

A blue-tinted photograph of the European Parliament building in Brussels. The building is a large, curved, multi-story structure with a grid of windows. In the foreground, a row of flagpoles with various national flags is visible. A white barrier runs across the bottom of the frame. The text 'EuropeanCity' is overlaid in white, with a '2' as a superscript, enclosed in a white rectangular box.

EuropeanCity²



D10.1 Communication Strategy and Materials

D10.1 Communication Strategy and Materials

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1. Executive Summary

The scope of the D10.1 “Communication Strategy and Materials” is to present a promotional strategic guide through the dissemination and communication plan which was established at the beginning of the project and reviewed at M6.

The current deliverable includes the following chapters:

- Introduction – the scope, structure and relations of this deliverable to other deliverables within WP10 Dissemination and Exploitation.
- Branding and dissemination tools of the EuropeanCity² project – a short description of branding materials (logotype, templates) as well as dissemination tools (website, social media channels) that have been delivered to all consortium Partners to provide key dissemination material of the project and specific ways to communicate project’s progress and results until M6.
- Communication strategy and associated materials elaborated and verified from M1 until M6 and anticipated dissemination activities from M6 until M36, including relevant Key Performance Indicator (KPIs);
- Conclusions – dissemination and communication plan for the 1st year of project duration (M1-M12) – an outline of the dissemination activities that will be performed during the project duration according to all promotional channels mentioned above.

The current deliverable remains the basis for the activities in T10.1, and T10.2, and the future 10.2, which will include the collection of all dissemination activities, impact conclusions and the plan for further dissemination and communication beyond the project life.



2. Deliverable summary

This section introduces the scope and context of the document and presents relationships with other work packages and tasks of the EuropeanCity² project.

1.1. Scope and structure of the deliverable

The D10.1 report is being prepared in the framework of Tasks 10.1 and 10.2. Special focus of these tasks is given to dissemination and communication activities towards the EuropeanCity² target audiences, which consist of:

- policy makers and public authorities involved in democratic governance, civic participation and decision-making processes at local, national and European level;
- scientific and academic communities, including researchers in political science, computational social science, economics, mathematics, artificial intelligence, and related disciplines;
- civil society organisations, NGOs, civic initiatives and democracy innovation networks interested in participatory mechanisms, digital governance and democratic resilience;
- the broader non-scientific public, including citizens interested in democracy, digital society and public decision-making processes.

They will be effectively reached through a variety of communication channels and the utilization of a wide range of dissemination instruments during the project's lifecycle.

The current deliverable is interrelated with other deliverable of the whole WP10:

- D10.2 Communication Activities Report and Impact

3. Dissemination strategy – purpose and means

To ensure the highest visibility and impact of the EuropeanCity² project, a comprehensive dissemination, communication, and exploitation plan has been developed and will be implemented under Work Package



10, continuing beyond the project's duration. The plan is coordinated by ASM, with Aarhus University (AU) and EISM supporting the sustainability and exploitation efforts. All partners are actively involved, leveraging both internal and external communication channels such as press releases, academic publications, conferences, and stakeholder networks to ensure broad outreach and effective knowledge transfer.

The dissemination activities focus on raising awareness of the project's challenges, objectives, and outcomes among defined target groups, including policymakers, academia, civil society, and the general public. The aim is to promote democratic governance, foster transnational collaboration, and support societal and cultural resilience. Key efforts include targeted messaging, stakeholder engagement in co-creation processes, and the provision of policy recommendations and guidelines to enhance the usability of research findings in decision-making contexts.

From project inception, a EuropeanCity² Stakeholders Community will be established, comprising representatives from public authorities, NGOs, and the scientific community. This community will be kept informed and actively involved in project milestones, with the intention of cultivating early adopters and advocates. The consortium's diverse expertise and extended networks will enhance the dissemination and exploitation potential, ensuring outputs are inclusive, accessible, and impactful across different regions and sectors.

4. Branding materials

The EuropeanCity² project has developed a coherent and professional visual identity to ensure consistent and recognisable communication across all dissemination, communication, and exploitation activities. The branding strategy is designed to reflect the project's forward-looking and interdisciplinary nature, combining elements of digital innovation, democratic participation, and urban governance.

A distinctive **logotype** has been created as the central element of the EuropeanCity² brand. It visually encapsulates the project's focus on European cities, computational modelling, and civic engagement. The logotype is adaptable for various formats and contexts, ensuring clarity and impact across print and digital media.

The project has adopted a unified **key visual identity**, which includes a specific colour palette, graphic



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motifs, and layout principles. These elements are applied across all materials—ensuring consistency and recognisability in presentations, reports, digital outputs, and public-facing content. The key visuals incorporate abstract, modular patterns symbolising systems thinking and interconnected urban processes, aligned with the themes of the project.

Typography plays a central role in maintaining brand cohesion. The font **Outfit** has been selected as the primary typeface for the project. Outfit is a clean, modern, and highly legible sans-serif font that aligns well with the digital and institutional tone of the project. It is used consistently across all communication materials, including website content, reports, and social media visuals.

