



<b>Call for proposals</b>	DIGITAL-2023-CLOUD-AI-04	<b>Type of action</b>	DIGITAL-SIMPLE
<b>Grant Agreement No.</b>	101167948	<b>Start date</b>	1 December 2024
<b>Project duration</b>	30 months	<b>End date</b>	31 May 2027
<b>Project consortium – Coordinator: LIBELIUM LAB SL – LIBE</b>			
AYUNTAMIENTO DE CARTAGENA	BEN – CART		
DELTADAO AG	BEN – DDAO		
DREES & SOMMER SE	BEN - D&S		
LANDESHAUPTSTADT KIEL	BEN – KIEL		
OPEN & AGILE SMART CITIES	BEN – OASC		
MOBILITY AS A SERVICE ALLIANCE	BEN – MAAS		
UNIVERSITY OF GALWAY	BEN – GALW		
KIEL-MARKETING EV	BEN – KIELM		
DUNAVNET LIMITED	BEN – DNET		
NUROGAMES GMBH	BEN – NUR		

Contact: [projects@libelium.com](mailto:projects@libelium.com)

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	1 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
	<b>Version:</b>	1.0	<b>Status:</b>
			Draft

# D6.9 Communication, Dissemination and Exploitation Strategy

Document Identification			
<b>Status</b>	Draft (final once approved by the European Commission)	<b>Due Date</b>	30/06/2025
<b>Version</b>	1.0	<b>Submission Date</b>	05/06/2025

<b>Related WP</b>	All work packages	<b>Document Reference</b>	D6.9
<b>Related Deliverable(s)</b>	All	<b>Dissemination Level</b>	PU
<b>Lead Partner</b>	OASC	<b>Lead Author</b>	Arnaud Verstraete
<b>Contributors</b>	Libelium Lab	<b>Reviewers</b>	All project partners

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	2 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## - Document Information

### List of Contributors

Name	Partner
Arnaud Verstraete	OASC
Inge Willemsen	OASC
Juan Francisco Inglés	LIBE

### Document History

Version	Date	Change editors	Changes
0.1	10/03/2025	Arnaud Verstraete	Initial version
0.2	23/03/2025	Arnaud Verstraete	General contributions
0.3	09/05/2025	Arnaud Verstraete	General contributions
0.4	12/05/2025	Inge Willemsen	Layout
1.0	04/06/2025	Inge Willemsen	Final draft to be submitted

### Quality Control

Role	Who (Partner short name)	Approval Date
Deliverable leader	OASC	05/06/2025
Project Coordinator	LIBE	05/06/2025

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	3 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
	<b>Version:</b>	1.0	<b>Status:</b>
			Draft

## - Table of Contents

---

- Document Information .....	3
- Table of Contents .....	4
- List of Tables .....	6
- List of Figures .....	7
- List of Acronyms .....	8
- Executive Summary .....	10
1. Introduction .....	11
1.1 Expected Results .....	11
1.2 Objectives .....	11
1.3 Target Groups .....	12
1.4 Definitions of Communication, Dissemination and Exploitation.....	12
2. Stakeholder Analysis .....	14
2.1 Theoretical Foundation .....	14
2.2 Stakeholder Management .....	14
3. Overall Strategy .....	19
3.1 Phased and Complementary Three-Track Approach .....	19
3.2 Implementation Timeline: Cumulative Layering of Tracks and Deliverables .....	20
3.3 Deliverable Integration and Alignment with Work Packages .....	21
3.4 Ensuring Cohesion and Synergy Across Tracks .....	22
4. Key Messages .....	23
4.1 Core Messages .....	23
4.2 Tailored Messages per Stakeholder Group .....	24
5. Evaluation .....	26
5.1 Quantitative KPIs .....	26
5.2 Qualitative Indicators .....	27
5.3 Adaptive Learning & Continuous Improvement .....	28
6. Risks & Mitigation Measures.....	29
6.1 The Importance of Risk Management .....	29
6.2 Identified Risks and Mitigation Strategies.....	29
6.3 Continuous Monitoring and Adaptive Risk Management.....	30
7. Responsibilities .....	32
7.1 Communication Responsibilities.....	32
7.2 Dissemination Responsibilities .....	32
7.3 Exploitation Responsibilities .....	33
7.4 Cross-Cutting Activities (Joint Responsibilities) .....	33
7.5 Coordination Mechanisms .....	34
8. Guidelines for Communication Activities.....	35
8.1 Principles of Effective Communication .....	35

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	4 of 62
<b>Reference:</b>	D6.9 <b>Dissemination:</b> PU	<b>Version:</b> 1.0	<b>Status:</b> Draft

8.2 Storytelling .....	37
8.3 Leveraging EU Communication & Dissemination Platforms.....	38
8.4 Rules for Communication .....	39
9. Communication Toolkit .....	41
9.1 SENSE Project Logo and Templates .....	41
9.2 Website.....	43
9.3 Social Media Channels .....	43
9.4 Digital & Print Materials .....	44
9.5 SENSE project one-pager .....	45
9.6 Events & Webinars .....	46
10. Conclusion .....	48
Annex.....	49
SENSE CitiVerse Brandbook .....	49

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	5 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## - List of Tables

---

<i>Table 1 Stakeholder Typology Overview</i>	15
<i>Table 2 Summary of the Engagement Strategy per Stakeholder Category</i>	17
<i>Table 3 Visual Timeline – Tracks &amp; Deliverables (M1-M30)</i>	20
<i>Table 4 Qualitative KPIs</i>	27
<i>Table 5 Overview of key risks with potential impact and mitigation strategies</i>	29

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	6 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## - List of Figures

---

Figure 1 SENSE Three-track Timeline

21

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	7 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## - List of Acronyms

Abbreviation / acronym	Description
<b>AI</b>	Artificial Intelligence
<b>AR</b>	Augmented Reality
<b>CART</b>	Cartagena (Spain) – SENSE Frontrunner City
<b>CDE</b>	Communication, Dissemination and Exploitation
<b>CEN</b>	European Committee for Standardization
<b>CITE</b>	CitiVerse – the digital twin ecosystem for European cities
<b>CMT</b>	Communication Management Team
<b>CU</b>	European Cities Uniting for Inclusiveness ( <i>no formal use in GA – likely internal term, use with caution</i> )
<b>D(x.x)</b>	Deliverable (e.g. D6.2 = Deliverable 6.2)
<b>DDAO</b>	DeltaDAO AG – project partner (Germany)
<b>DG</b>	Directorate-General – department of the European Commission
<b>DIGIT</b>	Directorate-General for Informatics – EC department for digital infrastructure
<b>DNET</b>	DunavNET Limited – project partner (Ireland)
<b>EC</b>	European Commission
<b>ETSI</b>	European Telecommunications Standards Institute
<b>EU</b>	European Union
<b>GALW</b>	University of Galway – project partner (Ireland)
<b>IPR</b>	Intellectual Property Rights
<b>ISO</b>	International Organization for Standardization
<b>ITU</b>	International Telecommunication Union
<b>KIEL</b>	Kiel (Germany) – SENSE Frontrunner City
<b>KPI</b>	Key Performance Indicator
<b>LIBE</b>	Libelium Lab SL – project coordinator (Spain)
<b>MAAS</b>	Mobility as a Service Alliance – project partner (Belgium)
<b>NUR</b>	Nurogames GmbH – project partner (Germany)
<b>OASC</b>	Open & Agile Smart Cities – project partner (Belgium)
<b>RTD</b>	Research and Technological Development ( <i>DG RTD = Directorate-General for Research &amp; Innovation</i> )
<b>SENSE</b>	Strengthening Cities and Enhancing Neighbourhood Sense of Belonging (Project 101167948)

Abbreviation / acronym	Description
<b>SEO</b>	Search Engine Optimization
<b>WIIFM</b>	What's In It For Me
<b>WP(x)</b>	Work Package (e.g. WP6 = Work Package 6)

## - Executive Summary

---

The SENSE project is a European initiative designed to help cities make smarter decisions, engage citizens more actively, and create sustainable urban futures by developing and deploying innovative digital tools. SENSE operates as part of the emerging **CitiVerse** – a shared digital space where cities across Europe can collaborate, exchange data and co-create solutions to urban challenges using interoperable technologies.

This **Communication, Dissemination and Exploitation (CDE) Strategy** defines how the SENSE consortium will ensure the project's results are widely communicated, effectively transferred to key stakeholders and sustainably exploited beyond the project's lifetime. The strategy reflects the three key roles SENSE plays: a **technological innovator** developing smart city tools, a **community builder** connecting cities and citizens to the CitiVerse and a **policy influencer** shaping the future governance of digital cities in Europe.

The CDE Strategy pursues three overarching goals. First, it ensures that **SENSE and its results are highly visible** to key audiences, including city governments, technology providers, policymakers and citizens. Second, it enables **structured knowledge transfer** through targeted dissemination activities, ensuring that the tools, lessons, and best practices from SENSE are available for replication and adoption. Finally, it promotes **long-term sustainability** by embedding SENSE results into smart city networks, EU policy frameworks and industry standards.

This strategy is implemented through a phased and layered approach, aligned with the project timeline. Public communication starts early, raising awareness of SENSE and the CitiVerse. As results emerge, dissemination efforts provide more technical and policy-oriented insights, tailored to professional audiences. In parallel, exploitation planning ensures that cities and technology providers can adopt and sustain the solutions after the project ends.

Key communication tools include a **dedicated project website**, active presence on **LinkedIn and YouTube**, and regular updates through newsletters and events. Tailored dissemination materials such as **best practice summaries and training materials** ensure that cities, policymakers and technology providers can apply SENSE results. Exploitation focuses on building **strategic partnerships** with frontrunner and follower cities, industry players and EU institutions to secure long-term adoption and integration into the **broader CitiVerse ecosystem**.

By integrating communication, dissemination and exploitation into a **single coherent strategy**, SENSE ensures that its technological innovations, citizen engagement tools and governance recommendations are **not just developed and tested, but actively used to shape the future of European cities**. Through this approach, SENSE aims to become a catalyst for smarter, greener and more inclusive urban development across Europe – contributing both to the local success of its pilot and follower cities and to the long-term evolution of the **CitiVerse as a whole**.

Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	10 of 62				
Reference:	D6.9	Dissemination:	PU	Version:	1.0	Status:	Draft

# 1. Introduction

---

## 1.1 Expected Results

---

The SENSE project will deliver several key results that contribute to the development of an open, interoperable, and citizen-centric CitiVerse ecosystem. These results include:

- The development of an open and interoperable CitiVerse framework that enhances citizens' sense of belonging across European smart cities.
- A replicable model for the implementation and scaling of SENSE solutions in additional cities across Europe, allowing other cities to follow the frontrunners' examples.
- The validation of SENSE solutions through pilot projects in Kiel (Germany) and Cartagena (Spain), supported by demonstration and knowledge-sharing activities in Murcia (Spain), Ulm (Germany), Arezzo (Italy) and Valongo (Portugal).
- A detailed roadmap and strategic guidelines to support the rapid adoption of the CitiVerse orchestrator and associated tools.
- Comprehensive policy recommendations and contributions to pre-standardization efforts, ensuring that SENSE shapes future legislation and standards for inclusive and interoperable smart cities.
- Open-access knowledge resources, including technical documentation, a replication toolkit, and educational materials provided through a CitiVerse Academy, made available in OASC's City x City Academy.

These results aim to ensure that SENSE leaves a lasting impact well beyond the project's funded period, supporting the ongoing development of the CitiVerse.

