

DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN- 2026 EDITION

D9.2.3



WeGenerate

PEOPLE-CENTRIC SUSTAINABLE NEIGHBOURHOODS



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EXECUTIVE SUMMARY

This report outlines the communication, dissemination, and exploitation activities carried out within the WeGenerate project **between 15 March 2025 and 15 March 2026**, assessing performance against key performance indicators (KPIs).

Overall, communication activities show a positive trend. Website traffic increased significantly, supported by regular content publication. Social media performance improved through more structured planning, with higher posting frequency and increased engagement rates. LinkedIn emerged as the most effective channel, while Facebook remained less impactful. Newsletter performance also strengthened, with a notable increase in subscribers and consistently high engagement.

Dissemination efforts focused on targeted outreach, including the publication of the first policy paper, participation in international conferences, and collaboration with other EU-funded projects. These activities contributed to strengthening the project's visibility and positioning within relevant communities.

Progress was also achieved in exploitation and replication, particularly in the development of Key Exploitable Results (KERs), the Urban WeGeneration model, and engagement with Fellow Cities.

While some KPIs remain ambitious, overall performance indicates strengthened communication capacity and provides a solid basis for scaling up activities in the final phase of the project.

1. Introduction

This report presents the communication, dissemination, and exploitation activities carried out within the WeGenerate project during the reporting period from 15 March 2025 to 15 March 2026.

It provides an overview of the implementation of communication actions, assesses their performance against defined key performance indicators (KPIs), and highlights progress in dissemination, exploitation, and replication activities.

The report also identifies trends, potential risks, and strategic adjustments to improve the effectiveness of outreach and stakeholder engagement, ensuring alignment with the project's objectives and expected impacts.

2. Communication Activities - Implementation and Performance

Communication activities are systematically monitored through a structured KPI framework covering website analytics, social media performance, and newsletter engagement. This approach enables the continuous tracking of outreach efforts and supports the assessment of their effectiveness over the reporting period.

2.1. Website Content and Performance Analytics

The project website remains the central communication tool, acting as the primary entry point for external audiences. It provides comprehensive information about the project, hosts key outputs, and serves as a repository for news and updates since the project's inception.

The news section continues to be the most dynamic component of the website. Close collaboration within the partnership ensured a steady flow of content covering project developments and milestones. This resulted in the publication of **28 additional news articles** during the reporting period (Table 1), contributing to sustained audience engagement and regular dissemination of project progress.

Date	Content
10/04/2025	Children Invited to Light Up Tampere with Their Own Night Bugs
16/04/2025	Tampere Showcases Groundbreaking Digital Twin at EU CONEXUS Conference
06/05/2025	Fellow Cities Exchange Programme: Three Sessions, Countless Insights
22/05/2025	WeGenerate Demo Cities Share Progress Towards Sustainable Urban Future
04/06/2025	New Park & Ride Pilot Service Launched in Cesena
01/07/2025	Tampere Honoured for Citizen-Centred Smart City Solutions
17/07/2025	Bucharest Demo: Inclusive, Climate-Resilient, and Connected Communities
18/07/2025	Cesena Demo: Shaping a Connected and Climate-Resilient City
22/07/2025	Tampere Demo: A City Built for People
23/07/2025	Cascais Demo: A Model for Inclusive Energy Transition
12/09/2025	Connecting the Disconnected: New Policy Paper from WeGenerate
10/10/2025	Walking Towards Smarter Mobility: Senior Join Indoor Event in Tampere
14/10/2025	WeGenerate Fellow Cities Explore Digital Twin Innovation in Tampere
24/10/2025	Tiny Artists Bring Night Bugs to Light at Tampere's Festival of Light
03/11/2025	Cascais Powers Up: Solar Rooftops and Community Energy for a Brighter Future
06/11/2025	Tampere's Digital Vision Wins Global Spotlight and Builds Local Connections
10/11/2025	Cesena's Regeneration Journey: Citizens, Students, and Data Shape the Future of Vigne-Railway Area
11/11/2025	WeGenerate Showcased at Smart City Expo World Congress 2025
12/11/2025	Bucharest Builds New Energy at Its Campus Hub
04/12/2025	WeGenerate Consortium Meets in Barcelona to Advance Collaboration and Urban Regeneration Solutions
18/12/2025	WeGenerate Presented at ISHVAC 2025 Conference
19/12/2025	Bridging Planning and Practice: WeGenerate at SSPCR2025
23/01/2026	Zagreb: From brownfield to smart district through digital twins
26/01/2026	Liepaja: Accelerating renovation through data and citizen engagement
29/01/2026	Cartagena: Reinterpreting urban planning through Superblocks and digital monitoring
10/02/2026	Szombathely: Building a green mobility corridor for a car-dominated city centre

Table 1 - WEBSITE NEWS RELEASED FROM 15/03/2025 TO 15/03/2026

Monitoring website analytics is essential for assessing the reach and effectiveness of the project's online presence. By 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 graph below provide an overview of website traffic since 07/04/2024, when it began.

Key Metrics	D9.2.2	D9.2.3
	07/04/2024 TO 14/03/2025	15/03/2025 TO 15/03/2026
Total users	2,093	3,816↑
New users	1,974	2,352↑
Returning users	492	539↑
Average engagement time	1m 35s	1m 01s↓

Table 2 - WEBSITE ANALYTICS GENERAL OVERVIEW

	D9.2.2 07/04/2024 TO 14/03/2025	D9.2.3 15/03/2025 TO 15/03/2026
SESSIONS	4,054	5,283↑
TOP LOCATIONS (by users)	USA, Finland, Italy, Portugal, Netherlands, Germany, Spain, France, Romania, Austria	China, USA, Netherlands, Ireland, Singapore, Italy, Portugal, Germany, Finland, Spain
TOP TRAFFIC SOURCES (by users)	Direct (1,096), Organic Search (669), Referral (124), Organic Social (76), Email (12)	Direct (2,648), Organic Search (687), Referral (239), Organic Social (118), Unassigned (25)
TOP REFERRERS	Google, Bing, LinkedIn	Google, Bing, LinkedIn

Table 3 - WEBSITE AUDIENCE & ACQUISITION OVERVIEW

D9.2.2 FROM 07/04/2024 TO 14/03/2025	D9.2.3 FROM 15/03/2025 TO 14/03/2026
Total page views: 10,482	Total page views: 13,118↑
About us: 1,479	About us: 1,134↓
Demo Cities: 698	Demo Cities: 624↓
Fellow Cities: 563	Publications: 443↑
News: 437	News: 285↓
Publications: 307	Deliverables: 260↑ / Cookbook: 260↑

Table 4 - WEBSITE PAGE VIEWS & TOP PAGES BY VIEW (excluding homepage)

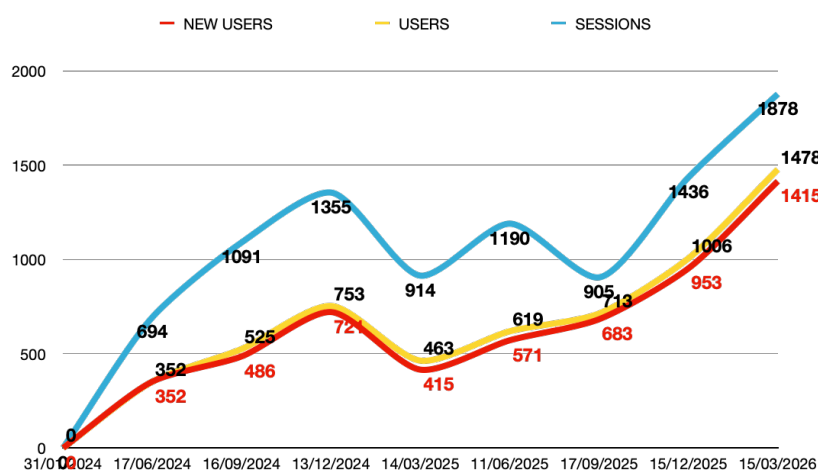


Figure 1 - TRENDS ON USERS, NEW USERS AND SESSIONS

2.2. Social Media Content and Performance Analytics

Social media channels have been **actively used** to disseminate project updates, promote key outputs, and implement targeted campaigns aimed at increasing engagement with stakeholders and the wider public. Particular emphasis has been placed on structured

campaign design to enhance visibility and ensure consistency in messaging across platforms.

During the reporting period, **four thematic campaigns** were implemented (see Table 5 and section 2.2.1). All contributed to measurable increases in reach and engagement, particularly on LinkedIn, which continues to be the most effective platform for professional outreach.





