REDESIGN
Transforming Food Value Systems

D5.2 PROJECT WEBSITE

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Deliverable number: D5.2
Date: 31/07/2025

Document identifier D5.2
Version 01
Dissemination level: PU - Public

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OEI – Requirement No. 1

Grant Agreement nº	10118226
Project acronym	REDESIGN
Project title	tRansformativE fooD valuE Systems reshapInG resilient urban laNdscapes
Call	HORIZON-CL6-2024-COMMUNITIES-01
Topic	HORIZON-CL6-2024-COMMUNITIES-01-1 - Unlock the potential of the New European Bauhaus in urban food system transformation
Project Duration	01/02/2025 – 31/01/2028
Coordinator	Alma Mater Studiorum Università di Bologna (*UNIBO*)
Beneficiaries	Associació Milfulles Ernährungsrat Dortmund und Region e.V. Ethnicon Metsovion Polytechnion, NTUA ILS Research gGmbH Ivl Svenska Miljoeinstitutet Ab Lincoln University Mad Leap Cic, Leap Old-Continent Universitat de Girona University of Kent Varoskutatas (Metropolitan Research Institute) Kft

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PROJECT N. 10118226

Transformative food value systems reshaping resilient urban landscape

Deliverable information	
Deliverable n.	D5.2
Work package n.	5
Deliverable title	Project Website
Lead beneficiary	Old-Continent
Participants	
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Due date	31/07/2025
Document type	DEC
*Legend = **R –** Report // **DEM –** Demonstrator, pilot, prototype, plan designs // **DEC –** Websites, patents filing, press & media actions, videos, etc. // **DMP –** Data management plan // **OTHER –** Software, technical diagram, algorithms, models, etc.	

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HISTORY CHART

Issue	Date	Changed page(s)	Cause of change	Implemented by
V1				
V2				
V3				

VALIDATION CHART

No.	Action	Beneficiary	Date

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D5.2 PROJECT WEBSITE

1. Approach

REDESIGN seeks to foster more inclusive, sustainable, and resilient urban food systems by co-developing *Food Value Systems (FVS)*. These systems aim to enhance urban resilience through food-led transformations of green and built infrastructure, reinforce community participation—especially of vulnerable groups—and contribute to urban quality of life, climate action, and social inclusion.

Over three years, REDESIGN will apply a **transdisciplinary and multi-scalar methodology**, developing and testing a "Learning Loop" approach that emphasizes continuous feedback and innovation. The project will connect **observation cases** (existing best practices), **implementation cases** (Living Labs testing innovations), and a **board of cities** to foster policy learning and long-term transformation.

FVSs are conceived as more than food chains—they integrate social, cultural, political, and ecological dimensions of urban food systems. REDESIGN will pilot domain-specific innovations (e.g., bio circular economy of food waste; inclusive agroecological food gardens, and food education and policy) that are:

- Community-centered
- Spatially embedded
- Climate-sensitive
- Scalable and transferable across urban contexts

REDESIGN's guiding pillars:

- Learning from diverse food-based urban practices and case studies
- Co-designing local and transnational interventions
- Embedding equity, social inclusion, and environmental justice in food system transformation

REDESIGN understands urban food system transformation across three interlinked levels:

- **Everyday urban life**: Promoting food engagement in daily routines and public space
- **Community-based food innovation**: Empowering grassroots and institutional actors to co-create solutions
- **Systemic transformation**: Reorienting urban governance, infrastructure, and culture around sustainable food principles

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2. Target Audience

REDESIGN targets a wide spectrum of actors engaged in shaping urban food environments. These groups mirror the project's ambition to connect grassroots innovation with institutional change and policy learning.

Primary target groups:

- Local communities and grassroots initiatives
- Municipal food actors and NGOs
- Practitioners and users of food-based urban infrastructure

Secondary target groups:

- Urban policymakers and planners
- Academic and research institutions
- Transnational city networks
- EU and national policy bodies

These actors align with the REDESIGN project's structure of:

- **Observation cases** (best-practice cities and networks)
- **Implementation cases** (Living Labs)
- **Board of Cities** (policy and upscaling interface)

REDESIGN's outreach will support the **co-creation and diffusion of Food Value Systems** by providing resources, guidelines, participatory methods, and impact assessment tools to each audience segment.

3. Operational Website

The **REDESIGN project website** (www.horizon-redesign.eu) serves as a dynamic gateway to the project's core mission: transforming urban food systems through inclusive, sustainable, and place-based Food Value Systems (FVS). It functions as both a **public showcase and an internal collaboration hub**, aligned with the project's commitment to visibility, accessibility, and co-creation.

The landing page clearly communicates the project's aim—**reshaping resilient urban landscapes through food-led innovation**. Reflecting the project's **New European Bauhaus** (NEB)-inspired visual identity, the design emphasizes aesthetics, functionality, and inclusivity. It features illustrations, site-specific case photos, and FVS-related infographics to support intuitive navigation and public engagement.

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Key homepage sections include:

- Project Objectives and Approach
- Partners and Living Labs
- Observation and Implementation Cases
- News & Events
- Learning Loop methodology
- Resources & Deliverables

The website will evolve throughout the project's 36-month lifespan, regularly updated with:

- Project deliverables and public reports
- Open-access datasets and socio-ecological tools
- Visual outputs (e.g., nutrient mapping, urban planning visualizations)
- News articles, policy briefs, and interviews from partner cities and Labs

Features

To support REDESIGN's participatory ethos and iterative knowledge sharing, the website will include:

- **Interactive maps** (e.g., for food system flows, urban agriculture interventions)
- **Surveys** to engage stakeholders in co-creation (aligned with WP activities)
- **A public forum** for cross-case discussions and policy feedback
- **Multi-language support** to reflect the diversity of consortium partners
- **Inspirational cases compendium**

Traffic will be boosted via:

- Dissemination through partner channels and EU-wide networks
- Integration with social media accounts for real-time updates

The website is designed as the **primary interface for REDESIGN stakeholders**, from grassroots communities to institutional actors. It will offer tools, insights, and media tailored to specific user journeys—whether from a community activist, policymaker, or researcher perspective.

Website launch Timeline

- **November 2024**: Domain registration and platform scoping
- **December 2024**: Visual identity integration and landing page creation
- **Q1 2025**: Launch of full website with main sections and features

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Key Performance Indicators (KPIs)

- Monthly visits target: **>500 unique users**
- Project lifetime traffic: **>18,000 visits**
- Engagement metrics: time on page, resource downloads, and survey completions

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4. Preliminary website architecture

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