

Report information

Deliverable: D8.7: Local Communication and Dissemination Plans by Leading and Replication Cities 2

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Front page photo: A photo of the Devold building in Ålesund 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. It provides an update of D8.2 Local Communication and Dissemination Plans by Leading and Replication Cities ¹, the first version of the plans submitted in June 2024, and reuses substantial material from there. The plans are based on the overall Re-Value's Plans for Communication, Dissemination and Exploitation (CDE)², and are localised to the cities.

This report is intended to provide an understanding and overview of the communication and dissemination activities and 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.

Compared to D8.2, this report benefits from a more mature project, by providing a clearer timeline of local activities and the key plans for the coming year and what key steps Leading and Replicating cities can take to ensure Re-Value delivers to the wider sphere of passionate Europeans working towards a more sustainable continent. Unlike the first version, this report aims to provide detailed planning for many of the activities Re-Value cities will do in 2025. There will not be another deliverable dedicated to the update of the local CDE plans but an update on such activities will be included in Deliverable 8.8 Re-Value Communication, Dissemination and Exploitation Plan 3 due December 2025, M36.

¹ [D8.2 Re-Value Local CD Plans by Leading and Replication Cities 1.](#)

² [D8.1 Re-Value Communication, Dissemination and Exploitation Plan 1](#) and [D8.4 Re-Value Communication, Dissemination and Exploitation Plan 2](#)

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Introduction

The report describes the local communication plans in the nine Re-Value cities and the measures in place to support these. It provides an update of D8.2 Re-Value Local CD Plans by Leading and Replication Cities 1³, the first version of the plans submitted in June 2024, and reuses substantial material from there. The plans are based on the overall Re-Value's Plans for Communication, Dissemination and Exploitation (CDE)⁴, and are localised to the cities.

The communication activities outlined in this report are wide-ranging and 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.

This report starts by detailing the shared activities among the cities in Chapter 1. These include local web pages in the local languages, local workshops with stakeholders and the local Innovation Camps. The second and third sections have been especially updated for this report (Local CD Plans 2). A detailed description of the first round of innovation camps can be found in the first Innovation Camps report⁵ and the updated report on the second round of camps, Re-Value Project Deliverable D8.5 Re-Value Innovation Camps Report 2⁶.

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 in the local languages. It also describes how communication between the cities and the central team has so far occurred not only through bilateral exchanges and during the Technical Board meetings but also through a newly set up dissemination group.

The main substantial updates to the original Local CD Plans can be found in Chapter 3. Chapter 3 presents the different backgrounds, perspectives, target audiences, and a selection of undertaken and planned activities for 2025 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.

³ [D8.2 Re-Value Local CD Plans by Leading and Replication Cities 1.](#)

⁴ [D8.1 Re-Value Communication, Dissemination and Exploitation Plan 1](#) and [D8.4 Re-Value Communication, Dissemination and Exploitation Plan 2.](#)

⁵ [D8.3 Re-Value Innovation Camps Report 1.](#)

⁶ Re-Value Project Deliverable D8.5 Re-Value Innovation Camps Report 2, 2025, forthcoming, <https://re-value-cities.eu/publications>

1 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.

1.1 Local Web Pages

All the Re-Value Cities have published local web pages with the key information about Re-Value. These are typically web pages in the local language including links to the Re-Value website, often to further information on the pilot area and to news posted on the municipal/partner websites as activities progress.

- Ålesund: <https://sorsida.no/kulturhavna>
- 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/re-value/>

1.2 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.

1.3 Innovation Camps

The Innovation Camps and their planning have been described in detail in Deliverable 8.3⁷ and is further expanded in the Re-Value Project Deliverable D8.5 Re-Value Innovation Camps Report 2⁸. 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.

As part of the communication and dissemination strategy, each Junior Achievement local office leverages its own social media channels to promote the project and the Innovation Camps. This decentralized approach allows for tailored messaging that effectively reaches diverse audiences—including schools, teachers, and students—within each local context.



Picture: The local innovation camp in Rijeka and some of the award winners. Photo: JA Europe.

⁷ [D8.3 Re-Value Innovation Camps Report 1](#).

⁸ Re-Value Project Deliverable D8.5 Re-Value Innovation Camps Report 2, 2025, forthcoming, <https://re-value-cities.eu/publications>

2 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 Europe - has already produced the following.

2.1 Available Materials

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 Plans’⁹, 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 is maturing 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.

⁹ [D8.1 Re-Value Communication, Dissemination and Exploitation Plan 1](#) and [D8.4 Re-Value Communication, Dissemination and Exploitation Plan 2](#).


Timeline


14 Feb 2025 

 **Tactical Urbanism in Action: Willow Tunnels and Wooden Hearts Bring Life to the Kaaidistrict**

Bruges' Kaaidistrict is undergoing a hands-on transformation as part of the Re-Value project. Over the past weeks, local residents—the Kaaiklappers—have stepped...


[Learn more](#)


12 Feb 2025 

 **Governance Model for the Saint Godelieve Site**

Learn how Flanders is reimagining tourism through participatory heritage initiatives. This Re-Value Round explores innovative strategies for internal reorganisation,...


[Learn more](#)

12 Feb 2025 

 **City Atelier in Bruges**

Learn how Bruges is improving urban planning in the Kaaidistrict with the City Atelier initiative. This Re-Value Round explores innovative strategies for internal...

[Learn more](#)

[SHOW MORE](#) 

Picture: A screenshot of the timeline on [Bruges's page](#)¹⁰, linking to one news on the website and two videos from the Re-Value Round "Governance and Regulatory Structures Innovation" hosted by Stad Brugge and ICLEI Europe.

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 6.1¹¹ and 6.2.¹²

¹⁰ [Bruges | Re-value](https://re-value-cities.eu/cities/bruges) (https://re-value-cities.eu/cities/bruges)

¹¹ <https://re-value-cities.eu/documents/re-value-capacity-development-and-exchange-programme-version-1>

¹² <https://re-value-cities.eu/documents/re-value-capacity-development-and-exchange-programme-version-2>

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.



Pictures: The Re-Value sticker in use in the LinkedIn post¹³ of an event promotion from Comune di Rimini.

2.2 Communications Flow

The Communications flow between the cities and the central communications team is set up to be as simple as possible. ICLEI Europe 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 Europe Staff.

The monthly Re-Value Technical Board meetings are used to highlight key developments and establish necessary contacts on activities both past and present.

In addition to these monthly meetings, a new group with one or more local communications officers per partner has been created in November 2024. After almost two years since the beginning of the project, the goal was to make the project's communication and dissemination work easier and more efficient. For now, the group met two times, at the end of November 2024 and of January 2025. The next meeting will be scheduled after the Izmir Consortium Meeting taking place on 8-10 April 2025. The idea is to have monthly or bi-monthly meetings depending on the outputs that need to be produced.

¹³ [\(27\) Comune di Rimini: Posts | LinkedIn](#)

(<https://www.linkedin.com/company/comune-di-rimini/posts/?feedView=all>)

3 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.

3.1 Categories included in the structure

The following categories are included in the structure:

3.1.1 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.

3.1.2 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 residents, 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.

3.1.3 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.

3.1.4 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 residents living in a specific district. This question allows the city to highlight their externally focused key messages.

3.1.5 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.

3.1.6 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.

3.1.7 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.

3.1.7.1 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.

3.1.7.2 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.

3.1.7.3 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.

3.1.7.4 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.

3.1.7.5 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.

3.1.7.6 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 residents 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.

3.1.7.7 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.

3.1.7.8 Highlighted Activities

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

3.2 Ålesund

3.2.1 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 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 also commits 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.

3.2.2 Facts (used and updated on website)

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

3.2.3 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 contributing to urban quality and 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 district's transformation using data-driven approaches and story-building with the local community and other stakeholders.

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. Social sustainability will be fostered by creating suitable meeting places, safe urban spaces, innovative 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, using culture as a vehicle — 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](https://sorsida.no/)¹⁴.

3.2.4 Local partners in the project

3.2.4.1 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 central 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 collaborates closely with the local university and encourages cooperation around sustainability goals.

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 district's transformation using data-driven approaches and story-building with the local community. Sørsida is also an official partner of Re-Value.

3.2.4.2 Teatret Vårt

Teatret Vårt has since 1972 been one of Norway's most well respected and influential regional theatres. As a state funded theatre, they 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 the theatre's 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 is 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 the city's climate together. In addition, Ålesund tries to guide the other cities in directions to other similar partners who can care for children, youth and culture.

3.2.4.3 NTNU Norway Ålesund

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.

¹⁴ <https://sorsida.no/>

3.2.4.4 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.

3.2.4.5 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 the city's Digital Twin and will take part in cross-cutting teams on the same topic.

3.2.5 Embedding of Re-Value in existing Communication efforts

In Ålesund, the general communication to - and engagement of - local residents 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'¹⁵ 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 in Ålesund, 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 residents. 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.

¹⁵ <https://alesund.kommune.no/politikk/slik-kan-du-paverke/handbok-for-innbyggarmedverknad/>

From 2025, Ålesund Municipality and SUAS will work more closely on communication around the pilot area Kulturhavna (Cultural Harbour). New video content is currently available, and the use of social media has been ramped up. The logos of Re-Value and Kulturhavna will be used together in this communication. The official launch of the Kulturhavna Co-Creation platform will coincide with the North-West festival in April but is already available at <https://www.kulturhavna.com/>. This is a co-creation platform that will be further developed in 2025. In parallel, the project is working on an internal communication strategy to inform the municipality better and new ways of communicating the vision around the area, inspired by the visuals from Bruges.

