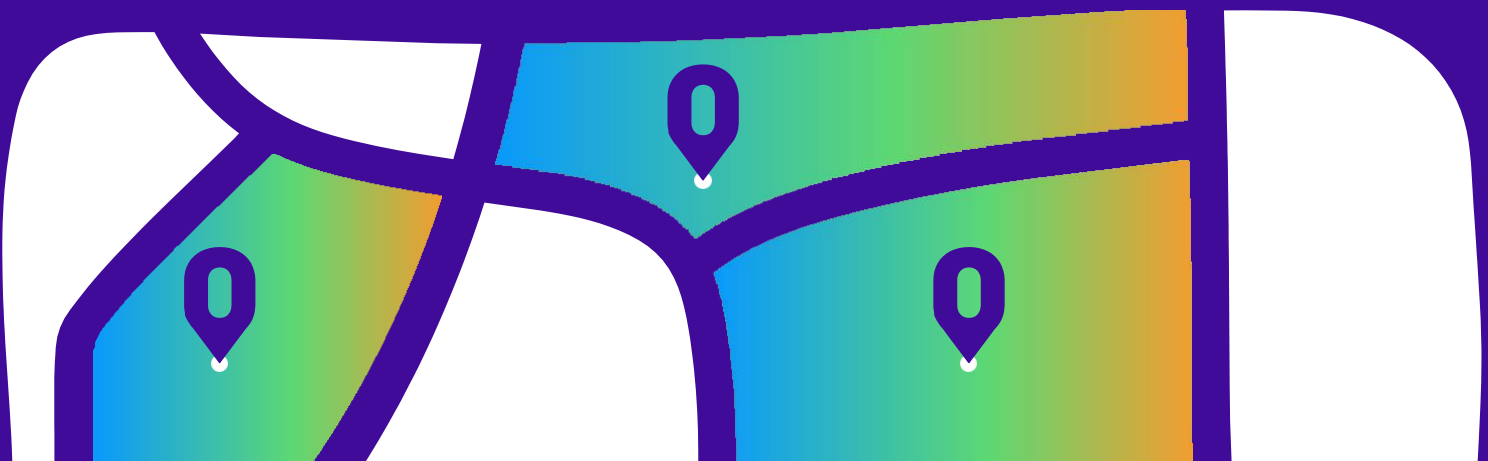




All communication materials. Final release

WP5 Dissemination, Communication, Exploitation and Networking

[September 2025]



Funded by the European Union.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

Project information

Project acronym	drOp
Project title	Digitally enabled social district renovation processes for age-friendly environments driving social innovation and local economic development.
Project number	101080025
Coordinator	AYUNTAMIENTO DE ERMUA
Website	www.drOp-project.eu

Document information

Deliverable (number)	D5.4			
Deliverable Name	All communication materials. Final release			
Work Package (number)	WP5			
Task number and Title	Task 5.3 Communication and Dissemination Activities			
Dissemination Level	<i>PU = Public, fully open</i>			
Date of Delivery	29.09.2025			
Lead Beneficiary	HE			
Contributors	Andreea Nacu (HE)			
Reviewers	Marta Lekue Uriarte (ERMUA), Josu Ansola Ormazabal (ERMUA)			
Revision Log	Version	Author	Main changes	Date
	V0.1	Andreea Nacu- HE	First draft for internal review	23.09.2025
	V0.2	Marta Lekue Uriarte (ERMUA)	Feedback on draft version	25.09.2025
	V1	Andreea Nacu- HE	Draft updated with suggestions for submission	29.09.2025

About the drOp project

Digitally enabled social district renovation processes for age-friendly environments driving social innovation and local economic development, or drOp, is a Horizon Europe project. As the name shows, the core ambition of the project is the development of an integrated renovation methodology aiming to transform social housing districts into inclusive smart neighbourhoods. It mainly aims to promote social innovation and boost the local economy and with that purpose drOp will adopt a human-centred approach, will integrate innovative technologies and will explore the growth creation potential of cultural and creative industries.

The end purpose is to create an integrated renovation methodology (IRM), which will be modelled through a case study in the Santa Ana neighbourhood in Ermua, Spain. Two peer cities will contribute to these efforts: Matera (Italy) with its expertise of a former European Capital of Culture (2019), and Elva (Estonia), as a digitally advanced city. The process of co-creation, meaning the active involvement of the neighbourhood's citizens, will be an important element in the development of the IRM.

Executive summary

All the communication material of the project will be released during the project: Visual Identity Guidelines, including a logo, templates for presentations brochures, and banners; An explainer video; The creation of a project website and social media profiles; A brochure and roll-ups; An institutional presentation and infographics; Newsletters and press releases, etc.

Table of contents

1.	Introduction	6
1.1	Summary of Updates.....	7
2.	Objectives	8
3.	Materials	11
3.1	Infographics.....	11
3.2	Roll-up banner - translations	15
3.3	Institutional presentation	16
3.4	Newsletter editions.....	20
3.5	Social media content	23
3.6	Website content.....	27
3.7	Webinars	30
3.8	Videos	34
3.9	Brochures	35
3.10	Events	37
3.11	Articles	40
4.	Document version.....	42
	Acknowledgements and disclaimer.....	43
	List of abbreviations and acronyms	44
	Partners logos	45

List of Figures

Figure 1. IRM infographic	11
Figure 2. Co-governance Model infographic	12
Figure 3. Infographic on drOp overview	13
Figure 4. Infographic on expert roundtable discussion	14
Figure 5. Roll-up banners in Estonian and Spanish-Basque	15
Figure 6. Extracts from the institutional presentation.....	16
Figure 7. Example from presentation used during Regional event.....	17
Figure 8. Example from a presentation for residents	17
Figure 9. Example from ISHF 2025 presentation	18
Figure 10. Example from presentation used during the Sustainable Places 2024 conference ...	18
Figure 11. Example of a presentation delivered within the drOp framework, focusing on co-governance.	19
Figure 12. extracts from the first two newsletter editions	20
Figure 13. Excerpts from Newsletters 3,4,5 releases	21
Figure 14. Twitter post examples	24
Figure 15. LinkedIn post examples	25
Figure 16. Overview of the YouTube channel	26
Figure 17. Examples of news and event items	27
Figure 18. Examples of resources.....	28
Figure 19. Frame from explanatory video.....	34
Figure 20. Frame from Estonian video.....	34
Figure 21. Excerpt from the first drOp brochure	35
Figure 22. Excerpt from the second drOp brochure	36
Figure 23. Collage of events organised by drOp partners	37
Figure 24. Collage of photos from third-party events.....	39

1. Introduction

Communication, dissemination, and exploitation activities are an essential component of the drOp project, that touches in different respects, all its components. The communication materials mirror the objectives and goals set in the 'Communication, Dissemination and Exploitation Plan'. The purpose is to reach as large as an audience as possible, which will require engaging both digital and printed materials. All consortium partners are expected to contribute to these materials, as well as to their deployment, according to the results they produce and their expertise.

As the work in the project is constantly advancing, with more and more becoming available for public use and dissemination, new materials have to be produced or updated as part of the communication, dissemination and exploitation efforts. This deliverable represents the second release, taking place one year later after the initial one. More details on what is included are shared below.

The materials will respect the project's brand image and visual identity, in order to ensure coherence between all the activities taking place within WP5.

The materials developed under the second release are the following:

1. Infographics
2. Roll-up banner - translations
3. Institutional presentation
4. Newsletter editions
5. Social media content
6. Website content
7. Webinars
8. Videos
9. Brochures
10. Events
11. Articles

1.1 Summary of Updates

The table below provides a summary of the updates included in this release, with more detailed descriptions available in the following sections.

Material	Update in this release	Notes / Remarks
Infographics	2 new visual recordings produced during workshops in Ermua (May 2025).	Capture project overview and expert roundtable discussions.
Roll-up banner	No new translations produced.	Existing versions (Estonian, Spanish-Basque) considered sufficient.
Institutional presentation	One template used and personalised by partners.	Adapted for specific target groups and events.
Brochures	Two brochures produced (first half: high-level concepts; second half: results-focused).	Show evolution from vision to results.
Newsletters	Editions 3, 4, and 5 released.	Final edition 6 foreseen for Dec 2025.
Social media	Regular activity maintained, with LinkedIn as the main channel.	Twitter/X kept as complementary outlet.
Website	Updated with news, newsletters, public deliverables, and resources.	Will remain active until end of extension.
Videos	Main explainer video and Estonian-focused video produced; YouTube channel launched.	Channel also used to broadcast webinars.
Webinars	Webinar 3 (co-governance) and Webinar 4 (capacity building), Webinar 5 (replication).	Additional debate-style session under consideration.
Events	Project co-organised 6 events and participated in 15+ external conferences.	Covered local, national, and EU levels.
Articles	Both scientific (papers, posters) and non-scientific (press, web) contributions produced.	Ensured visibility to academic and general audiences.

2. Objectives

Infographics

Infographics communicate information visually, making complex data easier to understand. In the case of the present deliverable, the two infographics are breaking down in an attractive manner the complex concepts of the Integrated Renovation Methodology (IRM) and of the co-governance model.

In addition, two new infographics were produced by the main pilot, the Ermua Municipality, during dedicated co-creation workshops with local stakeholders. The first of these workshops brought together participants from the Ermua City Council, supramunicipal institutions, and public and private entities involved in the project's co-creation process. Both new materials capture essential aspects of the discussions and will be further detailed in the materials section of this deliverable.

Roll-up banner - translations

The roll-up banner is meant to serve during workshops, fairs, and conferences. It must be appealing enough in order to generate the interest of the public from a certain distance. By translating this material into the local language, its reach is multiplied.

