D24.3. Dissemination and communication activities report

MULTICARE

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PUBLISHED IN THE FRAMEWORK OF MULTICARE Multi-hazard low-carbon resilient technologies and multi-scale digital services for a future-proof, sustainable & user-centred built environment

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Final	27.09.2024	Monica Ardeleanu, Dorin Beu, Steven Borncamp, Romania Green Building Council	Final editing

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Executive Summary

The scope of the D24.3 Dissemination and communication activities report is to present performed dissemination activities until M12 which were featured in the D24.1. Dissemination and communication plan.

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 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 M12.
- Dissemination and communication activities and associated material elaborated and verified from M6 until M12, including relevant Key Performance Indicator (KPIs);
- Conclusions – dissemination and communication activities performed in the 1st year of project duration (M1-M12).

The current deliverable remains the updated basis for the activities in T24.1, and the future 25.1, 25.2, 26.5 deliverables, which will report the progress on the social acceptance and dissemination & communication 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.

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GLOSSARY

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

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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

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

The deliverable reports on dissemination tools (website, social media, publications, promotional materials, etc.) and activities performed up to M12 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 Task 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), including ARUP, RINA, PFE; sustainability specialists in multi-disciplinary engineering firms; urban designers and planners; utilities;
- real estate or buildings portfolio managers, including ACER for social housing; facility managers; building owners;

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- manufacturers and suppliers (including RTB and XLD), façade providers (such as HOSCHER) and other technology providers (including IES, OMRT);
- European, national and/or regional associations (including RoGBC or Smart buildings alliance) and regulatory authorities; industrial groupings (such 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 the Joint Research Centre);
- public media and general public (mainly through communication activities);
- banking; insurers ; investors (particularly, for climate performance and risk assessments).

These groups are effectively reached through utilizing a variety of communication channels and a wide range of dissemination instruments during the project's lifecycle.

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

- D24.1. Dissemination and communication plan
- 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

2.1 Overall presentation

The MULTICARE project presentation outlines its comprehensive approach to enhancing the multi-hazard resilience of buildings against potential losses due to extreme events. The project's primary goals and objectives focus on developing innovative digital tools and methodologies that assess, predict, and mitigate the risks posed by various hazards, such as earthquakes, floods, and strong winds. By integrating these advanced digital solutions,

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MULTICARE aims to improve building safety and performance under extreme conditions, ensuring better preparedness and response strategies.

The presentation also highlights the benefits for stakeholders and end-users, including policymakers, engineers, and building owners, who stand to gain from reduced risk exposure, enhanced safety, and cost savings in disaster recovery efforts. Overall, MULTICARE provides a forward-thinking approach to building resilience in the face of multi-hazard challenges, promoting safer and more sustainable communities.

Figure 1 Overall presentation

2.2 Leaflet/brochure

The MULTICARE leaflet provides an engaging overview of the project's mission to revolutionize building resilience against multiple hazards like earthquakes, floods, and heat waves through innovative, low-carbon technologies and digital tools. It highlights how MULTICARE, an EU-funded initiative, is dedicated to creating sustainable, high-performance buildings that can adapt to future climate challenges while reducing environmental impact. The leaflet introduces the concept of "plug & play" solutions—modular building components designed for both new constructions and existing buildings—that are easy to assemble, disassemble, and recycle, providing a flexible and eco-friendly approach to enhancing resilience.

Additionally, the leaflet delves into the digital tools developed by MULTICARE, including advanced platforms for decision support, real-time monitoring systems, and digital twins. These tools enable effective resilience management by offering early warning systems, predictive maintenance, and comprehensive assessments of multi-hazard impacts. With vibrant branding visuals and clear contact details, the leaflet invites stakeholders, from policymakers to building owners, to explore how they can benefit from MULTICARE's solutions and contribute to building a safer, more resilient future.