Objective	Posts No. per platform	Sample Image
Provide insights into the objectives and the tasks of the Work Packages	12	
Promote WeGenerate Cookbook	4 (including 3 videos)	
Promote WeGenerate Cookbook Suggestions	9	
Focus on Fellow Cities	4	

Table 5 - SOCIAL MEDIA CAMPAIGNS

In addition to campaign-based content, **regular posting activity** was maintained across platforms. As shown in Table 6, the total number of posts published during the current reporting period (12 months) reached 112, compared to 114 posts over 16.5 months in the previous reporting period. This represents a significant increase in posting frequency, from an average of 6.9 posts per month to 9.3 posts per month, reflecting a more consistent and proactive communication approach.

LinkedIn		Facebook		X		Sub-total		Total
D9.2.2 (2025)	D9.2.3 (2026)	D9.2.2 (2025)	D9.2.3 (2026)	D9.2.2 (2025)	D9.2.3 (2026)	D9.2.2 (16.5 months)	D9.2.3 (12 months)	D9.2.2 + D9.2.3
41	59↑	41	53↑	32	discontinued	114	112↑	226

Table 6 - NUMBER OF POSTS PUBLISHED SINCE PROJECT BEGINNING

The graphic below illustrates social media posts distribution quarterly by platform.

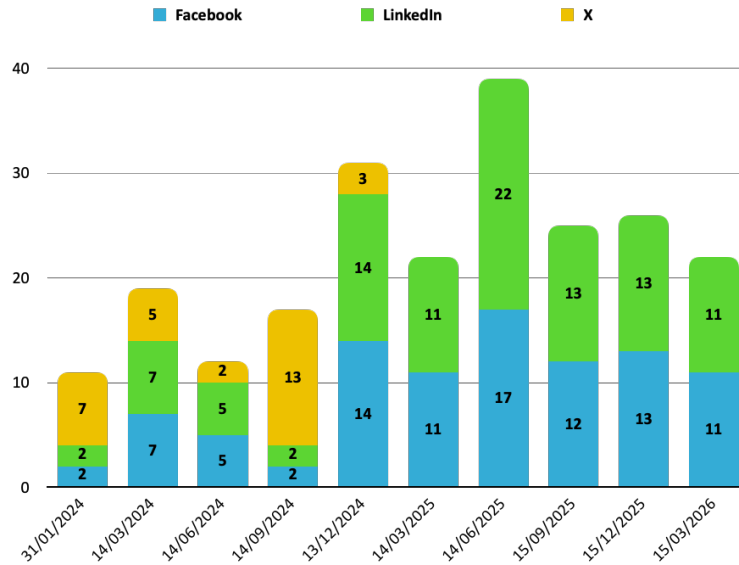


Figure 2 - POSTS RELEASED BY PLATFORM UNTIL DATE

Monitoring **follower growth** provides further insight into the effectiveness of social media outreach. As illustrated in Figure 3, the number of followers has increased steadily over time, with a clear disparity between platforms. **LinkedIn shows sustained and significant growth**, reflecting its relevance for engaging professional and EU-level audiences, **while Facebook growth remains limited**, indicating a more constrained reach and lower engagement potential within the project’s target groups.

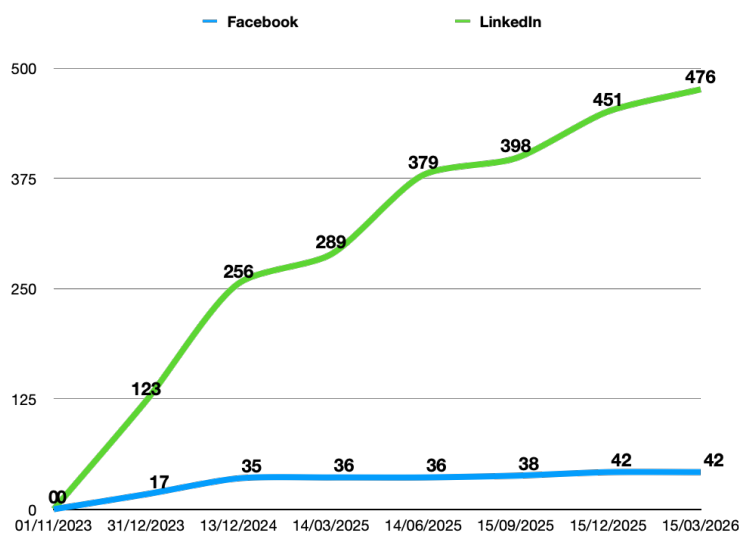


Figure 3 - EVOLUTION OF NUMBER OF FOLLOWERS

The comparative analytics presented in Table 7 further confirm these trends. LinkedIn demonstrates **strong performance across all indicators**, including followers, post views,

and audience engagement, with substantial increases compared to the previous reporting period. This confirms its role as the project’s primary communication channel.

In contrast, Facebook performance remains **relatively stable but limited**, with only marginal growth in followers and a decline in post views and interactions, suggesting lower audience engagement. As **the project discontinued its presence on X** (formerly Twitter), due to its limited impact, no comparative data are available for the current reporting period.

	FOLLOWERS		POST VIEWS		CLICKS		REACTIONS		SHARES	
	D9.2.2 (2025)	D9.2.3 (2026)	D9.2.2 (2025)	D9.2.3 (2026)	D9.2.2 (2025)	D9.2.3 (2026)	D9.2.2 (2025)	D9.2.3 (2026)	D9.2.2 (2025)	D9.2.3 (2026)
LinkedIn	289	476	13,336	23,044	715	1,468	585	1,067	34	87
FB	36	42	1,453	1,133	17	0	92	70	2	1
X	36	-	961	-	9	119	-	-	0	-

Table 7 - SOCIAL MEDIA ANALYTICS

Overall, the results highlight LinkedIn as the main driver of visibility and interaction. The observed increase in engagement, particularly in terms of clicks, reactions, and shares on LinkedIn, suggests improved content relevance and stronger alignment with the interests of the project’s target audiences.

At the same time, the comparatively lower performance of Facebook confirms its more limited effectiveness in reaching the project’s core target audiences, suggesting that communication efforts should continue to prioritise the most impactful channels.

These insights will guide future communication efforts, with a **continued prioritisation of LinkedIn for EU-level outreach**, alongside the refinement of strategies for other platforms to maximise overall impact.

2.2.1. Thematic Campaigns Overview

The four thematic campaigns were implemented on LinkedIn and Facebook, aimed at strengthening project visibility, showcasing key outputs, and engaging target audiences through structured and consistent content.

Work Packages Presentation Campaign

This campaign consisted of 12 posts introducing the project’s Work Packages and their respective leaders. Each post followed a consistent format, outlining the objectives and contributions of specific Work Packages while highlighting the organisations responsible for their implementation. The campaign aimed to increase transparency around the project structure and to position partners as key contributors to the project’s delivery. It provided audiences with a clearer understanding of how different technical and coordination components contribute to overall project outcomes.

WeGenerate Cookbook – Overview Campaign

This campaign focused on promoting the WeGenerate Cookbook as a key project output. A total of four posts (including three videos) introduced the publication and its main sections (“Starters”, “Main Courses”, and “Desserts”), which guide users through different stages of social innovation and urban regeneration. The objective was to raise awareness of the Cookbook as a practical and accessible resource for cities and stakeholders, while encouraging exploration and uptake.

WeGenerate Cookbook – Recipes Campaign

Building on the previous campaign, this series of nine posts provided a deeper focus on selected “recipes” from the Cookbook. Each post highlighted real-life examples of social innovation implemented in European cities, illustrating practical applications and replicability potential. By showcasing concrete cases, the campaign aimed to demonstrate the relevance and transferability of the proposed solutions, thereby supporting knowledge uptake among target audiences.

Fellow Cities Campaign

This campaign aimed to increase the visibility of the WeGenerate Fellow Cities and their ongoing activities. It presented local initiatives, approaches, and innovations developed by participating cities, with a focus on their role within the project ecosystem. The campaign contributed to highlighting the diversity of urban contexts involved and reinforcing peer-learning dynamics across cities.

Overall, these campaigns combined informational and storytelling approaches to communicate project activities and results, contributing to increased reach and engagement across digital channels.

2.3. Newsletter, Press Releases and Other Materials

Newsletters

Targeted improvements were implemented to enhance the structure and attractiveness of the WeGenerate newsletter, with a focus on increasing the number of subscribers and their engagement. In 2025, several new content sections were introduced:

- **“Behind the Scenes”**: providing insights into the work of researchers, planners, and city officials involved in the project (introduced in Issue 3, May 2025);
- **“Inside the Cities”**: featuring interviews with representatives from the Demo Cities (introduced in Issue 4, November 2025);
- **“Voices of the Community”**: highlighting perspectives from residents, local businesses, and community organisations (introduced in Issue 4, November 2025).

These additions aimed to diversify content, strengthen storytelling, and bring the project closer to its stakeholders by showcasing both technical and community-level perspectives.

