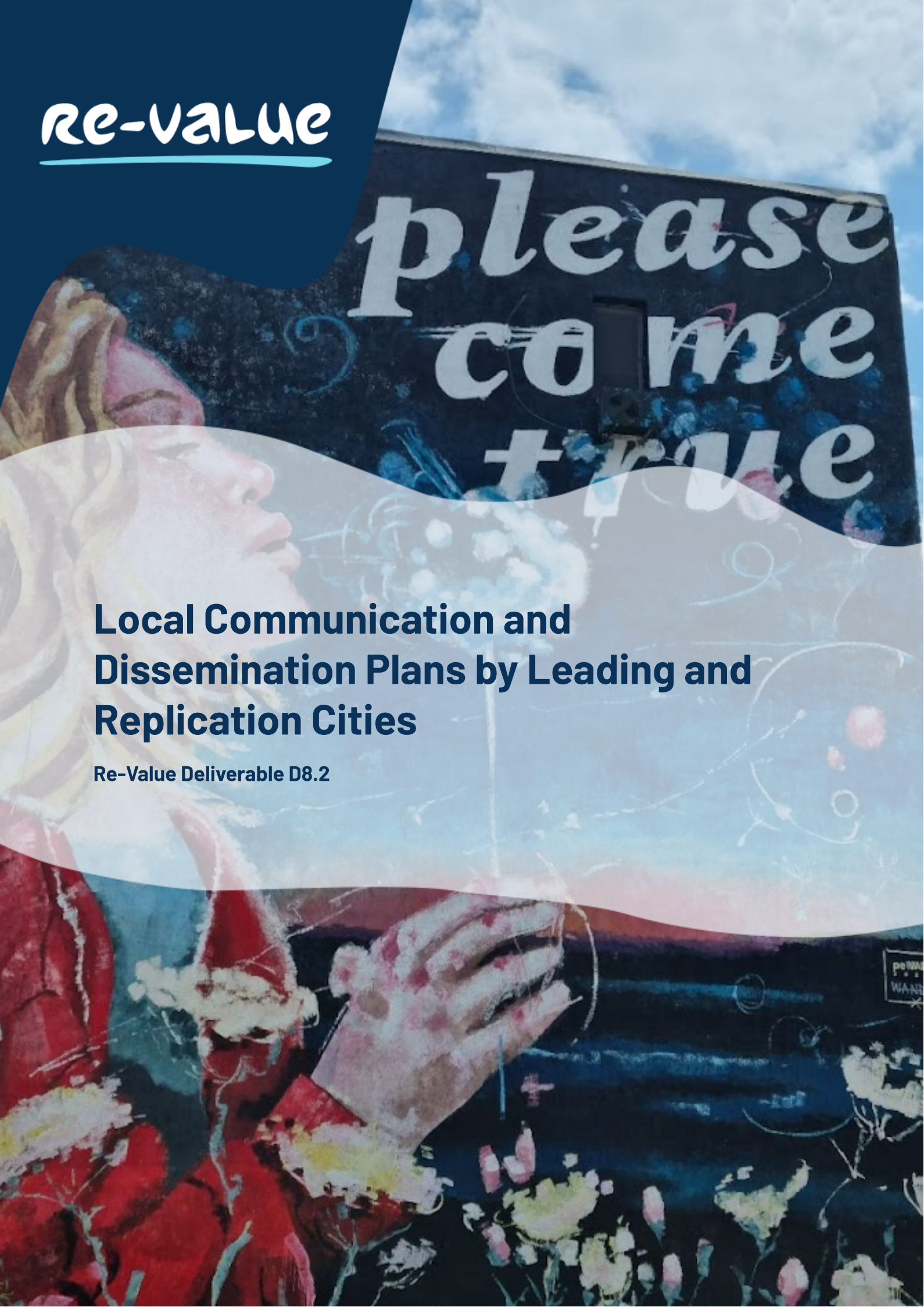


re-value

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Local Communication and Dissemination Plans by Leading and Replication Cities

Re-Value Deliverable D8.2



Report information

Deliverable: D8.2: Local CD Plans by Leading and Replication Cities 1

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Front page photo: A photo of a mural in Constanța from the Re-Value photo collection

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Executive Summary

The report describes the local communication plans in the nine Re-Value cities and the measures in place to support these. They are based on the overall CDE Plan D8.1: Re-Value Communication, Dissemination and Exploitation Plan 1, and are localised to the cities. The communication activities are wide-ranging but are generally left to the expertise of the local partners, with the key exceptions being requirements to organise local stakeholder meetings and Innovation Camps with local youth.

As such, this report follows a simple structure, first detailing the shared activities among the cities in Chapter 1. These include Innovation Camps, local web pages in the local languages, and the local Innovation Camps, which are also described in detail in Deliverable 8.3, available on the Re-Value website.

Chapter 2 highlights some of the general support tools and processes in place to help the cities implement their various plans. It briefly describes the visual materials made available, such as a “Re-Value Sticker” and roll-up banners that can be translated. It also describes how communication between the cities and the central team has so far mainly occurred through bilateral exchanges and as part of the Technical Board meetings.

Finally, Chapter 3 presents the different backgrounds, perspectives, target audiences, and a selection of undertaken and planned activities from each city. It begins with an overview of the overall Re-Value target audiences within the city ecosystems and a description of the various headers in each city’s planning overview.

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Introduction

This report is intended to provide an understanding and overview of the communication and dissemination planning in the nine Re-Value Cities, and is focusing on the key perspective allowing a) the cities to engage with local audiences and b) support the project-level communication activities in disseminating the specific city outcomes to European audiences and the wider world. It is intended to serve as a support tool to the city communicators and a practical tool for the central communications when highlighting work in the individual cities.

Overview of the Local Communication Activities

Local Communication and Dissemination entails a very wide variety of measures in the nine Re-Value Cities and their needs, challenges and opportunities vary greatly. As such there is no one-size-fits-all approach that would ever work across all nine cities but despite this, there are options for synergising and addressing measures, actions, support activities and approaches that can be used across the local arenas.

From the Work Package on Communication and Dissemination, the following items are planned across all the cities, with a large room for individual implementation in each.

Local web pages

All the Re-Value Cities have published local web pages with the key information about Re-Value. These are typically simple web pages and are being supplemented with individual stories on the municipal/partner websites as activities progress.

- Ålesund: <https://sorsida.no/b%C3%A6rekrift>
- Bruges: <https://www.brugge.be/stad-bestuur/europese-projecten/re-value>
- Burgas: <https://www.burgas.bg/bg/ekologichni-initsiatiivi/54451>
- Rimini: <https://www.comune.rimini.it/progetti-europei/re-value>
- Cascais: <https://ambiente.cascais.pt/pt/projetos/horizonte-europa-2021-2027>
- Constanța: <https://www.zmc.ro/stiri/re-value-iluminat-arhitectural>
- İzmir: <https://www.izmir.bel.tr/tr/Projeler/horizon-europe---re---value-projesi/2744/4>
- Písek: <https://smart.pisek.eu/projekty/projekty-v-realizaci/re-value.html>
- Rijeka: <https://www.rijeka.hr/gradska-uprava/eu-projekti/aktualni-projekti/>

Local Workshops with Stakeholders

A key ambition of Re-Value is the extensive inclusion of local stakeholders in the urban planning and design process. This is something that takes place across all Work Packages but it is also specifically included here, perhaps especially as it relates to the tracking and monitoring of communication, dissemination and exploitation activities. All Re-Value cities has committed to a minimum of 27 of such stakeholder inclusion events, which is defined in the project as follows:

Local Workshops with Stakeholders" include any local stakeholder engagement activity (i.e., meeting, workshop, event booth/table, interviews, focus group, etc.) hosted by the local project team that enables a two-way dialogue to 1) inform stakeholders about the project and its approach, and 2) collect input and

feedback/facilitate collaboration about planned interventions/innovations in the local Re-Value Waterfront Pilot and/or project study area.

“Local Workshops with Stakeholders” do not include activities associated with JAE Innovation Camps, artistic missions from Re-Value partners, or Study Visits associated with the Re-Value Capacity Development and Exchange Programme.

Innovation Camps

The Innovation Camps and their planning have been described in detail in deliverable 8.3¹ and will be further expanded in upcoming deliverables. As such, they only play a minor role in this deliverable, and the local particularities — and similarities will instead be addressed in the reports specifically focusing on Innovation Camps. However, as they are a major part of the Communications Work Package locally, they are addressed at the local level.



Picture: The local innovation camp in Burgas and some of the award winners. Photo: Burgas Municipality.

¹ <https://re-value-cities.eu/documents/innovation-camps-report>

Central Support for Local Communication Activities

To support the above activities, but especially all the specific plans mentioned under the individual city plans, the Central Communication Support Office - managed by Work Package 8 Leader ICLEI - has already produced or committed to deliver.

Available materials/offers

The offers available to support the local communication efforts are twofold, one being the materials to edit, use and enhance for local use, i.e. templates and others being the central communication channels from Re-Value. Both of these are covered in the report 'Communications, Dissemination and Exploitation Plan'², so the below information on each focuses on what makes it especially useful for addressing the local needs:



Picture: A photo of the local language Romanian banner on the left, and the local Czech banner being displayed at Earth Day on the right. Credits: Left: Re-Value, Right: Smart Pisek

Website: The main Re-Value website has been developed with specific city-sections, allowing for very segmented tagging of all activities. As such, the Re-Value cities each have the opportunity to pitch content also beyond the bigger or longer articles on the Re-Value website. All content per city is captured on a local timeline which will mature alongside the local progress and as the number of interesting developments increase. On each city page, there is room for full news articles on the Re-Value website, or to forward to local articles and content, structured as a timeline as shown below.

² <https://re-value-cities.eu/documents/communications-dissemination-and-exploitation-plan>

Timeline

23 Nov 2023



Pisek invites youth to contribute ideas

In its first Innovation Camp, Pisek hosted 47 students to create ideas for future urban planning.

[Learn more.](#)

23 Aug 2023



Re-Value Capacity Development and Exchange Programme, Version 1

The Re-Value Capacity Development and Exchange Programme (Re-Value CD&E Programme) is a three-year programme designed to support the nine Re-Value Cities in their...

[Learn more](#)

22 Apr 2023



First public event in Pisek

The first Re-Value event in Pisek. The local team participated in the community led Earth day festival.

Join the conversation about this on [LinkedIn](#).

Picture: A screenshot of the timeline on Pisek's page, linking to one report on the website, an external LinkedIn post from Smart Pisek, and a local news article.

Mission Platform: As the Re-Value partnership seeks to exploit the benefits and support the impact of the Mission Platform, all Re-Value Cities have been included on the portal with ability to post, share and present their work. ICLEI has also created an internal group for the project partners to exchange knowledge as part of the Capacity Building activities described in Deliverable 6.1³ and there is room for this to be a more outward facing platform going forward.

Visual materials

The visual materials in Re-Value have been created to be as easily edible and accessible as possible for professional communications staff, and more content oriented colleagues alike. This includes all templates to be editable in the programme CANVA, but also a simple Re-Value 'logo sticker' to add on in-house materials, to ensure proper acknowledgement of the project and the EU funding.

³ <https://re-value-cities.eu/documents/re-value-capacity-development-and-exchange-programme-version-1>



Picture: A screenshot of the Re-Value sticker in use (bottom-right) on an event invitation from IZTECH.

