



Urban Planning and design ready for 2030

D6.2 - Dissemination & Communication Strategy 2

WP6– UP-TAKING - Dissemination, Exploitation, Communication and Sustainability of UP2030

Document Information

Grant Number	Agreement	101096405	Acronym	UP2030		
Full Title		Urban Planning and design ready for 2030				
Start Date		01/01/2023		Duration	36 months	
Project Website		https://up2030-he.eu/				
Deliverable		D6.2 – Dissemination and Communication strategy 2				
Work Package		WP6 – UP-TAKING - Dissemination, Exploitation, Communication and Sustainability of UP2030				
Date of Delivery		Contractual	30/03/2024		Actual	28/03/2024
Nature		Document, report		Dissemination Level	Pu - Public	
Lead Beneficiary		UCCRN				
Author(s)		Anna Baldassarre, Cristina Visconti				
Co-Author(s)		Christina Dolianidi (DREVEN), Karissa Johnosn (MfC), Katherine Peinhardt (ICLEI), Nilofer Tajuddin (RCities), Tommaso Biasetti (ICA), Lorenzo Chelleri (UIC), Perle Petit (VUB), Alice Jelmini (ISOCARP), Maria Lachova (LIF), Denitsa Kozhuharova (LIF), Martina Bogdanova (LIF)				
Reviewer(s)		Catalina Diaz, Trinidad Fernandez, and Constanza Vera (Fraunhofer IAO), Katherine Peinhardt (ICLEI)				
Abstract		This deliverable presents and update to the Dissemination and Communication Strategy of UP2030 project. The purpose of this deliverable is to present the communication and dissemination objectives, players, roadmap, target audiences, messages and implementation measures.				

Document History

Version	Issue Date	Stage	Description	Contributor
0.1	05/12/2023	Draft ToC	Design of table of contents	UCCRN
0.2	11/12/2023	ToC Review	ToC, Summary, and content alignment review	Fraunhofer IAO
0.3	13/02/2024	1 st Draft	First Draft	UCCRN

0.4	18/02/2024	Draft Review	Edit and suggestion on first draft	Fraunhofer IAO
0.5	11/03/2024	2 nd Draft	Second Draft	UCCRN
0.6	26/03/2024	Second Review	Edit and suggestion on second draft	ICLEI
1.0	28/03/2024	Final	Version ready for submission	UCCRN

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Executive summary

As UP2030 progresses into its second year, the Dissemination & Communication (D&C) outlined here encapsulates the dynamic evolution of the project, ensuring that the diverse knowledge co-produced by the project's partners continues to shape the urban environment towards a sustainable and resilient future.

This document outlines an evolved D&C strategy, tailoring its focus to the project's end-users (cities and citizens) and solutions providers. Simultaneously, efforts are made to attract additional city stakeholders, maximizing impact and delivering concrete climate-neutrality solutions.

The updated strategy reflects the project's progress, including platforms and tools for city engagement successfully created in the first year of UP2030, highlighting their potential to serve in inclusive dissemination and communication of project results throughout its duration and beyond.

The first version of this deliverable was submitted in M3 (March 2023) and provided a target-driven roadmap for the consortium in navigating dissemination and communication objectives through a step-by-step approach. The document developed detailed plans for both dissemination and communication strategies, including guidelines for gender inclusivity and the definition of Key Performance Indicators (KPIs) for each dissemination and communication activity.

The current deliverable represents an implementation of the D&C aligned with the project's need to effectively engage and outreach city actors. Guided by this primary goal, the strategy includes UP2030 specific tools (*Learning Action Alliances (LAAs)*, *Notion Platform*, *City Storylines*, and *Neutrality Story Maps*) as key elements to develop a holistic and comprehensive approach that aims not only to inform but to actively involve and empower a wide spectrum of stakeholders, fostering a sense of ownership in the collective pursuit of climate neutrality within urban environments.

Content alignment with other UP2030 deliverables

The UP2030 project fosters exchange and cooperation among partners and deliverables beyond the work packages (WPs) structure. The update of the D&C has been outlined in close collaboration and alignment with WP1, WP2, WP3, WP4, WP5.

Therefore, the content of this document has been developed in cooperation with WP leaders: DREVEN (WP6), Fraunhofer (WP1), Resilient Cities (WP4), ICLEI (WP5) and task leaders: Mapping for Change (WP2, T. 2.3 for the identification of needs for upgrading barriers and drivers of change), ICATALIST (WP4, T.4.2 Learning and Action Alliances' setup and activities, Universidad Internacional de Catalunya (WP5, T.5.4 Training program for Climate neutral and smart cities), Vrije Universiteit Brussel (WP6, D. 6.6 NSMs for the Pilot Cities), ISOCARP (WP6, T 6.3 Exploitation, Standardisation and Market Readiness). The following table lists the deliverables and milestones that were input for this present document and the upcoming ones that could benefit from the content here presented.

Input from	Contributes to
D6.1 Dissemination and communication strategy 1 D2.4 Interactive toolkit for stakeholder engagement in co-design of visions and pathways towards climate neutrality D4.3 Sustained engagement strategy of Learning & Action Alliances to promote the neutrality vision in the UP2030 pilots D6.3 Report on dissemination and communication actions and their impact 1 D4.2 UP2030 implementation plan for the pilot cities 2	D6.4 Report on dissemination and communication actions and their impact 2 D6.5 Report on Dissemination and Communication actions and their impact 3 D4.7 Report on strategic learning in city twinning programmes D4.5 Report on monitoring, evaluation and KPI validation in the 5UP-approach implementation pilots 2 D6.6 Neutrality Story Maps for the pilot cities 1 D6.10 Report on clustering activities with other Mission initiatives 1 D6.12 Sharing UP2030 best practices and policy briefs with the mission's platform
M4 Cities have set-up LAAs M5 Cities run first workshop on needs M6 Cities run second workshop on vision M7 Cities establish user stories	M9 City "Partnership commitments" M10 Cities run third workshop on action M11 Major city twinning "knowledge exchange" event

The primary targets of this deliverable are *Pilot Cities*, *City Liaisons* and partners engaged in the transversal Task Forces (TFs) of UP2030, that have been created during last year to facilitate the cooperation among technical partners and pilot cities. In particular, the document targets partners involved in “Dissemination, Exploitation and the Mission TF”; “Engagement & Vision TF” and the “Strategic Learning and Project Legacy TF”.

The main beneficiaries of the document are partners and stakeholders engaged in the *Learning Action Alliances* (living labs consisting of diverse stakeholders from each city who together go through the various steps of the project), as front-runners in adopting the innovative methodology and tools developed by UP2030. Cities beyond UP2030 could benefit from the methods and tools discussed in this document to achieve dissemination and communication outcomes about climate-neutrality urban policies and actions.

Pilot cities, through the content of this deliverable, can navigate the available tools within the UP2030 project that can facilitate them in several key areas: engaging city stakeholders in participating in the LLA; identifying channels to communicate and disseminate city actions; understanding the opportunities presented by specific tools such as *City Storylines* and *Neutrality Storymaps* to share initiatives, achievements, and citizens' stories; recognizing how the co-produced outcomes, which cities are co-developing with UP2030 partners, will be disseminated and communicated. This overview allows cities to have a comprehensive framework regarding how and where their contributions to the project will be disseminated and communicated, fostering "city ownership" through engagement processes.

This content will play a crucial role in the UP-TAKE stage of the project, serving as a guidepost for the upcoming phases of UP2030, to support the dissemination and communication of project's results, to create partnerships within the consortium, to expand the outreach and high replicability potential of the knowledge components and tools, and to impact the broader community of cities and citizens.

Acronyms

Acronym	Full name
CoP	Community of Practice
D	Deliverable
DreVen	Draxis Research Ventures
D&C	Dissemination and communication
GDPR	General Data Protection Regulation
GSANA	Gender Situation Analysis and Needs Assessment
ICA	I-CATALIST SL
ISOCARP	International Society of City and Regional Planners
KPI	Key Performance Indicators
LAA	Learning Action Alliance
MfC	Mapping for Change
M	Month
NZC	Net Zero Cities
Rcities	Resilient Cities
SME	Small and medium-sized enterprise
T	Task
TF	Task Force
UCCRN	Urban Climate Change Research Network
UIC	Universitat Internacional de Catalunya
VUB	Vrije Universiteit Brussel
WP	Work package
NSMs	Neutrality Story Maps

1. Introduction

The UP2030 “Dissemination and Communication Strategy 2” (D6.2) aims to build on the achievements of the project's first year and adjust the guidelines of “Dissemination and Communication Strategy 1” (D6.1) to meet evolving project needs. This strategy is designed to efficiently communicate project findings and results to a wide range of stakeholders, including cities, policymakers, experts, and the general public coordinating the different tools oriented to the engagement of cities that are being developed and tested within the project.

