

COVER PAGE

Project acronym:	DESIRE
Project full title:	Designing the Irresistible Circular Society
Call identifier:	HORIZON-MISS-2021-NEB-01
Type of action:	CSA
Start date:	01.10.2022
End date:	30.09.2024
Grant Agreement no:	101079912

Communication and Engagement Strategy – revision #1 - DELIVERABLE 5.4

WP 5 - Deliverable 5.4	Communication and Engagement Strategy - Revision #1
Due date:	30.09.2023
Submission date:	30.09.2023
Dissemination level	PU
Deliverable Type	Report
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Version:	1.2
Status:	Final



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This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101079912.

HISTORY OF CHANGES

Page	Date	Description	Author
9	09.28.23	Changed sober logo to Desire's logo is a minimalist visual identity with a clean and simple typographic system	Hanne Kokkegård (DTU)
12	09.21.23	The number of estimated physical activities and events and the number of participants have been corrected.	Sarah Munk Beilin (DAC)
13	09.21.23	Partner events updated	Hanne Kokkegård (DTU)
14	09.21.23	Target values have been corrected in Table 1.	Sarah Munk Beilin (DAC) Hanne Kokkegård (DTU)
15	09.21.23	Deleted mention of advertising	Hanne Kokkegård (DTU)
16	09.21.23 09.28.23	Updated numbers for website and app Updated website text	Sarah Beiling (DAC) Hanne Kokkegård (DTU)
18	09.21.23	iii.Earned: text is updated with new target values	Sarah Munk Beilin (DAC)
18	09.21.23	Updated communication activity	Hanne Kokkegård (DTU)
19	09.20.23	Partner channels updated, the NEB community	Hanne Kokkegård (DTU)
20	09.20.23	Updated the name of Invitation (white) Paper	Hanne Kokkegård (DTU)
23	09.20.23	Updated Articles for the web ... newsletters Press releases - updated	Hanne Kokkegård (DTU)
21	09.13.23 09.20.23	Text on Editorial Formats - Video is updated Demonstration Sites articles updated	Sarah Munk Beilin (DAC) Hanne Kokkegård (DTU)
25	09.20.23 09.28.23	Updated Editorial Process - and PDF instead of Miro for the demonstration sites' events	Hanne Kokkegård (DTU)
27	09.13.23	Table 2: Desire Key Events and Content Production is updated.	Sarah Munk Beilin (DAC)
35	09.21.23	Desire Core Narrative: Minor changes in the text	Sarah Munk Beilin (DAC)

VERSION HISTORY

No.	Date	Description	Author
1.1	09.21.23	Review for feedback and minor changes	AAU, Riga City Council, SW-SL, CER
1.2	09.28.23	Final version	Hanne Kokkegård (DTU) Sarah Munk Beilin (DAC)

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1. Background and Assignment

The document concretises the “Communication and Engagement Strategy” of the Desire project and constitutes formally the deliverable (D5.4) in Month 12 (September 2023) of the Communication and Engagement Work Package (WP5). As such, it supports Objective O5.1: “Develop and execute a focused overall communication and engagement strategy tailored to different stakeholders of the ecosystem, forming the basis of Desire’s Digital Learning Hub.” It forms a revision of D5.1, which was completed in M6. The revision mainly concerns an update of concrete elements in the original strategy, while the structure and main content remain unchanged. The changes are few since this revision takes place only 6 months after the completion of the first strategy. A table with History of Changes has been included at the top of this document to make all changes transparent.

The document is both (a) a formal report on the more detailed work plan of WP 5 and (b) a practical document for the project partners to use as guidance in fulfilling the other objectives of the action. However, the document is not meant to stand alone but is complemented with additional specific guidance produced by WP5 and assets produced by WP5 as well as partners, contractors, stakeholders, and communities to be used by everyone in relation to the action, both directly and indirectly.

2. Purpose, Approach, and Ambition

Transparency in everything we do in the Desire project entails the practice of continuously documenting, analyzing, conceptualizing, and sharing activities, insights, and learnings from the project as it evolves. In line with a “commons” approach, including open-source principles and specific licenses such as the Creative Commons, the Desire project serves a public purpose and will be accessible to everyone interested, with minimal resources, from the outset as well as through and beyond its funding period, and used for eliciting more interest and engagement in the NEB movement. This is a fundamental ambition and guideline for our approach, which is a further development in the Desire Principles (see Appendix 2: Desire Principles).

Fundamentally, we see communication and engagement as two sides of the same coin: We engage when we communicate, because it is an invitation to continued dialogue, and we communicate when we engage because we cannot assume that the partners share the same perspective at the outset – or even in the end. But through our conscious efforts, we aim to be relevant, curious and inclusive. While we are guided by the objectives of the Desire project, we continue to learn how to listen and to give voices, not just to those who have a formal right to be heard but also to the gaps of silence that may exist.



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3. Target Audiences and Markets

a. Primary and Secondary Audiences

Following a mission-oriented approach, Desire aims at creating long-term systemic change at a societal level. To this end, the project will mobilize a broad cross-section of actors, including municipalities, institutions, businesses, decision makers, experts, and academia as well as EU citizens in general. This comprehensive audience will be targeted stepwise with the following prioritization:

Step one: Professional stakeholders (primarily B2G and B2B): Local governments, municipalities, organizations, NGOs, companies, and universities.

Step two: Professionals (B2G and B2B): Businesses, knowledge institutions, builders, investors, architects, designers, and artists.

Step three: EU citizens (B2C): Primarily young urban citizens.

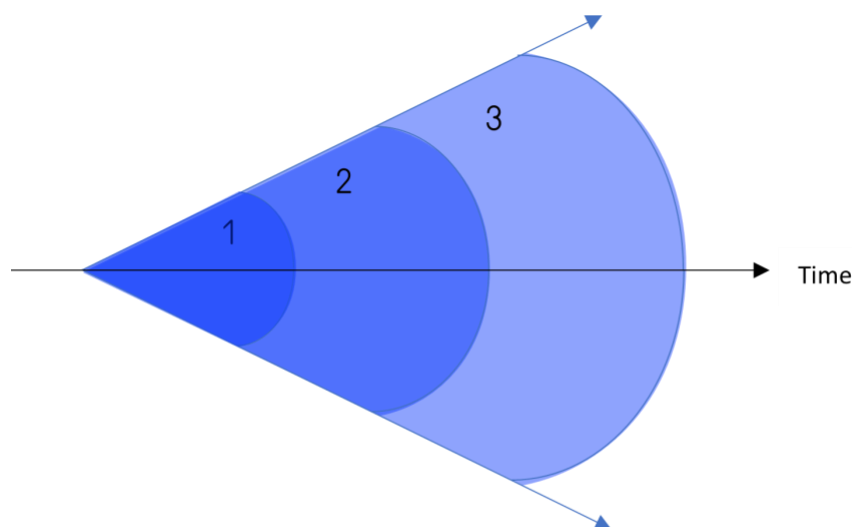


Fig. 1: Target Audience Prioritization

Fig 1: Target Audience Prioritization

Fig. 1 illustrates how Desire will target this comprehensive audience. In any of the below-mentioned markets the project will proceed with the following model: Starting with a focus on professional stakeholders, as the project develops, professionals and EU citizens will stepwise be targeted as well.

b. Primary and Secondary Markets

First Priority: Danish cities participating in the Desire project (demonstrator sites); Herlev, Høje-Taastrup, Kalundborg.

