all type of urban projects e.g. planning, infrastructures extension, buildings	Inetum, DigioTouch, Lappeenranta.

	renovation, etc. The market is therefore all European cities, and beyond.	
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From the identification of exploitable results and TRL positioning, a table following the template below should be completed:

ID	Potential Exploitable Results	Description	TRLs	
			Current	Target
ERx	[ERx_name]	[ERx_shortdescription]	x	x
ERy	[ERy_name]	[ERy_shortdescription]	x	x

IP plays an important role in facilitating the transfer of innovative technology to the market place. The issues involved will be monitored at different levels in the project to ensure adequate strategies are implemented.

IPR process will be conducted throughout all phases in the project at both consortium and partner levels, addressing the IPR ownership for each exploitable result and managing the access rights to the IPR by partners and external users to ensure the research findings are protected and avoid unforeseen obstacles related to confidentiality or competitiveness. The issues addressed will include:

- The background knowledge that partners have brought to the project;
- The foreground knowledge that partners have involved in their products during the project;
- IPR types such as trade secrets, utility models, patents, trademarks, geographical indications; industrial designs, layout designs of integrated circuits, copyright and related rights;
- IPR Ownership;
- Risk assessment of IPR.

The IPR information of each potential exploitable result will be obtained from the corresponding partners using the templates provided (see example in Table 7).

Table 7 - Identification of IP per KER

KER#	Exploitation Type	IPR ownership/types		TRL level		Partners involved	WPs/Tasks	Expected date
		Background	Foreground	Current	Target			
KERx	Commercial / Non-commercial	n/a	Consortium / List of partners	x	y	List of partners	WPx, WPy, WPz	Mx

This exercise will consider the arrangements and conditions established in the CA signed by all partners before the project starting date.

V.3.5.b. Positioning of ReGreenation Key Exploitable Results in the market

In order to have a view on the position of the ReGreenation solutions within the market, it is important to have an assessment of the opportunity attractiveness of these solutions.

We will execute an opportunity attractiveness evaluation on the ReGreenation results. To be able to do this we will evaluate the opportunity attractiveness of each of the market opportunities we see for our ReGreenation results. This can be done using the model below:

Use this worksheet for every market opportunity you would like to evaluate.

Market Opportunity:

POTENTIAL	CHALLENGE
<p>COMPPELLING REASON TO BUY Unmet need Effective solution Better than current solutions</p>	<p>IMPLEMENTATION OBSTACLES Product development difficulties Sales and distribution difficulties Funding challenges</p>
<p>MARKET VOLUME Current market size Expected growth</p>	<p>TIME TO REVENUE Development time Time between product and market readiness Length of sale cycle</p>
<p>ECONOMIC VIABILITY Margins (value vs. cost) Customers' ability to pay Customer stickiness</p>	<p>EXTERNAL RISKS Competitive threat 3rd party dependencies Barriers to adoption</p>
<p>OVERALL POTENTIAL</p> <p>LOW MID HIGH SUPER HIGH</p>	<p>OVERALL CHALLENGE</p> <p>LOW MID HIGH SUPER HIGH</p>

Use the overall ratings to situate each market opportunity on the Attractiveness Map.

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Figure 13 - Template for Opportunity attractiveness evaluation for each market opportunity

Based upon the answers that will be gathered during this study, we will be able to plot the results on an Opportunity Attractiveness Chart as shown below:



Figure 14 - Attractiveness Map template

This will reflect potential updates in the TRL levels of the ReGreenation results as well as a continued monitoring of the changing market of competing and complementary solutions. This will learn how to position our the ReGreenation results within a certain market and allow to meet the customer/market needs to become successful.

V.3.5.c. Individual exploitation plan and IPR agreements

Finally, both the initial consortium-level as well as the initial individual partner level exploitation strategies are then described considering the IPR agreements that may occur. Every business plan needs to contain a precisely targeted and thorough marketing analysis not only determining the sheer size of the market but also identifying optimal starting points for the most promising exploitation strategies, using the market analysis performed at the beginning of the project as a complement for it.

VI. MONITORING AND EVALUATION

Regular monitoring and evaluation are key to the success of the communication and dissemination efforts. The monitoring and evaluation plan includes a series of structured actions designed to continuously assess and enhance the communication strategies across various platforms and among diverse stakeholders.