## 1.2 Objectives

---

The communication, dissemination, and exploitation activities aim to maximise the impact of the SENSE project, and will:

- Raise awareness of **SENSE** among stakeholders and promote the visibility of the project to key audiences, while consistently placing SENSE in the broader context of the **CitiVerse** – highlighting that SENSE is both a standalone project delivering concrete results and a building block contributing to the creation of a long-term **European CitiVerse ecosystem**.
- Establish SENSE as a leading **European smart city innovation initiative**, showcasing its technological, societal, and governance contributions to the future of urban digital twins and immersive city planning.
- Engage citizens and stakeholders in project activities and co-create an inclusive path forward, ensuring that SENSE solutions reflect real societal needs and foster a sense of belonging across different communities.
- Disseminate the project's outputs – including the **replication toolkit, reference models, and capacity-building programs** – to enable their practical adoption in real-world smart city applications across Europe.

Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	11 of 62				
Reference:	D6.9	Dissemination:	PU	Version:	1.0	Status:	Draft

- Ensure policy and practical support for long-term impact by aligning SENSE outcomes with EU policy frameworks, contributing to relevant **standardization efforts** and fostering ongoing collaboration between cities, industry and civil society.

## 1.3 Target Groups

SENSE targets seven key stakeholder groups to ensure strategic communication, effective dissemination, and long-term adoption of its outcomes:

- **Local & Regional Authorities** – City governments, urban planners and regional agencies are core implementers and potential adopters of SENSE solutions and the broader CitiVerse ecosystem.
- **Smart City Industry & Tech Providers** – Companies working on digital twins, AI, immersive tools and data interoperability. Their collaboration supports innovation and alignment with CitiVerse technologies.
- **Research & Academia** – Experts in urban informatics, human-centred AI and virtual governance contribute to validation, scientific advancement, and standardisation.
- **EU Institutions & Policymakers** – Including the European Commission and the Committee of the Regions, to ensure SENSE feeds into relevant EU strategies (Digital Decade, Data Strategy, Cities Mission).
- **Standards & Regulatory Bodies** – Organisations like ISO, ITU, ETSI and OASC help anchor SENSE in emerging interoperability frameworks such as MIMs+.
- **Civil Society** – NGOs, community groups and digital rights advocates ensure the CitiVerse is inclusive, ethical and socially grounded.
- **General Public** – Citizens and visitors in pilot and follower cities are the ultimate beneficiaries, gaining better services, more participation and a stronger connection to their urban environment.

These target groups will be addressed through tailored messaging and engagement strategies, ensuring that each audience receives content relevant to their interests and roles within the evolving CitiVerse ecosystem.

## 1.4 Definitions of Communication, Dissemination and Exploitation

The SENSE project follows a **structured approach** to communication, dissemination, and exploitation. This approach is based on the **Diffusion of Innovations Theory** (Everett Rogers, 1962, updated 2003), which explains how innovations spread in society – from awareness to adoption and long-term use.

The theory identifies five key stages:

1. **Knowledge** – People become aware of the innovation.
2. **Persuasion** – They develop interest and seek more information.
3. **Decision** – They evaluate the benefits and decide whether to adopt it.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	12 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft

4. **Implementation** – They apply the innovation in real-world practice.
5. **Confirmation** – They assess its impact and decide to sustain or adapt its use.

In SENSE, this process works on two levels:

- **Promoting SENSE results and driving adoption.**
- **Positioning SENSE as part of the larger CitiVerse vision**, which continues after SENSE ends.

This dual purpose is reflected in the definitions of the three core processes:

- **Communication** means actively **promoting both SENSE and the CitiVerse vision** to a broad audience, including policymakers, industry, researchers and the general public. Communication includes branding, social media, storytelling, press releases and public events. In the early stages, the focus is on raising awareness. As the project progresses, communication shifts toward two-way dialogue and co-creation, particularly in the pilot cities.
- **Dissemination** is about **targeted knowledge transfer** to professional groups who can apply SENSE results. This includes workshops and participating in smart city conferences. Dissemination ensures that relevant **technical and policy insights** reach the right stakeholders – researchers, technology providers, city planners, and policymakers – who can actively use SENSE solutions and feed these results into the growing CitiVerse ecosystem.
- **Exploitation** focuses on the **long-term adoption and impact** of SENSE results after the project ends. This includes developing **business models, policy recommendations and open-source tools** to ensure cities and technology providers can continue using SENSE outcomes. Exploitation also reinforces SENSE’s contribution to **CitiVerse governance frameworks**, ensuring its legacy is embedded in future smart city standards and EU policy.

By applying this **systematic and evidence-based approach**, SENSE ensures its results are widely understood, practically applied, and sustained – both as individual project results and as essential building blocks for the future of CitiVerse.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	13 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## 2. Stakeholder Analysis

### 2.1 Theoretical Foundation

The SENSE project's stakeholder engagement strategy is guided by **Stakeholder Theory** (Freeman, 1984), which emphasizes the importance of identifying, analysing and engaging different stakeholder groups based on their role, interest and influence in project outcomes.

To ensure effective stakeholder engagement, the project applies a **Users-Enablers-Influencers model**, which classifies stakeholders according to their interaction with SENSE solutions:

- **Users:** Direct beneficiaries and participants, including citizens, businesses and public sector entities that will engage with and implement SENSE technologies.
- **Enablers:** Organizations and institutions that provide resources, governance and infrastructure to facilitate the adoption and scaling of SENSE solutions.
- **Influencers:** Policymakers, regulatory bodies and industry leaders that shape the ecosystem in which SENSE operates.

### 2.2 Stakeholder Management

Effective stakeholder management within the SENSE project is a structured, dynamic process designed to foster collaboration, knowledge exchange and long-term impact. By adopting a strategic and adaptable approach, the project ensures that stakeholders remain engaged, informed, and actively contribute to its success.

#### Step 1 – Identify Stakeholders

##### 1. Users – Direct beneficiaries of SENSE solutions

- **Users** are stakeholders who will **interact directly with the tools, platforms, and processes** developed by SENSE – particularly within the pilot and follower cities.
- **Citizens** – Residents and visitors of cities participating in SENSE (Kiel, Cartagena, Murcia, Ulm, Arezzo, Valongo), especially those involved in co-creation processes, participatory urban planning, or cultural heritage initiatives.
- **Urban Practitioners** – City planners, public administrators and local decision-makers who will apply SENSE solutions in operational contexts, including mobility, environment and public space planning.
- **Local Businesses and Service Providers** – Especially in sectors such as tourism, culture and urban mobility, where immersive and participatory tools may enhance service delivery or customer engagement.

##### 2. Enablers – Supporters of implementation, validation, and scaling

Enablers are those who facilitate the deployment, validation, and broader uptake of SENSE through their networks, expertise or institutional role.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	14 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

- **Smart City Networks** – Such as Open & Agile Smart Cities (OASC), supporting cross-city knowledge exchange and promoting interoperability via Minimal Interoperability Mechanisms (MIMs).
- **Research & Academic Institutions** – Project partners and external experts who provide scientific validation, contribute to standardisation efforts, and support ethical, inclusive and evidence-based development.
- **Sister EU Projects** – Such as **x-CITE, CU and 3DxVERSE**, which share learnings and align communication to amplify the CitiVerse vision.
- **Local & Regional Authorities** – Beyond the pilot cities, including follower cities and other administrations exploring uptake and replication.
- **Innovation Hubs & Intermediaries** – Facilitating dissemination, capacity-building and the transition from pilots to sustainable impact.

### 3. Influencers – Actors shaping policy, standards, and long-term impact

Influencers define the regulatory, political, and ethical environment in which SENSE solutions may be adopted and scaled.

- **EU Institutions** – (E.g. European Commission) They set the policy and funding frameworks for smart city innovation.
- **National & Regional Governments** – Setting legal frameworks and funding instruments for smart city innovation, citizen participation and digital transformation.
- **Formal Standards Bodies** – Such as **ISO, ITU and ETSI**, which contribute to harmonisation and long-term interoperability of technical solutions.
- **Civil Society Organisations & Advocacy Groups** – Representing public interest in areas such as digital rights, inclusion, AI ethics and responsible urban governance.

Table 1 Stakeholder Typology Overview

Category	Key Stakeholders	Role in SENSE
<b>Users</b>	Citizens, urban planners, city staff, local SMEs	Direct interaction with SENSE tools and participation in pilot activities
<b>Enablers</b>	OASC, academic and research institutions, CitiVerse projects, regional authorities, innovation actors	Support implementation, validation, interoperability and cross-project learning
<b>Influencers</b>	EU institutions, national/regional policymakers, formal standards bodies, civil society organisations	Shape the enabling ecosystem for long-term policy, standards and impact

### Step 2: Define Tailored Engagement Strategies

In addition to the overall communication and dissemination approach, SENSE defines a structured engagement strategy to ensure that stakeholders are meaningfully involved in shaping, applying and scaling the project’s outcomes.

Effective engagement requires adapting formats, language, and intensity to each group’s **function, interest and level of influence** within the project. This ensures that communication is not just unidirectional, but interactive and participatory, which ensures local ownership and citizen inclusion across the pilot and follower cities.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	15 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft

The engagement strategy is structured around four key actions:

- **Define engagement objectives per stakeholder group** – What kind of interaction do we expect (awareness, co-creation, replication, policy support, ...)?
- **Select relevant channels and formats** – What works best for each target group (e.g. workshops, briefs, campaigns, panels, ...)?
- **Plan concrete activities and outreach** – Which touchpoints will build trust, visibility and long-term relations?
- **Ensure two-way communication and feedback loops** – How do we capture reactions, iterate and report back?

## Engagement Objectives by Stakeholder Category

### 1. Users: Fostering Participation and Local Ownership

Users require engagement strategies that are **accessible, inclusive and interactive**. The aim is to raise awareness, stimulate active participation in pilots, and promote local adoption of digital twin applications.

- **Community outreach & participation** → Local events, participatory planning sessions, and online engagement tools, as foreseen in Task 6.1 Community Engagement
- **Immersive interaction** → XR/AR-based try-outs, digital twin demonstrations and storytelling formats highlighting real-life benefits for citizens and SMEs, linked with T6.1 Community Engagement, linked with Task 6.5 Media Presence.
- **Awareness campaigns** → Targeted media content via website, social media channels and visual assets (infographics, explainer videos) adapted to local contexts.

### 2. Enablers: Strengthening Collaboration and Capacity Building

Enablers provide the operational, scientific and institutional support that enables the implementation and scalability of SENSE. Their engagement is based on **knowledge exchange, validation and peer learning**.

- **Workshops and expert dialogues** → With urban planners, research partners and standardisation actors (linked to T6.3 Workshops, T6.4 Conferences).
- **Joint dissemination and replication efforts** → In collaboration with sister projects (x-CITE, CU, 3DxVERSE) and city networks (e.g. OASC), linked to T6.4 Conferences and T6.9 Cluster Support
- **Training and mentoring formats** → For follower cities and local authorities interested in uptake, based on pilot outcomes (linked to T5.3, Training and coaching and T6.2 Academy)

### 3. Influencers: Shaping the Policy and Standards Ecosystem

Influencers include actors who shape the **regulatory, strategic and ethical** frameworks in which SENSE operates. Engagement is designed to inform, align and influence broader agendas.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	16 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft

- **Visibility and advocacy** → Participation in high-level events and smart city summits to promote the SENSE approach as a reference within the CitiVerse, linked to T6.4 Conferences.
- **Standardisation engagement** → Contribution to working groups and alignment with MIMs+ and formal standards bodies (ISO, ITU, ETSI, CEN), linked to T6.6 Standardisation.