Second Priority: The rest of the participating cities in the Desire project (demonstrator sites); Amsterdam, Riga, Ljubljana, Milano, Turin.

Third Priority: Climate-Neutral and Smart Cities (Horizon Europe-cities).

Fourth Priority: Rest of EU / rest of the world.

4. Goals and Success Criteria

See overall goals (specific KPIs) in section 6: Strategic Focus Areas, c. Communication Channels and Marketing, under the specific channels.

5. Branding

a. Strategic Messages and Hierarchies

i. Strategic Messages

The Desire Manifesto and the Desire Principles form the foundation of Desire's strategic messaging (see Appendix 1 and 2). In wording as well as in visuality, these documents communicate the main visions and ambitions of the project.

Moreover, Desire's three core themes, Creating Social and Inclusive Housing, Reconciling Cities with Nature, and Transforming through Symbiotic Relationships, are central strategic messages that support the project ambitions described in the Manifesto and the Principles. In addition to this, Desire's core narrative (Appendix 3: Desire Core Narrative) is a short description of the above-mentioned. The core narrative summarizes the main goals and core values and is produced as a one-pager that helps Desire's partners communicate the project.

ii. Hierarchies

The hierarchy of partners mentioned in the project communication is as follows: Partners first, then Project Manager BloxHub, then EU and NEB.

In order to ensure the right focus, we work with conscious hierarchies in communication. For example, when ordering logos and mentioning partners, we follow the order:



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In specific contexts (headlines, order/priority in body text):

The content > the partner(s) involved > the project (Desire) > NEB > EU.

In general contexts (for example in acknowledgements and visual communication):

The project (Desire) > all partners (Coordinator/Bloxxhub first + rest alphabetically) > EU.

In concise contexts (covers, short-form formats):

As general but the partners may be omitted if space is limited, and the project + EU can be the only identifiers.

b. Visual Identity

i. Design Thinking

The main inspiration for Desire's visual identity is found in the term 'Desire Path'; an unplanned trail, that rather than being well-planned is created as a consequence of human or animal traffic. As the shortest or most easily navigated route, the Desire path represents how new ideas can occur when we dare to go off-trail and abandon pre-defined approaches. With inspiration from the Desire path, the visual identity nods to the strength of the communal impact that people choose and to what can be created from the unexpected paths.

ii. Design Drivers

The visual identity is formed on the basis of the three defining Design Drivers: Corporate Craft (credibility, sophistication and cultural significance while remaining warm-blooded), Transparency (connections, transparency, building tools and a behind-the-scenes feeling), and New Organic (fluid, youthful and ambitious graphics; a work-in-progress continuously evolving). Together, the design drivers Corporate Craft, Transparency, and New Organic create an identity that is modern, vibrant and daring while remaining trustworthy and serious.

ii. Visual Identity

Desire's logo is a minimalist visual identity, a clean and simple typographic system that adapts in openness with a simple reductionist expression, clearly stating its purpose. The secondary logo provides the option to animate the logo 'to stretch out' (on digital platforms), which adds playfulness to the simplistic logo. Furthermore, a graphic system consisting of modular boxes is built to be modified for any application. This makes the brand identity adaptable, scalable, and lively. The colour palette is inspired by the original Bauhaus

colours, but as a revived set that is more digital and vibrant. The palette consists of five toned-down foundation colours and four lively highlight colours.



Fig. 2: Foundation Colors and Highlight Colors

As the main typography for the identity the font Lausanne is chosen, with Arial as office typography (to be used whenever Lausanne is not available).

The overall feel of the brand's use of photography is a blend of warm tones including natural elements and future-friendly colors that inspire progress. In addition to this, a series of images generated from a morphing machine is added as abstract representations of nature and cities.

Content with Desire's visual identity:

- Animation
- Letterhead
- Image bank (free)
- Newsletter – Mailchimp
- PowerPoint
- Logo for print and screen
- Print Templates: Roll-Up, A1
- SoMe Templates
- Stickers

Desire's visual identity is designed by Urgent.Agency. For further information on the visual identity see appendix 4: Visual Identity.

c. Tone of Voice

Desire communicates serious and demanding messages with a human voice. In order to communicate a complex subject matter to a broad target audience, the project prioritizes people-to-people communication, always bearing in mind that even professional stakeholders are also private persons.

Desire's tone of voice is reflected in the dynamic and direct voice of the Manifesto: Desire speaks from an active we, that in the present tense acts on the project's visions, and targets the audience in a direct manner. Desire therefore communicates with a personal voice that avoids complex formulations, instead taking its departure from the journalistic news values of impact, proximity, timeliness, prominence, dilemmas, human interest, and novelty. This means that whenever the project communicates, it always bears the end audience (EU citizens) in mind. Hence, relevance and professional enthusiasm is key, when the project communicates in a warm and informal voice that speaks directly to the receiver.

Desire has a short core narrative to help partners to communicate the essence of the project. See also Appendix 3: Desire Core Narrative.

6. Strategic Focus Areas

a. Digital Learning Hub

i. Purpose

The Digital Learning Hub is a central instrument for Desire, supporting the project in creating a learning environment and building a scaling framework.

The Digital Learning Hub is conceived as the initial step for the future creation of a New School for sustainable urban transformation, based on aesthetic, inclusive, and circular practices. This will provide the stakeholders with the necessary design methodologies and tools, as well as with effective evaluation models for successfully co-creating an inclusive, circular and irresistible transformation of the built (and the natural) environment for the benefit of all species. In this way, The Digital Learning Hub sets a learning framework with tools, cases, and learnings that will inspire and make it easier for actors and stakeholders to act.

To unfold the project vision of an integrated learning framework, that approaches all engagement as learning opportunities - in different situations and formats and at different scales with different conversation partners - Desire establishes all its engagements and activities around the Digital Learning Hub. Thus, the Digital Learning Hub is the structuring principle for the more classic communication, dissemination and stakeholder engagement, as well as for meaningful and value-creating integration of the co-created tools and principles, demonstrator sites, aggregated learning and evaluation outcomes, and scaling and exploitation efforts.

The foundation for the Digital Learning Hub is a website that evolves its information architecture over the course of the project – based on the existing irresistible circular society.eu site for the already ongoing engagement.

The Hub will exist in three main phases: (1) Presence, (2) Documentation and (3) Learning. The first phase also existed in three iterations: pre-project (M0), initial (M2), and first online visual identity (M19).

As such, the various phases offer different modes of learning. The first phase is about the project, the second phase is about the activities and evolving thinking, and the last phase is more crystallized learning packages.

ii. Impact

Scaling deep effects are captured during the project and sustained beyond its duration and initial outreach on the Digital Learning Hub. This will stand at the core of the future creation of a New School for sustainable urban transformation that harks back to the original experience of the Bauhaus. In this perspective, the Digital Learning Hub collects the project's most valuable results and makes them available for future exploitation.

