CENTRINNO

DELIVERABLE 6.5

COMMUNICATION AND DISSEMINATION ACTIVITIES REPORT - FINAL VERSION

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DELIVERABLE FACTSHEET

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Abstract (for public dissemination only)	This deliverable provides a comprehensive overview of the communication and dissemination activities conducted by the CENTRINNO consortium during the final 20 months of the project. Communication-dissemination activities were monitored by WP6 "Dissemination and Knowledge Transfer" work package leader IAAC.
Keywords	Communication, dissemination, knowledge transfer
Statement of Originality	This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both.

REVISION HISTORY

Version	Date	Author(s)	Organization	Description
0.1	07/02/2024	Guenda Dal Cin	IAAC	First version
0.2	14/02/2024	Pietro L. Verga Flavio Besana Thieu Custers	MILAN WAAG	Peer reviews
0.3	20/02/2024	Guenda Dal Cin	IAAC	Final draft
0.4	21/02/2024	Armend Duzha	IAAC	Quality check
1.0		Guenda Dal Cin	IAAC	Final version by the consortium to be submitted to the EC.

Disclaimer

EXECUTIVE SUMMARY

This deliverable provides a comprehensive overview of the communication and dissemination activities conducted by the CENTRINNO consortium during the final 20 months of the project. These activities have been continuously monitored by IAAC, the leader of WP6 "Dissemination and Knowledge Transfer". Communication and dissemination efforts have been meticulously planned, consistently executed, and routinely assessed throughout the project's duration.

These actions aligned with the guidelines set forth in D6.2 - Communication and Dissemination Plan, which delineated the project's communication and dissemination strategy along with its primary objectives. This deliverable is a continuation of D6.3 Communication and Dissemination Activities Report - Interim Version delivered on M20 and illustrates in detail how the project communication and dissemination has improved in the second half of the project, specifically from May 2022 to February 2024, giving comprehensive insights over the project communication and disseminations activities and results.

The document is divided in three main chapters: 1. Introduction 2. Communication and Dissemination channels, and 3. Performance Analysis. The first chapter is an introduction to the deliverable. In the second chapter, all the actions undergone by WP6 are explained and associated with main figures. The project website has increased the traffic reach by doubling the number of users thanks to a consistent update of the project results and inputs by partners. The three main platforms added to the home page (Cartography, Living Archive and Fab City Hub Toolkit) allowed to have direct connection and back links with the CENTRINNO main website; the creation of a total of 83 blogposts by pilots and partners incredibly enriched the blog section, including the creation of new and limited number of tags to allow for clarity and a user-friendly way to find blogposts. The implementation of several series of webinars (Focus Groups, Fab City Hub Voices), together with the Clustering Activities webinars permitted the reach of a wider audience and engagement in terms of projects' results published on the project website and on social media. The social media activity improved and was consistent in supporting the dissemination of key online events, as well as the offline ones. Only on Instagram we can count more than 12,000 views of video content material, and the number of followers continued to increase consistently, surpassing the KPIs. Regarding offline dissemination, it is important to underline the numerous local and European wide events, with at least 16 events, including conferences where CENTRINNO participated and that were disseminated through CENTRINNO channels. Regarding peer reviewed Journals, CENTRINNO can count two scientific publications and three participations in international Conferences. Finally, the third chapter illustrates an analysis of the communication and dissemination performance, underlining key KPIs and target audience numbers.

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ACRONYMS AND ABBREVIATIONS

ACRONYM	DESCRIPTION
APC	Article Publication Charges
CENTRINNO	New CENTRalities in INdustrial areas as engines for inNOvation and urban transformation. *Please note: Written in capital letters when standing alone (e.g. logo). Otherwise written in lower case.*
CDM	Communication Dissemination Manager
CDP	Communication Dissemination Plan
CMS	Content Management System
EASME	Executive Agency for Small-Medium Enterprises
EC	European Commission
PB	Programme Board
PCO	Project Coordinator
PCT	Project Coordination Team
REA	European Executive Research Agency
TSM	Technical and Scientific Manager
WP	Work Package
WPL	Work Package Leader

1. INTRODUCTION

1.1 Purpose and Scope

This deliverable gives an overview of the communication and dissemination activities of the CENTRINNO consortium in the last 20 months of the project duration. Communication-dissemination activities are under continuous monitoring of the WP6 "Dissemination and Knowledge Transfer" leader IAAC.

Communication and dissemination activities have been carefully planned, continuously implemented and regularly monitored during the whole duration of the project. These activities are carried out according to D6.2 Communication and Dissemination Plan, which outlines the communication and dissemination strategy and key objectives for the CENTRINNO project.

All project partners are involved in dissemination and communication in order to foster awareness and transfer results for impact, including but not limited to brand use, monitoring and evaluation activities, especially in their own countries and in their own communities.

The objectives of project communication and project result dissemination activities are:

- To maximise the visibility of the project to the intended target groups;
- To facilitate outreach and engagement of key actors, and potential users of, and contributors to the cluster activities;
- To disseminate project outcomes to stakeholders, key actors and general public;
- To maximise exploitation of project results.

1.2 Connection with other Deliverables

The following deliverables contributed to the realisation of this deliverable D6.5 - Communication and Dissemination Activities Report - Final Version:

- D6.2 - Communication and Dissemination Plan [M4]
- D6.3 - Communication and Dissemination Activities Report - Interim Version [M20]
- D6.10 - Clustering Activities Report 3 [M42]

1.3 Structure of the Document

This report is structured as follows:

- **Chapter 1** proved an overview of the document.
- **Chapter 2** describes in detail all the online and offline communication and dissemination activities carried out during the last 20 months of the project
- **Chapter 3** provides an analysis of the communication and dissemination activities performance, underlining key KPIs and target audiences.

1.4 Responsibilities

This section outlines the responsibilities of all the consortium partners in relation to the communication and dissemination activities. The Institute of Advanced Architecture of Catalonia (IAAC) leads the work package (WP6) and is in charge of the implementation of the communication and dissemination plan. IAAC is also responsible for setting up and maintaining the project website.

As participants in WP6, the CENTRINNO pilots and consortium partners are responsible for providing regular and timely updates on their actions, events and publications for communication and dissemination purposes. This primarily has been done using the "Action & Event Tracker", which pilots and partners update themselves.

The pilots and consortium partners are also responsible for appropriating the assets provided by IAAC to customise their own communication assets and to reach their specific communities. This has been particularly important because CENTRINNO has organised events and addressed diverse audiences in nine pilot cities (Amsterdam, Barcelona, Blönduós, Copenhagen, Geneva, Milan, Paris, Tallinn, Zagreb) where different languages are spoken and communication cultures vary.

Under WP6, some tasks were under the responsibility of other partners, specifically:

Task 6.3 Dissemination, Clustering and EU-Wide Activities [M01-M42] by MILAN

Task 6.4 Identification and Engagement with other EU cities for uptake [M24-M42] by MILAN

Task 6.5 – Exploitation and Sustainability Planning [M24-M42] by DDC

IAAC gave support to the partners in terms of communication, dissemination and visual side of the different tasks, by creating banners, disseminating the events on social media and on the project website.

Therefore, effective development and implementation of the communication and dissemination activities requires and depends on the joint efforts of all pilots and consortium members.

2. COMMUNICATION AND DISSEMINATION ACTIVITIES

2.1 Coordination

The Communication and Dissemination activities within CENTRINNO are overseen by IAAC under WP6, with an IAAC representative serving as the Communication and Dissemination Manager (CDM) for the project. Every consortium partner plays a role in ensuring the effectiveness of project communication and dissemination efforts.

