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# Urban Shift for green innovations

## COMMUNICATION AND DISSEMINATION PLAN

Date: 30.11.2022

Partner: IAAC

|                         |  |
|-------------------------|--|
| Work Package            | WP6  |
| Deliverable             | D6.1   |
| Due Date                | M3   |
| Responsible Beneficiary | IAAC   |
| Version                 | v0   |
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## 1 – Foreword

Urban Shift (UShift) is an experimental, impact-based, and transdisciplinary education programme that focuses on creating lasting change by bringing together students from Higher Education Institutions (HEI), a Vocational Education Institution (VET), urban experts, and business partners. This is to be achieved by combining intersectional environmental education, knowledge exchange, transdisciplinary collaboration, and sustainable innovation.

By providing the learners with the necessary GREEN LABOUR MARKET SKILLS (digital, green, business and transdisciplinary/resilient skills), UShift is creating a LIVING ECOSYSTEM for 80 learners from diverse backgrounds (urban design, environmental engineering, media and business) that fosters the development of solutions to pressing urban challenges. The learners, divided into two batches, will create 10 start-up teams working on urban challenges linked to urban heat islands (UHI)/cooling, and food waste/circularity, or climate/extreme weather predictability and mobility/circularity. Thus, the project allows students to successfully transform into change makers and EU GREEN DEAL AMBASSADORS by equipping them with the knowledge and experience needed to become green entrepreneurs and/or future employees of green jobs on the global market.

The culmination of this education programme are two sets of LIVING EXHIBITIONS (8 separate exhibitions) spread across Barcelona, Genoa, Copenhagen, Stuttgart, and Vienna. Their purpose is to showcase the solutions and success stories that flourished from the UShift project lifetime in order to raise public awareness for humanity's biggest challenges (i.e., pressure on planetary boundaries, resource scarcity, persistent poverty, social injustice, exponential population growth, urbanization boom, global pandemics, etc.) and interest in the UShift LIVING LABS curricula, the European Green Deal, and the United Nations (UN) Sustainable Development Goals (SDGs). This will be done through an interactive exhibition programme made up of panel and roundtable discussions, media discourse, artistic events, workshops and knowledge exchange via the exhibition of the developed courses and start-up prototypes. The goal is to inspire individual stakeholders such as NGOs, consumers, green start-ups, policy makers, and incubators to take part in the global Urban Shift as active change makers.

Even after the project's lifetime, UShift will continue to have a positive impact via the establishment of an easily adaptable LIVING CURRICULUM template and OPEN ONLINE TRAINING sessions that will be made available on YouTube to inspire future transdisciplinary collaboration. Furthermore, the establishment of an ALUMNI NETWORK serves as a tool to foster sustainable project outputs and the continuation of the start-up teams, as well as serves as a channel for peer-to-peer learning, support, knowledge and expertise exchange, collaboration, co-creation, and mentorship between the learners, start-up teams, business partners and urban expert during and after the project.

Urban Shift is a project developed by Wirtschaftsuniversität Wien - WU (Austria), Institute for Advanced Architecture of Catalonia - IAAC (Spain), Hochschule Der Medien - HdM, (Germany), Wirtschaftskammer Österreich - WIFI (Austria), Multicriteria- MCRIT (Spain), Terra Institute - TERRA (Italy), Pretty Ugly Duckling - PUD (Denmark), Green



Innovation Group A/S - GIG, (Denmark), and co-funded by the Erasmus+ Key Action 2 Partnerships For Innovation Alliances For Innovation 2021 Programme of the European Union.

## 2 – Introduction

This document serves to guide the dissemination and communication strategies and actions of the Urban Shift project.

The Urban Shift communication and dissemination will be organized in 3 phases, the dissemination boost, project implementation, and the sustainability of the dissemination activities.

At the **project's dissemination boost phase**, dissemination concentrates on raising attention about the project, promoting the creation of the experts' network and the partner institutions. This will include the dissemination and communication plan set out in this document as well as launching all the social media platforms and the website.

During the **project's implementation phase**, dissemination concentrates on creating awareness of Urban Shift's new educational programmes among the target groups, building contacts and relations, developing the Internet presence of the project, and publishing the project's news and results. The dissemination will be boosted through two sets of Living Itinerant exhibitions which will take place across Europe. The first set of exhibitions will take place in Vienna, Barcelona, Stuttgart and Copenhagen. The second set of exhibitions will take place in Vienna, Barcelona, Stuttgart and Genoa. Moreover, at this stage, the project results will be spread through journals, magazines, and participation in symposiums, exhibitions, and fairs. The Alumni Network created will continuously provide content for the Urban Shift.

To promote the project beyond the three years, **the project's sustainability**, learners will become Green Ambassadors for the project maintaining the dissemination. In addition, a talents and network page will be created on the website to promote the work of the start-ups and their learners. Ensuring the sustainability of the dissemination is a fundamental aspect of the dissemination plan.

