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METAMORPHOSIS

Transformation of neighbourhoods in a child-friendly way
to increase the quality of life for all citizens



D.7.2 Development of general dissemination and communication material of the project



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Transformation of neighbourhoods in a child-friendly way
to increase the quality of life for all citizens



METAMORPHOSIS

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www.metamorphosis-project.eu



Abstract

In the Metamorphosis project funded by the H2020 programme of the European Union, measures for transforming neighbourhoods in a children-friendly way will be implemented in seven European cities. The seven cities are Alba Iulia (Romania), Graz (Austria), Meran (Italy), Munich (Germany), Southampton (United Kingdom), Tilburg (Netherlands) and Zurich (Switzerland). This deliverable provides a collection of the general dissemination and communication material that has been developed for the project.

This general dissemination and communication material included the Visual Identity and a Corporate Design, the project's website as well as an overview of the social media accounts run by the project. In addition, the various products associated with "standard print material" and the educational give-away will be introduced here.

Like so many other deliverables of the Metamorphosis project this document also, is a living document. The deadline for the document is November 2017. However, many of the dissemination and communication materials will be developed and produced over the course of the project. Thus, this deliverable will be updated around the time of the Periodic Report and will result in D7.5 - DCE Report as part of the Final Report (M36).

Project partners

Organisation	Country
Coordinator: Forschungsgesellschaft Mobilität - Austrian Mobility Research FGM - AMOR Gemeinnützige GMBH (FGM-AMOR)	Austria
Synergo Mobilität – Politik – Raum GmbH (SYNERGO)	Switzerland
Comune di Merano (MERANO)	Italy
Stichting NHTV internationale Hogeschool Breda (NHTV)	The Netherlands
Southampton City Council (SCC)	United Kingdom
University of Southampton (SOUTHAMPTON)	United Kingdom
Technische Universität Dresden (TUD)	Germany
Municipality of Alba Iulia ()	Romania
Ökoinstitut Südtirol/ Alto Adige (OKI)	Italy
Landeshauptstadt München (LHM)	Germany
Lendwirbel – Verein für nachbarschaftliche Stadtentwicklung (LENDWIRBEL)	Austria
Gemeente Tilburg (TILBURG)	The Netherlands

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09.04.2018	Susanne Wrighton	Final version

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1 Introducing Metamorphosis

The Metamorphosis project aims at transforming neighbourhoods in more liveable and shared spaces. The project starts from the premises that when a neighbourhood has many children living its public spaces, it is well-designed. The presence of children on public spaces, thus, is considered a good indicator for a sustainable urban planning.

The analysis, the redefinition of public spaces and neighbourhoods during the implementation phase, and the monitoring of the project's activities will bear to the creation of a Metamorphosis-innovation process that will be used as an instrument to transfer the know-how and the knowledge acquired during the projects to other regions and countries.

The main objectives to be achieved within the project can be sum up as the following:

1. Transform car-oriented neighbourhoods into children-friendly neighbourhoods achieving behavioural change and increasing the quality of life;
2. Build the vision needed for such transformations – involving end-users, including children, and stakeholders;
3. Answer some basic research questions related to neighbourhood transformation;
4. Achieve creative breakthrough innovations – in development, in design, in governance and in planning procedures – for streets, squares and other public spaces in neighbourhoods and urban districts;
5. Through the above described mechanisms, develop and implement children friendly mobility solutions (e.g. pedestrianisation, better and more equitable shared public spaces, street design elements, child oriented “share points”)
6. Evaluate take up, involvement, process and impacts using innovative evaluation methodologies;
7. Develop and implement innovative transfer instruments to transfer METAMORPHOSIS-innovations from city to city and country to country, also beyond the duration of the project.

2. About this Deliverable

To achieve the objectives of the project, well developed communication and dissemination strategies and materials are necessary. D7.1 “Dissemination, Exploitation and Communication plans” gave an overview as well as details to the partners about the overall strategy and materials, while the national plans of the partner cities documented the measures and materials used on a local/national level.

This deliverable, D7.2., “Development of general dissemination and communication material” of the project, gives an overview of the tools and materials developed and provides documentation and further information on the generated materials.

3. Dissemination Materials and Communication Measures

3.1 Standard Information and Dissemination Materials

3.1.1 Visual Identity and Corporate Design

The Visual Identity and Corporate Design of the Metamorphosis project were developed right at the start of the project to maximise the impact of the dissemination and communication activities and to market the project successfully to the target groups.

