



TRANS-URBAN-EU-CHINA

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

Deliverable

D6.4 Website and project presence in social media

WP 6 Project Management

Task 6.3.2 Project Website and awareness raising tools



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D6.4 Website and project presence in social media

This document provides an overview of the project website and awareness raising tools that were set up and maintained according to a new guide on the use of social media in Horizon 2020 projects (ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf). The project website and other media contributions create efficient and accessible awareness raising tools to allow TRANS-URBAN-EU-CHINA to reach a wide and targeted audience, maximising the impact and successful exploitation of research results. The focus of this document is the setting up and maintenance of the project website, social media profiles, and Wikipedia entries for efficient project presence in social media.

For social media activities in the project, there is a strategy that all consortium members agree on:

- WHERE
 - Besides the project website, the project is planned to be present at Twitter, Facebook, LinkedIn, ResearchGate, Wechat, Wikipedia and others.
- WHO
 - The project coordinator IOER, the Chinese project coordinator CAUPD, and TUD-EPC are in charge of setting up the social media, while EUR and NTNU are in charge of relevant dissemination activities. A social media manager is designated to oversee the project's social media activities.
 - The policy makers, urban authorities, urban industry developers, public service providers, civil society organisations, and citizens in the EU and in China are the target audiences.
- HOW
 - The project maximises its impacts using a multi-channel approach to target specific groups. The impact criteria can be measured by using free social media analysis tools, such as Twitter Analytics and Facebook Insights.
 - English is the official project language for the target audiences, while other languages such as Chinese, German and so on are supplemented.
- WHAT
 - The content planned to share in social media includes:
 - project aims
 - project results
 - project events
 - project news
 - project activities
 - Since it is recommended to feed social media daily or at least weekly, the invested time has to be considered (probably 5 to 10 hours/week).
- WHEN
 - Project aims, results, news, and activities are published within 5 days when agreed by all consortium members. Project information and news can also be published at the exact moment they are taking place.
 - Forthcoming project events should be promoted via the project website and these social media accounts at least 1 month in advance.

1 Project website

For making the project visible to the public, a project website (Figure 1) was set up and maintained as an essential social media means (<http://transurbaneuchina.eu/>). On the homepage, the project title and logo are shown together with a display of the EU emblem and the acknowledgement '*This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 770141. The material reflects only the authors' views and the European Union is not liable for any use that may be made of the information contained therein*'. The homepage shows selected news and a brief introduction into the project. Relevant extended reading is possible via hyperlinks to the pages NEWS, PROJECT and others:

- NEWS is designed to publish information and reports about recent events related to the project and the consortium members (<http://transurbaneuchina.eu/news/>).
- PROJECT provides details about the project background, challenges, objectives, research focus, outlook, cooperation, etc. (<http://transurbaneuchina.eu/project/>).
- PARTNERS introduces the 14 cooperating partners as well as the team members and contacts (<http://transurbaneuchina.eu/partners/>).
- EVENTS is used to create web content to post forthcoming project events to the public (<http://transurbaneuchina.eu/events/>).
- ACTIVITIES describes the contents and work plan of each Work Package (WP) and Task (<http://transurbaneuchina.eu/activities/>).

The project website is the main tool of online communication, dissemination and exploitation means of TRANS-URBAN-EU-CHINA. Links to the website are provided through the associated social media profiles (e.g. in Twitter, Facebook, LinkedIn, ResearchGate and WeChat) and the communication materials (e.g. flyer, roll-up, and poster).

