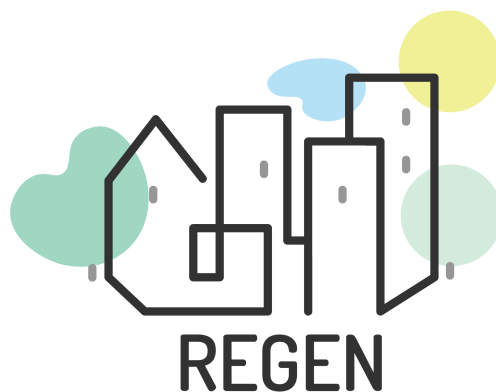




D5.1 - DEC Toolkit

WP5, Task 5.2

June 2024 [M6 of 48]

Author: Mohaddeseh Maktabifard (R2M)



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Abbreviations and acronyms



Acronym	Description
B4P	Built4People
DMP	Data Management Plan
ER	Exploitable Result
GA	Grant Agreement
IPR	Intellectual Property Rights
KER	Key Exploitable Results
KPI	Key Performance Indicator
M	Month
MDPI	Multidisciplinary Digital Publishing Institute
OA	Open Access
PDER	Plan for Dissemination and Exploitation of Results
R&I	Research and Innovation
SDG	Sustainable Development Goal
WP	Work Package

Executive Summary

[REGEN](#) is the acronym of a four-year (January 2024 – December 2027), European-funded project which stands for “REGENeration of



neighbourhoods towards a low-carbon, inclusive and affordable built environment". It aims to tackle urgent socioeconomic, climate and built environment challenges

- Designing a multifaceted toolbox leveraging cutting-edge digital technologies and life cycle sustainability assessments are key to reach decarbonisation of neighbourhoods;
- This is possible by engaging citizens and influencing behavioural change;
- REGEN's strategy will be tested in four different demo sites throughout Europe.

REGEN is demonstrated in four pilot sites across different climate zones and four European countries, showcasing different approach to urban regeneration based on the specific characteristics and needs of the neighbourhoods that each will be regenerated in.

The consortium is formed by 23 European partners and is coordinated by Sylvain Kubicki, from Luxembourg Institute of Science and Technology (LIST). This includes four Research and Technology Organisations with a rich portfolio in research and innovation in the areas of environmental science, information and communication technology and material science ([LIST](#)), analysis of social changes ([LISER](#)), applied research and technological development on quality of life, energy transition and urban ecosystem ([TECNALIA](#)), sustainable development and innovation in the fields of construction, energy and environment ([NBK](#)). Additionally, the consortium includes four public organisations representing a municipality from the four REGEN demonstration sites of Beckerich, Laredo, Milan and Dublin ([BECK](#), [LAREDO](#), [MIL](#), [DDC](#) and [CODEMA](#)) and two private organisations, focusing on mobility, environment and territory ([AMAT](#)) and with city and regional planning expertise ([ISOC](#)). Finally, the consortium is complemented by a metrology SMEs with strong knowhow in software and consulting services for sustainable building design and environmental performance analysis ([IES](#)), monitoring impact measurement frameworks ([TIL](#)), carrying out specific studies by collaboration with engineers and architects ([S&A](#)), creating of knowledge and its transfer to society in the specific field of migrations and in the general field of social research ([BEGI](#)), capacity management and people counting ([DINYCON](#)), research and innovation in the field of sustainable development and energy transition (R2M FR) and ([R2M_IT](#)), integrating electricity supply with energy management services ([ARDEN](#)), real estate information management ([DMO](#)), architectural design firms ([KAW](#)) and ([VAR](#)), realizing innovative building systems ([GTB](#)).

REGEN will dedicate significant effort to promote and exploit the project activities and results. This report (D5.1) presents the set of Dissemination , Communication and Exploitation (DEC) tools that have been developed to support implementation of the REGEN project DEC plan. This document includes the presentation of the following DEC items:

- ▶ REGEN logo and brand guidelines
- ▶ REGEN A4 leaflet
- ▶ REGEN roll-up poster
- ▶ REGEN website (regenproject.eu)
- ▶ REGEN social media channels
- ▶ Project report and presentation templates

It is worth noting that the detailed description of these items are provided in D 6.6 “Plan for dissemination and exploitation report”. This report will keep being updated during the project lifetime to show the latest updates on REGEN website and other dissemination material

Keywords

Dissemination, Communication, Exploitation, Decarbonisation, Urban Regeneration, Digital Technologies.