The Visual Identity of Metamorphosis is composed of logos and different templates that must be used by all partners on Communication and Dissemination Material that represents the project to the outside world.

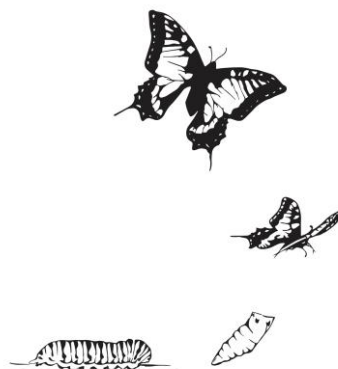
Several different logos and graphical elements are available for the Metamorphosis project. They have different sizes and formats and can therefore be used in documents and materials of various formats. The general Metamorphosis logo will be suitable for all documents; it simply consists of the Name and a butterfly:



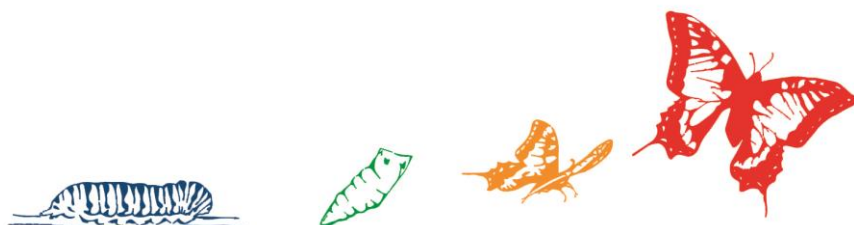
A logo “banner” has been created for the use in e.g. presentations or all documents that need a small horizontal graphic:



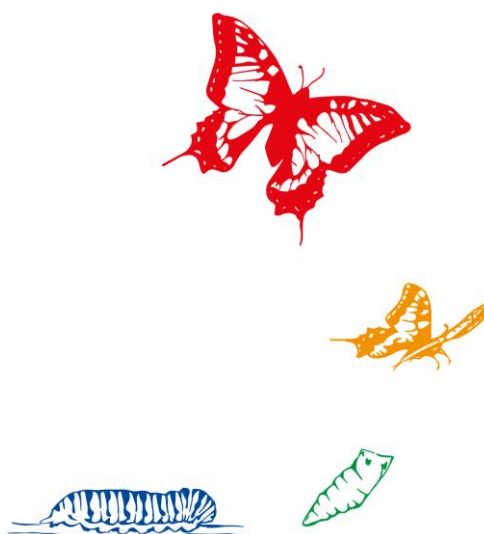
Finally, there is the large graphic image that is also part of the templated for reports. It can be used on documents where a large area is available:



To be more appealing to children, who are THE main target and stakeholder group of the Metamorphosis project, colour versions of the logos have also been designed.



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The whole visual identity (logos, templates) is available on the internal area of the website <http://internal.metamorphosis-project.eu/> and can be downloaded by each partner.

3.1.2 Key Images

Partner are provided with Key Images (photographs) for their communications material. A small selection of these key images are shown below.



3.1.3 Project Website

The project website (www.metamorphosis-project.eu) is a central part of the project. It was designed in a way to provide a public part, and an internal part for exchange among the project partners.

The external or public part contains information on the project, downloads, news and relevant events. It is tailored to relevant stakeholder groups and aims to create web and other media traffic and interest in the project. The traffic is boosted by links to the project's various social media channels (see description in more detail under 3.2.1).

