

WP8 - Dissemination, Exploitation, Communication and Outreach Strategy (DECO)

<p>WP Objectives</p>	<ul style="list-style-type: none"> • Raise awareness, facilitate participation of local-external stakeholders, and boost replication activities • Guarantee maximum visibility of results and outcomes at local, regional, national, European and international levels. • Foster local ownership of solutions by involving citizens in the communication process • Enhance public awareness, knowledge and debate on integrated solutions to enhance IHW in European SMSCs • Analyse the market and develop business models and a commercialization roadmap. • Disseminate the business models launched in each city linked to IHW • Enhance cooperation and mutual learning with other initiatives, projects and networks focused on smart and sustainable cities.
<p>Problems addressed</p>	<ul style="list-style-type: none"> • Complexity of multi-site coordination. • Heterogeneity of local contexts. • Visibility of research and innovation component of the project • Scientific accessibility. • Communication of technical data. • Fragmentation of internal flows. • Digital adoption barriers.
<p>Main innovations</p>	<ul style="list-style-type: none"> • Adaptive dissemination strategy • Visual translation of findings • Policymaker breakfasts. • Emotional storytelling. • EU & international alignment. • Adaptive coordination and monitoring.
<p>Why it matters?</p>	<ul style="list-style-type: none"> • Results are showcased, valued and transformed into accessible, lasting knowledge. • A unified legacy transcends individual local pilots, offering a replicable European model. • IN-HABIT established as a credible reference for inclusive urban well-being. • Narrative shifted around vulnerable neighbourhoods, fostering a renewed sense of ownership among residents.
<p>Who benefited?</p>	<ul style="list-style-type: none"> • EU institutions & policymakers • The scientific community • Pilot cities and partners • Local communities • Entrepreneurs

<p>What changed</p>	<ul style="list-style-type: none"> • Website as a repository of solutions, results and toolkits for upscaling • Multimedia Legacy Suite: +75 videos. • Digital Engagement Surge: 700 posts and 1600 new followers (RP3); reach of nearly 60,000; 3,300 new website users (organic growth) • Scientific Visibility, Transversal Toolkits: +40 derivative communication assets • Extensive Media Reach and dedicated press actions: 15,000 reach across 21 countries, +50 thousand journalists reached; 9 General Press Releases, 6 Press Reviews with + 530 entries. • EU level participation, events: +120 international dissemination opportunities shared • Trainings and meetings: +100 in RP3. • IN-HABIT App & Open Code.
<p>How we measured impact?</p>	<ul style="list-style-type: none"> • Press & media monitoring • Digital analytics • Qualitative reporting • External calibration by the Horizon Results Booster • Altmetrics & bibliometrics.
<p>Governance & sustainability</p>	<ul style="list-style-type: none"> • Institutional networking (NetworkNature, Mission Cities, EU level events) • Policy-facing dialogue • Open access repositories and framework
<p>Main lessons learnt</p>	<ul style="list-style-type: none"> • Tailored Dissemination for non-specialist and local audiences • Proactive legacy-building from an early stage. • Visuals drive engagement. • Centralised monitoring and coordination while keeping local autonomy
<p>Replication & legacy</p>	<ul style="list-style-type: none"> • Website as a knowledge base and comprehensive information hub. • Ready-to-use digital tools and assets. • Storytelling hub via video and social media campaigns. • Dissemination Methodology.
<p>Resources</p>	<ul style="list-style-type: none"> • Project website: https://www.inhabit-h2020.eu/ • D8.18: Final Communication Actions Report • Social media channels • YouTube playlists. • Zenodo/GitHub archive