



IN-HABIT - INclusive Health And wellBeing In small and medium size ciTies

# D8.13 COMMUNICATION ACTIONS REPORT

## III

<b>Project Number</b>	869227	<b>Acronym</b>	IN-HABIT
<b>Full Title</b>	INclusive Health And wellBeing In small and medium size ciTies		
<b>Project URL</b>	<a href="https://www.inhabit-h2020.eu/">https://www.inhabit-h2020.eu/</a>		
<b>Document Type and Name</b>	Deliverable, D8.13, Communication Actions Report III		
<b>Project Coordinator</b>	University of Cordoba		
<b>Project Call and Funding Scheme</b>	SC5-14-2019 - Visionary and integrated solutions to improve well-being and health in cities H2020-SC5-2019-2 (IA)		
<b>Date of Delivery</b>	M36 – Date 31/08/2024 / M46 - Date 18/06/2024 resubmission		
<b>WP, WP Leader</b>	WP8, BOT		
<b>Status</b>	Final		
<b>Dissemination level (confidentiality)</b>	Other/public/report		
<b>Authors (names and affiliations)</b>	C. Marrone, B. Casali, A. Tinelli, E. Silvestri Cecinelli, D. Bavuso, Book on a Tree		



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## VERSION HISTORY

Version	Status	Date	Contributor/partner	Summary of changes
V 0.1	Draft	26/07/2023	BOT	Initial drafting
V 0.2	Revisions	26/08/2023	PPs, PC, LCREA	Final draft, peer reviewed
V 0.3	Final document	31/08/2023	BOT	Feedback included, language final revision
V 0.4	Advanced and reviewed draft	13/06/2024	BOT	Document re-opened for submission, revisions included
V 0.5	Revisions	17/06/2024	PC	Final draft, peer reviewed
V 0.6	Final document	18/06/2024	BOT	Final revision



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## LIST OF ACRONYMS

<b>D</b>	Deliverable
<b>DECO</b>	Dissemination, Exploitation, Communication & Outreach
<b>DC</b>	Dissemination & Communication
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>GDEI</b>	Gender, Diversity, Equity, Inclusion
<b>H2020</b>	Horizon 2020 projects
<b>IHW</b>	Inclusive Health and Well-being
<b>KLC</b>	Key Local Contact
<b>KPI</b>	Key Performance Indicators
<b>LCA</b>	Local Community Activator
<b>NBS</b>	Nature Based Solutions
<b>PC</b>	Project Coordinator
<b>PP</b>	Project Partner



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

SMSCs	Small and medium-sized cities
T	Task
WP	Work Package



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

# TABLE OF CONTENTS

TABLE OF CONTENTS	5
EXECUTIVE SUMMARY	7
<b>1. INTRODUCTION</b>	<b>8</b>
1.1 Deliverable description	8
<b>2. T 8.1. Dissemination &amp; Communication Strategy</b>	<b>10</b>
2.1. Year 3 general update	10
2.1.1. Mid-term reporting and storytelling	11
2.2. Content storytelling	13
2.3. Dissemination and communication plan (DECO) and Communication Guidelines implementation	15
2.4. Local adaptations and performances	18
2.4.1. Local specificity and risk mitigation effort	19
2.5. Communication Campaigns & Press Activity	22
2.6. Dissemination actions - institutional and global outreach	29
2.7. Planned update of the DECO Strategy (D 8.1)	30
2.7.1. Work Plan for DECO plan update in 2024	31
Updated Dissemination Strategy: Enhancing Impact and Engagement	31
2.7.2. Phases, work plan and indicators	34
<b>3. T 8.2. Communication &amp; Engagement Actions and Tools - Overview and performance</b>	<b>35</b>
3.1. Communication actions and focuses	36
3.2. Roadmap towards effective communication	37
Phase 6: Tailored Training and Support	41
Phase 7: Flexibility with Accountability	42
3.3. Website	43
3.3. Social media and Storytelling	50
3.3.2. Evaluation of effectiveness and actions	58
3.3.4. Storytelling and main planned activities	59



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

3.4. Videos	63
3.5. IN-HABIT app	65
3.6. Cooperation with other Project Partners	65
<b>4. T 8.3. Dissemination Actions and Tools</b>	<b>67</b>
4.1. Meetings, events, and digital approach	67
4.2. Institutional and global outreach - main focuses and actions	69
4.3. Institutional stakeholder relations and dissemination management	71
4.4. Focusing on scientific dissemination	73
4.4.1. Strategic thinking and next objectives: scientific dissemination and institutional networking in boosting research	73
<b>4.4.2. Raising awareness around scientific dissemination</b>	<b>76</b>
<b>5. Specific objectives and KPIs</b>	<b>79</b>
5.1. Focus on effort, feedback process and accountability	79
5.2. Dissemination in 2023-2024	82
<b>6. The challenge of replicability</b>	<b>83</b>
<b>7. Dissemination KPIs</b>	<b>86</b>
7.1. Improving Dissemination and Outreach	91
7.2. Further explorations on Exploitation	95
<b>8. Communication and dissemination Mid-Term and Final Reports</b>	<b>97</b>
<b>ANNEXES</b>	<b>98</b>
<b>LIST OF TABLES AND FIGURES</b>	<b>98</b>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## EXECUTIVE SUMMARY

This deliverable summarises the dissemination and communication activities related to project activities and results carried out by IN-HABIT partners during the last 12 months, M25 to M36 (September 2022-August 2023).

The structure of the document responds to the WP8 - Dissemination and Communication tasks distribution specified in the Description of Actions (DoA). The distribution of tasks is as follows:

T 8.1. Dissemination & Communication Strategy;

T 8.2. Communication & Engagement Actions and Tools;

T 8.3. Dissemination Actions and Tools.

Edit: This document features the revisions requested by the EC and includes several enhancements in the three task areas as suggested, to ensure a more effective performance, better KPIs and results in communication, dissemination and outreach entering a strategic phase of the life of the IN-HABIT project.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

# 1. INTRODUCTION

## 1.1 Deliverable description

Work Package 8 (WP8) is focused on the communication and dissemination of IN-HABIT goals, and BOT, as communication leader, coordinates this task at a consortium level. To accomplish this objective, the first task to complete was to build a main communication strategy in Y1, in a co-design process with the project partners and stakeholders. This has been defined and shared with all partners and was submitted in M6 (D 8.1, Dissemination and Communication Plan) and is constantly updated according to specific necessities. In particular, after M30 of the project, and entering a more result-oriented phase, several actions were put in place to ensure to realign the focus of the activities towards an higher and wider dissemination angle, and ensuring the continuity of actions both at local and general, institutional level, in order to enhance a comprehensive approach and a more effective outreach results on the project specific targets and to the general public.

A specific update of the DECO Plan (D 8.1) to respond to the project overall communication necessities, has been included in the tasks pipeline, to be shared and implemented alongside the Consortium, and will be integrated as a living document in D 8.15 Communication Actions Report IV (M48).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

BOT monitors the frequency of general communication around the project, establishing a connection between general communication and local communication in the cities where the project is taking place, including the evolution in terms of dissemination, leading to the overall fulfillment of the objectives and tasks defined in WP8.

To multiply the impact on the people involved and enlarge the community reached by this effort, IN-HABIT has developed an in-depth analysis of the interested stakeholders, including sister projects (clustering activities), related organisations, and local stakeholders, to engage them in the promotion of IN-HABIT's news and development. Hence, a wide and effective dissemination of results has been planned and identified as one of the project's main priorities to which all partners are committed to contributing. In this report timeframe, dissemination has been key, in particular focused on innovation actions and hard and soft VIS deployed in cities together with the cooperation of the IN-HUB members and local stakeholders. Networking at institutional and sector levels, and - most importantly - a high focus on scientific production and dissemination, was also defined and carried out as one of the project's priorities, as the second part of the project experience just recently began in Y3.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## 2. T 8.1. Dissemination & Communication Strategy

### 2.1. Year 3 general update

During the first two years of the IN-HABIT timeline in WP8, a set of tools, methodologies, and communication flows addressing the external and internal audience was thoroughly selected and tailored to the context, considering the existence of a main objective and multiple secondary goals specifically defined according to different local, national, and European levels, diversity of targets, or the level of interaction sought. These activities have been implemented thoroughly, particularly focusing on public engagement and focusing on dissemination in Y2 of the project.

Starting from September 2022 (Y3) BOT has concentrated the communication and dissemination strategy and consequent campaigns on the innovative part of the project, just entering the second part of its life. This is because it is important, also for research purposes, to underline the methodology and technologies used to improve the situation in the four pilot cities. Discussing with the referents of other projects during networking opportunities, we found out that our innovations, like the app or the board game, are very interesting solutions also for reaching more difficult targets like the younger generation.

In particular, D 8.1. activities carried on from M25 onwards included:

- Implementation of the dissemination and communication plan;
- Adaptation of strategy to local contexts and necessities;
- Ad hoc training sessions on multiple subjects for the LCAs and KLCs;



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- Dissemination actions - institutional and global outreach, focusing on the mapping and engagement of relevant stakeholders and the implementation of active participation and networking.

Sharing of the available tools with all the Project Partners, including new ones, or PPs actively entering the project at a later phase, in order to align communication. Suggestions and possibilities of amelioration were considered whenever possible, through dedicated meetings and training, in order to foster inclusion and a collaborative, co-design approach that is key to the project.

### 2.1.1. Mid-term reporting and storytelling

Taking advantage of the first in-person meeting in February 2023 (GA in Lucca), BOT decided to share with the PPs and stakeholders a comprehensive look at how far the project had come, to celebrate achievements, valorise efforts and give new energy to the path ahead. It was a very valuable moment to experience as PPs and some of its key messages can be found below and in *Annex 1 - WP8 Presentation GA Lucca February 2023*.

[Additionally, extensive information on offline and online media and analytics, can be found in Annex WP8 to the Technical Report for Reporting Period 2, attached \(February 2024\).](#)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Fig. 1 - GA February 2023 extract of WP8 presentation



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

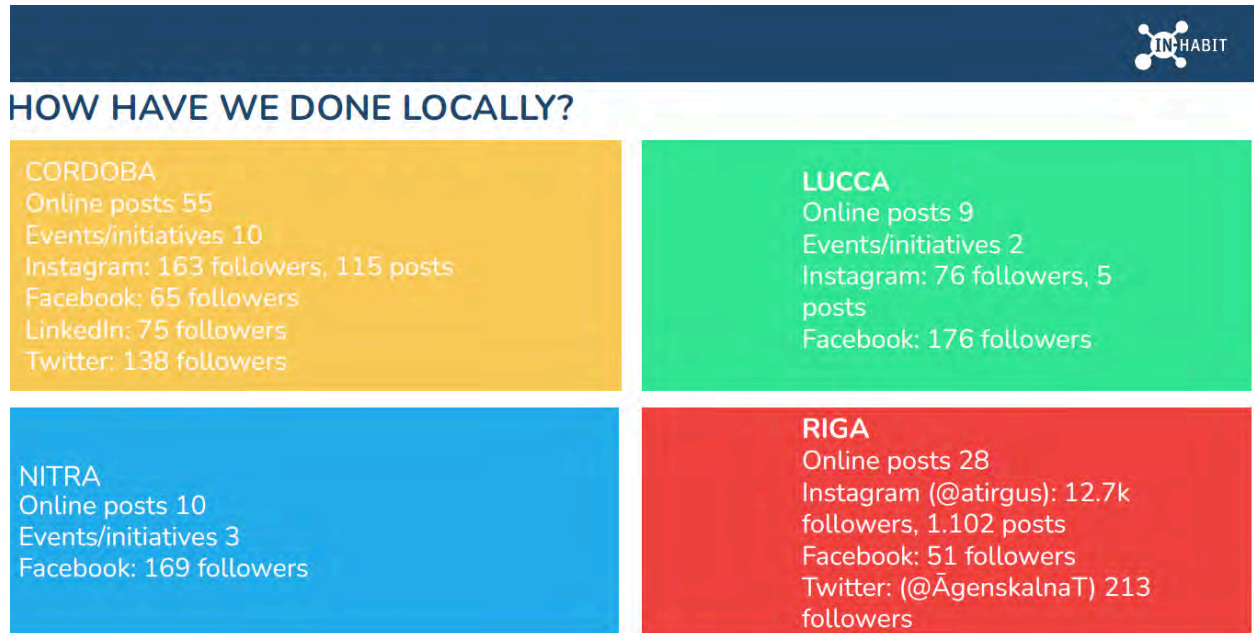


Fig. 2 - GA February 2023 extract of WP8 presentation

## 2.2. Content storytelling

Content storytelling in the context of institutional reporting involves using valuable content and communication tools to create narratives that effectively convey the information present in institutional reports. This approach aims to transform potentially technical information found in reports or scientific production into engaging stories that resonate with the audience and facilitate better understanding. The process follows a few important steps:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- **Valuable Content Generation:** Institutional reports often contain a wealth of data, findings, case studies, and insights related to projects, initiatives, or research. The first step is to extract the most valuable and relevant information from these reports. This includes identifying key data points, success stories, challenges overcome, and lessons learned. This content forms the foundation of the storytelling process.
- **Identifying Story Elements:** From the valuable content extracted, identify elements that can be turned into compelling narratives. These could include real-life examples, impactful statistics, personal experiences, or anecdotes that illustrate the outcomes and impact of the initiatives.
- **Crafting Engaging Narratives:** Using the story elements identified, craft narratives that capture the essence of the information present in the report.
- **Utilising Communication Tools:** To effectively communicate the content stories, leverage a variety of communication tools. Each tool serves a specific purpose in conveying the narrative to different audience segments, such as articles or blogs, infographics, videos, posters, etc.
- **Applying Institutional Report Mode:** When crafting the content stories, maintain a sense of professionalism and accuracy. Use a tone and style that align with the institution's branding and voice. Incorporate key findings, data points, and terminology from the institutional reports to ensure the stories are rooted in the original content.

By combining valuable content with a variety of communication tools, content storytelling transforms complex information into relatable and engaging narratives. This approach enhances the impact of communication by reaching a wider and more specific audience,



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

facilitating better understanding, and fostering a deeper connection between the institution and its stakeholders.

## 2.3. Dissemination and communication plan (DECO) and Communication Guidelines implementation

### Revitalising the Project and Boosting Communication - Autumn 2023/Summer 2024

As we enter the upcoming phase - the second half of the project - the IN-HABIT project is preparing for a boost in communication. Our main focus is to enhance the way we communicate the project's outcomes with new energy. The primary goal is to highlight the results of our project in research fields and academia, as well as to make them visible to the general public: by involving experts' opinions, making these outcomes more visible and relevant to a broader audience will help us explain the significance of our findings.

Our communication efforts will be extensive as we share the new ideas that have emerged from our project with a diverse audience: our aim is not only to showcase our progress but also to raise awareness within academic circles. Additionally, we'll continue to foster connections to ensure a continuous exchange of ideas and opportunities inside the Consortium.

Incorporating emotional storytelling in videos, social media channels, and narratives from the individuals and groups involved in our project, we aim to provide a personal and more engaging perspective on our work. Presenting data in a way that tells a story will give us the



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

chance to illustrate our achievements while keeping transparency and rigorous research practices. As we embark on this new phase, we'll also take the opportunity to celebrate our collective accomplishments. This approach will allow us to convey the full impact of our project and support the communication of its comprehensive message, emphasising its potential for transformative change.



Fig. 3 - DECO Plan objectives - transversal



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

In the meantime, gathering the needs of the PPs over the past few months, and in particular of the local IN-HUBs, some tools were optimised in order to offer user-friendly, easy-to-use repositories for data collection, referring to continuous actions of the project:

**Communication repository** for press and communication releases open to PPs. This repository was made available and updated to Transversal and Research PPs as well, in order to monitor publications and dissemination performance at all levels. The repository is constantly updated by PPs as continuous reporting requested by WP8L BOT.

**Guidelines for publishing**, including poster templates, acknowledgements of authorship and financial contributions by the EC, are shared on a monthly basis with all PPs, with a reminder to track their activities in the respective fields, and above all to give visibility to several important actions and results that have taken place and communicate them outside of the local field and/or elaborate interesting content for the general public in an engaging way.

**General toolbox** for PPs: a space dedicated to project communication where PPs can retrieve communication guidelines, visual identities, templates, and video guides. These tools have always been made available and shared with new PPs entering the Consortium.

**Informative material** and collaborative spaces containing informative material have been updated throughout the project and the BOT team is available for local or specific adaptations when needed.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## 2.4. Local adaptations and performances

Having started in 2022, and continuing in 2023, meetings led by BOT and involving KLCs, LCAs, and the local partners from each city continued on a regular monthly basis, in order to support them in the communication struggles they face on a daily basis, such as effectively reaching the different targets or producing specific reports, or disseminating events widely and in the most effective way at the local level.

- BOT is also constantly mapping and observing the activities of all stakeholders both at an institutional and a local level, in cooperation with PPs, periodically monitoring the stakeholders on their digital communication channels, in particular cities. Continuous actions being carried out comprise the following: assessment of local performance and constant contact through KLC;
- regular follow-up meetings with LCAs and KLCs are currently being held regularly once a month with each city;
- additional meetings have been called upon local team requests or on BOT's request to assess and follow up specific actions (press releases, events, campaigns and so on) from M7 on;
- technical assistance, content creation for social media, both to support local and transversal PPs is a continuous ongoing task;
- training on online storytelling or other necessary topics has been conducted, and is also an ongoing task;
- following their social media pages and visiting their websites on a weekly basis;



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- particular attention is paid by BOT on transition times experienced by cities, or local teams (in case of change of referents, or elections for example): in these cases BOT introduces the new referents in communication to the project guidelines and goals, providing specific trainings dedicated to alignment.

The result of these continuous activities is regularly reported during the project meetings (Steering Committees, Assemblies, breakfast updates and so on), in order for all the partners to be on the same page and share challenges and achievements.

*In this reporting period, BOT has been conducting:*

*Internal calls with PPs on specific campaigns or implementation: 9*

*Internal calls with sister projects: 3*

*Calls with each city: 3 with Riga, 5 with Cordoba, 2 with Nitra, 2 with Lucca - 12 in total*

*Along with preparatory contacts for documents, posters, deliverables, and so on.*

#### 2.4.1. Local specificity and risk mitigation effort

To achieve optimal results, WP8 has proactively coordinated with referents from city pilots to reach specific objectives and in particular to adapt the project message and communication to very different contexts and target populations.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Further effort will be dedicated in the next RP to share concerns, communication needs and expectations around initiatives and common strategies. In fact, these activities have been reinforced from January 2024: the already existing monthly dedicated meetings have been powered up, setting a yearly calendar to plan in advance, and regular communication channels with city representatives have always been open. To facilitate the sometimes difficult communication and decision making when it comes to agreeing among various PPs on local initiatives, BOT has opened the meetings not only to KLCs but also to LCAs and representatives of local partners, in order to broaden the discussion and establish action points. Again, this has been a continuous task.

In order to respond to local peculiar necessities, and above all to cooperate with city pilots to align communication efforts with local contexts and priorities effectively, BOT has been planning ahead regular monthly meetings, but having some flexibility and allowing city pilots KLCs and referents to count on communication expertise also “on demand”. This flexible but regular approach has been set up in order to avoid a very concrete risk of work overload for the city pilots, also due to other tasks to be performed. The described mitigation actions (open channels, trainings, support, regular meetings and thematic ones, etc.) have been ongoing since the beginning of the project and have been taken again with strength after M36. The risk to “overwhelm” local teams has been concrete and BOT has taken the lead and navigated from there in the first half of the project, making the best out of every local team effort in the past months and after consultation with the consortium. The priority has been and continues to be optimising everyone’s efforts, in particular those of the local teams, with the aim of identifying possible transversal content, in particular for web and social media communications, and one-to-one meetings with each city, to identify possible challenges and opportunities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

As it is now becoming crucial for teams to engage in cooperation for coordinated communication, it has also to be taken into account that local contexts very much vary one from each other. Different political contexts, turnover or lower effort in dedicated teams (KLCs), and not the same level of communication and tech skills in the communication referents, have implied different approaches, while always maintaining a consistency on the project messages.

Despite a strong effort in providing guidelines, tools, common ground, specific training etc. as above mentioned to communication teams - this has proved to be a strong challenge. Nevertheless, BOT has already put in place and will further improve mitigation actions, such as providing further training to new members of staff, addressing more often specific issues at local level, coordinating communication referents when needed. It should be noted though, that the differences in local communities, target groups and above all final implementations on the project activities on the field (soft and hard VIS), cannot guarantee the same level of engagement or the same communication pattern over time in the four cities. Furthermore, the local adaptation to a wider communication plan enriches the range of possible storytelling possibilities with different stories, paths, and achievements. **The “tale of a project” is in fact a mosaic composed by different, rich experiences.**

BOT believes the communication and local dissemination task has been correctly achieved ensuring a good level of empowerment for the local KLCs and LCAs, and will focus its efforts in the next period on coordinating the need for a better consistency of results and KPIs among all cities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

In detail: key output requirements will be shared with the cities as suggested, although outreach KPIs are already public to local PPs but the need for adaptation is strong and has been privileged so far. Clearer outreach KPIs by channel/by population targets will be included and actions for even better monitoring will be put in place to evaluate communication progress. Timing and verification points will be shared with PPs to secure effective communication, and accountability mechanisms to ensure project impact. It is advisable, in BOT's opinion, not to forget the specifics of each city for the fulfilment of these goals.

A more detailed plan for outreach by targets follows.

## 2.5. Communication Campaigns & Press Activity

A joint launch press release was issued by BOT at the beginning of the project (KoM, October 2020) in five languages and shared among all PPs. Press office activity was carried out to spread the news to relevant stakeholders shortly after and local partners were invited to do the same in their local communities. Three years later, the press activity is planned well ahead regarding general campaigns, in order to keep focus on the project achievements and innovation actions, and is running at a local level.