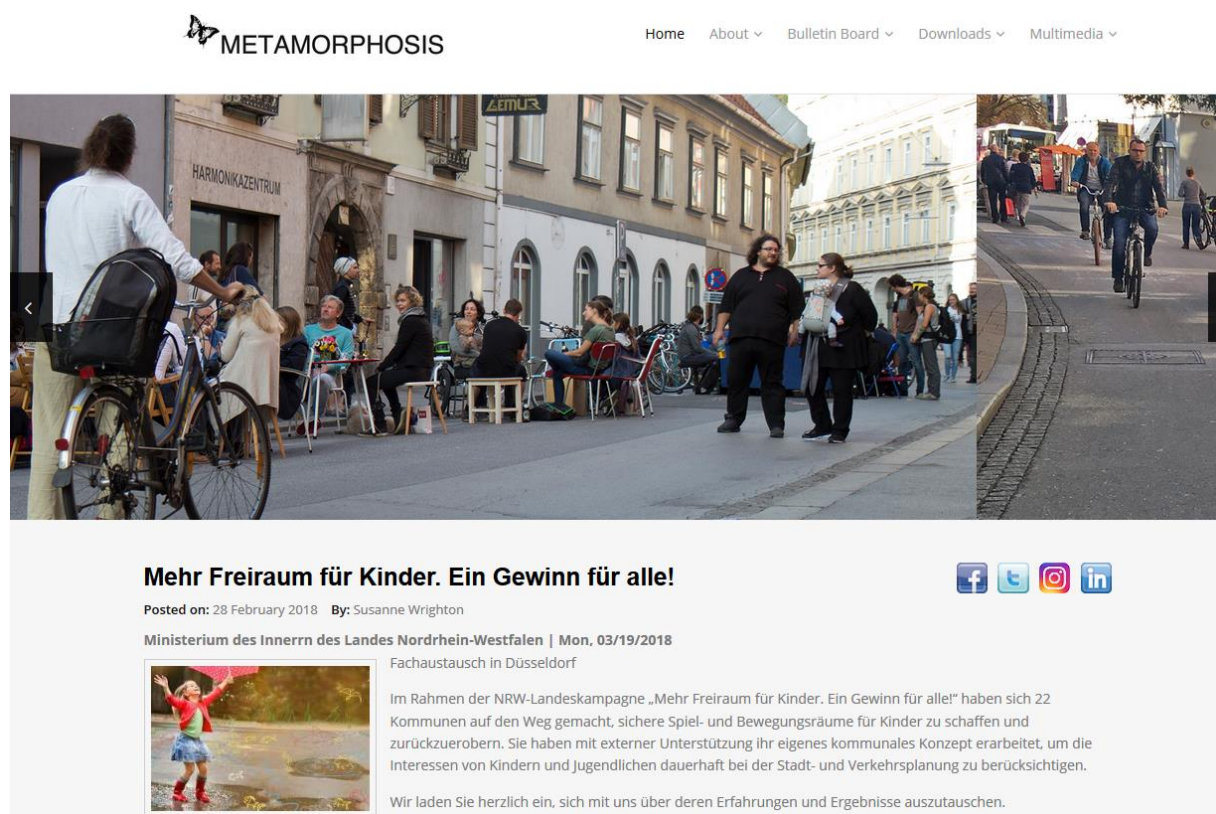


Figure 1: Screenshot of Metamorphosis Website

The public website is structured with five sub-pages:

- **Homepage:** pictures, and news are the core part of this section and are used to present a more dynamic effect;
- **About:** gives a short overview of the project's objectives and goals as well as descriptions of the individual Metamorphosis partners;
- **Bulletin Board:** constitutes the most active section of the website. Partners can upload case studies, news, events or relevant links to other organisations of projects here.
- **Downloads:** this section is divided into four sections: deliverables, press responses, press material and source material. All public deliverables produced by the project partners will be available for download here.
- **Multimedia:** emotive photographs related to Metamorphosis content are available for download to the public free of charge. In addition, several videos associated with measures that have a connection to the Metamorphosis content are uploaded. Partly the videos are produced by the

project partners. Other videos have been provided by organisations involved in similar work.

The internal part of the website enables the partners to share documents, templates, log-files, etc. and to communicate. It can only be accessed by the consortium partners.

All files

Favorites

Shared with you

Shared with others

Shared by link

Tags

Figure 2: Screenshot of internal website

3.1.3 Emotive Photographs and Inspiring Video Clips

For effective dissemination and communication work it is important to have high quality visual material available. This will consist of photographs and videos. All project partners will provide this material for the consortium but also for external visitors and followers of the Metamorphosis concept. The photos in particular can be used for the preparation of further communication and dissemination material or simply to demonstrate the idea of the project. Photos and video clips are provided on the Metamorphosis website in the multimedia section.