2.2 Actions

To ensure the effective and efficient implementation of the communication and dissemination strategy, the following actions are taken:

- Regular WP6 meetings are conducted by IAAC with WP leaders and pilot communication representatives to maintain internal and external communication and dissemination. These meetings occurred monthly from M05 until M42.
- The CDM attends all Programme Board meetings and provides updates to the IAAC Communication and Dissemination team as required.
- Adherence to brand guidelines is mandatory, requiring the inclusion of the project logo and European funding acknowledgment (refer to Annex) on all project communications and dissemination materials. The development of a brand identity for the project was carried out under Task T6.2.
- Project dissemination materials and templates are provided on an as-needed basis throughout the project, with pilots responsible for adapting them to suit their local requirements.
- Communication and dissemination through project website and social media, including the support for webinars, visual assets creation, delivery of newsletters with updates, uploading deliverables and blogposts on the website and make sure it was always updated.
- Implementation of the Horizon Booster results module A, service 1 on dissemination, by clustering with other EU projects with similar topic/interest.

2.3 Online internal tool

IAAC conducts internal monitoring of the communication and dissemination activities transparently through a spreadsheet stored on the project repository (SharePoint). Pilots and consortium partners utilised this spreadsheet to log actions taken within the project's context, including events and publications in the Events & Publications tracker (one spreadsheet per each pilot and one common for the rest of the partners).

This tool is utilised for evaluating actions on both monthly and six-month intervals. During the last period, the spreadsheets have been improved and divided into nine different documents for each pilot, being more user-friendly and allowing a smoother process for the contribution.

2.4 Online external: description of channels and reach

The project's communication and dissemination to the public was carried out through a wide set of media outlets and channels. In this section we are exploring them in the following order:

- Project website
- Blog and online creative journal
- Webinars (including the 5 workshops of the Focus Group series)
- Social media channels (Instagram, LinkedIn, X and Facebook)
- Project presentations (Digital and Print)
- Flyers (Digital and Print)
- Content delivery (Video)
- Press releases
- Newsletters

Each section describes in detail the communication and dissemination actions undertaken, the channels used, the reach and main figures during the last 20 months of the project. A considerable increase has been registered in terms of the quantity of new communication material and the reach and KPIs achieved compared to the previous period.

2.4.1. Project website

The primary function of the CENTRINNO project website (https://centrinno.eu/) is to serve as the central hub for project communication and to act as a platform for disseminating key project deliverables to the public. It serves as a conduit for connecting stakeholders and facilitating access to project outcomes, thereby enhancing the dissemination reach and long-term impact of the project's outputs and results. IAAC is responsible for managing and monitoring the website's content.

Public deliverables are uploaded to the website's 'Resources' section and tagged accordingly. The leader of each deliverable was responsible for providing a brief overview highlighting key points, which has been used to create blog posts contextualising the deliverables for wider dissemination.

Other sections of the website include 'About', which provides general information, 'Cities', dedicated to pilot information, 'Events' for project activities, 'Blog' featuring entries on main themes and pilots, and a 'Contact' section. Updates to the website are made at strategic points in the project timeline, such as after MS4 (M14), MS6 (M25), MS8 (M38) which has been managed by WAAG and IAAC.

The three main platforms produced during the last period are directly connected to the CENTRINNO website and are easily accessible from the home page https://centrinno.eu/:

- https://www.centrinno-cartography.org/
- https://livingarchive.centrinno.eu/
- https://toolkit.centrinno.eu/

The website was designed at the project's outset (the design can be seen in the Deliverable D6.1-Project Website) and was launched in November 2020.

The website saw a high increase in terms of traffic during the last 20 months of the project compared to the first period, and this data was registered and analysed periodically through Google Analytics. In the following screenshots, a summary of the main figures from the website are showcased, specifically they address:

- Fig.1: an overview of the website users between May 2022 and January 2024: **14.000 users** with a peak on March 2, 2023 of **103** total users, explained in the next figure.
- Fig.2: Press Release about the Cartography new platform and resources, accompanied by a social media campaign resulted in a peak of **103 users** on the website on March 2, 2023. This was possible thanks to a social media campaign put in place across the four main social media channels, together with the production of a reel on Instagram explaining the Cartography resource.
- Fig.3: Vocational Training workshop was the 4th workshop part of the Focus Group series that happened on September 14, 2023. This resulted in a second peak on the website on the day of the online event of **95 users**.
- Fig.4: the user acquisition of CENTRINNO website is shown through Google Analytics. User acquisition focuses on the first traffic source that led a visitor to the website.
- Fig.5: the traffic acquisition of CENTRINNO website is shown through Google Analytics. Traffic acquisition focuses on the most recent traffic source that led a visitor to the website.
- Fig.6: engagement overview of the CENTRINNO website, which represents the total number of page views, **49.000** between May 2022 to January 2024.
- Figure 7: a list of the 10 most clicked pages on the CENTRINNO website between May 2022 and February 2024, useful analytics to investigate the users' interests.

Figure 1 – Overview analytics of CENTRINNO website users (May 1, 2022 - Feb 1, 2024)

In the first period (Nov 2020 - Apr 2022) the users registered on the website were 7.7k, while in this second period they were 14k, with an increase of 81%.
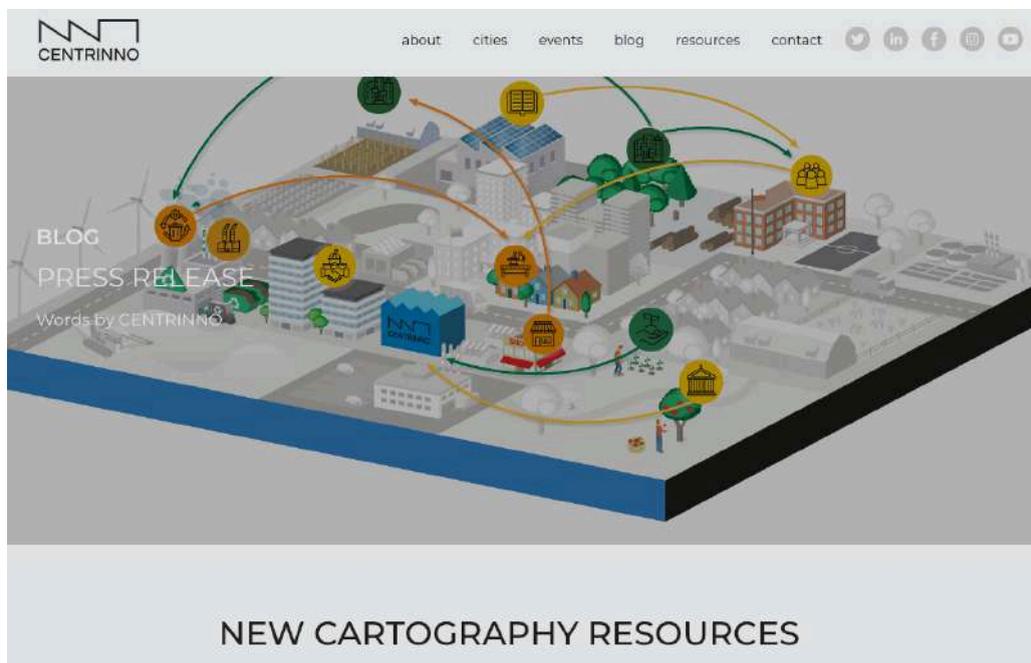
Figure 2 – Screenshot of the Press Release resulted in peak on the website on Mar 2, 2023

The Cartography platform new resources Press Release attracted 103 users on the day the Press Released was published:
https://centrinno.eu/blog/new-cartography-platform-resources/

Figure 3 – Screenshot of the event resulted in a peak on the website on Sept 14, 2023.

The vocational training online workshop attracted 95 users on the website. Link to the event page: https://centrinno.eu/event/vocational-training-workshop-focus-group/.

Figure 4 – User acquisition of CENTRINNO website (May 1, 2022 - Feb 1, 2024)

The first two acquisition types are organic search, which refers to users from search engines, and the second is direct traffic, made up of users entering CENTRINNO URL into their browser.