The dissemination and communication (D&C) strategies (D6.1 and D6.2) are integral to WP6, which is committed to facilitating uptake through knowledge transfer, providing the project's services to the Mission, and expanding the project's twinning to foster enduring Communities of Practice.

While dissemination targets specific audiences such as the scientific community, policymakers, stakeholders, and potential investors, communication aims for broader public engagement, including non-specialists, from the project's outset. Both strategies promote project results but differ in timing, audience, and focus. The initial roadmap for D&C delivered early in the project outlined a comprehensive plan for disseminating project results through publications, reports, workshops, webinars, conferences, and social media campaigns. “D&C Strategy 1” encompassed stakeholder identification, message development, and the identification and development of diverse dissemination and communication channels. It provided a dissemination plan, a communication plan, a strategy to include the gender dimension in UP2030 dissemination and communication, and indicators to monitor and evaluate achievements.

The UP2030 roadmap for Target-Driven Communication and Dissemination, aligned with the Guidelines of dissemination, exploitation, and communication activities of the Horizon Europe Programme (European Commission, 2023) stands as a notable achievement. It outlines the why, how, and what of the strategy, employing a step-by-step approach that significantly contributes to ensuring effectiveness and ongoing evaluation of D&C targets throughout the project.

One of the most significant achievements is the clarity provided regarding the objectives and goals of the D&C strategy within the UP2030 project. This clarification has played a crucial role in enhancing awareness and understanding of the project's objectives and activities among relevant stakeholders and the general public. Furthermore, it has facilitated the uptake and utilization of the project's outcomes by policymakers and other city stakeholders. The strategy ensures that project results are communicated transparently, openly, and in an accessible manner, while also respecting confidentiality, data protection requirements, and gender equality recommendations.

Another notable accomplishment lies in the delineation of steps taken to identify key players, target audiences, and messages guiding the D&C Strategy. By outlining key messages, target audiences, and communication channels based on different project stages, the roadmap has ensured a tailored and effective approach. It has successfully identified key stakeholders to be engaged by partners, particularly those within the consortium of cities influencing relevant local stakeholders affected by pilot demonstrations. Moreover, the roadmap has identified opportunities for synergies with other projects and initiatives, emphasizing collaboration potential with Mission projects. Additionally, it has underscored the importance of considering gender dimensions and inclusivity in all D&C activities.

Lastly, the roadmap has already specified concrete outputs and activities of the “D&C Strategy 1” aimed at achieving identified objectives. These include detailing the dissemination plan, comprising various materials such as scientific and technical publications, webinars, conferences, social media content, newsletters, press releases, and policy briefs. Furthermore, it encompassed the creation of a project website to provide comprehensive information on objectives, activities, and results. The roadmap has also

emphasized the development of infographics and videos to offer accessible and engaging summaries of project findings. Both the website and the graphic materials for the support of communication have been delivered and usefully implemented through the first year. Additionally, a monitoring phase based on key performance indicators for each dissemination and communication activity ensured effective implementation measures.

The "D&C Strategy 2" builds upon the accomplishments of the first year of the project, outlining how the D&C activities, initially described in the roadmap, are further specified and tailored, considering:

- UP2030 actions and tools for stakeholder engagement
- Interactions within the Mission and related projects
- City-oriented communication tools
- Integration of a gender-sensitive and inclusive approach within UP2030
- D&C indicators to evaluate progresses and achievements

Thus, learning from methods and tools implemented by UP2030 to engage *Pilot Cities* through *City Liaisons* and the creation of *Learning Action Alliance (LAA)*, the "D&C Strategy 2" is an updated framework to effectively disseminate and communicate information and knowledge to city actors among UP2030 partners and beyond the project's lifecycle. It offers insights that contribute to the long-term sustainability of knowledge and practices developed within the UP2030 duration.

The document builds on interactions and synergies created during the project's first year, structured around Task Forces (TFs) to enhance collaboration within the consortium, particularly in aiding pilot cities. These TFs foster collaboration across Work Packages (WPs), enabling consortium partners to collaborate in more cohesive, focused teams. This method has yielded positive results, facilitating progress and enhanced support for cities in their activity planning. UP2030 presently operates with five active TFs, with one specific TF dedicated to Dissemination, exploitation & the Mission. The work of this group of partners (DREVEN UCCRN, ISOCARP, ICLEI) is reflected in the organization and development of this Deliverable.

1.1 Purpose and Scope

The scope of the document is to frame the UP2030 approach in proposing a city-oriented communication and dissemination. This approach refers to strategies and tactics tailored specifically to engage urban communities, local authorities, and stakeholders in cities. This deliverable reflects the project's progression, its commitment to adherence to EU guidelines, and the overarching goals for communication and dissemination in the coming years. The purpose of the comprehensive framework is to ensure that both strategies, dissemination and communication work in tandem to maximize the project's long-term scientific and societal impact.

Building on the success of the previous year, the strategy seeks to deepen engagement with the target audience (cities and networks, policy- & decision-makers, NGOs, citizens, vulnerable & disadvantaged/ marginalized groups, Mission & associated projects, scientific community, urban planning experts and small and medium-sized enterprises (SMEs), international standardization bodies and research infrastructures). It identifies how UP2030's engagement tools for cities (*LAA*, *Notion Platform*, *City Storylines*, and *Neutrality Story Maps (NSMs)*) can contribute to spreading project knowledge, fostering collaboration, partnerships, and the creation of lasting communities of practice, and increasing broader public awareness.

1.2 Document structure

The document is organized as follows:

- ❖ Section 1 - Introduction: Description of the purpose, scope, and structure of the document. Key learnings from the previous year for the collaboration within the project's TFs.
- ❖ Section 2 - Dissemination: Stakeholder engagement and strategies for effective dissemination. Detailed insights about LAAs, Notion Platform, publication strategy and synergies with the Mission and collaboration with related projects.
- ❖ Section 3 - Communication: Specific focus on city-oriented communication, including cities' storylines and NSMs. Update on communication tools and activities.
- ❖ Section 4 - Implemented gender dimension: Progresses of the gender-sensitive and inclusive approach integrated into UP2030 dissemination and communication activities.
- ❖ Section 5 - Dissemination and communication indicators: Description of monitoring activities and an evaluation of KPIs. Key learnings from the first year.
- ❖ Section 6 - Conclusion and outlook: Synthesis of the main contents of the D&C strategy 2. Insights into future steps and outlook for the project.

1.3 TF Dissemination, Exploitation and the Mission

Since July 2023, the activities of the UP2030 project have been organized into five TFs instead of WPs to facilitate the smoother implementation and enhance the collaboration among responsible partners. The TF "Dissemination, Exploitation and the Mission" brings together all the activities related to dissemination, communication, exploitation and overall sustainability of the UP2030 results. In addition, it fosters the efforts to create synergies within the cluster and the mission with relevant initiatives in order to maximize the impact and accelerate the cities' vision towards meeting their Mission's goal.

This TF is led by DREVEN and consists of a group of partners (UCCRN, ISOCARP, ICLEI) that support the following activities:

- D&C strategy (UCCRN)
- D&C Activities (DREVEN)
- Collaboration and synergies with the Cluster and the Mission (ICLEI)
- Inception plan of UP2030 (Fraunhofer/RCities)
- Delivery of the UP2030 Exploitation and Sustainability plan (ISOCARP)

The TF activities are scheduled on a monthly basis during the TF meetings, in which the above-mentioned partners and the coordination team members participate. It is optional for the consortium members to attend, if they wish to raise an issue related to these activities.

1.4 Collaboration within the project's TFs

This paragraph aims to align the D&C strategy with overarching project goals and leverage expertise and actions within each TF. In particular synergies have been identified with the “Engagement & Vision TF” and the “Strategic Learning and Project Legacy TF”.

Collaboration between “Dissemination, Exploitation and the Mission TF”, the “Engagement & Vision TF” and “Strategic Learning and Project Legacy TF” is essential to ensure that communication and dissemination action are tailored on stakeholders and foster the uptake of project’s results.

