



# Communication and Dissemination strategy

Update M12 – April 2025  
Version 2

**Authors:** Clea Prieto Perosanz, Agnès Loubière, Sarah Naffi Johansson and Oleksandra Borysenko

*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 CINEA. Neither the European Union nor the granting authority can be held responsible for them.*

|                               |                                                |
|-------------------------------|------------------------------------------------|
| <b>Grant Agreement Number</b> | n° 101147950                                   |
| <b>Project Title</b>          | Sustainable Urban Net Zero Network for Ukraine |
| <b>Project Acronym</b>        | SUN4Ukraine                                    |
| <b>Project Start Date</b>     | 01 May 2024                                    |
| <b>Related Work Package</b>   | WP5                                            |
| <b>Related Task(s)</b>        | Tasks 5.1, 5.2, 5.3                            |
| <b>Lead Organisation</b>      | LGI                                            |
| <b>Submission Date</b>        | 8 October 2025                                 |
| <b>Dissemination Level</b>    | Public                                         |

| Date       | Submitted by                                                | Reviewed by                         | Version (Notes) |
|------------|-------------------------------------------------------------|-------------------------------------|-----------------|
| 02/10/2024 | Clea Prieto Perosanz, Agnès Loubière and Claudine Ayala     | Beatriz Raimundez, Lesya Tymoshenko | 1               |
| 03/06/2025 | Oleksandra Borysenko, Agnès Loubière & Clea Prieto Perosanz | Beatriz Raimundez, Lesya Tymoshenko | 2               |
| 08/10/2025 | Sarah Naffi Johansson                                       | Beatriz Raimundez, Lesya Tymoshenko | 3               |

## Table of Contents

|                                                                 |           |
|-----------------------------------------------------------------|-----------|
| <b>Communication and Dissemination strategy</b>                 | <b>1</b>  |
| <b>1. Introduction</b>                                          | <b>7</b>  |
| 1.1. Purpose and scope                                          | 7         |
| 1.2. Partner contributions                                      | 7         |
| 1.3. Relation to other work packages                            | 9         |
| <b>2. Objectives</b>                                            | <b>11</b> |
| <b>3. Communication and dissemination strategy</b>              | <b>12</b> |
| 3.1. Target audiences                                           | 12        |
| 3.2. Key messages                                               | 12        |
| 3.3. Timeline                                                   | 17        |
| <b>4. Management</b>                                            | <b>17</b> |
| 4.1. Content flow                                               | 17        |
| 4.2. Role and responsibility of partners in monitoring outcomes | 18        |
| <b>5. Communication and dissemination channels</b>              | <b>19</b> |
| 5.1. Visual Identity                                            | 19        |
| 5.1.1. Logo                                                     | 19        |
| 5.1.2. Colours                                                  | 20        |
| 5.1.3. Font                                                     | 21        |
| 5.1.4. Project presentation template                            | 21        |
| 5.1.5. Deliverable template                                     | 22        |
| 5.1.6. Other materials                                          | 22        |
| 5.2. Project description                                        | 24        |
| 5.3. Online resources                                           | 25        |
| 5.3.1. Website                                                  | 25        |
| 5.3.2. Social media                                             | 27        |
| 5.3.3. LinkedIn                                                 | 28        |
| 5.3.4. Facebook                                                 | 29        |
| 5.3.5. Social media campaigns                                   | 30        |
| 5.3.5.1. Meet our partners                                      | 30        |
| 5.3.5.2. Benefits of Climate Neutrality                         | 31        |
| 5.3.5.3. Case Studies                                           | 32        |
| 5.3.6. Emails to cities                                         | 33        |
| 5.3.7. Newsletters                                              | 34        |

|                                                                  |    |
|------------------------------------------------------------------|----|
| 5.4. Videos .....                                                | 35 |
| 5.5. Press releases .....                                        | 35 |
| 6. Communication campaigns.....                                  | 36 |
| 6.1. General principles.....                                     | 36 |
| 6.2. First campaign: selection of Flagship Municipalities .....  | 37 |
| 7. Dissemination channels and content .....                      | 42 |
| 7.1. Interactions and exchange with other related projects ..... | 42 |
| 7.2. Coordination with U_CAN and NetZeroCities .....             | 47 |
| 7.2.1. Coordination with U_CAN.....                              | 48 |
| 7.2.2. Coordination with NetZeroCities .....                     | 48 |
| 7.3. Conferences and events .....                                | 49 |
| 7.4. European dissemination channels.....                        | 52 |
| 7.5. Scientific publications .....                               | 52 |
| 9. Key performance indicators .....                              | 54 |
| Conclusion .....                                                 | 57 |
| Appendix / Communications Handbook .....                         | 57 |
| Appendix / Communications Handbook                               |    |

## Index of Figures

|                                                                |    |
|----------------------------------------------------------------|----|
| Figure 1 – Timeline .....                                      | 17 |
| Figure 2 – Content information flow .....                      | 18 |
| Figure 3 – EU emblem and funding acknowledgement .....         | 19 |
| Figure 4 – EU disclaimer .....                                 | 19 |
| Figure 5 – Official logo.....                                  | 20 |
| Figure 6 – Logo variations .....                               | 20 |
| Figure 7 – SUN4Ukraine colour scheme .....                     | 21 |
| Figure 8 – Example of use of the PowerPoint template .....     | 21 |
| Figure 9 – Example of a deliverable template cover .....       | 22 |
| Figure 10 – Standard presentation cover .....                  | 23 |
| Figure 11 – Roll-up (English version) .....                    | 23 |
| Figure 12 – Website homepage .....                             | 25 |
| Figure 13 – Visitors on website .....                          | 26 |
| Figure 14 – Number of webpages views.....                      | 26 |
| Figure 15 – Location of web visitors .....                     | 27 |
| Figure 16 – LinkedIn account .....                             | 28 |
| Figure 17 – LinkedIn followers .....                           | 29 |
| Figure 18 – Facebook account .....                             | 30 |
| Figure 19 – Facebook followers .....                           | 30 |
| Figure 20 – Meet your partner's post .....                     | 31 |
| Figure 21 – Benefits of Climate Neutrality post .....          | 32 |
| Figure 22 – Mission Cities case studies .....                  | 33 |
| Figure 23 – Email template on Brevo .....                      | 34 |
| Figure 24 – Statistics of the 1 <sup>st</sup> newsletter ..... | 34 |
| Figure 25 – First newsletter .....                             | 35 |

|                                                                                  |           |
|----------------------------------------------------------------------------------|-----------|
| <i>Figure 26 – Flagship Municipalities announcement, 1st press release .....</i> | <i>38</i> |
| <i>Figure 27 – Map of the Flagship Municipalities .....</i>                      | <i>39</i> |
| <i>Figure 28 – Flagship Municipalities webpage .....</i>                         | <i>39</i> |
| <i>Figure 29 – Sample social media posts .....</i>                               | <i>40</i> |
| <i>Figure 30 – Email signature .....</i>                                         | <i>40</i> |
| <i>Figure 31 – Flagship Municipalities label stamp .....</i>                     | <i>41</i> |

## Index of Tables

|                                                                                    |           |
|------------------------------------------------------------------------------------|-----------|
| <i>Table 1 – Partners contributions .....</i>                                      | <i>9</i>  |
| <i>Table 2 – Key messages for each target audience .....</i>                       | <i>16</i> |
| <i>Table 3 – Project hashtags .....</i>                                            | <i>28</i> |
| <i>Table 4 – Related projects/initiatives SUN4Ukraine will interact with .....</i> | <i>47</i> |
| <i>Table 5 – Conferences/Events .....</i>                                          | <i>51</i> |
| <i>Table 6 – EU dissemination channels .....</i>                                   | <i>52</i> |
| <i>Table 7 – Scientific Publications .....</i>                                     | <i>54</i> |
| <i>Table 8 – Key performance indicators .....</i>                                  | <i>56</i> |

Note that content creators and contributors are the rightful owners of the materials they share on the SUN4Ukraine website. The organisation that manages the website ([LGI Sustainable Innovation](#)) assumes no ownership or responsibility for these materials and their content. For any copyright-related queries or concerns, feel free to contact us at [hello@sun4ukraine.eu](mailto:hello@sun4ukraine.eu)

## Executive Summary

This Communication and Dissemination Strategy outline the comprehensive plan for promoting SUN4Ukraine and its core themes throughout the 48-month duration of the project. It includes objectives and expected results, target audiences, key messages, a description of the activities planned, and the communication and dissemination tools that will be used. Additionally, it establishes KPIs to monitor and evaluate the progress and effectiveness of the communication and dissemination efforts.

This plan was initially submitted in M6, and this is the first update (M12). The next update will occur in M24, based on the monitoring of results collected. A final report analysing the impact of the communication and dissemination activities will be produced in M48.

SUN4Ukraine represents a strategic initiative designed to integrate Ukrainian cities into the EU's 100 Climate Neutral and Smart Cities Mission framework through comprehensive capacity building, technical expertise, and multi-level governance mechanisms. The project directly supports Ukraine's urban centres in establishing climate neutrality targets and incorporating these objectives into post-conflict reconstruction planning.

## Keywords

Climate neutrality, Ukraine, SUN4Ukraine, communication, dissemination, awareness raising.

## Abbreviations and acronyms

| Acronym  | Description                                            |
|----------|--------------------------------------------------------|
| C&D      | Communication & Dissemination                          |
| CoM East | Covenant of Mayors - East                              |
| COP      | Conference of the Parties                              |
| EaP      | European action Programme                              |
| EC       | European Commission                                    |
| EU       | European Union                                         |
| EUCF     | European City Facility                                 |
| FM       | Flagship Municipality                                  |
| GCoM     | Global Covenant of Mayors                              |
| GDPR     | General Data Protection Regulation                     |
| KPIs     | Key Performance Indicators                             |
| M4EG     | Mayors                                                 |
| MS       | Microsoft                                              |
| NEB      | New European Bauhaus                                   |
| NGO      | Non-Governmental Organisation                          |
| NPO      | Non-Profit Organisation                                |
| NZC      | NetZeroCities                                          |
| OECD     | Organisation for Economic Co-operation and Development |
| PR       | Public Relations                                       |

|             |                                                                     |
|-------------|---------------------------------------------------------------------|
| SCS         | Sustainable Cities and Society                                      |
| SDG         | Sustainable Development Goals                                       |
| SECAP       | Sustainable Energy and Climate Action Plan                          |
| SUN4Ukraine | Sustainable Urban Net Zero Network for Ukraine                      |
| U_CAN       | Ukraine towards Carbon Neutrality                                   |
| U-LEAD      | Ukraine Local Empowerment, Accountability and Development Programme |
| USA         | United States of America                                            |
| UTMC        | Urban Transitions Mission Centre                                    |
| WP          | Work Package                                                        |

## 1. Introduction

### 1.1. Purpose and scope

This deliverable provides an initial review of the Communication and Dissemination Strategy of SUN4Ukraine, as originally outlined in the first version of the plan submitted in M4. At this early stage of the project (M12), the aim is to reflect on the implementation of the strategy so far, supported by preliminary statistics and insights, and to assess whether initial efforts are aligned with the project's objectives.

As described in the introduction of this document, this strategy identifies the communication and dissemination objectives, target groups and key messages, and defines the tools and channels used to communicate with the audience and to disseminate project results. This update maintains the same scope, covering external activities related to knowledge dissemination and public communication.

Monitoring and evaluation are ongoing processes, and findings from this initial review will inform future updates. The next version of the Communication and Dissemination Plan will be delivered at M24, with a final report due at M48 to analyse overall impact.

Regular assessment ensures that communication efforts remain relevant, targeted, and effective in supporting the project's broader mission.

### 1.2. Partner contributions

LGI leads SUN4Ukraine communication and dissemination activities. More specifically, LGI focuses on the global communication of the project and its results, as well as the dissemination of results and progress to key stakeholders, as described in the following sections.

To ensure the success of the strategy, all partners need to contribute to the communication and dissemination activities. The table below outlines specific contributions from each partner.

| Partners | Contribution (PM) | Role                                                                               |
|----------|-------------------|------------------------------------------------------------------------------------|
| ARUP     | • 1,5             | • General contribution to communication, dissemination and exploitation activities |
| AUC      | • 4               | • General contribution to communication, dissemination and exploitation activities |

|        |        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|        |        | • Specific support on communication campaigns towards Ukrainian cities                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Cedos  | • 15   | <ul style="list-style-type: none"> <li>• Support of public communication activities and outreach to cities in Ukrainian</li> <li>• In charge of short videos promoting SUN4Ukraine outcomes</li> <li>• Responsible for coordinating publications</li> <li>• Together with LGI, in charge of biannual newsletters, workshops organisation to showcase the work of the cities, coordination of partners' participation in external events and promotion of the SUN4Ukraine final event</li> </ul> |
| CEMR   | • 2    | <ul style="list-style-type: none"> <li>• General contribution to communication, dissemination and exploitation activities</li> <li>• Specific contribution to the promotion of the policy recommendations generated in the framework of WP4 work.</li> </ul>                                                                                                                                                                                                                                    |
| CKIC   | • 1    | • General contribution to communication, dissemination and exploitation activities                                                                                                                                                                                                                                                                                                                                                                                                              |
| Demos  | • 1,5  | • General contribution to communication, dissemination and exploitation activities                                                                                                                                                                                                                                                                                                                                                                                                              |
| DemSoc | • 3,50 | • General contribution to communication, dissemination and exploitation activities                                                                                                                                                                                                                                                                                                                                                                                                              |



|           |                                                         |                                                                                                                                                                                                                                             |
|-----------|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           |                                                         | <ul style="list-style-type: none"> <li>In charge of developing a City Climate Action Booklet to support cities communicating about their journey to climate neutrality</li> </ul>                                                           |
| EcoAction | <ul style="list-style-type: none"> <li>2</li> </ul>     | <ul style="list-style-type: none"> <li>General contribution to communication, dissemination and exploitation activities</li> <li>Support of communication campaigns targeting Ukrainian cities</li> </ul>                                   |
| ENC       | <ul style="list-style-type: none"> <li>1,5</li> </ul>   | <ul style="list-style-type: none"> <li>General contribution to communication, dissemination and exploitation activities</li> </ul>                                                                                                          |
|           |                                                         | <ul style="list-style-type: none"> <li>Specific contribution to the promotion of the Capacity Building Programme developed under WP3</li> </ul>                                                                                             |
| EUR       | <ul style="list-style-type: none"> <li>8</li> </ul>     | <ul style="list-style-type: none"> <li>Exploitation leader</li> <li>Contributor to communication and dissemination activities</li> </ul>                                                                                                    |
| KSE       | <ul style="list-style-type: none"> <li>1</li> </ul>     | <ul style="list-style-type: none"> <li>General contribution to communication, dissemination and exploitation activities</li> <li>Contribution to publications</li> </ul>                                                                    |
| LGI       | <ul style="list-style-type: none"> <li>35,20</li> </ul> | <ul style="list-style-type: none"> <li>Public Communication and Dissemination leader</li> </ul>                                                                                                                                             |
| Ro3vit    | <ul style="list-style-type: none"> <li>1</li> </ul>     | <ul style="list-style-type: none"> <li>General contribution to communication, dissemination and exploitation activities</li> <li>Support of communication campaigns targeting Ukrainian cities &amp; support with media outreach</li> </ul> |
| UNDP      | <ul style="list-style-type: none"> <li>1</li> </ul>     | <ul style="list-style-type: none"> <li>General contribution to communication, dissemination and exploitation activities</li> </ul>                                                                                                          |

Table 1 – Partners contributions

### 1.3. Relation to other work packages

The success of this strategy depends on collaboration across all WPs. Effective communication and dissemination activities rely on the work of all partners, particularly in providing WP5 with information on their activities and achievements. Furthermore, sharing relevant information about the project with their respective contacts and networks will

Therefore, the work of WP5 is directly interrelated with the work of all WPs:

- WP1 – City mapping, needs assessment and monitoring
- WP2 – Climate-neutrality targets, planning and investment
- WP3 – Capacity building, replication and scale
- WP4 – Multilevel governance, policy and partnerships
- WP6 – Project management and coordination

Regular coordination meetings with Cedos are organised to align and oversee all communication and dissemination activities across the project. These meetings ensure coherence in messaging, planning, and implementation of communication efforts.

In addition, monthly editorial meetings are held with all WP leaders to gather relevant information and inputs that support communication activities. These meetings provide a space to share updates, flag noteworthy developments, and coordinate content planning.