Press office activity is a continuous action, including Press Office processes locally and at a general level, the preparation of a press kit and authorised contents, the organisation of translations and local content, research for outputs and informative material, and finding out local channels used by institutions/service providers for primary information. A roadmap to support the four cities in the local launches has also been set up and is updated when needed.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

At this time of the project where the effort on dissemination and communication must be increasingly systematic to ensure maximum penetration of the message to the media and professional outreach BOT wants to undertake these actions in M25 to M36 (Reporting Y3):

- involving the cities in internal fortnightly meetings aimed at: optimising the press lists in use in the cities, planning a minimum number of local monthly press actions and indicating dissemination kpi's for each city (eg. 3 articles/month for each city), updating the press kit with new releases. Each city will be asked to have more contact with journalists to learn more about editorial plans and local release opportunities.
- Each city will be asked to present the results of its qualitative and quantitative press action at the end of each month, together with mitigation actions and initiatives for the following month.
- BOT will support the cities and the international institutional communication of the project across Europe, during the events in which the project representatives will take part, also through the enhancement of its international mailing list
- BOT will also involve scientific partners in specific meetings to support them in identifying opportunities for press actions related to events, publications, special moments of attention of the scientific community on the project topics, supporting them operationally in translating technical content into content suitable for the media audience.
- BOT has already carried out training activities for local communicator on professional press office techniques, dealing with issues such as the creation and updating of press lists in compliance with the GDPR legislation, newsworthiness, maintaining relationships with journalists and identifying opportunities for news release, press



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

review, and updating of the press kit with project KPIs, data and multimedia material. BOT is available to reinforce this upskill action to ensure the achievement of objectives.

### General Press Releases and campaigns

8 general campaigns: 1. *Two years of IN-HABIT*, 2. *Climate change and diversity - Biodiversity and animals*, 3. *SUBSCRIPTION CAMPAIGN FOR THE NEWSLETTER*, 4. *Manifesto with Sister Projects*, 5. *INAUGURATION OF THE EUROPEAN YEAR OF SKILLS with a focus on education and youth*, 6. *Design For Change Campaign*, 7. *EU Green Week*, 8. *Network Nature event*.

7 local campaigns: 1. *Nutrition and alimentation for cities + inhabitants and the reduction of poverty*, 2. *Holidays campaign*, 3. *Reporting on the site visit in Bogotà*, 4. *GENERAL ASSEMBLY in Lucca*, 5. *Inauguration of the Animal Lines area in Lucca*, 6. *Cordoba site visit*, 7. *Riga site visit*.

3 General press releases:

“Building the 1st European Hum-Animal Smart City in Lucca: the first scientific article from IN-HABIT” - 08/08/2022

“IN-HABIT LAUNCHES AN INCUBATION PROGRAM IN CORDOBA, LUCCA, RIGA AND NITRA” - 25/01/2023



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

“EU GREEN WEEK: four sister projects present their Manifesto at the Network Nature Event” -

08/06/2023

### Local Press Activity - Press launches and posts elaborated by each city partner in Y3

Up to the present date (M36), the project’s internal tracking tool shows the project has seen:

CORDOBA - 167 releases in Y3:

by category:

- 3 press releases
- 57 clips about press releases
- 3 news pieces on local, regional, and national radio programmes
- 57 blog posts (IN-HABIT blog, UCO website, other)
- 1 other event post
- 36 magazine and journals articles
- 13 posts on social media

by channel:

- 13 on social media
- 84 on websites (IN-HABIT, UCO, other)
- 64 in magazines, newspapers, journals
- 6 on radio and TV



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission’s future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

LUCCA - 77 releases in Y3:

by category:

- 2 press releases
- 10 clips about press releases
- 13 news or journal articles
- 1 didactic lesson
- 1 scientific article
- 6 blog posts/online articles on websites
- 37 posts on social media

by channel:

- 31 on social media
- 23 on websites (IN-HABIT, other)
- 15 in magazines, newspapers
- 5 at events, seminars, conferences
- 1 on TV

NITRA - 149 releases in Y3:

by category:

- 6 press releases, including clips
- 5 news or journal articles



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- 19 event posts, blog posts/online articles on websites
- 119 posts on social media

by channel:

- 137 on social media
- 5 on websites (IN-HABIT, other)
- 7 in magazines, newspapers

RIGA - 47 releases in Y3:

by category:

- 6 press releases, including clips
- 6 event reports/posts
- 13 blog posts/online articles on websites
- 21 posts on social media

by channel :

- 23 on social media
- 22 on websites (IN-HABIT, other)
- 1 in journals or magazines

Press Reviews, divided into general and the four cities, are available in the Media and Press area of the website and are regularly updated. A summary report on press activity, merging the impact and hits of all the events as soon as the data is available, is planned for summer 2024



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

along with the DECO plan update (see below)2.5.1. Upcoming press activity objectives and campaigns

For 2023-2024, the following campaigns and press launches are planned:

- **Launch of the IN-HABIT app** after its final implementation: at a European level, approximately autumn 2023. The goal is not only to let people know about the existence of the app, but also to favour the replicability of this solution. Stakeholders involved are the teams from the four cities from WP1 to WP4, PPs, but also referents of other projects and institutions. Edit: due to the current difficulties experienced in the APP finalisation through merging with the data platform, this activity has been postponed to Summer 2024, with a stronger focus on inhabitants engagement and gamification.
- **Launch of the local videos** (see below §3.4 Videos): at a European level, and a local level, counting on the English and local language double value to communicate both in an institutional environment and in a local context to inhabitants of the pilot cities, in autumn of 2024, in order to underline the new focus of the DECO strategy on the innovation legacy of the project. Since the videos comprise some qualitative and quantitative indicators showing the amplitude of the project impact, together with a strong emotional storytelling emphasis, the launch will focus on these aspects to reach a broader, wider public. The initial general teaser, in English and common to all videos, could be used as an anticipation to the general launch, in accordance with the cities' communication strategy.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- **Communication of big news from the cities:** any time one of the cities reaches an important goal (i.e. completion of hard VIS, etc.) media involvement will be discussed with city referents to convey the information both locally and at a European level. This is ongoing for the whole duration of the project.
- The same scheme will be followed for the project's **innovation advancements**, highlighting findings and relevant information, in agreement and jointly with the research partners involved, for a more effective dissemination.

General dissemination actions and continuous dissemination are ongoing.

## 2.6. Dissemination actions - institutional and global outreach

Ongoing dissemination actions include:

- Participating in NBS Task Force 4 on communication and NN+ (joint strategies for communicating projects involving, among other objectives, nature based solutions);
- Mapping stakeholders and an institutional-relevant calendar for relevant ongoing initiatives;
- Participation in ongoing clustering activities with sister projects with the coordination of UCO to create synergies in communication and foster common actions;
- Participation in events at a European level in order to engage stakeholders and do some networking.

For more detailed information, see § 4. T 8.3. Dissemination Actions and Tools.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## 2.7. Planned update of the DECO Strategy (D 8.1)

As project results begin to be shared in the academic community and implementation of VIS becomes more visible in its innovation component in cities, a DECO Strategy update becomes necessary to refocus the PPs efforts not only on the horizontal exchange dynamic, but also and greatly on vertical topics across the project and the cities, showcasing project implementations and good practices, as well as shared solutions to address common challenges and lessons learned on a wider basis. At the same time, a shift towards the more innovative component of the project is strongly perceived as a pivotal action in the months to come.

In this regard, an update of the DECO plan (D 8.1) is planned to be implemented starting from the actual assessment of the PPs performances in communication and dissemination, following an update of comprehensive communication at all levels, and above all, taking into account the focal point of disseminating project results in order to contribute to boosting exploitations of those while sharing the “legacy” of the project with a wider public. A detailed update of the DECO Plan will be included in the next available annual report on communication and dissemination, D 8.15 (M48).

Actively disseminating its activities and outcomes to a broader audience. By doing so, it not only increases awareness but also elevates the project's visibility and potential impact. This strategy involves a multi-faceted communication plan that leverages various platforms and channels to reach diverse stakeholders. It ensures that key messages are tailored to resonate with different audiences, from experts to the general public, thereby fostering a greater understanding and appreciation of the project's objectives and achievements. Additionally, this approach facilitates the engagement and collaboration with external partners, policymakers,



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

and the community at large, creating a **supportive ecosystem** that enhances the project's sustainability and long-term success. By consistently showcasing progress and results, the project can attract additional resources, support, and recognition, further amplifying its influence and driving innovation forward.

### 2.7.1. Work Plan for DECO plan update in 2024

#### **Updated Dissemination Strategy: Enhancing Impact and Engagement**

##### **Main goal**

Through these updates, the goal is to share research findings more effectively and engage the community in meaningful ways. By enhancing visibility and impact, it is intended to contribute to positive social change by involving the broader public such as policy makers and shareholders outside the Consortium.

The **project's strong message of possible significant differences in the HWB of inhabitants of urban areas through best practices** will become the focus for RP3 activities in dissemination and communication.

As part of ongoing commitment to exploring and addressing the project and the environment key social issues, an on-point update to the dissemination strategy has been implemented, tackling specific challenges and improvement objectives in the next RP. This integrated approach aims to amplify research findings, foster deeper engagement, and maximise impact on the communities themselves. The following steps outline the updated strategy:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

### 1. Assessment of Current Strategy and identification of improvement points:

**Performance Review:** A thorough analysis of existing dissemination efforts is and will be conducted, identifying areas of success and opportunities for improvement. Engagement metrics and audience feedback will be examined to provide a clear understanding of potential enhancements.

**Stakeholder Input:** Valuable insights are planned to be gathered from the research team, PPs, and community members, to support shaping the new approach.

### 2. Setting New Objectives:

**Clear Goals:** The updated strategy includes clear, measurable goals that align with the mission to drive social change. An increase in awareness, fostering informed discussions, and inspiring action through shared best practices are the primary focuses.

**Expanded Audience:** The target audience, which has always included academia, policymakers, community leaders, local representatives, and the general public, will be better characterised in order to assure a targeted approach.

### 3. Enhancing Content and Messaging:

**Tailored Content:** Content tailored to resonate with diverse audience segments will continue to be created and refined. Messaging will be clear, relevant, and compelling, addressing the specific needs and interests of each group.

**Diverse Formats:** Various content formats will be utilised, including research summaries,



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

infographics, videos, interactive webinars and so on depending on the most convenient format to reach the target.

#### 4. Leveraging New Channels and Platforms

**Digital Expansion:** An expanded but tailored presence on digital platforms such as the project official social media channels will be established to reach a broader audience. At the same time, regular updates and engaging content will be provided to keep followers informed and engaged transversally. Other channels or media possibilities are going to be considered depending on the local opportunities and target population habits, such as radio programmes (see Cordoba local successful experience).

**Media:** Relationships with traditional media outlets will be strengthened, ensuring research findings are shared in particular in the EU tables and possibly to interested stakeholders.

#### 5. Engagement and Interaction:

**Interactive Elements:** Interactive elements such as live Q&A sessions, webinar, interviews and other possible interactions will be reinforced to engage directly with the audience, fostering meaningful discussions, starting from the Consortium.

**Collaborative Partnerships:** Partnerships with other organisations, projects, experts, and community groups will be built to co-create content and amplify dissemination efforts.

#### 6. Monitoring and Evaluation:

**Analytics and Feedback:** Tools have been implemented to track the performance of



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

dissemination activities and feedback and reporting will be reinforced in order to obtain significant KPIs. Regular data collection and analysis will measure progress to share decisions in the Consortium

**Continuous Improvement:** A commitment to continuous improvement will be maintained, using insights from monitoring efforts to refine and enhance the strategy.

### 7. Resource Allocation:

**Resources:** Adequate resources, including more effort from the team and more senior members, have been allocated to support the updated dissemination strategy effectively.

**Training and Development:** Training and development opportunities will be provided both to the local teams and research PPs to stay updated on the latest dissemination tools and how to easily use them.

#### 2.7.2. Phases, work plan and indicators

This work plan, complete with KPIs, provides a structured and measurable approach to updating and implementing the dissemination strategy, ensuring all key activities are covered with appropriate timelines, resources, and performance indicators. See § 7 for a comprehensive approach and work plan.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

### 3. T 8.2. Communication & Engagement Actions and Tools - Overview and performance

An important point on ongoing dissemination efforts and collaborative involvement has been shared with PPs, and in particular during the latest SCs, to underline the importance of cooperation for greater outreach. Clarification was provided regarding the role played by all PPs in WP8, ranging from research entities to local municipalities, in the dissemination activities. Over the initial two years of the project, significant efforts were undertaken by WP8 leader BOT to ensure a regular and engaging flow of communication. This proved particularly critical during the initial phases when local teams were commencing their involvement and limited content was available to generate awareness. Furthermore, a central focus was directed toward fostering collaboration with all PPs, primarily at the local level, with an emphasis on the exchange of tools and the provision of support to LCAs and KLCs.

As the project advances into a more sophisticated phase, it is essential to reiterate the collective responsibility shared by all PPs in contributing to dissemination inputs. This collaborative endeavour stands as a cornerstone for crafting coherent and impactful dissemination outputs. The significance of teamwork directly impacts on the quality of our outcomes, relying significantly on the inputs from PPs and the execution of professional networking activities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

### 3.1. Communication actions and focuses

A pivotal role in Y3 activities was played by the “matching” of areas of interest or focus together with their practical outputs. Being more specific, BOT tried to generate impact and engagement in target populations through effective storytelling strategies:

- **Valuable content**, data wherever available, and reporting from local initiatives were conveyed through articles, infographics, and videos explaining the project results or methodology, making the innovations “understandable” for the general public in order to communicate project impact;
- **Concrete case studies** were highlighted to underscore achievements, and specific campaigns for targeted audiences were carried out to ensure diverse audiences were reached and the core message was effectively conveyed;
- The **human facet** of the project was shared through the creation of four videos, featuring voices from the cities, and the narrative was further amplified with young "reporters" recounting their stories across social media platforms, fostering resonance. Some examples are the following campaigns: highlights of Y2 campaign and testimonies of “What IN-HABIT means to you” and “What has changed?” after 2 years of activities; European Year of Youth in 2022 and in 2023 for IN-HABIT; deliverable summaries, valorisation of local traditions and the process of engaging the local communities (e.g. Holidays campaign).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- **Qualitative data** was incorporated to substantiate the narrative: comprehensive reporting from local initiatives, accompanied by articles, visuals, and videos, was employed to convey project progress in a comprehensible manner.
- **Interaction** with partners, sister projects, and the cities has always been key: reposting, interpreting, and interacting with valuable content for both institutional and local targets was a priority and will continue to be so. In general, infographics, imagery, and illustrations have been used to better convey important information, especially on online tools such as the website.

### Further exploration

The project's virtual environment is affected by the habits of use and access to different channels at different times of the day and in the lives of citizens. Local communicators, therefore, will have to be proactive in bringing the project's institutional communication onto those channels used and disseminated at the local level, taking into consideration the different local targets.

## 3.2. Roadmap towards effective communication

To guarantee a consistent and solid communication approach while allowing for discrepancies in dissemination efforts among different cities, several strategies were employed so far:

1. **Establish Core Guidelines:** Develop a set of core communication guidelines that outline the fundamental principles and key messages that must be conveyed across all cities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

These guidelines include the project's goals, values, and essential information that should be included in all communications. This ensures that despite local variations, the central message remains consistent, and has been widely shared among PPs since the beginning of the project.

2. **Provide a Communication Toolkit:** Create a comprehensive communication toolkit that includes templates, materials, video guidelines, and sample content. This toolkit is constantly being updated in particular regarding the digital use, serving as a resource for cities to ensure their materials align with the overall project's branding and messaging, while still allowing them to adapt the content to fit local contexts.
3. **Tailored Training and Support:** Offer tailored training and support to communication teams in each city. This can include workshops, webinars, and one-on-one coaching sessions that address specific needs and challenges. Providing customized support helps ensure that all cities are equipped to implement effective communication strategies.
4. **Regular Coordination Meetings:** regular coordination meetings or calls which are being held with communication teams from all cities to share updates, strategies, and best practices. This fosters a sense of community and ensures that everyone is on the same page regarding the project's communication goals and strategies. While so far the 1-to-1 approach has been privileged to address specific issues, it is a priority for RP3 to increase the effort on comprehensive thematics to help create concrete synergies.

The following actions are going to be employed as priority to provide timely feedback, and to ensure effective communication while engaging the teams and making them accountable at the same time. In particular in the next RP:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

5. **Centralized Monitoring and Feedback:** Implement a centralized system for monitoring the effectiveness of communication efforts across all cities. Collect data on engagement metrics, feedback, and outcomes to assess the impact of different strategies. Use this data to provide constructive feedback and support to cities, helping them improve their communication efforts.
6. **Encourage Collaboration and Sharing:** Promote collaboration and sharing of successful communication tactics among cities. This collaborative approach helps cities learn from each other and adopt strategies that have proven effective elsewhere.
7. **Flexibility with Accountability:** Allow cities the flexibility to adapt communication strategies to their local context while holding them accountable to the core guidelines and key messages. This balance ensures that while cities can tailor their efforts to be most effective locally, they still contribute to a cohesive overall communication approach.

By implementing these strategies, the project can maintain a consistent and solid communication approach that accommodates local variations while ensuring that the core message and values are effectively communicated across all cities.

The work plan includes the reinforced implementation of phases 5-6-7 as follows:

#### ***Phase 5 - Centralized Monitoring and Feedback***

1. **Knowledge Sharing facilitation through regular Webinars:**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- Organise trimestral webinars together with Coord Team where cities can present their successful communication tactics and discuss challenges, using existing time slots (i.e. breakfasts), scheduling starting from September 2024
- Spread the word on their experiences, strategies, and storytelling by asking each city to provide content for general public dissemination on public website once a month (i.e. successful stories, short interviews, and other low effort activities)

## 2. Implement a Peer Review System:

- Establish a system where cities can review and provide feedback on each other's communication materials and strategies.
- Discuss the peer review system by M48 and include it in the updated DECO strategy.

## 3. Create a Best Practices Showcasing Repository:

- Collect and document best practices from various cities and make them available through internal presentations, infographics on project website and collective articles.
- Start gathering best practices by M48 as continuous update.

### Identified KPIs:

- Number of reviews completed (Target: 4 reviews per quarter).
- Number of best practices documented and shared (Target: 20 practices by the end of the year).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## ***Phase 6: Tailored Training and Support***

### **1. Conduct Needs Assessments:**

- Reinforce the performance of needs assessments to identify specific training and support requirements for each city's communication team by asking KLCs to collect these information by 1 to 1 monthly scheduled meetings.
- Verify the need for common trainings among PPs.

### **2. Keep providing customized training sessions:**

- Update training programs schedules based on the identified needs, including topics such as social media management, content creation, and community engagement.
- Share training materials and cooperate with other expert PPs on the delivery of trainings by expertise
- Begin training sessions and continue on a quarterly basis.

### **3. Organize Training Sessions:**

- Hold workshops, webinars, and one-on-one coaching sessions tailored to the needs of each city.

### **4. Provide Ongoing Support while ensuring accountability of actions:**

- Offer continuous support through follow-up sessions, collection of requests for general communication and dissemination and keep providing regular check-ins.
- Establish timeframe for feedback and timely replies (one week for communications regarding participation to events, 2 to 3 weeks for content preparation, and so forth)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

#### KPIs:

- Number of needs assessments re-planned and completed (Target: Assessments for all participating cities by M48).
- Number of training programs developed (at least 1 per city x topic).
- Number of training sessions conducted and average attendance (Target: 4 to 6 sessions per year, with an average attendance of 10 to 15 participants).
- Participant satisfaction rate with training sessions (Target: 85% satisfaction rate based on post-training surveys).

#### *Phase 7: Flexibility with Accountability*

##### 1. **Remind Core Guidelines and Key Messages:**

- Remind project guidelines and tools and develop key messages that all cities must adhere to.

##### 2. **Establish Reporting and Accountability Mechanisms:**

- Reset the communication reporting system where cities and PPs submit regular updates on their communication activities and outcomes.
- Share implementation deadlines among the Consortium

##### 3. **Conduct Regular Reviews and Feedback Sessions:**

- Review the submitted reports and provide feedback to each city or PPs, highlighting areas of success and opportunities for improvement in dedicated thematic meetings on a quarterly basis.

##### 4. **Recognize and Reward Compliance:**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- If possible, verify the possibility to implement a recognition program to reward cities that consistently adhere to the core guidelines while effectively tailoring their communication strategies.

#### KPIs:

- Number of cities adhering to core guidelines (Target: 100% compliance by end of 2024).
- Frequency of reports submitted by cities (Target: Quarterly reports from all participating cities, and once a month).
- Number of review and feedback sessions conducted (Target: 1 session per city each quarter, same for transversal PPs).

### 3.3. Website

The IN-HABIT website is the project's main information showcase. The IN-HABIT website's main structure has been defined and confirmed and comprises two parts:

- A public area to raise awareness and guarantee the visibility of the IN-HABIT project, as well as to encourage the participation of stakeholders and inhabitants through the publication of project updates and news and the promotion of local initiatives;
- A reserved area that only project partners will be able to access in order to share files and useful documents that might not be open access.

A **site map** can be found at: <https://www.inhabit-h2020.eu/site-map/>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

The ultimate goal is to produce a multilingual, user-friendly, and easy-to-navigate space to enhance public awareness and promote local events, news, and results through a recognisable and strong visual identity based on the project's communication guidelines, as well as a recognisable dynamic space to disseminate project progress and results.

