Interreg CENTRAL EUROPE

Co-funded by the European Union

ReBioClim

ReBioClim

Restoring urban streams to promote Biodiversity, Climate adaptation and to improve quality of life in cities

PROJECT COMMUNICATION STRATEGY

Version 3.0

07 2026

Content

A. Introduction 2

1. What is the project ReBioClim about? 2

2. Which of our outputs are most relevant for transfer? 2

3. What is the role of communication in our project? 3

B. Strategy 3

1. Framework 3

2. Key Messages 4

3. Objectives 6

4. Target groups 7

5. Stakeholder involvement 10

C. Activities 13

1. Start-up activities 13

2. Individual consultations 15

3. Media relations 15

4. Publications 19

5. Public events 20

6. Targeted events 21

7. Promotional materials 25

D. Timeline 30

E. Evaluation 32

F. References 33

A. Introduction

1. What is the project ReBioClim about?

ReBioClim will select and implement measures for a nature-based restoration of urban streams in densely settled areas. In other words, we want to give small streams in cities more space and a nicer, more natural appearance.

The primary aims are to improve the quality of life in cities, to promote biodiversity and climate adaptation at the same time.

Together with many different stakeholder strategies and action plans will be issued to prepare successful nature-based restoration measures in the four ReBioClim case study areas along streams of Dresden (DE), Jablonec nad Nisou (CZ), Poznań (PL), and Senica (SK). In Dresden and Senica, implementation is scheduled to start even during the project period. A **Best-Practice-Guide** on preferable solutions as well as a **Handbook** giving practical guidance to urban stream restoration will be developed.

These outputs shall enable urban planners and decision-makers in several central European cities to utilize similar approaches for multifunctional urban areas strengthening biodiversity and ecosystem services.

2. Which of our outputs are most relevant for transfer?

Due to our multi-scalar approach almost all of the project's outputs will be transferable to other locations along the same stream, to other streams in the same cities or to other cities or other nations.

The project's initial output delivered in Work Package 1 (**WP1**) are **Policy letters** with suggestions for guidelines in policy and administration for better implementation of nature-based solutions in urban stream restoration on regional, national and Central European level. They will address policy makers and ministries alike. A second important output for transfer in WP1 are **Strategies and action plans (SAP)** for the stream study areas to foster successful implementation of nature based solutions in urban stream restoration. The expected focus of each SAP is the applicability by the national stakeholders regarding policy and management alignment, social-ecological integration, improved ecological status of urban streams and increased functionality of urban space as well as opportunities to increase the public benefit delivered by applying nature based solutions in urban stream restoration.

Major outputs of **WP2** will be **Co-design workshop reports** on the outcomes of the four Co-design workshops held in our case study cities. An evaluation of the implementation of the Co-design workshop methodology and findings will facilitate the transferability of the Co-design method and ensure the applicability for other cities. A **Catalogue of nature-based solutions** collects and refines measures known from the literature as well as new developed ones, developed or invented during our Co-design processes. It will include a list of suggested scenarios to visualise different future outcomes of restoration measures and will point out impacts on the environment and biodiversity, on social as well as urban-spatial aspects. A third output are jointly developed **pilot actions** supported by restoration plans and exemplary implementations of social-ecological integrated nature-based solutions.

In **WP3** a **Best-Practice-Guide** for social-ecological integrated in urban stream restoration will be provided. The guide shows a selection of nature-based solutions, assessment criteria, and characteristics important for practitioners or public authorities in stream restoration or urban spatial planning. It provides information

on the ecological impact of nature-based solutions regarding biodiversity and benefits for urban life. Furthermore, a **Handbook of multiperspective and integrated approach** will provide practical guidance to apply a multiperspective, multidisciplinary and integrated approach to urban stream restoration. Therefore, a decision supporting tool will be developed to help the decision makers work with the multiperspectivity of stream restoration planning. It will help to rank and weigh the identified trade-offs between various perspectives (social-economical, ecological, urban spatial, institutional) and compiles the methods used in the ReBioClim project in a user-friendly way: social survey templates, ecosystem service analysis, Co-design workshop guidelines and a decision supporting tool.

3. What is the role of communication in our project?

Communication activities are an essential part of the ReBioClim project. They raise the awareness of neighbours, inhabitants and stakeholders to provide information on results and thematic activities helping to change the attitude of all actors and related people towards the changes aimed for the rivers, the cities and their residents. The project's communication activities shall also contribute to the maintenance of achieved project results and aim at their roll out into broader policies, strategies and action plans.

Since ReBioClim is designed as a transdisciplinary project, the project's communication is not only one-directed. Instead, the project team uses several communication formats to engage and include people of our target groups. They should be able to state their opinions, share their ideas and can influence the concrete measures and other outputs of the project. Communication must be done in a way that non-scientists and people without special technical knowledge are enabled to understand certain contents of the project to equally contribute their attitudes into the several outreaching formats. To improve and test communication formats that help us to address affected people and motivate them for participation, take part in co-design and to make the project outcomes to their's own is one of the main aims of the entire project.

ReBioClim's communication activities should address our relevant target groups that go beyond the partnership and participating general public. This strategy declares how the project aims can be transferred, what communication activities should be used in general and through which special activities individual persons or groups can be addressed in order to achieve these targets. There is no dedicated communication work package, therefore communication activities will be integrated entirely throughout the project work plan.

B. Strategy

1. Framework

The ReBioClim communication strategy is focussed on *External Communication* to target audience on local, regional, national, and transnational level (Figure 1). This means it is about how we want to reach and involve stakeholders from different target groups and provide them with information about the project progress, events, workshops or outputs. The internal communication amongst the project partners and with associated partners is part of the project management strategy.

The strategy is set up as a living document. It will be continuously monitored and if necessary adjusted or updated to most effective methods. Furthermore the target audience will permanently be (re-)identified to develop the outputs in the best possible way with all relevant stakeholders. Measurable indicators and targets are defined for evaluating the progress towards achieving our communication objectives and monitoring the implementation of activities.

Project partner PP2, the Leibniz Institute of Ecological Urban and Regional Development is responsible to set up the targeted communication strategy. Henriette John and Ralf-Uwe Syrbe act as the communication managers. They will set the communication framework, provide templates for communication tools and documents in English language.

The implementation of the communication strategy is the responsibility of all project partners. To make sure the language is suitable for the particular targeted audience all project partners will also be responsible for the translation of communication documents into the respective national language(s). As a basis for defining specific approaches to stakeholder engagement, it is also an important task of all partners to identify and specify potential stakeholders or stakeholder groups for their respective case study areas and beyond and to asses and prioritise them according to their interests and influences. Based upon these lists, specific engagement strategies and timing are jointly developed in order to approach, inform, consult, involve and collaborate with the identified stakeholders.