IAAC leads the coordination of the communication and dissemination activities of the project. Project partners (WU, HdM, WIFI, MCRIT, TERRA INSTITUTE, PUD, GIG), will contribute to these activities and will work with IAAC on the communication of their own activities as set in the proposal, following the protocol guidelines set in the following pages.



### 3 – UShift Visual Identity

UShift network considers that strong narratives and visuals are an effective means to disseminate the project results among all target groups. The creation of images and videos will be implemented on all levels of dissemination activities.

The Visual Identity of UShift includes an easily recognizable logo, banners, as well as UShift project colours, fonts, documents, and presentation templates. This visual branding will be embodied in all dissemination tasks to allow better visibility and recognition of the project. Any project activity, dissemination document, or action must refer to the graphic elements described in this section and the following:

- Display the UShift and EU emblem with appropriate prominence and balance to each other, together with eventually other displayed emblems such as partner logos
- Refer to the project's website URL <http://urbanshift.eu> and add the tag #urbanshift on social media
- Show the following text: "Project Co-funded by the Erasmus+ Key Action 2 Partnerships For Innovation Alliances For Innovation 2021 Programme of the European Union"

#### 3.1 UShift Logo

The logo has been developed by a professional graphic designer of IAAC. Several options were drafted, and the final version was voted by all partners, who chose the following:



When colourful backgrounds are used the black or white version of the logo can be used instead.





### 3.2 EU Emblem

As stated in the Grant Agreement, all publications and presentations by members of UShift consortium must acknowledge the EU financial support received by using the following logo:



**Co-funded by  
the European Union**

EU rules determine that *"Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support."*

The statement *'Co-funded by the Erasmus+ Key Action 2 Partnerships For Innovation Alliances For Innovation 2021 Programme of the European Union.'* must always be spelled out in full and placed next to the emblem.

The below statement should be used when publishing work about the project and be published on the website

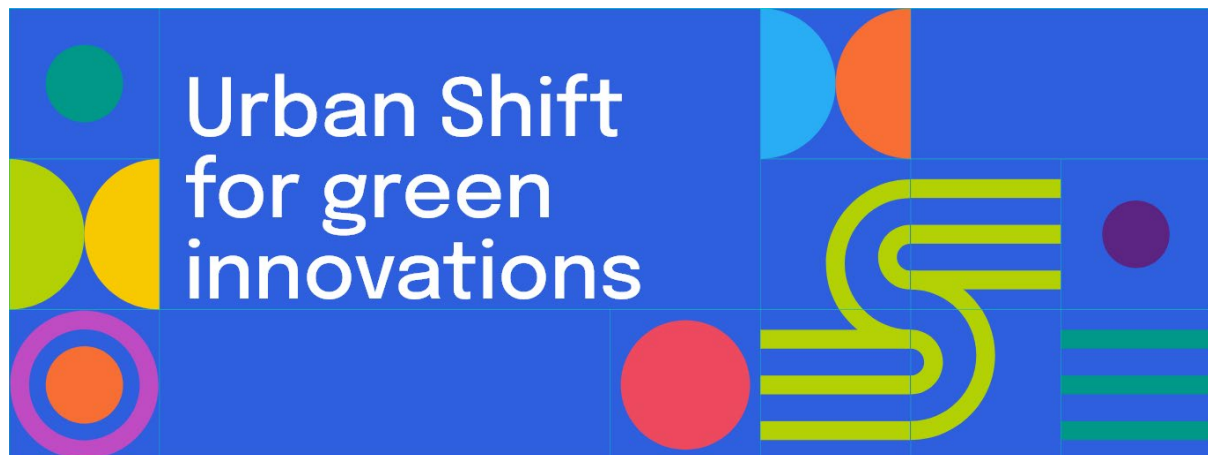
*Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the ERASMUS+ Key Action 2 Partnerships for Innovation Alliances for Innovation 2021. Neither the European Union nor the granting authority can be held responsible for them.*

For more information on how to use the EU emblem, please visit:  
[https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027\\_en](https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027_en)

[https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)

### 3.3 Graphic Language

UShift has developed the following graphic language to be used in the website, social media headings and other communication channels:



The design allows to integrate different shapes and colours, and modify the design based on the needs.

The UShift graphic language has 3 Main Colours with Hexcodes:



2E5FDE



29ADF4



ED495F

Secondary colours with Hexcodes:



#B3D105



#F8C900



#BF4BC3



#009888



#F76E34



#643981



#00D9B4

### 3.4 Font

UShift uses the Avenir font in all project documents and communicational materials. As a secondary font Epilogue will be used. All the fonts will be shared with the partners.

