# D25.1 Dissemination and communication activities report (M24)

MULTICARE

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# Executive Summary

The **D25.1 Dissemination and Communication Activities Report** serves as an interim assessment of the dissemination efforts carried out up to Month 24 (M24) 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
    - Outlines the scope and objectives of the report.
    - Describes its interrelation with other deliverables within Work Package 24 (WP24) – Capacity Building, Communication & Dissemination, Exploitation – Planning.
2. Branding and Dissemination Tools
    - Presents the dissemination materials developed and provided to all consortium partners.
    - Details the communication mechanisms used to share project updates and results up to M18.
3. Dissemination and Communication Activities
    - Provides a comprehensive account of dissemination and outreach activities undertaken between M18 and M24.
    - 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.



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- 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.

By systematically evaluating dissemination efforts, D25.1 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 |



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# 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 D25.1 report is developed within the framework of Task 25, 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



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

### Interrelation with Other Deliverables

The D25.1 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, D25.1 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.



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# 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*



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## 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.

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.

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.

More recent updates include:

"MULTICARE General Assembly in Berlin – Coordinating Innovation Across Scales," which reports on the consortium's discussions around integrating pilot site results, advancing digital decision-support tools, and aligning retrofit innovations with EU sustainability and resilience strategies. The meeting reinforced the importance of cross-scale collaboration – from material-level solutions to urban-scale digital twins – in ensuring replicability and scalability across Europe.

"Installation of a Modern Real-Time Monitoring Sensor for Tecucel River Level – Support for the Development of Flood Early Warning System in MULTICARE Tecuci Urban Scale Demonstrator," which describes the deployment of IoT-based monitoring equipment to improve flood preparedness and response in Romania. This initiative strengthens MULTICARE's early warning and rapid response framework for climate-related risks.



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"Enhancing Earthquake Preparedness in Tecuci through MULTICARE Project Activities," which highlights training, awareness-raising, and community engagement initiatives aimed at increasing resilience to seismic hazards at the urban demonstrator site. These activities combine technical innovations with social preparedness, ensuring that local communities are equipped to respond effectively to emergencies.

*"Breakthrough MULTICARE Study: The First Ever Resilience Readiness Levels for Buildings,"* which introduces a pioneering framework for assessing the resilience readiness of buildings. By establishing standardized levels, the study provides policymakers, designers, and stakeholders with a practical tool to evaluate and improve resilience strategies, marking a significant milestone in the project's contribution to the European construction sector.

Together, these publications demonstrate MULTICARE's holistic approach to resilience—combining technical innovation, digital monitoring, and community engagement—and position the project as a key contributor to Europe's sustainable and climate-resilient built environment.

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 | Link |
| 2. | MULTICARE at the Built4People Clustering Event on 19th November | Link |
| 3. | MULTICARE Project Video – Innovations for a Resilient and Sustainable Built Environment | Link |
| 4. | MULTICARE General Assembly in Berlin – Coordinating Innovation Across Scales | Link |
| 5. | Installation of a modern real-time monitoring sensor for Tecucel River level – support for the development of flood early warning system in MULTICARE Tecuci urban scale demonstrator | Link |
| 6. | Enhancing earthquake preparedness in Tecuci through MULTICARE project activities | Link |
| 7. | Breakthrough MULTICARE Study: The First Ever Resilience Readiness Levels for Buildings | Link |

*Table 1 List of non-scientific publications*



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## 2.5 Scientific Publications

Between Month 1 (M1) and Month 24 (M24), the MULTICARE consortium has significantly expanded its scientific output, producing a diverse portfolio of peer-reviewed journal articles and conference proceedings that reflect the project's multidisciplinary approach to resilience, material innovation, and energy efficiency in the built environment.

The published and accepted works cover a wide spectrum of topics, from seismic and thermal resilience of buildings, to decision-support tools for retrofit planning, to advanced monitoring and predictive frameworks.

Among the most notable contributions is the paper *"Resilience Readiness Levels for Buildings: Establishing Multi-Hazard Resilience Metrics and Rating Systems"*, led by TUD, which has appeared both in *Scientific Reports (Nature)* and in the *International Journal of Disaster Risk Reduction*. This dual dissemination demonstrates the wide applicability of the resilience readiness concept across scientific and practitioner communities.