1 Introduction

1.1 Purpose and target groups

This short report presents the initial set of Dissemination, Communication and Exploitation (DEC) tools that have been developed to support implementation of the REGEN project DEC plan (WP5).

1.2 Contribution of partners

R2M led the design and development of the various tools and items presented in this report. All other partners reviewed the content and provided input and content for these items particularly for populating REGEN project website.

1.3 Baseline

The following D&C items will be presented:

- ▶ REGEN logo and brand guidelines
- ▶ REGEN A4 leaflet
- ▶ REGEN roll-up poster
- ▶ REGEN website (regenproject.eu)
- ▶ REGEN social media channels
- ▶ Project report and presentation templates

1.4 Relation to other activities

The DEC package preparation was conducted under Task 5.2 (communication and dissemination) and was informed by the work conducted in all work packages and tasks of the project.

2 Logo and guidelines

One of the first actions in the DEC activities (Subtask 5.2.1) was to develop the project's visual identity. To build its brand recognition, a logo was designed on time for the kick-off meeting of the project. It is, and will be associated, and included, in all documentation (paper or electronic) and promotional materials. The logo strengthens the identity of the project. To achieve this, several logo versions were designed and examined, with the aim to represent as best as possible the project in the simplest and clearest way (Figure 1-4).

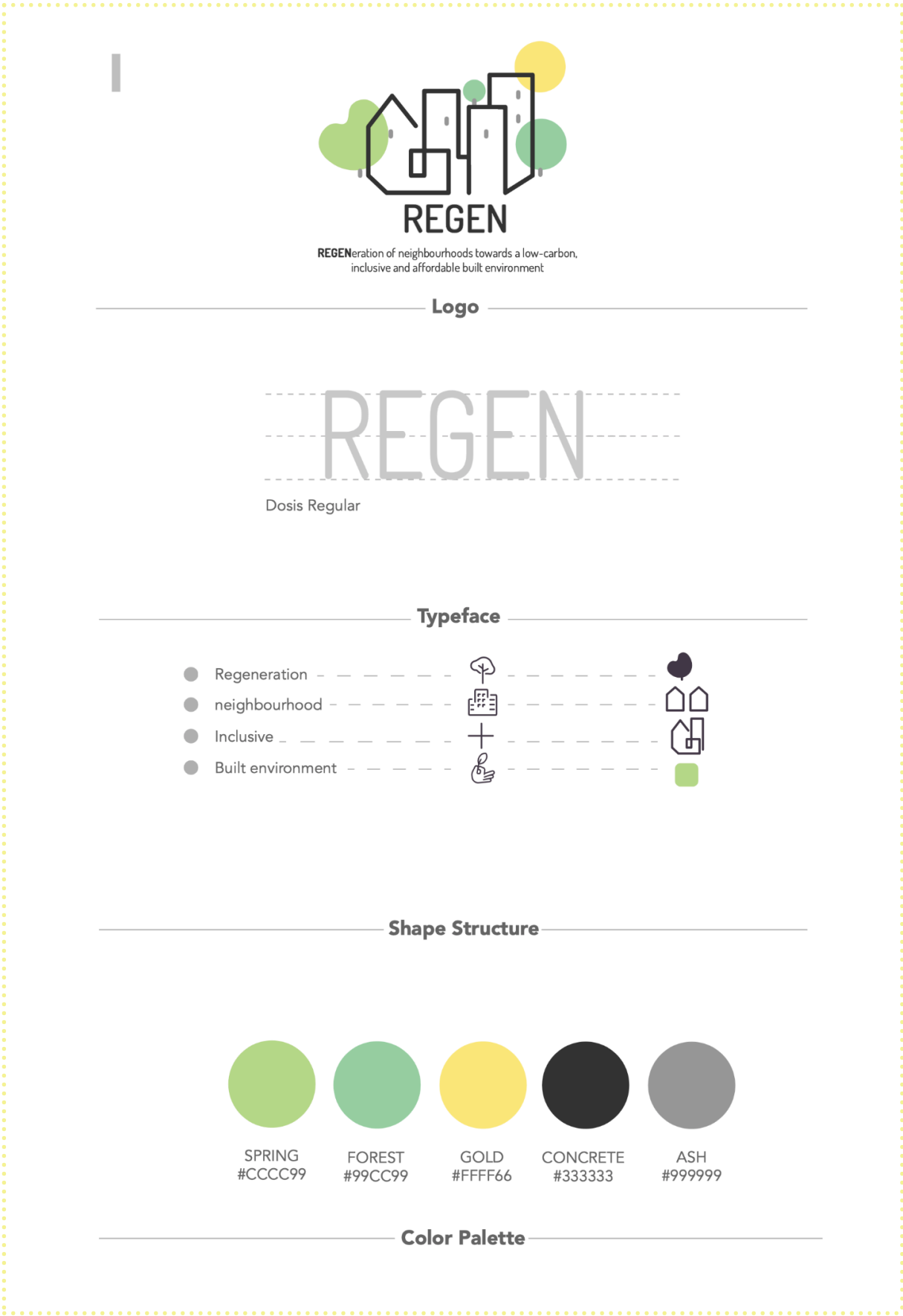


Figure 1. REGEN logo development 1



REGEN

Typeface

- [illegible]