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Figure 2 MULTICARE project leaflet

2.3 Poster/Roll-up

The MULTICARE roll-up showcases the project's cutting-edge solutions for enhancing the multi-hazard resilience of buildings using innovative, low-carbon, plug & play technologies and comprehensive digital tools. Highlighting cost-effective, timely, and environmentally sustainable methods, the roll-up emphasizes MULTICARE's commitment to developing resilient solutions and packages that can be seamlessly integrated into both new and existing structures, including main building systems and facades. It introduces novel decision-support frameworks designed to assess and quantify the multi-hazard resilience of building stocks through Resilience Readiness Levels, providing a comprehensive view of socio-economic and environmental impacts over a building's lifecycle. Accompanied by the project's branding key visuals, the roll-up features a QR code directing viewers to the MULTICARE website for more detailed information, inviting stakeholders to explore how these innovative solutions can transform the future of building resilience.

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Figure 3 MULTICARE roll-up

2.4 Articles

As part of the dissemination activities of the MULTICARE project, our team members have actively participated in key international conferences to share groundbreaking research and innovative solutions developed within the project. Kyujin Kim, a Ph.D. candidate at TU

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Delft, received the Best Paper Award at the International Building Physics Conference in 2024for her research on developing thermal fragility curves for assessing building resilience against extreme heat, an important contribution to understanding multi-hazard risks.

Similarly, Simone D'Amore, a post-doctoral research fellow at Sapienza University of Rome, presented at the World Conference on Earthquake Engineering (WCEE 2024), showcasing integrated seismic and energy rehabilitation solutions for reinforced concrete buildings using timber-based low-damage exoskeleton systems, advancing the MULTICARE project's objectives for sustainable, resilient building technologies.

Additionally, MULTICARE participated in the Unlocking the Renovation Wave workshop at the Sustainable Places 2024 conference, collaborating with other EU-funded projects to present innovative approaches to deep building renovation, emphasizing circularity, inclusiveness, and energy efficiency.

These dissemination efforts highlight MULTICARE's commitment to engaging with the scientific community and wide array of relevant stakeholders to promote knowledge exchange and the adoption of resilient, low-carbon building solutions.

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

Title	Link
Welcome to MULTICARE: Revolutionizing Building Resilience with Innovation and Sustainability!	Link
Simone D'Amore Presents Research Results on Seismic and Energy Rehabilitation at WCEE 2024	Link
Kyujin Kim, PhD Candidate at TU Delft, Wins Best Paper Award at IBPC 2024	Link

Table 1 List of non-scientific publications

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2.5 Scientific Publications

The MULTICARE project partners have submitted 7 impactful scientific publications contributing to resilience and energy efficiency in the building sector. These include a cutting-edge study on **combining aerial and terrestrial LIDAR, Photogrammetry, and Radar for rapid post-earthquake assessment**, providing vital tools for disaster response. Another submission explores **thermal resilience to extreme heat** through the development of thermal fragility curves. Enhancing the **seismic and climate resilience of existing buildings** is addressed via low-damage external exoskeletons, while **resilience readiness levels for buildings** establish critical multi-hazard metrics and rating systems. Advanced **energy retrofit planning** through Markov Decision Processes offers strategic methods for improving building performance. In addition, **timber-based low-damage exoskeleton systems** provide enhanced structural safety and energy efficiency, and an **immersive parametric framework** supports the design of low-damage timber buildings with multi-performance capabilities. These publications highlight MULTICARE's commitment to improving building resilience and sustainability through innovative research.