Figure 5 – Traffic acquisition of the CENTRINNO website (May 1, 2022 - Feb 1, 2024)

As for the users, the first two acquisition types are organic search and direct traffic.
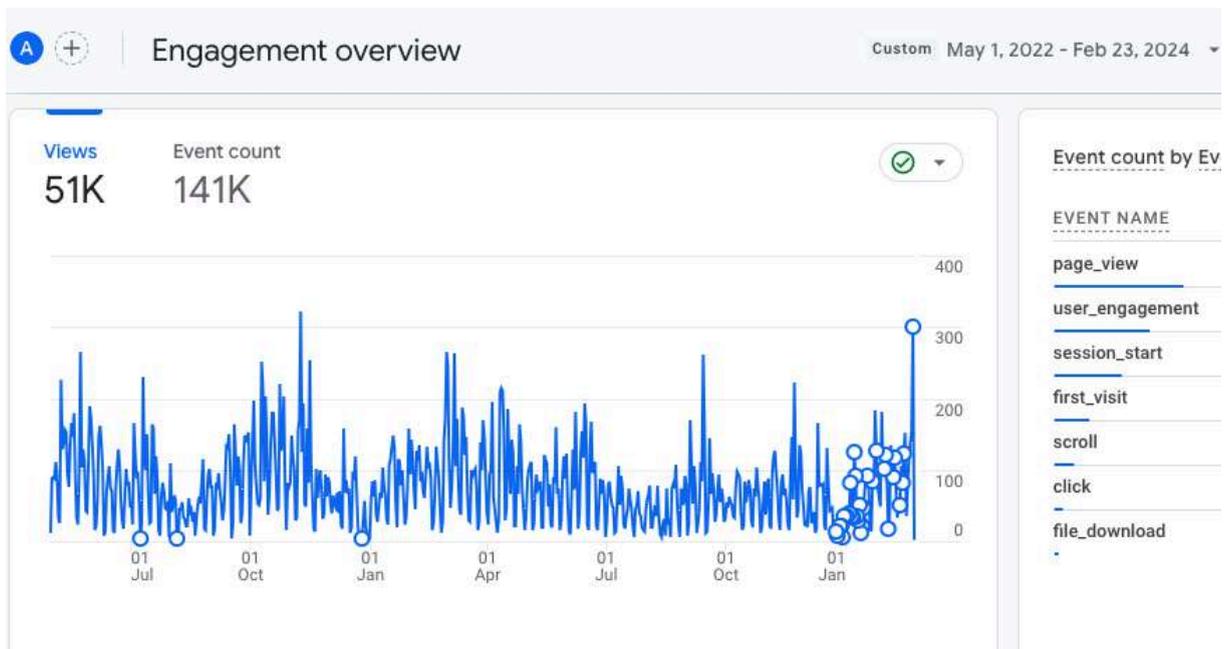
Figure 6 – Engagement overview of the CENTRINNO website (May 1, 2022 - Feb 23, 2024)

In the first period (November 2020 - April 2022), the page views registered were 32k, while in the second period were 51k. Therefore, an increase of **50%** is registered compared to the first period.

Figure 7 – Pages view of the CENTRINNO website (May 1, 2022 - Feb 23, 2024)

A list of the 10 most clicked pages is shown, where the most clicked pages are the different sections of the website (home page, about, cities, blog, resources…) followed by the pilot cities individual pages.

2.4.2. Blog and Online Creative Journal

The **blog** is integrated within the website as a dedicated area aimed at fostering validation with external communities through content dissemination. It features tagged categories based on topics and locations. The tag system was updated during the last period through a co-creation session involving partners and adjusted as follow in order to better represent the topics of CENTRINNO:

- Clustering Activities
- Community focus
- Fab City Hub
- Heritage opportunities
- Make it Circular

- Materials
- Online Journal
- Other
- Skills development

The **Online Creative Journal** was integrated into the CENTRINNO blog website. This journal serves as a creative platform for showcasing the outputs generated in Task T3.1, primarily comprising online streamed interviews as the leading format. It has been labelled with a dedicated tag as "Online Journal " for easy searchability.

More than one blog post has been published per month, surpassing the KPI indicator of 1 blogpost per month. All consortium members were responsible for providing regular content when prompted for the blog. IAAC was responsible for the management and monitoring of its content. This has been an ongoing process in line with the Communication and Dissemination Strategy, project phases, deliverables, Milestones and consortium level progress.

In the second period 60 new blogposts have been published, therefore the blog post production has doubled compared to the previous period (from **23** blog posts in April 2022 to **83** in January 2024), resulting in a wide overview of the pilots' activities through the project, such as for the 2-year anniversary or the wrap-up blog posts towards the end of the project period, as well as a good portray of the main results and platforms (Cartography, Living Archive, Fab City Hub Toolkit).
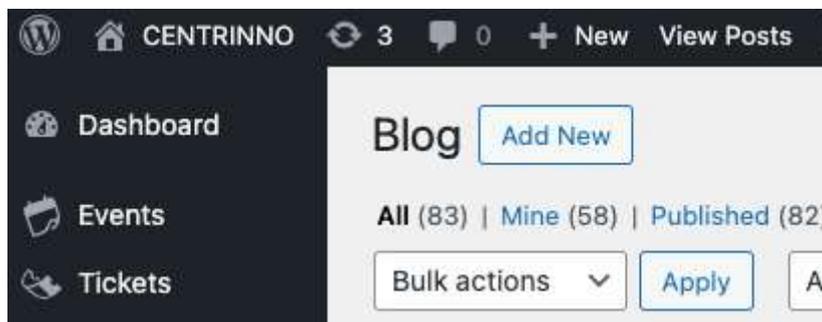
Figure 8 – Screenshot of the total amount of blogposts on the website on Feb 1, 2024

2.4.3. Webinars

During the last 20 months, the CENTRINNO project created numerous webinars in order to communicate and disseminate project results. The webinars included different formats, such as the Fab City Hub Voices interviews, the online streamed interviews part of the **Online Creative Journal** activities; another format used was the **Focus Group workshop** series, part of the Task 6.4 – Identification and Engagement with other EU cities for uptake.

The series of the Fab City Hub Voices continued through the second period, with 6 new interviews portraying part of the pilot cities (Zagreb, Tallinn, Geneva, Blönduós, Amsterdam

and Barcelona). The full series (of 12 episodes) reached 1000+ views and it's available on the CENTRINNO YouTube channel under a specific playlist created here. Each Fab City Hub Voices was disseminated across all the social media channels with a clear identity and branding.

Figure 9 – Examples of Fab City Hub Voices main banners

The **Focus Group workshop series** consisted of 5 online workshops with the engagement of external stakeholders to present and discuss CENTRINNO approaches to specific thematic challenges. Each workshop focused on a specific key topic of the project, which were considered within the underlying context of multifaceted urban regeneration processes through innovation spaces where social inclusion and circularity lie at the core of the reactivation of old industrial heritage. The following are the workshops dates and links to the blogposts created afterwards with main takeaways:

- Heritage: March 9, 2023.
- Social inclusion: April 20, 2023.
- Circularity: June 1, 2023.
- Vocational Training: September 14, 2023.
- Fab City Hubs: November 23, 2023.

The videos are embedded on the website and are available together with the main takeaways in 5 blogposts. They can be easily found at this link on the event page:

https://centrinno.eu/event/centrinno-focus-group/.

