DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN- 2025 EDITION

D9.2.2

DOCUMENT INFORMATION

Report title	Dissemination, Exploitation and Communication Plan - 2025 Edition		
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Date of changes to document	Who did the changes
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Document data:	File Name:	WeGenerate_D9.2.2 _DEC Plan_v2		
	No. of Pages:	53	No. of Annexes:	8
	Status:	Final	Dissemination Level:	PUBLIC
Project Title:	Co-creating people-centric sustainable neighbourhoods through urban regeneration	Grant Agreement ID/ Project No.:	101123546	
WP Title	Dissemination, Communication and Outreach	Deliverable No.:	D9.2.2	
Due Date:	30/04/2025	Submission Date:	22/04/2025	
Keywords: communication, dissemination, key performance indicators				
Reviewed by:	Serena Orlandi, Saveria Boulanger (UNIBO)	Review Date:	17/04/2025	
Approved by:		Approval Date:	DD/MM/YYYY	

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EXECUTIVE SUMMARY

This document presents the first update to the Dissemination, Exploitation, and Communication (DEC) Plan for WeGenerate. Initially released in April 2024, the DEC Plan provides a structured approach for managing the project's dissemination and communication activities. The present update ensures the plan remains relevant by incorporating insights gained from implementation so far, reflecting progress made, and refining strategies for the next phases of the project.

This update covers activities carried out between November 2023 and mid-March 2025, highlighting key achievements in increasing public awareness, engaging stakeholders, and promoting transparency in urban regeneration efforts. It also outlines planned actions aimed at strengthening outreach and impact in the coming year.

Since its launch, WeGenerate has made significant strides in its dissemination and communication efforts, with progress observed across multiple channels:

- **Website Development & Growth:** The project website, launched in January 2024, has undergone continuous improvements to enhance usability, navigation, and accessibility. Regular content updates, including news articles and project milestones, have helped establish it as a key information hub.

- **Social Media Engagement:** The project has actively leveraged social media platforms (LinkedIn, Facebook, and X) to share updates, engage stakeholders, and run targeted campaigns. LinkedIn, in particular, has shown strong engagement, while Facebook has been useful for local outreach. Given limited impact on X, we decided to discontinue the project's presence in this platform.

- **Newsletter Outreach:** Two editions of the WeGenerate newsletter have been released, providing insights into project activities. However, challenges in subscriber growth were identified, particularly due to language barriers and the project's early-stage focus on local rather than EU-wide audiences. A revised strategy has been introduced to expand newsletter reach.

- **Press Releases & Media Visibility:** Four press releases were issued at key project milestones, contributing to wider recognition within the urban regeneration community.

- **Participation in External Events:** Project partners have actively engaged in major thematic events and conferences across Europe and beyond, strengthening WeGenerate's visibility and fostering collaborations.

- **Monitoring & Evaluation:** Key performance indicators (KPIs) have been reviewed to assess the effectiveness of dissemination activities. While certain targets, such as social media engagement and event participation, are on track, adjustments have been made to ensure realistic goals for website traffic and newsletter subscriptions.

Moving forward, WeGenerate will intensify efforts to expand its reach at the EU level. As the first project results relevant to EU-wide audiences will only start emerging from September 2025, dissemination efforts will be strategically aligned with these developments. Planned actions include:

- Strengthening EU-level stakeholder engagement through targeted outreach and networking.
- Enhancing visibility through LinkedIn campaigns and incentivised newsletter subscriptions.
- Continuing to refine communication strategies based on analytics and feedback.

By implementing these improvements, the DEC Plan will continue to support WeGenerate's mission, ensuring its results reach the widest possible audience and contribute meaningfully to urban regeneration discussions at both local and European levels.

CLARIFICATION ON DOCUMENT NUMBERING

To ensure consistency in the numbering of Dissemination, Exploitation, and Communication (DEC) Plan updates, this document (D9.2.2) formally acknowledges a correction in the numbering of the first release. The initial document was mistakenly labelled D9.2, whereas it should have been D9.2.1.

Going forward, all references to the first release of the DEC Plan should be understood as referring to D9.2.1. This adjustment ensures a clear sequence of updates:

- D9.2.1: first release (2024), previously labelled D9.2.
- D9.2.2: this document, first update.
- D9.2.3: next planned update (2026)
- D9.2.4: last update (2027)

This correction does not affect the content of the original document but serves to maintain numbering consistency across all future updates.

INTRODUCTION

The Dissemination, Exploitation, and Communication (DEC) Plan for WeGenerate (D9.2.1) was first released in April 2024. It provides a comprehensive framework for managing and coordinating dissemination, exploitation, and communication activities throughout the project's duration. Additionally, it serves as a practical guide for project partners, outlining key strategies and principles for implementing the project's communication objectives. The plan also includes detailed information on the project's visual identity.

In line with the project schedule, this deliverable (D9.2.2) presents the first update of the plan. This revision ensures its continued relevance by incorporating lessons learnt from its implementation. It is organised into ten chapters, detailing the communication and dissemination channels and activities carried out from the project's start in November 2023 to mid-March 2025. It also includes the results achieved so far and the dissemination actions planned for the short to medium term.

CONTENTS

1. Objectives

Based on the goals and approach of the WeGenerate project, the DEC Plan was developed to guide project communication and dissemination activities throughout the project's lifespan.

The objectives set were the following:

- **Awareness and understanding** – The objective is to increase public awareness and understanding of the benefits and processes involved in urban regeneration as those adopted by the project demo cities, measured through established activities and information campaigns.

- **Stakeholder engagement** – The objective is to enhance stakeholder engagement throughout the project lifecycle with the goal of securing the participation of at least information and consultation processes.

- **Transparency and accountability** – Maintain high levels of transparency regarding the project activities, progress and value of regeneration models through bi-annual newsletters, publications, regular social media posts, videos, press releases, events and constant highlights in the project website.

- **Promotional campaigns** – Conduct effective promotional campaigns revolving around WeGenerate main results and activities to highlight the progress and successes of regeneration efforts, whilst building consensus among the community for compromise and support to regeneration initiatives.

- **Accessibility and inclusivity** – Ensure all communication is accessible and inclusive, respecting cultural and linguistic diversity with the goal of featuring messages to specific local needs and targeted audiences, conveyed through the selected and most effective channels for communication.

The journey towards achieving the project's communication objectives has steadily begun since its inception, with most results showing promising progress towards full realisation by the project's conclusion in October 2027. During the first 15 months, the

project primarily focused on the Demo Cities establishing their individual action plans, setting the stage for defining Key Project Indicators, as well as the selection process and onboarding of the Fellow Cities. Consequently, many activities were still in the planning or early implementation stages, with limited deliverables and outcomes available to showcase up until the second month of 2025.

As a result, up until January 2025, Dissemination and Communication Activities were primarily dedicated to raising public awareness and fostering a deeper understanding of the benefits and processes involved in urban regeneration, with a focus on the work underway during that period.

Activities efforts were carried out across several fronts, such as website news, social media contents, newsletters, and engagement in external events.

2. Website

The WeGenerate website is the main communication tool for the project and the primary information source for the project's audience. It was launched at M3 (January 2024).

2.1. Website structure

Since its launch, the website was object of several modifications and adjustments to enhance its usability and navigation, making it more user-friendly and accessible to visitors. In addition, new website pages were created, and a few were updated to keep up with the project development.

Changes that were made to the website include namely:

- Rearrangement of the website main menu
- Increase of the font size of the texts
- Changes in colour of some pieces of text
- Simplification of the 'About' website page
- Removal of the 'Events' page (events will be stored in the 'News' Section)

- Creation of a new website page to store the WeGenerate Cookbook
- Creation of a new website page in Portuguese related to a campaign going in Cascais
- Improvement of the contents of the individual Demo Cities' webpages, following the release of the Demo Cities' Action Plans and Implementation Roadmaps. Each page is now structured into five sections. The first section provides a brief introduction to the city and the demo. The second presents the transformation actions in a carousel format. The third outlines the implementation roadmap. The fourth, which focuses on community involvement and impact stories. The fifth section displays the logos of the local partners.

Currently, the following main sections compose the website:

- **Home** – There is a background picture with the colours of the project's logo and short sentences about the project. The latest three published news are on display. A horizontal **website menu** on the top leads to further information. This menu, together with the **footer** providing **links** to social media and to the project's newsletter subscription are available in all website pages.

  New: On the right side, there are **two hanging buttons** leading to the Cookbook and the Newsletter subscription form.

- **About** – This section provides a short **description of the project**, as well as its main **objectives**. In the end, all project **partners** are listed through the display of their logos and a description about each partner and link to their website are available (text box opens when a logo is clicked on).