Engagement & Vision TF

The “Engagement & Vision” TF brings together all activities related to city and stakeholder engagement within UP2030. More specifically, it consists of cross collaboration between following tasks:

- T2.3 Stakeholder Engagement
- T2.4 Visioning
- T4.1 Pilot Implementation
- T4.2 LAA
- T6.2 Climate Storymaps

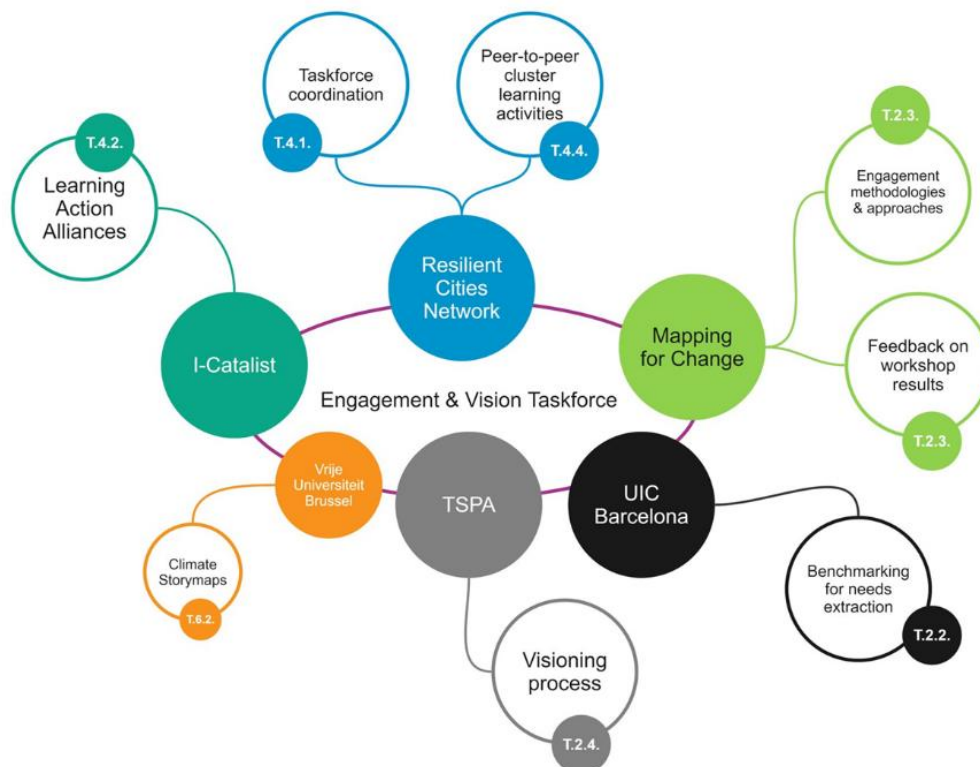


Figure 1: The Engagement & Vision TFs

T2.3 Stakeholder Engagement

Through this task, cities were empowered with the approaches and methods for inclusive stakeholder engagement through the toolkit. Cities also received training for the design and implementation of the needs assessment workshops. This task ensures that cities are considering the engagement of diverse groups of stakeholders in every phase. The engagement roadmap created within this task tracks and anticipates the engagement of stakeholders over the course of the project.

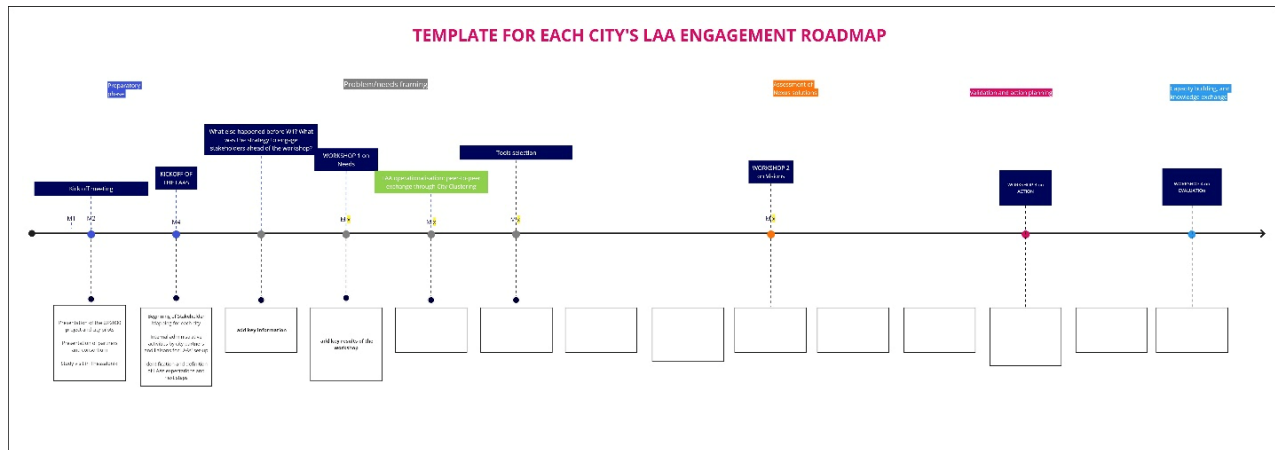


Figure 2: Template for each city's LAA Engagement Roadmap

T2.4 Visioning

The visioning and adaptive pathways phase is a crucial step in the pilot implementation methodology. Requiring alignment with the need's extraction, selection of tools, KPIs and aims of the pilot, the visioning process has been consolidated into a clear guide for cities to follow. Pilot Cities in UP2030 are currently implementing their vision workshops between January – May 2024.

T4.1 Pilot Implementation

This task forms the organizational backbone of this TF. Working processes with the cities are created in this task, for example, the storylines, work planning, and city support meeting structures. This task guides the overall scope and interventions implemented by the “Engagement and Vision” TF.

T4.2 LAAs

LAA's consist of the core city-wide collaboration models created by the pilot cities to steer their projects. Through this task, cities receive guidance and training on how to map, approach and co-create with their local stakeholders and build lasting partnerships.

T6.2 Climate Storymaps

Climate storymaps are powerful visually and data-rich communication tools that cities can use to engage and co-create with their stakeholders. Through this task, cities are currently receiving training to understand points of entry and the scope of the storymaps in their project contexts.

Strategic Learning & Project Legacy TF

A TF “Strategic Learning & Project Legacy” has been created for UP2030 and held multiple meetings to date (Aug 2023, Nov 2023, again in Nov 2023 during the General Assembly, Dec 2023, Jan 2024). The TF consists of 2 parts: a) Strategic Learning, and b) Project Legacy.

The **Strategic Learning** part of the TF aims to empower the community of practice (CoP) by:

- Enhancing their understanding of the climate neutrality and urban resilience approaches developed in the UP2030 project.
- Cultivating commitment to taking action in order to achieve the goals outlined in their respective roadmaps.
- Fostering collaborative knowledge co-development and experience exchange through mechanisms such as peer-to-peer learning and city twinning.
- Encouraging the dissemination of acquired knowledge and insights through various channels, including publications and a structured learning programme.

Meanwhile, the **project legacy** aspect is designed to assist cities and practitioners in:

- Replicating and applying the successful approaches tested and implemented in the UP2030 cities.
- Tailoring the selection of solutions to align with their specific contextual needs, thereby increasing the likelihood of successful replication.
- Offering valuable policy and financial recommendations to facilitate the replicability of these solutions within different urban settings.
- Facilitating connections and partnerships with other initiatives and mission on adaptation.

Based on the TF “Strategic Learning & Project Legacy’s” work plan for the years ahead, the UP2030 TF “Dissemination and Exploitation” has multiple targeted opportunities to engage with and support these activities, particularly with regard to:

- Development and testing of the service platform (led by ICLEI)
- Communication of the policy recommendations (developed by ADELPHI)
- Communication of tools developed by service providers, e.g. spatial justice tool (developed by TUD, UCAM, CIRCE, Deltares, METU)
- Disseminating city twinning activities (led by RCities, ICA, MfC)
- Drawing on replication highlights to be included in service platform to create written content for the UP2030 website, newsletter, and/or social media

2. Dissemination

At the core of the UP2030 project lies a commitment to open communication and collaboration, recognizing that achieving climate neutrality in cities requires collective action, informed by diverse perspectives and fuelled by shared knowledge. This chapter explores a multi-pronged approach to ensure the project's impact extends beyond its immediate partners and activities.

