

D24.4.

# Dissemination and communication activities report



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## Executive Summary

The **D24.4 Dissemination and Communication Activities Report** serves as an interim assessment of the dissemination efforts carried out up to Month 18 (M18) of the MULTICARE project. It builds upon the **D24.1 Dissemination and Communication Plan**, providing a structured overview of the activities performed and their alignment with the project's outreach strategy.

The deliverable is structured into the following key sections:

1. Introduction
  - o Outlines the scope and objectives of the report.
  - o Describes its interrelation with other deliverables within Work Package 24 (WP24) – Capacity Building, Communication & Dissemination, Exploitation – Planning.
2. Branding and Dissemination Tools
  - o Presents the dissemination materials developed and provided to all consortium partners.
  - o Details the communication mechanisms used to share project updates and results up to M18.
3. Dissemination and Communication Activities
  - o Provides a comprehensive account of dissemination and outreach activities undertaken between M12 and M18.
  - o Includes a quantitative and qualitative analysis of communication efforts, evaluated through Key Performance Indicators (KPIs).

#### 4. Conclusions

- Analyses the effectiveness of dissemination strategies based on KPI metrics.
- Provides recommendations for optimising future activities over the remaining project duration.

This deliverable serves as an updated foundation for ongoing dissemination activities under Task 24.1 and provides the groundwork for forthcoming deliverables, including D25.1, D25.2, and D26.5. These future reports will:

- Track progress in social acceptance, dissemination, and communication campaigns.
- Document collaborative engagements with sister initiatives.
- D26.5 (final version) will consolidate all dissemination activities, assess their impact, and outline a strategic plan for continued outreach beyond the project's lifecycle.
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By systematically evaluating dissemination efforts, D24.4 ensures a coherent and data-driven approach to maximising the visibility and impact of the MULTICARE project.

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GLOSSARY

ACRONYM	FULL NAME
USG	User Generated Content
WP	Work Package
T	Task
D&C	Dissemination and Communication
M	Month
KPI	Key Performance Indicator

# 1. Deliverable summary

This section introduces the scope and context of the document and presents relationships with other work packages and tasks of the MULTICARE project.

## 1.1 Scope and structure of the deliverable

This deliverable aims to evaluate the outcomes of the dissemination and communication strategy implemented within the MULTICARE project and to provide an overview of the current performance status of these activities. As part of the project's 48-month dissemination and outreach plan, this report outlines the progress made up to M18 and provides a detailed account of the communication efforts undertaken.

The report presents an assessment of dissemination tools and activities, including:

- **Project website** and its role in knowledge dissemination.
- **Social media engagement** and outreach strategies.
- **Scientific and general publications** related to project outcomes.
- **Promotional materials and branding efforts** to enhance project visibility.

Additionally, the report examines Key Performance Indicators (KPIs) related to dissemination and evaluates the extent to which the MULTICARE consortium has met these objectives based on the type and reach of activities conducted during the project lifecycle.

The development of this deliverable is the result of a coordinated effort between the Work Package 24 (WP24) leader and MULTICARE consortium partners. This collaborative approach ensures that the report provides a comprehensive and accurate representation of dissemination progress and supports the refinement of future communication strategies.

## 1.2 Relation to other Tasks and Deliverables

The D24.4 report is developed within the framework of Task 24.1, which focuses on dissemination and communication activities targeted at key stakeholders involved in the MULTICARE project. The aim is to effectively engage these audiences through dedicated

communication channels and dissemination instruments, ensuring broad outreach and impact throughout the project's lifecycle.

### Interrelation with Other Deliverables

The D24.4 report is part of a broader dissemination framework within Workstream 9 (WS9) and is closely linked to other key deliverables, including:

- D24.1 – Dissemination and Communication Plan: Outlines the initial dissemination strategy and communication objectives.
- D25.1 & D25.2 – Dissemination and Communication Activities Reports: Provide periodic updates on progress and refinements in outreach activities.
- D26.5 – Final Dissemination and Communication Report: Consolidates all dissemination efforts, evaluates impact, and defines a strategy for communication beyond the project's lifecycle.