  New: Replacing the previous sub-section where public results were listed, there are now an interactive table about the **project stages** and a **map** with the location of the project's Demo and Fellow Cities.

- **Cities** – This new section agglomerates two sub-sections about all the cities involved in the project. The sub-section **Demo Cities** contains information about the four demo cities and their objectives within the project. The sub-section **Fellow Cities** - which had been previously dedicated to store the information

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about the call for fellow cities -, presents information about the meanwhile selected Fellow Cities.

- **Results** – This <u>new</u> section is dedicated to show current and future WeGenerate **publications**, **policy papers**, Demo Cities **action plans** and **other deliverables**.

- **What's New** – This section displays all project's news and newsletters.

- **Contact** - A page containing a contact form to be used by users who wish to contact the project.

2.2. Website regular updates

Close collaboration between WP9 and other Work Packages ensured a steady flow of news regarding project developments leading to regular updates to promote project progress information to spread the project goals and results as widely as possible. A total of 24 news articles were published on the website, alongside the release of two newsletters.

Date	Content
30/11/2023	WeGenerate Kick-Off Meeting in Freiburg
31/01/2024	Call for Fellow Cities is now open
26/04/2024	WeGenerate Consortium Meeting in Bucharest
28/04/2024	WeGenerate Cookbook
13/05/2024	WeGenerate in Tampere: Citizen engagement in urban development planning
13/05/2024	WeGenerate in Bucharest: Thorough visits to the demo site
13/05/2024	WeGenerate in Cascais: Data gathering is pivotal to a good start
13/05/2024	WeGenerate in Cesena: Laying the ground for the intervention
04/07/2024	WeGenerate in Tampere and Participation in IMAGINE the Metaverse 24 Conference
19/07/2024	WeGenerate in Bucharest: Progress and Innovations in Sustainable Urban Development
23/07/2024	Upcoming Release of Comprehensive Impact Model for Urban Regeneration
24/07/2024	An online workshop to ground Demos' local stakeholder engagement strategy
09/09/2024	WeGenerate in Tampere: Digitwin in action for resident engagement
16/09/2024	WeGenerate in Cascais: Installation of photovoltaic systems
26/09/2024	WeGenerate Welcomes Five New Cities: An International Collaboration for Urban Innovation
08/10/2024	What makes a good place?

28/10/2024	WeGenerate Consortium Meeting in Cesena
08/12/2024	Study Visit in Cascais
20/01/2025	WeGenerate joins DivAirCity's Global Twinning Programme
10/03/2025	Cesena Action Plan and Implementation Roadmap
11/03/2025	Cascais Action Plan and Implementation Roadmap
11/03/2025	Bucharest Action Plan and Implementation Roadmap
11/03/2025	Tampere Action Plan and Implementation Roadmap

Table 1 - WEBSITE NEWS RELEASED FROM 30/11/2023 TO 14/03/2025

2.3. Website analytics

Monitoring website analytics is essential for assessing the reach and effectiveness of the project online presence. By quarterly tracking key metrics such as visitor numbers, page views, and user engagement, we gain valuable insights into audience behaviour and content performance. The tables and graphic below provide an overview of website traffic until 14/03/2025 highlighting trends and areas for further optimisation.

Key Metrics	Report 1 FROM 07/04/2024 TO 17/06/2024	Report 2 FROM 18/06/2024 TO 16/09/2024	Report 3 FROM 17/09/2024 TO 13/12/2024	Report 4 FROM 14/12/2024 TO 14/03/2025
USERS	352	525	753	463
NEW USERS	352	486	721	415
AVERAGE ENGAGEMENT TIME	1m 40s	2m 12s	1m 05s	1m15s
BOUNCE RATE	45.95%	46.94%	67.07%	50%

Table 2 - WEBSITE GENERAL OVERVIEW

	Report 1 FROM 07/04/2024 TO 17/06/2024	Report 2 FROM 18/06/2024 TO 16/09/2024	Report 3 FROM 17/09/2024 TO 13/12/2024	Report 4 FROM 14/12/2024 TO 14/03/2025
SESSIONS	694	1091	1355	914
TOP LOCATIONS (BY USERS)	Portugal (41), Finland (39), Italy (33), Romania (31), Spain (26), Austria (25), USA (23)	Portugal (79), Finland (54), USA (49), Netherlands (44), Italy (37), UK (27), Belgium (26)	Finland (110), USA (103), Italy (90), Netherlands (72), Germany (49), Spain (44), Portugal (44)	USA (96), Finland (50), Italy (50), Portugal (37), Spain (31), Germany (28), Netherlands (21)

TRAFFIC SOURCES (BY USERS)	175 direct, 137 organic, 20 organic social, 15 referral, 5 email	273 direct, 170 organic, 29 referral, 12 organic social, 2 email	431 direct, 218 organic, 43 referral, 24 organic social, 5 email	223 direct, 137 organic, 36 referral, 19 organic social
TOP REFERRERS	Google (224), BREVO (36), LinkedIn (28), Bing (22), EIT-UM (12), architecttura.uniroma3.it (5), l.instagram.com (4), commune.cesena.fc.it (3), facebook.com (3)	Google (373), Bing (26), LinkedIn (19), Gmail (18)	Google (458), Cesena (44), Bing (40), LinkedIn (34)	Google (335), LinkedIn (44), Bing (36)

Table 3 - WEBSITE AUDIENCE & ACQUISITION OVERVIEW

Report 1 FROM 07/04/2024 TO 17/06/2024	Report 2 FROM 18/06/2024 TO 16/09/2024	Report 3 FROM 17/09/2024 TO 13/12/2024	Report 4 FROM 14/12/2024 TO 14/03/2025
About us: 315 views, 166 users, 1m 15s average engagement time	**About us**: 496 views, 161 users, 1m 34s average engagement time	**About us**: 380 views, 184 users, 1m 05 average engagement time	**About us:** 286 views, 148 users, 57s average engagement time
Fellow Cities: 132 views, 86 users, 26s average engagement time	**Fellow Cities:** 178 views, 70 users, 1m 06s average engagement time	**Demo Cities**: 232 views, 141 users, 40s average engagement time	**Demo Cities**: 208 views, 102 users, 30s average engagement time
Demo Cities: 87 views, 44 users, 32s average engagement time	**News**: 172 views, 76 users, 36s average engagement time	**Fellow Cities:** 173 views, 75 users, 42s average engagement time	**News**: 87 views, 40 users, 1m10s average engagement time

Table 4 - WEBSITE TOP PAGES BY VIEW (EXCLUDING HOMEPAGE)

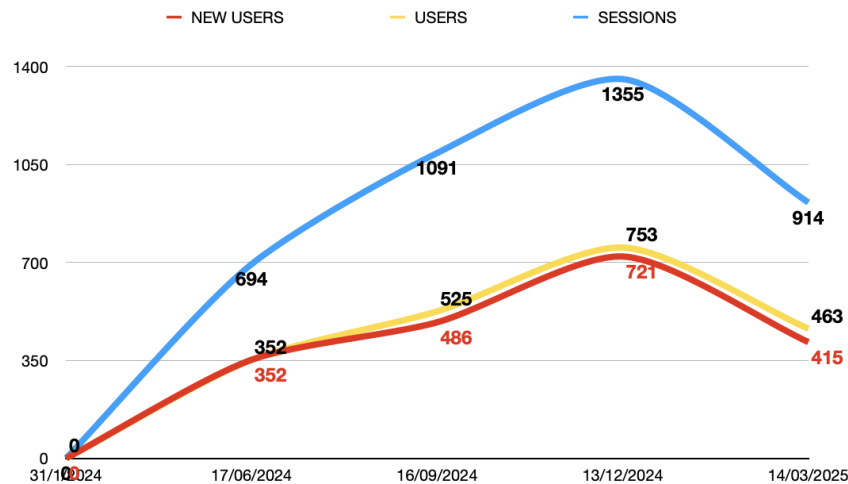*Figure 1 - TRENDS ON USERS, NEW USERS AND SESSIONS*

Our main takeaways from these tables and graphic are the following:

A) Strong Foundations and Past Growth

- **User and Session Growth:** In Report 3 (17/09/2024 – 13/12/2024), the website reached 753 users with 721 of them being new, and sessions peaked at 1355. These numbers highlight a period when content and outreach strategies were resonating well with the project's audience.

- **Quality Engagement:** Despite some fluctuations, there was a standout engagement period in Report 2 (18/06/2024 – 16/09/2024) where the average engagement time reached 2 minutes and 12 seconds. This indicates that when the content aligns well with user expectations, the audience is willing to invest time in exploring the site.

