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D8.8 – Communication, dissemination and replication strategy v4

UK Research and Innovation

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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 8.8 (D8.8) provides an updated overview of the communication, dissemination, and replication strategies employed by the UNCHAIN project up to Month 42 (M42). This report highlights the progress made since the strategies outlined in D8.1/D8.2/D8.3/D8.6 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 solutions at both European and local events, with more opportunities arising as the project has completed the demonstration phase and can show some results. The project has also fostered partnerships with other initiatives, including ALICE, CIVITAS and similar EU-funded projects, ensuring broader collaboration and outreach.

Between M36 and M42, the UNCHAIN project continuously built 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 furthered 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 provided an additional opportunity for dissemination.

Lastly, at M42, the Joint Final Event was held in collaboration with the MoLoHubs project, building on existing synergies and providing further opportunities for collaboration and dissemination among participants.

1. Introduction

Deliverable 8.8 provides final overview of the communication, dissemination, and replication strategy of the UNCHAIN project, as outlined in Work Package 8 (WP8) description, as well as in the related tasks, 8.1 and 8.3. This document covers the project's progress and milestones achieved up to M42. 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 42 months, and especially between M36 and M42 as the main part of the project is covered by D8.2, 8.3 and 8.6.

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 (D8.1, D8.2, D8.3 and D8.6), 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 special attention to gender equality amongst the speakers as well as the attendees, notably by making sure to include both in our choices and have varied panels when possible. 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 Raffaele Vergnani (rvergnani@polisnetwork.eu), Elisa Gomez (egomez@polisnetwork.eu) and Julie Lucca (jlucca@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.

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. Cooperation activities have been further detailed in D8.4 and D8.7, specifically dedicated to it. Below are the most relevant activities carried out.

4.1 Collaboration with ALICE

ALICE, short for Alliance for Logistics Innovation through collaboration in Europe, is a platform set-up to develop and implement a comprehensive industry lead strategy for research, innovation and market deployment in the field of logistics and supply chain management in Europe. They lead experts and companies in implementing supply chain and logistics innovation with the aim to accelerate the transition to net zero emissions transport & logistics operations.

UNCHAIN has been collaborating with ALICE since the early stages of the project. We 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 September 2026, UNCHAIN joined the Connecting Europe Days under the Physical Internet of things cluster, together with other projects, such as the IKIGAI project, HologisticsEU, PILOTS, Future Proof Smart Logistics, DISCO Project, and Shift2Zero Project.

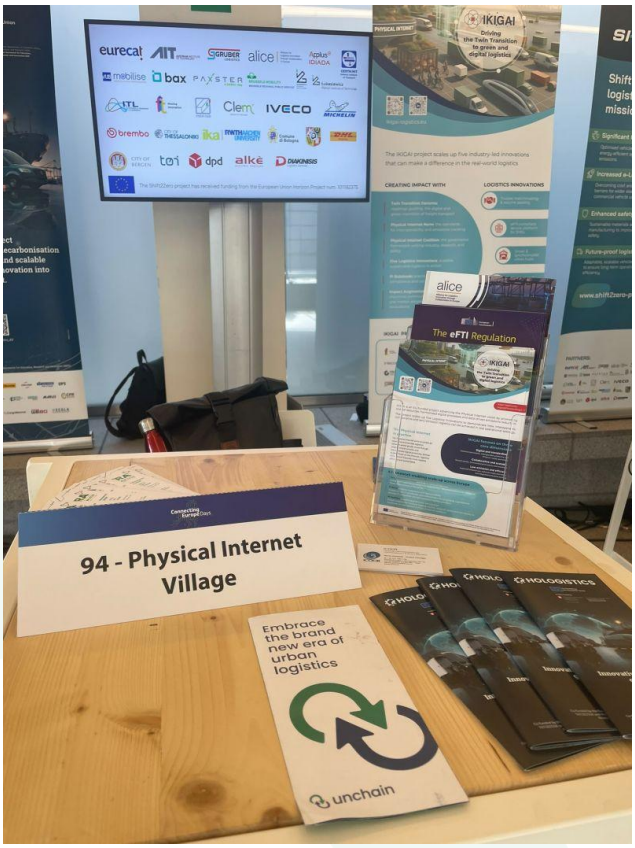

Figure 1: UNCHAIN at the Physical Internet Village during Connecting Europe Days 2026