## 2. Objectives

SUN4Ukraine project's main **communication and dissemination objectives** include the following:

- **To promote SUN4Ukraine and its core themes broadly to maximise the project's impact.**
  - Explaining clearly key EU Cities Mission and SUN4Ukraine key concepts to create buy-in from all stakeholders involved.
  - Highlighting the positive impacts that the climate transition will bring cleaner air, improved health and quality of life, economic growth and job generation, to encourage cities and key stakeholders to work towards climate-neutrality.
  - Showcasing real examples of climate transition success stories happening in cities that can inspire others on their journey.
- **To ensure Ukrainian Flagship Municipalities (FMs) are regularly informed about SUN4Ukraine's capacity building programme, support available, and resources, establishing the project as the go-to platform for Ukrainian cities working towards climate-neutrality**
  - Supporting and promoting Ukrainian FMs' efforts to develop Climate-neutrality Plans.
  - Informing Ukrainian FMs about relevant sources of funding and financing for their Climate-neutrality Plans in support of redevelopment efforts.
  - Encouraging Ukrainian FMs to widely use the NetZeroCities Portal as a one stop-shop for all materials related to climate-neutrality and as a community of changemakers and practitioners connecting to create an environment of mutual learning, support, and exchange.
- **To ensure that other Ukrainian cities are aware of the resources and opportunities at their disposal via SUN4Ukraine**
  - Promoting a positive narrative surrounding the challenges of achieving climate-neutrality, highlighting SUN4Ukraine's supportive role to inspire cities, particularly those not yet at the forefront of climate efforts, to embark on this journey.
  - Ensuring inclusive participation so that all cities are empowered to transition towards climate-neutrality.
  - Widely promoting SUN4Ukraine's Ukrainian Cities Climate Hub to facilitate exchanges between Ukrainian FMs and other Ukrainian cities interested in embarking on the journey to climate-neutrality and ensure the uptake of the project results.
  - Fostering a culture of knowledge sharing between Ukrainian cities working towards the objective of making Europe the world's first climate-neutral continent by 2050.

- Ensuring key take-aways of the FMs participating in the capacity building programme are well communicated to other Ukrainian cities interested in starting their journey to climate-neutrality.
- **To engage Mission Cities**
  - Clearly informing Mission Cities of the activities foreseen under the collaboration programme with Ukrainian FMs and encouraging their involvement.
  - Widely promoting their efforts to exchange knowledge and best practices with Ukrainian FMs.
- **To foster collaboration and peer to peer exchanges between Ukrainian FMs and their paired Mission Cities.**
- **To create communication synergies with NetZeroCities, managing the EU Cities Mission Platform, with our sister project U\_CAN, and with other projects funded under the EU Mission for Climate-Neutral and Smart Cities.**
- **To disseminate key project milestones and results effectively to stakeholders.**

### 3. Communication and dissemination strategy

The SUN4Ukraine communication and dissemination strategy is built upon tailored key messages for specific audiences. These messages are implemented across the channels and tools described in the following sections.

#### 3.1. Target audiences

The SUN4Ukraine project aims to reach key target groups through its communication and dissemination strategy, including cities, public and private stakeholders, civil society, practitioners, citizens, and the media. Each communication action will be tailored to various levels: local (Ukrainian cities, oblasts, raions and hromada,) national, European, and global. In the following updated version of the communication plan, these groups and corresponding key messages will be further refined into a more specific set of audiences, according to needs and relevance.

#### 3.2. Key messages

An initial set of tailored key messages for SUN4Ukraine has been developed and updated to promote the project in the most effective way, considering the specific characteristics, interests, and expectations of each audience.

Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.

| Target audience                   | Subgroups                                                                                                                                             | Key messages                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ukrainian Flagship Municipalities | Mayors and deputy mayors, city council members, and municipal staff responsible for building climate-neutral, smart, resilient, and safe cities.      | <ul style="list-style-type: none"> <li>SUN4Ukraine will support FMs with designing Climate Neutrality Plans and integrating these plans into their reconstruction strategies, providing technical support and a tailored capacity building programme.</li> <li>Discover funding sources and financial support mechanisms for the climate transition. SUN4Ukraine provides essential information to catalyse your city's sustainable transformation.</li> <li>Unlock a wealth of resources and community support through the NetZeroCities</li> </ul> |
|                                   |                                                                                                                                                       | <p>Portal. Join a network of likeminded changemakers to foster collaboration, knowledge sharing, and collective progress towards climate-neutrality.</p> <ul style="list-style-type: none"> <li>SUN4Ukraine is committed to enhancing the innovation capacity of your administration and accelerate the uptake of sustainable and smart climate-neutral solutions.</li> </ul>                                                                                                                                                                        |
| Other Ukrainian cities            | Mayors and deputy mayors, city council members, and municipal staff in Ukrainian cities interested in joining the journey towards climate neutrality. | <ul style="list-style-type: none"> <li>Engage in climate action and pave the way for an inclusive, thriving, and climate resilient future.</li> <li>Learn from Ukrainian trailblazing cities already working on the climate transition and be inspired by their success stories.</li> </ul>                                                                                                                                                                                                                                                          |

|                |                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mission cities | Mayors and deputy mayors, city council members, and municipal staff responsible for building climate -neutral, smart, resilient, and safe cities. | <ul style="list-style-type: none"> <li>Discover the collaborative opportunities under SUN4Ukraine's programme, fostering partnerships between Mission Cities and Ukrainian FMs. Engage in joint initiatives aimed at advancing climate-neutrality and sustainable urban development.</li> <li>Mission Cities, join us in an inspiring exchange of knowledge and best practices with Ukrainian FMs. Share insights and innovations to accelerate climate action and build resilient communities in Europe.</li> </ul> |
| Policymakers   | Includes the local, regional, national, and EU level.                                                                                             | <ul style="list-style-type: none"> <li>Your leadership is crucial in advancing ambitious climate policies that drive Ukrainian</li> </ul>                                                                                                                                                                                                                                                                                                                                                                            |

|                                             |                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             |                                                                                                                                                | <p>cities towards climate neutrality.</p> <ul style="list-style-type: none"> <li>By committing to long term policies that support the climate transition and establishing clear regulatory frameworks, Ukrainian cities can attract investment and pave the way for a sustainable future.</li> </ul>                                            |
| Civil society organisations, NGOs, and NPOs | The project will target those advocating for a climate-neutral Europe and build support for sustainable, inclusive, and resilient communities. | <ul style="list-style-type: none"> <li>Follow SUN4Ukraine to advocate for policy changes that support climate resilience and sustainable development at local and national levels.</li> <li>Join the NetZeroCities Portal to share best practices, collaborate on climate initiatives, and amplify collective impact across Ukraine.</li> </ul> |

|                                                                    |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                    |  | <ul style="list-style-type: none"> <li>Help us raise awareness about climate issues and educate Ukrainian communities on sustainable practices to forge a climate neutral future.</li> </ul>                                                                                                                                                                                                                                                                                     |
| Industry organisations, businesses, investors, and philanthropists |  | <ul style="list-style-type: none"> <li>Cities' transition towards a greener future promises not only environmental benefits but also opens new avenues for economic diversification and innovation across industries.</li> <li>Prepare for upcoming regulations on climate change ensuring your business not only complies but also thrives in a transitioning regulatory environment.</li> <li>Investing in the reconstruction of Ukrainian cities not only presents</li> </ul> |

|          |                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|          |                                                                                                       | opportunities for tangible financial projects but also positions you as a leader in shaping a sustainable future for communities and industries.                                                                                                                                                                                                                                                                              |
| Academia | Includes education and training institutes, science engagement organisations and educational officers | <ul style="list-style-type: none"> <li>Your research can make a tangible difference. By partnering with cities, you can help them implement practical solutions to build a climate-neutral future.</li> <li>Become part of the NetZeroCities Portal: a global network of individuals dedicated to achieving climate-neutral cities. Share knowledge, exchange ideas, and collaborate towards a sustainable future.</li> </ul> |

|                                  |                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Media                            | Local, national, regional and European                                                          | <ul style="list-style-type: none"> <li>Discover how SUN4Ukraine is driving impactful change in Ukrainian cities, fostering sustainable development and climate resilience through innovative strategies and collaborations.</li> <li>Explore stories of transformation showcasing innovative initiatives and community-driven efforts to make Ukrainian cities safe, resilient, and greener, improving everyday life for all citizens.</li> </ul> |
| Related projects and initiatives | Creating synergies with other initiatives and projects will maximise the impact of the project. | <ul style="list-style-type: none"> <li>SUN4Ukraine invites collaboration with like-minded initiatives to leverage our collective expertise and resources for sustainable urban development.</li> <li>By partnering with SUN4Ukraine, your initiative can contribute to a cohesive effort towards climate</li> </ul>                                                                                                                               |
|                                  |                                                                                                 | resilience in Ukrainian cities, enhancing our collective impact.                                                                                                                                                                                                                                                                                                                                                                                  |

**Table 2 – Key messages for each target audience**



### 3.3. Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated.

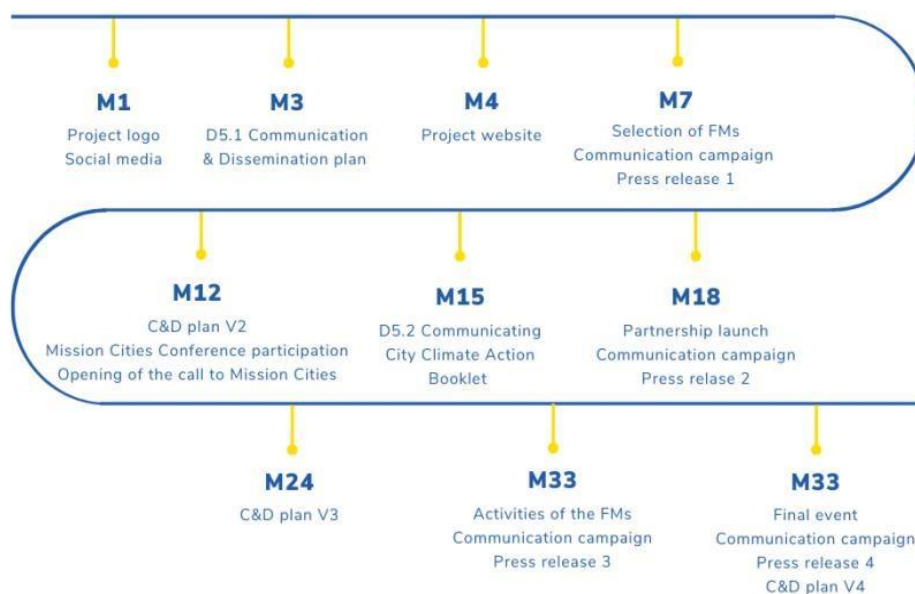
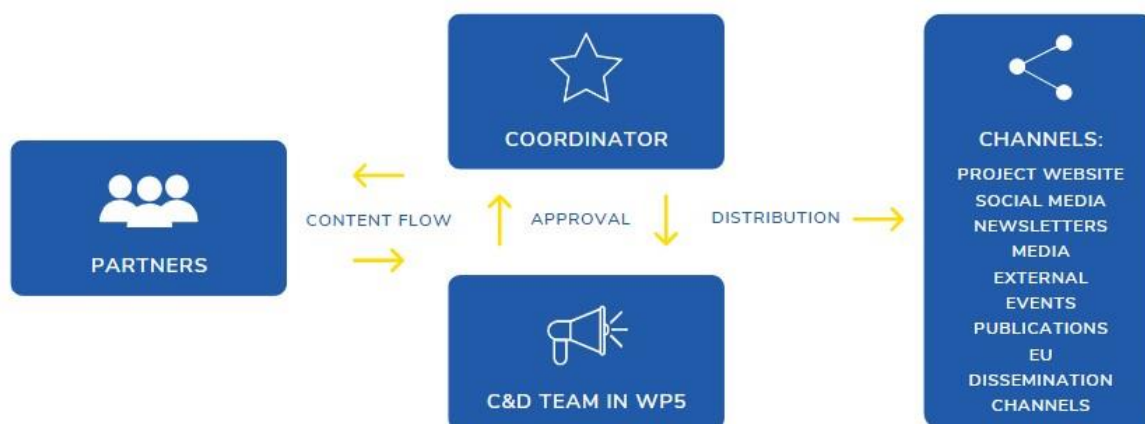


Figure 1 – Timeline

## 4. Management

### 4.1. Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on content creation and relay the information shared through SUN4Ukraine communication channels.



**Figure 2 – Content information flow**

SUN4Ukraine uses Microsoft Teams and SharePoint to share information across partners. Each WP has a dedicated MS Teams channel and SharePoint folder to interact and communicate with all WP members.

MS Teams is also used to integrate an editorial content calendar to plan and organise content creation for SUN4Ukraine, ensuring timely and consistent delivery across various platforms. Partners are encouraged to note down any ideas they might have in the parking lot tab so that the WP5 team can review them and integrate them into the calendar if relevant.

## 4.2. Role and responsibility of partners in monitoring outcomes

Tracking communication and dissemination activities is crucial for SUN4Ukraine's success and ensures we meet reporting requirements to the European Commission. WP5 releases frequent reminders to partners about this.

To facilitate this process and ease the flow of information, [an online form](#) has been developed and is accessible to all. Partners can fill out the form when they:

- Participate in an event or conference related to SUN4Ukraine
- Publish an article about SUN4Ukraine
- Promote SUN4Ukraine via their communication and dissemination channels (newsletter, website, social media, etc)
- Enter in any public activity involving the project.
- Engage in exchanges with related project and initiatives.

Partners from all Work Packages are strongly encouraged to use this form frequently, not only for the aforementioned monitoring and reporting purposes, but also in order to provide communication and dissemination content to include in the project newsletters, website newsroom and social media channels.

## 5. Communication and dissemination channels

This section presents the SUN4Ukraine project's visual identity and the main communication and dissemination channels and tools that will be used during the project.

All the communication and dissemination tools described below are consistent with the SUN4Ukraine project's brand identity, chosen to align with the image that the project wishes to convey. A Communication and Dissemination Handbook has been developed to assist partners in effectively communicating about the project, providing guidelines on how to use the visual identity of the project and how to present the project with the relevant tone of voice and messaging. The Communication and Dissemination Handbook has been added as an Annex to this document.

In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem, funding acknowledgement and required disclaimer with the sentences below (Article 17.2).



Figure 3 – EU emblem and funding acknowledgement

*The European Commission is not responsible for any use that may be made of the information it contains.*

Figure 4 – EU disclaimer

### 5.1. Visual Identity

#### 5.1.1. Logo

The first communication action (Task 5.1) was to develop the project's visual identity. To build its brand recognition from the very beginning, partners selected one logo through a vote at the kick-off meeting. Three logo versions were designed, analysed and adapted to best represent SUN4Ukraine in a clear and meaningful way.

The selected logo is and will be included in all paper and electronic documentation as well as promotional materials.

- The symbol explores the curves of the circle from two angles: a rising sun, a symbol of hope and renewal, whose reflected contours show a bridge between Europe and Ukraine.
- The isotype is inserted between the words, which can also change position to stack up or face each other, like the components of urban space.

- The typography is all curves to reinforce this idea of bridges and collaboration. Straighter lines give it a sense of stability and presence.



Figure 5 – Official logo

Several other logo options were designed to offer versatility, depending on the format of the materials, the background, ...

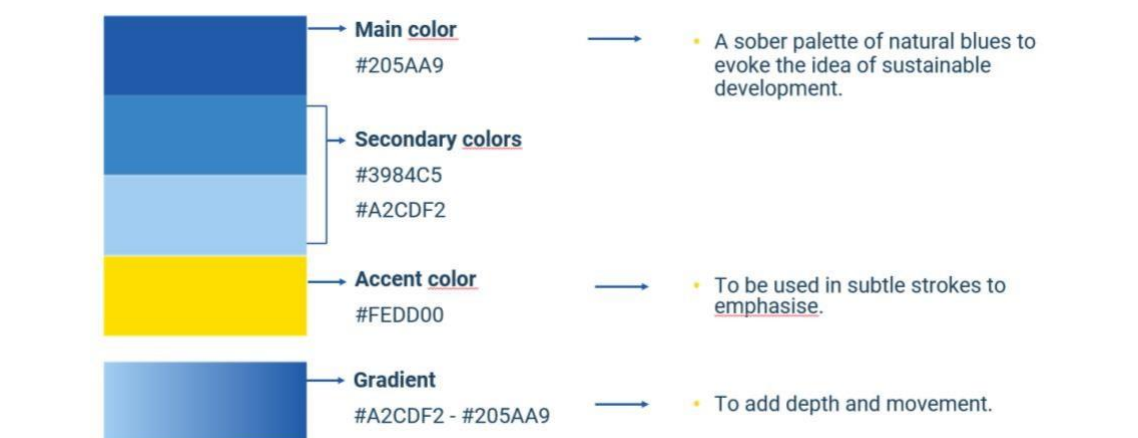


Figure 6 – Logo variations

In text, the project should be referred to as Sustainable Urban Net Zero Network for Ukraine (or in short SUN4Ukraine).