TRANS-URBAN-EU-CHINA Deliverable D6.4

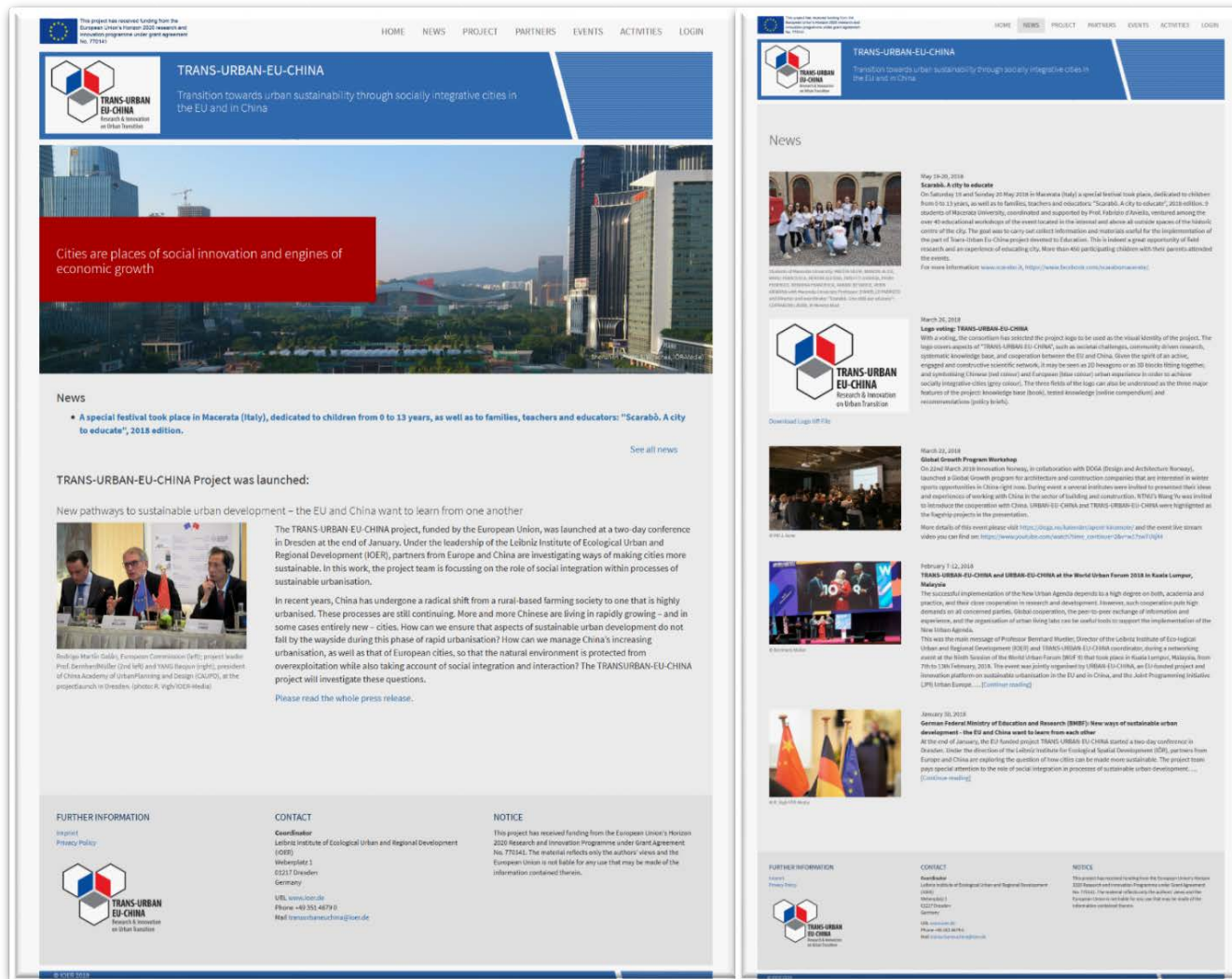


Figure 1: TRANS-URBAN-EU-CHINA website www.transurbaneuchina.eu

2 Social media profiles

For social and professional networking, project profiles are set up in Twitter (Figure 2), Facebook (Figure 3), LinkedIn (Figure 4) and ResearchGate (Figure 5). Moreover an Official Account has been established in WeChat (Figure 6). These platforms can enable TRANS-URBAN-EU-CHINA to send and read text-based messages, push its feeds to subscribers, interact with subscribers, and provide them with services as well as project results.

The social media profiles of TRANS-URBAN-EU-CHINA are set up in:

- **Twitter**

The project is found via <https://twitter.com/TRANSURBEUCHINA>.

- Acknowledgement

The EU funding is pinned on the top through *'This project receives funding from the @EU_H2020 Research & Innovation Programme. Any related tweets reflect only the views of the project owner'*.

- Post

Live tweet with interesting pictures is used to provide engaging and concise content for people who neither can attend an event nor access a report or scientific studies.

