D7.8 – Project Outreach Plan

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Project Full Title:	Mitigating environmental disruptive events using people-centric predictive digital technologies to improve disaster and climate resilience
Grant Agreement:	101147385
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DELIVERABLE 7.8
Project Outreach Plan

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Version History

v	Author	Date	Brief Description
0.1	**Mohamed Elagiry**	**01-11-2025**	**Update of D7.7, Added a sub-section, namely, *Updated Toolkit***
0.2	**Eleni Goni**	**18-11-2025**	**Update of Section "2.2 Networking"**
1.0	**Eren Cavusoglu**	**26-11-2025**	**Update of metrics and KPIs (data acquisition cut-off: 25-11-2025), addressing UoC, TCD, and STAM's comments and suggestions. Ready for submission.**

Legal Disclaimer

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Executive Summary

This deliverable provides the M18 update of the Project CDE strategy. Since M12, the project's communication and dissemination activities have progressed through the continued maintenance of the project identity, website, and social media channels, as well as ongoing stakeholder engagement through workshops and networking with related initiatives.

Building on the media toolkit first reported at M6, this update incorporates the CDE management tools introduced at M12 and M18 update revisits all monitoring tables using the data acquisition cutoff of 21/11/2025. To further strengthen consortium engagement and support project impact, this version also introduces updated templates and an expanded campaign toolkit in Chapter 3, designed to be easily adapted by partners. The Networking section in Chapter 2 has also been updated. The next updates will follow at M24, M30, M36, and M42.

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List of Acronyms and Abbreviations

Term	Description
CDE	Communication, Dissemination & Exploitation
KER	Key Exploitable Result
KPI	Key Performance Indicator
OEM	Original equipment manufacturer
RD&I	Research, Development and Innovation
SO	Strategic Objective
WP	Work Package

1 Introduction

1.1 Scope and objectives of the deliverable

The Project Outreach Plan is a deliverable that outlines the communication, dissemination and exploitation strategy of the project. The main objective is to promote activities and facilitate the exchange of knowledge between the main stakeholders while ensuring that the project outputs will be fully exploited in the most effective manner. A well-elaborated project outreach plan can support the successful implementation of the project. The plan will be evaluated and updated in the following versions of this deliverable, which will be submitted every six months. This edition of the deliverable is the second update, scheduled for M18.

1.2 Structure of the deliverable

This document is an updated version of D7.7 and focuses on presenting the progress up to M18. For background information or introductory explanations, readers may refer to the initial version of this deliverable. The following chapters from the original version are not repeated here:

- Definitions (Communication, Dissemination, Exploitation)[1]
- Grant Agreement rules and DEC guidelines[2]
- Visual identity / Branding (Project logo, Theme image, Templates)[3]

In this M18 update, **Section 2.2** provides the latest developments on networking activities, while **Section 3.3** introduces the updated templates and the expanded campaign toolkit to support partners in communication and dissemination activities.

The CDE management tools chapter presents the updates within the tool; however, the instructions and descriptions can be found in D7.2. The Exploitation plan and business models chapter will also be omitted in this version due to another deliverable (D7.4).

1.3 Relation to other tasks and deliverables

The relation of this deliverable span across the whole project, as it is related to all partners, tasks and deliverables. All partners are expected to be familiar with the strategy presented in this report to maximise the impact of the project and foster the uptake and replication of KERs.

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[1] D7.2's Section 2
[2] D7.2's Section 3
[3] D7.2's Subsection 5.1

Measures to maximise the impact

2 The Dissemination, Communication and Exploitation strategy of the Minority Report is built on the diverse array of partners to ensure the high impact of and interest in Key Exploitable Results (KERs). DMO is a communication and dissemination manager, but all beneficiaries must contribute to the promotion of the project and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner. This will be done by attending conferences and seminars where information material, such as brochures, leaflets, posters, presentations, among others, is shared.

With measures defined in this report, two Strategic Objectives (SO) are addressed, namely:
- **SO7 -** Develop an ambitious exploitation plan, based on the knowledge created during the project and support stakeholders across the EU to uptake Minority Report people-centric solutions; and
- **SO9 -** Creating awareness of the Minority Report people-centric, co-creation framework, to promote sustainability and circularity within the construction and renovation value chain for climate change mitigation and disaster management.

To ensure the long-term impact of the project and wide-scale roll-out of Key Exploitable Results (KER), a communication, dissemination & exploitation (CDE) strategy with a view to reach, engage and synergise key target audiences and stakeholders has been defined. In D7.7, an overview of the completed work is presented and evaluated, along with an action plan for the upcoming period.

The defined strategy envisioned year 1 as a period to raise awareness/interest among key stakeholders, as depicted in Figure 1.
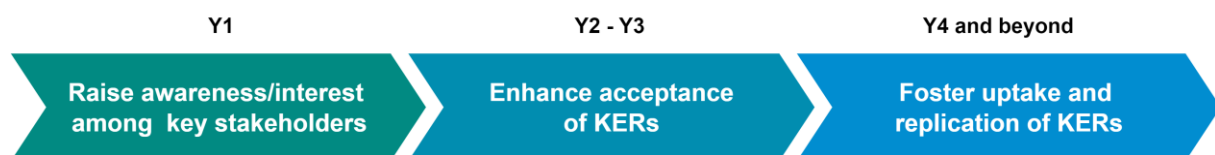

Y1	Y2 - Y3	Y4 and beyond
Raise awareness/interest among key stakeholders	Enhance acceptance of KERs	Foster uptake and replication of KERs

Figure 1: Strategy – timeline

In this period, a common project identity was defined (with logo, theme image, and templates); several promotional materials were developed (i.e. a press release, newsletters, and videos); the website and social media accounts (LinkedIn, X, BlueSky, YouTube) were established, and are maintained and regularly updated. In addition, monitoring tools were created for CDE activities for the consortium members, and connections were made with similar projects for potential future collaboration and finding synergies. During this period, several stakeholder workshops took place to gather their valuable input and contribute to refining the concept of the project.

The strategy for the next two years is to focus on enhancing the acceptance of KERs. During this phase, the Minority Report will focus on disseminating its KERs to demonstrate the benefits of the proposed novel solutions, supporting future exploitation of results. Key activities to be conducted include publications about project results, the Participation in conferences, events, workshops and participatory activities promoting knowledge exchange.

