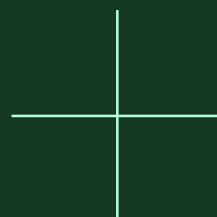
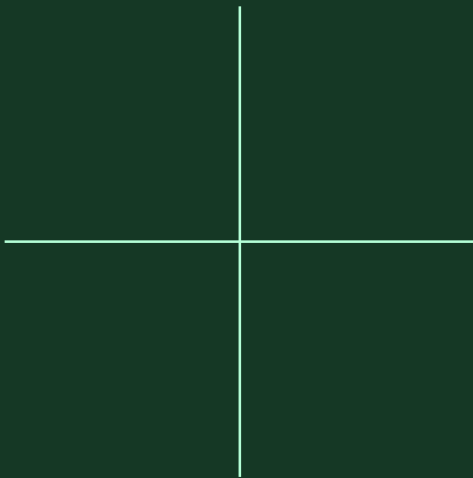


# D10.4 NEWSLETTERS & DISSEMINATION MATERIAL: LEAFLET, POSTER, AND ROLL-UP

WP10 COMMUNICATION, DISSEMINATIONS AND STAKEHOLDER  
OUTREACH

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*30.06.2022 and 30.09.2022*



## PROJECT INFORMATION

<b>Project acronym</b>	ARV <sup>1</sup>
<b>Project title</b>	Climate Positive Circular Communities
<b>Project number</b>	101036723
<b>Coordinator</b>	Norwegian University of Science and Technology / Inger Andresen
<b>Website</b>	www.GreenDeal-ARV.eu

## DOCUMENT INFORMATION

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<sup>1</sup> ARV is a Norwegian word meaning “heritage” or “legacy”. It reflects the emphasis on circularity, a key aspect in reaching the project’s main goal of boosting the building renovation rate in Europe.

## ABOUT THE ARV PROJECT

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The vision of the ARV project is to contribute to speedy and wide scale implementation of Climate Positive Circular Communities (CPCC) where people can thrive and prosper for generations to come.

The overall aim is to demonstrate and validate attractive, resilient, and affordable solutions for CPCC that will significantly speed up the deep energy renovations and the deployment of energy and climate measures in the construction and energy industries.

To achieve this, the ARV project will employ a novel concept relying on a combination of 3 conceptual pillars, 6 demonstration projects, and 9 thematic focus areas.

**The 3 conceptual pillars** are integration, circularity, and simplicity. **Integration** in ARV means the coupling of people, buildings, and energy systems, through multi-stakeholder co-creation and use of innovative digital tools. **Circularity** in ARV means a systematic way of addressing circular economy through integrated use of Life Cycle Assessment, digital logbooks, and material banks. **Simplicity** in ARV means to make the solutions easy to understand and use for all stakeholders, from manufacturers to end-users.

**The 6 demonstration projects** are urban regeneration projects in 6 locations around Europe. They have been carefully selected to represent the different European climates and contexts, and due to their high ambitions in environmental, social, and economic sustainability. Renovation of social housing and public buildings are specifically focused. Together, they will demonstrate more than 50 innovations in more than 150,000 m<sup>2</sup> of buildings.

**The 9 thematic focus areas** are 1) Effective planning and implementation of CPCCs, 2) Enhancing citizen engagement, environment, and well-being, 3) Sustainable building re(design) 4) Resource efficient manufacturing and construction workflows, 5) Smart integration of renewables and storage systems, 6) Effective management of energy and flexibility, 7) Continuous monitoring and evaluation, 8) New business models and financial mechanisms, policy instruments and exploitation, and 9) Effective communication, dissemination, and stakeholder outreach.

The ARV project is an Innovation Action that has received funding under the Green Deal Call LC-GD-4-1-2020 - Building and renovating in an energy and resource efficient way. The project started in January 2022 and has a project period of 4 years, until December 2025. The project is coordinated by the Norwegian University of Science and Technology and involves 35 partners from 8 different European Countries.

## EXECUTIVE SUMMARY

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This deliverable presents ARV communication and dissemination materials developed since the beginning of the project until M9 (September 2022). The newsletter, leaflet, poster, and roll-up shall be used by the ARV consortium as support tools to present the project, communicate about its concept, and disseminate its results to the project's target audience.

