



TransformAr

Accelerating and upscaling transformational adaptation in
Europe: demonstration of water-related innovation
packages

Project website
Deliverable 7.3



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EXECUTIVE SUMMARY

This deliverable summarizes the two main elements that set the basis for an impact-successful project. The project identity and the website.

An attractive and consistent visual identity is essential for portraying the right image of a project. Branding includes logos, standard templates such as PowerPoint presentations, Word Deliverables and a styleguide that will provide the insights for all consortium members to achieve a homogeneous approach over their communication.

In this line, TransformAr project website is an invaluable tool for the project, as it is the first source of information about the project. Therefore, it has to be successfully created so that the project aims, and objectives are well-explained and the information about the project activities and results are clearly disseminated.

As a dissemination vehicle, this website also gives visibility to what the project has created e.g. journal articles, publications, and presentations at conferences.

Project URL: www.transformar.eu

1.0 Project Website

In order to accomplish the above mentioned, the following structure has been developed:

1.1 Home menu

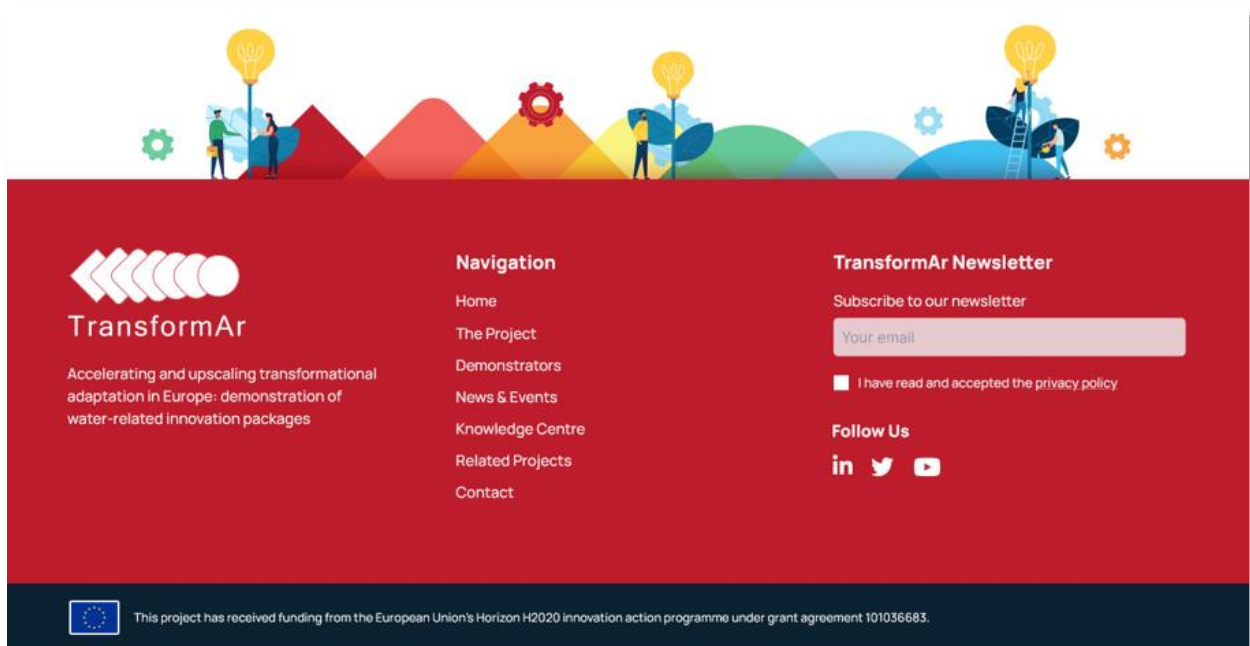
The objective was to create a very clear structure. The main goal of this menu is that the most important contents are accessible in less than 3 clicks.



1.2 Footer

The footer aims at, independently where the user is browsing, giving direct access to the main menu, Social Media, contact details and subscribe to TransformAr newsletter. Additionally, the reference to the H2020 funding programme is included.