The website represents a multilingual modular communication platform whose purpose is to be used by city partners to promote local visionary and integrated solutions (VIS) by disseminating project updates, news, events, results, and products. The website will be integrated with the IN-HABIT platform and app and will embed social media news feeds throughout the project lifetime. At the moment, in M36, the IN-HABIT app demo is available to users in a safe environment through the website.

The website map has been designed to offer a complete overview of the project and easy access to all its activities. The website's main features are thoroughly described in D 8.3 (submitted in M6 for the landing page, and in M12 for the functioning website). This deliverable is available on the website itself.

Website efficiency is underpinned by the criteria of:

- Usability. Clear and accessible structure;
- Content updating;
- Accuracy in the content suitability.

The current website map structure has been designed as described more in depth in D 8.3, available on the website itself. A password-protected PPs' access to the Reserved Area of the website that had been developed is now used as a shared repository for interesting content of



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

a confidential nature: the area centralises the exchange of useful documents, not in the public domain, among IN-HABIT PPs.

The website priorities for Y3 have been to focus on three main aspects, in continuity with Y2:

- SEO optimisation;
- Inclusion of articles of interest regarding innovation aspects of the project;
- Engagement of local IN-HUBs in content generation for local pages.

In order to improve the position of the website in search engine results and to improve the quality and quantity of the traffic, SEO activity has been necessary for all the website main pages. To update the cities' pages in this regard, it has been necessary to separate them into two different versions: one in the local language (which also appears in the menu) and one in English. The version in the local language is aimed at the inhabitants of the city, features the blog section with news and events related to the project, and will occasionally be updated, while the version in English is for general stakeholders and only contains a brief description of the actions planned for the area. The rest of the SEO (Search Engine Optimisation) actions won't be visible to the website viewers - all the pages will be indexed through the use of specific keywords that will help the website to appear in related web searches. In order to do so, WPs 1 to 4 are participating in the task through the KLCs and specific training has been planned in Y3. The optimisation is a continuous process which will be implemented throughout the duration of the project.

Also, from Y3, a series of activities has been planned to implement public interest, related to the project values content section of the website. For this purpose, all PPs have been invited to



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

share their suggestions for interesting content, and institutional or thematic repositories/newsletters/websites/social media are monitored by BOT to update the consortium and the public on topics of interest, i.e., sharing policy briefs, white papers, articles, and so on.

Actual content consists of:

- Public deliverables: 7
- Confidential deliverables in Reserved Area: 6
- Scientific publications: 1
- Other articles: 13

In particular, the section “**other articles and resources**” responds to the need to disseminate project results and advancements to a general audience, not exclusively to experts in the field of research. This is the main reason behind the writing and publication of short, “condensed” abstracts of the project deliverables, explaining the project progress in brief, with very plain language and the use of infographics and graphics wherever possible. These can be also used as a means of general communication for the project or included in press kits if considered to be helpful.

The IN-HABIT website continues to expand as an information hub, with a focus on highlighting research and innovation aspects of the project. Noteworthy features such as editorials, articles, reports, and webinars conducted by experts are included. In 2023, there was a specific emphasis on sharing valuable content (see § on Content Storytelling). The website also showcases local contributions through pages managed by Key Local Contacts (KLCs), acting as a recognised space for the local communities, along with the social media channels.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

The interactive nature of the website extends beyond mere information dissemination. Dedicated sections are provided for special projects and collaborations. Efforts have been directed towards optimising the website's visibility on search engines (SEO) since M17, with particular attention to targeted events such as the 2024 app launch (upcoming). Continuous monitoring of relevant digital measurements (KPIs) is undertaken to ensure effective performance. Real-time updates from social media platforms are also incorporated into the site, as well as updates to the News and Events sections being consistently conducted. The segments featuring videos, publications, and newsletters are regularly refreshed. Personalised assistance is extended to Key Local Contacts, and workshops focusing on enhancing local search visibility are being organised.

**Three main web campaigns** were organised in 2023 with three of the transversal PPs in order to raise engagement and interest regarding their activities and contents.

**Bridge For Billions:** this year marked the start of the first incubation programme organised by partner B4B. A banner was uploaded on the website homepage so that the news would be visible to all visitors, and a dedicated page was created with a section for each city. The activity is also supported by a series of articles, still ongoing. (3 articles. From December 2022 - ongoing).

**Design For Change Spain:** in order to facilitate the use of the DFC resources, a special section was created on their page under Project Partners to collect all the material related to the IN-HABIT project. This section is periodically updated and news is being shared with the Consortium to support the diffusion. (5 PDFs, 5 video playlists, 2 articles. From March 2023 - ongoing).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

**Tesserae:** the website supported the organisation of the workshop organised by TSR with independent Policy Advisor Matthew Baqueriza-Jackson. An event was created and shared both on the homepage and in the News section. After the webinar took place, the video was uploaded on the YouTube page and shared on the website in the appropriate section. (1 video, 2 articles. February 2023).

**IN-HABIT APP:** a dedicated page was added to the website to prepare for the release of the upcoming IN-HABIT official web app and to allow inhabitants to access the app during the test phases (M28-M36). The APP is planned to be more accessible and visible through a direct shortcut on the homepage, and separate entry points in local language to facilitate the inhabitants' usage. Other materials such as FAQs regarding the purpose of the app and data collection are published online, and further explorations adapted to local needs will be put in place in agreement with pilots, taking into account the specific target population and accessibility requirements on field.

Analytics for the project website (Y3 - September 2022 to August 2023), can be found below.

[Edit: more updated analytics to M42 may be found in Annex WP8\\_RP2\\_Annexes\\_23012024](#)

Unique visitors	General: 1248 Lucca: 62 Cordoba: 90 Nitra: 31 Riga: 85
Impressions total clics	General: 102.764 2.107
Visitors (geographic areas)	Spain: 24.95%



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

	Italy: 21.39% USA: 14.58%
Direct traffic	42.79 %
Organic traffic	40.53 %
Referral traffic	5.9%
Social traffic	10.76%
Recurrent visitors	0,96%
Traffic volume to 31/08/2023	Last week: 45 (-4,2%) Last month: 209 (+19,4%) Last six months: 930 (-25,24%)
New visitors	99%
Most visited pages	Homepage: 1129 Progetto Lucca: 376 Proyecto Cordoba: 253
Loading speed (time to interactive)	Desktop: 4s Mobile: up to 21s
Number of posts on local pages	Lucca: 18 Cordoba: 84 Nitra: 10 Riga: 34
Number of news articles on the website	71



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).



Table 1 - Website analytics to M36

### 3.3. Social media and Storytelling

#### IN-HABIT Social Networks

Social media has become a very popular means of communication and disseminating information fast across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device. To extend the project target audience (especially to involve the general public and not only sector experts), IN-HABIT is integrating these media tools strategically in the communication and dissemination activities.

Twitter, LinkedIn, Instagram and Facebook have been selected as the most appropriate social networks to promote the project’s achievements, news, and outcomes so far. Instagram and YouTube have been added to the project accounts as well.

As soon as the communication training for KLCs and LCAs is completed, it will allow every city to be an ambassador of their own progress, also in local languages. An editorial plan for



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission’s future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

internal use has been created. It contains the editorial strategy and the calendar of relevant events promoted by institutions, sister and clustering projects, and other Horizon 2020 projects that can be recalled in the IN-HABIT communication. The content is currently scheduled two weeks before publication. PPs were asked to participate in this process by mentioning relevant stakeholders and their channels, both globally and locally.

BOT, as a coordination leader, will act as a moderator of general social profiles, meaning controlling and filtering inadequate content, and monitoring the suitability and relevance of the information to be published.

### Accounts

- Facebook: <https://www.facebook.com/inhabith2020>
- LinkedIn: <https://www.linkedin.com/company/68868676/admin/>
- Twitter: [https://twitter.com/INHABIT\\_H2020](https://twitter.com/INHABIT_H2020)
- YouTube: <https://www.youtube.com/@IN-HABIT>
- Instagram: [https://www.instagram.com/in\\_habit2020/](https://www.instagram.com/in_habit2020/)

Official project hashtags have been shared widely, allowing the communication to be strengthened and different project aspects of the innovations carried out to be focused on, both at local and general levels:

- General: [#Cityvolution](#) [#HumanSizeCity](#) [#INhabiTowns](#) [#innovatEU](#) [#EUinnovation](#)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- Local: #EUforCordoba #EUforLucca #EUforNitra #EUforAgenskalns #CordobaInnovative #LuccaInnovative #AgenskalnsInnovative #NitraInnovative #CityShareCulture #CityGrowsFood #GreenNewCity #CityCareForPets





 FACEBOOK	 TWITTER	 LINKEDIN	 INSTAGRAM
294 people follow the page	340 people follow the page	316 people follow the page	188 people follow the page
2 post a week 421 post in total (31/07)	2 post a week 656 post in total (31/07)	2 post a week 223 post in total (31/07)	2 post a week 154 post in total (31/07)
Reach of people 3,461	497 Average of tweet impressions per month	548 page visits	Reach of people 1,928 429 profile visits
Facebook page visits 966 01/08/22-31/07/23	432 visits to the profile in the last 28 days	260 unique visitors	Post reach is 876 in the last three months

Table 2 - Social media data up to M36

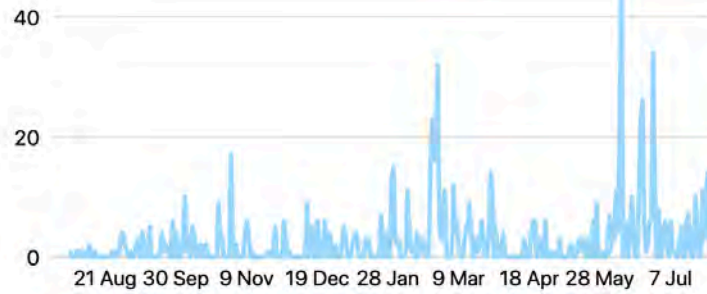


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Facebook visits ⓘ

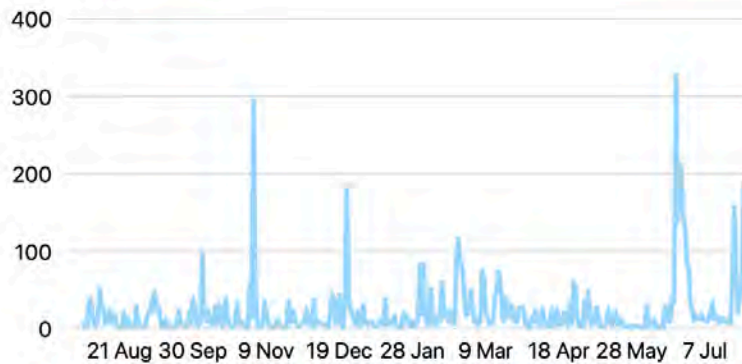
966 ↑ 90.9%



Graph. 1 - Facebook page visits (Aug 22 - Aug 23)

Facebook reach ⓘ

3,461 ↑ 42.4%



Graph. 2 - Facebook page reach (Aug 22 - Aug 23)

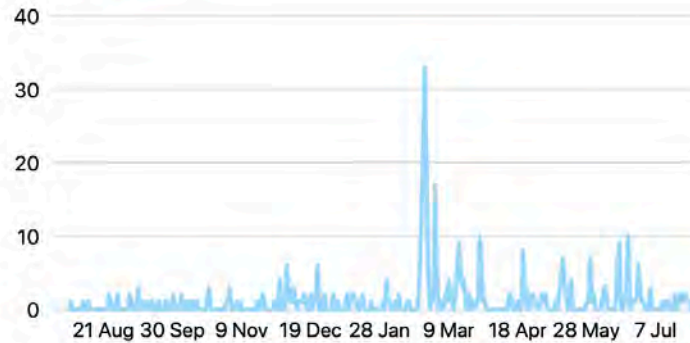


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Instagram profile visits ⓘ

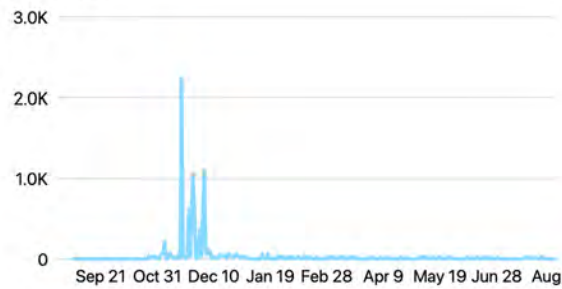
429 ↑ 13.2%



Graph. 3 - Instagram page visits (Aug 22 - Aug 23)

Instagram reach ⓘ

8,398

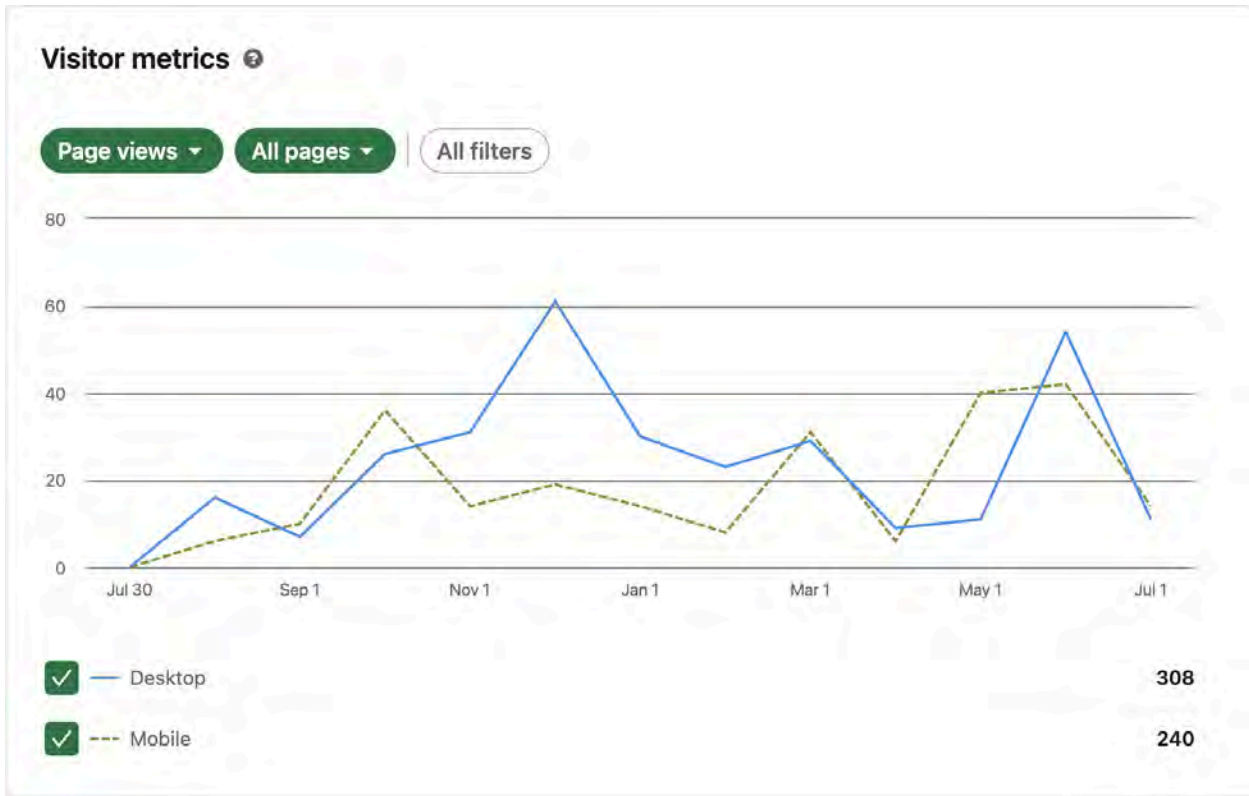


Graph. 4 - Instagram page reach (Aug 22 - Aug 23)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).



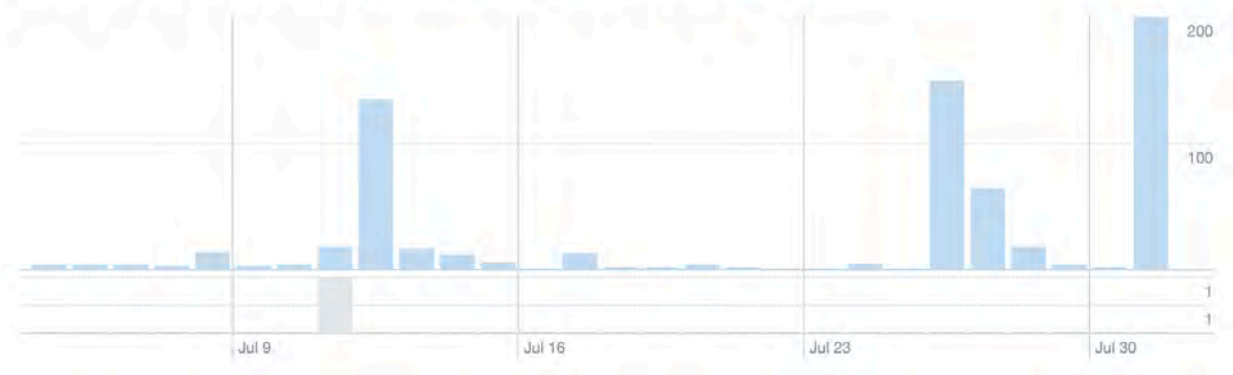
Graph. 5 - LinkedIn page visitors (July 22 - July 23)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Your Tweets earned **497 impressions** over this **28 day period**



Graph. 6 - Twitter impressions (July 23)

### Training webinars

Dedicated webinars, addressing all communication referents but in particular LCAs and KLCs, on topics such as how to promote local achievements and increase outreach, or helping cities in underlying values and propositions continued to be carried out in Y3. Press, campaigning and required training on actions involved in the local campaign were also part of the local strategy implementation.

### Partners’ websites and social media

To date, all local partners have set up their channels on social media platforms, according to the degree of use in their local context of each platform, and are connecting with local stakeholders and partners of the projects. These channels are in local languages and are managed by the KLCs and other IN-HUB participants. BOT, however, monitors and supports



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

local communication according to the local teams' requests, and often re-posts and shares their content also in English on the official project pages, with the aim of promoting concrete local innovations and activities and fostering a sense of engagement and participation in a wider community. Some partners have regular newsletters and regular posts on their own websites too, and all local PPs also support the updating of local communication and initiatives on the local pages of the IN-HABIT website. This continuous activity is currently used to disseminate the activities of the project regularly and frequently via these channels to complement the ongoing strategy.

### **IN-HABIT's local pages**

#### **Cordoba:**

[https://www.instagram.com/in\\_habit\\_cordoba/](https://www.instagram.com/in_habit_cordoba/)

<https://www.facebook.com/inhabith2020cordoba>

<https://www.linkedin.com/company/in-habit-h2020-uco-córdoba/>

[https://twitter.com/in\\_uco](https://twitter.com/in_uco)

#### **Nitra:**

<https://www.facebook.com/InHubNitra>

#### **Lucca:**

<https://www.instagram.com/inhabitulucca/>

<https://www.facebook.com/inhabit2020>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Riga:

<https://www.instagram.com/atirgus/>

<https://twitter.com/AgenskalnaT>

<https://www.facebook.com/Atirgus>

<https://www.facebook.com/InHabitRiga>

### 3.3.2. Evaluation of effectiveness and actions

It should be noted that performance along local communication channels might not be performing the same way, at the same speed or with similar outreach results. However, consistency in communication is guaranteed by the many follow up actions already described and put up by BOT, applied to online communication too.

Discrepancies in dissemination efforts among different cities do not necessarily show a lack of consistency or an underperformance for several reasons. First of all, as previously explained, local contexts differ not only for characteristics of the innovation actions, but also for the changes they go through at political, environmental and communication team level commitment and performance. While it is WP8's responsibility to grant an effective communication and dissemination throughout the whole project, local specificities should not be undervalued.

Each city has unique audiences with distinct preferences and communication habits, so tailoring dissemination efforts to fit local contexts can be more effective than an overall similar approach. For instance, what works in Cordoba may not resonate in Lucca or Nitra. Additionally, cities have varying levels of resources and expertise available for communication activities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Allowing flexibility in dissemination strategies ensures that each city can make the most of its available resources, as well described in the DECO Plan D 8.1.

Diverse approaches to dissemination can also foster innovation, as cities can experiment with different methods and platforms, leading to the discovery of new, effective strategies. This variety creates opportunities for mutual learning and sharing best practices among cities. Furthermore, different types of content and communication channels can engage different segments of the population, meaning that varied dissemination strategies can help the project reach a broader audience and ensure that more people are aware of and engaged with its outcomes.

Discrepancies also allow for adaptability in response to feedback and changing circumstances, enabling cities to adjust their strategies based on what is most effective in their specific context. Observing these discrepancies provides valuable data on what works and what doesn't, which can be used to refine strategies and set realistic, context-sensitive benchmarks for media engagement. By embracing these discrepancies and leveraging the strengths of each city's approach, the project can achieve more robust and comprehensive dissemination of its results.

### 3.3.4. Storytelling and main planned activities

For each campaign, a Digital Editorial Plan is prepared and shared with all the components of the communication team. This tool contains all the content that will be shared in the next two/three weeks and provides a clear representation of the main campaign. The use of this tool



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

has been shared during the Workshops, enabling KLCs to use it in order to increase productivity, and is available upon request.

The social community is growing. Currently, IN-HABIT has 295 followers on Facebook, 345 followers on Twitter (now X), 319 followers on LinkedIn, and 191 followers on Instagram. Content is being posted 2 times a week. The social media pages with the most interaction (not only in terms of likes but also impressions) are Facebook and Twitter with a reach of 3,461 people on Facebook and an average of 497 impressions per month on Twitter. On Instagram, the focus is also on maintaining a visually attractive feed, fundamental for the algorithm, by combining different types of content that captures the attention of the community. Fifty percent of the posts shared are around project content, while events, news, sister project content, and European content make up the remaining 50%.