### 3.5 Templates for Dissemination

The network develops a coherent identity through the engagement of an internal graphic designer of IAAC for the core publications of the network and the cooperation and support of all partners to communicate and disseminate results. The internal communication platform of UShift will distribute templates for:

- Attendance list of participants [see Annex A]
- Attendance list of UShift partners [see Annex B]



- Document Template [See Annex C]
- Presentation template [See Annex D]
- UShift Brochure [See Annex E]





## 4 – Communication and Dissemination Audiences

The UShift network has a strong international inter-sector profile and will activate its own local channels and platforms to have a broad outreach to the target groups.

The target audience includes academic institutions, innovators, entrepreneurs, industrial stakeholders, graduated students, educators, and, overall, citizens interested in the convergence of digital, green, business, and transdisciplinary/resilient skills applied to sustainable green solutions, and their potential business opportunities. The list of target groups and the Communication and Dissemination (C&D) engagement strategy per target group are the following:

| Target Group  | Engagement Strategy  | C&D Objectives   |
|---|--|--|
| <b>Learners</b> (VET & HEI learners)                                    | <p>Learners will be reached through: posters, leaflets, and newsletters in their partner institutions.</p> <p>For external learners: social media campaigns, participation in conferences, events, and publications in online magazines.</p> | <p>Learners will be reached to involve them in UShift academic programmes, round tables, the living exhibitions, to gather their contributions, show them the potential of transdisciplinary cooperation to set up innovative companies, and provide them with resources to stimulate the development of innovative projects.</p> <p>Disseminate among external learners the new methodologies developed within the project for potential replication, extend the alliance, and set up future cooperation and exchange projects.</p> |
| <b>Trainers</b> (HEI +VET staff as well as business partners employees) | <p>Trainers will be reached through: posters, leaflets, and newsletters in their partner institutions.</p> <p>For external trainers: social media campaigns, participation in symposiums, conferences,</p>                                   | <p>Disseminate among educators the new methodologies developed within the project for potential replication, reach out to HEIs and VETs and involve them in the project activities to co-develop the UShift project and gather their contribution, extend the alliance,</p>  |



|   |   |  |
|---|---|--|
|   | events, publications in journals, and online magazines.   | and set up future cooperation and exchange projects  |
| <b>Urban Experts</b>  | A database of key urban experts will be organized at the beginning of the project and they will be reached through email. Further urban experts will be reached through social media, participation in events, and publications in online magazines.              | Involve urban experts in the project development in order to gather insights about cities' needs, exchange about the potential of transdisciplinary projects (regarding the collaboration between Academia and Business) to meet urban sustainability goals, stimulate their partnership with Green Deal stakeholder groups such as start-ups, incubators, policymakers, city administrators, NGOs, and consumers, strengthen such alliances, and set up future cooperation and exchange projects. |
| <b>Business and Industry (in field of Sustainability &amp; Circularity)</b> | A database of key business and industry professionals will be organized throughout the project and they will be reached through email. Further professionals will be reached through social media, participation in events, and publications in online magazines. | Stimulate their participation in education programmes, and their collaboration with students, and strengthen such alliances in order to set up future cooperation and exchange projects.   |



|  |  |   |
|--|--|---|
| <b>Sustainability affiliated stakeholders/citizens</b> | Dissemination campaigns through social media and through the living exhibitions will be organized. | Raise awareness within the wider audience about the benefits of implementing transdisciplinary projects working on urban design, environmental engineering, media, and business to create a fertile ground for the implementation of the projects developed by the start-ups created within UShift project and eventual future projects that will replicate UShift methodology. |
|--|--|---|

Overall, UShift communication and dissemination strategy is based on a gradual engagement of the target groups.



## 5 – UShift Main Activities and Outputs to be Disseminated

### ● Train the Trainers

Trainers will take part in online and an in-person training to develop skills and to understand the main concepts and ideas of each of the disciplines involved. A compilation of material as a pdf report published online on the project website in English.

### ● Living Labs Programme

#### ○ **Bridging Courses**

Learners will receive knowledge on the selected urban challenges by the consortium, as well as transdisciplinary, digital, and green skills. A compilation of material as a pdf report will be published online on the project website in English.

#### ○ **Urban expert Knowledge Inclusion, Definition of Urban Challenges and Cities Network Engagement Roundtables**

The event will be disseminated amongst the different target groups as well as the outputs from the event. This will include photos, videos and content from the event.

#### ○ **Specialized Skills Training, Advanced Skills Training, Start-up Coaching & Support Coaching**

#### ○ **Publication of the Curriculum**

Once the curriculum is finalized, after the second batch, the PDF document will be published online and disseminated through the different social media platforms.

### ● Living Exhibitions

2 sets Living Itinerant Exhibitions will be organized and will take place in 5 different locations (Vienna, Barcelona, Stuttgart, Copenhagen, Genoa), to share with a wider public ( target group: universities, learners interested in developing similar projects, business companies, investors), drawings, renderings, and prototypes of the work developed by the HEI+VET learners. Each Exhibition will last 1 week and will include an opening with invited guests. The events will be promoted through international events promotion channels, and 2 reports will be published on the project website, illustrating the project displayed and the networking activities carried out. Photos and videos will be taken of the Exhibitions in their various locations and published on the website. The exhibitions themselves will act as dissemination for the project and the exhibitions will also be disseminated.

