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Programme

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Research and Innovation Action (RIA)

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<https://netzerocities.eu/>



Visual kit for cities

Authors : Mr. Joost BEUNDERMAN (DML BV), Eugenie Cartron (Dark Matter Laboratories), Carine Valette (LGI)

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Project officer: Mirjam WITSCHKE

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Summary

D12.12 is a visual kit. It includes a visual bank as well as an editable presentation for the 112 cities selected in the Cities Mission to reuse. This presentation intends to present their participation in the 100 Climate-neutral and Smart Cities Mission and to mobilise their internal and external audience around their participation in the Mission.

Approval

Date	By
2022-06-30 17:32:42	Mrs. Carine VALETTE (LGI)
2022-06-30 17:52:27	Mr. Thomas OSDoba (CKIC)



Visual kit for cities

Deliverable 12.12

Version n°1

Authors: Eugénie Cartron, Dark Matter Laboratories; Carine Valette, LGI





Disclaimer

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Summary

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1. Document purpose

With task 12.3, WP 12 provides Mission Cities with services to support the communication needs related to their participation in the 100 Climate-Neutral and Smart Cities Mission. The **Communication Playbook** is one of these services. Supporting NetZeroCities' point of contact in Mission Cities, it is city officials' tool of reference to create buy-in and enthusiasm for the Mission and its activities, whether in the city government or in the local ecosystem of private and civil actors.

A key element of the Communication playbook is an **editable presentation**, which, combined with its associated **visual bank**, form a Visual Kit (see Figure 1). This editable presentation curated by NetZeroCities and representative of the programme's content and intentions can be modified by city officials, to adapt it to their audience and to represent local data and realities. All infographics and images in the presentation are gathered in the visual bank for reuse by cities visual communication teams outside of the scope of the presentation.



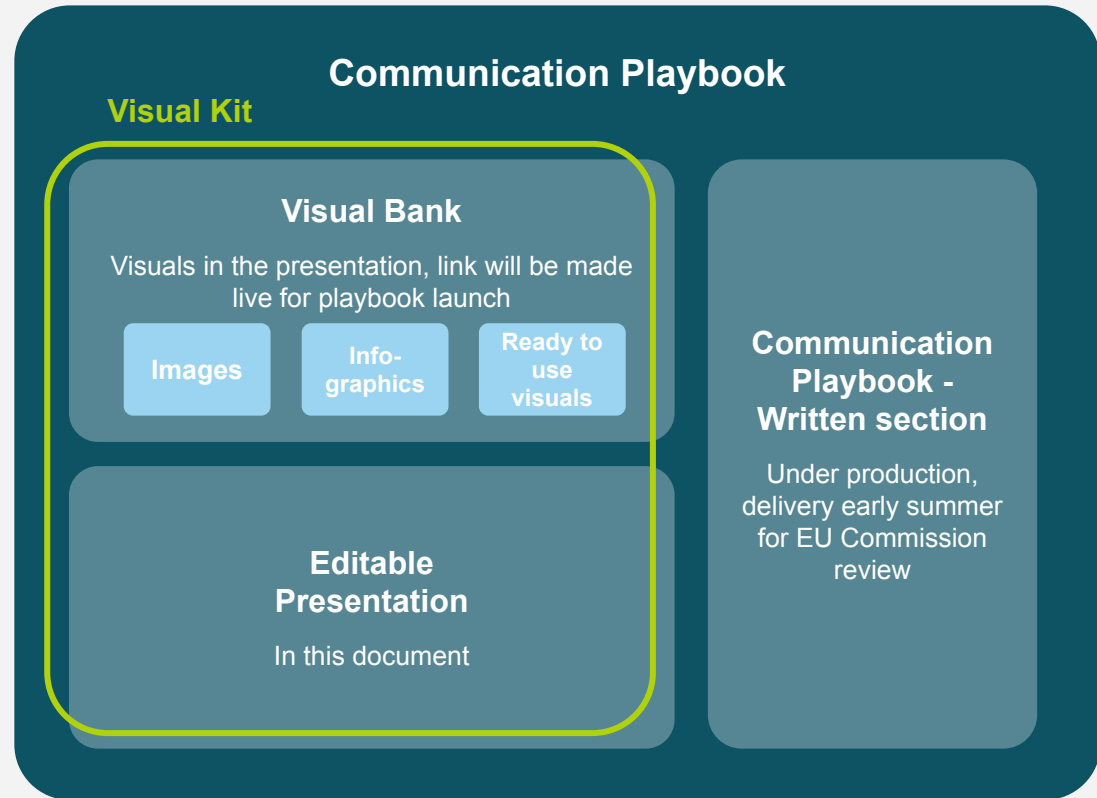


Figure 1. Communication Playbook structure





2. Visual bank

a) Description

In the visual bank, cities can find imagery for several types of purposes: visuals to explain what NetZeroCities is about and how the journey will unfold, a selection of pictures to communicate visually on the climate-neutrality ambition and ready-to-use but editable visuals to promote the city being part of the Mission. These visual elements can be seen integrated in the following editable presentation.

b) Access

The visual bank, like the rest of the Communication Playbook, will be made available through the NetZeroCities online platform netzerocities.app, with a link to a space where cities will be able to access the visual elements at all times and download them to reuse.

