D8.3 – Communication, dissemination and replication strategy v2

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Acronyms

Acronym	Meaning
Dx.x	Deliverable x.x
EU	European Union
FAIR	Findable, Accessible, Interoperable, Reusable
GA	Grant Agreement
GDPR	General Data Protection Regulation
KPI	Key Performance Indicators
Mx	Month x
PGP	Preferred Gender Pronouns
SEG	Stakeholder Engagement Group
Tx.x	Task x.x

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Executive Summary

Deliverable 8.3 (D8.3) provides an updated overview of the communication, dissemination, and replication strategies employed by the UNCHAIN project up to Month 18 (M18). This report highlights the progress made since the initial strategies outlined in D8.1/D8.2 and reflects the project's growing impact in reaching target audiences, fostering collaboration, and enhancing visibility.

Key communication achievements include increased website traffic, expanded social media engagement, and the introduction of new online tools such as the Knowledge Powerhouse. Additionally, dissemination efforts have successfully raised awareness of UNCHAIN's goals at both European and local events, with more opportunities arising as the project enters the large-scale demonstration phase. The project has also strengthened partnerships with other initiatives, including ALICE and CIVITAS, ensuring cross-project collaboration and broader outreach.

Looking ahead, the UNCHAIN project will build on its successes by expanding its ambitions in communication and dissemination activities. Updated key performance indicators (KPIs), more focused event participation, and enhanced collaboration opportunities will further drive the project's visibility and influence, ensuring long-term impact beyond its lifetime.

1. Introduction

Deliverable 8.3 provides an updated overview of the communication, dissemination, and replication strategy of the UNCHAIN project, as outlined in Work Package 8 (WP8). This document covers the project's progress and milestones achieved up to M18. The strategy continues to focus on engaging a wide range of audiences and aims to ensure maximum visibility and impact both offline and online.

This deliverable is divided into three key parts: communication, dissemination, and replication. Each section reflects on the activities completed so far, with particular attention to KPIs and milestones reached during UNCHAIN's first 18 months.

The communication section addresses how the UNCHAIN objectives, core messages, and online presence have been managed, while continuously putting an emphasis on inclusivity and accessibility. The dissemination section highlights how the project outcomes have been shared with relevant stakeholders, ensuring broad outreach and engagement. Finally, the replication section focuses on scalability, with an eye on creating a long-lasting impact and supporting standardisation efforts with multiple activities concluded.

2. Gender, ethics and data related issues

In line with the commitments established in the first version of this deliverable (D8.2), WP8 continuous to ensure that ethics, data management, and gender considerations are integrated into all activities. These elements remain a priority during all communication, dissemination, and replication activities.

In section 2.1, 2.2, 2.3 the gender, ethical and data considerations related commitments can be found; these do not require further update as no partners or outside participants of the UNCHAIN project have encountered any issues related to these topics so far within WP8.

These commitments were thoroughly considered during the Transferability workshops, the handling of the Stakeholder Engagement Group (SEG) which were all concluded under this WP, and the project's public deliverables are downloadable from the website (https://unchainproject.eu/resources/) in a PDF format, while confidential deliverables are and will be kept in the repository accessible only to authorised users.

2.1. Gender related issues

Throughout the creation of the first and second versions of the communication, dissemination and replication strategy, gender dimensions were considered. Gender equality in accordance to the EC's Gender Equality Strategy 2020-2025.

In all communication material, visual and activity conducted in the UNCHAIN project, all partners have followed the editorial guidelines of POLIS network regarding equal and sensitive language. Because English has no singular common-sex pronoun, speakers have traditionally used the pronouns he, his, and him: however, English offers some ways to avoid using masculine pronouns to refer to groups that are made up of both men and women, such as:

- Using the plural form for both nouns and pronouns:
  - e.g. All the stakeholders shared their own experiences.
- Using the plural pronoun their after an indefinite pronoun:
  - e.g. Everyone shared their own experience.

Use "women'/'girls" instead of "females" and "men/'boys" rather than "males" if unavoidable or necessary (as in the case of reporting statistics). Only use "male" and "female" as adjectives, and always favour non-gendered language e.g. "people" instead of "men".

Since "appropriate" words change all the time, it is not always possible to know what words show the most sensitivity or are the most appropriate for a particular situation. Using the most appropriate words to avoid offending people with inappropriate language, try following these suggestions:

- When talking to members of a particular racial, ethnic, or other cultural group, ask them which terms they prefer. It is better to ask people than to risk insulting them unintentionally.
- Avoid using slang terms to refer to people. Slang terms for people are often very insulting.

In relation to UNCHAIN events organised, the consortium has paid and will pay special attention to gender equality amongst the speakers as well as the attendees. All UNCHAIN partners have paid and will pay special attention to this and make sure that all participants are addressed based on their preference and treated as such. If any participant of such event experiences any gender based discrimination on such events, they can contact Melina Zarouka (mzarouka@polisnetwork.eu), Zsofia Jakoi (zjakoi@polisnetwork.eu), Sibylle Meffre (smeffre@polisnetwork.eu) and Alexia Collignon (acollignon@polisnetwork.eu) of POLIS Network to address these issues. The participants have been and will be informed about this on their invitation letter to the given event.

Another important factor the UNCHAIN project considers important in regards to gender issues are pronouns. The UNCHAIN project is following the Editorial Guide of POLIS Network.

Pronouns, also sometimes known as PGPs (Preferred Gender Pronouns), are linguistic tools used to refer to individuals. They can be categorised as "gendered" (e.g. he/him/his; she/her/hers) or "gender-neutral" (e.g. they/them/theirs; ze/hir/hir; ze/zir/zirs; xe/xem/xyrs; ve/ver/vis; ae/aer/aers; per/per/pers; and others).

Using someone's correct pronouns is a fundamental way to show respect. Using wrong pronouns can lead to feelings of disrespect, invalidation, dismissal, alienation, or dysphoria, and while misgendering can happen by accident, it is important to take accountability for one's mistake, apologise, and immediately use the right pronouns.

While pronouns can sometimes indicate a person's gender identity, it is crucial not to make assumptions about someone's gender identity based on external expressions like clothing, hairstyle, or mannerisms. Recognising that not having to worry about pronoun usage based on perceived gender is a privilege, it becomes evident that deliberately misgendering

someone or ignoring their pronouns is not only offensive and disrespectful, but also a form of oppression.

Creating an inclusive space where people have the opportunity to share their pronouns is important, but it is equally important to understand that not everyone may feel comfortable sharing their pronouns and their choice should be respected: in this case, please refrain from using pronouns and refer to them by name.

2.2. Ethics related issues

WP8 pays special attention to the ethical issues. The communication, dissemination and replication strategy presented in all versions of the document does not damage individual rights and promotes transparency through publicly available documents on the UNCHAIN website.