3.2.6 Local complexities

No two cities are the same, and in Ålesund, two key issues are especially 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 significant 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 cruise harbour.

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) tasked with driving forward a lot of the practical development.

3.2.7 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. Focusing on Kulturhavna in the pilot area and acknowledging this as the central premise for the development of the whole area is key.

3.2.8 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 residents, but worked with local residents on preserving cultural and natural heritage while moving towards climate neutrality.

For Ålesund, the development of Sørsida and other urban developments in the city centre represent an opportunity to make the city more attractive for both returning (young) residents and new residents from different parts of Norway and abroad.

3.2.9 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.
- EU Mission, Restore Our Ocean and Waters

3.2.10 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)
- National Mission Cities Forum (DOGA)

3.2.11 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.

3.2.11.1 Local residents, in general

In general, Ålesund is a close-knit community despite its geographical reach, and practically speaking all local residents 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 possible."*¹⁶

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.

There are plans to include an installation of the play at Kulturhavna, where visitors will ride a (stationary) bike to start the display of a recording of excerpts of the performance.

In general, the plan for 2025 is to ramp up the activities at Kulturhavna and the use of the small temporary buildings. The local library will use one of the buildings several times a week, and there are discussions with several other organisations with similar initiatives, including Teatret Vårt. Following the notion that activity and gathering of people in the area will create more activity, the aim is to increase the use of Kulturhavna by a diverse set of stakeholders in 2025.

3.2.11.2 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 in¹⁷. The second camp is also followed up with focus groups in the Devold building with youth from the same school as part of a master project.

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.

3.2.11.3 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 residents, municipality and the local businesses alike.

3.2.11.4 Local culture workers

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

¹⁶ <https://www.teatretvart.no/program/et-stykke-for-de-levende-i-en-doende-verden/>

¹⁷ <https://re-value-cities.eu/news/alesunds-youth-claim-their-spot-future-urban-planning>

3.2.12 Highlighted Actions

3.2.12.1 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 Camps¹⁸, with several articles covering the activities of the youth, but also public events have been featured¹⁹. Going forward, this aspect of youth contribution is one Ålesund will focus on even more.

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-Value²⁰ as part of the ideas that had come from the Innovation Camp. It received positive coverage in both media and blogs.

Opening of the Devold building/Skating hall: The temporary use of this building as a skating hall is a significant milestone for Sørsida. This ensures increased activity in the area and engagement with diverse local residents. The first innovation camp inspired this initiative.

New Bus Terminal Opens: A big day for the Re-Value Team in Ålesund and its Sørsida was when the new bus terminal opened. The bus terminal marks an essential showcase for how better urban planning and design makes the city better and more liveable. The terminal received criticism, and many thought it would not work. It is now in operation as planned, and the old terminal is open to other (temporary) use and future re-purposing.

3.2.12.2 Future activities

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. There will be a mix of commercial and non-commercial activities in 2025, with some large events being moved from other parts of the city centre to Kulturhavna.

The North West Festival 2025: Re-Value continues its cooperation with the festival in 2025 with several planned workshops around central Re-Value topics:

- Official launch of Co-creation platform for Kulturhavna, <https://www.kulturhavna.com/>
- Theatre production in Devold-building with children and youth
- Event around value-creation through cultural activities

Innovation Camp: The last Innovation Camp will happen in the fall of 2025 and will include students from the local university.

¹⁸ <https://bygdebladet.com/notiser/vis/innovasjonscamp-i-alesund/3f.1174>,

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

¹⁹ <https://bypatrioten.com/byblogg/hvordan-skal-vi-snakke-sammen/>

²⁰ <https://re-value-cities.eu/news/when-co-creation-speaks-louder-words-new-community-area-opens-alesund>

3.3 Bruges

3.3.1 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.

3.3.2 Facts

4 Local partners in Re-Value

118,500 Population

3.3.3 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 and multifunctional 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 (f.i. new governance models and masterplans), 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 the legacy of 'soft' 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 Kaaidistrict, 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 and ambitions about spatial quality can be anchored in the spatial instruments and toolbox.

Learn more on the local [Kaaidistrict website](https://www.brugge.be/stad-bestuur/beleid/stadsvernieuwing/kaaidistrict)²¹.

²¹ <https://www.brugge.be/stad-bestuur/beleid/stadsvernieuwing/kaaidistrict>

3.3.4 Local partner list (used and updated on website)

In project:

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

Other partners:

- De Republiek
- Vives college
- Howest college
- Avansa
- Bruggeplus
- Entrepôt
- Community workers

3.3.5 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 Camp²².

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'²³ (Brugged Towards Tomorrow), and its different bridges and pillars, all with the aim of halving local CO₂ emissions by 2030. 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'. As we speak the climate plan is being reviewed and adapted to new and future challenges.

Bruges also benefits from multiple strong channels, for example the municipal website Bruges, BruggeNaarMorgen (Climate Plan 2030), City magazines in Bruges and the neighbourhood Sint-Pieters, 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.

²² <https://re-value-cities.eu/nachrichten/co-creative-beginning-bruges-kaai-district>

²³ <https://www.brugge.be/klimaat-milieu-natuur/klimaat/bruggenarmorgen> or in the upcoming Bruges Roadmap.

3.3.6 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, neighbourhood support functions, experience relaxation is paramount in this study.

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, the community of Kaaiklappers.

3.3.7 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.

3.3.8 Involvement in European Initiatives

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

3.3.9 Membership of City Networks

- Eurocities
- POLIS (Mobility)
- OWHC
- ICMA

3.3.10 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.

3.3.10.1 Local residents, in general

For Bruges, the difference between its local residents 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.

3.3.10.2 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, qualitative, inclusive and climate friendly urban planning of the Kaaidistrict.

3.3.11 Highlighted activities

3.3.11.1 Example of activities undertaken until 31 March, 2025.

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



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

During the third and last innovation camp, all students presented their work to each other and also to family, friends and interesting visitors.

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 with climate neutrality and circularity as common thread. 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 residents.



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

In the spring of 2025, the Re-Value team took part again in the Circular Festival. The community made wooden herb boxes to install during a workshop in May along the bicycle path F31.



Picture: New co-designed and circular herb boxes in Bruges. Photo: Stad Brugge.

Car Free Sunday: As part of the European Mobility Week, Car-Free Sunday took place in Bruges on the third Sunday of September 2024, and the Re-Value team used this event to promote the activities in the Kaaidistrict. Children and parents could design their own 'dream street'.

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Picture: Design of the 'dream street' in the Kaaidistrict. Photo: Stad Brugge.

First Kaai Klappers Event 2024: the city of Bruges aims to raise awareness among residents, developers, property owners, retailers, youth groups and other stakeholders. The goal is to enhance livability and connectivity in the neighbourhood through encounters, cooperation and shared experiences. In co-creation with internal and external stakeholders, the city wants to develop ideas using storytelling and nudging. Tactical urbanism refers to small-scale interventions that make public spaces more enjoyable and foster slower vehicle traffic. The community is called 'Kaai klappers' and is growing and growing. The first event took place in September 2024.



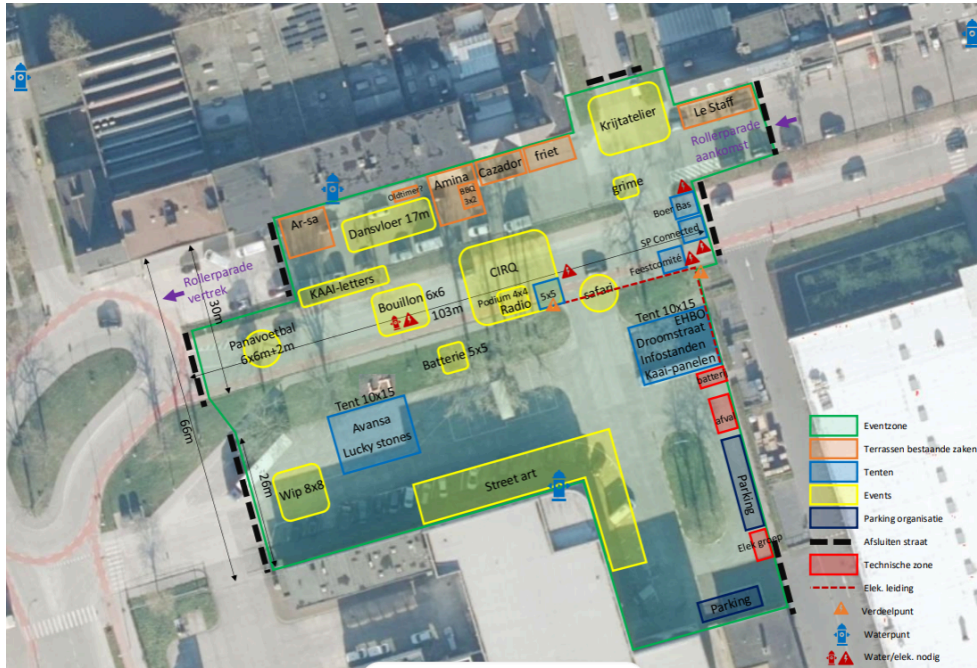
Picture: First Kaai Klappers event in the Kaaidistrict (12 September 2024). Photo: Stad Brugge.