Communications Flow

The Communications flow between the cities and the central communications team is set up to be as simple as possible. ICLEI operates the mailbox info@re-value-cities.eu, and all cities have been encouraged to ask for anything through this email - or in bilateral exchanges with relevant ICLEI Staff.

In addition, the monthly Re-Value Technical Board meetings are used to highlight key developments and establish necessary contacts on activities both past and present. At this stage in the project, internal Communication meetings have been kept to a few for all partners in the beginning of the project and bilateral calls, but with more and more activities to discuss, the expectation is to move to bi-monthly meetings with the local communications officers.

Specific City details and messaging

The following is a compilation of the local planning on communication and dissemination, all including the same overall items, but addressed by the cities depending on their needs and plans. This is intended to provide an understanding and overview of the local communication planning, both internally but also externally to other project partners, and the world. The following categories are included in the structure:

Overall introduction of the City (used and updated on website)

The overall introduction of the city is the text the cities wrote/supported on writing as the first text on the Re-Value website, published in the spring of 2023. It includes the main details of each city and their aims or specific approaches in Re-Value. The text is expected to be updated following the completion of local roadmaps.

Embedding of Re-Value in existing Communication efforts

This seeks to highlight how the Re-Value work fits into the existing communication channels/methods in the city. What sort of activities are already happening with local folks, and how effective are the channels for engagement. Is communication mainly planned via large city run channels, or is there specific local plans used and updated on websites, social media pages etc.

Key Messages in local city ecosystem on Re-Value

For some cities, the core message of Re-Value is identical to their messaging internally, but for some there are considerations to be had. This highlights if there are differences and what those differences are.

Key messages to the world, also including Re-Value

From the local communications perspective, the focus point might be different when communicating to the bigger world, than when talking to local folks living in a specific district. This question allows the city to highlight their externally focused key messages.

Involvement in European Initiatives

This serves as a support tool to amplify the work coming out of each city, with the key initiatives of relevance.

Membership of City Networks

This also serves as a support tool to amplify the work coming out of each city, with organisations more likely to publish about or include the city's work in events.

Local target Audiences

A list of potential local target audiences and their key characteristics have been defined for the full group of cities, with the options for cities to expand on the target audience of specific importance to them.

Local Youth

Local youth, including students and activists, are often a forward-thinking group, particularly interested in innovative, eco-friendly urban spaces that provide opportunities for recreation, personal growth, and active engagement in sustainability. All cities will also reach this group in the Innovation Camps.

Local Children

Some of the cities have specific activities seeking to engage with children (and their parents), who would often benefit from urban designs that include safe play areas, green spaces, and pollution-free environments.

Local Businesses

Local businesses, ranging from small shops to larger enterprises are crucial for successful implementation/communication locally. They stand to benefit from urban projects that enhance foot traffic, improve infrastructure, and create a vibrant local economy, but at the same time can pose a major challenge if not supportive of new changes.

Local Building Owners/Operators

Local building owners and operators prioritise efficient, cost-effective building management and convincing them to support Re-Value can have major value. Typically, they will be most interested in urban planning and design projects that improve energy efficiency, reduce operating costs while at the same time increase property values. They are especially important for those cities where ownership of the buildings is private.

Colleagues in the Local Government

Colleagues in local government, including technical staff, project officers, and urban planners, are essential not only for implementation but also for further expansion of the lessons from the project. They can typically be reached through internal channels, but also by being included in the workshops with stakeholders.

Local Politicians

Local politicians, from city councillors to mayors are arguably the key drivers in any local development. They typically focus on increasing the quality of life for local folks be it through increased sustainability, better jobs or more livable urban areas. They require compelling examples of change and support in seeking out arguments and the co-benefits of different solutions.

Local NGOs

Local NGOs, whether environmentally focused or not, are crucial partners in urban sustainability projects in order to ensure buy-in. They bring expertise, community connections, and a grassroots perspective and perhaps most importantly, they bring engagement. Highlighted Activities

Here, cities have a chance to point out a few of the activities already undertaken and highlight expected future actions for communication.

Ålesund

Overall introduction of the City (used and updated on website)

Located on the picturesque Norwegian west coast in the Sunnmøre fjords, Ålesund is the largest city between Bergen and Trondheim.

As the largest municipality in the county of Møre og Romsdal, Ålesund is both a cultural centre and world-leading in marine and maritime industries. It has a well established partnership between research, the private sector and, to a large degree, an engaged local population. In these partnerships, the city is also committing to sustainability and its significant built heritage of aesthetically pleasing Jugendstil architecture.

Additionally, Norway's largest port for fisheries is located here and the municipality is a major hub for public transport and tourism, cruise ships being a major contributor.

Facts (used and updated on website)

- **6 Local partners in Re-Value**
- **67,000 Population**
- **+ 88,500m² pilot area**

Re-Valuing (used and updated on website)

In the Re-Value partnership, Ålesund is actively working in the Sørsida area to create a sustainable and accessible urban environment delivering not only quality for the local people but also climate neutrality. In 2019, the municipality created a Special-Purpose Vehicle “Sørsida Utvikling AS” (SUAS), a municipal company, to coordinate the development of the Sørsida waterfront district. The municipality and SUAS will use Re-Value to co-create and implement the transformation of the district using data-driven approaches, and story-building together with the local community.

Sørsida is to be developed from an under-utilised waterfront area to become a leading example of an urban area with sustainable solutions that deliver on the environmental urgency while working with the goals for economic development and social sustainability. The development will include business premises, cultural venues, and housing that contribute to value creation for owners, renters, and visitors of Sørsida. Social sustainability will be fostered through the creation of good meeting places, safe urban spaces, smart mobility solutions, and a diverse urban environment that promotes equal opportunities for all.

As part of Re-Value, Ålesund will develop processes to support the area's development and future city plans, with a strong emphasis on collaborative urban design and planning — all aiming to make the urban transition towards climate neutrality truly irresistible for Ålesund and its residents.

Learn more about the effort on [Sørsida's website](#).

Local partners in the project

Ålesund Kommune

The municipality of Ålesund is the largest municipality in the county of Møre og Romsdal and the largest city between Bergen and Trondheim. The region is world-leading in marine and maritime industries. Norway's largest port for fisheries is located here and the municipality is a major hub for public transport and tourism, cruise ships being a major contributor. The city of Ålesund is known for its jugendstil architecture with beautifully decorated buildings and is located in the fjords of Sunnmøre.

The municipality has close cooperation with the local university and encourages cooperation around sustainability goals through the United future lab located at the university campus.

Ålesund has created a Special-Purpose Vehicle "Sørsida Utvikling AS", a municipal company, to coordinate the development of the Sørsida waterfront district. The municipality and SUAS will use Re-Value to co-create and implement the transformation of the district using data-driven approaches, and story-building together with the local community. Sørsida is also an official partner of Re-Value

Teatret Vårt

Teatret Vårt has since 1972 been one of Norway's most well respected and influential regional theatres. As a state funded theatre, we aim to produce modern, often new written Norwegian or European drama or classics in an attempt to take social responsibility in the modern Norwegian society.

It is the regional anchor point of telling stories reflecting regional identity as well as a window towards Europe and a showcase for theatre as an art form. In addition to our regular program at their stages in Molde and Ålesund, they also tour the region of Møre and Romsdal on the northwest coast of Norway.

In Re-Value, Teatret Vårt will be a partner who can address cities development and sustainability in an alternative way, which is not forms and charts. They will be making a project aimed for children and youth, with focus on taking responsibility for our climate together. In addition we'll try to guide the other cities in directions to other similar partners who can care for children, youth and culture.

NTNU Norway

The coordinator of the project also has a team working directly with Ålesund in its NTNU Ålesund campus, and provides advice and supports the Municipality on urban development in a well established cooperation.

JA Europe (via Ungt Entreprenørskap)

Junior Achievement Europe (JA Europe) is a pan-European network of 40 national Junior Achievement (JA) organisations that aim to teach young people as early as possible about the world of enterprise and entrepreneurship, to inspire and prepare them to succeed in the global economy. JA Europe is the largest non-profit organisation (NGO) in Europe bringing together the public and private sectors to participate in entrepreneurship education. JA aims to inspire and prepare young people to succeed in a global economy by fostering entrepreneurial mindsets.

In Ålesund, JA Europe is represented by its local chapter of Ungt Entreprenørskap, supporting the communication, dissemination specifically through the hosting of Innovation Camps.

Augment City

Augment City is a subsidiary of Offshore Simulation Center AS (OSC). Visualisation and simulation tools for smart, sustainable cities. Selected by the UN as their global simulation partner for the UN Smart Sustainable Cities program; U4SSC.

Augment City will support Ålesund Municipality and Sørsida AS using data-driven co-creation based on our Digital Twin and will take part in cross-cutting teams on the same topic.

Embedding of Re-Value in existing Communication efforts

In Ålesund, the general communication to - and engagement of - local folks is well established and Ålesund Kommune (Ålesund Municipality) has a highly professional set-up for overall communication from the authorities to the local residents. This includes, practically speaking, daily news on the municipality's website as well as local press engaging constructively on issues well connected to Re-Value, such as citizen engagement, urban planning and culture.

Ålesund Kommune also has a general 'Handbook for citizen participation'⁴ and as such many of the specific activities in Re-Value are about taking one step further in the city, and few citizens, local politicians or municipal employees will be completely at a loss to understand or engage with concepts such as 'innovation camps', 'co-creation' or 'climate neutrality'.

At the same time, the demonstration site in Ålesund, Sørsida, is already well known to local residents, who take a keen interest in its development, so the question of embedding Re-Value into the local efforts moves beyond making the project and its pilot area known and into a question more focused, on how the local Re-Value Communication efforts can help strengthen what's already happening in the city in general, and especially in regards to the Sørsida area.

The Sørsida area does present an innovation and "a breaking out of the box" for the partners in Ålesund. The innovation of it being a company - owned by the municipality - serving as a special-purpose-vehicle has not been done before, and a big part of the Re-Value communication efforts locally will focus on that story - and on the engagement with the key stakeholders and local folks. For the purpose, Sørsida A/S (the company) has a website <https://sorsida.no/> that's regularly updated, and the key challenge will be to move the information and happening there into the municipality channels, the local press and to the outside world via the Re-Value channels.

Local complexities

No two cities are the same, and in Ålesund especially two key issues are important for local communication:

Tourism increase and the topic of space: That Ålesund is beautiful is clear to any visitor, and in recent years more and more tourists, especially those travelling on cruise-ships have made it a key part of the itinerary on Norwegian trips. This has led to a large growth in visiting cruises, and the associated need for space, challenges of sustainability and pressure on the central areas of the city, is a key challenge for the municipality to work out, in a way not neglecting the positive consequences of the many new visitors. This is especially true in the Pilot area Sørsida, which is currently the main home of the visiting cruise ships.

⁴ <https://alesund.kommune.no/politikk/slik-kan-du-paverke/handbok-for-innbyggarmedverknad/>

Publicly owned company: The work undertaken in Ålesund is not just new in terms of ambitions on sustainability or through the inclusive design and planning taking place in Re-Value, but also in terms of the vehicle driving it, Sørsida AS. It's a new concept in Norway, in which a Municipality places the land in the hands of a company (owned by the Municipality), that's then tasked with driving forward a lot of the practical development.

