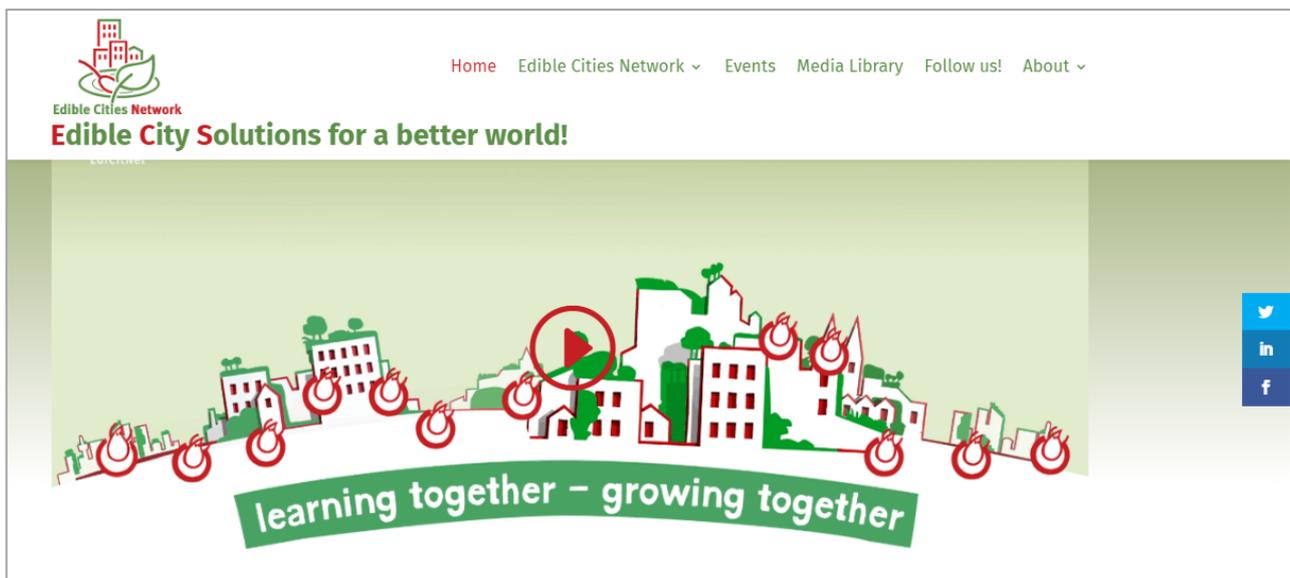




Edible Cities Network – Integrating Edible City Solutions for social, resilient and sustainably productive Cities

## Public website and online Community Platform

### Deliverable D7.2



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## Table of changes

|                      |   |
|----------------------|---|
| 13 September 019     | First version available to reviewers                                      |
| 20 September 019     | Internal review   |
| 20-22 September 2019 | Quality assurance   |
| 1 October 2019       | Submission to European Commission and upload of the deliverable in Zenodo |

# 1. Executive Summary

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The EdiCitNet project has adopted two tools for fostering communication at several levels:

- The website.
- The community management tool (CMT).

Through the **website** [www.edicitnet.com](http://www.edicitnet.com), EdiCitNet intends to:

- Present to a broader audience the structure of the project, present its contents and present the partners and city teams.
- Offer a marketplace and brokerage platform, also re-directed to the *Think nature platform*<sup>1</sup>
- Actively involve citizens to explore their Edible City Solutions in their cities
- Offer the broader audience the chance to become part of a paradigm shift and a change of lifestyle.

The EdiCitNet website has been launched on the occasion of the European Research and Innovation Days 2019<sup>2</sup> (24-26 September 2019)

The **Community Management Tool** (<https://cmt.eurtd.com/groups/profile/109728/edicitnet-community>) was launched in September 2018 a *semi-open platform* for the City Teams. The CMT is also open to all those interested in our Edible Cities Network. The CMT provides connections to a wider group than the EdiCitNet consortium partners. The CMT is used for exchange of knowledge and as a communication platform for the City Teams. The CMT allows monitoring of activities and provides an overview of City Team members' activities and interactions.