During the reporting period, two newsletter issues were published (issues 3 and 4). As shown in Table 8, the **number of subscribers increased** significantly from 42 in the previous reporting period to 107, reflecting the effectiveness of efforts to expand the newsletter’s reach.

Engagement indicators also show positive trends, with consistently **high open rates** and **strong click rates**, particularly for Issue 3, suggesting increased interest in the revised content structure.

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

3	107	57.69%	73.08%	0
4	107	71.29%	23.76%	0

Table 8 - NEWSLETTERS ANALYTICS

Overall, the results indicate that both the expansion of the subscriber base and the introduction of more engaging and diversified content have contributed to improved newsletter performance.

These results suggest that the introduction of more structured and diversified content has positively influenced user engagement, particularly in terms of click-through rates, which indicate active interest in the content provided.

Building on this progress, future efforts will focus on **further increasing the number of subscribers** while continuing to refine **content quality and relevance**, in order to strengthen the newsletter’s role as a key communication tool for engaging stakeholders.

Press releases

In this reporting period, WeGenerate issued [one press release](#) to mark the publication of its first policy paper, [Connecting the Disconnected](#). The release aimed to increase the visibility of this key output, which explores how municipalities and urban practitioners can use digital tools to foster more inclusive participation in urban regeneration processes.

This activity contributed to positioning the project within policy and practitioner communities, supporting the dissemination of early results with relevance beyond the project’s immediate network.

Future press releases will continue to be aligned with key project outputs, particularly the policy papers planned for release in 2026 (on energy and mobility) and early 2027, to maximise their visibility and uptake.

Other materials

A range of **supporting materials** was developed to enhance the visibility of project activities and facilitate engagement with different target audiences, including local communities, event participants, and stakeholders.

- [Audio-visual materials](#)

A set of [three short videos](#) was produced to promote the [WeGenerate Cookbook](#), each focusing on one of its core sections: *Starters*, *Main Courses*, and *Desserts*. The Cookbook is an interactive publication presenting a collection of tested “recipes” from across Europe, aimed at supporting inclusive urban regeneration through practical tools and methods. The videos were designed to make this content more accessible and engaging, translating key concepts into a visual and easily digestible format.

On LinkedIn, these videos received a combined total of **555 views**, compared to just 24 views on YouTube.

In addition, a [general WeGenerate presentation video](#) was developed to support dissemination at third-party events. The video introduces the project’s objectives and methodology, showcases activities implemented in the Demo Cities, highlights the objectives of Fellow Cities, and presents key outputs, including the WeGenerate Cookbook and the first policy paper. This material is intended for continued use and further updates in future events.

- Local communication materials

Targeted communication materials were also developed to support local engagement activities. In Tampere, a **poster was produced for the “Rulla’s Drawing Competition”**, an initiative aimed at encouraging children’s participation and creativity as part of the city’s cultural programme. The activity promoted community engagement by inviting children to contribute artwork that was later showcased during the Festival of Light, reinforcing the project’s emphasis on inclusiveness and citizen participation.

In Cascais, a poster and flyer were produced **to support outreach for an information session on the creation of a local renewable energy community** in Alcabideche. These materials provided clear and accessible information on the benefits of energy communities, participation conditions, and the practical steps for joining, contributing to raising awareness and facilitating citizen involvement in local sustainability initiatives.



Figure 4 - MATERIALS PRODUCED FOR TAMPERE AND CASCAIS

Overall, these materials played a complementary role in strengthening project communication by adapting messages to specific formats and audiences. Their use contributed to enhancing the accessibility of project outputs, supporting local engagement, and increasing the visibility of key initiatives across different contexts.

2.4. Performance Assessment & KPI Monitoring

The table below presents the communication and dissemination KPIs. Columns 1-3 show the target values. Columns 4 and 5 show values by 15/03/2025 and 15/03/2026, respectively.

Tools/Channels	Key Performance Indicator	Target value (end of project)	Values by 15/03/2025	Values by 15/03/2026
Project website	No. of visitors	An average of 300 per month	An average of 184 per month	An average of 318 per month ↑
	No. of new visitors		An average of 171 per month	An average of 196 per month ↑
	No. of page views		10,482	13,118 ↑
	Origin of visitors		Finland, Italy, Portugal, Netherlands, Spain, Germany, Romania, UK, Belgium, Austria	China, USA, Netherlands, Ireland, Singapore, Italy, Portugal, Germany, Finland, Spain
Newsletters	No. of subscribers	200	42 (22/01/2025)	107 ↑
	No. of subscribers opening the	More than 50%	65.45%	68.75% ↑

	newsletter email			
	No. of newsletters released	8	2	4
Social Media channels (Facebook, LinkedIn, YouTube)	No. of posts published	More than 300 in each platform	LinkedIn: 41 Facebook: 41 Twitter: 32	LinkedIn: 59 Facebook: 53
	Engagement rate	More than 3.5%	8.05%	9.15%↑
	No. of followers	More than 1,000 on LinkedIn	LinkedIn: 289 Facebook: 36 Twitter: 36	LinkedIn: 476 Facebook: 42
	No. of YouTube subscribers	Not applicable	7	9↑
	No. of YouTube video views	50 per video	No videos	Average: 7 views (3 videos)
Press releases	No.	At least 15	4	1
Events	No. of events organised; Number of participants in project's events	3 (2 policy roundtables + final event)	No open events organised so far	No open events organised so far

Table 9 - KEY PERFORMANCE INDICATORS

2.4.1. Trend Analysis since D9.2.2

The key performance indicator for **website visitors** was set at an average of 300 visitors/month over a four-year period. While under the first reporting period the visitors' average was 184 visitors/month, during the following 12 months that number climbed to 318 visitors/month. Number of page views also registered an increase.

A significant share of traffic during the current reporting period (in particular between October 2025 and January 2026) originates from countries such as China and Singapore. A closer analysis of user behaviour shows very low average engagement times for these locations compared to EU-based users. This pattern suggests that the traffic may be partially influenced by automated activity (e.g. bots, crawlers, or referral spam), which can artificially inflate user numbers while generating minimal engagement. As a result, these figures should be interpreted with caution when assessing actual audience reach and engagement.

The number of **newsletter** subscribers increased by approximately 155%, rising from 42 to 107, while the newsletter open rate remained well above the 50% target, increasing from 65.45% to 68.75% between reporting periods.

By 15 March 2026, a **total of 100 posts had been published on LinkedIn and 94 on Facebook**. While this indicates steady progress, the initial KPI of more than 300 posts per platform appears ambitious in relation to the project's duration and available resources. Nevertheless, a significant level of project activity is expected in the remaining period, which may contribute to accelerating content production. While full achievement of the target remains uncertain, continued efforts will be made to maximise output and impact.

The average **engagement rate** across both platforms increased from 8.05% in the previous reporting period to 9.15% in the current period, reflecting a positive trend in audience interaction. This improvement is consistent across both channels, and results suggest that content and communication efforts have been effective in strengthening user engagement, particularly on LinkedIn.

The **LinkedIn follower KPI** was set at 1,000 by project end. As of mid-March 2026, the account has 476 followers, up from 289 in March 2025, showing strong growth in one year. While further growth is possible with increased activity, the current trajectory suggests the initial target may have been overly ambitious, and reaching 1,000 followers by October 2027 appears unlikely without sustained acceleration.

The **press release KPI** was set at a minimum of 15 by the end of the project. With 5 already released and a high level of project activity expected in the remaining period, the target will be reached before project completion.

Overall, the analysis indicates a positive trajectory across most communication KPIs, particularly in website traffic, social media engagement, and newsletter performance. While some targets, such as social media posting volume and LinkedIn followers, may require additional effort to be fully achieved, current trends demonstrate strengthened communication effectiveness and improved audience engagement. These results provide a solid foundation for further growth in the final phase of the project.

2.4.2. Risk Indicators

Potential risks for achieving communication KPIs include:

- Limited organic growth of newsletter subscribers beyond existing networks;
- Distortion of website analytics due to automated or low-quality traffic, affecting the accuracy of performance assessment.

While these risks are not critical at this stage, they will require ongoing monitoring to ensure sustained communication performance.

2.4.3. Corrective Actions

Based on the current performance assessment, no major corrective actions are required. However, several targeted measures will be implemented to support KPI achievement:

- Increasing the frequency of high-quality content on LinkedIn to accelerate follower growth;
- Expanding newsletter promotion through events and partner networks to boost subscriptions;
- Further aligning content with key project outputs to maximise engagement;
- Monitoring and filtering website traffic to improve the accuracy of analytics data.

These actions aim to reinforce positive trends while addressing identified limitations.

3. Dissemination Activities

Dissemination activities in WeGenerate focus on the targeted **sharing of project results** with specific audiences, including scientific, policy, and practitioner communities. While communication activities aim to raise general awareness and visibility, dissemination is oriented towards **knowledge exchange, uptake of results, and engagement** with stakeholders who can apply or build upon the project's outcomes.