Key Message Locally

For Ålesund, the work in Sørsida is about accelerating local climate ambitions - and national ambitions - and serving as a role model for urban planning and design going forward.

With the overall Re-Value key message of *“Through collaborative urban design and planning, Re-Value makes the urban transition to climate neutrality irresistible”*, original being inspired by local ambitions in Ålesund's Sørsida area, the overall message is not differentiated in Ålesund.

However, this overall message contains within it several complexities. For one, Ålesund has a clear ambition of what the “irresistibility” has to contain, namely cultural offers and people. As such, both the company Sørsida, the Municipality of Ålesund and the entire County, is aiming to increase the cultural offers and increasingly also make Sørsida a place where people live.

General Ålesund messages to the world, also including Re-Value

Ålesund's communication to the greater world today is fairly focused around the wonderful offers of nature, and the city's heritage of Art Nouveau buildings in the city centre (located in part of the Sørsida area and beyond it). The offer in terms of nature is coined as “Where mountains and fjords meet the ocean”, due to the location at the tip of the UNESCO-listed Geirangerfjord.

As such, these messages should not be forgotten, when communicating with the wider world, but both the importance of preserving the natural beauty of the waterways and the protection of cultural heritage aligns well with the underpinnings of Re-Value.

The additional emphasis placed from Re-Value will focus on the overall message of Ålesund working to become a pioneer, a role model and an accelerator of the national and European goals connected to climate-neutrality within these other two key focuses. A practical example of this playing out could be a press release not just focused on how Ålesund co-created a more sustainable Sørsida with their local folks, but worked with local folks on preserving cultural and natural heritage while moving towards climate neutrality.

Involvement in European Initiatives

To specifically support communication about Ålesund, the below are the European Initiatives of which Ålesund is a member. When suitable, these can act as potential multipliers of the key learnings coming out of Ålesund.

- Covenant of Mayors
 - Ålesund became a signatory to the Covenant of Mayors in 2008. This avenue is specifically suited for outcomes related to energy and climate plans and actions.

Membership of City Networks

To specifically support communication about Ålesund, the below are the key city-focused networks of which Ålesund is a member. When suitable, these can act as potential multipliers of the key learnings coming out of Ålesund.

National:

- Norwegian Association of Local and Regional Authorities (KS)

Highlighted local target Audiences

As addressed, Ålesund's existing communication is quite well established, but to successfully transform the Sørsida area, additional focus is emphasised on specific target audiences below.

Local folks, in general,

In general, Ålesund is a close-knit community despite its geographical reach, and practically speaking all local folks will have opinions about - and take an interest in - the development of Sørsida. As such, the engagement will have to include everyone which is foreseen. This will especially be done with engagement of the local press, and through the artistic performances set up by the local partner, 'Teatret Vårt' ('our theatre').

The first staging of these performances took place in the Fall of 2023 with the production of the 'Et stykke for de levende i en døende verden' ('A play for the living in a dying world'), which was a one-woman show, focused on "the climate crisis by showing life on earth as it slips out of our hands. The performance was partly ritual, partly a battle cry and most of all a joint exploration of how change is possible⁵".

As the Sørsida Area itself is in the public eye, the main challenge for the engagement of this target group is addressing the benefits of the Re-Value approach and opening up opportunities for engagement at public events etc.

Local youth

In terms of the local youth, Ålesund stands out a bit from the other Re-Value areas, with a concept for a 'Cultural Harbour' including the establishment of a secondary school for aesthetic subjects, premises for Teatret Vårt and Ålesund cultural school being a key part of the urban planning in Sørsida.

As such, the importance of the Re-Value Innovation Camps and the local co-creation with youth undertaken in partnership with the Local Chapter of JA Europe - Ungt Entreprenørskap - becomes even more important. The first of these was already held focused on what sort of developments could help make Sørsida more attractive for the youth to spend time in⁶.

More of these camps are already planned, and the engagement with youth will continue with a specific focus on what makes the climate neutral design and planning *irresistible* for them.

⁵ <https://www.teatretvart.no/program/et-stykke-for-de-levende-i-en-doende-verden/>

⁶ <https://re-value-cities.eu/news/alesunds-youth-claim-their-spot-future-urban-planning>

Local businesses

As mentioned under the section on 'Local Complexities', Sørsida today is not a space unused by local businesses, especially not for the cruise industry. The creation of a more lively and connected area must therefore happen in partnership with the current users, and ideally in ways creating more value for local folks, municipality and the local businesses alike.

Local culture workerks

Ålesund is engaging with local culture workers, in addition to the local partner Teatret Vårt, discussing (among other things) how they can contribute to place-making in the city. These discussions have already been put to use in the Cultural Harbour (part of Sørsida) and will be further expanded on in future place-making.

Highlighted Actions

Undertaken Activities

Active media engagement: Ålesund has benefitted from their good connections to highlight some of their Re-Value activities in the local press. This was especially true around the Innovation Camp⁷, with several articles covering the activities of the youth but also public events have been featured⁸. Going forward, this aspect of youth contribution is one Ålesund will focus even more on.

Opening of the Cultural Harbour: While technically a project on its own, the official opening of 'the Cultural Harbour' in Ålesund's pilot area Sørsida was also a milestone for Re-Value⁹ as part of the ideas had come from the Innovation Camp. It received positive coverage in both media and blogs.

Future activities

New Bus Terminal Opens: A big day for the Re-Value Team in Ålesund and its Sørsida area will be when its new bus terminal opens, which is expected for the Fall of 2024. The bus terminal marks an important showcase for how better urban planning and design makes the city better and more liveable.

General activities in the Sørsida Area: As highlighted in the article on Re-Value's website (see footnote 8), the Cultural Harbour is already being put to good use, and this is expected to continue. Each activity in this pilot area provides an opportunity to highlight the value of active engagement.



Picture: a screenshot from local press coverage in Ålesund. Title says: "If youth got the power to decide the urban development"

⁷ <https://bygdebladet.com/notiser/vis/innovasjonscamp-i-alesund/3f.1174>,

<https://www.aesby.no/nyheter/i/bgrGxq/hvis-ungdommen-fikk-bestemme-byutviklinga>

⁸ <https://bypatrioten.com/byblogg/hvordan-skal-vi-snakke-sammen/>

⁹ <https://re-value-cities.eu/news/when-co-creation-speaks-louder-words-new-community-area-opens-alesund>

Bruges

Overall introduction of the City (used and updated on website)

Bruges is one of Europe's best-preserved cities. This is evidenced by its historic city centre which has been designated a UNESCO world heritage site, world-famous city views and small, hidden corners.

To keep its unique architectural history alive that way, Bruges is preparing for a climate neutral and climate robust future. A signatory of the Covenant of Mayors since 2015, the City of Bruges aims to reduce local CO₂ emissions and become more climate-resilient. By 2050, Bruges wants to be climate neutral and climate resilient. Therefore a climate plan 2030 was designed in 2022. The climate plan consists of 7 guidelines ('7 bridges') and more than 200 actions to reach the goal of 49% CO₂ reduction as an intermediate step to become climate neutral in 2050.

Three facts

4 Local partners in Re-Value

118,500 Population

Re-Valuing (used and updated on website)

In Re-Value, Bruges will investigate how the ambitious plans the city has for its 'Kaaidistrict' (Quay District) can transform the currently monofunctional and fully paved area to a sustainable, climate neutral and climate resilient city-district to serve as inspiration for other parts of the city and outside of it. Through extensive collaborations, Bruges aims to develop innovative strategies encompassing quality of life, urban mobility, climate policies, new development approaches, and enhanced participation among public, private stakeholders and less typical stakeholders such as creative organisations and citizens.

Specifically, the interventions will focus on taking actions identified in a concept study for the Kaaidistrict from 2022. This vision aims to transform the area from what's today dominated by industry, or the legacy of industry, into a neighbourhood leaving room for retail sale, food vendors and local artisans, combined with living and recreation.

In order to achieve the level of ambition for the quay district, Bruges will explore new strategies in the field of spatial policy and planning, climate policy, vision development and collaboration between the public and private sector. The development of this new urban district can only be realised by and with all stakeholders: owners, developers, users, residents, the local harbour and all government authorities involved. This project in the Kaaidistrict will hopefully be a showcase of how the climate ambitions can be anchored in the spatial instruments and toolbox.

Learn more on the local Kaaidistrict website

Local partner list (used and updated on website)

In project:

- Vito
- City of Bruges
- VLAJO (JA Europe, local chapter)

Other partners:

- De Republiek
- Vives - University of Applied Sciences

Background

Embedding of Re-Value in existing Communication efforts

The Spatial Policy Plan Bruges (BRB) forms the new framework for the spatial policy of the future. Directing transformation spots was put forward within the BRB as one of the 5 policy frameworks. Transformation spots are strategic places in the city where there is an opportunity to realise the image of Bruges 2050 in concentrated form, places that the city wants to give extra impetus and make visible. The Kaaidistrict was endorsed as a transformation spot. Indeed, there are many start-up developments and a lot of interest in the area. So there is a need for clear process direction and guidance from various city departments.

Generally speaking, the City of Bruges works in a collaborative manner seeking to break down silos between various departments, and this holds true also on Communication and for the pilot project in the Kaaidistrict. As such, the link between Kaaidistrict actions and the central communication efforts of the city is a short path, for example illustrated by the Mayor, Mr. Dirk De Fauw, speaking at the city's first Innovation Camp¹⁰.

To further support this, the entire Kaaidistrict efforts, and therefore the Re-Value work in Bruges has been planned to support the wider ambitions of 'Brugge Naar Morgen'¹¹ (Brugged Towards Tomorrow), and its different pillars, all with the aim of halving local CO₂ emissions by 2023. Therefore, to successfully embed Re-Value into the existing communication efforts, the focus will be placed on how Kaaidistrict contributes to the full picture of 'Brugge Naar Morgen'.

Bruges also benefit from multiple strong channels, for example the municipal website Bruges, BruggeNaarMorgen (Climate plan), City magazines in Bruges and the neighbourhood Sint-P, newsletters from both Bruges, BruggeNaarMorgen, Kaaiklappers, the social media channels BruggeNaarMorgen and - in the traditional and effective channel: posters on different columns in the Kaaidistrict.

Key Messages in local city ecosystem on Re-Value

Locally, the work in the Kaaidistrict is communicated as a frontrunner pilot on achieving the ambitions of Brugge Naar Morgen, and future-oriented urban development. Specifically, Bruges is communicating around the Kaaidistrict becoming not only a climate friendly district, but also one with space for trade (retail), food production and sales (food hub) and a maker's district (small crafts), combined with housing and relaxation is paramount in this study.

¹⁰ <https://re-value-cities.eu/nachrichten/co-creative-beginning-bruges-kaai-district>

¹¹ <https://www.brugge.be/klimaat-milieu-natuur/klimaat/bruggenaarmorgen> or in the upcoming Bruges Roadmap.

The status of frontrunner area also means Bruges is prioritising communicating its circular ambitions and also emphasising (and creating) true two-way engagement with local stakeholders.

Key messages to the world, also including Re-Value

Bruges is already known well in the world thanks to its UNESCO world heritage city centre, and in recent years is working to emphasise this in connection to its efforts of sustainability.