### 5.1.2. Colours

The Ukrainian flag consists of two horizontal bands of equal width, with blue on top and yellow below, symbolising the sky above and the endless fields of wheat beneath it. Inspired by this symbolism, we chose a blue and yellow palette, to reflect a connection with the Ukrainian flag.



**Figure 7 – SUN4Ukraine colour scheme**

### 5.1.3. Font

The fonts selected for SUN4Ukraine are the following:

- Logo font: Kodchassan
- PPT fonts: Montserrat extrabold (titles), Montserrat semibold (subtitles) and Roboto (body text)
- Body Text in Word documents: Roboto

The typefaces have been chosen for their legibility and universality, they also support most languages, including Ukrainian.

All typographies are embedded in the different templates.

### 5.1.4. Project presentation template

A PowerPoint presentation template was designed and distributed to all partners after the start of the project. Easy to use and adapt, the template enhances SUN4Ukraine's brand and ensures that the project speaks with one voice when presented at events or conferences.



**Figure 8 – Example of use of the PowerPoint template**

### 5.1.5. Deliverable template

A Word document template was also prepared and shared with all SUN4Ukraine partners after the start of the project. Consistent with the SUN4Ukraine visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.

All templates are available on the SharePoint that is used for the project ([LINK](#)).

A specific folder called Templates is available on the general channel, within the Communications folder. In the last one, partners can also access the Communication Toolkit folder which contains several communication materials such as the SUN4Ukraine's logo, partners' logos, and the kick off press releases.

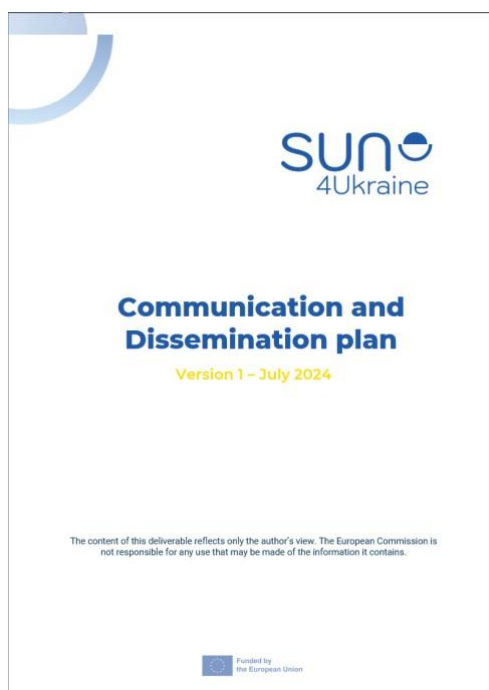


Figure 9 – Example of a deliverable template cover

### 5.1.6. Other materials

- **Standard presentation:** an English and Ukrainian standard presentation was developed and will be continuously updated to reflect project achievements. Partners are able to use this presentation at conferences, events, workshops, and meetings with stakeholders, and are free to adapt it based on their needs.



**Figure 10 – Standard presentation cover**

- **Roll-up:** a branded roll-up banner was designed for display at various events and conferences attended by project partners (English and Ukrainian version). It is consistent with the brand identity of the project and includes a brief presentation of the project, contact details and consortium members' logos.



**Figure 11 – Roll-up (English version)**

- **Factsheets:** three comprehensive and insightful factsheets will be designed to inform about key achievements made all along the project (M24, M36 and M48).

In response to needs, other promotional materials might be developed and used across SUN4Ukraine communication channels.



## 5.2. Project description

A text describing SUN4Ukraine has been drafted in two versions (short and long) **to ensure a comprehensive and consistent message about the project**. The project descriptions can be used by all partners in materials dedicated to promoting, communicating, and disseminating the results of SUN4Ukraine: presentations during conferences and events, articles published, emails, etc.

The two versions are available in Ukrainian and in English. They are also accessible in the Communication Handbook.

### Short version:

#### Toward Ukrainian climate-neutral cities

Launched in May 2024 under the EU Climate-Neutral and Smart Cities Mission and funded under Horizon Europe, **the Sustainable Urban Net Zero Network for Ukraine (SUN4Ukraine) is a four-year project aimed at supporting Ukrainian cities in their pursuit of climate neutrality.**

In the wake of the severe disruptions caused by Russia's war of aggression, **the project provides technical support and tailored capacity-building to help Ukrainian cities design and integrate Climate-neutrality Plans into their recovery strategies.** The approach actively involves citizens and stakeholders to help achieve Ukraine's climate objectives.

### Long version:

#### Toward Ukrainian climate-neutral cities

Launched in May 2024 under the EU Climate-Neutral and Smart Cities Mission and funded under Horizon Europe, the Sustainable Urban Net Zero Network for Ukraine (SUN4Ukraine) is a four-year project that connects Ukrainian cities with cities in the EU Mission for Climate Neutral and Smart Cities to support their journey to climate-neutrality. **SUN4Ukraine offers technical support and tailored capacity-building to help Ukrainian cities design and integrate Climate-neutrality Plans into their recovery strategies.**

The consortium, comprising organisations from across the EU and Ukraine, has selected 12 Ukrainian Flagship Municipalities committed to climate-neutral urban planning and recovery. **The Capacity Building programme structured around three tracks – Foundation, Twinning, and Replication – will kickstart these cities' journey towards climate-neutrality.** Through workshops, a partnership programme with Mission Cities, and mentoring sessions, cities will gain vital insights and support.

Designed by the multidisciplinary SUN4Ukraine consortium, the programme focuses on strengthening city capacities in climate-neutral urban planning, citizen engagement, and governance, while fostering knowledge exchange with EU counterparts.

Coordinated by Eurocities, the largest network of European cities, **SUN4Ukraine brings together 13 partners from 10 countries.** **The project draws on the collective expertise and network of its partners to support Ukraine's climate goals and long-term urban resilience.**



## 5.3. Online resources

### 5.3.1. Website

The SUN4Ukraine project website was launched in September 2024 and is continuously updated.



**Figure 12 – Website homepage**

The website serves as the main information source for the project and thus, for any stakeholder who would like to learn more about SUN4Ukraine’s activities and achievements. The interface is consistent with the graphic identity and aims to be appealing and accessible to all users. Regarding the content, it is aligned with the project’s strategy and especially its key messages to engage targeted stakeholders.

The website is updated all along the project with relevant content such as news, events, press releases, deliverables and results to keep frequent visitors and target audiences engaged.

To ensure relevant and useful content, the website address topics that are most likely to be of interest for visitors. The topics are presented in a clear and synthetic manner, giving as much details as possible, without being too technical. The website includes the following information:

- About the project
- Aims and objectives of the project: relevance and benefits for Ukrainian and Mission Cities
- How Ukrainian cities can get involved and access support
- Presentation of the Consortium partners
- News and events of interest, as well as press releases addressing key milestones

**Browser compatibility:** the website is compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is responsive and adjust based on the screen size of the device it is viewed on, regardless of whether the device used is a desktop, tablet or mobile phone.

**Monitoring:** to understand how the website is used by visitors, Ionos is employed. Upcoming reports will provide insights regarding:

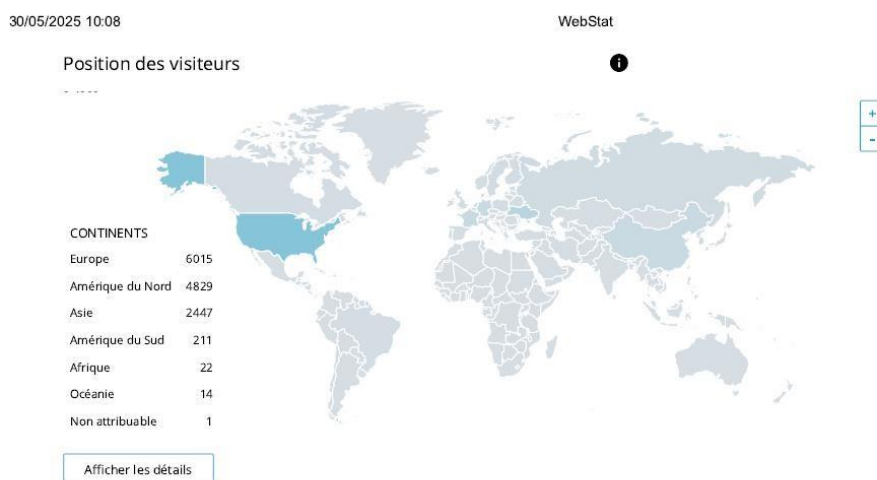
- How many visits were made
- Which pages are viewed the most
- Where the majority of viewers are located



Figure 13 – Visitors on website



Figure 14 – Number of webpages views



**Figure 15 – Location of web visitors**

Four main sections are used to communicate and disseminate information:

**1. About:**

- Context of the project
- Presentation of the project
- Who are the partners involved.

**2. Cities:**

- Benefits of the programme
- List and presentation of selected cities • Partnership programme with Mission Cities.

**3. News & Events:**

- News: activities, milestones, and results related to the project will be featured in articles and posts.
- Events: past and upcoming events of interest will be added regularly.

**1. Resources:** public deliverables and reports, publications, electronic newsletters, press releases and all promotional materials produced will be made available for download.

Additionally, a link to the NetZeroCities Portal is highlighted on the home page and in the menu.

### 5.3.2. Social media

LinkedIn and Facebook are utilised throughout the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences are targeted and engaged with across all platforms:

- Selected Ukrainian Cities
- Other Ukrainian Cities
- Mission cities
- Policymakers

D5.1 – Updated Communication and Dissemination Strategy (M12), 05/10/2025, V 2.

- Civil society, organisations, NGOs and NPOs
- Industry organisations, businesses, investors and philanthropists
- Academia
- Media
- Related projects and initiatives

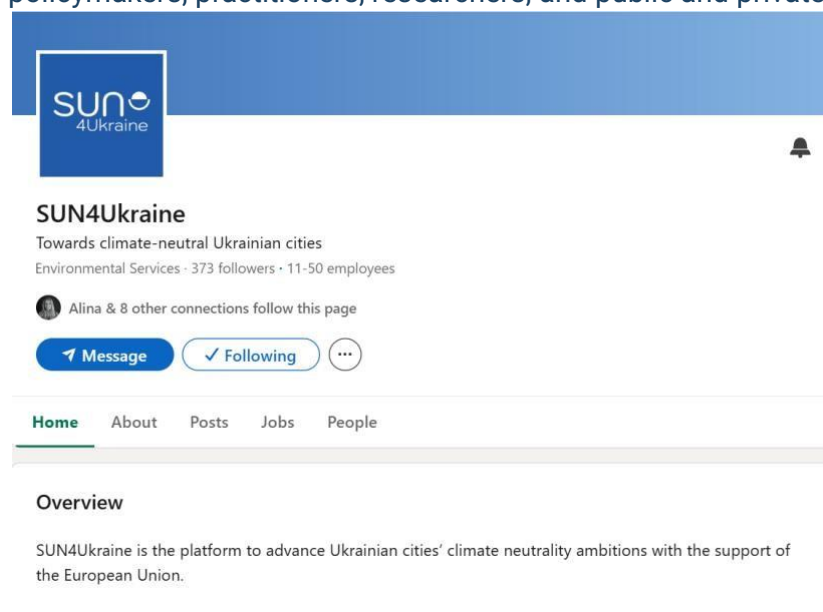
A short list of hashtags related to SUN4Ukraine has been developed and is used to maximise the project's visibility on all channels.

| General                                  | Specific         |
|------------------------------------------|------------------|
| #MissionCities #EUMissions<br>#HorizonEU | #Ukraine4Climate |

**Table 3 – Project hashtags**

### 5.3.3. LinkedIn

The SUN4Ukraine LinkedIn account is managed daily in English. Targeted audiences include city officials from both Mission Cities and Ukrainian cities, local, national and regional policymakers, practitioners, researchers, and public and private stakeholders.



**Figure 16 – LinkedIn account**

In a 1-year period, SUN4Ukraine's LinkedIn page gained 361 organic followers (see Figure 17). Most of them are based in Brussels, Kyiv, or Greater Paris.

## Follower metrics ⓘ

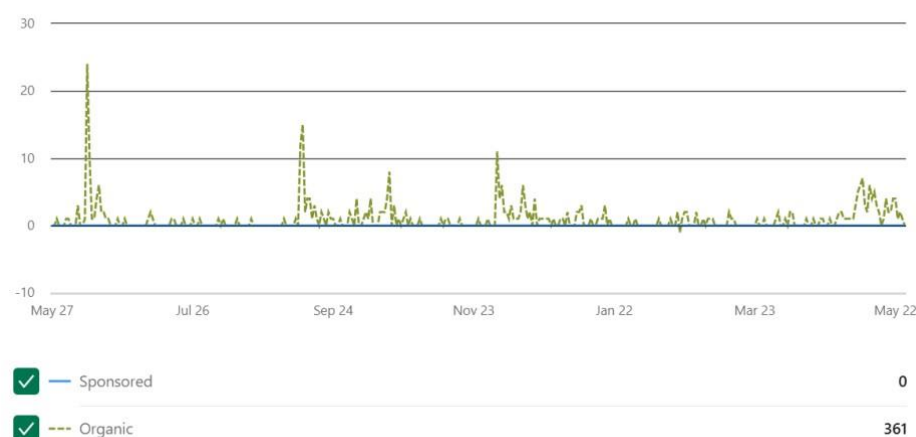


Figure 17 – LinkedIn followers

In order to be as efficient as possible, the following actions are taken:

- Publish at least one post or share content twice a week.
- Reply to users who mention @SUN4Ukraine or #Ukraine4Climate.
- Follow and engage users who post content related to SUN4Ukraine activities.
- Track specific words, mentions and trending hashtags related to SUN4Ukraine project and climate-neutral cities in Ukraine.

### 5.3.4. Facebook

The Facebook account is managed used to engage with Ukrainian cities, stakeholders, and citizens. In a 1-year period, SUN4Ukraine's Facebook page gained 158 organic followers (see Figure 19).

Posts made on the SUN4Ukraine Facebook are consistent with the LinkedIn content.

The SUN4Ukraine Facebook account is managed daily in Ukrainian. In order to be as efficient as possible, the following actions are taken:

- Publish at least one post or share content twice a week.
- Reply to users who mention or send direct messages to @SUN4Ukraine or #Ukraine4Climate.
- Follow and engage with users who post content related to SUN4Ukraine activities.
- Track specific words, mentions and trending hashtags related to SUN4Ukraine project and climate-neutral cities in Ukraine.

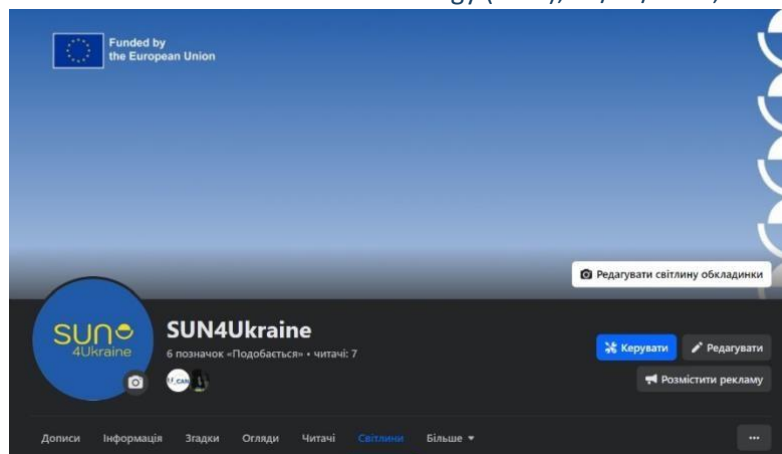


Figure 18 – Facebook account



Figure 19 – Facebook followers

### 5.3.5. Social media campaigns

#### 5.3.5.1. Meet our partners

The campaign was aimed at presenting SUN4Ukraine's partners and showcasing their contribution to the project. The campaign consisted of 14 posts (1 post per partner). On LinkedIn, these posts received 4 664 impressions in total, or 333 impressions per post on average.

Campaign period: 13 September 2024 – 16 January 2025.