B) Diverse and Global Audience

- **Geographic Reach:** The top locations include a mix of European countries (Portugal, Finland, Italy, Spain) and the USA. Such diversity not only confirms a broad appeal but also offers targeted opportunities for local tailored content.

- **Effective Traffic Sources**: Direct and organic traffic remain robust, with Google consistently being the leading referrer. This reliable channel underscores the

importance of SEO and direct engagement in driving traffic to the WeGenerate website.

C) Optimistic Opportunities Amid Declining Trends

- **A Smoother Bounce Rate:** While Report 3 recorded a bounce rate of 67.07%, the subsequent period in Report 4 shows a significant improvement with a bounce rate of 50%. This reduction can be seen as a positive sign that efforts to retain visitors might be starting to pay off, even as overall numbers dip.

- **Engagement on Key Pages:** Pages like "About us" continue to receive considerable attention, with over 300 views in the earlier periods and a high level of user interest.

- **Actionable Insights from the Graphic Trends:** The graphic tracking users, new users, and sessions suggests that while recent metrics have declined, the upward trajectory seen in earlier reports provides a strong benchmark. With focused improvements - such as enhanced content strategies, better user interface tweaks, and targeted outreach - the decline could be reversed, setting the stage for renewed growth.

D) Looking Forward with Optimism

The decline in the latest report (Report 4) is not an end but rather an opportunity to re-examine and refine strategies. The data points to areas where further optimisation could lead to:

- Enhanced user engagement and retention through communities' content and improved website usability.

- Capitalising on strong organic and direct traffic channels by reinforcing SEO and content quality.

- Leveraging audience by creating specific campaigns.

Overall, while the numbers have dipped recently, the website's historical performance and current engagement metrics paint a picture of a solid foundation with plenty of opportunities for strategic adjustments and future growth.

3. Social media

WeGenerate [Facebook page](#), [X-Twitter account](#), [LinkedIn Page](#) and [YouTube channel](#) were set up in November 2023. Most project's social media channels have been actively utilised to share updates about ongoing work and results of the project, as well as to implement specific social media campaigns to further engage and network with stakeholders and the general public.

3.1. Social media campaigns

The project has conducted the following social media campaigns to date:

Object	Posts No. per platform	Sample Image
Call for Fellow Cities	8	
Announcement of the selected Fellow Cities	6	

Insights into the tasks and objectives of the Work Packages	12	

Table 5 - SOCIAL MEDIA CAMPAIGNS

3.2. Social media analytics

By mid-March 2025, the following number of posts had been released:

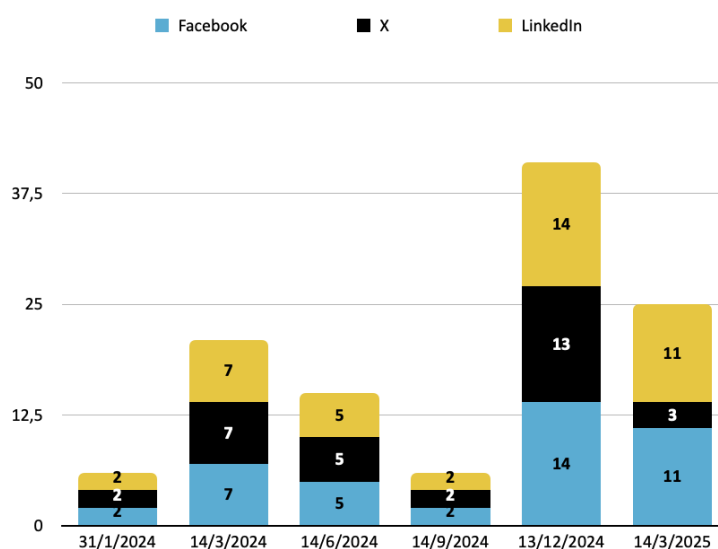- **LinkedIn**: 41
- **Facebook**: 41
- **X**: 32

Figure 2 - POSTS RELEASED BY PLATFORM UNTIL DATE

Tracking social media performance helps assess audience growth and engagement over time. By analysing follower trends, we can evaluate the effectiveness of our outreach efforts and refine our communication strategies.

The graphic below illustrates the evolution of our follower count from November 2023 to mid-March 2025.
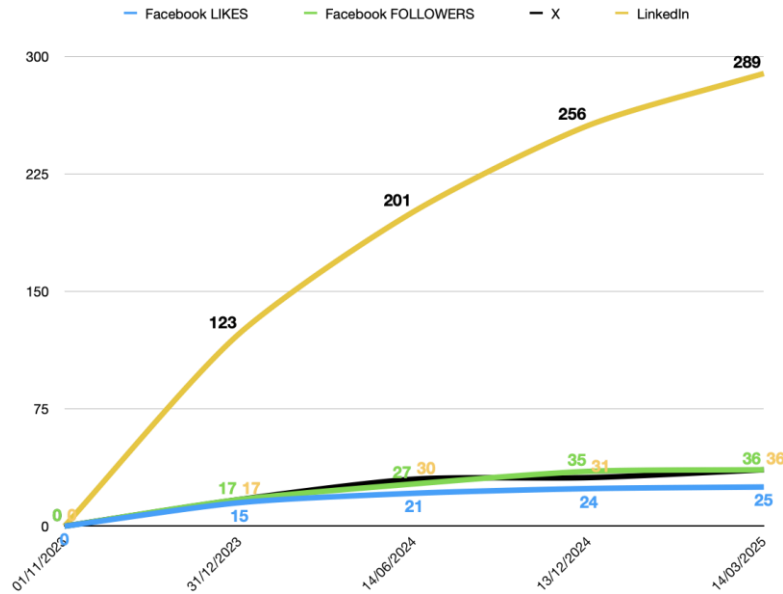
Figure 3 - EVOLUTION OF NUMBER OF FOLLOWERS

The table that follows provides insights on social media pages analytics from November 2023 to mid-March 2025.

PLATFORM	FOLLOWERS/ CONNECTIONS	POST VIEWS	CLICKS	REACTIONS/ LIKES	SHARES/ REPOSTS
LinkedIn	289	13.336	715	585	34
Facebook	25 like /36 follow page	1.453	17	92	2
X	36	961	9	119	-

Table 6 - SOCIAL MEDIA PAGES ANALYTICS

4. Newsletter

The WeGenerate newsletter serves as a communication tool to keep stakeholders informed and engaged. It also has the objective of taking people to the WeGenerate website and social media channels.

The newsletter provides updates on project milestones, key achievements, and upcoming activities. Additionally, it acts as a platform for sharing important announcements, events, or calls to action, ensuring everyone involved stays aligned with the project's goals and timeline.

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So far, the project released two newsletters. The first in May 2024 (Newsletter 1) and the second in November 2024 (Newsletter 2). Both strike a balance between being informative and engaging, often including visuals. In the future, we envisage to feature interviews with partners, success stories, or insights into challenges and solutions, fostering transparency and a sense of collaboration.

4.1. Newsletter analytics

According to what had been planned, two WeGenerate newsletters were released (May and November 2024). There is however a significant discrepancy between the expected and actual number of newsletter subscribers. By November 2024, the newsletter had 42 subscribers only.

Newsletter's Issue	Subscribers	Open rate	Click rate	Unsubscribed
1	18	76.82%	22.22%	0
2	42	60.53%	9.76%	1

Table 7 - Newsletter analytics

5. Press releases

WeGenerate issued 4 press releases at dates that marked significant milestones in the project timeline: the kick-off meeting, the call for Fellow Cities, the announcement of selected Fellow Cities and the submission of the Demo Cities Action Plans and Implementation Roadmaps.

Date	Content
30/11/2023	Kick-off Meeting in Freiburg
01/02/2024	Call for Fellow Cities
26/09/2024	Selection of Fellow Cities
12/03/2025	Demo Cities Action Plans and Implementation Roadmaps

Table 8 - Press releases issued

6. Engagement in external events

Participation in events organised by other projects and major thematic conferences is key to enhancing WeGenerate's impact and outreach. These engagements provide valuable networking opportunities, fostering synergies with like-minded initiatives while enabling knowledge sharing and the acquisition of new insights and best practices. They also serve as essential platforms for raising awareness, disseminating WeGenerate's values, plans, and results, and strengthening its visibility.

The following table outlines the events attended by project partners on behalf of WeGenerate since November 2023, demonstrating the project's commitment to collaboration and knowledge exchange.