3.1. Activities implemented

Dissemination efforts included the publication of a policy paper, conference presentations, and participation in cross-project initiatives. Emphasis was placed on high-impact events and thematic clustering activities relevant to urban regeneration and sustainable neighbourhood development.

3.1.1. Publications

In September 2025, WeGenerate released its first policy paper, [*Connecting the Disconnected*](#). This publication explores how municipalities and practitioners can harness digital solutions to promote more inclusive urban regeneration.

The policy paper was published on the project website and disseminated through social media channels. In addition, a targeted outreach plan has been established to share the publication directly with selected policymakers, institutions, and relevant projects.

4. Conferences and Events

Participation in external events and conferences was a key component of dissemination activities. These engagements provided valuable opportunities for networking, knowledge exchange, and the promotion of project results to relevant audiences. They also contributed to strengthening synergies with related initiatives and increasing the visibility of WeGenerate within the urban regeneration and sustainable development communities.

The following table outlines the events attended by project partners on behalf of WeGenerate since March 2025, demonstrating the project’s commitment to collaboration and knowledge exchange.

Date	Event	Location	Partner
April 2025	EU Conexus Conference	Bucharest, RO	Tampere
May 2025	Lecture “WeGenerate Project - Mitigating Energy Poverty through Energy Communities”	Lisbon, PT	LNEG
May 2025	Urban Future 2025	Łódź, PL	Cascais, Cesena, Tampere, ICLEI,

			Fraunhofer, LNEG
June 2025	Clima World Congress	Milano, IT	UTCB
July 2025	Mobile World Capital Barcelona Awards	Barcelona, ES	Tampere
Oct 2025	EU Conexus Conference	Valencia, ES	UTCB
Nov 2025	Smart City Expo World Congress Fair	Barcelona, ES	IREC
Nov 2025	Smart City Expo World Congress Conference	Barcelona, ES	Tampere
Dec 2025	ISHVAC Conference 2025	Tokyo, JP	LNEG
Dec 2025	Smart and Sustainable Planning for Cities and Regions (SSPCR) 2025	Bolzano, IT	Cesena, UNIBO, RM3
Mar 2026	1st Session of the Portuguese National Observatory on Energy Poverty Conference Series	Lisbon, PT	LNEG

Table 10 - EVENTS ATTENDED (mid-March 2025 to mid-March 2026)

In addition to the events listed above, the WeGenerate project was submitted by LNEG to the “Prémio LIGAR – Energia para Todos” in 2025, an initiative led by the Observatório Nacional da Pobreza Energética (National Energy Poverty Observatory) to recognise innovative social and technological solutions addressing energy poverty in Portugal. The project ranked 5th among 19 submissions, narrowly missing an official distinction (awarded up to 4th place). The award ceremony took place on 17 December 2025. This participation contributed to increasing the project’s visibility within the national ecosystem working on energy poverty.

5. Partner-led activities and workshops

Date	Event	Partner
April 2025	Co-creation with Citizens	Bucharest
April 2025	Drawing Competition for Children	Tampere
May 2025	Official Launch of Park & Ride Service	Cesena, PARKUNLOAD
Sep 2025	Community Workshop - Greening Intervention	Cesena, UNIBO
Sep 2025 – Feb 2026	Workshops with Schools (primary, lower secondary and upper secondary schools – Greening Intervention	Cesena, UNIBO, RM3
Oct 2025	Indoor Walking Event for Seniors	Tampere
Oct 2025	Children’s Drawings Exhibition	Tampere
Nov 2025	Community Workshop - Digital Actions	Cesena, UNIBO, RM3
Dec 2025	Workshop with University Students – Greening Intervention	Cesena, UNIBO, RM3

Feb 2026	Information session on the creation of a local renewable energy community	Cascais, LNEG, Nova SBE
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Table 11 - PARTNER-LED LOCAL ACTIVITIES (mid-March 2025 to mid-March 2026)

5.1.1. Collaboration with Other Projects

Collaboration with other EU-funded projects and initiatives has been an important component of WeGenerate’s dissemination strategy, enabling knowledge exchange, increased visibility, and alignment with broader European efforts in urban regeneration and sustainable development.

A key collaboration activity was developed in preparation for the European Week of Regions and Cities 2025. An initial outreach was conducted to explore joint session opportunities with related projects, including [GINNGER](#) and [REGEN EU](#) projects. This led to a coordination process through which common priorities and complementarities were identified. As a result, two interactive session proposals were jointly developed, each designed to engage over 60 participants.

The first proposal, *“Digital Tools for Co-Creating Neighbourhoods and a Sense of Belonging”*, focused on participatory digital innovation and showcased tools and approaches from multiple pilot cities and technical partners. The second proposal, *“The Places We Stay: An Italian Journey in Urban Regeneration”*, adopted a territorial perspective, highlighting experiences from cities of different scales and addressing shared challenges related to regeneration, affordability, and community-led development. Although both proposals were not selected, the process contributed to strengthening collaboration between projects and identifying shared dissemination priorities.

In addition, collaboration was initiated with the [STAR*track](#) project, which aims to promote innovative solutions developed under EU-funded initiatives through its communication channels, including newsletters, the [METABUILDING Platform](#), and a [Built4People](#) LinkedIn initiative. In response, the WeGenerate consortium coordinated the preparation of dissemination materials, including a general project description, detailed documentation of selected innovations, and structured content for social media promotion.

The contributions highlighted several key outputs, including the Urban Digital Twin (Bucharest), the Digital Platform on AEC promotion (Cascais), the Park & Ride solution “Parkunload” (Cesena), and the WeGenerate Impact Model, covering technological, software, and societal innovation dimensions. This activity supports the integration of WeGenerate results into wider European innovation ecosystems and contributes to cross-project knowledge exchange. At the time of reporting, publication across the respective platforms is pending.

5.2. Impact Assessment

The dissemination activities implemented during the reporting period have contributed to strengthening the visibility, relevance, and uptake potential of WeGenerate results across key target groups.

The progressive shift from general awareness-raising towards more targeted dissemination is reflected in the increased focus on high-value outputs, such as the publication of the first policy paper, participation in specialised conferences, and engagement in cross-project collaboration initiatives. These activities have supported the positioning of WeGenerate within European discussions on urban regeneration, digital tools, and community engagement.

Participation in international events and thematic conferences has enabled direct interaction with relevant stakeholders, fostering knowledge exchange and creating opportunities for future collaboration. Similarly, engagement with other EU-funded projects has contributed to aligning WeGenerate with broader innovation ecosystems and increasing the visibility of its emerging results beyond the project’s immediate network.

At the local level, partner-led activities and workshops have played an important role in testing and demonstrating project approaches in real-life contexts, supporting stakeholder engagement and contributing to the validation of project methodologies.

While the full impact of dissemination activities will become more evident as additional project results are produced, the progress achieved during this reporting period demonstrates a solid foundation for broader uptake and replication.

Building on these achievements, future dissemination efforts will further prioritise targeted outreach to policy and practitioner communities, as well as the promotion of upcoming key outputs, including additional policy papers and validated solutions from the Demo Cities.

6. Exploitation and Replication - Strategic Progress Overview

This section provides a strategic overview of progress related to exploitation and replication activities, based on inputs from WP8. It reflects developments achieved during the reporting period, without duplicating the detailed work carried out under WP8.

The exploitation strategy will follow a progressive approach based on the identification, structuring, and validation of the Key Exploitable Results (KERs) and their interdependencies. This will support the definition of tailored exploitation and potential commercialisation pathways for each KER, taking into account their market potential, business models, and IPR conditions. Attention will also be given to their potential use beyond the project's duration.

Substantial progress has been achieved in the identification, consolidation, and structuring of the KER portfolio. Through a partner survey, the consortium identified relevant KERs and collected the necessary information to assess and organise them. The KERs have since been refined and structured according to their commercial or non-commercial nature. Furthermore, an initial dependency map has been developed to capture interrelations between KERs and to better understand how they support or condition one another. This mapping exercise is currently undergoing validation with project partners.

Replication activities involving Fellow Cities have been implemented through a range of structured formats aimed at fostering knowledge exchange and capacity building. These

included the **WeConnect Sessions**, a series of interactive online webinars designed to familiarise Fellow Cities with the WeGenerate approach and methods applied in the Demo Cities. Topics covered during the reporting period included the WeGenerate Impact Model, data availability, sustainable mobility solution, and the selection of the Fellow Cities' Discovery Site.

In parallel, **CityXchanges** were organised as peer-to-peer exchanges between Demo and Fellow Cities, taking place both online and in person. These sessions supported mutual learning and networking, with three exchanges conducted during the reporting period focusing on **Action Plans, digital twins, project updates, and in-depth discussions** on the Fellow Cities' Discovery Sites.