This link will be made live for the launch of the Communication Playbook in early summer.





3. Editable presentation

a) Description

The editable presentation contains key information about the 100 Climate-Neutral and Smart Cities Mission and the journey cities will go through with the support of NetZeroCities. Presentation text, infographics text and, when possible, infographics shapes are made editable to facilitate cities' individual use of the presentation.

b) Access

The editable presentation, like the rest of the Communication Playbook will be made available through the NetZeroCities online platform netzerocities.app, via a presentation template which each city will be able to use and modify individually.

c) Version 1 of the presentation

The first version of the editable presentation template (June 2022) can be founded in the following pages. The content of this deck will evolve in the coming months as our understanding of cities' needs develops. New versions of this presentation will be developed to adapt to their needs and the advances of NetZeroCities.



NET ZERO CITIES



An Editable deck to present and
mobilise around the Cities Mission

EU MISSION PLATFORM

CLIMATE NEUTRAL AND SMART CITIES



An editable deck to present and mobilise around the Cities Mission

Version 1 June 2022





How to use this deck

This deck is the first part of a **visual kit**, along with a [visual bank](#) where you will find the graphic elements used in this deck. It is meant as an editable deck for you to **reuse and modify as needed** to present your city's selection as a Mission City and what this means for the near future.

Here, text and figures can be directly edited in the NetZeroCities template to adapt them to your local context. But if you need or want to use our graphic elements directly in your own presentations, then your visual designers might want to use the [visual bank](#) directly.





Table of contents

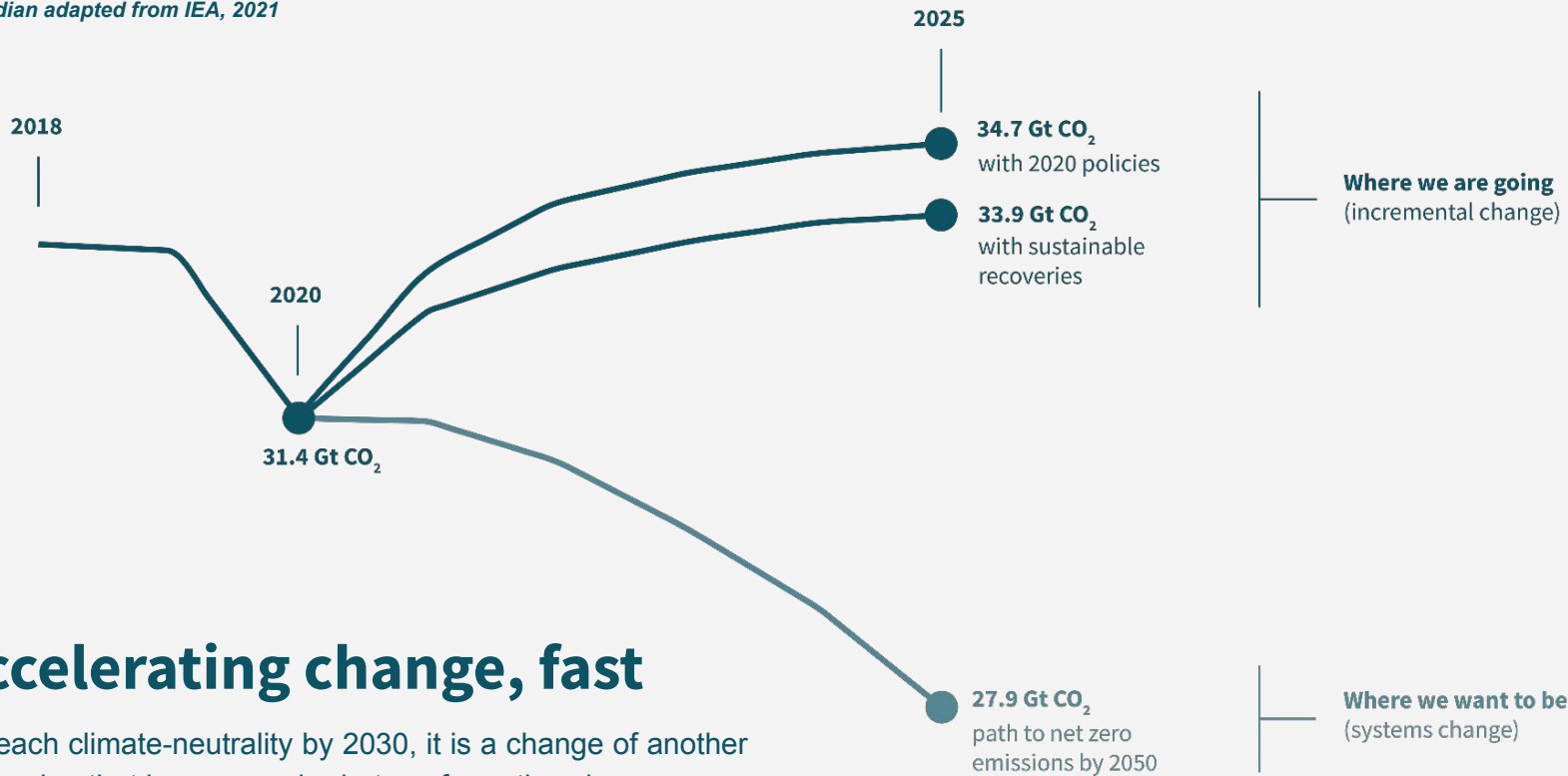
- 1. A shift in approach is needed**
Why a renewal and acceleration is needed in climate action...
- 2. Joining the cities mission**
...and what this means for cities willing to reach climate neutrality by 2030.