Additionally, to increase the project's impact, the four phases (described in Figure 2) are being followed. At this stage, the most relevant phases are Phase I and IV, where activities are focused on *Establishing a cohesive project identity and generating awareness among key stakeholders,* & *Maximising visibility of project activities to non-technical audiences.*
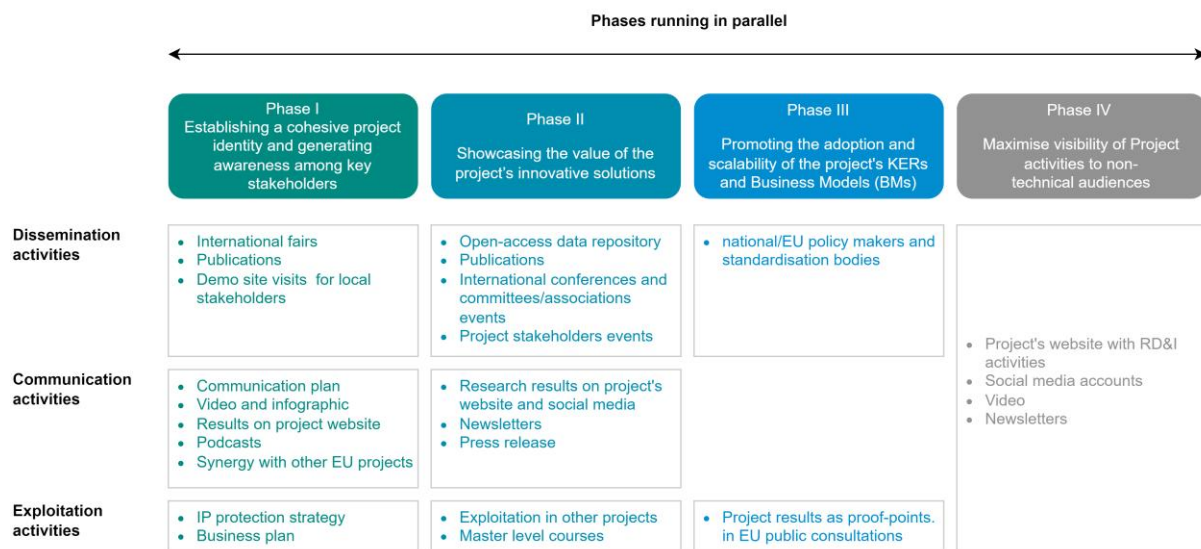
Figure 2: Strategy - The four phases

A detailed explanation of each phase can be found in D7.2. In the following chapters, the dissemination, communication, and exploitation activities performed by the consortium members in the past period (M1 – M18) are presented.

2.1 Communication and dissemination activities

Below is an overview of activities performed by partners in the period up to M18. All the activities are registered via shared CDE management tools, presented in D7.2.

2.1.1 Events

In the Events tab of the CDE tracker, partners have collected all the events that are of relevance for the consortium partners to attend to represent the Minority Report project (Figure 3). This list is an overview of all the recognised opportunities. At the moment of writing this deliverable, there are **31 entries** in the table. Following partner participation to represent and present the Minority Report project, this activity is then reported in the Dissemination tracker.

Figure 3: Events overview, selection shown

2.1.2 Workshops / trainings

Table 1 shows all the workshops or trainings organised or participated by the consortium partners.

Table 1: Minority Report's workshops / trainings

Workshop	Date and location	Partner	Participants	Type of stakeholders
Stakeholder Cat Workshop 1	05 Nov 2024, Dublin, Ireland	PI	26	Consortium partners
Data Workshop 2	06 Nov 2024, Dublin, Ireland	IESRD	26	Consortium partners
Exploitation workshop	06 Mar 2025, Online	DMO	16	Consortium partners
Technical workshop	28 May 2025 Patras, Greece	STAM	26	Technical partners
Stakeholder Engagement Workshop - End Users	14 May 2025, Dublin, Ireland	PI, DCC, IES, UCL	8	End Users
Stakeholder Engagement Activity - Community	14 May 2025, Dublin, Ireland	PI, DCC, TCD, UCL	20	Community members
Stakeholder Engagement Workshop - End Users	26 May 2025, Patras, Greece	PI, RWG, UPAT, UCL	13	End Users
Stakeholder Engagement Activity - Community	26 May 2025, Patras, Greece	PI, RWG, UPAT, UCL	70	Community members

Stakeholder Engagement Workshop - End Users	8 August 2025, Online	PI, WCC, UI, UoA, UCL, IESRD	8	End users
Stakeholder Engagement Activity - Community	1 November 2025	UoA, UoC, PI, TCD	13	Community members

2.1.3 Communication and dissemination activities

Tables 2 & 3 show the communication and dissemination activities performed by the consortium partners.

Table 2: Communication activities

Activity	Date	Communication channel	Partner
Description of Minority Report (with link) in the "research page" of E2ARC website	Sept 2024	Website	E2ARC
News post in E2ARC website	Nov 2024	Website	E2ARC
LinkedIn post	Oct 2024	Social media	DMO
LinkedIn post	21 Nov 2024	Social media	PI
Press release by University of Canterbury	01 Apr 2025	Website	UoC
Dublin end-user engagement workshop	14 May 2025	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	PI
Dublin community engagement activity	14 May 2025	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	PI
Patras end-user engagement workshop	26 May 2025	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	UPAT
Patras community engagement activity	26 May 2025	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	UPAT
LinkedIn post	16 June 2025	Social media	BK

NZ end-user engagement workshop	8 Aug 2025	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	WCC
NZ community engagement workshop	1 Nov 2025	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	UoA
LinkedIn post	25 Nov 2025	Social media	DMO

Table 3: Dissemination activities

Activity	Date	Type	Partner
Built4People 2nd clustering event	19 Nov 2024	clustering activities	IESRD
1st Clustering meeting with sister projects	29 Jan 2025	clustering activities	E2ARC
Presentation at NZ Critical Infrastructure Advisory Group	24 Feb 2025	meetings	UoA
2nd Cluster meeting with liaising projects	23 Apr 2025	clustering activities	E2ARC
3rd Cluster meeting with liaising projects	30 June 2025	clustering activities	E2ARC
4th Cluster meeting with sister projects	1 Sep 2025	clustering activities	E2ARC
5th Cluster meeting with sister projects	1 Oct 2025	clustering activities	E2ARC
14th International Conference on Structural Safety and Reliability - ICOSSAR'25	6 Feb 2025	conference	UCL
SHRINEs Project Hackathon	25 Nov 2024	collaboration with EU-funded projects	STAM
Horizon Europe: "Minority Report" A first Horizon Europe ó New Zealand project	31 Jul 2024	education and training events	UoC
Experience-sharing by a Horizon Europe Project	11 Dec 2024	conference	UoC
IAHR (International Association for Hydro-Environment Engineering and Research) World Congress 2025	24 June 2025	conference	UoC

NATO Emergency Management Exercise "BULGARIA 2025"	8 Oct 2025	other	IESRD
B4P stakeholders forum	15 Oct 2025	conference	E2ARC
B4P 3rd Clustering event	16 Oct 2025	clustering activities	E2ARC
EGU 2025	27 April 2025	conference	UoC
ICUC12	11 July 2025	conference	BK
IFE 2025	27 Aug 2025	conference	UoC

2.2 Networking

An important approach to maximising the impact of the project is networking, which includes finding synergies with other EU-funded projects and initiatives. Connecting with other projects (ongoing or completed) from the beginning increases the opportunities for cross-fertilisation and creating common results, which could have an even greater impact.

