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**Project website and social media accounts**

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### Summary

This deliverable D12.5 outlines the main sections and technical characteristics of the NetZeroCities website. It also presents Twitter, LinkedIn, Instagram and YouTube, the key social media channels used in the project to build a NZC's community online and disseminate the project's results.

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## Abbreviations and acronyms

Acronym	Description
WP	Work Package
NZC	NetZeroCities

## Summary

This deliverable D12.5 outlines the main sections and technical characteristics of the NetZeroCities website. It also presents Twitter, LinkedIn, Instagram and YouTube, the key social media channels used in the project to build a NZC's community online and disseminate the project's results.

The NetZeroCities website will serve as the primary information source for the project and will be where most stakeholders will go to find out more about its activities. The design will be intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. As the main channel for news and updates related to the project, the website aims to address key questions that external visitors are expected to have:

- What the project is about
- What the project is delivering, and why
- Who the project partners are
- What the latest news and events of the project are
- Where to find more information on the topic or related topics

In addition, the main objectives set for the key social media channels are to:

1. Maintain closer relationships and engage with the target audiences, as well as disseminate knowledge on climate neutrality and the EU's ambition in that matter.
2. Bring the progress carried out in NetZeroCities closer to citizens and policymakers (at local, national and European level), and inform them on the importance of climate neutrality for cities.

## Keywords

NetZeroCities, website, communication, dissemination, climate neutrality, net zero, sustainable cities.



# 1 Introduction

## 1.1 Purpose and target groups

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

The main purpose of this deliverable D12.5 is to outline the main sections and technical characteristics of the NetZeroCities website, plus presenting the social media channels used in the project to build a project's community online and disseminate the NZC results.

The target audiences that we are trying to reach through the activities carried out via the website and social media accounts are cities, public and private stakeholders, practitioners, civil society, citizens, and media.

The NZC public website and the project's social media accounts will be continuously updated and tracked. Actions online and its results (number of followers, number of tweets, etc.) will be presented and described in other deliverables such as D12.2, D12.3 and D12.4 (Updated versions of the Communication, Dissemination, and Exploitation Plan).

## 1.2 Partner contributions

LGI leads communication and dissemination activities for NetZeroCities. More specifically, LGI focuses on the global communication of the project and its results as well as the dissemination of results and progress to key stakeholders (cities' elected officials and cities' staff, regional authorities and national governments, researchers, urban stakeholders, etc.).

The daily management of the NetZeroCities website and the social media accounts (technical updates, publication of news, announcing events, sharing pictures, designing visuals for social media...) will be handled by LGI. Project partners will support LGI by providing information on news and events of interest to be added to the website.

## 1.3 Relation to other activities in the project

The success of the overall website and social media strategy depends on, and is linked to, the work undertaken in other WPs. Website and social media activities will rely on the work of all partners and their collaboration in providing WP12 with information on their activities and achievements and in sharing relevant information about the project to their own contacts and networks.

In addition, partners can participate to build a project's community online and to give the largest possible visibility to the project by sharing and retweeting content and posts published on the NZC website and social media channels.

The work of WP12.5 will be particularly interrelated with the work of different WPs providing visual identity [WP1, WP3], defining communication & outreach indicators [WP2], communication campaign [WP4], communication support for the call for Twins [WP5] or policy framework media package [WP14].

Regular liaison with all WPs to collect information and inputs to fuel content into the communication channels of the project. This liaison is also the way for WP12 to be aware of key achievements and milestones in other WPs to be able to communicate efficiently about them.





## 2 Public website

### 2.1 Context and objectives

The NetZeroCities (NZC) public website (task 12.1) will be launched in January 2022: [www.netzerocities.eu](http://www.netzerocities.eu).

It will be continuously updated and will evolve with the lifecycle of the project, according to the initial version of the Communication & Dissemination Plan (D12.1). As the main information entry point and delivery channel for results and progress achieved in NZC, the public website will disseminate key messages to target audiences, inform on events, publications or activities of interest to the NZC community (project deliverables, reports, etc.), and foster participation and engagement among consortium members. In addition, any stakeholder can access the website to gain information or to contact relevant partners. Lastly, the public website will promote the European and international visibility of the NetZeroCities project.

To make useful and relevant information available for online visitors, it was decided that the website should address the needs and questions that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- How to get involved and get access to support for cities
- Where to access the knowledge and expertise gathered by NZC
- Who the project partners are
- What the latest news and events of the project are
- What the results of the NZC project are
- Which promotional materials are available
- Where to find more information on the topic or related topics

For NetZeroCities, the public website will contribute to achieving the objectives in terms of public communication previously detailed in D12.1:

- **To ensure cities are informed** on NetZeroCities and its offer
- **Maximising the traction of the project for cities** to massively engage in the EU Mission and CCC processes, the Platform, and applying for the pilot and twin calls
- **Mobilising cities for climate action**
- **Communicating clearly** on NZC's offer to cities
- **Creating the conditions to embark cities** that are not yet at the forefront of climate action
- **Raise awareness on NetZeroCities** with EU, national and regional policymakers; practitioners, researchers and innovators; NGOs and civil society organisations; and to some extent the general public.