KHAKI
#CC9966

Color Palette

Figure 2. REGEN logo development 2

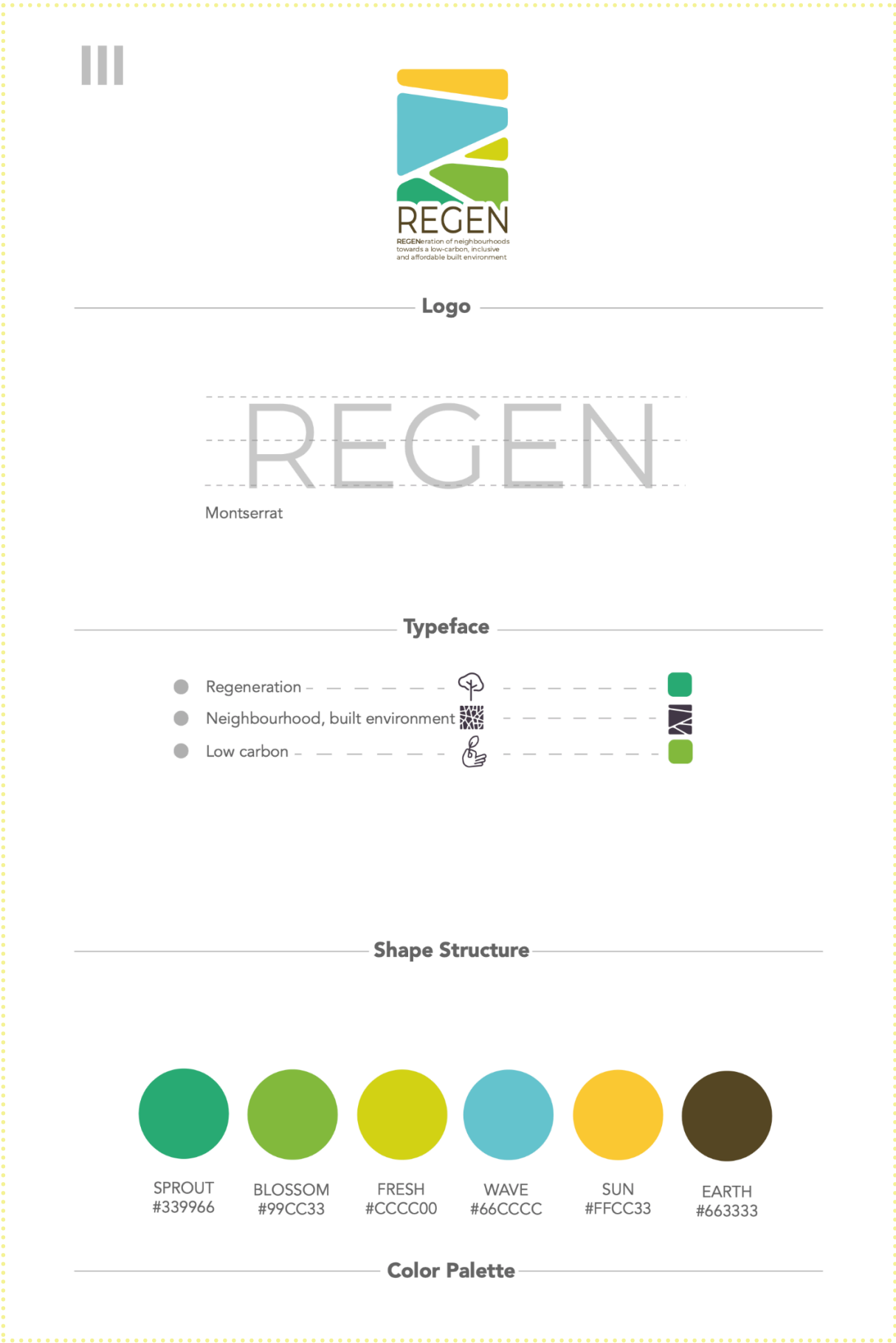


Figure 3. REGEN logo development 3

IV



Logo

REGEN

Be Vietnam Pro Black

Typeface

● "R" for REGEN — — — — — R — — — — — R

- Demo I: Biekerech
Église paroissiale
de Beckerich
- Demo III: Milan
Duomo Milano



- RS#1: Groningen
Windmill
Wilhelmina
- Greens, Sun



- Demo II: Laredo
Santa maria de
la asuncion
- Demo IV: Dublin
Samuel Beckett
Bridge
- RS#2: Helmond
Kasteel
Helmond
- Water



Shape Structure



BRICK TEAL NAVY IRISH BUBBLE KITE ORANGE ROUGE KAKHI SUN
#FF9933 #0066CC #003366 #009933 #3399CC #993399 #FF6633 #FF3333 #999966 #FFCC33

Color Palette

Figure 4. REGEN logo development 4

After internal discussions among WP5 leader (R2M) and coordinator (LIST), proposal 1 with minor adjustments has been selected as the project logo. These adjustments consisted of the application of the New European Bauhaus colour palette due to the proximity of the Built4People (B4P) initiative under which REGEN project is funded to the New European Bauhaus (NEB) (Figure 5).

