

The logo features a central white circle containing the text 'IN-HABIT' in a bold, white, sans-serif font. The 'IN' is positioned inside the circle, while '-HABIT' extends to the right. Four white lines radiate from the central circle to four smaller white circles, one in each quadrant (top-left, top-right, bottom-left, bottom-right).

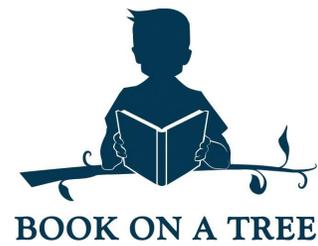
IN-HABIT



General Assembly

03-05/10/2022

Book on a Tree – WP8
Deco Plan Update & Actions Planned



(T 8.1, 8.3) DISSEMINATION ACTIONS - INSTITUTIONAL AND GLOBAL OUTREACH - Continuous dissemination ongoing



(T 8.1, 8.3) DISSEMINATION ACTIONS - INSTITUTIONAL AND GLOBAL OUTREACH - Dissemination actions ongoing



General dissemination actions

Mapping stakeholders and institutional calendar for relevant initiatives ongoing

Objectives:

- Create **synergies** in communication
- Create **opportunities to showcase** the project at a global level
- Create **opportunities to participate as speakers** and strengthen **institutional relationships**

Continuous process to be reinforced by tackling specific issues:

Higher institutional level (PC)

Specific scientific content (Research PPs)

Case histories (Local PPs, including Bogotá)



(T 8.1, 8.3) DISSEMINATION ACTIONS - INSTITUTIONAL AND GLOBAL OUTREACH - Dissemination actions planned

PRIORITIES

Mapping stakeholders, institutional calendar for relevant initiatives and promoting networking development is ongoing and identified as priority for 2022 -2023

FOCUS ON

- PROJECT AWARENESS LOCALLY
- PROJECT INNOVATION AT INTERNATIONAL/INSTITUTIONAL LEVEL

→ priority: **networking activities** at institutional level

→ focus on **institutional and innovation content** and guidelines to start conversations around the project relevant topics

1 to 1 meetings with cities (KLCs and LCAs in each city), monthly from Oct. 2022 - *scheduled*

General communication support in the local dissemination. Always in support for the realisation of graphic material.

General meetings with all city comms representatives every 2 months on specific topics - *scheduled*

→ workshops in video reporting, storytelling strategy, how to approach different target audiences, etc. to be confirmed according to the local teams necessities

General meetings with Research PPs - disseminate scientific results, editorials for the general public understanding of projects IHW impact and build a scientific publication and dissemination plan - *to be started from November 2022 on*

PUBLICATIONS PLAN

(T 8.1, 8.3) DISSEMINATION ACTIONS - INSTITUTIONAL AND GLOBAL OUTREACH - On field actions

Events, conferences, and so on

- Periodical mapping and reporting of relevant EU events, sharing with UCO regularly communication & dissemination opportunities at a higher level
- Including interesting opportunities and events in newsletters, website & social media
- Sharing interesting information on focused topics (papers, policy reports, official documents, etc.). Follow ups at relevant stakeholders met during events such as the Network Nature Annual Conference in Bruxelles.
- PR Office will be activated in case of scientific publications

People campaign: short auto-recorded videos in which project participants, both from cities and partners, present themselves and share their experiences - ongoing/continuous

Trimestral newsletter: with the news from one city to improve cities' engagement and a short focus on the activity of one partner - ongoing/continuous → might be focused on a single important topic if considered important

Webinars: with partners and referents of the sister projects. discuss about common topics between projects - ongoing. So far: organisation of workshops with project partners e.g. University of Reading and Design for Change (episode 2) on the official social media channels of IN-HABIT, to be continued

Editorials/interviews: opinions, thoughts, ideas about a specific topic - started to involve PPs, to be scheduled

(T 8.1, 8.3) DISSEMINATION ACTIONS - INSTITUTIONAL AND GLOBAL OUTREACH - Clustering activities with sister projects

Contact with WPLs in communication of the 3 sister projects in order to coordinate activities and establish synergies

Possible future activities, to be discussed with sister projects:

- Newsletter exchanging between the projects. This provides the opportunity to directly inform each other for interesting material per project (especially in Research, papers, etc)
- Sharing relevant information/contacts for events organization and communication tasks
- Shared resources (papers, imagery, links, ect.)
- Cross posting in Social media
- Request of research discussions in an interesting topic, maybe another project is working or has knowledge on that. Cross citations and publications from this common research activity
- Cross citation of scientific work and common pool of published work, with the purpose of cross citing in case of future papers.