- **Demonstrating a clear value for practitioners to engage in a new, ambitious roadmap**, to build capacities and capabilities on innovative forms of practice, and to get access to a wide community of cities.
- **Positioning NetZeroCities as thought leader** in the climate neutrality and sustainable cities space
- **Building a strong image** to be able to influence the conversation
- **Supporting better-informed policies** at city, regional, national and EU levels
- **Creating visibility and acceptance** around critical concepts such as:
  - Net Zero and Climate Neutrality
  - Systemic Innovation
- **Establishing NetZeroCities as the reference platform**
- **Having a clear narrative on the added value of NZC** in a crowded environment of platforms and initiatives
- Making sure that the **project stands out as a One-Stop-Shop** for cities
- **Supporting the exploitation** of the NZC platform, services, pilots, and solutions
- **Supporting cities wishing to communicate to their citizens** on the Mission and the NZC action
- Cities themselves will lead on direct outreach to citizens, with NZC focused on **building capabilities and supporting cities in their engagement efforts and providing communication materials and support** as part of Task 12.3.

**Browser compatibility:** the website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjust based on the screen size of the device it is viewed on, regardless of whether the device used is a desktop, tablet or mobile phone.

## 2.2 Homepage



Figure 1: Screenshot of the NZC Homepage



All of the important information on the project can be directly accessed from the homepage under the header and/or the different sections. The homepage represents the central point of information and aims to provide general information about the project and its expected results and impacts. Therefore, visitors have direct access to information on:

- the project, its context and ambition
- the expected impacts and objectives
- key definitions such as climate neutrality
- how to get involved in the project
- the latest news and upcoming events
- the resources available
- the engage section of the website with specific information for cities and practitioners
- the link to the partners' page
- access to the restricted internal platform (allows partners to share documents and work in a collaborative way)

In the footer, accessible on all pages, users can find the EU funding emblem and acknowledgement, name of the coordinator, project email, subscription link to the newsletter, recent posts, links to the project social media accounts and access to the partner area.

## 2.3 About

The “About” page describes:

- The project's ambition
- The climate context
- NZC's support of the EU's Mission of “100 Climate-Neutral and Smart Cities by 2030”
- NZC's approach
- NetZeroCities objectives

This page also provides direct links to the following pages:

- “Cities”
- “Partners”
- The EC's page on the EU Mission: Climate-Neutral and Smart Cities
- “Results & Publications”





Figure 2: Screenshot of the NZC About page

## 2.4 News and events

### 2.4.1 News

The “News” subsection contains the latest news of the NetZeroCities project, as well as news of interest to the project’s key stakeholders.



Users can search within the different posts using the search bar found in the right-hand section of the page. Social media links are available to enable users to follow the project. Latest tweets from the project are also visible on this page.

A list of categories has been created to identify the main types of posts that will be published on this page and to help visitors find the content they are looking for.