The critical role of stakeholder engagement in driving inclusive decision-making, collaboration, capacity building, and policy alignment is emphasized within the UP2030 project. The dissemination strategy strategically aligns to enhance stakeholder engagement efforts ensuring comprehension among stakeholders involved in urban planning and design projects, members of LAAs, city officials, policymakers, researchers, and individuals interested in promoting climate neutrality and sustainable urban development.

Diverse channels and customized approaches empower stakeholders to make informed decisions, bridge knowledge gaps, and contribute actively to net-zero goals. The dynamic evolution of dissemination tools, exemplified by the Interactive Toolkit for stakeholder engagement (see section 2.1.3), underscores a collaborative and adaptive approach to knowledge sharing within the UP2030 consortium.

The innovative Notion Platform serves as a central hub for information sharing and engagement, empowering diverse stakeholders to participate in co-creating climate-neutral pathways. Its impact resonates in pilot cities, facilitating the exchange of learnings. Actively promoted through various channels, its potential for wider dissemination is explored, recognizing its power to accelerate knowledge diffusion.

Publications hold an important place in ensuring research findings reach scientific audience. Through a collaborative approach involving academic partners, key scientific results are identified and exploited for publications, informing future sustainable urban development efforts.

Building synergies with other mission initiatives is crucial for amplifying impact. UP2030 through a roadmap for collaboration with the mission and related projects actively promote the sharing project outcomes, identifying cross-cutting themes for advancing climate-neutral solutions.

This section paints a multifaceted picture of the dissemination strategy. Knowledge sharing, inclusive engagement, and collaboration are essential ingredients for the success of UP2030 and the broader movement towards climate-neutral cities.

2.1 Disseminate to Engage

Dissemination is utilized as a powerful tool to stimulate engagement. Through diverse channels such as workshops, the Notion platform, and other project-generated resources, disseminating knowledge serves as a means to foster meaningful engagement. This approach is designed to not only inform but also actively involve UP2030 pilot cities and target stakeholders. By sharing insights, facilitating discussions, and providing access to valuable resources, the aim is to cultivate a collaborative environment where stakeholders are not mere recipients of information but active participants in shaping the trajectory of sustainable urban development and in the project's objectives. Through these dissemination efforts, opportunities for dialogue, collaboration, and co-creation are created, driving greater engagement and impact across the project community. The target audience encompasses stakeholders involved in urban planning and design projects, members of LAAs, city officials, policymakers, researchers, and individuals interested in promoting climate neutrality and sustainable urban development.

2.1.1 Stakeholder engagement

As stated in the [D4.3 “Sustained engagement strategy of Learning & Action Alliances to promote the neutrality vision in the UP2030 pilots” developed by ICA](#) stakeholder engagement within the UP2030 project is essential for inclusive decision-making, collaboration, capacity building, knowledge sharing, communication, and policy alignment. This D provides a detailed description of the methodology and proposed actions for engaging the relevant stakeholders in the project activities. Moreover, the Engagement TF – led by RCities - encloses all activities related to city and stakeholder engagement within UP2030.

The project’s communication strategy focuses on enhancing the stakeholder engagement process. The project communicates through its channels using plain language to ensure comprehension by all readers, regardless of their background, providing information related to the UP2030’s activities. In addition, the implementation of the engagement activities is supported by the communication & dissemination team of the project in terms of production of relevant materials or any other contribution required.

During the initial 14 months of the project, 12 workshops were conducted across nine cities. Communication regarding these endeavours have been diligently facilitated, emphasizing inclusivity and the efficient dissemination of workshop outcomes.

2.1.2 Learning & Action Alliances (LAAs)

LAAs, operating at the city scale, bring together diverse stakeholders. Stakeholder engagement is essential for inclusive decision-making, collaboration, capacity building, knowledge sharing, communication, and policy alignment within the project. Integrating LAAs enhances stakeholder involvement, ensuring a comprehensive approach to challenges. This fosters inclusive decision-making and efficient collaboration among project participants. LAAs also play a vital role in capacity building and knowledge sharing, contributing to disseminating key information and increasing awareness among involved parties. Leveraging LAAs provides effective communication channels tailored to various audiences. They serve as a platform for promoting climate science, emphasizing scientific consensus, and highlighting the benefits of decarbonization.

Workshops, an effective tool for stakeholder engagement, are central to UP2030's participatory approach. They significantly contribute to delivering expected outcomes and impacts within each LAA.

The implementation of the LAAs in the UP2030 pilot cities is already providing us with several key lessons learned that could be integrated into the D&C Strategy. The LAAs are where the core of UP2030’s stakeholder engagement is taking place and as such, stories need to be captured and disseminated.

Specific lessons vary from pilot to pilot, though some general lessons can already be distilled, for instance:

- For LAAs to become an active alliance for learning and action, project owners need to dedicate time and resources. There should also be somewhat of a clear initial scope so that stakeholders know why they are being engaged/what they're participating in.
- LAAs can include a wide variety of stakeholders, from technical experts from across different departments of the city administration or connected public agencies to NGOs, local centres, private businesses, and citizens. As such, the LAA group should not be seen as a “closed” one, but rather a permeable group of local stakeholders.
- LAAs are formed by a “core group” and a more “general group”. The core group includes actors that can commit the most time and resources. The core group of LAA stakeholders normally includes at least a few city departments connected to urban/environmental planning and policy.
- Cities need to play an active role in pushing the LAAs and their engagement activities as part of the pilot. In this context, “city ownership” of the process is very important.

The four milestone workshops (Needs, Visioning, Action, Replication) that cities need to deliver within UP2030 are key spaces where LAA stakeholders get to interact and work together. In between these events, it is key to provide follow-up and ensure that the momentum created is not lost, for instance organizing additional engagement (e.g., interviews, urban walks etc.). Another key lesson that has emerged is that each of the above four phases will likely result in more than just one engagement. As of February 2024, most cities delivered two workshops for the identification of needs and are in the process of delivering two workshops to co-shape visions. Even then, the process of needs and visions' identification does not necessarily conclude with these workshops.

Specific LAAs' insights would be best showcased through written case studies or videos with key members of each LAA. For dissemination to reach its full potential, there is a need to go down to the pilot/LAA level. Contents co-produced within LAAs are suitable for joint publications about Pilot cities and the implementation of technical tools in case-specific tests.

2.1.3 Notion Platform

Notion is a flexible platform that provides the capability to gather, organize, and present information using modular elements. It plays a crucial role in the stakeholder engagement process within UP2030. Externally, it houses the 'Interactive Toolkit for Stakeholder Engagement,' a resource that facilitates and guides engagement activities. Internally, Notion is utilized to compile descriptions and findings from various cities' engagement activities.

The launch of the 'Interactive Toolkit for stakeholder engagement in the co-design of visions and pathways towards climate neutrality', as detailed in D2.4 Interactive toolkit for stakeholder engagement in co-design of visions and pathways towards climate neutrality, led by MfC, marked an important milestone in UP2030's D&C. Introduced as a publicly accessible online resource, the toolkit extends beyond the consortium, serving as a valuable knowledge repository for actors interested in advancing their socio-technical transition towards net zero. Deeply rooted in the UP2030 methodology, the toolkit illustrates the order and process of engagement, providing clear guidance and situating it in the wider UP2030 process.

Designed for ease of use to attract the widest possible audience, the toolkit provides instructions on deploying tangible, tested engagement methods. It facilitates targeted engagement with a wide network

of varied stakeholders to extract needs, barriers, and drivers for change, and to co-create visions and adaptive pathways. By nature, therefore, the function of the toolkit is to promote knowledge sharing.

It provides tailored engagement methods to elicit insights from diverse stakeholder types, ensuring inclusivity and adaptability. The toolkit offers inclusion considerations and adaptations for engagement to reach underrepresented groups, fostering a more comprehensive and equitable participation process.

Its dual function as both an external and internal resource has proven to be extremely valuable. The UP2030 pilot cities play a crucial role as the initial testing ground for this resource. This enables other cities to draw inspiration from their experiences upon wider dissemination. The resource also serves as a guiding compass for pilot cities as they navigate ongoing engagement efforts during the co-visioning phase.