### ● Open Online Training

The training will disseminate the lessons learned to interested trainers, teachers, and facilitators all over the world who want to teach their learners innovative ways of dealing with climate-related issues. The online training



sessions will be uploaded on YouTube to ensure the continuation of open access is guaranteed.

- **Green Ambassadors and Network**

As part of the project UShift aims to promote its participants and network. This will primarily be achieved through dedicated sections on the website, but will also include promoting them on social media.

- **Ongoing Communication**

Project results will be disseminated through a large variety of dissemination channels including project presentations and press releases, website, and Social media, such as Facebook, LinkedIn, Twitter accounts, YouTube channel, to share information about the project, events, the partners, the objectives and the activities, goals, and results. All partners are also expected to share communications through their own channels.

The Public results of UShift, will be collected on the UShift website in the form of activities summaries, videos, power points and within the following deliverables:

D2.1 Compilation of 2 urban challenges background papers (PU)

D3.1 Compilation of Train the Trainers (PU)

D3.2 Compilation of Bridging Courses (PU)

D4.2 Curriculum for HEI and VET (PU)

D6.1 Communication and dissemination plan and material (PU)

D6.2 Itinerant exhibitions (PU)



## 6 – Communication and Dissemination Channels

The present dissemination strategy includes several channels that are tailored for the specific target audiences. It includes (1) a project presentation brochure, (2) a web platform, (3) social media, (4) events activities, and (5) further communication and dissemination activities.

### 6.1 Project Presentation Brochure

A project presentation brochure, providing facts about the project and describing its objectives, target groups, and expected results, will be created. It will be used during key stages of the project development, such as during the Cities Network Engagement Roundtables, Open Online Training, and the Itinerant Exhibitions and further project promotion events. It will include the website and social media address, so that interested audiences will be able to follow the project development.

### 6.2 Web platform

<https://urbanshift.eu/> is the main platform of information on the project, where all the activities and project-related events are published.

The Urban Shift web platform will be a hub for information (on events, programmes, network, publications, etc.) and will be set up in order to attract diverse visitors. The website will offer information about the project, its ambition, goals, results, partners, etc. The website will be dedicated entirely to the project's purposes and will showcase all projects' outputs, including information about the courses and the resources used in courses and classes. Home page with a visual identity introduced by several banners that aim at familiarizing audiences with the project and logo.

The website provides all-embracing information on the network in the following categories:

**About us** - gives a general overview, vision, and mission of the project and introduces a short text of the partners' work and their logo with a link to their individual web pages;

**Activities** - it provides the detailed information of every activity developed by the project, including resources materials;

**Resources and Open Online Training (OOT)** - this tab offers a breakdown menu of case studies, videos, recommended reading and events, and will be linked with the Open Online Training channel on YouTube.

**Talents** - A section will be dedicated to showcasing talents, including CVs and work. Selected learners who participate in the educational programme will be invited to exhibit or publish their work through this page.

**Network** - A page will be also devoted to showing the growing network of HEIs, VETs and SMEs interested in the programme. It provides information about several entities in the field of entrepreneurship, green technologies, and design with the aim of promoting knowledge exchange and results from dissemination within the network. The section will be also connected to the Alumni Network which will be used by trainers to foster collaboration and co-creation during and after the official project end, and to ensure ongoing collaboration and support systems beyond the project lifetime.

**Deliverables** - in this section the visitor will find the projects' outputs in the form of public reports;

**Contact** - the contact tab allows any visitor to fill out a form to get in touch with the project partners. The emails will be directed to [info@urbanshift.eu](mailto:info@urbanshift.eu) and forwarded to the appropriate partners.

Besides, the website is designed in a responsive and sociable way to allow easy interaction. It incorporates in every web page the possibility to share news, pages, and posts via all UShift social media networks, with the aim of facilitating the dissemination of the project outputs and messages.

The website is administered by IAAC. Its role is to maintain up-to-date the website by creating the necessary posts on the project activities, disseminating its results, and monitoring the frequency of posts. The role of the partners is to provide IAAC with the necessary information to be uploaded on the website in relation to the activities they lead.

### 6.3 Social Media

Social Media is an effective way to spread news and content to all target groups. The project presence on the different platforms addresses not only different target groups and goals but also allows UShift members to publish through the channel of their choice.

UShift's main social media accounts include LinkedIn, Facebook, Twitter, and Instagram. A YouTube channel will be opened in order to share the videos produced within the project. Social Media Challenges posed to learners will create a boost in dissemination for the project on LinkedIn and/or Instagram and integrated into both batches of the Living Labs.