Another key publication is the journal article *"A multi-criteria decision support framework for designing seismic and thermal resilient facades"* in *Architecture, Structures and Construction*, also coordinated by TUD, which provides architects and engineers with a methodology to design building envelopes optimising both seismic and thermal performance.

Conference contributions have further disseminated MULTICARE's innovations at leading international events. Examples include:

- TUD's *"Predicting building operational energy at urban level under material degradation and climate uncertainty: A sensitivity analysis"* presented at UNCECOMP 2025.
- UNIROMA1's *"Cost-performance evaluation of a Pres-Lam case-study building in Italy"* at the World Conference on Timber Engineering 2025, highlighting the feasibility and sustainability of low-damage timber systems.
- SUR's *"Immersive multi-performance parametric framework to enhance low-damage timber buildings design"* at the 18th World Conference on Earthquake Engineering.



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In addition, proceedings papers showcased innovative methodologies such as LIDAR and radar-based rapid post-earthquake assessment (INCDFP), thermal fragility analysis for extreme heat (TUD), and exoskeleton-based retrofitting systems (UNIROMA1).

| 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 | Link | 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 | Link | 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 | Link | 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 | Link | UNIROMA1 |
| 7. | Immersive multi-performance parametric framework to enhance low-damage timber buildings design | In Proceedings of the 18th World Conference on Earthquake Engineering | Link | SUR |
| 8. | 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 |
| 9. | Cost-performance evaluation of a Pres-lam case-study building in Italy | Proceedings of the World Conference on Timber Engineering 2025 | Link | UNIROMA1 |



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| | | | | |
|---|---|---|---|---|
| 10. | A multi-criteria decision support framework for designing seismic and thermal resilient facades | Journal paper - Architecture, Structures and Construction | Link | TUD |
| 11. | Resilience Readiness Levels for buildings: Establishing multi-hazard resilience metrics and rating systems | International Journal of Disaster Risk Reduction | Link | TUD |

*Table 2 List of scientific publications M1-M24*

These contributions underline MULTICARE's role in advancing knowledge on climate-adaptive, energy-efficient, and resilient construction. By addressing scientific, technical, and socio-economic aspects, the consortium ensures that its research results have both academic impact and real-world applicability for stakeholders across Europe.

## 2.7 Scientific conferences and industrial events

Between Month 1 (M1) and Month 24 (M24), the MULTICARE project actively engaged in a series of scientific conferences, industrial events, and clustering activities, ensuring broad dissemination of its results and facilitating dialogue with experts across multiple disciplines. A major highlight was MULTICARE's presentation at the KOMPAS Circularity Session hosted by Royal Haskoning DHV in Amsterdam (January 2025). The consortium introduced its innovative approaches to circular construction, multi-hazard resilience, and sustainable building design to an audience of 50 professionals, including designers, ecologists, project managers, and environmental specialists. This event fostered valuable exchanges on scalable solutions for energy-efficient and climate-resilient buildings.

MULTICARE also reached the earthquake engineering community through contributions at the 18th World Conference on Earthquake Engineering (Milan, Italy) and the 39th General Assembly of the European Seismological Commission (Corfu, Greece). Together, these events attracted over 70 seismologists and engineers, providing an international stage to showcase MULTICARE's frameworks for loss-based building design, resilience evaluation, and low-damage timber systems. Further technical insights were disseminated in specialised seminars, including "Towards a Direct Loss-Based Building Design approach integrating Seismic and Energy Losses" and the "Immersive Multi-Performance Parametric



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Framework to Enhance Low-Damage Timber Buildings Design", which reached around 70 academic and industrial experts.

In addition, MULTICARE contributed to cross-disciplinary discussions at the High Hanging Fruits Seminar, which gathered 80 experts in indoor climate engineering, sustainable heat transition, and heritage conservation, focusing on the retrofitting and climate resilience of historical buildings.