A shift in approach is needed





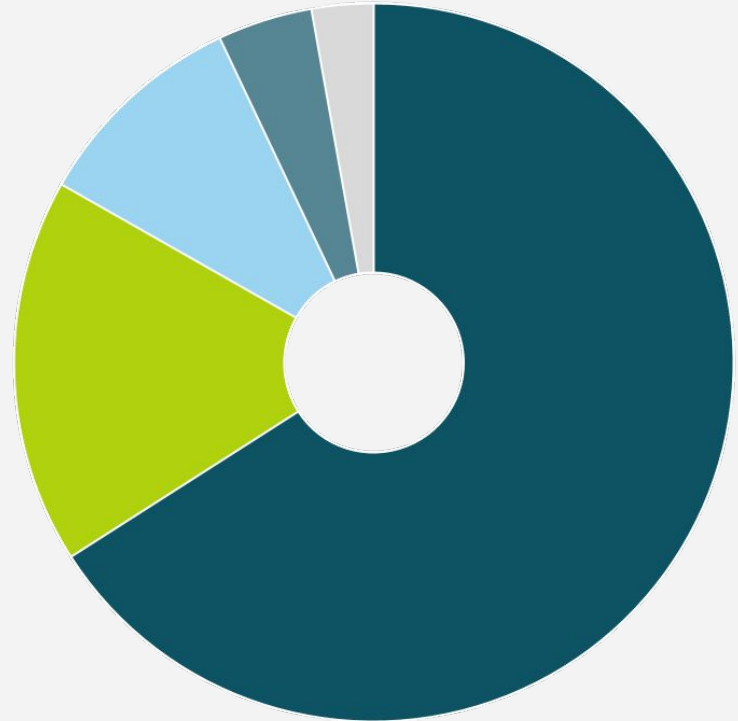
Accelerating change, fast

To reach climate-neutrality by 2030, it is a change of another dimension that is now required - transformative change.



Key challenges on the table

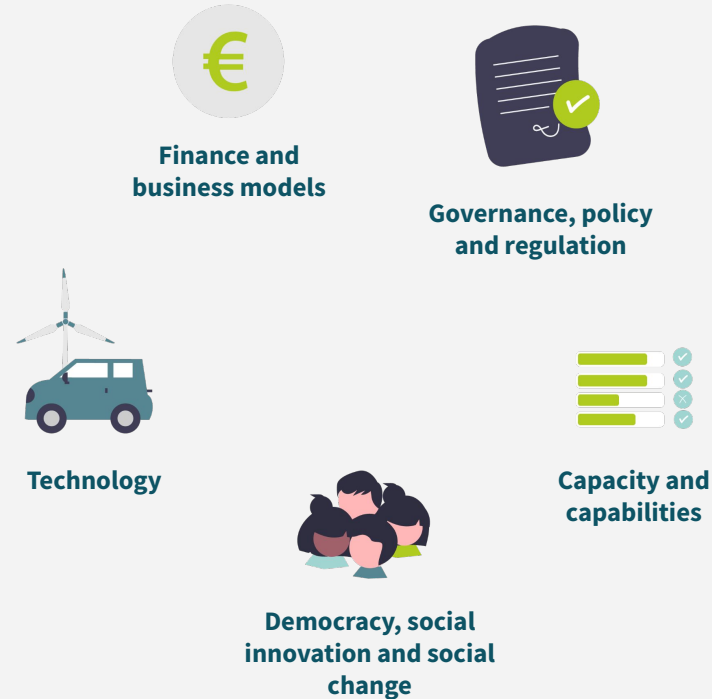
The sectors where reductions are required are known but **individual actions and projects are not sufficient** to create shifts. Innovation and commitment across the value chain and from a variety of actors for each sector will be needed to turn around the trajectory.