The goals for each social media have been settled taking into consideration the project plan and the number of outcomes to be promoted each year: the more the project progresses the more outcomes to be promoted will be available.

| Media    | Objective       | Audience reached    |
|----------|-----------------|---------------------|
| Facebook | 1 post per week | 30.000 interactions |



|           |                     |                     |
|-----------|---------------------|---------------------|
| Twitter   | 1 post per week     | 30.000 interactions |
| Instagram | 1 post per week     | 30.000 interactions |
| LinkedIn  | 1 post per week     | 30.000 interactions |
| Youtube   | 20 videos published | 2.000 streamings    |

UShift uses the tag #urbanshift and #erasmus+ on the entries on social media, together with #greeneconomy, #greenstartup, #greenbusiness, #greenentrepreneurship, and #NBS #transdisciplinary, #education, when pertinent. Additionally, all partners and the Erasmus+ profiles should be mentioned and tagged on all posts.

Likewise, all network members are asked to share information about all UShift activities through their own profiles. When partners create their own posts and entries, they should also always include the above-mentioned tags and profile mentions

Instagram: @urbanshift.eu <https://www.instagram.com/urbanshift.eu/>

Twitter: @urbanshift\_eu [https://twitter.com/urbanshift\\_eu](https://twitter.com/urbanshift_eu)

Facebook: Urban Shift <https://www.facebook.com/profile.php?id=100085678822044>

LinkedIn: Urban Shift <https://www.linkedin.com/company/urbanshifteu>

## 6.4 Dissemination Activities

The following table summarizes the dissemination activities that will be performed:

| Activity           | Description  | Objective | Audience reached |
|--------------------|--|-----------|------------------|
| Papers in Journals | In order to reach the scientific community and foster the replication of the project at least one paper on the project will be published | 1 paper   | 1.000            |





|   |   |                               |        |
|---|---|-------------------------------|--------|
| Participation to symposiums                           | In order to reach the scientific community the project results will be presented in symposiums dedicated to topics related to the Urban Shift                     | Participation to 3 symposiums | 1.500  |
| Articles on magazines                                 | In order to reach learners and professionals articles in specialized magazines (e.g. DesignBoom, Archdaily, etc.)   | 6 articles                    | 20.000 |
| Participation in fairs                                | In order to reach professionals and investors we will participate in sectorial fairs (i.e. advanced construction fair, smart city fair)                           | 3 fairs                       | 6.000  |
| Participation to conferences, events, and exhibitions | In order to reach the scientific community and the professionals the project results will be presented in a wide variety of conferences, events, and exhibitions. | 6 events                      | 3.000  |

## 6.5 Cities Network Engagement Roundtables and Living Exhibitions

Project events are one of the main tools that will be used to engage the target groups, disseminate the project outcomes, and extend the alliance, in detail:

- CITIES NETWORK ENGAGEMENT ROUNDTABLES:  
2 Cities Network Engagement Roundtable (CNER) will be carried out throughout the project duration to ensure an impact-oriented outreach and the creation of regional urban impact networks (URBAN REGIONAL IMPACT NETWORKS). They are targeted at reaching the following audience:

| Activity                           | Audience              |
|------------------------------------|-----------------------|
| City Network Engagement Roundtable | 100 people x 2 events |



## ● LIVING EXHIBITIONS:

In order to successfully communicate the urgency, objectives, and opportunities of the EU Green Deal and to motivate the individual stakeholder groups to support the implementation of the Deal, completely new forms of communication are needed. To meet this need, Urban Shift offers a new innovative approach to innovation and communication that goes far beyond classical information and awareness raising.

At the center (and as a logical next step to the Living Curriculum) of Urban Shift's communication and dissemination is the Living Exhibition (LE). The Living Exhibition has the following characteristics:

- Focus on the whole of Europe and beyond
- Focus on inspiration (next to information)
- Focus on the use of new media and art
- Focus on Green Deal success stories which shall inspire different stakeholder groups
- Focus on Green Deal Ambassadors

The LE is a temporary itinerant exhibition that will present the results of each Urban Shift batch in 5 European cities (1st batch: Barcelona, Stuttgart, Copenhagen, Vienna / 2nd batch: Barcelona, Stuttgart, Genoa, Vienna) and give our start-ups the stage as Green Deal Ambassadors.

Moreover, during each living exhibitions, the following activities will be performed:

- Opening with presentations: at least 3 relevant experts in the field / Green Deal pioneers will be invited to participate in the opening and to give a lecture, in order to attract a wider audience.
- Ambassadors from the Urban Shift start-ups will present their work
- Art event: an artistic performance aimed at raising environmental awareness will be hosted in every exhibition targeting the general public
- Workshop: a one-day workshop targeting learners and young professionals will be given in each living exhibition in order to further share the knowledge generated within the project. The workshops will aim at the creation of skills useful for the development of a start-up (i.e. how to develop a business plan, how to develop the prototype of your project, etc.)
- Brainstorming, clustering and co-creation session: the session aims at researchers, teachers and professionals, that will co-create



visions towards future corporations in the field of education and research

- Living wall: ideas and experiences proceeding from the opening, the workshops and brainstorming sessions will be presented on a living wall. The living wall will be also open to the ideas of all visitors. Videos of the art events will be presented on the living wall.