Capacity-building efforts were further supported through **targeted training sessions**. Two training activities were organised during the reporting period: a **training on Factual Storytelling** delivered in March–April 2025, aimed at strengthening communication and engagement skills of city practitioners, and a **training on Digital Twins** held during the Tampere Study Visit in September 2025, where technical experts from SARA and SITOWISE, technology leaders responsible for developing Tampere's award-winning Digital Twin, shared practical experiences and methodologies.

In addition, Fellow Cities were engaged through **study visits** and **participation in European events**. This included the Tampere Study Visit in September 2025, which combined site visits and training activities, as well as participation in the Urban Future conference in Łódź in May 2025, where WeGenerate contributed to multiple sessions and facilitated broader exchange with external stakeholders.

Significant progress has also been made towards the development of the **Urban WeGeneration Guidance Package**, with initial efforts focused on defining and consolidating the Urban WeGeneration model. A dedicated workshop held during the consortium meeting in Barcelona in December 2025 enabled partners to reflect on the model's purpose, structure, and core principles, fostering a shared understanding of its role as both a conceptual and operational framework.

Further validation activities were conducted with Innovation Hub partners to assess how the model is applied across work packages and to evaluate its usability in practice. As a

result, the model has been consolidated as a cyclical and transferable process for neighbourhood regeneration, integrating insights from across the project, including social innovation pathways, solutions, and the impact model. Particular attention has been given to ensuring flexibility and adaptability to different local contexts.

The **next phase of work** will focus on further validating and operationalising the model through direct engagement with cities. Planned activities include structured interviews with Demo Cities and an in-person workshop with Fellow Cities during the Study Visit in Cesena in June 2026. These activities will support the identification of key enablers, barriers, and conditions for replication, directly informing the development of the Guidance Package.

7. Forward Plan (mid-March 2026 to next update)

- Implementation of targeted communication campaigns linked to upcoming project outputs, alongside continued updates on Demo and Fellow Cities activities.
- Submission of a proposal to organise a webinar within the Sustainable Energy Days 2026, in collaboration with projects GINNGER, REGEN EU, and BLUEPRINT;
- Evaluation of the re-submission of joint sessions for the European Week of Regions and Cities 2026 (12-14 October 2026);
- Support, participation in, and submission of scientific papers to the International Conference on Net Zero Carbon Built Environment (July 2026);
- Release of three policy papers and establishment of corresponding targeted outreach plan to share them directly with selected policymakers, institutions, and relevant projects:
 - June 2026 (energy)
 - October 2026 (mobility)
 - February 2027 (theme to be confirmed);
- Energy policy paper promotion at the EU Sustainable Energy Week (June 2026);

- Organisation of two European Policy Dialogue Roundtables (one in the autumn of 2026 and one in the first half of 2027; dates to be confirmed).

8. Conclusions

The reporting period demonstrates progress in strengthening WeGenerate's communication and dissemination activities. Improved website performance, increased social media engagement, and stronger newsletter results reflect a more structured and effective approach to outreach.

Dissemination efforts have become more targeted, contributing to increased visibility and engagement with key stakeholders, including policymakers and practitioners. At the same time, KPI monitoring has highlighted areas where initial targets may be ambitious, supporting more realistic and strategic planning.

Advances in exploitation and replication, including the development of Key Exploitable Results and the Urban WeGeneration model, further reinforce the project's long-term impact.

Overall, the results achieved provide a solid foundation for the final phase of the project, with continued focus on targeted communication, high-quality outputs, and stakeholder engagement expected to maximise impact and uptake.

ANNEXES

Annex 1 - Website Report Snapshot (Period covered by D9.2.2)

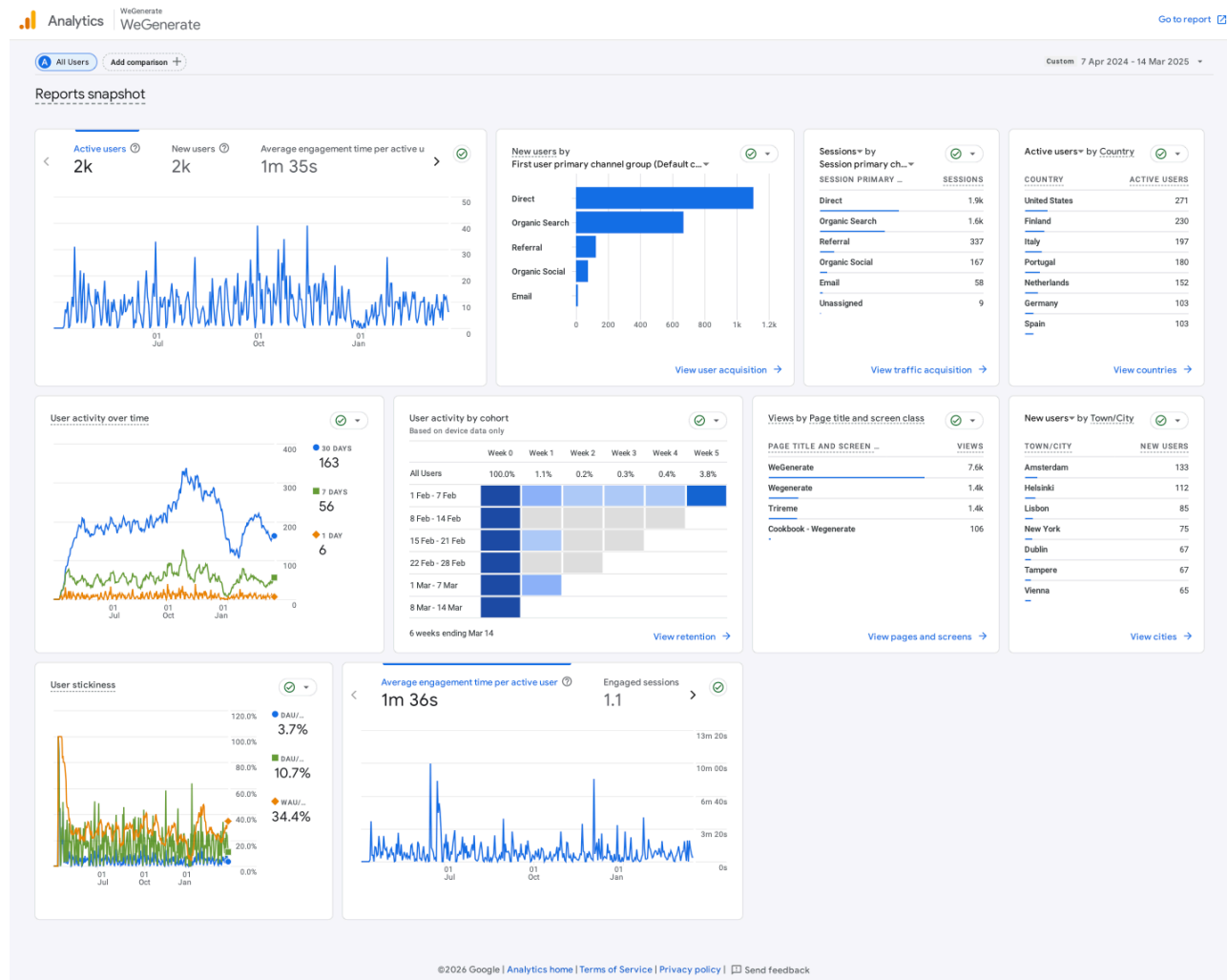
Annex 2 - Website Report Snapshot (Period covered by D9.2.3)