Table 2 Summary of the Engagement Strategy per Stakeholder Category

Stakeholder Category	Engagement Objectives	Communication Channels & Formats	Planned Engagement Activities	Feedback Mechanisms
<b>Users</b> (Citizens, city staff, SMEs)	Awareness, interaction, co-creation	Local events, XR try-outs, social media, website, storytelling, interactive content	Participatory workshops, immersive demos, online campaigns, storytelling on pilot experiences	Feedback forms, social media Q&A, discussion platforms, post-event surveys
<b>Enablers</b> (Cities, OASC, research, networks)	Collaboration, validation, knowledge sharing	Technical workshops, expert panels, white papers, joint sessions with sister projects, replication handbooks	Peer exchanges, co-publications, Living-in.EU sessions, webinars, use case toolkits	KPI tracking, stakeholder interviews, feedback during workshops
<b>Influencers</b> (EU institutions, policymakers, standards bodies)	Policy alignment, strategic visibility, standardisation support	Strategic reports, high-level conferences, media outreach, participation in standards working groups	EC platform contributions, standardisation inputs, advocacy events, position papers	Policy consultations, advisory board discussions, ongoing liaison with institutional actors

By tailoring its engagement strategy to the specific interests and capacities of each group, **SENSE ensures inclusive participation, peer-based collaboration and policy-level visibility** – creating the foundation for meaningful, scalable and citizen-driven digital urban transformation.

### Step 3 – Implement Multi-Channel Stakeholder Engagement

SENSE applies a **multi-channel communication approach** to reach, engage, and activate its diverse stakeholder groups. By combining digital tools with in-person formats, the project ensures broad visibility and meaningful interaction throughout its lifecycle.

Each stakeholder group is addressed through the channels that best suit their needs and expectations. The focus is not only on informing, but on enabling dialogue, fostering participation and building long-term relationships.

Key channels include:

- **Social media** – Regular updates via LinkedIn, YouTube and other relevant platforms to raise awareness, share results and invite interaction.
- **Project website** – A central information hub for news, publications, event announcements and pilot stories.
- **Online events** – Webinars, interactive sessions and virtual panels tailored to specific stakeholder groups.
- **In-person engagement** – Local workshops, public demonstrations and co-creation events organised in pilot cities.
- **Targeted communication** – Newsletters, press releases, direct mailings and briefing materials for policy and technical stakeholders.
- **CitiVerse Academy (as part of the City X City Academy)** – Thematic training sessions for users and enablers, supporting uptake, capacity building and replication.

This integrated approach ensures that SENSE remains accessible, relevant and visible across stakeholder communities – while enabling continuous two-way communication.

#### Step 4 – Monitor, Evaluate and Adapt Engagement

To ensure the effectiveness of its stakeholder engagement, SENSE applies a structured monitoring approach. Quantitative and qualitative Key Performance Indicators (KPIs) are defined in chapter 6 (Evaluation), covering participation, reach, feedback and behavioural impact. By continuously tracking and analysing these indicators, the project can adjust its engagement tactics, improve interaction quality and strengthen long-term stakeholder commitment.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	18 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## 3. Overall Strategy

The Communication, Dissemination and Exploitation Strategy for the SENSE project follows a structured three-track approach to ensure effective stakeholder engagement, knowledge-sharing and long-term impact. The approach aligns activities with the project’s timeline and key deliverables.

### 3.1 Phased and Complementary Three-Track Approach

The Communication, Dissemination and Exploitation (CDE) Strategy for SENSE follows a structured, phased deployment across **three complementary tracks**, ensuring alignment with the project’s lifecycle and key deliverables. Each track builds upon the previous one, adding new objectives, target audiences and outreach tools, thus ensuring that communication, dissemination and exploitation activities evolve in parallel with project progress and maturity.

#### Track 1 – Public communication, Promotion & Awareness (M1-M30)

- Launches at project start (Month 1) and continues throughout the full project duration.
- Focuses on establishing visibility, building initial awareness and positioning SENSE within the broader context of CitiVerse and European smart city innovation.
- Target audiences include the general public, civil society, NGOs and policymakers.
- Key activities include establishing the project brand identity, website, social media presence and initial communication materials.

#### Track 2 – Targeted Dissemination of Results (M6-M30)

- Starts after the initial awareness phase, around Month 6, once preliminary results and initial outputs are available.
- Focuses on knowledge transfer and capacity building for professional target audiences such as researchers, technology providers and urban planners.
- This track complements and deepens Track 1 efforts by sharing validated insights, technical guidelines and academic contributions.
- Activities include expert workshops, publications and contributions to smart city conferences.

#### Track 3 – Exploitation & Sustainability (M12-M30)

- Commences once the project has developed concrete exploitable results (around Month 12).
- Focuses on securing long-term adoption and exploitation of SENSE outcomes through commercialization pathways, policy integration and uptake by cities and industry partners.
- It builds on both Tracks 1 and 2, translating the project’s findings into sustainable business models, governance recommendations and contributions to EU standards.
- This track also prepares for post-project impact through long-term partnerships and ongoing knowledge dissemination via platforms such as the City x City Academy.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	19 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft

## 3.2 Implementation Timeline: Cumulative Layering of Tracks and Deliverables

The timeline below illustrates how the **three tracks build on each other over the 30-month project duration**, with clear integration of key deliverables from WP4, WP5 and WP6.

This cumulative approach ensures that communication starts early, dissemination builds progressively on emerging results and exploitation secures long-term impact.

Table 3 Visual Timeline – Tracks & Deliverables (M1-M30)

Month	Track 1 - Awareness & Communication	Track 2 - Dissemination of Results	Track 3 - Exploitation & Sustainability	Key Deliverables (WP4, WP5, WP6)
M1-M6	✔ Launch SENSE branding, website, and initial campaigns	✘	✘	D6.9 Initial CDE Strategy
M7-M12	✔ Ongoing public engagement and social media outreach	✔ Initial dissemination starts	✘	D6.1 Engagement report, D6.10 Updated CDE v2, D6.13 GitHub
M13-M18	✔ Expanded public outreach, webinars, interactive sessions	✔ Deepened dissemination (conferences, guidelines, research papers)	✔ Early exploitation planning	D6.5 Workshops report v1
M19-M24	✔ Pre-closing engagement campaign	✔ Final wave of dissemination	✔ Exploitation acceleration: policy integration & business models	D4.3 Technical Guidelines, D5.3 CitiVerse Academy Curriculum, D6.2 Engagement report v2, D6.3 City x City Academy v1, D6.6 Report workshops v2, D6.7 Final Workshop Report, D6.10 CDE v2
M25-M30	✔ Closing events, final public communication push	✔ Final reports, Best Practices, CitiVerse Master Guide	✔ Exploitation & sustainability consolidation	D4.4 Recommendations, D5.2 CitiVerse Master Guide, D6.4 City x City Academy v2, D6.7 Final report workshops v3, D6.8 Final conference, D6.11 Final CDE, D6.12 Standards Report, D6.14 Best Practices,
Post-project	✘	✔ Knowledge maintained via open platforms & follow-up EU projects	✔ Long-term adoption & impact facilitation	Continuous collaboration with cities & industry

### 3.3 Deliverable Integration and Alignment with Work Packages

The phased, layered approach ensures that all communication, dissemination and exploitation deliverables from WP4, WP5 and WP6 are fully aligned with the relevant tracks and phased deployment:

Deliverable	Track	Timing
D6.9 Initial CDE Strategy	Track 1	M7
D6.1, D6.2 Engagement report v1, v2	Track 1	M12, M24
D6.10 Updated CDE Strategy v2	Track 1	M15
D6.11 Final CDE Strategy v3	Track 1	M30
D6.3, D6.4 City x City Academy v1 & v2	Track 3	M24, M30
D6.5-D6.7 Workshop Reports	Track 2	M18, M24, M30
D6.14 Best Practices Final Report	Track 2	M30
D4.3 Technical Guidelines	Track 2	M20
D4.4 Recommendations on Best Practices	Track 2	M26
D5.3 CitiVerse Academy Curriculum	Track 2	M24
D5.2 CitiVerse Master Guide	Track 3	M30
D6.12 Standards Report	Track 3	M30
D6.13 SENSE GitHub	Track 3	M12
D6.8 Final Conference	Tracks 2 & 3	M28

#### SENSE Three-track Timeline

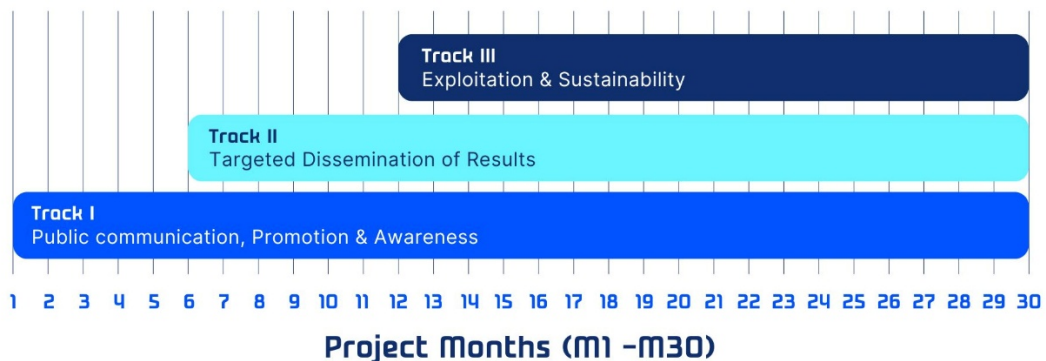


Figure 1 SENSE Three-track Timeline

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	21 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
	<b>Version:</b>	1.0	<b>Status:</b> Draft

## 3.4 Ensuring Cohesion and Synergy Across Tracks

---

By structuring the CDE Strategy as a phased and layered process, SENSE ensures that:

- Each track reinforces the next.
- Communication builds initial awareness, providing a platform for dissemination.
- Dissemination of results enhances visibility and credibility, which enables exploitation.
- Exploitation mechanisms ensure that results are translated into sustainable impact.
- Key deliverables are logically sequenced within this framework, enhancing alignment across work packages.

This **dynamic, cumulative strategy** creates a **continuous flow from awareness to impact**, ensuring SENSE's results are both visible and effectively adopted by key target audiences in cities, industry and the wider smart city innovation ecosystem.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	22 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## 4. Key Messages

---

Effective communication of the SENSE project requires clear, consistent, and audience-specific key messages that explicitly position SENSE as part of the broader CitiVerse ecosystem. These messages enhance project visibility, foster active engagement and maximise the impact of dissemination and exploitation activities.

### 4.1 Core Messages

---

The SENSE communication strategy is built around six strategic pillars, each reflecting the project's core objectives while firmly embedding SENSE into the development of the CitiVerse – Europe's emerging ecosystem for interoperable urban digital twins and citizen-centric smart city solutions.

#### 1. Transforming Urban Digital Twins into Actionable Insights

- SENSE moves beyond static visualisation and transforms urban Digital Twins into dynamic decision-support tools.
- By integrating artificial intelligence, immersive technologies and interoperability frameworks, SENSE empowers cities to act on real-time data.
- SENSE acts as a building block of the broader CitiVerse, connecting data-driven simulations with real urban decision-making processes.

#### 2. Enhancing Quality of Life in Cities

- SENSE directly contributes to improving urban quality of life by making public services smarter, more responsive and more accessible.
- It supports smarter mobility, environmental monitoring, climate adaptation and improved public spaces.
- By deploying digital participation tools, SENSE empowers citizens to actively shape their cities, fostering both inclusion and social cohesion.

#### 3. Empowering Cities and Citizens with Digital Tools

- SENSE equips citizens and city officials with interactive tools to better understand urban challenges and co-create solutions.
- Local and regional governments can leverage SENSE to enhance service delivery, urban mobility and climate adaptation strategies.
- Citizens benefit from transparent, user-friendly and immersive digital experiences that enhance their sense of belonging within their city.
- As part of CitiVerse, SENSE ensures that these tools are interoperable and scalable across European cities.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	23 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft

#### 4. Strengthening European Leadership in Smart City Innovation

- SENSE is a flagship example of how European innovation contributes to the Digital Decade, the European Data Strategy and the Climate-Neutral and Smart Cities Mission.
- By aligning with the Minimal Interoperability Mechanisms (MIMs+) and contributing to smart city standardisation efforts, SENSE helps lay the foundation for a truly interoperable CitiVerse.
- The project also supports the European Commission’s vision of creating a unified data space for cities, reinforcing Europe’s leadership in digital urban transformation.