Beyond technical dissemination, the project actively participated in clustering and policy-related forums. The Built4People 2nd Clustering Event facilitated joint activities with sister projects and engaged 35 project managers in aligning strategies for sustainable construction and retrofitting. Similarly, MULTICARE joined the European Urban Resilience Forum (EURESFO) in Rotterdam, bringing together 50 policymakers, city representatives, and resilience practitioners to explore strategies for urban climate resilience and disaster preparedness.

Finally, the consortium gathered internally and externally at the 3rd General Assembly in Berlin, which brought together over 50 participants from academia, research, and industry. This meeting served as a key moment to review progress, coordinate dissemination actions, and align upcoming contributions to the European resilience agenda.

In total, between M1 and M24, MULTICARE partners took part in eight major scientific and industrial events, strengthening engagement with seismologists, engineers, heritage specialists, urban resilience experts, policymakers, and industry stakeholders. These activities reinforced the project's visibility and ensured that its research outcomes reached both technical and non-technical audiences across Europe.

| 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 m ultiCare, Retrofitting and climate resilience historical buildings of the cemtrum district | 80 | Indoor climate engineers, experts sustainble heat transition, heritage experts |
| 3. | 39th General Assembly of the European Seismological Comission (22-27 sept 2024, Corfu, Greece) | 35 | Seismologists, earthquake engineers |



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| | | | |
|---|---|---|---|
| 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 |
| 7. | European Urban Resilience Forum (EURESFO) – Rotterdam, Netherlands | 50 | City representatives, policymakers, urban resilience experts, disaster management practitioners |
| 8. | MULTICARE 3rd General Assembly – Berlin, Germany | 50+ | Consortium partners (academia, industry, research institutes) |

***Table 3 MULITCARE Events Table***

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## 2.8 Networking with other national and European projects

Between Month 18 (M18) and Month 24 (M24), 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



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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*


*Figure 3 Built4People 2nd 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



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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.


