unchain

D8.6 – Communication, dissemination and replication strategy v3

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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 8.6 (D8.6) provides an updated overview of the communication, dissemination, and replication strategies employed by the UNCHAIN project up to Month 36 (M36). This report highlights the progress made since the strategies outlined in D8.1/D8.2/D8.3 and reflects the project's growing impact in reaching target audiences, fostering collaboration, and enhancing visibility.

Key communication achievements include increased website traffic and expanded social media engagement. 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, CIVITAS and similar EU-funded projects, ensuring broader collaboration and 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. At M36, the launch of the demonstration phase and first results of the project will provide an additional opportunity for dissemination.

1. Introduction

Deliverable 8.6 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 M36. 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 36 months, and especially between M18 and M36 as the first months of the project are covered by D8.1, 8.2 and 8.3.

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 previous version of this deliverable (D8.2 and D8.3), 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. It also applies to authorship in conference abstracts, publications and journals. 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), Elisa Gomez (egomez@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 regarding 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, D1.3 and D1.4 (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, D1.3 and D1.4, 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. The data management complies with the UNCHAIN Data Management Plan.

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. This includes being part of the CIVITAS evaluation and dissemination managers group, including the CIVITAS Logistics and Freight Cluster evaluation

group. 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. For instance, our participation in TRA2026 will be under the ALICE umbrella, as part of the Urban Logistics neighbourhood, yielding significant dissemination results,- and amplifying our reach within the logistics community.

Currently, UNCHAIN is collaborating with the DISCO project, our sister initiative, and MoLoHubs, an INTERREG project. These partnerships foster 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 have prepared some webinar series focusing on stakeholder engagement and citizen co-creation in partnership with the SUM and Ultimo projects. A more comprehensive overview of these collaborative efforts will be elaborated upon in D8.7, scheduled for M36.

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, mainly LinkedIn, have been actively used to share project developments with great results.

During the large-scale demonstrations at the pilot sites, consortium partners are working on some visual content, including introduction videos for the Living Labs, enhancing our outreach. These also aim to be used as part of the local communication strategies, and to improve presence at events. These Living Labs videos complement the project's introductory video developed in the first part of the project and used in multiple events already.

The Newsletters have continued with the Brevo provider, after changing due to technical challenges with the initial one (MailChimp) 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 and D8.3; 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.

- 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 continuously 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.
- Separate introduction videos to the Living Labs and related services.

- Newsletter

- Continue producing regular newsletters with updates about the project's development.
- Establishing better outreach with the new newsletter domain.
- Strengthen subscriber numbers. Magazines and journals
- UNCHAIN endeavours 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

"Dynamic Curbside and Shared Facility Management for Sustainable Urban Freight in Madrid: UNCHAIN project". Authors: Borja Albert, Sergio Fernández and Elena Garcia, ITS 2026 Instanbul

"Recommendations from the UNCHAIN project on how to allocate land uses for an efficient urban freight". Auhtors: Juan F. Giménez, Amparo López, Carol Soriano, Raquel Marzo, Elisa Signes, José Solaz, Elena García, TRA 2026.

Under Section 5.3 and 5.4, this document will share more tangible results of the success of the UNCHAIN communication activities concluded from M18 up to M36, since the beginning is already covered in D8.3.

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	• Mobility and Logistics 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 • Mobility and Logistics professionals	• Website • Printed Material • Events • Scientific Journals • Scientific Conferences • Magazines • SEG
Indirect Target Group	• Civil Society Organisations • Local Businesses and E-commerce providers • General Public and City Residents • Retail Businesses	• Website • Twitter • Video • Newsletter • Magazines

	• Receivers and shippers of goods • Customers of delivery service industry products	• 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 are implemented locally, the WP8 lead, POLIS, has

already collected feedback and all necessary information from the participating cities though a survey. The aforementioned survey can be found in D8.3, Annex 1. Additionally, POLIS has engaged with cities in July 2025 to discuss their plans for local communication and dissemination activities during UNCHAIN's demonstration phase. While the cities are leading these efforts, POLIS has supported their activities and provided help in consolidating their plans, according to their needs.