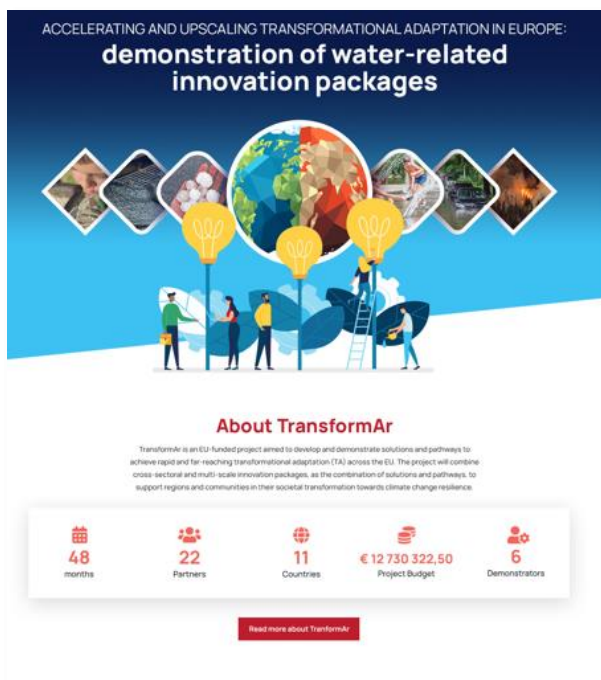
Direct link to the Cookies and Privacy Policy is also available.



1.3 Home

The home page provides a general overview of the project. It includes:

- Brief description of TransformAr and key facts
- Interactive map and direct link to the six Demonstrators
- Partners' logos with direct link to their websites
- Access to the latest news and events





1.4 Project

In this section there is all important information regarding the project itself: project background, project description, objectives, expected results and key milestones

TransformAR at a glance:

TransformAR aims to demonstrate solutions and pathways, deemed essential for climate and social resilience to achieve rapid and far-reaching transformational adaptation (TA).

Background

"Climate change impacts are here and now. The impacts on people, prosperity and planet are already pervasive but unevenly distributed." The latter is stated in the new Blueprint for a new, more ambitious EU strategy on climate change adaptation (European Commission, 2019).

The 1.5°C Assessment report (IPCC, 2018) demonstrates that even in a best-case scenario of sustained emissions reductions there will be large stress on agri- food systems, infrastructure, ecosystems, and human health.



Objectives and impact



The project will:

- ✓ **communicate** the Transformational Adaptive Blocks across any regions or community in Europe wanting to tackle TA;
- ✓ **deliver** user-friendly, accessible and comprehensive multi-sector dynamics data services relevant to transformational adaptation and its water-related challenges and fit the needs of public and private;
- ✓ **test** the potential of specific innovations to enable rapid and far-reaching change in the resilience of demonstrators;
- ✓ **accelerate** investment for TA across the EU by means of demonstrating bankability and innovative financial schemes;
- ✓ **consolidate** a catalogue of solutions and IPs, associated guidance documents, and an understanding of the acceptance and preference of citizens of solutions for transformational adaptation.

Expected results



The project's expected impacts are:

- ✓ **support** the European Green Deal targets, in particular the new EU Strategy on Adaptation to Climate Change, the EU biodiversity, bioeconomy and circular economy strategies, the objectives of the Union Civil Protection Mechanism, as well as the Clean Air Programme for Europe;
- ✓ **contribute** to the economic restart from the Covid-19 crisis and foster transformative change across all regions and sectors of society to increase climate resilience;
- ✓ **contribute** to social acceptance and social resilience;
- ✓ **increase** the community's resilience and capacities to cope with unavoidable effects of climate change

What will TransformAR do?

The project will develop an adaptive process based on open innovation, user-friendly and accessible climate data services, actionable solutions and large-scale experimentation. This will be supported by the implementation of Innovation Packages built to increase communities' social and climate resilience.

Key Milestones



May 2022

Definition of a catalogue of adaptive solutions



September 2022

Launch of first round of solutions implementations and Innovation Ecosystems (IEs) in the demonstrators



March 2024

Delivery of Region-specific portfolios and adaptive pathways



September 2024

Refined solutions ready for replication



July 2025

Official launch on replicator sites

1.5 Consortium

The Consortium subpage shows the logos of the 22 partners involved in the project, featured according to the project's official documentation. Each logo is also a link to the partner's own website, offering more information about the partner.