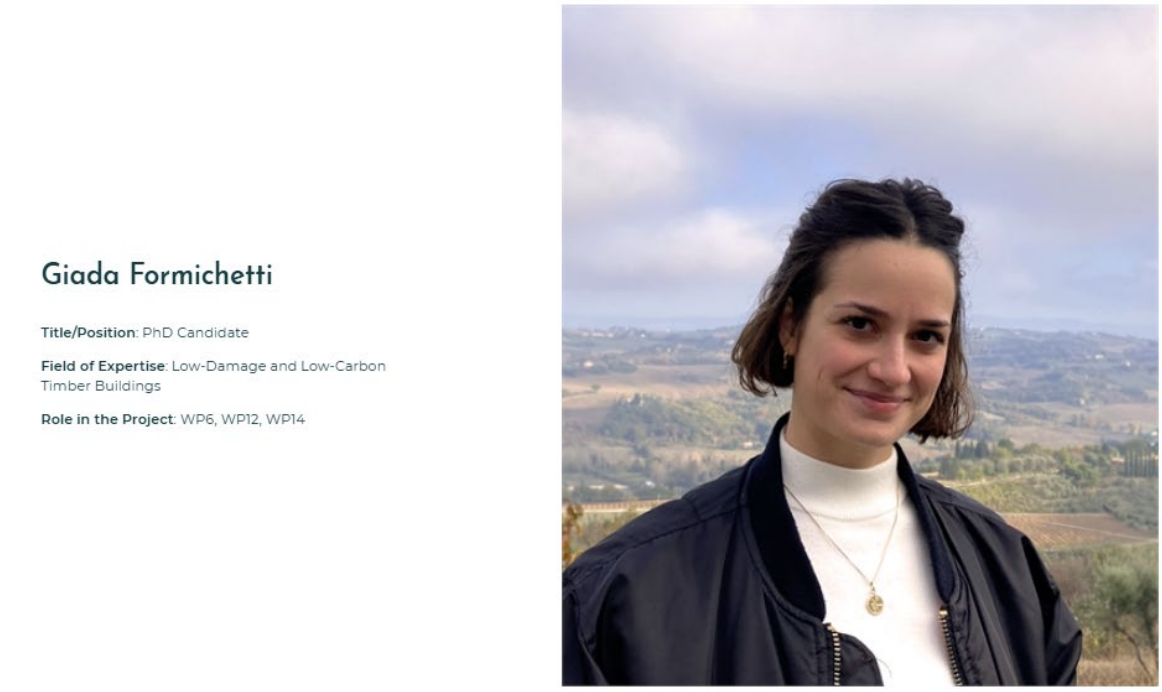


*Figure 4 MULTICARE Partner's subpage*

The Living Labs section of the website has been redesigned with a new, interactive and coherent layout, offering users a clear and engaging overview of each demonstration site. The updated pages present technical details on the built environment interventions alongside real-time updates on ongoing activities and project progress. With this refreshed design, the Living Labs subpages now function as centralised and user-friendly repositories for monitoring developments, sharing research findings, and documenting lessons learned, thereby supporting knowledge transfer and replication efforts across diverse urban contexts.



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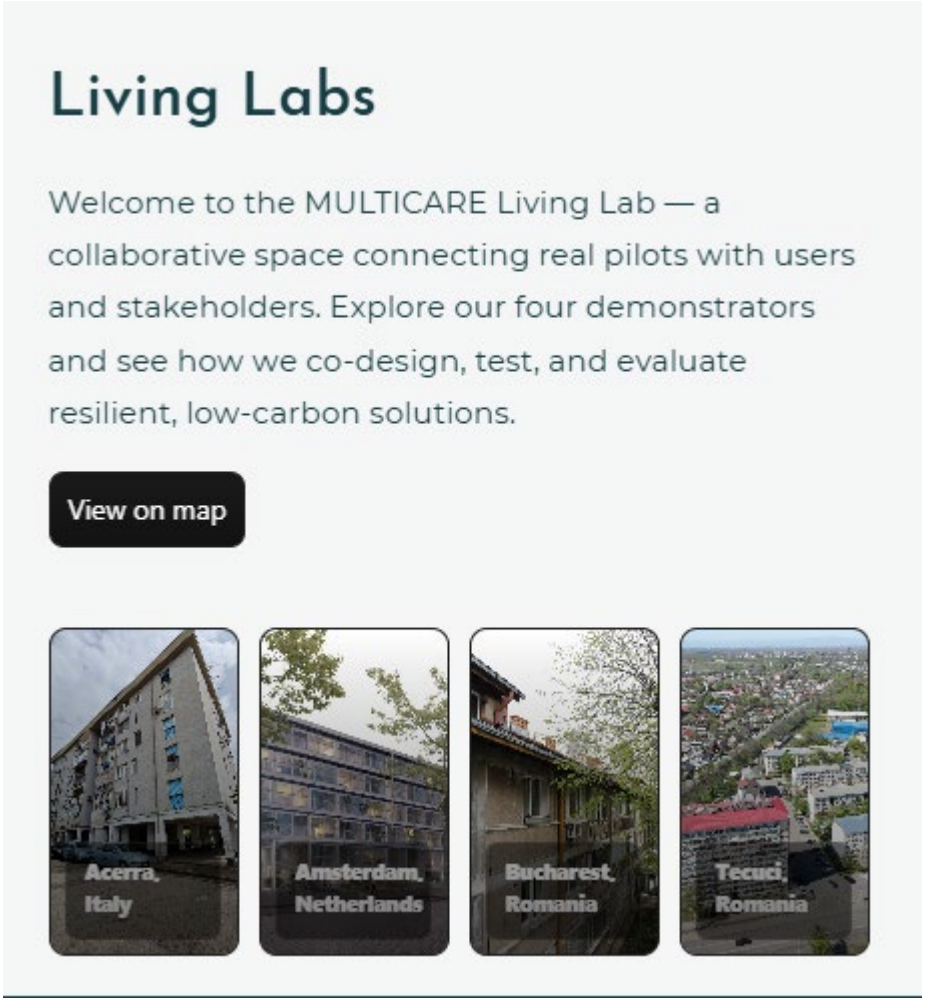


*Figure 5 MULTICARE Living Lab subpage*

In addition to these updates, the main page of the MULTICARE website has undergone a comprehensive refresh to ensure greater visual appeal and improved user experience. The overall layout has been modernised and made more intuitive, while the imagery across the homepage has been carefully updated to better reflect the scope and ambition of the project. The MULTICARE logo is now presented in colour, reinforcing the project's identity and making it more visible and recognisable to visitors. Furthermore, the "Project" section has been redesigned, offering clearer navigation and a more engaging presentation of objectives, activities, and expected impacts.