Originally known only to cities and liaison teams, the toolkit was officially presented to the entire consortium during the General Assembly Meeting in Lisbon in November 2023. This broader introduction allowed all partners to gain insights into the ongoing progress in city engagement. Subsequently, the toolkit has undergone further development to integrate the outputs of cities' engagement activities, i.e. identified needs and barriers. The toolkit will feature regularly updated timelines of cities' activities, enabling observers to monitor cities' progress and the integration of their learnings with the implementation of new methods.

The recent use of the toolkit in a comprehensive review of cities' engagement strategies underscores its practical impact. Cities received tailored suggestions on method implementation, to address knowledge gaps and further develop their engagement work. The toolkit empowered cities to explore and compare methods independently, facilitating informed decisions as they progress on their engagement strategies.

While the toolkit's impact so far has been valuable, its full potential remains untapped, as it continues to evolve with updated knowledge. The toolkit's invitation for external actors to contribute their own methods fosters a two-way dialogue between users and the UP2030 consortium, enriching its utility over time. As it evolves, the toolkit holds promise to accelerate the dissemination and communication of UP2030 knowledge and strategy, exemplifying a collaborative and evolving approach to stakeholder engagement in the pursuit of net-zero goals.

News about the toolkit has been disseminated through a press release, blog post on the UP2030 website, and posts on official social media channels. To enhance its outreach, pilot cities can be invited to create materials in their local languages, signposting observers to their dedicated city journey page within the toolkit. Ongoing discussions about expanding the scope of the Notion platform present opportunities for additional uses and, consequently, further dissemination of the toolkit as a valuable resource.

2.2 Publication strategy

As per the grant agreement, UP2030 should be able to produce at least 30 scientific peer-reviewed quality publications, and 20 more technical papers from the project provided solutions. The management and coordination of all partner efforts related to the publication strategy, DREVEN – WP6 leader - assumes responsibility. To achieve optimal results, ensure the harmonization of project activities, and avoid overlapping, a project group has been formed. This group includes ISOCARP and UIC, collaborating with DREVEN. By combining the expertise and responsibilities of each partner within UP2030, they contribute to shaping and implementing the project's publication strategy.

However, the publication strategy is also closely linked to the exploitation of commercial and scientific results of UP2030 led by ISOCARP (as part of WP6). Both organisations will therefore collaborate, together with the academic partners, and support the ongoing activities and efforts of the publication

strategy led by DREVEN. To this regard, ISOCARP will be responsible to look at the research themes and identify the scientific results that have the potential to be published and exploited, and which partners are working on it. From another side, UIC also expressed the willingness to support the publication strategy by facilitating the process of deciding which content could be published in which journal, book chapter or special issue.

The work on publication strategy started during the annual assembly in Lisbon (Nov. 23) where all the partners were introduced to a step-by-step process to gather: 1) all partners' already-presented papers and conference presentations, 2) all partners' already-obtained raw data and results that could be published, and finally 3) experienced members wishing to contribute to editorial activities (as editing special issues or books). Partners' contributions were collected and after an editors' meeting, a strategy for publication was defined. Because of the number of papers to be published and time constraints – and also in the light of the project coordination challenges among so many partners working in ten cities simultaneously - it was decided to speed up the publication of the project results without framing any specific project special issue, but supporting all the partners in maximizing their own contributions in term of publishing individually accordingly to each partner experience and field. Some special issues could still be proposed, as TU Delft organized a symposium on spatial justice, mentioning and inviting all the partners in contributing to it and to the special issue which will be launched from that event.

2.3 Synergies with mission and collaboration with related projects

As part of Task 6.4, collaboration with the Mission and related projects remains central to WP6 activities. To this end, a *Roadmap: Collaboration with the Mission and related projects* has been prepared and workshopped in order to lay out concrete action points to interact meaningfully with projects like CLIMABOROUGH and RE-VALUE; core stakeholders of Net Zero Cities (NZC) and the Mission Secretariat; as well as other missions and related initiatives (e.g., Covenant of Mayors, Scalable Cities, Smart Cities Marketplace, etc.). The Roadmap outlines these major objectives:

- enhance dissemination and maximise impact for the project outcomes for the cities, and identify cross cutting themes across the three Mission Projects, and
- raise awareness and impact of the projects to the Mission.

For the first objective, the main target audiences are the “core cluster” of CLIMABOROUGH and RE-VALUE as well as cities involved in UP2030. For the latter, the audiences are broader, and include the remaining audiences of NZC, the Cities Mission Secretariat, Mission Adaptation, and other initiatives like the Covenant of Mayors, Smart Cities Marketplace, Scalable Cities, and more.

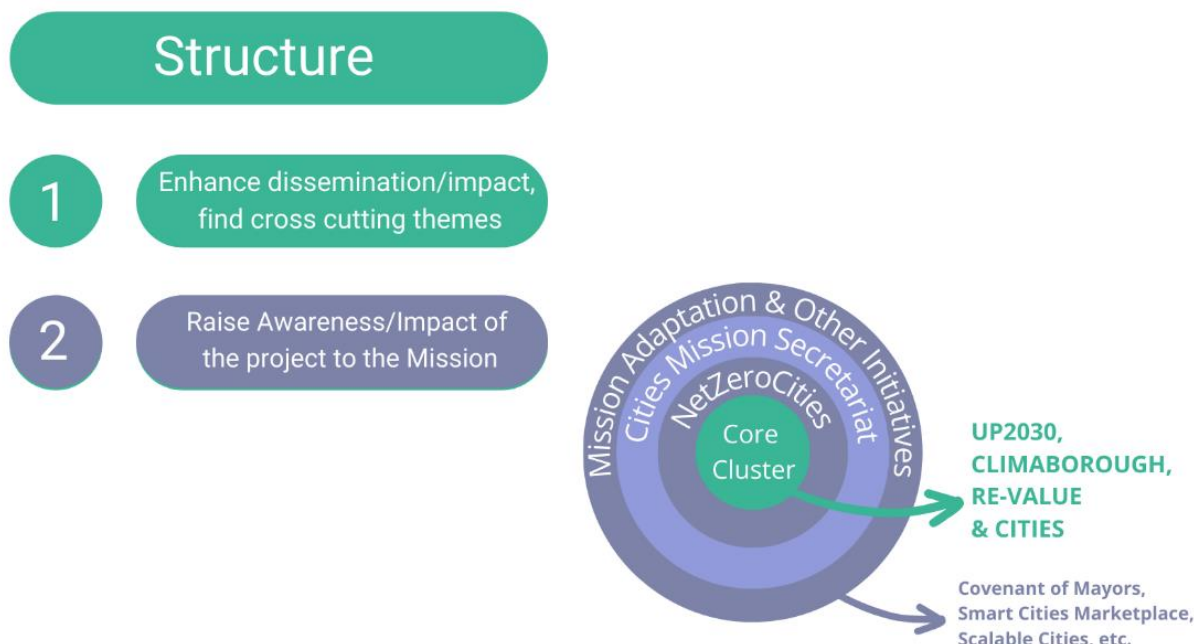


Figure 3: UP2030 mission and collaboration structure

Some of the key activities are:

- With core cluster
 - Regular clustering meetings with the projects within the same cluster Re-VALUE and CLIMABOROUGH
 - Simultaneous/joint presence at one event per year at least (e.g. EURESFO annual meeting, NZC annual conference)
 - Invitations to the UP2030 final conference
 - Organization of presentations, exchange sessions among pilot and follower cities
 - Presentations/exchange sessions among pilot and follower cities
- With NZC, Cities Mission Secretariat, Mission Adaptation, and other initiatives
 - Sharing and dissemination of project outcomes, deliverables, and resources on the NZC portal
 - Common publications/policy briefs
 - Sharing of relevant news, deliverables, or activities with key stakeholders in related mission projects in the form of “dissemination packages” that include relevant messaging, graphics/images, and links

D6.10 Report on clustering activities (ICLEI lead) will serve as the culminating deliverable resulting from these activities, describing which of the above action points were taken, and the outcomes of clustering and collaboration with the aforementioned projects, initiatives, and missions.

3. Communication

In [D6.1 - Dissemination and Communication Strategy 1](#) it is described that the overall goal of communication is to raise awareness and promote the UP2030 activities and results to the identified target audiences, which are citizens, stakeholders, vulnerable, disadvantaged or marginalized groups and multipliers – such as local/national press. The effective communication of the project's outcomes and progress is key to ensure that the consortium's effort achieves the maximum impact. In the following sections is stated the communication plan for the major activities and results, identified by the project, as crucial to be appropriately promoted.