1.6 Demonstrators

This section starts with a general overview of all demonstrators, and interactive map and a direct link to each Demo page. A dedicated page per demonstrator is included in the website. Each of the six demo pages follow the same structure including the location; key facts; actions and expected results and partners involved. This section will be further developed in a second stage with the support of WP1. Each Demo page will include a “Community section” where an interactive map including the different stakeholder, targeted news and translations into local languages will be included.


Demonstrator #1

City of Lappeenranta, Finland



Key Facts

The city of Lappeenranta, in Finland, has a population of 73000, on a total area of 1724 km². The main climate risks and impacts faced are increased rainfall, extreme weather events and flood events. The city has been conducting a rehabilitation program for the neighbouring Lake Saimaa. Lappeenranta is also completing a new stormwater plan and a Climate program for both climate change mitigation.



Actions and expected results

- + Urban planning is threatened by the above-mentioned extreme events, especially water bodies. Flood water and water from melting snow bring contaminants (like microplastics, oils and other chemicals, but also nutrients and solid and organic matters), thus decreasing water quality both in the lake and in the city. In Finland, climate change means that more and more rain is coming during the winter times. The consequences for nature and the lake will be solved by the means of urban planning. Location on the shore of the unique lake region is the reason why the city has been established. It is used for recreation and has vital importance for tourism and industry.
- + Water management is thus central to overcoming these challenges. Nutrient loading is causing eutrophication of the lake and deteriorating its water quality. Lake water is a source of drinking water for the citizens. The City has committed to taking care of the biodiversity. There is a need for structural changes in the stormwater system, rehabilitation of the network and new means of stormwater management and treatment.

The urban runoff system will be improved and monitored with a set of new sensors and coupled monitoring of the contamination, water quality & flow within the drainage system. The monitoring platform will prove monitoring scalability and impact on fellow demonstrators. Choice experiments for the stormwater management system upscaling will also take place. Second, nature-based solutions will complete the runoff system. Third, amateur scientists and citizens, in general, will be engaged through monitoring activities of the previous solutions with a crowdsourcing app and screen.



Partners Involved



Follower Territory

Gjøvik municipality, Norway

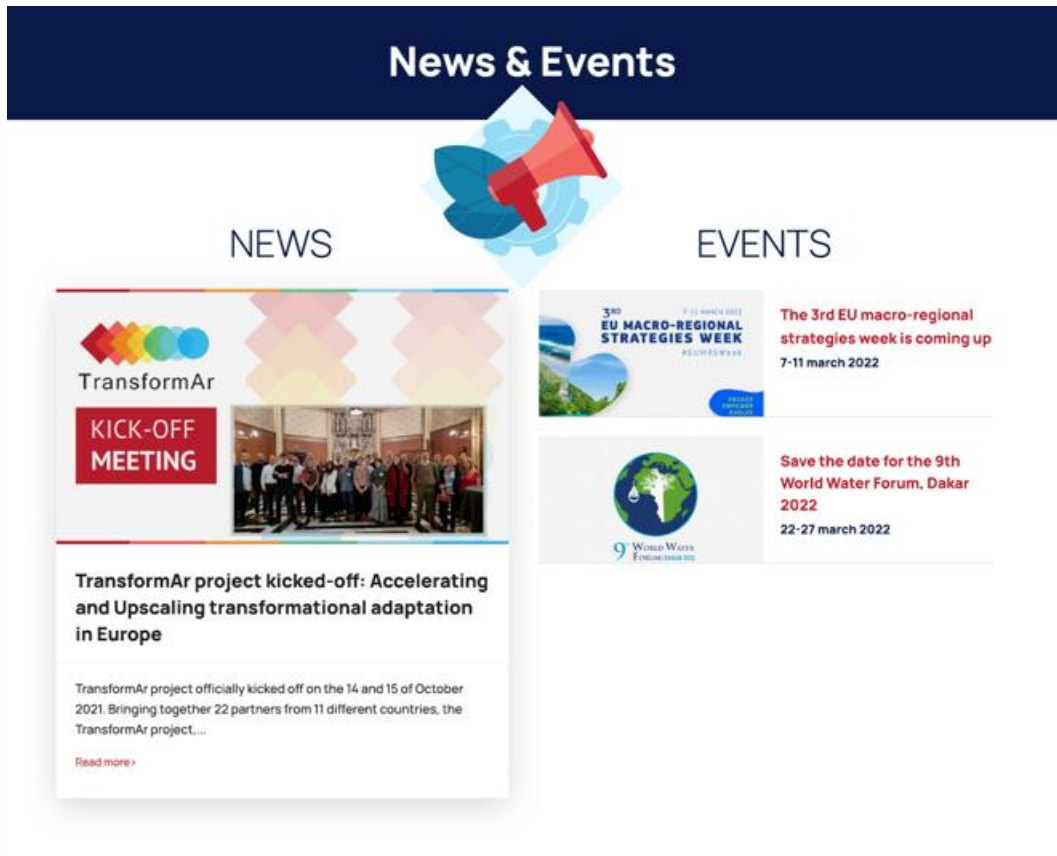
The municipality of Gjøvik is characterized by high-tech industry, a centre of higher education and a regional centre of music and culture. The TransformAr project will target 2 KCS in Gjøvik. These are the same 2 KCS as in Lappeenranta. Gjøvik's role in the project is as a follower and replicator for Lappeenranta, because of the similarities in climate vulnerability regarding urban planning and water management.