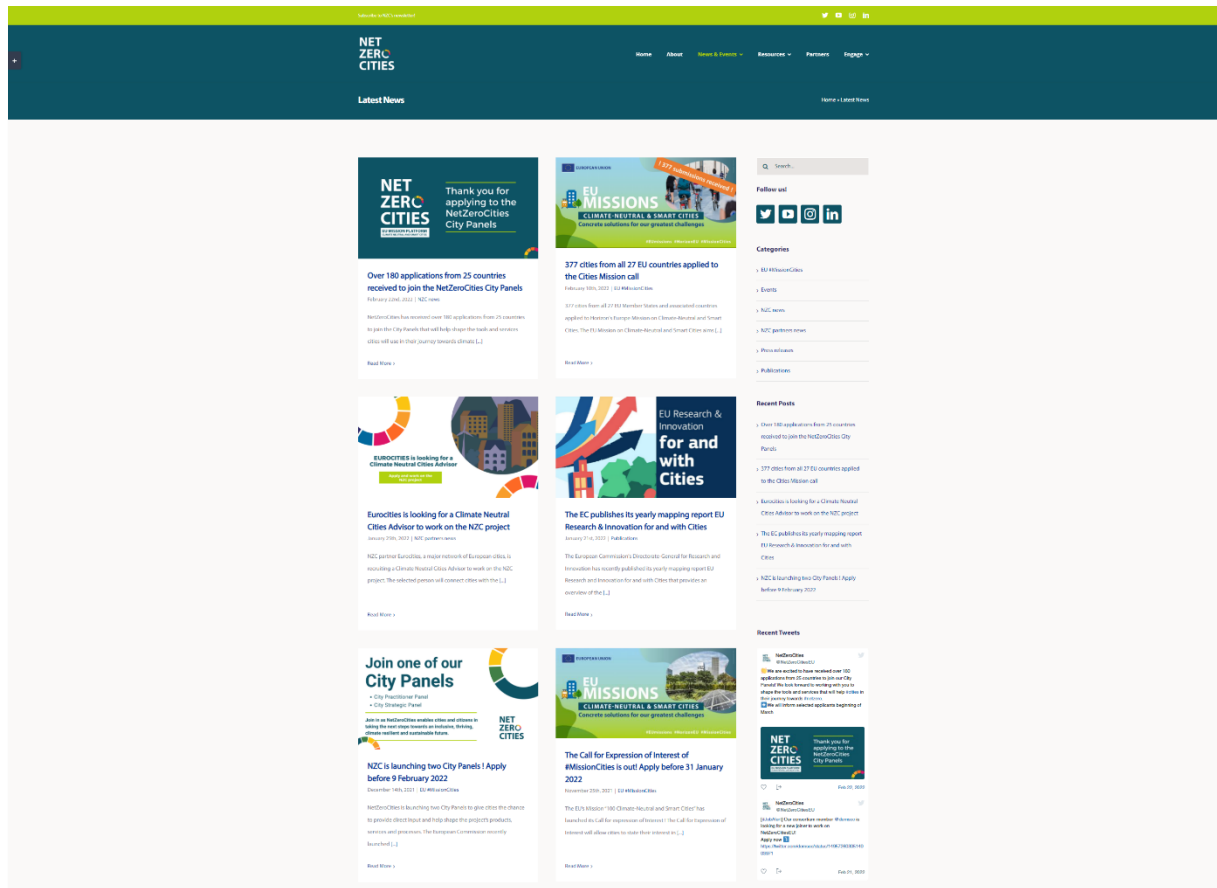


Figure 3: Screenshot of the NZC News page

## 2.4.2 Events

The “Events” calendar is a useful tool, presenting by month, or by list, all the past and upcoming events relating to NZC. This calendar also includes events of interest to the project’s key stakeholders.

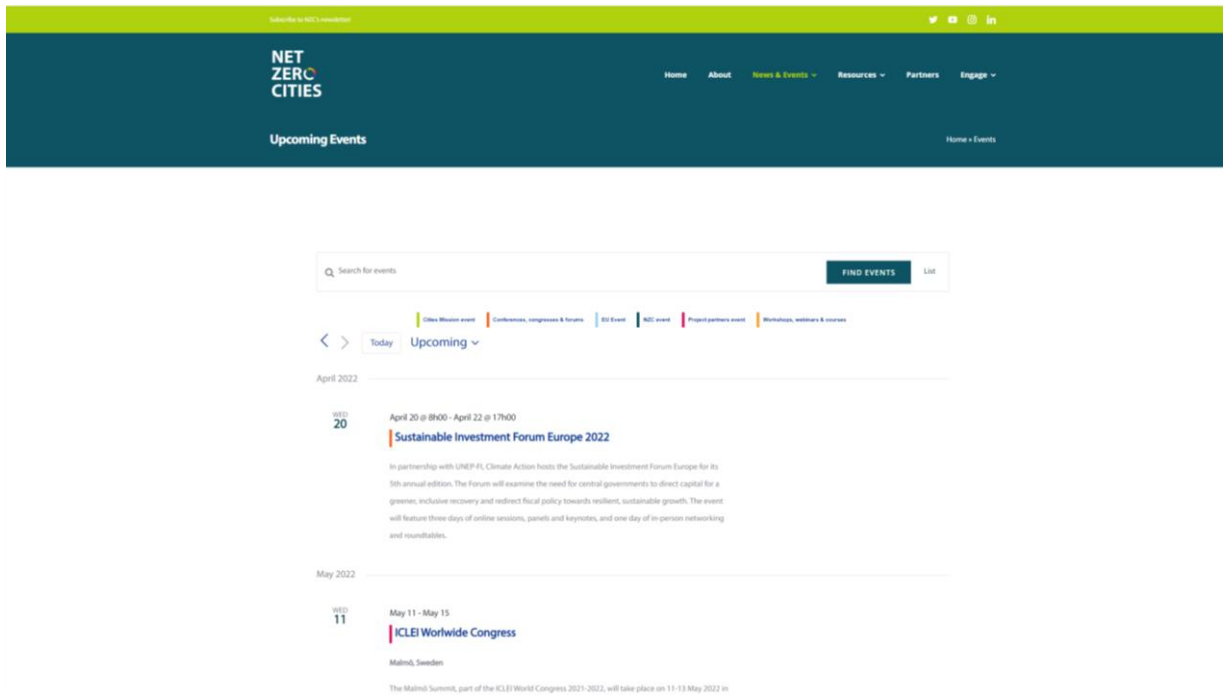


Figure 4: Screenshot of the NZC’s Events page

## 2.5 Resources

### 2.5.1 Media

The “Media” subsection provides visitors with access to communication and promotional materials (the project flyer, roll-up, etc.), press releases and the NZC electronic newsletters. The page also contains a call to action encouraging visitors to subscribe to the NZC newsletter.