Figure 1: Focus, status and responsibilities regarding the ReBioClim communication strategy

2. Key Messages

Urban streams not only significantly contribute to climate resilience by improving microclimatic conditions in overheated cities or providing fresh air corridors, they also connect stream reaches, provide floral and faunal habitats, as well as recreational spaces that improve human wellbeing.

Rivers in urban areas serve us both as axis for environmental-friendly traffic, recreation, live quality, and health as well as essential corridors for the connectivity of biotopes and for the maintenance of biodiversity.

Everybody can benefit from clean and near-natural urban streams, so they are important factors of urban wellbeing.

We all should take care of our urban rivers, treat them as treasures and use them carefully so that their value is preserved for everyone.

River courses in the city are not a threat or just covering useless land, rather we need them to connect nature in our neighbourhoods.

We know well-proven methods to enhance the quality of urban streams, we want share them to engage cities, their authorities and inhabitants make better streams everywhere.

The improvement of waters in and outside cites are a common European issue regarding the EU Water framework directive.

3. Objectives

The project ReBioClim follows five communication objectives (Figure 2), which are aimed at different target groups as described below.

I - **Raise awareness** and **increase knowledge** of all relevant stakeholder groups (Target groups: local public authorities (LPA), regional public authorities (RPA) and national public authorities (NPA), sectoral agencies (SAG), NGOs, students (UNI), teachers and pupils (SCH), companies (SME) and general public (GP). By helping the targeted audiences to understand the importance of biodiversity, ecosystem services and the necessity for a multiperspective approach to sustainable restore urban streams using nature-based solutions they will be informed and able to take an active part in the transformation.

II – **Raise engagement** and **strengthen participatory and democratic processes** of the target stakeholders (Target groups: LPA, RPA, NPA, SAG, NGO, SME, GP, SCH). Connecting to target groups via personal interviews, workshops and questionnaires raises awareness and gives voice to major target groups and engages them actively in the project. This strengthens democratic and participatory processes. Excursions, workshops and the summer school further increase knowledge of specific target groups (UNI, SCH, GP) and promote communication across generations.

III - **Influence attitudes and behaviour** of professionals and public authorities in stream restoration, urban spatial planning and nature protection. The attitudes and behaviours of stakeholders are influenced throughout the project by raising awareness, gaining knowledge and participation. Finally, providing them with our outputs, they are enabled to create evidence-based strategies for urban stream restoration using integrated nature-based solutions and make political decisions that are relevant for multiple perspectives and all spatial scales and are supported and endorsed by other stakeholder groups.

IV – **Influence attitudes and behaviour** of general public and stream site residents. The residents will have less resentments to nature-based solutions in urban stream restoration in their neighbourhoods and will appreciate the benefits. Residents are connected with each other and may form community led initiatives to further promote stream restoration actions.

Figure 2: Communication objectives of ReBioClim

There are specific communication objectives for the individual work packages, as follows:

WP1

Approach key stakeholders and the general public and realize direct communication and engagement via stakeholder analysis, citizen surveys, and workshops. Collaborate in developing policy letters. Ensure adequate visibility and reach of ReBioClim. Raise awareness and increase the knowledge of all stakeholder groups on the role ecological restoration of urban streams to promote biodiversity, climate adaptation and urban life quality

WP2

Collaborate with all relevant stakeholder groups in the co-creation of social-ecologically preferred solutions and its implementation. Share knowledge and values about biodiversity and nature-based solutions to a broad audience of decision makers, practitioners and general public to ensure the restoration measures and urban transformations will be socially acceptable and thus sustainable.

WP3

Provide evidence-based knowledge for practical implementation and ecologically oriented political decisions. Share and transfer this knowledge and the practices gained with practitioners and decision makers in stream restoration, urban spatial planning and nature protection in the study regions and beyond, as well as the general public.

4. Target groups

4.1. Interest groups including NGOs (NGOs)

Interest groups are among others allotment association, land owners and users of the according area, this also includes NGOs dealing with landscape/river maintenance, nature conservation, water sports, urban agriculture, city development (e.g. Agenda 21). These different interest groups benefit from the active participation in the project and are asked to provide their opinions and experiences in interviews or workshops. This stakeholder group will take part at Co-design workshops, representing different target groups. The participatory approach supports active inclusion of all stakeholders, collaboration and learning in the decision-making process. Thus, increasing the understanding of social-ecologically integrated nature-based solutions, strengthen participatory values and positively influence ecological attitudes and actions.

4.2. General Public (GP)

Citizens, stream site residents or landowners will benefit from increased participation offers via questionnaires, workshops and excursions. They gain awareness, appreciation and knowledge from the projects' communication efforts towards understanding the importance of biodiversity, ecosystem services and the necessity for a multi-perspective approach to sustainable restore urban streams using nature-based solutions. More green and blue infrastructure in cities affects their well-being positively. More urban stream restoration in city neighbourhoods lower climate induced stressors (heat, water scarcity, contamination, floods). The GP is addressed by communication across generations as this helps to increase sustainable

thinking. The knowledge transfer and exchange with scientists helps to strengthen the trust in science. The increased understanding of social-ecologically integrated nature-based solutions, strengthen participatory values and positively influence ecological attitudes and actions.

4.3. Education/training centre and school (EDU)

Pupils and students will profit from more green and blue infrastructure in urban areas in general. The deliverables and outputs of the project give them the opportunity to involve and gain knowledge. The communication efforts help them to understand the importance of biodiversity, ecosystem services and the necessity for a multi-perspective approach to sustainable restore urban streams using nature-based solutions. Communication across generations is important as the pupils and students are the agents, architects, ecologists, engineers, policy makers, public officers and scientists of the future. University students will be addressed by courses and summer school. They profit from the knowledge, international relations and the special experiences of participation. Schools in the study stream area will be addressed by excursions or lessons outdoors resulting in increased nature-awareness and ability to take action. In general, the increased understanding of social-ecologically integrated nature-based solutions, strengthen participatory values and positively influence ecological attitudes and actions.

4.4. Small and medium Enterprises (SME)

Small and medium enterprises (SME) such as restoration planning offices, construction companies, and landscape architects are consulted on their practical expertise and experience in interviews or workshops, and thus active participation in the project. Enhanced awareness and knowledge among this stakeholder group for nature-based solutions fosters the application of these social-integrated solutions in urban stream restoration. The Best-practice-guide provides stakeholder-approved tools for urban stream restoration enables the creation of evidence-based strategies for urban stream restoration using integrated nature-based solutions.