The Digital Learning Hub aims at creating benefits in the long term - not only for the demonstrator sites already involved in the project, but also for the many potential followers in Europe and beyond, that embraces the ambitious aim of creating an irresistible circular society.

The Digital learning hub thus clearly demonstrates how the project operationalizes the NEB triangle of inclusion, sustainability, and aesthetics, and supports the long term dissemination and uptake of the project's results.

iii. Outcome Measures

The Digital Learning Hub is put in place to collect all the expected 'tangible' and replicable results of the project: Its outreach by the end of the project - measured through the visits to the project's website as the portal for the access to all contents - accounts to at least 80,000 unique visitors, and is coupled with the achievement of the overall targets for social media and events illustrated in the measures to maximize impact.

b. Physical Activities and Events

Physical Activities and Events are important communication focus areas. It is estimated that Desire in total will host 30 events during the project period, in total gathering 2,500 participants.

Furthermore, approximately 250 presentations on the project will be held at relevant events throughout the project period.

Desire will communicate through the following three types of events; Native Projects Events (i.e.. Demonstrator Events), Core Events, and Partner Events - see the description below (and Figure 2 in Section 11: Editorial Formats).

i. Native Project Events, ie. Demonstrator Events

The project organizes multiple local, place-based workshops for experts and citizen groups based on the Desire design principles. At these demonstrator events, different exhibitions, meetings and other methods are activated in order to make it possible for participants across generations and backgrounds to articulate imaginary expressions of aesthetic and atmospheric dimensions for the development of irresistible sustainable societies.

According to the customization of the Desire principles to the sites, suitable methods are applied, ranging from artistic installations and performances to co-creation workshops, and citizen meetings. Physical models concerning e.g., landscape, buildings, and settlements are used for involvement and engagement, involving citizens across different age groups and demographics. The physical models are for example scanned for 3D representations that can be used for manipulation in virtual and mixed reality environments, adding photos, stories, etc. about 'what may become' and 'what is between'. The co-creation workshops, exhibitions, and performances take place on-site for full immersion of the participants who can visit and revisit the different representations and modalities.

The activities alter between workshops involving all stakeholders and expert meetings evaluating the proposals for the definition of challenges for a fully circular, irresistible, and inclusive transformation of following workshops. Aesthetics, economy, design etc. of the

proposed solutions are highlighted and, in this way, the invisible aspects of the transformations are made visible to the participants for further refinement.

ii. Desire Core Events

Throughout the project, learnings, challenges and concrete solutions will be shared and debated in different relevant existing and new formats. The Desire core events consist of local and global physical events such as The UIA 2023 Congress, the New European Bauhaus Festival Fair, and WCA2023. Desire also works on webinars; both in collaboration with the Climate-Neutral and Smart Cities 2030 Nordic (Stavanger, Copenhagen and Malmö) and together with the other New European Bauhaus projects.

The Desire core events, therefore, include formats such as seminars, talks, and webinars. The core objective is to share knowledge, provide inspiration, and foster engagement and relations within the target group to create general awareness and push forward the circular transition.

For further details, see Appendix 3: Editorial Plan.

iii. Partner Events

Partner events such as CHART 2023 will be arranged in collaboration with both Desire partners and external partners. The objective is to share Desire's core messages and vision, as well as project learnings and perspectives, with a broader audience within the professional and cultural fields alike.

For further details, see Appendix 1: Editorial Plan.

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c. Communication Channels and Marketing

While Desire understands channels as a broad range of ways to engage stakeholders, the project will implement several direct, indirect, online, and offline communication channels, to effectively reach and deliver the right content to audience groups.

Table 1: Communication Channels and Objectives

Channels	Target Group/CO	KPIs	Target Value by project month 24, September 2024*	Reach Level
Social Media (Instagram, LinkedIn and YouTube Aggregated - Including Bought, Owned, Earned, and Shared/Partner Media).	General Public and policy makers	No. of followers, No. of posts, No. of interactions	1500 5 posts per month 500 per week	National and International
Website	General Public, cities and policy makers	Unique Visitors No. of sessions No. of page views, Avg. time spent on site	80,000 per year 250,000 per year 500,000 per year 1½ min. per session	International
App	Local Public	Aggregated no. of users	500	Local (demonstrator Sites)
Newsletter	General Public, cities and policy makers	No. of subscribers	1500 subscribers	International
Press Appearance (TV, newspapers, radio, magazines)	Local Public and policy makers	No. of appearances	Three press appearances per year per participating demonstrator site	National

i. Bought

1. Digital Reach on Social

When it comes to reach, Desire's top priority is to earn reach through organic social media. The number of involved partners combined with a large number of stakeholders (see Appendix 6: Stakeholder Mapping) will help spread insights from Desire (see section iv. Shared, 1. Partner Channels). The aggregated partner channels reach on social media is approximately 750,000 followers, and therefore it is assumed that Desire achieves a wide reach from shared partner channels, which is why the amount spent on bought reach on social media is modest.

2. Print

As described in section i. Bought, 1. Digital Reach on Social, the project prioritizes organic as well as shared reach, why the use of bought reach in print is limited.

ii. Owned

1. Website

As described above, the Digital Learning Hub becomes the structuring principle for the more classic communication, dissemination and stakeholder engagement (hereunder a community area, working title: Irresistible Cities Hub - driven by WP6), as well as for the co-created tools and principles, demonstrator sites, aggregated learning and evaluation outcomes, and scaling and exploitation efforts (see section 6. Strategic Focus Areas, a. Digital Learning Hub).

Besides content (articles, videos, photos ect.) the website includes a calendar with core actions/participations/openings/ect. to show visitors where to find and engage with Desire. Visitors are encouraged to sign up for the Desire newsletter.

The website evolves over time in three foreseen phases:

1. Initial: Simple – until activities in the pilot sites pick up, focusing on the vision and concept.

2. Production: Complex – focus on the pilot sites, voices from the ground, activities, concrete, and engagement.

3. Learning: Simple-packaged experiences and formats, call to (further) action, high production value for after/next life.

The estimated target value for the website's unique visitors is 80,000 per year, No. of sessions 250,000 per year, No. of page 500,000 per year views, Avg. time spent on the site is 1,5 minutes per session. During the project period, and as the website evolves in the three above-mentioned phases, the website's level of reach evolves. Therefore, the described target value is set for month 24, September 2024, when the website has had time to evolve into a fully functioning learning platform, including experiences and formats reflecting insights from Desire.

The target value is set with consideration for the project's many partners and central stakeholders all linking directly to the website, which will help increase the site's trustworthiness and online reach.

The website was transferred to Craft CMS in May 2023 with a new visual identity, new site area, updated with design principles, and area for NEB and other communities. Later an area for the digital engagement tool - data scape and digital learning hub will be added.