#### 5. Ensuring Ethical, Inclusive, and Sustainable Digitalisation

- SENSE places a strong emphasis on digital inclusion, ensuring that its tools and results benefit all communities – including marginalised and vulnerable groups.
- Ethical digitalisation is embedded in the project, ensuring transparency, privacy protection and citizen empowerment.
- Sustainability principles are also prioritised, with SENSE helping cities design greener, more resilient urban environments.

#### 6. Creating Long-Term Impact through Open Innovation and Scalable Solutions

- SENSE fosters an open innovation ecosystem where cities, technology providers, smart city networks and researchers collaborate to co-develop and scale solutions.
- The project’s results will remain accessible through platforms like the City x City Academy and GitHub, ensuring uptake beyond the project’s funded period.
- SENSE’s alignment with the CitiVerse governance roadmap guarantees that its legacy contributes directly to Europe’s future smart city framework.

## 4.2 Tailored Messages per Stakeholder Group

To ensure relevance and impact, SENSE applies a tailored messaging approach for each key stakeholder group, reflecting their specific interests, roles and motivations within the evolving CitiVerse ecosystem.

Stakeholder Group	Key Message
<b>Local &amp; Regional Authorities</b>	"Use SENSE to make data-driven decisions, co-create citizen-centric cities, and connect your city to the wider European CitiVerse."
<b>Smart City Industry &amp; Technology Providers</b>	"Leverage SENSE’s open ecosystem and interoperable tools to develop and deploy innovative solutions that fit seamlessly into the European CitiVerse."
<b>Academia &amp; Research Institutions</b>	"Advance urban Digital Twin research and contribute to cutting-edge AI-driven insights that shape the future of the CitiVerse."

<b>EU Institutions &amp; Policymakers</b>	"SENSE delivers concrete building blocks for Europe's Data Strategy, Digital Decade, and Climate-Neutral and Smart Cities Mission — strengthening Europe's leadership in smart city innovation and digital governance."
<b>Smart City Networks (e.g., OASC, Eurocities)</b>	"Incorporate SENSE's outcomes into knowledge-sharing, capacity-building, and standardisation processes to ensure cities across Europe benefit from a common, interoperable CitiVerse framework."
<b>Standards Bodies &amp; Regulators</b>	"Use SENSE's technical and governance recommendations to shape future standards for interoperable, ethical and citizen-centric digital twins."
<b>NGOs &amp; Citizen Organisations</b>	"Partner with SENSE to ensure that digital transformation works for everyone — by embedding inclusion, ethics, and citizen empowerment into smart city governance."
<b>General Public (Citizens)</b>	"Explore your city digitally, learn more about it, and feel connected to it. Actively participate in planning processes and help shape smarter, greener and more inclusive communities with SENSE, feeling more like home for you and your loved ones."

By structuring its key messages in this way, SENSE ensures that communication efforts resonate with each audience, stimulate engagement and reinforce SENSE's contribution to the European CitiVerse. This holistic, stakeholder-centred approach supports both the short-term visibility of the project and its long-term legacy as part of Europe's digital urban future.

## 5. Evaluation

To ensure the SENSE Communication, Dissemination, and Exploitation Strategy meets both the project's internal objectives and the formal commitments outlined in the Grant Agreement, the evaluation framework combines **activity-based** and **result-oriented** Key Performance Indicators (KPIs). This ensures that:

- The consortium tracks **what is directly under its control** (planned activities and outputs).
- The consortium monitors **the wider impact** (engagement levels, adoption and policy impact) to assess external resonance and legacy creation.

### 5.1 Quantitative KPIs

#### Public Communication & Awareness (Track 1)

Channel / Activity Area	Activity KPI (Deliverables)	Result KPI (Impact & Outcomes)
<b>Website</b>	Minimum 24 content updates	3,000 unique visitors (Month 30)
<b>Social Media (LinkedIn, YouTube)</b>	Minimum: - 36 LinkedIn posts - 12 YouTube videos	Achieve: - 300 LinkedIn followers - 100 YouTube subscribers - 600 total video views
<b>Media Outreach</b>	At least 6 press releases, media pitches or media publications	Minimum 10 mentions across specialist and general media
<b>Events &amp; Workshops</b>	Organise at least 5 public outreach events (webinars, conferences, citizen engagement events in pilots)	Direct engagement of at least 220 participants
<b>Newsletter Campaigns</b>	Issue at least 5 newsletters (linked to key milestones)	Reach 250 readers
<b>Citizen-Centric Engagement</b>	Include clear citizen benefits in all public-facing materials and ensure at least 2 events explicitly target citizen groups	Capture qualitative feedback from at least 40 citizens across all pilot cities

#### Dissemination of Results (Track 2)

Channel / Activity Area	Activity KPI (Deliverables)	Result KPI (Impact & Outcomes)
<b>Stakeholder Briefings</b>	Organise at least 10 tailored briefings/workshops with city authorities	At least 10% of these cities request further follow-up (letters of interest, invitations to contribute, etc.)

<b>Standardisation Contributions</b>	Participate actively in at least 3 standardisation working groups (e.g., OASC, MIMs+, ITU Focus Group on Metaverse)	Ensure at least 1 SENSE technical output (e.g., interoperability guidelines) is referenced in standardisation deliverables
<b>City x City Academy</b>	Deliver at least 2 dedicated Academy modules	Train at least 20 participants (online + in-person)

### Exploitation & Sustainability (Track 3)

Channel / Activity Area	Activity KPI (Deliverables)	Result KPI (Impact & Outcomes)
<b>Open Source Contributions</b>	Maintain and actively update the SENSE GitHub repository with at least 2 major content releases (code, guidelines, documentation)	At least 2 external contributors engage with the GitHub (stars, forks, issues raised)
<b>Local Digital Twin Expansion</b>	Ensure each pilot city documents at least 2 new use cases supported by its Digital Twin during the project	Track the overall number of new local digital twins created (target: minimum 2 new Digital Twins across all cities)
<b>Use Case Diversity</b>	Track and report on the diversity of use cases covered (mobility, climate, energy, citizen participation, etc.)	Document at least 8 distinct types of use cases, ensuring broad thematic coverage

## 5.2 Qualitative Indicators

In addition to quantitative KPIs, qualitative indicators are used to assess the depth, quality and perceived value of stakeholder engagement. These indicators support an adaptive, user-centred approach by providing feedback on how stakeholders experience and interpret SENSE activities and tools.

Table 4 Qualitative KPIs

Qualitative Indicator	Objective	Means of Verification
<b>Stakeholder Satisfaction</b>	Stakeholders experience SENSE activities as meaningful and well-structured.	Feedback surveys, post-event evaluations, testimonials
<b>Content Relevance</b>	Communication outputs align with stakeholder interests and priorities.	Surveys, targeted interviews, online interaction, direct partner feedback
<b>Message Clarity</b>	Messages are clear, understandable, and adapted to stakeholder profiles.	Social media engagement, Q&A sessions, post-campaign feedback
<b>Tool Usability &amp; Value</b>	SENSE tools and visualisations are intuitive, practical and locally applicable.	User feedback, pilot feedback loops, adoption intent in follower cities

<b>Influence on Practice</b>	Engagement activities inform or influence stakeholder actions or decisions.	Case studies, policy statements, replication interest, standardisation alignment
------------------------------	---	--

These KPIs will be used to the extent that they are readily available during the project, at a reasonable cost of time and effort, ensuring that stakeholder insights directly contribute to the **continuous improvement** of the project’s communication and engagement strategy. When used alongside quantitative metrics, they help enhance the quality, relevance and long-term impact of SENSE stakeholder interaction.

## 5.3 Adaptive Learning & Continuous Improvement

The **evaluation framework** serves as both a performance monitoring tool and a learning mechanism. It enables the consortium to:

- Track whether all planned actions are executed as intended.
- Adjust communication intensity and focus based on real-time engagement data.
- Identify underrepresented stakeholder groups and rebalance efforts accordingly.
- Systematically collect feedback to refine key messages, formats and dissemination channels.
- Align communication and dissemination with emerging policy agendas and technological developments (especially in the evolving CitiVerse context).

By combining **structured activity tracking, external impact measurement and continuous feedback loops**, this evaluation approach ensures that SENSE not only meets its contractual commitments but also **maximises its legacy and relevance** within the broader European smart city ecosystem.

## 6. Risks & Mitigation Measures

### 6.1 The Importance of Risk Management

Effective risk management is crucial for ensuring the success of SENSE's Communication, Dissemination, and Exploitation Strategy. By proactively identifying potential challenges and implementing mitigation strategies, the project can maintain stakeholder engagement, maximize outreach impact and ensure long-term sustainability of its results.

A structured risk management approach allows SENSE to:

- **Anticipate and address risks early**, preventing disruptions to communication and dissemination activities.
- **Adapt strategies dynamically** based on stakeholder feedback and changing project conditions.
- **Ensure compliance with EU regulations** and smart city governance frameworks.

### 6.2 Identified Risks and Mitigation Strategies

The table below outlines key risks that could impact the success of SENSE's **communication, dissemination, and exploitation activities**, along with corresponding mitigation measures.

Table 5 Overview of key risks with potential impact and mitigation strategies

Risk	Potential Impact	Mitigation Strategy
<b>Low stakeholder engagement</b>	Reduced participation from key target groups, limiting project visibility and adoption.	<ul style="list-style-type: none"> <li>- Early engagement through targeted outreach and networking.</li> <li>- Customizing messages and communication channels to fit stakeholder needs.</li> <li>- Gamification elements and incentives to encourage participation.</li> <li>- Interactive workshops and co-creation events.</li> </ul>
<b>Low visibility of communication efforts</b>	Project outputs do not reach intended audiences, reducing impact.	<ul style="list-style-type: none"> <li>- Strengthen collaborations with EU communication networks and media partners.</li> <li>- Implement SEO-driven content strategies to enhance visibility.</li> <li>- Cross-promotion through Horizon Europe networks and smart city initiatives.</li> <li>- Regular updates and content creation across multiple platforms.</li> </ul>
<b>Regulatory misalignment</b>	Lack of compliance with emerging smart city regulations could hinder exploitation efforts.	<ul style="list-style-type: none"> <li>- Continuous alignment of dissemination activities with EU data governance policies.</li> <li>- Early engagement with policymakers and regulatory bodies.</li> <li>- Participation in policy roundtables and standardisation discussions.</li> </ul>

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	29 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft

<p><b>Complexity of Digital Twin solutions discourages adoption</b></p>	<p>Non-expert stakeholders (e.g., city officials, SMEs) struggle to understand SENSE solutions, limiting adoption.</p>	<ul style="list-style-type: none"> <li>- Develop simplified messaging and non-technical guidelines to explain key concepts.</li> <li>- Ensure communication materials are understandable for a broad audience, including non-experts.</li> <li>- Use visual aids, explainer videos, and real-world case studies.</li> <li>- Hands-on workshops and customised training for policymakers and urban planners.</li> </ul>
<p><b>Ethical and inclusivity concerns</b></p>	<p>Exclusion of marginalised communities or ethical concerns about urban digital transformation.</p>	<ul style="list-style-type: none"> <li>- Ethical impact assessments integrated into the project's strategy.</li> <li>- Ensure communication materials are inclusive and accessible.</li> <li>- Work closely with civil society organisations and citizen groups.</li> <li>- Provide transparent information about data privacy and citizen rights.</li> </ul>
<p><b>Limited policy adoption of project results</b></p>	<p>Project outcomes remain theoretical rather than being applied in governance.</p>	<ul style="list-style-type: none"> <li>- Early and ongoing engagement with decision-makers.</li> <li>- Policy recommendations backed by practical use case demonstrations.</li> <li>- Integration with EU-level smart city strategies and regulatory frameworks.</li> </ul>
<p><b>Sustainability of project outcomes</b></p>	<p>Risk that project results are not maintained or adopted beyond the project's duration.</p>	<ul style="list-style-type: none"> <li>- Development of a long-term sustainability strategy.</li> <li>- Encouraging city and industry partnerships for continued use.</li> <li>- Open-source resources and knowledge-sharing platforms to allow broader adoption.</li> <li>- Integration into EU research and funding initiatives for follow-up projects.</li> </ul>

## 6.3 Continuous Monitoring and Adaptive Risk Management

To ensure risks are effectively managed throughout the project, SENSE implements a **continuous risk assessment** framework based on three key pillars:

### Regular Risk Reviews:

- The project management team will conduct quarterly risk assessments to track potential issues and emerging challenges.
- Corrective actions will be implemented immediately when risks are identified.

