



TRANS-URBAN-EU-CHINA

Transition towards urban sustainability through socially integrative cities in the EU and in China

Deliverable

D5.7 Technical Guidebook for cities

WP5 Living Labs, exploitation and dissemination



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Content

1	INTRODUCTION	1
1.1	WHY A TECHNICAL GUIDEBOOK.....	1
1.2	SYNERGIES WITH WP4.....	1
2	THE TECHNICAL GUIDEBOOK.....	2
2.1	DESCRIPTION.....	2
2.2	AESTHETIC.....	2
2.2.1	IMAGE SLIDER	3
2.3	CASE STUDIES.....	4
2.4	COMPENDIUM TOOLS	4
3	RESULTS AND RECOMMENDATIONS	6

1 INTRODUCTION

1.1 WHY A TECHNICAL GUIDEBOOK

Eurocities is in the privileged position of being an intermediary between the academics engaged in the desk research element of TRANS-URBAN-EU-CHINA and the European city practitioners for whom this research can provide real practical value. Extracting this value requires that cities be made aware of the results, that they are tied to concrete challenges which cities are enthusiastic to solve, that results are presented in an attractive, engaging and easily navigable form.

In other words, it is necessary to go further than finding solutions to known problems – those solutions also need to be brought to the problem-holders and made relevant to them. This technical guidebook was therefore envisioned as an opportunity to make the project results more comprehensible, accessible, and appealing to cities.

1.2 SYNERGIES WITH WP4

Eurocities, in agreement with the Project Coordinator and the project partner ISINNOVA, decided to integrate the Technical Guidebook for Cities into the Web-Based Storylines produced as part of WP4. This was decided for two main purposes: On one hand to create a direct link between the main research findings of TRANS-URBAN-EU-CHINA and practical examples from cities and on the other hand to increase the visibility of both the Web-Based Storylines and the Technical Guidebook for Cities.

The objective was to create a single, accessible, and visually appealing product bringing together the research findings of the project with practical examples from cities and most importantly also linking the latter with the extensive list of tools featured in the TRANS-URBAN-EU-CHINA Compendium.

2 THE TECHNICAL GUIDEBOOK

2.1 DESCRIPTION

This Technical Guidebook for Cities was implemented as a way to organise and illustrate the research data gathered throughout the course of the project, refined in the living labs and presented in the Online Compendium, as well as formulating a concrete link between the Compendium tools and the storylines developed in WP4 on the challenges common to Chinese and European cities to build socially integrative cities. In this way, it builds on the specific results of the project, organising TRANS-URBAN-EU-CHINA's findings that are gathered in the compendium, and making them accessible both by giving an illustrated account of the kinds of scenarios in which they could be useful and providing information about cities in Europe and China in which these or similar tools have been employed.