The importance of this aspect is reflected in having a dedicated task within WP7, focusing on external outreach activities and clustering with other R&D Projects, led by E2ARC. Through this task, several connections were made with similar projects in order to find synergies and collaborate. They are listed on the project's website under 'Network' (see Figure 4).
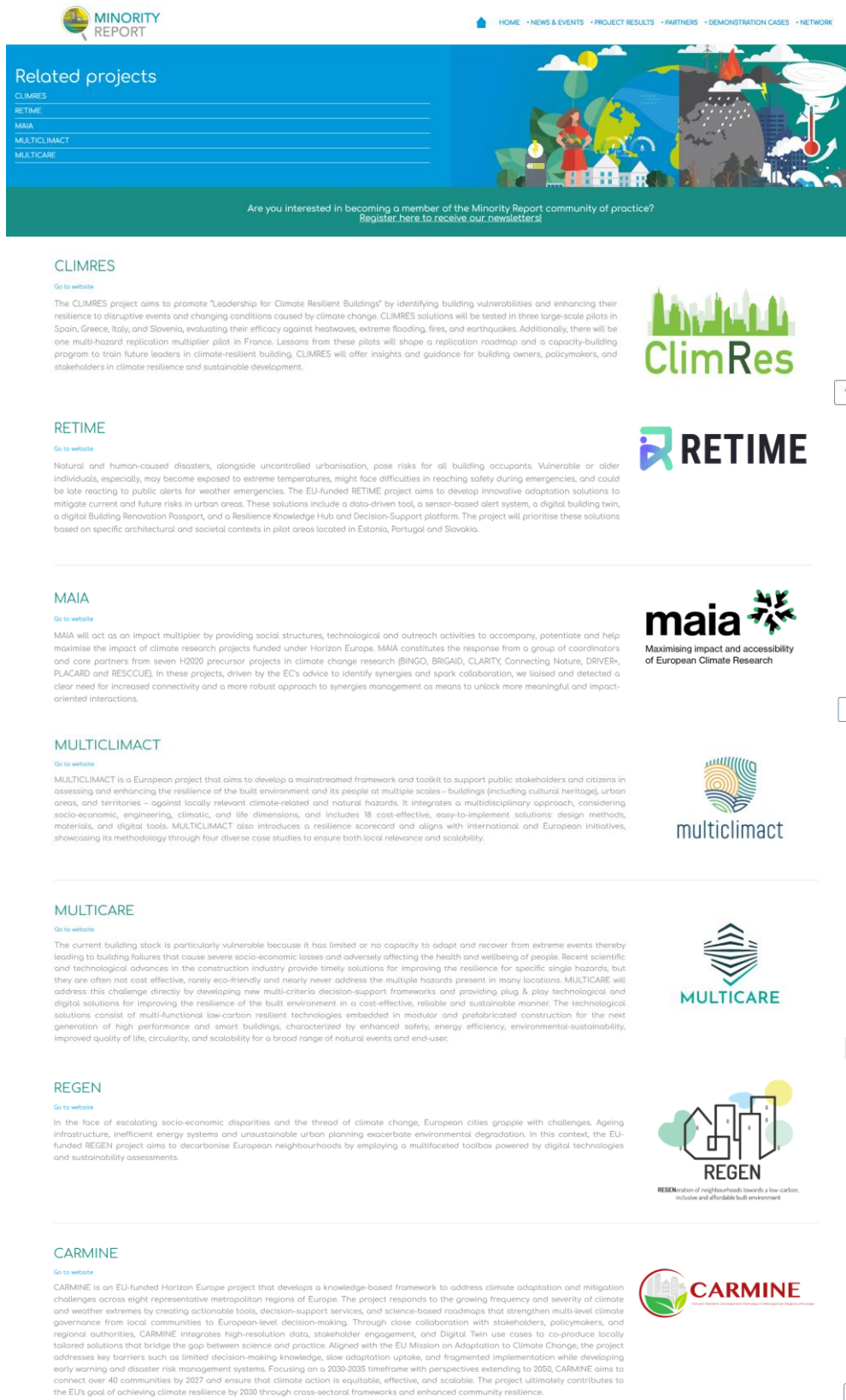
The "Resilience of the Built Environment" cluster, was established with six closely aligned projects working on climate adaptation and resilience, besides MINORITY REPORT: CARMINE, CLIMRES, RETIME, MULTICLIMACT, MULTICARE and MAIA. All these projects, funded under related Built4People (B4P) and climate resilience topics, collectively address complementary dimensions ranging from multi-risk assessment and citizen engagement to decision-support tools, building-level solutions and policy integration. The cluster is embedded in the broader B4P community, providing opportunities for coordinated communication, joint participation in major events and exchanges with several other EU-funded initiatives with similar objectives. The differing project maturities—from the near-completion of MAIA to the early stages of MINORITY REPORT, CLIMRES, RETIME and CARMINE—have proven beneficial for cross-fertilisation of experiences, lessons learned and methodological alignment.

Minority Report participated in the second and third Built4People Clustering Event in Brussels, engaging with a large number of relevant initiatives and presenting its approach to inclusive, people-centred climate resilience. Additional networking actions include mutual visibility through the "related projects" communication efforts of liaising projects. A shared calendar for strategic events has been developed to identify opportunities for co-organised sessions, joint panels and coordinated stakeholder engagement. Joint presence has already been achieved in EURESFO and Sustainable Places 2025.

A major milestone has been the release of the **Joint Manifesto of the Climate Resilience Cluster**. Co-created by the six participating projects, the Manifesto formalises the shared vision, guiding principles and intended joint impact of the cluster. It articulates a common commitment to advancing evidence-based, inclusive and interoperable climate resilience solutions across the built environment. The Manifesto also establishes a basis for future joint actions, including coordinated policy recommendations, shared engagement with EU-level stakeholders and alignment of dissemination strategies. It is considered a public-facing anchor document for the cluster and a key asset for outreach.

In addition to the "Resilience of the Built Environment" cluster, Minority Report has been liaising with REGEN project, which aims to decarbonise European neighbourhoods, in the face of escalating socio-economic disparities and the threat of climate change. In this case, knowledge exchange and collaboration builds around the pilot sites that both projects have in Dublin, with plans for a joint international event to be organised there.

Overall, clustering and collaboration activities have advanced substantially, positioning MINORITY REPORT as an active contributor to the emerging European knowledge ecosystem on climate-resilient built environments. The cluster provides a strong platform for sustained cooperation throughout the project lifetime, while the Joint Manifesto and shared collaboration framework lay the foundation for coherent and high-impact joint outreach in the coming years.

MINORITY
REPORT

HOME · NEWS & EVENTS · PROJECT RESULTS · PARTNERS · DEMONSTRATION CASES · NETWORK

Related projects

CLIMRES
RETIME
MAIA
MULTICLIMACT
MULTICARE

Are you interested in becoming a member of the Minority Report community of practice?
Register here to receive our newsletters!

CLIMRES
Go to website

The CLIMRES project aims to promote "Leadership for Climate Resilient Buildings" by identifying building vulnerabilities and enhancing their resilience to disruptive events and changing conditions caused by climate change. CLIMRES solutions will be tested in three large-scale pilots in Spain, Greece, Italy, and Slovenia, evaluating their efficacy against heatwaves, extreme flooding, fires, and earthquakes. Additionally, there will be one multi-hazard replication multiplier pilot in France. Lessons from these pilots will shape a replication roadmap and a capacity-building program to train future leaders in climate-resilient building. CLIMRES will offer insights and guidance for building owners, policymakers, and stakeholders in climate resilience and sustainable development.

RETIME
Go to website

Natural and human-caused disasters, alongside uncontrolled urbanisation, pose risks for all building occupants. Vulnerable or older individuals, especially, may become exposed to extreme temperatures, might face difficulties in reaching safety during emergencies, and could be late reacting to public alerts for weather emergencies. The EU-funded RETIME project aims to develop innovative adaptation solutions to mitigate current and future risks in urban areas. These solutions include a data-driven tool, a sensor-based alert system, a digital building twin, a digital Building Renovation Passport, and a Resilience Knowledge Hub and Decision-Support platform. The project will prioritise these solutions based on specific architectural and societal contexts in pilot areas located in Estonia, Portugal and Slovakia.

MAIA
Go to website

MAIA will act as an impact multiplier by providing social structures, technological and outreach activities to accompany, potentiate and help maximise the impact of climate research projects funded under Horizon Europe. MAIA constitutes the response from a group of coordinators and core partners from seven H2020 precursor projects in climate change research (BINGO, BRIGAID, CLARITY, Connecting Nature, DRIVER+, PLACARD and RESCCUE). In these projects, driven by the EC's advice to identify synergies and spark collaboration, we liaised and detected a clear need for increased connectivity and a more robust approach to synergies management as means to unlock more meaningful and impact-oriented interactions.