To support effective communication, a set of **branded templates** has been developed. These include PowerPoint presentation templates, Word document templates, and templates for newsletters and press releases. Each template integrates the logotype, font, colour scheme, and graphic elements of the project's key visuals, ensuring uniformity in both internal and external communications.

Together, these branding materials create a strong and cohesive visual identity for EuropeanCity², enhancing the visibility and professional presentation of the project across all channels and stakeholder interactions.

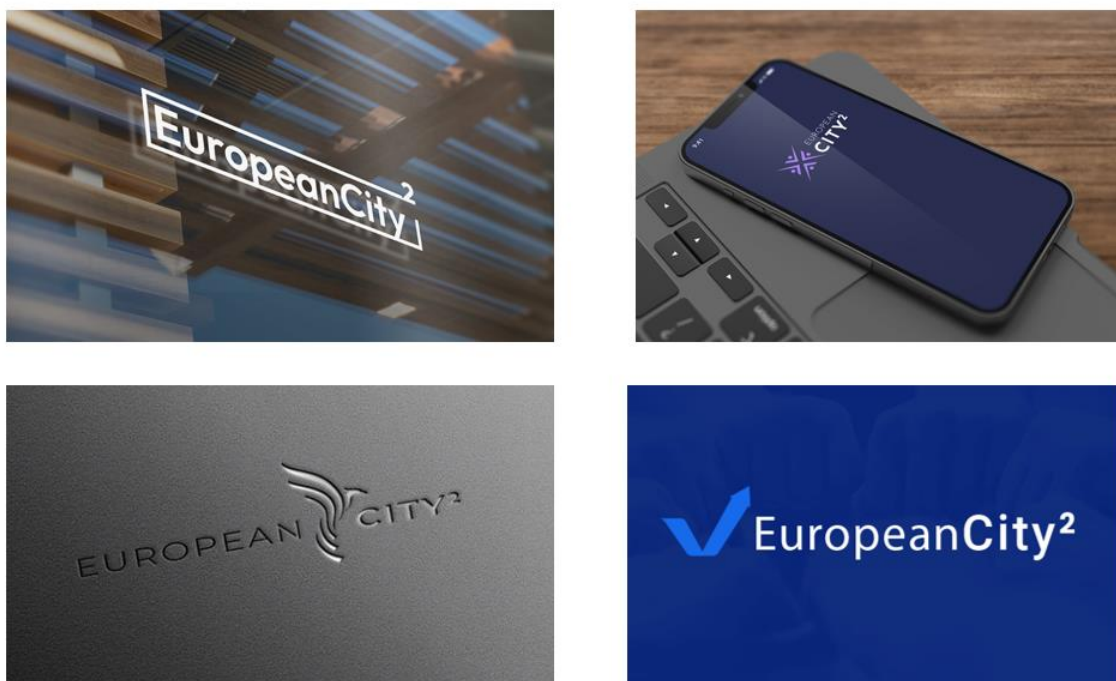


Figure 1 - European City 2 logotype





Figure 2 - European City 2 Power Point template cover

5. Printed and digital dissemination materials

Throughout the EuropeanCity² project, a variety of digital and printed promotional materials will be developed to support the dissemination and communication strategy. These materials will serve as essential tools for presenting the project's goals, activities, and outcomes to different target groups, including policymakers, academic researchers, civil society organisations, the general public, and technology developers.





Figure 3 - European City 2 project meeting banner

At the outset of the project, a leaflet, and roll-up was designed to provide an overview of the project's objectives, expected results, and anticipated benefits. This leaflet will be updated and re-issued at the project's mid-term to reflect key developments and milestones. Additionally, printed roll-ups and posters will be prepared for use at meetings, workshops, conferences, and other public events attended by the project partners. These materials will feature concise, visually engaging content aligned with the project's visual identity and messaging priorities.





The poster features a dark blue background with a large white '2' in the top right corner. The main title 'EuropeanCity' is in a large, white, sans-serif font, with a smaller '2' above it. Below the title, the text 'COMPUTATIONAL SOCIAL SCIENCE SIMULATION FOR DEMOCRACY' is written in yellow and white. A decorative graphic of yellow and blue diagonal stripes is on the left. The website 'eurocity2.eu' is in the top right. A photograph of the European Union flag waving in front of a building with ornate ironwork is in the center. Below the photo, the text 'A bold initiative to strengthen democracy using interdisciplinary tools:' is followed by a bulleted list of project activities. A QR code and social media icons for LinkedIn, Facebook, and X are also present. At the bottom, a row of logos for various partner organizations is displayed.

EuropeanCity²

COMPUTATIONAL SOCIAL SCIENCE SIMULATION FOR DEMOCRACY

eurocity2.eu

A bold initiative to **strengthen democracy** using interdisciplinary tools:

- Quadratic voting pilots in Aarhus and Basel
- Integration of quantum computing with social choice
- Simulation of democratic dynamics through attraction/repulsion models
- GDPR-compliant, FAIR data approaches
- Synthetic population data modelling and scenario testing

Follow us!

We are bridging data, science, and citizen preferences to shape trustworthy and resilient democratic systems across Europe.