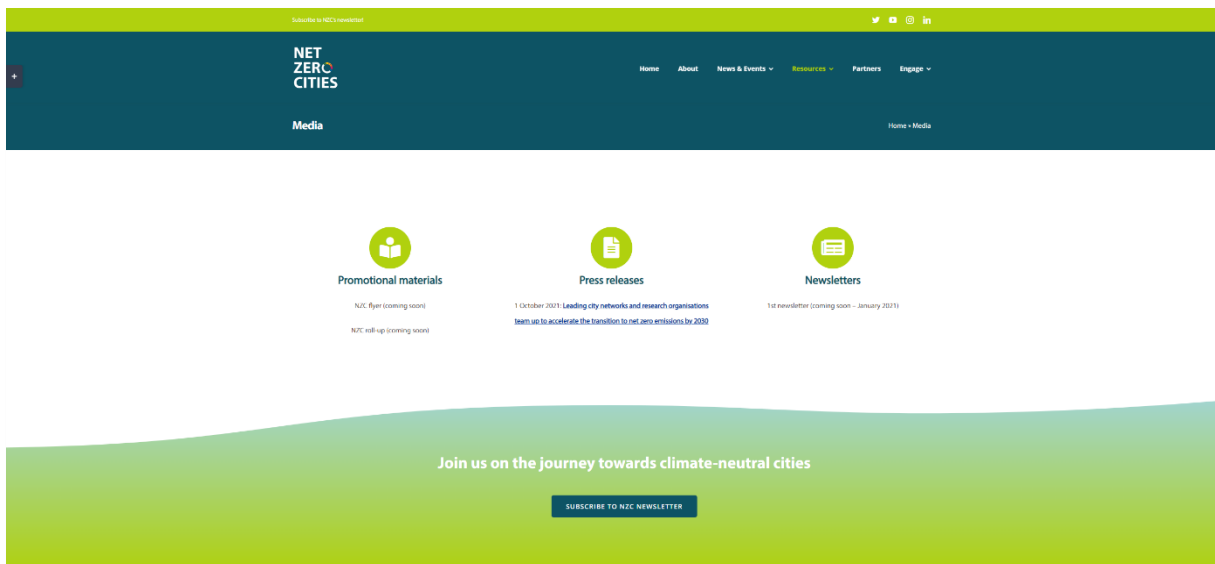


Figure 5: Screenshot of the NZC Media page

## 2.5.2 Results & publications

The “Results & Publications” subsection provides access to the results of the project as well as the public reports and deliverables produced within different work packages.

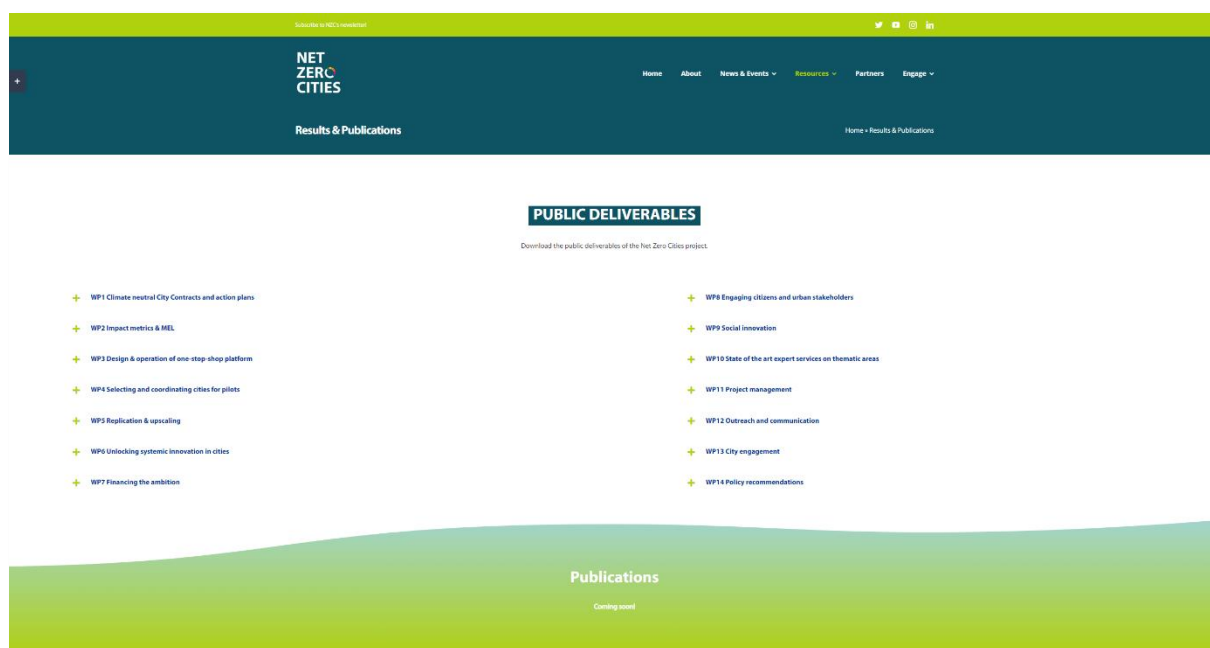


Figure 6: Screenshot of the NZC Results & Publications page

## 2.6 Partners

The “Partners” page describes each of the 33 NZC partners and their main activities. It also reflects the difference of typologies that can be found in the NetZeroCities consortium and enables users to filter based on the type of partner:

- Associations and networks
- Companies and consultancies
- Research organisations
- Think-tanks
- Universities

Each partner description contains a direct link to their website.