3.1 Cities-Oriented Communication

In UP2030, City oriented communication has taken place in structured meeting & reports. These spaces were used to disseminate project information to the city teams as well as receive updates from city teams to be disseminated via communication channels to wider audiences. Additionally, these spaces have also been used to plan and brainstorm ways of engaging city stakeholders in the pilot projects.

- Bi-monthly cities & liaisons office hours:

Initiated in February 2023, WP4 led by RCities has organized bi-monthly Office Hour meetings for Cities, Liaisons and associated technical partners to facilitate learning and exchange of city progress, project-wide milestones, process and lessons. Each office hour was customized to align with the needs or phase that the cities find themselves in. For example, in February 2023, the Office hour focused on the city storyline, stakeholder mapping and work planning phase. While in other Office Hours, we focused on city presentations on their needs workshops and trainings on setting up a robust LAA. Through these office hours, cities received examples from their peers and well as tools & information from the technical partners on how best to design and implementations stakeholder engagement workshops, interviews through a variety of methods and approaches. This series extends in similar fashion into 2024 & 2025. Bi-monthly meetings have been essential to understand city progress and milestones that have then been communicated via UP2030 social media channels. There is regular feedback between the cities, liaisons, technical partners and the communications team.

- 1-to-1 support to cities

In addition to the above, cities received tailor made support and advisory services from technical partners to contextualize UP2030 processes into their own environments. The group collective reflected on the challenges faced by the cities in addressing topics such as climate neutrality, resilience and just transitions and supported cities in tailoring these topics per stakeholder group engaged. Through the 1-to-1 support, cities are in the process of customizing stakeholder engagement and communication methods that help disseminate UP2030 to wider city audiences. There is regular feedback between the cities, liaisons, technical partners and the communications team.

Through these conversations, cities also shaped their city storylines and synthesized the results of their engagement activities. This is being mainstreamed a monthly Implementation session in 2024.

3.1.1 Cities' Storylines

At the beginning of the project, city storylines were developed as an essential narrative tool to track the evolution of the city's project within UP2030. In the first version developed under D.4.1 UP2030 Pilot Implementation Plan for the pilot cities 1 submitted in March 2023, each city developed a storyline

explaining the history and context of the pilot, its spatial and social characteristics, challenges and opportunities identified, current approaches and actions, important stakeholders, and the needs and aspirations within the UP2030 project. This version was essential to establish the complex systems within which the pilots are situated on a day-to-day basis. This ensured that we identified interconnections and dependencies which needed to be aligned with over the course of the project. The city storyline was used by technical partners within WP4 and other WPs as a database. For example, the stakeholders identified within the storyline were further developed in the stakeholder mapping for the LAA. Similarly, the storyline was used by WP3 to identify connections between the aims of the project and potential tools that can be matched. The storyline has also been an essential communication resource for dissemination of project to a wider audience.

In the second update made in December 2023, cities further elaborated on the progress made within UP2030, more specifically on the outcomes of the needs analysis phase (workshops and other engagement activities), the current status of its LAA and tools selections, and the preliminary design of its visioning phase.

The city storylines are planned to be updated annually to showcase how each pilot has evolved with support from the technical partners in UP2030. The storylines are valuable resources that feed into the project website, project social media communication as well as a resource that cities used to disseminate their progress to their municipal teams and stakeholders. There is further discussion to create end reports using the city storylines, to be used as communication material of the city's process and journey in UP2030.

3.1.2 Neutrality Story Maps

As a communication and engagement tool, a series of city-specific digital storytelling platforms will be co-developed with the pilot cities to connect citizens with local climate-neutral initiatives and actions and mainstream the climate-neutral agenda. These platforms, NSMs, will function as interactive web-based tools, integrating maps, multimedia (images, video, voice clips), and text to seamlessly involve citizens in local climate-neutral efforts and enhance city planning and urban redevelopment. The NSMs provide a dynamic and immersive storytelling experience, simplifying complex information to appeal to a broader range of stakeholders compared to traditional engagement methods, while also improving communication among various stakeholders.

In city planning and urban redevelopment, leveraging digital storytelling methods offers a unique opportunity to effectively communicate climate neutrality goals and project information. Additionally, it provides a platform for citizens to share experiences and contribute to the ongoing dialogue. Our focus is on engaging citizens within their own cities, showcasing current initiatives, and presenting future urban management plans. The NSMs will serve not only as a repository for city-driven initiatives but also as a space for citizens to share their stories. Furthermore, our initiative extends beyond city borders, fostering interaction and information-sharing among citizens across different European cities. This digital tool aims to construct a compelling narrative, explaining both the city's challenges and the imperative for climate neutrality and forecasting potential consequences and/or showcasing the positive impact of climate neutrality initiatives. Moreover, it will actively promote city-driven initiatives and include calls to action, encouraging citizens to participate in shaping a sustainable future.

3.2 Communication tools and activities management

The project's communication tools are described in [D6.1 - Dissemination and Communication Strategy 1](#) and updated information have been provided in [D6.3 - Report on Dissemination and Communication actions and their impact 1](#). They aspire to facilitate disseminating activities and ensure consistency in the communication of UP2030's concept, objectives, and results and are briefly mentioned below:

- Visual identity
- Project website
- Social media
- e-Newsletters and email campaigns
- Press releases
- Innovation portfolio
- Communication kit

In the framework of UP2030, the consortium is diligently working to leverage all available tools and consistently update them to meet the project's need. Thus, the updates occurred since the last report in the submission of D6.3 are the following.

3.2.1 Blog post

The content of the UP2030 website is enriched with the blog post page. At the moment, three blog posts have been published on the project's website, covering the following topics:

- [Why Social Equity Matters in cities response to climate change](#)
- Toolkit for Stakeholder Engagement towards Carbon Neutrality
- Belfast City joining forces with Design Clips within UP2030 project

Table 1 presents the allocated months per partner to prepare a blog post, from M16 (April 2024) to M36 (December 2025).

Month	Partner	Month	Partner	Month	Partner
M16	UCCRN	M23	CERTH	M30	LNEC
M17	Rcities	M24	DELTARES	M31	LIF
M18	ISOCARP	M25	LINKS	M32	VUB
M19	ICATALIST	M26	UPV	M33	ETH
M20	DREVEN	M27	ADELPHI	M34	LISBOA

M21	UIC	M28	TSPA	M35	GGGI
M22	TUD	M29	CETAQUA	M36	Fraunhofer– Coordination Team

Table 1: Blog timetable

3.2.2 Newsletter & press releases

The newsletters of the project are utilized to disseminate the key results of the project to relevant stakeholders and target audiences, and it is foreseen to circulate 12 newsletters throughout the duration of the project. [The first newsletter of UP2030](#) was circulated on M12 (December 2023). The timetable for the upcoming releases is on a bimonthly basis and newsletters will be published on M14, M16, M18, M20, M22, M24, M26, M28, M30, M32, M34.

To enhance the project's visibility in the media, the consortium will publish an additional three press releases – apart from [the first one](#) - to communicate key results and milestones of UP2030 project. The estimated date of their publication is M21, M28 and M36.

Moreover, additional tools will be utilized to foster the visibility of the cities' actions during the lifespan of the project. Indicatively, promotional videos will be published by M16 for all pilot cities in the cities' dedicated page in the UP2030 website.

3.3 Key Learnings

Analysing the dissemination and communication activities of the UP2030 project in the first year, several key learnings have emerged. One crucial aspect is the significant impact of active involvement from all partners. The comparative advantage of the project lies in its composition of 47 partners with diverse expertise and background. This extensive consortium provides a unique strength, allowing the project to tap into a broad network of stakeholders and a wider audience. Collaborative efforts among the members of the consortium have proven essential in effectively communicating project goals and updates to the public. This inclusive approach not only enhances the dissemination process but also fosters a sense of shared responsibility and commitment.

Furthermore, an important aspect that requires strengthening is the collaboration among partners and between the TF of "Dissemination, Exploitation and the Mission" with other TFs. This collaboration is essential to ensure that communication activities are aligned with recent project developments, effectively convey the main results in a comprehensive manner to a wider audience and maximize the impact of the project's efforts. By enhancing coordination and synergy between these entities, the project can optimize its communication strategy, foster a cohesive approach and ultimately achieve a more impactful outreach to various stakeholders and the general public.