All activities conducted under this WP are produced through informed consent. These activities are:

- Workshop invitation letters which comply with ethics requirements.
- Any information about the people attending any event organised by UNCHAIN is not and will not be shared with third parties.
- Any photos or videos during any given event organised by UNCHAIN has been and can only be taken after the signed consent of the participants.
- Any photos or videos taken during any given event organised by UNCHAIN has been and can only be shared after the signed consent of the participants.
- Newsletter subscription has and will comply with ethics and GDPR requirements.
- Website has not and will not collect personal user information.

No data should be processed without undergoing some ethical considerations first. These considerations help to enforce privacy regulations and beyond to ensure no rights are violated and all data has been obtained in a consensual manner.

The specific ethical standards and guidelines set by D1.2 and D1.3 that have been used within all activities carried out in WP8 are the following:

- The purpose and procedure of the research has been introduced in an understandable way.
- It has been emphasised that it is the potential participants' choice whether to participate in the study.
- All participants have been informed of their right to privacy and the extent to which participation in this research may impact on their lives – and the mechanisms the researchers have put in place to protect participant privacy through processes of anonymization and data storage and security.
- Participants have been informed about duration and effort to participate in any research.
- In any survey/interview people have been and will be informed what kinds of questions we plan to ask, and UNCHAIN has made it clear that people can choose not to answer questions.

- Participants have been made aware of their 'withdrawal rights': that they can withdraw from the research at any time and that, if they wish, any personal data, recordings or images can be destroyed.
- Contact information to the project´s stakeholders has been provided.
- Risks and benefits have been explained.
- If applicable, arrangements for insurance coverage for participation have been and will be described.

Participants have been made aware of the complaint procedure. Additionally, while no data requiring participant consent for dissemination in publications, presentations, or conference proceedings has been collected yet under WP8 activities, the UNCHAIN project will obtain this specific consent from participants should such data collection become relevant in the future.

2.3. Data related issue

This WP is aware of the importance to keep privacy and protect the personal data, as written under D1.2 and D1.3 (Data Management Plan) of the UNCHAIN Project, the following standards have been stablished in relation to personal data:

- Has not been and will not be handled out to third parties outside UNCHAIN.
- Has not been and will not be exploited or commercialized.
- Has not been and will be kept for no longer than necessary.
- Has not been and will not be accessible for use or diffusion outside the project framework.
- Has not been and will be subject to retrieval in case it is requested.
- Has not been and will be destroyed as the relevant scientific purpose is fulfilled.

Engagement with end users and stakeholders is mostly taking place in WPs 2, 6 and 7. Information managed by the project consortium during such activities has been and will be of a private or confidential nature.

Starting from these considerations, some procedures must be adopted to ensure that the privacy of the involved end-users is safeguarded. Access to sensitive information is being carefully controlled with restriction policies (where appropriate), and anonymization techniques are being applied to protect data confidentiality.

The activities of the WP only collect user data via cookies on the UNCHAIN website and personal information related to the newsletter subscription.

In compliance with FAIR (Findable, Accessible, Interoperable, Reusable) data principles and GDPR requirements, the data handling procedures in this deliverable align with the guidelines detailed in D1.2 and D1.3. This ensures that data management and storage practices support both open-access commitments and the guarding of personal data.

The website follows the privacy and cookie policies of POLIS Network. No data collected has been nor will be shared with third parties outside of the project consortium. The website does not collect personal information, therefore UNCHAIN has not been and will not be able to identify the users. Any information and data collected has been and will be stored at the

project's Alfresco repository, that ensures secure and safe storage of both public and private data. The project repository is hosted on a private internal server with local backup mechanism (managed by the project coordinator, ETRA).

Following the open access approach laid down in D1.2 and D1.3, after submission and approval from the EC, the project's public deliverables has been and will be downloadable from the website (https://unchainproject.eu/) in a PDF format, while confidential deliverables has been and will be kept in the repository accessible only to authorised users.

During the lifetime of UNCHAIN, data collected or generated by the project has been and will be stored and systematically organised in the official project repository, Alfresco. The Documents Library is a project internal area only accessible to internal users to securely store and share files, making them available to the whole consortium.

3. Using the united UNCHAIN identity

The task of establishing a unified identity for the UNCHAIN project was successfully completed during the initial months of the project. This included the development and adoption of essential elements such as the project logo, EU and UKRI funding disclaimers, and the standardized use of communication materials across all dissemination activities.

All UNCHAIN project partners have effectively used all these identity materials and incorporated them into their communications. This ensures a consistent, recognisable UNCHAIN branding and compliance with different funding requirements. All the materials are available of the Alfresco document repository created by project coordinator ETRA. Additionally, all project partners were made aware that they can always reach out for further confirmation about their activities to WP8 lead POLIS.

No feedback has been received indicating the need for revisions or updates in this regard, showing the success of a cohesive and recognisable UNCHAIN project identity.

4. Cooperation with similar projects and initiatives

The UNCHAIN project is actively engaged in collaboration with various initiatives to enhance dissemination and outreach efforts within the logistics sector. Notably, UNCHAIN has joined the ALICE Liaison Programme, which aims to support the dissemination of relevant projects and outcomes to the logistics industry. This initiative seeks to maximize the impact of research and innovation on the market by facilitating connections between research projects and industry stakeholders. Through this partnership, UNCHAIN is poised to leverage ALICE's extensive network to enhance visibility and promote findings effectively.

In addition to the ALICE Liaison Programme, UNCHAIN is an integral member of the urban logistics and freight cluster of CIVITAS, which encompasses numerous projects focused on sustainable urban mobility. Our team maintains regular communication with dissemination managers and coordinators from other projects within the cluster, enabling us to explore collaboration opportunities and support one another's dissemination and communication activities. Furthermore, our participation in TRA2024 under the ALICE umbrella, where we

showcased our initiatives at the Innovation Village, yielded significant dissemination results, amplifying our reach within the logistics community.

Currently, UNCHAIN is collaborating with the DISCO project, our sister initiative, to support the development of our respective Knowledge Hubs. This partnership fosters the exchange of insights and resources to strengthen both projects. Additionally, two of our UNCHAIN cities - Funchal and Riga are officially designated as "Challenge Cities" within the CIVITAS Replication and Deployment Programme, while Madrid and Prague serve as Champion cities. This participation provides us with valuable opportunities to connect with other cities in the CIVITAS network and learn from their experiences. To further promote collaboration and knowledge sharing, we are preparing a three-part webinar series focusing on stakeholder engagement and citizen co-creation in partnership with the SUM project, inviting other CIVITAS initiatives to co-organize and participate. A more comprehensive overview of these collaborative efforts will be elaborated upon in D8.4, scheduled for M24.