### Stakeholder Feedback Loops:

- Stakeholder engagement data (e.g. participation rates, feedback surveys, social media analytics) will be monitored regularly.
- Real-time feedback from cities, policymakers and technology providers will be used to adjust communication and dissemination strategies.

<p><b>Document name:</b></p>	<p>D6.9 Communication, Dissemination and Exploitation Strategy</p>	<p><b>Page:</b></p>	<p>30 of 62</p>
<p><b>Reference:</b></p>	<p>D6.9</p>	<p><b>Dissemination:</b> PU</p>	<p><b>Version:</b> 1.0 <b>Status:</b> Draft</p>

### Performance-Based Risk Tracking:

- KPIs (as defined in Chapter 6) will be used to measure engagement success and identify weak points.
- Data-driven decision-making will ensure adaptive mitigation measures to counteract declining engagement or adoption.

By integrating these risk management strategies, the SENSE project ensures resilience and adaptability, maximising its impact on smart city innovation while safeguarding against potential disruptions.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	31 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## 7. Responsibilities

A structured division of responsibilities ensures the effective implementation of all communication, dissemination, and exploitation activities within the SENSE project. This chapter defines roles based on the tasks and deliverables assigned under Work Packages 5 and 6.

### 7.1 Communication Responsibilities

The **communication strategy** ensures that SENSE is effectively promoted across relevant target audiences, fostering visibility and engagement.

Task	Responsible Partner(s)	Related Deliverables
Overall coordination and strategic oversight of communication	OASC (WP6 Lead, chairing the Communication Management Team – CMT)	D6.9, D6.10, D6.11 (CDE Strategy versions 1-3)
Project branding, messaging, and content development	LIBE, supported by OASC and all partners	D6.9, D6.10, D6.11
Website, newsletter and social media management (LinkedIn and YouTube)	LIBE	D6.9, D6.10, D6.11
Press and media relations (press releases, interviews, outreach)	LIBE, supported by OASC	D6.9, D6.10, D6.11
Public awareness events (including engagement with citizens and communities in pilots)	D&S (for follower cities), KIEL (for Kiel), CART (for Cartagena)	D6.5, D6.6, D6.7 (Workshop Reports)
Dissemination through smart city networks and other EU projects	MAAS, OASC, GALW	D6.9, D6.10, D6.11

### 7.2 Dissemination Responsibilities

The **dissemination strategy** ensures that SENSE knowledge and best practices reach local governments, industry and technology providers.

Task	Responsible Partner(s)	Related Deliverables
Knowledge dissemination through the CitiVerse Academy (training Follower Cities)	D&S (lead), supported by OASC	D5.3 (CitiVerse Academy Curriculum)
Knowledge dissemination through the City x City Academy (enrichment of existing OASC platform)	OASC (lead)	D6.3 (City x City Academy v1), D6.4 (City x City Academy v2)

Dissemination of pilot results and lessons learned	D&S (lead), supported by pilot cities (Kiel, Cartagena, etc.)	D6.7 (City-based results and lessons learned)
Policy dissemination (engagement with EU policy frameworks)	OASC (lead), supported by GALW, MAAS	D6.14 (Best Practices and Replication Guide)
Industry dissemination (standardisation, MIMs+, CitiVerse governance)	GALW (lead), supported by OASC, MAAS, DNET	D6.12 (Standards Report)
Open access and technical dissemination (GitHub contributions)	DDAO (lead), supported by DNET	D6.13 (SENSE GitHub Repository)
Workshops and training for smart city stakeholders	D&S (lead), supported by pilot cities and OASC	D6.5 (Workshop 1 Report), D6.6 (Workshop 2 Report), D6.7 (Workshop 3 report)

## 7.3 Exploitation Responsibilities

The **exploitation strategy** focuses on ensuring the long-term sustainability and adoption of SENSE solutions by cities, industry and policymakers.

Task	Responsible Partner(s)	Related Deliverables
Development of exploitation and sustainability strategies (market adoption pathways)	D&S (lead), supported by OASC	D5.2 (CitiVerse Master Guide), D6.14 (Best Practices and Replication Guide)
Policy integration (embedding SENSE approaches into urban governance frameworks)	OASC (lead), supported by GALW, MAAS	D6.14 (Best Practices and Replication Guide)
Standardisation contributions and open access dissemination (MIMs+, Gaia-X, CitiVerse compliance)	GALW (lead for standards), DDAO (lead for open access repository), supported by OASC	D6.12 (Standards Report), D6.13 (SENSE GitHub Repository)
Strategic partnerships and replication support (fostering uptake beyond consortium)	D&S (lead), supported by OASC	D5.2 (CitiVerse Master Guide), D6.14 (Best Practices and Replication Guide)

## 7.4 Cross-Cutting Activities (Joint Responsibilities)

Some activities require **joint coordination** between communication, dissemination and exploitation teams.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	33 of 62
<b>Reference:</b>	D6.9   <b>Dissemination:</b>   PU	<b>Version:</b>	1.0   <b>Status:</b>   Draft

Task	Responsible Partner(s)	Related Deliverables
Participation in external events (conferences, policy forums, industry expos)	All partners, coordinated by OASC	D6.3, D6.4, D6.5, D6.6, D6.7, D6.8
Collaboration with EU CitiVerse initiatives	OASC	D6.9, D6.10, D6.11
Monitoring and evaluation of CDE activities (tracking KPIs and impact)	OASC (for WP6) and D&S (for WP5)	D6.11 (Final CDE Strategy)
Internal knowledge sharing and partner coordination	All partners, coordinated by LIBE	Contributes to all relevant WP5 and WP6 deliverables

## 7.5 Coordination Mechanisms

The efficient execution of the **CDE Strategy** relies on close coordination between **WP5 and WP6**, supported by **structured feedback loops, systematic deliverable tracking and alignment with the project's overall governance under WP1**. These mechanisms ensure that all communication, dissemination, and exploitation activities contribute coherently to the project's overarching objectives.

### WP6 Coordination:

WP6 is led by OASC which also chairs the Communication Management Team (CMT). The CMT consists of OASC, LIBE and other partners invited as needed based on the agenda. The CMT oversees all communication, dissemination and stakeholder engagement activities under WP6.

### WP5 Coordination:

WP5 is led by D&S with responsibility for exploitation and sustainability activities. D&S ensures that exploitation results, sustainability strategies and knowledge transfer to Follower Cities are fully aligned.

### Integration with Overall Project Coordination:

WP5 and WP6 are closely aligned with WP1 (Project Coordination), led by LIBE, ensuring consistency across work packages and alignment with the overall project governance framework.

Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	34 of 62
Reference:	D6.9	Dissemination:	PU
		Version:	1.0
		Status:	Draft

# 8. Guidelines for Communication Activities

---

Effective communication is essential to maximize the impact of the SENSE project. This chapter outlines key guidelines to ensure messages are clear, engaging and accessible for diverse stakeholders. These guidelines will be applied across all communication, dissemination and exploitation activities, ensuring that SENSE’s results are understood, valued and adopted by its target audiences.

## 8.1 Principles of Effective Communication

---

To achieve strong stakeholder engagement, SENSE follows these five key communication principles:

### 1. Clarity and Simplicity

**Guideline:** Messages should be straightforward, jargon-free and easy to understand, ensuring that non-technical audiences can grasp the benefits of SENSE.

**Examples:**

- When explaining urban Digital Twins, instead of saying:  
✗ “SENSE enables the synchronisation of geospatial, real-time sensor data, and AI-driven predictive modelling to enhance decision-making in smart cities.”  
✓ Say: “SENSE creates a digital version of a city, helping local governments test ideas before making real-world changes – just like a flight simulator for cities.”
- In a public-facing webinar, avoid highly technical phrasing and use real-world examples:  
✗ “The platform employs multi-layered data fusion techniques to support multi-modal mobility optimisation in urban spaces.”  
✓ Say: “SENSE helps cities reduce traffic jams by predicting congestion and suggesting better routes for travellers and for public transport.”

### 2. Consistency

**Guideline:** Ensure alignment in branding, terminology and key messages across all communication platforms to reinforce SENSE’s identity and objectives.

**Examples:**

- **Visual Consistency:** Always use SENSE’s official colours, fonts and logo in presentations, websites and documents.
- **Messaging Consistency:** The main takeaways from a use case experience should also be reflected in a LinkedIn post, an infographic for policymakers and an explainer video for the public – each tailored to its audience but carrying the same core idea.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	35 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

### 3. Engagement

**Guideline:** Make communication interactive and participatory by using storytelling, multimedia content and direct audience engagement.

**Examples:**

- **Use storytelling in communication materials:** Instead of presenting dry statistics about air pollution monitoring, tell a **real-life citizen story**:
  - ✓ “Maria, a mother of two in Cartagena, uses SENSE’s air quality alerts to plan safer walking routes for her children. With better data, local officials have reduced pollution in her neighbourhood by 20%.”
- **Encourage participation with direct questions:**
  - ✓ In every presentation or webinar, ask the audience at least one engaging question at the start: 'Have you ever looked at city plans and wondered: What would this actually look like in real life? That’s exactly what SENSE helps to solve.'
- **Make workshops interactive:** Instead of one-way presentations, use:
  - ✓ Live demonstrations of SENSE tools.
  - ✓ Hands-on city simulation exercises where urban planners test how Digital Twins can optimise public transport routes.
  - ✓ Polls and Q&A sessions to ensure active participation.
- **Leverage multimedia content:**
  - ✓ Create short explainer videos showing before-and-after scenarios of how SENSE improves city planning.
  - ✓ Use social media polls to ask citizens what smart city feature they need most, making them feel included in the decision-making process.

### 4. Adaptability

**Guideline:** Tailor messages for different stakeholder groups, recognising that policymakers, technology providers, researchers, and citizens have different priorities and levels of expertise.

For every target group, always clarify ‘What’s In It for Me?’ (WIIFM). If they don’t see a direct benefit, they won’t engage.

**Examples:**

- **For policymakers:** “How can SENSE help you make better policy decisions?”
  - ✓ WIIFM: SENSE aligns with EU digital and climate policies, providing real-time data for evidence-based decision-making.
  - ✓ “SENSE helps cities track and reduce their carbon footprint, contributing to the EU’s Green Deal.”
- **For urban planners:** “How does SENSE make your job easier?”
  - ✓ WIIFM: Instead of relying on outdated city plans, SENSE lets you test different urban designs instantly.
  - ✓ “With SENSE, you can see how a new bike lane affects traffic flow before it’s even built.”

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	36 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft

- **For citizens:** “Why should you care about SENSE?”
  - ✓ WIIFM: It improves your daily life – less traffic, cleaner air and better urban services.
  - ✓ “SENSE helps your city design greener spaces and reduce noise pollution.”
- **For technology providers:** “What’s the business opportunity in SENSE?”
  - ✓ WIIFM: SENSE’s open-source architecture means you can integrate your smart city solutions easily and reach new clients.
  - ✓ “By joining the SENSE ecosystem, you can showcase your technology to European cities looking for smart solutions.”