- Mapping stakeholders, an institutional-relevant calendar for relevant initiatives, and promoting networking are ongoing and identified as a transversal priority, as are networking activities at an institutional level;
- Interacting with high-level, international stakeholders, specifying the need to establish peer-to-peer relations first in a proactive way, was also confirmed as a priority, with support from BOT in tracking relevant opportunities for project showcasing;
- Other activities to be implemented or already ongoing include: focusing on institutional and innovation content and guidelines to start conversations around topics relevant to the project (series of short interviews, webinars, etc.), an internal newsletter with highlights from the cities and transversal research partners.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- Thematic Planning for the year: a spreadsheet with a calendar form in which we underline important European matters and international days, anniversaries, and festivities. This enables the communication campaign, which lasts for two-four weeks, to be scheduled in advance and with a thematic relevance. This tool is public and can also be used by KLCs for their local activities.
- Dissemination of the project: the main aim is to communicate the project's purposes, phases, news, and impact. This is the most important activity on social media and is always linked to relevant matters, both European and international.
- Disclosure of news about the IN-HABIT project areas of work: white papers, scientific articles, research about health and well-being in small and medium-sized cities.
- Promotion of events and initiatives: from the European environment, sister projects, and the four cities.
- Sharing and reposting: Content from the city pages is shared and reposted in order to increase the audience. The same activity is also carried out with content from sister projects if it is relevant for the IN-HABIT community.
- Workshops on digital tools are available to KLCs and LCAs and they are provided with all the information they need to use digital channels, increasing their autonomy in digital communication while listening to the specific challenges encountered locally.

### **Prioritisation of Young Local Communicators**

Commencing in 2023, significant emphasis has been placed on the identification and support



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

of young local communicators. The formulation of details for this initiative, including its structure and operational aspects, is underway. By prioritising the identification of young local communicators, the aim is to empower and involve the younger generation in communication-related efforts, enhancing their role within the project. All cities have responded well to this call to action, as a description of the role was sent to them. It is a voluntary activity, directed to younger generations of legal age for social media channels publishing compliance. The activity will include the main points detailed below in the Youth grassroots activities programme. For a greater impact and synergy, the same young communicators have been asked to act as “validators” for the local missions of the IN-HABIT app, a task with a minor effort but a tangible upside of better commitment in spreading the project’s message and encouraging app usage too. Edit: this approach has not been feasible to implement, and validation will be included in KLCs tasks. See Updated D 8.8 for details.

### **Youth Education Programme and Engagement of Children**

An upcoming initiative involving the establishment of a youth education programme in partnership with LCREA (*Youth grassroots activities*) has been one of the key objectives in the past few months. This programme is set to be implemented from autumn 2023, aiming to engage young audiences, and young communicators in particular. This specific task was supposed to start in M18, but the difficulties in the implementation of the IN-HUBs led to a postponement and a more flexible proposal for the activity: rather than a yearly meeting, most likely difficult to implement on a feasibility/budget basis for the cities, a new programme was presented, featuring online webinars to be co-designed with LCREA and the young communicators as well, and a possible final field activity during one of the most important



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission’s future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

games and comics fairs - Lucca Comics&Games - organised yearly by LCREA, in 2024. The feasibility of this free pass to the fair, and to act as special ambassadors of the IN-HABIT project in this globally recognised festival, are being discussed with LCREA but look positive. The specific details of the online programme are being confirmed with LCREA in order to ensure an interesting and engaging content offer to the participants through a flexible calendar of online meetings, with the intention of designing enriching activities that resonate with the targeted participants (this might include video storytelling, gamification, etc.), starting by the end of 2023 and continuing until the end of the project in 2025. The essential purpose of this activity is to engage young citizens by making them project ambassadors in their cities, recounting through their own eyes, and through their social media channels, the project's positive impact on their neighbourhood. Activities around the engagement of children will be discussed in more depth in 2024.

### 3.4. Videos

So far, the project has produced two sets of very powerful tools, conveying the premises and impact of the project through informative and emotional storytelling.

First, a general teaser in English, and four informative videos in local language focusing on the specific areas of intervention locally, were produced in Y1, acting, in fact, together with the website, as a window for the project. To better address the communication needs and targets, the promotional and informative video about the project was produced in M10 and was combined with four short local teaser videos finalised in M12, produced using a co-design approach, sharing the scripts and suggestions from PPs, especially local ones. These videos in



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

particular were used in the launch campaigns and are a powerful tool for local customised dissemination, also being subtitled in order to reach broader audiences locally.

After 30 months in the project, and the deployment of soft and hard VIS, another set of videos, described thoroughly in **D. 8.9/10/11/12** (one for each city) has been produced and submitted in M36, taking into account in particular the impact of the project on local communities and giving space and voice to inhabitants and representatives of the IN-HUBs, both through shooting the external and hard VIS and with an emotional storytelling based on how the project is transforming the cities in many different ways.

These videos have also been produced with the close cooperation of local teams, who were able to highlight the most important aspects for their community and give a real feeling of the amplitude of the communities involved - mostly populations at risk of disadvantage or exclusion - and the action undertaken by them, made possible by the project itself. Visibility has also been given to strong bonds of cooperation ongoing at local and institutional levels, involving important partnerships among public and private stakeholders, where the local context would not have allowed it before. Local teams have participated in the script, shooting and review of the videos, and have the final word on their approval. D 8.10-11-12 for Lucca, Nitra, and Riga will be available from M37, while D 8.9 for Cordoba has been postponed to the actual implementation of the hard VIS by the end of 2023.

Promotional videos are available on [the project website](#) and will act as a powerful tool for dissemination of the project achievements, making the innovation potential of the implemented solutions “visible” through the stories of the protagonists, providing valuable content for emotional storytelling actions to come.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

### 3.5. IN-HABIT app

Collaboration on the development of IN-HABIT app (UCO, ISIM, UREAD, LCREA, WTG, UNITO, and city partners): the development of the IN-HABIT app is being collaboratively undertaken and successfully implemented.

Two test phases have been performed from the technical and local UX side, and the final version, to be updated in time during the project lifetime, has been submitted on time.

This joint effort ensures a comprehensive approach to app development, leveraging the expertise and contributions of these key stakeholders. Through the combined strengths of these entities, the goal is to create a robust and impactful app that addresses diverse aspects of the project. More information is available in **D 8.6 - IN-HABIT APP demo version** (submitted M28) and **D 8.8 - IN-HABIT APP final version**, submitted M36. Engagement and communications actions devoted to raising the number of users of the APP to reach solid KPIs are included in D 8.8 for reference.

### 3.6. Cooperation with other Project Partners

The significance of high-level institutional involvement and coordination among consortium partners in project development cannot be overstated. Effective engagement at the institutional level ensures that projects receive the necessary support, resources, and strategic alignment with broader organizational goals. High-level involvement facilitates decision-making processes, enhances the credibility and visibility of the project, and can provide access to additional funding and networking opportunities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Moreover, coordination among consortium partners is crucial for the successful execution of complex projects. It ensures that all partners are aligned with the project's objectives, timelines, and deliverables. Effective coordination fosters a collaborative environment where each partner's strengths are leveraged, potential conflicts are mitigated, and innovative solutions are developed. This synergy is essential for achieving the project's goals efficiently and effectively, ultimately leading to more impactful and sustainable outcomes.

Cooperation with other PPs and WPLs of WP5-WP6-WP7-WP9 in particular, has been undertaken.

- Youth Education Programme and Engagement of Children (LCREA)/Youth grassroots activities;
- Data Storytelling and Surveys with UNITO following ISIMPACT's exit (see AMENDMENT Reference No AMD-869227-13): this task refers to the domain of data storytelling and surveys. This valuable aspect, temporarily suspended, is slated for resumption with new partners UNITO and CCA. The partnership entails the importance of data-driven narratives and insights, contributing to a more comprehensive understanding of project dynamics.
- Clustering and Institutional Activities (UCO): UCO's involvement encompasses clustering and institutional activities. This collaborative endeavour involves UCO in activities that foster collaboration, knowledge sharing, and the creation of synergies among various stakeholders. Through these clustering and institutional activities, the collective expertise and resources of UCO contribute to the overall success of the



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

project.

- Cooperation on the IN-HABIT app implementation (UCO, ISIM, UREAD, LCREA, WTG, UNITO and city partners) as per § 3.5..

## 4. T 8.3. Dissemination Actions and Tools

### 4.1. Meetings, events, and digital approach

IN-HABIT partners collaborate on dissemination activities for their national and local audiences, taking advantage of the close networks they have in their own countries. The IN-HABIT project was born in a year characterised by many changes that have revolutionised the uses, possibilities of communication and social interaction, and working methods, impacting the ability of some events to have a prominent offline participation capable of generating exchange, affection, interaction, and networking. However, great effort was put into making the project goals possible by using an agile and flexible methodology. Wherever possible, and considered a priority, in-person events took place, optimising the effort of PPs in a very challenging year, providing online resources wherever possible and setting dedicated online meetings to specific focuses, saving everyone's time and, more importantly, conveying the attention on a few, central focuses.

#### Events record from local IN-HUBs, Y3 (M25-M36)

*\*not including co-design and internal events and meetings.*

CORDOBA: 16 events (public)

LUCCA: 8 events (public)

NITRA: 19 local events (public)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

RIGA: 6 local events (public)

### **Overall Events record from Transversal Project Partners, 2020-2023**

38 total events both online and offline

2 congresses/scientific events participated in

15 public events organised

9 dissemination posts online (websites, other) \*excluding BOT's activity on the project main channels

8 social media posts \*excluding BOT's activity on the project main channels

UCO - 22 scientific events/congresses participated in, for online dissemination see cities section for Cordoba.

UNIFI - 2 scientific conferences participated in, 1 scientific article, for online dissemination see cities section for Lucca.

UREAD - 4 online dissemination actions (blog/social media/online posts)

PJU - 13 events participated in

TSR - 10 online dissemination actions (blog/social media/online posts), 2 events

DFC - 5 online dissemination actions (blog/social media/online posts)

LABORELEC - 2 congresses participated in

BOT - see § 2.4 and general activity



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## 4.2. Institutional and global outreach - main focuses and actions

Three main areas of focus were identified by BOT for Y2 and Y3, covering different communication targets, connecting them to ongoing actions as the project evolves.

These focuses and actions can be identified as:

1. LOCAL - Promote project awareness and targeted engagement through regular monthly and dedicated 1-to-1 meetings with cities, general communication support for local dissemination, general meetings or workshops with all city communication representatives on specific topics when needed, and a continuous activity of mapping stakeholders.

An ongoing regular subscription campaign to the project channels of communication also goes in this direction.

2. GENERAL PUBLIC - Dissemination of project results through the implementation of focused campaigns, the dissemination of white papers and editorials, interviews for the general public to help them understand the project's impact, along with regular communication of project progress through webinars and informative newsletters addressed to the project stakeholders.
3. SCIENTIFIC COMMUNITY - Dissemination of project results by supporting the dissemination of scientific results on behalf of the project, and closely cooperating with PC and Research PPs to build a solid publication plan.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Establishing a framework for engaging with cities on a one-to-one basis has required the fostering of a deeper understanding of their unique needs and concerns. This proactive approach includes providing consistent and comprehensive communication support for local dissemination efforts and facilitating the convening of representatives from various cities to collaboratively address specific topics of relevance whenever the need arises. These endeavours ensure a continuous flow of insights, allowing IN-HABIT to remain closely connected to stakeholders and communities alike.

A **fourth, transversal focus** was carried out: support PPs on how to correctly acknowledge the project on publications or equipment, as the soft and hard VIS were being implemented, and as participation in scientific community events was beginning to have a relevance. General guidelines are shared in a monthly communication to PPs, asking at the same time that they report their participation in events and keep track of the materials disseminated. This task runs in parallel with the publication plan and policy developed by PC with the project research PPs in particular. Specific guidelines and graphic support were provided in regards to equipment and/or urban spaces (i.e. Lucca's animal areas).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

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

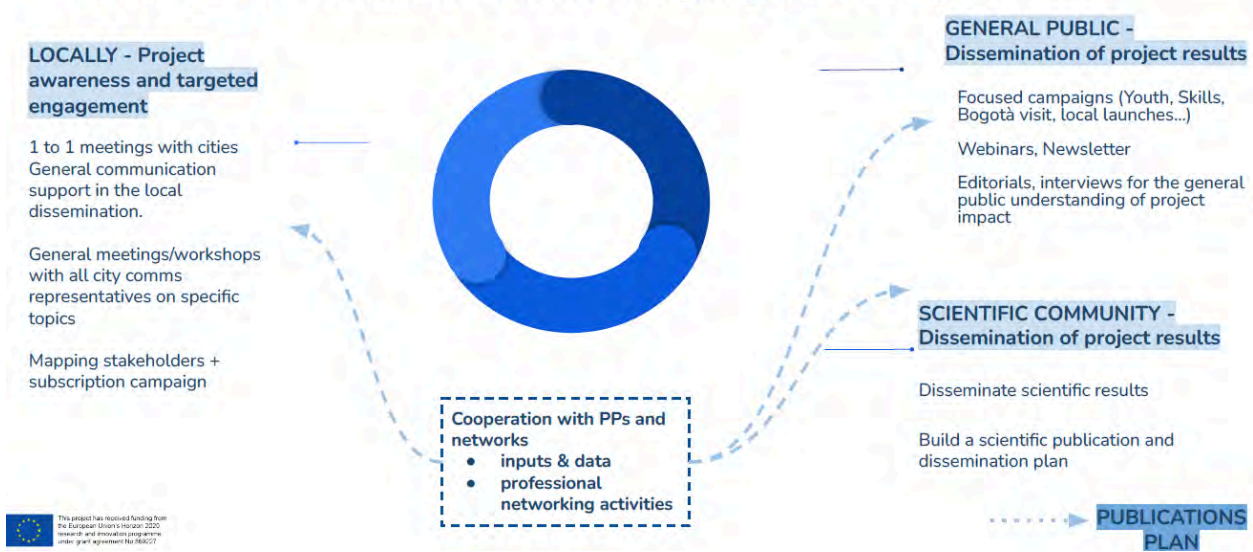


Fig. 4 - Dissemination and outreach focuses

### 4.3. Institutional stakeholder relations and dissemination management

As mentioned above, dissemination was identified as an area of primary focus from Y2 on and specifically addressed as a priority from Y3. Accordingly, a strategy was shared with the PC and is currently being implemented and optimised whenever possible. It includes:

**A General communication and Dissemination plan** (see DECO Strategy, D 8.1.) containing all actions ongoing or planned on various topics (press, social media, stakeholder relations, etc.). In most cases, they are really continuous tasks.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

A database containing a series of upcoming event opportunities in detail has been created and is open to consultation and/or shared with the PC or other partners for their evaluation and feedback, both for participation as speakers, showcasing the project, or simple dissemination. This news information is also included in the project newsletter and the events database is available upon request.

Not all events have speaking opportunities, but they might be interesting from the point of view of institutional relations. Every two weeks, BOT maps all the events proposed by the European Community, partners, institutional stakeholders, sister projects, or general events in which everyone can be interested, so this can be considered a living document. Quick feedback is requested, in order to start planning, subscribing, and contacting the organisations behind the events. From then on, the PC can intervene to establish a very useful peer-to-peer relationship with fellow colleagues, which is always encouraged as a more successful and meaningful opportunity. In 2022-2023, 53 events of international relevance were mapped and submitted for feedback on potential participation so far.

In order to increase the efficiency of the communication strategy, BOT is developing **joint activities** with the PC and sister projects as a contribution to WP9 led by UCO. The main objective is to spread the communication about the project and increase the active community reaching new targets. The activities planned include: cross-posting on social media, participation in sister projects' newsletters or offline media production, the recording of a common video and ongoing discussion on how to boost communication on common topics.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

**Mapping stakeholders** at various levels, to establish valuable connections and disseminate the IN-HABIT project or interesting content when available, facilitating PPs in taking these opportunities. All partners, especially cities, and the PC, are kindly reminded to keep this mapping updated as a contribution to WP8, so BOT can build up opportunities from there.

Mitigation actions on stakeholders involvement include:

## 4.4. Focusing on scientific dissemination

### 4.4.1. Strategic thinking and next objectives: scientific dissemination and institutional networking in boosting research

Starting from the dissemination plan already in place, BOT's strategy from M37 on will be to communicate and disseminate the scientific outcomes of the IN-HABIT Project with the following specific key points:

- **Engage Stakeholders, not only the ones already involved:** we'll identify key stakeholders, such as local authorities, NGOs, community groups, and relevant industries, and involve them in the dissemination process, even if they were not involved from the early stages. We'll try to understand their needs and perspectives and will help tailor the messaging and ensure the results are relevant to their interests.
- In line with the H2020 communication guidelines, **we'll make sure to guarantee clear and accessible communication**, presenting the scientific results in clear, accessible, and non-technical language. We plan to use visuals, infographics, and summaries to make the information more easily understandable for a broader audience (especially for



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

information we will share on social platforms and through our website). This process is already ongoing.

- As compliance with open-access policies is in line with Horizon 2020 guidelines, we plan to **share results through open access publications on public sources**, focusing on publishing research findings in open-access journals or repositories to ensure the results are freely accessible to the public and researchers. A specific point of attention is made in spreading project findings on the most important repositories used by policymakers and their rapporteurs. Supporting research PPs in the first place in getting to know the EU boosting communication opportunities is a priority, and will be implemented from M37 on.
- At the same time, **information of interest** such as white papers, public conference findings, policy reports, etc. from valuable organisations, on topics related to the project, will be made available through the project channels, first of all to the Consortium.
- BOT will also continue **promoting the active participation in scientific conferences and workshops** where our scientific partners can present the project's results and share findings with peers, receive feedback, and foster collaborations.
- A continuous **update of the IN-HABIT Project website** dedicated pages that serve as a central hub for information about the innovation frame of the project, its goals, methodology, and outcomes, is envisaged. Downloadable reports, publications, and links to related resources are included in this list, complying with the level of confidentiality of each publication or deliverable document.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- **Social Media and Online Platforms will of course be considered as dissemination platforms**, such as Twitter (now X), LinkedIn, Instagram, and Facebook, to share project updates, findings, and engage with the public and stakeholders. Additionally, the use of research networking platforms such as ResearchGate (as personal researchers, since the policy of the website is now restricted to individuals rather than projects) and Academia.edu is being looked into.
- Moreover, **press releases and media outreach** will help a lot in broadening the audience. The plan for 2023-2024 is to have three dedicated scientific launches in key dissemination moments. We will draft and distribute press releases to local, national, and international media outlets to increase the visibility of the project's results. We will continue to engage with journalists and reporters who cover topics related to sustainability and community inclusion.
- A fundamental point of the strategy **is to deliver policy briefs directly to policymakers**, preparing concise policy briefs summarising the key findings and their implications for policymakers. The plan is to target these briefs to policymakers at the local, regional, and national levels, and, of course, EU level throughout the project lifetime.
- **Scientific results in their informative format might be also considered as an opportunity for Community Engagement Events**. Around them, it might be worth considering inserting special “missions” for the users of the IN-HABIT app: sending a nudge to participate in community engagement events and public forums to present the results to the community members directly. The plan is to encourage discussions, feedback, and collaboration for the implementation of sustainable solutions.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- In the same way, BOT will involve our scientific partners in **online Webinars - Seminars** hosted by the project channels, to reach a wider audience beyond the project's physical locations. We will invite relevant experts, stakeholders, and policymakers to participate in these events, starting from the networking activity of the PPs and their valuable experience and contacts.
- **Applying for recognition awards at an international level**, mainly in the sustainability and community engagement field, might be very helpful to build some solid recognition for the project. Winning or being nominated for prestigious awards can draw attention to the project's success and attract interest from new cities. The same goes for the participation and/or active roles in international collaborative networks and initiatives, such as the Covenant of Mayors and such.
- **Cooperation with sister projects in the frame of clustering activities**, and the participation in related initiatives to amplify the impact and reach of the results, will remain central.
- The use of Horizon2020 Boost tools for communication and dissemination will be implemented the moment significant content from the overall project is available.

#### 4.4.2. Raising awareness around scientific dissemination

For every initiative, we plan to monitor the dissemination efforts' effectiveness, gather feedback, and adapt the approach as needed. The ultimate goal is to ensure that the scientific results have a meaningful impact on policy, practice, and the well-being of the communities involved, also encouraging replicability, which is a key message of the project itself.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## How to involve researchers in dissemination

Involving researchers in dissemination is an issue that can be complicated by the fact that distracting them from their core activity is not desired in most cases. However, part of the project Consortium's strength relies in making results accessible to the public, and their point of view is crucial in engaging peer discussions. These active networking activities gather key information and convey the strengths of the project to their peers, project stakeholders, and other policymakers, and their way of talking about the project is essential to ensuring that the scientific results reach a wider audience, are presented in a rigorous manner, and gain credibility within the research community in the long-term.

If a good starting point was the early involvement of scientific partners, **it's now time to operate an early involvement of potential researchers** who may be interested in the project or its replicability in other cities, as soon as solid research data is collected and made available. We believe early involvement allows researchers to contribute their expertise in shaping the dissemination plan and identifying the most relevant research findings to highlight.