This outreach is both online and offline. In the online part, POLIS supports the cities in developing visual material they can distribute and translate to better match their own local needs. While the offline activities relate more to local dissemination, POLIS can provide support.

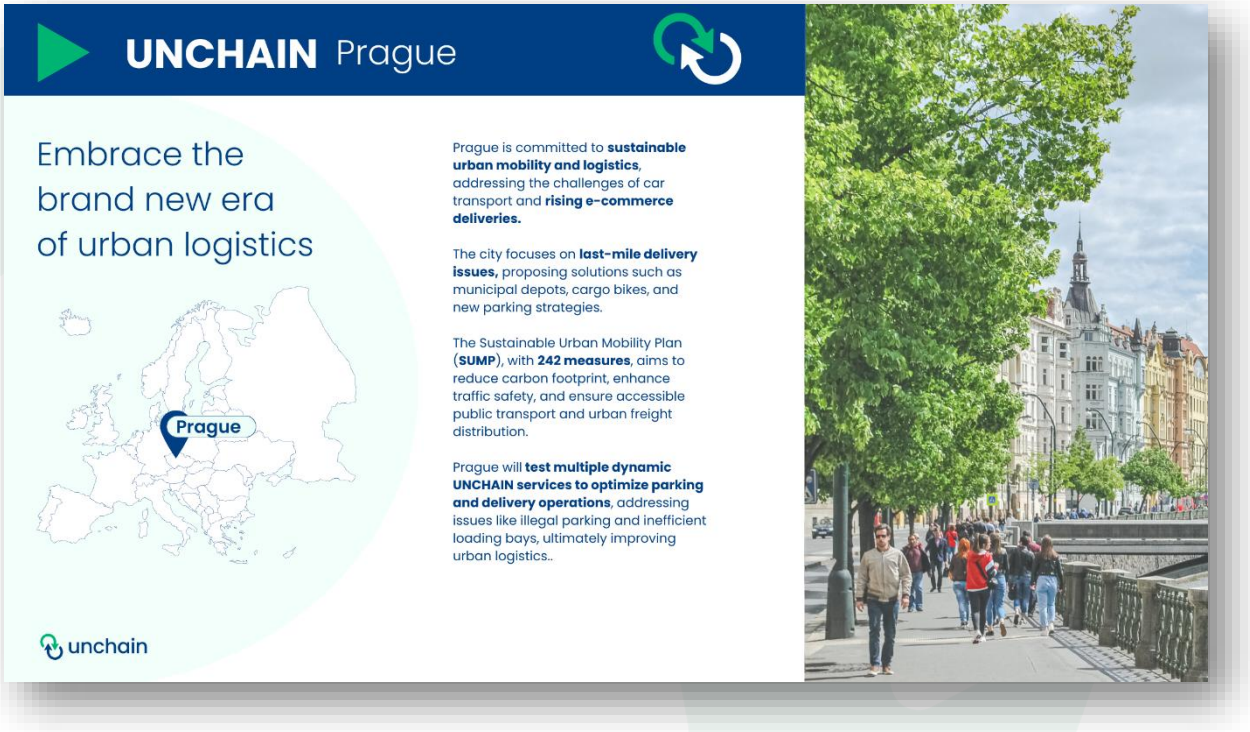

Figure 1 - Example of local material creation - Prague Infographics 1



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 major update: the creation of the **Knowledge Power House**. It aims to attract more visitors and is easier to navigate. The Knowledge Power House was launched in September 2025, and brings together three parts: an Initiative Selector Tool, a page on the seven UNCHAIN cities, and the resources. The initiative selector tool allows for a customised search, filtering the initiatives by region, country, topic areas and type of resources. The Resources webpage, one of the most visited pages of the website, with all public deliverables published there, has been integrated into the Knowledge Power House.

. The Resources page contains the newsletters, the Deliverables and also redirects to the UNCHAIN YouTube channel, where the visitors can find the UNCHAIN introduction video[1].