5. Communication objectives and activities

The communication objectives of the UNCHAIN project have been continuously addressed as outlined in the initial strategy. The website is regularly updated with news and events, maintaining high visibility for the project. Social media channels, Twitter and LinkedIn, have been actively used to share project developments with great results.

With the launch of the large scale demonstrations at the pilot sites, we expect to generate significant visual content, including introduction videos for the Living Labs, enhancing our outreach. Additionally, the project has successfully produced an introduction video that has been used in multiple events and is featured on the website and UNCHAIN YouTube channel.

Due to technical challenges with the initial newsletter provider, MailChimp, we migrated to another provider, Brevo, ensuring improved connectivity with subscribers and better analytics for newsletter performance. These activities align with the ongoing commitment to engaging a broad audience and promoting the project's societal and economic impact.

The primary objective of the communication activities remains the same as in D8.2; to effectively inform about project development and demonstrate the positive impacts generated by UNCHAIN. From M18 – M36, WP8 identified the following priorities for our different outreach channels:

- UNCHAIN Website

    - Regular updates on the project development.
    - News and events updates.
    - Knowledge Powerhouse updates and continuous population with relevant documents.
    - Establishment of dedicated site for the SEG and highlight its members.

- Social Media sites

    - Regular updates on the project development.
    - News and events.

- Social media campaigns directed to the UNCHAIN target groups.
- Showcasing large scale demonstration of UNCHAIN pilots.
- Showcasing dissemination activities to relevant target groups.

- Event attendance

  - UNCHAIN continuous attending many relevant events and conferences.
  - Promotion of UNCHAIN services.
  - UNCHAIN cities to share knowledge and promote UNCHAIN solutions.

- Promotional Video

  - Further dissemination of the introduction video that appears on the UNCHAIN website and social media. The video is uploaded on the UNCHAIN YouTube channel.
  - Strengthen event appearance with the promotional video.
  - Create separate introduction videos to the Living Labs and related services.

- Newsletter

  - Establishing better outreach with new newsletter domain. Currently reached 55 subscribers, WP8 aims to reach at least a 100 until D8.6.
  - Strengthen subscriber numbers until large scale demonstration kicks off. This will media will allow more detailed news about the cities, pilots and other UNCHAIN developments.

- Magazines and journals

  - UNCHAIN aims to publish articles and op-eds about the demonstration results in prominent industry magazines. This WP is preparing for this activity with relevant scientific project partners and participating cities. These publications will specifically target primary sectors of interest, including local and national newspapers, relevant technical societies, and specialized journals. UNCHAIN will have at least 5 publications.

- Peer-reviewed Scientific Publications

  - To increase the UNCHAIN dissemination, UNCHAIN is going to have at least 2 peer-reviewed publications submitted until M24, April 2025. This WP is preparing for this activity with relevant scientific partners. As shown in Section 6.2, the technical partners with the lead of IBV, have submitted a scientific paper to the CSuM conference and presented it in early September.

Under Section 5.3 and 5.4, this document will share more tangible results of the success of the UNCHAIN communication activities concluded up until M18.

5.1. Target groups and messages

The target group-based communication activities established in D8.2 proved to be successful, therefore, WP8 will not revise these under this deliverable. WP8 will continue to target the same groups with the related communication channels presented in Table 1 below.

Table 1 - Target groups per communication channel

Target Group	Description of Group Members	Related Communication Channels
Primary Direct Target Group	- Local and Regional Authorities - Transport Planning Agencies - Urban Logistics Operators - Policy Makers - Freight Transport Operators	- Website - LinkedIn - Printed Material - Video - Newsletter - Magazines - All events - SEG
Secondary Direct Target Group	- Transport consultants - Mobility Service Providers - Technology Providers - Managers of Logistics Hubs and UCC/UDC	- Website - LinkedIn - Twitter - Video - Printed Material - Newsletter - All events - SEG
Knowledge Direct Target Group	- Research Institution - Researchers - Academia - Data Working Groups	- Website - Printed Material - Events - Scientific Journals - Magazines - SEG
Indirect Target Group	- Civil Society Organisations - Local Businesses and E-commerce providers - General Public and City Residents - Retail Businesses - Receivers and shippers of goods - Costumers of delivery service industry products	- Website - Twitter - Video - Newsletter - Magazines - Workshops

The UNCHAIN project has established the recognisable project motto *"UNCHAIN all potentials with our urban logistics services".* This motto appears on the project website and in many of the UNCHAIN communication material.

When different project partners are attending various events or want to communicate about UNCHAIN they can still use many of the variations below to support their effective communication. These key messages can be understood as talking points to highlight the different benefits that the UNCHAIN services aim to provide a solution for. The three different categories under this are sustainability, urban logistics and stakeholder cooperation.

1. Sustainability:
   - Reducing carbon emissions and footprint
   - Better air quality in the urban areas
   - Enhancing the urban quality of life
   - Creating cities for the future
   - Resilience for the cities

2. Urban Logistics:
   - Cutting-edge urban solutions
   - Economic benefits
   - The 12 services at the forefront of innovation
   - State-of-the-art urban solutions

3. Stakeholder Cooperation:
   - Public-private cooperation
   - Collaboration with NGOs and CSOs
   - Scalability and replication
   - Multi-stakeholder collaboration
   - Leadership in sustainable innovation

5.2. Local communication strategies

In D8.2 it was initially planned to develop local communication strategies tailored for the local needs of our UNCHAIN cities. These strategies aim to increase engagement in non-English speaking regions. While these strategies have not yet been formally implemented, the WP8 lead, POLIS, has already collected feedback and all necessary information from the participating cities though a survey. The forementioned survey can be found in Annex 1.

All the UNCHAIN cities have expressed positive interest in the idea and all of them appointed "local communication managers". As WP6 has just been started, once the large-scale

demonstration begins with tangible results, the local communication plans will enter into force and will be further developed, ensuring tailored outreach and local stakeholder engagement.

This outreach will be both online and offline. In the online part, POLIS will support the cities in developing visual material they can distribute and translate to better match their own local needs. While the offline activities will relate more to local dissemination, POLIS can enhance through different communication actions.

Figure 1 - Example of local material creation - Prague Infographics 1

Figure 2 - Example of local material creation - Prague Infographics 2

5.3. Online presence

The UNCHAIN project still puts a significant effort on maintaining a strong online presence, which has got a great feedback with excellent numbers. The project's online platforms have been carefully designed to be accessible, with attention to colour schemes, font sizes, and other key accessibility features. This focus on inclusivity ensures that UNCHAIN is accessible to a wide and diverse audience, while our consistent updates and visual content continue to engage our primary target groups and promote the project's objectives effectively.

5.3.1. Website

The UNCHAIN website is still operated under the domain name www.unchainproject.eu. Since D8.2, there have been many significant changes and updates on the content of the website. It got enriched with different webpages, documents, deliverables, news and many more.