Annex 3 - Newsletters Reports

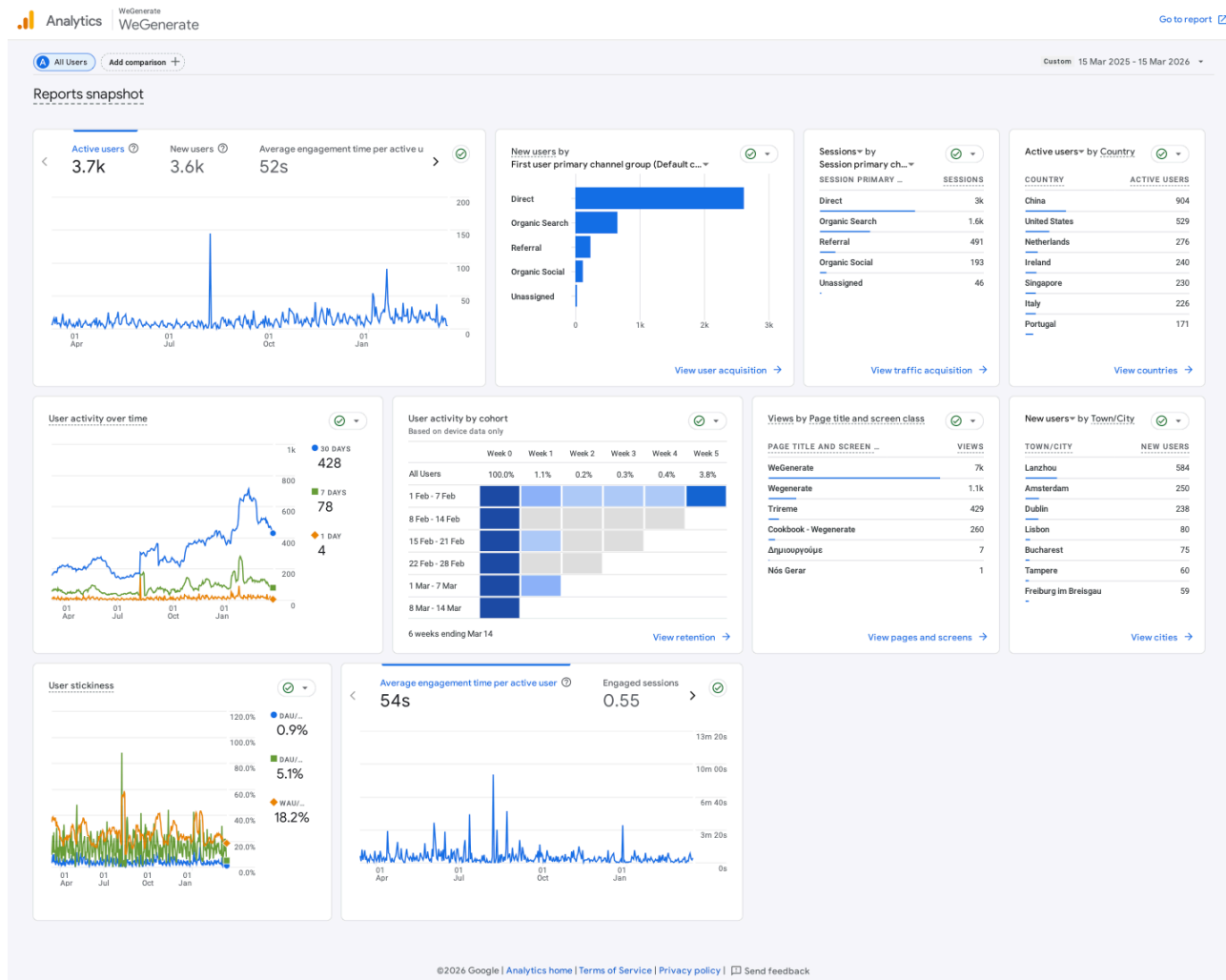
Annex 4 - Detailed information on LinkedIn Posts

Annex 5 - Detailed information on Facebook Posts

Annex 1 - Website Report Snapshot (Period covered by D9.2.2)



Annex 2 - Website Report Snapshot (Period covered by D9.2.3)



Annex 3 - Newsletters Reports

Brevo

Exported on Mar 23, 2026 1:57 PM

WeGenerate Newsletter 3

- Apple MPP opens included.
- Bot opens and clicks included

#33 • Sent on May 15, 2025 14:04

<p>Subject WeGenerate Newsletter 3 - May 2025</p>	<p>From WeGenerate <communication@wegenerate.eu></p>	<p>Reply To WeGenerate <communication@wegenerate.eu></p>
-------------------------------------------------------	--------------------------------------------------------------------	------------------------------------------------------------------------

Deliverability

Sent to	Delivered	Delivery rate	Soft bounces	Hard bounces
107	104	97.20%	3 (2.80%)	0 (0%)

Opens

Opens	Open rate	Total opens	Apple MPP opens
60	57.69%	143	18

Clicks

Clicks	Click-through rate	Total clicks	Click-to-open rate
76	73.08%	79	100.00%

Unsubscribes

Unsubscribe rate	Spam complaints
0%	0

Brevo

Exported on Mar 23, 2026 1:58 PM

WeGenerate Newsletter 4

- Apple MPP opens included.
- Bot opens and clicks included

#36 • Sent on Nov 13, 2025 10:53

<p>Subject WeGenerate Newsletter 4 - November 2025</p>	<p>From WeGenerate <communication@wegenerate.eu></p>	<p>Reply To WeGenerate <communication@wegenerate.eu></p>
----------------------------------------------------------------	--------------------------------------------------------------------	------------------------------------------------------------------------

Deliverability

Sent to	Delivered	Delivery rate	Soft bounces	Hard bounces
107	101	94.39%	1 (0.93%)	5 (4.67%)

Opens

Opens	Open rate	Total opens	Apple MPP opens
72	71.29%	166	19

Clicks

Clicks	Click-through rate	Total clicks	Click-to-open rate
24	23.76%	40	33.33%

Unsubscribes

Unsubscribe rate	Spam complaints
0%	0

Annex 4 - Detailed information on LinkedIn Posts

Date	Subject	Link	Impressions	Clicks	Reactions	Comments	Reposts	Engagement Rate
18/03/2025	Meet WP5 - Bucharest	https://www.linkedin.com/feed/update/urn:li:activity:7307684112012632064	1503	90	107	0	3	13,3%
25/03/2025	Meet WP6 - Tampere	https://www.linkedin.com/feed/update/urn:li:activity:7310217539874136065	1071	52	55	1	4	10,5%
01/04/2025	Meet WP7 - CRES	https://www.linkedin.com/feed/update/urn:li:activity:7312748090237575169	230	6	15	0	0	9,1%
08/04/2025	Meet WP8 - ICLEI	https://www.linkedin.com/feed/update/urn:li:activity:7315278071052353536	443	18	31	0	0	11,1%
10/04/2025	Repost EIT-UM on Minna Säpyskä-Aalto (Tampere) article	https://www.linkedin.com/posts/wegenerate-people-centric-sustainable-urbanregeneration-inclusivity-activity-7316113661675106304-2sVL?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs	203	3	13	0	1	8,4%
15/04/2025	Meet WP9 - Euppportunity	https://www.linkedin.com/posts/wegenerate-people-centric-sustainable-urbanregeneration-inclusivity-activity-7317806794230185985-LUN6?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs	394	18	15	0	2	8,9%
16/04/2025	Tampere Drawing Competition	https://www.linkedin.com/posts/wegenerate-people-centric-sustainable-urbanregeneration-inclusivity-activity-7318213130034028544-R304?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs	160	0	10	0	0	6,3%
23/04/2025	Conference in Bucharest	https://www.linkedin.com/posts/wegenerate-people-centric-sustainable-neighborhoods-a-big-thank-you-to-universitatea-tehnic%C4%83-activity-7320640718845165568-la6Y?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs	104	17	7	0	0	23,1%
05/05/2025	Participation in Urban Future Conference	https://www.linkedin.com/feed/update/urn:li:activity:7325075787148062723	511	14	32	0	4	9,8%
08/05/2025	WeConnect Sessions	https://www.linkedin.com/feed/update/urn:li:activity:7326177238775676929	246	1	11	0	0	4,9%

13/05/2025	Cookbook video starters	https://www.linkedin.com/feed/update/urn:li:activity:7327976944455573504	387	15	19	0	2	9,3%
15/05/2025	Newsletter 3	https://www.linkedin.com/feed/update/urn:li:activity:7328762956668669952	887	35	24	0	9	7,7%
20/05/2025	Participation in Urban Future Conference	https://www.linkedin.com/feed/update/urn:li:activity:7330537640963862528	785	29	41	0	1	9,0%
21/05/2025	Cookbook video main courses	https://www.linkedin.com/feed/update/urn:li:activity:7330872809662967810	306	14	15	0	1	9,8%
22/05/2025	Repost Urban Future	https://www.linkedin.com/feed/update/urn:li:activity:7331196444172800000						
22/05/2025	WeGenerate at Urban Future	https://www.linkedin.com/feed/update/urn:li:activity:7331227446026960897	1010	197	41	1	6	24,3%
26/05/2025	Lodz Meeting	https://www.linkedin.com/feed/update/urn:li:activity:7332720205015441408	1246	155	43	1	4	16,3%
28/05/2025	Cookbook video desserts	https://www.linkedin.com/feed/update/urn:li:activity:7333424582235787264	257	11	12	2	0	9,7%
28/05/2025	WeGenerate at Urban Future	https://www.linkedin.com/feed/update/urn:li:activity:7333468744033128448	432	69	38	0	0	24,8%
03/06/2025	Cookbook	https://www.linkedin.com/feed/update/urn:li:activity:7335578820218880000	230	10	7	0	1	7,8%
04/06/2025	Launch of Park & Ride Cesena	https://www.linkedin.com/posts/wegenerate-people-centric-sustainable-neighbourhoods_parkandride-publictransportation-smartparking-activity-7336000995417583616-7KJF?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs	156	36	10	0	1	30,1%
10/06/2025	Cookbook Suggestions June Starter	https://www.linkedin.com/feed/update/urn:li:activity:7338127226925711361	191	3	8	0	0	5,8%
17/06/2025	Cookbook Suggestions June Main	https://www.linkedin.com/feed/update/urn:li:activity:7340680175786819586	155	2	9	0	0	7,1%
24/06/2025	Cookbook Suggestions June Dessert	https://www.linkedin.com/feed/update/urn:li:activity:7343177716856160256	376	5	11	1	2	5,1%
01/07/2025	Cookbook Suggestions July Starter	https://www.linkedin.com/feed/update/urn:li:activity:7345728650073243648	269	4	8	0	0	4,5%
02/07/2025	Tampere Mobile World Capital Barcelona Awards	https://www.linkedin.com/feed/update/urn:li:activity:7346079031722676224	369	9	18	0	0	7,3%
08/07/2025	Cookbook Suggestions July Main	https://www.linkedin.com/feed/update/urn:li:activity:7348247968451309570	208	3	9	0	1	6,3%
15/07/2025	Cookbook Suggestions July Dessert	https://www.linkedin.com/feed/update/urn:li:activity:7350790418558513152	227	3	9	0	1	5,7%