4.2 Collaboration with CIVITAS

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. Elisa Gomez from POLIS has attended the Dissemination Managers meeting, and Konstantinos Zografos from HW has represented UNCHAIN during the CIVITAS evaluation managers meeting in Thessaloniki. 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, CIVITAS Forum 2026 and Connecting Europe Days 2026 took place under the ALICE umbrella, yielding significant dissemination results, and amplifying our reach within the logistics community.



Figure 2: UNCHAIN partners at the CIVITAS Forum 2026 in Thessaloniki (POLIS, ETRA, EMT, HW)

Additionally, two of our UNCHAIN cities - Funchal and Riga were officially designated as "Challenge Cities" within the CIVITAS Replication and Deployment Programme, while Madrid and Prague serve as Champion cities. This participation provided us with valuable opportunities to connect with other cities in the CIVITAS network and learn from their experiences and are further developed in the previous deliverables.

4.3 Collaboration with DISCO and MoLo Hubs

UNCHAIN has also been 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.

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 is available in D8.7. The collaboration between UNCHAIN and MoLoHubs culminated in the Joint Final Event held in Brussels, which is further developed in Section 6.2.

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 have been 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 can be used in multiple events, including after the project's end.

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, D8.3 and D8.6; to effectively inform about project development and demonstrate the positive impacts generated by UNCHAIN. From M36 – M42, WP8 updated the following priorities for our different outreach channels:

- UNCHAIN Website
  - Regular updates on the project development and pilot activities.
  - News and events updates, especially the Final Event.
  - Knowledge Powerhouse updates and continuous population with relevant documents.
  - Publication of the UNCHAIN Community Page
- Social Media sites
  - Regular updates on the project development.
  - News and events, especially the Final Event.
  - 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 Videos

- 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.
- Three additional explanatory videos of the Living Labs and related services.
- Dissemination of the results obtained in the three Living Labs through the UNCHAIN services.

- Newsletters

- 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

- 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 M36 up to M42, since the beginning is already covered in D8.2, D8.3 and D8.6.

5.1. Target groups and messages

The target group-based communication activities established in D8.2 proved to be successful. WP8 continued 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 • Receivers and shippers of goods • Customers 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, + 1 data space
    - 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 aimed to increase engagement in non-English speaking regions. While these strategies are implemented locally, the WP8 lead, POLIS, has 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 has provided support.

Examples of local material creation can be found in D8.3 and D8.6.

5.3.Online presence

The UNCHAIN project still puts a significant effort on maintaining a strong online presence, which has got 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.

D8.6 highlighted the creation of the **Knowledge Power House**[1], launched in September 2025. It 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[2], where the visitors can find the UNCHAIN introduction video, as well as the Living labs one.

[1] Available at: https://unchainproject.eu/knowledge-powerhouse/
[2] Available at: UNCHAIN Project - YouTube