Involvement in European Initiatives

- Covenant of Mayors
- Circular Cities Declaration
- Craft cities
- MUFPP
- ECCAR
- Glasgow food and climate declaration

Membership of City Networks

- Eurocities
- POLIS (Mobility)
- OWHC
- ICMA

Highlighted local target Audiences

In addition to the overall Re-Value audiences inside the city ecosystems, Bruges is focusing their efforts on the below, with the following characteristics.

Local folks, in general,

For Bruges, the difference between its local folks and those in the other Re-Value cities is mainly that the majority are professionals, as opposed to residents. This means engagement will (also) have to include the professionals travelling in and out of the local area, and to this effect, Bruges will be experimenting with various formats for engagement, be it after-work meetings with child-care or engaging directly with the businesses.

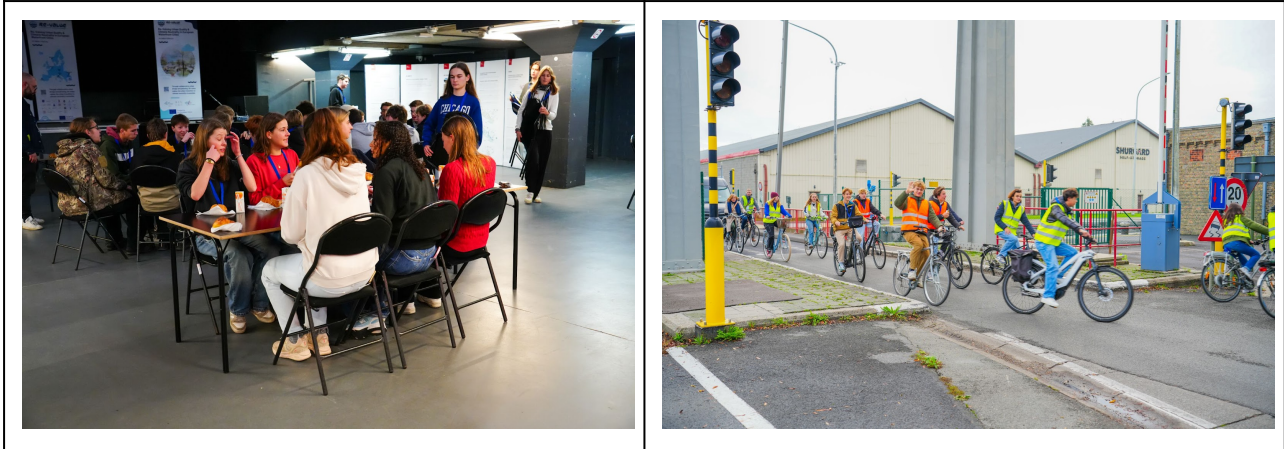
Local Building owners/operators

For Bruges, the local building owners / operators are very important, as the city itself hardly owns any land in the KaaiDistrict. This means engagement of both the owners and operators is paramount to maximise the creative, inclusive and climate friendly planning of the Kaaidistrict.

Highlighted activities

Example of activities undertaken until 15 June, 2024.

Innovation Camp: As the other Re-Value Cities, Bruges had a successful first and second Innovation camp including its Mayor and more than 120 participants from the local secondary schools.¹² During the first innovation camp they visited the project area by bike.



Picture: First Innovation Camp, 26 October 2023. Photo: Stad Brugge

The city also managed to organise a study trip to Ålesund including representatives of VIVES University and 20 students. For the program 'Honours Degree' they studied one semester about possibilities and opportunities to develop a part of the Kaaidistrict. The students presented their plans in 4 groups in December 2023.



Picture: Presentation of the future ideas of the students of Vives University in Bruges. Photo: Stad Brugge

Circular Festival

In the spring of 2024, the Re-Value team in Bruges took part in the Circular Festival in Bruges and co-designed new urban furniture for the Kaaidistrict. The engagement was done in partnership with experts, but with very active participation from the local folks.



Picture: new co-designed and circular urban furniture in Bruges. Photo: Stad Brugge

Future activities

Youth engagement: Bruges is planning further activities with youth, most notably of course the Innovation Camps. Specific ideas are also in the making to engage directly with the young parents frequenting the area, for example information sessions with childcare on the side.

Car Free Sunday in the Kaaidistrict: As part of the European Mobility Week, Car-Free Sunday will take place in Bruges on the third Sunday of September, and the Re-Value team is planning to use this actively in the Kaaidistrict.

Burgas

Overall introduction of the City (used and updated on website)

Overlooking the Black Sea, Burgas is surrounded by three lakes (the largest complex of coastal lakes in Bulgaria) and the Black sea. In addition to substantial natural resources such as fish, game, sea salt, and cure mud which are important to the local economy, the lakes are also known for their exceptional biodiversity.

It enjoys a prime location at the westernmost point of the Black Sea and with its beautiful seafront park, oftentimes uncrowded beaches, and a range of interesting museums, Burgas offers a lively atmosphere for residents and visitors. The city's strategic position, coupled with its thriving industries and growing tourism sector, make it a dynamic hub of economic and cultural activity. In 2009 Burgas also became one of the first Bulgarian cities to join the Covenant of Mayors and has since proved its commitment through involvement in numerous European climate and environmental initiatives.

Facts (used and updated on website)

2 Local partners in Re-Value

210,000 Population

Re-Valuing (used and updated on website)

In Re-Value, Burgas will work in their Waterfront pilot comprising different areas in the Burgas Bay, including important coastal parts of the city - the area of the northernmost residential district "Sarafovo", near the airport, and the area of Salinas and "Atanasovska Kosa" beach. Here, the city will strive to make the most of both its coastal location and its surrounding wetlands integrating a holistic approach to its development through the Re-Value Innovation Cycles. The key focus will be demonstrating environmentally friendly urban solutions to achieve climate neutrality in its territorial coastal area, and integrating the specific roadmaps developed for sustainable development and integration of coastal areas into wider city strategies.

Specific focus points for Burgas include the enhancement of not only sustainable transport infrastructure, but also the attitude and uptake amongst the local population, increasing the use and benefit of digital urban solutions and services for and by its citizens, by integrating and upgrading the functionalities and the scope of its intelligent urban systems, and the integration of new blue-green infrastructure and sustainable tourism opportunities into its urban planning.

Local partner list (used and updated on website)

- Sofia University
- Burgas Municipality

Embedding of Re-Value in existing Communication efforts

Burgas Municipality is already well-engaged in several European projects and European initiatives and has thus built up important experience in communicating about its international work to its local folks.

Practically speaking, this means that on the one-way communication activities, such as press releases, the

flow from project-team to overall Municipality outlets (website, social media etc.) is well-established with good results.

Another perspective, of specific focus for Burgas' Re-Value team, is '*engagement with*' as opposed to '*communication to*' the local groups of choice. Here, Burgas has high ambitions on engagement of their local folks, and Re-Value Communication has not only the option of benefitting from this overall ambition, but also the option to contribute to it! As such, in the development of the demonstration areas in Burgas - and its strong emphasis on local engagement - added value can be sought by seeking out the general experience of the city with its local engagement and keep it in the realm of Burgas taking a new approach (with EU support), as opposed to just an individual project.

Key Messages in local city ecosystem on Re-Value

Burgas' messaging on Re-Value centres around six different themes.

1. **Building Resilient Coastal Communities:** Integrated urban planning in coastal zones is crucial for creating resilient communities that can adapt to the challenges posed by climate change. By incorporating climate considerations into urban planning, we can ensure the long-term sustainability and well-being of coastal residents.
2. **Protecting Coastal Ecosystems:** Integrated urban planning takes into account the importance of coastal ecosystems in mitigating the impacts of climate change. By preserving and restoring these ecosystems, such as local flora, salinas, and dunes, we can enhance their ability to absorb carbon dioxide, reduce flooding, and provide habitats for biodiversity.
3. **Climate-Smart Infrastructure:** Integrated planning enables the development of climate-smart infrastructure that can withstand the changing coastal conditions. This includes sustainable drainage systems, elevated buildings, and green roofs, which can reduce flood risks, manage stormwater effectively, and provide energy-efficient solutions.
4. **Promoting Low-Carbon Transport:** Integrated urban planning emphasises the promotion of sustainable and low-carbon transport systems. By encouraging walking, cycling, and the use of electric vehicles, we can reduce greenhouse gas emissions, improve air quality, and create healthier and more livable coastal communities.
5. **Engaging Stakeholders:** Integrated planning involves engaging local communities, businesses, and other stakeholders in decision-making processes. By involving everyone in the planning process, we can ensure that their needs and perspectives are considered, leading to more inclusive and effective solutions.
6. **Economic Opportunities:** Transitioning to climate-neutral urban planning in coastal zones can bring economic opportunities, such as green job creation, eco-tourism, and sustainable development. By embracing climate neutrality, we can foster innovation, attract investments, and enhance the overall economic prosperity of our coastal communities.

Overall, these different perspectives, are captured in Burgas' core message, which is:

“Engaged urban planning allows Burgas to develop it’s coastal areas and communities to boost sustainability, resilience, livability, and a healthy economic growth”

Key messages to the world, also including Re-Value

On the European/global stage, Burgas is working to make itself a forerunner and is engaging across the board. The key for the city here is the focus on how integrated urban planning in coastal zones requires a long-term vision that considers the potential impacts of climate change over several decades. By thinking ahead and implementing adaptive strategies now, Burgas is minimising risks, protecting livelihoods, and creating a sustainable future for generations to come.

Involvement in European Initiatives

- EU Mission: Adaptation to Climate Change
- Covenant of Mayors, incl. Urban Transition Mission
- Green Cities Accord
- CIVITAS
- Living-in.EU
- CrAFt Cities (EU project)

Membership of City Networks

- Eurocities
- ICLEI
- UITP (International Association of Public Transport)
- Clean Bus Europe Platform (CBEP)
- B40 Network of Balkan cities

Highlighted local target Audiences

Burgas has undertaken advanced stakeholder mapping both in and outside of Re-Value, for the general work on pushing forward local sustainability. This includes actors ranging from tourism related organisations (Burgas Regional Tourist Chamber, local theme parks) to local NGOs (Bulgarian Society for the Protection of Birds; Biodiversity foundation, Via pontica fondation;"Green Strandja" Association) and local industry (Salt factory Burgas, Burgas airport, Burgas Port).

However, for its specific pilot area at the Sarafovo Beach, in addition to the general target audiences, one specific group is considered as key.

Local businesses: The local pilot area is surrounded by tourism on almost all sites, ranging from hotels, over a leisure marina to the local concessioners operating beach bars. These today provide important jobs in the city, and must be engaged in any new measures around the area. Therefore, they are of key importance to Burgas moving forward.

Past activities

Innovation Camps: Burgas' first Innovation camp brought forth the digital aspects and took a deep dive into the city's development of its digital twin, including drone flying and measurements. The work was also featured on the local youth portal¹³. International participation included PhD students from the University

¹³ <https://burgaslikesyouth.bg/en/2023/10/02/youth-participated-in-a-camp-dedicated-to-the-climate/>

of Silesia in Katowice, Poland, the University of Alicante, Spain and the University of Trieste, Italy Everyone follows the story of Assoc. Dr. Steliyan Dimitrov, director of Sofia University Center for Geospatial Systems and Technologies, who gave lectures to students and doctoral students about digital twins and their role in effective adaptation of the urban environment to climate change, affecting current topics such as digital transformation and climate adapted smart regions, environmental transformation and sustainability



Picture: Photos from the local innovation camps in Burgas. Photo: Burgas Municipality¹⁴

The second Innovation camp was organised for the beginning of June, 2024. Burgas engaged directly with youth in the second Innovation camp that took place on 6th and 7th of June 2024 with the participation of more than 50 students from 8 Burgas high schools.