- Heating
- Electricity
- Transport
- Waste management
- Industry and machinery

GHG Emissions by sector
This chart can be edited
with your own data





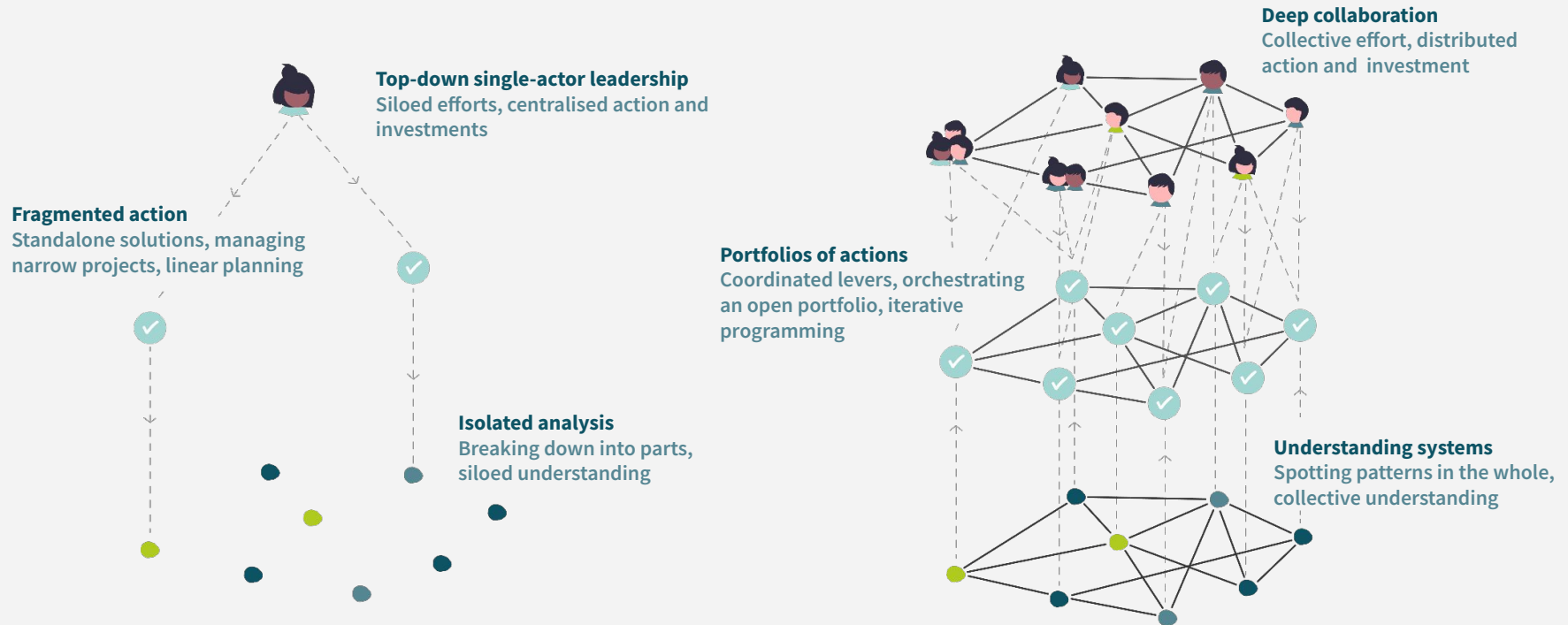
Barriers to change

Multi-level regulation and governance, outdated data tools, lack of investment capacity, legitimacy of top-down decisions, difficulties to rally all local and political stakeholders slow down progress. These **structural barriers** are standing in the way of the transformations needed and, just like technology, they need innovation. **This is precisely what NetZeroCities is about.**





A shift in practices to address these barriers, going from ... to...





Joining the Cities Mission

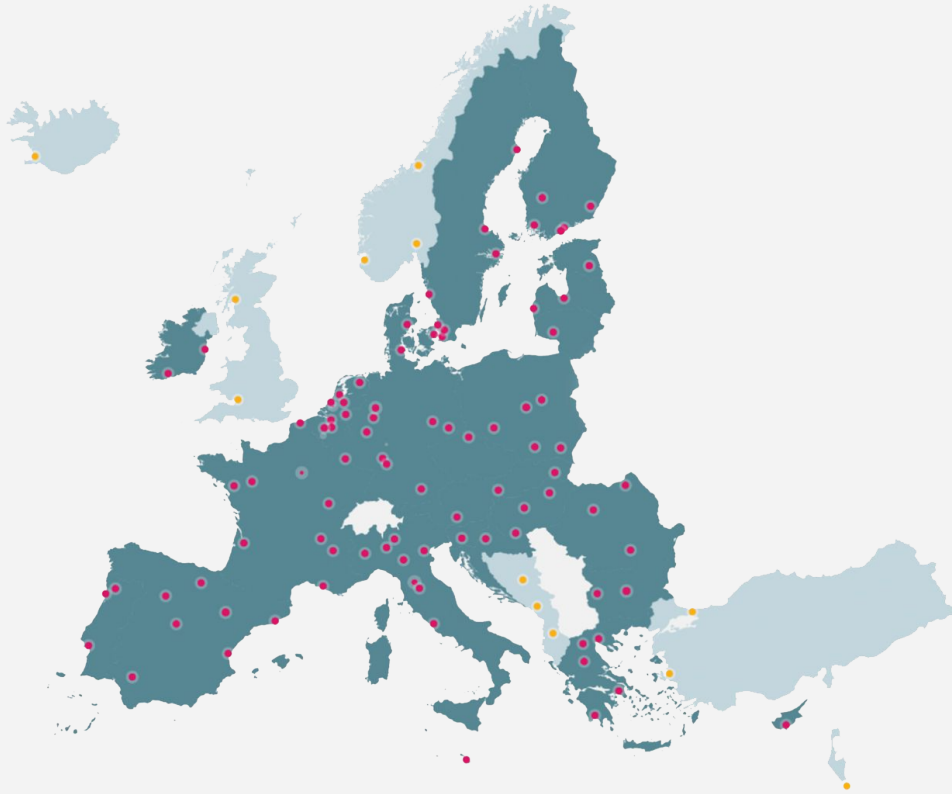


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Joining a movement of 112 cities