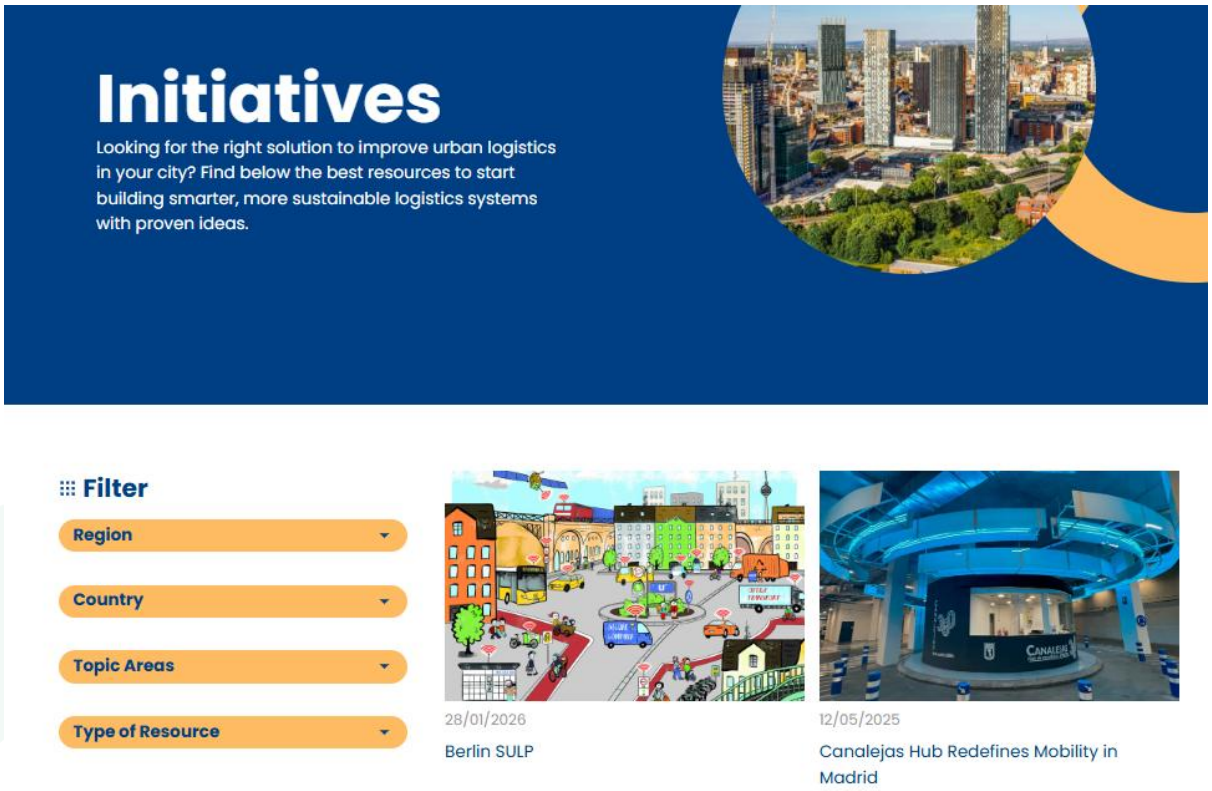

Figure 3: Initatives Selector Tool

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, and its content has been developed by EITUM under WP4 activities in collaboration with WP8 lead POLIS that is supporting with the integration of 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.