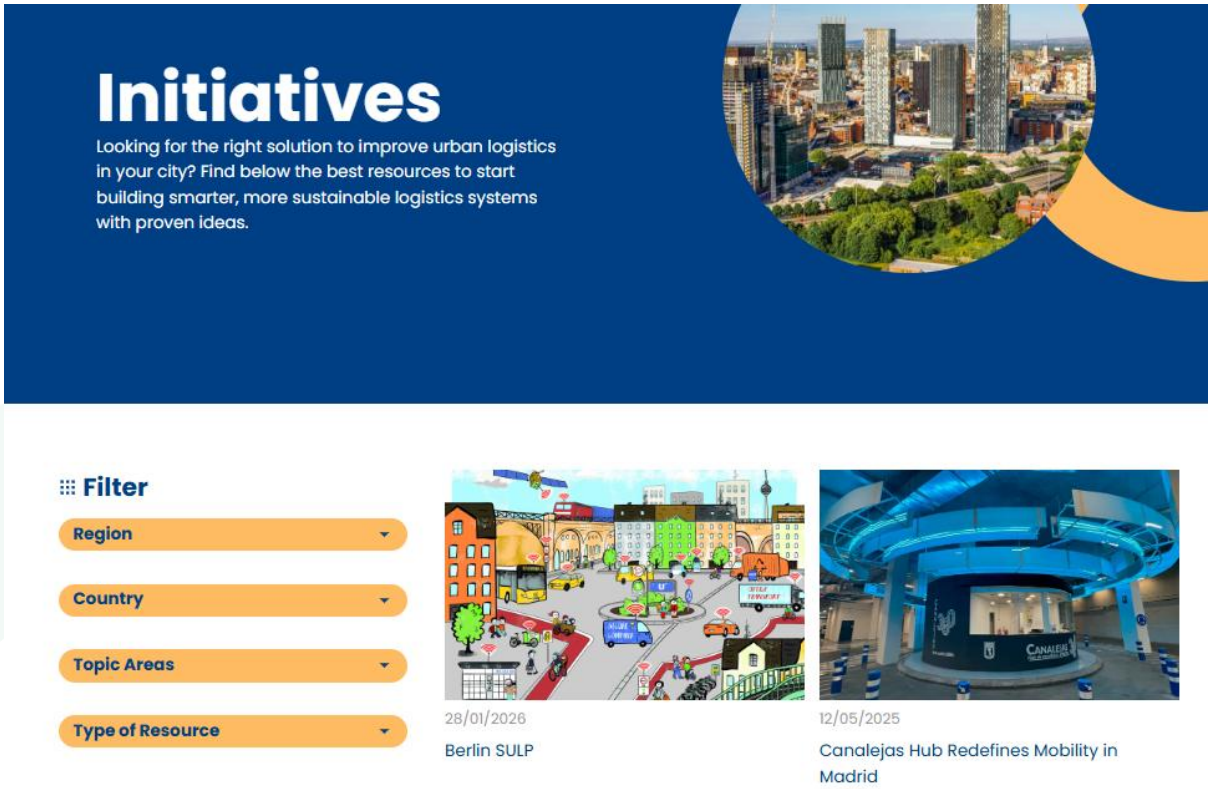

Figure 3: Initatives Selector Tool

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 Knowledge Powerhouse as UNCHAIN service has been 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 and is a good example of the collaborative nature of the project.