Title	Type	Link	Partner responsible
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
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
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
Resilience Readiness Levels for Buildings: Establishing Multi-Hazard Resilience Metrics and Rating Systems	Journal paper - Scientific Reports Nature	not yet published online	TUD
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

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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
Immersive multi-performance parametric framework to enhance low-damage timber buildings design	In Proceedings of the 18th World Conference on Earthquake Engineering	Link	SUR

Table 2 List of scientific publications

2.6 Public deliverables

The MULTICARE project has made its public deliverables available on its website to enhance the visibility of its outcomes and R&D developments in building resilience against multiple hazards. As a key element of the project's dissemination and communication strategy, these deliverables offer valuable insights into the MULTICARE concept and provide detailed interpretations of its research results. By making these documents accessible to the public at multicare-project.eu/public-deliverables, the project aims to reach a wide audience, including researchers, policymakers, and industry professionals interested in sustainable, low-carbon building technologies and digital tools. The number of downloads of these deliverables will be closely monitored, serving as a key indicator of the interest and impact that MULTICARE's research generates both during the project's duration and beyond.

Deliverable Number	Title
D1.2	Data Management Plan
D1.3	Ethics Requirements
D4.1	Technology requirements and KPIs
D4.2	Digitalization requirements and KPIs
D4.3	Common Data Environment, Interoperability and Standards
D4.4	Overall MULTICARE Framework
D6.1	Framework and Rating System For Resilient Buildings
D24.1	Dissemination and Communication Plan
D24.2	Project website, social media channels, and communication materials
D24.7	Exploitation and IPR Management Strategy

Table 3 List of public deliverable

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2.7 Scientific conferences and industrial events

In the last months, MULTICARE project partners participated in several events to disseminate key early project findings and engage with a wide range of experts. At the **High Hanging Fruits Seminar** in Amsterdam on August 6, 2024, **AMS** presented on retrofitting and climate resilience for historical buildings, reaching an audience of **80 indoor climate engineers, sustainable heat transition experts, and heritage specialists** in the Netherlands. **TUD** led discussions at a July 3, 2024 event in Milan on a **Direct Loss-Based Building Design** integrating seismic and energy loss considerations, engaging with **60 earthquake engineering experts** from both academia and industry, including **EC** standardization bodies. Similarly, on July 2, 2024, **SUR** presented an **immersive parametric framework** for enhancing low-damage timber building design to a global audience of **50-70 earthquake engineering experts** in Milan. These events have contributed to promoting MULTICARE's innovative approaches to resilience in the built environment.

2.8 Networking with other national and European projects

During its four-year duration, the MULTICARE project aimed to enhance links and synergies with other EC-funded projects and similar initiatives through various dissemination and communication activities. The cooperation objectives included fostering connections with hard-to-reach communities, creating long-term research collaborations, increasing project visibility, maximizing impact, sharing knowledge on energy management and Demand Response, exchanging experiences on technical challenges, and networking. The planned activities for achieving these objectives involved mutual promotion of events and news, invitations to speak at workshops and conferences, joint organization of events, collaborative participation in external events, exchanging feedback on publications, and creating working groups.

On September 24th, 2024, the MULTICARE EU project, along with six other EU-funded initiatives, participated in a joint event at the Sustainable Places Conference 2024, titled "Unlocking the Renovation Wave" workshop. Led by the Nebula B4P project, this collaborative session brought together experts and stakeholders to showcase innovative solutions for deep building renovation, focusing on circularity, inclusiveness, and aesthetics

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to reduce energy consumption and carbon footprints in line with 2050 sustainability targets. The workshop featured pioneering approaches, including circular renovation packages and digitalized business models, presented by projects such as NEBULA, Chronicle, FORTESIE, EBENTO, SMARTeeSTORY, INPERSO, REHOUSE, and MULTICARE. This engaging event highlighted the collective efforts of these projects in driving the future of sustainable building renovation, offering valuable insights into cutting-edge technologies and strategies aimed at achieving a greener, more resilient built environment.

Figure 4 Sustainable Places 2024 banner

Figure 5 Joint SP2024 workshop banner

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3. Website development

Between M6 and M12 of the MULTICARE project, our website was enriched with a variety of content aimed at increasing public engagement and visibility of our research outcomes. The site now features a comprehensive collection of public deliverables that provide detailed insights into the project's advancements, as well as several non-scientific articles highlighting the dissemination activities of our consortium partners at key international conferences and workshops. These articles serve to bridge the gap between technical research and broader audiences, making our work more accessible and relevant to stakeholders.