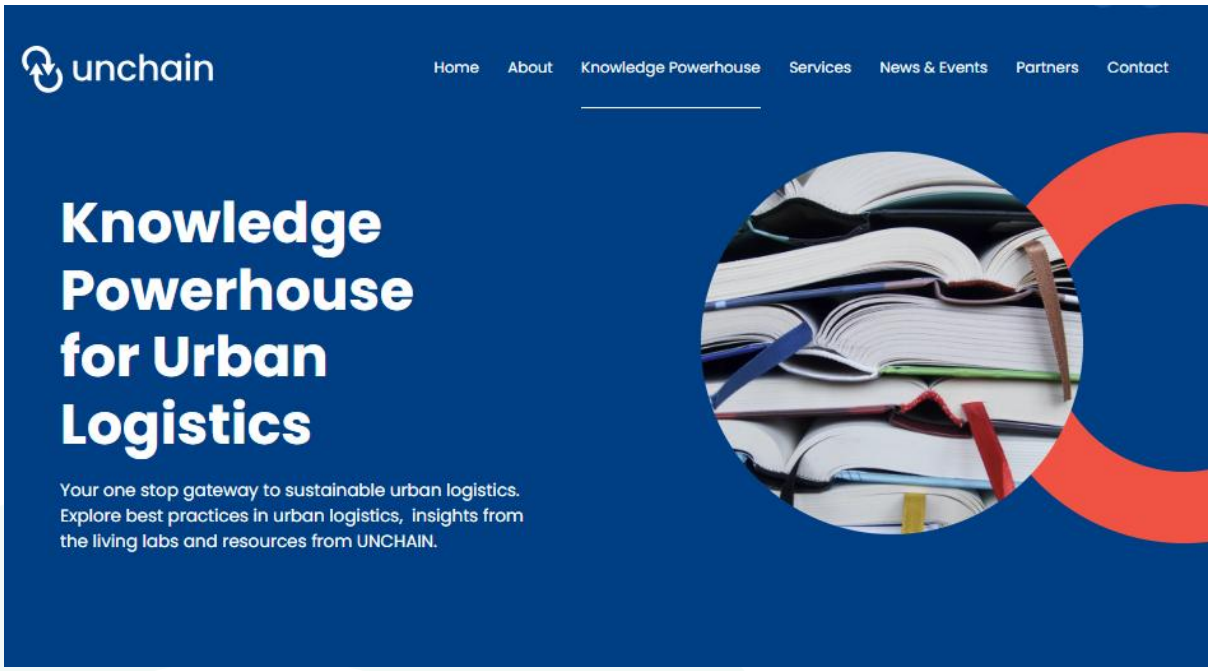

Figure 4 – The Knowledge Powerhouse

5.3.1.1. Stakeholder Engagement Group webpage: UNCHAIN Community

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 published on the website and is available at the following link: The UNCHAIN Community | Unchain.

It is titled as "The UNCHAIN community" and features the participating Peer cities and logistics experts from the group, which has been extended since its creation at the beginning of the project. This UNCHAIN community page only aims to showcase them as part of our network, and any documentation or support they provide to the project are 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 2026 (January to October) with the detected numbers:

- Users (New and active)
  - 5 400 new and 5 500 active users

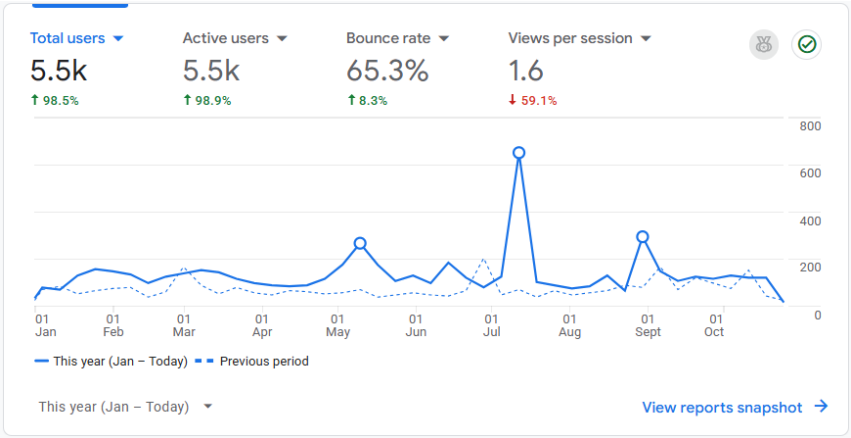

Figure 6 - New users metric from Google Analytics

- Bounce Rate
  - 65.3% 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.
  - This metric has been improved with respect to the previous deliverable (52.6% for 2025). Elements such as hyperlinks and buttons on specific pages that grab attention can enhance other page visits.

- Average Session Duration
  - The average session duration was 1 minute 41 seconds
  - 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 period, it decreased to 1.6 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).