2. App

The citizen's digital engagement is carried out through a visual community engagement tool, Our Walk App, which uses photos and voices to collect data, and can be downloaded on any portable device. The purpose is to collect data about how citizens move around in their city, as well as on how they experience different areas of the city, by involving them directly in the data collection process. When the data collection process is completed, users get invited to discuss the gathered data with each other in face-to-face meetings, with the help of facilitators. In this project it is estimated that over 500 citizens across the demonstrator sites will be involved directly - both digitally and face-to-face in the development of demonstrator projects. In addition, the data enables visitors to the website to "walk in someone's shoes", following the Desire paths of local residents – without any stalking or personal whereabouts being disclosed whatsoever. All data and learnings follow GDPR and our ethical commitments, and serve to enrich the co-creation of the Desire principles

and experiments on the demonstrator sites and will be collected and made available within the Digital Learning Hub and aggregated and displayed in a navigable interactive datascape.

3. Flyers, Posters, Stickers, etc.

Printed material (flyers, stickers, posters, hand-outs, etc.) is issued consecutively throughout the project in order to help all involved partners communicate to stakeholders, professionals as well and local citizens on the test sites.

4. Newsletter

Desire's newsletter is sent out every second month - sometimes more or less frequently depending on the content (articles, videos, photos, and links to podcasts) from the demonstrator sites, Desire events, and news on the project. The newsletter is both an outreach channel for stakeholders and an internal update and communication channel. The content is produced by both WP5 and the eight sites themselves.

The stories and content are decided at continuous joint meetings with WP3 once a month and in bi-weekly meetings with WP5.

iii. Earned

1. Press

Desire issues at least two press releases per year per participating city.

Furthermore, the project targets to appear on local media, such as TV, newspapers, radio and magazines three times per year per participating city.

2. Organic Social Media

Organic reach on social media is a highly prioritized part of Desire's communication strategy. The project's organic reach is supported by the level of shared reach, as all 24 project partners activate their individual channels to communicate news, stories and the like on the project (see section iv.: Shared, 1. Partner Channels). The organic reach on social media is expected to increase especially after month 12, as the project activities intensify and the communication as a result of this will be intensified as well.

Continuously informing project partners on share-worthy news on the project is therefore an important part of the communication plan. The project's large selection of stakeholders, among others including The UN, UNESCO, international embassies

and NGOs, European Cities and Municipalities, will furthermore help increase Desire's organic social media each (see Appendix 6: Stakeholder Mapping).

3. SoMe Channels

From the start Desire uses two different social media channels (see also Appendix 7: Desire Social Media Channel):

- LinkedIn for Stakeholders and the EU (the professional communication):
<https://www.linkedin.com/company/93830302>
- Instagram for content sharing from sites, conferences, festivals, etc. Desire will also use Instagram for stories about citizen engagement and portraits of the people in the area:
Desire an Irresistible Circular Society (@desirecircularsociety)

iv. Shared

1. Partner Channels

All project partners activate their individual platforms, formats and general communication channels in the dissemination of the Desire project. This counts multiple bi-lingual websites, newsletters, SoMe profiles as well as publications/magazines and editions of podcast series.

The partner channel's reach level spans from approximately 500 total followers on social media to 200,000 total followers on social media (primarily LinkedIn and Instagram). Altogether, the aggregated partner channels' reach on social media is approximately 750,000 followers. Furthermore, the partners reach approximately 250,000 persons in total through partner newsletters (per newsletter), and 1 million unique visitors on partner websites (per year).

Taking all this into account, and as the partners include national organizations within the broad field of the entire building and industrial sector, the architecture, arts and design sector, the estimated aggregated annual exposure is 2 million persons.

Moreover, relevant stakeholders will share stories and news on the project, and related New European Bauhaus channels, such as New European Bauhaus Lab, New European Bauhaus Community, and New European Bauhaus Newsletter will be used as communication outlets for announcing events and sharing news from Desire.

Finally, a partner is directly involved in the NetZeroCities platform supporting the Mission of Climate-Neutral and Smart Cities, so synergies both there and with the upcoming NEB common website are ensured.

7. Timing and Phases

The communication strategy will develop through the following phases:

Phase one: Start-up (October 2022 - March 2023): Stakeholder Communication

Phase two: Ongoing (March 2023 - October 2024):

Phase a: B2B (business-to-business), B2G (business-to-government)

Phase b: adding B2C (business-to-citizen)

Phase three: Afterlife (October 2024 -): B2B, B2G, B2C

The communication strategy is driven by the following Communication Objectives (CO) which are directly linked with the different phases of the project:

CO1: To create awareness and visibility of the project among the full range of potential adopters/users in the public and in the political landscape.

CO2: To provide a clear view of the project's concept, goals and results by formulating adapted key messages, and preparing communication content.

CO3: To create an active Digital Learning Hub for potential users to engage in co-creation and learning processes across professional boundaries, geography, and local engagement.

CO4: To provide transparency, open processes and learning loops across the four phases of successful user engagement is key.

CO5: To foster the adoption of the project's results in society and industry by stimulating debate, increasing engagement, and hopefully providing some eye-openers for the citizens and politicians.

8. Interrelated Projects

As mentioned (at 6.) Desire is related to many partner projects, to the NEB partnership with the six NEB lighthouse demonstrators, the coordination and support action projects CRaFT and DigiNEB, and to the



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NetZeroCities (the EU's mission of 'Climate-Neutral and Smart Cities'), etc. As a part of the communication, Desire will participate in conferences and in common communication interdisciplinary with interrelated projects to share the manifesto, principles and solutions, so that others can also be inspired by Desire's thoughts and experiences for the three themes: Creating social and inclusive housing, Transforming through symbiotic relationships, and Reconciling cities with nature.

9. Organization: Roles and Responsibilities

DTU has the obligation for and is responsible for planning, creating or asking for content from the partners to the different channels and to update the channels, and share on SoMe (the daily operation). At regular editorial meetings in WP5, we discuss the content and the possibilities, and we agree on the editorial plan. In relation to more specific events such as architecture festivals, Folkemødet (The People's Meeting), Danish Architecture Center will play a leading role in ensuring the Desire project fits into the plans and programmes already made.

English is the default language, both for internal production and documentation and for initial content production and editorial processes. Then versions will be made bi-lingual if needed. The partners themselves have the responsibility to take care of the translation. Translation is especially important to engage citizens and municipalities as key target audiences.

10. Editorial Formats

During the project period, a number of articles, videos, podcasts, photos and more are produced as content to be shared on Desire's various communication channels. These formats will primarily be produced in connection with Desire's "reasons to communicate": At project events and on Desire's demonstrator sites (see Appendix 5: Editorial Plan). The list of editorial formats includes:

a. White Papers

Two white papers are produced as part of Desire; one on 'Irresistible Circular Futures' and one on 'A New European Bauhaus Economy, Designing our Futures'. The targeted outcome for these white papers is, respectively, to summarize and collect the work from the on-site demonstration as inspiration and guidance for similar projects, and to set off for discussions, seminars, panels, and high-level political debates on how to design our 'next generation' economic model.

'Irresistible Circular Futures' will target politicians, planners, and public officials who are embarking on similar sustainable transformations.