During the practical-oriented panels, the participants were divided into 8 teams. Their task was to develop a business idea for the development of tourism, sports or educational activities that would incorporate the close relationship between man, nature and the sea. The students were taken on field trips to the planned intervention zone of Sarafovo seaside and to Eco park Vaya as a realised sustainable nature preservation good practice for inspiration and knowledge transfer. The competition was won by the teams with project ideas Eco Joy, Green World and "Bio Park Sarafovo".

Local input from citizens: Burgas conducted an online survey among the population of Burgas city in the period April - July 2023 with 324 respondents, from which proposals were received for the pilot area. Going forwards, the suggested ideas, such as construction of a circular cycling alley from natural materials, creation of green areas connected to the Sea Garden - Burgas and the coastal alley (park) of Sarafovo; Preservation of the "wild" character of the area; Development of ecological, educational activities, a

¹⁴ Local news article from Burgas: [Младежи се включиха в иновационен лагер, посветен на климата | Община Бургас \(burgas.bg\)](https://www.burgas.bg/)

permanent information centre / museum dedicated to Lake Atanasovsko and biodiversity; and more can be used both to deliver change but also to connect with the local community.

Future/recent activities

Burgas Study visit:

From June 12 to 14, project partners from eight European sea and river cities visited Burgas to familiarise themselves in theory and practise with the search, planning and implementation of solutions for adapting the coastal zone to the new climate reality. The participants in the event were from Norway, Belgium, Portugal, Turkey, Romania, Czech Republic, Croatia, Italy and Bulgaria. Manol Todorov, Deputy Mayor for Sports and Tourism in Burgas Municipality, welcomed them.

Riding a dozen kilometres on shared electric bikes was a real pleasure, even under the scorching sun. Cycling the route was also the best way for event participants to familiarise themselves with the topography, scenery and access to the area. Detailed scientific data for this area, collected by drones and special ground instruments, were presented by Assoc. Dr. Steliyan Dimitrov, Director of the National University Center for Geospatial Systems and Technologies, and his team. Partners also shared their expertise on the ground by collecting suggestions for sustainable planning through an ArcGIS app on their phones. Nikolay Tsotsomanski, director of the "Territory Planning" directorate, and Maya Ruseva, director of the "Strategic Development" directorate, presented the challenges facing urban planning and the climate and energy strategy of the Municipality of Burgas.

The partnership meeting was preceded by the **Impact Model Stakeholders Workshop** held on 11th of June with local stakeholders and specialists, dedicated to the development of the coastal zone in the Burgas district "Sarafovo". A discussion was held in the cultural center "Sea Casino" on how to improve the residential area with improved access to greenery, ecologically clean, climate neutral and connected to the other areas of the city. Interested citizens, architects and representatives of various organisations expressed their opinions, systematised the problems, challenges and possible activities with an emphasis on the design and construction of a coastal park in "Sarafovo", which would include innovative and nature-friendly solutions.¹⁵



Picture: A local impact Model workshop in Burgas, with various stakeholders. Photo: Burgas Municipality.

¹⁵ Local article about the study visit and impact model workshop:

<https://www.burgas.bg/bg/novini/slantse-more-i-klimatichno-badeshte-burgas-domakin-na-evropeyskiya-p-roekt-re-value>

Rimini

Overall introduction of the City (used and updated on website)

Strategically located on the heart of the Adriatic coast in the Emilia-Romagna region, Rimini is widely recognized as one of the most popular and cherished seaside destinations in Europe.

Each year, Rimini boasts 15 million visitors (in the province area), coming to experience its sandy beaches and welcoming resorts and its rich history and culture dating back to Roman times with monuments of a glorious past. For a few years now, Rimini has been undergoing a significant urban regeneration process based on a new approach to development markedly oriented towards both urban and landscape quality, as well as social and environmental sustainability.

Facts (used and updated on website)

2 Local partners in Re-Value

150,000 Population of urban area

15km Sandy beaches

Re-Valuing (used and updated on website)

In Re-Value, Rimini is actively working towards advancing both climate neutrality and resilience focusing especially on its flagship project “Parco del Mare” (Sea Park) which has already undergone significant change prior to Re-Value and is planned to be further developed in support of climate neutrality. Parco del Mare has an impact in terms of mitigation and adaptation to climate change both underground, through the Seawater Protection Plan consisting of the sewer system and environmental redevelopment, and overground, through urban regeneration projects including 300 hectares of urban park, open-air gyms, cycle paths, and many more.

In Rimini, planning (and acting) at the municipal level plays a key role in the work Re-Value will do, much of which centres around the municipality’s Sustainable Energy and Action Plan (SEAP) approved by the City Council in 2023.

The main objectives of the city’s SEAP, and the objectives that Rimini is working towards in Parco del Mare, are:

- Development of Green and blue infrastructures
- Development of environmental monitoring systems
- Raise Awareness and Educational programs

Parco del Mare is the major seafront redevelopment project that is transforming the 15 kilometres of Rimini’s waterfront into a car-free zone with green infrastructure, nature-based solutions and biodiversity. An “urban forest”, harbouring a wide array of plant species and a sustainable urban drainage system. In Re-Value, it will be fine-tuned to better support Rimini’s ambition of climate neutrality in combination with

sustainable mobility, biodiversity, urban comfort and air quality accessible to all. This transformation will be supported by Re-Value's partners in cooperation with local stakeholders.

Local partner list (used and updated on website)

- Comune di Rimini
- Unibo

Embedding of Re-Value in existing Communication efforts

Re-Value and its core activities fit pretty much perfectly within Rimini's existing communication channels/methods in the city such as twitter, facebook, its municipal website and their connections with the local press. Those channels have been tested and proven for some years and they match with the dissemination of news needed also for the local pilot work. In addition, as part of the Re-Value the city is increasing its direct contact with the local population through a vast series of workshops, with the first many of these already undertaken directly with local folks and actors in the pilot area.

Key Messages in local city ecosystem on Re-Value

The messaging key for the city to relay to the local folks is quite identical to Re-Value's Key Message and it dwells with quality of life, sustainable effects on life and mobility. Its furthermore supported by the transformation which has already happened in Rimini which Re-Value will support further, as the city moves from a purely seasonal destination of beach tourists to one of high quality of life and sustainability.

Key messages to the world, also including Re-Value

The city focuses on a clear message of its new holistic approach, developing all of Rimini and increasing livability in partnership with other municipalities, the regional authority and its local folks and stakeholders.

Involvement in European Initiatives

The city of Rimini takes part in Anci (Italian association of Municipalities) and in several European Projects. Rimini is also actively engaged in seeking out further opportunities for example by applying to become the European Capital of Culture in 2024 or by being selected as the host for the large sustainable mobility conference Velo City in 2025.

Highlighted local target Audiences

Generally speaking, Rimini's audiences fit well with the Re-Value audiences inside city Ecosystems, so it more becomes a question of Rimini's methods per audience. Here, they focus on face-to-face meetings for example with meetings in upper schools to spread the environmental culture, and special workshops or "laboratories" with schools for 6-13 years old on the blue economy and environment or sustainable mobility. The city also, for example, organised a temporary pedestrian area in front of a nursery school in the historic centre of the city to involve parents to bring their children to school by foot or by bike.

In general, Rimini had a strong culture of direct engagement on urban planning dating back to its initial work on

Highlighted activities

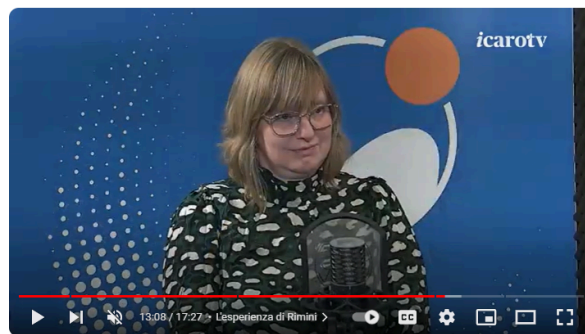
Undertaken Activities

Varied workshops with local folks and stakeholders: Rimini has already undertaken a large number of active workshops with local stakeholders on urban planning and design, including four separate ones in February and January of 2024, engaging 350 people.



Picture: Full house in Rimini at one of their winter workshops in the beginning of 2024. Photo: Rimini Municipality.

Local press focus on the international dimension: The local partners in Rimini successfully managed to place Re-Value's study visit in the local news in a session featuring Re-Value's coordinator Annemie Wyckens and the local councilor Anna Montini explaining the importance of European Projects, and why Rimini was great as a partner. Watch it online [here](#)¹⁶.



Picture: Two screenshots from the Youtube publication of the show from icarotv.

16

<https://re-value-cities.eu/multimedia/re-value-pianificare-le-citta-la-transizione-futura-planning-cities-future-transitio>
[n](#)

Cascais

Overall introduction of the City (used and updated on website)

Located to the West of Lisbon, Cascais is a coastal town in Portugal renowned for its stunning beaches, historic charm, and vibrant cultural scene. Its picturesque setting, surrounded by a natural park and a coastline dotted with protected stretches, attracts both locals and tourists. Cascais is not only known for its natural beauty but also for its commitment to environmental preservation, building resilience and addressing climate change. The town actively participates in several European projects, showcasing its dedication to sustainability.

With a rich history, perhaps especially influenced by being a favourite of Portuguese royalty in the 19th century, and easy access to the dynamic city of Lisbon, Cascais provides both coastal enjoyment and culture, while seeking to increase the prioritisation of its unique natural environment.

Facts (used and updated on website)

2 Local partners in Re-Value

214,000 Population

30km Coastal line

Re-Valuing (used and updated on website)

Cascais efforts in Re-Value are driven by 'Cascais Ambiente', the municipal environmental company. The main objective is to increase its capacity and test how they can work with different innovative solutions to support urban planning and drive the energy transition in its waterfront areas. With a strong commitment to inclusivity, Cascais aims to actively engage local folks in the process, ensuring that their voices and needs are not only heard but also incorporated to improve the design of their urban areas.

In addition, Cascais is reviewing its climate policies and establishing new governance models that embrace the involvement of stakeholders, enabling them to contribute to the decision-making process. This will not only be to link in Re-Value but also to benefit from the synergies and actions already being taken in other local, national and European projects Cascais is engaged in. This collaborative approach not only strengthens community engagement but also ensures a more holistic and inclusive perspective as Cascais brings forward its sustainable transition. Through these efforts, Cascais is determined to make the transition to climate neutrality irresistible, inspiring and motivating its local folks, visitors, and stakeholders.

Local partner list (used and updated on website)

- LNEG
- Cascais Ambiente

Background

Embedding of Re-Value in existing Communication efforts

Cascais has a long history giving attention to what citizens want to say. There are many tools and platforms to enable this engagement. This framework is translated in Cascais Participa - the digital platform and a municipal brand that intends to aggregate the participation initiatives in the municipality. Some examples are: participatory budgeting, volunteering, associations, Fix Cascais (reporting problems in the public space such as damaged sidewalks), public consultations, City Points Cascais (reward citizens for good practices such as the use of public transportation, that can then be exchanged for specific products and services).

