

1. Who are takers of COOL CITIES?

Professionals (takers)

Organisations that may reuse your work.

Primary

- Urban professionals (planners, designers, and landscape architects)
- Partner cities (strategic policy makers))
- Academia

Secondary

- Academic and Research Institutions
- Environmental NGO's
- Strategic Policy makers at the EU and National Levels
- Sister Projects of COOL CITIES
- Health/ social organisations



2. Highlights of our content strategy

Informative content

Progress, partners, collaborations and key outcomes.



Image: iStock

40%

image



Educational content

Expert insights on heat stress and urban resilience.

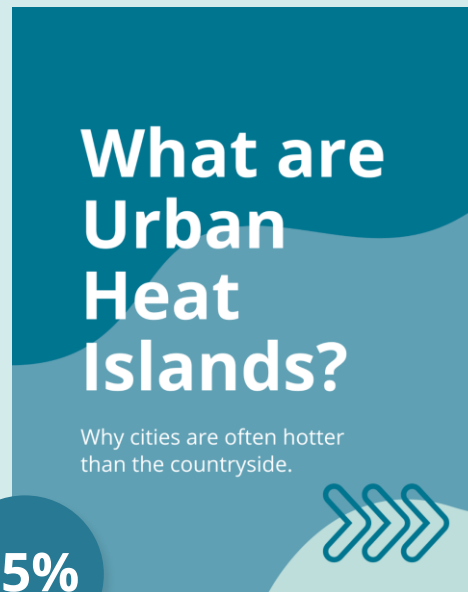


Image: CreatieKrachten

25%

carousel



Inspirational content

Highlighting success stories and innovative solutions worldwide.



Video: Vox

35%

video



3. Make partners & takers part of the process: not just 'the audience'

What works for you
to keep your
audiences engaged
beyond the lifetime
of your project?

Participants online workshop, 28th of January



4. Next steps



5. I'd love to connect!

[LinkedIn Anne](#)
[LinkedIn Cool Cities](#)

Interreg
North Sea



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