4.5. Sectoral agency (SAG)

Sectoral Agencies (SAG) of nature conservation, environmental protection and water management set the frame for measures in funding and planning. These stakeholders will benefit in multiple ways: The are engaged in helping plan and guide and contribution their expertise and experience in interviews or workshops, and thus actively support the project They will be provided with sound information material to engage with other stakeholders to enhance their awareness restoration activities and nature-based solution Project outputs and deliverables (e.g., SAP, Best-practice guide and Handbook) provide SAG with stakeholder approved tools in urban stream restoration and enables them to create and promote evidence-based strategies for urban stream restoration using integrated nature-based solutions and support political decisions that have relevance for multiple perspectives and all spatial scales and are supported and endorsed by other stakeholder groups.

4.6. Local public authority (LPA)

Local public authority (LPA) of the case study cities are the ones who shall implement nature-based solutions. The LPA of neighbouring municipalities are important for intercommunal cooperation. LPAs of

other municipalities can be inspired by the innovative approach developed in the project. Since the LPAs of participating cities are project partners, addressing them is a topic of internal communication.

They shall contribute their expertise and experience in interviews and workshops, and thus active participate in the project. This will enhance their awareness for restoration measures and activities, as well as investments in ecological enhancement of urban areas. They will get sound information material provided to engage with other stakeholders. As result of the co-design workshops, LPAs receive stakeholder-approved restoration plans for the study streams. These plans and the Handbook provide LPA with stakeholder approved tools in urban stream restoration enabled to create evidence-based strategies for urban stream restoration using integrated nature-based solutions and support political decisions that have relevance for multiple perspectives and all spatial scales and are supported and endorsed by other stakeholder groups. LPAs get an introduction of different approaches to nature-based solutions in urban stream restoration in inter- and national stakeholder workshops. Since stakeholders take part at Co-design workshops, representing different target groups, the participatory approach supports active inclusion of many important stakeholders, collaboration and learning in the decision-making process.

4.7. Regional public authority (RPA)

Regional public authorities (RPA) set the frame in zonal planning, nature conservation, water management and city development.

They shall contribution their expertise and experience in interviews or workshops, and thus active participate in the project. This will enhance their awareness for creating more ecological frameworks. They will get sound information material provided to engage with other stakeholders. The Strategies and action plans and Handbook provide RPA with stakeholder approved tools in urban stream restoration enabled to create evidence-based strategies for urban stream restoration using integrated nature-based solutions and support political decisions that have relevance for multiple perspectives and all spatial scales and are supported and endorsed by other stakeholder groups. RPAs get an introduction of different approaches to nature-based solutions in urban stream restoration in inter- and national stakeholder workshops. Since stakeholders take part at co-design workshops, representing different target groups, the participatory approach supports active inclusion of all stakeholders, collaboration and learning in the decision-making process. Thus, increasing the understanding of social-ecologically integrated nature-based solutions, strengthen participatory values and positively influence ecological attitudes and actions.

4.8. National public authority (NPA)

National public authorities (NPA) are decisive multipliers for the transfer of the project results and outputs to other cities and regions at national level.

They shall contribution their expertise and experience in interviews or workshops, and thus active participate in the project. This will enhance their awareness for creating more ecological frameworks. They will get sound information material provided to engage with other stakeholders. The Strategies and action plans and Handbook provide RPA with stakeholder approved tools in urban stream restoration enabled to create evidence-based strategies for urban stream restoration using integrated nature-based solutions and support political decisions that have relevance for multiple perspectives and all spatial scales and are supported and endorsed by other stakeholder groups. RPAs get an introduction of different approaches to nature-based solutions in urban stream restoration in inter- and national stakeholder workshops. Since stakeholders take part at co-design workshops, representing different target groups, the participatory

approach supports active inclusion of all stakeholders, collaboration and learning in the decision-making process. Thus, increasing the understanding of social-ecologically integrated nature-based solutions, strengthen participatory values and positively influence ecological attitudes and actions.

4.9. Infrastructure and (public) service providers (ISP)

ISP are especially important for the project since they are connected with urban streams and the measures of re-naturalise them in many ways. First, since streams are crossing the streets, tram and railway lines and other ways of transportation in the city, certain service providers will be affected when measures are applied and changes occur. Second, the technical facilities such as pipes, grid lines and stations may be in the neighbourhood of the steam and could be touched by plans, environmental risk or constructions. Therefore, we need the appreciation, cooperation or at the best the support of these service providers for our project. Last but not least, ISP may have an important multiplicative function for the advertisement and image of the project and its objectives; for instance, the screen in the city tram can inform about the project's events and aims. Infrastructure and public service providers appeared to be relevant stakeholders such as the Dresdner Verkehrsbetriebe AG in Germany since they are an important multiplicator for the project. They offer several possibilities to get in touch with the general public via thematic tram courses or the so-called tram TV. When included, they will be mentioned in the project reporting under SME alternatively.

4.10. Large enterprises (LE)

LE are often affected by their land connected to the stream, by their personnel being connected in some ways to the project's measures. As neighbours and discriminators for the project, we need to contact them as early as possible. As large enterprise, they very likely have interested and thematically trained personnel, maybe even responsible for issues of sustainability and public relation. More and more, nearly all big enterprises will have to proof their effect on biodiversity with according assessments, measures and changes. This provides a great chance for our project to find allies for our aims and to extend the care for measures beyond the time frame of the project. During the project, large enterprises appeared to be relevant stakeholders such as the Vonovia Immobilienservice GmbH in Dresden since they are an important landlord of many multifamily houses around the steam and are willing to actively take part in the project. They are included into the project communication and addresses for stakeholder events, mentioned in the project reporting under SME alternatively.

5. Stakeholder involvement

5.1. Communication to ensure Stakeholder involvement

ReBioClim applies a **multi-perspective, participatory approach**. The objectives and methods of urban stream restoration and design concepts for improving biodiversity and human well-being must be developed and implemented in a way that is informed by the ecological, social, spatial and institutional perspectives and their integration. Therefore, bringing together stakeholders from different target groups representing different perspectives on a regular basis to accompany the planning, co-design the measures, attend the

implementation process and experience the benefits is of crucial importance for the sustainable restoration of urban streams.