Maximising impact and accessibility
of European Climate Research

MULTICLIMACT
Go to website

MULTICLIMACT is a European project that aims to develop a mainstreamed framework and toolkit to support public stakeholders and citizens in assessing and enhancing the resilience of the built environment and its people at multiple scales – buildings (including cultural heritage), urban areas, and territories – against locally relevant climate-related and natural hazards. It integrates a multidisciplinary approach, considering socio-economic, engineering, climatic, and life dimensions, and includes 18 cost-effective, easy-to-implement solutions: design methods, materials, and digital tools. MULTICLIMACT also introduces a resilience scorecard and aligns with international and European initiatives, showcasing its methodology through four diverse case studies to ensure both local relevance and scalability.

multiclimact

MULTICARE
Go to website

The current building stock is particularly vulnerable because it has limited or no capacity to adapt and recover from extreme events thereby leading to building failures that cause severe socio-economic losses and adversely affecting the health and wellbeing of people. Recent scientific and technological advances in the construction industry provide timely solutions for improving the resilience for specific single hazards, but they are often not cost effective, rarely eco-friendly and nearly never address the multiple hazards present in many locations. MULTICARE will address this challenge directly by developing new multi-criteria decision-support frameworks and providing plug & play technological and digital solutions for improving the resilience of the built environment in a cost-effective, reliable and sustainable manner. The technological solutions consist of multi-functional low-carbon resilient technologies embedded in modular and prefabricated construction for the next generation of high performance and smart buildings, characterized by enhanced safety, energy efficiency, environmental-sustainability, improved quality of life, circularity, and scalability for a broad range of natural events and end-user.

MULTICARE

REGEN
Go to website

In the face of escalating socio-economic disparities and the thread of climate change, European cities grapple with challenges. Ageing infrastructure, inefficient energy systems and unsustainable urban planning exacerbate environmental degradation. In this context, the EU-funded REGEN project aims to decarbonise European neighbourhoods by employing a multifaceted toolbox powered by digital technologies and sustainability assessments.

REGEN
REGENeration of neighbourhoods towards a low-carbon,
inclusive and affordable built environment

CARMINE
Go to website

CARMINE is an EU-funded Horizon Europe project that develops a knowledge-based framework to address climate adaptation and mitigation challenges across eight representative metropolitan regions of Europe. The project responds to the growing frequency and severity of climate and weather extremes by creating actionable tools, decision-support services, and science-based roadmaps that strengthen multi-level climate governance from local communities to European-level decision-making. Through close collaboration with stakeholders, policymakers, and regional authorities, CARMINE integrates high-resolution data, stakeholder engagement, and Digital Twin use cases to co-produce locally tailored solutions that bridge the gap between science and practice. Aligned with the EU Mission on Adaptation to Climate Change, the project addresses key barriers such as limited decision-making knowledge, slow adaptation uptake, and fragmented implementation while developing early warning and disaster risk management systems. Focusing on a 2030-2035 timeframe with perspectives extending to 2050, CARMINE aims to connect over 40 communities by 2027 and ensure that climate action is equitable, effective, and scalable. The project ultimately contributes to the EU's goal of achieving climate resilience by 2030 through cross-sectoral frameworks and enhanced community resilience.

CARMINE

Figure 4: Network as listed on the project's website

With that, the outreach plan will align with the abovementioned EU-funded projects to ensure knowledge exchange, cross-promotion, and to increase visibility within the broader climate resilience and innovation community.

In addition to that, the Minority Report project participated in the first Clustering & Collaboration event, called "Resilience of the Built Environment" which was an event that connected projects of the same topic, namely the MULTICLIMACT, CLIMRES, MINORITY REPORT, RETIME, and MULTICARE.

Dissemination means and channels

3.1 Digital channels

3

Special attention is given to keeping the project's digital channels updated and dynamic, reflecting the activities of the consortium. Public channels include the website, which is the main source of all the project's information and results, and social media channels. Additionally, there is also one internal channel, which is intended for the consortium's internal communication and collaboration.

3.1.1 Website

The public website was established in M4 of the project, on 02-09-2024, to act as a communication and dissemination channel for the project's results and for involving and enlarging the stakeholders' community. The website can be accessed through the following link: https://www.minorityreport-project.eu/en. To measure traffic to the website, the following metrics are reviewed:

- Sessions: A session is a period of time during which a user interacts with the website. A session initiates when a user either opens the website in the foreground or views a page or screen, and no session is currently active, for example, their previous session has timed out. By default, a session ends or times out after 30 minutes of user inactivity. There is no limit to how long a session can last.
- Total users: Total users is the total number of people who visited the website in the specified date range.
- Number of news: the number of news items that have been posted under the News & Events page on the project's website.

Table 4: Minority Report's website monitoring

Period	Sessions	Total users	Number of news
M6 Nov 2024	98	68	2
M12 May 2025	1073	528	5
M18 Nov 2025	1933	865	9

The published news on the News & Events page are the following:

- 1st Press Release, 22 August 2024
- 2nd General Assembly in Dublin, 18 November 2024
- Video from Dublin, 15 January 2025
- Project's flyer, 01 May 2025
- 2nd Newsletter, 21 May 2025
- EURESFO in Rotterdam, 30 June 2025
- Demo site 3: Patras, Greece, 19 September 2025

- First Engagement Round: Key Insights, 20 November 2025
- 3rd Newsletter, 25 November 2025

Under Project Results, the submitted deliverables can be found (see Figure 5). Currently, there are 11 deliverables uploaded, of which 6 are not publicly available and 5 are available for users to download.
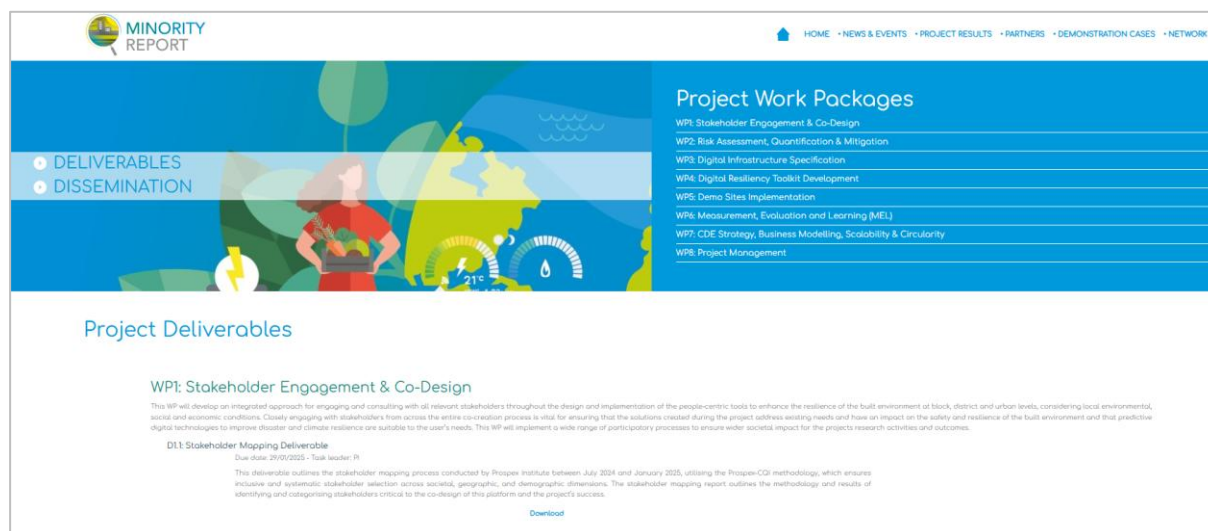
Figure 5: Minority Report's results