Evaluation Actions and Schedule

WP9 Recurring Meetings

WP9 meetings are taking place and will continue throughout the project's full duration. These meetings, open to all consortium partners, provide a forum to refine and improve messages and tools continuously. Formal reviews will take place every six months, with updates documented in the Communication, Dissemination, and Exploitation (CDE) Plan.

Review and Documentation

Formal reviews will assess progress against key performance indicators (KPIs) as outlined in the project description in Tables 7 & 8. These reviews will track monthly progress and address any KPIs that fail to meet targets, adjusting the strategy accordingly. Additionally, the formal reviews will discuss the success and challenges of dissemination activities. All dissemination events will be documented in the Dissemination Tracker ([link](#)), detailing the objectives and outcomes of each event.

Table 8 - List of communication KPIs

Communication KPIs		Status
1	Visual identity and branding toolkit. Look & feel, 1 logo, 1 colour scheme, 1 slides-set.	Initial provided
2	Website with home page, news, downloads, publications. > 2000 unique visitors per year https://regeneration.eu/	Live
3	Profiles and postings in SN. >= 2 specifically targeted profiles; LinkedIn : > 350 followers; YouTube : > 500 video views.	Live

Table 9 - List of dissemination KPIs

Dissemination KPI	Total	Comments
1 <i>Scientific publications presented at conferences, events, journals, prioritizing quality over quantity and promoting joint publication. Focused on TA1 City Makers, TA5 Researchers</i>	13	
1a Publications relating to Digital Twin powered place-based holistic solution development	4	
1b Publications describing the assessment framework and comparative case studies	3	
1c Other scientific publications	6	
2 ReGreenation International Best Practices Guide with the methodology and pilot projects from all the cities	1	

	involved in this project. Reach of 8000 people. TA1 City Makers , TA3 Enablers & Amplifiers.		
3	<i>Effort on education and promotion of sustainable development principles internationally. TA2 Local Community , TA6 General Public.</i>		
3a	Livestreamed podcasts with international guest speakers and partners. 3000 views	8	
3b	Articles with 2500 readers.	10	
4	Participation in industry-oriented events, fairs, exhibitions. > 2 per year. TA4 Suppliers & TA3 Enablers and Amplifiers	8	Added TA Enablers and Amplifiers
5	Public events organized by ReGreenation, workshops at conferences.	4	
6	Webinars aimed at sharing results with possible replicators	9	
7	Website updates with research result, project progress, news and events	48	
8	Social media postings of events, news, research results, milestones	96	
9	Videos presenting the project, evolution and results	13	
10	Press Releases with general information about start and milestones	8	

Table 10 - List of exploitation KPIs

	Key Performance Indicator	Target
1	Number of value propositions extracted from enhanced services for ReGreening tools	8
2	Number of unique customer segments identified for the value propositions	4
3	Number of business models based on enhanced services, fully market validated, produced by ReGreening (1 per segment identified)	4
4	Number of stakeholders that will contribute to validate the business models elements, including costs and revenues. (4 per city - counting on policy makers and local buildings sector associations)	36
5	Number of ReGreening urban project developers, external to the project, that will be informed about the ReGreening market offering as possible adopters at the end of the project	50
6	Number of exploitation plans that will include partnerships among the consortium entities, to strengthen the market offering; At least 4 individual exploitation plans will include co-owned IP and preliminary realize a commercialization agreements with other partners.	4

Evaluation Tools and Methods

The following tools and methods will be adopted in evaluating communication and dissemination activities:

- **Website Traffic Analysis**

Google Analytics: Inetum will take the lead in monitoring website traffic using Google Analytics. This tool will be used to track website traffic metrics, including the number of visitors, page views, bounce rates, and user demographics. These metrics will help the group understand the reach and impact of online content.

- **Social Media Metrics**

SproutSocial: All members in the consortium can use this tool to manage and analyze social media performance. Metrics such as likes, shares, comments, and follower growth will be tracked to assess engagement and outreach on platforms like Twitter, Facebook, and LinkedIn.

- **Feedback Mechanisms**

Surveys and Informal Interviews: Feedback from participants attending events will be collected through surveys and informal interviews. This feedback will be documented and used to gain insights into the effectiveness of our dissemination efforts and identify areas for improvement.

- **Dissemination Material Reach**

Tracking News and Links: WP9 will monitor the reach of our dissemination materials by tracking the number of news items and links to ReGreenation on partners' and third-party channels, including media and press outlets.