'A New European Bauhaus Economy, Designing our Futures' will target a wide network of stakeholders across the EU such as MEPs and national politicians, investors, pension funds, economic scientists, business leaders, and citizens.

b. Innovation Biographies

Desire Innovation Biographies are case studies that describe the experimentations conducted in the local sites. Their key objectives are to diffuse the knowledge produced by the project and to narrate the transformations that can lead to an irresistible circular society. The audience is city makers (practitioners, consultants, NGOs, community groups, dwellers, stakeholders, etc.), municipalities and other institutions, developers and other private companies, researchers and the scientific community.

c. Demonstrator Site Articles

At least two articles are produced per year, for each demonstrator site. These articles present the working processes, results, and talks with the partners, citizens, stakeholders, etc. The angles will be decided in close relation to the partner sites to ensure it benefits both their needs and the Desire processes. The articles are shared on the website, via the Desire newsletter and SoMe channels, and will be posted on the Digital Learning Hub.

d. Scientific Articles

Since several of the project partners are universities and academic institutions, there is a natural ambition to publish in relevant formats and venues. This part is further explored in the exploitation strategy (D6.1).

e. Videos

Early in the process, one short introductory video (explainer) (1-2 mins.) is produced as presentation material for the project. The video functions as visual material for physical events and the like. Furthermore, during the project period, one short video (1-2 mins.) is produced for each demonstrator site. These videos present a visual representation of working processes and include short interviews with partners, citizens, stakeholders or the like. These videos function as content to be shared on the site's own social media, at the Desire communication channels and the Digital Learning Hub, and are used as an introduction to Desire at physical events, etc.

f. Photos

Photographic material is produced at all of Desire's physical events. This material will function as documentation of the process and as content to be shared. Furthermore, high-quality and appealing

photographic material is produced at each demonstrator site, which can be used as key visual elements on the Digital Learning Hub, at presentations, as press material, in news articles and on SoMe, etc.

g. Podcast

A native Desire podcast format is developed as an inexpensive and effective auditive communication format. The podcast is produced in-house at project partner DTU and communicates insights from the project to a broader audience with an interest in Desire's main themes. As an easily accessible (especially for younger audiences) communication channel, the podcast communicates at eye level and in accordance with the project's tone of voice.

In addition to this, Desire taps into already existing podcast formats that through thematic episodes communicate central themes in the project. Thus, the project will appear on partner-owned podcasts, such as Let's Talk Architecture (Danish Architecture Center). These appearances can be in the form of interviews with project partners or as debates/conversations based on Desire visions, themes, etc.

h. Content Packages

A content package including a few slides with text and visuals, soundbites, videos, data graphics and maps from Our Walk App, the Desire core narrative (Appendix 3), and a SoMe-kit is continuously throughout the project shared with partners and stakeholders to pick and choose from. The content will be updated along the way. The social media content package makes it easy and accessible for project partners and stakeholders to share news on the project on social media. The partners may consider including a quote from their own organization. The partners get an introduction to how to use the content packages.

i. Articles for the web page and for the newsletters

WP5 follows the ongoing life in Desire with events, milestones, solutions, events etc. through news, feature writing, columns, and opinions written by visionaries in and outside the project. These articles will also sometimes be transformed into podcasts. A typical newsletter contains An Editorial, three news articles or features, a link to a video or a podcast, a photo gallery, and a calendar with information on where to meet Desire.

j. Press Releases

Desire sends out a press release for the core project when required. The partners can pick and choose from the text. They may consider including a quote from their own organization and sending it to relevant media.

k. Outdoor Marketing

Desire investigates the possibility of using outdoor marketing to reach a broader audience in the involved cities and demonstrator sites.

11. Editorial Process

The Desire project is - like the visual identity describes - a 'Desire Path'; an unplanned trail/path that represents how new ideas can occur when we dare to go off-trail and abandon pre-defined approaches. Therefore the editorial process will be re-defined and changed during the project. For now, e.g., all the events at the eight sites are not planned yet.

One of Desire's core values is transparency in everything we do and that entails the practice of continuously documenting, analyzing, conceptualizing and sharing activities, insights and learnings from the project as it evolves.

WP5 uses the digital tool Miro Boards for planning the content, and how to cover the events, ect. All partners also use the Desire internal events calendar at Google Drive to announce events, and participate in conferences, meetings, networks ect. to ensure WP5 has the overview for planning.