During the last year of the project, no further translations of the roll-up banner were needed, since the existing versions already covered local contexts effectively.

Institutional presentation

The institutional presentation is a template (which includes form and content) that can be used by partners as a basis for any presentation of the drOp project. This can be personalised depending on the context and purpose of the event.

A single institutional presentation template proved sufficient, as partners preferred to personalise and update it according to each target group and project phase.

Newsletter editions

The objective of a newsletter edition is to regularly update stakeholders on project progress, achievements, events, and opportunities for collaboration. It helps maintain transparency, share project outcomes, and engage with a broader audience.

Social media content

Social media channels hold a great potential for reaching and engaging with the target audience, especially when considering the invested resources-effects ratio. This is why developing the social media content is a priority tasks within the communication and dissemination efforts.

Social media remained a key dissemination channel, with LinkedIn proving the most effective platform for engaging stakeholders, while Twitter/X was maintained as a complementary outlet.

Website content

The project website is the main public display for the project activities and results. This is why all the public content from the project is systematically adapted and uploaded to the website.

The website continued to serve as the project's main window display, with content added regularly to showcase partners' work and project results, always keeping in mind its purpose as the central hub for communication and dissemination.

Webinars

Webinars are organised throughout the duration of the project to transfer lessons learnt from peer cities. Depending on the content and stage of the project, they can be either internal or external.

Video

The video was foreseen as a key material for disseminating the project's ambitions, expected results, and impact. This format has the advantage of making even complex topics more appealing and dynamic, while reaching several target groups at once. As the main explainer video was produced during the final year of the project, it captures the project's essence at a mature stage. The explainer video is further complemented by a dedicated production focused on the Estonian context, which illustrates the replication potential of the drOp methodology.

Brochures

Two brochures were developed over the course of the project, one in the first half and another in the second. Their purpose was to provide a concise and visually appealing overview of the project, its objectives, and progress. By issuing two editions at different stages, the materials could highlight both the project's ambitions and the concrete results achieved, ensuring stakeholders had access to updated information in an accessible format.

Events

Events represent an important opportunity to disseminate the project's objectives and results directly to stakeholders and the wider public. Participation in external conferences and the organisation of project-branded events ensures visibility, networking, and knowledge exchange.

Articles

Articles, whether produced within the consortium or published in external outlets, play a key role in communicating the project's progress and impact. They allow for more in-depth storytelling and provide visibility to diverse audiences, ranging from local communities to specialised professional networks.

3. Materials

All the new and updated materials will be presented in detail below, alongside with examples or extracts.

3.1 Infographics

The infographics are easily understandable materials that can accompany project presentations and more. In order to make the best use of the project's resources, the chosen topics for the first two infographics that were created were essential for the project's work. All the key concepts are highlighted, prompting anyone that might be interested into looking for the right references. Visual aid elements were used whenever possible, either to make the text content more attractive or to put emphasis on key information.

3.1.1 Integrated Renovation Methodology

The concept of the Integrated Renovation Methodology, by its nature and since it is also the main foreseen outcome of the project, is quite a complex one that for text explanations normally requires rather lengthy interventions. By transforming it into a visual material, the content becomes automatically more accessible to all types of audiences.

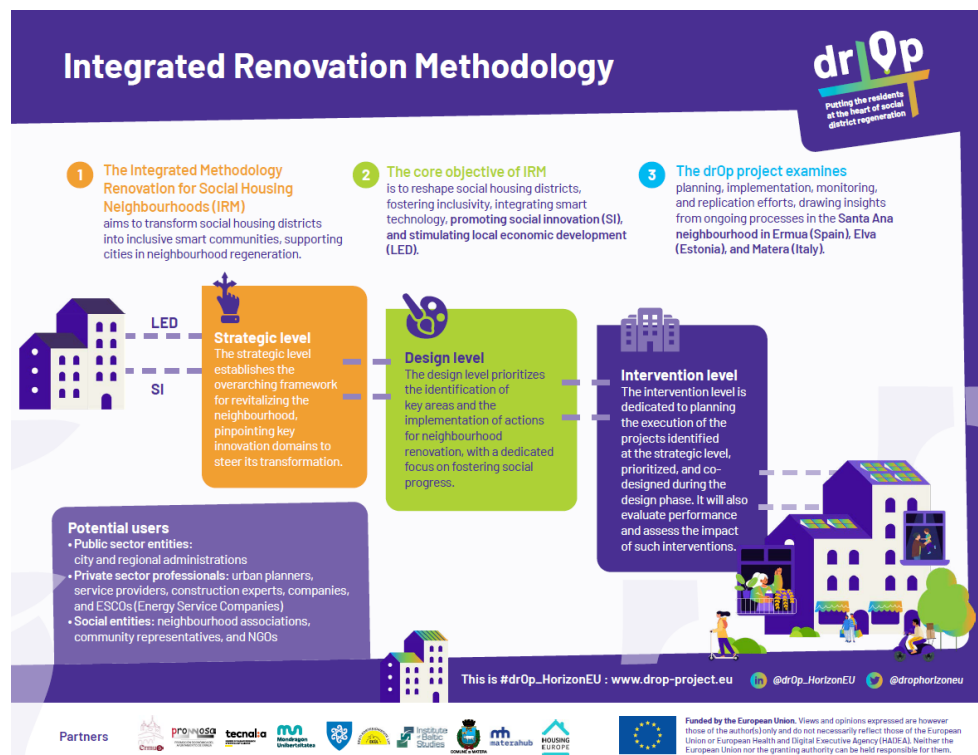


Figure 1. IRM infographic

3.1.2 Co-governance Model

The Co-governance model, also a core concept of the project, is a slightly more intuitive topic, but to properly grasp its purpose, detailed text explanations are needed. By selecting the key points and transforming them visually, this infographic can serve as a map for navigating the broad concept.

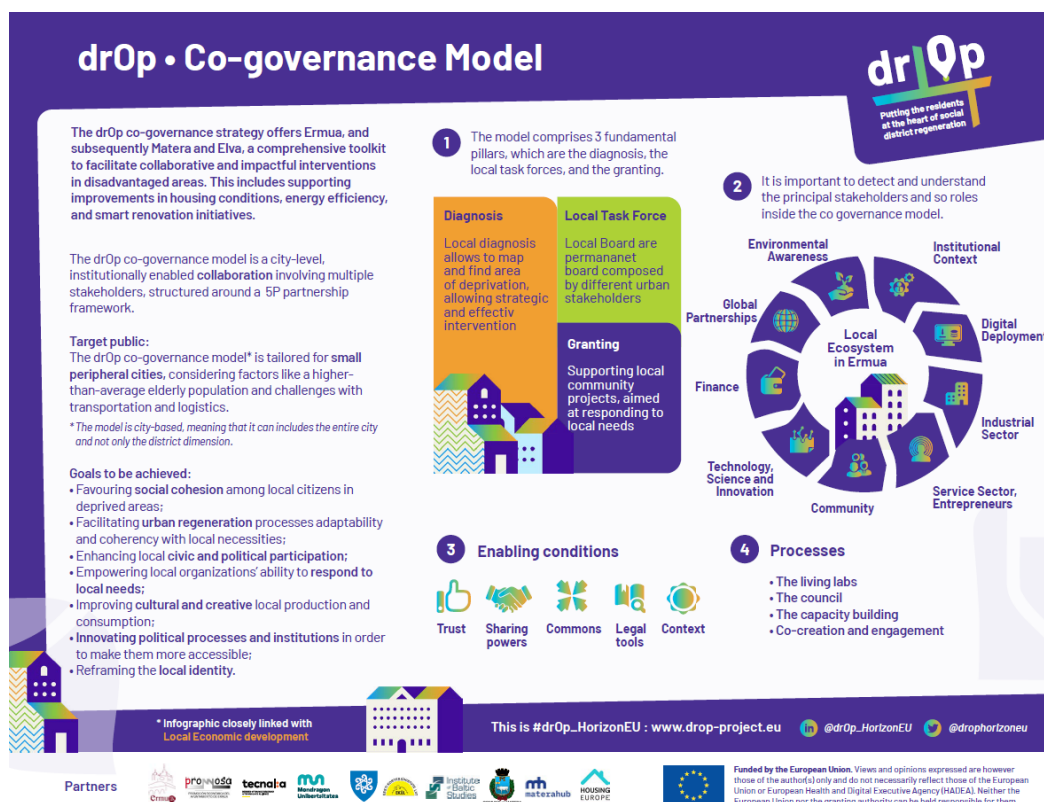


Figure 2. Co-governance Model infographic

Building on these, two additional infographics were developed by the Ermua Municipality during the Regional Event of the drOp project, held in Ermua on 23 May 2025. They were produced live through the **Visual Recording technique**, which transforms complex discussions into clear and engaging visual narratives. The event brought together participants from the Ermua City Council, supramunicipal institutions, and public and private entities involved in the project's co-creation process.

3.1.3 Overview of the drOp Project

This infographic provides a comprehensive summary of the project's context and progress. It highlights five core dimensions of urban regeneration addressed by drOp:

- Local economic development
- Participatory and co-creation processes
- Energy Community
- Neighbourhood Office
- Digital transformation

It also reflects on lessons learned, offering a visual map of how these interconnected elements contribute to the overall regeneration strategy.