Date	Event	Location	Partner
Nov 2023	Built4People Partnership Clustering Meeting	Brussels, BE	Fraunhofer, LNEG
March 2024	ECTP Conference	Brussels, BE	VTT
May 2024	Towards Climate-Neutral and Smart Cities through Mutual Learning, Engagement and Capacity-Building	Stavanger, NO	Bucharest
Jun 2024	IMAGINE the Metaverse 24 Conference	Tampere, FI	Fraunhofer
Sep 2024	Sustainable Places 2024	Luxembourg, LU	Fraunhofer
Sep 2024	Placemaking Europe 2024	Rotterdam, NL	VTT
Oct 2024	Nordic Singapore Innovation Days 2024	Singapore	Tampere
Nov 2024	Climate-Neutral and Smart Cities: Planning, Piloting, Inspiring Study Visit	Trondheim, NO	Bucharest
Nov 2024	Tomorrow.Mobility World Congress	Barcelona, ES	Tampere
Nov 2024	REHVA Congress	Brussels, BE	UTCB
Dec 2024	Technical Deep Dive Cities and Climate Change	Tokyo, JP	Bucharest
Dec 2024	Anniversary event celebrating the Centenary of Şcoala Gimnazială Nr. 31	Bucharest, RO	Bucharest
Dec 2024	NZC Twinning Programme Antalya Urbanwise	Online	Bucharest
Dec 2024	Re-Value Round *Energy Transition* hosted by Cascais Ambiente	Cascais, PT	Cascais

Jan 2025	Re-Value Round of 2025	Online	Tampere
Feb 2025	POSITIVE ENERGY DISTRICTS – from planning to implementation (linked to the C.Lever project)	Cesena, IT	Cesena

Table 9 - Events attended until mid-March 2025

7. Cross-Project Collaborations & Programme Participation

Collaborations, synergies, and participation in external initiatives play a crucial role in enhancing knowledge exchange, and maximising impact. By working together with other projects and programmes, efforts are aligned, resources are optimised, and broader, more sustainable outcomes are achieved.

7.1. DivAirCity's Global Twinning Programme

WeGenerate is one of the nine projects selected for the DivAirCity Twinning Programme's Project-to-Project initiative. This initiative seeks to foster a vibrant network of like-minded projects, cities, and communities dedicated to exchanging ideas, solutions, and challenges for mutual growth and impact.

DivAirCity is a four-year project funded by the European Commission under the H2020 programme. It aligns with the Sustainable Development Goals, promoting diversity and social inclusion to create innovative, culturally driven, green, and carbon-neutral urban societies.

The DivAirCity Twinning Programme kick-off meeting was held on February 21st, 2025. All projects got the chance of presenting themselves to the others, and next step will be their organisation into three Working Groups (WG) based on their thematic focus: of on (1) Inclusive Co-Creation and Citizens' Engagement, (2) Nature-Based Solutions (NBS) and Climate-Neutral Cities and (3) Innovative Business Models and Addressing Data Gaps and Biases.

8. Combined monitoring and evaluation

In the first release of the DEC Plan (D9.2.1), Key Performance Indicators were established to monitor and measure the quantity and efficiency of the project's dissemination and communication activities. They are displayed in the second and third columns of following table. The fourth column shows the results achieved so far.

Tools/Channels	Key Performance Indicator	Target value (end of project)	Values by 15/03/2025
Project website	No. of visitors	An average of 500 per month	An average of 184 per month
	No. of new visitors		An average of 173 per month
	No. of page views		10.482
	Origin of visitors		Finland, Italy, Portugal, Netherlands, Spain, Germany, Romania, UK, Belgium, Austria
Newsletters	No. of subscribers	1,000	42 (22/01/2025)
	No. of subscribers opening the newsletter email	More than 50%	65.45%
	No. of newsletters released	8	2
Social Media channels (Facebook, X, LinkedIn and YouTube)	No. of posts published	More than 300 in each platform	From Dec2023 to 15/03/2025: LinkedIn: 41 Twitter: 32 Facebook: 41
	No. of posts shared	More than 3.5%	38.59%
	No. of followers	More than 1,000 on LinkedIn	LinkedIn: 289 Twitter: 36 Facebook: 25 page likes and 36 followers

	No. of YouTube subscribers	More than 150	7
	No. of YouTube video views	50 per video	No videos
Press releases	No.	At least 15	3
Events	No. of events organised Number of participants in project's events	TBD	No open events organised so far

Table 10 - KEY PERFORMANCE INDICATORS INITIALLY ESTABLISHED + VALUES UNTIL 15/03/2025

8.1. Analysis and update of Key Performance Indicators

8.1.1. Website

The key performance indicator for **website visitors** was set at an average of 500 visitors per month over a four-year period. After the first year, the average stands at 184 visitors per month. As the project is still in its early stages and has yet to generate significant results, we anticipate that this number will increase over time as visibility and engagement grow.

Nevertheless, we are adjusting the target to an average of 300 visitors per month over the four-year period. This revision reflects a more realistic growth trajectory, considering the time required for awareness-building, audience engagement, and the gradual impact of ongoing promotional efforts. By setting a more attainable goal, we ensure that performance assessments remain both ambitious and achievable.

8.1.2. Social media

Regarding the **number of posts published** on social media, while the initial 15 months produced 41 posts - a typical ramp-up period for new projects - the refined content

strategies are set to accelerate our pace over the next 33 months, putting us confidently on track to meet the 300-post target by project's end.

The **percentage of posts shared** across all social media platforms was 38.59%. However, when considering only those published on LinkedIn, this figure rises to 53.65%, highlighting the higher level of engagement on this platform.

The key performance indicator for the **number of followers** on LinkedIn was set "at least 1,000" by the project's conclusion. By mid-March 2025, there were 289 followers on LinkedIn, and we anticipate that this number will continue to increase in the coming 12 months.

There is a significant discrepancy between follower growth on LinkedIn compared to Facebook and X.

- LinkedIn, being a platform that offers much greater value for professional outreach, has shown better engagement and follower growth, as it aligns more closely with the project's target audience and objectives.

- While Facebook has struggled to gain traction, the project will continue using it as a valuable tool for sharing Demo Cities' updates and connecting with stakeholders there more effectively.

- However, X has not proven useful for the project's goals. Recent changes to the platform have impacted its credibility and engagement levels, leading many users and businesses to migrate elsewhere.

To optimise our communication strategy and ensure a more effective engagement with stakeholders, we have decided to discontinue the project's presence on X. Instead, we will concentrate our efforts on LinkedIn and Facebook. This allows WeGenerate to foster stronger connections, facilitate more meaningful exchanges, and make the most of our communication efforts.

In contrast to the decisions made for LinkedIn, Facebook, and X, our approach to the WeGenerate YouTube channel is being redefined. Originally established to showcase the project's initiatives through informative videos, webinars, and panel discussions,

YouTube will now serve a more focused role. Rather than being the primary repository for project videos, the channel is set to become a flexible tool for live streaming special events - such as open dissemination sessions during the EU key events - and for ensuring timely engagement with stakeholders.

This reconfiguration allows us to concentrate our core communication efforts on LinkedIn and Facebook, where our content strategy already yields higher engagement and reach. In addition to other updates, we will use these platforms to share video content (such as videos highlighting the planned transformation efforts in the Demo Cities) since they offer robust video-sharing capabilities and a broader reach within professional and community networks. Consequently, YouTube remains an important yet supplementary resource that effectively complements our social media ecosystem.

8.1.3. Newsletter

While the objectives for the number of newsletters released and the percentage of subscribers opening the newsletter were achieved, there is a significant discrepancy between the expected and actual number of subscribers. Even though only 15 months have passed since the beginning of the project, we would have expected a higher number of subscriptions.

When forecasting 1,000 subscribers, the first release of the DEC Plan didn't fully consider the language barrier posed by implementing the project in four European cities where English isn't the primary language. While the newsletter is rich in content, its accessibility was limited for local audiences, resulting in low engagement from these communities. Additionally, the reliance on project partners to disseminate the newsletter meant the outreach remained relatively confined to a known network, rather than extending to a broader European audience interested in urban renovation. This mismatch between the plan and the reality of communication challenges significantly impacted the ability to reach the forecasted subscriber base.

Another key factor is that, so far, the project has primarily generated results of interest to local audiences. Since no specific outputs targeting an EU-wide audience have been released yet, the project's visibility at the European level has remained limited. The first

results relevant to an EU audience are only expected from September 2025 onwards. Until then, engagement from stakeholders at the European level is likely to remain low.

To overcome the current trend, we have established a strategy for boosting newsletter subscriptions moving forward, which will involve implementing the following actions:

- **Reassess Target Audience**: Define a clear plan to prioritise reaching EU organisations by mapping out relevant stakeholders (e.g., Horizon Europe participants, NGOs, urban planners, etc.).

