iWater Final Conference

Communicating the iWater results

Agnieszka Ilola
Union of the Baltic Cities

iWater
Integrated Stormwater Management
www.integratedstormwater.eu

Interreg Central Baltic

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Content

- Presentation of the renewed webpage structure
- Promotion of project outputs and results
- General communication issues

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iWater webpage

iWater webpage structure & content

- Structure is simplified to better navigate the user
- Siloed webpage with clear site sections and one main menu bar
- Concise content focused on introduction of main outputs
- Each output has a separate section with brief summary, output´s material, expert contacts and local adaptations
- Less focus to the News section → replaced by the content themes on the Home page
- Events divided to Past events and Upcoming events
- Partners list with role in the project → any more details to be added?
- Contact section with contact details to Project coordinator and Communication coordinator

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iWater webpage structure & content

Tasks for all project partners by the end of May

- ✓ visit renewed webpage
- ✓ check the accuracy of information on your pilot site section
- ✓ send us your local output adaptations/translations and other relevant materials that you would like to share and promote
- ✓ send us information on upcoming events

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Promotion of iWater results

Promotion of iWater results

UBC will promote iWater results to the network members and stakeholders through the **Newsletter, UBC Bulletin, webinars and international events**:

- 4-5 June 2018 - 9th Annual Forum of the EU Strategy for the Baltic Sea Region, Tallinn
- 12-14 September 2018 - UBC Sustainable Cities Commission meeting, Klaipeda
- 4-6 October 2018 - 5th World Conference on Climate Change, London
- 3-14 December 2018 UN COP 24 Climate Change Conference, Katowice
- December 2018 – IWAMA project Final Conference
- Autumn 2018 – UBC-CDP - dialogue meetings
- 2019 - Baltic Sea Future Conference in Stockholm and XV UBC General Conference in Kaunas

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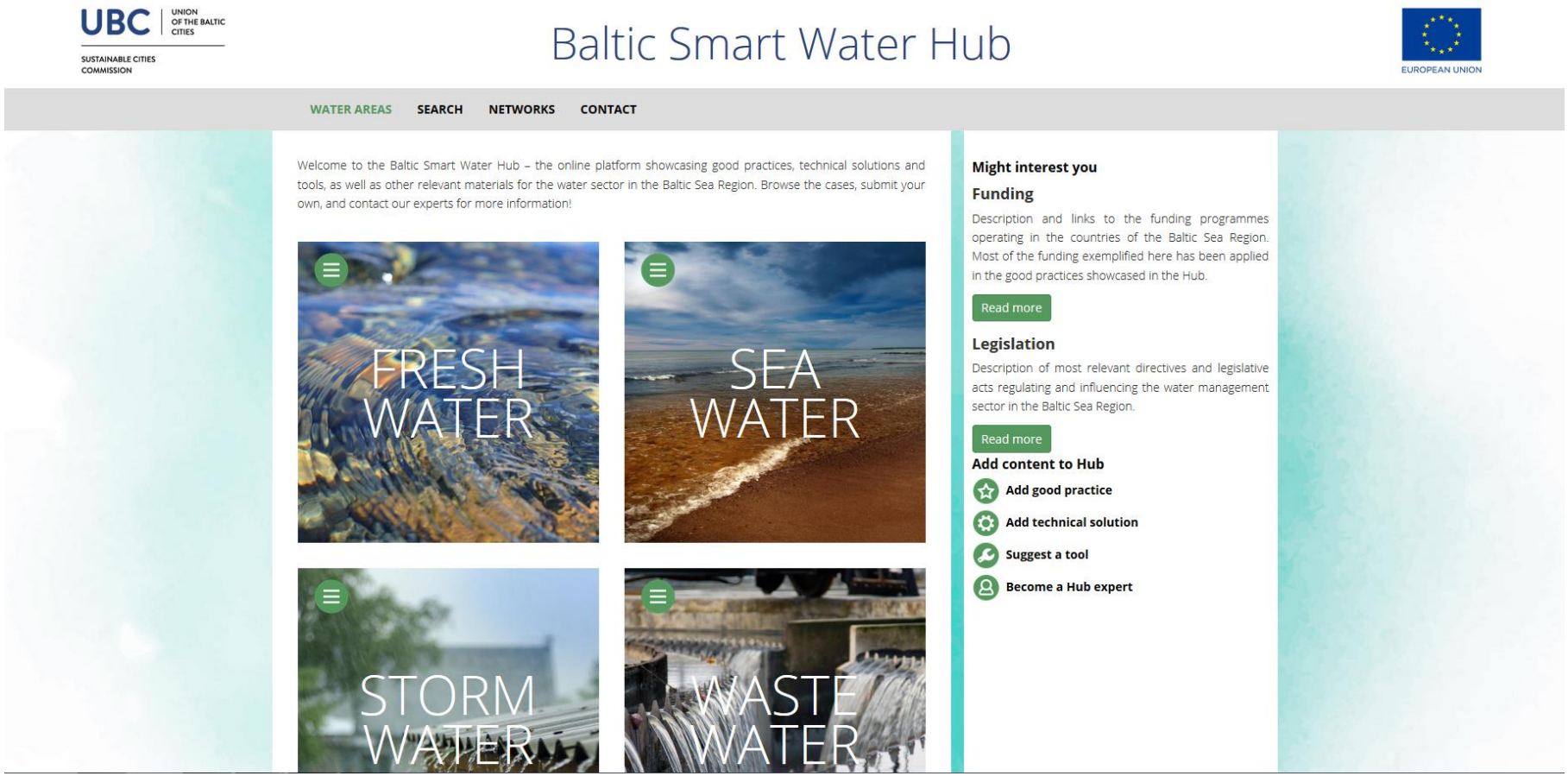
Baltic Smart Water Hub