3.1.2 Social media

Social media plays an important role in the project's outreach to various stakeholders. Four Minority Report profiles were created, namely on LinkedIn, X, YouTube, and BlueSky. Based on the reasoning presented later in this section, and following the positive performance evaluation of BlueSky up to M18, it was decided to deactivate the X account and continue with BlueSky instead. Therefore, the monitoring tables in this deliverable are updated only for **LinkedIn, BlueSky, and YouTube.**

The links to the social media accounts of the Minority Report project are the following:

- LinkedIn: https://www.linkedin.com/company/eu-minority-report
- BlueSky: https://bsky.app/profile/eu-minorityreport.bsky.social
- X: https://x.com/EU_MinorityRep **[DEACTIVATED]**
- YouTube: https://www.youtube.com/@MinorityReport_EU

Table 5 shows the numbers of followers and posts are presented for the period up to M18 and will be monitored throughout the project duration.

Table 5 Minority Report's social media numbers

		M6	M12	M18
LinkedIn	Followers	55	80	126
	Posts	4	15	19
BlueSky	Followers	0	3	15
	Posts	0	2	10
X	Followers	49	11	DEACTIVATED

	Posts	4	11	DEACTIVATED
YouTube	Subscribers	9	12	12
	Videos	0	2	2

In the first 12 months of the project, the followers and subscribers on the LinkedIn and YouTube channels were steadily increasing; however, in the X account, the followers started to decrease after the first 6 months. Similar observations could be found in other X profiles and are most probably the result of political changes. Considering that the reduced number of followers does not offer the desired scope of audience, it was agreed to move to another platform.

The chosen platform is Bluesky, a decentralised, open-source social media platform designed to give users greater control over their online experience. Bluesky operates independently and emphasises user autonomy, data portability, and community-driven moderation. Built on the AT Protocol, it allows users to customise their feeds, choose moderation services, and even verify their identities through domain ownership. As of May 2025, Bluesky boasts over 35 million registered users and continues to grow as an alternative to traditional social networks.

The Minority Report has established a presence on Bluesky to engage with the community, share updates, and foster discussions related to project's goals. Figure 6 presents an overview of the account's activity up to M18.

Figure 6: Minority Reports' Bluesky profile

3.2 Promotional materials

Graphic promotional materials are developed to promote the project at selected events, providing general information and preliminary results, addressing both the technical and non-technical public. The timeline of delivery of each promotional material is available in the CDE tracker tool.

November's newsletter, Press Release and a roll-up banner were already presented in the previous version of this deliverable. New materials, developed in this period, are a flyer, a newsletter and a video.

Figure 7 and Figure 8 show a two-page flyer introducing the project as a Horizon Europe-funded initiative focused on enhancing the climate resilience of vulnerable urban populations through predictive, people-centric digital technologies. The key highlights of the flyer are:

- <u>Goal</u>: Mitigate the impact of climate-related disruptive events (e.g., floods, fires, storms) on vulnerable communities.
- <u>Approach</u>: Use cutting-edge technology and collaborative methods to protect people and the built environment.
- <u>Duration & Scope</u>: 42 months, 16 partners across Europe and New Zealand, with 3 demonstration sites: Greece, Ireland, and New Zealand.
- <u>Expected Impact</u>: Improved resilience, reduced economic losses, sustainable urban development, and community empowerment.
- <u>Contact Info</u>: Includes project website, social media handle, and QR code.

Figure 7: Minority Reports' flyer (1)

Figure 8: Minority Reports' flyer (2)

Figure 9 shows the "news & events" tab on the Minority Report's website, where a posted video provides an insightful overview of the project's mission and objectives. The video is published on the project's YouTube channel: https://youtu.be/RJUGFyK5S0U. It highlights the collaborative efforts of 16 partners across Europe and New Zealand, focusing on enhancing the resilience of vulnerable urban populations against climate-related disruptive events. The video showcases the integration of predictive digital technologies, such as advanced weather forecasting, Building Information Modelling (BIM), and digital twins, to anticipate and mitigate the impacts of climate events. It also emphasises the project's commitment to co-creation, involving citizens, experts, and stakeholders in developing people-centric solutions. Through visuals and interviews, the video underscores the project's aim to achieve significant environmental targets, including energy savings, carbon footprint reductions, and overall environmental impact reduction.
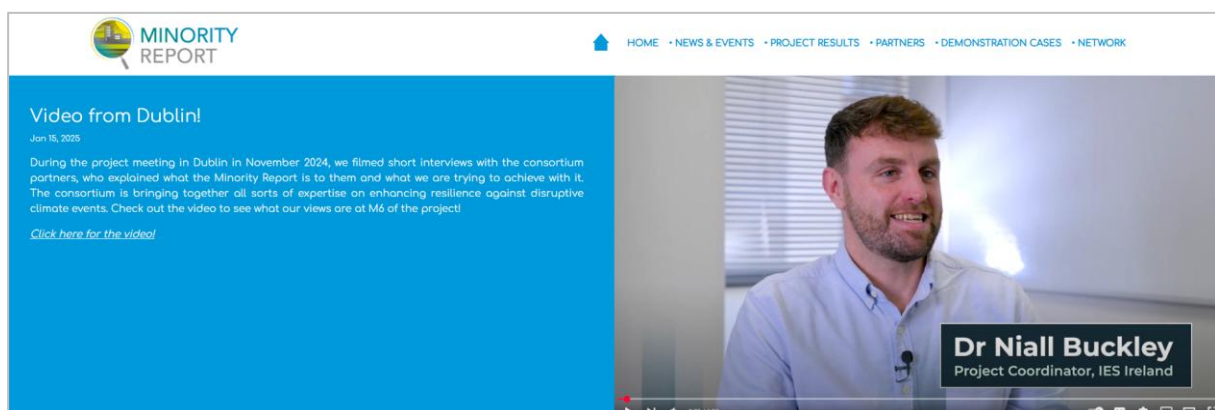

Figure 9: Minority Reports' video from Dublin

3.3 Updated toolkit: Templates and campaigns

In a Horizon Europe project like Minority Report, communication and dissemination are not only formal requirements but critical drivers of visibility, stakeholder engagement, impact generation, and long-term exploitation. However, partners often struggle with questions such as: What should we post? How do we translate technical work into accessible messages? How do we keep communication consistent across countries and work packages?

This template and campaign toolkit addresses these challenges by providing clear, structured templates that partners can easily personalise using simple placeholders. These templates reduce effort, save time, ensure a coherent project voice, and help even non-communication experts produce professional, impactful content. Alongside templates, the toolkit introduces a structured campaign-based approach. Campaigns (e.g., "Who Is…", "What Is…", "Guess What We've Been Up To!") create continuity and rhythm, making it easier to tell the project's story in a recognizable and engaging way over time. Rather than isolated updates, campaigns form a narrative journey that moves audiences from awareness, to understanding, to engagement, and finally to impact. By combining well-designed templates (how we communicate) with thematic campaigns (what and when we communicate), the Minority Report consortium can ensure systematic, high-quality dissemination that reflects shared values, showcases partner contributions, and strengthens the project's presence across Europe.