## 5. Transparency

**Guideline:** Maintain **open, honest and factual communication** to build **trust and credibility** with stakeholders.

### Examples:

- **Be clear about data privacy:**
  - ✓ Instead of vague assurances, provide **explicit statements**:  
“SENSE analyses anonymous urban data to improve city planning – no personal data is tracked.”
- **Acknowledge limitations and challenges:**
  - ✓ If asked whether SENSE can solve all mobility issues, be honest:  
“SENSE provides predictive insights, but successful implementation depends on urban policies, infrastructure investments and citizen behaviour.”
- **Use open-access platforms:**
  - ✓ Share project results through **GitHub and EU open data** repositories, allowing researchers and developers to **collaborate and build on SENSE’s innovations**.

## 8.2 Storytelling

Storytelling is a powerful tool for making complex technological concepts relatable. SENSE integrates real-world narratives to illustrate its impact on communities. Below are two compelling examples:

### *Kiel Use Case: Enhancing Citizen Engagement through Digital Twins*

In Kiel, urban planners faced challenges in communicating new infrastructure projects to residents. With SENSE’s Digital Twin technology, citizens could explore proposed developments in a 3D virtual environment before construction began.

**Example 1:** Anna, a local resident, had concerns about a new bike lane affecting parking spaces in her neighbourhood. Through the SENSE platform, she visualised the new layout, understood its benefits, and shared her feedback directly with city planners. This interactive approach increased public trust and led to modifications that balanced mobility needs with community concerns.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	37 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft

**Example 2:** Luca, a 10-year-old only recently moved to Kiel and loved playing video games. Through the SENSE 3D simulation, he could embark on an underwater cleanup mission, removing virtual pollution and even defusing sunken bombs from past wars. The gamified experience made him more aware of marine preservation and sparked his curiosity about the history and ecology of his city's waters. Inspired by the game, he later joined a local beach cleanup event, realising that his actions – both virtual and real – could make a difference.

### *Cartagena Use Case: Climate Resilience and Smart Coastal Management*

Cartagena, a historic coastal city, faces rising sea levels and extreme weather events. The SENSE project developed an interactive simulation that models flood risks and mitigation strategies.

Miguel, a fisherman whose livelihood depends on the coastal ecosystem, used the platform to explore how planned seawalls and green infrastructure could protect his community. By visualising the risks in 3D, he immediately grasped the urgency and importance of action. Motivated by this insight, he engaged his fellow fishers and friends, who contributed their deep local knowledge to help improve the proposed measures. Today, Miguel proudly co-leads a local awareness campaign, working alongside other citizens to promote further climate adaptation measures and strengthen Cartagena's collective resilience.

These stories demonstrate how SENSE fosters a **sense of belonging**, empowering citizens to actively participate in shaping their urban environments.

## 8.3 Leveraging EU Communication & Dissemination Platforms

To maximise outreach and policy impact, SENSE leverages existing European communication and dissemination tools:

- **CORDIS & Horizon Results Platform:** Ensuring project outcomes are visible to researchers and policymakers.
- **Open Science & Public Engagement Initiatives:** Promoting knowledge-sharing through open-access research and participatory events.
- **European Digital Innovation Hubs & Smart City Networks:** Engaging with industry and municipal stakeholders for broader adoption.
- **Social Media & EU News Outlets:** Disseminating key findings through LinkedIn and other official EU publications.

By integrating these strategies, the SENSE project ensures its communication activities are impactful, inclusive and aligned with EU-wide urban innovation efforts.

Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	38 of 62				
Reference:	D6.9	Dissemination:	PU	Version:	1.0	Status:	Draft

## 8.4 Rules for Communication

All communication and dissemination activities related to the SENSE project must comply with **Article 17 of the Grant Agreement** and the applicable **EU visibility and funding rules**. The following rules apply to all partners in the consortium:

### Notification of Major Media Activities

Before engaging in any communication or dissemination activity that is expected to have **major media impact**, the consortium partner must inform the **European Commission (granting authority)** in advance.

### Use of Logo, EU Emblem and Funding Statement

All public-facing materials related to SENSE (e.g. brochures, websites, videos, social media posts, press releases, event presentations, project results, infrastructure, equipment or other outputs funded by the grant) must:

- Display the **SENSE project logo**;
- Include the **European flag (EU emblem)**;
- Include the **co-funding acknowledgement**, translated if needed: “Co-funded by the European Union.”



The EU emblem must remain **distinct and separate** and may **not be modified** with other logos or text. If other logos are shown, the EU emblem must be **equally prominent or more visible**.

### Disclaimer Requirement

All communication or dissemination activities must be factually accurate and include the following disclaimer (also in local language where applicable):

*“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority. Neither the European Union nor the granting authority can be held responsible for them.”*

### Project Visibility on Digital Channels

Each beneficiary must ensure that the SENSE project is **visible on their website and/or social media channels**, including:

- Project acronym and title;

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	39 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft

- Short description of the action;
- Coordinator contact details;
- List of partners;
- The EU emblem and funding statement;
- Reference to project results, where relevant.

### Respect for Intellectual Property and Use Rights

All communication and dissemination activities must respect the provisions of the Grant Agreement regarding:

- **Intellectual property rights** (IPR);
- **Access rights**;
- **Rights of use** for project outputs and materials.

No material may be shared publicly if it would infringe upon the rights of others or violate confidentiality agreements established within the consortium.

### Language

The preferred language for all official communication within the project is **British English**.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	40 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## 9. Communication Toolkit

---

A well-structured communication toolkit is essential for the effective dissemination of SENSE's objectives, activities, and outcomes. This chapter outlines the key communication tools available to the consortium to ensure consistent and impactful messaging.

### 9.1 SENSE Project Logo and Templates

---

A consistent visual identity strengthens brand recognition and credibility. The SENSE project provides:

- **Project logo:** Available in multiple formats for digital and print use.
- **Presentation templates:** Standardised PowerPoint and document templates to maintain consistency across all consortium communications.
- **Brand guidelines:** Instructions on logo usage, colour schemes, typography and tone to ensure coherence.

#### Design Breakdown:

The logo's icon lines suggest continuous communication and real-time interaction, essential elements in a smart city environment. Blue is the colour of trust, communication and technology. In the context of the CitiVerse, it reflects digital transformation, stability and connectivity.

The gradient effect, shifting from deep blue to light blue, symbolises progress, innovation, and the integration of digital services into everyday urban life.

SENSE is written in a modern and bold font, emphasising clarity and accessibility. It conveys a futuristic approach while ensuring the brand is strong and recognisable.

#### Usage in Communication:

The SENSE logo must be consistently used across all communication channels to reinforce its recognition and association with the CitiVerse.

We have two logo variants – with and without the word CitiVerse – the principal one should be the one mentioning the CitiVerse, and, exceptionally, or in cases where the readability is affected, the version without it.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	41 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

**Primary Logo:** The primary logo variation should be prioritised across all communication designs, from small-scale applications to large-format executions.



**Secondary Logo:** This variation is reserved for use in contexts with limitations, including format, size, legibility and accessibility constraints.



<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	42 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## 9.2 Website

The project website ([www.senseverse.eu](http://www.senseverse.eu)) serves as the central hub for all **SENSE-related** information and communication. It provides an entry point for all stakeholders, including policymakers, industry professionals, researchers, cities and citizens.

### Website Structure:

- **Home:** Overview of **SENSE** goals, approach and partners.
- **Use Cases:** Dedicated pages for the frontrunner cities **Kiel** and **Cartagena**, showcasing their activities and results.
- **News:** Announcements, press releases and project updates.
- **CitiVerse:** Explanation of how **SENSE** contributes to the development of the CitiVerse, including links to other relevant initiatives under the **CitiVerse** umbrella.
- **Contact:** Inquiry form.

The website will be regularly updated to reflect project progress, share key results and promote upcoming events and publications.

## 9.3 Social Media Channels

Social media will be an essential part of the **SENSE** communication strategy, enabling **real-time engagement** with stakeholders, fostering dialogue, and amplifying project results. The focus will be on **quality over quantity**, ensuring content is tailored to the **most relevant platforms** for the target audiences.

### Selected Social Media Channels

- **LinkedIn:** The primary channel for professional outreach, targeting policymakers, city officials, researchers, and industry stakeholders. This channel will feature project updates, event announcements, policy discussions and technical insights.
- **YouTube:** This channel will host **promotional and educational videos**, including project explainers, interviews with stakeholders and visual case studies from the frontrunner and follower cities.

The consortium has decided not to activate communication on **X (formerly Twitter)**. Although mentioned in the Grant Agreement, the consortium agreed that, considering recent platform developments and political tensions, the focus should shift toward **channels with stronger professional and visual outreach potential**.

### Use Case-Level Social Media

At the local level, in Kiel and Cartagena, the frontrunner cities' own existing social media channels will be leveraged to amplify SENSE activities. These local channels will communicate in the local language and focus on content directly relevant to local citizens and stakeholders. These communications will refer back to the main SENSE channels whenever relevant to maintain visibility and coherence. Both project channels and local channels will reinforce each other.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	43 of 62
<b>Reference:</b>	D6.9 <b>Dissemination:</b>   PU	<b>Version:</b>	1.0 <b>Status:</b> Draft

## Content Approach

Social media content will cover:

- Regular project updates and milestone highlights.
- Event invitations and summaries.
- Short interviews with project partners, city representatives and citizens involved in the pilots.
- Video demonstrations of **SENSE solutions** in action.
- Testimonials from local citizens explaining how **SENSE** improves their city.

All project partners are encouraged to **engage with and amplify** SENSE content through their personal and institutional social media accounts, strengthening visibility and outreach across their own networks.

## 9.4 Digital & Print Materials

To support the effective **communication, dissemination and exploitation** of the SENSE project, the consortium will produce a **targeted set of communication materials**, designed to match the needs of different audiences – from local citizens and city officials to EU policymakers and technology providers. The focus will be on **cost-effective solutions** that maximise **digital outreach**, while ensuring **physical materials are available for key events**.

Proposed Materials:

- **Project Flyer (2 pages):** A concise introduction to SENSE, explaining its goals, pilots and benefits in **plain language**. This will be used for events, online downloads and partner distribution.
- **Project Presentation Template:** A **PowerPoint slide deck** that all partners can adapt when representing SENSE at **conferences, city meetings or EU events**. This ensures **consistent messaging** across the consortium.
- **Visual Explainers & Infographics:** A series of **simple visuals** explaining core SENSE concepts, such as:
  - ✓ What is the CitiVerse?
  - ✓ What does SENSE offer cities?
  - ✓ How do cities and citizens work together in SENSE?
 These will be **optimised for social media, newsletters and event stands**.
- **Short Videos (1-2 minutes each):** Explainer videos introducing the project and showing real-life examples from **Kiel and Cartagena**. One video will highlight **the link between SENSE and the CitiVerse**, making this connection clear for non-expert audiences. These will be produced **using cost-effective formats like animated slides, voiceovers and simple footage from pilots**.
- **Best Practices Summary (Digital Brochure):** At the end of the project, SENSE will produce a **digital booklet** summarising **lessons learned from the pilots** and giving practical advice to follower cities and other European municipalities interested in joining the CitiVerse.

Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	44 of 62
Reference:	D6.9	Dissemination:	PU
		Version:	1.0
		Status:	Draft

- **Event Posters & Roll-up Banner:** One **project roll-up** (reusable across events) and **custom posters** for key conferences or workshops, tailored to the audience (for example, a citizen-focused poster at local engagement events or a technical poster at a standards meeting).
- **Social Media Graphics:** A pre-designed set of **templates for LinkedIn posts**, allowing quick creation of **event announcements, milestones and partner highlights** while staying visually aligned.
- **Digital Newsletter Template:** A flexible template for **project updates**, ensuring that content is accessible and visually appealing. The newsletter will be optimised for reading both in **email clients** and on the **project website**.

### Language & Accessibility

- The project’s communication will predominantly be in English.
- Materials intended for local citizens in frontrunner and follower cities will be produced in local languages where necessary, ensuring maximum accessibility.
- All materials will follow SENSE’s official branding, ensuring consistent visual identity and messaging.