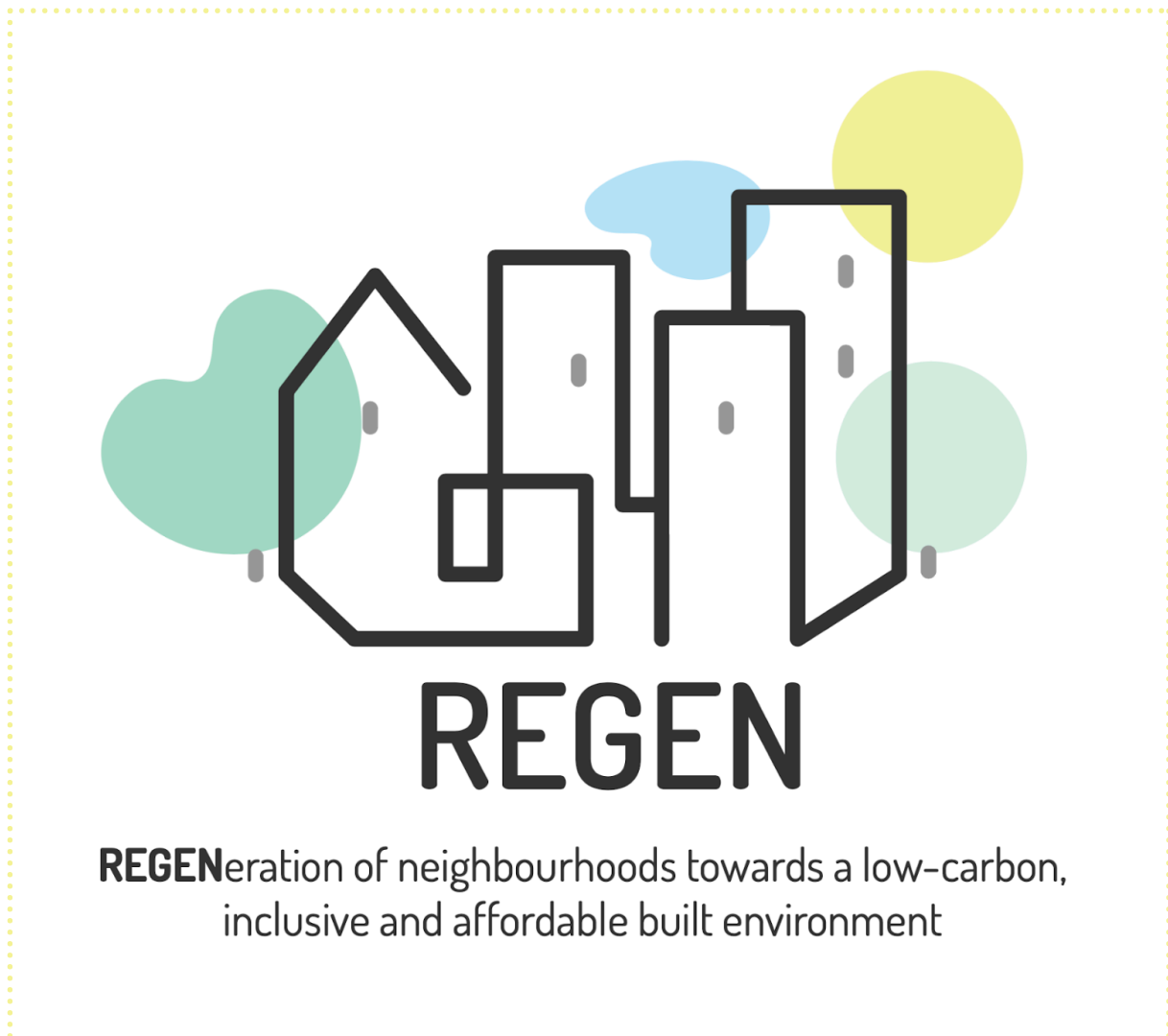


Figure 5. REGEN's selected logo

Furthermore, upon the the DEC WP leader (R2M) has developed a brand identity for REGEN, based upon the project logo, initial identity and graphics. The visual identity guidelines (Figure 6-8) are available in the internal shared space of the project.



Figure 6. REGEN's brand identity 1



Figure 7. REGEN's brand identity 2



Figure 8. REGEN's brand identity 3

3 Leaflets

A leaflet (Subtask 5.2.1) as shown in Figure 9-12, was designed and will be distributed at workshops and events organised by REGEN, as well as at external events. It briefly describes REGEN's main message, Assessment Framework for Urban Regeneration (AFUR), demo-cases and consortium members. The leaflet electronic format (.pdf version) will also be available to be downloaded from the project website.