The itinerant exhibition consists of fixed elements (exhibition materials produced by IAAC, presenting the courses developed and their outcomes, including prototypes), as well as elements that change over time and during the 4 stops in 4 different cities, based on inputs given by the visitors of the previous exhibition (the living wall will be growing over time).

In this way, the living exhibition learns and changes each time and reflects a pan-European perspective after one year. Conceptually, the living exhibition will tell different Green Deal success stories that specifically address and inspire the individual Green Deal stakeholder groups such as start-ups, incubators, policymakers, city administrators, NGOs, and consumers. Thus, not only the individual Urban Shift start-ups will be presented, but also their genesis, or the factors and network partners that enabled the framework for the successful process from problem definition to implementation/marketing of the solution. In addition, the Urban Shift start-ups, as EU Green Deal Ambassadors, are to be specifically linked with other start-ups and learners. As role models, their mission is clear: inspiring the audience to do the same and emphasizing also the economic benefit to be an EU Green Deal Pioneer.

The LEs are targeted at reaching the following audience:

| Activity      | Audience                     |
|---------------|------------------------------|
| Opening       | 100 people x 8 exhibitions   |
| Art event     | 100 people x 8 exhibitions   |
| Workshop      | 20 learners x 8 exhibitions  |
| Brainstorming | 30 participants x 8 sessions |
| Visitors      | 3.000                        |



## 6.6 Further communication and dissemination activities

Furthermore, the project activities and outcomes will be communicated and disseminated through:

- UShift partner newsletters (communication activity) > announcing upcoming events and opportunities.
- Press releases (communication activity) > on relevant web portals announcing upcoming living exhibitions, and relevant activities, such as openings, art events, workshops, and brainstorming events. A press kit will be created for each press release and the partners will be expected to share it on their platforms as well.
- Two Background papers (dissemination activity) > during the 2nd year of the project, two papers will be generated, one for the challenges of each batch, describing the urban contexts and related challenges, the stakeholders present at the City Network Engagement Roundtable and their relative concerns (challenges, threats, limitations, desires, and fears), the initiatives carried out so far in the project, and their linkage with European policy goals and Strategies.



## 7 – Sustainability

The last three months of the project will be dedicated, from the dissemination perspective, to achieve sustainability of the dissemination efforts undertaken by the project partners. The actions envisioned are:

- Maintenance plan of the dissemination channels after the end of the project;
- Setting up a plan for the continuation of dissemination activities by members of the project network based on UShift results.

Moreover, during the project, a special effort will be placed in order to build liaison and collaboration with other related initiatives, establish contacts with other research projects, networks of excellence, platforms for transdisciplinary learning, and for start-ups related to Green Economy, to ensure the sustainability of the communication and dissemination of the results of the project.

All the main outcomes of the whole project will remain available and in particular:

- On the dedicated website and on the website of the partners that already have a dedicated sections to store information about the EU-funded projects. The availability of the information will be secured at least until the time serious updates would be necessary, which is not expected at minimum for three years after the project's end.
- All the publications on social media platforms will be maintained.
- The UShift's Open Online Training (OOT), uploaded to a special YouTube channel, will remain open and publicly accessible. The content will furthermore be uploaded on the Urban Shift project website.
- The Urban Shift Alumni Network, as a peer-to-peer learning platform, will dock onto the respective university alumni programmes in a decentralized manner and will remain open and accessible, after the end of the project.



## 8– Annexes

Annex A - Attendance List Of Participants

Annex B - Attendance List of UShift Partners

Annex C - Document Template

Annex D - Presentation Template

Annex E - UShift Brochure



## Annex A

### Attendance list of participants

[Annex A UShift Participant Sign-in sheet.docx](#)



#### **PARTICIPANT SIGN-IN SHEET**

**[DAY], [MONTH], 20XX**

|     | NAME, LAST NAME | INSTITUTION | SIGNATURE |
|-----|-----------------|-------------|-----------|
| 1.  |                 |             |           |
| 2.  |                 |             |           |
| 3.  |                 |             |           |
| 4.  |                 |             |           |
| 5.  |                 |             |           |
| 6.  |                 |             |           |
| 7.  |                 |             |           |
| 8.  |                 |             |           |
| 9.  |                 |             |           |
| 10. |                 |             |           |
| 11. |                 |             |           |



## Annex B

Attendance list of UShift partners

[Annex B UShift Partners Sign-in sheet.docx](#)



[Activity Name]

[Date]

[Location]