The challenge is to develop communication approaches that are suitable to reach each of those stakeholder groups. The first stage of our communication process is to identify the relevant stakeholders and to spread the message and garner interest in the project and the topic of urban stream restoration. This will be done by formal channels of communication such as e-mail and face to face meetings, but also by the use of the media, both social media and more traditional forms i.e. press, radio and television. Whilst e-mail and face to face meetings rely on known contact details (email address, postal address, etc.), using the media allows a wider (new) audience to be reached. Especially social media will be vital in reaching younger generations and successfully engaging with them.

Throughout the project progress e-mail and face to face meetings but also the media including the Interreg project website and partner websites remain important to provide information about project news, events, workshops or results and outputs.

The regional case study approach of the project means that communication is mainly done at the project partner level, for reasons of language, familiarity and local knowledge. We must ensure that communication flows in both directions and that those involved are able to express their wishes to the project team. This is achieved through workshops, excursions and consultations in the local case study areas and promoted through local media and institutional channels.

Finally, all communications must stress the relevancy of the project or the specific output to the stakeholders and should appeal to their specific functions in the process of urban stream restoration. This means that different stakeholder groups require different communication formats. The project team will collect possible formats, test them throughout the project and assess their effectiveness in terms of stakeholder engagement. Already planned is, that the project will provide a wide range of activities for students, such as lectures, international student courses or a summer school. Schoolchildren will be engaged through age-appropriate activities and materials, such as an animated film. The general public, especially the residents are involved by the questionnaire survey, local public events organized by the project or other events where the project will be presented at a booth. Presentations at conferences are a way to communicate our project and its results to a more scientific or expert audience.

Promotional materials will be produced and used as a gift for participating in our activities and events. They are intended to remind participants of the important topic of urban stream restoration even after an activity or event has ended and to maintain interest in the topic even beyond the end of the project.

The result of our communication will be a widespread knowledge of the project, an increased awareness of why urban stream restoration is important, and use of the results and outputs by other cities.

5.2. Stakeholder engagement levels

Stakeholders will be engaged in the project to varying degrees. Based on the BiodivERsA Stakeholder Engagement Toolkit 2013 we distinguish four levels starting with “inform” as the lowest level up to “collaborate” as the most intense engagement level (Table 1).

Table 1: Stakeholder engagement levels in ReBioClim

	Inform	Consult	Involve	Collaborate
description	Stakeholders are kept informed, as recipients of targeted communications	Stakeholders are 'consulted' – asked specific questions to provide information/opinions	Stakeholders are consulted more fully – they may also supply data or resources	Stakeholders are engaged in helping plan and guide the research and in decision making
Benefits to project				Better methods
				Better analysis
			More resources	More resources
			Better research questions	Better research questions
	Higher profile	Higher profile	Higher profile	Higher profile
		Better quality data	Better quality data	Better quality data
	Better dissemination of results			
	Enhanced reputation			
	Improved chances of funding success	Improved chances of funding success	Improved chances of funding success	Improved chances of funding success
	Useful contacts for future engagement	Useful contacts for future engagement	Useful contacts for future engagement	Useful contacts for future engagement
Benefits to stakeholders		Better technologies and business opportunities	Better technologies and business opportunities	Better technologies and business opportunities
			Opportunities to be paid for data or facilities	Opportunities to influence or drive research
		Some opportunities to influence outcomes	Some opportunities to influence outcomes	Opportunities to be partner-contractors in proposals
		Sense of inclusion and involvement	Sense of inclusion and involvement	
	Learning	Learning	Learning	
	Better knowledge	Better knowledge	Better knowledge	
	Better decision-making	Better decision making		

Source: BiodivERsA Stakeholder Engagement Toolkit. Consultation draft 2013

C. Activities

1. Start-up activities

1.1. Stakeholder Identification

Stakeholders are those who are directly or indirectly affected in any way by the restoration of watercourses, or who can actively help shape this process. A number of these stakeholders are already known to the city partners at the start of the project. Further potential stakeholders are identified through systematic web research, e.g. associations with activities in the case study area or regional planning offices that already have experience with river restoration.

Dialogue with stakeholders already identified may trigger a snowball effect and provide information about other important stakeholders to be involved.

1.2. Stakeholder mailing list

Communication via email will be the main communication tool to inform stakeholders about the project in a first step and later on about news, events and outputs of ReBioClim. Therefore, a stakeholder mailing list for each of the four case study areas will be compiled. These four lists will permanently be updated to always involve the appropriate and necessary stakeholders.

Due to data privacy regards, a general version (without names and personal data) is stored on the project cloud and shared with all project partners. For internal use within the four cities, confidential versions of stakeholder mailing lists with a special tab containing names, telephone numbers, email and postal addresses exist.

1.3. Collection of communication formats

For data protection reasons (e-mail addresses not publicly visible) or due to the individual nature of certain target groups other communication formats than e-mail or the media will be necessary to draw their attention to the project and to engage them (Table 2).

A table (Table 2) is created to collect such alternative formats of stakeholder communication. Examples, ideas and especially formats that have proven well working in one of the cities are mentioned there to share experiences to other partners. Everybody in the project is asked to fill ideas and contribute good or negative experiences there to help the others to improve the project communication.

Table 2: Communication formats that will be used in ReBioClim to reach specific target groups (TG)

TG	Dresden	Senica	Jablonec	Poznan
LPA	Involving the City district manager into panel discussion; placing information material at the Citizens' office Prohlis to			placing information material at the Poznań City Hall to initiate a snowball effect to the General Public

TG	Dresden	Senica	Jablonec	Poznan
	initiate a snowball effect to the General Public			
RPA	Invite the State environment authority to project workshops			
NPA	Invite National nature conservation agency (BfN) to give a presentation in the thematic forum			
GP	project information booth at local festivals; radio podcast (Deutschlandfunk Nova); workshop in the Hydromedia exhibition (city museum); articles in the housing association's magazines		Potential involvement in the activities of project "Urban Laboratories: A Tool for Community Adaptation to Climate Change" submitted to the 10th public call for proposals of the SIGMA Programme Technology Agency of the Czech Republic; Community involvement in planning, decision-making and implementation of adaptation measures; Project presentation at Researchers' Night	project information booth at local festivals; design information point during: urban events ,,Poznań Green Academy", POLECO fair, Stormwater Poland 2025 conference; interview on local TV
EDU	School projects/lessons with the neighbouring primary and secondary school; students excursion (HS Zittau/Görlitz); semester work (HS Anhalt); German-Czech courses on ecosystem services (Uni Usti + HS Anhalt + HS Zittau/Görlitz); international summer school (all partners)	international summer school (all partners)	Potential to create an outdoor classroom for environmental education - the opportunity for children to closely observe and explore how organisms gradually colonize the restored channel; German-Czech courses on ecosystem services (Uni Usti + HS Anhalt, HS Zittau/Görlitz); international summer school (all partners)	international summer school (all partners)
SME	direct involvement of planning offices in the co-design process; Advertising material at the bakery, and in house electronic boards of WGS to initiate a snowball effect to the General Public			
NGOs	Forum panel discussion, excursions, presentations;		Potential involvement in the activities of project "Urban Laboratories: A Tool for	cooperation with the Civil Dialogue Commission and the Zazieleń Poznań association