[1] This video is available at https://www.youtube.com/watch?v=JZr0yMnCT7E

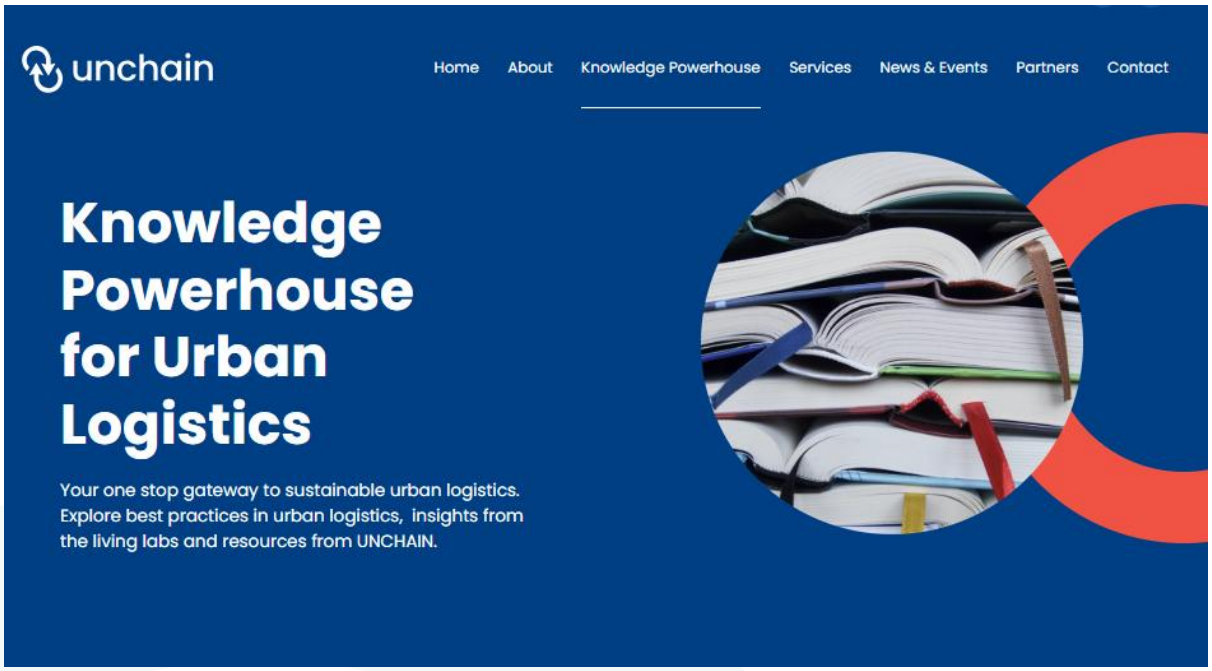

Figure 4 – The Knowledge Powerhouse

5.3.1.1. Stakeholder Engagement Group webpage

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

It is titled as "The UNCHAIN community" and features 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 to 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 5: The UNCHAIN Community webpage

5.3.1.2. 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. Since Google Analytics went through an update, the metrics have slightly changed but they still serve as a key indicator of the website engagement.

The following metrics that have been monitored during the last calendar year (2025) with the detected numbers :

- Users (New and active)
  - 3 700 new and 3 800 active users



Figure 67 - New users metric from Google Analytics

- Bounce Rate
  - 52.6% 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.

- Average Session Duration
  - The average session duration was 1 minute 09s
  - This average session duration can be explained by the relatively high bounce rate (redirect links).

- Pages Per Session
  - This metric is measured under the “Views per session” tab on Google Analytics. During the last calendar year, it decreased to 3.4 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. This lower engagement compared to the beginning of the project (7.1 in 2024) can be explained by the fact that users already know the project, for instance following social media channels, and they are visiting the website for a specific reason (for instance, the news & events section, or the resources pages).