To further strengthen transparency and accessibility, all project files and documents are regularly updated on the website, ensuring that stakeholders, partners, and the wider public always have access to the latest information, deliverables, and official materials.



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

- Living Labs
- Project
- Partners

# 4.Social Media

Between M18 and M24, 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.



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*Figure 6 MULTICARE Promotional Video*

## 4.2 X

The MULTICARE X channel continues to grow its online presence, now reaching over 290 followers with more than 35 posts shared. Content highlights include project events such as the demonstration progress, General Assembly, the Built4People Clustering Event, and the Synergy Meeting, where MULTICARE contributed to discussions on sustainability, resilience, and digital innovation in the built environment.

Recent updates showcase concrete progress at the Tecuci demonstrator, including the installation of six seismic sensors, advanced laser and drone scanning for structural and terrain modelling, and geophysical investigations to assess soil conditions—key steps in strengthening earthquake preparedness. The channel also actively engages in collaboration with sister projects, for instance by reposting the REHOUSE EU June 2025 Newsletter, fostering cross-project visibility under initiatives such as #CitizenLedRenovationEU.

In addition, the channel continues to provide updates on deliverables, scientific publications, and external articles, ensuring broad outreach and positioning MULTICARE within the wider research, energy, and urban development communities.



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*Figure 7 MULTICARE post on X*


*Figure 8 MULTICARE post on X*



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## 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 **266 followers and 46** posts published to date, the profile has generated **9,667 impressions**, indicating steady visibility and reach. Nearly **1,069 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.



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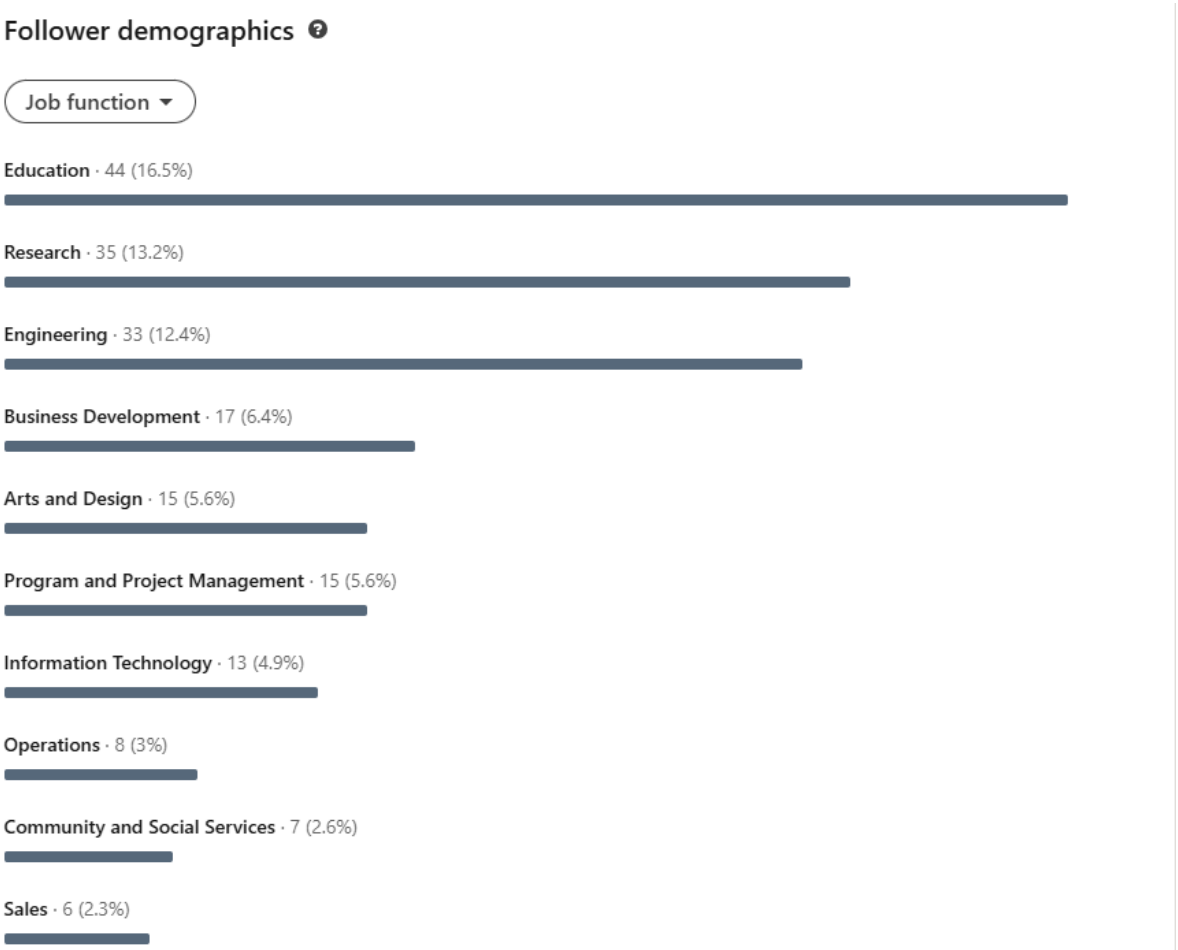