Following this first Kaai Klappers event a lot of workshops were organised with the Kaai Klappers:

- Workshop making hearts for Valentine action (December 2024)
- Workshop willow tunnel along the bicycle path (January 2025)
- Workshop spreading hearts for Valentine (February 2025)
- Workshop shredding plastic for circular bench along the bicycle path (March 2025)
- Workshop bee hotel and seed bombs (May 2025)

The icing on the cake will be the first Kaai party in May 2025

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Picture: Ground plan of the first Kaai Party in the Sint-Pieterszuidstraat. Photo: Stad Brugge.

Spatial transformation

Regarding Spatial transformation the city of Bruges is constructing several masterplans in the pilot area. These processes are organised in a co-creative way. So there are a lot of conversations with land owners, real estate developers, internal stakeholders, retail managers and owners.



Picture: Co-creative processes regarding spatial transformation. Photo: Stad Brugge

Future activities

Youth engagement: Bruges is planning further activities with youth, students of several universities and colleges.

Kaai klappers: the city of Bruges is planning other workshops in the future and also a Kaai party in 2026 in order to let the community grow and to change the pilot area little by little. The goal is to make this

community sustainable so that after 2026 the Kaaiklappers could help to raise the livability and spatial quality in the Kaaidistrict.

Spatial transformation: the city of Bruges keeps following the direction of co-creative processes (with both internal and external stakeholders) in order to come quicker to a broad support and a future proofed solution.

3.4 Burgas

3.4.1 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.

3.4.2 Facts (used and updated on website)

2 Local partners in Re-Value

210,000 Population

3.4.3 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.

3.4.4 Local partner list (used and updated on website)

- Sofia University
- Burgas Municipality

3.4.5 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 residents. 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 residents, 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.

3.4.6 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 its coastal areas and communities to boost sustainability, resilience, livability, and a healthy economic growth”

3.4.7 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.

3.4.8 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)

3.4.9 Membership of City Networks

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

3.4.10 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.

3.4.10.1 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 portal²⁴. International participation included PhD students from the University 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.

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".

²⁴ <https://burgaslikesyouth.bg/en/2023/10/02/youth-participated-in-a-camp-dedicated-to-the-climate/>

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Pictures: Photos from the local innovation camps in Burgas. Photos: Burgas Municipality²⁵.

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 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.

3.4.10.2 Recent activities

Burgas Study Visit:

From June 12 to 14 2024, 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

²⁵ Local news article from Burgas: [Младежи се включиха в иновационен лагер, посветен на климата | Община Бургас \(burgas.bg\)](https://www.burgas.bg/)

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 solutions²⁶.



Pictures: A local impact Model workshop in Burgas, with various stakeholders. Photos: Burgas Municipality.

Setting up and first meeting of Burgas Local Unit for Sustainability and Climate Adaptation

Burgas Municipality took another decisive step towards climate sustainability with the first meeting of the newly formed Local Unit for Sustainability and Climate Adaptation of Burgas Municipality, which took place on February 27, 2025 at the Peyo Yavorov Regional Library. During the meeting, the beginning of this collective multidisciplinary advisory body was launched, designed to actively support the administration and participate in the process of adaptation and mitigation of the risks and challenges related to climate change in the Municipality of Burgas.

²⁶ 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>



Pictures: Photos from the Local Unit for Sustainability and Climate Adaptation meeting in Burgas. Photos: Burgas Municipality.

At the very first meeting, the structure, functions and work organization of the unit were presented, and currently 35 representatives of organizations and individual experts have already expressed a desire for active participation. The event brought together experts from various fields involved in sustainable urban planning. The main focus was on improving the quality of life, the capacity of the local community, and the resilience of urban infrastructure and the natural environment to climate challenges. Among the highlights on the agenda were two leading projects of the Municipality of Burgas, funded under the Horizon Europe Program: Re-Value project - a project to reassess climate neutrality and the quality of the urban environment in European coastal cities and the Regions4Climate - a project based on the development and implementation of environmentally friendly solutions and innovations to increase the climate sustainability of the urban ecosystem. The audience was introduced to two key design concepts for implementing environmentally friendly solutions in the coastal zone of the Sarafovo district and in the Zornitsa residential area, which will help Burgas adapt to climate change and create a healthier and higher-quality urban environment. The feedback received from the participants will help to build on the concepts and structure the unit's future activities and priorities.

3.5 Rimini

3.5.1 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.

3.5.2 Facts (used and updated on website)

2 Local partners in Re-Value

150,000 Population of urban area

15 km Sandy beaches

3.5.3 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.

3.5.4 Local partner list (used and updated on website)

- Comune di Rimini
- Unibo

3.5.5 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 residents and actors in the pilot area.

3.5.6 Key Messages in local city ecosystem on Re-Value

The messaging key for the city to relay to the local residents is quite identical to Re-Value's Key Message and it dwells with quality of life, sustainable effects on life and mobility. It is 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.

3.5.7 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 residents and stakeholders.

3.5.8 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.

3.5.9 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.

3.5.10 Highlighted activities

3.5.10.1 Undertaken Activities

Various workshops with local residents 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. On **10 October 2024**, the city organized a meeting titled "**The Living City – The Biodiversity**", which focused on nature-based approaches and ecological integration in urban design. This was followed by the "**Urban Regeneration: Ideas for Rimini**" meeting on **25 October 2024**, which centered on the reuse of modern architecture and included presentations on architectural transitions and local regeneration projects. A further stakeholder meeting is scheduled in **2025**, coinciding with the presentation of the new General Urban Plan (PUG), led by the City's Urban Planning Councillor, and aimed at engaging citizens and technical experts in shaping the city's spatial future.



Pictures: Last stakeholders meeting of 2024 (upper) and first stakeholders meeting of 2025 (lower).

Photos: Comune di Rimini.

On **3–4 April 2025**, Rimini also hosted the preview of the **Festival dei Sette Capodogli**, a two-day initiative co-organized with the City of Vasto to raise awareness among young people and the broader public about the marine environment and sustainable development.

Visual: Brochure of the 2-day event with Re-Value sticker in use. Credits: Comune di Rimini.

Innovation Camps: Between 2023 and 2025, Rimini hosted three Innovation Camps as part of the EU-funded Re-Value project, engaging over 160 high school students from across its Functional Urban Area. Each two-day event focused on key environmental and urban sustainability challenges linked to the Parco del Mare, a major municipal initiative. The first camp in October 2023 brought together 46 students from ITTS Belluzzi Da Vinci and demonstrated strong alignment between local issues, student familiarity, and teacher engagement—resulting in highly relevant and practical solutions. The second edition, held in March 2024 in Riccione, involved students from the Liceo Volta-Fellini and explored topics such as cycle logistics, eco-delivery, and wellbeing. Although the students adapted well, their connection to the challenge area was weaker, and teacher participation was more limited, revealing the importance of geographic and institutional alignment for success. The third and final camp returned to Rimini in March 2025, involving 65 students from the Istituto Alberghiero Malatesta. Hosted at the Laboratorio Aperto within the city museum, the sessions focused on sustainable tourism, urban mobility, and climate-conscious logistics. Drawing on lessons from previous camps, the event benefited from improved preparation and deeper collaboration between educators and municipal actors. Collectively, the three camps reinforced the value of engaging youth in shaping resilient urban futures through hands-on learning and collaborative problem-solving.



Pictures: Photos from the third local innovation camp in Rimini. Photos: Comune di Rimini.

Tutta mia la città' - Urban Planning for More Inclusive and Sustainable Public Spaces: As part of the Re-Value project, the City of Rimini hosted the event *Tutta Mia la Città* on November 25, 2024, at the historic Cinema Fulgor. The public event focused on gender-inclusive urban planning and featured a [keynote presentation by Eva Kail](#)²⁷, a leading expert from Vienna and founder of the Frauenbüro. Drawing on over 30 years of experience, Kail shared practical insights from Vienna's transformation toward more inclusive, accessible, and equitable urban environments. She emphasized how public spaces historically reflect male-dominated planning models, often overlooking the needs of women and other vulnerable groups. Through concrete examples—including redesigned parks, pedestrian-friendly routes, and community-focused spaces—she demonstrated how urban design can better support diverse everyday routines, such as caregiving and local mobility. The event, curated in collaboration with Il Palloncino Rosso and part of the national festival *L'Eredità delle Donne*, provided a valuable forum for reflection and exchange on rethinking cities through inclusive perspectives. It also aligned closely with Re-Value's mission to promote sustainable, people-centered urban transformation.

²⁷ <https://re-value-cities.eu/multimedia/tutta-mia-la-citta-dialogue-eva-kail>



Picture: Event conclusions from Councillor Dott.ssa Roberta Frisone. Photo: Comune di Rimini.

3.6 Cascais

3.6.1 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.

3.6.2 Facts (used and updated on website)

2 Local partners in Re-Value

214,000 Population

30km Coastal line

3.6.3 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 residents 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 residents, visitors, and stakeholders.

3.6.4 Local partner list (used and updated on website)

- LNEG
- Cascais Ambiente

3.6.5 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.

3.6.6 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.

3.6.7 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 their capacity and also to share their own experiences.

3.6.8 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

3.6.9 Membership of City Networks

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

3.6.10 Highlighted local target Audiences

3.6.10.1 Local residents, 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 residents.

3.6.10.2 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.

3.6.11 Highlighted activities

The city's involvement in climate change mitigation and adaptation, digitalization, sustainable urbanism, nature-based solutions, energy production and efficiency, co-creation with citizens, participatory governance, diversity and inclusiveness, is structured according to an innovation hub, where different projects complement each other strategically. Within the framework of the innovation hub's projects, which include Re-Value, important community awareness initiatives are held. These initiatives, organised at

international and local level, are integrated in the Cascais Climate Action Agenda #CascaisPeloClima, that promotes climate literacy and encourages participatory governance, focusing on training, raising awareness and disseminating tools for adapting to and mitigating climate change.