Logos at the bottom: INVSIO CASE, QuantumBasel, CSD, DANISH INSTITUTE FOR DATA SCIENCE, DANISH INSTITUTE FOR DATA SCIENCE, CHC, D-CONSTRUCTOR, UNIVERSITY OF SOUTHERN DENMARK, ASM, UNIVERSITY OF SOUTHERN DENMARK, UNIVERSITY OF SOUTHERN DENMARK

Figure 4 - European City2 roll-up proposal



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Figure 5 - European City2 leaflet proposal

In the final phase of the project, a comprehensive brochure detailing the project's results, outcomes, and impacts will be published and translated into the national languages of all project partners to maximise accessibility. Furthermore, a separate brochure containing Policy Recommendations and Guidelines—based on deliverable D9.5—will be developed and broadly disseminated within the stakeholder community. This document will serve to facilitate uptake and implementation of project results. Dissemination of all materials will be tracked based on the number of events attended and the volume of direct stakeholder engagement, with a target of reaching at least 1,000 relevant stakeholders through the final brochure and



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associated communication efforts.

6. Scientific and media publication strategy

The EuropeanCity² project is dedicated to disseminating its findings and insights across relevant European publication channels to maximise the visibility and impact of its research and innovation activities. This approach includes scientific journals, professional magazines, and general media outlets, ensuring engagement with both specialised audiences and the broader public.

Scientific Publications

A minimum of 10 scientific publications will be produced over the course of the project, targeting academic audiences within urban studies, computational social sciences, democratic governance, and AI-driven policymaking. These articles will address results stemming from Work Packages 2 through 9, including agent-based modelling, quantum decision theory, and participatory urban simulations. Target journals include *Urban Research & Practice* (Taylor & Francis), *European Journal of Political Research* (Wiley), *Local Government Studies* (Taylor & Francis), *AI & Society* (Springer), and *Democratization* (Taylor & Francis). These platforms provide strong European readerships and focus on relevant intersections of urban policy, democratic theory, and computational governance.

Professional Magazines

To reach civil society organisations, think tanks, policymakers, and government stakeholders, the project will publish at least 12 articles (approximately 4 per year) in European professional outlets. These publications will present project insights in an accessible manner, highlighting tools and strategies developed within the consortium. Key platforms include *The Parliament Magazine*, *Euractiv*, *Public Sector Executive Europe*, and *Pan European Networks: Government*. In addition, democracy-oriented publications such as *The New Federalist* and *Green European Journal* will be considered for articles focusing on participatory

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governance and voting system innovation.

Publications in General Media

To amplify public understanding and interest, EuropeanCity² will release at least 15 general media articles and press releases (approximately 5 per year). These communications will showcase project results, major events, and the broader relevance of the initiative to democratic engagement and urban development across Europe. Dissemination will be conducted through mainstream European media outlets, project partner channels, and strategic multipliers. The goal is to raise public awareness, promote the value of EU research, and foster a more informed and engaged citizenry.

Through this targeted publication approach, EuropeanCity² will ensure that its scientific advances and policy innovations reach all relevant stakeholders across Europe, supporting evidence-based governance, academic collaboration, and democratic resilience.

7. Public deliverables

All public deliverables of the EuropeanCity² project will be made openly accessible through the project website and the Zenodo open-access repository. These deliverables will include key research findings, policy recommendations, methodological frameworks, and technical documentation relevant to various stakeholder groups. By providing unrestricted access, the project aims to foster transparency, encourage knowledge sharing, and support the broader uptake of its results across policy, academic, civic, and technical communities. A specific Key Performance Indicator (KPI) has been established, targeting a minimum of 250 downloads of the key public deliverables over the course of the project, demonstrating both the relevance and reach of the shared outputs.

8. Scientific conferences and industrial events

To enhance visibility, foster collaboration, and disseminate key outcomes, the EuropeanCity² project will actively engage in leading European and international events throughout its 36-month duration. These events provide platforms to connect with policymakers, researchers, civil society organizations, and technology developers, aligning with the project's mission to advance democratic urban governance through AI and computational modeling.



From the project's inception, a EuropeanCity² Stakeholders Community will be established, encompassing policymakers, public authorities, NGOs, the scientific community, and other relevant actors. This community will be regularly informed about project developments and invited to participate in key events. The objective is to cultivate early adopters and advocates who can champion the project's messages and facilitate the exploitation of its results.

The following events have been identified as strategic opportunities for the EuropeanCity² consortium to present findings, engage stakeholders, and explore collaborative avenues:

- **IC2S2 2025 – 11th International Conference on Computational Social Science**

Dates: July 21–24, 2025

Location: Norrköping, Sweden

Focus: Integration of computational methods in social science research, aligning with European City²'s emphasis on agent-based modeling and AI-driven decision-making tools.

- **Social Simulation Conference 2025**

Dates: [Dates to be confirmed]

Location: Delft, Netherlands

Focus: Advancements in social simulation and agent-based modeling, particularly in urban contexts, offering a platform to showcase European City²'s modeling approaches.

- **Smart City Expo World Congress 2025 – Urban AI Summit**

Dates: November 4–6, 2025

Location: Barcelona, Spain

Focus: Exploration of AI's transformative potential in urban governance, providing an avenue to present European City²'s AI applications in city planning.