- **Targeted Campaigns:** Use LinkedIn to run campaigns targeting organisations and individuals interested in urban renovation (urban planners, sustainability advocates, policymakers).

- **Partner Amplification:** Ask project partners to promote the newsletter actively within their own networks, especially among external contacts or peers in the EU.

- **Incentivised Subscriptions**: Offering incentives like early access to new content (e.g., upcoming policy papers and case studies) to encourage subscriptions, especially from professionals and organisations.

Simultaneously, we will improve newsletter content by incorporating the following new sections to increase engagement:

- Section "**Inside the Cities**": articles based on interviews of Demo Cities Representatives;

- Section "**Voices of the Community**": personal stories from residents, local businesses, and community organisations in the Demo Cities;

- Section "**Behind the Scenes**": a closer look at the work of researchers, planners, and city officials involved in WeGenerate.

8.1.4. Press releases

The objectives for the number of press releases were achieved.

8.1.5. Enhanced Metrics

Taking into account the considerations in points 8.1.1 to 8.1.3, the table below presents the **updated** key performance indicators.

Tools/Channels	Key Performance Indicator	Target value (end of project)
Project website	No. of visitors	An average of 300 per month
	No. of new visitors	
	No. of page views	
	Origin of visitors	
Newsletters	No. of subscribers	200
	No. of subscribers opening the newsletter email	More than 50%
	No. of newsletters released	8
Social Media channels (Facebook, LinkedIn, YouTube)	No. of posts published	More than 300 in each platform
	No. of posts shared	More than 3.5%
	No. of followers	More than 1,000 on LinkedIn
	No. of YouTube subscribers	Not applicable
	No. of YouTube video views	50 per video
Press releases	No.	At least 15
Events	No. of events organised Number of participants in project's events	3 (2 policy roundtables + final event)

Table 11 - UPDATED KEY PERFORMANCE INDICATORS

9. Work Package 9 Tasks: Completed, Ongoing, and Planned

This chapter provides an overview of the project's tasks, detailing those that have been implemented, those that are currently in progress, and those that are planned for the future. Through this comprehensive review, readers will gain insight into how each task contributes to the overall success of the project, as well as the anticipated impact of upcoming initiatives.

The WP9 tasks consist of and are distributed as follows:

9.1. Dissemination and Communication Plan (T9.1)

Lead: EUPPY; **Participants**: EIT UM, ICLEI

This task results in the delivery of the Dissemination, Exploitation and Communication Plan (released in 2024) and subsequent updates (2025, 2026 and 2027).

9.2. Communication Toolset (T9.2)

Lead: EUPPY; **Participants**: All partners

This task involves:

	STATUS
Establishing the project's identity	Delivered with D9.2.1 (2024)
Developing all promotional materials, including the official website and social media channels	Delivered (2024) Object of regular updates and improvements (until project end)
Creating and maintaining a repository of relevant projects, initiatives and networks to support direct communication with target groups and maximise outreach.	Delivered (2024) Object of regular updates and improvements (until project end)
Coordinating dissemination and communication at EU level with T9.4 and T9.5	To be implemented after the implementation of the corresponding tasks
Defining and monitoring key performance indicators, such as website traffic and social media engagement metrics	Object of regular updates and improvements (until project end)

Table 12 - STATUS OF TASKS UNDER T9.2

9.3. Supporting Local and National Communication (T9.3)

Lead: EUPPY; **Participants**: ICLEI, Demo Local Circles

This "open" task involves coordinating and supporting the communication and dissemination activities of the four Demo Cities. To facilitate this, Demo Cities' local circles have been thoroughly briefed on:

- The variety of **actions to consider** at local and national levels (such as local awareness campaigns, stakeholder meetings or site visits);

- The availability of **dissemination tools** that can be adapted as needed to help local partners engage with citizens and relevant local and national stakeholders (such as brochures, digital images and press kits);

- The possibilities regarding improvement of **methodologies and templates** (such as guidelines, training or standardised templates).
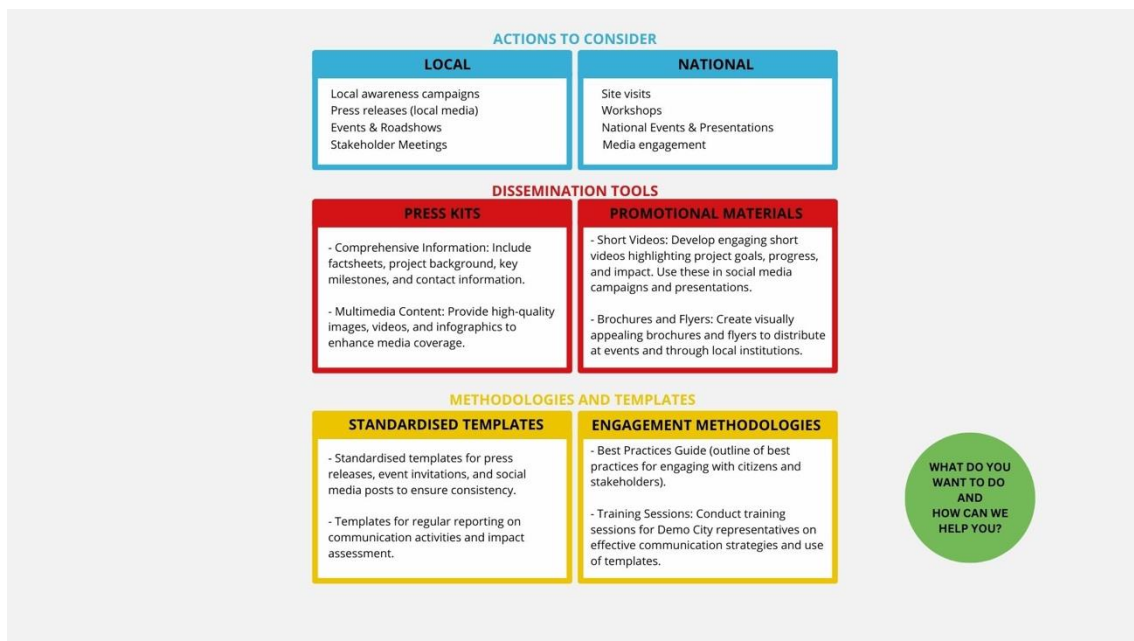
Figure 4 - SUPPORT FOR DISSEMINATION & COMMUNICATION (LOCAL & NATIONAL LEVELS)

So far, the most significant examples of this support were the following:

- Co-creation of an **informative brochure** and a **poster** for the Cascais Demo. Both were designed as part of a campaign to inform residents of Bairro de Alcabideche that they would be personally contacted to respond to a questionnaire in the frame of the WeGenerate project. The brochure also explains how residents can contribute to and benefit from the project and includes a QR code linking to a WeGenerate webpage in their native language, providing further information.

Figure 5 - INFORMATIVE BROCHURE AND POSTER - DEMO CASCAIS

- Set up of a WeGenerate **webpage in Portuguese** to offer further details about the project in Cascais

- Organisation of a two-part **workshop training** on factual storytelling (4.5 hours for each part). This workshop was designed to provide a step-by-step method to communicate with clarity across the most common formats of communication at work. It was addressed to both Demo and Fellow Cities to help them achieve the type of impact they want to see in their cities.

While there are no specific supporting actions planned at the moment, this support is demand-driven and totally flexible. Therefore, WP9 is always fully available to provide assistance whenever needed, ensuring that all local communication and dissemination needs are met effectively and supporting future initiatives as they arise.

9.4. Events and platforms (T9.4)

Lead: ICLEI; **Participants**: FRHF, EIT UM, EUPPY, LNEG, UNIBO, UTCB, VTT, NOVA SBE, CRES, IREC, CVUT, RM3, NTNU

The purpose of this task is to increase the project's international visibility and reach by actively participating in events specifically designed for that purpose, as well as by taking advantage of other external events and platforms that the partners have access.