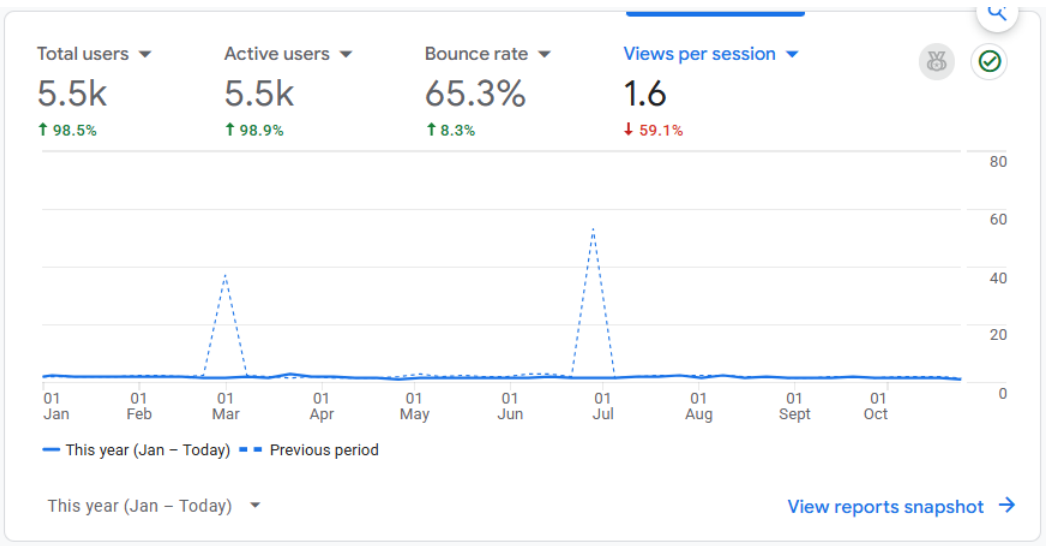

Figure 7: Further metrics on Google Analytics

In the last three months (August to October 2026), we see a lower engagement on the website compared to the summer, with 1500 active users (-35.2%), 65.9% of bounce rate and 1.5 views per session. This high bounce rate can be explained by the organisation of the Joint Final Event, since its page included the registration link and the agenda.

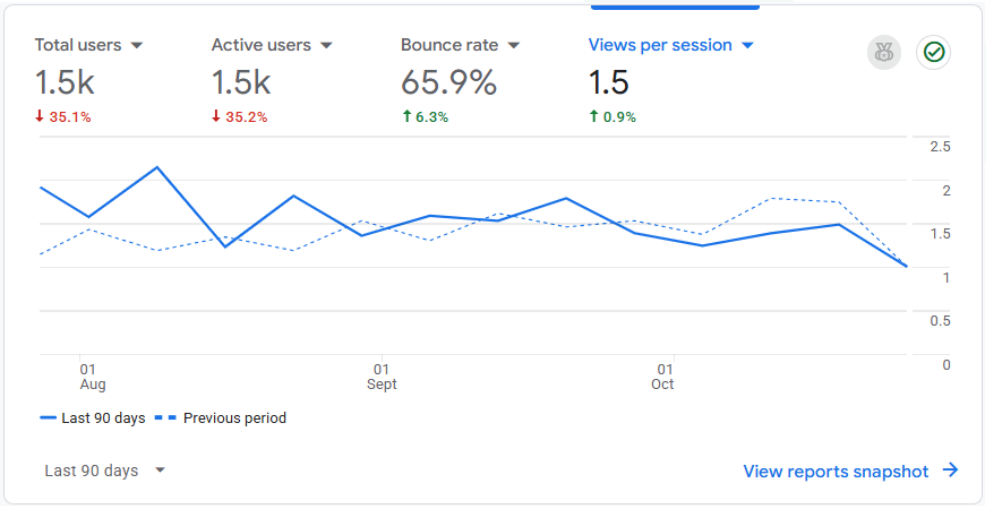

Figure 8: Main Google Analytics Metrics for Autumn 2026

5.3.2. Social media channels

The UNCHAIN project has 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. The Joint Final Event has also increased visibility of the UNCHAIN LinkedIn page, with the project being mentioned and tagged in various posts by the participants and generating a high engagement rate.

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. 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 285 views in M42. The video is available at https://www.youtube.com/watch?v=JZr0yMnCT7E.

Additional specific videos on the Living Labs were produced under WP8 in order to enhance the project outreach. These videos focus on the services and demonstration activities developed in Berlin, Florence, and Madrid. Each focusing on a particular UNCHAIN service, the videos, ranging between 2 and 4 minutes, provide an accessible and engaging overview of the impact of UNCHAIN in each Living Lab. They are all published on the UNCHAIN YouTube channel.

The Madrid, Berlin and Florence videos are available on the UNCHAIN YouTube channel at the following link: https://www.youtube.com/@UNCHAINProject

The videos are intended to be used both for dissemination and communication activities of UNCHAIN, as well as by the cities themselves in their local communication activities.

5.3.4. Newsletters

Between January 2024 and October 2026, a total of seven newsletters were produced and shared with the subscribers and made available on the website. The newsletters have provided direct access to the latest updates, stories, and developments from the UNCHAIN community.