Within Re-Value the potential of these tools will be explored to enable the effective implementation of its activities and the engagement on said implementation throughout the project.

Key Messages in local city ecosystem on Re-Value

Cascais is deeply committed to improving the wellbeing and quality of life of its citizens and visitors. For that, Cascais develops various channels to hear their aspirations. Sustainability is an important pillar driving Cascais initiatives with energy transition and resilience as core dimensions. There is a strong push by local communities and political levels to advance on the valorisation of ecosystems services and to further green the urban environment. It is therefore in this way that the Re-value project revisits its importance for the municipality of Cascais and its citizens, enabling the alignment of climate neutrality and urban quality.

Key messages to the world, also including Re-Value

Cascais is totally aligned with the urgency for climate action and is also highlighting its work to the world. The challenge is tremendous and new and innovative ways are needed to scale up the solutions and to dynamize the support and commitment of all local actors. Cascais is therefore present in various city networks, international fora and projects to be at the forefront tackling climate change, to further develop our capacity and also to share our own experiences.

Involvement in European Initiatives

- Covenant Of Mayors
- EU Mission for Climate-neutral and smart cities (active through projects and cooperation)
- EU Mission for Adaptation
- European Green City Accord

Membership of City Networks

- ICLEI
- Energy Cities
- Climate alliance
- Portuguese Network of Municipalities for Climate Change Adaptation

Highlighted local target Audiences

Local folks, in general,

Cascais is at a good pace working towards becoming a smart city. All different sorts of data about the municipality are being systematised and made available to the public and Cascais is providing support to involve citizens in the search for solutions. This is done through communication of progress made in key indicators but also through the development of citizen-powered data ecosystems. In this way, the planning processes of Cascais are evolving to become more articulated to these data ecosystems, ensuring more informed decision-making and a greater direct inclusion of their local folks.

Local Politicians

The decision makers have prioritised sustainability to enhance the well-being of the local population, supporting Cascais' ambitious climate action objectives. This enables the introduction of a new green public bus network, and encourages the local Re-Value staff to deliver the results sought by the local leaders.

Highlighted activities

Undertaken Activities

EURESFO: In October 2023 Cascais hosted the European Urban Resilience Forum. The event was a chance to showcase the cross-project innovation happening in Cascais and the city welcomed 350 guests to the city, exploring their various innovative actions. Re-Value was presented alongside the other European Projects of Cascais as part of the city's wider story of fighting climate change.

Inclusion of Cascais on Portugal's local SDG Platform: Offering a comprehensive and intense mobilisation of decision-makers and municipal technicians, local agents and citizens in relation to the Sustainable Development Goals (SDGs) using its Portal¹⁷. They will support sharing the good-practice of Cascais going forward. (see picture below).

AdaptCascais Fund: A municipal fund that aims to support associations and private entities to implement actions that contribute to adaptation to climate change. This fund aims to promote the involvement and co-responsibility of communities, the dissemination of information and environmental awareness and a closer relationship between Cascais City Council and citizens.

¹⁷

<https://odslocal.pt/boas-praticas/re-value-planeamento-urbano-integrado-para-a-neutralidade-1143?tabId=tab-good-practices>

Re-Value: Integrated urban planning for neutrality



#Cascais #Natureza #Biodiversidade #Comunidade

Revalorisation of the Cascais coastline by aligning action towards climate neutrality with aspects of urban quality through long-term Territorial Transformation Plans and Seaside Pilots. Some of Cascais' focuses centre on nature-based solutions, improving pedestrian and cycling accessibility, improving resilience and biodiversity, promoting photovoltaics and local energy communities, in close collaboration with local communities.



Picture: Screenshot from the local platform for SDG activities.

Future

CAIC2024: Cascais will host the Climate Alliance event, a European network of cities committed to climate action, focusing on local resilience. This event will allow the discussion and further implementation of nature-based solutions, the fight against energy poverty and the use of data for sustainable municipal planning. It will take place on October 9, 10 and 11 and will involve around 200 participants.

Constanța

Overall introduction of the City (used and updated on website)

Constanța is one of Romania's main industrial, commercial, and tourist centres, influenced by its position as the country's premier city on the Black Sea.

A city with a rich history, Constanța is named after the sister of the Roman Emperor Constantine and the existence of the city is documented as far back as 657BC. Today, the city is engaged in several European projects focusing on issues varying from sustainable mobility to greening of ports.

Due to its proximity to other major tourist destinations, the city receives a significant number of visitors every year, who discover and visit its monuments and attractions. Also, Constanța is a centre of commerce and education, both of which significantly contribute to the local economy.

Facts (used and updated on website)

2 Local partners in Re-Value

263,000 Population

Re-Valuing (used and updated on website)

In the Re-Value partnership, Constanța is actively engaged in testing, capturing, and sharing best practices to develop its historical centre, called the Peninsula Area. Based on the lessons from this work, and the interaction with the other partners in Re-Value, the holistic approach to achieve climate neutrality to be taken in the Peninsula Area, will be sought to be expanded into the wider city and the urban strategies.

A main feature is to integrate the holistic climate-neutrality into existing frameworks, policies, and networks, such as sustainable public transport ambitions and energy-efficient building renovation.

Locally in Constanța, the partnership consists of the Municipality of Constanța and the ADI-ZMC (Constanța Metropolitan Area Intercommunity Development Association), an organisation tasked with supporting the sustainable development of 16 local administrative units in the region.

Local partner list (used and updated on website)

- ZMC
- Municipality

Other local partners:

- (JAE Romania)
- Ovidius University
- CSM Municipality Sports Club
- CT Bus
- Confort Urban

Embedding of Re-Value in existing Communication efforts

The Re-Value work in its Peninsula area generally corresponds well to the overall city strategy of enhancing its central area, with its historic character, to serve the citizens living in the core and the people (and tourists) visiting. The city is also actively engaged in developing the wider city already and has good experiences with pulling together stakeholders to deliver chances. Arguably, the biggest challenge for Constanța will be the direct inclusion of citizens, which until now has mainly happened with specific stakeholders and businesses.

Key Messages in local city ecosystem on Re-Value

For Constanța, the emphasis is on the liveability and attractiveness associated with their work in the Peninsula area. The city wants to attract (and retain) a young, innovative population and one of the means to do this is to offer even better livability and sustainability. As such, the central message stands also in Constanța, but arguably instead of the urban planning making climate neutrality irresistible, it's more about how the work on climate neutrality and urban planning in Re-Value helps **make Constanța irresistible**.

Key messages to the world, also including Re-Value

Constanța has been a crossroad of different cultures ever since the Greek first stepped foot in the city (and assumedly before) and as a port city it's still an important port of its culture. Combined with its popularity as a tourist destination, the city always brands itself as what it is: *Friendly, inviting and attractive to visit*.

Involvement in European Initiatives

- Covenant Of Mayors
- CIVITAS
- CIVINET
- EIT Urban Mobility

Membership of City Networks

- Eurocities
- AMR Asociatia Municipiilor din Romania
- FZMAUR Federatia Zonelor Metropolitane si Aglomerarilor Urbane din Romania

Highlighted local target Audiences

Local folks, in general,

Constanța has created a project-specific Facebook profile, allowing them to engage directly with the local population. The pilot area has some housing, but also has to respect the many visitors in the area, and the Facebook profile seeks to engage with both. Locally, there is not the strongest tradition of direct urban planning engagement with the local folks and it's a space where Re-Value has opportunities to support.

Local youth

The local youth is a key priority for Constanța both in and outside of the pilot area. The city is engaged in multiple projects on innovation in the city, including setting up business accelerator hubs, and there is a strong desire to encourage local creation from the graduates of its multiple universities.

Key Activities

Undertaken Activities

Local Re-Value Facebook and Instagram pages: The local Re-Value team has created a local Facebook profile and a local Instagram profile, allowing them to share news and outputs both from the project, and from other initiatives bringing joy to Constanța. Going forward, it will also be possible to provide content for the big municipal profile on the platform with 119.000 followers.

Local press coverage: Constanța's Communication team has also successfully managed to tell the story of its first Innovation Camp to the local press and was covered in multiple outlets¹⁸.

Future Activities

Upcoming Innovation Camp: Constanța will again engage directly with youth in the second Innovation camp that will take place in January 2025 with students from various Constanța high schools planned to attend.



Constanța's Re-Value lead, George Lupascu is speaking at the Re-Value Study trip in June 2024, in front of the local language roll-up banner.

¹⁸ <https://focuspress.ro/63-de-elevi-de-liceu-din-Constanța-au-participat-la-primul-innovation-camp-din-proiectul-european-re-value/> & <https://observatorConstanța.ro/2023/11/03/63-de-elevi-de-liceu-din-Constanța-au-participat-la-primul-innovation-camp-din-proiectul-european-re-value/>

İzmir

Overall introduction of the City (used and updated on website)

İzmir, a large metropolis facing the Aegean Sea from western Anatolia, is Türkiye's third most populous city and traces its history back 8.500 years.

Through its history, İzmir has been a crossroads for diverse cultures and religions including Persians, Ancient Greeks, Assyrians, Romans, Byzantines and Ottomans; a fact easily felt when visiting. With a total population, including the surrounding region, of 4.462.056, İzmir shines as an economically and socially dynamic hub, emphasised perhaps especially by half of its residents being under 30 years old.

Moving beyond its past, İzmir is also looking to its future and was amongst the 112 Mission Cities, chosen by the European Union to serve as frontrunners in the campaign to make European cities climate neutral.

Facts (used and updated on website)

2 Local partners in Re-Value

4.462.056 Population

30 district municipalities are part of the "Metropolitan Municipality"

Re-Valuing (used and updated on website)

In the Re-Value partnership, İzmir is focused on refining and expanding its design strategy for its Alsancak waterfront area, and the dense urban texture behind by benefitting from earlier strategies on its connection with the sea developed within the İzmirSea Project, and specific lessons drawn from various pilot projects for sustainable transformation, such as URBAN GreenUP. As the largest city taking part in Re-Value, İzmir's dense urban settlement around its Alsancak waterfront puts an increased emphasis on the task of improving the quality of life as part of its roadmap for climate neutrality with supporting sustainable growth.

To benefit from the Re-Value approach in integrated planning and design, İzmir plans to develop and implement a sustainable green zone to increase urban comfort and climate-neutral urban transition within the dense urban environment behind its waterfront. İzmir also aims to further enhance these efforts in "Digital Twin" with GIS based applications, to address issues like urban flood management, water impermeability and urban heat island effect. With its increasing youth population, the city is experiencing a valuable buy-in from local folks when it comes to the digital tools available for them already. In this manner, the city aims to increase the data-driven insights in support of scenario-building and to inform the decision-making processes.

Local partner list (used and updated on website)

İzmir Metropolitan Municipality (İMM)

İzmir Institute of Technology (İZTECH)

Embedding of Re-Value in existing Communication efforts

One-way communication activities include press releases, daily news on the municipality's website, and social media accounts, which can be used by the Re-Value project.

There are also two-way communication platforms for engagement. These platforms are:

<https://acikveri.bizizmir.com/> and <https://www.bizizmir.com/>

These platforms enable collection of inputs and information from locals, and also allow local people to access all kinds of information about İzmir.