	STATUS
T9.4.1. Organise two European Policy Dialogue Roundtables to increase the uptake of the policy recommendations developed by the project (T9.5.1) and to ensure vertical outreach with local, national, and European level policy makers. (M36, M46)	To be organised from M36 after the finalisation of 2-3 policy papers (T9.5.1)
T9.4.2. Deliver presentations based on the project outcomes at relevant European conferences, channelled via project partners involved in their organisation (e.g., European Sustainable Cities & Towns Conference, Urban Future, Smart Cities Expo, CITIES conference, European Week of Regions and Cities) (M6-M46)	WeGenerate delegation present at the Urban Future Conference taking place on 21-23 May 2025 in Łódź, Poland. The project partners will be involved in 3+ sessions. Plan to organise a session at the 2025 European Week of Regions and Cities and to participate in the 2025 Smart Cities Expo.
T9.4.3. Participate in the outreach, dissemination and communication activities organised by relevant European initiatives and platforms, to ensure outreach with other city ecosystems and communities of practice, such as the Cities Mission (NetZeroCities, Re-Value, UP2030, CLIMABOROUGH, DUT Driving Urban Transitions and NEB communities (M1-M48)	Participation in Re-Value Rounds: • Re-Value Round 11/12/24: *Energy Transition* hosted by Cascais Ambiente • Re-Value Round 29/01/25: *Engage, Educate, Empower: Digital Approaches for Climate Action* hosted by Smart Pisek
T9.4.4. Organise the WeGenerate Final Conference to showcase the results achieved by the project (possibly as part of the established conference series 'Informed Cities') (M48)	To be organised from M44-45.

Table 13 - STATUS OF TASKS UNDER T9.4

9.5. Thematic Case Studies and Policy Recommendations (T9.5)

Lead: ICLEI; **Participants**: FRHF, EIT UM, EUPPY, LNEG, UNIBO, UTCB, VTT, NOVA SBE, CRES, IREC, CVUT, RM3, NTNU

This task builds upon the project's findings to inform policy dialogues and wider communities of practice at European level. The outputs of this task will be disseminated via the project's website, media channels, newsletters, and other external communication channels, as well as at the events and through the platforms described in T9.4.

	STATUS
T9.5.1. Author five Policy Papers, targeting different policy arenas and related audiences (e.g., finance, building industry, EU policy, local policy, national policy, etc.). These papers will highlight the relevance of project results to EU policy processes (e.g., EU Cities Mission, New EU Urban Agenda, New European Bauhaus, Clean Energy Package, Renewable Energy Directive, EU Cohesion Policy, NextGenerationEU, Urban Mobility Framework, and Smart and Sustainable Mobility Strategy).	Currently in the revision process of the first policy paper on Digital engagement strategies for vulnerable groups (Working title: *How Might Digital Tools Be Used by Local Governments to Access and Engage Vulnerable Groups*). First policy paper will be finalised in M21. The other 4 policy papers will be possibly linked to relevant events and outputs. The plan is to publish 2 policy papers in 2026 and 2 in 2027.
T9.5.2 Write four Thematic Case Studies summarising the key findings across all four Demo Cities (WP3-WP6) for each Solution Cluster (WP2), targeting practitioners working in relevant domains.	Mapping exercise will start in M21.

Table 14 - Status of Tasks under T9.5

10. Planned Activities

Building on our ongoing communication efforts, the upcoming year will focus on enhancing visibility, engagement, and outreach across multiple channels. Our strategy includes website and content updates, targeted social media campaigns, key events, and improved newsletter engagement. Regular review checkpoints will ensure that our approach remains adaptive and aligned with project goals. Below is an overview of the key planned activities.

Website & Content Updates:

- Publish all official Demo Cities Action Plans and Implementation Roadmaps on the website.

- Release at least one news article per Demo City every four months about the implementation of the corresponding Transformation Actions.

- Release news articles about the WeConnect sessions.

Social Media & Digital Campaigns:

- Run a short campaign about the WeGenerate Cookbook.

- Run a short campaign about the Demo Cities Transformation Actions.

- Launch a targeted LinkedIn campaign aimed at increasing visibility among EU-level stakeholders.

- Plan a series of short videos showcasing the Demo Cities' implementation activities.

Events:

- Organise a collaborative event with sister projects during the European Week of Regions and Cities to maximise outreach and synergies.

- Plan one live policy roundtable or panel discussion aimed at enhancing EU-level outreach.

Newsletter Enhancements:

- Improve newsletter content by incorporating new sections to increase engagement:

  – Section "Inside the Cities": articles based on interviews of Demo Cities Representatives (to be launched in Newsletter Issue 4, 2025);

  – Section "Voices of the Community": personal stories from residents, local businesses, and community organisations in the Demo Cities (to be launched in Newsletter Issue 4, 2025);

  – Section "Behind the Scenes": a closer look at the work of researchers, planners, and city officials involved in WeGenerate (to be launched in Newsletter Issue 3, 2025).

- Implement targeted subscription campaigns (possibly with incentives or early access to new content) to expand the newsletter audience.

Review and Adaptation Checkpoints:

- Conduct quarterly review meetings to assess progress against the Key Performance Indicators, allowing to adjust tactics as necessary.

- Hold internal feedback sessions with partners to gather insights and continuously adapt the DEC to emerging needs.

CONCLUSIONS

This update to the Dissemination, Exploitation, and Communication (DEC) Plan reflects a period of significant learning and adaptation. Key achievements - such as the successful overhaul of the website, detailed performance analytics, and strategic refinements in social media engagement - have laid a strong foundation for future outreach. We have also adjusted our targets to better reflect the current realities and early-stage progress of the project.

Looking ahead, our planned activities for the coming year are designed to build on these successes. By focusing on targeted digital campaigns, enhanced content delivery, and strategic event participation, we aim to broaden our stakeholder engagement at both local and EU levels. Moreover, the planned activities and the actionable checkpoints ensure that our communication efforts remain agile, measurable, and closely aligned with the project's long-term objectives.

Overall, this updated plan reinforces our commitment to transparent, impactful, and adaptive communication, setting the stage for continued progress as WeGenerate moves toward delivering its promised urban regeneration outcomes.

ANNEXES

Annex 1 - Website Report (Quarterly Reports 1 of 4)

Annex 2 - Website Report (Quarterly Reports 2 of 4)

Annex 3 - Website Report (Quarterly Reports 3 of 4)

Annex 4 - Website Report (Quarterly Reports 4 of 4)

Annex 5 - Website Report (Page Views)

Annex 6 - Detailed information on LinkedIn Posts

Annex 7 - Detailed information on Facebook Posts

Annex 8 - Detailed information on X Posts

Annex 1 - Website Report (Quarterly Reports 1 of 4)

Annex 2 - Website Report (Quarterly Reports 2 of 4)

Annex 3 - Website Report (Quarterly Reports 3 of 4)

Annex 4 - Website Report (Quarterly Reports 4 of 4)

Annex 5 - Website Report (Page Views)

		↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
	Total	10,482 100% of total	1,977 100% of total	5.30 Avg 0%	1m 35s Avg 0%	29,768 100% of total	0.00	€0.00
1	/	2,184 (20.84%)	1,068 (54.02%)	2.04	25s	7,158 (24.05%)	0.00 (−)	€0.00 (−)
2	/en/aboutus	1,479 (14.11%)	557 (28.17%)	2.66	1m 20s	3,816 (12.82%)	0.00 (−)	€0.00 (−)
3	/en/demos	698 (6.66%)	316 (15.98%)	2.21	40s	1,727 (5.8%)	0.00 (−)	€0.00 (−)
4	/en/fellowcities	563 (5.37%)	256 (12.95%)	2.20	44s	1,608 (5.4%)	0.00 (−)	€0.00 (−)
5	/en/home	482 (4.6%)	311 (15.73%)	1.55	17s	1,872 (6.29%)	0.00 (−)	€0.00 (−)
6	/en/listnews	437 (4.17%)	175 (8.85%)	2.50	48s	1,270 (4.27%)	0.00 (−)	€0.00 (−)
7	/en/publications	307 (2.93%)	142 (7.18%)	2.16	24s	770 (2.59%)	0.00 (−)	€0.00 (−)
8	/en/tampere	261 (2.49%)	165 (8.35%)	1.58	39s	778 (2.61%)	0.00 (−)	€0.00 (−)
9	/en/casena	259 (2.47%)	119 (6.02%)	2.18	1m 13s	703 (2.36%)	0.00 (−)	€0.00 (−)