3.6.11.1 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 Portal²⁸. 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.



Picture: Screenshot²⁹ from the local platform for SDG activities.

#1 Innovation Camp: The first Cascais Innovation Camp took place on December 13, 2023. Fifty high school students from four schools were challenged to develop creative and innovative solutions, using an adapted "Design Thinking" methodology, to answer the question "How can we improve the quality of life in the centre of Cascais through sustainable mobility?". Throughout the day, the students were mentored by members from various organisations and, in the end, presented their proposals in pitch format to a panel of judges. Team 9 (Bus Tracker) won the challenge by creating an app to improve bus efficiency in Cascais.

²⁸ <https://odslocal.pt/boas-praticas/re-value-planeamento-urbano-integrado-para-a-neutralidade-1143?tabId=tab-goo-d-practices>

²⁹ <https://odslocal.pt/boas-praticas/re-value-planeamento-urbano-integrado-para-a-neutralidade-1143?lang=EN>



INNOVATION CAMP CASCAIS JAP by re-value



Picture: Group photo of the students that participated in the first Cascais Innovation Camp. Photo: JA Europe.

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

“Dar Voz ao Clima” (Speaking for the Climate): Informal community meeting aimed at co-creating solutions and activities that enhance resilience to climate change. By focusing on Inclusive Climate Action, the initiative incorporates the pillars of Environment, economy, and Society, along with an Equity pillar to ensure a just transition- this approach maximises inclusion and fosters community involvement, ensuring

Energy Café: Informal meetings to promote energy literacy and games on energy efficiency, where topics such as the importance of energy saving, energy efficiency measures, electricity bill and the social energy tariff were analysed. The Energy Cafés have been developed as a means of providing free energy-saving advice and free energy efficiency kits (with around 100 kits already distributed).

“Viagem Pelo Clima 2024” (Climate Journey): An initiative promoted by Cascais Municipality in partnership with Get2C, as part of the Cooler World Movement - towards Carbon Neutrality. “Viagem Pelo Clima” is a competition between three teams travelling from the north to the south of Portugal in the most sustainable way possible and creating the greatest positive impact on communities.

#2 Innovation Camp: On 21st November Cascais held the 2nd Innovation Camp in partnership with Junior Achievement Portugal. 50 high school students from 2 of the municipality's schools were challenged to find creative and innovative solutions to the question: *“How can we promote intelligent water consumption, increasing savings between us and the city?”*. Throughout the day, the students were mentored by 12 people from different departments from Cascais municipality and LNEG. Team 10 (RainFlow) won the challenge by creating a system to reuse rainwater that is retained on lawns for irrigation.



Picture: Group photo of the students that participated in the second Cascais Innovation Camp. Photo: JA Europe.

Impact Model Workshop: In Cascais municipality the Impact Model Workshop took place on 27th November, and the methodology was applied to two of the city pilots: Carcavelos Beach and Guia Road. On the 28th November a study visit was done to these two areas. Bringing together a multidisciplinary team of stakeholders was enriching for the project and made it possible to analyse the pilot areas from different perspectives and backgrounds.





Picture: Impact model participants engaging with the Domino Tool (upper) and taking part in the study visit to the Carcavelos Beach pilot(lower). Photos: JA Europe.

Re-Value Round Cascais Energy Transition: Held on 11 December, this webinar was attended by the municipalities of Bruges and Rimini, as well as Cascais. The different speakers shared their thoughts on how the energy transition can be achieved through the integration of technology and good environmental practices, as well as climate literacy, creating more resilient cities. There was also a discussion on the fact that, to move forward with decarbonisation, it is essential to invest in renewable energy production, sustainable energy sources and community involvement in energy efficiency.

3.6.11.2 Future activities

#3 Innovation Camp: Cascais will hold the 3rd edition of the Innovation Camp, which once again will involve students from the municipality's schools. The question chosen to be the starting point for the students' projects is directly linked to one of the pilots under study: Carcavelos Beach. The initiative will happen on 16 May.

Cascais Ambiente Tour: The students that won the first place of #2 Innovation Camp, will have the opportunity to go on a "Cascais Ambiente Tour", learning about the work being carried out by the municipality, particularly in climate action, and visiting some of the spaces where the projects are being implemented (the date of the "Cascais Ambiente Tour" is yet to be booked, according to the school calendar). A special focus will be given to the re-value project, giving students the opportunity to share their insights.

Campaign to co-create future scenarios for the pilot areas: With the collaboration of "Cascais Jovem" volunteers, a campaign will be organised to collect suggestions on what the community would like to see implemented in the pilot areas under study, co-creating future scenarios for these sites and learning more about the Re-value project. The results will then be presented to the community.

3.7 Constanța

3.7.1 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.

3.7.2 Facts (used and updated on website)

2 Local partners in Re-Value

263,000 Population

3.7.3 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.

3.7.4 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

3.7.5 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.

3.7.6 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**.

3.7.7 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*.

3.7.8 Involvement in European Initiatives

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

3.7.9 Membership of City Networks

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

3.7.10 Highlighted local target Audiences

3.7.10.1 Local residents, 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 residents and it's a space where Re-Value has opportunities to support.

3.7.10.2 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.

3.7.11 Key Activities

3.7.11.1 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 121.000 followers.

First Innovation Camp

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 outlets³⁰.

Second Innovation Camp

55 students attended the Second Innovation Camp Workshop that took place in several phases between November 2024 and January 2025:

1. Introductory session which provided students with the background and details of the topic and information about the workshop. Walking tours of the peninsular area have been carried out. Students were introduced to the history of the peninsular area and the architecture of the buildings.
2. The teamwork session, during which students worked independently on their ideas.
3. Mentoring sessions provided by JA Romania.
4. The presentation session of high school students' projects.



³⁰ <https://focuspress.ro/63-de-elevi-de-liceu-din-Constanța-au-participat-la-primul-innovation-camp-din-proiectul-european-re-value/> and <https://observatorConstanța.ro/2023/11/03/63-de-elevi-de-liceu-din-Constanța-au-participat-la-primul-innovation-camp-din-proiectul-european-re-value/>

re-value



Picture: Walking tour with students around the Peninsula area of Constanța. Photo: JA Romania.

During the Innovation Camp, participants worked on finding creative solutions to improve aesthetically and functionally the peninsular area of Constanța, using minimal interventions and resources. The activities aimed at developing young people's skills (communication, teamwork, creativity), stimulating business-oriented thinking and finding concrete, feasible solutions with a positive impact on the community and the environment. The teams presented their project plans to a jury of representatives from the project partners, who evaluated the solutions and selected the proposals with potential for development and sustainability.

First place, Team "Butterflies" - creating ecological spaces that contribute to biodiversity and urban well-being. Using recycled materials, such as PET bottles, the team proposes to build insect refuges, bird cages and animal shelters as well as seating areas. These support wildlife and offer practical and sustainable solutions to improve the urban environment.

Second place, Team Tourist Family - installation of solar-powered street lighting poles, which will help reduce long-term costs and protect the environment. It also plans to artistically illuminate the area's iconic buildings with LED spotlights to highlight the architectural heritage and transform the area into a vibrant place.

Third place, Team "M5 Competition" - the installation of smart public toilets, which will help to improve the tourist infrastructure in the peninsula area. It's an eco-friendly solution with solar panels that blend harmoniously into the urban landscape.

Costin Răsăușeanu, Deputy Mayor of Constanța: *"I am extremely happy and proud that this competition gives young people from Constanța the chance to demonstrate their extraordinary ability to propose creative and sustainable solutions for the development of our city. Through such projects students have the opportunity to develop essential skills - such as creative thinking, teamwork and solution-oriented thinking. We will continue to support such educational and innovation initiatives that contribute to making our city a modern, sustainable and vibrant European city. Thanks to everyone involved!"*

Local press coverage: Constanța's Communication team told the story of its Second Innovation Camp to the local press and was covered in multiple outlets³¹.

³¹<https://focuspress.ro/foto-55-de-elevi-de-liceu-din-Constanța-au-participat-la-al-doilea-workshop-innovation-camp-d-in-proiectul-educational-re-value/>



Picture: Deputy Mayor of Constanța speaking about the importance of the students' involvement in the community activities. Photo: JA Romania.

3.7.11.2 Climate Neutrality Forum in Bucharest

3.7.11.2.1 Constanța selected in the Mission M100 project

Ten major cities in Romania, including Constanța, have been selected to be part of the European environmental project Mission M100, which aims to transform cities into smart and environmentally friendly centers by 2030.

The Mayor of Constanța, Vergil Chițac, together with Constanța Municipality representatives and Metropolitan Zone Area, attended on October 29 the Climate Neutrality Forum in Bucharest, a major event dedicated to the development of smart and sustainable cities. In his speech, the Mayor emphasized the importance of sustainable technologies, stating that "our goal is that, by 2035, Constanța becomes a people-friendly city, improving the quality of life and protecting the environment".

The forum brought together officials, local government representatives, civil society and the private sector, all stakeholders in the green transition. The M100 Mission gives selected cities, including Bucharest, Iasi and Brasov, access to grant funding from a total budget of €1 billion.

These funds will support projects in green energy, smart mobility, circular economy and environmental governance, leading Constanța on the right track towards a modern and sustainable future, contributing to the global effort to fight climate change.