By aligning with these deliverables, D24.4 ensures a structured and strategic approach to engaging stakeholders, measuring the effectiveness of dissemination efforts, and enhancing the visibility of the MULTICARE project within both professional and public domains.

## 2. Dissemination strategy – purpose and means

### 2.1 Video

The recently published [MULTICARE promotional video](#) provides an overview of the project's technological innovations and methodological advancements in the field of sustainable and resilient built environments. The video highlights multi-hazard resilience, energy efficiency, and circularity, demonstrating how MULTICARE is developing integrated and adaptable solutions for buildings and urban areas across Europe. By presenting key outcomes, it illustrates the application of advanced construction methodologies, smart monitoring systems, and digital decision-support tools to enhance structural integrity, climate adaptation, and long-term sustainability. Additionally, the video underscores the scalability and replicability of MULTICARE's solutions, reinforcing their potential for widespread implementation. Through a combination of empirical data and real-world applications, the video serves as a comprehensive visual representation of the project's contribution to sustainable urban development and climate resilience.



Figure 1 MULTICARE project video

## 2.2 Articles

Recent publications on the MULTICARE project website have provided significant insights into the ongoing efforts to enhance structural resilience, sustainability, and climate adaptation in the built environment. The first article, "Testing the Structural Integrity of the Existing Building – MULTICARE Pilot, at Intrarea Văcărești No. 2 in Romania," presents the crucial structural assessment conducted at the Romanian pilot site. The study evaluated brick, concrete, and reinforcement materials, assessing their ability to withstand structural stress, particularly in the context of seismic hazards. This research plays a key role in designing effective strengthening interventions, ensuring that the retrofit strategies align with sustainability principles and multi-hazard adaptability. The results will inform the implementation of plug-and-play modular technologies, which aim to improve the resilience of existing buildings without significant carbon-intensive construction efforts.

Another key publication, "MULTICARE at the Built4People Clustering Event on 19th November," highlights MULTICARE's participation in discussions on urban resilience, sustainability, and digital innovation. The event emphasized the necessity of a holistic, multi-criteria approach to building performance, ensuring that energy efficiency improvements do not negatively impact resilience or well-being. Discussions also underscored the role of digital tools in decision-making, particularly in selecting the most effective strategies based on life-cycle cost and environmental impact assessments. Key challenges identified included community engagement, alignment of project innovations with real-world applications, and the interoperability of data systems. The clustering event fostered collaboration between MULTICARE and sister projects, setting the stage for joint initiatives such as knowledge-sharing platforms, thematic working groups, and replication strategies to scale up solutions across multiple urban contexts.

The third article, "MULTICARE Project Video – Innovations for a Resilient and Sustainable Built Environment," provides an overview of the project's core technological advancements and their real-world applications. The video showcases bio-based façade systems, prefabricated modular exoskeletons, and integrated sensor networks, which enhance

structural safety, energy efficiency, and climate resilience. The demonstration sites serve as testing grounds for these technologies, ensuring that they are scalable and adaptable to different urban conditions. The project's focus on circular construction and digital monitoring systems reflects its commitment to low-carbon, sustainable, and disaster-resilient building solutions. By integrating multi-hazard resilience with digital innovation, MULTICARE is setting a benchmark for future-proof construction methodologies that prioritize both environmental impact and occupant well-being.

All of these efforts are published as non-scientific articles directly on the project's website:

No.	Title	Link
1.	Testing the Structural Integrity of the Existing Building – MULTICARE Pilot, at Intrarea Văcărești No. 2 in Romania	<a href="#">Link</a>
2.	MULTICARE at the Built4People Clustering Event on 19th November	<a href="#">Link</a>
3.	MULTICARE Project Video – Innovations for a Resilient and Sustainable Built Environment	<a href="#">Link</a>

*Table 1 List of non-scientific publications*

## 2.5 Scientific Publications

Between Month 12 (M12) and Month 18 (M18), MULTICARE consortium partners expanded their scientific contributions through three additional peer-reviewed publications, addressing key challenges in building resilience, material performance, and energy efficiency.

