

# D24.1. Dissemination and communication plan



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# D24.1 Dissemination and communication plan

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# Executive Summary

The scope of the D24.1 “Dissemination and communication plan” is to present a promotional strategic guide through the dissemination and communication plan which was established at the beginning of the project and reviewed at M6.

The current deliverable includes the following chapters:

- Introduction – the scope, structure and relations of this deliverable to other deliverables within WP24 Capacity building, Communication & Dissemination, Exploitation - Planning.
- Branding and dissemination tools of the MULTICARE project – a short description of branding materials (logotype, templates) as well as dissemination tools (website, social media channels) that have been delivered to all consortium Partners to provide key dissemination material of the project and specific ways to communicate project’s progress and results until M6.
- Dissemination and communication plan and associated material elaborated and verified from M1 until M6 and anticipated dissemination activities from M6 until M36, including relevant Key Performance Indicator (KPIs);
- Conclusions – dissemination and communication plan for the 1st year of project duration (M1-M12) –an outline of the dissemination activities that will be performed during the project duration according to all promotional channels mentioned above.

The current deliverable remains the basis for the activities in T24.1, and the future 24.3, 25.1, 25.2, 26.5 deliverables, which will report the progress on the social acceptance and C&D campaigns and collaboration with sister initiatives. The final D26.5 version will include the collection of all dissemination activities, impact conclusions and the plan for further dissemination and communication beyond the project life.

# Table of contents

D24.1 Dissemination and communication plan .....	2
PUBLISHED IN THE FRAMEWORK OF .....	2
AUTHORS .....	2
REVISION AND HISTORY CHART .....	2
Executive Summary.....	4
Table of contents .....	5
GLOSSARY .....	7
1. Deliverable summary.....	8
1.1 Scope and structure of the deliverable .....	8
1.2 Relation to other Tasks and Deliverables.....	8
2. Dissemination strategy – purpose and means .....	9
3.1 Overall presentation .....	9
3.2 Leaflet/brochure .....	11
3.3 Poster/Roll-up.....	12
3.4 Articles.....	12
3.5 Scientific Publications.....	14
3.6 Public deliverables .....	15
3.7 Scientific conferences and industrial events .....	15
3.8 Webinars.....	16
3.9 Networking with other national and European projects.....	16
3. Website development.....	17
4. Social Media .....	20
4.1 YouTube.....	21
4.2 X.....	22
4.3 LinkedIn.....	23
5. Dissemination Plan .....	24
6.1 Roles and responsibilities .....	24
6.2 Dissemination and communication schedule and KPIs.....	25
6. Conclusions .....	28

## LIST OF FIGURES:

Figure 1 Presentation template - title .....	10
Figure 2 Presentation template - content .....	11
Figure 3 Presentation template – graphs.....	11
Figure 4 MULTICARE YouTube channel .....	21
Figure 5 MULTICARE X account .....	22
Figure 6 MULTICARE LinkedIn profile .....	23

## LIST OF TABLES:

Table 1 MULTICARE dissemination KPIs	28
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## GLOSSARY

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

# 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

The aim of this deliverable is to provide the strategy for the communication and dissemination efforts which will be carried out during the 48-month duration of the MULTICARE project, as well as to specify the communication and dissemination activities in more detail.

The deliverable reports on dissemination tools (website, social media, publications, promotional materials, etc.) and activities performed up to M6 to accomplish the dissemination and communication project strategy.

Finally, the report highlights the degree of dissemination indicators accomplishment by the MULTICARE consortium based on the type of activity conducted during the project lifecycle. The creation of this deliverable is the result of a collaborative partnership between the leader of WP24 and the project partners.