**Figure 20 – Meet your partner's post**

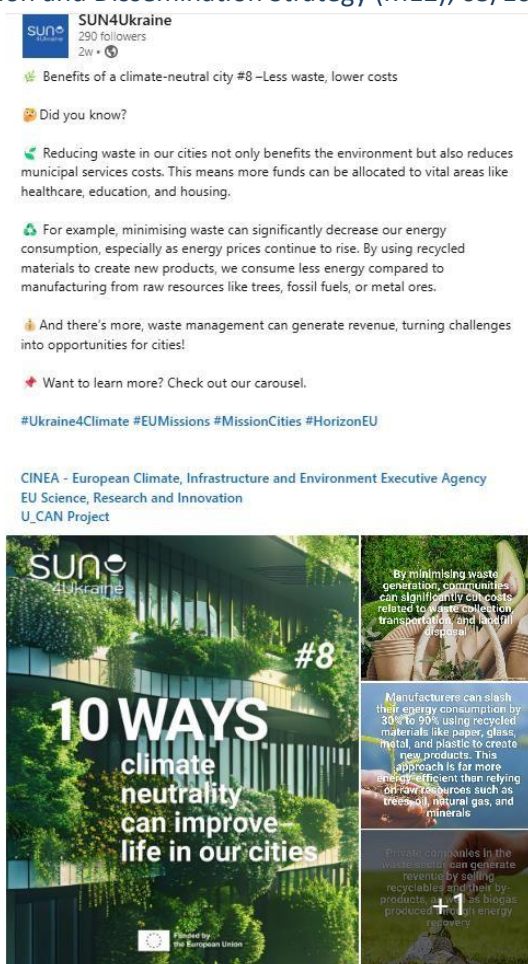
#### 5.3.5.2. Benefits of Climate Neutrality

The campaign consists of ten weekly posts plus one post introducing the notion of Climate Neutrality. Each post highlights one specific reason why cities would benefit from advancement towards climate neutrality. Among the reasons mentioned are better air quality, enhanced well-being, jobs creation, economic benefits etc.

On LinkedIn, these posts have got 2 013 impressions in total, or 183 per post on average.

Campaign period: 23 January – 3 April 2025.





**Figure 21 – Benefits of Climate Neutrality post**

### 5.3.5.3. Case Studies

This series of posts promote concrete examples of Mission Cities and Ukrainian Flagship Municipalities climate action in a specific area. The five topics to be covered are: built environment, citizen and stakeholder engagement, mobility, finance and heating.

The first post on Built Environment has got 225 impressions on LinkedIn.

Campaign period: 1-29 April 2025.





**Figure 22 – Mission Cities case studies**

### 5.3.6. Emails to cities

WP5 manages regular communication with Mission Cities and Ukrainian cities selected to join the SUN4Ukraine programme.

To ease the process and allow all partners to reach out to cities according to the activities needs, a Brevo account was set up with a dedicated email address: [project@sun4ukraine.eu](mailto:project@sun4ukraine.eu).

Thanks to this account, partners can reach out to cities, using a dedicated email address and a branded email template.

Emails will go out on a regular basis (frequency to be defined) to inform cities of the various resources, support options, and opportunities at their disposal. This communication takes the form of short but insightful informative emails sent out to a curated distribution list including relevant city officials.

These emails are different from the external newsletter that is distributed to any individual that signs up to receive information on SUN4Ukraine's activities and progress.

De: SUN4Ukraine <project@sun4ukraine.eu>  
Objet de l'email: test



### Some title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



This email was sent to {{ contact.EMAIL }}.  
You have received this email because you have subscribed to our mailing list.  
[Unsubscribe](#)

**Figure 23 – Email template on Brevo**

### 5.3.7. Newsletters

Eight electronic newsletters will be distributed over the course of the project; the first one was sent in February 2025. The newsletters inform the SUN4Ukraine community on the latest achievements of the project, the activities being carried out and relevant events, conferences or workshops.

Our first newsletter was sent to 55 recipients and obtained a 75% open rate and 14% click rate (see Figure 17).

| SUN4UKRAINE Newsletter   |                                       | Destinataires | Ouvertures | Clics  | Désinscrit |  |  |
|--------------------------|---------------------------------------|---------------|------------|--------|------------|--|--|
| <input type="checkbox"/> | #927 - Envoyée le 17 févr. 2025 09:26 | 55            | 41         | 8      | 0          |  |  |
|                          | ● Envoyée                             | 100%          | 75,93%     | 14,81% | 0%         |  |  |

**Figure 24 – Statistics of the 1<sup>st</sup> newsletter**

The newsletter contains different sections, including:

- An editorial or an interview with a project partner or a Ukrainian city representative.
- A snapshot of the results achieved and key project updates.
- A recap of the events attended and upcoming events of interest

A newsletter subscription form ([LINK](#)) compliant with GDPR regulation has been created and a pop-up window is included on the SUN4Ukraine website to encourage visitors to subscribe and get the latest news in their inbox.

Results and statistics are monitored for each newsletter. Conclusions will be drawn, and possible areas of improvement will be continuously discussed to optimise future editions.



**Figure 25 – First newsletter**

## 5.4. Videos

A series of eight videos will be produced to showcase the main advances of the SUN4Ukraine project. The content of these videos will be further refined but will focus on:

- Selected Ukrainian cities in the programme,
- Presentation of Mission Cities and the partnership programme,
- Best practices and key activities,
- Project results and future outcomes.

The objective of these videos will be to showcase Ukrainian cities' progress, present best practices along the project and finally the key results. The format of the videos will be short and impactful and will aim to engage audiences in an inspiring way.

The main platform of dissemination will be SUN4Ukraine social media accounts (LinkedIn and Facebook) to reach a wider audience. The primary target audience will be Ukrainian cities, Mission Cities, and the media, but the general public and key stakeholders will also be targeted.

## 5.5. Press releases

To ensure efficient communication and visibility, whether it is in mainstream or specialised media in climate-neutrality and cities, press releases are released to announce key project milestones. SUN4Ukraine aims to publish at least four press releases and engage at least 10 journalists by the end of the project.

In order to distribute the press releases, a GDPR compliant list of targeted journalists was created and will be regularly curated to reach out to the most relevant media and journalists in both general and specialised press. This list includes both Ukrainian and EU journalists.

Partners are also be invited to share the press releases with their own media contacts. This will be coordinated by WP5 to leverage partners' networks and obtain a broader media coverage for the project.

Below are the milestones that will be announced via press releases:

- [Selection of Ukrainian cities as Flagship Municipalities](#) (released on 30.10.2024);
- Partnership with EU Mission Cities; • Activities of the cities in the programme; • Results of the activities.

## 6. Communication campaigns

### 6.1. General principles

A series of communication campaigns will be developed to inform all stakeholders about key project milestones, raise awareness about SUN4Ukraine's objectives, goals, and progress, and build engagement with the different target audiences.

For each communication campaign, clear and concise key messages and accompanying visuals will be developed.

The campaigns planned are the following:

- Selection of Ukrainian cities.
- Results of the partnership programme pairing Mission Cities and Ukrainian cities.
- Activities carried out by the cities in the programme.
- Promotion of the final results of the project.

The communication channels previously described in this document will be leveraged to ensure the success of the campaigns:

- 

**Social media:** LinkedIn and Facebook will be used to connect with the key stakeholders but also with the general public, in order to create a two-way dialogue. Messages will be targeted according to audience profiles and dedicated hashtags will be created and added to the hashtags normally used. This will allow for the campaign to stand out from the general content.

- The LinkedIn page will enable the project to contribute to discussions on Ukraine's recovery and climate-neutral solutions. The goal is to establish SUN4Ukraine as the reference in this matter.
- Facebook, as a privileged channel in Ukraine, will be used to reach out to Ukrainian stakeholders and citizens interested in Ukraine's recovery and climate-neutrality goals.
- **Press release:** press releases will be used to inform relevant Ukrainian and EU media about the progress of key project milestones.
- **Videos:** videos will showcase the project outcomes in a short and impactful manner. 10 interviews of Flagship Municipalities and Mission Cities will also be conducted to illustrate the cities journey.

Each campaign will have its own dedicated communication toolkit with guidelines to effectively disseminate the information and engage with diverse audiences and relevant materials such as key messages, visuals, infographics, interactive content (quizzes and polls), etc.

All project partners will be invited to share the campaigns to increase their visibility and reach.

Success metrics will be followed to adjust the campaigns, if necessary, to deliver traction, make the biggest impact and encourage audiences to follow Ukrainian cities journey towards climate-neutrality.

The outcome of these campaigns will be reported in the final Communication & Dissemination Plan (D.5.1, M48).

## 6.2. First campaign: selection of Flagship Municipalities

To announce the selection of Flagship Municipalities on 3 December 2024, a cross-platforms communication strategy was set up.

**Press release:** The corner stone of this strategy was the press release uncovering the 12 Flagship Municipalities names after explaining the selection process, the quality of the profiles, the motivation of cities, and the challenges they face in achieving climate neutrality. This press release was distributed in both English and Ukrainian, depending on the targeted media:

- 75 European media.
- 40 National Ukrainian media.
- 20 local media (based in each FMs)

It was also published on the project website, in the News section [HERE](#).

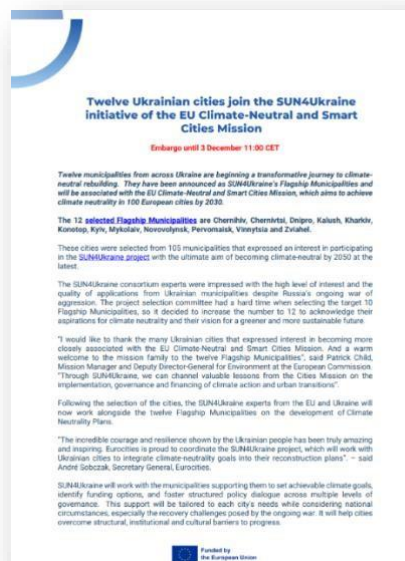


Figure 26 – Flagship Municipalities announcement, 1st press release

**Flagship Municipalities map: A map of Ukraine with pinpoints on each Flagship municipalities was designed and shared in English and Ukrainian. This map was featured on:**

- The press release
- The standard presentation
- The social media
- The communication toolkit
- The website





**Figure 27 – Map of the Flagship Municipalities**

**Dedicated webpage:** The Flagship Municipalities webpage (accessible [HERE](#)) was revamped to announce the selection of the 12 cities, featuring photos for each one of them, the map and a link to the press release.



**Figure 28 – Flagship Municipalities webpage**

**Communication toolkit for partners and multipliers:** A bilingual toolkit was elaborated to help partners and multipliers to communicate easily about the selection of the FM. It includes:

- A brief presentation of the selection
- The press release to announce the selected Flagship Municipalities

- Pre-written social media posts and suggested visuals to share across various platforms
- An email signature banner promoting the Flagship Municipalities
- Links to relevant resources, ensuring easy access by everyone
- Background information about the SUN4Ukraine project and its link to the EU Cities Mission.



Figure 29 – Sample social media posts



Figure 30 – Email signature

**Communication toolkit for Flagship Municipalities:** A toolkit was elaborated in Ukrainian to help Flagship Municipalities to communicate about their selection. It includes:

- A brief presentation



- 
- SUN4Ukraine’s press release announcing the selected Flagship Municipalities  
Pre-written social media posts and suggested visuals to share across various platforms
- An email signature banner to promote the selection as a Flagship municipality
- A label to be featured in documents and visuals where the cities want to promote their status as SUN4Ukraine’s Flagship Municipality. The label was shared in .png format in the 2 official colours of the project (blue and yellow) and in white.
- Links to relevant resources, ensuring easy access by everyone
- Background information about the SUN4Ukraine project and its link to the EU Cities Mission.



**Figure 31 – Flagship Municipalities label stamp**

## 7. Dissemination channels and content

### 7.1. Interactions and exchange with other related projects

| Initiative / Stakeholder | Short description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Synergies with SUN4Ukraine                                                                                                                                                                                                                                                                                    | Relationship status                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NetZeroCities            | NetZeroCities is an initiative supporting the EU's "100 Climate-Neutral and Smart Cities by 2030" Mission, part of the Horizon Europe programme. It provides European cities with the necessary support and solutions to achieve climate neutrality in a socially inclusive manner. The project offers a one stop online platform with tools, resources, and expertise accessible to all cities. It also runs Pilots to accelerate learning on city-scale climate neutrality and a Twinning Learning programme for peer-learning among cities. | SUN4Ukraine aligns itself with the NZC project and the Cities Mission by pursuing synergies with relevant events (WP4), capacity building, training & twinning activities (WP3, WP5) (i.e. sharing of content on the NZC online platform, adding a module for dedicated content in Ukrainian language, etc.). | SUN4Ukraine has signed a Memorandum of Understanding and a collaboration agreement with NetZeroCities to outline the cooperation between the two projects. Several coordination meetings were held, and a collaboration tracker was established. In 2025, the main focus of collaboration has been on the call for Mission Cities to partner with Ukrainian Flagship Municipalities. |

|       |                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                        |                                                                                                                                                                                                                          |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| U_CAN | U_CAN helps Ukrainian cities align their strategies and standards with EU climate policies by providing targeted support for collaboration with European counterparts, including EU Mission Cities. Through this project, Ukrainian cities will develop tailored climate strategies that promote climate neutrality. By | SUN4Ukraine closely collaborate with U_CAN in a Cluster of two projects to support a broader range of Ukrainian cities in developing their strategies and plans for achieving climate neutrality (WP2, WP3, WP4, WP5). | SUN4Ukraine has prepared a specific Action Plan on the two projects Cluster collaboration, which outlines the objectives and mechanisms of collaboration, priority areas and timelines. There is an ongoing coordination |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                              |                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                          |                                                                                                                                                                        |
|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              | engaging with Mission Cities, they will enhance their abilities in climate mitigation and implement localized plans and activities effectively.                                                                                                                                                                                                                                                 |                                                                                                                                                          | process, including bilateral meeting of Coordinators and specific WP leaders. SUN4Ukraine worked closely with U_CAN on participation in the Cities Mission Conference. |
| Phoenix initiative - NEB Actions for Ukraine | NEB Lab conducts 3 pilot projects with Ukrainian municipalities and stakeholders in areas like housing, circularity, and capacity building.                                                                                                                                                                                                                                                     | SUN4Ukraine will acquire valuable insights from this project, including its workshops, events, and toolboxes (WP2, WP3, WP4).                            | The coordination will be assessed on the desk review of the funding and public finance available (ST2.5.1) by M12.                                                     |
| Sustainable rebuilding of Ukrainian cities   | The project fosters local partnerships and capacity building for sustainable reconstruction in Ukrainian cities. During the pilot phase (Jan - Oct 2023), 36 EU cities will partner with 10 Ukrainian cities. The project aims to identify needs, experiment with effective approaches, and create a reconstruction plan based on principles of climate neutrality and sustainable development. | SUN4Ukraine will gain insights from this project, lessons learned and potential synergies (WP1, WP2, WP3, WP4).                                          | SUN4Ukraine has engaged with the project for the selection of municipalities and to learn about the contents delivered by the project's capacity building.             |
| Bridges of Trust                             | The project will create 30 new partnerships between municipalities in Ukraine and EU member states to help Ukraine's reconstruction.                                                                                                                                                                                                                                                            | Such partnerships will be considered for the mapping of stakeholders and to seek synergies for relevant actions and information sharing (WP1, WP3, WP4). | SUN4Ukraine is searching for the relevant contacts and will start the outreach to the project soon.                                                                    |

|                                                         |                                                                                                                                                                                                                                 |                                                                                                                                                                                                         |                                                                                                                                                                                                                        |
|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| European Alliance of Cities and Regions for             | This alliance includes EU and Ukrainian associations of local and regional                                                                                                                                                      | The alliances formed through the project will be considered in the mapping of stakeholders and to                                                                                                       | SUN4Ukraine regularly participates in the periodic                                                                                                                                                                     |
| the Reconstruction of Ukraine                           | authorities, to coordinate their joint efforts directed towards helping the recovery and reconstruction of Ukraine.                                                                                                             | seek synergies for collaboration and information sharing (WP1, WP3, WP4).                                                                                                                               | meetings held by the alliance, learning from other initiatives and made a presentation on SUN4Ukraine in April 2025.                                                                                                   |
| GCoM, CoM East, Covenant of Mayors for Climate & Energy | The overall objective of the project is to enable local authorities to develop and implement sustainable energy and climate actions.                                                                                            | SUN4Ukraine will collaborate with the initiatives to coordinate efforts in capacity building and networking with financing institutions, international donors, and relevant ministries (WP2, WP3, WP4). | SUN4Ukraine is currently in contact with colleagues that work on the Covenant of Mayors to learn about the Ukrainian participating cities, the SECAP development and discussing the engagement in further initiatives. |
| European city facility (EUCF)                           | EUCF provides local authorities with funding for developing investment concepts for their climate and energy action plans.                                                                                                      | SUN4Ukraine will seek collaboration with the EUCF during the development of capacity building activities supporting financial and funding planning for FRCs (WP4).                                      | SUN4Ukraine is searching for the relevant contacts and will start the outreach to the project soon.                                                                                                                    |
| Urban Transition Mission Centre (UTMC)                  | UTMC is a global platform that promotes urban sustainability and facilitates climate-neutral transitions. It aims to help cities bridge knowledge and capacity gaps by linking cities with policy, implementation, and funding. | SUN4Ukraine will draw from the developed frameworks and networks (WP2, WP3 and WP4).                                                                                                                    | SUN4Ukraine has engaged with UTMC for the development of the call to Ukrainian municipalities. The contact will remain for the development of other activities.                                                        |