DESIRE WPS: Communication, dissemination and engagement
Editorial plan

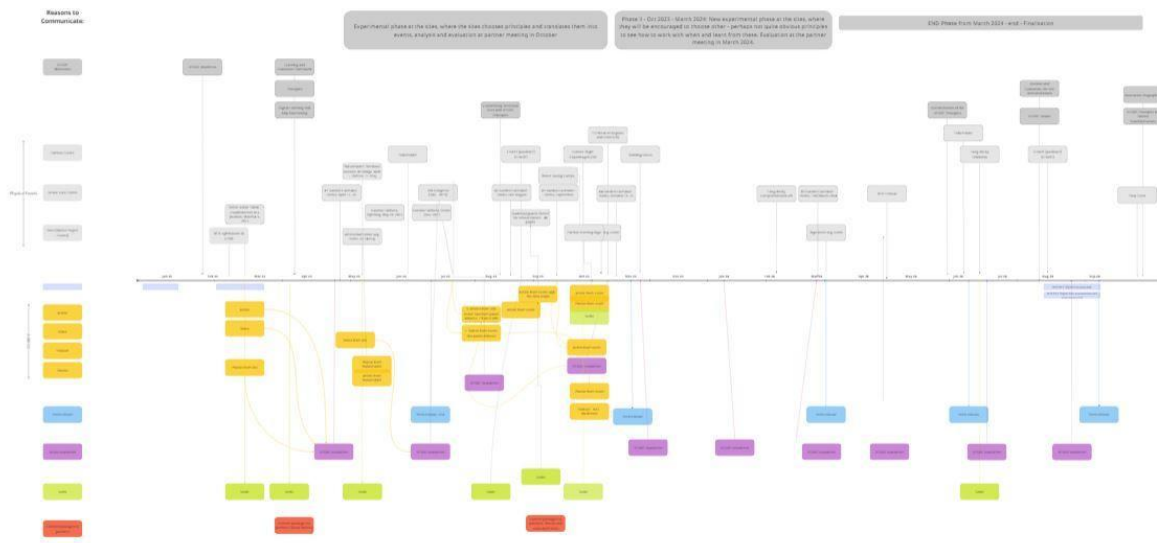


Fig. 3: Desire Editorial Plan

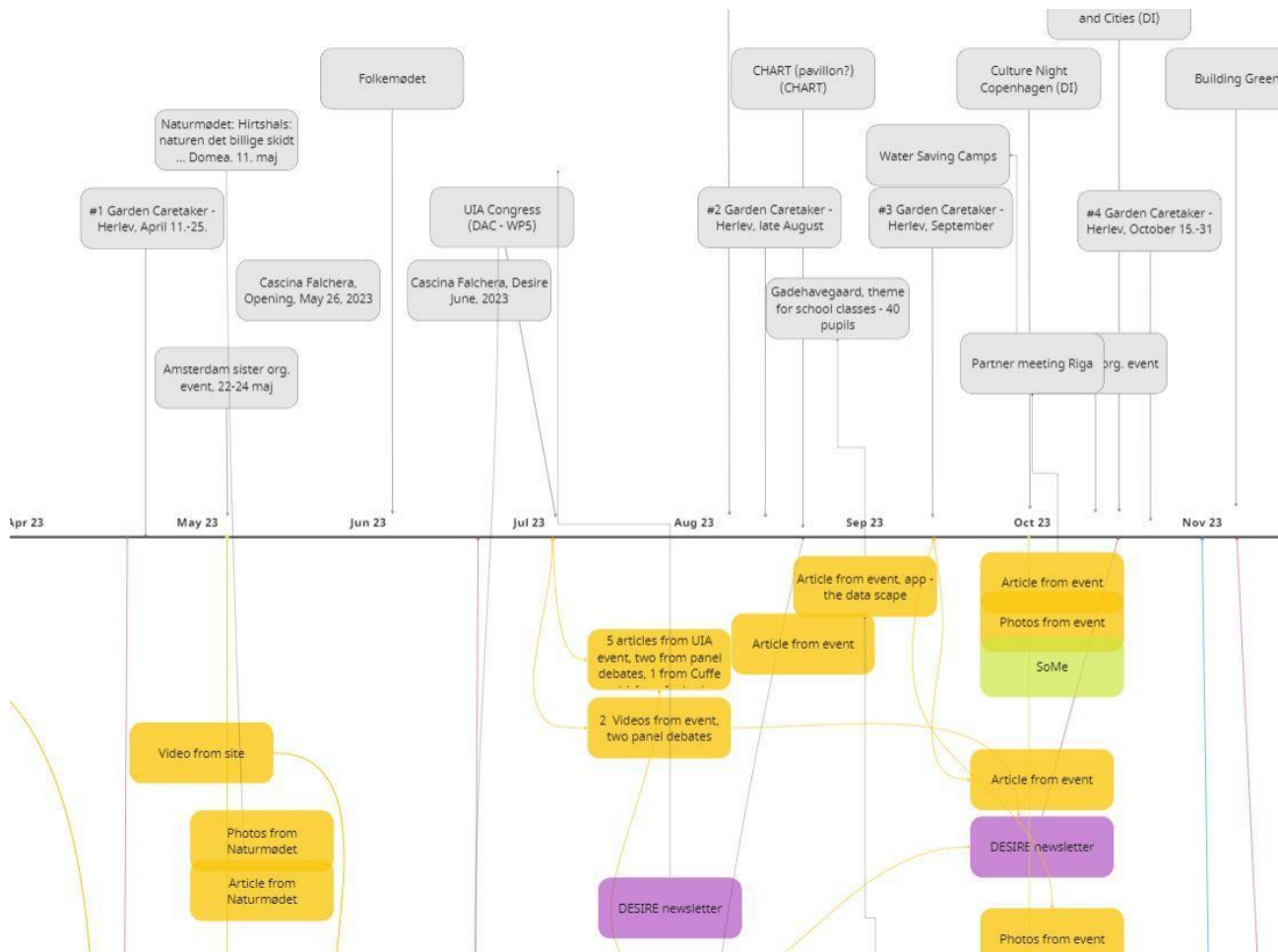


Fig. 4: Desire Editorial Plan - Detail

As shown in the two figures (3 and 4) above, Desire's editorial plan functions as an overview of the correspondence between project events and content output from these events. Fig. 3. shows the three event categories, Partner Events, Desire Core Events, and Sites (Native Project Events). These events function as the project's main 'Reasons to communicate'; hence from these events the listed content will be produced: articles, videos, podcasts, and photos. Furthermore, press releases, newsletters, SoMe posts, and content packages will be produced, based on the insights from the above-listed content formats.

Most of the content for web pages, SoMe and the newsletters from spring 2023 come from the eight demonstrator sites - from May 2023 and up to March 2024 (Phase I and II for WP3). To ensure the overview and to discuss and decide the communication, WP5 joins the Sites meeting every month. WP5 also dig into the internal PDF for the work program in WP3 to make sure the editorial plan is updated. Many of Desire's partners already have a communication strategy, but their target groups may be different from Desire's. WP5 does not necessarily produce content that fulfils the partners' needs, but all content - and templates for

SoMe will be available on Google Drive so that the partners themselves can create unique content that meets their other needs and translate - if necessary.

From the start, WP5 will help the partners understand what kind of stories we want for our channels: What is a story? The premise is that the story must be easy to understand and should inspire others to take part in the green transition within our three themes in particular. We will show new ways of thinking about green transition by combining it with art and by thinking of nature as a stakeholder, e.g. stories and photos full of contrasts. The stories must show ways of thinking that do not seem unattainable and distant but show a real possibility to engage the target groups. At the site meetings, WP5 shows examples of stories made in Desire to inspire the other sites.

In addition to content from the sites, WP5 will receive content from Desire's digital engagement tool - Our Walk app - to use in the stories with photos and videos from the sites - or produced by WP5.

In the monthly coordination meeting in Desire and at partner meetings, other stories/content possibilities from the project will be discussed. The partners are always welcome to contact WP5 with suggestions, ideas for new stories and already made SoMe/content - relevant for Desire, etc. Regarding larger events such as the UIA Congress in July 2023, WP5 will make a special communication plan for the event.

During the project, WP5 will reach out to the media to share stories and announce events. Desire will use the NEB community to announce events and for knowledge sharing. The partners also have the obligation to share Desire content on their channel and to contact local, regional, or national media and stakeholders. WP5 informs the relevant project partners, when a new SoMe post, news article, etc. is online to make it easy for the partners to share with their stakeholders and citizens; B2B, B2C, and B2G. Desire wants to occur in the media/niche media at least once a month in each country.

Every week Desire will share at least one post on each SoMe channel - LinkedIn and Instagram - but not more than five per week. Like the covering of Desire, WP5 uses the editorial plan in Miro Boards to plan the SoMe interaction and in dialogue with the specific partner institutions and Project Manager for more core information. Depending on the channel, WP5 decides which type of stories to share where. But it is important to recognize that politicians (B2G) are on SoMe both as politicians and individuals/humans, so we reach out to them on all SoMe channels. See more in 5. Branding, c. Tone of Voice.

During the project, communication changes from being very much driven by the work in the project, collecting data from Our Walk App, etc. to becoming a digital learning hub as a source of inspiration for others within the three themes and to housing a community platform for smart and sustainable cities. It will also be reflected in the content and the design of the website.



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12. Budget and Financing

The main resources for the communication and engagement efforts in Desire are in the form of personnel (cost) and community efforts (in-kind, not tracked or audited). In addition, the specific resource is allocated to:

- Visual identity
- Digital Engagement Tool (app, facilitation, integration interactive datascape) - Event production
- Professional content production (photo, video, text, or other formats as indicated in 10 Editorial formats)

See the budget overview in table 2.

Furthermore, we continue to explore additional resources to support the amplification and strengthening of the Desire project communication and engagement strategy.