TG	Dresden	Senica	Jablonec	Poznan
	Cooperation with intercultural community garden Prohlis and use their workshops, festivals and events to inform about ReBioClim		Community Adaptation to Climate Change" submitted to the 10th public call for proposals of the SIGMA Programme Technology Agency of the Czech Republic	and the Hydroni Foundation. Establishing cooperation and conducting a meeting with the Housing Cooperative
SAG	Involving SAGs into stakeholder workshops: Landscape and environmental planning division, Division of Environmental Remediation and Development, Division of Soil and Water Maintenance/HWS Waters of the Second Order, Surface Water Division, Street trees division, Green space maintenance division, Department of Urban Planning			
ISP	Tram TV and Science tram (Dresdner Verkehsbetriebe AG)			cooperation with Aquanet S.A. - municipal sewage and water supply company

2. Individual consultations

Individual consultations are of significant importance to reveal expertise and experience from key stakeholders. Face-to-face semi-structured interviews will be conducted (i) to reveal recent local knowledge on restoration measures implementation, stakeholders' interests, mutual relations or attitudes towards stream restoration, (ii) to identify capacities, willingness to support nature-based approaches (see Activity 1.1).

3. Media relations

Media relations are an excellent way of reaching a wide audience. Both print and digital media are suitable for this purpose.

3.1. Press releases

Press releases will be placed over the project runtime in local and national media detailing the project goals, outputs and results and informing about excursions and workshops.

3.2. Local Television and radio podcasts

Where applicable, project partners will try to place the Project and the topic of urban stream restoration in local television and radio podcasts in their country. Experiences with local television are already available from the Polish and Slovak partners:

https://www.youtube.com/watch?v=6jjjVZx9TEA

https://www.tvsen.sk/prispevok/default/id/17928/

German Partners participated in a radio podcast:

https://www.deutschlandfunknova.de/beitrag/renaturierung-die-bedeutung-von-gewaessern-in-der-stadt

3.3. Project website

www.interreg-central.eu/projects/rebioclim/

The Interreg project website acts as a platform for information, discussion and knowledge exchange.

- It is regularly updated by the communication managers with contributions from all partners, especially with all events that took place
- The website shall inform Associated Partners and stakeholders about the project
- All partners are asked to send short reports about events and news to the communication manager (IOER) in order to place the information on the website. A template was created for this purpose and made available in the shared folder.

3.4. Project information on partner webpages

Each partner can create an own institute's project website containing the specific information on its activities both in English and local language. Institutional websites and link to the interreg-project website should be sent to the communication manager and place in this strategy to share it with all partners.

List of partners' websites:

- English website (PP1, Technische Universität Dresden): https://tu-dresden.de/bu/umwelt/hydro/hydrobiologie/das-institut/news/restoring-urban-streams-to-promote-biodiversity-climate-adaptation-and-to-improve-quality-of-life-in-cities-eu-project-rebioclim-lauched
- German website (PP1, Technische Universität Dresden): https://tu-dresden.de/bu/umwelt/hydro/hydrobiologie/das-institut/news/restoring-urban-streams-to-promote-biodiversity-climate-adaptation-and-to-improve-quality-of-life-in-cities-eu-project-rebioclim-lauched
- English website (PP2, IOER): https://www.ioer.de/projekte/rebioclim
- German website (PP2, IOER): https://www.ioer.de/projekte/rebioclim
- English website (PP3, City of Dresden): https://www.dresden.de/de/stadtraum/umwelt/umwelt/oberflaechenwasser/ReBioClim.php

- German website (PP3, City of Dresden): https://www.dresden.de/de/stadtraum/umwelt/umwelt/oberflaechenwasser/ReBioClim.php
- English website (PP4, University Usti): https://www.ieep.cz/en/rebioclim-restoring-urban-streams-to-promote-biodiversity-climate-adaptation-and-to-improve-quality-of-life-in-cities/
- Czech website (PP4, University Usti): https://www.ieep.cz/rebioclim-restoring-urban-streams-to-promote-biodiversity-climate-adaptation-and-to-improve-quality-of-life-in-cities/
- Slovak website (PP6, Town of Senica): https://senica.sk/clanok/rebioclim
- Polish website (PP8, University Poznan): https://www1.up.poznan.pl/dp/projekty/rebioclim
- Polish website (PP10, City of Poznan): https://www.poznan.pl/mim/wortals/cik/news,1000/projekt-rebioclim-restoring-urban-streams-to-promote-biodiversity-climate-adaptation-and-to-improve-quality-of-life-in-cities,232927.html
- Polish website (PP11, Aquanet Retencja): https://www.aquanet-retencja.pl/projekty/interreg-europa-centralna-rebioclim/
- Czech website (PP12, City of Jablonec nad Nisou): https://www.mestojablonec.cz/cs/mesto/projekty/rebioclim.html

(to be completed)

3.5. Social media

The ReBioClim team uses existing institutional social media platforms with regular updates, especially institutional channels of X, Xing, Pinterest, WhatsApp, Facebook, Bluesky, Mastodon, Instagram and LinkedIn.

Additionally, also private and association channels of other media such as facebook are used.

The following Table (Table 3) collects the social media channels used. The hashtags #Interreg resp. #InterregCE and mainly #ReBioClim are used in all social media postings, the additional hashtags #NatureBasedSolutions, #Biodiversity, #ClimateAdaptation, and #LivableFuture are used optionally by the project partners.