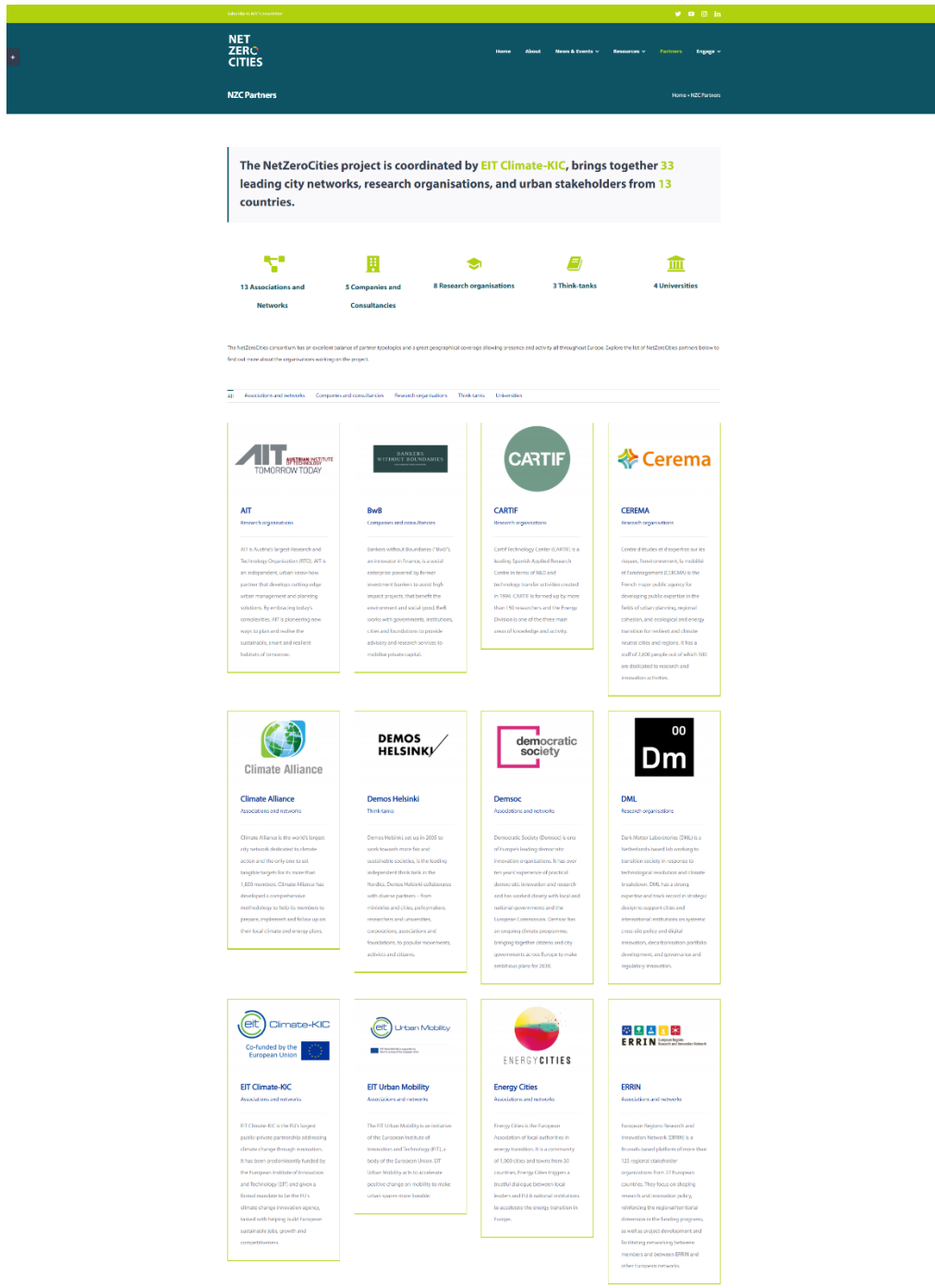


Figure 7: Screenshot of the NZC Partners page displaying the first 12 members

## 2.7 Engage

This section aims to engage key NZC stakeholders and encourage them to apply to the pilot and twins calls in the case of cities. It seeks to involve them in the community of practice in the case of researchers, corporates, start-ups, NGOs, civil society organisations, etc.

### 2.7.1 Cities

This subsection aims to explain how NZC can help cities reach climate neutrality. The page gives an overview of the tools and services that will be provided to cities selected under the

pilot and the twin calls. The page also displays a timeline of the NZC process so that cities have a clear idea of what to expect and includes information on the open NZC city panels to encourage visitors to join them.



Figure 8: Screenshot of the Cities page



### 2.7.2 Community of practice

This subsection describes the Community of Practice that will provide feedback on the platform services to be offered to cities as part of the NZC project. The page will be updated with further information at a later stage.