The Templates and campaigns toolkit supports all partners of Minority Report in communicating results, stories, and impact in a unified, accessible, and engaging way across all channels.

The objectives of this updated toolkit as follows:

- Define a structured dissemination approach based on campaign-driven storytelling that ensures consistency, recognisability, and engagement.
- Provide practical templates (short-form social media posts and long-form article formats) that partners can easily adapt to showcase workshops, pilot activities, results, people, and impact.
- Establish a unified tone and messaging logic aligned with the strategic positioning of Minority Report.
- Reduce the time and effort required for partners to generate dissemination content, lowering barriers to contribution.
- Enable a more dynamic and engaging communication flow that reflects the project's values of inclusion, innovation, and collaboration.
- Strengthen the connection between dissemination and exploitation, supporting visibility of early key exploitable results (KERs) and stakeholder engagement.

3.3.1 Methodological approach

The updated dissemination strategy and toolkit follow a structured, intentional methodology designed to improve clarity, alignment, and usability for all project partners. The approach is centred on three key principles:

- Structured communication improves consistency
- Campaign thinking improves engagement and recognition over time
- Templates lower the threshold for contribution and increase partner participation

3.3.1.1 Structured communication

Traditional project dissemination often focuses on simply reporting activities as they occur. However, audiences such as stakeholders, policymakers, citizens, and potential adopters are more likely to engage when information is presented as a narrative that highlights people, actions, and impact. To

enable this, the methodology moves from passive reporting toward a story-driven model of communication.

This model is built around three key components: the

- **The Hook:** which captures attention and establishes relevance;
- **The Body:** which conveys the main activity, insight, or outcome;
- **The Closing:** which reinforces the meaning of the message and invites further engagement.

The dissemination toolkit supports this structure through template elements designed for each stage. This approach allows all partners, regardless of their communication experience, to share project outcomes in a clearer, more concise, and more compelling way.

The examples in the following sections are only meant to clarify the concept; they are not real project examples.

3.3.1.2 Campaign Strategy

Rather than issuing isolated updates, Minority Report will implement a coordinated campaign model cantered on defined storytelling categories (see Table 6). Each category responds to a clear communication question and is tailored to one or more audience groups (including stakeholders, policymakers, citizens, academia, and industry).

The campaign strategy is guided by five core principles:

- Structured: Each message aligns with a predefined theme, ensuring coherence across all communications.
- Recognizable: Recurring formats help audiences quickly identify and relate to project messages.
- Diverse: Content highlights different angles (people, activities, achievements, events) to maintain interest and avoid repetition.
- Scalable: Reusable templates allow all partners to generate content efficiently without starting from a blank page.
- Impact-oriented: Communications are designed to support engagement, reinforce relevance, and enable long-term uptake and exploitation of project results.

By using this shared campaign framework, partners can contribute consistently and confidently, maintaining a steady flow of meaningful content and building a coherent narrative throughout the project's duration.

Table 6: Campaign Categories

Campaign Category	Primary Focus	Question Addressed	Audience Type
People (Who is?)	Consortium members and expertise	Who is behind the project?	General audience, stakeholders
Knowledge (What is?)	Concepts, tools, methodologies	What are we working on and why does it matter?	Researchers, policymakers, users
Events & Activities (Guess what we have been up to?)	Workshops, meetings, demonstrations	What have we been doing as a consortium?	Broad public, stakeholders, future adopters
Impact & Results	Early insights and emerging outcomes	What difference is the project beginning to make?	Policymakers, funders, industry

| Community & Collaboration (Partner voices) | External partnerships and clustering | Who are we working with, and how does this expand value? | Networks, cluster partners |
| Creative Engagement | Visual, playful, participatory entries | Can we drive interest through interaction and creativity? | Broad external audience |

3.3.1.3 When and How the Toolkit Should Be Used

Partners should use the toolkit:

- After participating in an event, workshop, pilot, or clustering activity
- When launching a new milestone or showcasing progress
- When publishing a paper, report, or deliverable
- To introduce their team or role within the consortium
- When explaining a technical concept in plain language
- During clustering or external collaboration events
- When early results begin to show measurable impact

Suggested application workflow:

1. Identify the campaign category (e.g. "Events", "Impact", "Who Is…")
2. Copy the relevant template
3. Replace placeholders with event names, quotes, numbers, and partner details
4. Attach high-quality visuals (photos or infographics if available)
5. Submit to the communication lead for review and scheduling
6. Approve and publish

3.3.2 PEOPLE Campaign – "Who Is…" Template

Purpose: To introduce partners or individuals within the consortium, highlight their role, and humanise the project.

3.3.2.1 Template:

Hook:

Behind every innovation is a team driven by purpose.

Body:

Meet **[Partner Name]**, a **[organization type]** from **[City, Country]**, contributing expertise in **[field/topic]** to Minority Report.

Within the project, they lead **[role or work package/task]**, supporting progress towards **[project goal]**.

"**[Quote about their role, motivation, or vision],**" says **[Name, Role].**

Closing:

Follow us as we continue to highlight the people building change through Minority Report.

#MinorityReport #WhoIs #HorizonEurope #Innovation

3.3.2.2 Example:

Behind every meaningful change is a dedicated team.

Meet DEMO Consultants, a Dutch SME from Delft specialising in sustainable digital solutions.

In Minority Report, DEMO leads the development of the digital participation framework, helping connect citizens with decision-makers.

"We believe that digital tools should serve inclusion rather than complexity," says Andre van Delft, Managing Director**.**

Follow us as we highlight the people shaping Minority Report.

#MinorityReport #WhoIs #HorizonEurope

3.3.3 KNOWLEDGE Campaign: "What Is…" Template

Purpose: To explain key concepts, digital tools, methodologies, or thematic topics connected to the project in accessible language.

3.3.3.1 Template:

Hook:

Ever wondered what **[concept/method]** really means in practice?

Body:

[Concept] refers to **[simple definition]**.

In Minority Report, this approach is used to **[project-specific application]**, helping **[target group]** to **[benefit/outcome]**.

[Partner Name] is currently applying this in **[pilot location or task context]**, contributing to project results.

Closing:

More insights to come as we continue exploring the building blocks of inclusive innovation. #MinorityReport #WhatIs #HorizonEurope #SocialInclusion

3.3.3.2 Example:

How can local communities actively shape urban change?

A *co-design workshop* is a collaborative process that brings citizens, designers, and policymakers together to generate ideas and solutions.

In Minority Report, partners are using co-design workshops in Spain and Portugal to improve digital participation methods in real-world settings.

More stories to follow as we explore the path from research to inclusion.

#MinorityReport #WhatIs #HorizonEurope

3.3.4 EVENTS Campaign: "Guess What We've Been Up To!" Template

Purpose: To highlight workshops, General Assemblies, conferences, clustering events, or pilot fieldwork in a dynamic and engaging way.

3.3.4.1 Template:

Hook:

Guess what we've been up to this month?

Body:

The Minority Report team met in **[City]** for **[event name]**, hosted by **[Partner Name]**.

Partners reviewed **[topics/discussions]**, shared insights, and planned next steps for **[goal]**.

"**[Quote from participant],**" said **[Name, Role/Partner].**

Closing:

Collaboration is the heart of innovation. Follow our journey as we continue shaping inclusive solutions. #MinorityReport #Events #HorizonEurope

3.3.4.2 Example:

What happens when researchers, SMEs, and cities gather under one roof?

The Minority Report team met in Patra for the project's General Assembly, hosted by the University of Patras.