*Figure 9 MULTICARE LikedIn followers' by job function*



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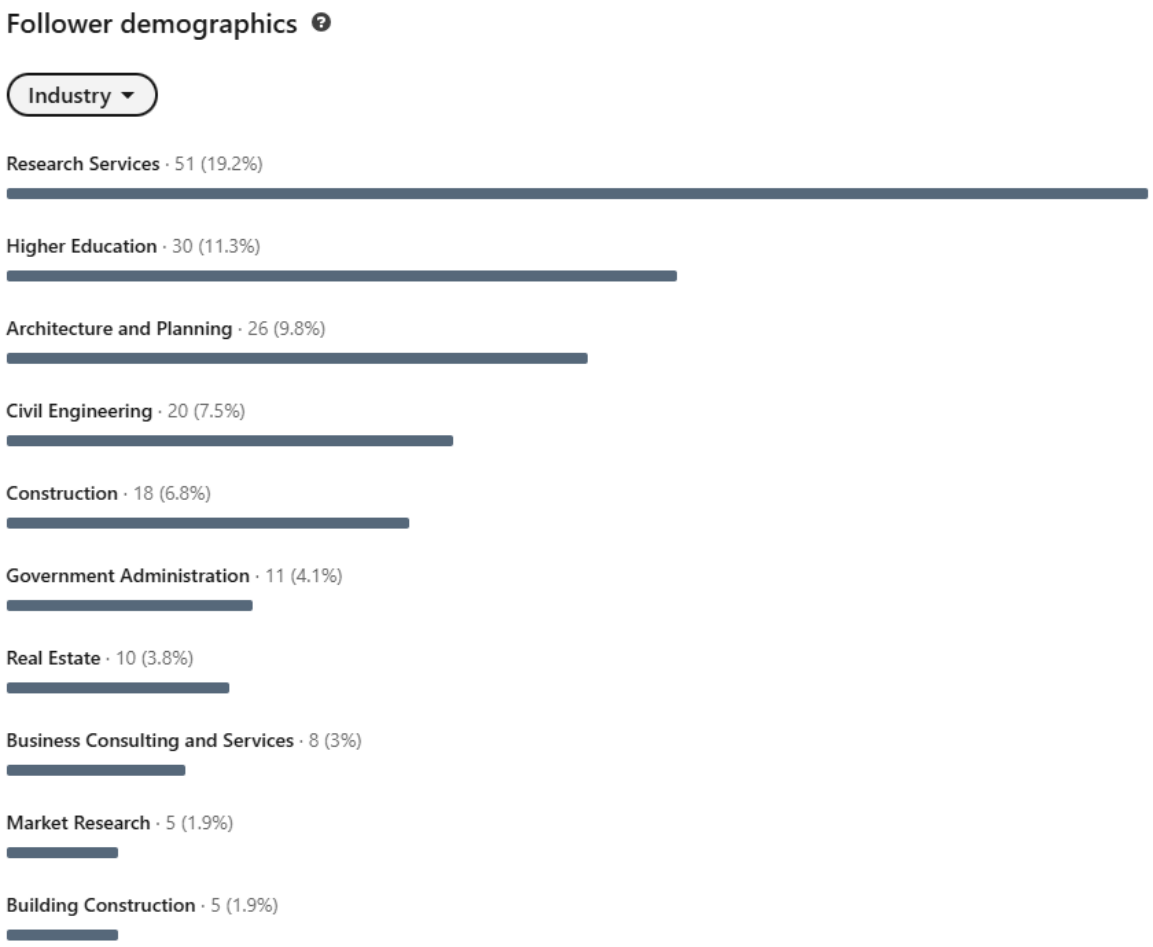