The first editions of the newsletter and the leaflet were submitted in Month 6 (June 2022). The leaflet will be updated in Month 30. The second edition of the newsletter will be released in Month 12.

## TABLE OF CONTENTS

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<b>1. Introduction</b>	<b>6</b>
<b>2. Objectives</b>	<b>6</b>
<b>3. Leaflet</b>	<b>6</b>
<b>4. Newsletter first edition</b>	<b>8</b>
<b>5. Poster</b>	<b>9</b>
<b>6. Roll-up banner</b>	<b>10</b>
<b>7. Future Updates</b>	<b>11</b>
<b>8. Acknowledgements and Disclaimer</b>	<b>11</b>

## 1. INTRODUCTION

Communication and dissemination activities are a key part of the project. In order to reach as large an audience as possible, both digital and in-person activities and means (e.g., newsletters, social media posts, videos, infographic, posters, roll-up banners) are needed. All consortium partners are engaged in this process. To facilitate their task, several materials will be developed, adapted both for the digital and printed mediums.

The materials will respect the project's corporate identity, ensuring coherence between all communications and dissemination activities. The guidelines will be applied and adjusted accordingly to each type of activity and specific target audience.

## 2. OBJECTIVES

### **Leaflet**

The first leaflet will have the purpose of offering at a glance the most important aspects of the ARV project. It will lay the ground for future promotional materials that will be more detailed and focused on the progress of the project.

### **Newsletters**

Newsletters are delivered bi-annually, corresponding to a summer edition (end of June) and a winter edition (end of December). The newsletters will provide updates on the latest developments to stakeholders that are interested in the results of the project. The newsletter provides information on project progress and results, links to press and news releases, articles, and interviews.

### **Poster**

The A0 size poster was produced to be displayed during workshops, fairs, and conferences. In order to remain a relevant material throughout the whole duration of the project, the poster includes key information about the purpose of the project, as well as the six demonstration communities. It is easy to carry and can be displayed in various places.

### **Roll-up banner**

The roll-up banner was designed to serve as well during workshops, fairs, and conferences. It offers essential facts about ARV that can be enough to appeal to the interest of the public from a certain distance. The deliverable will remain useful until the end of the project.

## 3. LEAFLET

The leaflet will ensure a wide geographical coverage as it is easy to use and will be available in English and 6 language versions (Spanish, Italian, Czech, Danish, Dutch and Norwegian). It provides basic and compact information that allows the public to quickly understand what the ARV project is about. It represents a useful tool for engaging the public.

Designed as a trifold leaflet it contains basic definitions of the ARV project, such as the concept, the 3 pillars, or the 9 focus areas. It also briefly presents the 6 demonstration projects. Visual representations are a key element of this material (see Figure 1 and 2).

The target audience is rather general, as it can be adapted to different contexts (e.g., workshops, fair stands, or conferences).

The draft of the leaflet is available [here](#).

### OUR CONCEPT

ARV is a H2020 EU-funded project aiming at creating climate positive circular communities in Europe and increasing the building renovation rate in the continent. To achieve this, we will employ a novel concept relying on a combination of 3 conceptual pillars, 6 demonstration projects, and 9 thematic focus areas.

### 3 PILLARS



The 3 conceptual pillars are integration, circularity, and simplicity. **Integration** in ARV means the coupling of people, buildings, and energy systems, through multi-stakeholder co-creation and use of innovative digital tools.

**Circularity** in ARV means a systematic way of addressing circular economy through integrated use of Life Cycle Assessment, digital logbooks, and material banks.

**Simplicity** in ARV means to make the solutions easy to understand and use for all stakeholders, from manufacturers to end-users.

### CONTACT US

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### OUR PARTNERS




This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101036725

# ARV



Contributing to the wide scale implementation of Climate Positive Circular Communities (CPCC) where people can thrive and prosper for generations to come.


Figure 1. Page 1 corresponding to flap side / back side / front side.

### ABOUT ARV

ARV is a Norwegian word meaning "heritage" or "legacy". It reflects the emphasis on circularity, a key aspect in reaching the project's main goal of boosting the building renovation rate in Europe.


35 partners came together from 8 different countries to enable rapid and wide-scale deployment of CPCCs around Europe.

ARV will facilitate a fast market uptake and cost-efficient replication of the CPCC concept, and thus significantly contribute to the full decarbonisation of Europe by 2050.