- **EUMAS 2025 – 22nd European Conference on Multi-Agent Systems**

Dates: September 3–5, 2025

Location: Bucharest, Romania

Focus: Research on autonomous agents and multi-agent systems, pertinent to European City²'s computational frameworks.

- **AI for Good Global Summit 2025**

Dates: [Dates to be confirmed]

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Location: [Location to be confirmed]

Focus: Advancing AI solutions for global development challenges, aligning with European City²'s objectives in promoting sustainable urban governance.

- **ECAI 2025 – 28th European Conference on Artificial Intelligence**

Dates: October 25–30, 2025

Location: Bologna, Italy

Focus: AI research, offering insights relevant to European City²'s technological components.

- **AI Governance Global Europe 2025**

Dates: May 14–15, 2025

Location: Dublin, Ireland

Focus: AI governance challenges and best practices, providing context for European City²'s policy-oriented tools.

- **EURA 2025 Conference – Creating Healthy and Sustainable Cities**

Dates: June 10–13, 2025

Location: Bristol, UK

Focus: Urban research and policy development, aligning with European City²'s objectives in enhancing urban resilience.

Participation in these events will involve:

- Presenting research findings and project outcomes through papers, posters, and demonstrations.
- Engaging in panel discussions and workshops to share insights and gather feedback.
- Networking with stakeholders to foster collaborations and promote the adoption of project tools.
- Disseminating promotional materials, including brochures and policy briefs, to raise awareness.

By strategically engaging in these conferences and summits, the EuropeanCity² project aims to maximize its impact, foster knowledge exchange, and contribute to the advancement of democratic decision-making processes through computational modelling and innovative analytical tools.



9. Newsletter

The EuropeanCity² project will publish a total of six newsletters throughout its 36-month duration, serving as a key communication tool to keep the targeted audience regularly informed. Each edition will present curated content on project progress, key results, upcoming and past events, scientific publications, and noteworthy developments from the consortium. The newsletters will be designed to cater to the needs of diverse stakeholders, including policymakers, researchers, civil society organisations, and the general public, thereby reinforcing engagement and promoting the practical application of project outcomes. Disseminated via email and shared on the project website and social media, the newsletters will contribute to enhancing the visibility, transparency, and impact of EuropeanCity² activities.

10. Website

The EuropeanCity² project website, launched in Month 4 (M4), serves as the central hub for all public-facing digital communication and is fully aligned with the project's visual identity and branding guidelines. Developed using a high-quality WordPress template purchased with allocated budget funds, the site is designed to be professional, accessible, and user-friendly. It plays a vital role in disseminating information, enhancing visibility, and facilitating engagement with diverse target groups throughout the 36-month project duration.

Regularly updated with project news, events, and results, the website includes backlinks to related platforms and features integration with social media channels to maximise branding recognition and traffic. Key performance indicators (KPIs) include achieving approximately 1,000 unique visits per year, at least 500



return visits over the project's lifetime, and a minimum of 250 downloads for core public deliverables.