|                                                                    |                                                                                                                                                   |                                                                                                                                                           |                                                                         |
|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| Economic Hub:<br>Sound PFM<br>Policies and<br>Vision for<br>Growth | Through this project, KSE will create industry focused working groups in collaboration with relevant stakeholders, offering analysis and advisory | The project's activities can inform the analysis of policy gaps and barriers for policy recommendations to support multilevel governance in Ukraine (WP4) | The collaboration will begin when the relevant activities are launched. |
|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|

|                                                               |                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                            |                                                                                                     |
|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
|                                                               | assistance to the Ukrainian Government. These aim to engage businesses in shaping sectoral growth plans, to be incorporated into ministry strategies, supporting the implementation of Ukraine Facility of the EC.                                                                                                                                       |                                                                                                                                            |                                                                                                     |
| Local Economic Development Planning and Urban Learning Centre | The project boosts Eastern Partnership municipalities', including Ukraine', readiness to shape thriving places, with participants gaining a broad understanding of topics across a series of capacity building modules (e.g. EU Green Deal, approaches in managing complex problems and mobilising municipal resources, public-private financing, etc.). | SUN4Ukraine will use lessons learned and good practices from this project to better align the training content and delivery methods (WP3). | The collaboration will begin when the relevant activities are launched.                             |
| PLATFORMA                                                     | A coalition of towns and regions active in city-to city and region-to-region development cooperation. It's a leading authority on European local and regional governments' initiatives, enhancing their role in EU development cooperation policies.                                                                                                     | SUN4Ukraine will explore partnering with the EaP program and in Ukraine.                                                                   | SUN4Ukraine is searching for the relevant contacts and will start the outreach to the project soon. |

|                           |                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                    |                                                                                                                                                                 |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PROSPECT+                 | PROSPECT+ facilitates capacity building in regional and local authorities for financing sustainable energy plans. It features a 5-module learning programme, enhancing city decision-making on chosen projects for financing and assessing                                                                                                       | SUN4Ukraine will use lessons learned and good practices from this project to better align the training content and delivery methods (WP3).                                                                                                                         | SUN4Ukraine has attended workshops and events organised by Prospect+ and will take inspiration from Prospect's results in the implementation of its activities. |
|                           | finance-readiness. Rivne, Ukraine, is among the project participants.                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                    |                                                                                                                                                                 |
| Build Ukraine Back Better | Build Ukraine Back Better is an informal coordination platform of civil society organizations and think tanks across Europe aiming to exchange information on developments and initiatives in the area of Ukraine recovery.                                                                                                                      | SUN4Ukraine will participate in coordination meetings for information sharing.                                                                                                                                                                                     | SUN4Ukraine participated in a one coordination meeting.                                                                                                         |
| U-LEAD with Europe        | U-LEAD with Europe is a partnership initiative between the Ukrainian government, the EU, and several Member States (Germany, Poland, Denmark, and Slovenia). It aims to support Ukraine's decentralization reform, facilitate its path toward EU membership and strengthen recovery and reconstruction efforts for the country's municipalities. | SUN4Ukraine will align with U-LEAD by leveraging synergies with relevant events (WP4), engaging in capacity-building initiatives, training, and twinning activities (WP3, WP5), and drawing valuable insights from the knowledge generated throughout the project. | SUN4Ukraine is searching for the relevant contacts and will start the outreach to the project soon.                                                             |

**Table 4 – Related projects/initiatives SUN4Ukraine will interact with**

## 7.2. Coordination with U\_CAN and NetZeroCities

To ensure that lessons learned, outputs and opportunities for Ukrainian cities are fully realised, SUN4Ukraine creates synergies with relevant projects, particularly those focused on climate neutral cities and sustainable recovery efforts in Ukraine.



### 7.2.1. Coordination with U\_CAN

The U-CAN project, funded under Horizon Europe, shares the same objectives as SUN4Ukraine, aiming to integrate Ukrainian cities into the collective vision of the European Green Deal. Therefore, to avoid any duplication of efforts and ensure the success of both projects, a transparent coordination was established, keeping the interests of Ukrainian cities at the forefront of our strategies.

Three axes are the pillars of this bilateral coordination:

- **Information sharing:** to ensure that the two projects are not overlapping or duplicating efforts.
- **Convergence of efforts:** to seek synergies and opportunities for joined efforts where and when appropriate (for example, collaborative preparation of Ukraine cluster exhibition and breakout session at the Cities Mission Conference)
- **Organisation of regular meetings:** coordination meetings are regularly organised between the project coordinators and the two projects WP leaders.

These axes of coordination will be reviewed and adjusted according to needs during the lifetime of both projects.

### 7.2.2. Coordination with NetZeroCities

In 2021, the European Commission launched the EU Mission 100 Climate-neutral and Smart Cities by 2030. In April 2022, the European Commission selected 112 Mission Cities striving towards climate-neutrality. The NetZeroCities project supports these cities with knowledge, resources, and tailored assistance.

SUN4Ukraine and NetZeroCities are both integral to the EU Cities Mission, working towards the same EU vision and goal.

Therefore, smooth and effective coordination between these projects is crucial.

To ensure successful collaboration, the following actions are underway following the signature of the MoU on M7:

- **2 to 4 annual meetings:** to coordinate necessary action from both projects as well as assess the progress already made in the collaboration.
- **Establishment of a collaboration tracker:** that will guide the topics and action needed from both projects in order to advance on the collaboration.
- **Use of the NetZeroCities Portal:** to share SUN4Ukraine's publications, relevant materials and to host SUN4Ukraine's Capacity Building offer. The overall content, linked to the work done by NetZeroCities, will position the Portal as the source of reference to learn more about climate-neutral cities in the EU and in Ukraine.
- **Onboarding session to the Portal:** The NZC Consortium will organise a dedicated onboarding session for all Ukrainian cities engaged with SUN4Ukraine, to help them navigate the NZC portal and access key resources

- **S4U partnership programme:** NZC is promoting the SUN4Ukraine call for Mission Cities to partner with Ukrainian Flagship Municipalities and will provide relevant data about the Mission Cities to ensure effective matching.

### 7.3. Conferences and events

Presenting the SUN4Ukraine results at conferences and/or having a booth to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage closely with stakeholders.

The project consortium will attend events that are relevant to the topic of climate-neutrality and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented.

An online form ([LINK](#)) (described in section 4.2) was created to track and monitor partner participation in international and national conferences.

| Event                         | What                                                                                                                                                                                                                                                                              | Date/Frequency |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Ukrainian Urban Forum         | The main goal of the Forum is to deepen the discussion on the fair and sustainable development of cities in Ukraine and strengthen professional and informal ties in the community.                                                                                               | Annual event   |
| Cities Mission Conference     | The European Commission and NetZeroCities invites Mission City mayors and practitioners, representatives of national and regional authorities, and others to connect and engage on Mission-critical concepts and ideas, share valuable insights and experiences, and inspiration. | Annual event   |
| Ukrainian Recovery Conference | High-level political event dedicated to the swift recovery and long-term reconstruction of Ukraine since the beginning of Russia's full-scale war of aggression against Ukraine.                                                                                                  | Annual event   |

|               |                                                                                                                                                                                                                                                                                                                                                |                                     |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| Climate Week  | Largest annual climate event bringing together over 600 events and activities across the City of New York – in person, hybrid and online. Business leaders, political change makers, local decision takers and civil society representatives gather to drive the transition, speed up progress, and champion change that is already happening. | Annual event in New York City, USA. |
| EU Green Week | Annual opportunity to raise awareness, promote and discuss European environmental policy. Organised by the European Commission's Directorate-General for Environment, this high-level event attracts policymakers, leading environmentalists, stakeholders, and interested parties from across Europe and the globe.                           | Annual event                        |
| Cities Forum  | The main goal is to exchange on the urban dimension of Cohesion Policy, the Urban Agenda for the EU, the role of cities in implementing the European Green Deal, the EU response to the urban dimension of the                                                                                                                                 | Annual event                        |

|                                  |                                                                                                                                                                                                                               |                |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
|                                  | 2030 Territorial Agenda, as well as highlight the new EU level initiatives developed in order to support cities.                                                                                                              |                |
| New European Bauhaus Festival    | Thinkers, policymakers, and practitioners engage in a global conversation encompassing topics from science and technology to culture and education, as well as regional and local development and international perspectives. | Biennial event |
| European Sustainable Energy Week | Initiative to facilitate the organisation of activities that promote sustainable development and make these efforts visible on a common platform.                                                                             | Annual Event   |
| Sustainable Places               | Sustainability targets and climate change objectives cannot be met without addressing buildings and the built environment at the building, district and urban scale to include our transport and energy infrastructures.      | Annual Event   |

|                                                    |                                                                                                                                                                                                                                                                                                                     |                  |
|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| European Conference on Sustainable Cities          | The conference focused on the urgent need for local governments to assume responsibility for urban transformation and lead the way in guiding Europe towards a secure and sustainable future.                                                                                                                       | Every four years |
| OECD Roundtable on cities and regions for the SDGs | The OECD Roundtable on Cities and Regions for the SDGs serves as a dynamic forum for exchanging ideas, strategies, and best practices on the localisation of the SDGs among local, regional and national governments, international organisations, academia, civil society, and the private sector.                 | Annual Event     |
| UNDP Mayors for Economic Growth                    | The Mayors for Economic Growth (M4EG) is a joint EU & UNDP initiative to support Mayors and their teams in the Eastern Partnership region. The M4EG offers resources, network and learning opportunities to explore new trajectories of growth, to make towns and cities more attractive for people and investment. | Annual Event     |
| European Week of Regions and Cities                | The European Week of Regions and Cities is an annual four-day event during which cities and regions showcase their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance.                             | Annual Event     |
| World Urban Forum                                  | The World Urban Forum is the first global conference on sustainable urbanisation.                                                                                                                                                                                                                                   | Annual Event     |
| Rebuild Ukraine Forum                              | International exhibition and conference that serves as a platform for recovery projects, materials, technologies, equipment and investments required to rebuild Ukraine, with an emphasis on infrastructure, industry, energy, and housing.                                                                         | Annual Event     |
| COP                                                | COP is the United Nations Climate Change Conference taking place every year, and the world's only multilateral decision-making forum on climate change that brings together almost every country on Earth.                                                                                                          | Annual Event     |

Table 5 – Conferences/Events

## 7.4. European dissemination channels

All official channels established by EU institutions will be used to disseminate the project's results.

The following official EU dissemination channels will be targeted:

|           |                                                   |                                                                                                                |
|-----------|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Magazines | Research*EU results magazine                      | <a href="http://www.cordis.europa.eu/researcheu/home_fr.html">www.cordis.europa.eu/researcheu/home_fr.html</a> |
| Portals   | Horizon – the EU Research and Innovation Magazine | <a href="https://horizon-magazine.eu/">https://horizon-magazine.eu/</a>                                        |
|           | CORDIS                                            | <a href="http://www.cordis.europa.eu/home_fr.html">www.cordis.europa.eu/home_fr.html</a>                       |

**Table 6 – EU dissemination channels**

## 7.5. Scientific publications

Several scientific publications will be prepared by lead academic partners involved in the project. These publications will include the main findings of the project's deliverables and may be presented in some of the conferences listed in section 7.3 of this document.

SUN4Ukraine will follow the Horizon Europe open access policy, with Gold Open Access as a preferred option; Zenodo and Open Research Europe will be used. This will allow to provide online access to scientific information that is free of charge to the end-user and that is reusable. Partners' own repositories may also be used, noting that all information generated in SUN4Ukraine will adhere to open access policies and all partners will refrain from holding any such information proprietary or trade-related.

In the context of this project, scientific information refers to peer-reviewed scientific research articles, articles, conference papers and research data. The SUN4Ukraine project will combine different measures to foster open access to knowledge as much as possible. Scientific publications produced in SUN4Ukraine will target the scientific community, and the international, European and Ukrainian community of urban practitioners and innovators, for example:

| Journal                              | Interest for SUN4Ukraine                                                                                                                                     |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sustainable Cities and Society (SCS) | Focuses on fundamental and applied research aimed at designing, understanding, and promoting environmentally sustainable and socially resilient cities.      |
| Urban Planning                       | Aims at advancing understandings and ideas of humankind's habitats – villages, towns, cities, megacities – in order to promote progress and quality of life. |

|                                            |                                                                                                                                                                                                                                                                                                                      |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| disP – The Planning Review                 | Publishes on topics in the areas of urban development, city and town planning, environmental planning, environmental economics and transportation planning.                                                                                                                                                          |
| European Public & Social Innovation Review | Disseminates the creation, development, and implementation of innovative solutions to tackle social challenges and improve the quality of life for individuals and communities (through education, health, the environment, gender equality, social inclusion, and others).                                          |
| European Planning Studies                  | Publishes ideas and information about spatial development processes and problems, and policy implementation in Europe.                                                                                                                                                                                               |
| Sustainability                             | International, peer-reviewed, open-access journal on environmental, cultural, economic, and social sustainability of human beings,                                                                                                                                                                                   |
| Cleaner Production                         | International, transdisciplinary journal focusing on Cleaner Production, Environmental, and Sustainability research and practice. 'Cleaner Production' is a concept that aims at preventing the production of waste, while increasing efficiencies in the uses of energy, water, resources, and human capital.       |
| Building and Environment                   | International journal that publishes original research papers, comprehensive review articles, editorials, and short communications related to building science, urban physics, and human interaction ...                                                                                                             |
| Ukrainian Society                          | Public communication of scholars, in particular high-quality dissemination of the results of their activities to the national and world scientific communities; the outline of prospective ways to improve the life of society in all its dimensions: economic, political, spiritual, organizational and structural. |
| Environmental Economics                    | Focuses on the concept of sustainability development, considering it as a triad of environmental sustainability, economic sustainability, and social sustainability. (Ukrainian journal)                                                                                                                             |
| City: History, Culture, Society            | Peer-reviewed, biannual academic journal that intends to advance and institutionalize urban studies in Ukraine, as well as establish an international network of urban studies focused researchers.                                                                                                                  |

|                                               |                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| East/West:<br>Journal of<br>Ukrainian Studies | The focus and themes of the journal include, but are not limited, to the following: Ukraine and its neighbours; Ukrainian humanities and social sciences in a comparative and interdisciplinary perspective; the Early Modern, Modern, and Contemporary periods; cultural geography and geopolitics; empires, dominant and subordinate cultures; collective identities, the sociocultural foundations of modernization. |
| Science &<br>Innovation                       | The journal publishes original works in various fields of science and technology, which are important for ensuring the innovative development of Ukraine.                                                                                                                                                                                                                                                               |
| Journal of<br>Innovations &<br>Sustainability | Open access, cross-disciplinary, peer-reviewed scientific journal publishing original scientific works, theoretical and practical articles that should contribute to the sustainable development from the local to the global level. The main attention is paid to papers concerned with innovation activities, economic, environmental and social sustainability. (Ukrainian and Bulgarian journal)                    |

Table 7 – Scientific Publications

Project partners are encouraged to regularly share information about their scientific publications related to SUN4Ukraine via the online form described in section 4.2. These publications will be disseminated via the project website, the external newsletter and SUN4Ukraine social media channels.