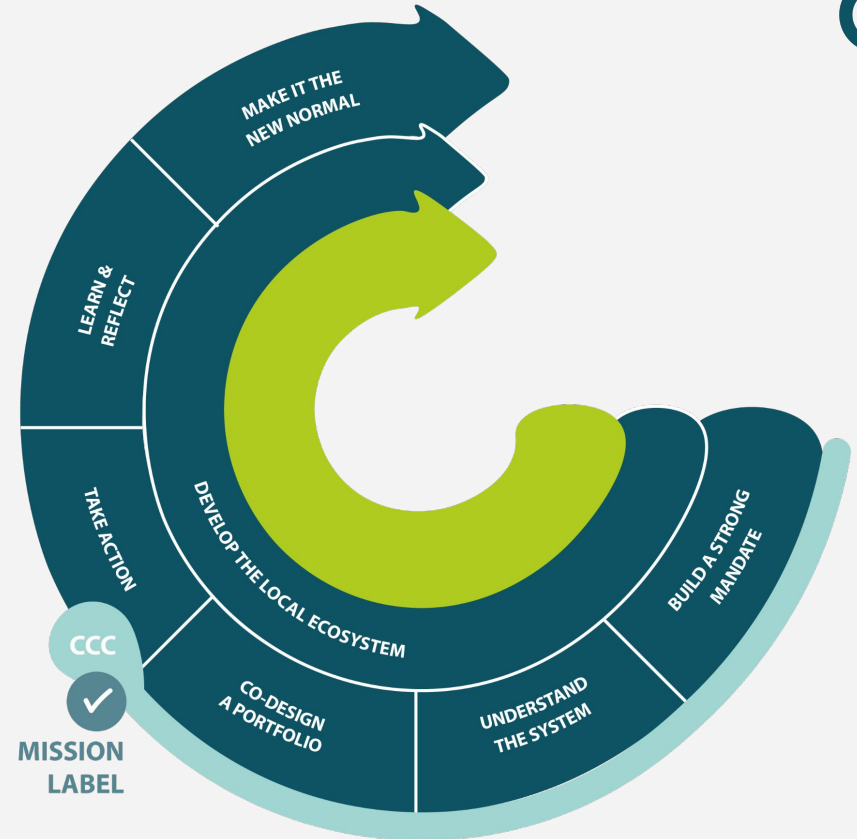
Joining the Cities Mission means rallying with 112 other ambitious European cities to become hubs for experimentation and innovation. As a collective, we will accelerate this transformation by testing new ways of working and funding the needed change, figuring out how to address structural barriers together with the NetZeroCities consortium of experts.





An ongoing journey

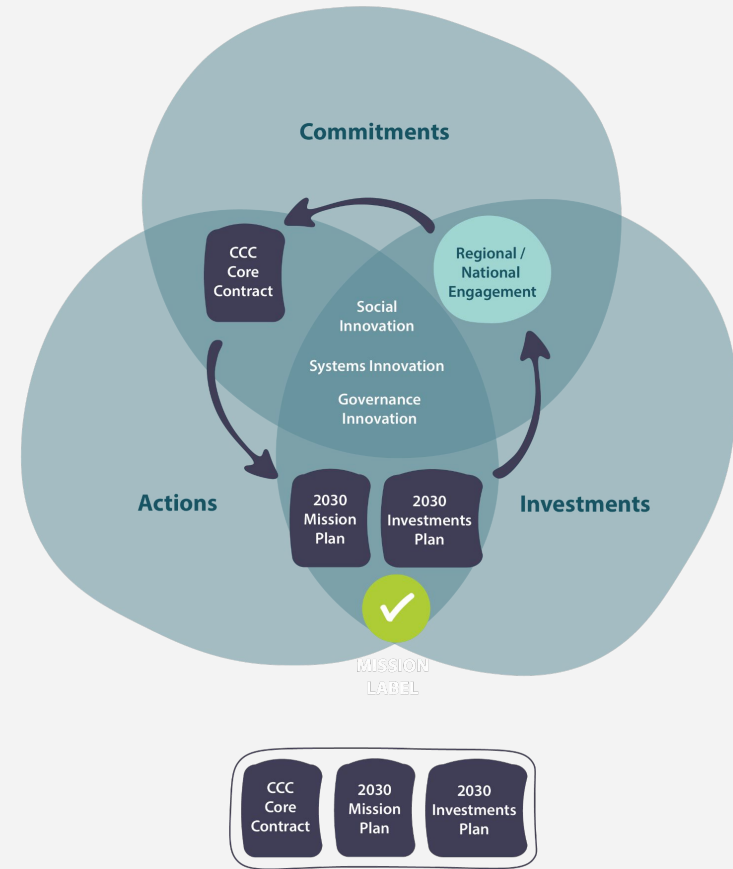
In practice, embarking on this journey to change for climate-neutrality will be an **iterative process**, operating at different levels at the same time. It will focus on **building 7 core elements for the transition**: a strong mandate, a good understanding of the system, a strong local ecosystem, a coherent portfolio, transformative action, learning and reflection, normalised 'net zero' practice.