Table 3: Social media channels that will be used in ReBioClim to reach specific target groups

PP-No.	Partner	platform	TAG/name
01	TUD	Instagram	
01	TUD	LinkedIn	
01	TUD	Mastodon	
01	TUD	youtube	
02	IOER	Bluesky	@ioer (Langform @ioer.bsky.social)
02	IOER	Mastodon	@ioer (@ioer@wisskomm.social)
02	IOER	LinkedIn	@Leibniz-Institut für ökologische Raumentwicklung e. V. (IÖR)
02	IOER	youtube	@IOERDD
03	City of Dresden Enviromental Agency	Facebook	www.facebook.com/stadt.dresden
03	City of Dresden Enviromental Agency	Threads	https://www.threads.net/@landeshauptstadt_dresden
03	City of Dresden Enviromental Agency	X	https://twitter.com/stadt_dresden
03	City of Dresden Enviromental Agency	XING	https://www.xing.com/pages/landeshauptstadtdresden
03	City of Dresden Enviromental Agency	LinkedIn	https://www.linkedin.com/company/landeshauptstadt-dresden/posts/

PP-No.	Partner	platform	TAG/name
03	City of Dresden Enviromental Agency	Instagram	https://www.instagram.com/landeshauptstadt_dresden/
03	City of Dresden Enviromental Agency	YouTube	https://www.youtube.com/user/wwwdresdende
03	City of Dresden Enviromental Agency	Pinterest	https://www.pinterest.com/visitdresden/
03	City of Dresden Enviromental Agency	WhatsApp	https://whatsapp.com/channel/0029VaHl1HsDDmFT7ZcdAS0C
04	UJEP – Faculty of Social and Economic Studies	Instagram	https://www.instagram.com/fseujep/?hl=cs
04	UJEP – Faculty of Social and Economic Studies	LinkedIn	https://www.linkedin.com/company/fseujep/
04	UJEP – Institute for Economic and Environmental Policy	LinkedIn	https://www.linkedin.com/company/institute_for_economic_and_environmental_policy/
04	UJEP – Faculty of Social and Economic Studies	Facebook	https://www.facebook.com/FSE.UJEP/
05	STU	Facebook	https://www.facebook.com/univerzita
05	STU	LinkedIn	Slovenská technická univerzita v Bratislave
05	STU	LinkedIn	Slovak University of Technology
05	STU - Faculty of Civil Engineering	Facebook	https://www.facebook.com/SVF.STUBA
05	STU - Department of Land and Water Resources Management	Facebook	https://www.facebook.com/STU.kvhk
05	STU - Department of Land and Water Resources Management	Instagram	https://www.instagram.com/katedra_vhk/
06	Town of Senica	Facebook	https://www.facebook.com/senica.sk
06	Town of Senica	Instagram	https://www.instagram.com/mestosenica/
06	Town of Senica	You Tube	https://www.youtube.com/@TVSENICA
08	PULS	Facebook	https://www.facebook.com/uppoznanofficial
08	PULS - Faculty of Environmental and Mechanical Engineering	Facebook	https://www.facebook.com/Wydz.ISIM/
08	PULS	X	https://x.com/up_poznan
08	PULS	LinkedIn	https://www.linkedin.com/school/uniwersytet-przyrodniczy-w-poznaniu/
08	PULS	Youtube	https://www.youtube.com/watch?v=ZO85ZqUW0uU&list=PLmI3evcVwQPSb19FXkZSFFtdonbzNx3wT
08	PULS - Faculty of Environmental and Mechanical Engineering	Youtube	https://www.youtube.com/channel/UC7W4-Hpq246_mRut-LJ0Z6A
08	PULS	Instagram	https://www.instagram.com/up_poznan/
08	PULS - Faculty of Environmental and Mechanical Engineering	Instagram	https://www.instagram.com/wisim.upp/
09	TU Delft	LinkedIn	Delft University of Technology
09	TU Delft, Urban Design	Instagram	@urbandesigntudelft
09	TU Delft	X	@tudelft
10	City of Poznań	Facebook	
10	City of Poznań	Instagram	
11	Aquanet Retencja	Facebook	https://www.facebook.com/AquanetRetencja/
11	Aquanet Retencja	LinkedIn	https://www.linkedin.com/company/aquanet-retencja/
12	City of Jablonec nad Nisou	Facebook	
12	City of Jablonec nad Nisou	Instagram	
12	City of Jablonec nad Nisou	X	
12	City of Jablonec nad Nisou	youtube	

3.6. Videos

The project aims to produce videos which, on the one hand, illustrate in a light-hearted way the importance of the restoration of urban streams and, on the other hand, examine the project and the topic from a more technical perspective.

The first animated film has now been produced. “Stream bed stories” is its title. In it, Egon the fish (Figure 3) explains why the restoration of streams and rivers in densely populated urban areas is important and what benefits it brings for biodiversity, climate adaptation and quality of life.

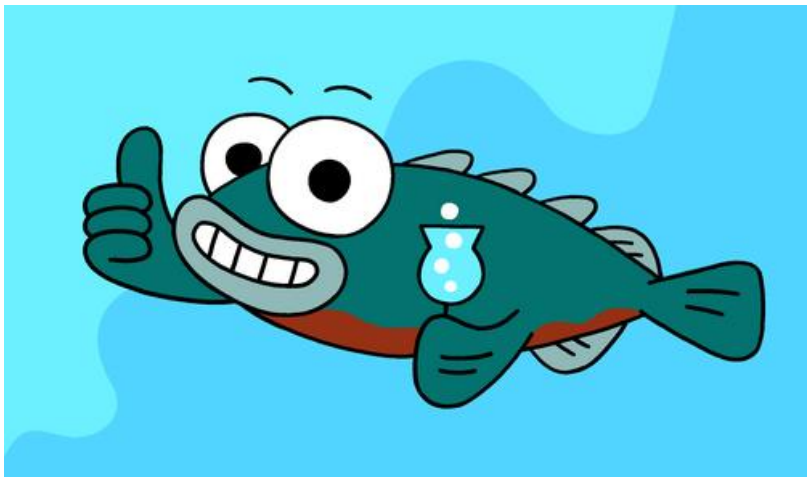

Figure 3: Egon the fish is the main character in the animated film “Stream bed stories”. (Illustration: klimpa.com)

The film is available in four languages (German, Slovak, Czech and English) or with Polish subtitles. It is particularly well suited for use in working with school pupils.

4. Publications

4.1. Project poster

The basic project poster with general information about ReBioClim has been produced and shared to all partners. The INTERREG template in English was provided by communication manager (IOER). Project partners display the poster in their institutes and submitted photos of the poster board.

4.2. Policy letters

Policy letters are set up by the project partners and key stakeholders (see Activity 1.1 and Deliverable 1.1.3). They hold suggestions for guidelines in policy and administration for better implementation of NBS in urban stream restoration on regional, national and Central European level. They address policy makers and ministries alike.

4.3. Strategies and action plans

These strategies and action plans are planned for the stream study areas to foster successful implementation of nature-based solutions in urban stream restoration, restoration plans to restore model streams.