### PARTNER SIGN-IN SHEET

[DAY], [MONTH], 20XX

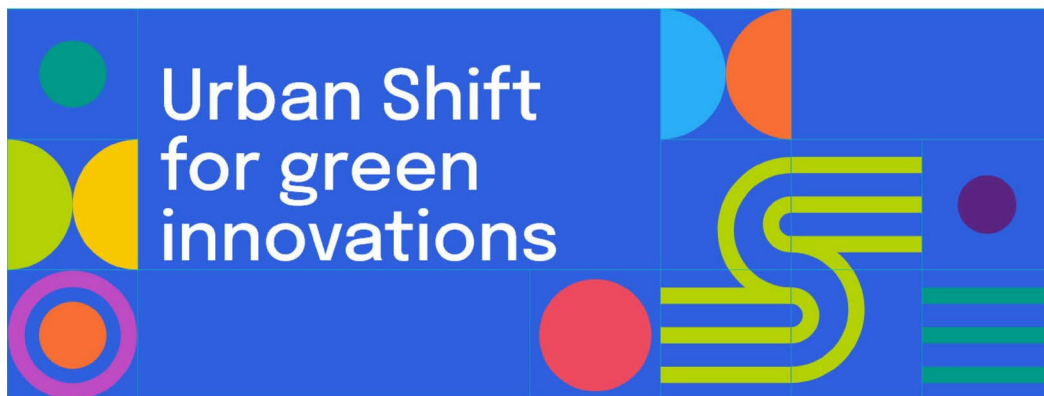
|     | NAME, LAST NAME | INSTITUTION | SIGNATURE |
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## Annex C

### Document Template

[Annex C Document Template.docx](#)



TITLE

Date

Partner

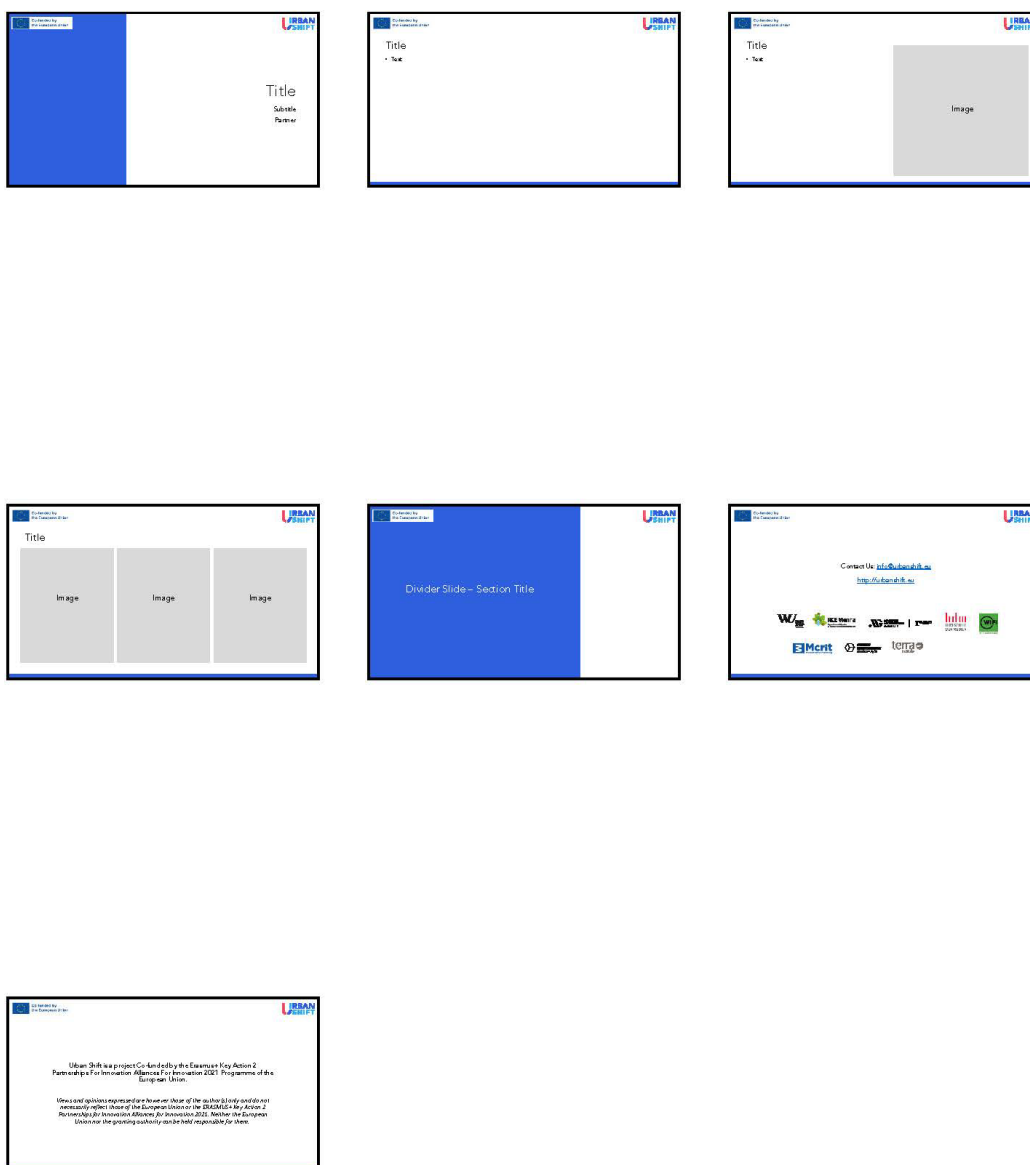
|                         |  |
|-------------------------|--|
| Work Package            |  |
| Task                    |  |
| Due Date                |  |
| Responsible Beneficiary |  |
| Version                 |  |
| Author(s)               |  |