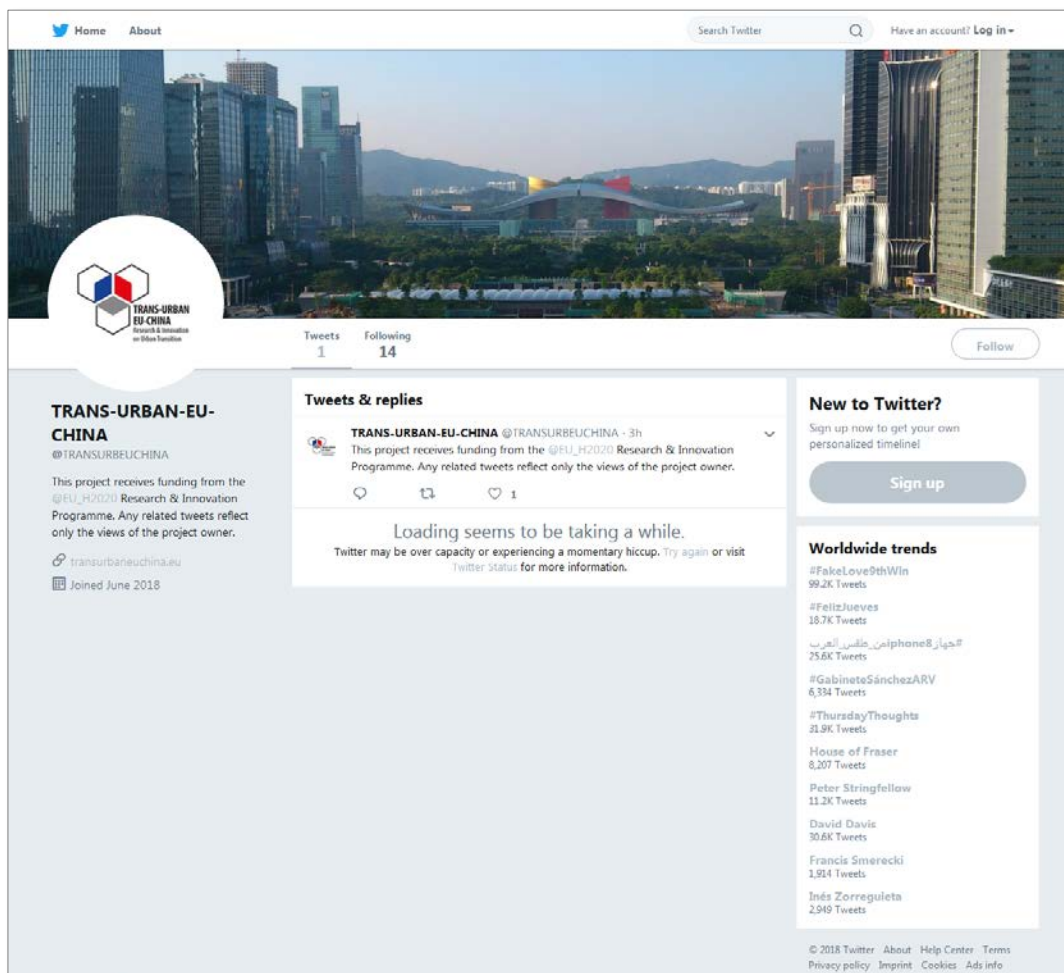


Figure 2: Prototype of the project profile in Twitter <https://twitter.com/TRANSURBEUCHINA>

- **Facebook**

- About us

In this section, the project is introduced to the public through *'Transition towards urban sustainability through socially integrative cities in the EU and in China'*.

- Post

The EU funding is pinned on the top with a clear display of the EU emblem and the acknowledgement *'This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 770141. The material reflects only the authors' views and the European Union is not liable for any use that may be made of the information contained therein'*.



Figure 3: Prototype of the project profile in Facebook

- **LinkedIn**

The project is found via <https://www.linkedin.com/company/transurbaneuchina/>.