## 1.2 Relation to other Tasks and Deliverables

The D24.1 report is being prepared in the framework of Tasks 24.1. Special focus of these tasks is given to dissemination and communication activities towards the MULTICARE target audiences, which consist of:

- professional consultants (e.g. architectural, engineering and financial), as ARUP, RINA, PFE; sustainability specialists in multi-disciplinary engineering firms; urban designers and planners; utilities;
- real estate or buildings portfolio managers, as ACER for social housing; facility managers; building owners;
- manufacturers and suppliers (as RTB and XLD), façade providers (as HOSCHER) and other technology providers (as IES, OMRT);

- European, national and/or regional associations (as RoGBC or Smart buildings alliance) and regulatory authorities; industrial groupings (as VMRG);
- policy makers addressing decarbonization and resilience; public bodies and agencies (e.g. ENEA, NEa);
- relevant European networks/platforms (e.g., Resilient Cities Network or Climate-ADAPT);
- research community (as JRC);
- public media and general public (mainly through communication activities);
- banking; insurances; investors (particularly, for climate risk assessments), e.g. RoGBC which connects the project with SMARTER4EU LIFE project, providing green finance programs for sustainable homes, promoting healthier homes and improving energy security..

They will be effectively reached through a variety of communication channels and the utilization of a wide range of dissemination instruments during the project's lifecycle.

The current deliverable is interrelated with other deliverables of the whole WS9:

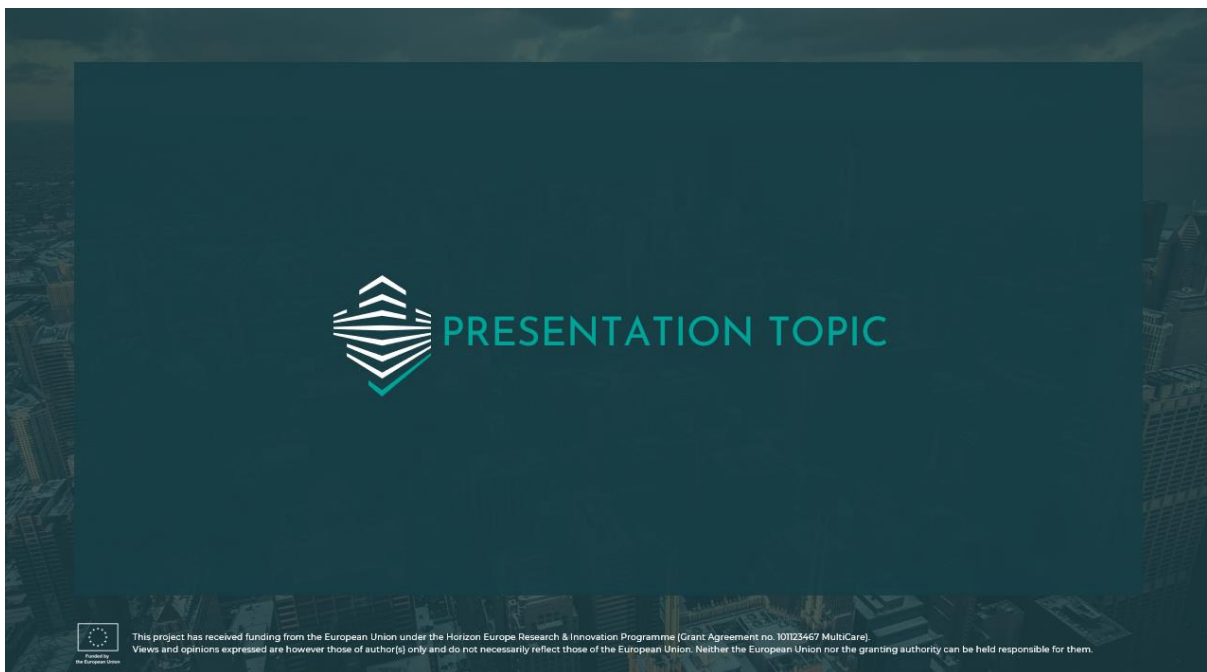
- D24.3 Dissemination and communication activities report
- D24.3 Dissemination and communication activities report
- D25.1 Dissemination and communication activities report
- D25.2 Dissemination and communication activities report
- D26.5 Final Dissemination and Communication activities report