## Facilitating scientific dissemination to different targets

Other strategic points to be implemented for the upcoming period are:

- **Promote co-authorship and publication:** this not only recognises their contributions but also ensures they have a vested interest in the success of the dissemination efforts. Collaboratively preparing research papers, reports, and academic reviews will be underlined.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- **Organise workshops specifically for researchers** to present and discuss the project's scientific results. Encourage open discussions, peer feedback, and collaboration to refine the research findings and identify potential joint research opportunities.
- **Host internal seminars and webinars where researchers can present their findings** to their colleagues within the project team. This allows for internal feedback and knowledge sharing among researchers.
- **Utilise research networking platforms** such as ResearchGate, Academia.edu, or LinkedIn to share project updates and research publications with the broader research community. Researchers can actively share their findings and engage with peers from other institutions.
- Encourage researchers to collaborate on **joint papers** and **data sharing platforms** with experts from other institutions or disciplines to write joint papers and publications. This interdisciplinary approach can attract a wider audience and foster cross-sectoral collaborations.
- **Support the active participation in conferences and symposia:** encouraging researchers to present the IN-HABIT project's scientific results at relevant conferences, symposia, and workshops within their respective fields on behalf of the IN-HABIT Project. This allows for exposure to a broader academic audience and facilitates knowledge exchange.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## 5. Specific objectives and KPIs

### 5.1. Focus on effort, feedback process and accountability

To support the dissemination and communication effort by the PPs, we have put in place a **mitigation measure linked to a new process of monitoring the operations and performance of these partners as well as the alignment effort with the DECO strategy implemented by the BOT leader (Main goal).**

**FEEDBACK AND REPORTING** - The process will include a request for feedback on all achieved kpi at the end of each month and the results will be used to update city papers and press kit materials in the following week, in order to be ready each month for:

- a new institutional and locally shared press launch on the project and
- to feed content for intra-consortium and external newsletters
- new content to design presence at upcoming events
- in the case of Scientific Partners, new content for upcoming publications and for scientific collaborations

In addition, **specific KPI's will be soon defined with the cities in relation to the engagement activities that work best in each** (e.g. In Córdoba, engagement could be best achieved through radio broadcasts, In Riga printed flyers are the best way to reach citizens, In Lucca, social media posts are the most effective method, while In Nitra, public workshops and community events are the most effective way to engage the local population).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Asking all cities and partners to look for performance even beyond the channels they have found working in the past months not only ensures that multichannel is more developed in each of them, but is a way to push them to test boundaries, develop new skills, and is a mind-set switch, as **at this stage the project must quickly move out of the comfort-zone of already conquered communicative touch-points.**

PPs	Objective	Measurement Unit	Target Value	KPIs
Cities	Support com operations	published blog post/month -each	extended target	2
	Support com operations	shared posts on social media/month+ shared blog post -each	extended target	8
	Support com operations	new articles published on local media/month-each	local media	4
	Short and long term stakeholder activities	contact and dissemination activities with new stakeholder/month each	local and international stakeholder	3
	Consolidate their role in dissemination activities	N. event they take part in as panelist/ month each	extended target	2
	Consolidate their role in dissemination activities	N. local event they take part in as panelist/ month each	local communities	2
	Consolidate their role in high level dissemination activities	direct contact actions and dissemination activities with policy makers//month each	local and international policy makers	2



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Cities and PPs-jointly	Support the use of the web app, boost local engagement	New campaign shared with local communities/month	local communities	1
PPs	Support com operations	published blog post/month -each	extended target/ scientific stakeholders on social media	2
	Support com operations	shared posts on social media/month+ shared blog post /share on research networking platforms-each	extended target	8
	Support com operations	new articles published on scientific press media/month- each	local /international media	3
	Consolidate their role in dissemination activities	take part in scientific and dissemination event, conferences ans symphosia/month	scientific community	1
	Consolidate their role in dissemination activities	Hosted internal conferences	scientific community and policy makers	1/quarter
	Support scientific dissemination	scientific publications/month	scientific community	2
	Support scientific dissemination, involve new potential researchers on new projects	new scientific collaboration/month	scientific community	1
	Support scientific dissemination/month	workshop/ webinar organised with other researchers	researchers	1

Table 3 - Adapted KPIs



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## 5.2. Dissemination in 2023-2024

During the last year, we have mostly concentrated our communication and dissemination strategy on the news and solutions developed by the cities. It is extremely important to communicate the solutions implemented by the cities in order to keep an active community that is updated on the project.

The project partners' involvement in the activities was fundamental as we collaborated actively especially with Bridge for Billions for the incubation programme, Design for Change España on some content created for teachers and educators, and the local teams on continuously sharing the news on the project channels (local and general).

The demo of the app was released in M28 for its testing phase, and we covered the news on social media and via the newsletter, facilitating its use locally via a series of FAQs. We plan to launch a wider campaign for the final version of the app after M36, as this is an important milestone for the project on an innovative and technology driven side.

Another activity implemented, and still ongoing, was the organisation of a common communication plan with our sister projects, which involves important cross-activities that will help to increase the spread of each project.

Also, the collaboration with partners at a European level, such as Network Nature, and the active participation in panels at the EC Green Week event were important achievements, which helped to improve our communication efficiency and to increase the knowledge about the project.

One of the priorities set for Y4 is to **provide communications training to researchers** to enhance their ability to effectively present their findings to both academic and (more



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

challenging) non-academic audiences. This can include media training, public speaking, and writing for different target groups (2023-2024).

We can help create researcher-friendly resources/background documents, developing summaries and infographics **tailored to researchers and institutions** (more technical and data-driven than the ones we plan to spread on social media targets), and highlighting the key scientific findings and their implications for the research community.

## 6. The challenge of replicability

The challenges, complexities, and local peculiarities that we have faced in recent years have made us understand how important it is, for the purposes of the replicability of a project, to be able to transmit guidelines, examples, and indications to cities that want to undertake a similar path and how these tools can be critical to ensuring project adoption, smooth progress, and action success.

For this reason, we're focusing on a **10-pillar dedicated strategy** that can foster interest and commitment from potential new cities, and expand the positive impact of the IN-HABIT initiative to a wider geographical area in the years to come.

Our **10 pillars for replicability**:

1. **Showcase our success story, which is made of the Cities' and Partners' success stories**: preparing case studies, success stories, and testimonials from participants, stakeholders, and community members. Highlighting the outcomes, benefits, and lessons learned.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

2. **Replication Toolkit:** the idea is to create an open, accessible, and comprehensive replication toolkit that provides **step-by-step guidance on how to implement best practices from the project in new cities**. This toolkit should include detailed information on project planning, execution, engagement strategies, data collection methodologies, best practices, and useful competencies.
3. **Targeted outreach and engagement follow-ups to the IN-HABIT Project:** we would identify new potential cities or communities that could benefit from the project's objectives and align with its sustainability goals. Reach out to local governments, community organisations, NGOs, universities, and relevant stakeholders in these cities to introduce the project and its potential benefits.
4. **Webinars and Workshops:** organise webinars and workshops to present the project's success stories and the replication toolkit to city officials, community leaders, and potential partners in new cities. We will provide opportunities for Q&A sessions to address any concerns or questions.
5. **Partnerships and Collaboration:** we plan to create an ad hoc moment to collaborate with local partners, universities, and research institutions to focus on how the project could be implemented in new cities, including the identification of partnerships that can provide expertise, funding, and resources to ensure a smooth replication process.
6. **We will provide a guide on how to tailor the project to new and different local contexts:** while maintaining the core elements of the project, we will create a brief guide of dos and don'ts to ensure that the project is adapted to suit the specific needs and characteristics of a new city. Flexibility and customisation are essential to ensure successful replication.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

7. **Peer-to-Peer Learning is essential** and we are open to facilitating peer-to-peer learning sessions where representatives from the initial cities share their experiences and challenges with potential new cities. These exchanges can provide valuable insights and build confidence among potential replicators. And nominate a successor: we would like it if at the end of the IN-HABIT Project each city would nominate a potential other city destined to take up its project legacy and to respond to the specific case.
8. **Inform on seed funding and incentives:** we will offer information on how, when, and where public and private resources can offer seed funding or grants to support the initial implementation of the project in new cities.
9. **Networking and Conferences:** we will continue to participate in conferences, events, and networking opportunities focused on sustainability, community engagement, and urban development as some platforms really offer a chance to showcase the project and attract interest from potential replication partners.
10. **Continuous Support and Mentorship to the successors:** we will implement a dedicated moment to offer ongoing support and mentorship to new cities during the start-up phase in the replication process, being available to answer questions, provide guidance, and share experiences to encourage the setting of ambitious goals and ensure successful implementation.

The strategy will of course be subject to thorough discussion with the Consortium in the upcoming months, for improvements and suggestions.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## 7. Dissemination KPIs

Communication and outreach activities are monitored according to a set of quantitative and qualitative success indicators. The evaluation of communication activities determines the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis helps the project to better understand facilitators and barriers of successful communication and serves to refine the communication activities accordingly. KPIs are currently in a monitoring and revision phase, and dedicated follow-up is conducted among PPs to monitor progress (i.e. workshops, local events, local dissemination activities, etc.), taking into account the fact that many activities originally planned during Y1 were postponed due to the pandemic situation and the consequent difficulties in selecting LCAs and the start-up of their activities, as well as some institutional changes having happened in a few of the local administrations involved. However, great importance is placed by BOT and the PC on continuous reporting, using the available tools to keep track of the progress of activities and amplitude of public dissemination reached.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).



Fig. 5 - KPI scheme for IN-HABIT communication and dissemination

A set of KPIs has been specifically defined to monitor the successful deployment in terms of efficiency and effectiveness of dissemination activities. These indicators comprise the following and have been updated as of M36 (more updated KPIs can be found in WP8\_RP2\_Annexes\_23012024)

Outputs/KPIs	Measurement Unit	Target Value	M36 KPIs
Project Website	-	1	1 - delivered
App published	-	1	1- delivered
Project Visual Identity	-	1	1 - delivered
Project DECO strategy	-	1	1 - delivered



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

City communication pack	Number of items	4	1 - delivered
Policy guidelines for the replication of VIS that enhance IHW	-	1	
Replicable Business Model to boost IHW	-	1	
Project brochure	Number of items	5	5 - delivered
Newsletters launched	Number of launches	50	15
Press launch	Number of launches	10	3 + 3 (general)
Launch about IN-HUBs established in each city	Number of launches	4	21 Y3 (2 Cordoba, 3 Lucca, 6 Nitra, 6 Riga)
Co-designed workshop designed in each city	Number of workshops	8	16 workshops organised (external) 4 training sessions and 5 workshops participated in (internal)
Business exploitation meetings	Number of business exploitation meetings	10	to be reported
Presentation and Promotional Video	Number of videos	1	1 + 4 local - delivered Y1 1 teaser + 4 local impact videos - delivered Y3 (Official deliverables) 46 videos on project channel
Videos for local use	Number of clips	5	General: 1.116 visualisations (clips) overall
Number of events attended as a guest	Number of events	10	42 for Y3, transversal PPs
Number of events organised directly by the project (campaigns)	Number of events	5	5 (1 general campaign + 4 local campaigns) 9 general campaigns + 7 local campaigns
Scientific publications	Number of mentions	10	1 scientific publication



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Resources shared (informative material)	Number of resources	25	5 leaflets (1+ 4 local) 1 general presentation 4 local presentations 42 articles/news pieces on website + 21 Y3 (only general website) 14 articles/news pieces on website reserved area + 6 Y3
External audiences of the website	Unique visitors	30,000	Around 1250 unique visitors, 102.700 > impressions
Dissemination posts on Facebook	Facebook Posts	500	421
Dissemination posts on LinkedIn	LinkedIn posts	500	223
Tweets*	Number of tweets	100	656
Number on Facebook followers provided by the partners	Followers	3,000	150 (not sponsored, provided by social media management activity by BOT)
Press release articles published by media and detected in the press review	Clip Articles of press review	200	62 + 79 Y3
Dissemination activities by partners	Activities/partner	5	Around 100 popularised publications (non scientific or peer-reviewed) in Y2, around 87 publications on journals, magazines etc, from local PPs
Local events provided by partners	Number of local events/partner	10	68 events + 49 events CORDOBA: 16 events (public) LUCCA: 8 events (public) NITRA: 19 local events (public) RIGA: 6 local events (public) 38 total events both online and offline organized by transversal PPs total y3



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

Dissemination activities on IN-HABIT website on the city pages*	Number of blog posts	20	Total: 66 +71 Y3 Lucca: 18 Cordoba: 84 Nitra: 10 Riga: 34
Number of events attended representing the project	Number of the events	10	42 (see above) in Y3
New volunteers/city	Number of volunteers/city	10	About 80 for all the 4 cities (civil society)
Number of local causes actively supported	Number of causes	5	

Table 4 - IN-HABIT's communication KPIs up to M36



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).



Fig. 6 - IN-HABIT's KPIs in terms of public outreach, M36

## 7.1. Improving Dissemination and Outreach

BOT team has identified in the following plan strategies and objectives to improve performance in ensuring: valid outreach on targets such as scientific societies, local inhabitants, vulnerable neighbourhoods and local networks, robust engagement with different target audiences, maximize the project impact and reach, better define accountability mechanisms.

Moreover, BOT requires pilot cities to submit regular reports on engagement efforts and outcomes.

A special paper for each city to be updated monthly is the tool for tracking the performance of each of them. The performance data will be combined with an updated description of the local



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

project so as to make this paper a useful tool also for press outreach and to raise awareness of specific experiences in ongoing dissemination, exploration and exploitation activities.

Group	Strategy through Local Community activators	Actions to engage	Metric and Accountability	Mitigation
Scientific Society	Collaborate with local research institutions, universities, and scientific organizations. Engage experts and leverage their knowledge to inform project activities.	<ul style="list-style-type: none"> <li>-Create ad hoc materials,</li> <li>-create opportunities for meetings and collaboration between re, searchers</li> <li>-create opportunities and supports suitable for sharing results in unconventional formats,</li> <li>-involve experts in special workshops and experiences on the project results</li> <li>-Support scientific partner in direct relations with the referents of other scientific institutions and in co-design of joint co-fertilization experiences.</li> </ul>	<ul style="list-style-type: none"> <li>-Track participation in workshops and events,</li> <li>-Track number of scientific publication</li> <li>-Track feedback</li> <li>-Measure n. of posters and event (showcase of results)</li> <li>-Measure the number of meetings with important representatives and the initiatives undertaken</li> </ul>	BOT can proactively promote a relationship support activity that creates the context so that co-fertilization with members of the scientific community occurs regularly.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

		<ul style="list-style-type: none"> <li>-ask scientific partners to share a list of representatives of the scientific community and universities to be involved in dissemination and co-fertilizations actions and support them in direct contact actions.</li> <li>-assign a minimum of direct actions per partner to be achieved</li> </ul>		
Local Inhabitants	Reach out to residents through community events, workshops, and surveys. Highlight the benefits of the project and involve them in co-designing solutions.	<ul style="list-style-type: none"> <li>-Co-designed workshops</li> <li>-Use of the APP, social, blog with content in local language, ad hoc comm materials, social engagement</li> <li>-school outreach</li> <li>-APP gamify the participation</li> <li>-improve communication and the process of acquiring information about the project in collaboration with the pilot cities</li> </ul>	<ul style="list-style-type: none"> <li>-Track participation in workshops, events, and online platforms. -Measure the diversity of attendees.</li> <li>-Monitor changes in physical and mental health indicators (e.g., stress levels, physical activity, social connectedness).</li> <li>-Collect feedback from target groups regularly.</li> <li>-Use of surveys, focus groups, and interviews.</li> </ul>	<p>Engage Vlp testimonials and local influencers</p> <p>Reinforce the iterative feedback process from the cities</p>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

		<ul style="list-style-type: none"> <li>-Identify enthusiastic community members who can champion the project. Empower them to spread the word</li> <li>-reinforces the flow of feedback</li> </ul>	<ul style="list-style-type: none"> <li>-Engage in special missions and games with the APP and measure the reach.</li> <li>-Require pilot cities to submit regular reports on engagement efforts and outcomes.</li> <li>-Require pilot cities a report on engagement effort in involvement of local opinion leaders.</li> </ul>	
Vulnerable Neighbourhoods	<p>Identify underserved areas and vulnerable populations. Develop tailored interventions to address their specific needs.</p>	<ul style="list-style-type: none"> <li>-Assess the need through dedicated workshop and events</li> <li>-Local ambassadors to disseminate in the specific communities,</li> <li>-collaborative art/cultural projects</li> <li>-school outreach</li> <li>-APP gamify the participation</li> </ul>	<ul style="list-style-type: none"> <li>-Require pilot cities a report on engagement effort in involvement of local opinion leaders.</li> <li>-Track participation in workshops, events, and online platforms. -Measure the diversity of attendees.</li> <li>-Monitor changes in physical and mental health indicators</li> <li>-Require pilot cities to submit regular reports on engagement efforts and outcomes and</li> </ul>	<p>Reinforce the iterative feedback process from the cities</p> <p>Engage Vlp testimonials and local influencers</p>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

			monthly mitigation actions if not achieved.	
Local Networks	Partner with existing community networks, and grassroots organizations. Leverage their reach and expertise to disseminate project information and engage diverse audiences.	<ul style="list-style-type: none"> <li>-Co-creation of special workshop and experienced</li> <li>-foster use of collaborative intelligence to extend outreach and improve reach</li> <li>-Require pilot cities a report on engagement effort in involvement of local opinion leaders.</li> <li>-Propose patterns of joint action of dissemination with clear KPI related to reach</li> <li>-define rewards for most active opinion leaders and affiliates to their network</li> <li>-replicate successful actions</li> <li>-Iterative feedback</li> </ul>	<ul style="list-style-type: none"> <li>-Ask their involvement with specific calls to action and measure</li> <li>-Track their support and reach of every single action</li> <li>-track number of replicated actions</li> </ul>	<p>Reinforce the iterative feedback process from the cities</p> <p>Engage Vlp testimonials and local influencers</p>

Table 5 - KPIs and outreach per target population

## 7.2. Further explorations on Exploitation

In support of Exploration and Exploitation activities, BOT is currently involved in stakeholder relations activities with the following :



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

- In monitoring the European calls within the programs of the Multiannual Financial Framework 21-27 to identify opportunities for continuity of the city's experiences in subsequent areas and new cities.
- Through this action, BOT also wants to ensure that the results achieved by the pilot cities can inspire new projects, becoming the baseline and an inspiring example of new projects with which to share best practices.
- The BOT team has also been participating since September 2023 in brokerage events dedicated to new calls and the formation of consortia mainly with the aim of finding opportunities for exploitation and replication of the project in new cities.
- In mapping European networking events with the same purpose.
- In direct contact with European social research centers involved in projects that link urban transformation with health and well-being, inclusion, NBS, human-animal relationships, and with all the other project values.
- In contact with networks of international hubs and networks of European cities to raise awareness of the project and explore exploitation and replication possibilities.
- In direct contact with European business incubators and accelerators which include entities particularly aligned with the project themes. The BOT team also has a specific specialty in the field of public relations in the sector of public and private initiatives aimed at social innovation.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

## 8. Communication and dissemination Mid-Term and Final Reports

Four different reports are envisaged in T 8.3, every 12 months until the end of the project (M60), when a final report is planned. These reports summarise the work done in terms of communication and dissemination activities. As mentioned, the upcoming report in M48 will feature a report of significant work done - both internally and outside the project - to enhance the project showcasing and positioning as relevant innovation experience, on multiple topics and targets.



Fig. 7 - Communication and Dissemination reporting visualisation



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

# ANNEXES

*Annex 1 - WP8 Presentation GA Lucca February 2023*

*Annex WP8 - Technical Report RP2*

## LIST OF TABLES AND FIGURES

no.	Content	Page
<i>Fig. 1</i>	<i>GA February 2023 extract of WP8 presentation</i>	<i>12</i>
<i>Fig. 2</i>	<i>GA February 2023 extract of WP8 presentation</i>	<i>13</i>
<i>Fig. 3</i>	<i>DECO Plan objectives - transversal</i>	<i>14</i>
<i>Tab. 1</i>	<i>Website analytics to M36</i>	<i>50</i>
<i>Tab. 2</i>	<i>Social media data up to M36</i>	<i>52</i>
<i>Graph. 1 to 6</i>	<i>Social media analytics (Aug 22 - Aug 23)</i>	<i>53</i>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

<i>Graph. 2</i>	<i>Facebook page reach (Aug 22 - Aug 23)</i>	<i>54</i>
<i>Fig. 4</i>	<i>Fig. 4 - Dissemination and outreach focuses</i>	<i>71</i>
<i>Fig. 5</i>	<i>KPI scheme for IN-HABIT communication and dissemination</i>	<i>81</i>
<i>Tab. 3</i>	<i>Adapted KPIs</i>	<i>87</i>
<i>Tab. 4</i>	<i>IN-HABIT's communication KPIs up to M36</i>	<i>90</i>
<i>Tab. 5</i>	<i>KPIs and outreach per target population</i>	<i>91</i>
<i>Fig. 6</i>	<i>Fig. 6 - IN-HABIT's KPIs in terms of public outreach, M36</i>	<i>95</i>
<i>Fig. 7</i>	<i>Communication and Dissemination reporting visualisation</i>	<i>97</i>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).



## WP8 - Annexes to technical report RP2

### *Annex 1 - Press and news launches and dissemination offline and online*

In RP2, the following press and dissemination activities were conducted:

#### **General overview**

8 general campaigns: 1. *Two years of IN-HABIT*, 2. *Climate change and diversity - Biodiversity and animals*, 3. *SUBSCRIPTION CAMPAIGN FOR THE NEWSLETTER*, 4. *Manifesto with Sister Projects*, 5. *INAUGURATION OF THE EUROPEAN YEAR OF SKILLS with a focus on education and youth*, 6. *Design For Change Campaign*, 7. *EU Green Week*, 8. *Network Nature event*.

7 local campaigns: 1. *Nutrition and alimentation for cities + inhabitants and the reduction of poverty*, 2. *Holidays campaign*, 3. *Reporting on the site visit in Bogotà*, 4. *GENERAL ASSEMBLY in Lucca*, 5. *Inauguration of the Animal Lines area in Lucca*, 6. *Cordoba site visit*, 7. *Riga site visit*.