In addition to the public deliverables and articles, the MULTICARE website was further enhanced with the addition of various dissemination materials, such as roll-ups and leaflets, between months 6 and 12. These visually engaging materials are designed to effectively communicate the core objectives, innovative solutions, and impacts of the MULTICARE project to a wide range of audiences, from industry professionals to policymakers and the general public. The roll-ups and leaflets provide concise overviews of the project's key themes, such as multi-hazard resilience and low-carbon technologies, and are ideal for use at events, conferences, and exhibitions. By making these materials available on our website, we aim to support our partners and stakeholders in promoting the MULTICARE project across different platforms and events, thereby increasing its visibility and reach.

To review all dissemination materials delivered during this period, please visit the following pages:

- MULTICARE Public Deliverables
- MULTICARE Dissemination Materials

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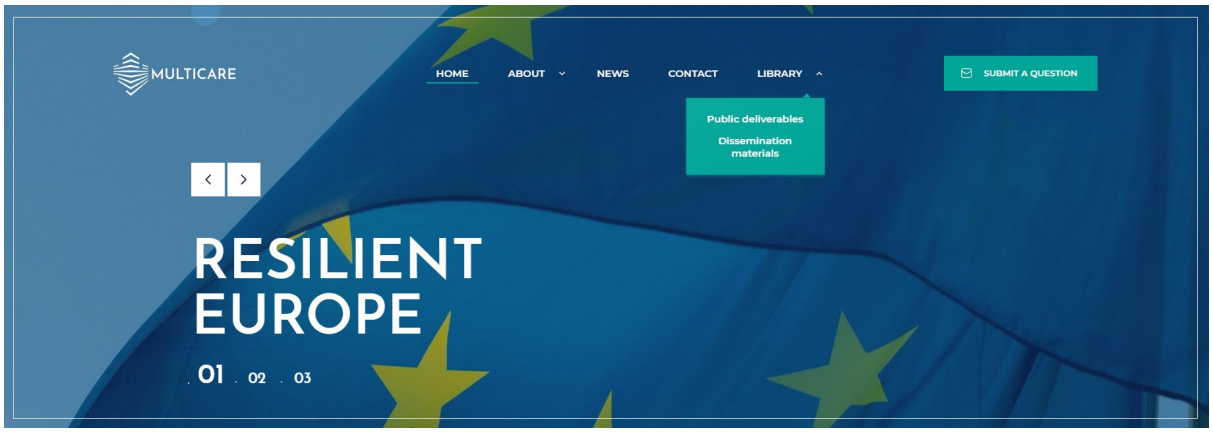

Figure 6 MULTICARE website carousel

4.Social Media

Over the last six months of the MULTICARE project, our focus has been on **building a strong online community** across our social media channels. This foundational work is crucial as we prepare to promote our **first project results and research activities**. By engaging a diverse audience from research, engineering, and education sectors, we've laid the groundwork for sharing valuable insights and findings as they emerge. This community will play a key role in amplifying the project's outcomes and ensuring that the research findings are effectively disseminated to both industry and academic stakeholders, creating a solid platform for future collaboration and impact.

4.1 YouTube

The MULTICARE YouTube channel is set to launch exciting content starting in autumn 2024. While no videos have been published yet, a **promotional, awareness-building video** is already scripted and will be the first to go live. This will be followed by **10 animated videos** that will explain the various project tools in detail, providing valuable insights into MULTICARE's innovative solutions. These animations are scheduled for release by the end of 2024, offering engaging and accessible content to help viewers better understand the project's impact and advancements.