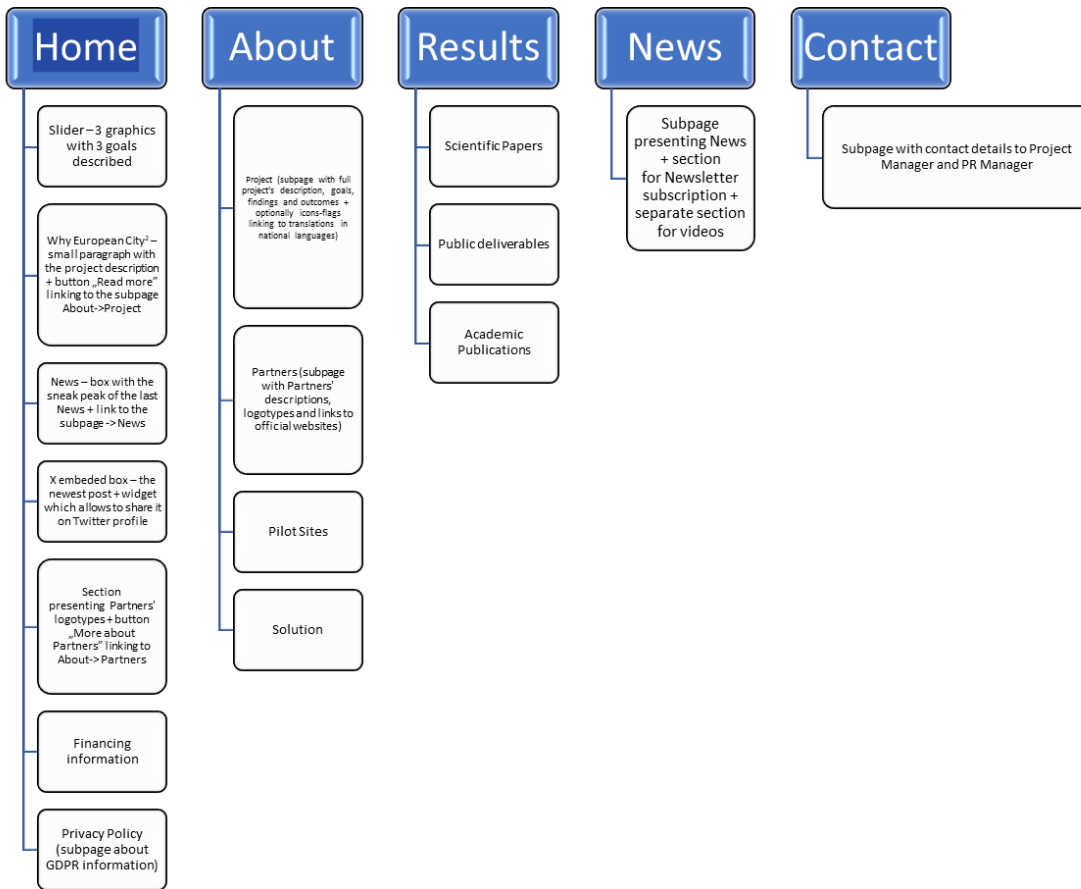


Figure 6 - European City2 Website Architecture

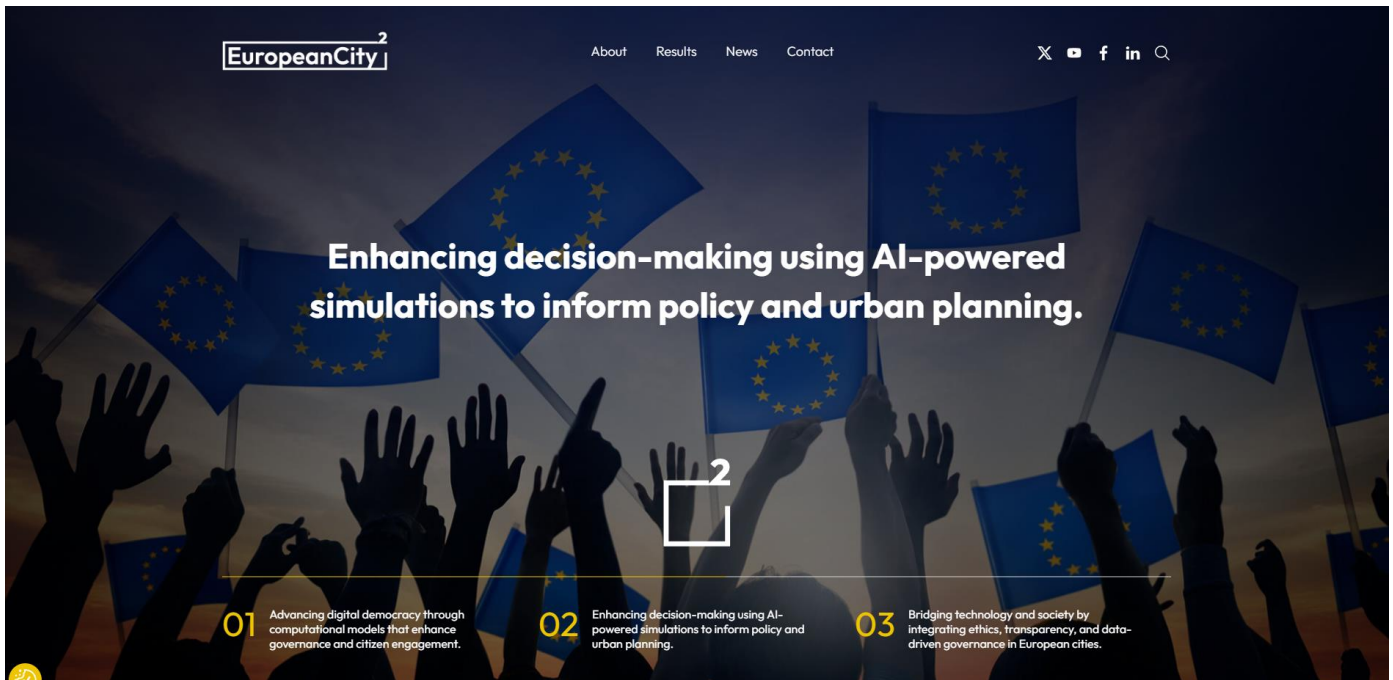


Figure 7 - European City2 Website - main page



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To cater to the wide spectrum of stakeholders involved in or benefiting from the project—**Government Bodies and Policymakers, Academic Researchers, Civil Society Organisations (CSOs), Technology Developers and Data Scientists, and the General Public**—the website is structured to provide clear, tailored information across several sections:

- **Main Page:** Features an overview of the project, latest news, calls to action, and links to key sections. Designed for quick orientation and broad accessibility.
- **About Project:** Presents the project rationale, objectives, methodology, and expected outcomes. This section is particularly useful for policymakers and the general public seeking a deeper understanding of EuropeanCity²'s ambitions.
- **About Pilot Sites:** Highlights geographical contexts, goals, and developments at each pilot location. This appeals to local authorities, CSOs, and engaged citizens.
- **About Solutions:** Describes the technological and methodological innovations developed within the project. Targeted at researchers, developers, and institutional users.
- **Results:**
 - **Scientific Papers:** Access to peer-reviewed articles and publications resulting from project research.
 - **Public Deliverables:** Downloadable official reports intended for public consumption and stakeholder reference.
 - **Academic Publications:** Repository of academic outputs aimed at the research community.