### 6 DEMONSTRATION PROJECTS

The 6 demonstration projects are urban regeneration projects in different locations around Europe. They have been carefully selected to represent the different European climates and contexts, and due to their high ambitions in environmental, social, and economic sustainability.



ARV will demonstrate innovative scalable solutions for renovation of social housing and public buildings that will give significant reductions in construction and operation costs (30%), while provide good indoor climate and architectural qualities and alleviating energy poverty (at least 50% reduction in energy/power bills).

### 9 FOCUS AREAS

The 9 thematic focus areas are:










1.  Effective planning and implementation of CPCCs
2.  Enhancing citizen engagement, environment, and well-being
3.  Sustainable building re/design
4.  Resource efficient manufacturing and construction workflows
5.  Smart integration of renewables and storage Systems
6.  Effective management of energy and flexibility
7.  Continuous monitoring and evaluation
8.  New business models and financial mechanisms, policy instruments and exploitation
9.  Effective communication, dissemination, and stakeholder outreach

Figure 2. Page 2 corresponding to inside left / inside middle / inside right.

## 4. NEWSLETTER FIRST EDITION

As the first edition of the newsletter is published at the beginning of the project, it will compile rather general content that allows subscribers to get familiar with the ARV concept. Its role is to create an introduction for the future activities of the project. Key aspects that can guide the audience into understanding ARV are highlighted, such as the demonstration projects.

The newsletter mainly focuses on existing notions and information rather than news materials. Firstly, it will inform on what ARV as a project means, and then it will showcase the events where ARV was present.

It is destined for all target groups that might be interested in the project, such as stakeholders in the construction value chain; housing providers, property owners and occupiers; or local authorities.

The **draft** of the newsletter is available [here](#).



*Figure 3. Sample of Newsletter N1.*



## 5. POSTER

This material is part of a kit meant to make the ARV project recognisable during external events. As its purpose is to showcase in a compact format the essence of the project, it contains only top-level information.

The poster presents the following content: Project mission, highlights of the 9 thematic areas, mention of the 3 conceptual pillars and the 6 demonstration communities. A quarter of the space was dedicated to the ARV partners and the contact information.

The poster was designed in a simple style, using noticeable elements that are part of the project's visual identity. The public should be able to spot the main information at a first look.

The target audience is rather general, as it can be adapted to different contexts (e.g., workshops, fair stands, or conferences).

The poster features a central graphic of a hand holding a map of Europe, surrounded by icons representing various sustainability themes. The title 'ARV CLIMATE POSITIVE CIRCULAR COMMUNITIES' is prominently displayed at the top. The content is organized into several sections: 'ABOUT ARV', '9 THEMATIC FOCUS AREAS', '3 CONCEPTUAL PILLARS', and '6 DEMONSTRATION COMMUNITIES'. At the bottom, there is a grid of partner logos, contact information, and a QR code.

**CLIMATE POSITIVE CIRCULAR COMMUNITIES**

**ARV**  
**CLIMATE POSITIVE CIRCULAR COMMUNITIES**

**ABOUT ARV**  
ARV is a Horizon EU-funded project, coordinated by the Norwegian University of Science and Technology, involving 35 partners from 8 different European Countries. The aim is to demonstrate and validate attractive, resilient, and affordable climate positive circular communities (CPC2) and contribute to the green renovation wave in Europe.

**9 THEMATIC FOCUS AREAS**  
ARV employs a novel concept relying on a combination of 3 conceptual pillars, 6 demonstration projects, and 9 thematic focus areas. These areas span from planning and sustainable building (re)design to efficient operation, business models, and communication, as shown in the illustration below.

**3 CONCEPTUAL PILLARS**  
Integration in ARV means the coupling of people, buildings, and energy systems, through multi-stakeholder co-creation and the use of innovative digital tools.  
Circularity in ARV means a systematic way of addressing circular economy through the integrated use of LCA (Life Cycle Assessment), digital logbooks, and material banks.  
Simplicity in ARV means to make the solutions easy to understand and use for all stakeholders, from manufacturers to end-users.

**6 DEMONSTRATION COMMUNITIES**  
The demonstration communities are urban regeneration projects in different locations around Europe: Palma de Mallorca - Spain, Trento - Italy, Utrecht - the Netherlands, Karviná - Czechia, Sønderborg - Denmark, Oslo - Norway. They have been carefully selected to represent the different European climates and contexts, and due to their high ambitions in environmental, social, and economic sustainability. Together, they will demonstrate more than 50 innovations in more than 150,000 m<sup>2</sup> of buildings.