Figure 10 – Examples of the Focus Group workshops main banners

Other webinars related to CENTRINNO were produced during the second period, such as a the CENTRINNO Cartography webinar on August 8, 2023 or the webinar "The hard challenge of assessing transformative impact in urban regeneration" part of the Clustering Activities in collaboration with the sister projects T-Factor and HUB-IN (described in details in chapter 2.5)
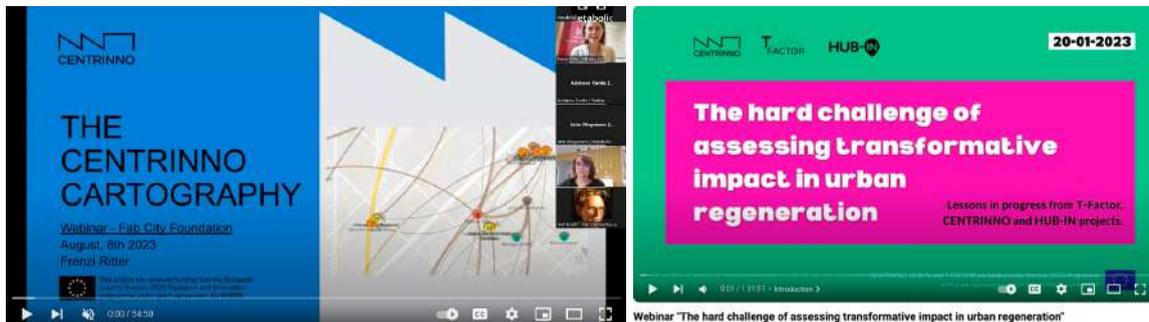
Figure 11 – Other webinars disseminated through CENTRINNO channels

2.4.4. Social media channels

LinkedIn, Instagram and X (previously Twitter) serve as the primary social media platforms utilised for project communication. Additionally, a Facebook page is maintained primarily for reposting content from other platforms, particularly Instagram, to enhance visibility. YouTube is used for sharing and promoting dynamic media content, such as videos, developed throughout the project duration.

The project's social media channels are branded in alignment with the project's visual identity, following designated brand guidelines. IAAC strategically manages these platforms, ensuring consistent activity. A minimum of one post has been scheduled weekly across all channels. Members are encouraged to consistently tag the CENTRINNO project across all

platforms, along with the mandatory hashtags #H2020 and #CENTRINNOEU. Additional hashtags, such as #urbantransformation, #circulareconomy, and #vocationaltraining, are recommended for inclusion whenever space allows.

Most of the numbers of followers or subscribers have doubled compared to the previous period, consequently increasing views, sharing and engagement of CENTRINNO channels. Reels on Instagram were used for key campaigns of main platforms released, with more than 4000+ views altogether (Cartography, Living Archive and Fab City Hub Toolkit).

Channel	Followers / Subscribers (November 2020-April 2022)	Followers / Subscribers (May 2022-January 2024)	Total Followers / Subscribers
Instagram: https://www.instagram.com/centrinnoeu/	580+	400+	980+
Linkedin: https://www.linkedin.com/company/centrinnoeu	360+	570+	930+
X: https://twitter.com/CentrinnoEU	220+	120+	340+
Facebook: https://www.facebook.com/centrinnoeu/	175+	65+	240+
YouTube: https://www.youtube.com/@centrinnoeu	45+	30+	75+
Newsletter:	300+	410+	710+
TOTAL =	**1,680+**	**1,590+**	**3,270+**

Table 1: Social Media reach per channel

2.4.5. Project presentations

A branded project presentation has been utilised by partners and pilot cities for any relevant online and offline event, local or international.

2.4.6. Flyers (digital and printed)

New assets such as fliers, posters have been produced in order to respond to the demand of partners and pilots to participate or host local and international events, also EU related such as Maker Faires, EcoMondo 2023 fair or Making Skills Count Marketplace. Digital versions were developed in order to be distributed electronically based on a simple but cohesive design. All the assets are available to members via SharePoint.
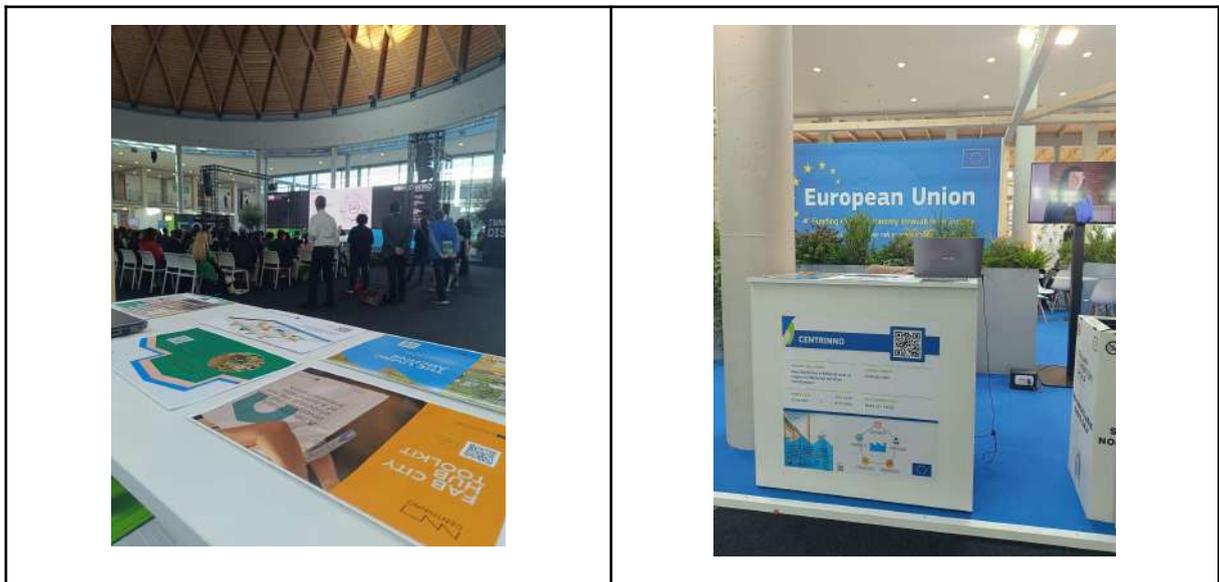
Figure 12 – Representation of CENTRINNO at major international events

2.4.7. Content Delivery (video)

The project employed short videos as a means of engaging with specific target audiences, including Makers, Creative Entrepreneurs, Third Spaces, and the general public. A dedicated YouTube account is utilised to showcase dynamic media content created throughout the project, including outputs from actions such as Deliverable D3.1 and the Creative Online Journal. The primary objective is to reinforce key project actions and messages. Below are some of key outputs featured in this channel:

● **Video for the 2-year anniversary**: https://www.youtube.com/watch?v=FUoK0JISz2c
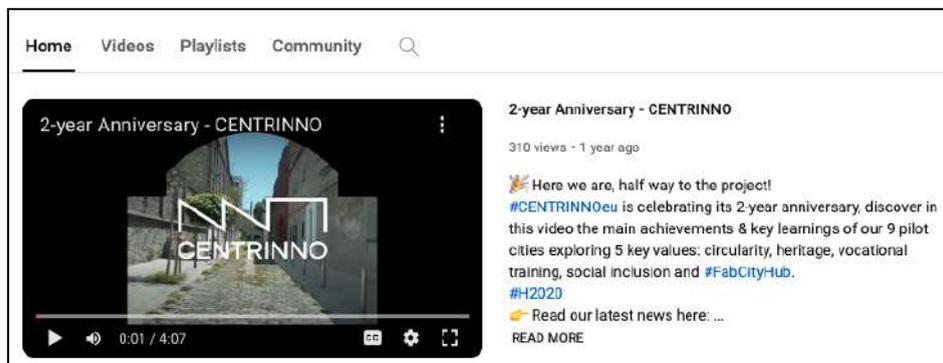
Figure 13 – A screenshot of the 2-year anniversary video of the project