Continuous Improvement

The insights gained from these evaluation methods will be used to iteratively refine communication tactics. Regular updates to the CDE Plan will reflect these refinements, ensuring that all strategies remain effective and aligned with project goals.

VII. ANNEX 1 – VISUAL IDENTITY

VII.1. ReGreenation logo



VII.2. Choice of colorimetry

The symbolism of green:

This colour represents balance, nature, ecology, spring and rebirth.



Symbolism of orange:

This colour is often associated with emotions and concepts such as optimism, joy, warmth, vitality and creativity.

The symbolism of green:

This colour represents balance, nature, ecology, spring and rebirth.



Symbolism of orange:

This colour is often associated with emotions and concepts such as optimism, joy, warmth, vitality and creativity.

VII.3. Slides template



VIII. ANNEX 2 – DIGITAL PRESENCE

VIII.1. ReGreenation website



About

Welcome to ReGreenation, a Horizon Europe funded project bringing together nine European cities to reimagine their neighbourhoods as vibrant, sustainable and inclusive hubs for people and nature. By leveraging people-centric and nature-based design solutions supported by innovative technologies, the project helps shaping cities that thrive amidst environmental uncertainties.

[Find out more >](#)



Discover our cities

- Mobilize the right skills and assemble expertise to understand the project in all its dimensions
- Co-construct the project with the stakeholders by associating all the actors concerned (local authorities, users, associations, experts...)
- Collect inhabitants daily life needs at the heart of the design phase, in order to better integrate the future uses of public spaces

[The cities >](#)



VIII.2. ReGreenation LinkedIn



The header image shows a man sitting on a wooden bench in a park, reading a book. In the background, there are other people and greenery. The ReGreenation logo is overlaid on the left side of the image.



ReGreenation
Neighborhoods for people and nature



ReGreenation Europe

Community Development and Urban Planning · 126 followers · 11-50 employees

IX. ANNEX 3 – DISSEMINATION GUIDANCE

IX.1. Mini guide for dissemination

MINI GUIDE FOR DISSEMINATION

Purpose

This document serves as a structured guide for all consortium partners to effectively disseminate project results and more when organizing an event or participating in a third-party event.

NB: This is a working document - please **always check the document** and follow the steps before you start planning your dissemination activity.

C40 is leading on WP9 Communication & Dissemination – If you have any doubt while reading this mini guide, refer to the [FAQs](#) listed at the bottom of this document and/or contact us via spatterson@c40.org & bcamerini@c40.org.

What is a dissemination activity?

1. [Organise ReGreenation event/workshop](#)
 2. [Presentation \(in person or virtual\) in a third-party event](#)
 3. [Social Media content](#)
 4. Publish General Article
 5. Publish Scientific Article
 6. Other (does not fit with any category) → Contact C40 Cities
- ➡ Find below tables with step-by-step for dissemination activities 1, 2, & 3:

1. Organise ReGreenation event/workshop		
BEFORE the event		
Activity Step	Timeline	Details
Fill the Dissemination Tracker	At least 30 days before event (compulsory)	<ul style="list-style-type: none"> Fill in the green cells only in tab "2. shared dissemination tracker" ➡ THIS LINK Use the "1. Instructions" tab for guidance
Plan Social Media content	14-7 days before event (recommended)	Plan graphics, social media posts, and other types of content to communicate in advance that the event is taking place <ul style="list-style-type: none"> Refer to the official logos and visual identity 🗺️ Always include the hashtag #ReGreenationEU Remember to link to website (not yet live!) 🌐 <p>Contact directly C40 Cities (spatterson@c40.org & bcamerini@c40.org) if you need assistance with media posting</p>
Prepare presentation materials	14-7 days before event (recommended)	Create PowerPoint slides or other materials for the presentation. Ensure they align with project branding and messaging. ➡ Find presentation templates and examples HERE
DURING the event		
Activity Step	Timeline	Details
In person meetings	On the day	<ul style="list-style-type: none"> Take photos & videos 📸 Create a new folder (DDMMYYYY_Name of Event) HERE and upload photos and videos