## 2. Dissemination strategy – purpose and means

### 3.1 Overall presentation

The overall presentation of the MULTICARE project, meticulously crafted according to the presentation template delivered in M3, will encapsulate a comprehensive overview of this groundbreaking initiative. At its core, the presentation will shed light on the dynamic landscape of the construction market, particularly focusing on enhancing resilience in the face of various hazards. It will delve into the pivotal role of fortifying resilience against

specific single hazards such as floods and seismic events. Moreover, the presentation will offer a glimpse into the numerical landscape of the MULTICARE project, providing key statistics and figures to contextualize its scope and impact. Highlighting its ambitious scale, the presentation will outline the MULTICARE large-scale pilots, spanning across three buildings and four neighborhoods or districts. Furthermore, it will underscore the project's commitment to fostering social sciences, engaging users, and facilitating training programs. Technical and market tools integral to the project's success will also be elucidated, alongside the unique interdisciplinary consortium comprising 21 partners hailing from six EU countries. This consortium will boast a wealth of expertise in both research and practical domains, embodying the collaborative spirit essential for achieving MULTICARE's ambitious objectives. All partners will receive the general presentation slides as well as audio notes to facilitate creating MULTICARE "Ambassadors" who can represent the project in conferences and other opportunities for promotional or dissemination. Additionally the Overall Presentation will be delivered in shorter and longer version to answer potential needs of particular Partners regarding their performance during webinars, workshops, and conferences, when the time of presentation varies.



**Figure 1 Presentation template - title**



Figure 2 Presentation template - content

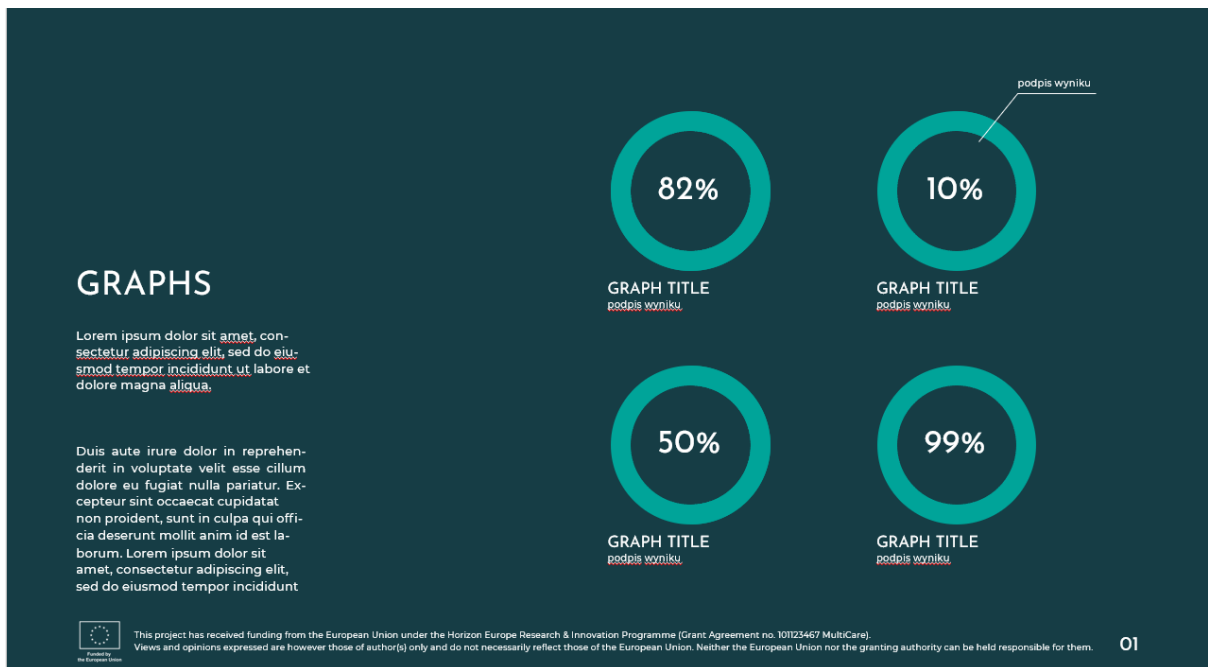


Figure 3 Presentation template – graphs

## 3.2 Leaflet/brochure

Two digital and printed leaflets, providing versatile platforms for sharing project updates and engaging stakeholders, will be produced within the project duration. Leaflets will be

meticulously designed to describe each specific outcome tailored to target specific groups, effectively communicating the project's objectives and achievements. These leaflets will undergo translation into the national languages of project partners, ensuring accessibility and inclusivity across diverse audiences. Each partner will undertake the printing of these leaflets, guaranteeing widespread distribution and visibility. Through these efforts, the MULTICARE project aims to effectively communicate its advancements, fostering awareness and engagement within its diverse stakeholder community.