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Figure 7 MULTICARE YouTube channel

4.2 X

The MULTICARE X (formerly Twitter) channel has steadily grown its presence, reaching **146 followers** with **25 posts** shared so far. The content highlights a wide range of topics, including updates on **project partners' activities**, **associated events**, key **project deliverables**, and **scientific publications**. Additionally, the channel regularly shares **relevant articles** from external sources, offering valuable insights and fostering engagement with the broader research and energy community.

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Figure 8 MULTICARE post on X regarding Sustainable Places 2024

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Figure 9 MULTICARE post on X announcing project meeting

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Figure 10 MULTICARE post on X with associated article

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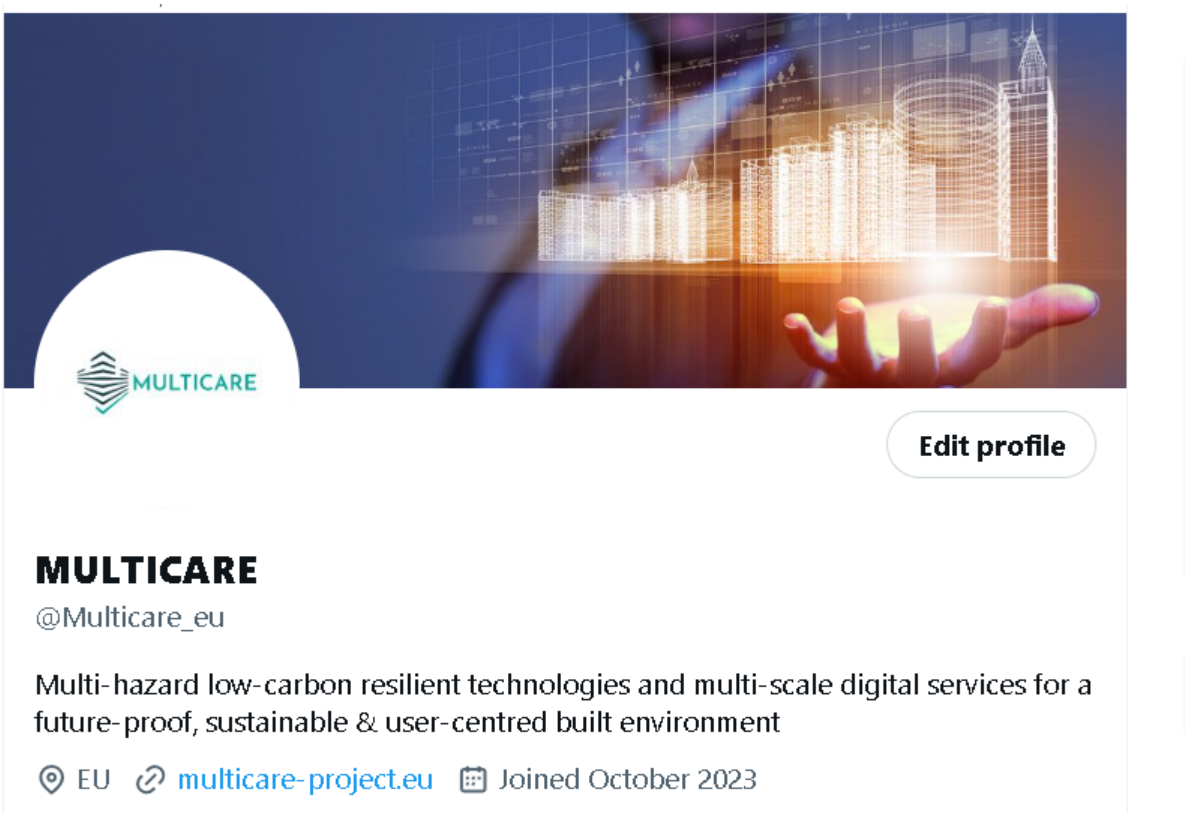

Figure 11 MULTICARE X account

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

4.3 LinkedIn

The MULTICARE LinkedIn channel has steadily grown, reaching **164 followers** with **25 posts** published to date. Our content focuses on updates from **project partners**, **industry events**, key **project deliverables**, and **scientific publications**, offering valuable insights into the research and innovations driving the MULTICARE project. We also share **relevant industry articles** to foster collaboration and knowledge exchange within the energy and resilience sectors.