- About us

In this section, the project is introduced to the public through *'Transition towards urban sustainability through socially integrative cities in the EU and in China'*. The text that follows reads as: *'The TRANS-URBAN-EU-CHINA project, funded by the European Union from 2018 until 2020, was launched at a two-day conference in Dresden at the end of January 2018. Coordinated by the Leibniz Institute of Ecological Urban and Regional Development (IOER) and the Chinese Academy of Urban Planning and Design, the 14 partners from Europe and China are investigating ways of making cities more sustainable. In this work, the project team is focusing on the role of social integration within processes of sustainable urbanisation. The key objective of TRANS-URBAN-EU-CHINA is to exchange knowledge between policy makers, urban*

authorities, real estate developers, public service providers and citizens in China and Europe to create socially integrative cities in an environmentally friendly and financially viable way. Moreover, it will help urban stakeholders in Europe to reflect and eventually reconsider their approaches towards sustainable urbanisation. In order to achieve the main objective, the project will develop a systematic knowledge base on transition experiences in Europe and China in a comparative way; advance tools and measures to support transition in cooperation with local stakeholders and citizens, and elaborate related recommendations to support transition towards socially integrative cities.’ Also, the link to the project website is inserted here to promote its presence.

- Follow button

Members of LinkedIn can click the Follow button in order to automatically follow TRANS-URBAN-EU-CHINA and to receive the latest news.

- Recent updates

In this section, the EU funding is pinned on the top with a clear display of the EU emblem and the acknowledgement ‘This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 770141. The material reflects only the authors’ views and the European Union is not liable for any use that may be made of the information contained therein’.

- See jobs

This section can be used for partners to submit job offers.

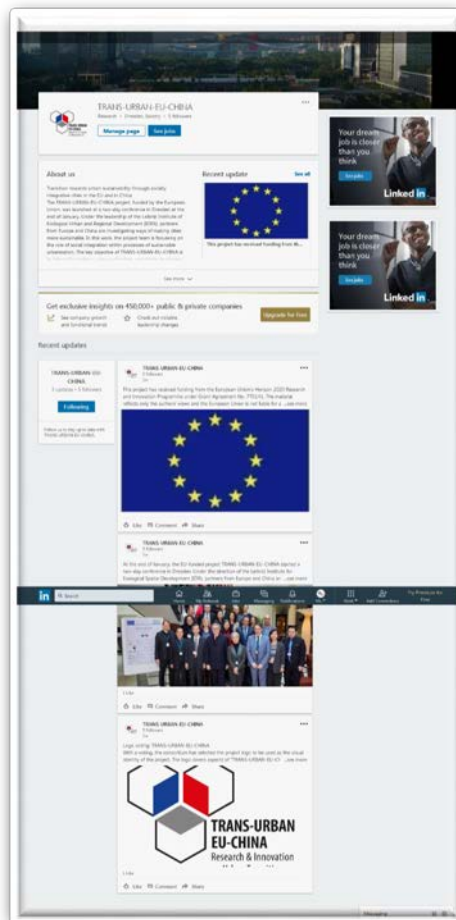


Figure 4: Prototype of the project profile in LinkedIn

- **ResearchGate**

- Project title

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

- Project goal

'TRANS-URBAN-EU-CHINA aims to contribute to an environmentally friendly and financially viable transition to socially integrative cities in China and Europe by co-creating and testing transition tools and measures in 2 Chinese Living Labs and evaluating their relevance and transferability with 30 Chinese and 30 European Reference Cities; Publishing a book on challenges, comparative analysis of EU-China experiences and good practices; Disseminating the tested tools and measures (transformative knowledge and recommendations) in a web-based compendium'.

- Project log

The project log can be used to publish the latest project results and findings as well as to interact with subscribers.

- References

It displays the research referenced in this project.

- Questions

The section allows the subscribers and audiences to ask questions to find out more about the project.

