

**GINNGER**

## Press kit

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## Written identity

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### ONE SENTENCE

GINNGER is a European project that aims to develop new, inclusive and participatory processes of neighbourhood regeneration, supporting the creation of more sustainable and liveable cities.

### ONE PARAGRAPH

Co-funded by the European Union, GINNGER is a project that aims to create inclusive and participatory processes of neighbourhood regeneration. To achieve this, GINNGER will design a co-creation methodology to support collaborative decision-making and employ a set of digital solutions to design and implement regeneration plans.

### ONE PAGE

As the climate crisis intensifies, the drive for climate neutrality is becoming more urgent. With its Green Deal, the European Union has set ambitious targets for becoming climate-neutral by 2050.

Changes must therefore occur on various fronts, starting with the built environment – households, businesses, schools, heritage sites, and public spaces. Co-funded by the European Union, GINNGER contributes to this goal by engaging community members in regeneration processes to make neighbourhoods more resilient, affordable, circular and inclusive.

The project will design a co-creation methodology and employ a set of 13 digital solutions to ensure all voices are heard. These collaborative solutions will increase energy efficiency, finalise building renovation, promote green mobility and encourage the sustainable use of resources.

GINNGER will validate its methodology and digital toolkit in six pilot cities across Europe: Langreo (Spain), Plovdiv (Bulgaria), Massagno (Switzerland), Murcia (Spain), Orte (Italy), Paris (France).

Here, the project will support the implementation of more than 20 regeneration actions. These will address energy poverty, upgrading outdated equipment, promoting e-mobility and fostering energy communities to transform neighbourhoods into decarbonised, people-centred areas. Central to these efforts is the goal of increasing citizen involvement to create urban environments that truly reflect the needs and aspirations of



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their inhabitants.

Coordinated by Fundación CIRCE (Spain), GINNGER brings together 24 partners from 8 European countries, including universities, research centres, SMEs, energy and tech companies, and public authorities.

The project started in November 2023 and will run until October 2027.



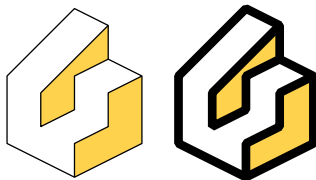
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# Visual Identity

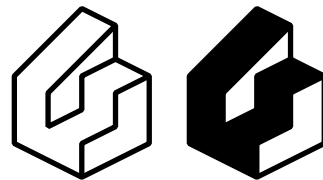


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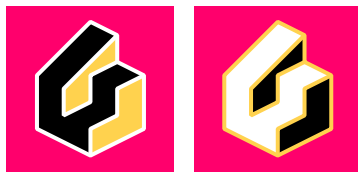
DO'S AND DON'T'S



Do not change the weight of the icon's lines



Don't change the colors of the monochrome logos.  
They are already studied to be visible in every situation



On a darker background, the only available version of the logo is the negative one, where the icon's colors don't change. Always keep the same color scheme in every version.



Don't stretch or modify the logo proportions



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## Press release

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23 November 2023

### Residents take the lead in neighbourhood regeneration



*The GINNGER project puts people at the heart of neighbourhood regeneration by combining long-term social strategies with innovative digital solutions.*

Co-funded by the European Union, the GINNGER project aims to create new, inclusive and participatory processes of neighbourhood regeneration, designing co-creation activities to ensure that the voices of all community members are heard. Motivations and drivers behind these processes will be analysed against a wide social perspective, aiming to understand push and pull factors for all the stakeholders involved. Green Neighbourhood Facilitators (GNF) will be trained to liaise between citizens, stakeholders and authorities, supporting the establishment of collaborative processes for decision-making.



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GINNGER will also develop a toolkit of 13 digital tools and resources grouped in four blocks, representing four key aspects of regeneration: Energy, Renovation, Resources and Mobility. This will assist in the planning and deployment of actions towards more inclusive, affordable and low carbon living spaces.