Through CMT, the EdiCitNet Community:

- spreads internal but publicly accessible information for persons which are deeper interested in Edible City Solutions (ECS) and are probably of an inter- or transdisciplinary background or related to the project in other ways this community platform
- Provides feed to the news section, organizes events or presents new scientific results around the topic of Edible City Solutions.

The CMT provides one step for a holistic communication round EdiCitNet and beyond and connect important stakeholder of EdiCitNet and our Network Cities.

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<sup>1</sup> The ThinkNature project is part of Horizon 2020, the EU Framework Programme for Research and Innovation and has received funding under grant agreement No 730338: <https://www.think-nature.eu/>

<sup>2</sup> [https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days\\_en](https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days_en)

## 2. Introduction

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The website and the CMT are complementing each other's and can be considered the two main pillars of EdiCitNet communication strategy in the project. Both platforms provide insight and knowledge and both foster participation of citizens. The difference between them is mainly their target audience.

- The **CMT** provides a platform for the internal structure of the EdiCitNet City Teams, offers a deeper insight into the project and its scientific knowledge, and it allows the community to share documents and knowledge beyond ECS.
- The **website** instead is mainly for the use of the general public, it provides easy access to contents and offers the possibility to get involved into our project, the ECS in their variety, and foremost in urban farming, the most socializing form of ECS.

## 3. Work done

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### 3.1 The EdiCitNet website

The EdiCitNet project strongly focuses on the high social impact ECS and edible cities can have. Our project derives from the social science and aims at social cohesion, thus it was of primary importance that the project website addresses the society as a whole.

The website **was designed to be attractive, catchy, easy to use and interact with**. The contents of the project have been written and presented in a way to allow quick grasping of the main information. Therefore, we designed a **video with an animation** for the landing page and we **used icons and pictograms** to explain the main content and goals of the project in a way that they are easy to understand for a younger audience.

The "**call to action buttons**" on the landing page have been designed to enhance activity and refer to knowledge and insights in the field of science marketing. The buttons fulfill the primary aim of attracting visitors and invite them to access the contents in the other pages on the deeper layer of the website structure. The most important goal of the project is presented to emphasize the project's impact.



Figure 1: The upper part of the landing page with video animation.

The **video animation** was carefully designed and set up for transporting the spirit of the project and fostering a deeper understanding of the project contents and goals. Based on know-how of science marketing, the video animation refers to the change of lifestyle adopted in cities and the enhancement of social cohesion protected by the cities' administration. The governance and leading principles portrayed in this video are easily understandable for children as they are the future stakeholder and citizen.

*The video shows the easy way of participating and shows how easily such smooth revolutions can take place.*

*“Learning together - growing together” is a motto integrating everyone and striving to harmonically learn from each other.*

Three **call to action buttons** for involving via easy accessing the alternative content:

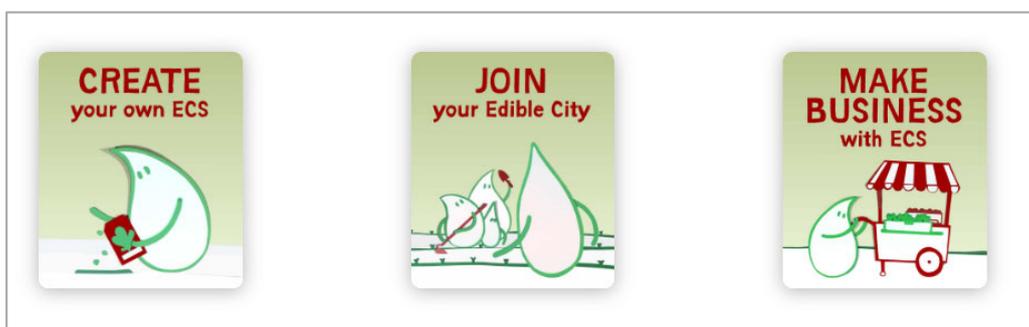


Figure 2: Three call to action buttons on EdiCitNet landing page.