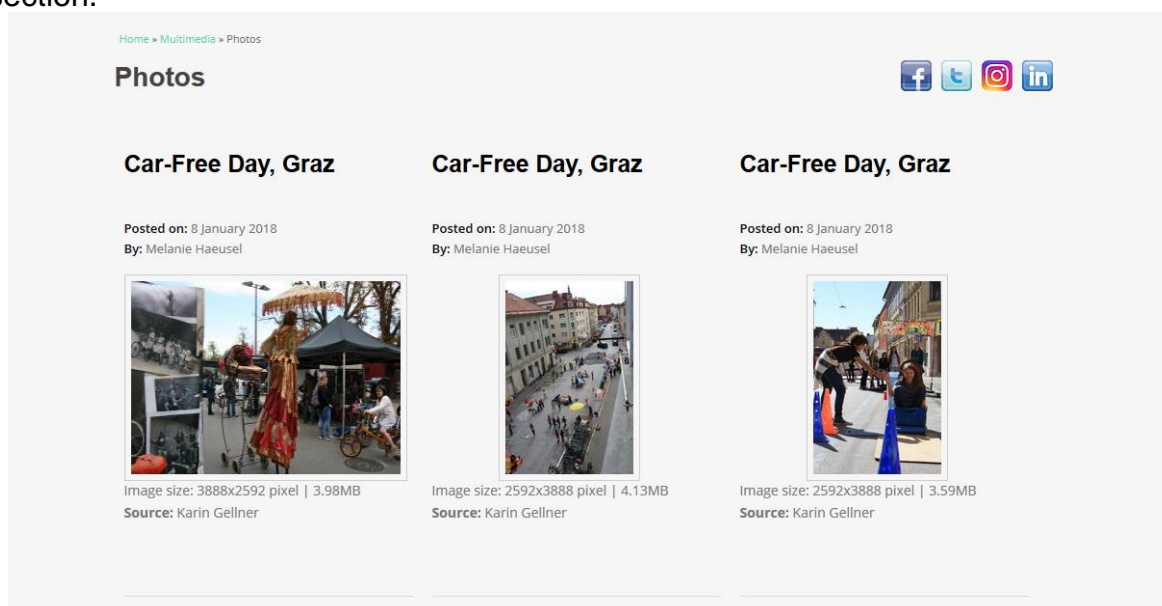


Figure 3: Selection of photos provided on Metmorphosis website

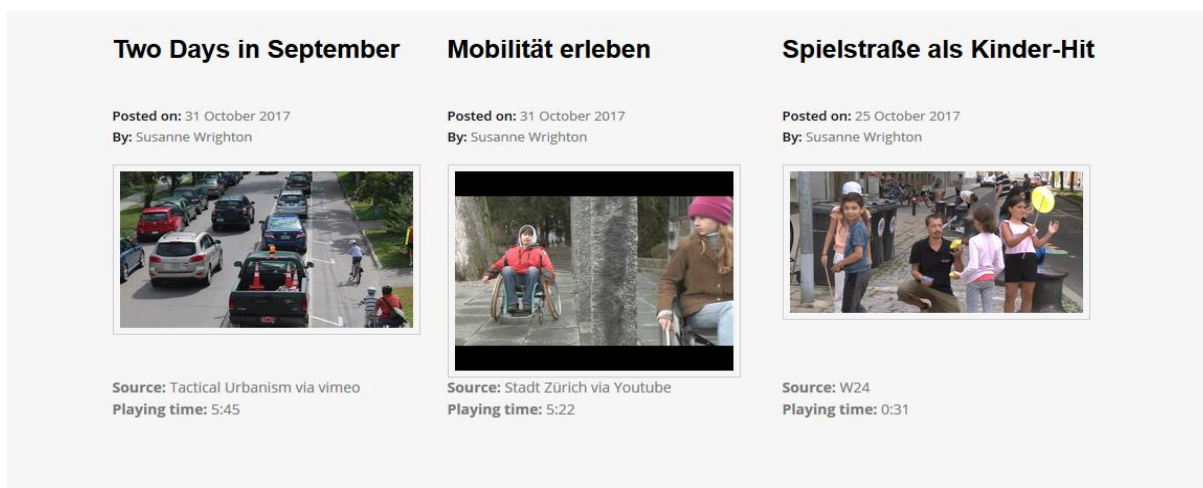
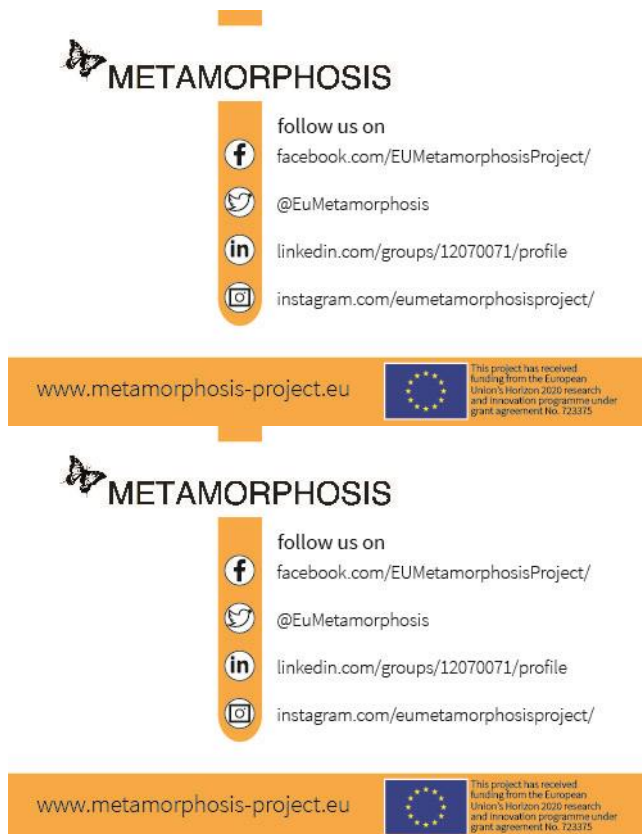