Annex 6 - Detailed information on LinkedIn Posts

Date	Subject	Link	Views	Clicks	Reactions	Comments	Reposts
18/12/2023	Kick-off meeting	https://www.linkedin.com/feed/update/urn:li:activity:7142488407930273792	135	15	13	0	1
31/01/2024	Call Fellow Cities	https://www.linkedin.com/feed/update/urn:li:activity:7158475575257374720	237	14	18	0	2
06/02/2024	Call Fellow Cities	https://www.linkedin.com/feed/update/urn:li:activity:7160593498507730945	118	3	7	0	1
06/02/2024	Call Fellow Cities	https://www.linkedin.com/feed/update/urn:li:activity:7160593983759384576	281	14	9	0	1
06/02/2024	Call Fellow Cities	https://www.linkedin.com/feed/update/urn:li:activity:7160594502687109121	318	6	12	0	1
06/02/2024	Call Fellow Cities	https://www.linkedin.com/feed/update/urn:li:activity:7160594670496948226	176	1	6	0	0
12/02/2024	Call Fellow Cities	https://www.linkedin.com/feed/update/urn:li:activity:7162729531848474624	252	13	8	0	1
20/02/2024	Call Fellow Cities	https://www.linkedin.com/feed/update/urn:li:activity:7165642542833770496	499	24	16	0	1
28/02/2024	Call Fellow Cities	https://www.linkedin.com/feed/update/urn:li:activity:7168595237286756355	341	13	5	0	2
16/04/2024	Call for Newsletter Subscription	https://www.linkedin.com/feed/update/urn:li:activity:7185940894620000257	204	8	6	0	0
22/04/2024	Bucharest Meeting	https://www.linkedin.com/feed/update/urn:li:activity:7188235434898898944	191	12	11	0	0
23/04/2024	Bucharest Meeting	https://www.linkedin.com/feed/update/urn:li:activity:7188511283292344321	440	59	19	0	2
24/04/2024	Bucharest Meeting - Cookbook	https://www.linkedin.com/feed/update/urn:li:activity:7188893810272133120	468	51	10	0	1
15/05/2024	Newsletter 1	https://www.linkedin.com/feed/update/urn:li:activity:7196518663242317825	512	23	9	0	2
04/07/2024	Imagine the Metaverse Conference	https://www.linkedin.com/feed/update/urn:li:activity:7214542189668814849	271	33	12	0	0
10/09/2024	Aggregation of latest news	https://www.linkedin.com/feed/update/urn:li:activity:7239267141697368065	308	13	8	0	2
17/09/2024	Participation in Sustainable Places Conference	https://www.linkedin.com/feed/update/urn:li:activity:7241731916347916288	139	5	6	0	1
19/09/2024	Attendance of Placemaking Week Europe	https://www.linkedin.com/feed/update/urn:li:activity:7242508302243291136	163	3	7	0	0
30/09/2024	Fellow Cities Announcement	https://www.linkedin.com/feed/update/urn:li:activity:7246443851123478528	219	9	10	0	1
30/09/2024	Welcome Cartagena	https://www.linkedin.com/feed/update/urn:li:activity:7246443459866218496	138	1	5	0	0
30/09/2024	Welcome Kadikoy	https://www.linkedin.com/feed/update/urn:li:activity:7246443314206412800	120	2	3	0	0
30/09/2024	Welcome Lepaja	https://www.linkedin.com/feed/update/urn:li:activity:7246443133947830272	181	3	8	0	0
30/09/2024	Welcome Szombathely	https://www.linkedin.com/feed/update/urn:li:activity:7246442940737146880	121	2	4	0	0
30/09/2024	Welcome Zagreb	https://www.linkedin.com/feed/update/urn:li:activity:7246435917349965825	228	5	7	0	0

08/10/2024	Zarrin Fatima's article	https://www.linkedin.com/feed/update/urn:li:activity:7249350247162777600	315	12	15	0	0
28/10/2024	Cesena Meeting	https://www.linkedin.com/feed/update/urn:li:activity:7256621134526210049	727	45	34	0	2
29/10/2024	WeGenerate goes global	https://www.linkedin.com/feed/update/urn:li:activity:7256975687633264640	500	15	27	1	0
04/11/2024	Tomorrow Mobility Congress	https://www.linkedin.com/feed/update/urn:li:activity:7259138325788119041	208	11	12	0	0
15/11/2024	Newsletter 2	https://www.linkedin.com/feed/update/urn:li:activity:7263137487357706242	553	20	21	1	2
05/12/2024	Rehouse EU Video	https://www.linkedin.com/feed/update/urn:li:activity:7270398012001034240	273	11	9	0	2
23/12/2024	Season's Greetings	https://www.linkedin.com/feed/update/urn:li:activity:7276964945328508928	137	6	9	0	0
20/01/2025	DivAirCity Twinning Programme	https://www.linkedin.com/feed/update/urn:li:activity:7287087706445074432	511	15	20	0	2
28/01/2025	Meet WPs 1 & 10	https://www.linkedin.com/feed/update/urn:li:activity:7289981742474547200	731	37	42	0	1
04/02/2025	Meet WP2 - IREC	https://www.linkedin.com/feed/update/urn:li:activity:7292468163517059073	523	41	29	0	1
11/02/2025	Meet WP2 - ICLEI	https://www.linkedin.com/feed/update/urn:li:activity:7295009617841909760	474	25	21	0	1
18/02/2025	Meet WP2 - LNEG	https://www.linkedin.com/feed/update/urn:li:activity:7297545829001695232	725	28	38	0	0
25/02/2025	Meet WP2 - VTT	https://www.linkedin.com/feed/update/urn:li:activity:7300070125783670785/?actorCompanyId=101358643	249	7	17	0	0
04/03/2025	Meet WP3 - Cesena	https://www.linkedin.com/feed/update/urn:li:activity:7302607078152429568	649	29	36	0	0
06/03/2025	EIT UM Better Mobility Trendreport 2025	https://www.linkedin.com/feed/update/urn:li:activity:7303333523812196352	115	1	6	0	1
11/03/2025	Meet WP4 - Cascais	https://www.linkedin.com/feed/update/urn:li:activity:7305144869306482688	144	11	7	0	1
12/03/2025	Press Release Action Plans	https://www.linkedin.com/feed/update/urn:li:activity:7305526990831288320	442	69	23	0	2

Annex 7 - Detailed information on Facebook Posts

Date	Subject	Link	Views	Likes	Clicks	Comments	Shares
18/12/2023	Kick-off meeting	https://www.facebook.com/photo/?fbid=12211113936 2139876&set=a.12211113940413987 6	88	3	2	0	1
31/01/2024	Call Fellow Cities	https://www.facebook.com/photo/?fbid=1221 24638726139876&set=a.12211113940413987 6	41	5	0	0	0
06/02/2024	Call Fellow Cities	https://www.facebook.com/photo?fbid=12212 5865414139876&set=a.122111139404139876	44	2	0	0	0
06/02/2024	Call Fellow Cities	https://www.facebook.com/photo?fbid=12212 5867916139876&set=a.122111139404139876	38	3	0	0	0
06/02/2024	Call Fellow Cities	https://www.facebook.com/photo?fbid=12212 5868132139876&set=a.122111139404139876	41	6	0	0	0
06/02/2024	Call Fellow Cities	https://www.facebook.com/photo?fbid=12212 5868282139876&set=a.122111139404139876	47	3	0	0	0
12/02/2024	Call Fellow Cities	https://www.facebook.com/photo?fbid=12212 7104720139876&set=a.122111139404139876	52	2	0	0	0
20/02/2024	Call Fellow Cities	https://www.facebook.com/photo?fbid=12212 8902698139876&set=a.122111139404139876	59	5	2	0	0
28/02/2024	Call Fellow Cities	https://www.facebook.com/photo?fbid=12213 0710606139876&set=a.122111139404139876	60	5	1	0	0
16/04/2024	Call for Newsletter Subscription	https://www.facebook.com/photo?fbid=12214 1042156139876&set=a.122111139404139876	51	4	0	0	0
22/04/2024	Bucharest Meeting	https://www.facebook.com/photo?fbid=12214 2315398139876&set=a.122111139404139876	51	4	0	0	0
23/04/2024	Bucharest Meeting	https://www.facebook.com/photo?fbid=12214 2487694139876&set=a.122111139404139876	66	9	0	0	0
24/04/2024	Bucharest Meeting - Cookbook	https://www.facebook.com/photo?fbid=12214 2744734139876&set=a.122111139404139876	50	4	2	0	0
15/05/2024	Newsletter 1	https://www.facebook.com/photo?fbid=12214 6871066139876&set=a.122111139404139876	43	2	2	0	0
04/07/2024	Imagine the Metaverse Conference	https://www.facebook.com/permalink.php?st ory_fbid=pfbid02m17vzD6cGL8hpsceKRJeGhU JNzZaqszTarw4afMu6ZLN6aoThCcV2PLRoxaJad ofl&id=61554196284360	42	7	0	0	0
10/09/2024	Aggregation of latest news	https://www.facebook.com/photo?fbid=12216 9984920139876&set=a.122111139404139876	32	2	0	0	0
17/09/2024	Participation in Sustainable Places Conference	https://www.facebook.com/photo?fbid=12217 1105804139876&set=a.122111139404139876	20	1	0	0	0
19/09/2024	Attendance of Placemaking Week Europe	https://www.facebook.com/photo?fbid=12217 1449874139876&set=a.122111139404139876	17	2	0	0	0
30/09/2024	Fellow Cities Announcement (Removed by Facebook)	https://www.facebook.com/photo?fbid=12217 3301906139876&set=a.122111139404139876	0	0	0	0	0
30/09/2024	Welcome Cartagena	https://www.facebook.com/photo?fbid=12217 3304420139876&set=a.122111139404139876	17	0	0	0	0
30/09/2024	Welcome Kadikoy	https://www.facebook.com/photo?fbid=12217 3304672139876&set=a.122111139404139876	17	0	0	0	0
30/09/2024	Welcome Lepaja	https://www.facebook.com/photo?fbid=12217 3304978139876&set=a.122111139404139876	208	0	0	0	0