Since the last deliverable, the website got a slightly updated Homepage, that attracts more visitors and is easier to navigate. Now all visitors can find an interactive map for the Living Labs. This map is going to be updated in M24 with the Follower Cities and Peer Cities as well. Additionally, all news and events also appear on the Homepage. The visitors can subscribe to the UNCHAIN newsletter and also get redirected to the LinkedIn and X (Twitter) pages of the project.

The Resources webpage (Figure 3) is one of the most visited pages of the website, with all public deliverables published there. Next to that, the newsletters and the survey conducted under WP2 are also available to download. The Resources page also redirects to the UNCHAIN

YouTube channel, where the visitors can find the UNCHAIN introduction video. This video is available at https://www.youtube.com/watch?v=JZr0yMnCT7E.
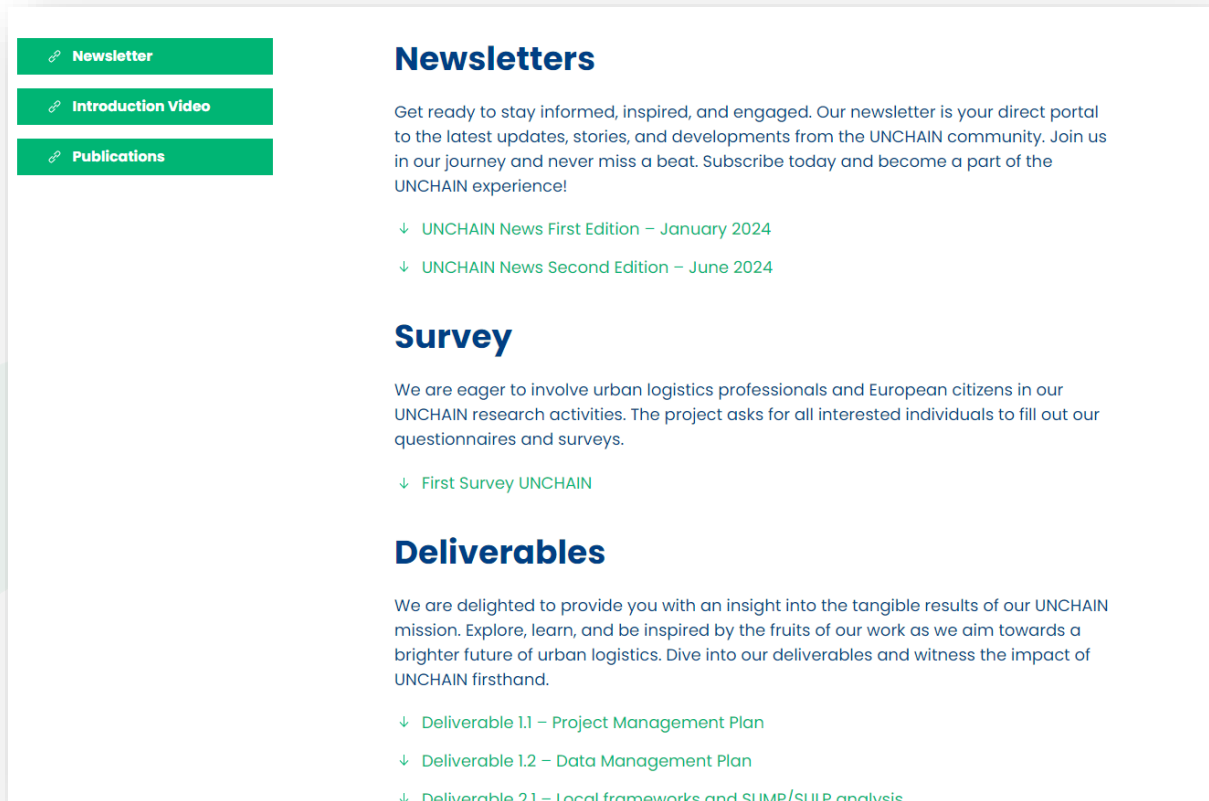

Figure 3 - Current Resources webpage

Two outstanding developments on the website between M16 – M24 are going to be featured: the launch of the Knowledge Powerhouse and the SEG introduction page. The Knowledge Powerhouse is one of the services of the UNCHAIN project and it is essentially a knowledge hub to capitalise on expertise from the consortium and its networks. The partners are going to publish research and innovation findings of the Living Labs and will set up the mechanisms to facilitate capacity building, knowledge sharing and the exchange of good practices.

5.3.1.1. Knowledge Powerhouse development

The Knowledge Powerhouse is what the current Resources page has migrated into with the introduction of an Initiative Selector Tool, different resources and Living Lab findings.

As shown in Figure 4, the Knowledge Powerhouse is planned to consist of three main elements; an "Initiative Selector Tool", a "Living Labs" page and a more detailed "Resources" page. These initial pages shown in Figure 4 And Figure 5 are already developed to support gathering the necessary material until the launch. The design might be improved and changed until M24, to better cater for the needs of the users and enhance user experience.

The Knowledge Powerhouse as UNCHAIN service is developed by EITUM under WP4 activities in collaboration with WP8 lead POLIS that is developing the material on the website. The collaboration between the two organisations holds many possibilities for WP8 materials.

Some of the content planned for the Knowledge Powerhouse is expected to align closely with material being developed in WP8, making cross-WP collaboration not just convenient, but essential. We hope to feature interviews with UNCHAIN cities and Peer Cities, service developers, video footage of cities and services, research papers, as well as SUMP and SULP documents from the cities, among other resources.

The fully developed Knowledge Powerhouse, its impact on the website and different metrics will be reported on in D8.6 in M36.