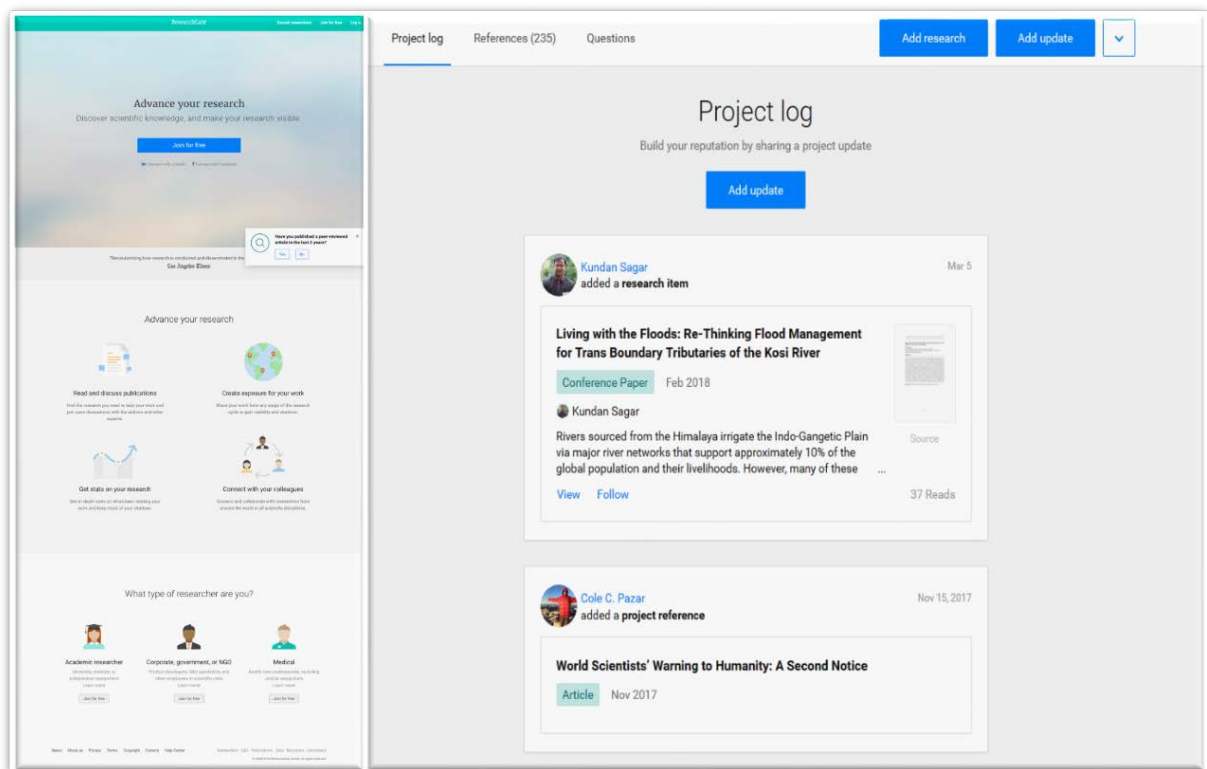


Figure 5: Prototype of the project profile in ResearchGate

- **WeChat Official Account**

Please subscribe to the official account in WeChat by searching “gh_e108218b5f00” or “中欧可持续城镇化合作项目”. The official account can publish one newsletter per day, regarding project news, events, and results (e.g. reports and papers). Three newsletters about the project logo voting, the Dresden kick-off meeting, and the project profile are available so far.

The official account consists of three sections:

- Introduction

A brief introduction into the project is provided in English and Chinese with the acknowledgement of EU funding.

- News and Upcoming events

Information about project news, upcoming events, and project results can be published here to feed subscribers.

- Partners

This section is used to introduce the 14 consortium partners and their team members.