Figure 9: Frontpage of the sixth UNCHAIN newsletter

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 surpassed the KPIs set for the end of the project in the GA (100 followers). In D8.2, WP8 promised to reach 350 followers on LinkedIn by the end of the project, which has been largely achieved (630 followers in October 2026).

Currently, as Table 2 shows, UNCHAIN has achieved an average of 557 website visitors per month and 630 LinkedIn followers, which exceeds 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 launch of the Knowledge Powerhouse, UNCHAIN Community and communication around the Final event have supported a rise in website visits and social media.

Table 2 - Online KPIs

Activity	D8.2 KPI (mid-term)	Value at M18	Value at M36	Value at M42	Target set in the GA
Website Visitors	200/month	200/month	250/month	557/month	250/month
Twitter Following	80	191	571	NA	100
LinkedIn Following	250	499	579	630	100



Figure 10: LinkedIn account at M42 (October 2026)

6. Dissemination objectives and activities

Attending conferences, workshops, seminars, and webinars is crucial for achieving the UNCHAIN project's dissemination objectives. Throughout 2023, 2024, 2025 and 2026, 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. It is based on the "preliminary collection of events" showed in D8.2 and updated in D8.3 and D8.6. In the table the sign "*" shows the new events in which UNCHAIN has participated since the last deliverable. In Table 5, there is a more detailed overview of all the different events that UNCHAIN attended in 2025 and 2026. The events attended in the previous years are already exposed in D8.2, D8.3, D8.4, and D8.6.

Table 3 - Updated conference table from D8.6

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 European Congress (2026)
EURO 2025
Connecting Europe Days (2026)*
5th Conference on Sustainable Mobility (CSM 2026)*

6.1. Event and conference attendance

Table 4 - Event attendance overview in 2025 and 2026

Event Name	Organised by	Date	Location	Dissemination Level
RTR Conference	European Commission	11.02.2025	Brussels, Belgium	European
Mobility Forum	EUROCITIES	19-21.03.2025	Riga, Latvia	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	Operational Research Society	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
ITS European Congress	ERTICO	27-29.04.2026	Istanbul, Turkey	European
TRA 2026	Co-organised by the European Commission and Hungarian authorities	18-21.05.2026	Budapest, Hungary	European
CIVITAS MASE- mobilità sostenibile	Civitas-MASE	16-18/06/2026	Florence	European

ed intellifgente per tutti				
CIVITAS Forum 2026	European Commission (CIVITAS Initiative)	15-17.09.2026	Thessaloniki, Greece	European
Connecting Europe Days 2026	European Commission	29.09 to 01.10.2026	Brussels, Belgium	European
CSM 2026	SAE Napoli Section / Università degli Studi Niccolò Cusano (UniCusano), with Consorzio SCIRE	28-30.09.2026	Catania, Italy	European
Side visit of a delegation of italian cities at the Florence micro-hub	Florence municipality	20.10.2026	Florence	Local
Madrid Mobility Forum 2026	Executive Forum Espana	29.10.2026	Madrid	European

6.2. Final Event

To respond to the rising demand for urban mobility services and the increasing pressure on cities and logistics operators to deliver convenient, well-organised mobility and logistics systems for citizens and commercial use, UNCHAIN and MoLoHubs have joined forces in a two-day Final event titled 'From Data to Delivery – Integrating Urban Logistics and Mobility for Climate-Neutral Cities'.

The Joint Final Event, held at in Brussels on October 13th and 14th 2026, brought together a number of urban logistics practitioners, policymakers, researchers and experts across Europe, exchanging knowledge and highlighting innovative solutions.

Communication activities have been implemented at each step of the process: save-the-date, registrations opening, promotion and thank you after the event. A key visual has been elaborated for the event to promote it and give it a specific identity, used throughout the campaign's duration. More information about the event can be found on the website news[3].



Figure 11: UNCHAIN & MoLo Hubs Final Event visual

Over the two days, the Joint Final Event drew more than 80 participants, reaching the initial KPI of 75. The speakers list featured representatives of cities, academia, and the private sector, providing a complete overview of the different perspectives on sustainable urban logistics.