● **Workshop playlist from the Focus Group series:**
https://www.youtube.com/playlist?list=PLgbwU9BqfF5zWHp9GkSEn49wE_NM6uuL2
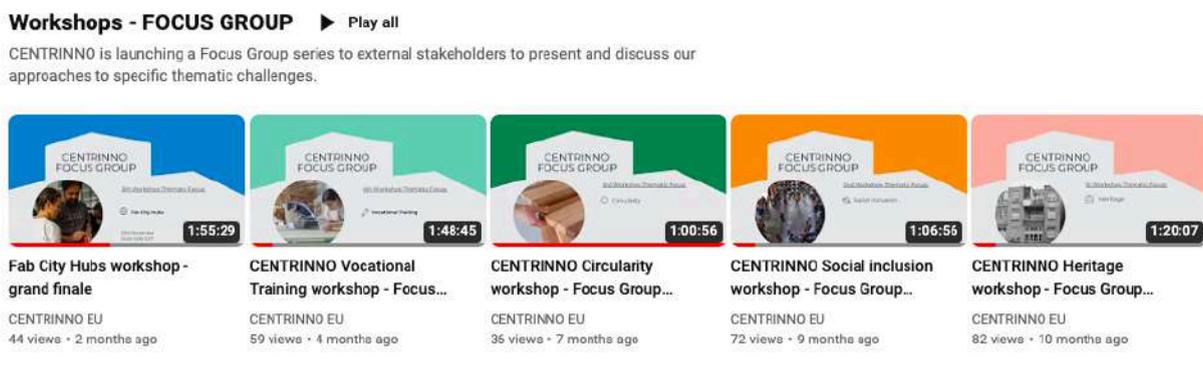
Figure 14 – A screenshot of the online workshops dedicated playlist

● **Fab City Hub Voices New Interviews:**
https://youtube.com/playlist?list=PLgbwU9BqfF5wG7DNr3YRufSkHBaWXfAY5

Figure 15 – A screenshot of the Fab City Hub Voices dedicated playlist

- **Participation at local pilot events and to external events in conjunction with European community driven events:**
  https://www.youtube.com/playlist?list=PLgbwU9BqfF5zsuzQ-NETLE2mb6mlUSPMp
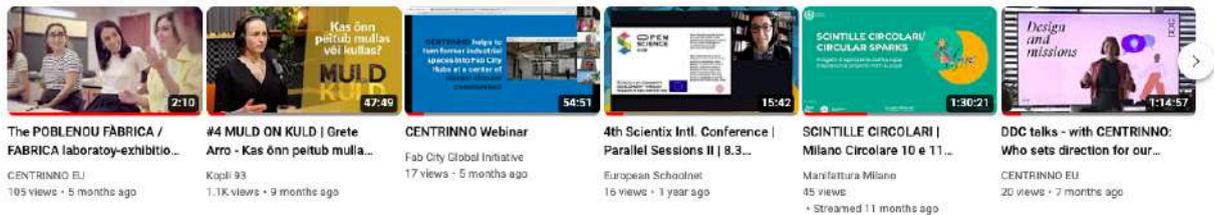
Figure 16 – A screenshot of participation and cluster events dedicated playlist

- **Clustering webinar with T-Factor and HUB-IN EU projects and the CENTRINNO tote bags:**

https://www.youtube.com/watch?v=9ATTc5uRgg4&t=1s
https://www.youtube.com/watch?v=JFqTddDXAzY
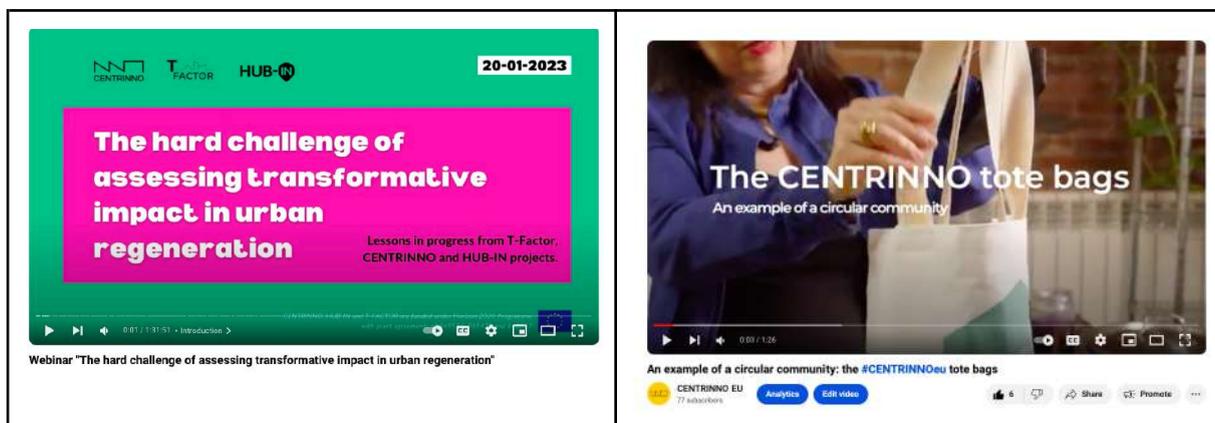
Figure 17 – Screenshots of the clustering webinar and an example of CENTRINNO circularity

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The video content can count over **15.000+ views**, of which 3000+ were registered on CENTRINNO YouTube channel between the period May 2022 and January 2024; on Instagram 12.000 views are registered in total considering 7 reels produced during the same period.

Figure 18 – Screenshots of the most recent reels on CENTRINNO Instagram

2.4.8. Press Release

A press release has been published for each of CENTRINNO's major milestones, aiming to garner attention, create news, and generate publicity beyond the project's scope. IAAC has assumed responsibility for determining the newsworthiness and relevance to key audiences. Content selection for press releases is overseen by IAAC and subsequently approved at either the Programme Board or SC level. Over the past 20 months, three key press releases have been issued and locally promoted in the pilot cities. A final press release is programmed for publication at the project's conclusion.

Figure 19 – Press Releases published during the last 20 months of the project

The three Press Releases are available at the following links:

● https://centrinno.eu/blog/living-archive/

- https://centrinno.eu/blog/new-cartography-platform-resources/
- https://centrinno.eu/blog/centrinno-project-launches-new-outputs-in-its-second-anniversary/

2.4.9. Newsletter

IAAC oversees the management of newsletters through Mailchimp. The newsletter sign-up form is accessible both on the project website and through event forms when the project hosts an event. Over the past 20 months, the newsletter has attracted over 400 subscribers, doubling the initial count and reaching over 700 subscribers in total. The number of total newsletters produced has also doubled, counting 3 newsletters between November 2020 - April 2022 and 9 new newsletters sent between May 2022 and February 2024. The newsletter template is available for reference in the Annex.

The project has released a total of 12 dedicated newsletters with the aim of providing regular updates on events, milestones, outputs, and deliverables to communicate and disseminate project progress. This ensures that the public receives direct notifications about the project's advancements directly to their inboxes:

- September 2021:
  https://mailchi.mp/8696b723965e/a-sneak-peek-of-a-fab-city-hub-development
- February 2022:
  https://mailchi.mp/fablabbcn/march-events
- April 2022:
  https://mailchi.mp/fablabbcn/april-news
- June 2022:
  https://mailchi.mp/fablabbcn/april-news-2624395
- Sept 2022:
  https://mailchi.mp/fablabbcn/april-news-2624447
- Oct 2022, 2-year anniversary newsletter:
  https://mailchi.mp/fablabbcn/april-news-2624443
- Jan 2023, Focus Group newsletter:
  https://mailchi.mp/fablabbcn/focus-group
- Mar 2023, Cartography newsletter:
  https://mailchi.mp/fablabbcn/new-resources-cartography
- Apr 2023, Poblenou Fabrica and EU GreenWeek 2023:
  https://mailchi.mp/fablabbcn/poblenou-fabrica
- June 2023, Living Archive:
  https://mailchi.mp/fablabbcn/living-archive-launch-stories
- Sept 2023, Fab City Hub Toolkit:
  https://mailchi.mp/fablabbcn/fab-city-hub-toolkit-launch
- Feb 2024, Final event:
  https://mailchi.mp/fablabbcn/final-event-centrinno

One additional newsletter will be sent at the end of the project to disseminate a summary of CENTRINNO results.