### 3.3 Poster/Roll-up

The MULTICARE project recognizes the importance of enhancing visibility during events and conferences to maximize its impact and engagement with stakeholders. To achieve this, the project has embraced the possibility of designing and printing posters and roll-ups whenever needed. This flexibility allows the project to tailor its promotional materials to specific events, ensuring relevance and effectiveness in conveying key messages and project achievements. By having readily available posters and roll-ups, the project can seize opportunities to showcase its progress, innovations, and outcomes in real-time, effectively capturing the attention of event attendees and conference participants. Moreover, these visually appealing materials serve as powerful tools for sparking conversations, initiating collaborations, and attracting potential partners, thereby amplifying the project's reach and influence within the research community and beyond. Overall, the ability to design and print project posters and roll-ups on demand significantly enhances the visibility of the MULTICARE project, reinforcing its presence and impact in diverse event settings. The "ready-to-print" design will be provided to all Consortium Partners regarding their need to showcase the project during conferences around Europe.

### 3.4 Articles

Producing an article annually on the achievements, results, and tools of the project is paramount for maintaining transparency, accountability, and dissemination of information within the MULTICARE project. This practice serves as a vital communication channel for stakeholders, including partners, funders, policymakers, and the broader scientific community. By documenting the project's progress and outcomes in a comprehensive article, the project can effectively showcase its advancements, innovative solutions, and practical tools developed throughout the year. Moreover, regular publication of such

articles ensures visibility and recognition for the project, fostering trust and engagement among stakeholders. Additionally, these articles provide a valuable resource for knowledge sharing and exchange, contributing to the collective learning and advancement of the field. Overall, the need to produce one article per year on the project's achievements, results, and tools underscores the project's commitment to transparency, dissemination, and impactful communication, tailored to target groups' needs.

To achieve best publication score, we are planning to reach out the following groups of online/offline portals/magazines:

1. **Construction Industry Magazines:** Magazines focused on the construction industry may be interested in articles highlighting the innovative tools and technologies developed within the MULTICARE project that contribute to building resilience against hazards (Construction Today, Construction News, ENR, Engineering News, Builder Online).
2. **Engineering Journals:** Academic or professional journals in the field of engineering, particularly those focused on civil engineering, structural engineering, or resilience engineering, could be interested in articles detailing the technical aspects and results of the project (Science Direct, The Journal of Engineering)
3. **Environmental Magazines:** Magazines covering environmental topics, such as sustainability, climate change adaptation, or disaster resilience, may be interested in articles highlighting how the MULTICARE project's tools and results contribute to environmental protection and resilience (Sustainability X® Magazine, Nature Sustainability, Envirotec).
4. **Smart Cities Magazines:** Publications focused on smart city initiatives and technologies may be interested in articles discussing how the MULTICARE project's tools and solutions contribute to creating more resilient and sustainable urban environments. (Smart City Magazine, The Smart City Journal, Smart Cities World)
5. **Research Journals:** Academic journals publishing research articles in the fields of urban planning, disaster management, or risk assessment may be suitable outlets for articles presenting the research findings and methodologies of the MULTICARE project.
6. **European Union Publications:** Publications associated with the European Union, such as Horizon 2020 magazines or EU research newsletters, may be interested in

featuring articles about EU-funded projects like MULTICARE, showcasing their impact and contributions to EU policy goals.

### 3.5 Scientific Publications

Throughout the duration of the project, a total of over 10 scientific publications are scheduled to be released.