An integral approach for bolstering the visibility of the project involves active participation in major events, conferences, workshops and similar forums. During the first year, the project successfully engaged in more than ten significant events, spanning various areas of UP2030, including climate neutrality, urban planning and smart cities. These events serve as pivotal platforms for expanding the project's network, fostering collaborations with other pertinent initiatives, and exchanging best practices. By participating in these, the

project not only amplifies its presence but also capitalizes on the opportunities to build synergies, establish valuable connections, and contribute to the broader discourse within relevant domains.

4. Implemented gender dimension in UP230 dissemination and communication

4.1 Approaches to Monitoring Gender Participation

A central undertaking in the UP2030 project thus far has been Task 2.3, titled 'City & Stakeholder Engagement for the Identification of Needs for Upgrading, Barriers, and Drivers of Change.' In addition to institutional, private, and governmental actors, local citizens were identified as key stakeholders, forming a focal point around which the engagement strategy should be developed. Initial engagement activities, primarily involved internal municipal stakeholders, commencing in March 2023 (M3), and continuing until August 2023. As cities sought to expand on the insights gained from these initial activities and incorporate residents and communities more closely into the UP2030 process, a review process was initiated in September 2023 to assess their engagement approach thus far and inform the next stage of the project's engagement – 'Co-designing pilot shared visions and adaptive pathways for transformation'.

A guiding pillar of UP2030 is the concept of a 'just transition.' In the context of engagement, this principle is interpreted to prioritize diverse participation as a primary goal, considering factors such as gender, age, ethnicity, and socioeconomic status. The ongoing UP2030 Gender Situation Analysis and Needs Assessment (GSANA) investigates the needs and involvement of individuals of different genders and their interaction with the project. It also considers how gender intersects with other social, political, and cultural identity factors. Therefore, to support both the engagement and GSANA tasks, the engagement review process specifically focused on evaluating and broadening participation from various resident communities and identities. This approach was intended to be reinforced by utilizing demographic data pertaining to the participants of engagement activities. Using this data, the aims were to identify less engaged groups for targeted participation efforts; validate cities' engagement participation against the local cultural makeup to ensure a representative sample; and discern trends or specific needs applicable to distinct groups in the community. City partners were asked to provide aggregate demographic data for their respective pilots to establish a baseline which could be compared against.

Our data-driven, inclusive approach recognizes that engagement, communication, and dissemination are intertwined. It aims to effectively address the needs of the entire community in the pilot area and ensure the targeted dissemination of outputs and interventions within communities that stand to benefit the most. By tailoring engagement strategies to diverse demographics and focusing on the appropriate adaptation of communication styles across various activities, cities foster a more productive dialogue, strengthening the overall reach of the UP2030 project within resident communities.

During the initial engagement phase, some cities identified specific communication needs related to informing the public about climate issues, existing local programs and the UP2030 project. For instance, Belfast aimed to educate residents on existing active travel infrastructure and retrofitting schemes. However, as cities sought to improve their communication, they faced challenges due to a lack of existing, effective communication channels linking communities with local government. Cities also reported encountering this limitation during past climate and community projects. Moreover, the absence of data to understand the behaviour and attitudes of target groups within the community presented additional challenges. Cities felt unable to customize their communications effectively to resonate with residents' perspectives. Recognizing these hurdles, cities acknowledged the need for more adaptive communication strategies when engaging with residents.

According to our initial GSANA methodology design, cities used a standardized survey template during engagement workshops to collect information on participants' gender, age, race, and religious background. In accordance with the General Data Protection Regulation (GDPR), participants were offered

consent forms and opportunities to decline providing personal data, as well as to request the removal of their data at any time. Data collection and processing adhere to the principles of data minimization and purpose limitation.

The purpose of this data collection was to track the demographics of those involved in UP2030 and compare them to existing profiles of the pilot areas. This process enabled cities to pinpoint and prioritize key stakeholders and traditionally marginalized groups, thereby avoiding overrepresentation of any single group. Based on the identified target groups, cities could also tailor communications to effectively engage specific audiences.

However, as engagement activities became less structured over time, our data collection methods proved less effective. This was primarily because of the limited recordkeeping for brief, informal engagements, which hindered cities' ability to adhere to proper data collection processes. Additionally, some cities leveraged external events to promote UP2030, where they lacked control over the format and programming, further impeding data collection efforts. Moreover, hesitancy among participants to share personal data resulted in some exercising their right to refuse data provision.

In response, the Engagement TF identified detailed stakeholder mapping as an alternative method for strategically targeting sections of the community. The task force emphasised the importance of turning stakeholder maps into dynamic documents that cities would routinely revisit and use to solicit contributions from stakeholders. The goal was to continually incorporate new contacts, assess the weighted contributions of each stakeholder type, and use the resulting maps to guide how cities communicated their pilot objectives, engaged with stakeholders, and disseminated the outputs of their activities.

Some pilots had overarching objectives requiring specific groups to be targeted. For instance, Istanbul's focus on improving micro-mobility infrastructure highlighted the need to target women and young people who are less likely to drive their own vehicles. This emphasis was reflected in the stakeholders they mapped, inviting and including them in future engagement activities accordingly. Special attention was also given to identifying groups most at risk or most likely to be disproportionately impacted by cities' interventions.

As cities sought to reach wider audiences, consideration was given to the structure, tone, and methods used in their activities. Early workshops primarily engaged internal stakeholders familiar with climate initiatives, well-versed in jargon, and knowledgeable about local policies. Representation of residents and communities, in terms of participation in workshops, largely operated at an institutional level, or staff from NGOs or other organised groups. By design, these spaces were relatively formal settings, scheduled during typical working hours with limited event publicity. Fuzzy Cognitive Mapping, along with other collaborative exercises, was employed to gather needs, barriers, and drivers, presenting a complex task even for participants familiar with climate policy. These methods and approaches were not suggested as appropriate for resident community engagement as they could discourage participation, especially among marginalized groups.

Therefore, in communicating with the public, city teams needed to structure and advertise activities and convey their goals in an accessible manner that resonated with the community and addressed individual resident needs. The 'Interactive toolkit for stakeholder engagement in the co-design of visions and adaptive pathways towards climate neutrality' was employed to identify inclusive and creative engagement methods, supporting this aim. Within the consortium, masterclasses and one-on-one support were provided to give cities a better grasp of climate jargon, the ability to simplify these terms, and enhance their general facilitation skills.

In conclusion, our efforts to enhance communication between cities and residents have improved and integrated inclusivity into the UP2030 engagement approach. Cities and liaisons have also been upskilled to be more confident presenters and facilitators. These changes allow for a more meaningful exchange of knowledge to support the upcoming co-visioning pathways phase. We foresee that this will support effective communication campaigns within pilot cities, promoting existing resources to communities in need and showcasing past actions by local governments related to climate. Through these efforts, we aim to build the relationship between city teams and a more informed community to promote active engagement in future UP2030 processes from traditionally less-engaged groups.

4.2 Data Protection and Compliance

The project is implemented in full compliance with Regulation (EU) 2016/679 of the European Parliament and of the Council (the GDPR)¹ and, taken into account that the team of Law and Internet Foundation has a great expertise in the field of data protection matters related to implementation of projects, the relevant experts place respective safeguards for the access to and the use of personal data, and monitor for their execution by the consortium partners. With regards to participation of individuals in the project activities, it should be noted that the personal data collection and processing approach will comply with the GDPR. All personal data will be processed in upon Art. 6 and Art. 9 of the GDPR. Processing of data will be subject to appropriate safeguards to make sure that technical and organisational measures are in place for the principle of data minimisation to be respected.

To ensure ethical involvement of persons as per the ALLEA European Code of Conduct for Research², the respective partner responsible for the performance of each activity will seek support and advice by the legal and ethical lead partner Law and Internet Foundation (LIF) to ensure that the ethical framework of the project is duly followed. Furthermore, any partner of the project team that is involved in human participation activities will need to follow a number of requirements some of which are outlined below:

- Human participation in the UP2030 project does not plan to involve vulnerable participants. In addition, only participants who are adult and able to provide consent on their own will be engaged.
- Receipt of ethical consent for participation: no project activity entailing human participation will be conducted without a receipt of consent on behalf of the respective participant.
- Ex-post anonymisation of the identity of the human participants: to protect the identity of the research participants and further enable them to securely participate in all envisaged activities, anonymisation of the research findings will be guaranteed. This will further contribute to the compliance with the no harm principle.