Figure 4 - Knowledge Powerhouse
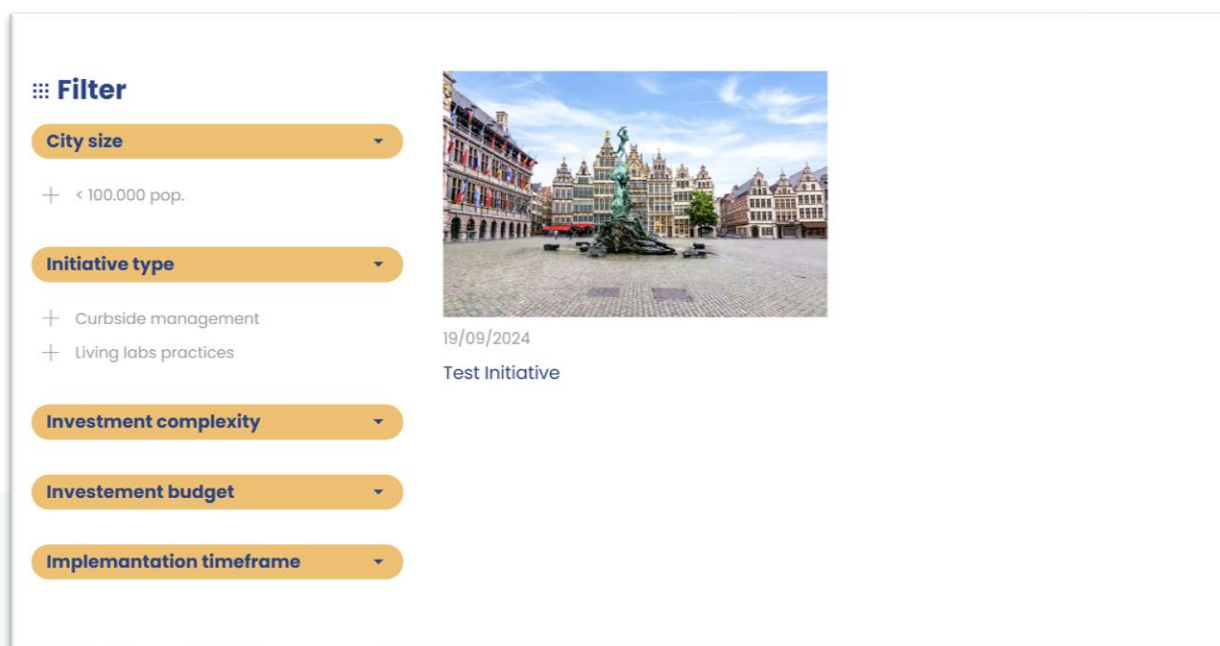
Figure 5 - Knowledge Powerhouse Initiative Selector Tool

5.3.1.2. Stakeholder Engagement Group webpage

As the Stakeholder Engagement Group (SEG) is getting more ad more involved in the UNCHAIN project, WP8 wanted to provide them the opportunity to be visible on the UNCHAIN website. The dedicated webpage is currently under development.

It is titled as "The UNCHAIN community" and will feature the participating Peer cities and logistics experts from the group. This UNCHAIN community page only aims to showcase them as part of our network, and any documentation or support they provide the project will be integrated into the Knowledge Powerhouse.

Examples of the documents and support that the SEG can provide include co-published materials, city baseline cards for the Peer Cities, and interviews showcasing their expertise and the services they are implementing or considering for future adoption.
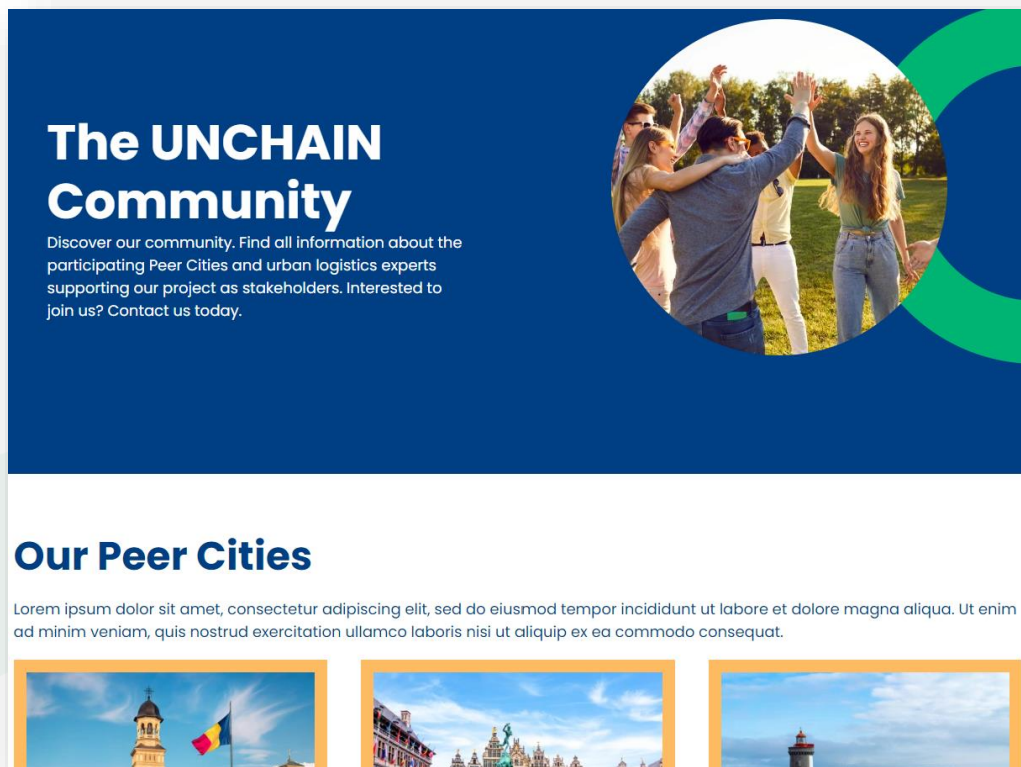
Figure 6 - The planned UNCHAIN Community webpage

5.3.1.3. Website monitoring indicators (Google Analytics)

In order to monitor the performance of the UNCHAIN website, a Google Analytics account has been set up. In D8.2, five different metrics or indicators were identified to understand and analyse the user behaviour on the website. These metrics served as a key indicator of the website development and whether any changes should be carried out on the website.

These five metrics that have been monitored during the past 12 months with the detected numbers are the following:

- Users (New)
  - 2200 new users in the past 12 months
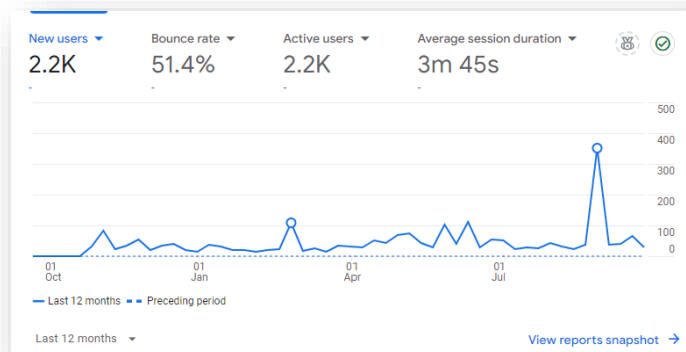
Figure 7 - New users metric from Google Analytics

- Bounce Rate

  - 51,4% bounce rate.

  - This metric shows the percentage of visitors who viewed only a single page. This percentage can be considered good, as a lot of the website traffic comes from hyperlinks from social media, therefore, many users are redirected to a specific page.