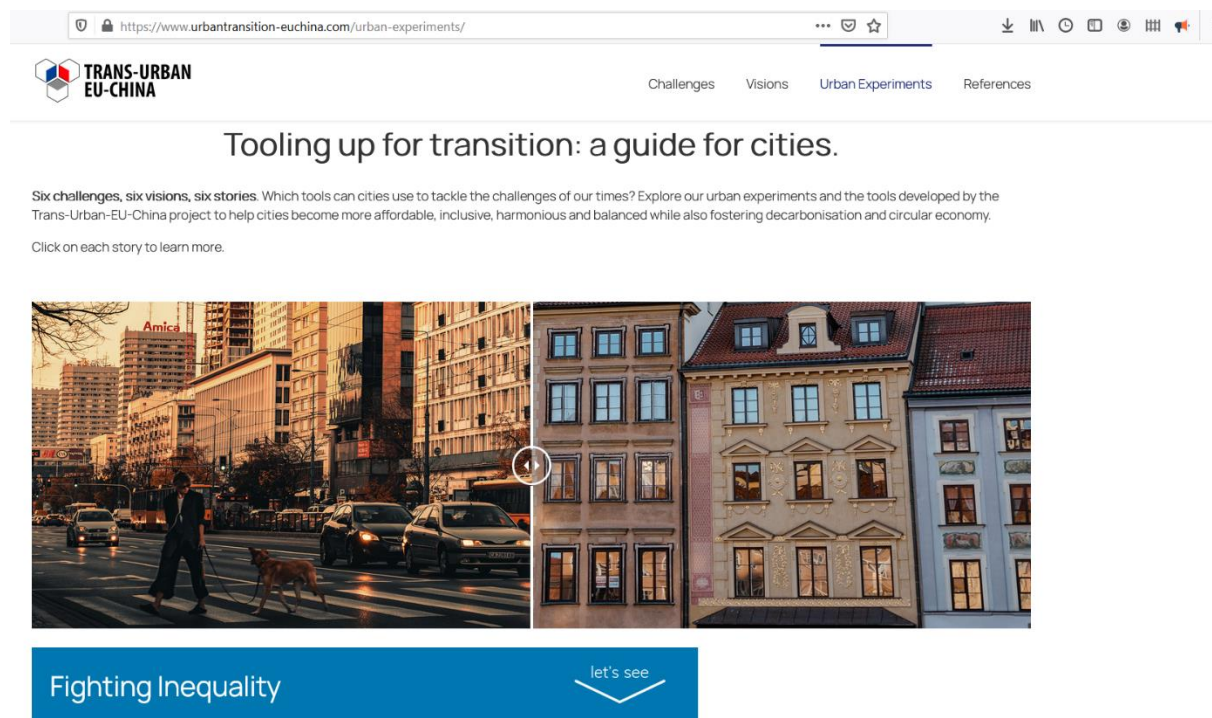
For each of these common challenges, the technical guidebook provides a bridge to the tools available in the compendium. It does so by illustrating each challenge with a case study including a solution reached by a Chinese or European city (three Chinese and three European examples), and an explanation and presentation of the top tools of the online Compendium that can assist cities in solving these challenges. These are presented in a sleek visual style through an interactive online portal that links in directly with both the web storylines and the compendium.

The guidebook is available at the following link:

<https://www.urbantransition-euchina.com/urban-experiments/>

2.2 AESTHETIC

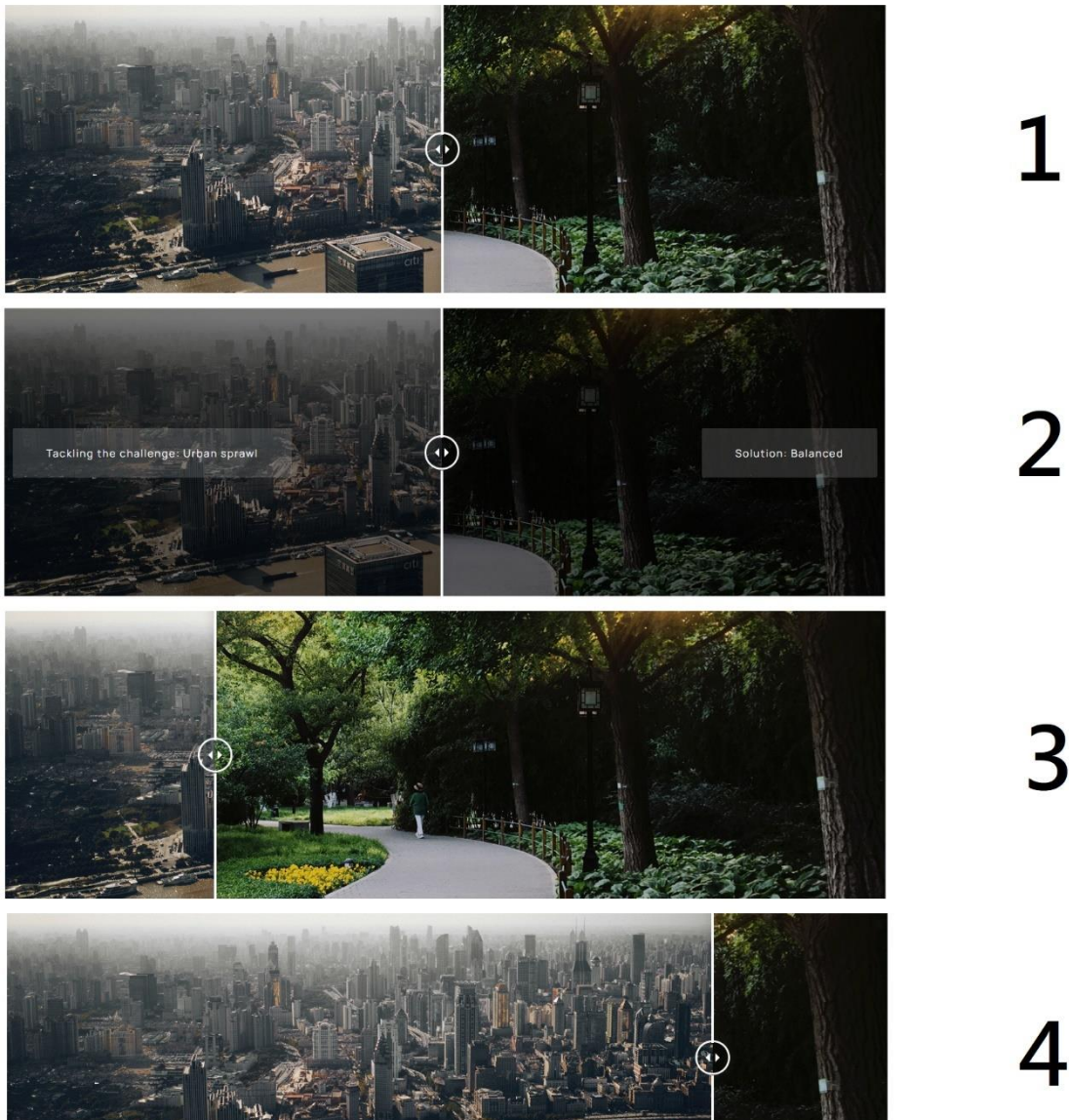
Figure 1: Screenshot of toolkit landing site



As can be observed in the figure above, this online toolkit features the project logo alongside a menu bar that the user can employ to move directly to relevant parts of the integrated WP4 deliverable, on the challenges facing cities and the visions for the future of sustainable and socially integrative cities, as well as references validating findings. The action-oriented title ‘Tooling up for transition’ and alluring subtitle welcome readers to integrate these insights into forward moving strategy. Below that each of the main challenges that are explained in the WP4 deliverable on the other tabs of the website are found, but this time with concrete examples of how they are being overcome in cities, and links to tools in the Online Compendium that cities can utilise to move forward on these challenges.