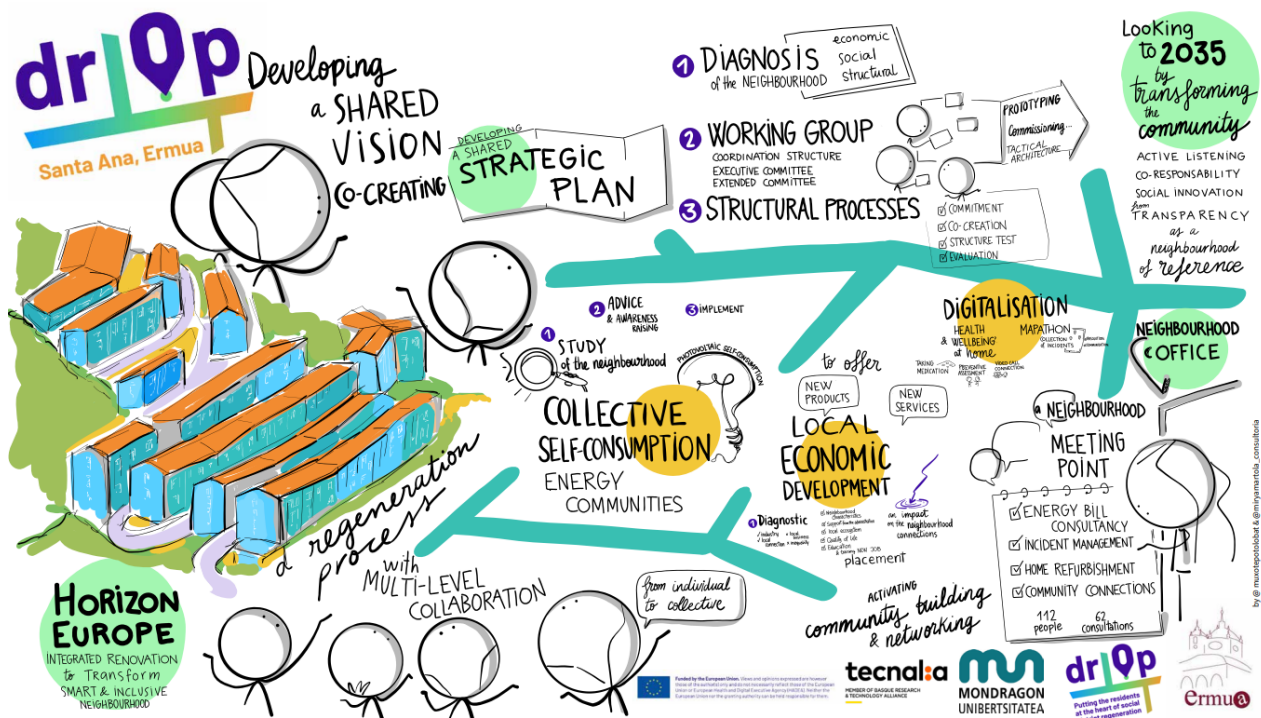


Figure 3. Infographic on drOp overview

3.1.4 Expert Roundtable Discussions

The second infographic captures the main insights from four thematic roundtables, each focusing on a key challenge of the drOp project:

- **Local Energy Communities:** Opportunities for sustainability and energy justice, as well as barriers linked to citizen engagement, legal frameworks, financing, and technology.
- **Local Economic Development:** The importance of inclusive strategies combining public policy, private investment, and civic participation to sustain urban vitality.
- **Social Innovation & Citizen Participation:** The role of co-governance in urban regeneration, requiring shifts in municipal practices and stronger citizen involvement.
- **Housing Energy Renovation:** Challenges such as costs, information gaps, and administrative complexity, alongside the need for incentives, technical support, and accessible management models.

Both infographics represent a valuable addition to the project's communication toolkit, visually conveying complex content in a format that is both engaging and accessible for a wide range of stakeholders.

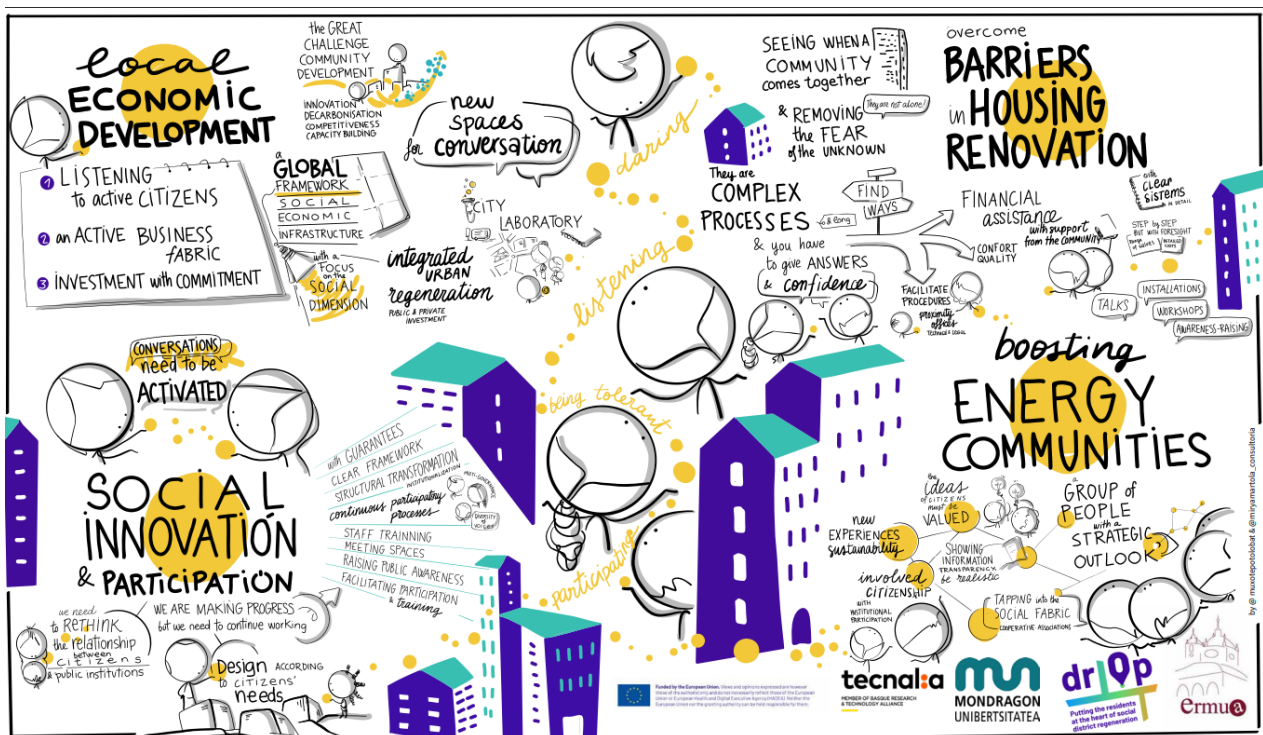


Figure 4. Infographic on expert roundtable discussion

3.2 Roll-up banner - translations

This banner is the most visible material of the project's promotional resources at physical events. Its purpose is to attract the attention of all the public present on the event's premises. This is why the content focuses on the drOp logo and it showcases the consortium partners. The style is simple, yet impactful.

However, given that in the drOp project local stakeholders are an important part of the target audience, it is important to make sure that the content is accessible. This is why two new versions of the roll-up banner were created, one in Estonian and one bilingual in Spanish and Basque, to be used during locally organised meetings and workshops.



Figure 5. Roll-up banners in Estonian and Spanish-Basque

No further translations were developed during this reporting period, as partners working on the ground assessed that the existing language versions were sufficient to cover local needs. This decision allowed resources to be directed towards other communication materials with higher added value, while still ensuring that the banner continues to serve its purpose effectively in diverse contexts.

3.3 Institutional presentation

The role of a visual presentation such as PowerPoint is to present information in a synthetic and impactful manner. Drafting such a presentation needs to respect the project's brand image, in order to amplify its messages. The consortium partners have at their disposal a presentation template, that includes all the mandatory and important elements, which can then be adapted to any content.

On top of the empty and ready-to-use template with the project's identity, partners have now at their disposal the institutional presentation that contains the most important project facts and concepts, that can be adapted according to the context.