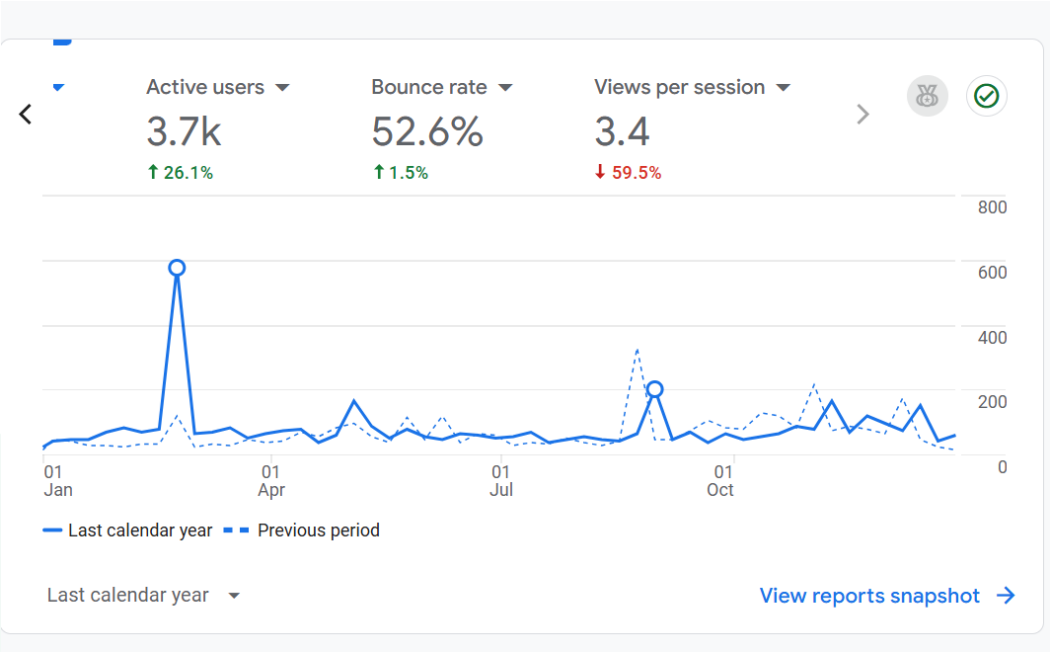

Figure 7: Further metrics on Google Analytics

In the last three months (January to March 2026), we see a great engagement on the website, with 1400 active users (+34.8%), 69.7% of bounce rate and 1.6 views per session. This high bounce rate can be explained by a recent publication of the newsletter early 2026, with several redirected links to the website (for articles, for instance). Communication around the Knowledge Power House may also have contributed.

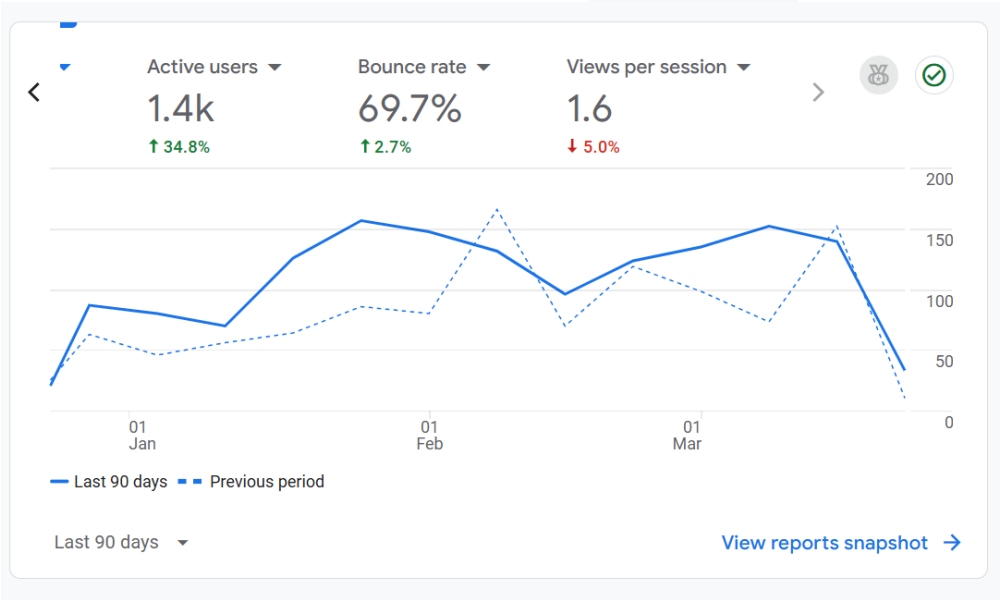

Figure 8: Main Google Analytics Metrics for early 2026

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. However, due to continued disengagement, X has been left aside and LinkedIn was privileged. 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, especially when tagging them, 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 D8.3 have been revised upwards. These revised numbers are detailed in Section 5.4.

5.3.3. Videos

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 230 views (110 in M18). The video is available at https://www.youtube.com/watch?v=JZr0yMnCT7E.

Additional specific videos are being produced under WP8 in order to enhance the project outreach. These videos will focus on the Living Lab cities that are Berlin, Florence, and Madrid. These will be reported on M42 in D8.8 – Communication, dissemination and replication strategy v4.

