

Re-Value Your Waterfront Communications Toolkit

Summary

In support of the European Commission's [100 Climate-Neutral Cities Mission](#), the Re-Value project is launching a social media campaign titled *"Re-Value Your Waterfront."*

Running from 7 October to September 2026, **the campaign calls on European cities and communities to rethink their urban planning and design practices to make their waterfronts more sustainable, inclusive, and resilient.** Re-Value cities are invited to share their waterfront stories (the good, the bad and the ugly) calling other European waterfront cities to do the same and ultimately raise awareness among key urban decision-makers at both the local and EU level.

To kick-off and promote the campaign, participants of the Cascais Study Visit (7-9 October 2025) will receive a **Re-Value SeaTowel**. SeaTowel works with a global network of fishermen who collect plastic from the sea during fishing. They then transform the plastic into RPET yarn named [SEAQUAL](#) and combine it with recycled cotton to make **100% recycled** towels. The SeaTowel mission and product align very well with the values of our project, going far beyond a typical promotional gift and reinforcing the themes of environmental responsibility and circular innovation embraced by Re-Value.

We invite all Re-Value partners to take part in the campaign by following these **three simple steps**:

- **Take a Picture** of the Re-Value SeaTowel in your city's or other cities' waterfront;
- **Share** the picture on your own LinkedIn and Instagram accounts using the campaign hashtags and tag the relevant accounts (or send the photo to Arianna so that it can be shared on the Re-Value Cities social media channels);
- **Reshare** the posts from the Re-Value Cities social media channels on your own LinkedIn and Instagram accounts, as this supports engagement the most.

To support your participation, below you can find **sample visuals and texts** for Instagram and LinkedIn posts, as well as suggested **hashtags and accounts to tag** (Re-Value, SeaQual Initiative, etc.)

Social Media Sample


Use the text below as a starting point for your post. Do not forget to include the 3 hashtags and to tag [@ReValueCities](#) and [@SEAQUAL INITIATIVE](#).

 My Re-Value SeaTowel is in [add city name]!

European waterfronts need to *re-value* their urban quality to achieve climate neutrality.

We're/I'm proud to be part of the [@ReValueCities](#) journey toward sustainable, inclusive and climate-neutral cities. Our/my city is...**[describe where the picture was taken and why you opted for this place]**

This towel is made from plastic collected from the sea and recycled cotton, and symbolises our commitment to rethinking how we (re-)use resources and shape waterfronts supporting both people and the planet.

 Now it is your turn! Snap a picture of your Re-Value SeaTowel on your city's waterfront and share how your community is rethinking its urban systems for people and the planet.

Let's spotlight Europe's waterfront transformation together!

[#ReValueYourWaterfront](#) [#Hashtag of Choice](#) [#HorizonEurope](#)

[@SEAQUAL INITIATIVE](#)

Relevant Hashtags

Include the following two hashtags and select a third one from the list below or come up with one describing your city's work.

- [#ReValueYourWaterfront](#)
- [#HorizonEurope](#)

Third hashtag of choice:

- [#WaterfrontRegeneration](#)
- [#UrbanPlanning](#)
- [#UrbanDesign](#)
- [#ClimateNeutrality](#)
- [#ParticipatoryPlanning](#)
- Other...

Accounts to Tag

Instagram

Tag [@revaluecities](#) and [@seaqualinitiative](#) on your posts, reels and stories.

LinkedIn

Tag [Re-Value Cities](#) and [SEAQUAL INITIATIVE](#) on your posts. Optional:

- [NetZeroCitiesEU](#)
- [New European Bauhaus](#)
- [CINEA - European Climate, Infrastructure and Environment Executive Agency](#)