## 9. Key performance indicators

| Channel/<br>Output             | Purpose                                                                                         | Target | KPI at M12 | KPI by the end of<br>the project (M48)                                                                                                                                                                               |
|--------------------------------|-------------------------------------------------------------------------------------------------|--------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Website</b>                 | Main channel for project messages and results dissemination                                     | All    | 8 597      | >15000 visits                                                                                                                                                                                                        |
| <b>Articles on the website</b> | Generate interest in the activities carried out by Ukrainian selected cities and Mission Cities | All    | 2 articles | >1 article per Ukrainian city<br>>10 articles on collaboration between Ukrainian cities and Mission Cities<br>>10 articles presenting the Partnership programme, the Capacity Building programme, and related events |



|                                                            |                                                                                                               |                                                                                                                                                                                                              |                                     |                                                                               |
|------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------------------------|
| <b>Social media (LinkedIn, Facebook)</b>                   | Establish and engage an online community focused on climate neutrality and resources                          | All                                                                                                                                                                                                          | 442<br>2 social media posts a week  | >3 000 followers<br>>Two social media posts a week                            |
| <b>Promotional videos for social media</b>                 | Showcase cities' progress, present best practices and key results in an engaging and inspiring way            | <ul style="list-style-type: none"> <li>• Ukrainian and Mission Cities</li> <li>• Policymakers</li> <li>• Media</li> </ul>                                                                                    | n/a                                 | >8 videos<br>>400 views/video                                                 |
| <b>Interviews with Mission Cities and Ukrainian cities</b> | Video interviews to increase Mission Cities' visibility as leaders and Ukrainian cities as drivers of change. | All                                                                                                                                                                                                          | n/a                                 | >10 video interviews<br>>400 views/video                                      |
| <b>Media appearances /*contact</b>                         | Media coverage of SUN4Ukraine's main milestones and increased awareness of climate-neutrality issues          | Media                                                                                                                                                                                                        | 1 PR sent<br>2 articles in EU media | >4 press releases sent to media<br>>10 journalists and/or influencers engaged |
| <b>Communication toolkits</b>                              | Develop ready to use materials to promote SUN4Ukraine key milestones and increase the project's visibility    | Fellow consortia implementing related projects, partnerships, initiatives and networks                                                                                                                       | 3 toolkits produced                 | 4 toolkits sent to 15 initiatives/projects                                    |
| <b>Mailing list</b>                                        | Inform stakeholders of project progress, activities and results                                               | <ul style="list-style-type: none"> <li>• Ukrainian and Mission Cities,</li> <li>• Policymakers,</li> <li>• Fellow consortia implementing related projects, partnerships, initiatives and networks</li> </ul> | 1 newsletter<br>40 contacts         | >8 newsletters<br>>300 contacts<br>>30 emails/city                            |

|                                                               |                                                                                                               |                                                                                                                                                                                                                                                                             |                                                  |                                                                                  |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|----------------------------------------------------------------------------------|
| <b>Publications</b>                                           | Increased visibility of climate issues, both in the EU and in Ukraine                                         | <ul style="list-style-type: none"> <li>• Education and training institutes, science engagement organisations and educational officers</li> <li>• Fellow consortia implementing related projects, partnerships, initiatives, and networks</li> <li>• Policymakers</li> </ul> | n/a                                              | > 10 publications                                                                |
| <b>Factsheets</b>                                             | Summarising key data and projects results                                                                     | All                                                                                                                                                                                                                                                                         | n/a                                              | >3 released at M24, 36, and 48                                                   |
| <b>External events and conferences</b>                        | Present the project objectives & results to an external audience                                              | All (except media)                                                                                                                                                                                                                                                          | Partners have participated in 13 external events | >presence at 10 external events >2 events per partner                            |
| <b>Networking activities with other initiatives/pr object</b> | Joint actions with related projects, identification of synergies and visibility of project results            | Fellow consortia implementing related projects, partnerships, initiatives and networks                                                                                                                                                                                      | MoU signed with NZC                              | >25 joint actions and cross promotional activities                               |
| <b>Organisation of SUN4Ukraine</b>                            | Present SUN4Ukraine's results and                                                                             | All (except media)                                                                                                                                                                                                                                                          | n/a                                              | A series of sessions at the Ukrainian Urban Forum, Cities Mission Conference and |
| <b>sessions at external events</b>                            | network with key stakeholders                                                                                 |                                                                                                                                                                                                                                                                             |                                                  | Ukraine Recovery Conference                                                      |
| <b>Final event</b>                                            | Share findings, best practices, and success stories with key stakeholders working towards climate-neutrality. | All                                                                                                                                                                                                                                                                         | n/a                                              | >100 participants local authorities<br>>20 policymakers                          |

Table 8 – Key performance indicators

## Conclusion

The Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote SUN4Ukraine and its results in an efficient yet impactful way. The plan will be updated and improved based on the monitoring results collected: updated versions of the plan will be submitted in M24 and M48. (corresponding to deliverable D5.1).

## Appendix / Communications Handbook

# Communication Handbook

A practical guide to help you communicate effectively  
about SUN4Ukraine

Version 0.1 – June 2024



# Index

---

- Visual Identity and Style
- EU Funding Acknowledgement & Disclaimer
- SUN4Ukraine's corporate materials
- Presenting SUN4Ukraine
- Sun4Ukraine's online presence and social media tips
- Communication team contact

💡 Please note that this document will be updated on a regular basis to include further guidelines and additional materials as needed.



# Visual identity and style



Funded by  
the European Union

# SUN4Ukraine logo

---



- The symbol explores the curves of the circle from two angles: a rising sun, a symbol of hope and renewal, whose reflected contours show a bridge between the EU and Ukraine.
- The isotype can change position, in between the words or facing them, like the components of an urban space.
- The typography is all curves to reinforce this idea of bridge and collaboration. Straighter lines give a sense of stability and presence.

Download all formats [HERE](#)



Funded by  
the European Union





# Logo clear space and size

---



# Logo clear space and size

- Be mindful that **everything has a clear space:** logos, texts, titles and images.
- The addition of each clear space allows each content to stand out appropriately.
- The clear space is **like an invisible frame.**
- Think of a wall of paintings:
  - Each painting has a frame to help it stand out and define its space.
  - The paintings next to it are also framed and **spaced to allow the whole to breathe.**



# Logo variations

---

SUN☉  
4Ukraine

SUN☉  
4Ukraine

SUN4Ukraine ☉

SUN4Ukraine ☉

SUN☉  
4Ukraine

SUN☉  
4Ukraine

SUN4Ukraine ☉

SUN4Ukraine ☉

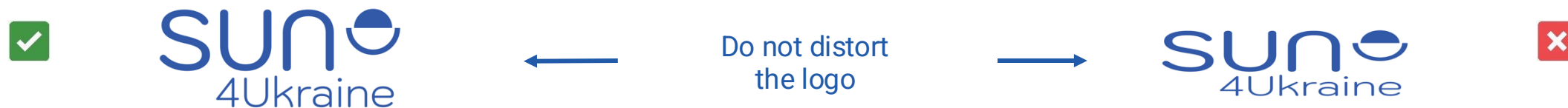
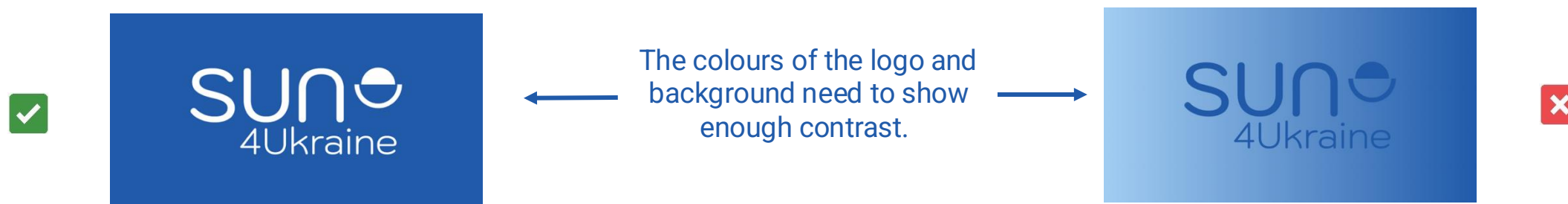
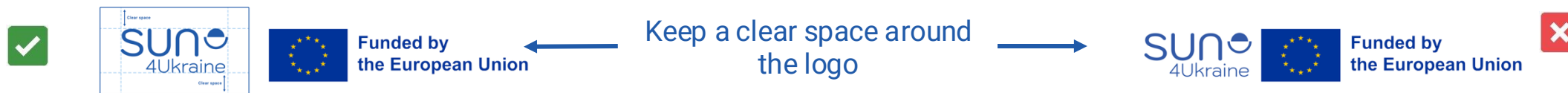


Funded by  
the European Union

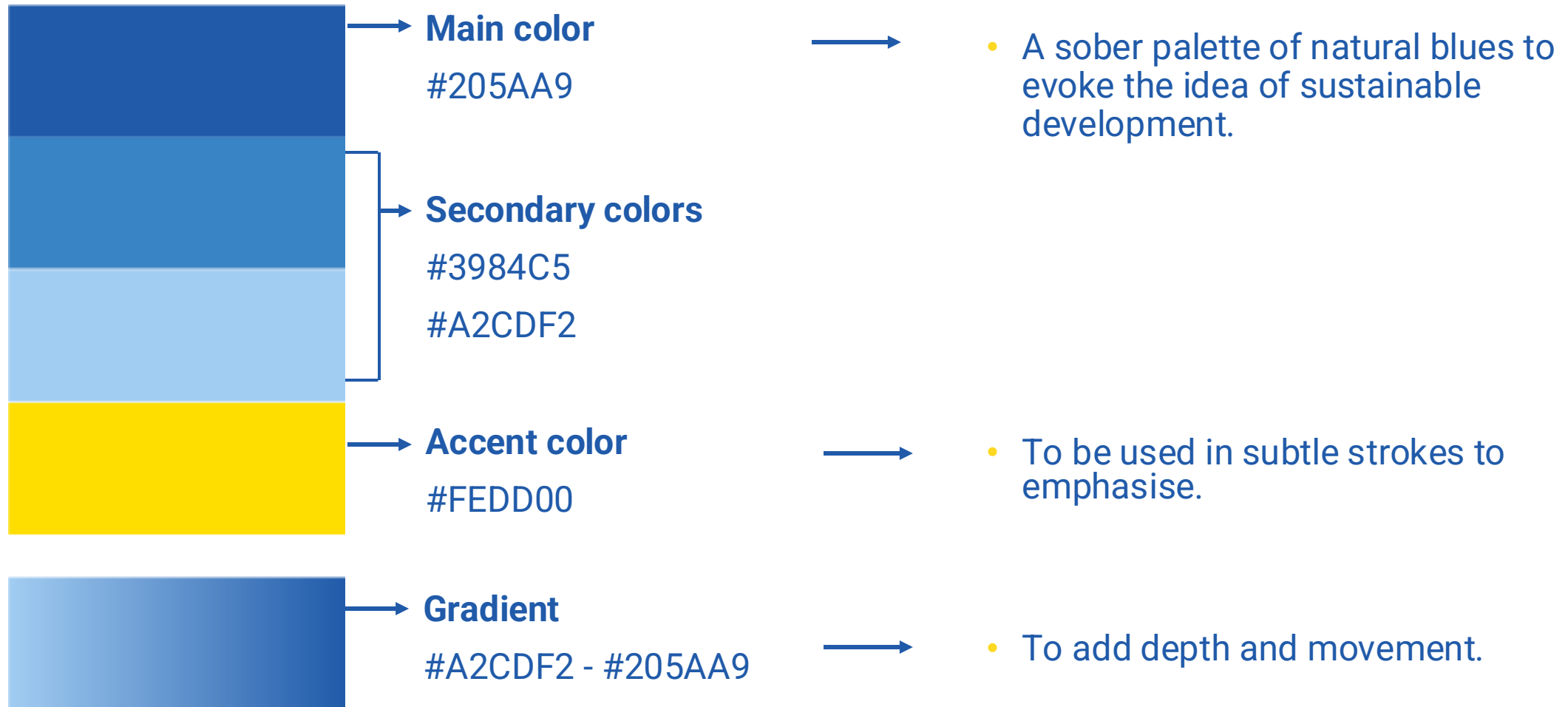
SUN☉  
4Ukraine

# Logo do's & dont's

---



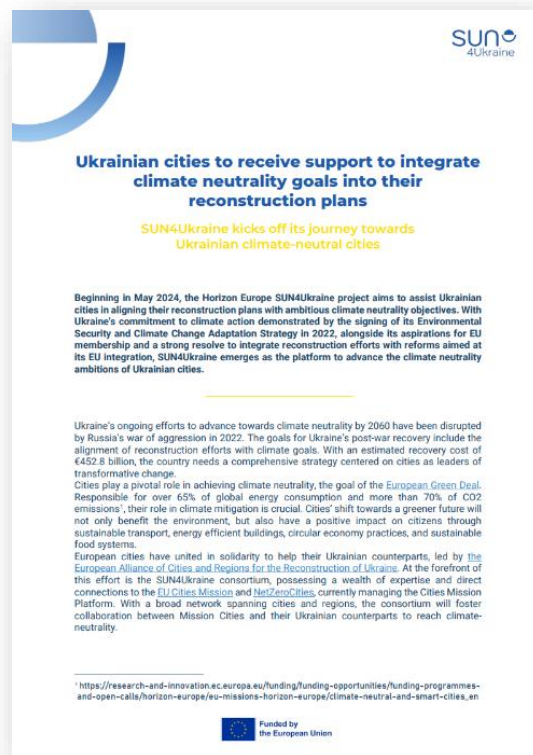
# Colour specifications



# Typography

## Word template

- **Cover page title**  
(Montserrat Extrabold, 32 pt, HEX #205AA9)
- **Cover page subtitle**  
(Montserrat Semibold, 18 pt, HEX #FEDD00)
- **First level heading**  
(Montserrat Extrabold, 18 pt, HEX #205AA9)
- **Second level heading & Subheading**  
(Montserrat Semibold, 16 pt, HEX #FEDD00)
- **Third level heading**  
(Montserrat Semibold, 14 pt, HEX #205AA9)
- **Fourth level heading**  
(Montserrat Semibold, 12 pt, italic, HEX #3984C5)
- **Body text**  
(Roboto, 11 pt, regular, HEX #1D4262)



## Presentation template

- **Slide title**
  - **Heading** (Montserrat Extrabold, 60 pt, HEX #FFFFFF)
  - **Subtitle** (Montserrat Semibold, 24 pt, HEX #FEDD00)
- **Separator slide** (Montserrat Semibold, 44 pt, bold, HEX #FEDD00)
- **Slide content**
  - **Heading** (Montserrat Semibold, 44 pt, HEX #205AA9)
  - **Subheading** (Roboto, 24 pt, HEX #FEDD00)
  - **Body text** (Roboto, 24 to 16 pt, regular, HEX #1D4262)



# Typography

---

- The typefaces have been chosen for their legibility and universality, they also **support most languages, including Ukrainian.**
- **All typographies are embedded** in the different templates.
- In case you would like to download them on your computer, here are the links:
  - Montserrat, [\*\*DOWNLOAD HERE\*\*](#)
  - Roboto, [\*\*DOWNLOAD HERE\*\*](#)

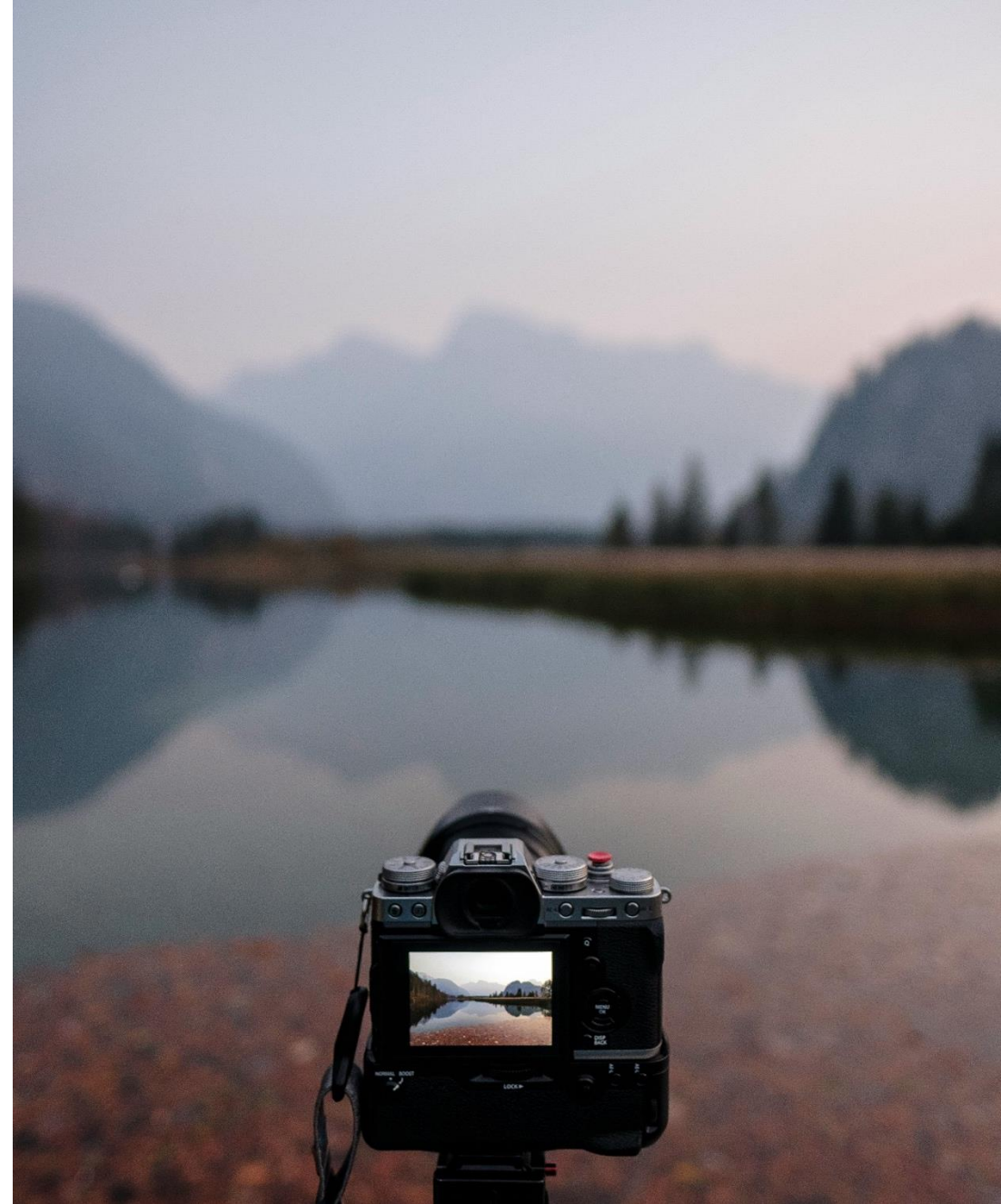




# Photography – resources

---

- A variety of pictures are available for you to use [HERE](#).
- The communication team can provide additional pictures upon request.