*Figure 10 MULTICARE LinkedIn followers by industry*

# 5. Dissemination Plan

## 5.1 Roles and responsibilities

Between M18 and M24, 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.



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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 1,500 views and 800 unique users (UU), but it significantly exceeded expectations with 6,200 views. 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 posts and at this stage reached 290 followers and 35 posts. Likewise, LinkedIn set a goal of 500 observers and 250 posts, and 266 observers and 46 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



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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/872 UU |
| MULTICARE on partners' websites | Google Analytics reference measurements | 8 |
| Social media channels | YouTube: 120 subscribers/25 short videos, X: 700 followers/300 Posts, LinkedIn: 500 observers/250 posts | YouTube: N/A, X: 290/35, Linkedin: 266/46 |
| 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 | 7 |
| Scientific publications | >10 publications | 11 |
| Webinars | 3 webinars in total | 0 |
| Events | Number of events participated: 28 | 8 |

*Table 4 MULTICARE dissemination KPIs*



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# 6. Conclusions

After 24 months of dissemination and communication activities, the MULTICARE project has built a strong foundation for outreach, stakeholder engagement, and knowledge transfer across multiple channels. The project website has been systematically developed and enriched, showing steady growth in visits and serving as the central hub for information, while scientific publications, articles, and policy-oriented materials have been consistently produced, already exceeding the initial KPI targets. Social media activity has been maintained across LinkedIn and X (formerly Twitter), with LinkedIn proving especially effective in reaching professionals from education, research, and engineering sectors, and X used to amplify event participation, project milestones, and research outcomes. The project has also launched its first promotional video on YouTube, marking an important step toward enhancing accessibility of results, with further video and animated content in preparation. Still, certain areas such as audience growth on social platforms, webinar organisation, and production of engaging video materials require reinforced attention to ensure sustained visibility and outreach.

MULTICARE has actively participated in high-level clustering and networking events, including the Built4People Clustering Event and the Synergy Meeting, which significantly strengthened cooperation with sister projects and positioned the project within the broader research and policy landscape. Collaboration with demonstration sites through the Living Labs approach further supported stakeholder dialogue and real-life validation of tools and technologies. These activities have not only fostered knowledge exchange but also deepened trust and visibility among target groups, including researchers, policymakers, and practitioners.

Looking forward, the project's communication strategy will concentrate on strengthening stakeholder engagement through more interactive formats, intensifying joint dissemination initiatives with sister projects, and expanding multimedia content production. By continuing to integrate scientific excellence with practical outreach, MULTICARE will ensure that its innovations reach a wide audience, stimulate replication, and contribute to long-term impact in the sustainable and resilient built environment sector. In line with its commitment to transparency, all communication materials, updates, and deliverables are regularly made available on the project website.



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Plan for M24-M32

- Regular update of the website content
- Regular actions on social media
- Publication of 3 scientific papers
- Production of 10 short videos
- Organisation of Living Labs webinars
- Preparation of 1 leaflet
- Publication of 2 articles
- Participation in at least 9 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 M48.



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