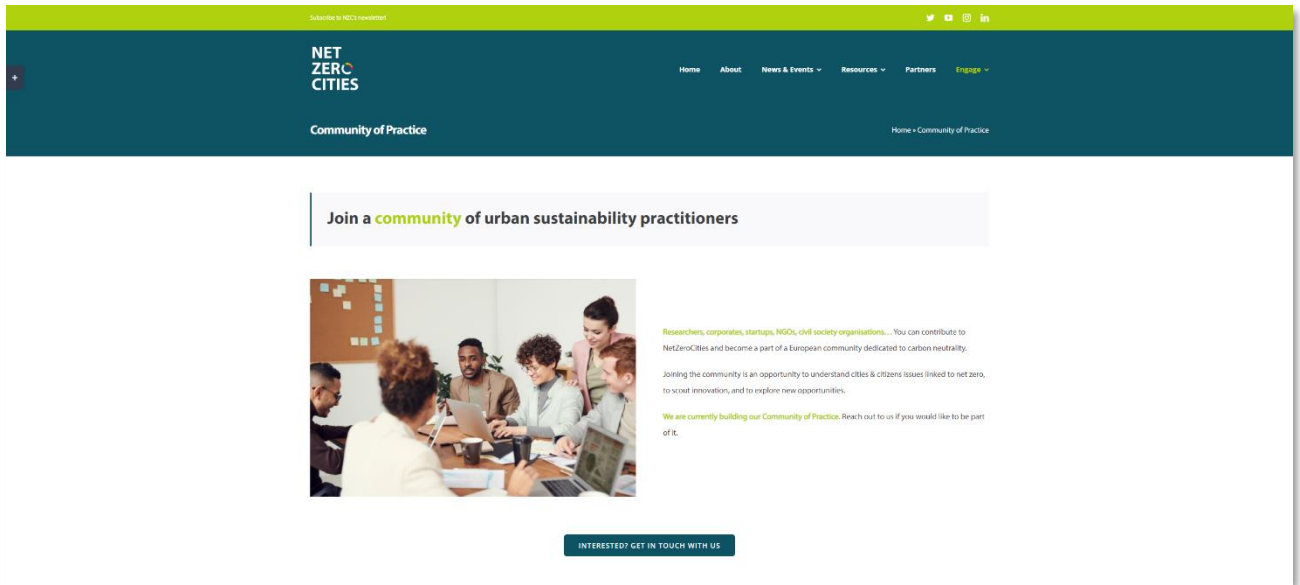


Figure 9: Screenshot of the Community of Practice page

### 2.8 Partner area

The “Partner area” is dedicated to the NZC partners. This platform allows them to share documents and work in a collaborative way. It provides an online repository for information about the management of the project, contacts, results from the meetings, as well as internal work documents related to the different WPs, that are required to be shared. All documents and files are saved and organised in one place, and can be shared at any time, and from any location or device.



Figure 10: Screenshot of the Partner Area page

### 3 Social media

Different social media channels, including [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#), will be utilised throughout the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences will be targeted and engaged with across all platforms:

- Cities
- Public stakeholders
- Private stakeholders
- Civil society
- Practitioners
- Citizens
- Media

A first list of hashtags related to NetZeroCities has been developed and will be used to maximise the project's visibility on all channels.

General	Specific
#Innovation #H2020 #Horizon2020 #GreenDeal #SustainableCities #Cities #ClimateAction	#MissionCities #EUMissions #NZC #ClimateNeutral #ClimateNeutrality #NetZero

Table 1: Hashtags for social media

#### 3.1 Twitter

A Twitter account was created at the start of the project under the handle [@NetZeroCitiesEU](#).



Figure 11: Twitter account

Twitter is used as one of the main channels to build a project's online community and to disseminate the results. The three main objectives set for Twitter are to:

- Build relationships and engage with target audiences
- Disseminate knowledge on climate neutrality and cities actions in that matter
- Bring the NetZeroCities results closer to the general public, journalists and policymakers

The NetZeroCities Twitter account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one tweet/retweet on a bi-weekly basis
- Reply to users who tweet or mention **@NetZeroCitiesEU**
- Follow and engage users who tweet content related to NetZeroCities activities
- Track specific words, mentions and trending hashtags

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by NetZeroCities partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the NetZeroCities Twitter account.