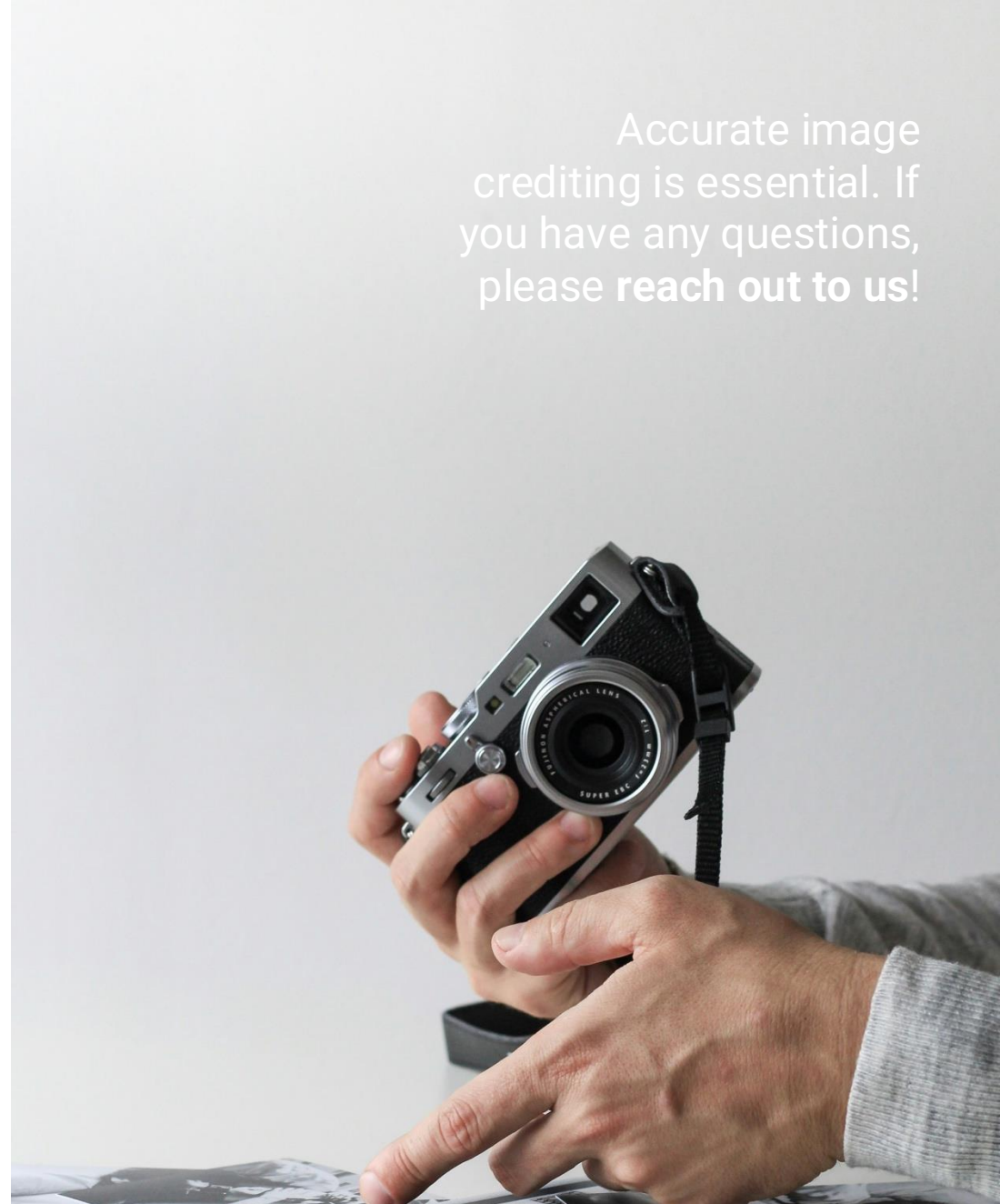
# Photography – guidelines

---

If you wish to use an image that is not in the image banks provided by the communication team, **please adhere to the following recommendations:**

- Use well known visual banks like **Pixabay, Unsplash or Pexels.**
- Select images that align closely with the **objectives of SUN4Ukraine**, avoiding inclusion of cars or other polluting elements.
- Ensure the image is **copyright-free** and properly attribute credit where necessary.

Accurate image crediting is essential. If you have any questions, please **reach out to us!**



# EU Funding Acknowledgment & Disclaimer

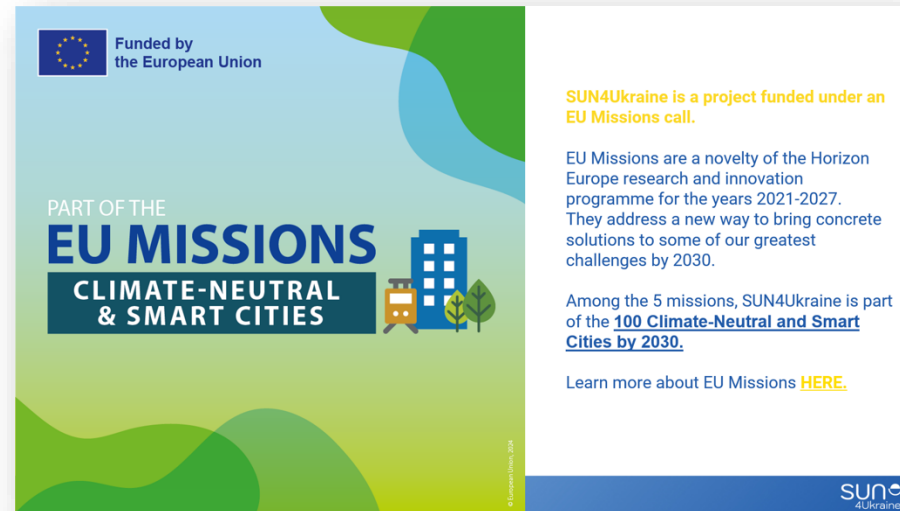


Funded by  
the European Union

suno  
4Ukraine

# EU Missions

- SUN4Ukraine has been funded under the 4th EU Missions call: 100 Climate-Neutral and Smart Cities by 2030.
- This mention should appear alongside EU Missions banner [available here](#) on every presentation. A dedicated slide has been prepared in the .ppt template, make sure to always include it.



# General principle

---

- All materials, including scientific papers and publications, videos, canvases, or guidance documents produced by the project, will contain the **mandatory EU emblem and funding acknowledgement**.



Funded by  
the European Union

- **Materials will also include the following disclaimer** *“The European Commission is not responsible for any use that may be made of the information it contains”*.
- Download the funding acknowledgment [HERE](#)

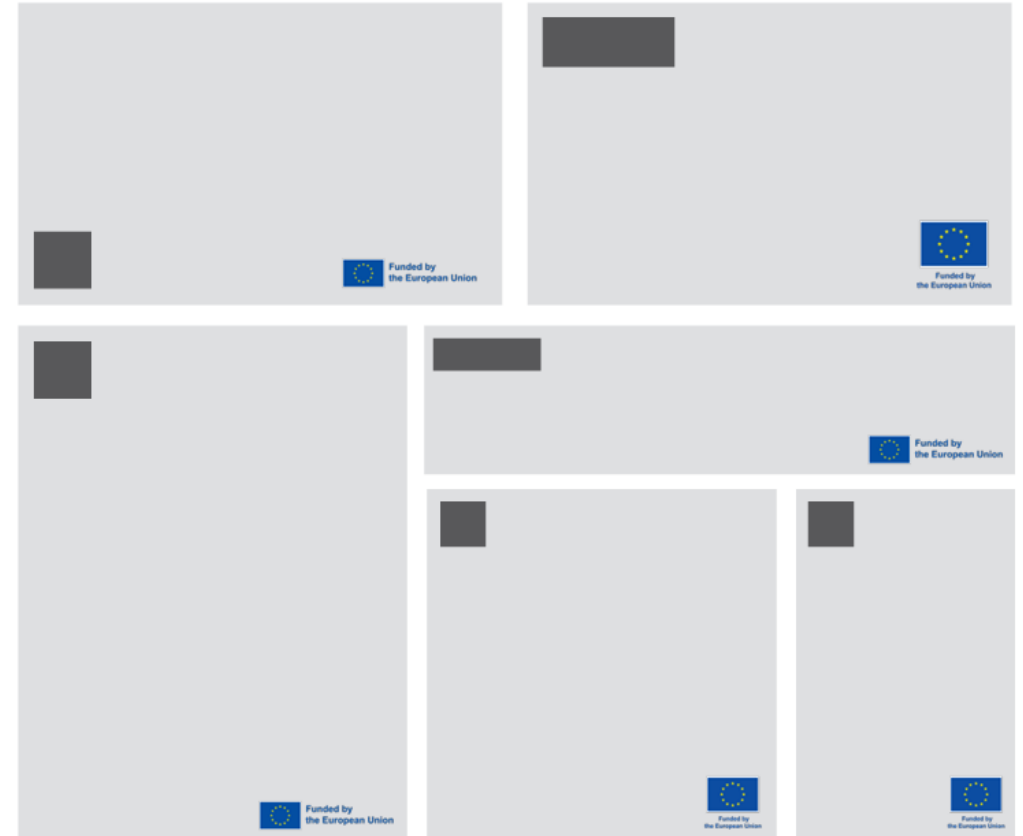


Funded by  
the European Union

SUN  
4Ukraine

# EU logo reminder

- We are required to display the EU emblem, along with the funding statement, on all materials, including printed or digital products, and websites, that are intended for the public or for participants.
- **The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions.** It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo.
- Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.



# SUN4Ukraine corporate materials



Funded by  
the European Union

# SUN4Ukraine templates

---

The Word and PowerPoint templates play a crucial role in communicating SUN4Ukraine's identity and purpose.

## Powerpoint template

- The PowerPoint presentation is a tool for presenting SUN4Ukraine activities in a clear and concise manner.
- Download [HERE](#)

## Word templates

- The Word documents ensures a unified and professional look for all the deliverables and other project documents.
- Download the deliverables template [HERE](#)
- Download the letterhead template [HERE](#)



# Virtual background

---

- Branded virtual background is available for online events and meetings!
- Please remember to use this background, instead of your organisation's when you participate in an event hosted or funded by SUN4Ukraine.
- Download it [HERE](#)





# SUN4Ukraine rollup

---

- A roll-up is being designed and will be soon released.
- Partners who wish to attend events to represent SUN4Ukraine can contact the communication team (contact slide 35)



# Presenting SUN4Ukraine



Funded by  
the European Union

suno  
4Ukraine

# Our tagline

---

**Towards climate-neutral  
Ukrainian cities.**





# наш слоган

---

На шляху до кліматично нейтральних  
українських міст.





# Tone of voice

- **Dynamic and Engaging** - our project has positive outcomes and is forward-thinking. So we need to use an adequate vocabulary:
  - **Don't say:** We are trying to limitate climate alteration in urban areas.
  - **Say:** We are implementing effective and systemic strategies to reach climate neutrality.
- **Inclusive and City-Focused:** our communication should highlight the efforts of Ukrainian cities, placing them at the forefront of our activities, priorities, and messaging.
  - **Don't say:** We are helping cities to overcome environmental challenges.
  - **Say:** City X, is integrating climate neutrality into its recovery initiatives, with the support of SUN4Ukraine.







# Tone of voice

- **Clear and Easy to understand** – Let's avoid jargon and use clear language:
  - **Don't say:** Selected FRC will engage in a Twinning Programme with MC.
  - **Say:** The selected Ukrainian cities will receive support from SUN4Ukraine and exchange knowledge with Mission Cities already working towards climate neutrality.
- **Helpful & Supportive** – the project's objective is to support Ukrainian cities in overcoming challenges, rather than imposing additional administrative burdens:
  - **Don't say:** You must complete the need assessment as a prerequisite to your selection as an FRC.
  - **Say:** We would like to understand your needs better so that we can tailor the programme to your requirements.



# General key messages

---

- **Context:**
  - Ukraine has applied for EU membership and expressed a strong commitment to reduce greenhouse gas emissions.
  - Ukraine's post-war recovery includes aligning reconstruction efforts with climate goals.
  - Climate mitigation is heavily dependent on urban action, placing cities at the forefront of efforts to tackle climate change.
- **SUN4Ukraine will empower Ukrainian cities to reach climate neutrality.**
- **SUN4Ukraine will support Ukrainian cities** with a tailored capacity building programme and technical assistance to develop comprehensive climate neutrality plans aligned with their reconstruction efforts.
- **SUN4Ukraine will foster collaboration and exchanges between Ukrainian Flagship municipalities and Mission Cities** on the path to climate neutrality.





# Загальні ключові повідомлення

---

- **Контекст :**
  - Україна подала заявку на членство в ЄС і висловила впевнений намір скоротити викиди парникових газів.
  - Повоєнне відновлення України передбачає узгодження зусиль з відбудови з кліматичними цілями.
  - Пом'якшення наслідків змін клімату значною мірою залежить від урбаністичної діяльності, що робить міста пріоритетними для зусиль, спрямованих на боротьбу зі змінами клімату.
- **SUN4Ukraine дасть можливість українським містам досягти кліматичної нейтральності.**
- **SUN4Ukraine підтримає українські міста з індивідуальною програмою підвищення спроможностей та технічною допомогою для розробки комплексних планів кліматичної нейтральності, узгоджених з їхніми планами відновлення.**
- **SUN4Ukraine сприятиме співпраці та обмінам між українськими містами-учасниками та Містами Місії ЄС на шляху до кліматичної нейтральності.**







# Glossary

It will evolve and expand as the project progresses

---

## English

- Russia's war of aggression
- Climate-neutral
- Climate Neutrality Plans
- The EU Mission for Climate-Neutral and Smart Cities/ The EU Cities Mission
- Mission Cities
- Ukrainian Flagship municipalities
- Capacity Building Programme
- Aligning recovery plans with ambitious climate neutrality objectives

## Ukrainian

- Російська загарбницька війна
- Кліматично нейтральний
- Плани кліматичної нейтральності
- Місія ЄС з кліматично нейтральних та розумних міст / Міста Місії ЄС
- Міста Місії ЄС
- Українські міста-флагмани
- Програма підвищення спроможності
- Узгодження планів відновлення з амбітними цілями кліматичної нейтральності