Date	Title	Link					
30/09/2024	Welcome Szombathely	https://www.facebook.com/photo?fbid=12217 3305194139876&set=a.122111139404139876	21	0	0	0	0
30/09/2024	Welcome Zagreb	https://www.facebook.com/photo?fbid=12217 3305350139876&set=a.122111139404139876	27	1	0	0	0
08/10/2024	Zarrin Fatima's article	https://www.facebook.com/photo?fbid=12217 4460530139876&set=a.122111139404139876	29	1	1	0	0
28/10/2024	Cesena Meeting	https://www.facebook.com/photo?fbid=12219 0552494139876&set=a.122111139404139876	0	0	0	0	0
29/10/2024	WeGenerate goes global	https://www.facebook.com/photo?fbid=12217 7160902139876&set=a.122111139404139876	19	0	2	0	0
04/11/2024	Tomorrow Mobility Congress	https://www.facebook.com/61554196284360/ videos/525286573801548	26	3	0	0	0
15/11/2024	Newsletter 2	https://www.facebook.com/photo?fbid=12217 9528724139876&set=a.122111139404139876	14	0	0	0	0
05/12/2024	Rehouse EU Video	https://www.facebook.com/photo/?fbid=1221 71105804139876&set=a.12211113940413987 6	15	0	0	0	0
23/12/2024	Season's Greetings	https://www.facebook.com/photo?fbid=12218 5238234139876&set=a.122111139404139876	18	1	0	0	0
20/01/2025	DivAirCity Twinning Programme	https://www.facebook.com/photo/?fbid=1221 89438156139876&set=a.12211113940413987 6	47	2	0	0	1
28/01/2025	Meet WPs 1 & 10	https://www.facebook.com/photo/?fbid=1221 90421394139876&set=a.12211113940413987 6	23	2	2	0	0
04/02/2025	Meet WP2 - IREC	https://www.facebook.com/photo/?fbid=1221 91260818139876&set=a.12211113940413987 6	25	3	0	0	0
11/02/2025	Meet WP2 - ICLEI	https://www.facebook.com/photo/?fbid=1221 92089658139876&set=a.12211113940413987 6	29	3	0	0	0
18/02/2025	Meet WP2 - LNEG	https://www.facebook.com/photo/?fbid=1221 93165380139876&set=a.12211113940413987 6	19	4	0	0	0
25/02/2025	Meet WP2 - VTT	https://www.facebook.com/photo?fbid=12219 4339898139876&set=a.122111139404139876	13	1	0	0	0
04/03/2025	Meet WP3 - Cesena	https://www.facebook.com/photo/?fbid=1221 95763494139876&set=a.12211113940413987 6	9	0	0	0	0
06/03/2025	EIT UM Better Mobility Trendreport 2025 (repost)	https://www.facebook.com/photo/?fbid=1049 422757210314&set=pcb.1049422810543642	12	1	0	0	0
11/03/2025	Meet WP4 - Cascais	https://www.facebook.com/photo/?fbid=1221 96996974139876&set=a.12211113940413987 6	16	1	0	0	0
12/03/2025	Press Release Action Plans		7	0	3	0	0

Annex 8 - Detailed Information on X posts

Date	Subject	Link	Views	Engagements	Detail expands	Profile Visits	Link Clicks
18/12/2023	Kick-off meeting	https://x.com/WeGenerate_EU/status/1736722200374239657	118	17	5	2	3
31/01/2024	Call Fellow Cities	https://x.com/WeGenerate_EU/status/1752709448022233272	316	24	9	0	1
06/02/2024	Call Fellow Cities	https://x.com/WeGenerate_EU/status/1754816860195819629	32	4	1	0	0
06/02/2024	Call Fellow Cities	https://x.com/WeGenerate_EU/status/1754819393563816401	25	4	1	0	0
06/02/2024	Call Fellow Cities	https://x.com/WeGenerate_EU/status/1754819987544363488	24	7	2	2	0
06/02/2024	Call Fellow Cities	https://x.com/WeGenerate_EU/status/1754820505536753914	31	5	1	1	1
12/02/2024	Call Fellow Cities	https://x.com/WeGenerate_EU/status/1756963543239229471	28	3	1	0	0
20/02/2024	Call Fellow Cities	https://x.com/WeGenerate_EU/status/1759876481709150234	21	4	2	0	1
28/02/2024	Call Fellow Cities	https://x.com/WeGenerate_EU/status/1762829121954935178	22	4	1	1	0
16/04/2024	Call for Newsletter Subscription	https://x.com/WeGenerate_EU/status/1780174916618158363	22	2	1	0	0
22/04/2024	Bucharest Meeting	https://x.com/WeGenerate_EU/status/1782469527390863708	13	2	1	0	0
23/04/2024	Bucharest Meeting	https://x.com/WeGenerate_EU/status/1782745330804511225	19	4	3	0	0
24/04/2024	Bucharest Meeting - Cookbook	https://x.com/WeGenerate_EU/status/1783127899232493665	27	5	1	2	1
15/05/2024	Newsletter 1	https://x.com/WeGenerate_EU/status/1790752758263370173	13	3	2	0	0
04/07/2024	Imagine the Metaverse Conference	https://twitter.com/WeGenerate_EU/status/1808775398982864934/photo/1	22	3	0	0	0
10/09/2024	Aggregation of latest news	https://twitter.com/WeGenerate_EU/status/1833501252862575101/photo/1	10	3	0	0	0
17/09/2024	Participation in Sustainable Places Conference	https://twitter.com/WeGenerate_EU/status/1835964848229769649/photo/1	8	2	0	0	0
19/09/2024	Attendance of Placemaking Week Europe	https://twitter.com/WeGenerate_EU/status/1836742127499235402/photo/1	9	1	0	0	0
30/09/2024	Fellow Cities Announcement	https://twitter.com/WeGenerate_EU/status/1840667681390829702/photo/1	21	1	0	0	0
30/09/2024	Welcome Cartagena	https://twitter.com/WeGenerate_EU/status/1840679029403172903/photo/1	8	1	0	0	0
30/09/2024	Welcome Kadikoy	https://twitter.com/WeGenerate_EU/status/1840680001416405124/photo/1	9	2	1	0	0
30/09/2024	Welcome Lepaja	https://twitter.com/WeGenerate_EU/status/1840680452664721469/photo/1	10	2	0	0	0
30/09/2024	Welcome Szombathely	https://twitter.com/WeGenerate_EU/status/1840680926977671511/photo/1	8	3	1	0	0
30/09/2024	Welcome Zagreb	https://twitter.com/WeGenerate_EU/status/1840681529065783536/photo/1	9	1	0	0	0

08/10/2024	Zarrin Fatima's article	https://twitter.com/WeGenerate_EU/status/1843588093687058891	8	1	1	0	0
28/10/2024	Cesena Meeting	https://x.com/WeGenerate_EU/status/1850860071003058280	16	0	0	0	0
29/10/2024	WeGenerate goes global	https://x.com/WeGenerate_EU/status/1851216775037272207	53	0	0	0	0
15/11/2024	Newsletter 2	https://x.com/WeGenerate_EU/status/1857373603613798602	9	0	0	0	0
05/12/2024	Rehouse EU Video	https://x.com/WeGenerate_EU/status/1864634866949632450	2	0	0	0	0
23/12/2024	Season's Greetings	https://x.com/WeGenerate_EU/status/1871199554974224619	18	2	1	0	0
20/01/2025	DivAirCity Twinning Programme	https://x.com/WeGenerate_EU/status/1881326885512298761	19	2	1	0	0
24/02/2025	Let's stay connected	https://x.com/WeGenerate_EU/status/1893966127031619882	11	7	4	0	2

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