

NEWS

PROJECT

Vilawatt - Innovative local public-private-citizen partnership for energy governance

📍 Viladecans, Spain

TOPIC

Energy Transition

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EXPERT

Vilawatt Zoom-In: Exploring the project's communication and stakeholders engagement strategies

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UIA Expert Lucia Fuselli has developed a PPT slide show to discuss how the Vilawatt project in Viladecans has approached communication, stakeholder participation and knowledge building.

These elements are indeed paramount for the success of complex urban regeneration projects. They establish a backbone of consensus, help pace the project to the eyes of the general public, create and manage expectations and build a common language.

The Zoom-In also includes video testimonies from key project stakeholders to provide insight on three key tools serving the above described purpose:

- the communication strategy
- the Strategic Participation Plan
- the gamification solution

Please make sure to follow the instructions provided in the relevant slides to play the videos.

The UIA will publish a collection of Zoom-In's from its funded projects annually in a variety of formats including: articles, interviews, videos or infographics. Zoom-Ins are an in-depth look into a specific part of the project allowing us to deepen the knowledge generated by the project concerning the solutions designed and implemented. It provides further information on how to overcome the main challenges related to the experimentation of innovative projects in a real urban setting.

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