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 350 followers on LinkedIn by the end of the project, which is largely achieved.

Currently, as Table 2 shows, UNCHAIN has achieved an average of 250 website visitors per month and 571 LinkedIn 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. Twitter has no longer been used due to continuous global disengagement from the platform. It didn't appear relevant anymore for project's communication.

The brand new webpages, the updates of the UNCHAIN service pages and the launch of the Knowledge Powerhouse have supported a rise in website visits and social media.

Table 2 - New Online KPIs

Activity	D8.2 KPI (mid-term)	Value at M18	Value at M36
Website Visitors	200/month	200/month	250/month
Twitter Following	80	191	--
LinkedIn Following	250	499	579

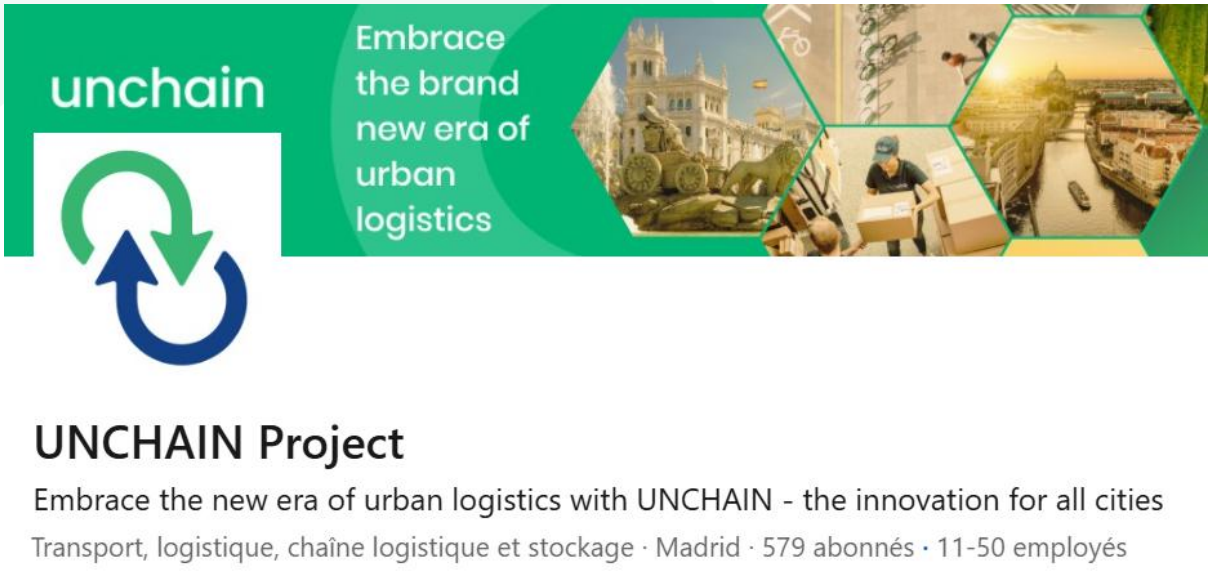

Figure 9: LinkedIn account

6. Dissemination objectives and activities

Attending conferences, workshops, seminars, and webinars remains crucial for achieving the UNCHAIN project's dissemination objectives. Throughout 2023,2024 and 2025, UNCHAIN has successfully showcased its progress at various European, international and local events, primarily through the active participation of the Living Lab cities, the project coordinator and the communication team from POLIS. This consistent presence has helped raise awareness of the project and its goals.

As UNCHAIN entered into a new phase, marked by large-scale demonstrations, the scope and opportunities for event attendance have expanded. With more concrete results and innovative content to present, more submissions to major conferences were made, as well as the variety of materials we can showcase. This phase allows 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 have encouraged the participation of the Living Labs and Follower cities to more local events, ensuring integration into local strategies. Table 4 shows the events that UNCHAIN has attended and plans to attend (where participation is foreseen or confirmed). It is based on the "preliminary collection of events" showed in D8.2 and updated in D8.3. In the table the sign "*" shows the events where the UNCHAIN project has planned to attend. In Table 5, there is a more detailed overview of all the different events that UNCHAIN attended or already confirmed to attend this year (2025 and 2026). The events attended in the previous years are already exposed in D8.2, D8.3 and D8.4.