March 2023	June 2023	September 2023

Figure 20 – Newsletters of key CENTRINNO campaigns

Over time, the newsletter's reach has grown, boasting an average open rate that surpasses similar outlets by over 15%:
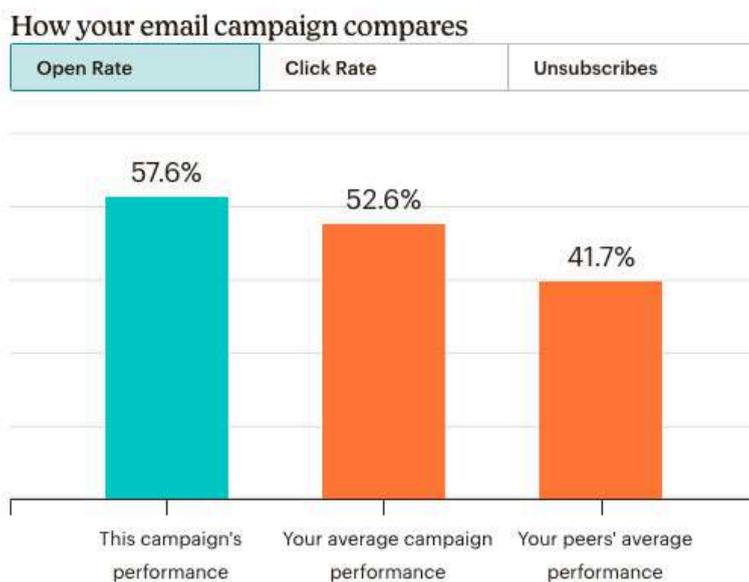
Figure 21 – A screenshot of the subscribers to the newsletter

Here below are some examples of four newsletters' open percentage:

March Press Release newsletter	Mar 1, 2023	57.6% opened
September FCH Toolkit newsletter	Sept 14, 2023	51.0% opened
January Focus Group newsletter	Jan 18, 2023	51.9% opened
October 2-year anniversary newsletter	Oct 13, 2022	55.4% opened

Table 2: Newsletter open percentage reach

In addition, the CENTRINNO project was also featured in several newsletters, such as the EC newsletter in May 2023 for the European Year of Skills, or the Heritage Tribune newsletter on Feb 7, 2024.

Figure 22 – EC newsletter featuring CENTRINNO project on May, 2023

2.5 Clustering Activities

The Clustering activities, part of the Task 6.3 – Dissemination, Clustering and EU-Wide Activities, consisted in the collaboration with two other projects, the so-called "Sister Projects", T-FACTOR, and HUB-IN, also H2020 funded project under the topic "Transforming historic urban areas and/or cultural landscapes into hubs of entrepreneurship and social and cultural integration".

Since its inception, CENTRINNO has prioritised clustering and fostering connections with various EU projects and initiatives, especially those pertaining to Urban Heritage. The objective has been to facilitate the exchange of information and ideas, as well as to encourage innovation.

Three main documents have been produced and are available at this page on the website, easily searchable also on the blog section, through the Clustering Activities tag:

1. The **Manifesto** of the CENTRINNO, HUB-IN, and T-FACTOR projects outlines a shared vision for the future of Europe's urban heritage areas, emphasizing six key points.
2. The **Action Plan** for the collaborative efforts of CENTRINNO, HUB-IN, and T-FACTOR projects focused on transforming historic urban areas into hubs of entrepreneurship and social and cultural integration.

3. The **Policy Report** makes use of the learnings from CENTRINNO, T-Factor and HUB-IN projects aiming to provide guidance in the implementation of heritage-driven urban regeneration approaches by making cities more creative, resilient, and innovative.

CENTRINNO has played an important role in the development and execution of EU clustering events alongside sister projects T-Factor and HUB-IN, including the dissemination of results through online webinars and offline EU related events, accompanied by communication campaigns organised with the other two projects. We can summarise most of the activity undertaken as following:

- 28 April 2021 – "Understanding Local Ecosystems" Thematic Webinar: The event focused on the integration of mapping and geospatial tools within the CENTRINNO, HUB-IN, and T-Factor projects. This event was structured in two blocks, aimed at sharing current practices, discussing challenges, and exploring collaborative approaches to enhance the mapping of urban ecosystems.
- 2 March 2022 – Regenerating Cities for the Post-Pandemic: What counts for transformative impact? Thematic Webinar: The event addressed the pressing need for innovative urban regeneration practices in the wake of the Covid-19 pandemic. As cities worldwide grappled with the aftermath of the crisis, new paradigms such as Just Cities, Productive Cities, Heritage Cities, and Climate-Neutral Cities were already coming to the forefront. This webinar, organised by the SPs, sought to define the key elements for sustainability, resilience, and inclusion that can steer transformative processes and assess their impact on urban areas. Link here: https://centrinno.eu/event/regenerating-cities-for-the-post-pandemic/
- The joint networking session "Just, Productive, Creative and Climate-Neutral cities: R&I approaches towards sustainable urban transformation", in June 2022, co-organised by CENTRINNO, DG-RTD, HUB-IN, and T-Factor at the 11th World Urban Forum in Katowice, Poland. On this occasion the Manifesto was publicly presented. Link to the event page: https://centrinno.eu/event/world-urban-forum-just-productive-creative-and-climate-neutral-cities/.
- The webinar "The hard challenge of assessing transformative impact in urban regeneration", in January 2023, focused on advancing discussions around impact assessment in the context of transformative urban regeneration. This follow-up webinar continued the conversation from the previous event, titled "Regenerating Cities for the Post-Pandemic: what counts for transformative impact?" The recording is accessible at this link: https://www.youtube.com/watch?v=9ATTc5uRgg4&t=1s

Figure 23 – A screenshot of the cluster webinar of January 20, 2023

● A clustering public workshop on 9 February, 2023. Link to the event: https://centrinno.eu/event/inclusive-innovative-hubs-policy-innovation/.
  With this workshop, the projects aimed at sharing the main learning, challenges and opportunities identified until that moment regarding policy innovation and novel institutional actions for urban regeneration.

● The CENTRINNO participation in Brussels in October 2023 at the European Week of Regions and Cities (EWRC), during the Policy Lab "Achieving Climate Neutral Cities through the Regeneration of Historic Urban Areas." This event was co-organised by CENTRINNO, DG-RTD, EC-REA, T-Factor, and HUB-IN. Link to the event: https://centrinno.eu/event/eu-regions-week/.

Figure 24 – A photo of the EWRC Session "Achieving Climate Neutral Cities through the Regeneration of Historic Urban Areas" on October 12, 2023

2.6 Offline dissemination

The project's communication and dissemination through physical means, rather than digital or online methods, have been conducted through the following types of events:

- Local and European wide events including conferences where the project has been presented
- Workshops

Led by IAAC, the consortium continued to monitor new opportunities all along the project duration and have applied to many dissemination opportunities. The support of WP6 was given in terms of assets, communication and dissemination on CENTRINNO channels.

2.6.1. Local and European wide events

The CENTRINNO project has exceeded by far its target of delivering two workshops per year, often collaborating with European community-driven conferences, congresses, and events, such as:

- June 2022, Fair of the New European Bauhaus Festival (NEB)
  https://centrinno.eu/event/neb-side-event/

- June 2022, ISEA 2022 Conference in Barcelona
  https://centrinno.eu/event/isea-institutional-presentation-centrinno-industrial-citizen-revolution/
  https://isea2022.isea-international.org/event/institutional-presentation-centrinno-industrial-citizen-revolution/
- June 2022, World Urban Forum
  https://centrinno.eu/event/world-urban-forum-just-productive-creative-and-climate-neutral-cities/
- July 2022: Maker Faire Barcelona
  https://centrinno.eu/event/maker-faire-centrinno-heritage-in-a-locally-productive-and-globally-connected-city/
- October 2022: Bali Fab Fest https://centrinno.eu/event/fab-fest-bali/
- October 2022: Maker Faire Rome https://centrinno.eu/event/maker-faire-rome-2022/
- November 2022: Scientix Conference https://centrinno.eu/event/scientix-conference/
- November 2022: Urban Transitions https://centrinno.eu/event/urban-transitions/
- February 2023: Sustainability Conference -
  https://centrinno.eu/event/sustainability-conference/
- May 2023: Poblenou Fabrica and Green Week 2023:
  https://centrinno.eu/event/poblenou-fabrica/ and
  https://www.youtube.com/watch?v=cHGThsQw4Rw&t=11s
- June 2023: Making Skills Count Marketplace:
  https://centrinno.eu/event/making-skills-count-marketplace/
- October 2023: "Achieving Climate Neutral Cities through the Regeneration of Historic
  Urban Areas" talk during the European Week of Regions and Cities -
  https://centrinno.eu/event/eu-regions-week/
- November 2023: Ecomondo https://centrinno.eu/event/centrinno-at-ecomondo/
- January 2024: Museums and the Throwaway Culture
  https://throwaway-history.eu/en/blog-events/symposium-museums-and-the-throwaway-culture