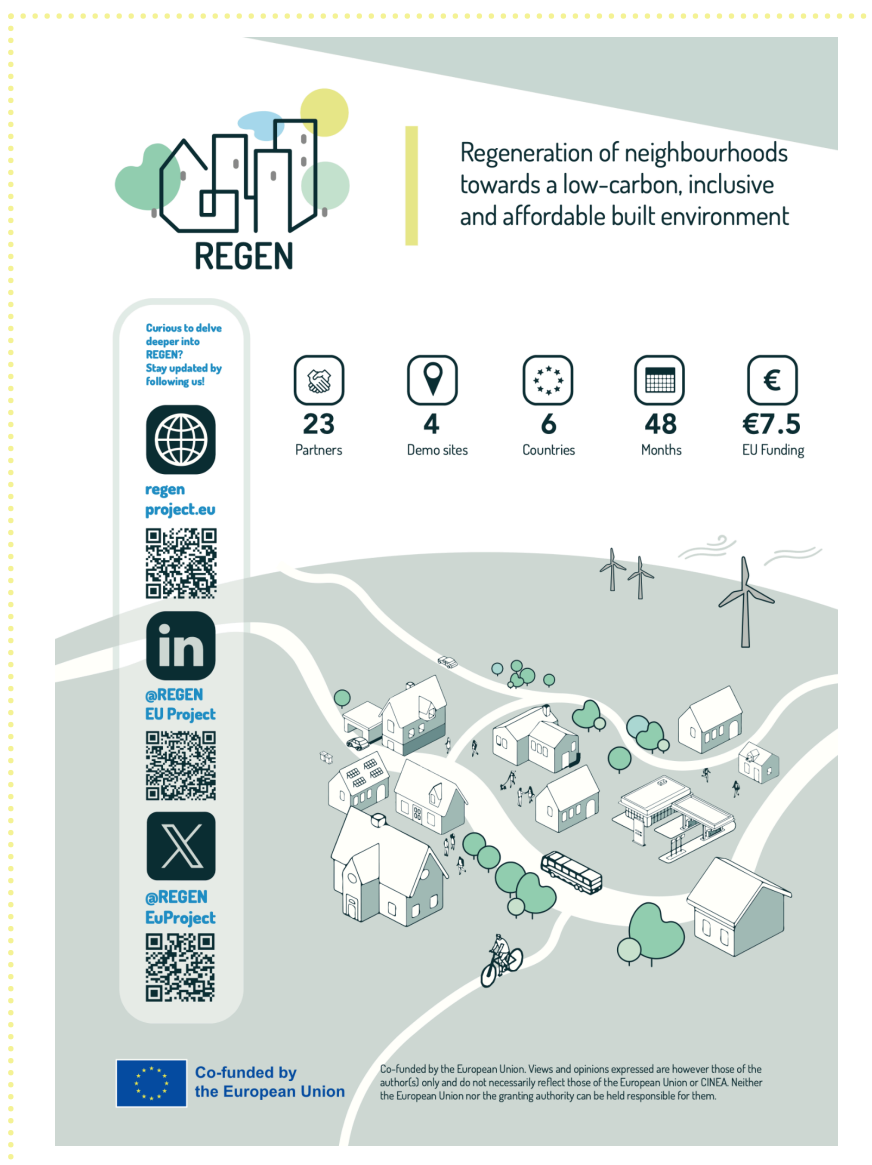


Figure 9. REGEN A4 leaflet



Figure 10. Display of REGEN A4 leaflets at NEB Festival (April 2024) and Construmat (May 2024) events



Regeneration of neighbourhoods
towards a low-carbon, inclusive
and affordable built environment

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deeper into
REGEN?
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@REGEN
EuProject



23
Partners



€7.5
EU Funding



6
Countries



48
Months



4
Demo sites



Built People

A co-programmed public private partnership
in Horizon Europe's Cluster 5, Built4People
(B4P) brings together projects on climate,
energy and mobility.



Participatory
planning processes
enabling
Neighbourhood
Regeneration Offices



Behavioural changes
towards lower
carbon footprint
lifestyles and
businesses



Construct an
urban and rural
regeneration
interventions
catalogue



Develop the
REGEN Toolbox,
a citizen-focused
software
environment



#Rural
Beckerich, LU



#Cultural Heritage
Laredo, SP



#Social Housing
Milan, IT



#Urban
Dublin, IE



Co-funded by
the European Union



Figure 11. REGEN A3 leaflet/poster



Figure 12. Display of REGEN A3 leaflet/poster at NEB Festival (April 2024)

4 Roll-up

A roll-up poster (Subtask 5.2.1) as shown in Figure 13-17, was designed to promote the project at conferences, workshops and online platforms. It includes key information about the project, consortium members, and contact information.