The first publication, "**Predicting building operational energy at urban level under material degradation and climate uncertainty: A sensitivity analysis**", will be presented at the 6th International Conference on Uncertainty Quantification in Computational Science and Engineering (UNCECOMP) by TUD. This research explores the impact of material degradation and climate variability on energy performance, providing insights into urban-scale energy predictions under uncertainty.

The second paper, "Cost-performance evaluation of a Pres-Lam case-study building in Italy," authored by UNIROMA1, is set to appear in the Proceedings of the World Conference on Timber Engineering 2025. This study assesses the economic feasibility and structural efficiency of Pres-Lam construction, a timber-based technology offering enhanced seismic performance and sustainability.

No.	Title	Type	Link	Partner responsible
1.	Combining aerial and terrestrial LIDAR or Photogrammetry and Radar, for rapid post-earthquake assessment.	Proceedings article at the 18th World Conference on Earthquake Engineering	<a href="#">Link</a>	INCDFP
2.	Thermal resilience to extreme heat: preliminary study on thermal fragility curves	Proceedings article at the IBPC (International Association of Building Physics) 2024 Conference	<a href="#">Link</a>	TUD
3.	Enhancing seismic and climate resilience of existing buildings through low-damage external exoskeletons	Proceedings article at the fib (Fédération Internationale du Béton) 2024 Symposium	not yet published online	UNIROMA1
4.	Resilience Readiness Levels for Buildings: Establishing Multi-Hazard Resilience Metrics and Rating Systems	Journal paper - Scientific Reports Nature	not yet published online	TUD
5.	Building Energy Retrofit Planning through Markov Decision Processes	Proceedings at the GNI Symposium & Expo on Artificial Intelligence for the Built World	not yet published online	TUD
6.	External timber-based low-damage exoskeleton systems for enhanced structural safety and energy efficiency	In Proceedings of the 18th World Conference on Earthquake Engineering	<a href="#">Link</a>	UNIROMA1

7.	Predicting building operational energy at urban level under material degradation and climate uncertainty: A sensitivity analysis	In Proceedings of 6th International Conference on Uncertainty Quantification in Computational Science and Engineering (UNCECOMP)	Not yet published	TUD
8.	Cost-performance evaluation of a Pres-lam case-study building in Italy	Proceedings of the World Conference on Timber Engineering 2025	Not yet published	UNIROMA1
9.	A multi-criteria decision support framework for designing seismic and thermal resilient facades	Journal paper - Architecture, Structures and Construction	<a href="#">Link</a>	TUD

The third contribution, "**A multi-criteria decision support framework for designing seismic and thermal resilient facades**," published in the journal *Architecture, Structures, and Construction*, presents a decision-support methodology for designing building facades that optimise both seismic and thermal performance. This research, led by TUD, supports architects and engineers in developing adaptive and energy-efficient building envelopes.

These publications reflect MULTICARE's commitment to advancing research in climate-adaptive, energy-efficient, and resilient construction methodologies, further contributing to knowledge dissemination and real-world applications within the built environment sector.

### *Table 2 List of scientific publications M1-M18*

## 2.7 Scientific conferences and industrial events

In the past six months, the MULTICARE project engaged in scientific dissemination, including participation in the **KOMPAS Circularity Session hosted by Royal HaskoningDHV** on 30 January 2025 in Amsterdam. During this event, MULTICARE delivered an oral presentation focusing on its innovative approaches to circular construction, multi-hazard resilience, and sustainable building design. The session brought together designers, ecologists, project managers, and environmental specialists, providing a platform to exchange insights on integrating circularity into urban development. With an audience of **50 professionals from the Netherlands**, the event facilitated discussions on scalable solutions

for energy-efficient and climate-resilient buildings, reinforcing MULTICARE's commitment to knowledge transfer and collaboration within the built environment sector.