Figure 25 – Participation in Maker Faire Rome and Barcelona 2022

Figure 26 – Participation in Making Skills Count Marketplace on June 9, 2023

2.6.2. Workshops

Pilot cities have organised at the local level two workshops annually in collaboration with local networks. These workshops aimed to gather content for inclusion on the project website or content delivery platform and may feature audio and video elements based on the event's design. Local and pilot partners were required to provide workshop details before, during, and after the event (including participant numbers and types) for monitoring and evaluation purposes. This information has been added regularly to the ongoing specific documents for each pilot titled "Events + Publications Tracker."

Many types of events and workshops have been covered by pilots, such as local exhibitions by, for instance, Barcelona, Copenhagen, Blönduós or Amsterdam, in addition to the activation of vocational programmes such as the Fab City Camp in Geneva, or the implementation of the Milano Circolare event and a series of April month workshops by Blönduós pilot. Other initiatives on local or national level were pursued, such as the podcasts produced by Tallinn pilot during the event "Soil is gold", with a high dissemination percentage and engagement of the local population. More information on the KPIs reached by the pilot

cities are available in D4.4 and in D6.7, where the pilots' journey and key tools developed by pilots are available in a visual way. Here below some examples of local workshops and events are showcased, specifically the exhibitions' cases of Barcelona and Copenhagen pilots, also illustrated and compared in this blogpost by Reinwardt Academy:

https://centrinno.eu/blog/artefacts-of-change-exhibition/

The Barcelona exhibition

Figure 27 – Poblenou Fabrica exhibition in Barcelona

The "Poblenou Fàbrica / Fabrica" event registered more than 1000 participants during the whole period of the exhibition, with 2500+ interactions on X (Twitter) in May 2023 and 5000+ views for the reel on Instagram. During the exhibition period, 4 round tables and other 4 hands-on workshops were undertaken, the latest on topics such as wood carving, ceramics, visible mending, handicrafts with leather and fur. The exhibition was also selected as Partner Event for the EU GreenWeek 2023, in line with the Year of Skills 2023. Link to the blogpost is available here:

https://centrinno.eu/blog/visit-poblenou-fabrica-exhibition/

The Copenhagen exhibition

The Copenhagen pilot experimented with an exhibition format that saw the elements of the Rentemestervej area collected and displayed across two different locations. A local Living Archive Exhibition was displayed at the public library of Northwest during May and June 2023, with over 1200+ participants. An exhibit of photography was installed in March 2023 on

the premises of NEXT, the local vocational school collaborating with the Copenhagen pilot with 200+ people participating. More information is available on D4.4 and in this blogpost: https://centrinno.eu/blog/using-heritage-to-set-direction-copenhagen/.

Figure 28 – Photo exhibition by NEXT students in Copenhagen

2.7 Peer reviewed Journals

The preferred approach for open-access publication was indicated in the gold model, which includes using services like Open Research Europe, the European Commission's scientific publishing platform, when accessible. In cases where gold open access is not feasible (such as limitations imposed by the publisher or financial constraints), project partners have ensured green open access by depositing the relevant publications in the Zenodo[1] data repository of the OpenAIRE[2]. Scientific dissemination efforts involved presenting the project's objectives, concepts, tools, and outcomes at both national and international conferences and forums, publishing in scientific journals and magazines, and using EU dissemination channels.

2.7.1. Scientific publications

Here below is a list of the most relevant publications:

1. **Fab City Hubs: Interfaces for community building and playgrounds for new innovative urban actions**

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[1] https://zenodo.org/
[2] https://www.openaire.eu/

Conference: Bali Fab Fest
https://easychair.org/cfp/fab17
Leader: Carolina Ferro, Fab City Foundation
Contributors: Pablo Muñoz, IAAC; Carlotta Fontana Valenti, Volumes; Tomás Díez, Ida Jusic, Mitalee Parikh, Fab City Foundation
Presented at the conference. Full article published in the Zenodo open source platform:
https://zenodo.org/record/7432052

2. **UNFOLDING CENTRINNO'S FRAMEWORK. Co-designing regenerative processes to collectively construct pathways towards productive cities.**

https://rsdsymposium.org/call-for-systemic-design-contributions/
Authors: Marion Real, Carlotta Fontana Valenti, Pietro L. Verga, Pablo Muñoz, Ashley Laflin, Milena Calvo Juarez
Link where it will be publish by April 2024:
https://rsdsymposium.org/centrinno-project-productive-cities/

2.7.2. Presentations at international conferences

In the list below, presentations of the CENTRINNO project at international conferences can be found:

1. **A citizen-oriented and circular-fabrication approach to productive cities and local resilience. The Fab City framework applied in the industrial historic centres of Barcelona, Milan and Tallinn**

Conference: Urban Transitions
https://www.elsevier.com/events/conferences/urban-transitions
Leader: Pablo Muñoz, IAAC
Contributors: Sandrine Lambert, Laval University; Alex Pazaitis, TalTech
Pablo Muñoz presented the poster in the conference on 8-10 November 2022.

2. **Decentering Sustainability**

Conference: On Sustainability
https://onsustainability.com/2023-conference/special-focus
Leader: Harry Reddick, Reinwardt Academy
Contributors: Frenzi Ritter, Metabolic; Hester Dibbits, Reinwardt Academy; Marion Real, IAAC
Harry Reddick presented at the conference in Ljubljana on 1-3 February 2023.

3. **Open schooling and vocational schools**

Conference: 4th Scientix International Conference
https://eu.eventscloud.com/website/9046/agenda/
Leader: Cristina Olivotto
Contributors: Onl'fait

Presented at the conference by Cristina Olivotto on 18-19 November 2022.

3. PERFORMANCE ANALYSIS

This chapter illustrates how the monitoring and evaluation has been pursued and a description of the communication tools used with the related KPIs.

3.1. Scope

The communication and dissemination tasks run the full length of the project until M42. The actions have been monitored and evaluated on an ongoing and regular basis for tracking progress. Specific deliverables have been used to monitor progress:

- D6.3: Communication and Dissemination Activities Report - Interim Version [M20]
- D6.5: Communication and Dissemination Activities Report - Final Version [M42]

3.2. Monitoring

The communication and dissemination tasks are monitored on a regular basis by IAAC. Monitoring is a continuous assessment of the performance of the programmes based on early detailed information on the progress or delay of the ongoing assessed activities. The following items have been monitored via a database visible on SharePoint managed by IAAC with inputs from the consortium.

Website stats

- Number of unique visitors

- Number of page views

- Length of page stay

Social Media stats

- Number of account followers

- Average post impressions

Publications numbers

- Forthcoming submissions and publication opportunities

- Compliance to open access obligations monitorization

Events numbers

- Forthcoming submission and application opportunities (aided by WP leaders)

- Event programming consortium wide to ensure regular local events and cohesive Europe-wide programming of workshops

3.3. Evaluation

IAAC was responsible for evaluating the communication and dissemination strategy on a six-month basis. Its ultimate goal is to examine the effectiveness and relevance of the project in order to improve current and future management of outcomes and impact. Evaluation was made for D6.3: Communication and Dissemination Activities Report - Interim Version to report in Month 20 and D6.5: Communication and Dissemination Activities Report - Final Version to report in month 40. This is how the evaluation was possible according to the following tools available:

Website

● Google Analytics plugin

Social Media

● App-based analytics tool

Events and Publications

● Table of events and publications tracker

3.4. Targets and KPIs

IAAC regularly monitored the communication and dissemination tasks to ensure alignment with the established targets and KPIs outlined in D6.2 Communication and Dissemination Plan. Monitoring involved a continuous assessment of program performance, providing early and detailed insights into the progress or delays of ongoing activities being assessed.