Figure 13. First version of roll-up



Figure 14. Mock up of first version of roll-up



Figure 15. Display of first version of roll-up at the kick-off meeting



Figure 16. Second version of roll-up



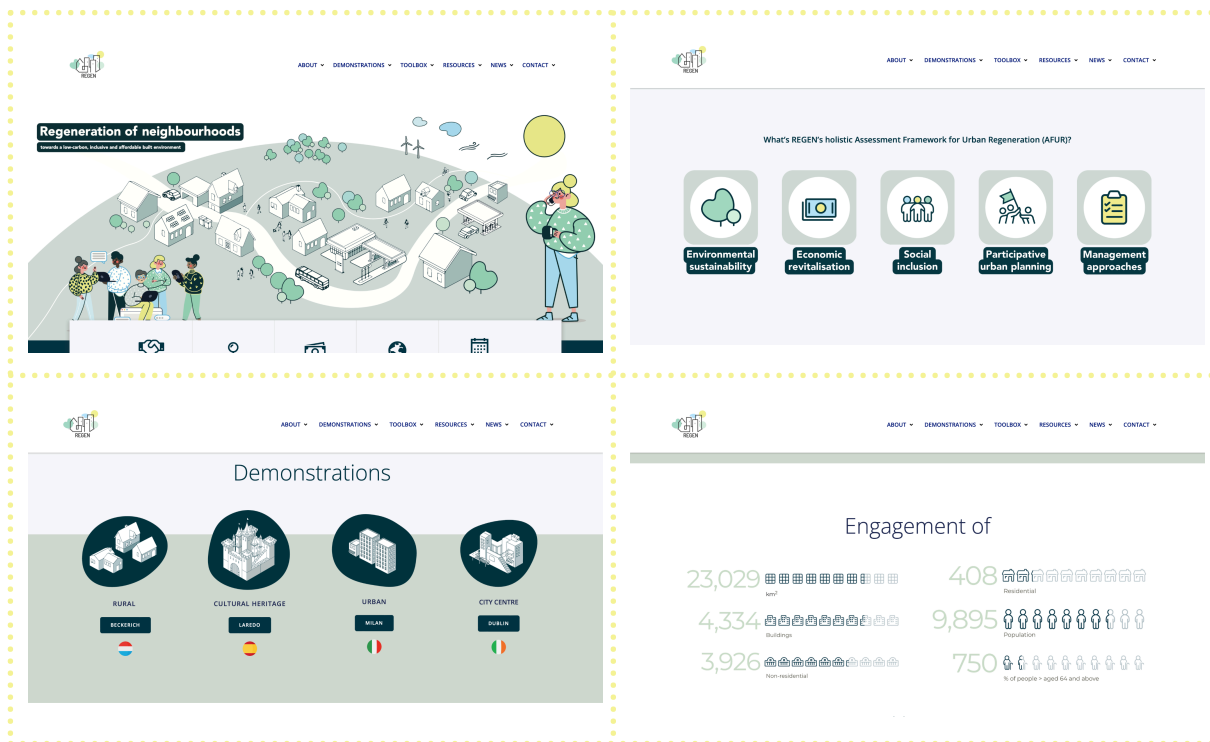
Figure 17. Display of second version of roll-up at the ECTP conference

5 Website

The public website (Subtask 5.2.1) as shown in Figure 18-19, was launched in June 2024: www.regenproject.eu. The website will be fine tuned during the summer of 2024 and regularly updated and will promote the project, being the main information entry point and delivery channel for results and progress achieved. The news page of the website will contain regular posts on relevant activities, milestones and results of the project will be communicated and disseminated.