Table 34 - Updated conference table from D8.3

Event Title
Urban Mobility Days (2023 + 2025)
Global Mobility Call (2023)
Annual Conference of Major Cities of Europe
Smart City Expo World Congress (2023 + 2024 + 2025)
TRA (Transport Research Arena) (2024 + 2026*)
POLIS Conference (2023 + 2024)
CIVITAS Forum (2024 + 2026*)
Smart Mobility Congress
ITS Congress (2026)
EURO 2025

6.1. Event and conference attendance

Table 45 - Event attendance overview

Event Name	Organised by	Date	Location	Dissemination Level
RTR Conference	European Commission	11.02.2025	Brussels, Belgium	European
Urban Mobility Conference	Soiel International	09.04.2025	Milan, Italy	Local
SIL (Salón Internacional de la logística)	ZF Barcelona	19.06.2025	Barcelona	Local

EURO 2025	University of Leeds	22-25.06.2025	Leeds, UK	European
European Mobility Week 25	EC	16-22.09.2025	Brussels	European
Urban Mobility Days 2025	European Commission	30.09 – 02.10.2025	Vilnius	European
ALICE Innovation Summit 2025	ALICE	23-24.10.2025	Brussels	European
Tomorrow Mobility World Congress 2025	EIT Urban Mobility	04-06.11.2025	Barcelona, Spain	European
Intertraffic Amsterdam	RAI Amsterdam	12.03.2026	Amsterdam, Netherlands	European

6.2.Publications

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 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 actual participating Peer cities are the following:

- Alba Iulia
- Antwerp
- 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. In 2025, an online workshop has been taking place with the SEG, and an in-person meeting day is being organised in parallel to a project's General Assembly in the city of Riga in May 2026. The SEG has been extended through the project, notably for the meeting day in Riga, and welcomed new participants such as the Poznan Institute for Technology, and a consultancy (Oasta solutions).

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 are 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.

Since then, from M18 to M36, EIT UM and POLIS have organised and conducted different Transferability workshops to facilitate knowledge exchange between the cities in the project (see list below). For example, in October 2024, the UNCHAIN project organised a workshop with solution providers and peer cities. During the workshop, solutions providers presented the solutions that will be tested in the UNCHAIN Pilot and Follower cities. Another example, is the collaborative- workshop held in July 2025, titled "City matching: bridging peer cities and followers for scalable impact". The workshop brought together peer cities, follower cities and members of the Stakeholder Engagement Group to foster dialogue and knowledge exchange on the transferability of innovative urban logistics solutions.

1: Transferability activities table

Title of activity	Date	Format
Transferability workshop with peer cities solution providers and SEG experts	October 2024	Online
SEG and peer cities workshop - collaboration with POLIS	May 2025	Hybrid during GA in Mechelen
"City Matching: Bridging Peer Cities and Followers for Scalable Impact"	July 2025	Online

Knowledge sharing session: Learnings and insights from UNCHAIN Cities	October 2025	Hybrid during GA in Prague

Results from these sessions will be included in 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 in collaboration with WP4-WP5 partners to support knowledge sharing and alignment during the development phase of UNCHAIN services.

For the next period, this task will continue with the implementation of transferability activities including replication activities, peer-to-peer exchange webinars, workshops and an on-site peer learning visit/replication trainning planned for 13 May 2026 in alignment with the General Assembly that will take place in Riga.

8. Conclusion

The UNCHAIN project has made important steps in communication, dissemination, and replication activities during the first 36 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 has moved into its next phase, the large-scale demonstration provided additional opportunities to showcase tangible outcomes and expand its impact. Collaboration with other projects and initiatives are also reinforced and are contributing to the global efforts for communication and dissemination. These include joint participation at events, webinars, and are further developed in D8.7 titled “Cooperation with stakeholders, CIVITAS, and similar projects and initiatives”.
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.