Picture: Mayor of Constanța, Vergil CHIȚAC, attending the Climate Neutrality Forum in Bucharest, as Constanța being selected in the Mission M100 project. Photo: JA Romania.

3.7.11.3 Constanța Sustainable Energy Action Plan

Constanța joined the Covenant of Mayors initiative in 2013 and in February 2023 the City reconfirmed its commitment to contribute to the energy and climate targets of the initiative. Constanța approved its SECAP in 2024. It continues the Sustainable Energy Action Plan, approved in 2016, that foresaw actions until 2020. The new SECAP have as main objectives: to decrease the greenhouse gas emission by 55% in 2030 compared to the year of reference, to reach climate neutrality by 2050, to prevent the apparition of climate hazards, and to increase the community's resilience. The strategy's action plan also includes actions relevant to the Re-Value pilot area, with the aim to improve urban quality in general.



Picture: 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. Photo: Re-Value.

3.7.11.4 Future Activities

Third Innovation Camp

The third Innovation Camp is expected to take place between October and November 2025 and will build upon the outcomes of the first two camps.

Students will focus on developing detailed design concepts for the Contanta Peninsular Pilot area, with a strong accent on climate neutrality. Their task will be to refine the solutions they proposed in previous workshops, incorporating more advanced and technical design thinking to transform the Peninsular Area into a sustainable, climate-neutral urban space. This camp will keep promoting creativity and innovation among Constanța's youth, deepening their participation in the city's efforts toward sustainable development.

Mission M100- Constanța Climate City Contract

In the next period, in the framework of M100, Constanța is working on the Climate City Contract that is supposed to be ready for public consultation late March this year. For this matter, Constanța is undertaking a crucial effort to develop a draft Transition to Climate Neutrality Action Plan in order to start the public consultations with all the stakeholders and citizens.

4.8 İzmir

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

İzmir, Türkiye's third-largest city, stands as a vibrant metropolis on the Aegean coast of western Anatolia, with a rich history spanning 8,500 years. As a historical crossroads of civilizations—including the Persians, Ancient Greeks, Assyrians, Romans, Byzantines, and Ottomans—İzmir reflects a unique blend of cultural heritage and diversity.

Today, İzmir stands as a vibrant economic and social hub, home to 4,462,056 residents, with half of its population under the age of 30. This youthful and diverse demographic fuels the city's progressive vision, particularly in sustainability and climate action. While deeply rooted in its historical heritage, İzmir is also a city of the future, dedicated to innovative and forward-thinking initiatives.

In line with its commitment to sustainability, İzmir is determined to achieve climate neutrality by 2030. To realize this goal, İzmir has implemented the *2030 Green City Action Plan (GCAP)*, a comprehensive framework designed to reduce greenhouse gas emissions, enhance energy efficiency, and expand renewable energy initiatives. This plan reflects the city's holistic approach to environmental stewardship and climate adaptation. As one of the 112 Mission Cities recently selected by the European Union, the city is progressing at the forefront of urban transformation, integrating resilience and innovation into its development strategies.

İzmir's dedication to sustainability is further reinforced by its active participation in European Union-funded projects, including the *Re-Value Project*, alongside a range of local initiatives aimed at enhancing urban resilience and ecological well-being. Through these collaborative efforts, İzmir continues to bridge its rich historical legacy with a forward-looking commitment to sustainability, positioning itself as a leading city in climate-conscious urban development.

4.8.2 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”

4.8.3 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 within the urban core of İzmir. 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 the “Digital Twin Roadmap” integrated within the Road Map for Waterfront pilot under the scope of the Revalue Project. The roadmap will define the phases and important steps to be integrated to the city-wide Digital Twin project. In this manner, the pilot project aims to increase the data-driven insights in support of scenario-building and to inform the decision-making processes to address issues like urban flood management, water impermeability and urban heat island effect.

4.8.4 Local partner list (used and updated on website)

- İzmir Metropolitan Municipality (IMM)
- İzmir Institute of Technology (IZTECH)

4.8.5 Embedding of Re-Value in existing Communication efforts

İzmir Metropolitan Municipality has established strong communication strategies to promote urban sustainability initiatives, which will be leveraged for the Re-Value project. One-way communication activities include **press releases, daily news updates on the municipality’s website, and official social media channels**, which will be used to share project updates and key milestones.

In addition, İzmir has **two-way digital engagement platforms** that enable public participation and feedback, ensuring that Re-Value reaches and involves a wider audience. These include:

- **[Açık Veri \(Open Data\) Platform](https://acikveri.bizizmir.com/)**³² – A portal providing transparent access to urban data and allowing stakeholders to contribute insights for evidence-based decision-making.

³² <https://acikveri.bizizmir.com/>

- [Biz İzmir](https://www.bizizmir.com/)³³ – A citizen-oriented platform offering real-time access to municipal projects and services while enabling public engagement and interaction.

These platforms will play a key role in gathering local input, enhancing accessibility to Re-Value’s progress, and fostering a participatory approach to urban sustainability. Given İzmir’s extensive experience in multi-stakeholder engagement, a crucial focus will be ensuring that the broader public, beyond institutional actors, is actively included in shaping climate-neutral urban transformation.

4.8.6 Key Messages in local city ecosystem on Re-Value

In İzmir, the Re-Value project is aligned with establishing a **Sustainable Zone** within the pilot area. This approach aims to integrate urban planning, public space enhancement, and a greening program to create a more **climate-resilient** and **livable** environment within the urban core of İzmir. A key priority is mitigating the effects of climate change, particularly by addressing **urban flood risk, water impermeability, and the urban heat island effect**—three core challenges identified during the **Impact Model Workshop in İzmir**. These challenges are central to the Re-Value project, which were determined through a participatory Impact Model Workshop involving **local community members and experts**.

To communicate and implement this vision effectively at local level, İzmir emphasizes the following core themes:

- ✓ **Green Infrastructure and Nature-Based Solutions**
- ✓ **Low-Carbon Development Tools**
- ✓ **Co-Creation with Citizen Design Science**
- ✓ **Digital Twin as a Tool for Monitoring and Assessment**

4.8.7 Key messages to the world, also including Re-Value

Through the Re-Value Project, İzmir is championing **Sustainable Green Zone implementation within dense urban environments** as a key strategy for climate mitigation and urban resilience. These zones are designed to:

- **Reduce the carbon footprint** by promoting eco-friendly practices and technologies.
- **Enhance urban comfort and quality of life** through improved public spaces and climate adaptation measures.
- **Minimize the surface temperature to combat urban heat island effect as well as improve water permeability**, both serving for designing more resilient and climate-adaptive urban areas.

By embracing this **holistic and integrated approach**, İzmir aims to set a precedent for urban sustainability that considers not only environmental factors but also social, economic, and cultural dimensions. The Re-Value Project will serve as a model for other cities seeking to transition towards climate neutrality.

İzmir’s **commitment to sustainability is a central pillar of its global identity**, most recently reinforced by its selection as one of only two Turkish cities in the EU Mission for Climate-Neutral Cities. By showcasing its climate leadership through Re-Value and other initiatives, İzmir is demonstrating that vibrant waterfront

³³ <https://www.bizizmir.com/>

cities can evolve into **future-ready, climate-resilient urban centers** while preserving their unique identity and characteristics.

4.8.8 Involvement in European Initiatives

İzmir has been actively involved in several key European initiatives that align with its ambitious goals for sustainability and climate action. In 2015, İzmir Metropolitan Municipality joined the **Covenant of Mayors**, committing to increasing its capacity for **greenhouse gas reduction** through targeted actions and strategies. This initiative supports the city's efforts to become a climate-neutral urban center.

Following the Covenant of Mayors, İzmir has been included in the **European Green Cities Program** as the **first city in Türkiye, and** focused on preparing the **Green City Action Plan**. This plan, developed with support from the **European Bank for Reconstruction and Development (EBRD)**, aims to address key environmental challenges and promote a **greener future** for the city by developing forward-thinking projects aimed at improving urban sustainability. The plan aligns with İzmir's **Strategic Plan (2020-2024)** and both focuses on ensuring the sustainable use of resources, reducing climate change risks, and enhancing residents' quality of life, through fostering participatory, solution-oriented actions for a greener, more resilient future. This application underscores İzmir's dedication to integrating environmental sustainability into its urban development strategies.

Further reinforcing its commitment to climate leadership, İzmir was selected very recently as one of the **112 cities** for the **EU Cities Mission on Climate Neutrality**. İzmir is the only city among the Re-Value project partners to receive this distinction. Additionally, İzmir received the **Mission Label** for its proactive approach in developing a **Climate City Contract**, demonstrating the city's robust actions towards achieving climate neutrality by 2030.

These European initiatives not only highlight İzmir's commitment to sustainable development but also place it at the forefront of urban climate action in Europe.

4.8.9 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 - United Cities and Local Governments:** İzmir is a member of United Cities and Local Governments (UCLG), a global network of cities and local governments committed to sustainable urban development. In September 2021, İzmir hosted the 4th UCLG Culture Summit, titled "Culture: Shaping the Future," which brought together mayors, local leaders, and cultural stakeholders to discuss the role of culture in sustainable development. Additionally, İzmir is a member of UCLG-MEWA, the Middle East and West Asia section of UCLG.

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.