Both the co-creation methodology and the digital toolkit will be tested at 6 pilot sites during the project: Langreo (ES), Plovdiv (BG), Massago (CH), Murcia (ES), Orte (IT), Paris (FR). Pilot cities have been selected for their diversity of settings and populations: rural and urban environments, different climates and income levels

Urban areas (from villages and towns to cities and metropolitan areas) are pivotal in the transition towards a greener future. The role and importance of sustainable urbanisation is acknowledged by the United Nations, which defined one of its sustainable development goals as: *Make cities inclusive, safe, resilient and sustainable*. However, the European building stock still creates considerable impacts. According to the Built4People European partnership, energy and resource consumption in this sector reaches 50% of all extracted materials, 30% of water consumption, 40% of energy consumption and 36% of CO<sub>2</sub> emissions in the use phase. The built environment is complex as it involves many economic sectors and different stakeholders.

The project started in November 2023, with the kick-off meeting held in Zaragoza, Spain, and hosted by the coordinating organisation, Fundación CIRCE. *“This meeting provides the starting point and a plan for the consortium to demonstrate a co-creation methodology and deploy the GINNGER digital toolkit, while at the same time implementing regeneration actions”*, stated Montserrat Lanero, GINNGER Project Manager at Fundación CIRCE.



# Key messages

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## Key messages at the general level

- GINNGER aims at transforming neighbourhoods into decarbonised, circular and people-centred areas.
- GINNGER will carry out regeneration actions that target energy, renovation, resources, and mobility.
- GINNGER uses co-creation processes to include local stakeholders, authorities and residents in decision-making for more sustainable living spaces.
- GINNGER will use a set of digital solutions to plan, visualise, monitor and evaluate regeneration projects more easily.
- GINNGER will support the implementation of more than 20 regeneration actions in six pilot cities across Europe.

## Key messages at the stakeholder level

	Stakeholder groups	Key messages
1	Policymakers and public authorities	<ul style="list-style-type: none"><li>• Learn how to involve your communities and citizens in creating a more sustainable and energy-efficient built environment.</li><li>• GINNGER will help you implement policies to enhance environmental efficiency and tackle energy poverty.</li><li>• Embrace digital solutions to turn your community/city/region into a carbon-neutral and inclusive space.</li></ul>
2	Operators of essential services - Utilities	<ul style="list-style-type: none"><li>• GINNGER will implement regeneration actions aimed at lowering emissions, building energy communities and tackling energy poverty.</li></ul>



- GINNGER will enhance energy efficiency and management through digital solutions, including the Forecasting Module, Energy Management Tool, Energy Community creation and operation, and Flexibility Marketplace.
- GINNGER will optimise local mobility and transportation by employing the SUMP Tool, Smart management system for public EVs, and an E-mobility optimal planning tool.

3	Operators of essential services - Construction	<ul style="list-style-type: none"><li>• GINNGER will help you make buildings more efficient and sustainable with a range of innovative digital tools.</li><li>• GINNGER will streamline renovation efforts through solutions like the Digital Twin Tool, Air Quality Tool, and SRI assessment.</li><li>• GINNGER will offer solutions for the efficient and sustainable use of construction resources by establishing sustainable local value chains.</li></ul>
4	Tech industry	<ul style="list-style-type: none"><li>• GINNGER will pilot the innovative use of digital tools in regeneration actions that can be integrated to improve smart building solutions.</li></ul>
5	Financial actors and investors	<ul style="list-style-type: none"><li>• Invest in GINNGER's digital solutions for sustainable urban regeneration.</li><li>• GINNGER will develop innovative business models for the sustainable development of buildings and neighbourhoods.</li></ul>
6	Research community	<ul style="list-style-type: none"><li>• GINNGER will design a co-creation methodology to support collaborative decision-making and employ a set of digital solutions to implement regeneration plans.</li><li>• Join us in leading research efforts to redefine energy efficiency and management and improve sustainability</li></ul>





in the built environment.