3 General press releases:

“Building the 1st European Hum-Animal Smart City in Lucca: the first scientific article from IN-HABIT” - 08/08/2022

“IN-HABIT LAUNCHES AN INCUBATION PROGRAM IN CORDOBA, LUCCA, RIGA AND NITRA” - 25/01/2023

“EU GREEN WEEK: four sister projects present their Manifesto at the Network Nature Event” - 08/06/2023

#### **Scientific dissemination**

Publications on scientific media (all PPs)

N. 2 published

N. 5 in progress, submitted or undergoing review



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869227

Disclaimer: The content of this document does not reflect the official opinion of the European Union and in no way anticipates the European Commission's future policy in this area. Responsibility for the information and views expressed therein lies entirely with the author(s).

### Research and other PPs

148 releases from April 2022 to November 2023

12 posts on local and regional websites and blogs

- 15 on social media during an event with DFC
- 2 scientific events
- 9 posts on social media
- 

### Local Partners

CORDOBA - 247 releases

by category:

- 100 press releases
- 9 news pieces on local, regional, and national radio programmes
- 56 blog posts (IN-HABIT blog, UCO website, other)
- 49 magazine and journals articles

by channel:

- 34 on social media
- 95 on websites (IN-HABIT, UCO, other)
- 87 in magazines, newspapers, journals
- 18 on radio and TV

LUCCA - 115 releases

by category:

- 10 press releases
- 5 news or journal articles
- 1 didactic lesson
- 1 scientific article
- 6 blog posts/online articles on websites
- 60 posts on social media

by channel:

- 60 on social media
- 22 on websites (IN-HABIT, other)



- 19 in magazines, newspapers
- 5 at events, seminars, conferences
- 1 on TV

NITRA - 208 releases

by category:

- 7 press releases, including clips
- 5 news or journal articles
- 24 event posts, blog posts/online articles on websites
- 158 posts on social media

by channel:

- 158 on social media
- 12 on websites (IN-HABIT, other)
- 7 in magazines, newspapers

RIGA - 298 releases in

by category:

- 9 press releases, including clips
- 226 event
- 35 blog posts/online articles on websites
- 151 posts on social media

by channel :

- 151 on social media
- 17 on websites (IN-HABIT, other)
- 1 in journals or magazines

Press Reviews, divided into general and the four cities, are available in the Media and Press area of the website and are regularly updated. A summary report on press activity, merging the impact and hits of all the events as soon as the data is available, is planned for mid-2024.

## *Annex 2 - Events and outreach*

### **Dissemination events**

Every month, a search for the most important events is carried out, both at the European level and those organised within the Horizon 2020 framework or related to the IN-HABIT project. The main channels through which we monitor events include the official website of the European Commission, Network Nature, APRE, as well as monitoring what is published by relevant stakeholders on social media. Once the relevant events are mapped, they are sent to the coordination team, divided by relevance and opportunity. Not all events are shared for active participation, such as speakers; some are relevant only from a listening perspective. In addition to sharing with the coordination team, events relevant to the Project Partners (PPs) and our project stakeholders are shared through a newsletter with a defined audience.

**Opportunities shared** (Participation in panels, speaking opportunities, conferences and such - via newsletter or direct mailing)

UCO and project in general

N. 54

- Investing in natural infrastructure
- Planning for sustainable infrastructure(Session 3): Green infrastructure: Guidance & recommendations for overcoming the implementation gap in cities
- EUROCITIES 2022 ESPOO
- The Festival of The New European Bauhaus
- Transformative Changes for Biodiversity and Health
- Horizon Europe Coordinators' Day: Grant Agreement Preparation
- URBiNAT Conference: Nature for Innovative and Inclusive Urban Regeneration
- World Biodiversity Forum
- World Urban Forum 11 : Transforming our Cities for a Better Urban Future
- Ninth Session of the Plenary of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES-9)
- Nature-based Solutions in a Changing Climate
- High-level Political Forum on Sustainable Development (HLPF) 2022
- UN Biodiversity Conference (CBD COP 15) (Part 2)
- Sustainable Places 2022
- Network Nature Annual Conference & Taskforces Cluster Meeting
- European Research and Innovation Days 2022

- proGInreg MOOC: Nature-based Urban Regeneration
- EFI Annual conference 2022
- 4th Ecosystem Services Partnership (ESP) Europe Conference
- The European SDG Summit 2022
- European Week of Regions and Cities
- Implementing inclusive and just Nature-based Solutions: An interactive workshop
- Launch: NetworkNature Nordic Hub
- Launch of the Urban Greening Plans: what it means for my city or region
- Sustaining Cities, Naturally: Urban ecosystem restoration
- European Business and Nature Summit 2022
- UN Climate Change Conference 2022 (UNFCCC COP 27)
- GrowGreen Final Conference “Cities of the future: nature-based solution for resilience in the face of climate change”
- Biodiversity and Human Well-Being – Europe’s Role in Shaping Our Future
- 4th Scientix Conference: 18-19 Nov. 2022
- Conference of URBIO - International Network Urban Biodiversity and Design
- UN Biodiversity Conference: COP-15 Part Two
- Why nature-based solutions matter?
- Nature Futures 2023: Emerging Trends for Nature Based Enterprises
- The 2nd Edible Cities Network Conference - Advancing the Edible City: Ideas
- Cities Forum 2023
- Strategic Foresight: An Economically Sustainable Europe
- Natural Capital Investment 2023
- International Conference on Climate Risk, Vulnerability and Resilience Building
- Municipal strategies for the long-term implementation of nature-based solutions
- B for Good Leaders Summit 202
- International Conference: Cities Talk Nature Europe: Bringing nature back to cities by unlocking the potential of unused urban areas
- European Forum on Urban Forestry (EFUF) 2023
- EU GREEN WEEK
- Network Nature Final Conference
- Sustainable Places 2023
- European Climate Change Adaptation Conference
- Urban Future 2023
- Clever Cities 2023
- Biz Barcelona
- Smart City Expo
- European Bauhaus Prizes
- EU Commission Events

#### Other research and local PPs

N. 9

- La relazione uomo-animale come nuova frontiera delle nature-based solutions: l'esperienza di Lucca nel progetto In-Habit
- Gender Responsive Public Procurement
- Gender landscapes, diversity, equity and inclusion.
- H2020 project In-HABIT: inclusion and wellbeing in small and medium-size cities
- Sustainable Public Lighting: a collaborative and multidisciplinary approach to designing territory and context-related outdoor lighting infrastructures
- Talk about IN-HABIT city initiatives to professors and students of PUJ at PUJ Campus in Bogotá
- IN-HABIT project initiatives in the iN-HUBs of european cities
- Exploitation Meeting 2023: Experimenting with innovative solutions to promote inclusive health and well-being in small and medium sized cities with a focus on gender equality and diversity.
- Cohort Engagement Workshop day at Hidepark

#### **Posters, abstracts, etc. presented as a project**

N. 1

Network Nature Event in Brussels, 7th of June 2023.

#### **Events record from local IN-HUBs, Y3 (M25-M39)**

\*not including co-design and internal events and meetings.

CORDOBA: 16 events (public)

LUCCA: 20 events (public)

NITRA: 24 local events (public)

RIGA: 6 local events (public)

#### **Overall Events record from Transversal Project Partners, 2020-2023**

38 total events both online and offline

2 congresses/scientific events participated in

15 public events organised

9 dissemination posts online (websites, other) \*excluding BOT's activity on the project main channels

8 social media posts \*excluding BOT's activity on the project main channels

UCO - 22 scientific events/congresses participated in, for online dissemination see cities section for Cordoba.

UNIFI - 2 scientific conferences participated in, 1 scientific article, for online dissemination see cities section for Lucca.

UREAD - 4 online dissemination actions (blog/social media/online posts)

PJU - 13 events participated in

TSR - 10 online dissemination actions (blog/social media/online posts), 2 events

DFC - 5 online dissemination actions (blog/social media/online posts)

LABORELEC - 2 congresses participated in

## **Local events and outreach on population**

### **WP1 – Cordoba**

34 external events. Participation in several International and National Conferences, scientific events, European workshops and presentations, organized by the University of Cordoba, and we have more details we can offer: -Patio de Ciencia (Science Patio) 01/10/2022 15 participants, - Ingenios en Ruta 30/03/2023 55 participants (children), -UCO Divulga 10/05/2023 74 participants. -Patio de Ciencia (Science Patio) 26/09/23 14 participants.

Events organized by UCO team:

Picnic area inauguration (September 2022) 68 participants

Christmas Party 2022 (December 2022) 84 participants

Behavioural Games (March 2022) 114 participants

Skené cultural cycle (May 2023) 75 participants

Perol Gourmet (November 2023) 400 participants

### **WP2 – Riga**

5 events organized (workshops, festivals, etc.), over 25 participants from schools and teachers for workshops organized. 6 panelists (1 researcher, 2 businesses, 2 NGOs, 1 public organisation) and public participants to another event. Over 100 events have been organised in the market since its opening. Including young people, children, and the local population in general, we have been revitalising the space with sport events, concerts, meetings, and creative workshops with artists and authors.

### **WP3 – Lucca**

Participation to 5 international conferences/scientific events, organization of 1 local public event, organization of one satellite meeting to a scientific conference in Pisa discussing the Human-animal bond with experts around the world, active participation into 2 other public events. Hosting more than 12 public events, and over 100 cooperation meetings at all partnership levels. Over 600 people have participated in the project's field activities so far, including both institutional representatives and inhabitants, with particular attention on local representatives of social needs, assistance policies, and animal welfare. In this regard, 20 associations were involved in co-designing soft solutions.

2 press conferences with political exponents and citizens during the two inauguration of relational areas (15/06 and 14/11 2023); 28 press releases with local and regional impact about the INHABIT project in Lucca

3 Social associations of the third sector to co-design AAI (animal assisted interventions), 3 social associations to co-design pet care services for vulnerable people, dissemination of the INHABIT project with students of the Department of Veterinary Sciences, network with a group of about 25 dog-owners that frequent relational areas or other public green spaces; about 20 associations were involved in the co-design of soft solutions

#### **WP4 – Nitra**

Involving and training almost 40 educators to design societal change, teaching a group of 15 foreigners and refugees the Slovak language, and including schools and children from disadvantaged backgrounds in more than 20 workshops on art and ecology. Art residencies, public events such as festivals, and cultural events have been performed, seeing the participation of over 1400 attendees, 20 workshops held for over 200 participants to create awareness on these topics. Meanwhile, on the more artistic side, activities involving children from areas at risk of exclusion and young people, along with speakers and over 250 attendees from the city, have benefitted from events such as Pecha Kucha Nights, regularly held cultural events, and dedicated training.

### Annex 3 - Online Media analytics

These analytics comprise the data not yet shown on the annual communication and dissemination report by BOT, last one was delivered in due time on M36 (D. 8.13) and next one is planned for M48.

#### Website

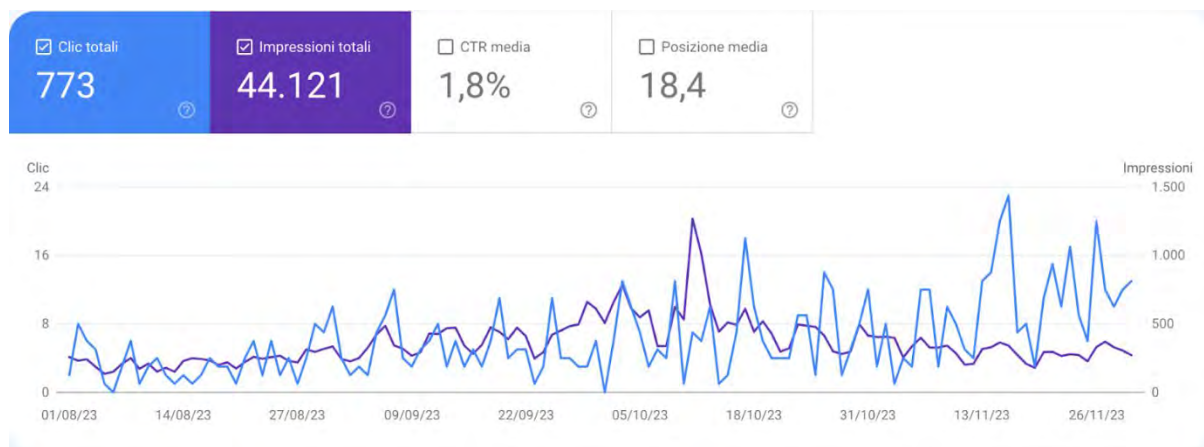


Chart 1- Total number of clicks (blue) and impressions (purple) for the whole website over the period August 2023 - November 2023.

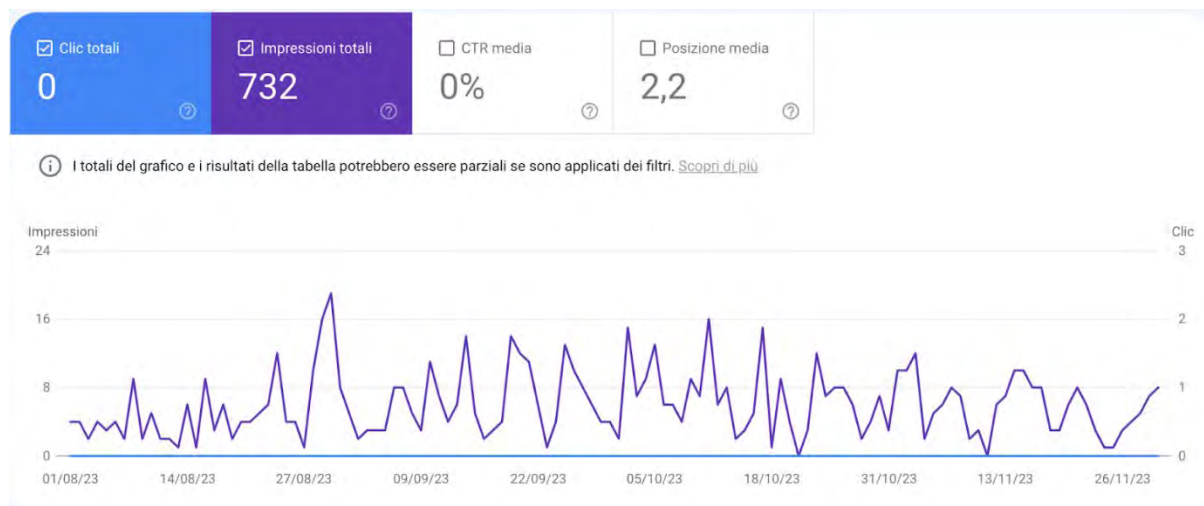


Chart 2 - 'About' page. Clicks and impressions over the period August 2023 -November 2023.

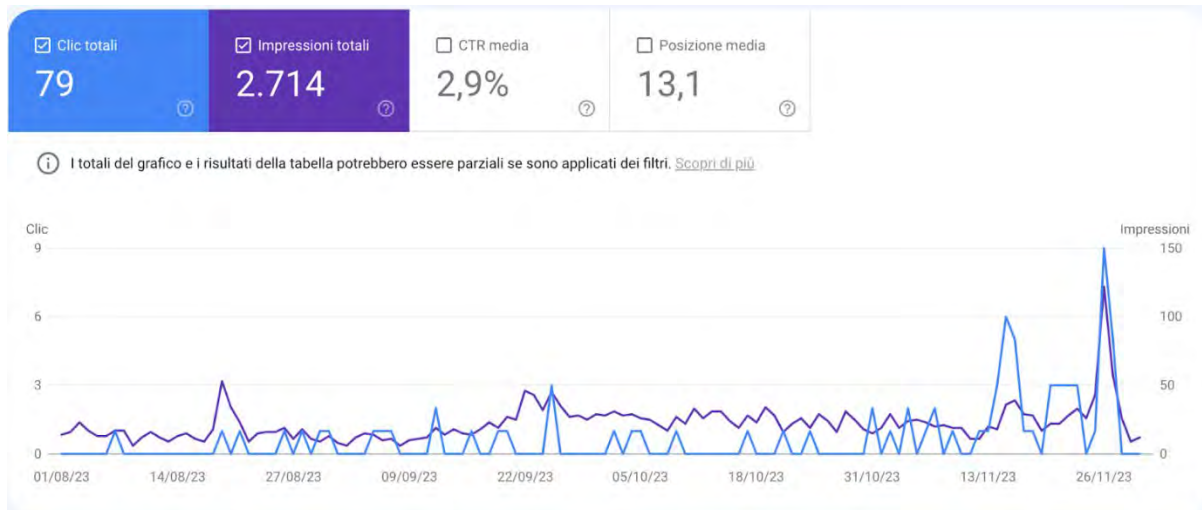


Chart 3 - Cordoba local page. Click and impressions over the period August 2023 - November 2023.

QUALI PAGINE E SCHERMATE OTTENGONO IL MAGGIOR NUMERO DI VISUALIZZAZIONI?

Visualizzazioni per Titolo pagina e classe schermata

TITOLO PAGINA E CLASSE SCHERMATA	VISUALIZZAZIONI
Home - IN-HABIT	545
Lucca it - IN-HABIT	159
Cordoba_es - IN-HABIT	158
The project - IN-HABIT	91
Incubation program - IN-HABIT	80
Podcast Onda Palmeras - IN-HABIT	78
Nitra slo - IN-HABIT	77

[Visualizza pagine e schermate](#) →

Chart 4 - Most visualised pages over the period August 2022 - November 2023.

“Home” with 545 visualisations and “the project” with 91 visualisations are the most visualised general pages, it mostly means that people reaching the website are interested in knowing what the project purpose is. Referring to the local pages Lucca and Cordoba are the most visualised, with respectively 159 and 158 visualisations. This is also correlated to the fact that the audience of the website is mostly composed by people from Italy and Spain.

Unique visitors	General: 520 Lucca: 159 Cordoba: 158 Nitra: 77 Riga: 46
Impressions total clics	General: 44.121 773
Visitors (geographic areas)	Spain: 24,95% Italy: 27,11% USA: 2,5%
Direct traffic	28,26%
Organic traffic	56,34%
Referral traffic	12,11%
Social traffic	17,8%
Recurrent visitors	0,96%
Traffic volume to 31/08/2023	Last week: 45 (-4, 2%) Last month: 209 (+19,4%) Last six months: 930 (-25,24%)
New visitors	99%
Most visited pages	Homepage: 545 Progetto Lucca: 139 Proyecto Cordoba: 138
Loading speed (time to interactive)	Desktop: 4s Mobile: up to 21s
Number of posts on local pages	Lucca: 18 Cordoba: 84 Nitra: 10 Riga: 34
Number of news articles on the website	71

Table 1 - Website analytics to M39

## Content

Actual content of the website (general part, not including the local pages) consists of:

- Public deliverables: 8
- Confidential deliverables in Reserved Area: 6
- Scientific publications: 1
- Other articles: 13
- Maps, visuals, etc.