During day one, the project officers inaugurated the event with a warm welcome. Afterwards, participants had the occasion to learn more about the pilot cities of the two projects and attended sessions diving into the solutions. Day two focused on lessons learnt and future outlooks. The event concluded with an optional site visit to Mechelen, a pilot city in both projects, during which attendees had the chance to see the solutions tested in real-world applications.

[3] UNCHAIN & MoLo Hubs Joint Final Event was a great success! | Unchain



Figure 12: Photo of the panel discussion during the closing plenary of the Joint Final Event



Figure 13: Photo of the site visit to Mechelen

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 (see section below). 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 to 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). 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. In total during the lifetime of the project, 10 transferability activities (workshops and webinars) and one site visit were organised to support the transferability and replication of results between living labs, follower and peer cities.

1: Transferability activities table

Title of activity	Date	Format
First Transferability workshop (LLs and Follower cities)	November 2023	Online
City to City Dialogue (LLs and Follower cities)	May 2024	In person during GA in Madrid
Kick-off meeting Stakeholder Engagement Group – collaboration with task 8.2 (Polis)	June 2024	Online
City to City Dialogue (LLs and Follower cities)	September 2024	In person during GA in Berlin
Transferability workshop with peer cities solution providers and SEG experts	October 2024	Online
SEG and peer cities workshop - collaboration with task 8.2 (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
Workshop 1: Implementation insights	May 2026	Online
Workshop 2: Transferability Assessment	May 2026	In-person during GA in Riga
Site visit	May 2026	Riga

Results from these sessions and workshops have been included in the transferability guidelines, which serve as a roadmap for the uptake of UNCHAIN solutions and findings. The transferability guidelines developed by EITUM are an integral part of the UNCHAIN

Knowledge Powerhouse for urban logistics as part of the results of task 8.3 and have been develop as a web-based platform including the following categories per each of the Living labs and follower cities: pilot focus, what worked during the demonstration, challenges, factors to assess for replication and required adaptations, key lessons learned and recommendations (as action-oriented advice for future adopters). The information in the guidelines is presented per each of the UNCHAIN services that were tested during the real-life demonstration in Madrid, Berlin, Florence and Riga, Mechelen, Prague and Funchal.

Example of the Berlin Living Lab:



In addition to the transferability and replication activities, one site visit was organised in May 2026 and linked to the General Assembly in Riga. The objective of the site visit was to bring together, the Living Lab, follower and peer cities and SEG stakeholders for a day of knowledge exchange and peer-learning activities. The site visit was organised in collaboration with POLIS, EIT UM and the city of Riga. During the site visit session, the city of Riga gave an introduction on the logistic landscape and activities in the city, followed by presentations of the UNCHAIN

pilots and solutions, a peer-learning workshop and an interactive presentation of KER5 by the developer, followed by a site visit and demonstration of KER5 in the city. Attendance included project partners, as well as externals from the Stakeholder Engagement group and local stakeholders as the Latvian post.



Figure 12: Picture from the side visit in Riga

In addition, monthly internal cities meetings between pilot and follower cities have been facilitated by EITUM to support knowledge sharing and alignment during the development and testing phase of UNCHAIN services. Outcomes of these monthly meetings were shared with WP4-WP6 leaders for the integration of the cities experience and challenges. These meetings were key in supporting the participating cities with a monthly space for the exchange of knowledge and peer-learning.

8. Conclusion

The UNCHAIN project has reached important milestones in communication, dissemination, and replication activities during the overall duration of the project that lasted 42 months and especially the last 6 months with the organisation of the Final Event. 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 different phases, the key messages have evolved to showcase tangible outcomes and expand its impact. Collaboration with other projects and initiatives have also reached their peak and contributed 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 v2”.