  - Going forward, this metric can be significantly improved with webpage changes. For example, leaving hyperlinks and buttons on specific pages that grabs attention and could enhance other page visits.
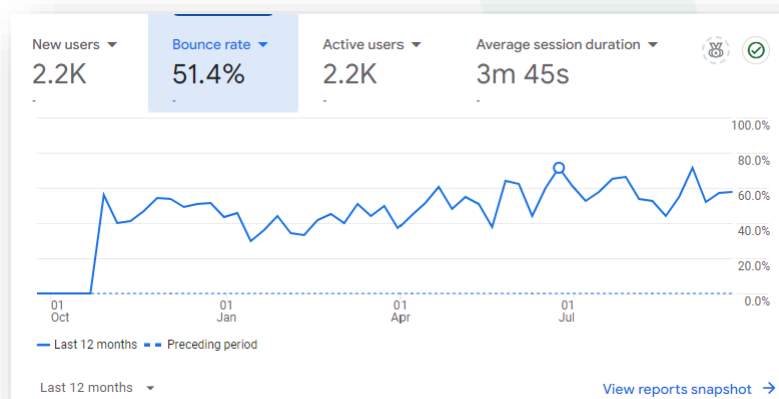
Figure 8 - Bounce rate metric from Google Analytics

- Average Session Duration

  - The average session duration was 3 minutes 45 seconds in the past 12 months. This is a great number and shows that a lot of users stay on the UNCHAIN page for a longer time than initially expected.

Figure 9 - Average session duration metric from Google Analytics

- • The average session duration specifically very useful for WP8 to see that the webpages are well populated and even with a relatively high bounce rate, users actively engage even with a single page for a long time.

- Percentage of New Sessions

    • While this metric is available and measured in Google Analytics, it is not currently relevant for reporting. During the first year of the website's existence, nearly all users are new, resulting in almost all sessions being classified as new sessions. Reporting on this could lead to a misleading interpretation. This metric will be addressed in D8.6 – Communication, Dissemination, and Replication Strategy v3, scheduled for M36.

- Pages Per Session

    • This metric is measured under the "Views per session" tab on Google Analytics. During the past 12 months, this is 7.1 views per session. "Views per Session" is calculated by dividing the total number of page views by the total number of sessions. It provides insight into how engaged users are, indicating whether they are browsing multiple pages during their visit or leaving after viewing just one or two. The number 7.1, means that, on average, users are viewing 7.1 pages during each session on your website. In other words, for every visit to your site, users are interacting with around 7 different pages or refreshing certain pages enough times to reach this average.

    • A great improvement is shown during the past 90 days, as this metric has significantly improved to 14.
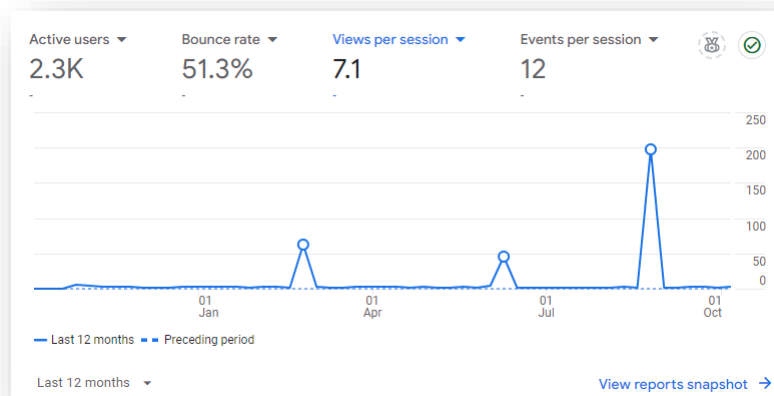
Figure 10 - Views per session metric (12 months) from Google Analytics

Figure 11 - Views per session metric (90 days) from Google Analytics

5.3.2. Social media channels

The UNCHAIN project has established three social media channels: LinkedIn, X (formerly Twitter), and YouTube, which serve as key platforms to communicate project outcomes, milestones, and event participation. These channels have proven to be effective in enhancing the project's visibility and engagement with stakeholders and other interested people. As identified in D8.2, certain trends have emerged regarding follower engagement. Notably, posts featuring visuals, especially images of project consortium members, tend to receive significantly more interaction. Partners are more inclined to reshare such content, amplifying the reach and impact across broader networks. This emphasis on visual content has played a clear role in surpassing both the midterm and end-of-project KPIs for social media engagement.

Given this success, the KPIs set in D8.2 have been revised upwards. These revised numbers are detailed in Section 5.4.

5.3.3. Introduction Video

During M7 of the project, a short introduction video was created to support any dissemination and communication action of UNCHAIN. The video was created internally by POLIS, therefore, did not require budget allocation. This video is currently available both on the UNCHAIN YouTube channel and the website via the "Resources" page.

The video is titled "Discover our project: An UNCHAIN introduction", and currently has 110 views. The video is available at https://www.youtube.com/watch?v=JZr0yMnCT7E.

As per the GA (Grant Agreement), further videos are going to be produced under WP8 in order to enhance the project outreach. These videos are going to be developed in line with the WP6 development and will aim to showcase the large-scale demonstration of services and the UNCHAIN city efforts in the project. The further videos are going to be presented and reported on in M36 in D8.6 – Communication, dissemination and replication strategy v3.

5.4.   Key performance indicators

Throughout the project's social media activities, WP8 partners have identified several trends, including the increased engagement from posts featuring visual content, particularly those showcasing members of the consortium. Such posts tend to receive more reshares and reposts, significantly boosting reach and visibility.

Since the initial report, we have not only reached but also surpassed the KPIs set for mid-term and for the end of the project. In D8.2, WP8 promised to reach the figure shown in Table 3, and to reach 350 followers on LinkedIn by the end of the project.

Currently, as Table 2 shows, UNCHAIN has achieved an average of 250 website visitors per month, 499 LinkedIn followers, and 191 Twitter followers, which exceed the original targets. This success highlights the effectiveness of our online and social media strategies and clearly shows the potential for further growth.

Instead of setting new KPI targets for the end of the project, WP8 established targets for M36 that we can report on in D8.6. In line with the service developments conducted in WP4, WP5 and WP6 of the project, we are expecting a high rise in average website traffic and also on social media from M24 onwards. The brand new webpages, the updates of the UNCHAIN service pages and the launch of the Knowledge Powerhouse will all support rise.

Table 2 - New Online KPIs

Activity	D8.2 KPI (mid-term)	Actual reached value	New KPI (M36)
Website Visitors	200/month	200/month	250/month
Twitter Following	80	191	220
LinkedIn Following	250	499	600

Table 3 - Online KPIs in D8.2

Activity	GA KPI (mid-term)	New KPI (mid-term)
Website Visitors	150/month	200/month
Twitter Following	75	80
LinkedIn Following	75	250

6. Dissemination objectives and activities

Attending conferences, workshops, seminars, and webinars remains crucial for achieving the UNCHAIN project's dissemination objectives. Throughout 2023 and 2024, UNCHAIN has successfully showcased its progress at various European and local events, primarily through the active participation of the Living Lab cities and the project coordinator. This consistent presence has helped raise awareness of the project and its goals.