### Focus on Digital First

Wherever possible, digital formats will be prioritised to reduce printing costs and maximise reach via online channels. Printed materials will only be produced for key physical events (e.g., final conference, major EU events or pilot-level citizen engagement activities).

## 9.5 SENSE project one-pager

---

### SENSE: Digital Cities for Engaged Citizens

#### *A Day in Luca’s Life: How SENSE Brings Cities to Life*

Luca, a 10-year-old who recently moved to Kiel, feels little connection to his new city. One day, he discovers an interactive experience powered by the SENSE project. Through a virtual version of the Kiel Fjord, he dives beneath the waves, cleans up pollution, and even helps remove old bombs from past wars. As he plays, he learns about marine conservation and how the city protects the environment.

Motivated by this experience, Luca joins a real beach cleanup. For the first time, he sees how **his voice and actions – both online and offline – help shape the future of his city.**

#### What is SENSE?

SENSE is a European project that helps cities create **interactive 3D Digital Twins** – virtual versions of the city that allow citizens and decision-makers to explore, test and improve their urban environment together.

This approach makes complex challenges visible and tangible. Instead of reading long technical reports, people can **see in 3D how new bike lanes might affect traffic**, how green

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	45 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft

roofs reduce heat or how flood protection measures could work – and then contribute their own knowledge or suggestions.

SENSE is part of the **CitiVerse** – a Digital Twin of the city where people can explore complex information in 3D, making it easier to understand problems, imagine solutions and shape better decisions together.

### What does this mean for you?

Whether you're a resident, student or entrepreneur SENSE gives you **an intuitive and visual way to understand what's happening in your city**, see proposed changes and contribute your perspective. You don't need to be a technical expert – just step into the virtual city and get involved!

### Why does this matter for European Cities?

SENSE helps cities become **smarter, greener and more democratic** by making urban planning more transparent, inclusive, and data-informed. It supports **climate action**, strengthens citizen trust, and positions Europe as a leader in digital and participatory innovation.

### Where Is SENSE Making a Difference?

#### Frontrunner Cities:

- **Kiel (Germany)** — Residents explore the underwater world in 3D and participate in clean-up efforts, both virtually and on-site.
- **Cartagena (Spain)** — The city uses SENSE to prepare for rising sea levels and protect coastal communities and cultural heritage.

#### Follower Cities:

- **Ulm (Germany)**
- **Murcia (Spain)**
- **Valongo (Portugal)**
- **Arezzo (Italy)**

These cities are learning from the frontrunners and adapting the SENSE tools to address their own local needs – while joining the growing CitiVerse community.

### Learn More

 Visit [Project Website]

 Contact: [Email Address]

 Follow us on LinkedIn & YouTube

**SENSE: Because better cities start with people.**

## 9.6 Events & Webinars

Participating in and organizing events is crucial for raising awareness and fostering collaboration. The SENSE project will leverage a mix of **high-profile conferences**,

Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	46 of 62				
Reference:	D6.9	Dissemination:	PU	Version:	1.0	Status:	Draft

**stakeholder-focused academies and interactive workshops** to disseminate knowledge and maximise impact.

#### Planned Events:

- **Smart City Expo World Congress (November 2025 & 2026)** – Showcasing SENSE outcomes and engaging with the global smart city community.
- **Annual OASC Conferences (January 2026 & 2027)** – Sharing project insights with leading digital governances and smart city networks.
- **Final SENSE Conference (Month 28) (D6.8)** – A major closing event to present key findings and secure long-term adoption of project results.
- **Pilot City Demonstrations & Local Dissemination Events (D6.5, D6.6 & D6.7)** – Hands-on showcases in partner cities, including **Kiel and Cartagena**, highlighting real-world applications.

#### Academies, Webinars and Workshops:

- **CitiVerse Academy (D5.3)** – A structured training program on Digital Twins, CitiVerse, and smart city interoperability for policymakers and practitioners.
- **City x City Academy (D6.3 & D6.4)** – A dedicated learning space for local governments and urban planners to explore SENSE solutions and best practices.
- **SENSE Workshop Series (D6.5, D6.6, D6.7)** – Thematic workshops engaging academia, industry and municipal leaders on data-driven urban transformation.
- **Webinars & Online Discussions** - Regular sessions increasing accessibility to knowledge-sharing efforts and expanding outreach.
- **Standards & Policy Roundtables** – High-level discussions with EU institutions (DG CNECT, DG DIGIT, DG RTD) and international organizations (ITU Metaverse Focus Group) to align SENSE innovations with regulatory frameworks.

By integrating these dissemination deliverables into its broader engagement strategy, SENSE ensures that knowledge transfer, stakeholder interaction and policy influence are seamlessly woven into project activities, fostering long-term impact and adoption.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	47 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

## 10. Conclusion

---

The SENSE project is not only about creating new digital tools for cities – it is about **changing the way cities and citizens work together to build their future**. As part of the CitiVerse, SENSE helps cities move beyond isolated pilot projects and towards a **shared European ecosystem** where data, solutions and experiences flow seamlessly across borders.

This **Communication, Dissemination and Exploitation (CDE) Strategy** ensures that **SENSE does not remain a standalone project**, but actively contributes to the creation of this larger ecosystem. By promoting the project widely, transferring its knowledge systematically and embedding its results into long-term policies and partnerships, the CDE Strategy **translates innovation into impact**.

The strategy rests on three complementary pillars: **public communication**, to raise awareness and inspire participation; **dissemination**, to transfer knowledge and tools to professional communities; and **exploitation**, to ensure that the results live on beyond the project through replication, policy integration and market uptake. Each of these pillars is tailored to the needs and expectations of the project's diverse target audiences – from city planners and technology providers to policymakers and citizens.

A key success factor will be the strong link between **frontrunner cities (Kiel and Cartagena)** and **follower cities (Ulm, Murcia, Valongo and Arezzo)**, ensuring that the lessons from real-world pilots feed directly into the replication and scaling of SENSE tools across Europe. This approach ensures that the solutions developed in SENSE do not only reflect technical excellence, but also **respond to real urban challenges**, making them truly useful for cities and their citizens.

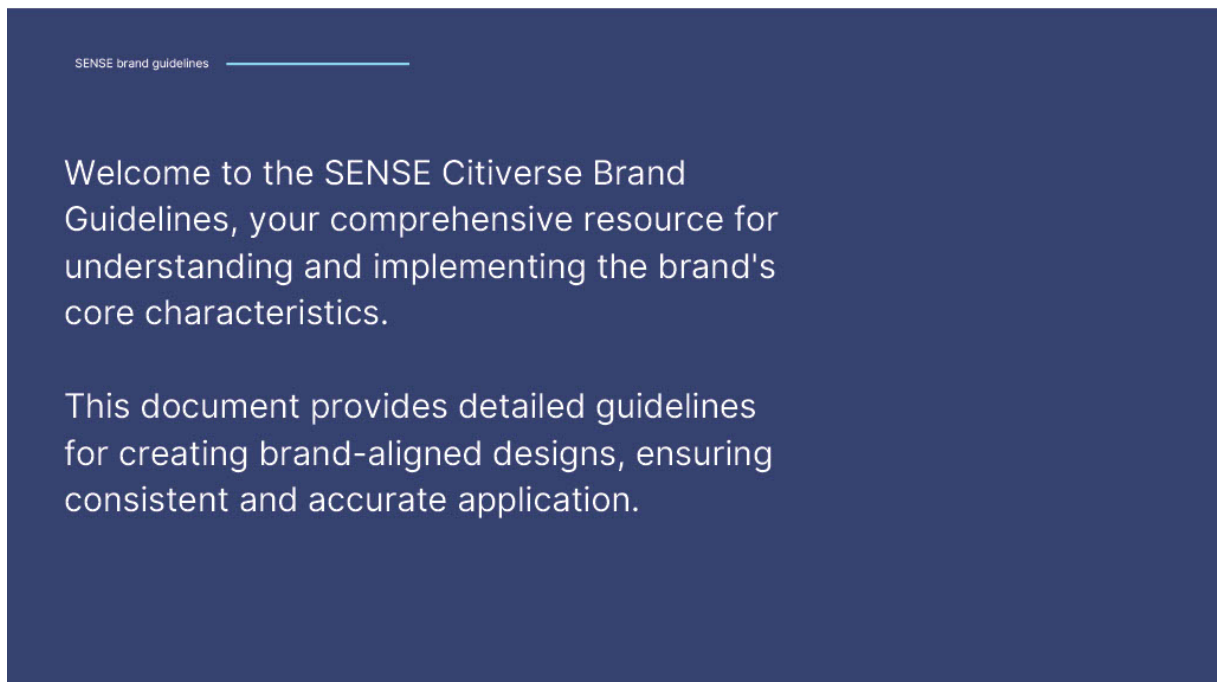
Through close collaboration with **smart city networks, EU institutions and standardisation bodies**, SENSE will also **contribute to the governance and future development of the CitiVerse itself**, ensuring that ethical, inclusive and sustainable principles guide the digital transformation of Europe's cities.

Ultimately, SENSE's success will not be measured solely by the technology it delivers, but by the communities it empowers, the policies it influences and the long-term partnerships it builds. By embedding its results into the broader CitiVerse framework, SENSE contributes to a future where **every European city – large or small – can benefit from digital innovation to create a more liveable, sustainable and inclusive urban environment**.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	48 of 62				
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Draft

# Annex

## SENSE CitiVerse Brandbook



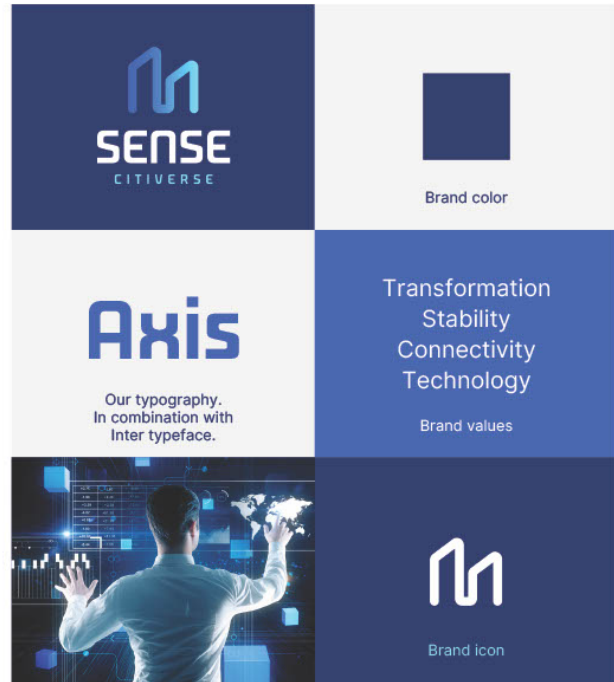
Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	49 of 62				
Reference:	D6.9	Dissemination:	PU	Version:	1.0	Status:	Draft

SENSE brand guidelines

### New identity

Begin with an overview of our brand's key elements

- Brand Identity
- Color Palette
- Typography Guidelines
- Visual System
- Brand Application



SENSE brand guidelines

## Index

Brand identity	05
Color palette	14
Brand typography	21
Applications	24

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	50 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft

# Brand identity



SENSE brand guidelines

Brand identity - 01



## SENSE

The logo's icon lines evoke continuous communication and real-time interaction, key elements within a smart city ecosystem. Blue, the color of trust, communication, and technology, reflects digital transformation, stability, and seamless connectivity within the Citiverse.

The gradient, transitioning from deep to light blue, symbolizes progressive innovation and the integration of digital services into daily urban life.

'SENSE' is rendered in a modern, bold typeface, emphasizing clarity and accessibility. This design choice conveys a forward-thinking approach while ensuring strong brand recognition.



<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	51 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
	<b>Version:</b>	1.0	<b>Status:</b>
			Draft

SENSE brand guidelines

Brand identity - 01



**Primary Logo**

The primary logo variation should be prioritized across all communication designs, from small-scale applications to large-format executions.