13/08/2025	Cookbook Suggestions August Starter	https://www.linkedin.com/feed/update/urn:li:activity:7361352853707272192	224	0	7	0	1	3,6%
21/08/2025	Cookbook Suggestions August Main	https://www.linkedin.com/feed/update/urn:li:activity:7364298977338343426	137	5	10	1	0	11,7%
27/08/2025	Cookbook Suggestions August Dessert	https://www.linkedin.com/feed/update/urn:li:activity:7366396840864362496	214	6	11	0	0	7,9%
02/09/2025	First co-design workshop in Cesena	https://www.linkedin.com/feed/update/urn:li:activity:7368647234332016641	121	11	8	0	0	15,7%
10/09/2025	Repost ICLEI's International Democracy Day Event	https://www.linkedin.com/feed/update/urn:li:activity:7371449357939748864	201	11	14	0	2	13,4%
12/09/2025	Repost Tampere Event	https://www.linkedin.com/post/s/wegenerate-people-centric-sustainable-neighbourhoods_citizens-over-65-years-old-are-invited-to-activity-7372214061134073856-vyHQ?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs	161	8	8	0	0	9,9%
15/09/2025	Policy paper 1 (D9.3.1)	https://www.linkedin.com/feed/update/urn:li:activity:7373271927810936832	278	13	12	0	2	9,7%
13/10/2025	Senior Event in Tampere	https://www.linkedin.com/feed/update/urn:li:activity:7383410890852777984	578	36	12	0	1	8,5%
15/10/2025	Fellow Cities in Tampere	https://www.linkedin.com/feed/update/urn:li:activity:7384139739563458560	306	3	14	0	1	5,9%
24/10/2025	Tiny Artists Bring Night Bugs to Light in Tampere	https://www.linkedin.com/feed/update/urn:li:activity:7387476779042590720	194	3	13	0	1	8,8%
03/11/2025	Update Cascais Demo	https://www.linkedin.com/feed/update/urn:li:activity:7391107825722265601	404	3	21	0	2	6,4%
06/11/2025	Update Tampere Demo	https://www.linkedin.com/feed/update/urn:li:activity:7392129264139038720	265	4	13	0	1	6,8%
10/11/2025	Update Cesena Demo	https://www.linkedin.com/feed/update/urn:li:activity:7393644007337213953	753	33	23	0	3	7,8%
17/11/2025	WeGenerate at Smart City Expo 2025	https://www.linkedin.com/feed/update/urn:li:activity:7396100568353738755	250	13	20	0	0	13,2%
19/11/2025	Update Bucharest Demo	https://www.linkedin.com/feed/update/urn:li:activity:7396880028959133696	164	1	15	0	1	10,4%
20/11/2025	Newsletter 4	https://www.linkedin.com/feed/update/urn:li:activity:7397257416876232704	500	30	13	0	3	9,2%
24/11/2025	Workshop at SSPCR Conference	https://www.linkedin.com/post/s/wegenerate-people-centric-sustainable-neighbourhoods_%F0%9D%97%AA%F0%9D%97%B2%F0%9D%97%9A%F0%9D%97%B2%F0%9D%97%BB%F0%9D%97%B2%F	159	28	8	0	2	23,9%

		0%9D%97%BF%F0%9D%97%AE%F0%9D%98%81%F0%9D%97%B2-%F0%9D%97%A3%F0%9D%97%A2%F0%9D%97%A6%F0%9D%97%98%F0%9D%97%9C%F0%9D%97%97%F0%9D%97%A2%F0%9D%97%A1-activity-7398651749126782976-H-np?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs						
02/12/2025	Repost REGEN EU LinkedIn post	https://www.linkedin.com/posts/wegenerate-people-centric-sustainable-urban-regeneration-special-edition-activity-7401614890551029760-36Hr?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs	57	3	5	1	0	15,8%
04/12/2025	Barcelona Meeting	https://www.linkedin.com/feed/update/urn:li:activity:7402374780580040704	1537	196	61	3	8	17,4%
10/12/2025	WeGenerate at ISHVAC Conference	https://www.linkedin.com/feed/update/urn:li:activity:7404461406009364480	158	20	10	0	0	19,0%
18/12/2025	Workshop at SSPCR Conference	https://www.linkedin.com/posts/wegenerate-people-centric-sustainable-urban-regeneration-inclusiveregion-activity-7407451311043928064-wScu?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs	194	51	14	0	1	34,0%
19/12/2025	Season's Greetings	https://www.linkedin.com/feed/update/urn:li:activity:7407742048180797440	160	9	9	0	0	11,3%
15/01/2026	Interview with Casimiro Monteiro (Cascais)	https://www.linkedin.com/feed/update/urn:li:activity:7417599312588754945	632	26	26	1	2	8,7%
21/01/2026	Voices of the Community - Cesena	https://www.linkedin.com/feed/update/urn:li:activity:7419728094950752257	548	49	26	0	3	14,2%
28/01/2026	Inside the Cities - Bucharest	https://www.linkedin.com/posts/wegenerate-people-centric-sustainable-urbanregeneration-inclusiveregion-activity-7422259375957905409-wuk5?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs	136	3	12	0	0	11,0%
04/02/2026	Fellow Cities: Zagreb	https://www.linkedin.com/posts/wegenerate-people-centric-sustainable-urbanregeneration-inclusiveregion-activity-7424756370534555648-	147	0	5	0	0	3,4%

		AwYM?utm_source=share&utm_medium=member_desktop&utm_campaign=ACoAAAw1iwBP1fQ5naTEes5eTka3GteV0FuEYs						
11/02/2026	Fellow Cities: Liepaja	https://www.linkedin.com/feed/update/urn:li:activity:7427355899893133312	117	2	9	0	0	9,4%
18/02/2026	Fellow Cities: Cartagena	https://www.linkedin.com/feed/update/urn:li:activity:7429888174513881090	614	10	15	1	2	4,6%
24/02/2026	Cascais Energy Community Workshop	https://www.linkedin.com/feed/update/urn:li:activity:7432022702011588608	1181	56	25	0	7	7,5%
25/02/2026	Fellow Cities: Szombathely	https://www.linkedin.com/feed/update/urn:li:activity:7432397874384121857	135	4	4	0	1	6,7%
27/02/2026	NTNU Students in Cascais	https://www.linkedin.com/feed/update/urn:li:activity:7433111181319598080	163	12	6	0	0	11,0%