Figure 4 : Selection of video clips provided Metamorphosis website

At the time when this deliverable was prepared (month 9) no videos produced by project partners were available. However, some schemes have been referred to by external sources, e.g. a video report of the School Street scheme in the UK produced by ITV News.

3.1.4 Standard Print Materials

3.1.4.1 **Metamorphosis “business card”** is a great instrument to introduce an interested audience to the Metamorphosis project. On the business card the website address is featured, as well as the social media channels linked to the project.





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follow us on



facebook.com/EUMetamorphosisProject/



@EuMetamorphosis



linkedin.com/groups/12070071/profile



instagram.com/eumetamorphosisproject/

www.metamorphosis-project.eu



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Figure 5: Front and Backside of Business Card of Metamorphosis project

3.1.4.2 **Metamorphosis leaflet** will give a short overview of the project's objectives and the list of consortium partners. It will eventually be available in up to 10 languages on the internal website.



Metamorphosis Partners

Participating Partner cities

- ① Alba Iulia (RO)
- ② Graz (AT)
- ③ Meran (IT)
- ④ Munich (DE)
- ⑤ Southampton (UK)
- ⑥ Tilburg (NL)
- ⑦ Zurich (CH)

Research & Consultancy partners

FGM-AMOR (AT)
Ökoinstitut Südtirol (IT)
TU-Dresden (DE)
Southampton University (UK)
NHTV Breda (NL)
Synergo (CH)



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Figure 6: Metamorphosis Leaflet

3.1.4.3 **Metamorphosis roll-up and poster** is dissemination and communication material that can be displayed at events or at stands at expert conferences. The roll-up and poster will be available in up to 11 languages on the internal website in a print version. Partners can have the needed material printed on demand.

Roll-up:



Figure 7: Metamorphosis Roll-up

Poster:



Figure 8: Metamorphosis Poster

3.1.4.4 **The brochure “good reasons for neighbourhood transformation”** is a separate deliverable (D7.3) that is due towards the end of the project lifetime (month 28). This brochure will be used to inform an expert audience, namely city administrations and politicians about the advantages of the Metamorphosis approach. This document will be like a brochure that was developed during the EU project ‘Trendy Travel’ (Figure 9).

The graphic material that will be included in this brochure will be developed as the project progresses.



Figure 9: Example of Brochure to be produced

3.1.5 Materials for Press releases and articles in newspapers and magazines

To encourage the widespread uptake and roll-out of the Metamorphosis content and approach it is important to maintain close contact with the media world. Strategically placed press releases and articles in newspapers can help to maximise the impact. In the following there are three examples of text modules that can be used for such press releases and articles and are a suggested standard description of the Metamorphosis project.

One-sentence description:

The Horizon 2020 funded Metamorphosis project aims to transform car-orientated neighbourhoods into child-friendly places to increase the quality of life.

One-paragraph description:

The aim of the Metamorphosis project is to transform car-oriented neighbourhoods into child-friendly places to increase the quality of life for all citizens. Indeed, the core value of the project relies on the premise that the presence of children in urban public space is a major indicator of a people-oriented and sustainable neighbourhood (Gehl, 2013).