These publications, disseminated in scientific journals and conferences pertinent to the research and innovation activities of the MULTICARE project, aim to directly or indirectly engage scientific communities. They play a crucial role in bolstering the project's image and brand, fostering cross-fertilization of concepts, and validating project results through peer review. Developed by academic and technology partners, these publications will be disseminated through various channels, including open access peer-reviewed journals, specialized magazines, conference papers, and other events. Partners may also contribute to e-journals, blogs, and newsletters to reach a broader audience with condensed articles and news updates. Before submission, partners are encouraged to share draft versions with the consortium members, ensuring compliance with the European Commission's regulations on dissemination. Furthermore, all peer-reviewed scientific publications must be freely accessible through self-archiving in open access repositories, with accessibility through OpenAIRE being a minimum requirement.

Some of the scientific journals targeted for publication includes:

- MDPI Sustainability,
- MDPI Smart Cities,
- MDPI Journal of Sensor and Actuator Networks,
- International Journal of Sustainable Energy Planning and Management (Aalborg University Press),
- Science and Technology Studies,
- IEEE Transactions on Knowledge and Data Engineering, and
- IEEE Transactions on Sustainable Energy.

## 3.6 Public deliverables

Public deliverables as a means of dissemination and communication strategy provide crucial content to understand the MULTICARE concept and to deliver an interpretation of the results. All documents will be accessible on the MULTICARE website: [multicare-project.eu/public-deliverables](http://multicare-project.eu/public-deliverables) ([Multicare \(multicare-project.eu\)](http://Multicare(multicare-project.eu))). The number of downloads of public deliverables published in MULTICARE website will be closely monitored as an indicator of the interest that these documents concentrate during the project lifetime and beyond.

## 3.7 Scientific conferences and industrial events

Numerous events (7/year) are planned to be attended remotely or physically as the best way to present the project's goals, elaborated tools, results and progress. There are several opportunities to promote the MULTICARE concept during these events.

First of all, project's representatives will give presentations, take a part in discussion panels as well as disseminate information on the exhibition stand, presenting leaflets, roll-up and press kits. Within the online events we also have a chance to promote the project through relevant activities: virtual poster exhibitions, online workshops, self-organized events, logotype or online banner publications.

MULTICARE Consortium Partners identified the following scientific and industrial events that may participate and disseminate MULTICARE advancements:

- Sustainable Places Conference;
- World Sustainable Energy Days conference;
- International Conference on Green Building Technology and Energy Efficiency conference;
- CLIMA conference;
- European Sustainable Energy Week conference;
- Healthy building, International Building Performance Simulation conference, (o) European Façade Network conferences;
- European Climate Change Adaptation Conference,

- European Disaster Preparedness Conference.

These conferences offer valuable opportunities to network, share knowledge, and stay updated on the latest developments in the field of building resilience. They facilitate collaboration, and foster innovations regarding the MULTICARE project goals.

### 3.8 Webinars

The MULTICARE project is gearing up to host a series of 3 engaging webinars, strategically designed to promote and educate audiences about the project's innovative tools and solutions. These webinars, which may be organized independently or in collaboration with other European Commission funded projects, serve as a dynamic platform for disseminating knowledge and fostering engagement. With a primary focus on showcasing the benefits of MULTICARE tools, these webinars will feature attractive video materials, effectively capturing the attention and interest of participants. Through interactive presentations, demonstrations, and discussions, attendees will have the opportunity to gain valuable insights into the project's advancements and potential applications. By harnessing the power of webinars, the MULTICARE project aims to reach a diverse audience, including stakeholders, researchers, policymakers, and industry professionals, ultimately driving awareness and adoption of its innovative solutions for building resilience.

### 3.9 Networking with other national and European projects

During its four-year duration, the MULTICARE project will be seeking to enhance links and synergies with other EC-funded projects and similar initiatives. In this regard several dissemination and communication activities that are planned within the project will be considered in order to create synergies whenever possible.

The objectives of the cooperation would be to:

- foster connections with other communities that would be difficult to reach otherwise;
- create long-term research collaboration;

- increase project visibility;
- maximize project impact;
- share knowledge on energy management and Demand Response related topics;
- share experience on technical challenges encountered;
- networking.

The following common activities will be considered:

- mutual promotion of events and news by exchange of announcements published on projects websites/newsletters/social media;
- mutual invitations to participate in and speak at project workshops and conferences;
- joint organisation of events like workshops, conferences, working meetings;
- joint applications for external events: booths, networking sessions, workshops, conferences;
- exchange of feedback on project publications and deliverables;
- creation of working groups.