In addition to this event, MULTICARE participated in events co-organised with sister projects, as described in the following chapter. These events focused on clustering strategies, joint dissemination activities, and collaborative innovation in sustainable construction and resilience. In total, **MULTICARE partners took part in six events** in total so far, strengthening engagement with experts, policymakers, and industry stakeholders to advance the project's objectives and enhance its outreach.

No	Name of the event	No. of participants	Target group
1.	Towards a Direct Loss-Based Building Design approach integrating Seismic and Energy Losses Immersive   Multi-Performance Parametric Framework to Enhance Low-Damage Timber Buildings Design	70	Earthquake engineering experts from academia and industry
2.	High Hanging Fruits Seminar (presentation multiCare, Retrofitting and climate resilience historical buildings of the centrum district)	80	Indoor climate engineers, experts sustainable heat transition, heritage experts
3.	39th General Assembly of the European Seismological Commission (22-27 sept 2024, Corfu, Greece)	35	Seismologists, earthquake engineers
4.	18th World Conference on Earthquake Engineering (Milano, Italy)	35	Seismologists, earthquake engineers
5.	Built4People 2nd Clustering Event	35	Project managers
6.	Spreker KOMPAS: circulariteitssessie bij RoyalHaskoningDHV	50	Designers, ecologists, project managers, and environmental managers

**Table 3 MULTICARE Events Table**

## 2.8 Networking with other national and European projects

Between Month 12 (M12) and Month 18 (M18), the MULTICARE project participated in key events aimed at fostering collaboration and knowledge exchange within the sustainable built environment sector. On 19th November, MULTICARE took part in the [2nd Built4People Clustering Event](#) in Brussels, contributing to discussions on resilience, sustainability, and digital innovation in urban development. The event provided a platform for engagement with sister projects, facilitating dialogue on multi-criteria approaches to building performance, citizen engagement strategies, and scalability of resilience solutions.

On 29th January 2025, MULTICARE attended the Synergy Meeting, which focused on clustering roadmaps and coordinated efforts for joint dissemination and knowledge-sharing. This meeting established strategies for joint participation at major industry events, including EURESFO (European Urban Resilience Forum), ECCA (European Climate Change Adaptation Conference), and the High-Level Construction Forum. Further collaborative efforts include joint publications, policy briefs, cross-promotion of project outputs, and alignment of ongoing activities to maximise impact. These events highlight MULTICARE's

role in contributing to a coordinated and interdisciplinary approach to addressing climate resilience and sustainability challenges in the built environment.



Figure 2 Synergy Meeting 2025



# Built4People

## Built4People 2<sup>nd</sup> Clustering Event, 19.11.24

CINEA, Chau. De Wavre 910, 1040 Etterbeek, Belgium (Room 00/41)

Figure 3 Built4People 2<sup>nd</sup> Clustering Event banner

### 3. Website development

As part of the ongoing development of the MULTICARE project website, two new groups of subpages are being introduced to enhance transparency, engagement, and accessibility of project-related information. The first addition includes team presentations, where each consortium partner will have a dedicated subpage showcasing the individuals behind the organisation, providing insights into their expertise, roles, and contributions to the project. This feature aims to humanise the research process, fostering stronger connections between stakeholders and project collaborators.



*Figure 4 MULTICARE Partner's subpage*

The second group of subpages will focus on Living Labs, offering a comprehensive overview of each demonstration site. These pages will include technical details on the built

environment interventions, along with real-time updates on ongoing activities and progress within the project. Over time, these subpages will serve as centralised repositories for monitoring developments, sharing research findings, and documenting lessons learned, supporting knowledge transfer and replication efforts across different urban contexts.

**Amsterdam, Netherlands**



**Amsterdam Pilot Site – Sustainable Modular Timber Housing**

**Building Overview**

The Amsterdam pilot site showcases a **sustainable, modular timber residential building**, designed to **prioritise circular construction and long-term adaptability**. The building has a **rectangular footprint of 57m x 36m (2,052 sqm)** and consists of **six storeys, each 3.1m high, with 60 sqm apartments**.