This structure ensures clarity, accessibility, and effective engagement across diverse stakeholder groups, while also serving as a long-term archive for the project's publicly shareable knowledge and results.

11. Social Media

The social media strategy for the EuropeanCity² project aims to ensure broad visibility, stakeholder engagement, and dissemination of key results throughout the 36-month duration. It leverages a multi-platform approach (Twitter (X), LinkedIn, Facebook, and YouTube) tailored to distinct target groups including policymakers, academic researchers, civil society organisations, technology developers, and the general public. Content will be designed to inform, engage, and inspire, using visually appealing formats such as infographics, reels, videos, and targeted messaging.

A minimum of four posts per month will be published across channels, supported by analytics to monitor performance and adapt outreach tactics. The project will make use of both dedicated accounts and



partners' existing social media networks to expand reach and build credibility. Priority will be given to high-quality, multilingual content aligned with key project milestones and dissemination goals, fostering sustained interaction with diverse audiences and ensuring that EuropeanCity² remains a visible and relevant initiative in the digital sphere.

11.1. YouTube

[European City² YouTube channel](#) will function as the central repository for multimedia content, including project overviews, tool demonstrations, partner interviews, and recordings of key events. Videos will be structured to appeal to a broad audience, from researchers to the general public, explaining complex topics in an accessible format. Playlists will be categorised by theme, and SEO practices will be applied to enhance discoverability. Subscriber growth and watch-time analytics will be regularly assessed to optimise future content planning and production.

We plan to reach 100 observers, and publish four promotional videos with national subtitles. The first, launched early on, will introduce the project's goals and invite participation. The remaining three, released before the project's end, will present final results: one aimed at professionals (e.g., policymakers and CSOs), one for the scientific community, and one for the general public to highlight democratic engagement and EU collaboration. A dedicated budget will ensure high-quality production.

Additionally, four podcasts will be developed—two for the general public and two for policymakers and CSOs, focusing on the benefits and implementation of project results. Efforts will be made to involve influential thought leaders to broaden outreach.



Figure 8 - European City² YouTube channel

The following type of content will be published on YouTube:

- promotional videos showing benefits of EuropeanCity² solutions,
- interviews with project Partners,
- video reports summarizing project events,

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- webinars with EuropeanCity² project Partners participation recorded during the project duration,
- videos explaining the core of the project tools.

11.2. X (former Twitter)

[EuropeanCity² X profile](#) will be used for timely updates, event promotion, and public outreach, focusing on engaging civil society organisations, academic researchers, and data scientists. Short-form posts, engaging visuals, and interactive content such as polls and Q&A threads will be shared regularly, including visually attractive reels. Content will highlight project milestones, pilot site progress, and innovations in simulation technology. By tapping into the active networks of partners and using strategic hashtags, the platform aims to increase visibility and drive traffic to the project's website and publications.

We plan to reach 700 followers with 300 posts published.



Figure 9 - European City2 X account

The following type of content will be published on X:

- Graphics/Animated graphics,
- Short messages,



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- UGC,
- Re-tweets,
- Links to the website.

11.3. LinkedIn

[EuropeanCity² LinkedIn channel](#) will serve as the primary platform for engaging with government bodies, policymakers, academic researchers, and technology developers. By leveraging the professional networks of project partners, the EuropeanCity² project will publish a minimum of four posts per month, sharing updates on simulation models, research findings, events, and opportunities for collaboration. These posts will include informative visuals, brief reports, and links to publications to facilitate policy and research engagement. LinkedIn analytics will be monitored to track reach, interaction, and the growth of followers, with a target of exceeding 500 observers with 250 posts by the project's end.