IX.2. Dissemination tracker

Minimum 15 days before planned dissemination activity						No more than 3 months after dissemination activity						
Planned share dates	Title (Location)	Owner of activity	Activity Type	Target Audience	Objective	Notes	Date of Dissemination	Public link	Resource link	Audience Reached #	Links to social media posts	Notes
3 March 5, 2024	Steering group of the Biodiversity Program of the city of Maria Isabella (Lapparenta)	Maria Isabella (Lapparenta)	In person presentation	T1 - City Makers	Presenting the preliminary draft of Green Kilometer		5 March 2024					
4 March 14, 2024	Auditorium West Civic Center (Diaperi)	Diaperi	In person presentation	T2 - Local Community	Sharing the projects existence a Presentation of all of the activity		14 March 2024	https://youtube.com/watch?v=9M4U7P4tLg8&share				
5 March 20, 2024	Tubelis Lab (Rovani)	Rovani	In person presentation	T2 - Local Community	Sharing the projects existence a Presentation of all of the activity		20 March 2024	https://www.ccsma.com/it/web/000	TTC			
6 April 9, 2024	Meeting of nature field operators of South Kamie	Maria Isabella (Lapparenta)	In person presentation	T1 - Endusers and Amplifiers			9 April 2024					
7 April 15, 2024	French Mission Cities	Lisval Bry (BretanFR)	In person presentation	T1 - City Makers	Sharing experiences with French in person presentation of 20 min		15 April 2024			115 attendees		
8 April 22, 2024	Nature group of the city of Lapparenta	Maria Isabella (Lapparenta)	In person presentation	T1 - City Makers			22 April 2024					
9 May 22, 2024	NMP - Networks, Markets & People, University of Maggi Unifur	Unifur	In person presentation	T1 - City Makers			22 May 2024					
10 May 22, 2024	Lullabridi (Cabr)	Unifur	In person presentation	T1 - Suppliers	Networking opportunity and idea		22 May 2024					
11 May 29, 2024	Third European Cities Mission Climate Adaptation (Br)	Renditeca Camere (ICAD Cities)	Other	T1 - Endusers and Amplifiers	Presenting the project in associa A poster presenting the three cit		29 May 2024	https://www.linkedin.com/posts/urban-programs-01_300	300		https://www.linkedin.com/posts/urban-programs-01_300	
12 June 3, 2024	Innovation and skills in Milan 2023-2027 EU regional	Peri Kern (Lapparenta)	Other	T1 - City Makers	Project application		28 May 2024					
13 June 3, 2024	Urban Future (Bretan)	CAR Cities & Place-making Europe	In person presentation	T1 - City Makers	CAF Cities and Place-making Eur		28 May 2024					
14 June 12, 2024	The Creative Renaissance Festival (Bretan)	Reimagining Europe	In person presentation	T1 - City Makers	Prepare Project 7 pager for inform		28 May 2024					
15 June 12, 2024	European Green Bell Association xV - BESTBell 2024 ca	Maria Isabella (Lapparenta)	Other	T1 - City Makers	Project application		24 June 2024					
16 June 24, 2024	Urban Future (Bretan)	CAR Cities & Place-making Europe	In person presentation	T1 - City Makers	CAF Cities and Place-making Eur		28 May 2024					
17 June 25, 2024	2nd ed Cities Mission Conference, Empowering Cities - Maria	Peri Kern (Lapparenta)	In person presentation	T1 - Endusers and Amplifiers	Presenting the project in associa Maria, Stephanie, Benedetta Ho		24 June 2024					
18 June 25, 2024	Climate Neutral and Smart Cities Conference in Wien	Renditeca Camere (ICAD Cities)	In person presentation	T1 - Endusers and Amplifiers	Participation as a stopshop in PSP session in Valencia on June 20th		29 June 2024					
19 August 29, 2024	Diversity Carnival (Lapparenta)	Maria Isabella (Lapparenta)	In person presentation	T2 - Local Community								
20 September 2, 2024	UMIRATI e EQOQ-CaCOP-eher 2024 - Cluster code	Stephanie Peltouse	Virtual Presentation	T1 - Endusers and Amplifiers	Possible presentation by Segura of their Digital twin							
21 September 4, 2024	Green Cities Forum (Bretan)	Climato Story	In person presentation	T1 - City Makers								
22 September 24, 2024	Planning Week Europe 2024 (Renditeca)	Reimagining Europe	In person presentation	T1 - City Makers								
23 October 1, 2024	CMV4S Forum 2024 (Parma)	Buchanan, Ludjina and Roma as part of CMV4S	In person presentation	T1 - City Makers								
24 November 4, 2024	World Urban Forum	Chaire ETU / Observatory	In person presentation	T1 - City Makers								
25 November 4, 2024	Smart City World Expo Barcelona	Chaire ETU / Observatory	In person presentation	T1 - City Makers								