Actions and expected results:

- + The main climate risks and impacts faced by the municipality are increased rainfall, extreme weather events and flood events, both urban flooding and flooding of waterways. Our current Climate Plan has goals for reducing the amounts of stormwater and meltwater in the city sanitation and drain networks.
- + The municipality Plan for Water and Sanitation describes the need to adapt the current networks and facilities to future demands and to increase the city's ability to filter out unwanted substances from stormwater and meltwater.

1.7 News and Events

This section will show all information related to news generated and events related to the TransformAr project community. These events will include internal project meetings, organized events and/or external events where TransformAr will be present and that are relevant to the project. It will be possible to view 'news' or 'Events' separately.





1.8 Knowledge Centre


The Knowledge Centre includes all the documents and outputs generated from TransformAr project, which will be available to the public. Four types of documents are currently available: Communication materials, newsletters, factsheets and Public Deliverables. This section is not fully developed at the moment as the project does not currently have all results. This will be a very dynamic page that will be expanded according to the project needs and the materials and resources that the project will produce.




1.9 Related Projects

Direct reference to CSA project REGILIENCE and its two sister projects ARSINOE and IMPETUS is made in this section. It includes a short description of each project, a link to their websites and the projects' logo.

Related projects






REGILIENCE
Regional Pathways to Climate Resilience

REGILIENCE is facilitating the identification and upscaling of the most promising cross-sectoral climate change resilience solutions: communicating them through various channels and actions: inspiring policymakers, organisations and individuals to become part of the change process; and accelerating the necessary transitions in European communities and regions. This Horizon 2020-funded project supports cities and regions in their efforts to build climate-resilient pathways, with almost 700 activities such as events, webinars, twinning, helpdesks, etc. to share experiences, learn from failure, provide guidance, and disseminate knowledge and tools. REGILIENCE will produce a Resilience Fundamentals Course, a citizen Resilience Scan Tool, and will test 10 innovative public-private partnership approaches, among other activities.


[Go to Website](#)



IMPETUS

IMPETUS project will support Europe's climate adaptation strategy as well as its efforts to become the first climate-neutral continent by 2050. The goal of the project is to turn climate commitments into tangible, urgent actions to protect communities and the planet. Specifically, it will develop and validate a coherent multi-scale, multi-level and cross-sectoral climate change adaptation framework to accelerate the transition towards a climate-neutral and sustainable economy. Resilience knowledge boosters will build a robust quintuple helix stakeholders community, and they will be deployed and validated in all seven EU biogeographical regions (continental, coastal, Mediterranean, Atlantic, Arctic, boreal and mountainous).