4.8.10 Highlighted local target Audiences

İzmir is especially dedicated to engaging local target audiences to ensure that the changes brought about by the Re-Value project are as inclusive as possible. These target audiences align with Re-Value's focus on sustainability and climate resilience, with a specific emphasis on three major groups:

1. **Local Citizens and Local youth:** İzmir aims to engage its diverse population, with a particular focus on **local residents** and **youth** (half of the city's population is under 30 years old). Their involvement in urban transformation processes will be crucial to ensuring the city's sustainability goals are met and that they have ownership of the changes. The city is actively engaging its local residents with local meetings and youth population through innovation camps, and various educational initiatives. The youth majorly includes university students. By involving those local groups in the process, İzmir aims to foster creativity, enhance digital literacy, and strengthen community ties. The Revalue project's inclusive approach ensures that both local residents and youth from diverse backgrounds contribute to and benefit from İzmir's sustainable transformation initiatives, empowering them to become active participants in shaping the city's sustainable future.
2. **Colleagues in the local government:** İzmir, home to over 4 million people, emphasizes the importance of cooperation among local government officials and various municipal entities. The collaboration extends beyond direct colleagues to include counterparts from İzmir's Development Agency, the İzmir City Council, Konak Municipality, and other local agencies. Furthermore, experts from organizations such as the Coastal Engineering Group, İzmir Planning Agency, Chamber of Architects, Engineers & Planners play essential roles in advancing the city's development goals. This network of local government bodies and professionals is instrumental in supporting İzmir's sustainable growth and urban innovation.
3. **Local NGO's:** Non-governmental organizations in İzmir are pivotal in advocating for inclusive and sustainable urban development. Notable organizations, such as the Pedestrian Association, Alsancak Beautification Association, and Youth Association represent local communities and promote social innovation. Their participation actively contributes to the city's sustainability efforts by supporting community welfare, enhancing urban aesthetics, and fostering diversity and equality. Their collective work plays a key role in ensuring that İzmir's pilot project transformation is inclusive, equitable, and responsive to the needs of all residents.

By engaging these diverse target audiences, İzmir is fostering a collaborative approach to urban transformation, ensuring that the benefits of sustainability and climate action are accessible and impactful for all segments of the city.

4.8.11 Highlighted activities

4.8.11.1 Undertaken Activities

First Innovation Camp (24 November 2023)

İzmir's first Innovation Camp took place on 24 November 2023³⁴, bringing together student participants from various university departments, including architecture, landscape architecture, urban planning, and product design. This event was open to the wider youth population of İzmir³⁵, allowing students to engage with the Re-Value project and explore how they could contribute to the city's future. The main theme of the camp was "Discover Your City," where students explored the pilot area and identified urban challenges relating to climate neutrality, aesthetics, and inclusiveness, based on the New European Bauhaus (NEB) concepts of "sustainable, beautiful, together." With the guidance of mentors, students worked in teams to propose innovative and actionable solutions for the challenges they identified.

Open access survey route: A "Re-Value survey route" has been produced following the Innovation Camp #1. This resource firstly aimed at collecting information from student participants, where they marked potential or problem areas for redevelopment, offering detailed visuals and GPS coordinates for each location. This resource is now easily accessible by the public. This survey route aimed at promoting collaboration and community involvement by giving citizens an opportunity to contribute ideas and insights to the city's urban renewal efforts, helping shape İzmir's future development.



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

³⁴ <https://re-value-cities.eu/nachrichten/students-izmir-camp-map-urban-challenges>

³⁵ <https://architecture.iyte.edu.tr/en/duyuru/rediscover-your-city-innovation-camp/>

Second Innovation Camp (07 October 2024)

Following the success of the first camp, the second Innovation Camp brought together 40 students from various departments for a more hands-on and collaborative experience. The second innovation camp themed as “Re-Design Your City - with AI” was based on the findings of the first innovation camp. The participants were grouped into six teams, which worked on the Alsancak district's urban transformation. The day began with opening speeches on the Re-Value project, the outcomes of the first camp, and a focus on how the second camp would further build upon those results. Presentations were made on key topics such as design thinking, urbanism with artificial intelligence, and the importance of prompt writing.

The students were then divided into working groups and participated in a design thinking exercise aimed at the revitalization of the İzmir Alsancak coastline. Guided by mentors, the students used artificial intelligence tools to generate various urban design proposals. At the end of the day, the groups presented their designs to a jury and their peers, with the best proposals being selected through votes. This event reinforced the camp's goal of fostering creativity and encouraging innovative design solutions that align with the city's sustainability and climate neutrality objectives.



Picture: An AI generated design example from students of innovation camp 2, proposing a street design for the Kibris Sehitleri Cad. an important street within the pilot area.

Impact Model Workshop (25 November 2024)

The **Impact Model Workshop** was a key event held under the WP1 Impact Model for Value-based Urban Design and Planning, for aligning stakeholder input with the city's sustainable urban development goals. The workshop involved 25 local stakeholders, including representatives from local administrations, professional chambers, associations, universities, and NGOs. The workshop focused on addressing the challenges faced by İzmir, particularly in the Alsancak region, and produced actionable solutions in the areas of flooding, the urban heat island effect (mitigation), and social innovation.

The results of the workshop highlighted that flooding, heat mitigation, and social innovation should be prioritized for further work and development. Although earthquake-related concerns were discussed during the workshop, they were considered outside the scope of the immediate study, given the need for broader financial and managerial evaluations. However, the importance of these issues was emphasized during the group discussions.

Local Stakeholder Meetings

Izmir continues to engage with local stakeholders through a series of technical meetings aimed at addressing environmental, economic, and social challenges in the Alsancak coastal pilot area, in alignment with the Re-Value project and the **New European Bauhaus (NEB)** principles.

Following the **coastal engineering meeting**, the second expert stakeholder meeting, titled “**Alsancak Kordon Flood Project Meeting**”, was held on **6 December 2024**. Key stakeholders in this meeting included the **Izmir Chamber of Civil Engineers (IMO)**, **Izmir Metropolitan Municipality (IMM)**, **Izmir Metropolitan Municipality Maintenance, Repair Machinery Industry & Trade Inc. (IZDENIZ)**, **Dokuz Eylul University (DEU)**, and **Izmir Institute of Technology (IZTECH)**. These meetings are an essential part of the ongoing efforts to integrate expert knowledge and local perspectives into urban design and development strategies.

Further meetings are scheduled to continue fostering collaboration among a wide range of stakeholders. The large list of stakeholders developed during the **Impact Model Workshop** and **Citizen Science** initiatives will continue to be used for these meetings, ensuring that diverse perspectives on related topics continue to shape the decisions surrounding İzmir's urban future in coordination with the Izmir Planning Agency (IZPA).

4.8.11.2 Future activities

Third Innovation Camp (October-November 2025)

The third Innovation Camp is expected to take place between October and November 2025 and will build upon the outcomes of the first two camps. This iteration will focus on “**Re-Value Your City**”, with student participants developing detailed design ideas for the Alsancak pilot area, with a particular emphasis on **climate neutrality**. Students will be tasked with refining the solutions they proposed in earlier camps, applying deeper, more technical design thinking to transform Alsancak into a more sustainable, climate-neutral urban environment. This camp will continue to foster creativity and innovation among İzmir's youth, further engaging them in the city's sustainable development efforts.

Citizen-Design Science for Scenario-Building

A cornerstone of İzmir's future activities is the continued development of **Citizen-Design Science**, which integrates community participation into the design and implementation of climate-neutral urban solutions. This approach emphasizes collaboration between citizens, local authorities, and experts to co-create sustainable solutions. As part of this ongoing process, innovation camps and collaborative urban design

sessions will continue to empower residents to take an active role in shaping their city's future. Nature-Based Solutions (NBS) will be co-implemented, and citizens will also participate in **co-monitoring** efforts, ensuring that these solutions remain effective and sustainable. By involving local communities in the design and monitoring processes, İzmir aims to instill a sense of ownership and responsibility, fostering a collective commitment to a greener, more resilient urban future.

Digital Twin Studies

A key component of İzmir's future activities is the development and application of **Digital Twin** technology. This process will begin with the Digital Twin workshops, which define the major steps to be integrated with İzmir Digital Twin through participatory processes. The workshop for the pilot waterfront will be based on building innovative models for combating challenges such as water impermeability and high surface temperatures. In alignment with this, **Digital Twin meetings** have already commenced for the Alsancak pilot area with **IZTECH (Izmir Institute of Technology)** and **IZPA (Izmir Planning Agency)**. A technical team was formed within IZPA to assist in the data collection and evaluation process. The team has identified that the pilot area is extensive, so they may focus on specific sections, such as a coastal-to-inland cross-section or a single street, for more detailed analysis. These efforts will continue to evolve as more data is collected, supporting future urban planning decisions aimed at improving İzmir's climate resilience.

Dissemination through Academic Studies by IZTECH

In addition to ongoing dissemination efforts, İzmir Institute of Technology (IZTECH) will contribute to the academic discussion on urban design and sustainability through a series of scientific studies focused on the Re-Value project. These include three scientific papers to support the dissemination of the Re-Value project. The first paper will focus on **youth engagement in urban design** and **sustainable urban planning**, particularly examining the use of **generative artificial intelligence (AI)** tools and their connection to **New European Bauhaus (NEB)** principles. The second paper will evaluate the AI tools and methodologies used during the **Innovation Camp**, discussing their potential impact on urban design. The third paper will explore **Citizen Design Science** and **NEB** participatory principles, analyzing how they contribute to more inclusive solutions in urban transformation. These studies aim to share İzmir's innovative approaches to sustainable urban design with a broader academic audience.

4.9 Písek

4.9.1 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, a bridge underpinning the city's connection to its waterfront. While the bridge is the 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.