2.2.1 IMAGE SLIDER

Figure 2: Image slider

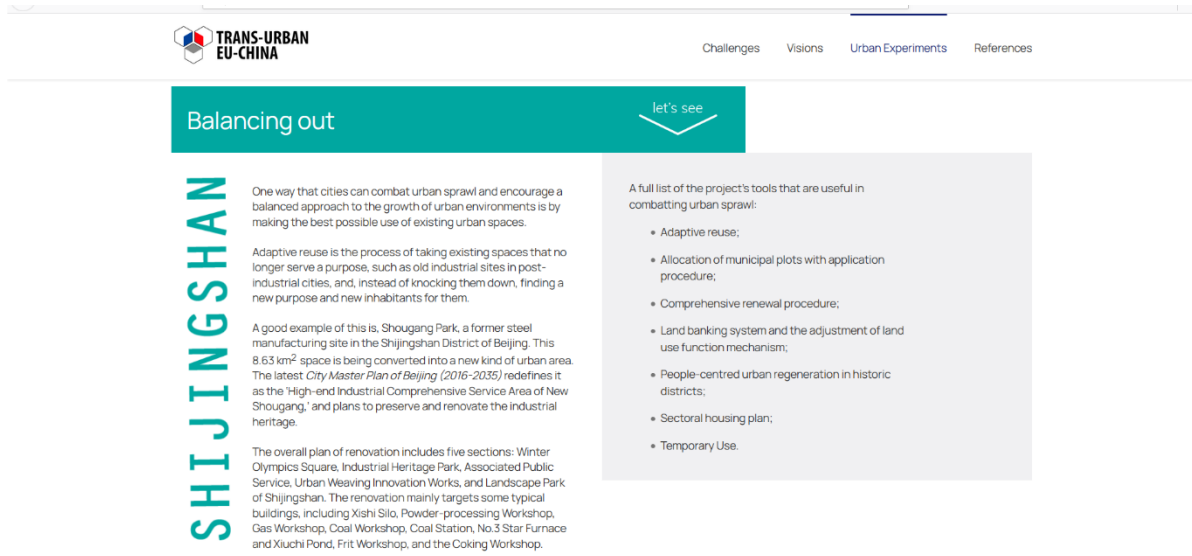


The image slider can bring the challenge and solution to life in an attractive manner in order to engage the user. It is reactive and interactive, and illustrates different urban possibilities in a semi-abstract fashion intended to stimulate the user’s curiosity and prime them to take in the text. First (1) the user sees two images divided by a white line with a circle and two arrows at its centre. When the user

places their mouse over the image (2), short text appears presenting the challenge and solution that this section deals with. By clicking and dragging, the user can manipulate the image by elongating the right panel (3) or left panel (4), contrasting the possible urban futures.

2.3 CASE STUDIES

Figure 3: Case studies and tools



The user is invited to find out more about each issue with a downward arrow and the phrase 'let's see'. On clicking this, the case study and compendium tools slide onto the screen in a smooth and appealing visual manner.

The case studies are evenly balanced to present good practice examples from the EU and from China in response to the challenges expressed. Each one is brief and illustrative, showing the problem that the chosen city faced, and concretely explaining the solution(s) that each city implemented to the issue using tools that are available in the TRANS-URBAN-EU-CHINA Online Compendium. The language is clear and simple, avoiding jargon or technical terms, while the examples are recent and relevant.

Links are provided for users who wish to access more information on the case study than is presented directly on the website, and these links are technically specified to open on a new tab, so that the user who clicks them is not directed away from the main page and can continue browsing it at their leisure.

2.4 COMPENDIUM TOOLS

The text of the case study includes information about the tools elaborated in the compendium that would be of use to other cities facing similar challenges, thus situating the tools in a practical and realistic context that cities can recognise. After a thorough survey of all of the tools made available in the compendium, the one to three tools most relevant to each stated challenge are included in the text body of the case study.

A further selection of the six most relevant additional tools in the compendium is presented in a separately coloured box to the right of the case study. Through direct links from this box, the user is

brought directly to the online compendium tool (again in a new tab so that the technical guidebook remains open).

3 RESULTS AND RECOMMENDATIONS

Using a single online interface to synthesise the presentation of two separate deliverables, and weaving in links to a third deliverable on a separate platform, has proven to be an interesting and worthwhile exercise. This approach helps different partners gain a deeper understanding of each other's approach and results, and encourages deeper collaboration and greater consistency among project outputs.

In contrast to the common approach of simply placing links to PDFs of deliverables side by side on an index/links page, the decision to perform a deeper aesthetic integration allows users to seamlessly move through the deliverables of the project's results and findings without being conscious of artificial divisions between them. While relevant internally from the point of view of the consortium partners, such divisions have no relevance for the user who is simply searching for the information that is relevant to their area and practice.

In future projects, it is our intention, and our recommendation to others, to expand this approach, pre-planning a more holistic navigation experience for the end-users of project deliverables – one that is guided by content and relevance, and not one dictated by internal formalities.