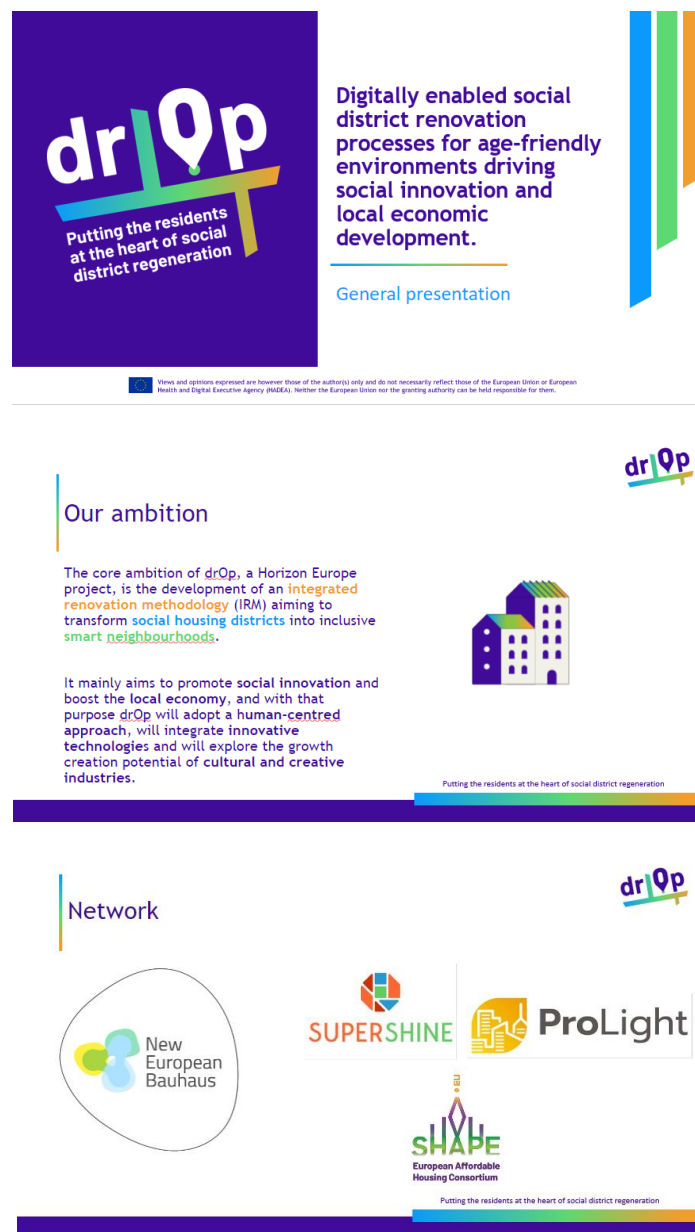


Figure 6. Extracts from the institutional presentation

The initial target was to produce three institutional presentations during the project's lifetime. In practice, consortium partners found it more effective to personalise the general presentation and adapt it to different target groups and project phases. As a result, the exact number of institutional presentations foreseen was not reached. Instead, the emphasis was placed on flexibility and tailoring the message to specific audiences, which increased the relevance and impact of each presentation delivered.

Examples include:

- Presentation used during the Basque Regional Event in Ermua, where the context of drOp was presented, together with the different dimensions of regeneration addressed within the project. The audience of this presentation were all the different stakeholders that had been involved throughout the project (public administration, businesses, academia, NGOs,...).



Figure 7. Example from presentation used during Regional event

- This presentation was created and presented to the residents of Santa Ana after the development of scenarios, the creation of a common vision for the neighbourhood for 2035 as well as the establishment of priorities. The objective was to explain the different possible actions to be executed in Santa Ana, and allow the residents to vote for their preferred actions, in order to prioritise some of them.

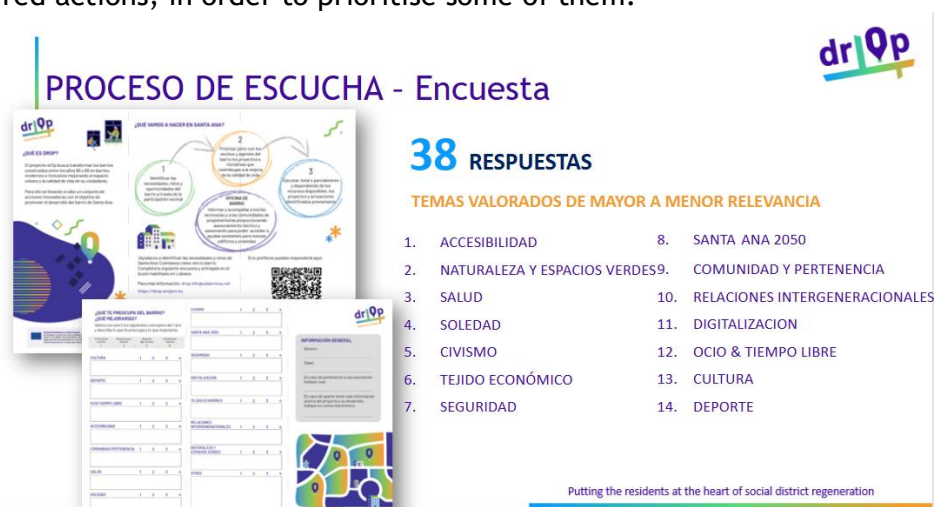


Figure 8. Example from a presentation for residents

- The presentation Ermua used during the Final Event in Dublin, which uses the metaphor of a garden in order to explain the participatory process conducted in Ermua under the co-creation and co-governance model. It also explains the actions carried out in the neighbourhood and highlights some of the lessons learned from the implementation of the project.



Figure 9. Example from ISHF 2025 presentation

- drOp was included in a presentation during a third party event (Sustainable Places 2024 edition) “Regeneration: Crafting Sustainable and Inclusive Neighbourhoods”

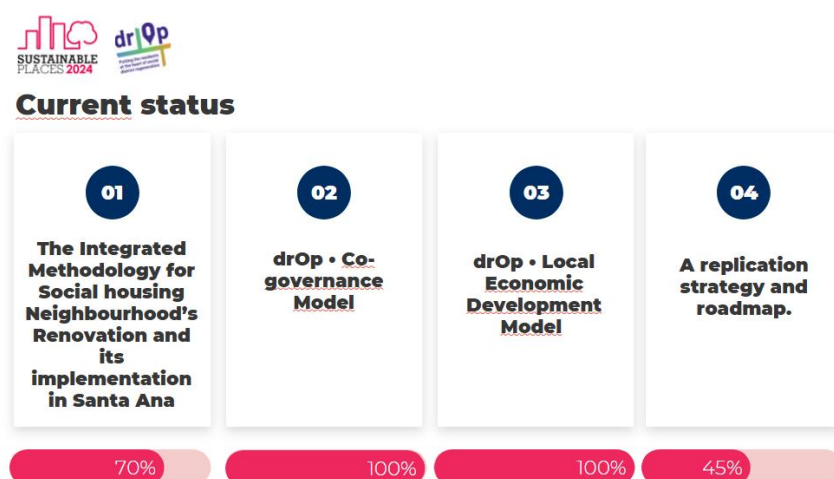


Figure 10. Example from presentation used during the Sustainable Places 2024 conference

- An additional example is provided by the presentation Cos'è la Co-Governance, delivered in the framework of the Sedimentazioni initiative in Matera. While not explicitly branded under drOp's visual identity, the activity was carried out within the project's scope and addressed core themes of co-governance and citizen participation.



Figure 11. Example of a presentation delivered within the drOp framework, focusing on co-governance.

This approach underscored the importance of customisation in communication activities, showing that the added value of presentations lies less in their number and more in their ability to resonate with the intended audience.

3.4 Newsletter editions

Even though this material had fewer editions than the other documents mentioned above, it remains crucial to respect the visual identity principles. Its sections will be adapted according to the content, which might not include the same categories for every edition. It was developed through the online service provider Mailchimp.

It has been decided among partners to release two editions per year, one during the summer and one during the winter. Once the newsletter is sent out to the list of subscribers, it is then shared via the project website and social media channels, and reshared by project partners.

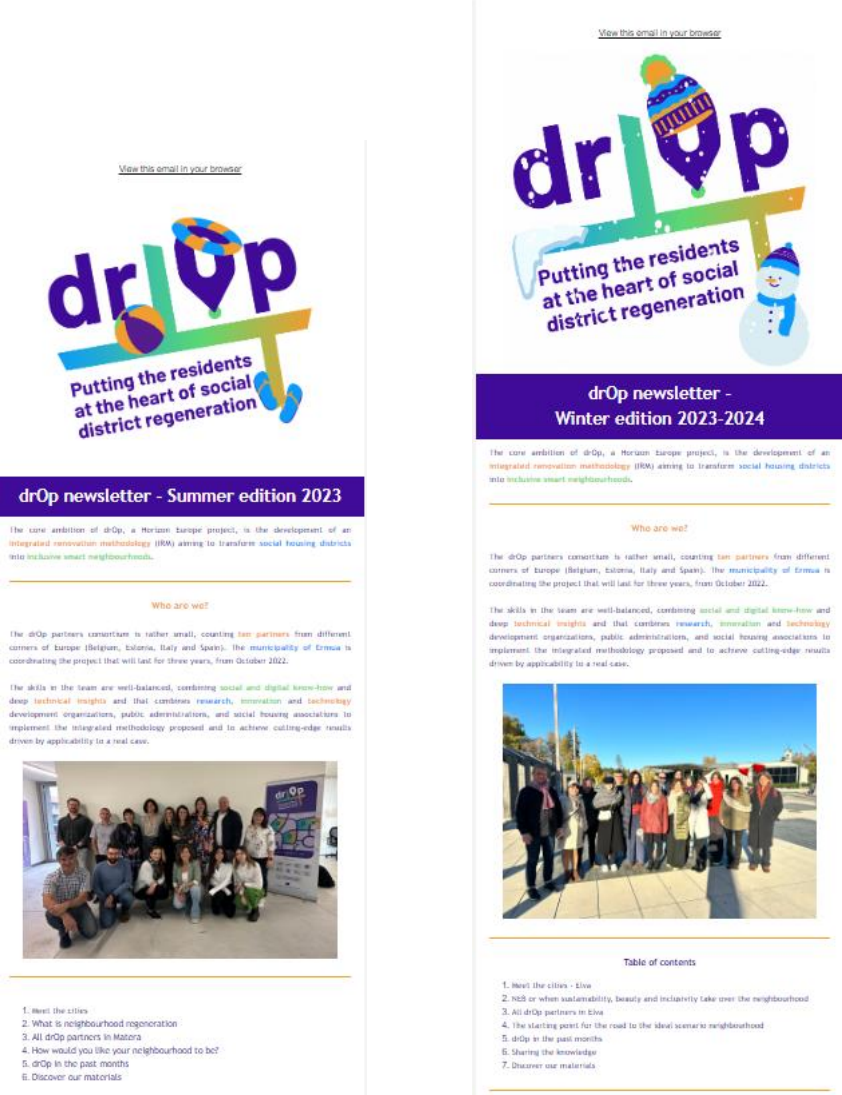


Figure 12. extracts from the first two newsletter editions

The [first](#) and [second](#) editions of the newsletter are available in full.