Discussions centred on digital inclusion tools, pilot development, and citizen engagement strategies.

"It's energising to align visions from across Europe," shared Andre van Delft.

Collaboration drives progress. Stay tuned for more highlights.

#MinorityReport #Events #HorizonEurope

3.3.5 IMPACT Campaign: "Impact in Numbers" Template

Purpose: To highlight early results, achievements, participation statistics, or measurable outcomes from pilots or events.

3.3.5.1 Template:

Hook:

What does progress look like in numbers?

Body:

In **[location/work package/pilot]**, the Minority Report project has so far:

• Engaged **[number]** participants

• Tested **[number]** tools/methods

• Reached **[number]** stakeholders through dissemination

These results demonstrate how collaborative research is moving toward real-world impact.

Closing:

We are just getting started — more impact milestones to follow.

#MinorityReport #Impact #HorizonEurope

3.3.5.2 Example:

Change is measurable.

In the Dublin pilot, Minority Report has already engaged 120 citizens**,** mapped 45 community spaces**,** and introduced 3 co-design tools for public participation**.**

These early outcomes show how inclusive processes can transform decision-making culture.

More insights ahead as we continue our journey.

#MinorityReport #Impact #HorizonEurope

3.3.6 COMMUNITY Campaign: "Partner Voices" Template

Purpose: To highlight perspectives from partners or collaboration with other projects/networks.

3.3.6.1 Template:

Hook:

Innovation happens when voices unite.

Body:

This month, Minority Report collaborated with **[project/network/cluster]** to explore **[joint topic/theme]**.

The session encouraged knowledge exchange and fostered new synergies among partners.

"**[Short quote from representative],**" said **[Name, Role/Partner].**

Closing:

Partnerships are key to scaling impact across Europe.

#MinorityReport #Collaboration #HorizonEurope

3.3.6.2 Example:

Collaboration accelerates transformation.

Minority Report joined the New European Bauhaus Cluster to exchange insights on inclusive digital co-creation.

"Working together enables us to explore wider societal needs and shared methods," said Andre van Delft (DEMO)**.**

Together, we create stronger, more connected results.

#MinorityReport #Collaboration #HorizonEurope

3.3.7 Long-Form Article Template (Website / Newsletter / LinkedIn Article)

While short-form content supports rapid visibility and frequent storytelling, long-form articles enable deeper narrative development, contextual explanation, and dissemination of insights that contribute to understanding and positioning Minority Report among stakeholders. This template is intended for content such as pilot updates, thematic spotlights, interviews, or methodological narratives.

The structure is flexible but follows a logical reading flow: context - problem - activity - insights - value - pathway forward.

Table 7: Recommended Structure

Section	Purpose	Typical Length
Title	Create clarity and appeal	8-12 words
Hook/Opening	Capture interest, pose a question or statement	2-3 sentences
Context & Challenge	Explain what issue the activity addresses	1 paragraph
Project Action / Initiative	Describe what was done in Minority Report	2-3 paragraphs
Voices & Reflections	Include stakeholder or partner quotes	1 paragraph
Early Outcomes / Impact	Highlight observed benefits or trends	1 paragraph
Next Steps	Indicate how work continues or scales	1 paragraph
Closing Note	Summarise significance and invite engagement	1-2 sentences

3.3.7.1 Article Template

Title (Example placeholder)

Co-Designing Change: How Digital Participation is Shaping Inclusive Urban Futures

Hook:

How can local voices actively shape city transformation processes? In Minority Report, co-design approaches are helping residents contribute meaningfully to inclusive innovation.

Context and Challenge:

Many European cities face challenges in integrating citizen feedback into decision-making frameworks. Traditional consultation often lacks tools that allow communities to interact with concepts visually or influence outcomes in real time. Minority Report aims to bridge this gap by testing digital participation methods within real-world pilot environments.

Project Action:

In early 2025, pilot teams in Patras, Wellington, and Dublin launched a series of digital co-design workshops that brought together citizens, policymakers, and researchers. Each workshop introduced interactive visualisation tools that allowed participants to express preferences, explore scenarios, and propose modifications directly within a digital environment.

The sessions were facilitated by local partners and supported by a structured engagement methodology developed in collaboration with technological and social innovation partners within the consortium.

Voices and Reflections:

"Our goal is not only to collect views, but to translate them immediately into shared design thinking," explains *[Name, Organisation]*.

"This approach changes the dynamic by treating citizens as collaborators rather than respondents," adds *[Name, Organisation]*.

Outcomes and Early Impact:

In the Lisbon pilot, more than 120 citizens contributed over 300 ideas, with several common themes being identified for further development. Participants reported higher levels of perceived ownership over resulting proposals.

Next Steps:

Upcoming sessions in Italy and the Netherlands will build on workshop insights, testing scenario-based decision support and expanding engagement to additional demographic groups.

Closing Note:

As Minority Report advances, digital co-creation continues to demonstrate its potential to support fairer, more inclusive decision-making ecosystems across Europe.

Suggested Hashtags (optional if used on platform supporting hashtags e.g. LinkedIn):

#MinorityReport #HorizonEurope #DigitalParticipation #CoDesign #UrbanInnovation

3.3.7.2 Adaptation Notes

- The template can be adapted depending on whether the focus is a pilot update, partner feature, thematic concept, or KER readiness story.
- Sections may be rearranged to emphasize outcomes over process in later project stages.
- Quotes are essential for adding credibility and a human dimension.
- Articles should remain accessible and avoid technical jargon unless clearly explained.

3.3.8 Partner Engagement Strategy

The effectiveness of this Dissemination Toolkit relies not only on the quality of the templates and campaign structure, but also on the active participation of consortium partners. This section provides a clear strategy for collecting content contributions, supporting partners in their dissemination role, and ensuring an ongoing flow of material aligned with the campaign framework.

The engagement strategy is built around three pillars:

- Clarity: Partners know what is expected and when
- Simplicity: Contributions are easy to prepare
- Recognition: Contributions are acknowledged and valued

Table 8: Roles and Responsibilities

Actor	Responsibility
WP7 Lead	Coordinates overall dissemination activities and reviews campaign execution
Communication Lead	Organises content calendar, supports partners, prepares final posts
Each Consortium Partner	Submits short-form content using templates and provides related visuals

Pilot / Event Leads	Responsible for delivering updates after key moments (workshops, stakeholder engagement, pilots)
Exploitation Lead	Helps align later-stage posts with KER messaging
Coordination Team	Ensures messages align with project vision and ethics

3.3.8.1 Content Submission Process

To ensure a structured and manageable communication workflow, partners are encouraged to follow a simplified contribution cycle:

- Step 1: Trigger: Partner participates in an event, pilot action, publication, collaboration, or internal milestone worth communicating.
- Step 2: Template Selection: Partner selects a relevant campaign template (e.g., *Events: Guess What We've Been Up To!*).
- Step 3: Quick Content Entry: Partner fills in placeholders within the template, ideally requiring under 10 minutes.
- Step 4: Visual Contribution: Partner attaches 1–3 relevant photos or screenshots (if available).
- Step 5: Submission: Content is shared via email or designated workspace (e.g., shared drive) to the Communication Lead (DEMO).
- Step 6: Review and Finalization: Communication Lead refines messaging, ensures compliance with formatting and branding, and schedules publication.
- Step7: Partners to update the CDE tracker with the shared post or article.