7	EU clusters, projects and initiatives	<ul style="list-style-type: none"><li>• Partner with GINNGER and contribute to a more sustainable, energy-efficient and participatory EU.</li></ul>
8	Social actors	<ul style="list-style-type: none"><li>• Discover how to promote citizen inclusion and foster lasting behavioural change to address the challenges of ecological transition.</li><li>• GINNGER's methodology and tools aims to involve citizens and other stakeholders in the regeneration of neighbourhoods and buildings.</li></ul>
9	General public	<ul style="list-style-type: none"><li>• Be part of your neighbourhood's change: choose how make it more sustainable.</li><li>• Help your community go green.</li></ul>
10	Media	<ul style="list-style-type: none"><li>• Co-funded by the EU, GINNGER involves residents in neighbourhood regeneration to reduce carbon emissions, increase circularity and enhance sustainability.</li></ul>

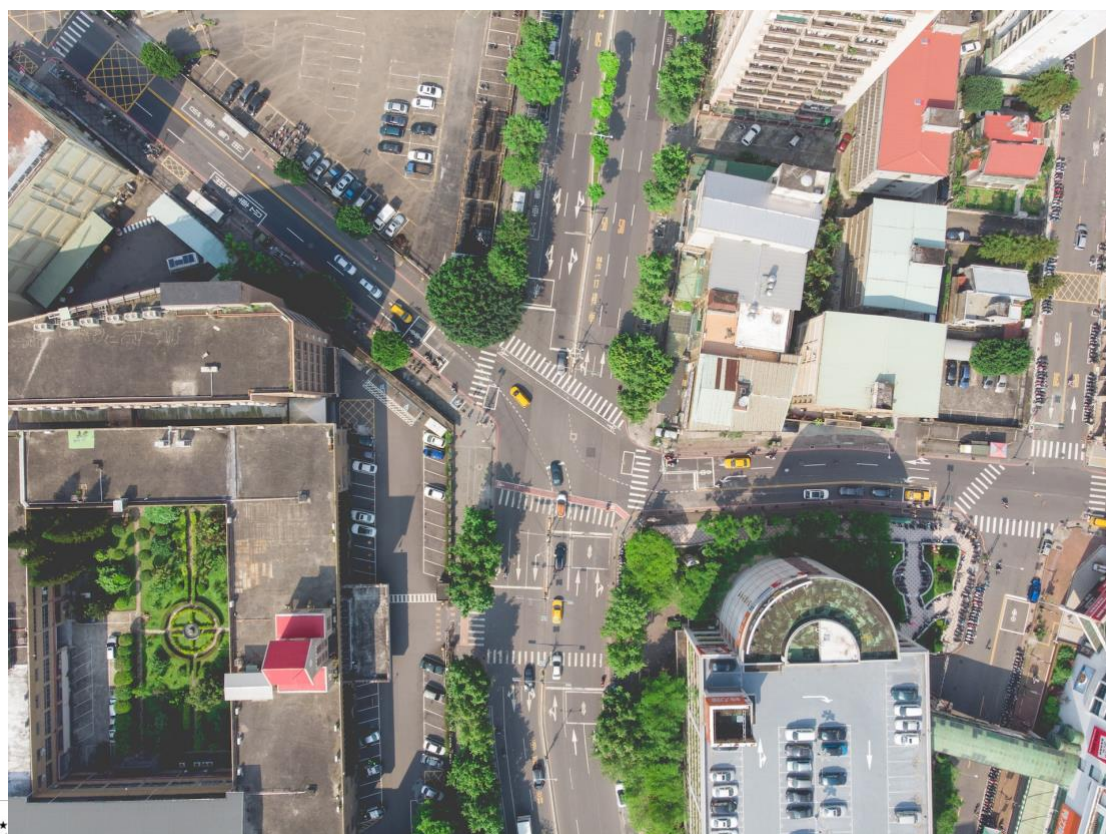


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# Contacts, materials and channels

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## Communication material

[Flyer](#)

[Roll-up](#)

[Logo & brandbook](#)

[PPT presentation](#)

## Website

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