X. PRESS RELEASE

PRESS RELEASE

FOR IMMEDIATE RELEASE

Neighbourhoods for People and Nature: Horizon Europe Funds €10 Million ReGreenation Project

Horizon Europe-Funded Project Brings Together 9 European Cities Implementing Holistic Neighbourhood Regeneration Projects to Create More Sustainable, Liveable Urban Spaces.

[City, State] – [Date] – Across Europe, the legacy of car-centric planning has left countless neighbourhoods feeling isolated, lacking the green spaces and vibrant life that contribute to resident well-being. The negative effects are faced most acutely by socially disadvantaged groups, and by association the neighbourhoods they live in.

The ReGreenation project, a €10 million initiative funded by the European Union's Horizon Europe program, aims to transform this narrative. Over the next 4 years, nine European cities will embark on a journey to create green, healthy and thriving neighbourhoods, fostering a future where people and nature can flourish together.

Co-Creating a model of Greener, Healthier neighbourhoods in Europe

ReGreenation goes beyond traditional greening projects, championing an inclusive and holistic approach to urban planning that promotes community health and wellbeing. It brings together a public-private multidisciplinary consortium to design and test solutions for neighbourhood regeneration that are both nature-based and people-centred.

Aligned with the EU's vision for climate neutrality and smart, sustainable cities, co-creation with the local community is a core pillar of each project, ensuring resident needs and aspirations are woven into the design process.

"We need to change the way we plan our cities, and focus our efforts on urban regeneration rather than urban expansion. From a climate perspective, this can help to reduce emissions by nearly 25% by 2050," said H el ene Chartier from C40 Cities. *"This project funded by the European Commission is very important because it will help us develop a model of urban regeneration based on a people-centred approach".*

"What we would like to see is a strong involvement of local residents that goes beyond the usual consultation in workshops but extends to the construction and design phase. We want to work with residents to shape the project." Said Gilles Montmory, project manager of the Urban Planning Department in the City of Paris.

"This is a transformative project for my city and also for the city of Milan" said Paolo Micheli, the Mayor of Segrate. *"With ReGreenation, we will convert a major highway into a lush green park, revolutionising the landscape and improving the quality of life for our communities".*

The diverse project consortium includes local authorities, research institutions, non-profit organisations, and technology providers, bringing together a wealth of expertise to create a scalable model for urban regeneration, encouraging innovative urban solutions adoption across Europe.

Implementing and Replicating Neighbourhood Regeneration: The 9 Cities Involved

The ReGreenation project targets four "Lead Cities" – Bucharest (RO), Alverca (PT), Paris (FR), and Barcelona (ES) – all facing different urban challenges; from developing on polluted land in proximity of social housing, to overcoming neighbourhood isolation caused by major roads, to transforming a commercial mall prone to urban heat island effects into a climate resilient mixed use area for healthy living.

Site-specific interventions are already being implemented to regenerate the neighbourhoods to improve liveability and urban climate resilience. These cities will then share their learnings

and best practices with five "Replicator Cities" – Ljubljana (SI), Rome (IT), Lappeenranta (FI), Ghent (BE), and Segrate (IT) – enabling them to simulate and replicate the successful approaches within their own urban landscapes where they face common challenges.

New innovative and scalable solutions

Throughout the process, the project will leverage cutting-edge ICT technologies, including a comprehensive digital twin architecture, to support planning, simulation, and monitoring of the interventions to overcome the cities' common challenges. Innovative digital and in-person participatory mapping tools will also empower citizens to play an active role in shaping their neighbourhoods. Nature based and people-centred solutions will become concepts the project will work with when planning the regeneration of the neighbourhoods.

Stay Connected

For more information about the ReGreenation project, please visit <https://regreenation.eu/>.

About ReGreenation

ReGreenation is a 4-year project funded by the European Union's Horizon Europe program. The project focuses on creating healthier, more livable cities by implementing people-centric and nature-based solutions in neglected areas. For more information, visit <https://regreenation.eu/>.