Climate City Contract

A Climate City Contract is an instrument to launch this journey. It is the documented result of an **iterative co-creation process** with multiple stakeholders at various governance levels and in the local ecosystem. Together they commit to 2030 climate neutrality and establish new ways of working together in a **commitment**. They identify lessons and gaps from existing efforts to create coordinated key actions in a **Mission Plan**, and mobilise the resources to implement them in an **Investment Plan**.



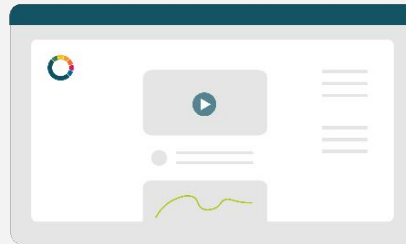


The Mission Platform to help

The Mission Platform's demand-driven services will support cities in their journey toward climate-neutrality, including through the Climate City Contract process. With **City Advisors** accompanying cities directly, it will also be based on a **digital platform** aiming to foster exchange, mutual learning and access to relevant resources, as well as the **33 experts organisations** of the NetZeroCities consortium.



**Climate Neutral City
Advisor**



NetZeroCities.app portal



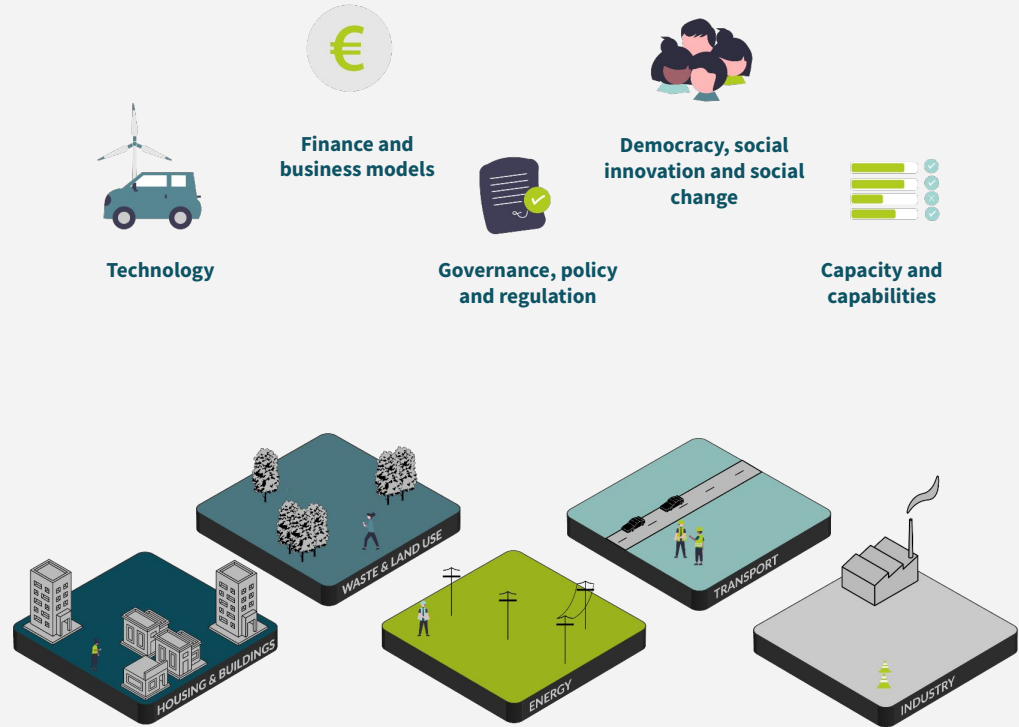
33 expert organisations





Understanding systems

Achieving a deep understanding of the challenge will require much more time and effort than coming up with the solutions. It will be a core capability and a continuous effort to map interdependencies: to **identify the barriers impeding progress, the gaps in current efforts, learnings from the past and potential levers for change**. This will be a **collective act** as the full picture can only be achieved by bringing together all complementary perspectives