*Figure 5 MULTICARE Living Lab subpage*

To review the examples of published subpages, follow the provided links:

- [MULTICARE Partner's subpage](#)
- [MULTICARE Living Lab subpage](#)

## 4. Social Media

Between M12 and M18, the MULTICARE project continued to expand its digital presence across various social media channels, ensuring consistent outreach and engagement with key stakeholders. Through LinkedIn and X, the project shared updates on research progress, event participation, and partner activities, fostering connections within the fields of engineering, architecture, and research.

### 4.1 YouTube

The MULTICARE YouTube channel has officially launched with its [first promotional video](#), introducing the project's key objectives and innovative solutions for a resilient and sustainable built environment. This awareness-building video serves as an entry point for stakeholders to explore MULTICARE's mission and upcoming developments. Following this, the channel will release **10 animated videos** by the end of 2026, each providing detailed insights into the project's tools and methodologies. These animations will offer engaging and accessible explanations of MULTICARE's approach to multi-hazard resilience, energy efficiency, and circular construction, ensuring a wider understanding of the project's impact.



### MULTICARE - Innovations for a Resilient and Sustainable...

*Figure 6 MULTICARE Promotional Video*

## 4.2 X

The MULTICARE X channel continues to develop its online presence, currently reaching 190 followers with 25 posts shared. The channel primarily focuses on event participation and Partners' activities, highlighting key engagements such as the demonstration progress, General Assembly, Built4People Clustering Event and the Synergy Meeting, where MULTICARE contributed to discussions on sustainability, resilience, and digital innovation in the built environment. Additionally, the channel provides updates on key deliverables, and scientific publications, ensuring visibility of ongoing research and technological advancements. Beyond project-specific content, MULTICARE X actively shares relevant external articles and insights, fostering dialogue within the broader research, energy, and urban development communities.



Figure 7 MULTICARE post on X regarding General Assembly



Figure 8 MULTICARE post on X with associated article

### 4.3 LinkedIn

The MULTICARE LinkedIn profile serves as a key platform for professional engagement, knowledge dissemination, and networking within the sustainable built environment sector. With **210 followers** and **40** posts published to date, the profile has generated **7,759 impressions**, indicating steady visibility and reach. Nearly **1,000 visitors** have explored the page, with the top three job functions represented being education, research, and engineering, reflecting strong interest from academic and technical professionals. The leading industries engaging with the content include civil engineering, architecture and planning, and research services, aligning with MULTICARE's focus on innovative solutions for resilient and energy-efficient buildings. Geographically, the profile has attracted the most engagement from professionals based in The Netherlands, Bucharest, and Rome, underscoring the project's relevance across multiple European regions. Through regular

updates on project milestones, event participation, research publications, and industry insights, the MULTICARE LinkedIn profile continues to facilitate knowledge exchange and foster connections within the broader scientific and professional community.