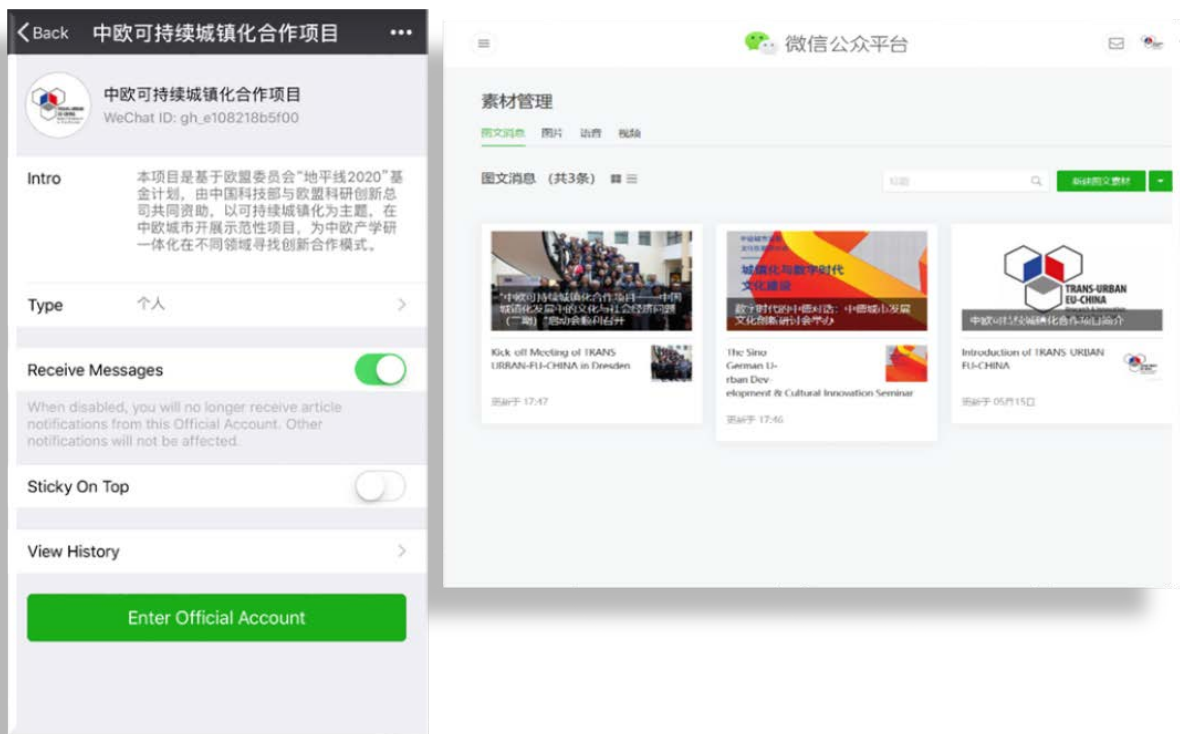


Figure 6: Prototype of the WeChat Official Account


3 Wikipedia entry

For raising project awareness on the internet, a Wikipedia entry is drafted (Figure 7) to introduce the project funding, objectives, research focuses, outlooks and partners. Extended reading materials are added as references in order to provide reliable supporting sources as well as to promote the project website and consortium members.

The project logo, images, and significant results will be added when the primary draft is reviewed and accepted by Wikipedia, in order to further raise the project presence in social media.

Review waiting.

This may take 4 weeks or more. **Please be patient.** Drafts are reviewed in no specific order. There are 1140 pending submissions waiting for review.



- If the submission is **accepted**, then this page will be moved into the article space.
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TRANS-URBAN-EU-CHINA is a Horizon 2020 project funded by the European Union. It is led by the Leibniz Institute of Ecological Urban and Regional Development (IOER), with partners from Europe and China^[1].

The key objective of TRANS-URBAN-EU-CHINA is to exchange knowledge between policy makers, urban authorities, real estate developers, public service providers and citizens in China and Europe to create socially integrative cities in an environmentally friendly and financially viable way. Moreover, it will help urban stakeholders in Europe to reflect and eventually reconsider their approaches towards sustainable urbanisation^[2].

In order to achieve the main objective, the project will develop a systematic knowledge base on transition experiences in Europe and China in a comparative way, advance tools and measures to support transition in cooperation with local stake-holders and citizens, and elaborate related recommendations to support transition towards socially integrative cities^[3].

The project is launched in January, 2018 with research focuses on^[4]:

- Community building and place-making in neighbourhoods.
- Bridging the planning implementation gap in eco and smart cities.
- Land use planning and land management in new urban expansion and urban renewal areas.
- Transition pathways to sustainable urban planning and governance.

References [edit source]

1. [^] "Transition towards urban sustainability through socially integrative cities in the EU and in China - Projects - H2020 - CORDIS - European Commission" [🔗](#).
2. [^] <http://www.securityeurope.info/eu-security-research-projects-awarded-17012018/> [🔗](#)
3. [^] "New pathways to sustainable urban development – the EU and China want to learn from one another" [🔗](#). *www.kooperation-international.de*. 7 June 2018.
4. [^] "DRESDEN-concept - News Detailseite" [🔗](#). *www.dresden-concept.de*.

Figure 7: Draft of the project Wikipedia entry