Additionally, there are several ethical issues which may arise with respect to the project implementation, and which will be comprehensively addressed by the project consortium. One of the ethical issues which may arise is related to the potential data misuse. In this regard, the consortium members will adopt a structured data protection plan, which will address the concerns regarding the access to and the use of personal data collected within the execution of the project tasks and will provide concrete measures to mitigate the potential risks.

¹ <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

² <https://allea.org/code-of-conduct/>

Another ethical risk might occur regarding the potential disclosure of highly sensitive personal information by the participants in the project events. In this regard, all the data collected with respect to the events, will be pseudonymized to a degree that does not allow the identification of the persons participating in these project activities.

Gender mainstreaming

The UP2030 consortium will guarantee conformity with the principle of equality between all men and women, striving to comply with the priorities set out in both the Gender Equality Strategy 2020-2025³. More specifically, equal involvement of all men and women within all of the project activities will be highly promoted, including research activities, conducting of workshops, webinars and other events. The principle of equality will be respected not only within the execution of all project activities, but also within the management of the project. In this regard, the UP2030 consortium aims to ensure a project team where all genders are fairly represented and will have equal participation and contribution in all of the envisaged project activities. Furthermore, all of the work within the project will be fairly and equally distributed between the participating men and women. This fair distribution of work will be guaranteed through the establishment of such obligation both in the Consortium Agreement and the implementation plan, elaborated on at the very beginning of the project. The abovementioned equal participation of men and women in the project activities and the fair distribution of work between all men and women part of the project team, will boost the exhaustive execution of all project tasks and will lead to the creation of consistent high-quality outputs and deliverables. With respect to project compliance with the prohibition of discrimination based on the grounds listed in Article 21 of the Charter of Fundamental Rights of the European Union⁴, and within the limits set in Article 51 of the Charter⁵, the partners will undertake respective measures to mitigate the risks of discrimination, taking into account the safeguarding legislation in the field.

In respect to the personal data processing approach, the participation of individuals in the project activities and the collection of their data will be done in compliance with the GDPR. In that manner prior the start of any of the project – related activities the project consortium partners will need to apply the following requirements:

- handling and the completion of the consent forms,
- the confidentiality and transparency of the process,
- the implementation of the principles of data minimisation and purpose limitation,
- the ability of the participant to decline participation and the right to be forgotten,
- handling, access, and the storage of data.
- These requirements will be formulated in the D1.8 Security, Privacy and Ethics handbook

Additionally, at project level, regular monitoring will be performed to ensure that the established internal rules are being adhered to. This will be done on a six-month basis review by LIF and will include the completion of a questionnaire by each consortium partner. It will result in an ethics risk-assessment that

³ <https://ec.europa.eu/newsroom/just/items/682425/en>

⁴ <http://fra.europa.eu/en/eu-charter/article/21-non-discrimination>

⁵ <http://fra.europa.eu/en/eu-charter/article/51-field-application>

will outline any potential issues. This way, LIF will be able to adequately monitor all ethical aspects of the project activities and react in a promptly manner if any ethical risks occur.

5. Dissemination and communication indicators

The evaluation of the KPIs from the first year consists the basis for the updated version of the communication and dissemination strategy of UP2030 – presented in this deliverable. The consortium has determined that a range of indicators is suitable for assessing the impact of D&C activities in the project. The detailed reporting of the dissemination and communication activities of the UP2030 project will be included in the D6.4 Report on D&C actions and their impact 2 (M18). In the following sections is presented, the evaluation of the KPIs from the first fourteen months of the project, as an interactive process to align the UP2030's communication objectives.

5.1 Evaluation of KPIs from the first year of the project

The evaluation of the KPIs from the first year consists of the basis for the updated version of the communication and dissemination strategy of UP2030 – presented in this deliverable. The consortium has determined that a range of indicators is suitable for assessing the impact of D&C activities in the project. The detailed reporting of the dissemination and communication activities of the UP2030 project will be included in the D6.4 Report on D&C actions and their impact 2 (M18). In the following sections is presented, the evaluation of the KPIs from the first fourteen months of the project, as an interactive process to align the UP2030's communication objectives.

5.1.1 Dissemination activities of first year and lessons learned

The table below outlines the performance of UP2030 project in relevance to dissemination activities indicators.

Dissemination Activity	KPI	Status by M14
Scientific publications	Publishing in peer-reviewed Journal articles > 30 Presenting in scientific conferences > 50 At least 1 special edition led by UP2030 guest editors in a high impact Journal	2 scientific publications published In progress
Technical publications	Publishing technical publications >20 Presenting in Technical Conferences > 20	Not performed yet

Workshops & trainings	Workshops >10 in 8 different countries Training tutorials >8; Webinars >10	Not performed yet
Joint activities with relevant Initiatives	Relevant initiatives to establish links >15. Co-organised events >20 Fairs to participate >20	Synergy with 3 initiatives (Climaborough , Revalue , Net Zero Cities , In progress Participation in 8 Fairs
Source code repository	Number of publicly available deliverables (24) Source code: publish to >2 different repositories	12 Deliverables ready to be published (in a preliminary version until approval from EC)
Policy briefs	Policy recommendations & best practices > 11 (at least 1 per pilot)	Not performed yet

Table 2: Dissemination activities indicators

5.1.2 Communication activities of first year and achievements

The table below outlines the performance of UP2030 project in relevance to communication activities indicators.

Communication Activity	KPI	Status by M14
Visual Identity	Prepared in M1	Done
Project website	Online by M3 Unique visitors by M36: >4,000	Website published in M3 4,100 users 11,000 views
Social media	Number of posts: 1 per week Size of online community by M36: > 4,000	Ongoing 720 followers, 2470 page views, 1090 unique visitors

e-Newsletters and email campaigns	Total number of distributed e-newsletters: 12 Total mailing list contact points: >1,500	1 newsletter published – M12 220 readers
Press releases	Total number of press releases: 4	1 published in M4
Innovation portfolio	Number of success stories: story maps for all cities	Not started
Communication kit	Number of events to be distributed through by end of project >30	18

Table 3: Communication activities indicator

6. Conclusions and future outlook

The Dissemination & Communication Strategy 2 for the UP2030 project underscores the paramount importance of collaborative engagement among all partners to effectively communicate project objectives and updates. Through concerted efforts among consortium members, the dissemination process has been significantly strengthened, fostering a collective sense of responsibility and dedication. This deliverable outlines the updated D&C strategy, which serves as a vital roadmap for advancing UP2030's goal of knowledge transfer. It serves as a guidance to consolidate the partnerships and to enhance coordination between the TFs of Dissemination, Exploitation, and the Mission, alongside other project TFs.

Such collaboration will ensure alignment between communication activities and recent project developments, optimizing overall strategy effectiveness. By fostering synergy and cohesion across these entities, the project can augment its outreach efforts and effectively engage diverse stakeholders.

In conclusion, this document has framed the UP2030 approach for proposing a city-oriented communication and dissemination strategy, tailored to engage urban communities, local authorities, and stakeholders effectively. It reflects the project's progress, commitment to EU guidelines, and overarching goals for communication and dissemination in the years ahead. The comprehensive framework ensures that both dissemination and communication strategies align to maximize the project's long-term scientific and societal impact.

Looking ahead, building on the successes of the previous year, the strategy aims to deepen engagement with a diverse range of stakeholders, including cities and networks, policy- and decision-makers, NGOs, citizens, vulnerable and marginalized groups, and more. It identifies how UP2030's engagement tools for cities can contribute to spreading project knowledge, fostering collaboration, and increasing broader public awareness. With structured chapters detailing stakeholder engagement, gender dimension, monitoring activities, and evaluation, the document sets a solid foundation for future steps. The project will continue to evolve, adapt, and innovate its communication and dissemination efforts to ensure meaningful impact and sustainable outcomes.

The implementation of the D&C activities will be monitored and reported in the following deliverables:

Deliverable	Partner	Month
D6.4 Report on Dissemination and Communication actions and their impact 2	DREVEN	M18
D6.5 Report on Dissemination and Communication actions and their impact 3	DREVEN	M36

Table 4: Next deliverables related to D&C

References

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UP2030 Project. (2023). D 4.2 UP2030 implementation plan for the pilot cities 2, https://up2030-he.eu/wp-content/uploads/2024/02/UP2030_WP4_D4.2.pdf