Key Messages in local city ecosystem on Re-Value

The main focus in communicating to the local city ecosystem in İzmir is on creating the **Sustainable Green Zone** in the pilot area. Developing an integrated urban planning approach with a public space and greening programme for creating a resilient urban environment that can mitigate the impact of climate change, the heat island effect and water impermeability in İzmir. The Sustainable Green Zone will be defined as an implementation priority area with special development and design criteria for climate-neutral applications. In communicating about this concept, İzmir will achieve;

- Green Infrastructure and Nature Based Solutions
- Low-Carbon Development tools
- Co-Creation with Citizen Design Science for Engaging Stakeholders
- Digital Twin as a tool for monitoring and assessment

Key messages to the world, also including Re-Value

Through the Re-Value Project, İzmir will embrace Sustainable Green Zone Implementation within dense urban environments as a means to mitigate climate change impact and promote sustainability and climate-neutrality. These zones should prioritise eco-friendly practices and technologies to minimise carbon footprint, increase urban comfort, decrease urban heat island effect and water impermeability. This promotes a shift towards a holistic design approach that considers not only environmental factors but also social, economic, and cultural aspects. By incorporating this comprehensive perspective, urban design and implementation can address sustainability challenges more effectively and create lasting positive impacts on communities and urban systems.

The work on sustainability is also part of İzmir's general branding to the outside world, most recently showcased by them becoming one of the two Turkish cities accepted into the EU Mission on Climate Neutral Cities.

Involvement in European Initiatives

- **Covenant Of Mayors:** İzmir Metropolitan Municipality is aligned with the Covenant of Mayors in 2015, to increase its capacity regarding the GHG reduction plans and actions.
- **Green Cities Program:** İzmir is the first city in Türkiye to be included in the European Bank for Reconstruction and Development (EBRD) Green Cities Program. Green Cities Action Plan is prepared

to create a vision and develop projects that will enable a greener future for İzmir by identifying the most urgent environmental difficulties.

- **European Green Capital:** İzmir became an applicant for European Green Capital status in 2020, to enhance its strategies and actions to combat climate change and become a city in harmony with nature.
- **EU Cities Mission:** İzmir Metropolitan Municipality was chosen as one of 112 cities to lead the way on Climate Neutrality, the only of the Re-Value Cities to have that distinction. Moreover, it has received the Mission Label for its work on the Climate City Contract.

Membership of City Networks

International:

- **ICLEI:** İzmir Metropolitan Municipality is a member of ICLEI (Local Governments for Sustainability) and its Urban Climate Resilience Program in 2023.
- **UNESCO – The Historical Port City of İzmir:** İzmir Metropolitan Municipality initiated “İzmir History Project” in 2013 and became a member of UNESCO tentative list in 2020. İzmir has also been a member of the “Learning Cities Network” since 2020.
- **MedCities - Mediterranean Cities Network:** İzmir became a member of MedCities that supports local governments from all shores of the Mediterranean basin, to enhance its ability to promote urban sustainable development.
- **UCLG - Unites Cities and Local Governments**

National:

- **Türkiye Belediyeler Birliği (Union of Municipalities)**
- **Ege Belediyeler Birliği (Union of Aegean Municipalities):** Founded in 1986, initiated by İzmir Metropolitan Municipality to foster collaboration between local municipalities in the Aegean Region.
- **Sustainable Urban Development Network:** The Sustainable Urban Development Network includes 20 municipalities from Türkiye, and İzmir Metropolitan Municipality managed the first-term secretariat of the foundation. The network aims to strengthen collaboration between local municipalities in terms of SDG implementation.

Highlighted local target Audiences

İzmir is especially dedicated to engage local target audiences to ensure that the changes are as inclusive as possible. These target audiences align with Re-Value's focus but possess the following distinct characteristics:

Local youth

Through the innovation camps, as well as a broader digital strategy in İzmir, local partners will benefit significantly from the input and engagement of the city's youth. This initiative targets a diverse range of groups, including general youth, high school and university students, and arts and culture organisations. By involving these groups, the program aims to foster creativity, enhance digital literacy, and build stronger community connections. Additionally, the program's inclusive approach ensures that various sectors of the youth population contribute to and benefit from the ongoing digital transformation.

Colleagues in the local government

İzmir, home to over 4 million people, is not only large in population but also in administrative scope, highlighting the importance of cooperation and active partnerships among various stakeholders. Beyond direct colleagues, this collaboration extends to include counterparts from İzmir's Development Agency, İzmir City Council, Konak Municipality, the local transport agency, energy companies, and others.

Moreover, experts and professionals affiliated with entities like the Coastal Engineering Group, İzmir Planning Agency, Chamber of Architects, Engineers & Planners, and İzmir Mediterranean Academy play crucial roles in shaping and advancing the city's development initiatives. This network of partnerships and expertise underscores İzmir's commitment to fostering sustainable growth and innovation across diverse sectors.

Local NGO's

NGOs in İzmir possess significant potential to champion inclusive solutions, represented by organisations such as the Pedestrian Association, Alsancak Beautification Association, Disabled Association, Youth LGBTIQ+ Association, Aegean Visually and Physically Disabled Solidarity Association, and the Social Innovation Platform: IMECE, among others.

These diverse groups play pivotal roles in advocating for community welfare, enhancing urban aesthetics, supporting marginalised communities, and promoting social innovation throughout İzmir. Their collective efforts underscore the city's commitment to fostering diversity, equality, and sustainable development across various societal dimensions.

Highlighted activities

Undertaken Activities

First Innovation Camp: İzmir's first Innovation Camp took place on 24 November 2023¹⁹, and included participants from various universities departments of architecture, landscape architecture, urban planning and product design with an open invitation across the young population of İzmir²⁰

Open access survey route: Those interested in local urban planning in İzmir now have access to the "Re-Value survey route" following the Innovation Camp #1. This resource guides participants through potential areas earmarked for redevelopment, offering detailed visuals and GPS coordinates for each location.

The survey route not only enhances engagement but also provides a practical tool for participants to contribute insights and ideas towards shaping the city's future development strategies. It serves as a collaborative platform to foster informed decision-making and community involvement in urban renewal efforts across İzmir.

¹⁹ <https://re-value-cities.eu/nachrichten/students-izmir-camp-map-urban-challenges>

²⁰ <https://architecture.iyte.edu.tr/en/duyuru/rediscover-your-city-innovation-camp/>



Picture: Map of survey routes and determined problems for İzmir Waterfront Pilot Area in Innovation Camp #1

Future activities

The future communication and dissemination activities in İzmir, in addition to the Innovation Camps, are centred around highlighting the key achievements. These include important milestones on the following:

Citizen-Design Science: Citizen-Design Science in İzmir integrates community participation into defining and designing climate-neutral solutions within sustainable urban zones. This approach leverages participatory processes, including innovation camps and collaborative urban design sessions with citizen input. It emphasises co-implementation of Nature-Based Solutions (NBS) and involves citizens in co-monitoring efforts to ensure the effectiveness and sustainability of these solutions. By empowering residents to actively contribute to urban planning and environmental initiatives, İzmir aims to foster a sense of ownership and responsibility among its citizens while advancing towards a more resilient and ecologically balanced cityscape.

Digital Twin Applications: Key stages in developing a digital twin of the sustainable green zone include monitoring climate-neutrality changes, devising financing strategies for implementing innovative models to combat water impermeability and the heat island effect, and enhancing urban comfort. This process involves creating a virtual replica that tracks environmental impacts, identifies sustainable solutions, and supports decision-making for enhancing urban resilience and livability.

Písek

Overall introduction of the City (used and updated on website)

Písek is a charming medium-sized city situated on the banks of the Otava River in South Bohemia, Czechia.

Písek, home to approximately 30,000 people sharing an urban area of just over 63km², is well grounded in history with its most famous landmark being the historic Písek Stone Bridge bridge underpinning the city's connection to its waterfront. While the bridge is the oldest oldest surviving bridge in Czechia, Písek is also moving into the future and has in later years made itself noticed in the European smart cities community, proving that sustainable, data-driven and forward looking solutions is not the prerogative only of the modern metropolis.

Combined with its tranquil riverfront and cultural heritage, Písek showcases the harmonious coexistence of nature, history, and commitment to sustainable development.

Facts (used and updated on website)

3 Local partners in Re-Value

30,000 Population

7 bridges in the urban area

Oldest [bridge](#) in Czech Republic

Re-Valuing (used and updated on website)

In the Re-Value project, Písek aims to integrate the principles of the New European Bauhaus into its urban development process and enhance the connection between the urban space, residents, and the river.

The municipality organises their work in Re-Value through its [Smart Písek](#) initiative and is supported strongly by [Ecoten](#) specialised in the science behind and techniques to develop urban environments, and the creative partner [Sladovna Písek](#), a living cultural centre. The partners will collectively work to enhance Písek's capabilities in using digital support tools for decision making, planning and inclusive urban design, and will include the local population through dedicated creative workshops on sustainability. This work will be strengthened through feasibility studies that will enable the Písek to gain the necessary knowledge, develop the required partnerships and attract investment funding for full-scale deployment of its plans continuing after the project period

Local partner list (used and updated on website)

Ecoten

Sladovna Písek

Písek Municipality

Embedding of Re-Value in existing Communication efforts

The existing communication channels in the city include our Facebook profile “Smart Písek” where we share what is going on within our organisational unit: [Facebook](#) Another social media in use is LinkedIn being solely in English: [Smart Písek | LinkedIn](#) We also have our website which displays all information in detail including the projects we are currently working on or have already been implemented: [Úvod | Smart Písek \(pisek.eu\)](#) The main task of the city regarding communication is citizen engagement. For this purpose, the city organised an event called “Hlava v Písku” which enabled people to visit places not normally accessible to the general public. Other activities involve our representative stall which takes place regularly at Písek’s festivities, participatory budget where citizens can propose their projects, shared bikes “Nextbikes”, and mobile apps for parking.

Key Messages in local city ecosystem on Re-Value

Re-Value should be an innovation for the citizens in terms of urban comfort, cycling and walking infrastructures, revitalization of the river bank, co-creation activities, with long-term planning for climate neutrality. The key message here is that citizens can actually get actively involved in urban challenges. Furthermore, they can come up with new solutions and insights.

Key messages to the world, also including Re-Value

Písek Municipality would like to share its heritage and tourism management which is contrasting with the needed improvement regarding the use of digital simulations and better use of big data and open data.

Involvement in European Initiatives

Písek joined the Covenant of Mayors in 2017. Another project the city of Písek has joined is called the European Climate Pact. It is aimed at bringing environmental and sustainability issues closer to the citizens of the city. Together with Setúbal in Portugal and Łódź in Poland, Písek will cooperate and share its experience in this field.

Membership of City Networks

SMO CR - The Union of Towns and Municipalities of the Czech Republic is a nationwide, voluntary, non-political and non-governmental organisation, founded as an interest association of legal entities.

SORP - Association of municipalities of Písek regions. Currently, the Association of Municipalities of the Písecko Region (SORP) with its 70 member municipalities is one of the largest associations in the Czech Republic, covering almost the entire territory of the former Písek district. The total population of union municipalities is approximately 69,000.