Metamorphosis is a pan-European project funded by the European Union's Horizon 2020 Research and Innovation Programme.

Half-page description:

The aim of the Metamorphosis project is to transform car-oriented neighbourhoods into child-friendly places to increase the quality of life for all citizens, and thereby act as 'beacons' for other cities who wish to follow. Indeed, the core value of the project relies on the premise that the presence of children in urban public space is a major indicator of a people-oriented and sustainable neighbourhood (Gehl, 2013).

The project applies an innovative and participatory approach, which encompasses the direct involvement of children as crucial players in each phase of the project – from planning through implementation, evaluation, and dissemination. During each phase of Metamorphosis children's perspectives, suggestions, and ideas are highly valued as essential contribution to create more children-friendly cities. The partners of the project consist of seven European Partner cities, i.e., Alba Iulia (RO), Graz (AT), Meran (IT), Munich (DE), Southampton (UK), Tilburg (NL), and Zurich (CH), which seek to pursue the objectives of the project through the support of six further national research and consultancy partners.

The objectives of Metamorphosis mainly relate to:

- transforming car-oriented into children-friendly neighbourhoods, leading to behavioural change and increasing citizens quality of life;
- implementing the vision-building process needed for such transformation; providing research-based answers to issues related to neighbourhood transformation;
- achieving creative breakthrough innovations for streets, squares and other public spaces in neighbourhoods and urban districts, as for instance in the development, design, governance and planning procedures;
- developing and implementing children-friendly mobility solutions; evaluating take-up, involvement, process and impacts using innovative evaluation methodologies;
- using innovative transfer instruments to facilitate the transfer of know-how acquired, from city to city and country to country, also beyond the duration of the project.

The measures implemented during the Metamorphosis project may be classified as interventions in public space, temporary street closures, crystallization points, educational and innovation tools, empowerment for active mobility, improvement of planning procedures and integration into SUMP (Sustainable Urban Mobility Projects).

Metamorphosis is a pan-European project funded by the European Union's Horizon 2020 Research and Innovation Programme.


3.1.6 Peer-reviewed scientific presentations

Particularly the research partners: Technical University of Dresden, University of Southampton (Transportation Research Group) and Breda University of Applied Sciences will ensure that content, outcomes and results of Metamorphosis will be published as peer-reviewed scientific journals. The best suited content will be discussed in the Management Committee Meetings. Publications will start once results and recommendations are available.


3.1.7 Slides for presentations ('piggy-back' material)

For the presentation of the Metamorphosis project to different audiences and for the participation at different events and conferences a ppt (PowerPoint) template has been created. This templated can be used by the partners. It also includes one slide with a short summary of the project.





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Objective:

To transform car-orientated into child-friendly neighbourhoods and achieve a change in mobility behaviour and an increased quality of life.

Focus/topics:

- Children as "facilitators" for neighbourhood change
- Innovative Interventions in public space and street transformation
- Empowerment activities and crystallisation points for active mobility
- Transfer project innovations to other cities and countries



Expected results and impacts:


Metamorphosis actions should result in

- Answers to research questions related to neighbourhood transformation
- Involve end users through children acting as: ambassadors, driving forces, encouragers of actions, feedback collectors / providers
- Innovations in communication, behaviour, involvement and education as well as tools to support such innovation
- New organisational and governance concepts
- Changes in the planning processes for public spaces in neighbourhoods and urban districts
- Design of Innovative transfer instruments


Karl Reiter

Metamorphosis - Civitas

Sept. 2017




METAMORPHOSIS



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723375

Thank you!



Karl Reiter

FGM-AMOR

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3.1.8 Give-aways

Rather than provide traditional give-aways like pens or usb-sticks, the project partners will produce a give-away that also has educational value and is remembered by the receivers. These give-aways will be designed with a special focus to children. One possibility is the use of tea-towels with motives of Metamorphosis or drawings of children. Another alternative would be flower seeds packs or (for older children and adults) Metamorphosis linen tote bags, with images of some of the trials for transforming neighbourhoods.

3.2 Communication Measures

3.2.1 Social Media and Blogs

Social Media and Blogs have developed into an increasingly popular and successful tool to communicate with the wider public and/or specialised stakeholders.

Wikipedia describes Social media as computer-mediated technologies that facilitate the creation and sharing of Information, ideas, career interests and other forms of expression via virtual communities and networks.