Figure 18. REGEN website in search engines and its look



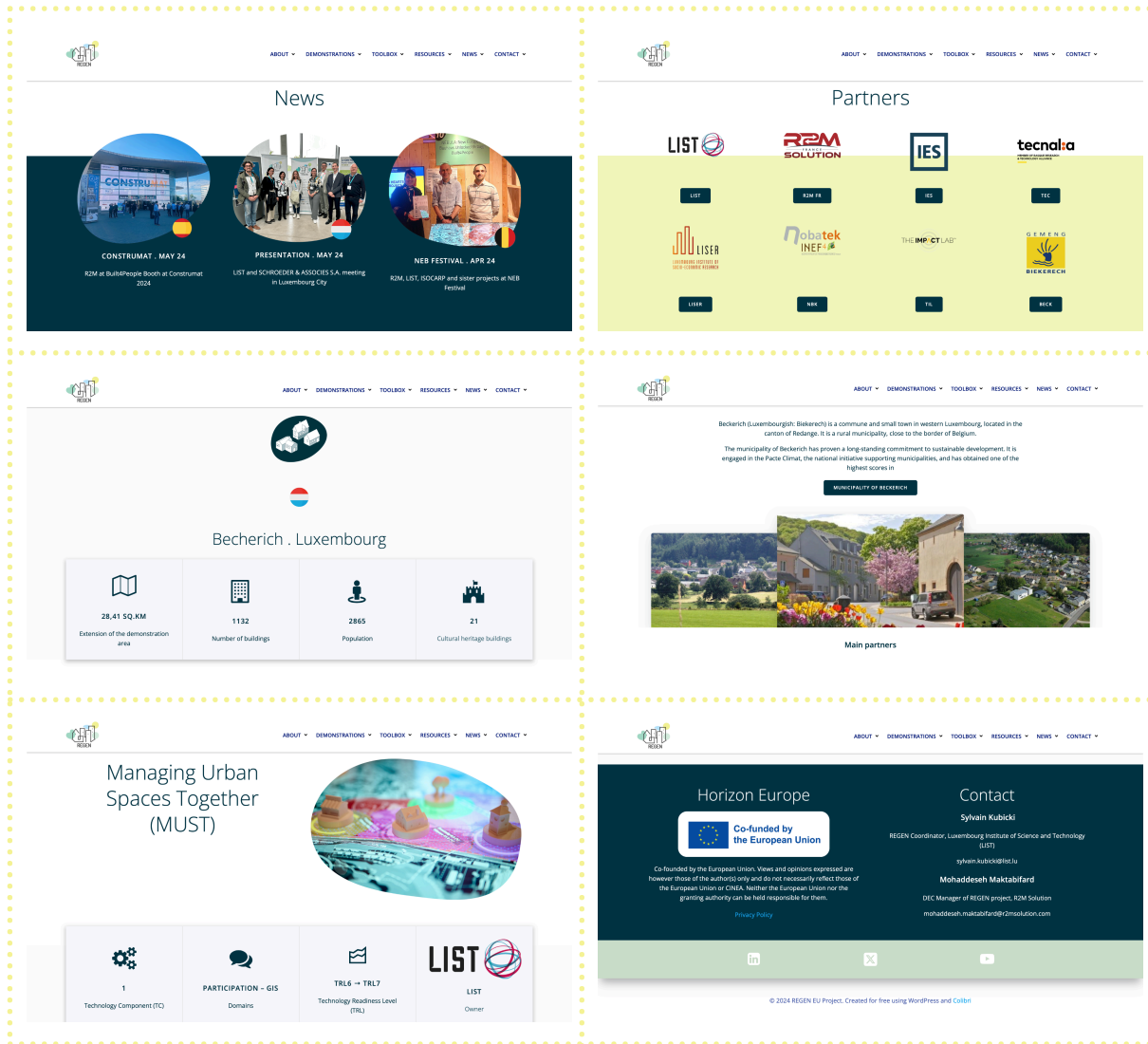


Figure 19. REGEN website

6 Social media

6.1 X

A REGEN X account (@RegenEuProject), as shown in Figure 20, was created on time for the kick-off meeting (January 2024) of the project (Subtask 5.2.1).



Figure 20. REGEN X account

6.2 LinkedIn

A REGEN [LinkedIn](#) page as shown in Figure 21, was created as a part of Subtask 5.2.1. LinkedIn is used as one of the main channels to build a project's community online and disseminate the project results.

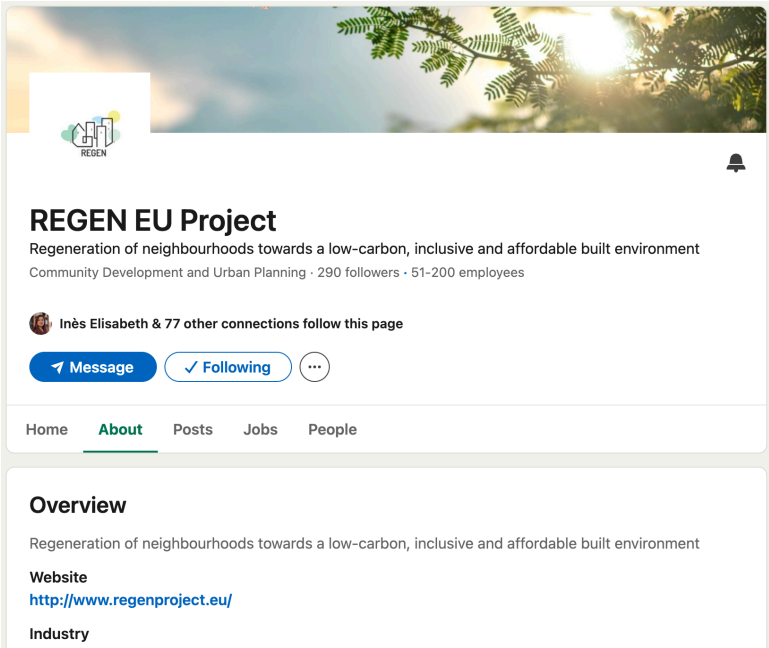


Figure 21. REGEN LinkedIn account

7 Project report and presentation templates

A Word report (Figure 22) and PowerPoint presentation (Figure 23) templates (Subtask 5.2.1) was designed and shared with all the partners to ensure consistency of the deliverables and uniform outreach of the project when partners are attending events or conferences.





Figure 22. REGEN deliverable templates



Figure 23. REGEN powerpoint templates

8 Conclusion

This short report presented an overview of the initial set of D&C items and tools that were developed to promote the project and support REGEN D&C activities. Further details on these items along with the DEC plan are provided in Deliverable 5.2 “Plan for dissemination, exploitation and communication report”.