Table 2: Desire Key Events and Content Productions		
Events	DKK	Euro
Desire Event at UIA 2023	60.000	8064,52
DAC Dialog and Desire (Events in Cph)	100.000	13.441
Desire Event at Folkemøde 2024	40.000	5376,34
Desire Final Event	100.000	13.441
Fang din by Exhibition 2024	160.000	21505,38
Intro Film	80.000	8064,52
Site Film (x8)	120.000	16129,03
Site Photos (x8)	60.000	8064,52



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Podcast	8.000	1072,54
Other	52.000	5630,83
Total Production Cost	780.000	104.839

13. Risk Analysis

Every three months WP5 checks the status of the deliveries and reach to ensure we fulfill our strategy. During joint WP3 meetings with the eight sites and AAU, we coordinate and ensure we are up-to-date with the events and important news and ensure we are able to help the sites with communicating and to check if we need to postpone or accelerate the communication due to other things locally, or nationally. As a part of the project, all partners should contact us if they are aware of problems related to the communication and sharing of news, results, or tools used in Desire.

Appendix 1: Desire Manifesto

DESIRE Manifesto



Our mutual global challenge is clear. We are exceeding the planetary boundaries and our planet is suffering. Social equality and equality between species are negatively affected. We are in need of radical change.

So, we act now by creating a movement that breaks with our traditional linear approach and traditional ways of thinking, collaborating and acting.

We stand shoulder to shoulder in an inclusive revolution that embraces, nurtures and experiments with the innovative and creative DNA of art, architecture and design to explore the irresistible circular society by:

Creating social and inclusive housing: We design communities around spaces involving everyone who uses, lives and will live there in the future to make sure everyone benefits from this transformation. We support a sense of belonging by evoking appreciation of and connection to the world around us through sensory experiences. We focus on transparency, trust and inclusiveness in order to create social sustainability. We empower people to take action in the circular transition by making it a natural part of our everyday life.

Reconciling cities with nature: We advocate a planetary perspective to ensure a sense of belonging for all beings. We act on behalf of all human and non-human species. We raise ambition with a dedicated aim of giving back more than we take from the planet. We experiment and see present boundaries as creative constraints that catalyze future potential.

Transforming through symbiotic relationships: We work to develop a shared language and establish trust between all species so all can be engaged in solving problems at their core. We use aesthetics to evoke emotions that create synergies between beings. We work together across sectors, disciplines, backgrounds, cities, borders and generations, to create momentum for the irresistible, aesthetic, inclusive, and sustainable society we all long to be part of.



So, join us in carrying this movement forward by sharing know-how and new perspectives with impact-oriented optimism. Together we can unleash quality of life for people and the planet. Let this movement assure us that a collective and collaborative imagination can and will change the world to an irresistible circular society.

desire
an irresistible
circular society

Appendix 2: Desire Principles



Circularity

We unleash a circular mindset

Imagine the feeling of meeting someone that you have an immediate connection with. You get the instant feeling of being interconnected and at the same time curious to get to know more about this person. Their story is like a long road running through the landscape making turns and loops, and your road was just lucky enough to cross and merge with theirs. Imagine a longing for knowing their past, everything that has been, and the urge to become a part of what is to come. Now that your roads have crossed, you are already written into their story. Even if it is just for a little while, why not leave a positive impact? Who knows, maybe you will meet again. Imagine that this is what a circular mindset feels like. It is not only knowing the story of your surroundings. It is knowing that you are part of the story and wanting to contribute to a positive change.

This is how we work with circularity

- We work to make circular processes visible and accessible for all local actors
- We work to create a collective narrative about circularity and not just profit as a fundamental value
- We design to encourage circularity in everyday life and commit to challenge and break down our own biases in order to be humble to our surroundings



Examination questions

In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with **participatory** processes, multi-level engagement and a transdisciplinary approach in relation to circularity?
- How might we connect technologies to nature in ways that immerse circular solutions?
- How might we create 'bottom-up' agency in circular transitions?



Belonging

We nurture a sense of belonging

Imagine the feeling of a parent's warm embrace. Imagine laying your head against their chest, following the movements of the deep and calming breathing as their chest raises and lowers. You feel the boundaries from where they end and you begin dissolving. You become one. You do not question your place in the world at this very moment. You feel like you could run through the forest at night, not scared of the dark, because you have a fundamental trust in your right to be in this place. Imagine that this is the feeling of belonging. It is when you feel that a place physically and socially allows you to just be and at the same time invites you to shape it and gives you the courage to leave your mark. We are shaped by places and they are also shaped by us, which is what makes us belong.

This is how we work with belonging

- We put life at the center of all our place-making activities and design places that prosper connection to both the material and immaterial things and the humans and non-humans that surround us
- We make our senses like hearing, tasting and smelling just as important as rationality
- We create opportunities for dialogue and cooperation through which beings can connect with each other



Examination questions

In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach in relation to the concept of belonging?
- How might we co-create and practice shared values and strong narratives of belonging in the places we work?
- How might we evoke appreciation of and connection to our surroundings through sensory experiences?



Biodiversity

We embrace a planetary perspective

Imagine, sitting in a courtroom, defending a tree in a rainforest about to be beheaded and thereby potentially disturbing a delicate balance that has been developed throughout the last 3.8 billion years. How would you favor the ruling? Imagine if we knew nature rights as we know human rights. Today, there are only human rights. What if we extended principles of justice, participation, involvement and inclusion so vital to our human race to all other species that work to keep us all in balance on a thriving planet? That is what embracing a planetary perspective entails.

This is how we work with biodiversity

- We represent all human and non-human species when we make decisions that concern the place we live in
- We use the means of art, architecture and design to ensure that spaces have an aesthetic quality that enables all species present to live and flourish
- We ensure a holistic perspective, where the individual well-being can only be measured in relation to the collective well-being



Examination questions

In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach in relation to biodiversity?
- How might we inspire awareness of interconnectedness to other beings?
- How might we integrate the perspectives of non-human species in our initiatives, activities, decisions etc.?



Movement

We give agency to all actors

Imagine standing in a big choir listening to all the voices together, leaning into the collective movement of the group and then noticing your own voice. When all the voices come together you feel uplifted, like the voices are carrying you off the ground and giving you the courage to sing louder and more confidently. Imagine the breeze of a collective voice surrounding you, making you feel that you are not alone. Imagine that this is the feeling of acting towards an irresistible circular society. You have a voice, but you are not alone, you are part of a movement.

This is how we work with movement

- We empower everyone to feel that they can join the DESIRE movement by creating democratic access to the means and outcomes of our activities
- We work with transparency and make visible all of the invisible actors, factors and structures that affect and bring about urban development
- We work for a sense of collective responsibility by exploring collaborative forms of governance that can support collective management of shared urban assets



Examination questions

In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach to create and empower agency
- How might we support regulatory innovation that allows democratic access to spaces?
- How might we emphasize the benefits that come with collective responsibility?



Aesthetics

We expand the concept of aesthetics

Imagine running your fingers down the wall of the building you live in. It is all warm from the sun. You feel its comforting embrace. Imagine wanting to hug the building, leaning into its soft curves and inviting colors. You feel drawn to it. Connected to it. You catch your own reflection in the window. Instead of seeing a body shape, you see curves of a mountain landscape you once drove through. You see fingerprints in the wood veins of the window frame. You suddenly hear the sounds of the forest your grandmother used to take you to as a child. You see yourself caressing the wood of the window frame and it makes you smile. You live in the materials of the building and they live within you. Imagine that this is what aesthetics is. It is a sensory experience that brings forth images, emotion and reflections of ourselves that we want to lean into.