[Go to Website](#)

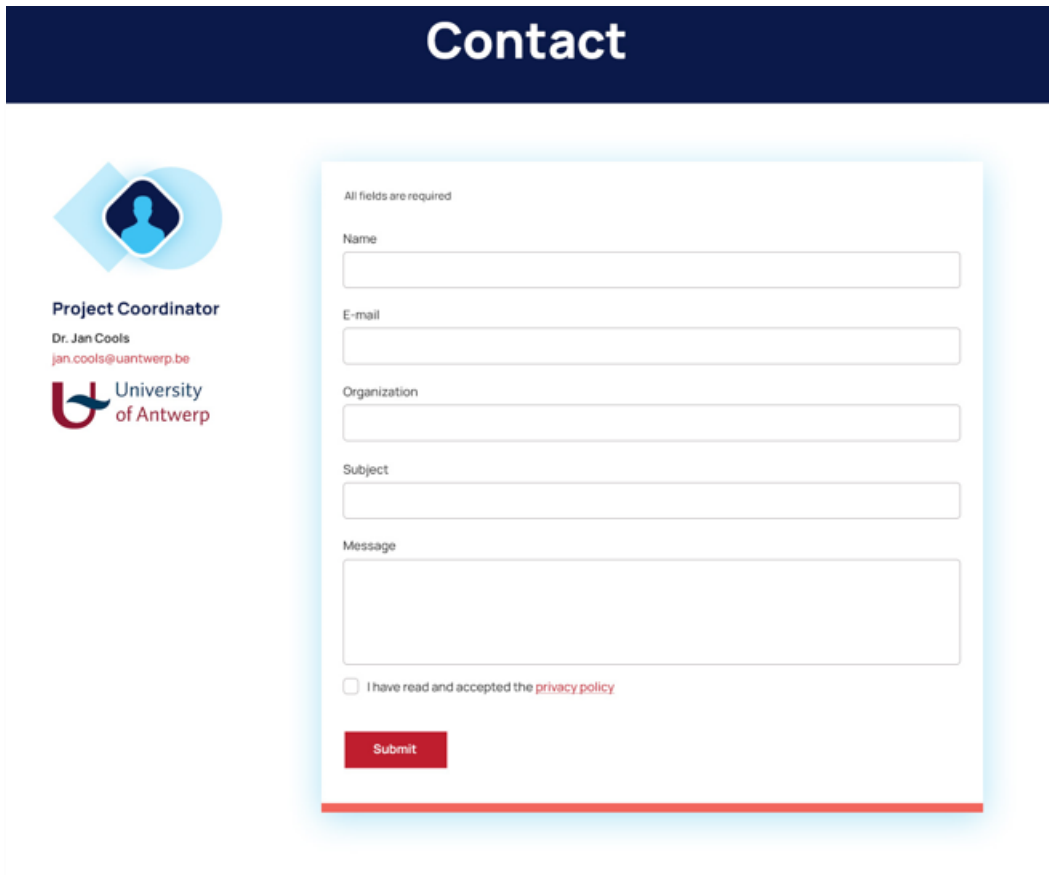


ARSINOE
Climate Resilience - Innovation - Transition - Policy - Governance and Resilience

ARSINOE intends to be a game-changer for shaping pathways to resilience by delivering regional innovation packages that build an ecosystem to develop and implement innovative climate change adaptation measures and solutions across Europe.

[Go to Website](#)

1.10 Contact



The screenshot shows a contact form with a dark blue header containing the word "Contact" in white. On the left side, there is a profile icon of a person inside a blue circle, followed by the text "Project Coordinator", "Dr. Jan Cools", and "jan.cools@uantwerp.be". Below this is the logo of the University of Antwerp. The form itself is a white box with a light blue border. It contains the following fields: "Name", "E-mail", "Organization", "Subject", and "Message". Above the "Name" field, it says "All fields are required". Below the "Message" field, there is a checkbox with the text "I have read and accepted the [privacy policy](#)". At the bottom of the form is a red "Submit" button.

1.11 Additional info

- Due date: March 2022
- Development: CMS – Wordpress.
- The website will provide Google Analytics reports

2.0 Visual Identity

Simple, easily recognizable, and self-explanatory are the three core elements of a good brand identity. At the proposal preparation stage, the consortium selected the logo that best defines and symbolizes the project's nature and objectives, and on this basis, Water Europe has developed all project templates and a detailed Visual Identity Style Guide. To ensure that the project has a coordinated visual identity and a consistent look and feel across all channels, all partners will have to make use of the guidelines and templates provided. All project material, whether printed or digital, will be produced according to these guidelines that best reflect the project identity.