### 3.2 LinkedIn

A LinkedIn page was created for NetZeroCities: **@NetZeroCitiesEU**

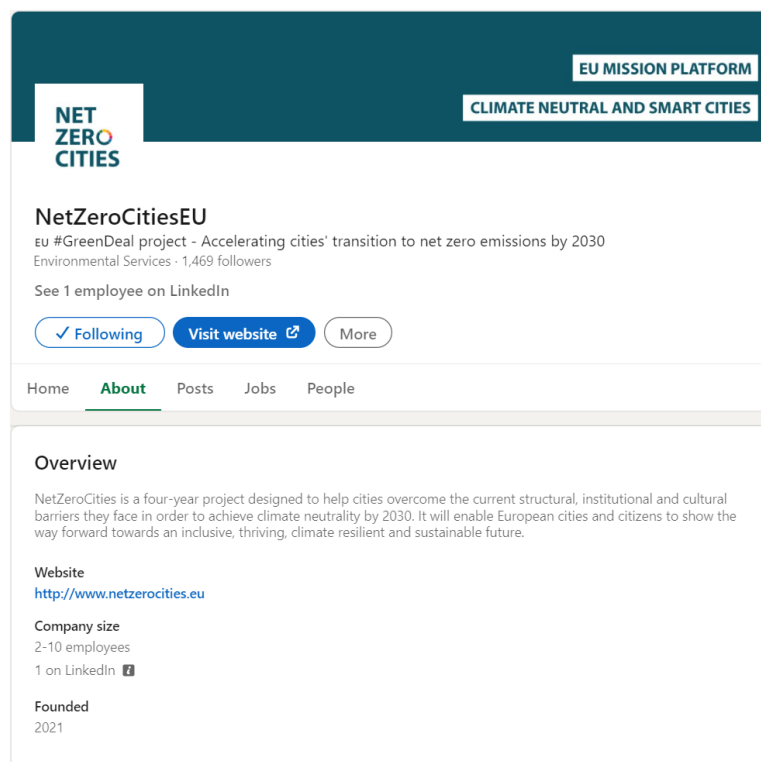


Figure 12 : LinkedIn account

The NetZeroCities LinkedIn account will be managed daily. In terms of audience, a specific focus on city officials; EU, national and regional policymakers; practitioners, researchers and innovators and public/private stakeholders will be operated.

In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one post or share on a bi-weekly basis
- Reply to users who mention **@NetZeroCitiesEU**
- Follow and engage users who post content related to NetZeroCities activities
- Track specific words, mentions and trending hashtags

LinkedIn will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by NetZeroCities partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the NetZeroCities LinkedIn account.

### 3.3 Instagram

An Instagram account was created for the NetZeroCities project under the handle **@netzerocitieseu**.

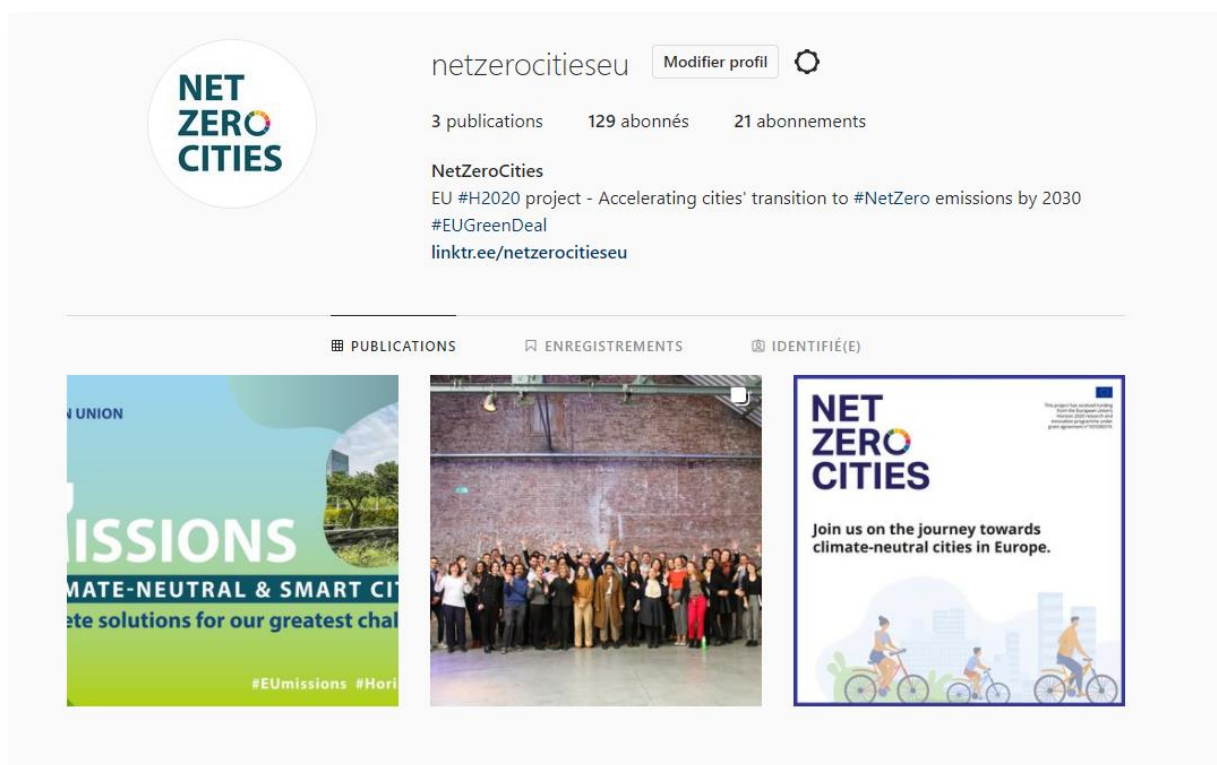


Figure 13 : Instagram account

In addition to the target audiences listed above, the Instagram account will be used to engage with influencers and the younger generation in the climate change space who are often more active on this platform than on Twitter or LinkedIn.

Posts made on the NetZeroCities Instagram will follow a pattern consistent with the project's visual identity so as to appeal to all visitors and encourage them to follow the account.