The three action buttons divide the content into three main section relevant for the project:

- **Create your own ECS** first introduces the concept of ECS and therewith, refers to citizens but also entrepreneurs with innovative ideas.
- **Join your Edible City** focuses on the citizens’ participation – induces a change in urban lifestyle and thus attracts the visitor to engage in the own city. A calendar section is supporting all events round ECS where everyone can join and come to know what ECS are.
- **Make business with ECS** is the market place and everything what is around ECS and business. It is the place for all start-ups and smaller SME looking for upscaling possibilities and further support through the project.



Figure 3: Pictograms for easy accessing project’s aims on EdiCitNet landing page.

The **design** adopted in the website is going to be applied tool other communication materials in the project and is aimed to form a **corporate identity** beyond the project. These icons are used to support non-verbal transport of contents and to enhance visibility and recognition.



Figure 4: Different examples of content related EdiCitNet icons.

### 3.2 The EdiCitNet Community Management Tool

The CMT is a collaborative virtual space set up for fostering the interaction and exchange between the city teams in the project. City teams both include the consortium partners and additional organisations outside the consortium. The platform can be adjusted according to the needs of the project and the community. People register themselves and can access and shape their platform.

The CMT shows several widgets and add-ons. The platform can save time but cannot replace personal meetings.

- Events and scheduled meetings are visible in a public (open to the community) calendar.
- Further small files (pics and other public files) are accessible for the community.
- Open access data are available for the community and the constantly growing network.
- The work package groups' sections provide knowledge targeting specifically the work package members.

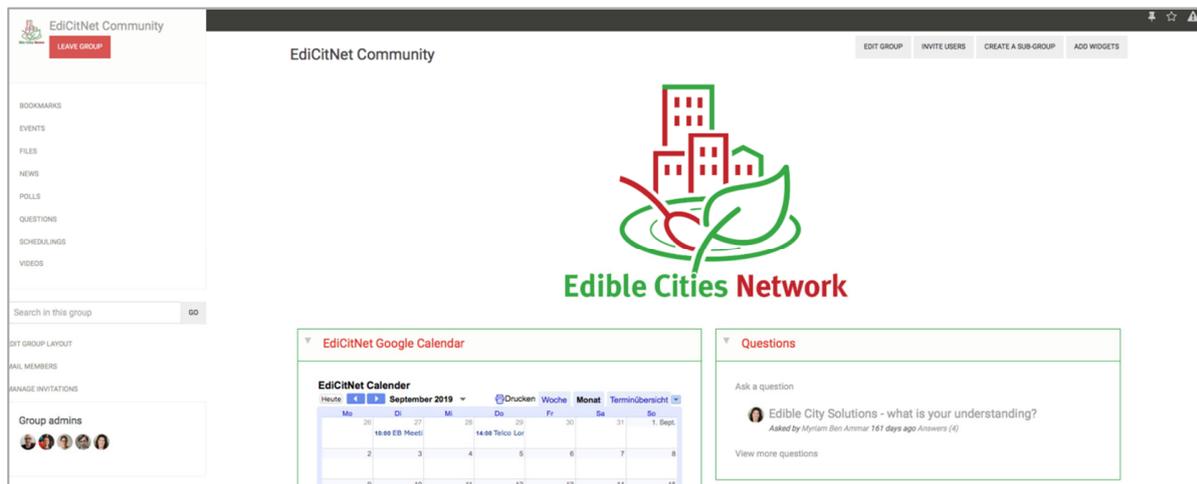


Figure 5: Landing Page on CMT for EdiCitNet Community.

View all members

Sub-Groups structure

- EdiCitNet Community
  - COMMUNITY SPACE 1 - City Team Building and Governance
  - COMMUNITY SPACE 2 - Developing the ECS Toolbox
  - COMMUNITY SPACE 3 - Developing Living Labs in Front Runner Cities
  - COMMUNITY SPACE 4 - Transition Pathway Planning in Follower Cities
  - COMMUNITY SPACE 5 - Documenting and Monitoring the ECS Innovation
  - COMMUNITY SPACE 6 - Developing a Global ECS Market
  - COMMUNITY SPACE 7 - ECS Education, Knowledge Sharing and Communication

EdiCitNet Community Events

- OCT 19** WP4 - Training of Trainers in Girona  
ATTENDING 6 attendees
- OCT 21** Annual EdiCitNet Meeting in Girona, Spain  
UNDO ATTENDING 23 attendees
- NOV 07** City-Team workshop in Andernach  
ATTENDING 0 attendees
- NOV 14** Second City Workshop Rotterdam  
UNDO ATTENDING 3 attendees

Figure 6: Information and Registration for EdiCitNet Events on CMT.