As UNCHAIN enters into a new phase, marked by large-scale demonstrations, the scope and opportunities for event attendance are expanding. With more concrete results and innovative content to present, we anticipate a significant increase in the number of submissions to major conferences, as well as the variety of materials we can showcase. This phase will allow for a richer dissemination of project insights, demonstrating more tangible outcomes from the Living Labs, Follower cities and other project outcomes.

In addition to continuing participation in European-level events, we will identify more local events through the Living Lab and Follower cities, ensuring integration into local strategies. Table 4 shows an updated table on the "preliminary collection of events" showed in D8.2. As in the last deliverable, in the table the sign "*" shows the events where the UNCHAIN project has already been showcased or the UNCHAIN participation has already been confirmed. In Table 5, there is a more detailed overview of all the different events that UNCHAIN attended or already confirmed to attend this year (2024).

Table 4 - Updated conference table from D8.2

Event Title
Urban Mobility Days *
Global Mobility Call *
Annual Conference of Major Cities of Europe *
Smart City Expo World Congress * (2023 + 2024)
TRA (Transport Research Arena) *
TRB
ITS World/Europe
ITF

WCTRS
POLIS Conference* (2023 + 2024)
CIVITAS Forum* (2023 +2024)
EUROCITIES Conference
EARPA Forum
European Conference on Sustainable Urban Mobility Plans
Smart Mobility Congress*
International Conference on Ecological Vehicles and Renewable Energies
TECMA Feria Internacional de Urbanismo y Medio Ambiente (Spain)
Greencities (Spain)
Transfiere (Spain)
Odysseus (International Workshop on Transport and Logistics)
INFORMS
Tomorrow Mobility World Congress*
Mobility World Congress
Sustainable Energy Week (EUSEW)
European Week of Regions and Cities
ECOM World
Hybrid and Electric Vehicle Conference (HEVC)
Vehicle Power and Propulsion Conference (VPPC)
Triennial Symposium on Transportation Analysis (TRISTAN)

6.1. Event and conference attendance

Table 5 - Event attendance overview

Event Name	Organised by	Date	Location	Dissemination Level
Urban Mobility Days	European Commission - CIVITAS	03-06/10/23	Seville, Spain	European
Global Mobility Call	n/a	24-26/10/23	Madrid, Spain	European
MCE Annual conference	Mayor Cities of Europe Network	25-27/10/23	Prato, Italy	European
SCEWG	Fira Barcelona	06-09/11/23	Barcelona, Spain	Global

Greentech Week	Nexpo	16-17/11/23	Tallin, Estonia	European
CITIES MISSION CONFERENCE	European Commission and NetZeroCities	26-27/06/23	Brussels, Belgium	European
EMW	European Secretariat comprised of DG MOVE, Eurocities, ICLEI Europe and Polis	16-22/09/23	Florence, Italy	Local
BUS (Brussel Urban Summit)	Be.Brussel, Eurocities, Metropolis, OECD	13-15/06/23	Brussels, Belgium	Global
POLIS Conference	POLIS	29-30/11/2023	Leuven, Belgium	European
TRA2024	n/a	16/04/2024	Dublin, Irelad	Global
Pdays	AIPARK Associazione Italiana Operatori Sosta e Mobilita	May/2024	Firenze, Italy	Local
Firenze Per il Clima	City of Florence	May/2024	Firenze, Italy	Local
CSuM (The 7th Conference on Sustainable Mobility)	University of Thessaly	4-6/09/2024	Greece	European

Planet Week 2024	Fondazione Links	24/04/2024	Italy	Local
CIVITAS Forum	CIVITAS	1-3/10/2024	Parma, Italy	European
Urbanism Next Europe 2024	University of Oregon	9-10/10/2024	Amsterdam, Netherlands	Global
IRF World Congress	International Road Federation	15-18/10/2024	Istanbul, Greece	Global
SCEWG	Fira Barcelona	5-7/11/2024	Barcelona, Spain	Global
ALICE Innovation Summit	ALICE	6-7/11/2024	Brussels, Belgium	European
POLIS Conference	POLIS	27-28/11/2024	Kalsruhe, Germany	European
12ª Conferencia del Programa Marco de Investigación e Innovación de la Unión Europea en España	CDTI, the Spanish Ministry of Science, Innovation and Universities, the European Commission, the City Council of Oviedo and Sekuens	28/11/2024	Oviedo, Spain	Local

6.2.Publications

The UNCHAIN project presented its first scientific paper submitted as an abstract at the 7th Conference on Sustainable Mobility (CSuM) in Karditsa, Greece, early September 2024. Titled "A Collaborative Framework for Defining User Requirements for Improving Urban Logistics in the UNCHAIN Project Demonstration Sites," the paper showcases findings from WP2, detailing a framework to establish user requirements aimed at optimizing urban logistics in the project's demonstration sites.

Authored by Juan F. Gimenez (IBV), Amparo López (IBV), Chiara Tavella (SPES), Lorenza Falco (SPES), Albert Sole (EITUM), Elena García (ETRA), and Konstantinos Zografos (ULANC).

7. Replication objectives and activities

7.1. Scalability and replication

The UNCHAIN project remains committed to ensuring that its research results have a lasting impact on society, science, and the economy. The focus on dissemination, scalability, and transferability of results continues, with updates to these activities to be detailed in D8.4.
The SEG is now fully established, bringing together Peer Cities, regions, and logistics experts to support the project's goals. The SEG plays a crucial role in facilitating the adoption of UNCHAIN's solutions through knowledge sharing and collaborative validation efforts. The current participating Peer cities are the following:

- Alba Iulia
- Antwerp
- Brest Metropole
- Greater Manchester
- Reggio Emilia

The participating logistics experts are from a diverse background and include prominent university and logistics representatives. Such as University of Antwerp, BKK Budapest, BPost and many more.
As we move forward, the adoption roadmap - including transferability guidelines, exploitation strategies, and business plans - will guide cities in implementing UNCHAIN's solutions. In parallel, the work within the POLIS Network and the POLIS-ALICE dialogue continues to align with broader EU policy goals, focusing on advancing CO2-free city logistics by 2030.

7.2. Transferability activities

UNCHAIN transferability activities are designed to support the promotion and adoption of the project's results and innovations, as well as facilitate knowledge sharing and best practice exchange between pilot, Follower, and Peer Cities. During the first 18 months of the project, these transferability activities included the development of city baseline cards, which will be uploaded as part of the UNCHAIN Knowledge Powerhouse for urban logistics (see section 5.3.1.1) once the service is fully developed and online. Additionally, two transferability workshops with Peer Cities and key stakeholders were held.