### 3. Website development

The MULTICARE project's website, delivered at the onset of M4, is meticulously structured to offer users a seamless and informative browsing experience. Divided into key sections, the website serves as a comprehensive resource hub, providing valuable insights and information. Designed to be responsive and user-friendly, it facilitates easy navigation, guiding visitors to relevant subpages and sections that address their most pressing questions. Whether users seek to understand how the project works, explore the significance of its solutions, discover applicable tools for their business, stay updated on project developments, or connect with project representatives for further inquiries, the website offers tailored content to meet their needs. With its intuitive design and wealth of information, the MULTICARE website aims to be a vital platform for engaging stakeholders and promoting awareness of the project's objectives and outcomes.





## WHY MULTICARE?



- ✓ **MULTICARE** will develop and deliver innovative plug & play low-carbon resilient technologies and multi-disciplinary digital tools to improve the multi-hazard resilience of existing building stock in a cost effective, timely and environmentally sustainable manner
- ✓ **MULTICARE** will develop low-carbon resilient solutions/packages for the overall building system, including main structure and facades. Future-proof solutions and ad-hoc tailored technologies will be delivered for both new-built and existing buildings (through multi-functional exoskeletons).
- ✓ **MULTICARE** will deliver novel decision-support frameworks for quantifying the multi-hazard resilience of building stocks, by means of Resilience Readiness Levels, and assessing the integrated socio-economic-environmental losses due to disasters within a life-cycle perspective.



## 4.Social Media

In the initial phase of the MULTICARE project, key social media channels such as YouTube, Twitter, and LinkedIn were strategically established to fulfill various objectives. YouTube serves as a multimedia platform, aimed at disseminating informative videos, tutorials, and project highlights to a diverse audience, enhancing visibility and engagement. Twitter, known for its real-time updates and concise messaging, is utilized to provide regular project news, event announcements, and industry insights, fostering active dialogue and interaction with stakeholders. LinkedIn, a professional networking platform, is leveraged to showcase the project's expertise, achievements, and thought leadership within relevant communities, while also facilitating networking opportunities and recruitment efforts. Together, these social media channels play a crucial role in amplifying the project's reach, enhancing communication, and fostering collaboration with stakeholders.

## 4.1 YouTube

MULTICARE's YouTube channel aims to engage all target groups into project's activities via 25 short videos highlighting expected results, explaining most important assumptions, showing benefits of the outcomes, and educating citizens about the need of MULTICARE innovative solutions being implemented on the market.

We plan to reach 120 observers with 25 videos.



**Figure 4 MULTICARE YouTube channel**

The following type of content will be published on YouTube:

- promotional videos showing benefits of MULTICARE solutions,
- interviews with project Partners,
- video reports summarizing project events,
- webinars with COMMUNITAS project Partners participation recorded during the project duration,
- videos explaining the core of the project tools.

## 4.2 X

The aim to create X account is to generate leads, increase brand awareness, create a positive opinion, build community, and communicate with the audience, especially with MULTICARE's stakeholders, energy/industry players and Policy Makers, in an attractive and instant way.

We plan to reach 700 followers with 300 posts published.



**Figure 5 MULTICARE X account**

MULTICARE's X account can be followed under the following link: [MULTICARE \(@Multicare\\_eu\) / X \(twitter.com\)](https://twitter.com/Multicare_eu)

The following type of content will be published on X:

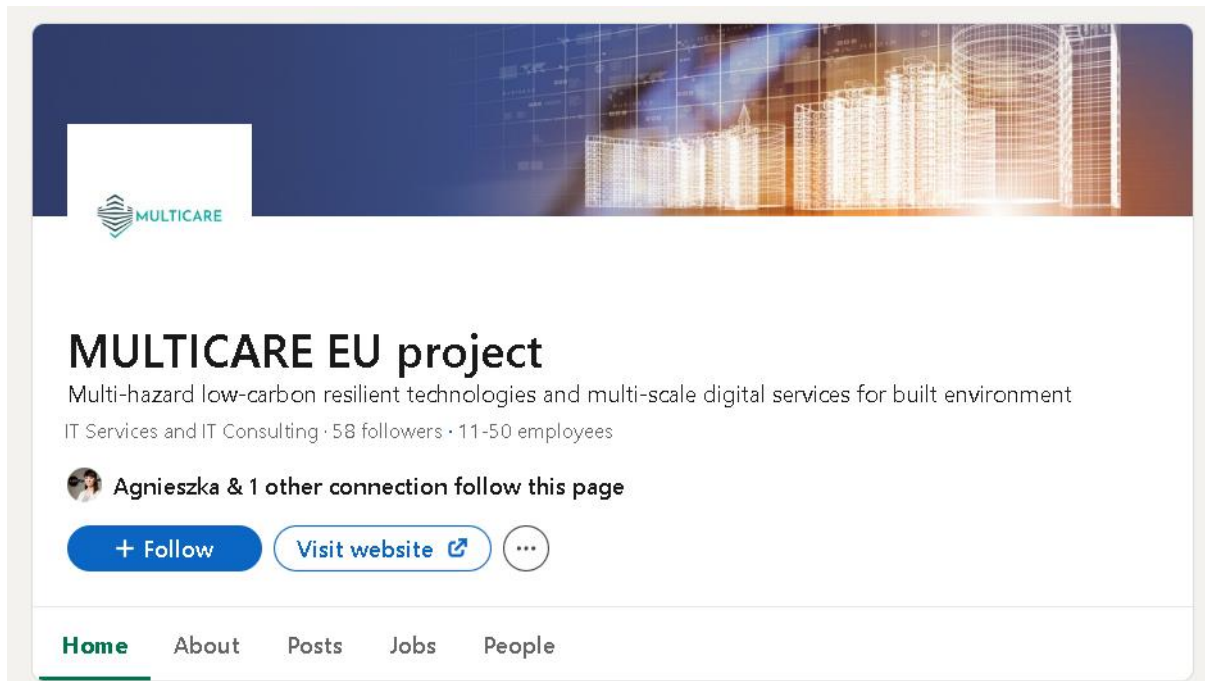
- Graphics/Animated graphics,
- Short messages,

- UGC,
- Re-tweets,
- Links to the website.

## 4.3 LinkedIn

MULTICARE's LinkedIn profile aim is to reach R&D and scientific community, professionals in the energy industry as well as EU projects and other initiatives to promote the project website and project results.

We plan to reach 500 observers with 250 posts.



**Figure 6** MULTICARE LinkedIn profile

MULTICARE's LinkedIn profile can be followed under the following link:  
<https://www.linkedin.com/company/MULTICARE-project/>

The following type of content will be published on LinkedIn:

- videos,
- infographics,
- professional articles,
- UGC,
- links to the website.

## 5. Dissemination Plan

### 5.1 Roles and responsibilities

The implementation of DCP will be successful, only as far as the different MULTICARE Partners fully engage with the shared collective responsibility for DCP. Therefore, WS9 is responsible for communication and dissemination, however these tasks will only be successfully fulfilled with the support from all Partners to regularly communicate WP9 activities that are taking place and act as multipliers of information to the different target audiences.

ASM as a Dissemination and Exploitation Manager (DEM) is responsible for the project's communication planning when its execution requires cooperation of all Partners organisations. This is of particular importance within MULTICARE, where the Partners are either often part of, or closely connected, to some of the target audiences as well as to language and context awareness issues.

The full input, contributions, and regular dissemination by MULTICARE Partners is essential to ensure that dissemination activities realize their full potential. MULTICARE Partners are expected to provide content for the website (short updates and news posts) and share their Work Stream research results. Partners are expected to notify the coordinator and DEM of completed deliverables, publications, and any promotional events. Partners will also actively disseminate MULTICARE outputs using their existing and relevant media, networks and contacts to spread the MULTICARE messages. Finally, MULTICARE Partners will act as mediators (and multipliers) between the consortium and stakeholders.