4.4. Scientific articles

Scientific articles should provide results and outcomes for the regional, national and international scientific audience. It is planned to publish a special issue in Ecosystem Services on the topics presented in our hosted session at the IALE 2025 European Landscape Ecology Congress in Bratislava (see 5.2).

4.5. Other publications

For other publications, such as Brochures presenting selected project results, the project partner will use the general-purpose open repository Zenodo developed under the European OpenAIRE program and operated by CERN. Each submission gets a persistent digital object identifier (DOI), which makes the stored items easily citeable. One example already published on Zenodo is the German brochure "Renaturierung städtischer Bäche – Umfrageergebnisse in der Stadt Dresden" presenting the results from the public survey in Dresden (https://doi.org/10.5281/zenodo.18182961).

Also the interreg project website will inform about such publications and contain links to them.

5. Public events

5.1. Excursions along the streams

Excursions will be organized two times a year in each case study area.

A lot of them have already been conducted in all four Cities with very good experiences and high interest by many stakeholders of various target groups and especially the general public. They provide an opportunity to discuss stream restoration in a relaxed atmosphere and to communicate the benefits for the environment and for us as humans.

5.2. Participation at conferences

Project partners will use several conferences (local to international) to present their results and inform the scientific and expert community about the project ReBioClim. Conferences are used as platform to meet and adjust with other projects and similar initiatives and to enable networking within and across Europe. For a better coordination and adjustment within the project consortium, a living table has been created and placed in the project shared folder collecting the already done and the planned international congress participations (Table 4).

Table 4: Congress participation plan for ReBioClim

Congress name	Link	Organisation	Venue	Time	Who attends	Contribution type
SERE2026 – 15th European Conference on Ecological Restoration	https://sere2026.sciencesconf.org/	Society for Ecological Restoration (SER)	Brest, Fr	24.-28.08.2026	Henriette John, Ulrike Haase	Oral presentations

Congress name	Link	Organisation	Venue	Time	Who attends	Contribution type
6th ESP Europe Conference	https://www.espconference.org/europe2026/home	Ecosystem services partnership	Prague, CZ	18.-22.05.2026	Henriette John, Lenka Dubova, Jiri Louda	Oral presentations
IALE 2025 European Landscape Ecology Congress	https://iale2025.sav.sk/	IALE-EU	Bratislava, Slovakia	2-5 September 2025	Ralf-Uwe Syrbe, Henriette John, Et al	Session hosting and Presentations
ICUC12 – 12th International Conference on Urban Climate	https://icuc12.eu/	International Association for Urban Climate (IAUC) TU Delft, WUR, TU/e, UTwente	Rotterdam	7-11 July 2025	Yehan & Claudiu	Presentation (Urban Stream Typologies for Climate-Adaptive Restoration in Central Europe) Status: abstract submitted
The International Seminar on Urban Form (ISUF) 2025	https://www.isuf2025.org/	Politecnico di Torino	Torino	17-20 June 2025	Claudiu Forgaci	Presentation (Towards a global morpho-typology of urban river spaces) Status: abstract submitted
5th ESP Europe Conference 2024	https://www.es-partnership.org/events/5th-esp-europe-conference-2024/	Ecosystem services partnership	Wageningen, NL	18.-22.11.2024	Ralf-Uwe Syrbe, Jiri Louda	Presentation
IALE-D Jahres-tagung 2024	https://www.iale.de/iale-2024-ankuendigung.html	German Chapter of the International Association for Landscape Ecology (IALE-D)	Bernburg, DE	29.-30.10.2024	Ralf-Uwe Syrbe	Presentation
UseR! 2024	https://events.linuxfoundation.org/user/	R community volunteers (supp. by the R Foundation)	Salzburg, AT	8-11 July 2024	Claudiu Forgaci	Poster

6. Targeted events

6.1. Lectures

Scientific Partners will include the topic of urban stream restoration and information on the project ReBioClim into their lectures. In addition, other lecture and event series on related topics are used to raise awareness of the project ReBioClim and the benefits of urban stream restoration. Project partners who come across a relevant lecture or event series inform the other partners about it.

One example is the **Lecture Series "Water Without Borders" 2025/26** at TU Dresden in Wintersemester 2025/2026 focussing on Interdisciplinary Perspectives on Cross-Border Water Protection in Europe in

Cooperation with the IDEAL project. The Leadpartner informed the whole project team about it. Several project partners took the opportunity to provide deeper insight into the project ReBioClim and the following two topics:

- Restoring urban streams – Chances for biodiversity, adaption to climate change and better quality of life
- Participative approaches to foster urban stream restoration and acceptance of natural-based solutions (NbS)

ReBioClim project partners were involved in three lectures and gave a total of seven presentations.

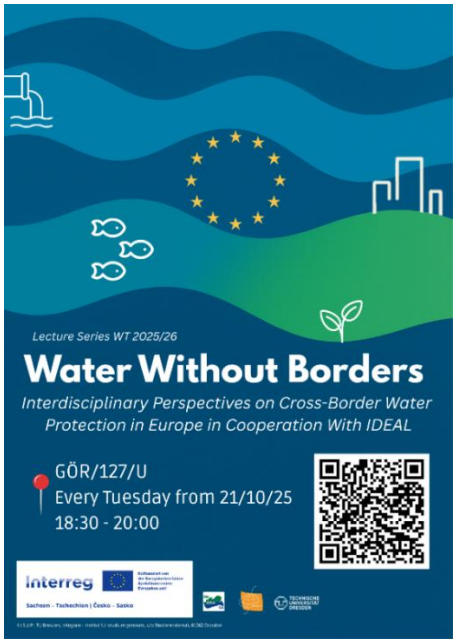

Figure 4: International Lecture Series „Water Without Borders" at TU Dresden in Wintersemester 2025/2026

6.2. International Student courses

Two international Student Courses (English) are organized during the project run time (2024, 2025) mainly by PP02 and PP04 (Table 5). Their major topic is ecosystem service assessment in cities.

While the first student course (2024) focused on climate regulation and climate change adaptation of cities, in the second course (2025), a much broader range of ecosystem services is considered in connection with urban stream restoration.