## Annex D

### Presentation template

[Annex D Presentation Template.pptx](#)





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## Annex E

### UShift Brochure

[Annex E Urban Shift Brochure.pdf](#)



## Urban Shift for Green Innovations



Co-funded by  
the European Union

Urban Shift Co-funded by the  
Erasmus+ Key Action 2 Partnerships  
For Innovation Alliances For  
Innovation 2021 Programme of the  
European Union.

8 partners located in 5 countries



Check out our Website:  
<https://urbanshift.eu/>

And follow us on Social Media



Urban Shift (UShift) is an experimental, impact-based, and transdisciplinary education programme that focuses on creating lasting change by bringing together students from Higher Education Institutions (HEI), a Vocational Education Institution (VET), urban experts, and business partners.

Urban Shift is a project aimed at reaching the goals of the EU Green Deal by providing ground-breaking innovations for fighting climate change and urban challenges in cities. The project will create a Living Ecosystem where educational institutions and businesses implement a Living Curriculum for transdisciplinary start-up education with learners of a diverse background. Over the 3 year programme, 10 transdisciplinary start-ups will be formed as well as other initiatives to boost the dissemination of the EU Green Deal and the work developed by the students.

The goal is to inspire individual stakeholders such as NGOs, consumers, green start-ups, policy makers, and incubators to take part in the global Urban Shift as active change makers.



|  |   |  |
|--|---|--|
|  | <p><b>Project Objectives:</b></p> <ul style="list-style-type: none"> <li>Bringing together diverse expertise, trainers and business to find holistic and hands-on solutions for fighting climate change in urban areas</li> <li>Creating regional impact networks supporting the EU Green Deal</li> <li>Creating a pioneering and transferable start-up curriculum based on innovative transdisciplinary learning aimed at the EU Green Deal</li> <li>Fighting climate change with regard to urban challenges:             <ol style="list-style-type: none"> <li>'Urban Heat Islands' &amp; 'Food Waste/Circularity'</li> <li>'Climate/ Extreme Weather Predictive Capability' &amp; 'Mobility/ Circularity'</li> </ol> </li> <li>Promoting the EU Green Deal via innovative communication, information and inspiration</li> </ul> | <p><b>Project Timeframe:</b><br/>Sept 2022- Sept 2025</p>  |
|  |   | <p><b>Project Budget:</b><br/>€ 1, 433, 519.00</p>   |
|  |   | <p><b>Project Partners:</b></p> <p>University of Economics and Business (WU)</p> <p>  <b>RCE Vienna</b><br/>Regional Centre of Expertise on Education for Sustainable Development</p> <p>Institute for Advanced Architecture of Catalonia (IAAC)</p> <p> <b>ADVANCED ARCHITECTURE GROUP</b>   <b>iaac</b></p> <p>Stuttgart Media University (HdM)</p> <p> <b>HOCHSCHULE DER MEDIEN</b></p> <p>The Institute for Economic Promotion (Wifi)</p> <p> <b>WIFI INTERNATIONAL</b></p> <p>Terra Institute (Terra)</p> <p> <b>terra institute</b></p> <p>Multicriteria (MCRIT)</p> <p> <b>Mcrit</b><br/>Multicriteria Planning</p> <p>Green Innovation Group (GIG)</p> <p> <b>GREEN INNOVATION GROUP A/S</b></p> <p>Pretty Ugly Duckling (PUD)</p> |
|  | <p><b>Project Outcomes:</b></p> <ul style="list-style-type: none"> <li>Living Curriculum - the development of a curriculum that can be replicated</li> <li>Living Labs Programme - the development of 10 new start-ups focusing on finding solutions for the urban challenges</li> <li>Living Exhibitions - 2 sets of traveling itinerant exhibitions that will travel across Europe promoting the work done in Urban Shift</li> <li>Open Online Training - a platform of open access resources</li> <li>Talent Network - a online platform showcasing the talents identified throughout the projectw</li> </ul>  |  |