Communication Tool	Target Audience	Indicators	Targets	Reach level (data extracted in M20)	Reach level (data extracted in M41)	Total
Dedicated project website	General Public	No. Unique visitors No. of Page Views Length of Stay	25,000 50,000 2 mins	7,700 32,000 1,15	14,000 51,000 1,16	21.700 83.000 1,16

Communication Tool	Target Audience	Indicators	Targets	Reach level (data extracted in M20)	Reach level (data extracted in M41)	Total
Blog and online creative journal	General Public, Makers and Creative Entrepreneurs	No. of posts	1/month	over 1/month A total of 23	3/month A total of 60	80+
Social media channels	General Public	No. of posts	1/week	3/week	3/week	
Press Release	Local Administrations, Industry and SME, Policy Makers, Urban Heritage Stakeholders, EU Associations	No. issued	1/year in each project country.	1	3	4
Newsletter	Industry and SME, Education Institution, Third Spaces, Makers and Creative	No. issued	2/year	3/year A total of 3	4/year A total of 9	12

Communication Tool	Target Audience	Indicators	Targets	Reach level (data extracted in M20)	Reach level (data extracted in M41)	Total
	Entrepreneurs					
European level events	Research and Academia, Industry and SME, Policy Makers, Urban Heritage Stakeholders, EU Associations	No. delivered Attendance size	2/year Major event with > 200 attendees	2/year A total of 3	6/year A total of 13	16
Local events (Pilots)	Local administration, industry and SME, Education Institution, Third Spaces, Makers and Creative Entrepreneurs	No. delivered	2/year	2/year A total of 120	More than 2/year A total of 250	370
Flyers (Digital and Print)	Local administration, industry	No. stakeholders reached	5,000 by end of project	2,000	3,000	5,000

Communication Tool	Target Audience	Indicators	Targets	Reach level (data extracted in M20)	Reach level (data extracted in M41)	Total
	and SME, Education Institution, Third Spaces, Makers and Creative Entrepreneurs					
Project presentations	Urban Heritage Stakeholders, Industry and SME, Education Institutions, Third Spaces, Makers and Creative Entrepreneurs	No. of presentations	50 by the end of the project	100+	100+	200+

Table 3: Communication and dissemination evaluation targets

According to the data gathered throughout the whole duration of the project, more than 50,000 people were reached with the organisation of events and at a participatory level.

By organising events, the project was able to collect precise data on audience demographics during registration. Considering this, we can estimate the number of people reached through communication and dissemination activities by category, including events hosted or created by the CENTRINNO project at both pilot and member levels:

Category	Estimated number (data extracted from Events & Publications tracker online monitoring spreadsheet in SharePoint)	Total estimated number (data extracted from Events & Publications tracker online monitoring spreadsheet in SharePoint on M41)
Scientific Community (Higher Education, Research)	1,000	12,800
Industry	350	6,800
Civil Society	500	7,000
General Public	1,200	7,500
Policy Makers	350	8,000
Media	82	3,500
Investors	8	1,000
Customers	-	500
Others	140	2,900

Table 4: Estimated audience reach. Source: CENTRINNO Events & Publications tracker

CONCLUSIONS

Based on the data collected from online and offline events, active engagement at local, national, and international levels, as well as social media metrics, IAAC has determined that the project has successfully achieved most of its KPIs established at the project's outset. Notably, the project has surpassed expectations in the production of blog posts and overall dissemination efforts. This success is largely attributed to the active involvement and contributions of pilot cities and partners, whose significant efforts have led to outstanding results and accomplishments.

At the end of the project a final event of CENTRINNO took place on February 22, 2024 in order to celebrate and reflect on the overall projects' outputs, where most partners and all pilots involved presented reflections, key results and highlights of the project.

Links to the recording of the closing webinar on YouTube:
Part 1: https://www.youtube.com/watch?v=-jmThoLH27E
Part 2: https://www.youtube.com/watch?v=z8qGseBgFqM

During February 2024, the website registered **2000+** page views and the most viewed page was the CENTRINNO final event page with more than **450** total views.

Figure 29 – Banner for dissemination of CENTRINNO final event

ANNEXES

Logos

CENTRINNO and EU logo can be found on the project SharePoint.

Compulsory guidelines for the use of the European logo can be found online via the Commission website: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf.

EU funding citation

This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 869595

CENTRINNO logo and EU funding citation

This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 869595

Social media graphic templates

Social media avatars

Instagram post examples

LinkedIn / X banner example

LinkedIn / X / Facebook banner example

Twitter header example

Facebook header example

Facebook page or event header example

Newsletter example

CENTRINNO'S SECOND ANNIVERSARY

Let's celebrate together this milestone!

CENTRINNO's results:

🌱 Pilots are already setting their Fab City Hubs

🎯 Several platforms & resources are developed for cities to experiment in the regeneration of historic industrial areas

📝 New blog posts from each Pilot are posted on the website, reflecting on their work and results during the first half of the project

WELL

DONE! 🎉

CHECK THE PRESS RELEASE

HALF WAY OF THE PROJECT: OUR TAKEAWAYS

Premieres in 38 minutes
October 13 at 12:00 PM

Notification on

#h2020
2-years Anniversary – CENTRINNO

CENTRINNO EU
53 subscribers

SUBSCRIBED

👍 1   Dislike   Share   ...

A VIDEO TO UNDERSTAND CENTRINNO:

We interviewed our partners to explain Centrinno's project from their perspectives, having new angles and insights on Fab City Hubs, new resources etc., as well as to delve into the complexity of such a big project entailing so many actors.

WATCH THE VIDEO

Fab City Hub (FCH) Toolkit: toolkit.centrinno.eu
Another new output ready to celebrate the two years landmark of the project is the Fab City Hub (FCH) Toolkit, a practical and living support, to understand and document the process and the fundamental steps that need to be undertaken to conceive, set up, and run FCHs as well as support the pilots in this process.

READ ABOUT THE NEW FCH TOOLKIT
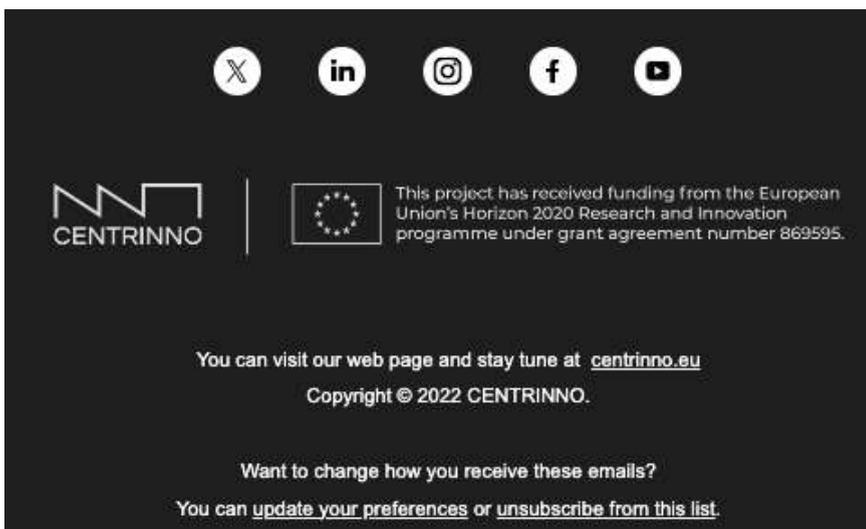
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