The inputs from these sessions will be incorporated into the transferability guidelines, which serve as a roadmap for applying the project's findings and are an integral part of the UNCHAIN Knowledge Powerhouse for urban logistics. Internal meetings between pilot and follower cities have been facilitated monthly in collaboration with WP4-WP5 partners to support knowledge sharing and alignment during the development phase of UNCHAIN services. These meetings exemplify cross-work package collaboration between partners involved in WP4-WP5 and WP8.

For the next period, this task will continue with the implementation of transferability activities including replication activities, peer to peer exchange webinars, workshops and later on in the project an on-site peer learning visit.

8. Conclusion

The UNCHAIN project has made important steps in communication, dissemination, and replication activities during the first 18 months. With strong online engagement, successful event participation, and meaningful collaborations, the project has positioned itself as a key player in urban logistics innovation. As the project moves into its next phase, the large-scale demonstration will provide additional opportunities to showcase tangible outcomes and expand its impact.

The progress achieved so far has enabled the project to not only meet but exceed many of the initial KPIs, prompting the consortium to set more ambitious goals for the remaining project duration. As these efforts continue, UNCHAIN remains committed to maintaining its high standards of visibility, knowledge sharing, and stakeholder engagement, ensuring that its innovative solutions make a lasting contribution to sustainable urban logistics.

Annex 1

"Local Communication and Dissemination Plan Survey" for part participating UNCHAIN cities

Welcome to this document

Dear UNCHAIN Cities,

We understand that each city has its unique charm, characteristics, and, most importantly, its distinct set of local target groups and stakeholders. It is this uniqueness that forms the foundation of our communication and dissemination approach in the UNCHAIN project. We believe that an effective local communication and dissemination plan is not one-size-fits-all, but rather a tailored strategy that resonates with the specific needs and aspirations of each participating city.

This survey you are about to undertake plays a pivotal role in this. It is designed to help us gain valuable insights into your city's preferences, challenges, and opportunities. Your responses will create the way for the creation of a tailored local communication and dissemination plan that aligns seamlessly with the overarching UNCHAIN project's goals.

Our commitment to you is to integrate the core principles of the UNCHAIN project's communication and dissemination plan into your tailored strategy. However, we also recognize that it's the nuances and local dynamics that make each city's journey unique. Your inputs will guide us in fine-tuning the approach to engage with your local target groups and stakeholders in the most effective manner.

Your active participation in this survey is a testament to your dedication to the UNCHAIN project, and we are genuinely appreciative of your efforts.

Please take the time to provide us with your invaluable insights, preferences, and vision for a sustainable urban future. Together, we can make a substantial impact on the journey towards cleaner, smarter, and more sustainable cities.

Should you have any questions or require assistance at any stage of this process, please do not hesitate to reach out to our dedicated team. We are here to support you every step of the way.

Thank you for being an integral part of the UNCHAIN project. We look forward to a collaborative and successful partnership in shaping the future of urban logistics.

Local Communication Manager

The local communication outreach contact will be responsible for identifying relevant local events and communication channels which can be exploited for communication about UNCHAIN and sustainable urban logistics. They will also be responsible for communication through their respective cities' website and social media channels in both English and local language, and to deliver the input for the project website and newsletter. This contact sheet is not limited to one contact. If there are more contacts, please indicate the name of the main contact and the name of the support contact.

UNCHAIN PARTNER – Local Responsible		
Contact Person		
Email		
Address		
Local Language		
Organisation Social Media @	LinkedIn:	
	Twitter:	
Personal Social Media @	LinkedIn:	
	Twitter:	
Other Information		

UNCHAIN Partner City

UNCHAIN PARTNER – Description	
Website	
Do you have a dedicated page or category for the UNCHAIN project?	Yes/No
If you don't have a dedicated page, please indicate whether it's possible to create one	
Does your website/webpage clearly showcase the UNCHAIN logo?	Yes/No
Quote from authority about UNCHAIN (Text 2 sentences max.)	
Why are you in UNCHAIN? (Text 2 sentences max.)	
Actions you take in UNCHAIN (Text 3 sentences max.)	
Measure field in action (150 words)	*What are the areas in your cities you wish to transform, what will be the impact of your UNCHAIN activities*

UNCHAIN Local Communication

UNCHAIN Local Communication	
What do you want to accomplish with regards to the UNCHAIN activities you are conducting (Text 3 sentences max.)	
What are the messages you would like to convey with regards to these activities (Text 3 sentences max.)	
What are the local target audiences you want to reach out to (List of audience)	• • •

Local Communication Outputs

UNCHAIN Local Communication	
Do you have sufficient information about UNCHAIN project design?	*Yes/No*
In case you don't have enough information, please specify what you think you are missing	
Do you think it would be useful to have a branding kit of templates and logos for you to use	*Yes/No/Don't Know*
Have you translated the leaflet to your local language?	*Yes/No*
At which events will you distribute the leaflets?	

Local Events and Press

UNCHAIN Local Events and Press	
Do you plan local events with regards to UNCHAIN?	*Yes/No*
Topic, period/date, place and audience of the event?	
Do you plan a press conferences with regards to UNCHAIN?	*Yes/No/Don't Know Yet*
Topic, period/date, place and audience of the event?	
If yes, to whom will the press conference be addressed to?	• *National Media (Yes/No)* • *Regional Media (Yes/No)* • *Local Media (Yes/No)* • *Other*

Social Media Use

This table aims to explore your organisation's habits on social media. Please indicate no, if your organization has e.g. a Google+ account but is not active on the platform.

Which social media are you using (organization)? Please, answer below and add the link	
Twitter	*Yes/No*
Facebook	*Yes/No*
Instagram	*Yes/No*
LinkedIn	*Yes/No*
Google+	*Yes/No*
YouTube	*Yes/No*
Pinterest	*Yes/No*
Other (please indicate)	*Yes/No*

How do you use your social media accounts?	
Do you use the general hashtag #UNCHAIN for all your social media? (i.e. Twitter, Facebook, LinkedIn, etc.?)	*Yes/No*
Are you using visuals (images, pictures, GIFs, etc.) when posting on the social media?	*Yes/No*
Do you include links for more info (the project website when necessary) to your posts on the social media?	*Yes/No*
Do you post regularly on the social media? (i.e. at least once a week?)	*Yes/No*
Do you follow other page/organisations involved in urban logistics on the social media?	*Yes/No*
If not, do you need advices on which organisations/pages/projects to follow?	*Yes/No*
Do you have tools that you use to communicate with local residents and stakeholders to share quick updates?	*Yes/No*

Support from POLIS

What can POLIS do for your Local Communication Plan as a support?	
Defining local target groups	*Yes/No*
Defining communication objectives	*Yes/No*
Understanding Horizon Europe communication requirements	*Yes/No*
Understanding the project identity	*Yes/No*
Drafting a press release	*Yes/No*
Drafting an e-newsletter	*Yes/No*
Understanding local social media use	*Yes/No*
Other	