South Bohemian Chamber of Commerce - It associates companies and other organisations in the South Bohemian Region. The chamber operates throughout the region through its nine regional offices so that it is as close as possible to its members and other interested parties.

Highlighted local target Audiences

We would like to target residents in the concerned territories or people who actually have some business there. Another aim are the owners of real estate in that area, including future investors, and at the same

time we want to further work in already established collaborations with, for example: energy communities and the youth. The employees of the municipal office are also an important targeted group to whom we would like to pass on our innovative approaches to urban development.

Local folks, in general,

For the development of the city, citizen engagement is seen as a high priority. Strong cooperation with cultural organisations in the city with a good reputation among citizens is one of the main channels for addressing open and sometimes unpleasant topics. One way to involve citizens in the development of the city is through participatory budgeting, which promotes decision-making skills.

Local youth

We are cooperating with Junior Achievement Europe which is the largest provider of education programmes for entrepreneurs for the youth and their future jobs. Sladovna Písek is also targeted at the youngsters and helps us prepare activities for better communication with them.

Local children

The Municipality cooperates with primary schools in order to develop digital skills of youth and to raise awareness of the functioning of the city as a local government - for example, by organising a simulated council meeting where pupils could experience the proceedings.

Local businesses

Municipality in cooperation with PodnikniTo company and South Bohemia Chamber of Commerce is aiming to develop financial literacy and entrepreneurship of residents and to create a community for knowledge and experiences sharing.

Local Building owners/operators

The city owns apartments in the Homeowners Association Series (HAS), operates Home Housing Administration, which, in addition to managing the city's housing stock, also provides services for HAS.

Local NGOs

Nadeje - Nadeje (literary meaning "Hope") is implementing a new project in cooperation with the city of Písek called Housing led access support in Písek. As part of this cooperation, new activities were created: housing support and support in housing, a contact point for housing and tools to support neighbourhood coexistence.

Red Cross - It is a humanitarian society operating throughout the territory of the Czech Republic.

ADRA - We are part of the humanitarian organisation ADRA, which helps people in need.

Highlighted activities

Undertaken Activities

Participation in various local events: The local Re-Value Team has been engaged in numerous local events, actively engaging its population 1-to-1 in topics of sustainability, co-benefits. One such event, in May 2024, was the local festival Pískoviště, in which Smart Písek was present.



Picture: the Písek team setting up for local engagement. Photo: Smart Písek.

Future activities

New Development Concept and SECAP: Písek will upgrade the next version of its SECAP as well as its Strategic Plan and Development Concept of the City of Písek 2025, and fine-tune regeneration plans for the city's waterfront area towards a more systemic approach with an improved organisation structure. These developments are important both for Urban Planning and to address what Re-Value is offering.

Rijeka

Overall introduction of the City (used and updated on website)

Rijeka is a coastal city in Croatia, situated in the large Kvarner Bay in the upper part of the Adriatic Sea.

As the country's third-largest city with a population of 108,000 it has a long history as an important seaport. Over the years, Rijeka has been influenced by various cultures, and in just the past century was a main port city for the Austro-Hungarian Empire, Italy and Yugoslavia port, before Croatian independence in 1991.

Today, Visitors to Rijeka can enjoy its maritime atmosphere, impressive architecture, cultural festivals, and museums. Most recently highlighted with the City being the European Capital of Culture in 2020 under the motto 'Port of Diversity'.

Facts (used and updated on website)

2 Local partners in Re-Value

108,000 Population

Re-Valuing (used and updated on website)

In the Re-Value partnership, Rijeka seeks to benefit from the port's central location in the city centre, and work with stakeholders in the waterfront area to boost the implementation of its climate neutrality ambitions. This includes expanding the pre-existing use of a digital public consultation platform on planning, and to further attract funding and financing from European actors.

In 2020, Rijeka was looking forward to a year as the European Capital of Culture with a large array of infrastructure prepared. The COVID-19 pandemic put a stop to this but in Re-Value, the city will identify how this infrastructure can be re-used to support in increasing the local quality of life and in achieving climate neutrality.

Furthermore, Rijeka will build on pre-existing work such as the CLIC-project developing methods, grounded in a circular approach, to examine and engage on urban localities, ie, urban gaps (eg. the old industrial complexes which are out of use) and explore their potential.

This will all be done by taking into account all existing limitations that the City is facing in the attempts of putting old spaces to new use. Some of the limitations include: buildings and spaces that are protected as cultural and historical heritage (complicated and expensive renovation), private ownership of spaces, extremely deteriorated spaces.

Local partner list (used and updated on website)

- Rijeka Municipality
- University of Nova Gorica

Embedding of Re-Value in existing Communication efforts

To understand how the Re-Value project will integrate with Rijeka's existing communication channels and methods, it's important to consider the current landscape of communication within the city, the ongoing activities involving local residents, and the effectiveness of these channels for two-way engagement. Here's a comprehensive look into each aspect:

Existing Communication Channels in Rijeka

1. Press Service:

- **Role:** Rijeka's press service is responsible for disseminating official news and information to the public and the media.
- **Usage:** Regular updates about city projects, events, policies, and other important announcements are shared through press releases and media briefings.

2. Official Website:

- **Role:** The city's official website serves as a central hub for information about municipal services, news, and events.
- **Usage:** Provides detailed information about the city's projects, including documents, contact information, and service details.

3. Social Media Channels:

- **Role:** Rijeka uses platforms like Facebook, Twitter, Instagram, and YouTube to engage with residents and promote city initiatives.
- **Usage:** Quick updates, event promotions, live streaming of events, and interactive posts to engage with a broader audience.

Ongoing Activities with Local Folks (that can be utilised for Re-Value needs)

Community Meetings and Public Consultations:

- *Description: Regularly scheduled meetings where citizens can voice their opinions, ask questions, and get involved in decision-making processes (panel discussions, lectures etc.)*
- *Effectiveness: Facilitates direct engagement but may have limited reach due to time and location constraints.*

Workshops and Focus Groups:

- *Description: Organised around specific projects or issues to gather in-depth feedback and ideas from smaller, targeted groups (for example the Rijeka Re-Value Impact workshop held on April 25th)*
- *Effectiveness: Provides detailed insights but might not represent the wider population.*

Online Surveys and Polls:

- *Description: Distributed via the city's website and social media to collect feedback on various topics.*
- *Effectiveness: Can reach a larger audience but depends on the engagement and willingness of residents to participate.*

Community Events:

RE-VALUE

- *Description: Cultural, educational, and social events that bring residents together and promote civic pride and participation.*
- *Effectiveness: Enhances community spirit and indirect feedback through interactions.*

Key Messages in local city ecosystem on Re-Value

The messaging is consistent with the main comms message of the project (...taking a holistic approach to urban development considering not only the physical infrastructure but also the well-being of communities while laying a path towards achieving climate neutrality in urban areas) with an emphasis to the fact that because of its history and historical development Rijeka has “separated” its waterfront from its citizens with a lot of industrial content. Our goal is to bring back the waterfront to the citizens with sustainable planning and modifications in areas where they are possible.

Key messages to the world, also including Re-Value

Rijeka is, and always was a **Port of Diversity** in every sense and will continue to develop as such.

Involvement in European Initiatives

- Covenant of Mayors - Europe
- RIPE network coordination centre
- Geographical information system international group

Membership of City Networks

- ENERGIE CITES – ASSOCIATION OF EUROPEAN LOCAL AUTHORITIES PROMOTION A LOCAL SUSTAINABLE ENERGY POLICY
- EUROCITIES – KNOWLEDGE SOCIETIES FORUM - Telecities
- Major Cities of Europe – IT Users Group (Big european cities)
- European Healthy Cities Network
- International Association Cities and Ports – IACP
- Les Rencontres (Association of European Cities and Regions for Culture)
- International Centre Cities on Water
- LIKE – European cities and regions for culture
- Forum of Adriatic and Ionian Cities and Towns
- Cities For Children

Highlighted local target Audiences

Local folks, in general,

Rijeka has a rich history of fostering effective two-way communication with its citizens through participatory methods. This tradition of engagement has been instrumental in city management. Initiatives like the online budgeting game (a simulation of the city’s budget where people can “play” with the overall budget and

have a transparent look into how it functions); the [Citizens Council](#)²¹ - a comprehensive report is available if needed; different initiatives for NGO's for project proposals and financing etc.

Local NGOs

Rijeka has a strong NGO network in different areas (youth, culture, sustainable urban development, volunteering, inclusion etc.) and has over the years developed a good link to all of them. The objectives of Re-Value in general align well with many local NGOs and there are strong opportunities to engage them directly in urban planning and development.

Highlighted activities

Undertaken Activities

Business Challenge (Innovation camp) Vol.1 - November 22nd 2023. - 50 students for 9 high schools in Rijeka competed in developing a business idea guided by the following prompt: "Imagine that you have the power to make your city a better and more beautiful place to live, to offer new contents, to contribute to more responsible production and consumption of resources, to change people's lives for the better with your efforts. Where would you start? What is missing in your and our coastal city? What kind of Rijeka do you want for yourself and others in the future?"



Picture: A photo of Rijeka's deputy mayor Sandra Krpan speaking at the city's Innovation Camp. Photo: Grad Rijeka.

Rijeka Impact Workshop - April 25th 2024 - a workshop held with stakeholders more or less directly involved in the events and urban planning scene in Rijeka on the topic of the renovation of the Expordrvo Hall.

²¹ <https://vijecegradanarijeke.org/en/citizens-assembly-of-rijeka-2/>

Further work

The local communications in Re-Value are progressing well, aligning closely with the progress in the pilot areas following an inception phase to thoroughly plan the interventions. The ambition is to maintain and accelerate this momentum as the project matures locally.

Going forward, the first lessons are beginning to materialise, such as the successful empowerment of youth in Ålesund and the co-created furniture in Bruges. The importance of action in local communication will grow as the results become evident.

At this stage, many local efforts have focused on laying a strong foundation, whether through public stakeholder workshops (as in Rimini) or by building an increased understanding of where and how to engage with the local community (as in Burgas). With this foundation in place, Re-Value cities are well-positioned to further engage with and demonstrate to their local populations how “collaborative urban design and planning make the urban transition to climate neutrality irresistible.”

About Re-Value – Re-Valuing Urban Quality & Climate Neutrality in European Waterfront Cities

The Re-Value partnership consists of nine European waterfront cities and selected European organisations that work to make the urban transition irresistible for everyone. This is done by demonstrating how climate neutrality and urban quality can be aligned, by re-valuing the cities’ connection to their waterfronts, strengthening co-benefits and mitigating potential adverse impacts.

Ålesund (Norway), Bruges (Belgium), Burgas (Bulgaria), and Rimini (Italy) demonstrate how integrated urban planning and design can be optimally deployed to achieve climate neutrality and significantly reduce GHG emissions by 2030. In addition, Cascais (Portugal), Constanța (Romania), İzmir (Türkiye), Písek (Czechia), and Rijeka (Croatia) learn, replicate and develop their own participatory story-building, data-driven scenarios, and partnerships and financing strategies on integrated urban planning and design to accelerate their journeys to climate neutrality.

The partnership is coordinated by the Norwegian University of Science and Technology (NTNU) and is funded by the European Union's Research and Innovation funding programme Horizon Europe under grant agreement 101096943.

Learn more about the partnership and the outcomes on re-value-cities.eu.

Partners



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