4.9.2 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

4.9.2.1 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

4.9.2.2 Local partner list (used and updated on website)

- ECOTEN
- Sladovna Písek
- Písek Municipality

4.9.3 Embedding of Re-Value in existing Communication efforts

The existing communication channels in the city includes the [Facebook profile "Smart Písek"](#)³⁶ where the municipality shares what is going on within their organisational unit. Another social media in use is LinkedIn being solely in English: [Smart Písek | LinkedIn](#)³⁷. The city also has a website which displays all information in detail including the projects they are currently working on or have already been implemented: [Úvod | Smart Písek \(pisek.eu\)](#)³⁸ 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 their 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.

4.9.3.1 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

³⁶ <https://www.facebook.com/smarpisek/>

³⁷ https://cz.linkedin.com/company/smarpisek?original_referer=https%3A%2F%2Fwww.google.cz%2F

³⁸ <https://smart.pisek.eu/>

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.

The city of Písek is facing a significant vertical division of the municipality. The Re-Value project is an opportunity to build a truly integrated approach to urban development that takes into account not only infrastructural issues but also social, environmental, economic and artistic perspectives. The city already has a number of sub-concepts and strategic documents, but their potential is not fully exploited due to the isolation of individual agendas and their weak connection to the city's development activities.

4.9.3.2 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. The

City of Písek has long been perceived as a leader in Smart City solutions in the Czech environment and has a wide network of contacts in other municipalities in the region, nationally and internationally. Thus, Písek can disseminate examples of good practice through its organisational unit Smart Písek and help transfer innovative approaches in the specific Czech environment. At the same time, it can benefit from several years of experience in the implementation of smart solutions in the environment of a small municipality, which is different from the large agglomerations that are usually associated with such solutions.

4.9.3.3 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.

The City of Písek has also joined the CrAft Cities project, where it is actively working together with city partners such as the Písek Maltings to implement the New European Bauhaus (NEB) endpoint.

4.9.3.4 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.

4.9.4 Highlighted local target Audiences

The municipality 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 they 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 the municipality would like to pass on their innovative approaches to urban development.

4.9.4.1 Local residents, 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.

4.9.4.2 Local youth

The municipality is 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.

4.9.4.3 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.

4.9.4.4 Local businesses

The 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.

4.9.4.5 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.

4.9.4.6 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 - The municipality is part of the humanitarian organisation ADRA, which helps people in need.

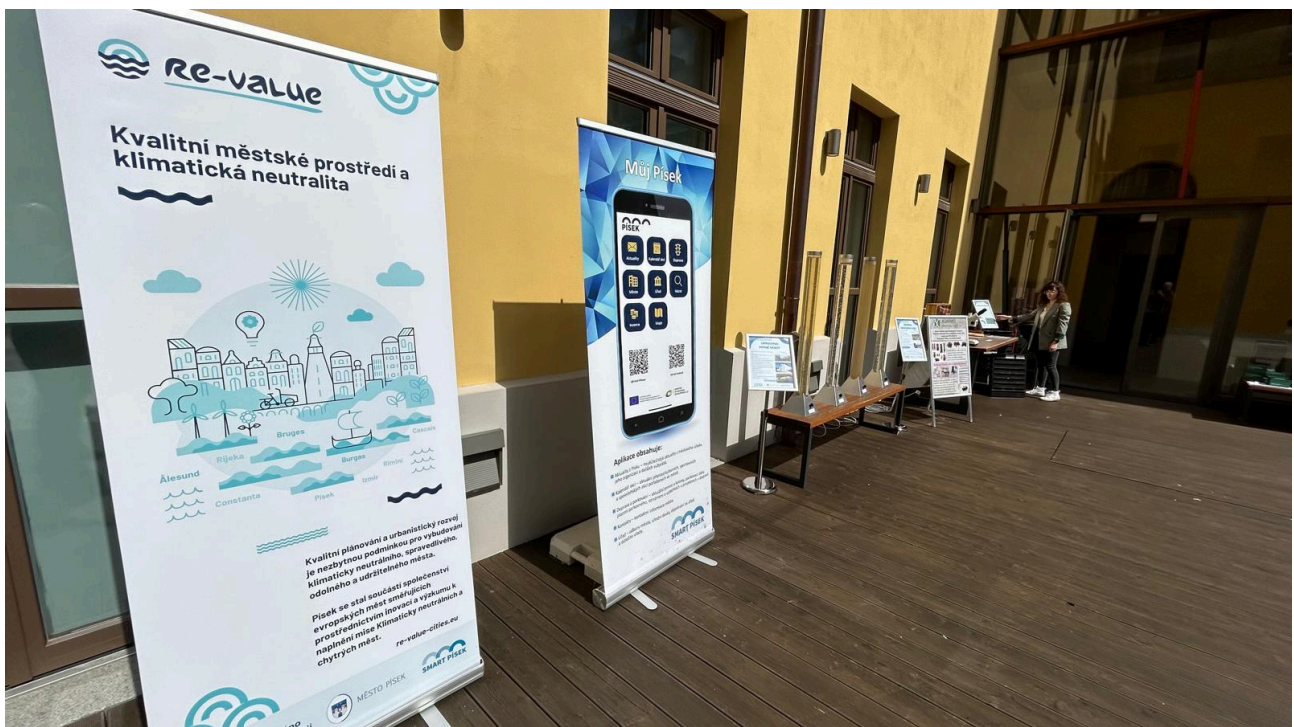
4.9.5 Highlighted activities

4.9.5.1 Undertaken Activities

Earth Day 2023

To mark the global Earth Day, a two-day festival will take place from 2023, organised by the local Active Písek community. The Smart Písek organisational unit regularly participates in the festival and always takes the opportunity to present the projects it is involved in. The Re-Value project fits very well into the thematic focus of the festival and so in 2023 the Re-Value project was presented to the public for the first time. Visitors were able to learn about the goals and vision of the project at a station located in the courtyard of the Municipal Library. This presentation was complemented by an installation illustrating the water cycle in the city, in cooperation with the Water Authority of Písek. Visitors could see water in transparent cylinders, how it is pumped from the river and in what form it enters the water supply system. Then what the water flowing into the wastewater treatment plant looks like and finally the water that is discharged back into the river.

In 2024, the presentation focused more on technology. The municipality's station presented the possibilities of digital twins for urban planning. Visitors were able to see thermal images taken with UAVs and 3D models created with aerial imaging. Here the Re-Value project was also presented thanks to project partner Ecoten in a panel discussion.



Picture: Earth day 2023 Photo: Smart Písek.



Picture: Earth day 2024 - Heat vulnerability map by Ecoten Photo: Smart Písek.

Innovation camp 2023 and 2024

The Smart Písek city organizational unit, in cooperation with the JA Czech organization, has so far prepared two years of the successful “Innovation Camp” project for students of Písek high schools. This innovative event aims to inspire students to actively participate in the development of the urban environment and offer them a unique opportunity to participate in improving the city in which they live.

The Camp in 2023 consisted of two parts. An introductory meeting, where students met with representatives of the city management and experts from the city office, along with a guided tour of the city led by an employee of the environmental department. Students gained an insight into current city projects. The second phase consisted of the Innovation Camp itself in the premises of the city library, where students worked on project proposals on a declared topic.

The winning project was selected by an expert jury, which evaluated its contribution and feasibility. In addition, the audience award was awarded for the project with the greatest public support.

In 2024, the city tour was replaced by an even more interactive activity. Students were able to directly try out interventions in the target area using tactical urbanism methods. This activity was met with great enthusiasm by the students.

Pískoviště 2024

Pískoviště (“The Sandbox”, the name of festival refers to the name of the City of Písek, which means “Sand”) is a street festival for children and their adults. The main idea is to explore through different themes the joint work of children and their adults, people who can do something, artists, creative interest groups, local residents, institutions, visitors and everyone who wants to get involved. The programme is created

vividly before the festival itself, in the backdrop of a specific space of the city and its inhabitants, around the Otava River, with inspiration upstream and downstream.

The Re-Value project was represented in 2024 in the form of a tent with interactive activities. Above all, with the activity "Windows to the Future", where children and adults had the opportunity to complete the real scene they saw with their own idea of how to use the space near the old city swimming pool. In addition, visitors to the stand could also use an animation stand where they could create a simple animation by combining reality with their own drawing.



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



Picture: The Windows to the future activity Photo: Smart Pisek.

Impact model workshop

At the end of 2024, an Impact model workshop was organized in Písek. The workshop was attended by a wide range of participants and over two days they addressed the issue of development of target areas defined within the Re-Value project. In addition to city representatives, these included architects, social service workers, IT experts, representatives of local communities and others.

The workshop provided new perspectives on the target area, especially emphasizing the social aspect as the most fundamental aspect for the development of the target area. Participants appreciated in particular the interactive form of the workshop, using the domino created within the Re-Value project and a truly comprehensive approach to territorial development based on the impact model.



Picture: Impact Model Workshop 2024 Photo: Smart Písek.

4.9.5.6 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.

New Strategic Plan of Písek: The Smart Písek organizational unit has actively participated in the preparation of the new strategic plan for the city of Písek. Part of their activities is the integration of the Re-Value project outputs into the long-term vision of the city of Písek, especially in the area of citizen engagement and climate responsibility.

Digital twin: Thanks to the Re-Value project, the city of Písek has acquired its own UAV and related equipment. During 2025, imaging of target areas and acquisition of detailed data in the form of orthophotomaps, 3D models and temperature maps of target areas are planned.

4.10 Rijeka

4.10.1 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'.

4.10.2 Facts (used and updated on website)

2 Local partners in Re-Value

108,000 Population

4.10.3 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.