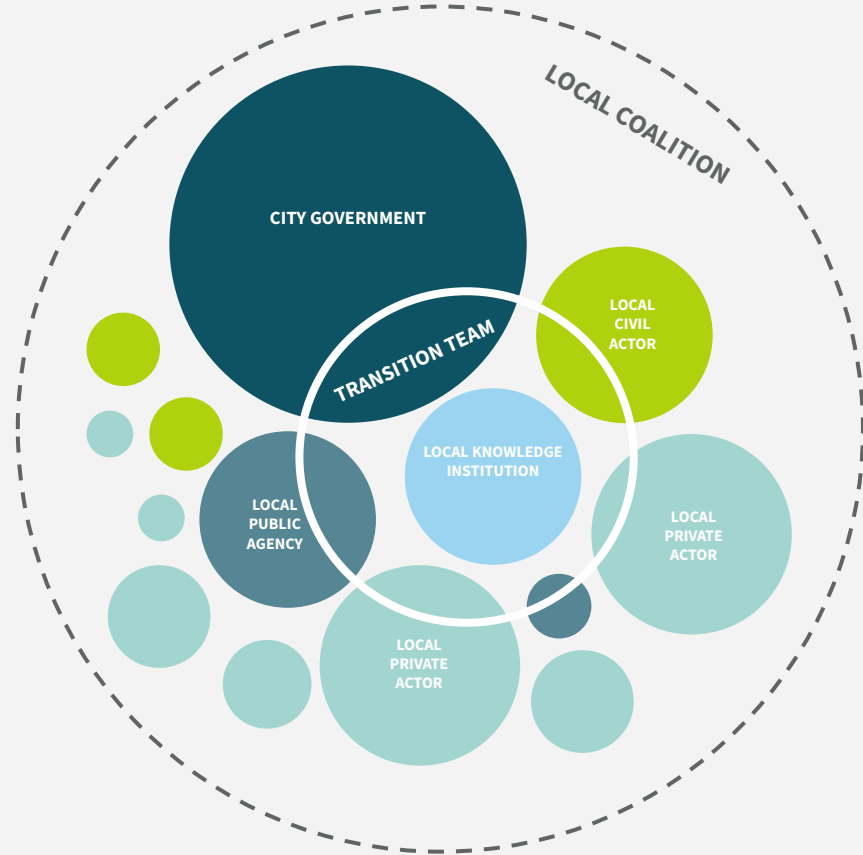


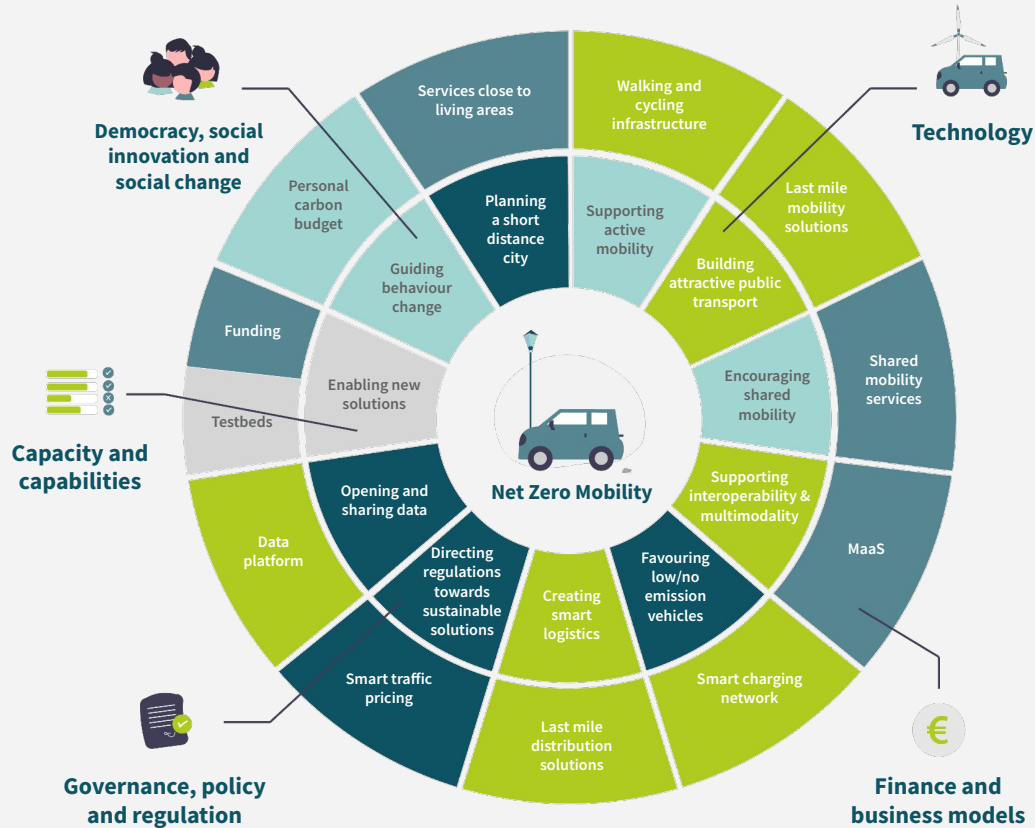


Deep collaboration

To transform entire value chains and emission domains the collaboration and coordinated action of **multiple actors across sectors** will be needed - public sector, private sector, knowledge institutions, citizens and civil sector, media. This is possible but needs a confident and skilled team at the centre of this coalition to support and coordinate all actors in playing this difficult part that is collaborating for transformation. It needs a **Transition team to orchestrate the process**.