## Social Media

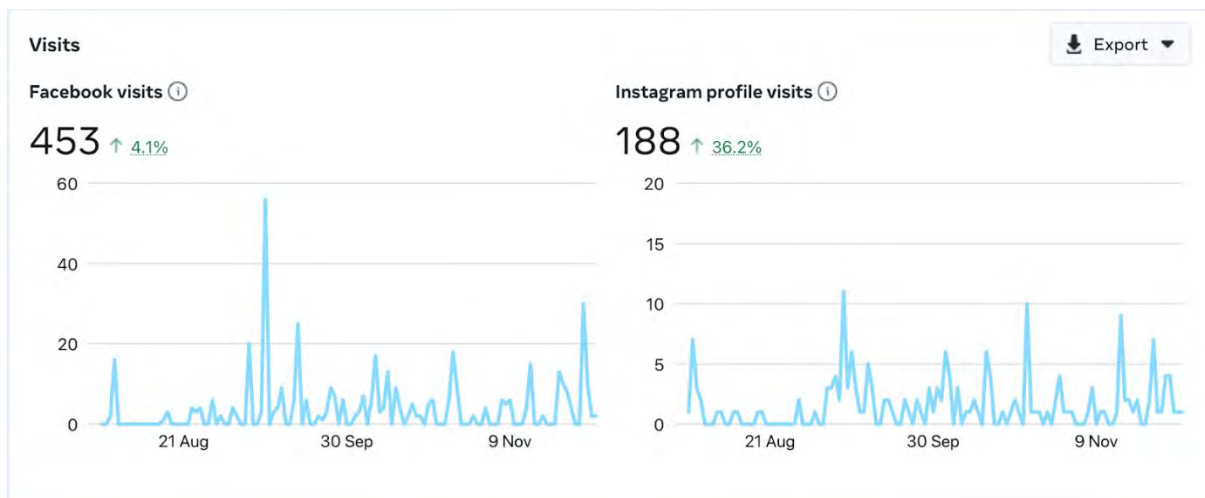


Chart 4- Facebook Page Visits and Instagram Profile Visits (August 2023 - November 2023)

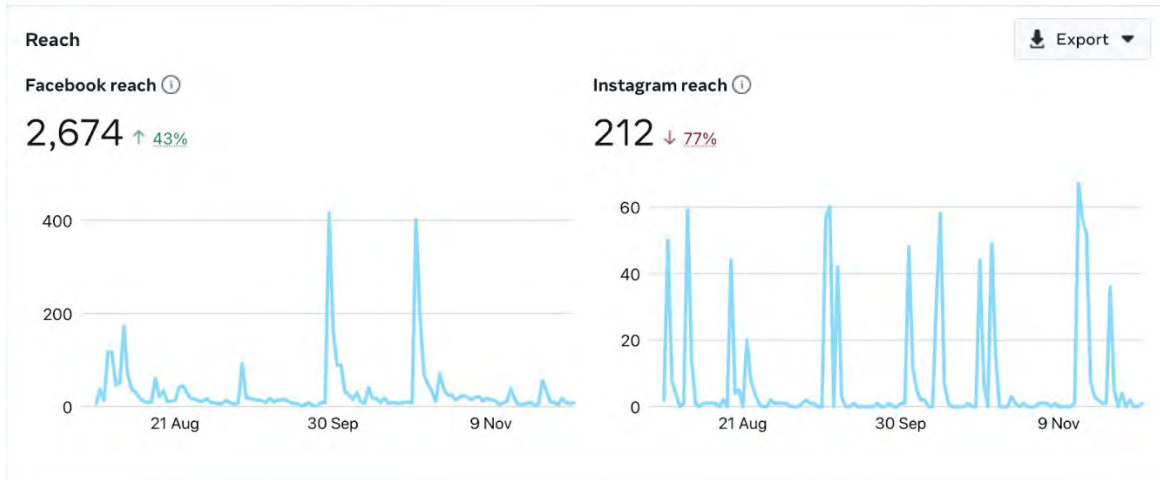


Chart 5 - Facebook Page Reach and Instagram Reach (August 2023 - November 2023)

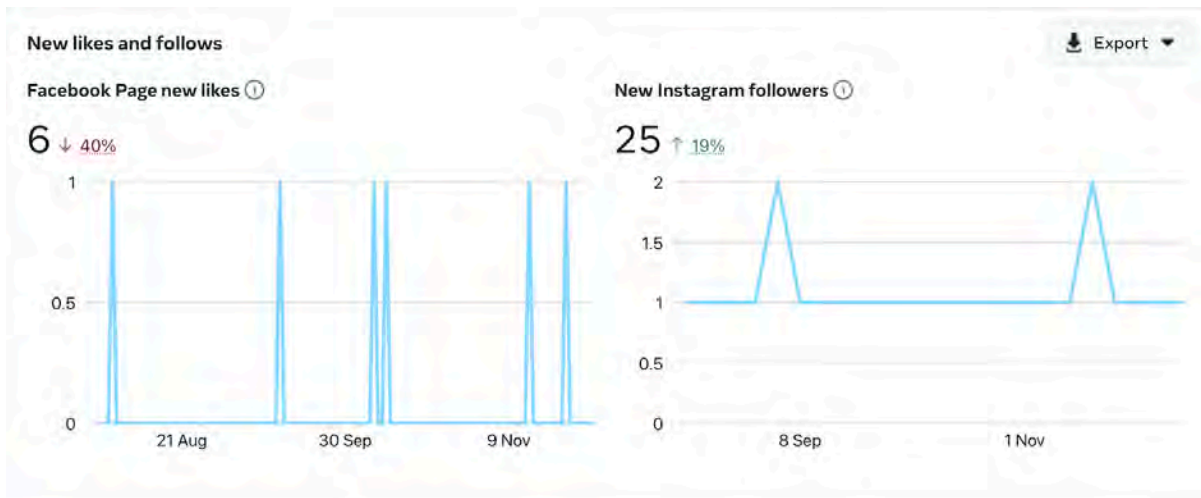


Chart 6 - New Facebook Page Likes and New Instagram Followers (August 2023 - November 2023)

Your posts earned **1.3K impressions** over this **30 day** period



Chart 7 - Tweets Impressions (November 2023)

### Visitor metrics ?

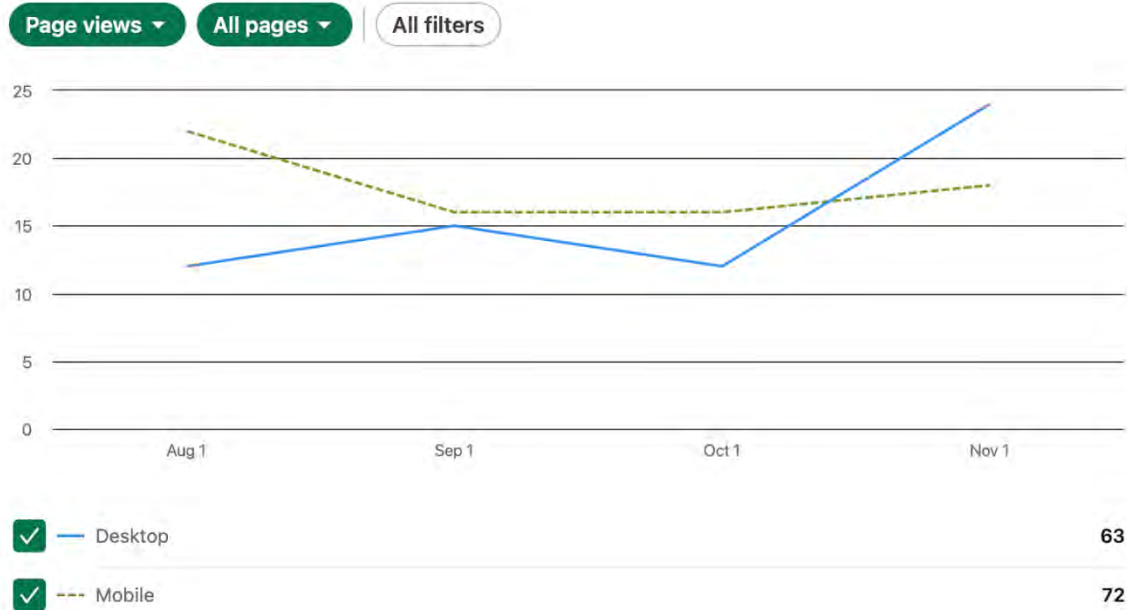


Chart 8 - LinkedIn Page Traffic (August 2023 - November 2023)

### All content

Posts and stories ▾ Media type ▾ Filter ▾ Clear Search by ID or caption ⓘ Columns





Title	Date published	Reach	Likes and reactions
 On the 26th and 27th of June In-Habit LUC... <small>In-Habit H2020</small>	21 Jun 2023	1.4K Reach	6 Reactions
 JOB ALERT! 📢 #jobopportunity Exciting op... <small>in_habit2020</small>	16 Jun 2023	754 Reach	5 Likes
 The H2020 IN-HABIT project seeks to build t... <small>In-Habit H2020</small>	31 Oct 2022	537 Reach	3 Reactions
 Happy holidays 🎄 from all the IN-HABIT tea... <small>In-Habit H2020</small>	23 Dec 2022	323 Reach	7 Reactions

Chart 9 - Meta most viewed contents (1st August 2022 - 30th of November 2023)

The contents that reach a larger audience are usually those involving active projects in the cities. Particularly, visual content (videos and photos) that engage citizens living in the neighbourhoods where the project operates, or stories related to moments of project growth, tend to generate interest. Facebook remains a great platform for our audience, as three out of the four posts seen in chart 6 are posted on Facebook. The audience here is mostly Spanish and Italian, so the contents that generate more interest are those related to Cordoba and Lucca.





 FACEBOOK	 TWITTER	 LINKEDIN	 INSTAGRAM
303 people follow the page	344 people follow the page	343 people follow the page	206 people follow the page
2 post a week 433 post in total (30/11)	2 post a week 685 post in total (30/11)	2 post a week 234 post in total (30/11)	2 post a week 163 post in total (30/11)
Reach of people <b>6,874</b>	<b>1,3K</b> Average of tweet impressions per month	<b>686</b> page visits (14/12/22-30/11/23)	Reach of people <b>2,158</b>
Facebook page visits <b>1,616</b> (01/04/22-30/11/23)	<b>9,1%</b> engagement rate last 30 days	<b>313</b> unique visitors	<b>734</b> profile visits

Table 2 - Social media data up to M40

### **Partners' websites and social media**

To date, all local partners have set up their channels on social media platforms, according to the degree of use in their local context of each platform, and are connecting with local stakeholders and partners of the projects. These channels are in local languages and are managed by the KLCs and other IN-HUB participants. BOT, however, monitors and supports local communication according to the local teams' requests, and often re-posts and shares their content also in English on the official project pages, with the aim of promoting concrete local innovations and activities and fostering a sense of engagement and participation in a wider community. Some partners have regular newsletters and regular posts on their own websites too, and all local PPs also support the updating of local communication and initiatives on the local pages of the IN-HABIT website. This continuous activity is currently used to disseminate the activities of the project regularly and frequently via these channels to complement the ongoing strategy.

### **IN-HABIT's local pages**

*Cordoba:*

[https://www.instagram.com/in\\_habit\\_cordoba/](https://www.instagram.com/in_habit_cordoba/)

<https://www.facebook.com/inhabith2020cordoba> <https://www.linkedin.com/company/in-habit-h2020-uco-cordoba/> [https://twitter.com/in\\_uco](https://twitter.com/in_uco)

*Nitra:*

<https://www.facebook.com/InHubNitra>

*Lucca:*

<https://www.instagram.com/inhabitlucca/>

<https://www.facebook.com/inhabit2020>

*Riga:*

<https://www.instagram.com/atirgus/>

<https://twitter.com/AgenskalnaT>

<https://www.facebook.com/Atirgus>

<https://www.facebook.com/InHabitRiga>

Annex 4 - IN-HABIT visuals examples - RP2



Fig. 1-2 - Main pages IN-HABIT APP

**IN-HABIT MONITOR**

**Dati Generali**



**Attività per Città**



**Missioni Svolte per Tipologia a Nitra**



**Missioni Svolte per Tipologia a Riga**



**Missioni Svolte per Tipologia a Cordoba**



**Missioni Svolte per Tipologia a Lucca**



Fig. 3 - IN-HABIT APP reports on usage - M36-M39



# LUCCA

Nuovi approcci per le Smart Cities:  
valorizzare l'interazione tra persone e animali.

Francesco Di Iacovo, Chiara Marti, Carmen Bonelli, Massimo Roviati, Vincenzina Colasanto, Giulia Granai



Fig. 4 - Example of dissemination local dissemination layout/draft





## IN-HABIT app

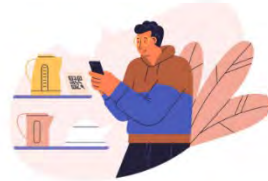
### Welcome to the IN-HABIT APP!

#### What is the IN-HABIT APP?

A digital application (or app) that acts like a friendly fellow citizen, suggesting fun activities for you to enjoy in your city. It was created by the IN-HABIT project for people living in Cordoba, Lucca, Nitra, and Riga, the four pilot cities involved in the project.

Read the [FAQs Section](#) for further information.

Here you can find the [GDPR](#) and [Cookies policy](#).



[Go to the App](#)



Fig. 5 - Examples of online maps and features

## ***Annex 5 - Specific contributions from transversal WPs to WP8***

### Local Partner's websites and social media

The Consortium has worked effectively in the direction of disseminating the project activities and initiatives, in particular at a local level, contributing to raise awareness and knowledge towards the project implementation and impact.

Some examples to follow.

### Specific contributions from WP1, WP2, WP3, WP4

For WP1,2, 3 and 4: information about the project, its activities and results are regularly published on local websites and social media profiles and on each IN-HABIT city media channels, both promoting events and initiatives locally and using storytelling to share with the audience the positive transformations occurring in the project local areas. Many times, original content such as presentations, photo galleries, or videos are generated and shared by the LCA and KLC.

### Joint Contributions to WP8

Ongoing activities encompassing the cooperation and coordination with other PPs, include the following:

- Youth Education Programme and Engagement of Children (LCREA)/Youth grassroots activities;
- Data Storytelling and Surveys with UNITO following ISIMPACT's exit (see AMENDMENT Reference No AMD-869227-13): this task refers to the domain of data storytelling and surveys. This valuable aspect, temporarily suspended, is slated for resumption with new partners UNITO and CCA. The partnership entails the importance of data-driven narratives and insights, contributing to a more comprehensive understanding of project dynamics.
- Clustering and Institutional Activities (UCO): UCO's involvement encompasses clustering and institutional activities. This collaborative endeavour involves UCO in activities that foster collaboration, knowledge sharing, and the creation of synergies among various stakeholders. Through these clustering and institutional activities, the collective expertise and resources of UCO contribute to the overall success of the project.
- Cooperation on the IN-HABIT app implementation (UCO, ISIM, UREAD, LCREA, WTG, UNITO and city partners)

### Specific contribution from TSR (WP5)

- During the training of the LCAs an entire session coordinated by BOT has been dedicated to communication tools and strategies for the IN-HUBS.

- Organization of the online seminar on Gender Responsive Public Procurement with Matthew Baqueriza-Jackson.

#### Specific contribution from B4B (WP7, 8)

B4B has promoted the launch of two editions of the incubation programs for (Social) entrepreneurs in each country.

- The first edition promoted since December 2022 and Q1 2023; and the second edition in Q4 2023. B4B set a funnel of communication strategy has been developed for each city considering the specificities of each local ecosystem, with main awareness promoted by B4B's LinkedIn page and the IN-HABIT local social media pages. B4B developed Social Media Kits in order to be shared with local stakeholders and frequent informative live sessions online as well as in-person small scale in-person informative sessions, to promote the program to potential entrepreneurs and mentors. For the in-person sessions, the collaboration of the local partners was significantly relevant in identifying events with communities where the program could be a fit.
- For the second edition, B4B also prepared a flyer with Impact Stories from the first program, to promote self-identification by potential entrepreneurs.
- LABORELEC: LinkedIn post (14/11/2022) about the 30-minutes pitch performed from the ENGIE booth of the Smart City Expo World Congress (Barcelona). Topic of the pitch was the social innovation as part of the smart cities' development.

#### Specific contribution from UREAD, UNITO/CCA (WP6 and WP7)

WP6 contributed to:

- the preparation and dissemination material sharing the results of the behavioural games in the cities, to general public (ongoing, infographics)
- WP6 team has proposed and had accepted a special session on Gender and Diversity in Cities to the 63d Annual Conference of the European Regional Science Association Annual Conference which will be held in August 2024 where they will present a paper on Gender Landscapes coauthored with UREAD. Marina Della Giusta at UNITO has taken part in media dissemination related to gender violence and the use of behavioural approaches to address diversity issues.

WP7 Contributed to:

- the review of the transversal city surveys on health and well-being included in the IN-HABIT APP to be implemented, including elements of UX, UI and review of the comprehensive and consistent data collection - with WP6;
- the design of city surveys through the IN-HABIT APP, to be started in 2024 - with WP6;
- the design of the App functionalities and the methods of interaction with users and integration with the In-HABIT Data Platform in cooperation with WTG.

### ***Annex 6 - Focus on scientific dissemination and implementation strategy - Further explorations***

Starting from the dissemination plan already in place, BOT's strategy from M37 on will be to communicate and disseminate the scientific outcomes of the IN-HABIT Project with the following specific key points:

**Engage Stakeholders**, not only the ones already involved: we'll identify key stakeholders, such as local authorities, NGOs, community groups, and relevant industries, and involve them in the dissemination process, even if they were not involved from the early stages. We'll try to understand their needs and perspectives and will help tailor the messaging and ensure the results are relevant to their interests.

In line with the H2020 communication guidelines, BOT makes sure to guarantee clear and accessible communication, presenting the scientific results in clear, accessible, and non-technical language. Visuals, infographics, and summaries to make the information more easily understandable for a broader audience (especially for information we will share on social platforms and through our website). This process is already ongoing.

As compliance with open-access policies is in line with Horizon 2020 guidelines, we plan to share results through open access publications on public sources, focusing on publishing research findings in open-access journals or repositories to ensure the results are freely accessible to the public and researchers. A specific point of attention is made in spreading project findings on the most important repositories used by policymakers and their rapporteurs. Supporting research PPs in the first place in getting to know the EU boosting communication opportunities is a priority, and has been implemented from M37 on.

At the same time, information of interest such as white papers, public conference findings, policy reports, etc. from valuable organisations, on topics related to the project, will be made available through the project channels, first of all to the Consortium.

BOT will also continue **promoting the active participation in scientific conferences** and workshops where our scientific partners can present the project's results and share findings with peers, receive feedback, and foster collaborations.

A continuous update of the IN-HABIT Project website dedicated pages that serve as a central hub for information about the innovation frame of the project, its goals, methodology, and outcomes, is envisaged. Downloadable reports, publications, and links to related resources are included in this list, complying with the level of confidentiality of each publication or deliverable document.

Social Media and Online Platforms will of course be considered as dissemination platforms, such as Twitter (now X), LinkedIn, Instagram, and Facebook, to share project updates, findings, and engage with the public and stakeholders. Additionally, the use of research networking platforms

such as ResearchGate (as personal researchers, since the policy of the website is now restricted to individuals rather than projects) and Academia.edu is being looked into.

Moreover, press releases and media outreach will help a lot in broadening the audience. The plan for 2023-2024 is to have three dedicated scientific launches in key dissemination moments. We will draft and distribute press releases to local, national, and international media outlets to increase the visibility of the project's results. We will continue to engage with journalists and reporters who cover topics related to sustainability and community inclusion.

A fundamental point of the strategy is to deliver policy briefs directly to policymakers, preparing concise policy briefs summarising the key findings and their implications for policymakers. The plan is to target these briefs to policymakers at the local, regional, and national levels, and, of course, EU level throughout the project lifetime.

Scientific results in their informative format might be also considered as an opportunity for Community Engagement Events. Around them, it might be worth considering inserting special “missions” for the users of the IN-HABIT app: sending a nudge to participate in community engagement events and public forums to present the results to the community members directly. The plan is to encourage discussions, feedback, and collaboration for the implementation of sustainable solutions.

In the same way, BOT will involve our scientific partners in online Webinars - Seminars hosted by the project channels, to reach a wider audience beyond the project's physical locations. We will invite relevant experts, stakeholders, and policymakers to participate in these events, starting from the networking activity of the PPs and their valuable experience and contacts.

Applying for recognition awards at an international level, mainly in the sustainability and community engagement field, might be very helpful to build some solid recognition for the project. Winning or being nominated for prestigious awards can draw attention to the project's success and attract interest from new cities. The same goes for the participation and/or active roles in international collaborative networks and initiatives, such as the Covenant of Mayors and such.

Cooperation with sister projects in the frame of clustering activities, and the participation in related initiatives to amplify the impact and reach of the results, will remain central.

### **Raising awareness around scientific dissemination**

For every initiative, we plan to monitor the dissemination efforts' effectiveness, gather feedback, and adapt the approach as needed. The ultimate goal is to ensure that the scientific results have a meaningful impact on policy, practice, and the well-being of the communities involved, also encouraging replicability, which is a key message of the project itself.

### **Involve researchers in dissemination**

Involving researchers in dissemination is an issue that can be complicated by the fact that distracting them from their core activity is not desired in most cases. However, part of the project

Consortium's strength relies in making results accessible to the public, and their point of view is crucial in engaging peer discussions. These active networking activities gather key information and convey the strengths of the project to their peers, project stakeholders, and other policymakers, and their way of talking about the project is essential to ensuring that the scientific results reach a wider audience, are presented in a rigorous manner, and gain credibility within the research community in the long-term.

If a good starting point was the early involvement of scientific partners, it's now time to operate an early involvement of potential researchers who may be interested in the project or its replicability in other cities, as soon as solid research data is collected and made available. We believe early involvement allows researchers to contribute their expertise in shaping the dissemination plan and identifying the most relevant research findings to highlight.

### **Facilitating scientific dissemination to different targets**

Other strategic points to be implemented for the upcoming period are:

Promote co-authorship and publication: this not only recognises their contributions but also ensures they have a vested interest in the success of the dissemination efforts. Collaboratively preparing research papers, reports, and academic reviews will be underlined.

Organise workshops specifically for researchers to present and discuss the project's scientific results. Encourage open discussions, peer feedback, and collaboration to refine the research findings and identify potential joint research opportunities.

Host internal seminars and webinars where researchers can present their findings to their colleagues within the project team. This allows for internal feedback and knowledge sharing among researchers.

Utilise research networking platforms for researchers to actively share their findings and engage with peers from other institutions.

Encourage researchers to collaborate on joint papers and data sharing platforms with experts from other institutions or disciplines to write joint papers and publications. This interdisciplinary approach can attract a wider audience and foster cross-sectoral collaborations.

Support the active participation in conferences and symposia: encouraging researchers to present the IN-HABIT project's scientific results at relevant conferences, symposia, and workshops within their respective fields on behalf of the IN-HABIT Project. This allows for exposure to a broader academic audience and facilitates knowledge exchange.



The logo features a central white circle containing the text "IN-HABIT" in a bold, white, sans-serif font. The word "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

21-22/02/2023

Book on a Tree – WP8  
Dissemination & Communication, IN-HABIT APP



# WELCOME TO M30 OF IN-HABIT

We've come a long way  
since September  
2020...and we're just half  
way through!



# WHERE ARE WE?

- 19 Milestones
- 21 Project Partners
- More than 50 people in our teams
- 4 local IN-HUBS established and launched and engaged teams on the field
- 4 Key Local Contacts for Communication and 8 Local Community Activators
- 8 Site visits in 5 countries (and more to come)
- ...Countless zoom calls



## WP8 - SO FAR, WE HAVE...

- **DEFINED AND IMPLEMENTED OUR DECO STRATEGY**



(T 8.1, D 8.1) - DECO Plan and Communication and Dissemination strategy

Local addendum for the cities and cooperation with G&D Toolkit by TSR/WP5---> COMMUNICATION MANUAL

# WP8 - SO FAR, WE HAVE...

- BUILT OUR COMMUNICATION IDENTITY
- CREATED TOOLS FOR ALL

(T 8.1, D 8.1) - Communication material, tools and guidelines

Guidelines

Imagery & Iconography

Videos FAQs for everyone

Visual identity & tools

Templates

Project leaflet, presentation, informative materials

Support to the cities on specific needs



## WP8 - SO FAR, WE HAVE...

- **ESTABLISHED A SHARED COMMUNICATION PATH**



1 to 1 monthly meetings for **follow-up and new initiatives** with KLCs and LCAs (19 so far)

**Dedicated meetings** on specific targets and challenges (38 so far)

**Trainings** on GDEI and sensitive communication matters (inclusion, digital access, political and institutional context...), press trainings, etc.