3.3.8.2 Suggested Submission Rhythm

The following structure supports both flexibility and continuity:

Table 9

Partner Activity	Expected Contribution
Event participation	One EVENTS campaign post
Pilot milestone	One IN ACTION or IMPACT post
Research outcome	One WHAT IS or Tool Spotlight post
Partner introduction window	One WHO IS post (planned by WP7)
Clustering event participation	One PARTNER VOICES or Collaboration Story

Additionally, partners are encouraged to contribute at least one campaign-related post per quarter.

3.3.8.3 Encouraging Ongoing Engagement

To maintain momentum, the following engagement incentives may be implemented (at WP7 coordination discretion):

- Recognition of "Top Contributing Partner" during GA meetings
- Feature highlights (e.g., "Spotlight Partner of the Month")
- Compilation of contributions in periodic dissemination briefs
- Inclusion of featured contributors in GA or clustering presentation slots

3.3.8.4 From Engagement to Ownership

The partner engagement strategy is designed to facilitate ease of contribution and encourage shared responsibility. Over time, the goal is to move from centrally managed content production toward shared ownership, with partners proactively initiating contributions when achievements, results, or relevant stories emerge.

3.3.9 Closing

The implementation of this updated Dissemination Toolkit and Campaign Strategy is designed to significantly strengthen Minority Report's communication performance. It enhances both the mid-term visibility of ongoing activities and the long-term positioning of results for exploitation, clustering, and stakeholder uptake. By adopting a coordinated, campaign-driven model supported by ready-to-use templates, partners will be able to contribute more frequently, confidently, and consistently. This is expected to improve posting regularity, increase diversity of content (highlighting people, activities, results, and impact), ensure clearer alignment with shared messaging guidelines, and foster more balanced participation across the consortium. Over time, this will help maintain a coherent storytelling progression that reflects the evolution of the project.

The strategy also supports stronger audience reach and engagement by aligning content formats with stakeholder interests. Repeated and recognisable communication structures are expected to enhance engagement on social media channels, improve stakeholder retention, and support dissemination across clustering and policy environments. As Key Exploitable Results emerge, campaign formats such as *Impact in Numbers*, *Story of Change*, and *Tool Spotlight* will enable early awareness and smoother transitions into exploitation-oriented communication. This reinforces the project's visibility, credibility, and readiness for uptake by target user groups.

Furthermore, dedicated campaign categories such as *Partner Voices* and *Cluster Collaboration* will strengthen Minority Report's role within European networks and support participation in joint dissemination activities, conferences, and policy dialogues. Beyond the project's duration, the campaign-based approach provides lasting value by building reusable storytelling skills, accelerating future communication planning, and supporting the longer-term identity building of partner organisations within the European innovation landscape.

Key Performance Indicators

4   To ensure that the communication and dissemination objectives defined in this action plan are met, regular monitoring and evaluation must take place. All activities will be regularly checked and evaluated, and follow-up adjustments to the strategy will be made if necessary. Monitoring focused on communication and dissemination activities is vital, as the impact of those activities contributes to the successful implementation of the project. Items to be checked on a continuous basis are summarised in Table 10. The mentioned values in this table should be reached by the end of the project duration.

Table 10: Key Performance Indicators

Item	Value	M12	M18
International fairs, conferences	15	8	15
Publications, academic papers	15	0	1
Demo site visits involving 20-25 local stakeholders	3	2	2
Video	2000 views	213	218
Podcast	500 listeners	0	0
Synergy with other projects	5 to 6 projects	5	7
Committees/associations events	3	0	0
Project stakeholders' events	3 per demo + 3 with GA	0	0
Master level courses	6	0	0
Website	2500 views	1073	1933
Social media: LinkedIn	200 followers	80	126
Social media: X	200 followers	NA	DEACTIVATED
Newsletter	7	2	3
Press Release	4	1	1

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities have the biggest impact. The conclusions from these evaluations will be considered in the updated version of the CDE plan.

Key target stakeholders

To improve dissemination activities, it is important to define the target groups and understand their characteristics, so that the message to be conveyed can be tailored to their needs. This also ensures the use of the most appropriate and efficient communication and dissemination channels and materials. The process of mapping stakeholders was completed in the scope of *T1.1 Stakeholder mapping* and presented in *D1.1 Stakeholder Mapping Report*. The overview is presented in the Table 11.

Table 11: Key target stakeholders

Overview of stakeholders by categories	
Emergency & Security	- Emergency Telecom Services - Disaster Resilience Organisations - Police - Private Security - Fire-Fighters - EMTs - Hospitals - Clinics - Doctors - Port Authorities
Built Environment	- Building/Construction Companies - Engineering Companies - Architects - Urban Planners - Telecom - Public Infrastructure/Works - Green Infrastructure - Public Housing - Social Housing - Property Owners
Transport and Mobility	- Cycle Associations - Car Owners - Public Transport
Public Space users	- Local Residents - Commuters - Recreation/Tourists
Media	- Local/National Radios - Online Platforms - Newspapers
Neighbourhood/NGOs/ Citizen Organisations	- Shelters - Retirement Homes - Sports Associations - Religious Institutions - Political Organisations - Historical Associations - Tourism Organisation - Care for Addiction Organisations

	- International NGOs - Food Banks - City Missions - Volunteering Associations - Resident Associations - Local Neighbourhood Watch - Homeowner Association - DPOs - Women Organisations - Migrant Organisations
Local Retail	- Shops - Gastronomy - Hotels - Market/Street Vendors - Food Production - Business Owners
Education	- Schools - Universities - Kindergartens - Nurseries - Research Institutions
Economy	- Banks - Insurance - Realtors - Investors
Government	- Municipal Workers - City Council - Regional Government - Indigenous Partnerships - Federal Government - Mobility Department - Parks & Recreation - Environmental Department - Social Welfare

Additionally, an initial mapping of Organizations representing Disabled Persons, and Disabled Persons Organizations (DPOs) had been done in as part of WP1, Task 1.1.

The multiple human characteristics that result in human diversity include sensory, physical, and cognitive functions, neurodiversity, age, the presence of a permanent or temporary condition or impairment, among others. This means that planning and design for safety and resilience of the built environment must fully consider human diversity so that buildings, urban spaces, and infrastructure can be accessed, understood and used by the widest possible range of people during a natural or climate related disaster, and that built environment protects vulnerable groups during such events.

The Table 12 shows the identified characteristics & functions that should be considered, and the key function/condition/issue it represents and who the specific vulnerable groups are.

Table 12: Categories of vulnerable groups

Overall characteristics & functions	Key function/ condition / issue	Specific vulnerable group
1. Physical	Body movement	Wheelchair users
2. Sensory	Eyesight-related	People with visual impairments
	Hearing-related	People with hearing impairments
3. Cognitive	Specific mental functions	People living with dementia
4. Neurodiversity	Autism as a developmental disability or difference	Autistic people
5. Age-related	Ageing	Older people (> 65)
	Early to middle childhood	Children 2 to 12 years old

The organisation representing persons with disabilities and DPOs, per each pilot will be captured and presented in Deliverable 1.3.

6 Conclusions

This report is the third version of the Project Outreach Plan, and it presents the update on the communication, dissemination and exploitation strategy of the project. The numbers for the first 18 months are shown, and the applied changes are presented. The consortium partners will continue to increase the visibility of the project, and the progress will again be evaluated in the upcoming 6-month period (M24). Monitoring and leading CDE actions are the responsibility of the Communication and Dissemination manager, however, all partners are expected to contribute to these actions and help increase the visibility and impact of the project.

Mitigating environmental disruptive events using people-centric predictive digital technologies to improve disaster and climate resilience

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