You can ungroup and quickly edit this diagram to adapt to your local ecosystem





Portfolios

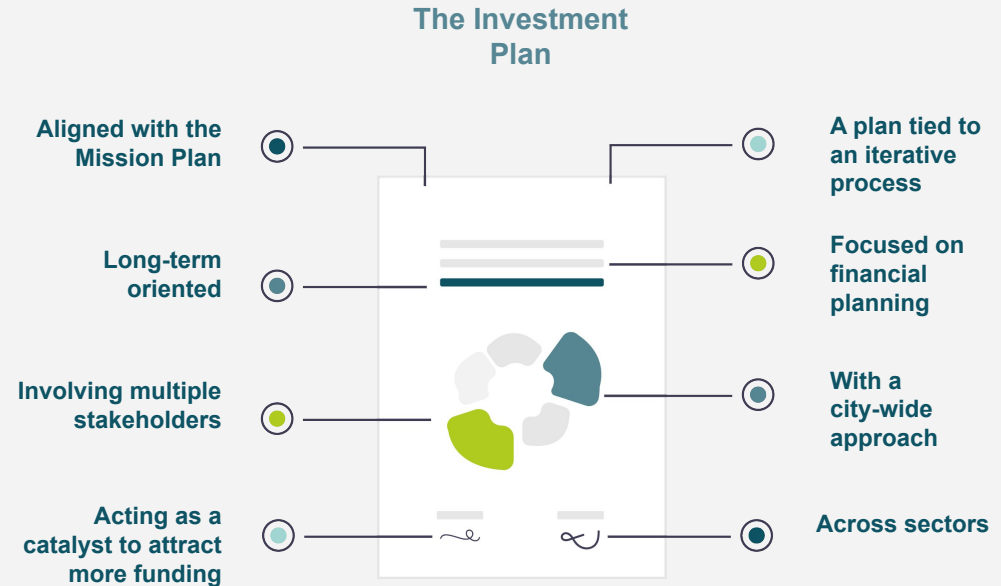
Portfolios will be needed to **act on multiple levers of change** targeted at barriers in the system that hold progress back. They will not be focused on a single solution but act on several elements of the problem at the same time to trigger mutually reinforcing dynamics. **Ensuring the integration of a portfolio's actions in such way that they create pathways for learning and decarbonisation** isn't natural and will require continuous attention from the dedicated **Transition team** and the coalition.

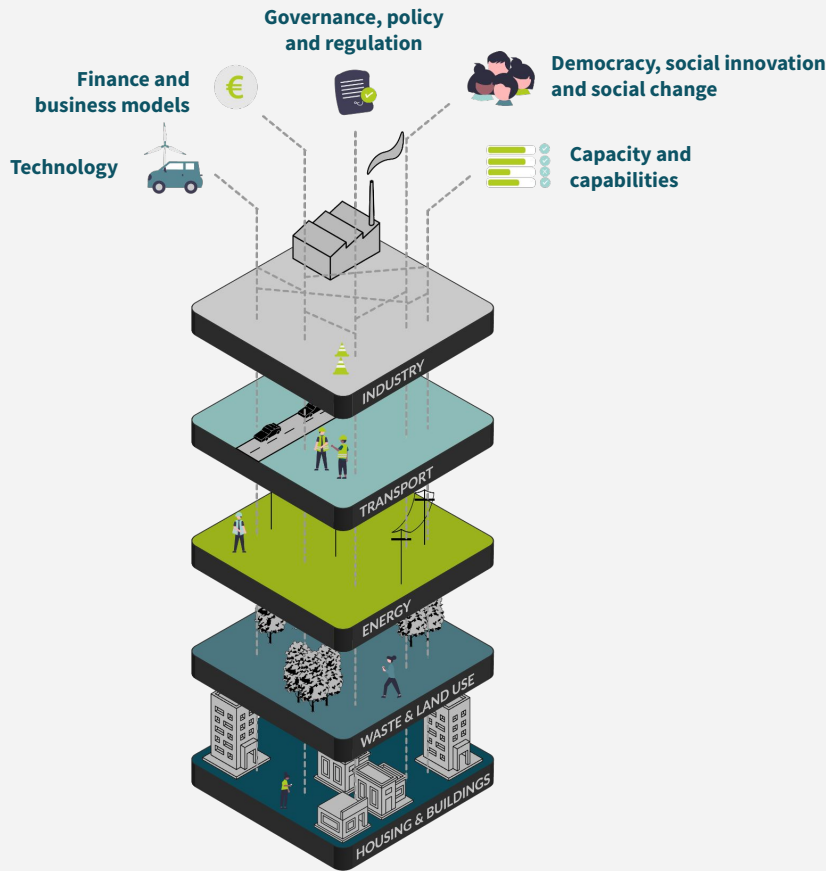




A focus on Investment Planning

Cities will need unprecedented amounts of capital to achieve climate neutrality. Public funding alone will not be enough, rerouting existing public investment streams and leveraging private and participatory finance are essential. An Investment Plan Framework will guide cities with the capital and investment planning necessary, **strategically mobilising and organising public resources, attracting private capital** to fund and finance the transformation outlined in the Climate City Contract.





The potential to become a Pilot city

The Pilot Cities programme, a two-years grant-funded programme, will be the opportunity to build the capacity and capability to implement city-wide transformative actions. The Mission platform will support Pilot Cities in depth to learn about their structural barriers and deploy a systemic approach in pilot activities. The **call will be open from September 5th 2022 to November 4th 2022.**





Get in touch with NetZeroCities!



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hello@netzerocities.eu