Regular updates to PPs on comms

## WP8 - SO FAR, WE HAVE...

- **CREATED COMMON TOOLS FOR REPORTING AND INFORM**

**(T 8.1, 8.3) Communication Repository**  
Specific repositories optimized and in use for:

- Press reviews and news
- Local and global stakeholders - initiatives and contents
- Shared editorial and events plan

Public materials shared open access on media section of website.

**Reserved area of the website** works as a space to share documents of interest among PPs which are not public.

# (T 8.1, D 8.7) ANNUAL COMMUNICATION REPORTING



## WP8 - SO FAR, WE HAVE...

- **DISSEMINATED OUR PROJECT**
- **CREATED AWARENESS AROUND OUR TOPICS OF INTEREST**

### Calendar of relevant events

- Sister projects & clustering activities
- Topic-related conferences (Research PPs)
- Local contexts

## (T 8.1, 8.3) DISSEMINATION ACTIONS - INSTITUTIONAL AND GLOBAL OUTREACH

### Campaigns

Project launch campaign

People campaign

Youth and Skills Campaign

...and so on

**Mapping relevant stakeholders & events at all levels**

**Highlights** from cities and research activities

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

## WP8 - SO FAR, WE HAVE...

- **PROMOTED OUR PROJECT**

(T 8.2) - Communication & Engagement Actions and Tools

D 8.2. PROMOTIONAL VIDEOS  
1 general institutional video

4 local spotlight teasers

D 8.4 City Communication Pack

A “**standard pack**” of tools available for all the cities, and translated in local languages, enriched by some specific items based on local needs.



## WP8 - SO FAR, WE HAVE...

- **COMMUNICATED OUR PROJECT ONLINE THROUGH STORYTELLING**

### (T 8.2) - Communication & Engagement Actions and Tools

#### Social media & Website

Editorial plan & Content Storytelling

Official hashtags

Cross posting with sister projects, local partners, institutional networks and clustering activities

SEO optimization

Web posting trainings and empowerment of local online spaces

Support to create ad-hoc spaces for initiatives and collaborations

## WP8 - SO FAR, WE HAVE...

- **CREATED AND CONSOLIDATED OUR NETWORKS - prioritized**

Create **synergies** in communication

Search and create **opportunities to showcase** the project at a global level

Inform on **opportunities to participate as speakers**

→ international/european initiatives

→ local initiatives

→ general achievements and data

Increase participation in wider spaces (conferences, wider network collaborations)

Strengthen **institutional relationships** and establish **peer-to-peer relations** where they are not available yet

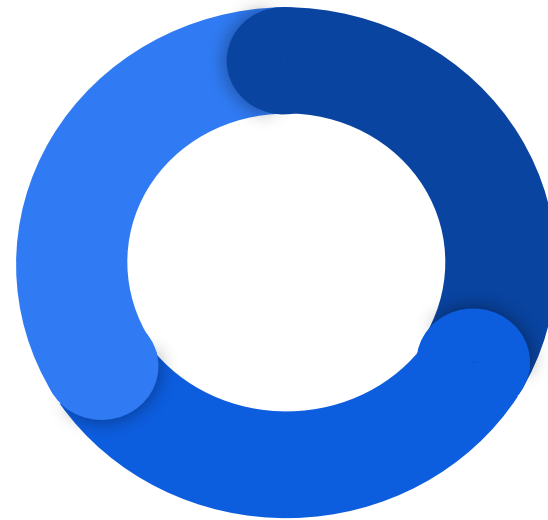
# (T 8.1, 8.3) DISSEMINATION ACTIONS - INSTITUTIONAL AND GLOBAL OUTREACH - Dissemination actions ongoing (FOCUSES)

## LOCALLY - Project awareness and targeted engagement

1 to 1 meetings with cities  
General communication support in the local dissemination.

General meetings/workshops with all city comms representatives on specific topics

Mapping stakeholders + subscription campaign



### Cooperation with PPs and networks

- inputs & data
- professional networking activities

## GENERAL PUBLIC - Dissemination of project results

Focused campaigns (Youth, Skills, Bogotà visit, local launches...)

Webinars, Newsletter

Editorials, interviews for the general public understanding of project impact

## SCIENTIFIC COMMUNITY - Dissemination of project results

Disseminate scientific results

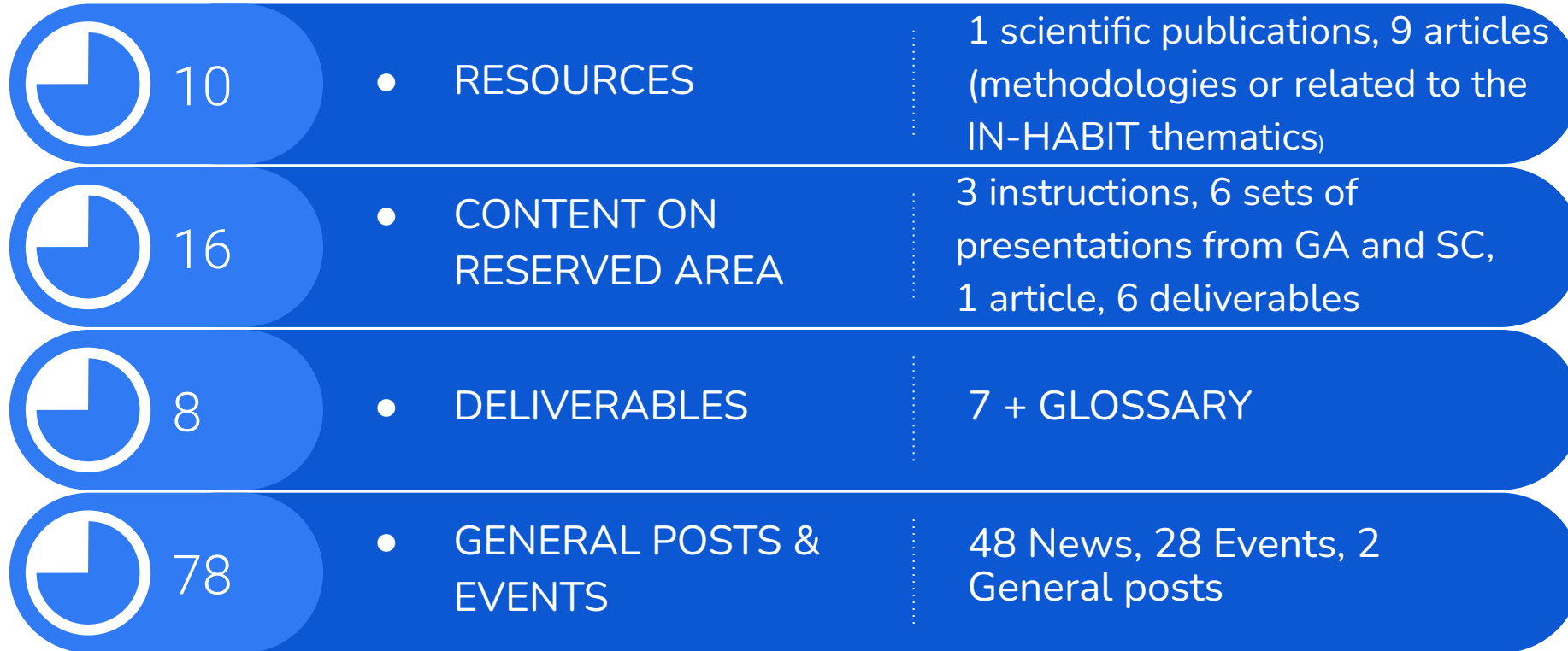
Build a scientific publication and dissemination plan





## PUBLICATIONS PLAN

# SOME NUMBERS...PRESS & COMMUNICATION



# SOME NUMBERS...WEBSITE CONTENT



 <b>FACEBOOK</b>	 <b>TWITTER</b>	 <b>LINKEDIN</b>	 <b>INSTAGRAM</b>
<b>271</b> people follow the page	<b>300</b> people follow the page	<b>254</b> people follow the page	<b>132</b> people follow the page
<b>2-3</b> posts a week <b>236</b> posts in total	<b>2-3</b> posts a week <b>265</b> posts in total	<b>1</b> posts a week <b>195</b> posts in total	<b>2</b> posts a week <b>125</b> posts in total
Reach of people <b>703</b> (last 90 days)	<b>1.9k</b> impressions (last 28 days)	<b>202</b> unique visitors (last year)	Reach of people <b>524</b> (last 90 days)
<b>163</b> page visits (last month)	Average <b>69</b> impressions per day (last 28 days)	<b>440</b> page views (last year)	<b>67</b> profile visit (last month)

Data updated 02/20/2023 \*no sponsored spaces until now

# HOW HAVE WE DONE LOCALLY?

## CORDOBA

Online posts 55

Events/initiatives 10

Instagram: 163 followers, 115 posts

Facebook: 65 followers

LinkedIn: 75 followers

Twitter: 138 followers

## LUCCA

Online posts 9

Events/initiatives 2

Instagram: 76 followers, 5 posts

Facebook: 176 followers

## NITRA

Online posts 10

Events/initiatives 3

Facebook: 169 followers

## RIGA

Online posts 28

Instagram (@atirgus): 12.7k followers, 1.102 posts

Facebook: 51 followers

Twitter: (@ĀgenskalnaT) 213 followers

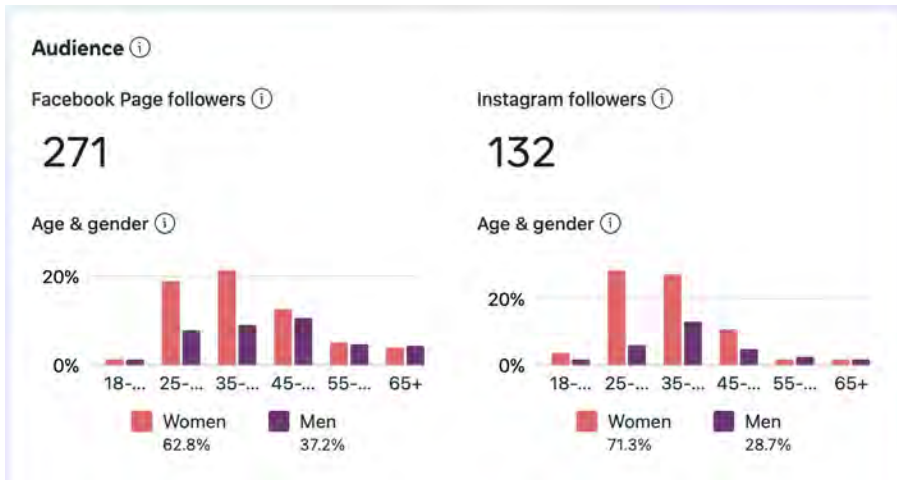
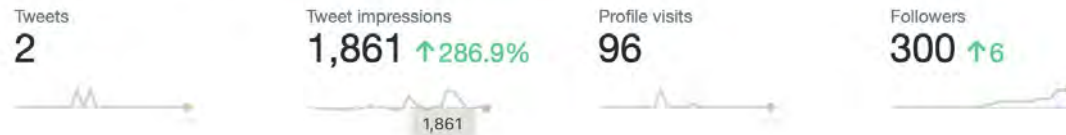


Account home

**IN-HABIT H2020** @INHABIT\_H2020

### 28 day summary

with change over previous period



### Tweet activity

Last 28 Days <sup>⌵</sup> | Export data <sup>⌵</sup>

Your Tweets earned **1.9K impressions** over this 28 day period



## WHAT'S NEXT

### PROJECT RE-LAUNCH AND COMMUNICATION BOOST - FALL 2023

- **4 storytelling videos** celebrating the achievements and the protagonists implementations locally → **SHOWING LOCAL PROJECT IMPACT AND TESTIMONIALS**
- **DISPLAY THE PROJECT RESULTS IN ITS RESEARCH KEY** → **FOCUSING ON WIDE, INSTITUTIONAL AND TOPIC RELATED DISSEMINATION** (expert opinions)
- **COMMUNICATION CAMPAIGN AIMED AT COMMUNICATING WIDELY THE PROJECT INNOVATIONS** (better opportunities, constant networking actions in academia)
- **DATA STORYTELLING** (collecting & sharing consistent data)



**Celebrate our achievements, convey the project message as a whole**

# (T 8.2/3) ONLINE and SOCIAL MEDIA STORYTELLING FOCUSES

## AREAS

### Content storytelling - valuable content + communication tools

- Data when available
- Reporting from local initiatives
- Articles, infographics and videos explaining the project results or methodology

Make the innovations “understandable” to general public to communicate project impact

Campaigns planned based on European and institutional agenda, more general topics related to the project (youth and inclusion, digital access, NBS, etc.) to raise awareness

### Case studies, achievements, highlights

- Focused campaigns
- Support dissemination of the project to the general public

New project -related campaigns:

- IN-HABIT APP demo launch - from 02/23, locally
- Youth Initiatives: general campaign to promote impact of IN-HABIT on younger generations (Year of Youth and Skills - UE)
- starting implementation of Youth grassroots activities and children’s workshop (with LCREA and cities)
- Identification of young local communicators as a priority from 2023

### “Emotional” storytelling

- Production of 4 storytelling videos D 8.9 to D 8.12: voices of the cities
- Social media dissemination: young “reporters” telling their stories

Clustering and institutional activities with UCO  
Dissemination of Sister projects Joint Manifesto  
 Data and surveys Storytelling - to be resumed

### Interaction with research partners, sister projects and the cities

- Make networking work in dissemination

## STRATEGIES- OUTPUTS

# M8 - IN-HABIT APP





## IN-HABIT app

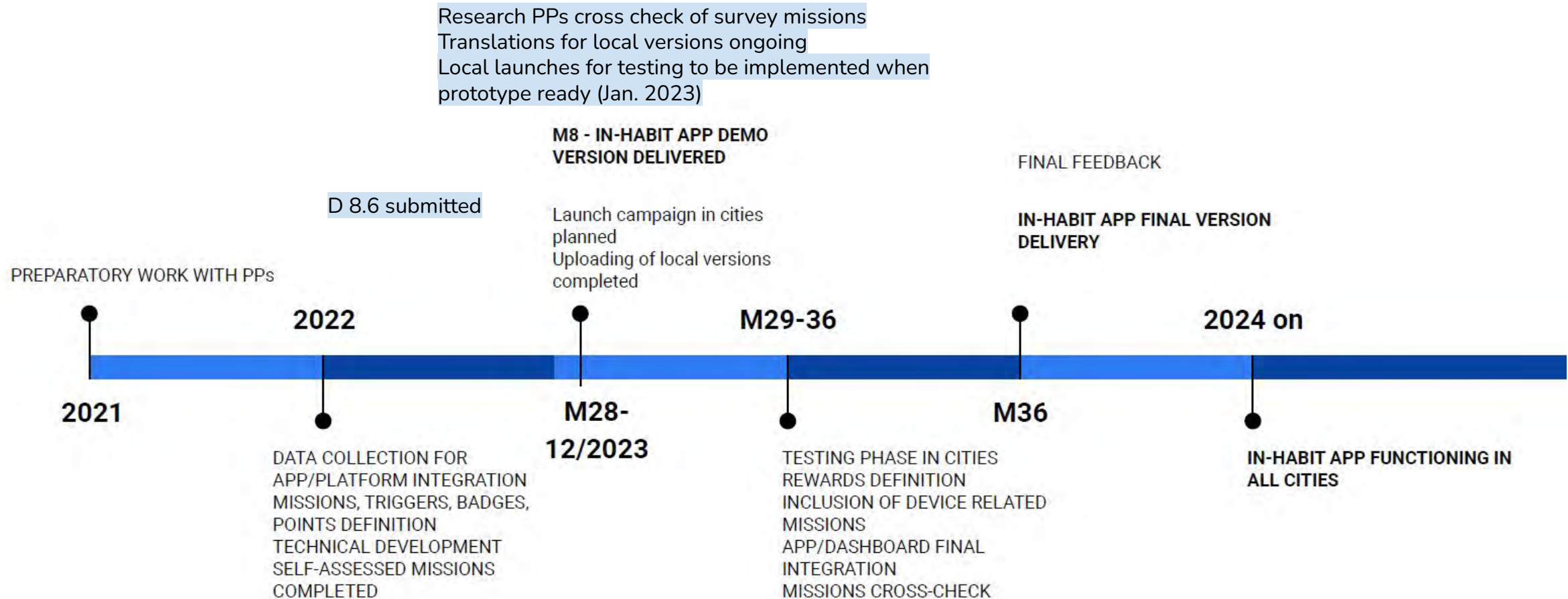
**Please note:** the web application available on this page is a demo version that is being reviewed and tested in the four project cities. This is NOT the final version that will be available to the public.



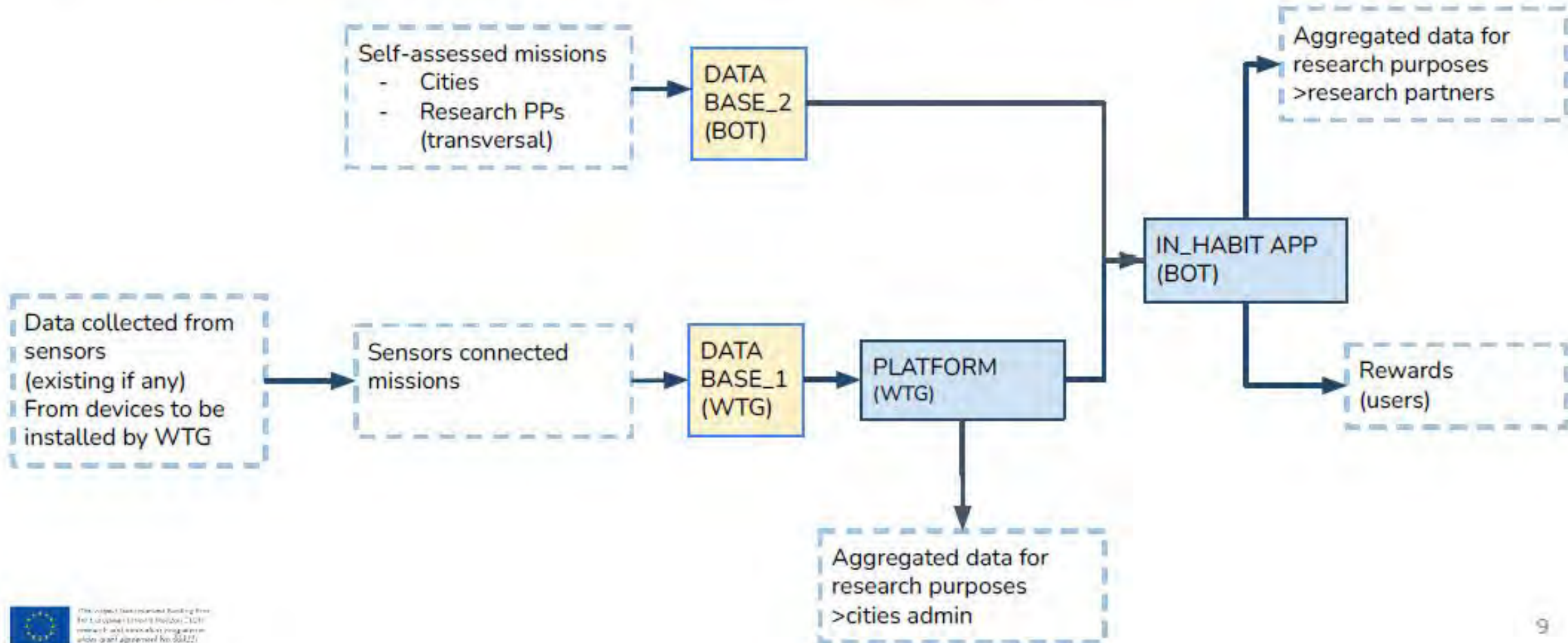
# PROTOTYPE AVAILABLE FOR TESTING IN THE CITIES

[Explanatory video here](#)

# (T 8.2, D 8.6 and D 8.8) IN-HABIT APP timeline



# (T 8.2, D 8.6) IN-HABIT APP - app data flow (simplified version)



## (T 8.2, D 8.8) IN-HABIT APP - progress towards final version

**Final APP implementation (M36)**

**Technical development** - ongoing

**Identification of relevant mechanisms for each city** and common ones for transversal PPs: triggers, missions, rewards:

- List of missions from self assessment side finalized and confirmed
- List of missions from sensors to be discussed and included
- List of missions related to IHW to be integrated

**Technical integration of app and dashboard** collecting data (platform) - ongoing

**Data storage** clarified and to be implemented

**Data to be shown on the platform/to local authorities** - working together with WTG

Involve local institutions/actors in the discussion for the **rewards definition** - to be started

**Gamification mechanisms** to be implemented in the final version of the app

# 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 (UREAD, LCREA)

**Youth programme**, Children storytelling activities (with LCREA)

**Young local communicators**

**Data Storytelling** with research PPs

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



## LOCALLY/CITIES

Contribute sharing your news,  
pictures,  
local information on social media  
& website



## RESEARCH PARTNERS

Share interesting content:

Research articles  
Papers  
Presentations about our  
project topics



## Share your stories and visuals!

Share your local stories  
and materials  
(videos, photos, posts)



## Grow relationships and encourage networking

Raise interest in the  
project



# Thank you!



General inquiries

[projects@bookonatree.com](mailto:projects@bookonatree.com)

Press & Communication

[press@bookonatree.com](mailto:press@bookonatree.com)

Website

[inhabitweb@bookonatree.com](mailto:inhabitweb@bookonatree.com)

Social media

[inhabitsocial@bookonatree.com](mailto:inhabitsocial@bookonatree.com)