The newsletter remains an important tool for keeping stakeholders updated on the project's

progress and results, with two issues released per year. Editions 3, 4, and 5 were published during this reporting period, each highlighting key milestones across the pilot and peer cities.

- [The third edition](#) captured developments across all three cities: Ermua's citizen engagement in urban renewal and e-health projects, Matera's launch of *Sedimentazioni* as a co-governance initiative, and Elva's regeneration strategy for the Nooruse neighbourhood, including the "Beautiful Home" contest.
- [The fourth edition](#) focused on the co-creation process in Santa Ana and the tangible outcomes of residents' involvement. It highlighted the empowerment of citizens in shaping their neighbourhood, as well as the replication roadmap being prepared with insights from Ermua, Matera, and Elva.
- [The fifth edition](#) presented major achievements in Ermua, including the launch of *EkiElkar*, the first Local Energy Community, and the transformation of the Santa Ana square into a vibrant public space. It also reported on the peer cities' progress and covered the project's visibility at the Regional Event in Ermua and the Final Conference in Dublin.

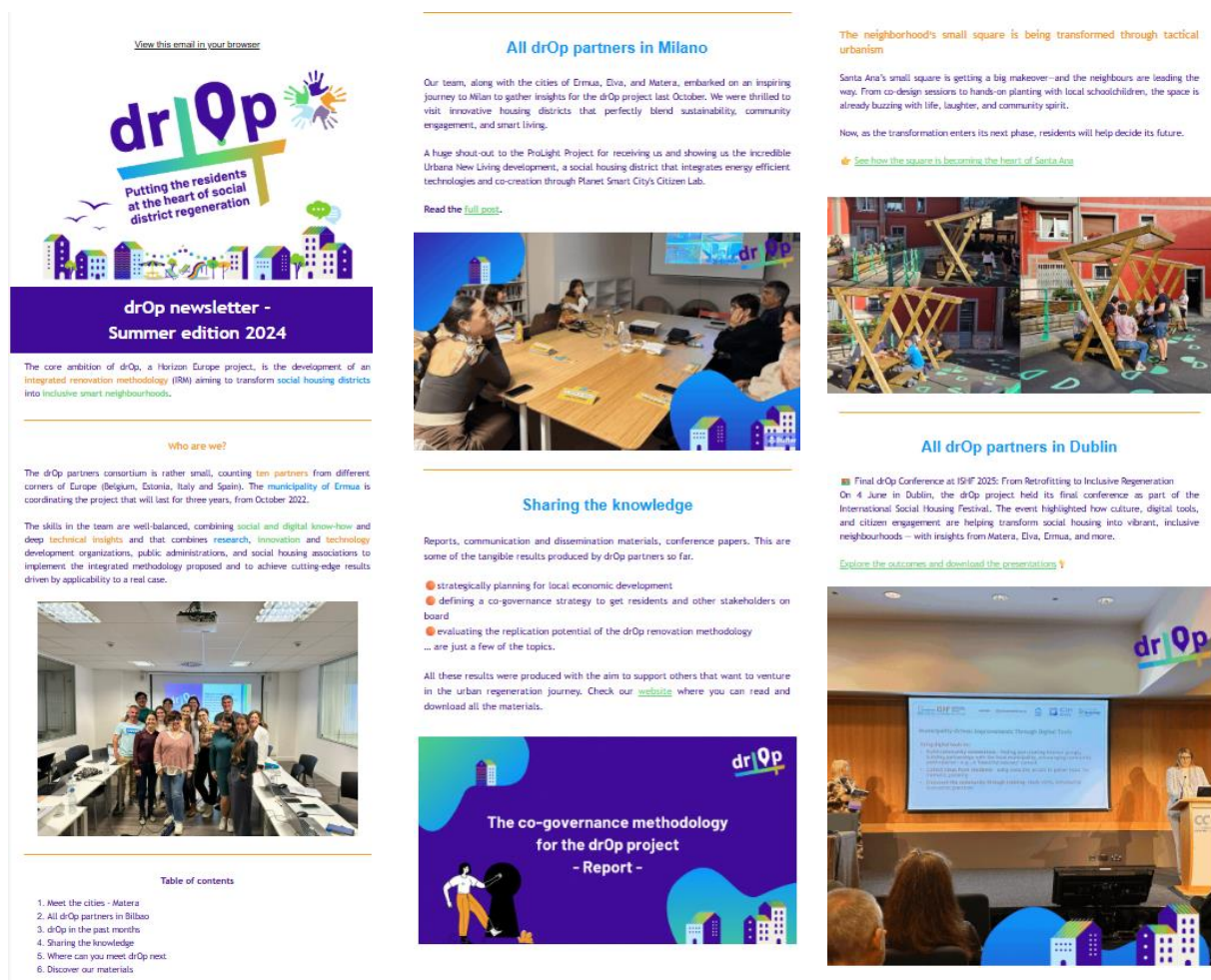


Figure 13. Excerpts from Newsletters 3,4,5 releases

The final planned newsletter (sixth edition) will be released in December 2025, capitalising on the project extension and providing a comprehensive overview of the activities and results achieved during the closing phase.

3.5 Social media content

It was previously established through the Grant Agreement that drOp will create a Twitter and a LinkedIn profile. Any content that needs to be disseminated and/or promoted will be shared through these channels. The content and its style, as well as the publishing frequency will be constantly adapted according to the target audience.

The content, for both channels, is broadly divided into the following categories: newsworthy events from the project and its partners; dissemination of project key values, objectives and concepts; and relevant news from the project's network.

drOp has maintained both a Twitter/X and a LinkedIn profile as its main social media channels.

3.5.1 Twitter/X

Twitter/X has been maintained as a complementary channel, providing additional outreach opportunities, while LinkedIn has taken the lead role in engaging stakeholders and maximising dissemination impact.

The Twitter page can be accessed at: https://twitter.com/drop_horizoneu, with the following Twitter handle: @drOp_HORIZONEU.

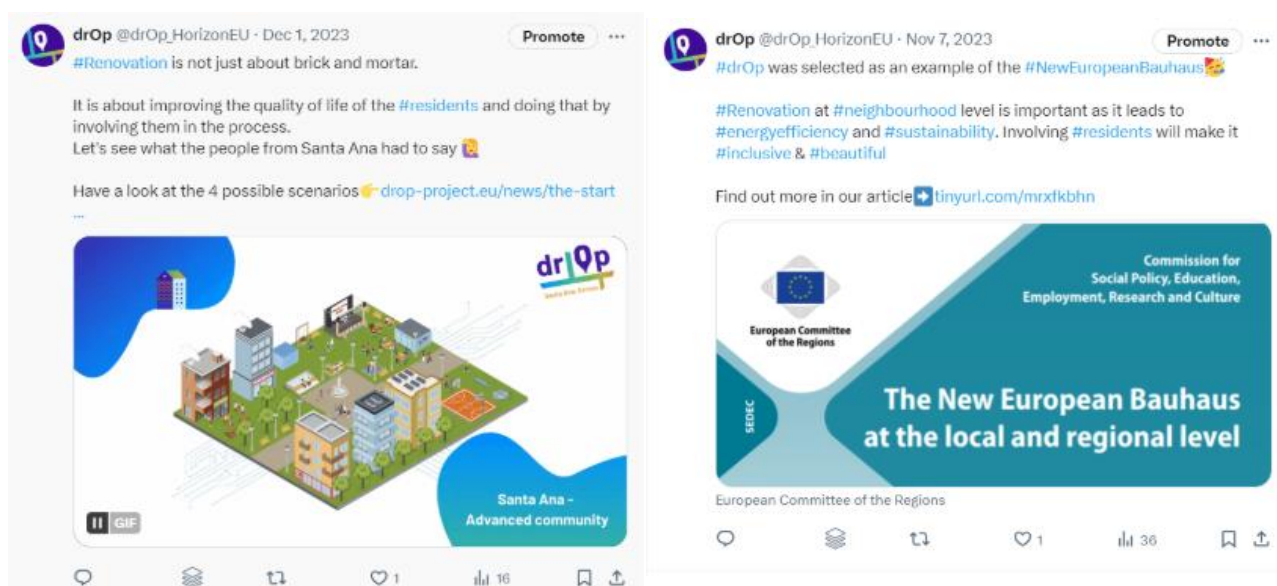




Figure 14. Twitter post examples

3.5.2 LinkedIn

LinkedIn has emerged as the most effective platform for reaching the project's target audiences, particularly professionals, institutions, and peer initiatives in the fields of urban regeneration, social innovation, and digital transformation. Regular updates have ensured strong visibility of project activities and results, while also facilitating interaction with a steadily growing community of followers.

The LinkedIn page can be accessed at: <https://www.linkedin.com/company/drop-horizoneu/>.