Annex 5 - Detailed information on Facebook Posts

Date	Subject	Link	Views	Likes	Clicks	Comments	Shares	Engagement Rate
18/03/2025	Meet WP5 - Bucharest	https://www.facebook.com/photo/?fbid=122198197958139876&set=a.122111139404139876	29	1	0	0	0	3,4%
25/03/2025	Meet WP6 - Tampere	https://www.facebook.com/photo/?fbid=122199382316139876&set=a.122111139404139876	37	3	0	0	0	8,1%
01/04/2025	Meet WP7 - CRES	https://www.facebook.com/photo?fbid=122200626164139876&set=a.122111139404139876	26	2	0	0	0	7,7%
08/04/2025	Meet WP8 - ICLEI	https://www.facebook.com/photo/?fbid=122201900540139876&set=a.122111139404139876	34	3	0	0	0	8,8%
15/04/2025	Meet WP9 - Euppportunity	https://www.facebook.com/photo/?fbid=122203128806139876&set=a.122111139404139876	28	1	0	0	0	3,6%
16/04/2025	Tampere Drawing Competition	https://www.facebook.com/photo/?fbid=122203327532139876&set=a.122111139404139876	25	1	0	0	0	4,0%
05/05/2025	Participation in Urban Future Conference	https://www.facebook.com/photo/?fbid=122206467224139876&set=a.122111139404139876	32	1	0	0	0	3,1%
08/05/2025	WeConnect Sessions	https://www.facebook.com/photo?fbid=122206955708139876&set=a.122111139404139876	21	1	0	0	0	4,8%
13/05/2025	Cookbook video starters	https://www.facebook.com/61554196284360/videos/1413850373373423	15	1	0	0	0	6,7%
15/05/2025	Newsletter 3	https://www.facebook.com/photo/?fbid=122208115502139876&set=a.122111139404139876	23	1	0	0	0	4,3%
20/05/2025	Participation in Urban Future Conference	https://www.facebook.com/photo/?fbid=122208897110139876&set=a.122111139404139876	17	3	0	0	0	17,6%
21/05/2025	Cookbook video main courses	https://www.facebook.com/61554196284360/videos/723255226894639	15	1	0	0	0	6,7%
26/05/2025	Lodz Meeting	https://www.facebook.com/photo/?fbid=122209825880139876&set=a.122111139404139876	32	4	0	0	0	12,5%
28/05/2025	Cookbook video desserts	https://www.facebook.com/61554196284360/videos/3884312285212284	18	2	0	0	0	11,1%
03/06/2025	Cookbook	https://www.facebook.com/photo/?fbid=122211114914139876&set=a.122111139404139876	20	2	0	0	0	10,0%
04/06/2025	Launch of Park & Ride Cesena	https://www.facebook.com/photo/?fbid=122211267104139876&set=a.122111139404139876	23	2	0	0	0	8,7%
10/06/2025	Cookbook Suggestions June Starter	https://www.facebook.com/photo/?fbid=122212117034139876&set=a.122111139404139876	17	0	0	0	0	0,0%
17/06/2025	Cookbook Suggestions June Main	https://www.facebook.com/photo/?fbid=122213184806139876&set=a.122111139404139876	15	0	0	0	0	0,0%
24/06/2025	Cookbook Suggestions June Dessert	https://www.facebook.com/photo/?fbid=122214209846139876&set=a.122111139404139876	26	0	0	0	0	0,0%

01/07/2025	Cookbook Suggestions July Starter	https://www.facebook.com/photo?fbid=122215204592139876&set=a.122111139404139876	20	0	0	0	0	0,0%
02/07/2025	Tampere Mobile World Capital Barcelona Awards	https://www.facebook.com/photo?fbid=122215335236139876&set=a.122111139404139876	27	1	0	0	0	3,7%
08/07/2025	Cookbook Suggestions July Main	https://www.facebook.com/photo/?fbid=122216171216139876&set=a.122111139404139876	22	0	0	0	0	0,0%
15/07/2025	Cookbook Suggestions July Dessert	https://www.facebook.com/photo/?fbid=122217085784139876&set=a.122111139404139876	24	1	0	0	0	4,2%
13/08/2025	Cookbook Suggestions August Starter	https://www.facebook.com/permalink.php?story_fbid=pfbid0dfBu3PR8S3bkdyC8q7KvJ4kznLbajs2S439qCZK5xiNYFedzXKbRDdDnsZJsyWpl&id=61554196284360	11	1	0	0	0	9,1%
21/08/2025	Cookbook Suggestions August Main	https://www.facebook.com/permalink.php?story_fbid=pfbid02HWkNwpcENfUVNuiwVHJ1bet9FZUxg57vdzrKedv8Z9u3jS9HJ2BqUJFF4MLF88cl&id=61554196284360	11	1	0	0	0	9,1%
27/08/2025	Cookbook Suggestions August Dessert	https://www.facebook.com/permalink.php?story_fbid=pfbid02GcDdpLadpzFDet36VdpUsDsrtVgKpnuMa2aBtQn8pvoXCjBiHEmVvTu8XLoz4Z4yl&id=61554196284360	5	1	0	0	0	20,0%
02/09/2025	First co-design workshop in Cesena	https://www.facebook.com/photo/?fbid=122223866420139876&set=a.122111139404139876	15	1	0	0	0	6,7%
12/09/2025	Tampere Seniors Interview Event	https://www.facebook.com/permalink.php?story_fbid=pfbid08ybEn9YEaVjj2RBYTyyeBMASzdQyXzNc4Nfissye6e79HRsWKmxD7cKF1pDsVzTYI&id=61554196284360	7	1	0	0	0	14,3%
15/09/2025	Policy paper 1 (D9.3.1)	https://www.facebook.com/photo/?fbid=122225704454139876&set=a.122111139404139876	3	1	0	0	0	33,3%
13/10/2025	Senior Event in Tampere	https://www.facebook.com/photo/?fbid=122229149096139876&set=a.122111139404139876	25	1	0	0	0	4,0%
16/10/2025	Fellow Cities in Tampere	https://www.facebook.com/photo?fbid=122229298340139876&set=a.122111139404139876	29	3	0	0	0	10,3%
24/10/2025	Tiny Artists Bring Night Bugs to Light in Tampere	https://www.facebook.com/photo/?fbid=122230501160139876&set=a.122111139404139876	20	1	0	0	0	5,0%
03/11/2025	Update Cascais Demo	https://www.facebook.com/photo/?fbid=122231682056139876&set=a.122111139404139876	16	1	0	0	0	6,3%
06/11/2025	Update Tampere Demo	https://www.facebook.com/photo/?fbid=122232053120139876&set=a.122111139404139876	17	2	0	0	0	11,8%
10/11/2025	Update Cesena Demo	https://www.facebook.com/photo/?fbid=122232581078139876&set=a.122111139404139876	20	1	0	0	0	5,0%
17/11/2025	WeGenerate at Smart City Expo 2025	https://www.facebook.com/photo?fbid=122233387082139876&set=a.122111139404139876	19	2	0	0	0	10,5%
19/11/2025	Update Bucharest Demo	https://www.facebook.com/photo/?fbid=122233655024139876&set=a.122111139404139876	16	1	0	0	0	6,3%
20/11/2025	Newsletter 4	https://www.facebook.com/photo/?fbid=122233755200139876&set=a.122111139404139876	12	1	0	0	0	8,3%

24/11/2025	Workshop at SSPCR Conference	https://www.facebook.com/photo/?fbid=122234255870139876&set=a.122111139404139876	46	3	0	0	1	8,7%
03/12/2025	REGEN EU Replication Scenarios Call		23	1	0	0	0	4,3%
04/12/2025	Barcelona Meeting	https://www.facebook.com/photo/?fbid=122235668678139876&set=a.122111139404139876	27	1	0	0	0	3,7%
10/12/2025	WeGenerate at ISHVAC Conference	https://www.facebook.com/photo/?fbid=122236449230139876&set=a.122111139404139876	29	0	0	0	0	0,0%
18/12/2025	Workshop at SSPCR Conference	https://www.facebook.com/photo/?fbid=122237548148139876&set=a.122111139404139876	26	1	0	0	0	3,8%
19/12/2025	Season's Greetings	https://www.facebook.com/photo/?fbid=122237655224139876&set=a.122111139404139876	30	1	0	0	0	3,3%
15/01/2026	Interview with Casimiro Monteiro (Cascais)	https://www.facebook.com/photo/?fbid=122240950940139876&set=a.122111139404139876	20	2	0	0	0	10,0%
21/01/2026	Voices of the Community - Cesena	https://www.facebook.com/photo?fbid=122241624914139876&set=a.122111139404139876	37	4	0	0	0	10,8%
28/01/2026	Inside the Cities - Bucharest	https://www.facebook.com/photo/?fbid=122242380068139876&set=a.122111139404139876	12	2	0	0	0	16,7%
04/02/2026	Fellow Cities: Zagreb	https://www.facebook.com/photo/?fbid=122243161916139876&set=a.122111139404139876	17	0	0	0	0	0,0%
11/02/2026	Fellow Cities: Liepaja	https://www.facebook.com/photo/?fbid=122243955260139876&set=a.122111139404139876	11	1	0	0	0	9,1%
18/02/2026	Fellow Cities: Cartagena	https://www.facebook.com/photo/?fbid=122244760028139876&set=a.122111139404139876	14	1	0	0	0	7,1%
24/02/2026	Cascais Energy Community Workshop	https://www.facebook.com/photo/?fbid=122245422668139876&set=a.122111139404139876	35	1	0	0	0	2,9%
25/02/2026	Fellow Cities: Szombathely	https://www.facebook.com/photo/?fbid=122245539860139876&set=a.122111139404139876	15	0	0	0	0	0,0%
26/02/2026	NTNU Students in Cascais	https://www.facebook.com/photo/?fbid=122245675538139876&set=a.122111139404139876	19	2	0	0	0	10,5%

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