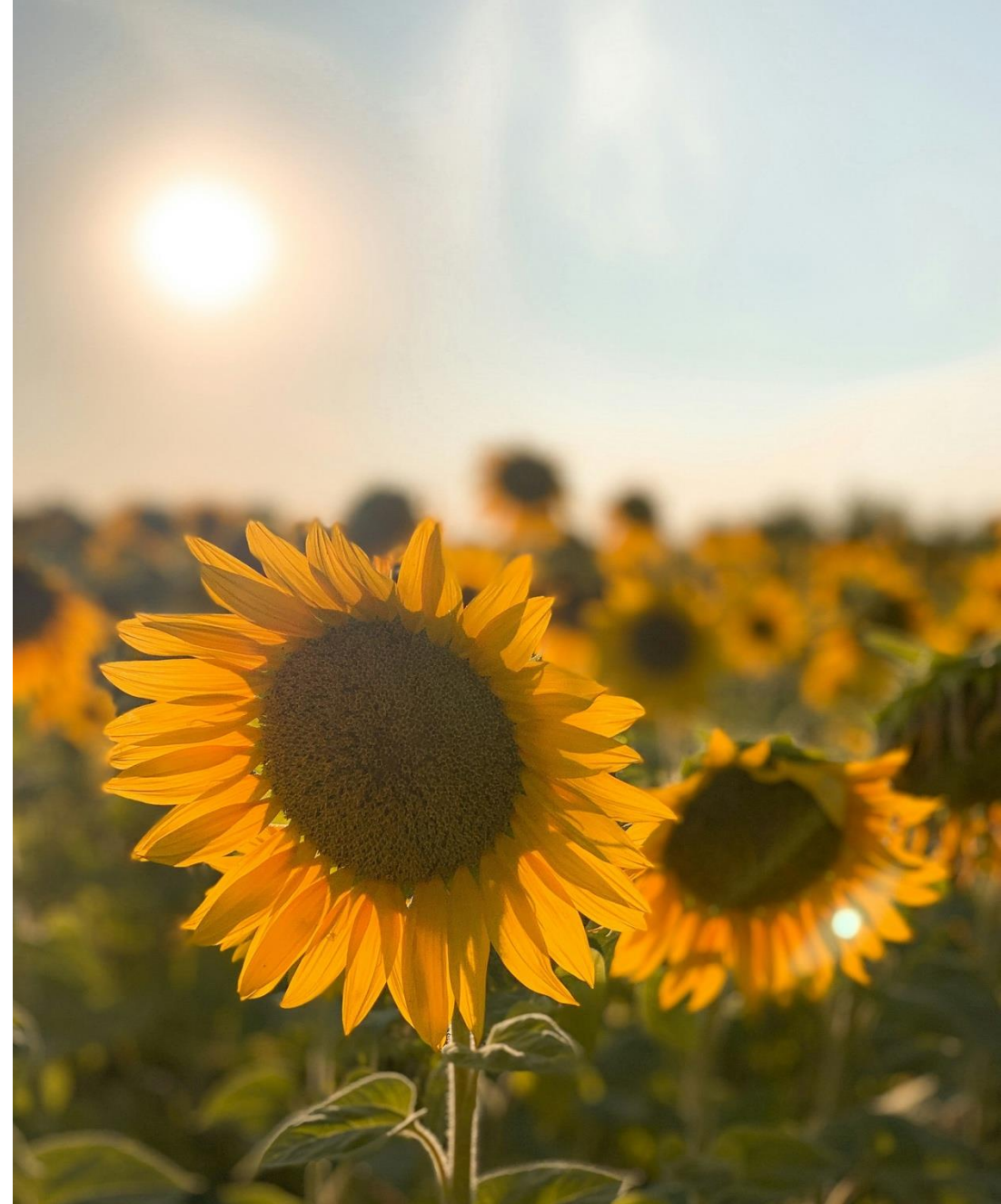
# SUN4Ukraine in a nutshell

---

## Toward Ukrainian climate-neutral cities

Sustainable Urban Net Zero Network for Ukraine (SUN4Ukraine) is a four-year project aimed at empowering Ukrainian cities to reach climate neutrality by partnering them with cities in the **EU Mission for Climate-Neutral and Smart Cities**.

SUN4Ukraine provides Ukrainian cities with the technical support and capacity-building they need to design Climate Neutrality Plans. These plans will be integrated into the cities' reconstruction strategies, ensuring a sustainable and resilient recovery.



Funded by  
the European Union

suno  
4Ukraine

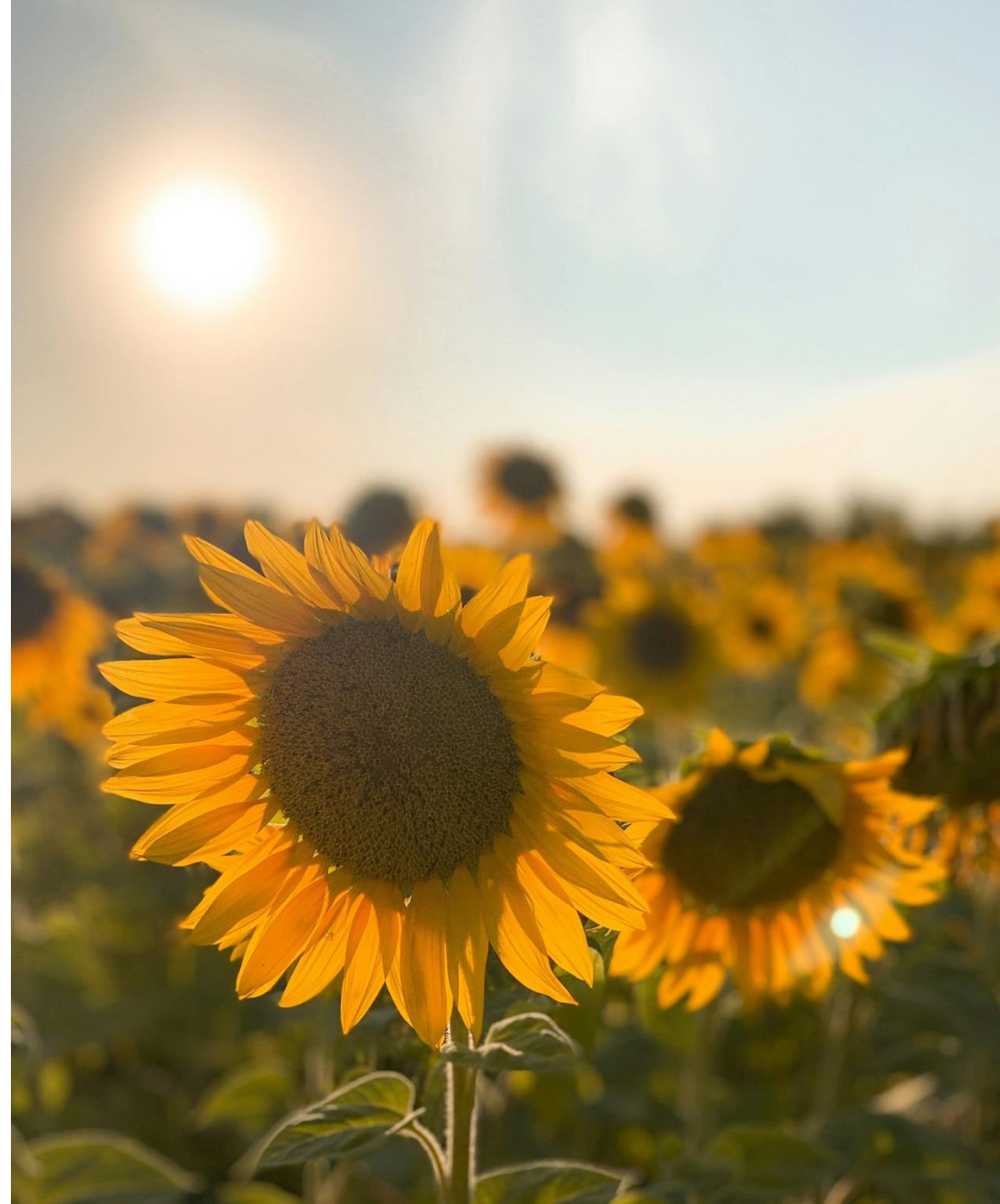


# SUN4Ukraine В КІЛЬКОХ СЛОВАХ

## На шляху до кліматично нейтральних міст України

Sustainable Urban Net Zero Network for Ukraine (SUN4Ukraine) — це чотирирічний проект, спрямований на розширення можливостей українських міст для досягнення кліматичної нейтральності через партнерство з **Містами Місії ЄС з кліматично нейтральних та розумних міст** в країнах Центральної та Східної Європи.

SUN4Ukraine надає українським містам технічну підтримку та підвищення спроможностей, необхідних для розробки Планів кліматичної нейтральності. Ці плани будуть інтегровані в стратегії відновлення міст, що забезпечить стале та стійке відновлення.





# SUN4Ukraine in depth

Download full statement [HERE](#)

## Toward Ukrainian climate-neutral cities

Launched in May 2024 under the EU Climate-Neutral and Smart Cities Mission and funded under Horizon Europe, Sustainable Urban Net Zero Network for Ukraine (SUN4Ukraine) is a four-year project focused on supporting Ukrainian cities in their pursuit of climate neutrality. In the wake of the severe disruptions caused by Russia's war of aggression, this project focuses on systemic and efficient recovery, aligning with climate objectives and involving citizens and stakeholders to reach Ukraine's climate objectives. **SUN4Ukraine offers technical support and tailored capacity-building to help Ukrainian cities design and integrate Climate Neutrality Plans into their recovery strategies.**

The consortium, comprising organisations from across the EU and Ukraine, has selected 12 Ukrainian Flagship municipalities committed to climate neutral urban planning and reconstruction: **Chernihiv, Chernivtsi, Dnipro, Kalush, Kharkiv, Konotop, Kyiv, Mykolaiv, Novovolynsk, Pervomaisk, Vinnytsia and Zviahel.**

The **Capacity Building programme, structured around three tracks – Foundation, Twinning, and Replication** – will kickstart these cities' journey towards climate neutrality. Through workshops, partnership with Mission Cities, and mentoring sessions, cities will gain vital insights and support. The programme aims to reinforce city capacities in climate-neutral urban planning, citizen engagement, and governance models while facilitating knowledge exchange with EU counterparts.

**Gathering 13 partners from 10 countries**, SUN4Ukraine is coordinated by Eurocities, the largest network of European cities, representing over 200 large cities and more than 150 million people across 38 countries, both within and outside the European Union. SUN4Ukraine builds upon the expertise of its partners, **leveraging their extensive experience and network across the EU and Ukraine.**



Funded by  
the European Union

suno  
4Ukraine







# SUN4Ukraine детальніше

Download full statement [HERE](#)

## На шляху до кліматично нейтральних міст України

Sustainable Urban Net Zero Network for Ukraine (SUN4Ukraine) — це чотирирічний проект, спрямований на налагодження зв'язків між українськими містами-учасниками та Містами Місії ЄС з кліматично нейтральних та розумних міст, щоб підтримати їхній шлях до кліматичної нейтральності. **SUN4Ukraine пропонує технічну підтримку та індивідуальне підвищення спроможностей, щоб допомогти українським містам розробити та інтегрувати Плани кліматичної нейтральності у свої стратегії відновлення.**

Консорціум, до складу якого входять організації з ЄС та України, оберє десять українських міст-флагманів, які прагнуть до кліматично нейтрального міського планування та відновлення. **Програма підвищення спроможностей складається з трьох напрямків – основ програми, партнерства та поширення досвіду, що дасть поштовх цим містам на шляху до кліматичної нейтральності.** Завдяки семінарам, партнерству з Містами Місії ЄС та менторським сесіям міста-флагмани отримають важливу інформацію та підтримку. Програма, розроблена мультидисциплінарним консорціумом SUN4Ukraine, спрямована на посилення потенціалу міст у сфері кліматично нейтрального міського планування, залучення громадян та розвитку моделей управління, а також сприяння обміну знаннями з партнерами з ЄС.

**Зібравши 13 партнерів з 10 країн, SUN4Ukraine координується Eurocities, найбільшою мережею європейських міст, що об'єднує понад 200 великих міст і понад 150 мільйонів людей у 38 країнах, як у Європейському Союзі, так і за його межами. SUN4Ukraine спирається на досвід своїх партнерів, використовуючи свій значний досвід та мережу в ЄС та Україні.**



Funded by  
the European Union

suno  
4Ukraine

# Social media tips

---

- We encourage you to **follow the accounts below** and to **tag SUN4Ukraine** in your social media posts.

**LinkedIn**

[@SUN4Ukraine](#)  
[@CINEA - European Climate,  
Infrastructure and Environment  
Executive Agency](#)  
[@EU Science, Research and  
Innovation](#)

**facebook**

[@SUN4Ukraine](#)  
[@EU Science, Research and  
Innovation](#)

- Please use the following hashtags **when referring to SUN4Ukraine**:  
#Ukraine4Climate #EUMissions #MissionCities #HorizonEU



# Any comms needs?

**Please reach out to the communication team!**

[clea.prieto@lgi.earth](mailto:clea.prieto@lgi.earth)

[agnes.loubiere@lgi.earth](mailto:agnes.loubiere@lgi.earth)

[claudine.ayala@lgi.earth](mailto:claudine.ayala@lgi.earth)



Funded by  
the European Union

**suno**  
4Ukraine



# Partners

---

ARUP



ASSOCIATION OF UKRAINIAN CITIES  
BY JOINT EFFORTS



Cedoss



ClimateKIC



DEMOS  
HELSINKI

екодія  
ecoaction.org.ua



EURO  
CITIES

KSE | Kyiv  
School of  
Economics

LGi  
sustainable innovation

rozkvit



Funded by  
the European Union

sun  
4Ukraine

# Thank you

Let's keep in touch!



SUN4Ukraine



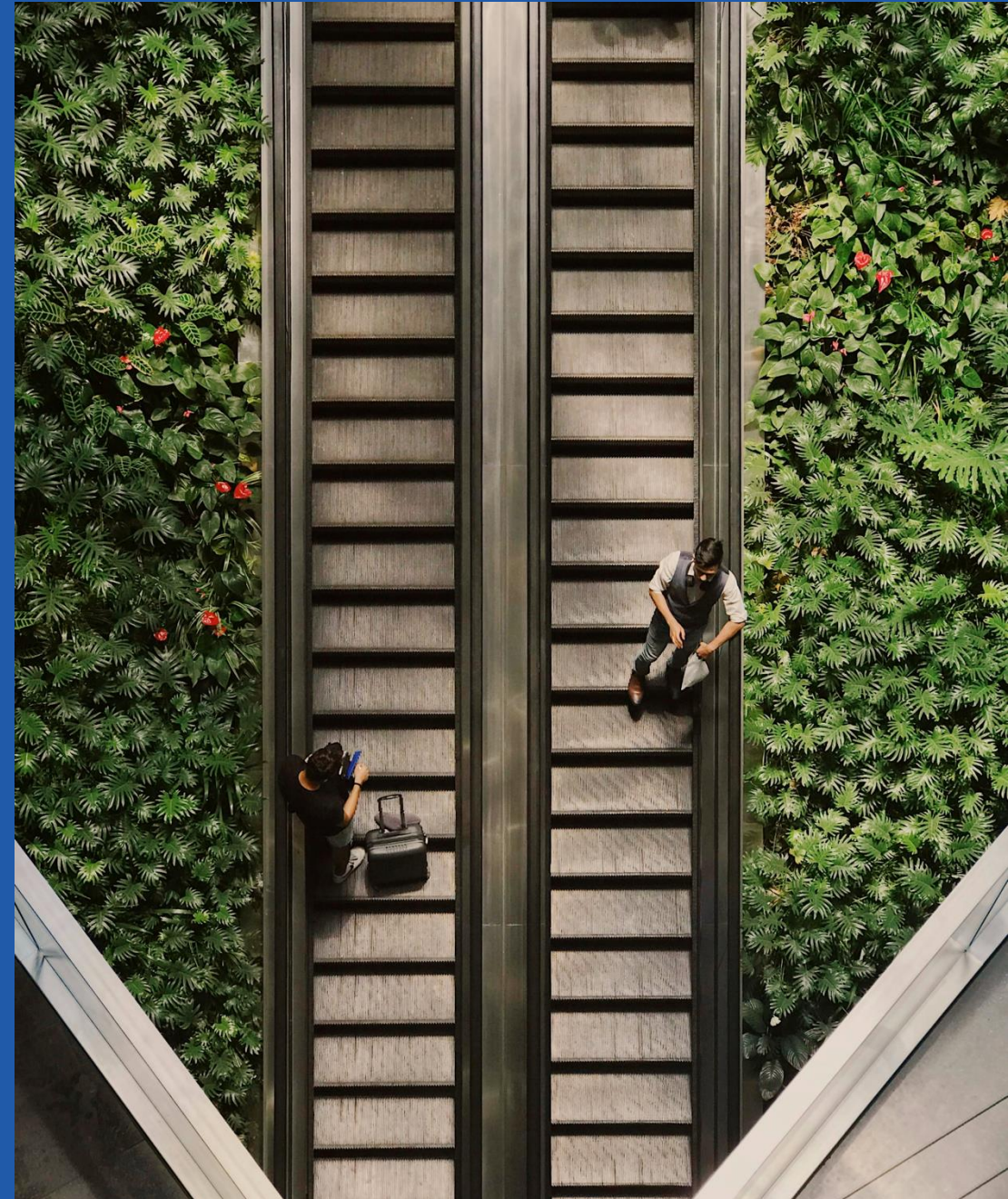
[www.SUN4Ukraine.eu](http://www.SUN4Ukraine.eu)



SUN4Ukraine



[hello@sun4ukraine.com](mailto:hello@sun4ukraine.com)



Funded by  
the European Union

**sun**  
4Ukraine