Each **EdiCitNet City Team** has its own page at the CMT to exchange information in the local language and to report on news and progress in each city. The structure of each City Team page follows a general scheme with news, calendars, next steps etc., but can also be designed by the City Team according to its own needs.

On the CMT there is the possibility to get information about EdiCitNet events and to register at the same time without further complications.



Figure 7: City Teams on CMT.

Recent event internal and external can be announced and provide guidance through relevant conferences concerning the scope of green economy, governance for resilient cities and related political issues.

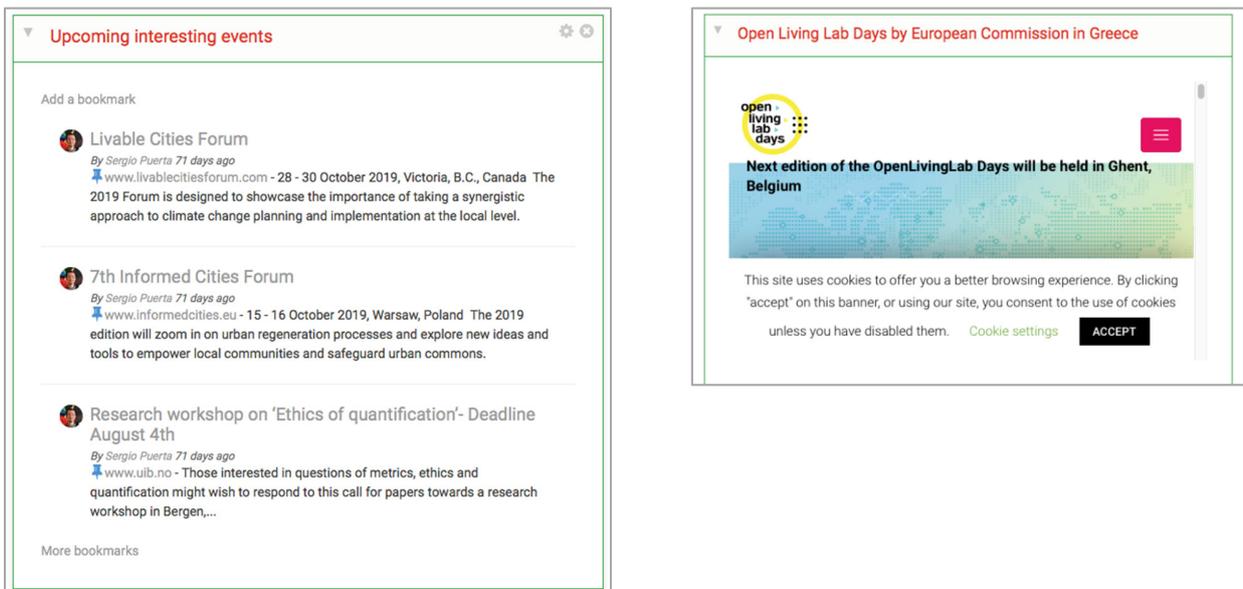


Figure 8: Presentation of EdiCitNet related Events.

### **About the EdiCitNet project**

EdiCitNet (Edible Cities Network – Integrating Edible City Solutions for social, resilient and sustainably productive cities) is a project funded by the European Commission and running from September 2018 to August 2023 (Grant Agreement No. 776665).

EdiCitNet is demonstrating innovated nature-based solutions (NBS). Edible City Solutions (ECS) are going one step further:

We include the whole chain of urban food production, distribution and utilisation for inclusive urban regeneration and address societal challenges such as mass urbanisation, social inequality and climate change and resource protection in cities.

### **Interested in getting to know more?**

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Follow us on Instagram! <https://www.instagram.com/edicitnet/>



Drop us a mail: [edicitnet-coordinator@eurtd.com](mailto:edicitnet-coordinator@eurtd.com)