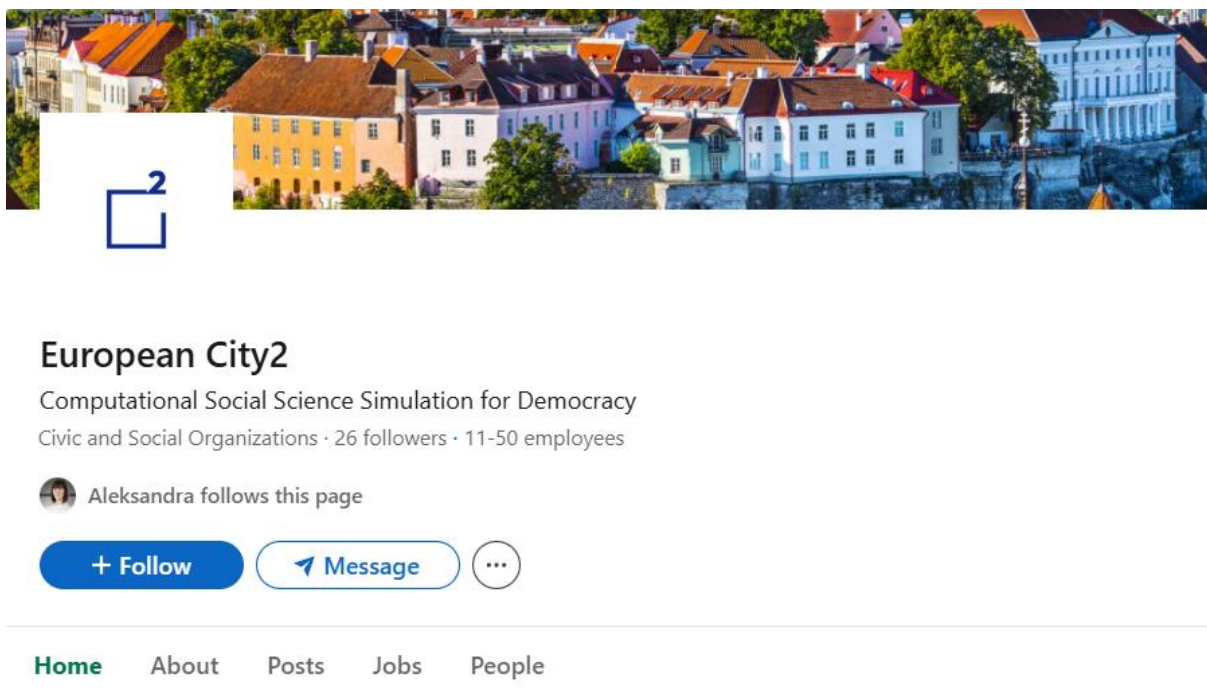


Figure 10 - European City2 LinkedIn profile

EuropeanCity²'s LinkedIn profile can be followed under the following link:

[https://www.linkedin.com/company/European City²/](https://www.linkedin.com/company/European%20City%20/)

The following type of content will be published on LinkedIn:



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- videos,
- infographics,
- professional articles,
- UGC,
- links to the website.

11.4. Facebook

In addition to LinkedIn, [EuropeanCity² Facebook](#) will be oriented toward outreach to the general public and civil society organisations. It will host campaign-style content promoting participatory democracy, with simplified explanations of the project's tools and their real-world benefits. Posts will include event recaps, partner highlights, and curated reels designed for high engagement. Community-building efforts will be supported through comments and message responses. The Facebook strategy will prioritise clarity, accessibility, and inclusion to foster public interest and participation. We plan to reach **at least 100 followers** with around **250 posts** throughout the project duration.



Figure 11 - European City2 Facebook profile

The following types of content will be regularly published on Facebook:

- Short videos and video reports,
- Eye-catching infographics,
- Project milestones and pilot updates,
- Behind-the-scenes photos from events and demonstrations,
- User-generated content (UGC) from stakeholders,
- Links to key pages on the project website (news, results, events).



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By combining engaging visuals with clear messaging, the EuropeanCity² Facebook channel will support inclusive outreach and help build public understanding of the project's contribution to democratic innovation, computational modelling of decision-making processes, and the strengthening of democratic resilience in digital societies.

12. Dissemination Plan

12.1. Roles and responsibilities

The implementation of Communication Strategy will be successful, only as far as the different EuropeanCity² Partners fully engage with the shared collective responsibility for CS. Therefore, WP10 is responsible for communication and dissemination, however these tasks will only be successfully fulfilled with the support from all Partners to regularly communicate activities that are taking place and act as multipliers of information to the different target audiences.

ASM as a Project Dissemination Manager is responsible for the project's communication planning when its execution requires cooperation of all Partners organisations. This is of particular importance within EuropeanCity², where the Partners are either often part of, or closely connected, to some of the target audiences as well as to language and context awareness issues.

The full input, contributions, and regular dissemination by EuropeanCity² Partners is essential to ensure that dissemination activities realize their full potential. EuropeanCity² Partners are expected to provide content for the website (short updates and news posts) and share their Work Package research results. Partners are expected to notify the coordinator and ASM of completed deliverables, publications, and any promotional events. Partners will also actively disseminate EuropeanCity² outputs using their existing and relevant media, networks and contacts to spread the EuropeanCity² messages. Finally, EuropeanCity² Partners will act as mediators (and multipliers) between the consortium and stakeholders.

12.2. Dissemination and communication schedule and KPI's

A set of Key Performance Indicators (KPIs) has been defined to measure the efficiency and effectiveness of dissemination activities carried out. The table below summarizes desired targets of KPI achievement at the end of the project duration.



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The numbers presented are based on the different measurement tools that have been identified:

- Wordpress Analytics/Google analytics: web analytics solution that provides insights into the website traffic and marketing effectiveness. •
- X, LinkedIn, Facebook, YouTube and own statistics (X, Facebook, LinkedIn analytics,), from where EuropeanCity² is able to monitor the activity of social media.