### Visitor demographics

Job function ▾

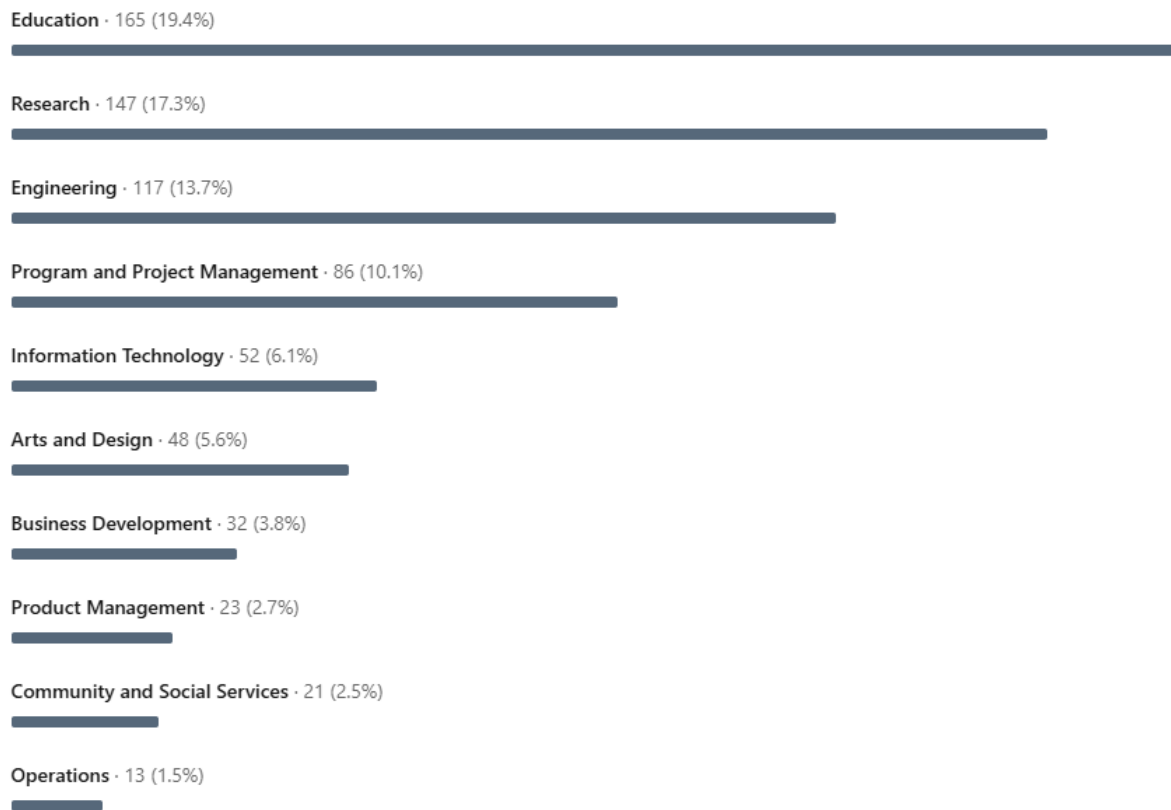


Figure 9 MULTICARE LinkedIn followers' by job function

## Visitor demographics

Industry ▾

Civil Engineering · 217 (25.5%)



Architecture and Planning · 146 (17.2%)



Research Services · 94 (11%)



Construction · 65 (7.6%)



Non-profit Organizations · 56 (6.6%)



Higher Education · 48 (5.6%)



IT Services and IT Consulting · 44 (5.2%)



Government Administration · 40 (4.7%)



Software Development · 23 (2.7%)



Environmental Services · 18 (2.1%)



Figure 10 MULTICARE LinkedIn followers by industry

## 5. Dissemination Plan

### 5.1 Roles and responsibilities

Between M12 and M18, the implementation of the Dissemination and Communication Plan (DCP) within the MULTICARE project necessitated the active engagement of all partners. While Workstream 9 (WS9) was responsible for overseeing dissemination and communication activities, the process depended on consistent contributions from all consortium members to ensure the timely dissemination of project updates and outreach to relevant target audiences.

The Dissemination and Exploitation Manager (DEM), ASM, coordinated communication efforts, facilitating structured dissemination planning and emphasising the role of partner engagement. Given that many partners maintain direct links with stakeholders, their participation was essential in content development for the project website, the provision of research updates, and the reporting of key deliverables and events. This ensured that dissemination activities remained aligned with project progress and stakeholder needs. In addition to content contributions, partners utilised their professional networks to support the broader dissemination of MULTICARE outputs.

This collaborative approach enabled the project to maintain consistent knowledge transfer to industry, academia, and policymakers, supporting the effective communication of research findings and facilitating engagement with key stakeholders.

### 5.2 Dissemination and communication schedule and KPIs

The MULTICARE project has made an analysis in its dissemination and communication efforts, achieving strong results in some areas while continuing to work on reaching the targeted goal in following months.