Positive logo variation

Negative logo variation



SENSE brand guidelines

Brand identity - 01



**Secondary logo**

This variation is reserved for use in contexts with limitations, including format, size, legibility, and accessibility constraints.

Positive logo variation

Negative logo variation



<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	52 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft

SENSE brand guidelines

Brand identity - 01



**Brand icon**

The icon serves as the brand's primary symbol.

It is utilized in contexts where space or format limitations exist.

Positive logo variation



Negative logo variation



SENSE brand guidelines

Brand identity - 01



**Monochrome Versions**

These variations are reserved for use in contexts with color limitations.

Applications should utilize the brand's primary color, blue.

Primary logo

Secondary logo

Brand icon



<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	53 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft



### Safety area

The safety area is crucial for the proper application and legibility of the brand.

For both the primary and secondary logo variations, this area is defined by the height of the letter 'n'.

The recommended clearance is '2n', while the minimum clearance is 'n'.

### Minimum size

The brand must maintain recognizability across all platforms and mediums. The established minimum size for digital platforms is 90 px, and for print mediums, 20 mm.



Recommended clearance

Minimum clearance



### Incorrect application

Maintaining the brand's legibility and recognition is paramount. The following examples illustrate applications that are prohibited.

It is strongly recommended to utilize the approved brand assets for accurate implementation.



<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	54 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft



**Additional Information**

Supplementary information, such as links, hashtags, and phone numbers, may be added to complement the brand.

Maintaining brand consistency is essential. Therefore, proper alignment must be observed:

- For the primary logo variation, center alignment is required.
- For the secondary logo variation, center or left alignment is permissible.



## Color palette



<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	55 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft



### Brand Color

Brand colors are fundamental in establishing the brand's identity.

SENSE Citiverse utilizes a palette of blue tones, symbolizing progressive innovation and the integration of digital services into daily urban life.



Navy blue



Electric blue



Turquoise

#### Printing

CMYK: 100 87 31 14

#### Digital

RGB: 18 48 109  
HEX: #12306D

#### Printing

CMYK: 88 66 00 00

#### Digital

RGB: 0 83 255  
HEX: #0053FF

#### Printing

CMYK: 49 00 10 00

#### Digital

RGB: 106 246 255  
HEX: #6AF4FF

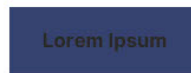


### Accessibility

To foster an inclusive brand experience, it is recommended to adhere to the following color guidelines to ensure optimal accessibility and legibility.

Strict adherence to these color applications is crucial. The legibility of a color may vary significantly depending on whether it is used as a background or as text.

### Navy blue contrast



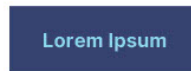
Navy blue + Black



Navy blue + White



Navy blue + Electric blue



Navy blue + Turquoise



Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	56 of 62
Reference:	D6.9	Dissemination:	PU
	Version:	1.0	Status:
			Draft



**Accessibility**

To foster an inclusive brand experience, it is recommended to adhere to the following color guidelines to ensure optimal accessibility and legibility.

Strict adherence to these color applications is crucial. The legibility of a color may vary significantly depending on whether it is used as a background or as text.

**Electric blue contrast**

<div style="background-color: #0056b3; color: white; padding: 5px;">Lorem Ipsum</div>	Electric blue + Black	✗
<div style="background-color: #0056b3; color: white; padding: 5px;">Lorem Ipsum</div>	Electric blue + White	✓
<div style="background-color: #0056b3; color: white; padding: 5px;">Lorem Ipsum</div>	Electric blue + Navy blue	✗
<div style="background-color: #0056b3; color: white; padding: 5px;">Lorem Ipsum</div>	Electric blue + Turquoise	✗



**Accessibility**

To foster an inclusive brand experience, it is recommended to adhere to the following color guidelines to ensure optimal accessibility and legibility.

Strict adherence to these color applications is crucial. The legibility of a color may vary significantly depending on whether it is used as a background or as text.

**Turquoise contrast**

<div style="background-color: #00b0c0; color: white; padding: 5px;">Lorem Ipsum</div>	Turquoise + Black	✓
<div style="background-color: #00b0c0; color: white; padding: 5px;">Lorem Ipsum</div>	Turquoise + White	✗
<div style="background-color: #00b0c0; color: white; padding: 5px;">Lorem Ipsum</div>	Turquoise + Navy blue	✓
<div style="background-color: #00b0c0; color: white; padding: 5px;">Lorem Ipsum</div>	Turquoise + Electric blue	✗

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	57 of 62	
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Draft



**Accessibility**

To foster an inclusive brand experience, it is recommended to adhere to the following color guidelines to ensure optimal accessibility and legibility.

Strict adherence to these color applications is crucial. The legibility of a color may vary significantly depending on whether it is used as a background or as text.

**Black contrast**

<div style="background-color: black; color: navy; padding: 5px;">Lorem Ipsum</div>	Black + Navy Blue	✗
<div style="background-color: black; color: electricblue; padding: 5px;">Lorem Ipsum</div>	Black + Electric Blue	✗
<div style="background-color: black; color: turquoise; padding: 5px;">Lorem Ipsum</div>	Black + Turquoise	✓



**Accessibility**

To foster an inclusive brand experience, it is recommended to adhere to the following color guidelines to ensure optimal accessibility and legibility.

Strict adherence to these color applications is crucial. The legibility of a color may vary significantly depending on whether it is used as a background or as text.

**White contrast**

<div style="background-color: white; color: navy; padding: 5px;">Lorem Ipsum</div>	White + Navy Blue	✓
<div style="background-color: white; color: electricblue; padding: 5px;">Lorem Ipsum</div>	White + Electric Blue	✓
<div style="background-color: white; color: turquoise; padding: 5px;">Lorem Ipsum</div>	White + Turquoise	✗

## Brand typography



SENSE brand guidelines

Brand typography - 03



### Brand typography

The brand's typography is chosen to express its core values.

SENSE Citiverse utilizes a modern and dynamic typeface. Its rounded and curved lines evoke fluency and rhythm, reflecting seamless connectivity, a key brand value."

### Axis Typeface

abcdefghijklmnopqr  
stuvwxyz

ABCDEFGHIJKLMNÑO  
PQRSTUVWXYZ

0123456789#@\$%&

Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	59 of 62				
Reference:	D6.9	Dissemination:	PU	Version:	1.0	Status:	Draft



Corporate typography

SENSE Citiverse's corporate typeface is Inter, a modern, minimalist, and dynamic design.

Inter offers a range of styles, providing versatility for diverse applications.

Inter Typeface

Aa

Inter Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNŃOPQRSTUVWXYZ  
0123456789#@\$%&

Inter Light Italic  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNŃOPQRSTUVWXYZ  
0123456789#@\$%&

Aa

Inter Medium  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNŃOPQRSTUVWXYZ  
0123456789#@\$%&

Inter Medium Italic  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNŃOPQRSTUVWXYZ  
0123456789#@\$%&

Aa

Inter Bold  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNŃOPQRSTUVWXYZ  
0123456789#@\$%&

Inter Bold Italic  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNŃOPQRSTUVWXYZ  
0123456789#@\$%&

# Applications



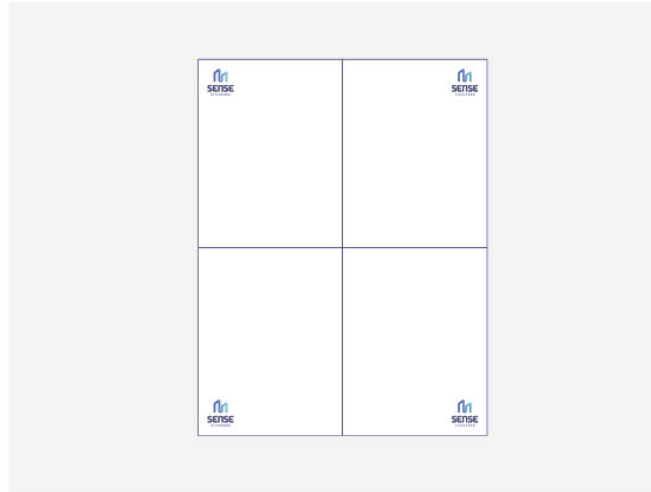
Document name:	D6.9 Communication, Dissemination and Exploitation Strategy	Page:	60 of 62
Reference:	D6.9	Dissemination:	PU
	Version:	1.0	Status:
			Draft

### Brand Application

The SENSE Citiverse brand is designed for flexibility, enabling consistent yet adaptable communication.

Depending on the specific application, the SENSE brand signature can be implemented across various spaces without compromising brand recognition.

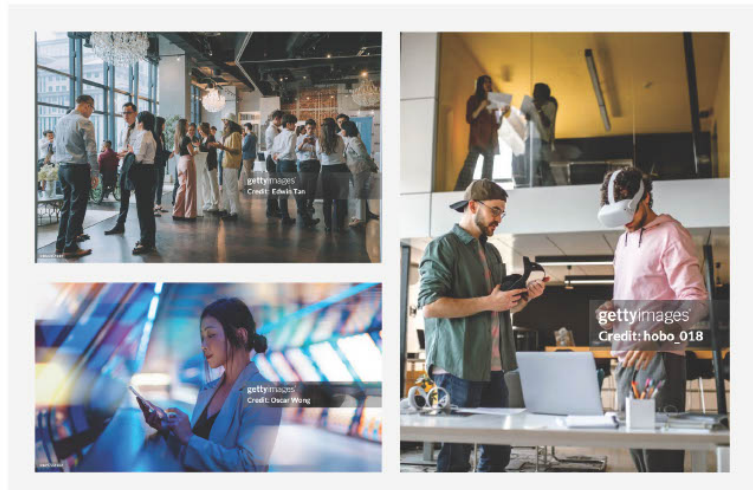
Maintaining consistency across all applications is paramount. Strict adherence to the brand guidelines outlined in this document, particularly regarding spacing and the safety area, is crucial.



### Photography style

Photography serves as a powerful tool for conveying our brand personality.

The SENSE Citiverse photography style should authentically reflect our core values, naturally incorporating elements of people and connectivity.



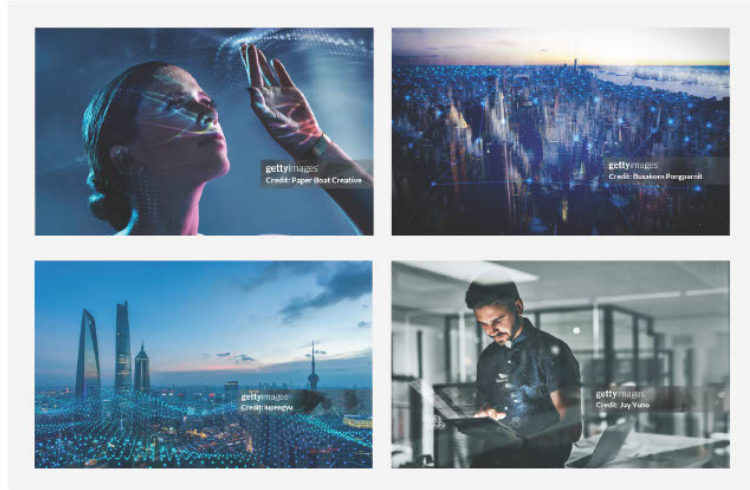
The photographs featured on these pages are for reference purposes only. The corresponding author is credited on each image. For any use, it is necessary to acquire the appropriate license.

<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	61 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft

**Compositions**

Composite imagery can be utilized to enhance or complement information.

It is essential to maintain and reflect our brand values within these compositions.



The photographs featured on these pages are for reference purposes only. The corresponding author is credited on each image. For any use, it is necessary to acquire the appropriate license.



<b>Document name:</b>	D6.9 Communication, Dissemination and Exploitation Strategy	<b>Page:</b>	62 of 62
<b>Reference:</b>	D6.9	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Draft