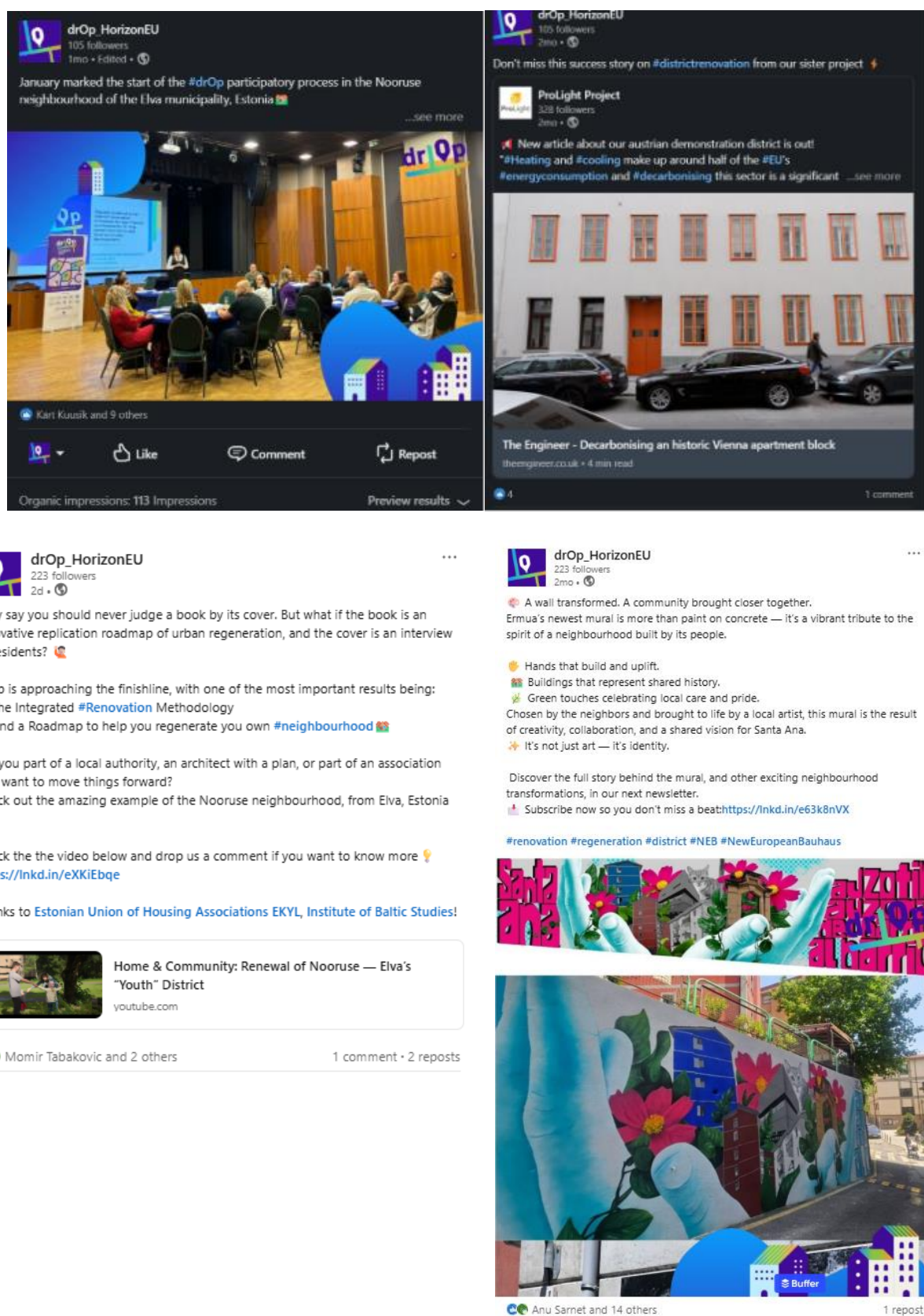


Figure 15. LinkedIn post examples

3.5.3 YouTube

A dedicated [YouTube channel](#) was created to broadcast webinars and to amplify the reach of the video content produced within drOp. This channel provides an accessible platform for stakeholders and the wider public to engage with the project's audiovisual materials, ensuring broader visibility and long-term availability beyond individual events.

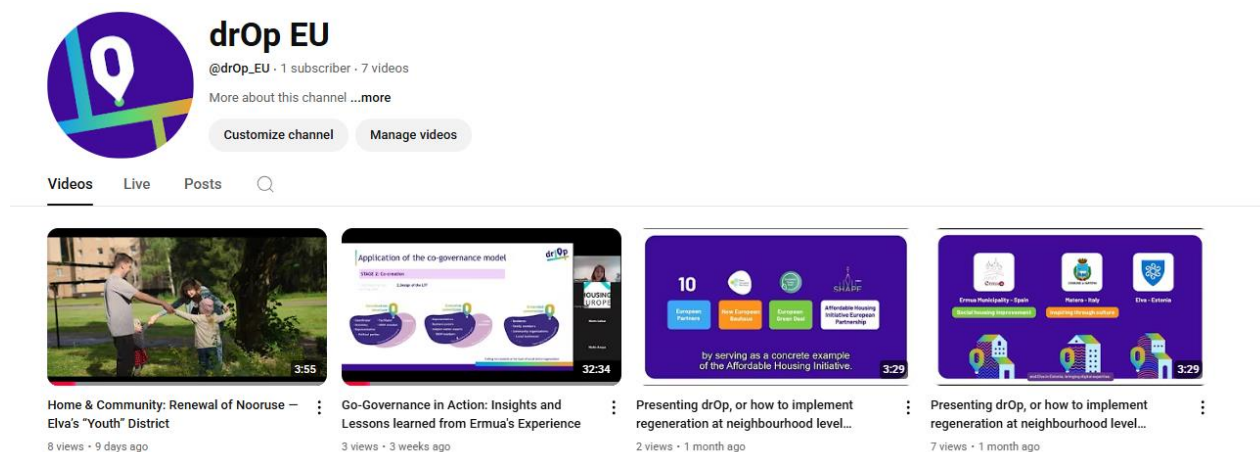


Figure 16. Overview of the YouTube channel

3.6 Website content

A well-designed website is essential for an effective communication and dissemination process. The website follows a rather simple structure, but which includes all the necessary elements:

- A section that presents the essence of the project, including the consortium partners
- An overview of the cities involved in the project
- A section that brings together all the available materials resulting from the project
- A space that showcases the most important recent and upcoming developments
- The possibility to contact the project's representatives.

It can be accessed here: www.drop-project.eu

The website was launched in April 2023 (M7). It has since been constantly updated with content and structurally improved in order to ensure optimal functionality.



Figure 17. Examples of news and event items



Figure 18. Examples of resources

The drOp website has remained during the last year of the project the central hub for communication and dissemination, ensuring open access to project information and results. Its structure has continued to provide clarity and visibility, with sections dedicated to the consortium, the pilot and peer cities, news and events, and project resources.

During this reporting period, the website has been regularly updated with:

- News items and events announcing key activities, such as local workshops, the Regional Event in Ermua, and participation in international conferences.
- Newsletter editions (3, 4, and 5), which were made accessible to all visitors after their release.
- Public deliverables, uploaded to ensure transparency and support replication efforts.
- Additional resources, including infographics, brochures, videos, which complement other communication tools.

The website will continue to be populated with new content until the end of the extension period, ensuring that the latest results and final outputs are visible and accessible to all interested audiences.

Latest news and events



[New video] Home & Community: Renewal of Nooruse

[view news](#)



drOp newsletter – summer 2025 edition

[view news](#)



The neighborhood's small square is being transformed through tactical urbanism

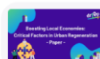
[view news](#)



The neighborhood's new mural is now complete!

[view news](#)

Latest resources



[Paper] Boosting Local Economies: Critical Factors in Urban Regeneration

[download](#)

[view](#)



Insights into Action – Highlights from the New drOp Brochure

[download](#)

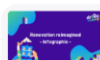
[view](#)



[Infographic] Plan the neighbourhood together

[download](#)

[view](#)



[Infographic] Renovation, Reimagined

[download](#)

[view](#)

3.7 Webinars

In line with the progress achieved by the drOp project, five webinars were organised as part of the peer-learning process. The first two sessions were held internally, enabling partners to exchange knowledge and align their approaches in order to advance towards the Integrated Renovation Methodology. As the project matured, three further webinars were opened to a wider audience, addressing themes such as co-governance, capacity building for district renovation, and replication of the methodology across European cities.

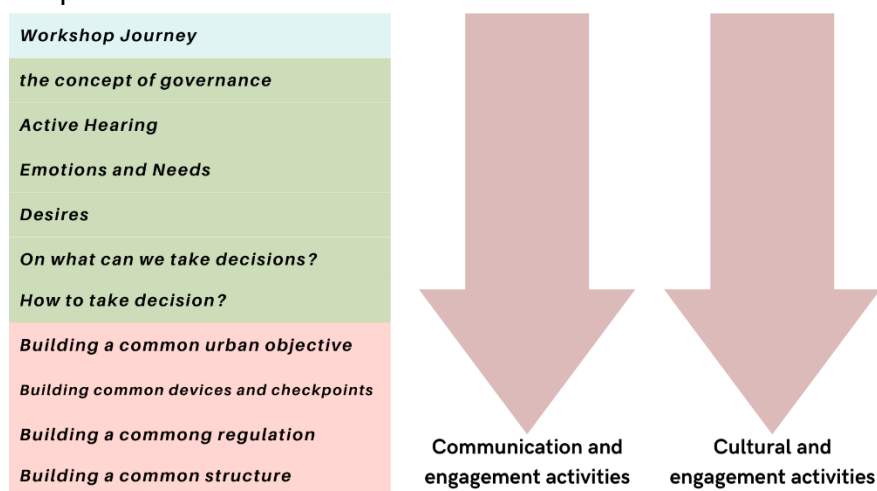
Webinar 1

Date: 20.11.2023

Title: Co-governance implementation

The points that were covered were mostly technical and were divided into the following sections:

- Discuss the Co-Governance model
- How to plan and implement stakeholder engagement and management
- Further steps