## 5.2 Dissemination and communication schedule and KPIs

A set of Key Performance Indicators (KPIs) has been defined to measure the efficiency and effectiveness of dissemination activities carried out. The table below summarizes desired targets of KPI achievement at the end of the project duration.

The numbers presented are based on the different measurement tools that have been identified:

- Wordpress Analytics/Google analytics: web analytics solution that provides insights into the website traffic and marketing effectiveness. •
- Twitter, LinkedIn, YouTube and own statistics (Twitter analytics, Tweetchup, Klout and Tweetdeck), from where MULTICARE is able to monitor the activity of social media.

Channel	Description	KPIs
<b>Project website</b>	Professionally designed project website with: (a) main page (b) subpages: Project, Partners, Pilot Sites, Results, Public Reports, Year 1: 1000 views/700 UU Part B - Page 42 of 70 Academic Publications, Dissemination Materials, News, Contact, Subscribe, (c) Newsletter subscription, (d) Social Media Plugins	Year 1: 1000 views/700 UU
<b>MULTICARE on partners' websites</b>	To complement the above dedicated project website, MULTICARE will also be referenced and advertised through a dedicated page	Google Analytics reference measurements

	or section on all partners' websites	
<b>Social media channels</b>	YouTube will be the main social media channel to which all other dissemination channels will refer to as the communication strategy will be based on video format. All posts presented via social media will be designed based on the newest trends, showing innovativeness of the project's tools	YouTube: 120 subscribers/25 short videos, Twitter: 700 followers/300 Tweets, LinkedIn: 500 observers/250 posts
<b>Cooperation with sister-projects</b>	MULTICARE project will seek to enhance links and synergies with other EC funded projects (e.g. IMPETUS) and similar initiatives. Several dissemination and communication activities are planned to create synergies whenever possible	3 workshops jointly organised
<b>Digital, printed promotional materials</b>	Leaflets describing each specific result dedicated to a specific target group will be elaborated, translated into partners' national languages and printed by each partner	2 digital/printed leaflets

<b>MULTICARE videos</b>	Short videos will be produced during the project lifetime to promote all MULTICARE solutions in an engaging way	16 short videos in total
<b>Articles</b>	Publications in targeted magazines aiming at raising awareness and interest of the target audience	Year 1: 3 articles
<b>Scientific publications</b>	Individually, or jointly submitted, scientific papers deeply exploring the innovative technology used to develop MULTICARE solutions	Year 1: 1 scientific paper; >10 publications
<b>Webinars</b>	Promotional and educational webinars are planned to be organised individually or with other EC funded projects. The main goal is to disseminate knowledge about the benefits of the MULTICARE tools and to engage the audience with attractive video materials	3 webinars in total
<b>Events</b>	Numerous in-person or remote events to present the project's goals, developed tools, results and progress. Project's representatives can give presentations, take part in	Number of events participated: 7/year

	<p>discussion panels as well as disseminate information on the exhibition stand, presenting videos/ tools via live streaming, leaflets, roll-up and press kits. Within the online events we also have a chance to promote the project through relevant activities: virtual poster exhibitions, online workshops, self-organised events, logotype or online banner publications</p>	
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**Table 1 MULTICARE dissemination KPIs**

## 6. Conclusions

The principal objective of this deliverable is to present the dissemination and communication strategy based on already elaborated branding materials and promotional channels established until M3.

The dissemination and communication activities in the MULTICARE project are actively conducted in all chosen channels. They are both supported, initiated and disseminated by all Consortium Partners to create a wide net of interested stakeholders.

The report provides a description of the target groups, dissemination tools (publications, events, workshops, webinars), key performance indicators and the dissemination activities schedule. It ensures a solid framework against successful realization of the MULTICARE project in the area of D&C.

Plan for M6-M12:

- Regular update of the website content.
- Regular actions on social media.
- 2 scientific papers to be published.
- 1 joint event with sister-projects
- 4 short videos
- 1 leaflet
- 1 webinar,
- 1 articles
- 7 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 (D24.3) will be updated in M12, M24 and M48.

Furthermore, a brief summary of the dissemination and communication strategy will be created in the form of a presentation to outline the pathway for Consortium Partners to follow in order to achieve dissemination goals most effectively.