**CONTACT US**  
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Figure 4. A0 poster

## 6. ROLL-UP BANNER

This banner is the most visible material of the project's promotional resources at physical events. As its purpose is to attract the attention of all the public present on the event's premises, it was designed in a clear but colourful style.

In terms of content, there is only general information about the project and the contact details are in focus. The project partners are also present and noticeable.

Regarding the target audience, there is no specific public, as the material represents a starting point in establishing contact with everyone that might be interested in the project.

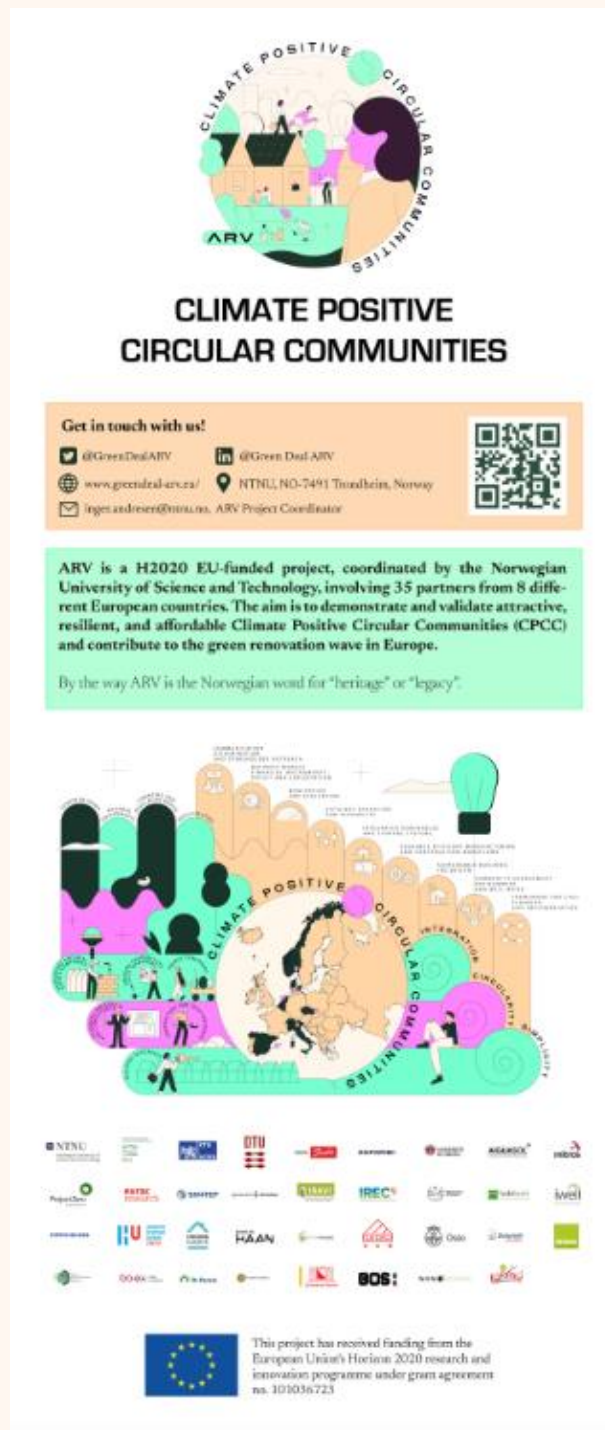


Figure 5. Roll-up banner

## **7. FUTURE UPDATES**

Future deliverables related to D10.4 include:

- A video in Month 18.
- Update of the leaflet in Month 30.
- An Infographic in Month 36.

## **8. ACKNOWLEDGEMENTS AND DISCLAIMER**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036723.

This deliverable contains information that reflects only the authors' views, and the European Commission/CINEA is not responsible for any use that may be made of the information it contains.

## APPENDIX A – GLOSSARY OF TERMS

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*Table A.1 Abbreviations used in the report.*

Abbreviation	Description	References
CPC	Climate Positive Circular Communities.	See ARV Deliverable D2.1 for a detailed definition of CPC.

## PARTNER LOGOS