The progress achieved so far has enabled the project to not only meet but exceed many of the initial KPIs, ensuring a strong legacy after the project’s end, still available for 5 years on the project’s website. As the project officially closes, UNCHAIN has managed to maintain 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

Joint Final Event agenda

Tuesday, 13th October 2026

- 14:00 – 14:30 Registration & Welcome Coffee
- 14:30 – 14:45 Welcome & Introduction by the Project Officers
    - Jesper Jönsson (Interreg North Sea)
    - Yannick Bousse (CINEA)
- 14:45 – 15:15 Setting the scene– Why urban logistics matters for Climate-neutral cities
    - Thomas Brauner (Logistics Initiative Hamburg)
    - Elena García Jiménez (ETRA)
- 15:15 – 16:15 Meet the pilots: Short pitches from the pilot cities (8x5')
    - Aalborg, Amsterdam, Borås, Hamburg, Mechelen (MoLo Hubs)
    - Berlin, Florence, Madrid (UNCHAIN)
- 16:15 – 16:45 Coffee Break
- 16:45 – 18:00 Parallel Sessions 1 Deep Dive of UNCHAIN and MoLo Hubs Solutions
    - Parallel Session 1A Urban Logistics Hubs in Action – Designing, Governing and Operating Hubs
        - Moderators:
        - Julia Amaral (University of Antwerp)
        - Fadwa Kassem (HiiCCE)
        - Speakers:
        - Saba Schramko (Amsterdam University of Applied Sciences)
        - María Gutiérrez (DHL)
        - Marzia Picciano (UPS)
    - Parallel Session 1B Data-sharing, Trust & Digital Tools as Enablers for Urban Logistics & Hubs
        - Moderator:
        - Claudia Pandolfo (ENGINEERING - INGEGNERIA INFORMATICA SPA/ENG)
        - Speakers:
        - Nico Keinath (City of Berlin)
        - Jānis Andiņš (City of Riga)
        - Jana Červeňáková (City of Prague)
        - Anders Nilsen (City of Bergen)
        - Carsten Rømming (City of Aalborg)
- 18:00 – 19:30 Networking Cocktail

Wednesday, 14th October 2026

- 09:00 – 09:30 Registration & Welcome Coffee
- 09:30 – 10:45 Parallel Sessions 2 Looking Back & Moving Forward
    - Parallel Session 2A Turning Challenges into Opportunities in Innovative European Projects
        - Moderator:
        - Esmée Hof (City of Mechelen)
        - Speakers:
        - Jonas Widerström (City of Borås)
        - Frank Ebbink (City of Amsterdam)
        - Lena Menges (VMZ Berlin)
    - Parallel Session 2B How to get started – Key Learnings from MoLoHubs Solutions & UNCHAIN Services
        - Moderator:
        - Konstantinos Zografos (HERIOT-WATT UNIVERSITY)
        - Speakers:
        - Chiara Tavella (SPES Consulting)
        - Monica Castañeda (EIT-Urban Mobility)
        - Britta Peters (HiiCCE)
        - Daniel Herrera (POLIS)
- 10:45 – 11:00 Coffee Break
- 11:00 – 12:00 Plenary Session Policy, Governance & the Way Forward How do Hubs & Innovative Urban Logistics become a Success?
    - Moderator:
    - Raffaele Vergnani (POLIS)
    - Speakers:
    - Willem van Heijningen (City of Amsterdam & Member of the Expert Group on Urban Mobility for the EU)
    - Prof. Joris Beckers (University of Antwerp)
    - Mª Eugenia Martínez (City of Madrid)
    - Alessandra Barbieri (City of Florence)
    - Gregory Perez (bpost)
- 12:00 – 13:15 Wrap-Up Key Takeaways and Reflections from the Project Coordinators
    - 12:00 – 12:15 Elena García Jiménez (ETRA I+D), Thomas Brauner (Logistics Initiative Hamburg)
    - 12:15 – 13:15 Lunch
- 15:00 Site Visit „Mechelen Excursion“ (optional & limited capacity)
    - 15:00 Walking Tour starts at the Central Station Mechelen, Koning Albertplein 2 (individual arrival)
        - Achievements and learnings from UNCHAIN and MoLo Hubs
        - Transformation of Mechelen’s city centre

- 17:20 Boat Trip from „Keerdok“ to „Vijfhoek“ along the “Inner Dyle” through the historic city centre
- 17:50 End of excursion (approx. 500m distance to the Central Station)

- End of Final Event