(T 8.1, D 8.7) COMMUNICATION REPORTING

D8.7 - Communication Reporting II, submitted August 2022.
 →TOOLS MADE AVAILABLE and shared with PPs.

Thank you everyone for your support!



General comms Meetings

COMMS REPORTING

1 to1 comms Meetings

GENERAL COMMUNICATION & DISSEMINATION

STAKEHOLDERS CONTINUOUS MAPPING at all levels

LOCAL COMMUNICATION

Stakeholders reporting file & suggestions

Comms Repository:
 Press Media
 Social media
 Informative materials

DIGITAL KPIs (website, social media)

OFFLINE KPIs (press activities and events)

REPORTING LOCAL INITIATIVES

REPORT BY TARGET (participants)

Local events online/offline

REPORT BY CHANNELS

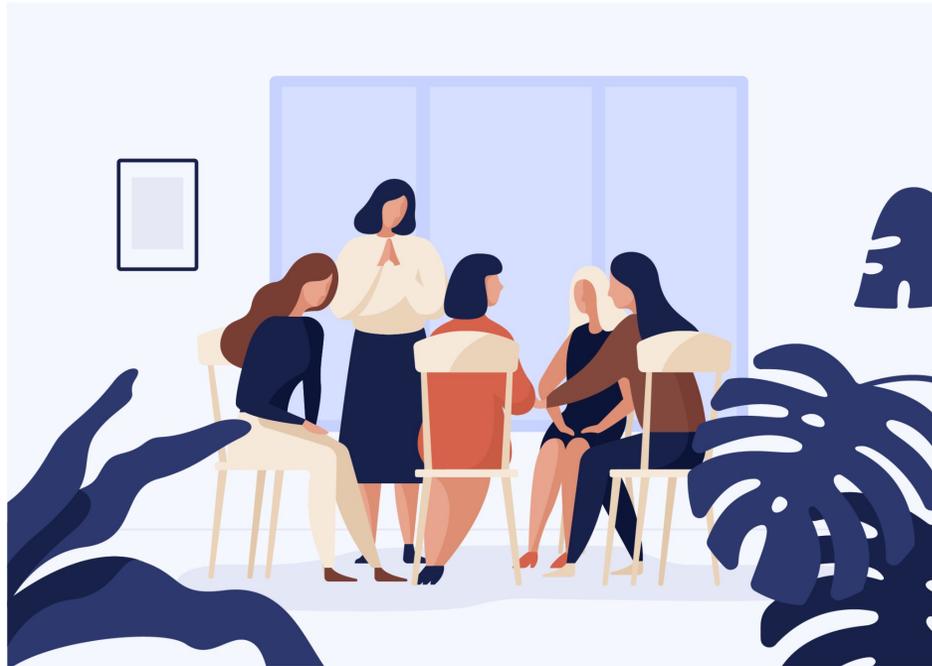
Outreach specifics

(T 8.1, D 8.7) COMMUNICATION REPORTING

Keep up the good work → sending a general email about common repositories after the meeting to the new entries

Keep in mind reporting is important for dissemination: inform BOT of events you're organizing/participating into to spread project awareness timely

Keep in mind reporting is not optional and should be consistent (use the tools you have at your disposal)



(T 8.2) ONLINE and SOCIAL MEDIA STORYTELLING - SHARING, SPREADING, TRACKING

Content storytelling

- Data when available
- Reporting from local initiatives
- Specific research with articles, infographics and videos

Mapping stakeholders

Continuous mapping of relevant recipients (newsletter and other comms) - Please spread the word!