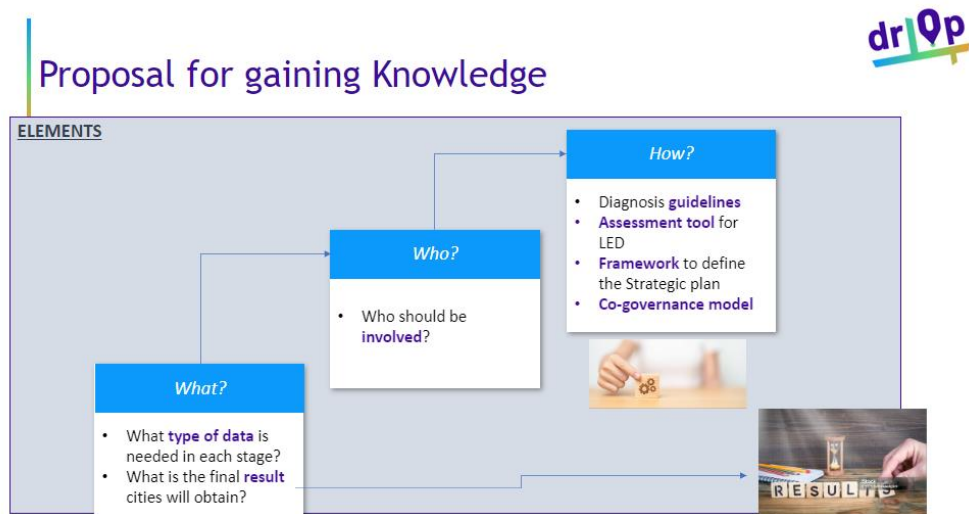
10. Illustration of the overview of the co-governance model.

Webinar 2

Date: 24.11.2023

Title: Local Economic Development

The main topic for this second webinar was creating guidelines for integrating Local Economic Development (LED) into the Strategic Level of the IRM.



The three following webinars were open to the public, recorded and made available for later use.

Webinar 3

Date: 18.03.2024

Title: Co-Governance in Action: Insights and Lessons from Ermua's Experience

This webinar presented the co-governance model piloted in Santa Ana, showing how renovation projects can empower communities beyond the physical dimension. Participants discussed the process of engaging local stakeholders, co-creating initiatives such as a Local Task Force and tactical urbanism projects, and reflected on key lessons around inclusivity, clear processes, and capacity building. The session demonstrated the adaptability of the drOp approach and its potential for replication in other European cities.

Rewatch the webinar [here](#).

Sign in YouTube

Application of the co-governance model

drOp

STAGE 3: Structure test

1. Co-design

Citizens **co-design various solutions** before reaching a consensus on the final solution, which is then implemented using the municipality's currently available equipment and a very low budget.

Action 1: tactical urbanism

1. Mapathon

2. Identify the space

3. Prepare the space

4. Co-design the ideal space

Putting the residents at the heart of social district regeneration

HOUSING EUROPE

Housing Europe

Marta Lekue

Marta Lekue

Maite Anaya

Maite Anaya

Ibañeta González

Webinar 4

Date: 27.02.2025

Title: Empowering Local Action: building the skills for urban regeneration

This webinar focused on the role of capacity building in supporting urban regeneration, drawing on insights from the Santa Ana neighbourhood in Ermua. The session explored how tailored training programmes can empower residents, strengthen local businesses, and equip municipal staff with new skills. Four modules were presented, addressing energy-efficient renovation, digital literacy, business innovation, and citizen engagement. The discussion underlined the importance of adapting training to local needs, leveraging existing resources, and fostering early community involvement to ensure effective participation.

The slides and the recording of the session are available [here](#).

The screenshot shows a presentation slide titled "Capacity-Building set ELEMENTS" with the drOp logo in the top right. The slide is divided into four sections: CONTENT, AUDIENCE, STAKEHOLDERS, and BENEFITS. The "Professional Course" is described as a training program for skills and knowledge in building renovation. The content includes rehabilitation focus on quality and decarbonisation solutions like heat pumps and photovoltaic installation. The audience is an "ad-hoc course" for professionals in construction and renovation. Stakeholders include municipal educational centers and local companies. Benefits include an official professional title and internship opportunities. A sidebar on the right lists participants: Marta Lekue, Housing Europe, Natalia Sopelana, Xabier Uriarte, and Urmas Mardi.

Section	Details
CONTENT	<p>"Professional Course": A training program tailored to several skills and knowledge affected by building renovation which includes an official grade or professional title</p> <ul style="list-style-type: none"> Rehabilitation: focus more on quality in rehabilitation, for example, installation of windows to prevent infiltration. Facilities: New decarbonisation solutions - Heat pumps; Aerothermal energy; Housing ventilation systems; Photovoltaic installation
AUDIENCE	An "ad-hoc course" to encompass several professional fields around construction and renovation sectors such as envelopes, bricklayers, plumbers, electricians, etc. Aspects of energy efficiency (e.g. aerothermal energy).
STAKEHOLDERS	Professional Educational centre at the municipal or county level, main companies in the sector to come and give "practical" orientation talks in these clusters.
BENEFITS	An official professional title and the possibility of doing internships would be offered.

Putting the residents at the heart of social district regeneration

Participants: Marta Lekue, Housing Europe, Natalia Sopelana, Xabier Uriarte, Urmas Mardi

Webinar 5

Date: 23.09.2025

Title: From Neighbourhood to Community: Lessons from European Cities District Regeneration

On 23 September 2025, the drOp project hosted its fifth webinar, From Neighbourhood to Community: Lessons on Replication from European Cities. The session reflected on three years of work, presenting the Integrated Renovation Methodology (IRM) and showcasing experiences from Ermua's Santa Ana neighbourhood and Elva's Noris district. Speakers highlighted co-creation tools such as Neighbourhood Offices, tactical urbanism, and community action plans, while introducing the forthcoming Replication Roadmap as a practical guide for municipalities. The webinar concluded that replication is less about copying and more about adapting approaches to local contexts, ensuring drOp's lessons can inspire neighbourhood transformation well beyond the pilot sites.

The slides and the recording of the session are available [here](#).

[Webinar] From Neighbourhood to Community Lessons from European Cities District Regeneration

WHAT??

TO DEVELOP AN INTEGRATED METHODOLOGY TO TRANSFORM SOCIAL HOUSING DISTRICTS INTO INCLUSIVE SMART NEIGHBOURHOODS to lead the actions that will improve:

- **urban space,**
- **the accessibility**
- **the quality of life of all the inhabitants**

and to guarantee the connectivity of neighbourhoods in all areas: physical, social and digital.

Putting the residents at the heart of social district regeneration

Participants: Andra Albu, Merit Talat, Andreia Nacu, Housing E..., Marta Lekue Uriarte, Urna Uriarte, Silvia, Silvi Pippai

Webinar 6

A 6th and final webinar is currently being considered for the coming months, designed as an open debate or roundtable format. The aim would be to reflect on the experiences gathered during the project and to discuss lessons learned with a broader audience. The specific scope and timing will be defined according to the project's progress and stakeholder availability.

3.8 Videos

Videos are widely recognised as one of the most effective formats for attracting and maintaining audience attention, as they combine visual storytelling with concise explanations. In drOp, this format was chosen to present the project's ambitions and results in a dynamic and accessible way, making complex topics such as co-governance or energy communities easier to communicate across diverse audiences.

The main explainer video was created by assembling together a series of interviews from drOp partners, with a representation of all geographic and expertise areas from the project. This was supported by visuals and graphic elements, meant to facilitate the understanding of the key concepts by the diverse audience.

The video is available via the [website](#) and [YouTube channel](#).



Figure 19. Frame from explanatory video

A **second video** was produced thanks to the initiative of the Estonian partners the [Estonian Union of Co-operative Housing Associations](#), the [Institute of Baltic Studies](#) and [Elva Municipality](#). While the video gives a brief introduction into the project, the focus falls this time on the Estonian context, offering at the same time a valuable testimonial for one of drOp's main goals: ensuing replicability of its [renovation methodology](#). The video is available [here](#).



Figure 20. Frame from Estonian video

3.9 Brochures

Brochures are a compact yet impactful format that can be used in both physical and digital form. To best encapsulate the activity of the project, two brochures were foreseen: one in the first half, when concepts were still being defined and prepared for testing, and one in the second half, when the mature concepts were implemented and results observed.

3.9.1 First drOp brochure

The first drOp brochure introduces the project's vision at its early stage, outlining the ambition to develop an Integrated Renovation Methodology (IRM) to transform social housing districts into inclusive, sustainable, and age-friendly neighbourhoods.

[Access the first brochure.](#)



Figure 21. Excerpt from the first drOp brochure

3.9.2 Second drOp brochure

The second drOp brochure presents the project at a more advanced stage, highlighting tangible actions in the pilot city of Ermua, contributions from peer cities **Matera** and **Elva**, and early results of co-creation, capacity building, and citizen engagement.

[Access the second brochure.](#)

Consortium voices

A methodology that puts the citizen in the center

"The residents of Santa Ana are the main actors of the methodology. The methodology puts the citizen in the center, and based on their needs, their habits, their culture, try to find solutions related with sustainable, economical, and social aspects."

Itsaso Gonzalez Ochoanteswana
Industry design innovation,
Mondragon University

Anu Sarnet
International Relations,
EKYL

Go to the community

"If you want to engage people, you have to go into the community and build the trust and relations."

Jaanika Saar
Head of development & planning department,
Elva Municipality

European Renovation Wave

"What is really remarkable about the drOp project is how timely it is, when we think about the process going on at the moment, for example renovation wave or new European powerhouse or the need for new urban design."