The NetZeroCities Instagram account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Share posts on the NetZeroCities story or post original content on a weekly basis
- Reply to users who mention or send direct messages to **@NetZeroCitiesEu**
- Follow and engage with users who post content related to NetZeroCities activities
- Track specific words, mentions and trending hashtags

The Instagram account will specifically be used to broadcast the campaign promoting “Urban Climate Champions” (Task 12.5).

### 3.4 YouTube

A YouTube channel, also referred to as “Nzc TV” has been created to disseminate all the videos produced in the project under the handle **NetZeroCities EU** ([NetZeroCities EU - YouTube](#)).

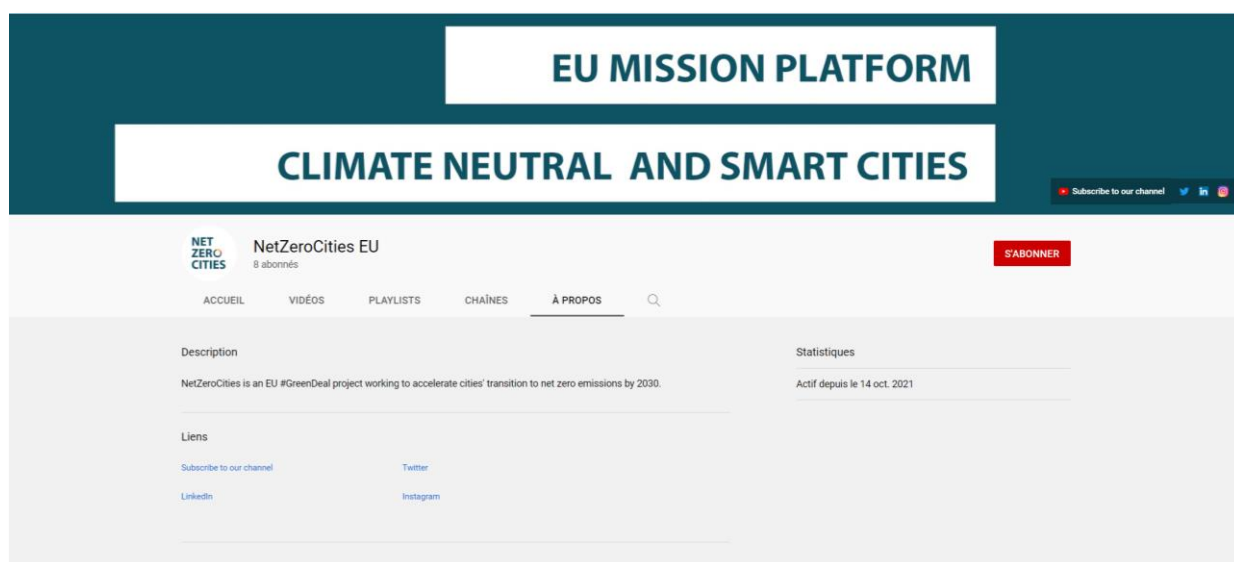


Figure 14 : YouTube channel

A series of videos will be produced throughout the NetZeroCities project, in particular 30 second videos tailored for social media and three 2-3 minutes videos presenting the project as part of Task 12.5.

These videos will also be featured on the project website and widely disseminated on NetZeroCities social media channels (Twitter, Instagram, LinkedIn)

## 4 Tracking and monitoring metrics

Publishing and sharing content on the NetZeroCities website and social media accounts is not enough to build a project's online community and disseminate the project's results. Thus, it is indispensable to regularly evaluate and improve communication and dissemination actions taken on the NZC website and social media accounts through a series of selected tracking and monitoring metrics. Conclusions and possible areas of improvement will also help to optimise future content and actions online. In addition, they will be presented and described in other deliverables such as D12.2, D12.3 and D12.4 (Updated versions of the Communication, Dissemination and Exploitation Plan).

**Monitoring:** to understand how the website is used by visitors, Google Analytics, or a similar tool, will be employed. Upcoming reports will provide insights regarding:

- How many users visit the website and how many pages were viewed
- Which pages are viewed the most
- Where the majority of viewers are located

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

**For the social media accounts,** an integrated advanced analytic statistics tool will give a monthly picture of:

- How many followers the NZC accounts have
- How many posts were published
- The top posts in terms of likes, shares, and impressions



## 5 Conclusion

The NetZeroCities website was prepared during the first stage of the project, and launched in January 2022, based on specific needs in an effort to maximise the impact of the project. It was updated in February 2022 to align it with the Cities Mission's visual identity. Coupled with various social media accounts, it aims to boost the awareness on the results and milestones to be accomplished during the project, to disseminate key messages to target audiences, to inform on events, publications or activities of interest for the NetZeroCities community (project deliverables, reports, etc.), and to foster participation and engagement among consortium members.

The NetZeroCities website and social media accounts will be regularly updated and tracked, remaining flexible tools to build a project's community online and to give the largest possible visibility to the project. Updates will be made on a regular basis with news, communication support materials, events, announcements, etc. Some sections may also be updated to ensure the website remains a dynamic and useful tool to spread the knowledge acquired during the project.