Communication Tools

Update general project presentation for general purposes
Complete general leaflet/public oriented - with more content available

→ by end of 2022 (may be moved to beginning of 2023 if more interesting content/publications planned)

Support local communication with tools wherever needed/possible

Support methodology and research dissemination of the project to the general public

→ i.e. make the innovations “understandable” to general public to communicate project impact (i.e. articles on IT plans, VIS implementation and other approved deliverables/research/information)

Interaction with partners, sister projects and the cities

- As usual we will continue to interact with their contents, reposting and interacting with their valuable contents. Target: both institutional and local.
- We have three campaigns planned based on European and institutional agenda, that include more general topics related to the project until we cannot properly communicate the deliverables on stand by or revision.
- Also, we are planning more engaging contents like lives, quizzes and games. Ongoing there is a community engagement strategy on twitter (where the institutional and non institutional stakeholder are more present)

Case studies, achievements, highlights - started in 2022

→ i.e. campaigns: highlights of Y2 campaign and testimonies of *What IN-HABIT means to you and what has changed?* after 2 years of activities

(T 8.2) ONLINE and SOCIAL MEDIA STORYTELLING - Website

Update of website, ongoing developments:

Include articles and contents on the research & innovation aspects of the project:

- Editorials
- Articles
- Relevant press, reports, white papers, informative content
- Webinars with experts

→ CONTRIBUTION OF PPs Promoting local content on the website as a recognized space → local pages content population with KLCs

SEO optimisation of the website and social media → ongoing since M17; **Optimization of relevant digital KPIs** → continuous

Planned activities - Regular update of the News and Events sections:

- Four planned posts (one for each city) on the activities and events organised by the cities during the second year of the project.
- Three planned posts presenting the sister projects.
- General posts regarding the IN-HABIT themes (e.g. Nature-based solutions: what are they?)
- Regular reporting of relevant events (EU events, webinars, etc.)

Update of video, publications and newsletters section whenever needed + 1to1 support available to the KLC whenever needed



(T 8.2, D 8.6) IN-HABIT APP - progress towards M8

Activities ongoing and planned ones *(test version to be released M28- 6 months testing in the cities)*

- **Update meeting with cities referents** to be planned oct. / nov. 2022
- Identification of relevant mechanisms for each city and common ones for transversal PPs: triggers, missions, rewards (UX guide and provided) - **LIST OF MISSIONS finalized**
- Technical **integration of app and platform** has been performed with WTG and a manual writing for the integration has been handled from BOT tech team, Sept. 2022 → discussion on the technical integration planned on the 07/10
- Depending on the **innovations implemented locally**, combine data from the APP and data available locally (existing databases) - to be discussed with WTG depending on the data gathered on the field
- Involve **local institutions/actors** in the discussion for the **rewards definition** - to be started in October 2022
- Particular meetings with research PPs to identify **sample surveys** - to be started in October 2022

Cooperation with other PPs

- WP5-WP6-WP7-WP9

Progress in using common tools for LCAs and **coordinate among transversal PPs for requests to local PPs** (optimize scheduling, personalized approach)

Cooperation on the development of **IN-HABIT app** and behavioural games (ISIM, UREAD, LCREA)

Youth programme (with LCREA)
→ to be planned from 2023

identification of young local communicators as a priority from 4th trimester of 2022 and organization details

Data Storytelling and surveys with ISIM - stand by, to be redefined?

Cooperation in activities involving **sister projects** whenever possible



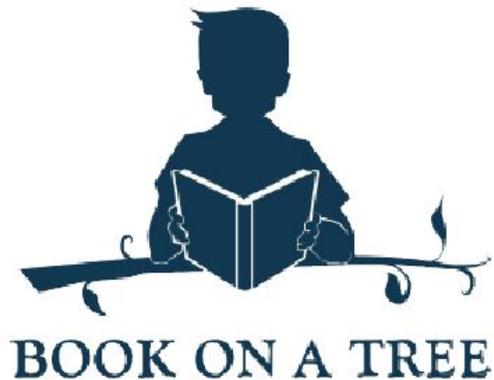
Pending issues

Some topics still to be defined:

- Joint dissemination and promo strategy of the app (demo version) to be defined with cities representatives → very different local contexts, to be defined by Dec. 2022
- App (demo version) agreement on minimum common performance locally and final implementations
- App (demo version), implementation and leadership of WP after ISIM exit?
- Informed consents for video interviews - research institutions responsible for the activities
- How to cooperate with the cities to start youth grassroot activities and children's workshop
- How to keep up with transversal work when PPs referent change and be consistent with the communication plan and necessities on field



Thank you!



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