Empowering citizens

"This kind of regeneration project empowers citizens to be part of the process because they involved them since the beginning and they are also responsible for the regeneration of their own neighbourhoods."

Silvia Urria Uriarte
Researcher - City & Territory, Tecnalia

Co-governance model

"On drOp project we work on a co-governance model, which means working on the decision-making or designing a structure with the citizens in order to give them the possibility to influence policies and what is going on in their own urban context."

Carlo Ferretti
Head of Research & Innovation, MateralHub

Neighbours are the real experts

"In Ermua, Santa Ana, neighbours are the real experts in their own neighbourhoods. It's very important to include them in the regeneration processes. Any solution implemented should be adaptable and flexible so that it can be adjusted over time if needed."

Marta Lekue Uriarte
Project officer, Ermua Municipality

Neighbourhood participation in Ermua, Santa Ana: a positive balance

120 neighbours reached

10 implemented actions

82 visits at the drOp office

8 residents trainings on energy-efficiency constructions

51 consultations

- Information of drOp project
- Incidents reporting
- Information on the rehabilitation grants
- Advice on electricity bills

Ermua, Spain

Figure 22. Excerpt from the second drOp brochure

3.10 Events

Events have been a central vehicle for disseminating the drOp project, creating visibility at local, national, and European levels. They provided a platform to present results, engage stakeholders, and exchange knowledge with related initiatives. The consortium contributed both as organiser or co-organiser of project-branded events, and as participant in external conferences, workshops, and seminars. This dual approach ensured that drOp was not only showcased in dedicated contexts but also positioned within wider debates on sustainable urban regeneration, energy transition, and social innovation.

- Events organised or co-organised by drOp:
 - June 2023 - ERMUA, TEC & HE - [European Sustainable Energy Week](#).
 - June 2023 - ERMUA / HE - [International Housing Festival 2023](#).
 - 15.10.2024 - ERMUA & TEC - Round Table discussion with experts (together with sister project ProLight)
 - 06.11.2024 - HE & TEC - [Webinar] [Co-Governance in Action: Insights and Lessons from Ermua's Experience](#) during the European Sustainable Energy Week
 - 22.05.2025 - ERMUA, TECNALIA, MGEP - [drOp Regional Basque Country event](#).
 - 05.06.2025 - All partners - [drOp Final event during the International Social Housing Festival 2025](#)



Figure 23. Collage of events organised by drOp partners

- Participation in external events:
 - 2022 - MTHUB -ELIF launch event.
 - June 2023 - TEC- Sustainable Places 2023.
 - July 2023 - MGEP - XXVII Congreso Internacional de Dirección e Ingeniería de Proyectos.
 - September 2023 - ERMUA - Green Cities Congress 2023.
 - February 2024 - TEC- Jornadas de la Red URBAN MOME.
 - 14-16.05.2024 - TECNALIA - SMART HEALTHY ENVIRONMENTS SHE2024, Maastricht, The Netherlands. Conference paper available [here](#).
 - 04-04.07.2024 - TEC - [International Summer Course: “Energy Communities: Empowerment through Sustainable Energy”](#)
 - 29-30.08.2022 - MGEP - Ibero 2024: 18. International Conference on Urban Regeneration and Redevelopment, Paris.
 - 23-25.09.2024 - TEC - [13th International Conference on Sustainable Development and Planning](#)
 - 25.09.2024 - TEC - ["Sustainable places 2024 "" Regeneration workshop: Crafting Sustainable and Inclusive Neighbourhoods""](#)
 - 26.09.2024 - TEC - [Enabling Technologies NEB Webinar](#)
 - 01-02.10.2024 - TEC - [III European Congress on Energy Communities](#)
 - 02.10.2024 - TEC - [EU Week for Sustainable and Inclusive Communities. SHAFE Ecosystems: examples](#)
 - 11.10.2024 - EKYL. 27th Annual Conference of Apartment Associations in Estonia
 - 23-24.10.2024 - TEC - [4th international seminar CI+IRU](#)
 - 25.10.2024 - ERMUA - [New European Bauhaus: Cycle of Conversations](#).
 - 13.11.2024 - TEC & MGEP - [ICSC-CITIES 2024, VII Ibero-American Congress of Smart Cities](#)
 - 28.11.2024 - TEC - ["12ª Conferencia del Programa Marco de Investigación e Innovación de la Unión Europea en España"](#). Conference poster available [here](#).
 - 22.04.2025 - EKYL, Elva, IBS - Presentation at the 5th Innovation Conference of Apartment Associations in Estonia
 - 24.06.2025 - ERMUA - Presentation at the [ProLight 4th CAPACITY BUILDING](#)

WORKSHOP



Figure 24. Collage of photos from third-party events

3.11 Articles

As part of the core communication and dissemination strategy for the project, it was decided from the very beginning to invest resources in written articles. The distinction between scientific and non-scientific was introduced to guide the audience in choosing the right content for their needs. These materials are a very valuable resource, as the content can remain relevant for a long time after the end of the project.

3.11.1 Scientific

- 2023 - [The Importance Of A Human-Centered Approach In Public Participation To Develop Citizen-Oriented Smart Neighborhoods](#) (Idoia Landa Oregi¹, Itsaso Gonzalez Ochoantesana¹, Maite Anaya Rodriguez¹; ¹ Mondragon Unibertsitatea, Spain)
- 2024 - [Step-By-Step Method For District Renovation Through Community Engagement And Urban Planning To Foster Local Economic Development And Improve the Quality Of Life](#) (Olatz Nicolas Buxens¹, Silvia Urrea-Urriarte¹, Amaia Sopelana¹, Itsaso Gonzalez Ochoantesana², Idoia Landa Oregi²; ¹ Fundación Tecnalia Research and Innovation, Basque Research and Technology Alliance (BRTA), Spain; ² Mondragon Unibertsitatea, Spain)
- January 2025 - [The Challenges of Citizen Participation in the Development of Citizen-centered Smart Cities: Lessons Learnt from two European initiatives](#) (Idoia Landa, Itsaso Gonzalez, Mondragon Unibertsitatea; Silvia Urrea, Tecnalia)
- April 2025 - [Enhancing Citizen Participation in Citizen-Centered Smart Cities: Insights from Two European Case Studies](#) (Idoia Landa Oregi¹, Silvia Urrea-Urriarte^{2,3}, Itsaso Gonzalez Ochoantesana¹, Maite Anaya Rodríguez¹, Patricia Molina-Costa²
¹ Faculty of Engineering, Mondragon Unibertsitatea, Spain
² TECNALIA, Basque Research and Technology Alliance (BRTA), Spain
³ University of the Basque Country (UPV/EHU), Spain)
- August 2025 - [Prioritising Critical Factors for Local Economic Development in Urban Regeneration Strategies](#) (Amaia Sopelana¹, Silvia Urrea-Urriarte¹, Idoia Landa Oregi², Itsaso Gonzalez Ochoantesana², Merit Tatar³, Andreea Nacu⁴; ¹ TECNALIA, Basque Research and Technology Alliance (BRTA), Spain; ² Faculty of Engineering, Mondragon Unibertsitatea, Spain; ³ Institute of Baltic Studies, Estonia; ⁴ Housing Europe, Belgium)

3.11.2 Non-scientific

- 01.12.2022 - EKYL - News piece in the housing magazine "ELAMU".
- 28.04.2024 - [Decalogue of the Santa Ana neighbourhood](#)
- 25.09.2024 - [The drOp project has been awarded at a meeting on smart cities](#)

- 17.10.2024 - [Meeting in Milano](#)
- 01.12.2024 - drOp project supports neighbourhood renovation in Elva
- 20.12.2024 - [The Santa Ana Christmas meeting closes the 2024 activities of the drOp project](#)
- 05.2025 - [Residents at the heart of neighbourhood-based renovation \(In Estonian: Elanikud naabruskonnapõhise renoveerimise keskmes\)](#)
- 04.07.2025 - [EkiElkar: la primera Comunidad Energética Local de Ermua](#)
- 04.07.2025 - [TECNALIA y el Ayuntamiento de Ermua impulsan la regeneración del barrio de Santa Ana](#)
- 07.07.2025 - [Ermua impulsa su primera Comunidad Energética local en Santa Ana](#)
- 08.07.2025 - [El Ayuntamiento de Ermua y Tecnalia impulsan la regeneración del barrio de Santa Ana](#)
- 08.07.2025 - [Ermua pone en marcha la primera Comunidad Energética Local](#)
- 08.07.2025 - ["EkiElkar" tokiko energia-komunitatea sortu dute Santa Anan](#)

4. Document version

This deliverable represents the third and final release of ‘All communication materials’ deliverable, covering the updates produced during the last year of the project. No further releases are foreseen.

The communication and dissemination materials presented here reflect the evolution of the project from its initial stage to its maturity, capturing both the ambition and the results achieved. They will remain accessible through the project’s main channels (website, social media, and YouTube), ensuring visibility and availability beyond the project’s lifetime.

Acknowledgements and disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.



List of abbreviations and acronyms

Table 1: Abbreviations used in the report.

Abbreviation	Description
drOp	Digitally enabled social district renovation processes for age-friendly environments driving social innovation and local economic development Project name
IRM	Integrated Renovation Methodology
LED	Local Economic Development
WP	Work Package
HADEA	European Union European Health and Digital Executive Agency
EKYL	The Estonian Union of Co-operative Housing Associations (project partner)
TEC	Tecnalía (project partner)
MGEP	Mondragon University (project partner)
HE	Housing Europe (project partner)
IBS	Institute of Baltic Studies (project partner)

Partners logos





drOp-project.eu