Table 1 - European City2 dissemination KPI's

Channel	Description	KPIs
Project website	A dedicated project website will be developed to inform about the project objectives and present project results, give access to public deliverables, etc. A dedicated budget has been allocated for buying a professional- looking quality WordPress (or equivalent) website template. Regular information updates of project activities are planned as well as back-links / branding recognition to websites through synergies and social media..	Number of visits (ca. 1000/year), 500 return visits in total, number of downloads of public reports (≥ 250 for key deliverables)
EuropeanCity² on partners' websites	To complement the above dedicated project website, EuropeanCity ² will also be referenced and advertised through a dedicated page or section on all partners' websites.	Google Analytics reference measurements
Social media channels	EuropeanCity ² social media strategy will consist in	YouTube: 100 subscribers X: 700 followers/300



	<p>exploiting the full potential of existing / current project partners social media channels (Twitter, LinkedIn groups, blogs, newsletters, etc.) which already gathered a very large number of followers / members. Visually attractive and informative reels on social channels will be prepared.</p>	<p>Tweets LinkedIn: 500 observers/250 posts Facebook: 100 observers/250 posts</p>
<p>Newsletter</p>	<p>EuropeanCity² Stakeholders' Community - will gather potential beneficiaries, early-adopters and other stakeholders interested in the results of the project (from the 2.1.4. Target Groups and Beneficiaries). The subscribers will receive all project dissemination material and reports and will also be asked to provide inputs for the project activities (through e.g., surveys, peer-reviews of deliverables, etc.). The dissemination network will be implemented through a CRM online tool (compliant with GDPR) so that relevant members can be easily extracted / selected</p>	<p>6 e-newsletters; min. 1000 members in the Community at the end of the project</p>



	depending on the intended message to be disseminated. 2 E-newsletters/year will be prepared and disseminated to our community.	
Digital, printed promotional materials	Leaflets, posters/roll-ups and brochures with information about expected results, benefits for different target groups and impacts will be created and printed by all Partners to be used at different events and meetings. Leaflet at the beginning of the project, updated and re-published when relevant (i.e. at mid-term of the project). Final project brochure will be translated into Partners national languages produced before the project ends. Policy Recommendations and Guidelines brochure (based on D9.5) will be also elaborated and widely disseminated at events and to our community.	1 digital/printed leaflets 1 roll-up 1 final brochure
European City² videos	Two short promotional videos with national subtitles will be elaborated dedicated to industrial stakeholders. All project videos will be	4 promotional videos in total Number of views (>500 at the end of the project for each video)



	encapsulated on the website and published on popular video platforms. A dedicated budget has been allocated to ensure a professional-looking quality result.	Number of views (>750 at the end of the project for each podcast targeted at general public) Number of views (>250 at the end of the project for each podcast targeted at policy makers)
Non-scientific publications	Publications in targeted magazines aimed to raise awareness and interest of government bodies, policy makers, CSOs, think tanks and NGOs. The aim of publications in general media is to raise interest in the media searching for the multiplier effect. Regular information updates of project activities and main results. Spread general information, familiarise and raise awareness about the project concept and its impact. Show the successful EU collaboration.	> 12 publications in professional magazines > 15 press releases until project end
Scientific publications	Scientific articles by different Partners will be targeted at the scientific community and other interested stakeholders (on WP2-WP9 outcomes).	> 10 scientific publications



Events	<p>Project events to ensure direct engagement of targeted audiences in the co-creations and wide dissemination of results: 2 online EU level interactive online workshops to present the project and results (at M18 and M30); final conference in M36 (hybrid format); smaller national dissemination events in project countries between M34-M35; workshops in T9.4.</p> <p>All consortium members will present and distribute project information when attending events relevant to the project-related topics (examples provided in T10.3).</p>	<p>Number of attendees - ca. 500 participants.</p> <p>Number of events \geq 21; min. 1500 event attendees.</p>
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13. Conclusions

The principal objective of this deliverable is to present the dissemination and communication strategy based on already elaborated branding materials and promotional channels established until M3.

The dissemination and communication activities in the EuropeanCity² project will be actively conducted in all chosen channels. They are both supported, initiated and disseminated by all Consortium Partners to create a wide net of interested stakeholders.

The report provides a description of the target groups, dissemination tools (digital/printed materials, social



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media channels, website, publications, events, and videos), key performance indicators and the dissemination activities schedule. It ensures a solid framework against successful realization of the EuropeanCity² project in the area of D&C.

Plan for M6-M12:

- Regular update of the website content.
- Regular actions on social media.
- 2 scientific papers to be published.
- 1 podcast recorded
- 1 promotional video videos
- 1 leaflet
- 1 roll-up
- 5 non-scientific publications
- 3 press releases
- 2 E-newsletters
- 7 participated events

Monitoring Indicators (to be measured quarterly):

- Number of page visits to the website.
- Number of references to the project on search engines, number of links/followers/interactions with external entities on Social Media.
- Number of Newsletter's receivers.
- Number of event attendees.
- Number of viewWP of promotional video.
- Number of workshop attendees.

A comprehensive dissemination and communication results report will be delivered in M36.

Furthermore, a brief summary of the dissemination and communication strategy will be created in the form of a presentation to outline the pathway for Consortium Partners to follow in order to achieve dissemination goals most effectively.



Glossary

ACRONYM	FULL NAME
CA	Consortium Agreement
EC	European Commission
EASME	The Executive Agency for Small and Medium-sized Enterprises
GA	Grant Agreement
PC	Project Coordinator
WP	Work Package
TL	Task Leader
DoA	Description of Action
PSC	Project Steering Committee
SQM	Scientific and Quality Manager
DEC	Dissemination and Exploitation Committee
KOM	Kick-off meeting
GER	General Exploitable Result
AB	Advisory Board
PM	Person month
M	Month





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