The project website aimed for 1,000 views and 700 unique users (UU), but it significantly exceeded expectations with 6,200 views, although unique users reached 551, indicating a higher return rate but lower engagement from new visitors. Similarly, Google Analytics reference measurements for partner websites were set at eight, and this target was met, but further efforts are needed to increase traffic from partner platforms.

Social media performance shows mixed results. Twitter (now X), the project targeted 700 followers and 300 tweets and at this stage reached 190 followers and 25 tweets. Likewise, LinkedIn set a goal of 500 observers and 250 posts, and 210 observers and 40 posts were achieved.

Collaboration with sister projects aimed at three joint workshops, and this target is already completed.

The MULTICARE project has demonstrated strong performance in written content dissemination, aligning well with the project's current stage. With eight articles published against an initial target of twelve, the project has communicated its progress, technological innovations, and key findings to a broad audience. Similarly, in scientific publications, the project aimed for over ten publications, and has already achieved seven, reflecting a solid contribution to academic research at this stage. Given that the project is still progressing through its implementation phase, these numbers indicate a steady engagement with both general and scientific communities, ensuring that project developments are widely disseminated. Moving forward, maintaining this momentum in research dissemination and knowledge-sharing will be crucial for supporting wider adoption, replication, and impact assessment of MULTICARE solutions.

Channel	KPIs goal	KPIs reached
Project website	4000 views/2800 UU	6200 views/551 UU
MULTICARE on partners' websites	Google Analytics reference measurements	8
Social media channels	YouTube: 120 subscribers/25 short videos, Twitter: 700 followers/300 Tweets, LinkedIn: 500 observers/250 posts	YouTube: N/A, Twitter: 190/25, LinkedIn: 210/40

Cooperation with sister-projects	3 workshops jointly organised	3
Digital, printed promotional materials	2 digital/printed leaflets	1 leaflet/1 roll-up
MULTICARE videos	16 short videos in total	1
Articles	12 articles	8
Scientific publications	>10 publications	7
Webinars	3 webinars in total	0
Events	Number of events participated: 28	6

*Table 4 MULTICARE dissemination KPIs*

## 6. Conclusions

After 18 months of dissemination and communication activities, the MULTICARE project has established a solid foundation for outreach, engagement, and knowledge transfer across multiple channels. The project website has seen significant engagement, with a notable increase in views, while scientific publications and articles have been consistently produced, exceeding initial targets. The project's presence on social media platforms has been actively maintained, with LinkedIn and X (formerly Twitter) serving as primary channels for professional and research engagement. LinkedIn, in particular, has generated strong visibility, attracting professionals from education, research, and engineering sectors, while engagement on X has focused on amplifying event participation and research findings. However, some areas, such as social media growth, webinar organisation, and video content production, require renewed efforts to ensure sustained visibility and engagement.

Participation in key industry events, including the Built4People Clustering Event and Synergy Meeting, has strengthened collaboration with sister projects and expanded MULTICARE's impact within the research and policy communities. The launch of the first promotional video on YouTube represents an important milestone in improving the accessibility of project insights, with further animated content planned to enhance understanding of MULTICARE's tools and methodologies. Moving forward, efforts should focus on strengthening stakeholder engagement, increasing joint dissemination initiatives, and enhancing multimedia content production to ensure that project results reach a wider audience and contribute to the long-term impact of MULTICARE's innovations in the built environment sector.

### Plan for M12-M18

- Regular update of the website content.
- Regular actions on social media.
- 3 scientific papers to be published.
- 10 short videos
- 1 promotional video
- 1 leaflet

- 1 webinar,
- 2 articles
- 9 participated events

Monitoring Indicators (to be measured quarterly):

- Number of page visits to the website.
- Number of references to the project on search engines, number of links/followers/interactions with external entities on Social Media.
- Number of Newsletter's receivers.
- Number of event attendees.
- Number of views of promotional video.
- Number of workshop attendees.

A comprehensive dissemination and communication results report (D25.1) will be updated in M24 and M48.