4.10.4 Local partner list (used and updated on website)

- Rijeka Municipality
- University of Nova Gorica

4.10.5 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 Residents (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:

- 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.

4.10.6 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. The city’s goal is to bring back the waterfront to the citizens with sustainable planning and modifications in areas where they are possible.

4.10.7 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.

4.10.8 Involvement in European Initiatives

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

4.10.9 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

4.10.10 Highlighted local target Audiences

4.10.10.1 Local residents, 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](#)³⁹ - a comprehensive report is available if needed; different initiatives for NGO's for project proposals and financing etc.

4.10.10.2 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.

4.10.11 Highlighted activities

4.10.11.1 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 Exportdrvo Hall.

³⁹ <https://vijecegradanarijeke.org/en/citizens-assembly-of-rijeka-2/>

Business Challenge (Innovation Camp) Vol.2 - April 24th-2024. - The City of Rijeka hosted the second annual high school entrepreneurial competition, "Business Challenge," which brought together around 30 students from eight high schools in Rijeka and Opatija. Participants collaborated on innovative solutions for enhancing Rijeka's connection to the sea, reflecting the city's ongoing urban development plans.

Deputy Mayor Sandra Krpan welcomed participants, emphasizing teamwork, creativity, and entrepreneurial spirit. She outlined the challenge: to design a product or service that boosts public engagement with the waterfront, increases available amenities, and enhances the cohesion of coastal spaces.



Picture: Work in progress at the second Inno. Camp. Photo: The City of Rijeka.

Rijeka Study Visit: Revitalization of Coastal Cities: The Re-Value Project in Rijeka as Inspiration for Sustainability October 29th-30th 2024. As part of the EU-funded Re-Value project, representatives of partner cities visited Rijeka on October 29-30 to explore how the city blends industrial heritage with sustainable, climate-neutral development.

The Re-Value project unites nine European coastal cities to align climate neutrality with urban quality, reconnecting cities with their coasts and reducing greenhouse gas emissions by 2030. While cities like Ålesund and Bruges lead in integrated urban planning, Rijeka focuses on participatory narratives, data-driven scenarios, and innovative urban solutions. Coordinated by NTNU, the project is funded by the EU's Horizon Europe Program.

The visit began at the Children's House, a revitalized industrial space now dedicated to culture and education. Participants attended lectures by architects Dinko Peračić and Marin Nižić, toured the Rijeka

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City Museum, and explored industrial heritage sites along the coastline, including the IVEX building. A storytelling workshop invited participants to imagine Rijeka's future transformation.

Day two centered on community participation, starting at RiHub, where experts from Dundee and Cascais presented urban sustainability projects. Participants engaged in a "speed dating" poster session to share ideas and discussed Rijeka's initiatives, including climate change adaptation and quality of life improvements. A walk along the Rječina River and a "Knowledge Café" workshop at Sinergana emphasized the importance of preserving natural resources and fostering innovation.

The visit concluded with slam poetry and networking activities, leaving guests inspired by Rijeka's ability to harmonize tradition and innovation. Rijeka demonstrated how coastal cities can balance history and future aspirations to create sustainable, livable communities.

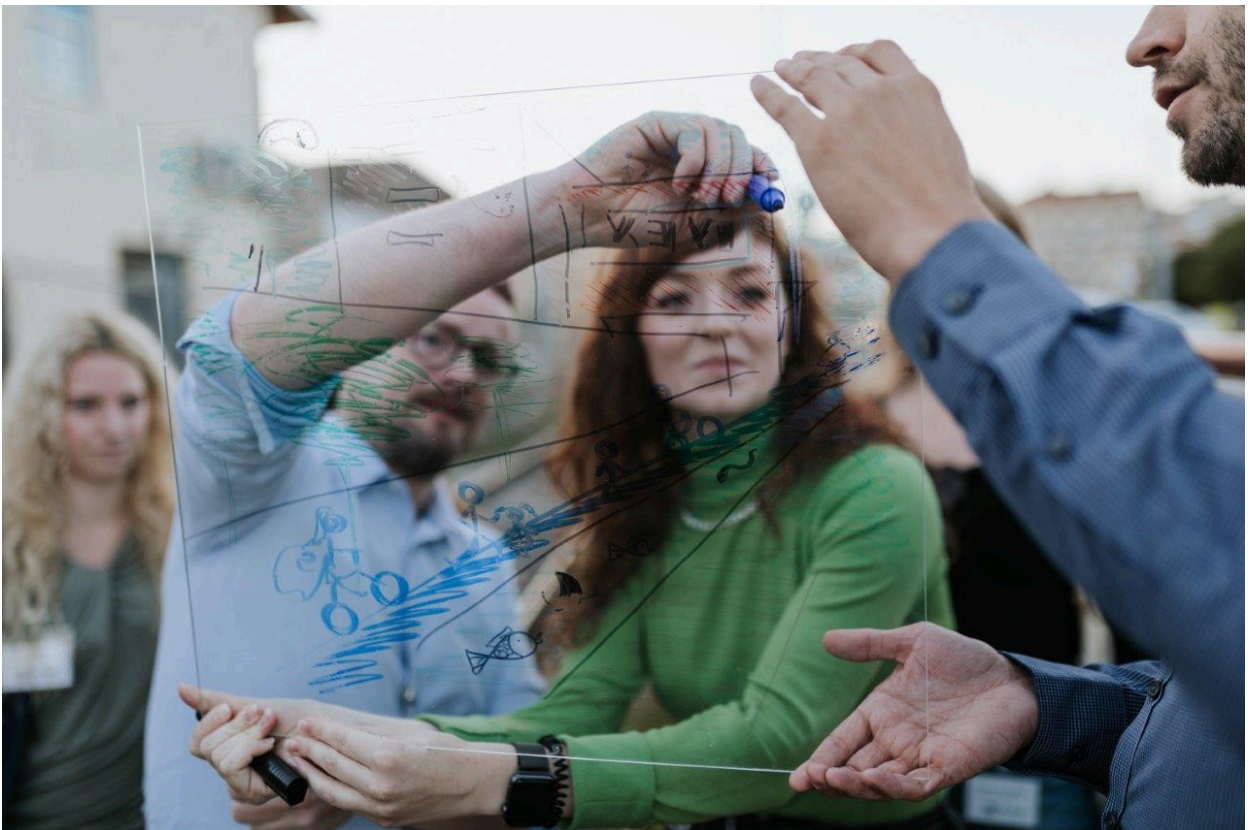


Picture: At the ExportDrvo building. Photo: Tanja Kanazir.

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Picture: Work session at the new IT and creative business incubator Sinergana. Photo: Tanja Kanazir.



Picture: Windows to the future workshop at the Ivex building. Photo: Tanja Kanazir.

Business Challenge (Innovation Camp) Vol.3 - April 10th-2025. - The City of Rijeka hosted the third annual high school entrepreneurial competition, "Business Challenge," which brought together over 60 students from eleven high schools in Rijeka and Opatija. The event kicked off at **RiHub** with a welcome speech from Rijeka's Mayor, Marko Filipović. He encouraged students to view the challenge as part of a broader European initiative and read out their task:

“Design a sustainable urban neighborhood that contributes to environmental protection, resource conservation, and waste reduction. The concept could be a brand-new area or an enhancement of an existing city symbol, including a product or service that supports sustainability.”

Throughout the day, students worked in 10 teams under the guidance of mentors, exploring urban trends, Rijeka's identity, and local culture. Their work culminated in a business plan presented at the **City Council Hall**, covering target markets and financial planning. The best teams were recognized at the end of the event.



Picture: Work in progress at the third Inno. Camp. Photo: The City of Rijeka.

5 Conclusions

Local communication within Re-Value has evolved significantly over the course of the project, moving from an initial phase focused on planning and stakeholder mapping towards more action-oriented, place-based engagement. Across the nine cities, communication activities have increasingly been embedded in the pilot processes themselves, supporting not only awareness-raising but also active participation, co-creation, and ownership among local stakeholders.

Several key lessons can be drawn from this experience. First, **timing and alignment with local project development are critical**: communication efforts are most effective when they are closely linked to tangible actions on the ground. Early-stage activities focused on exploration and trust-building proved essential to prepare the ground for later engagement, even if their visibility was initially limited.

Second, **local context matters significantly**. Cities have adopted different approaches depending on their governance structures, cultural contexts, and maturity of stakeholder ecosystems. This flexibility has been a strength of the project, demonstrating that there is no one-size-fits-all model for communicating climate-neutral urban transitions. Instead, tailored approaches—ranging from participatory workshops and cultural events to targeted stakeholder dialogues—have proven more effective in reaching and engaging diverse audiences.

Third, the project highlighted the importance of **moving from communication as dissemination to communication as engagement**. The most impactful activities were those that enabled dialogue, co-creation, and experiential learning, rather than one-way information sharing. This shift has been particularly visible in cities experimenting with interactive formats and creative methods to make complex topics such as climate neutrality more accessible and relatable.

Finally, **internal coordination and capacity-building within city teams** emerged as a key enabling factor. Where communication teams worked closely with technical and planning departments, local actions were more coherent, and messaging more consistent and credible. At the same time, the need for continuous support, exchange of practices, and peer learning across cities remained evident.

Overall, Re-Value's local communication experience demonstrates that effective communication is not an add-on, but a **core component of urban transformation processes**. By anchoring communication in local realities, fostering participation, and linking it to concrete actions, cities are better positioned to make the transition to climate neutrality both visible and meaningful to their communities.

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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