Table 5: International student courses in ReBioClim

year	location	Involved Institutions	Number of participating students	outputs	Planned use of outputs in ReBioClim
2024	Köthen (Germany) / Ústí nad Labem (Czechia)	PP02, PP04, Anhalt University of applied sciences Bernburg	7 (in two groups)	Current climate change adaptation efforts in Germany and Czechia- … Köthen (Germany)	Suggestions for urban climate adaptation measures (NBS) and their

				and Ústí nad Labem (Czechia)	assessment using Ecosystem services
2025	Dresden	PP02, PP04, Anhalt University of applied sciences Bernburg, University of applied sciences Zittau/Görlitz	8 (in two groups)	Report on ecosystem services provided by Geberbach	Assessment criteria as input for Best-practice guide

6.3. Summer school

The international summer school will be a joint activity of all scientific partners. It will be organized in Summer 2026 in Usti nad Labem. Its focus will be on nature-based solutions for urban river restoration.

Students from all over the world will be invited (see Figure 5) to apply for the summer school using the existing web/ media channels of all project partners. The project team selects students by their CV and statements of interest, ensuring a fair process and balanced participant group.

Scientific project partners will send scholars to give lectures and supervision. Beside these scientific lectures, excursions, field work and desk work including the assessment of restoration measures from the ecological, social and spatial perspectives, group presentations as well as social events are part of the programme.

Figure 5: Poster for the announcement and promotion of the ReBioClim Summer School

6.4. Workshops

Workshops for stakeholders will form an integral part of the project. They will be organised and carried out approximately twice a year (5 in total) in each study area.

A Stakeholder Kick-Off workshop organized by the local city partners will be the starting point of the workshop series in each case study area to inform about ReBioClim and to exchange ideas.

Co-Design workshops with key stakeholders and representatives of the general public (especially residents) organised by the scientific partners in the second project year serve to generate social-ecological solutions for urban stream restoration with nature-based solutions in the study stream areas.

A final project stakeholder workshop will be held in each study stream area and is planned as training for potential users of the Best-practice-guide and the Handbook. It will be open to interested practitioners and decision makers from other cities, NGOs and interested general public.

The first of these four final workshop and training events is planned for the 4th December 2026 in Dresden and will be organised by PP2 (Communication Managers) and LP. All Partners are invited to participate to get inspiration for their own final workshops in Senica, Jablonec nad Nisou and Poznan.

Beside these stakeholder workshops partners can organize local public workshops to collect and co-create ideas for urban stream restoration especially with local residents and interested general public. One example is the public workshop organized by the German Team in the frame of the exhibition ‘Hydromedia – Seeing with Water’ in Dresden Prohlis on December 14th 2024. At the workshop, the Dresden project team invited the participants to develop their stream of the future. The ideas and solutions quickly took shape. Using natural materials and a great amount of creativity, two 3D models were created, entitled ‘Stream for All’ and ‘Enchanted’.

7. Promotional materials

Promotional materials are used as a gift for participating in the survey, workshops or other events. They are intended to remind participants of the important topic of urban waterway restoration even after an event has ended and to maintain interest in the project.

7.1. Leaflets

At least two Project leaflets will be produced during the project run time, one at the beginning on the aims and goals of ReBioClim and one at the end with major results and outcomes. An English template is provided by the communication managers (Figure 6), which is translated to national languages by the partners (Figure 7). The project partners are also responsible to provide pictures and specific information about the respective case study areas.

Figure 6: English template of the first ReBioClim project leaflet

Figure 7: Title page of all four national project leaflets (Czechia, Slovakia, Poland, Germany)

7.2. Project graphic

All partners will work together to develop a project graphic that illustrates the participatory process of restoring urban streams. The graphic designer at IOER (PP2, Communication Manager) will bring the collected ideas to life (Figure 8). The graphic can be used for a variety of promotional purposes (see, for example, Figure 9 and Figure 11).

Figure 8: "ReBioClim Illustration" by N. Bongaerts/IOER Media, licensed under CC BY-NC-SA 4.0

7.3. Postcards

Postcards featuring images of watercourses are a lovely way to communicate the topic of river restoration. The German project team has used a postcard to draw attention to events at the same time. Still, there is plenty of space on the card to add personal messages and, for example, invite friends to the events.

Figure 9: Event-postcard as produced by the German Partners for the first half of 2026

7.4. Memorable give-aways

Pens and notebooks with the project logo are produced individually by the project partners as advertising materials in their respective case study area (Figure 10).

Figure 10: Pens and notebooks produces by PP04

Figure 11: Cotton bags with the project graphic produced by PP2

Also cotton bags are a nice give away at various events (Figure 11). They can be filled with event material as well as promotional materials such as the Project Leaflet (see section 7.1) or pens and notebooks.

Seed bags of water cress (Figure 12) and chives are a further give-away produced by the German partners.

Figure 12 Seed bags of water cress produced by PP01 and PP02

D. Timeline

	2024							2025												2026												27
Activity	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1
1 Start-up Activities																																
1.1 Stakeholder Identification	very intensive at the start of the project, with updates throughout the course of the project																															
1.2 Mailing lists	at the start of the project, with updates throughout the course of the project																															
1.3 Collection of communication formats	very intensive at the start of the project, with updates, testing and evaluation of the effectiveness throughout the course of the project																															
2 Individual consultations	As part of A1.1 and as required																															
3 Media relations																																
3.1 Press releases																																
3.2 Local television and radio podcasts	As far as possible and as required																															
3.3 Project website																																
3.4 Project info on partner webpages																																
3.5 Social media																																
3.6 Videos	As far as possible and as required																															
4 Publications																																
4.1 Project poster																																
4.2 Policy letters																																
4.3 Strategies and action plans																																
4.4 Scientific articles	Based on the results achieved																															
4.5 Other publications	As required																															
5 Public events																																
5.1 Excursions	At least two times a year in each case study area																															
5.2 Participation at conferences	In line with the dates of relevant conferences (see Section 5.2)																															
6 Targeted events																																
6.1 Lectures	as far as possible																															
6.2 International student courses																																
6.3 Summer school																																
6.4 Workshops	At least two times a year in each case study area																															
7 Promotional materials																																
7.1 Leaflets																																
7.2 Project graphic																																
7.3 Postcards	As far as possible and as required																															
7.4 Memorable give-aways																																

E. Evaluation

To assess the effectiveness of our communication efforts we will use the following indicators:

- Number of people who followed our invitations and participated at our self-organized events
- Number of interested people who get in touch with us at other public events
- Number of social media posts with their likes, shares and followers
- Number of leaflets and giveaways produced and distributed
- Evaluation of the co-design workshops

The relevant numbers are recorded on an ongoing basis in a table on the Project Cloud.

In addition, there is regular dialogue between the national communication managers regarding the effectiveness of specific communication formats for individual target groups.

F. References

BiodivERsA (2013) The BiodivERsA Stakeholder Engagement Toolkit. Consultation Draft December 2013. BiodivERsA, Paris.