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Baltic Smart Water Hub

UBC UNION OF THE BALTIC CITIES
SUSTAINABLE CITIES COMMISSION

Baltic Smart Water Hub

EUROPEAN UNION

WATER AREAS SEARCH NETWORKS CONTACT

Green Area Factor, GAF

Purpose:
A tool for increasing greenery of lots in a dense urban environment

Summary:
The goal of the green factor approach is to mitigate the effects of construction by maintaining a sufficient level of green infrastructure while enhancing the quality of the remaining vegetation. The significance of green surfaces in the adaptation to climate change raises as the city structure becomes denser.

Result:
The green factor method improves the city's prerequisites for adapting to climate change by promoting the green efficiency of the vegetation on the plots and the conservation of sufficient green structure. Vegetation mitigates the risk of flooding, reserves carbon dioxide, cools down the heat islands of built environments and increases the pleasantness and beneficial health-effects of the urban spaces. In the green factor method, the planner sets a green factor target level for the plot that can be achieved flexibly by the garden designer using various green elements when designing the garden. The method developed for the City of Helsinki provides 43 different green elements relating to planted and maintained vegetation, various run-off water solutions and permeable surfaces, etc. The green factor is calculated as the ratio of the scored green area to lot area. The green factor method has been developed to support the land use planning process, and it is intended particularly for city planners, landscape architects and garden designers. The green factor can, for example, be included in the zoning regulations or used for granting concessions during a construction permit application process.

Contact information
Aalto University
http://www.aalto.fi/en/

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BSR Water project proposal

Platform on Integrated Water Cooperation – BSR Water

1.10.2018 – 31.12.20120 - The Interreg Baltic Sea Region Programme 2014-2020

BSR Water aims to enhance continuous cross-sectoral cooperation in water management field and provide a possibility for transnational experience exchange, sharing of good practices and solutions, as well as a comprehensive overview of the current and future policy contexts and how they influence situation in the BSR countries.

Project brings together partners representing diverse projects that have generated through transnational cooperation many replicable as well as unique outputs, covering broad variety of water-related issues.

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General Communications issues

Communication issues

All Partners

- Last iWater Newsletter focusing on local dissemination events, Final conference and promotion of project outputs and results

- Social media posts (#iWatercooperation #iWaterHelsinki #iWaterRiga #iWaterTurku #iWaterJelgava #iWaterTartu #iWaterGävle #iWaterSöderhamn

- Direct your stakeholders to the renewed iWater website and promote project results on national and international level!

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Thank you!

Contact

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