2.1 Project Logo



2.2 Project Templates

Deliverable template



2.3 Project Style Guide



TransformAr

Accelerating and upscaling transformational adaptation in Europe:
demonstration of water-related innovation packages

STYLE GUIDE

This project has received funding from the European Union's Horizon H2020 innovation action programme under grant agreement 101036683.

2. THE LOGO
TransformAr Logo Concept



7 colors
Each colour represents one work package
The shape from square to circle represents the concept of transformational adaptation

Text
Project name and tagline

2. THE LOGO
TransformAr Use and misuse



Scale: do not change logo proportions



Rotation: do not change the orientation of the logo



Color: do not change logo colors



Effects: do not add any effects




Typeface: do not change font




Variations: do not modify logo unless accepted


2. THE LOGO
TransformAr Backgrounds




Light background



Dark background



Full color image



B&W image

3. COLOR PALETTE
TransformAr Alternative colours

	<ul style="list-style-type: none"> RGB: 190, 29, 44 CMYK: 18% 100% 92% 8% HEX: BE1D2C 		<ul style="list-style-type: none"> RGB: 203, 202, 155 CMYK: 58% 0% 52% 0% HEX: B3C48D
	<ul style="list-style-type: none"> RGB: 242, 101, 93 CMYK: 0% 75% 81% 0% HEX: F2655C 		<ul style="list-style-type: none"> RGB: 148, 219, 244 CMYK: 17% 0% 25 0% HEX: 94D8E6
	<ul style="list-style-type: none"> RGB: 247, 163, 64 CMYK: 1% 45% 86% 0% HEX: F7A939 		<ul style="list-style-type: none"> RGB: 61, 193, 242 CMYK: 52% 19 0% 0% HEX: 3E1372
	<ul style="list-style-type: none"> RGB: 250, 246, 112 CMYK: 0% 0% 79% 0% HEX: F9E666 		

3. COLOR PALETTE
TransformAr Font colours

Text	Title	Subtitle
<ul style="list-style-type: none"> RGB: 100, 99, 99 CMYK: 16% 16% 16% 73% HEX: 646363 	<ul style="list-style-type: none"> RGB: 190, 29, 44 CMYK: 18% 100% 92% 8% HEX: BE1D2C 	<ul style="list-style-type: none"> RGB: 61, 193, 242 CMYK: 52% 19 0% 0% HEX: 3E1372

4. TYPOGRAPHY

The primary typographies for printed materials are: Tahoma for title and Calibri for subtitle and body.

Space after paragraph: 6pt

VERDANA
TITLE – ALWAYS IN CAPITAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calibri
Subtitle and body
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789


THIS IS A TITLE
This is a Subtitle
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

6. MISCELLANEOUS
TransformAr EU emblem and disclaimer

- It is mandatory that all communication outputs include the following emblem and disclaimer
- The H2020 programme emblem is available to download in different qualities and sizes from in the [Website](#)
- The H2020 programme disclaimer:

"The TransformAr project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036683."





Climate change impacts are here and now. The impacts on people, prosperity and planet are already pervasive but unevenly distributed, as stated in the new EU Blueprint strategy (European Commission-EC, 2019). To reduce climate-related risks, the EC and the IPCC agree that transformational adaptation is essential. The TransformAr project aims to develop and demonstrate products and services to launch and accelerate large-scale and disruptive adaptive process for transformational adaptation in vulnerable regions and communities across Europe.

The 6 TransformAr lighthouse demonstrators face a common challenge: water-related risks and impacts of climate change. Based on existing successful initiatives, the project will develop, test and demonstrate solutions and pathways, integrated in Innovation Packages, in 6 territories.

Transformational pathways, including an integrated risk assessment approach are co-developed by means of 9 Transformational Adaptive Blocks. A set of 22 tested actionable adaptive solutions are tested and demonstrated, ranging from nature-based solutions, innovative technologies, financing, insurance and governance models, awareness and behavioral change solutions.



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