This is how we work with aesthetics

- We work with the disciplines of art, architecture and design through all phases of our work process
- We integrate aesthetics in our processes and not just in the end products
- We expand the value of aesthetics by including sensory and tactile experiences



Examination questions

In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach in order to ensure that aesthetics are placed at the heart of our work?
- How might we make the value of the materials and processes we use visible?
- How might we make sensory and tactile experiences parameters for measuring impact?

Appendix 3: Desire Core Narrative

We [partner's name/profile] are one of 24 partners in Desire - an Irresistible Circular Society.

Desire is part of the European Commission's New European Bauhaus initiative to bridge the worlds of art, culture, and education with science and technology in the green transition – and to get a new generation of green social builders and artists involved.

Desire is one of six lighthouse demonstrator projects financed by the EU. In Desire, we believe that making the green transition desirable and irresistible is key when it comes to changing how we build and live in cities. We will initiate a movement that sets new standards for making more sustainable, inclusive, and beautiful spaces.

We work with three themes: Creating social and inclusive housing, transforming through symbiotic relationships, and reconciling cities with nature. We are powered with knowledge from eight existing demonstration sites, three in Denmark ((Herlev, Høje-Taastrup, and Kalundborg), two in Italy (Milan and Turin), and one in each of the other countries: The Netherlands (Amsterdam), Slovenia (Ljubljana), and Latvia (Riga).

We apply digital engagement tools to collect ideas, images, and impressions from people who are connected to the place in various ways. When we reach October 2024, Desire will provide a learning kit and learning environment based on values of sustainability, inclusion, and aesthetics to help policy makers make the right decisions, companies develop their businesses, and citizens be engaged in the green transition.

In the Desire project, we [partner's name/profile] work with (here the partner should mention how they can contribute to the Desire project / New European Bauhaus initiative - and what they expect to get from the specific theme/work). Learn more here <https://www.irresistiblecircularsociety.eu/>

#DESIRENewEuropeanBauhaus #NewEuropeanBauhaus #circulareconomy #horizoneurope #Fitfor55

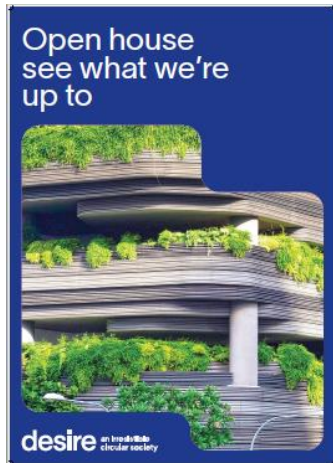


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Appendix 4: Visual Identity

Access the full material here: [Brand Guide and Communication Tools - DESIRE - general - Google Drev](#)



Template for A1 poster



Template for roll-up

desire

an irresistible
circular society

Logo



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desire an irresistible circular society

Recipient Name
Adress 134
1234 Zipcode
Country

Dear Recipient

Edit here...

Kind regards
Your Name

Desire
Bryghuspladsen 8
Entrance C, 3rd floor
DK-1473 Copenhagen
+45 22 22 46 36
Irresistiblecircularsociety.eu

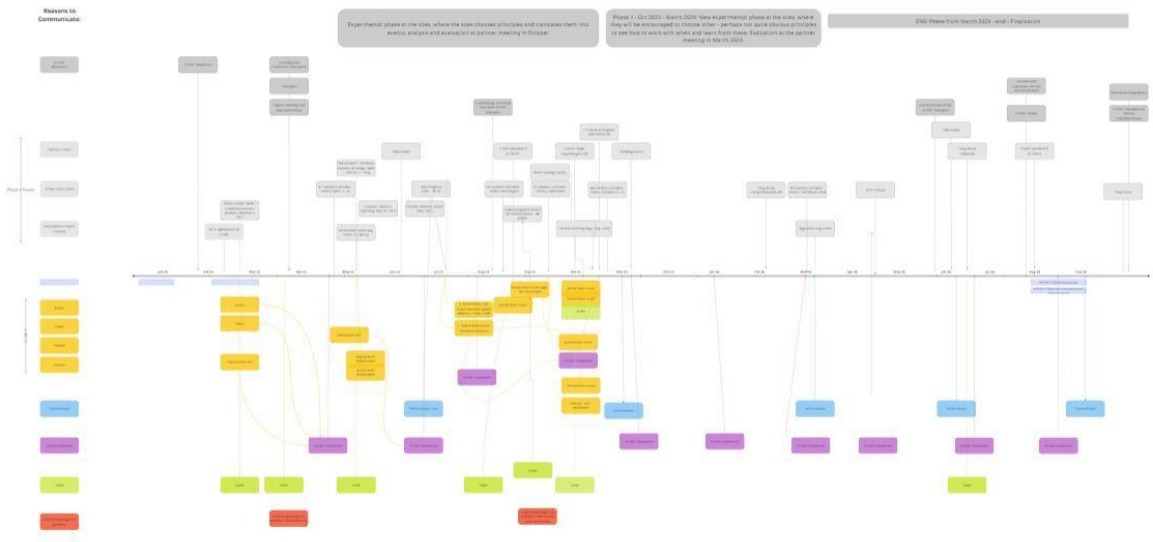
Template for letterhead



Stickers

Appendix 5: Editorial Plan

DESIRE WPS: Communication, dissemination and engagement
Editorial plan



Appendix 6: Stakeholder Mapping

Column1	Stakeholder	Priority	Level
	Embassies	2	Global
	NGO's	3	Global
	EUROPEAN Regions	3	EU
	CIRCOSCRIZIONE - (THIS MUNICIPALITY) SUB-UNITY	3	City
	NEB TO (New European Bauhaus Turin)	3	Citizen
	Unesco	2	Global
	UN	2	Global
	Developers (see below)	2	Global
	Lendlease (Aussie)	2	Global
	British Lal	2	Global
	Hines ESG team.	2	Global
	Besix (contractor)	2	Global
	Landsea	2	Global
	Municipalities	2	City
	Climate neutral cities	2	EU
	city associations (EG EUROCAIES ICLEI, ETC.)	2	EU
	Cities organisations	2	EU
	EU CIRCULAR CITY NETWORK	2	EU
	Greater London Authority feed into ongoing work on circular economy statements and guidance	2	Country
	EU Commission - country representatives	1	EU
?	Maintenance	1	Citizen
	C40 network	1	Global
	Climamte KIC	1	EU
	Herlev municipality	1	Country
	SBC/SUG (Strategic Urban Governance) - Politicians, Municipalities, Directors	1	City
	Housing (representative), better urban spaces, sustainable urban spaces	1	City
	Citizen groups: Schools, kindergartens, citizens, homes, seniors, target groups for specific building projects	1	Citizen
	NEW European Bauhaus	3	EU
	LAB	1	EU
	JRC	1	EU
	Brussels	1	EU
	Riga city builder	1	Country
	Riga Energy Agency	1	City
	Gadehavegaard	1	Citizen
	Media	1	Country