Social Media come in various forms, however they have several features in common:

- Interactive, internet-based applications
- Content is user generated
- Service-specific profiles generated by users and designed and maintained by respective social media organisation
- Facilitate social networks

In general, social media allow users to connect with other people that share similar interests. Best examples here are Facebook, Instagram and LinkedIn.

Others have the focus on allowing the user to upload and share media such as pictures or videos. Examples here are YouTube, Flickr or Instagram.

Yet another type of social media focuses on what is termed micro-blogging. In media like Twitter, the users share short updates to other members.

Via blogs and forums, members can hold conversations and exchange experiences.

Whenever particularly useful, fun and/or ingenious content is shared on social media, it can trigger a viral effect. This means that users and members will share the content and thus make many other people become aware of it.

Within Metamorphosis we have decided to use the following social media:

Facebook: Use of inspirational videos, pictures and stories to get shared

Instagram: Use of inspirational videos and pictures to get shared

Twitter: To share and spread news, particularly at conferences

LinkedIn: To exchange know-how and share news, particularly with an expert audience

The social media selected to communicate and disseminate information related to the activities of the project are used in accordance to their intrinsic characteristics, as well as the type of audience that usually makes use of them. The four channels are described separately below, although it should be noted in all cases, the initiator of posts and messages to social media should always consider the relevance of the material to be posted, as well as ensure that permissions for photos (and other references) should be obtained, where this is necessary to comply with local regulations or is requested.



Figure 10: Screenshot Metamorphosis Facebook site

Facebook is mainly used to communicate important events and activities of the project to a wide number of users, who are not necessarily young, rather adults and/or experts as well. Therefore, videos and stories are published through medium-length posts, with explanations and reference to the core values and aims of Metamorphosis.



Twitter



Figure 11: Screenshot Metamorphosis Twitter Page

Twitter is commonly accessed by experts and academic users; moreover, the length of the posts allowed by the system is significantly shorter. It follows that a faster type of communication is necessary and that it is supposed to be more oriented towards the interests of a more expert and academic public. For these reasons, Twitter is mainly used to communicate and disseminate information related to conferences, events, or academic publications.



LinkedIn

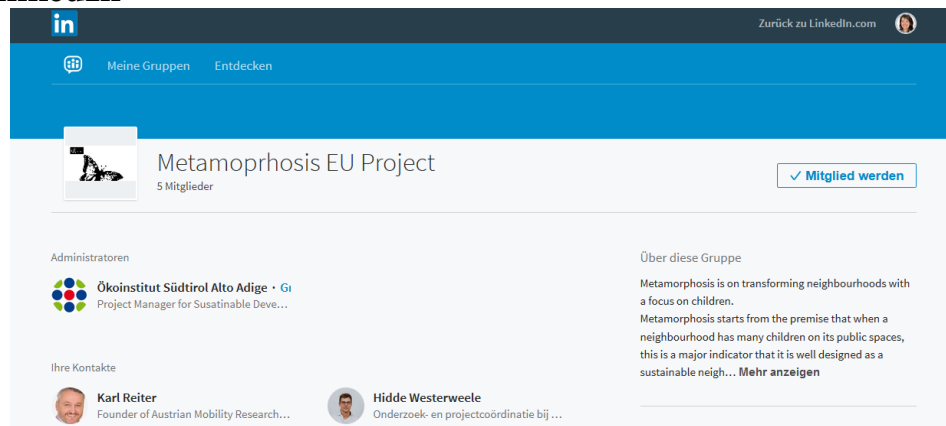


Figure 12: Screenshot Metamorphosis LinkedIn Page

The LinkedIn Group of Metamorphosis has been created with a similar purpose as Twitter, considering that the use of LinkedIn has increased among experts, policy-makers, academic users, and enterprises in the last years. The difference with Twitter is that the LinkedIn Group encourages the interactive exchange of opinions, best-practices, innovative ideas or issues experienced by generally professional users, whereas Twitter is more useful for wider communications.



Instagram



Figure 13: Screenshot Metamorphosis Instagram Page

Finally, Instagram is the current popular channel to get in contact with a younger audience (although this 'mood' can change). As the intrinsic idea of this social network is to communicate through images and videos, the Metamorphosis project accesses it to diffuse emotional pictures and videos, as well as to redirect the attention of young audiences towards the core values of the project. Indeed, each picture and video refer or links to the website, as well as the profiles of Facebook, Twitter, and LinkedIn.