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channel has achieved **6,662 organic impressions**, with **200 reactions**, **1,382 page views**, and **412 visitors**. Our growing community includes followers primarily from **research, education, and engineering**, highlighting the project's relevance across key sectors. These numbers reflect strong engagement with our content, which includes project updates, scientific publications, and industry insights.

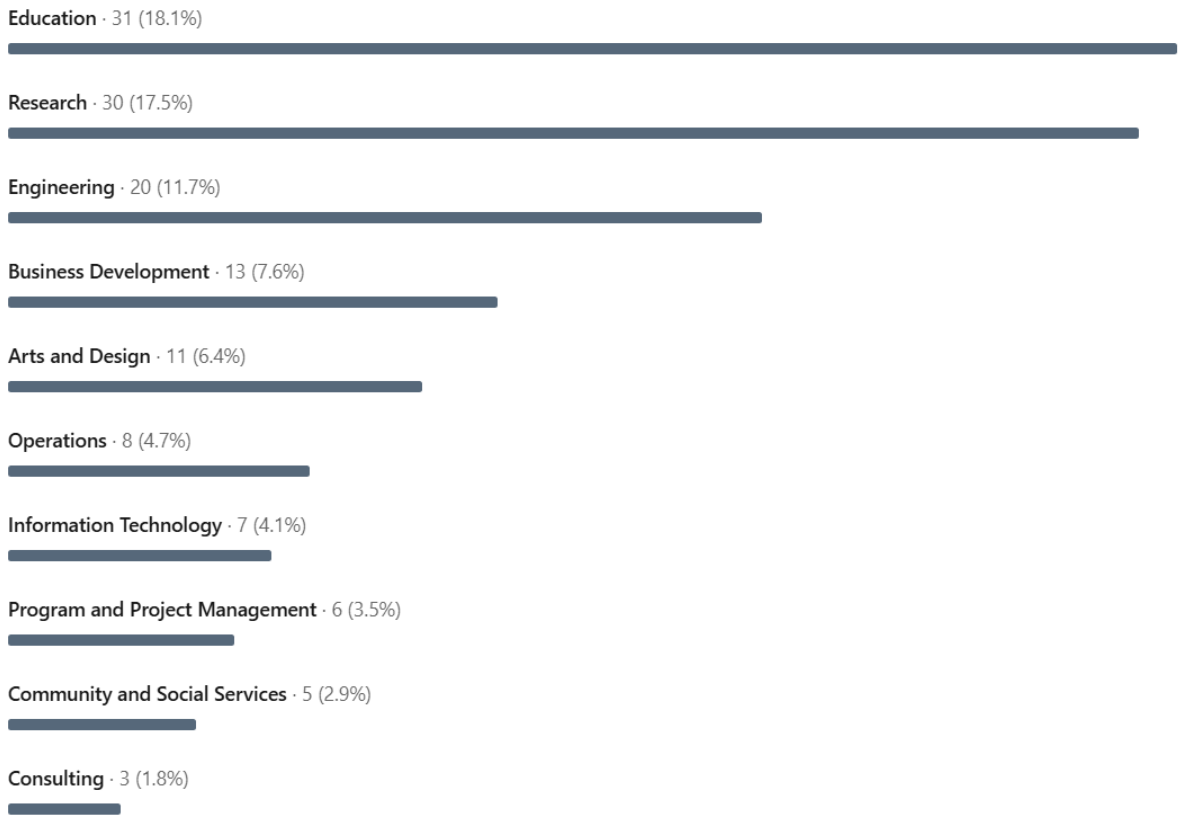

Figure 12 MULTICARE LikedInfollowers' by job function

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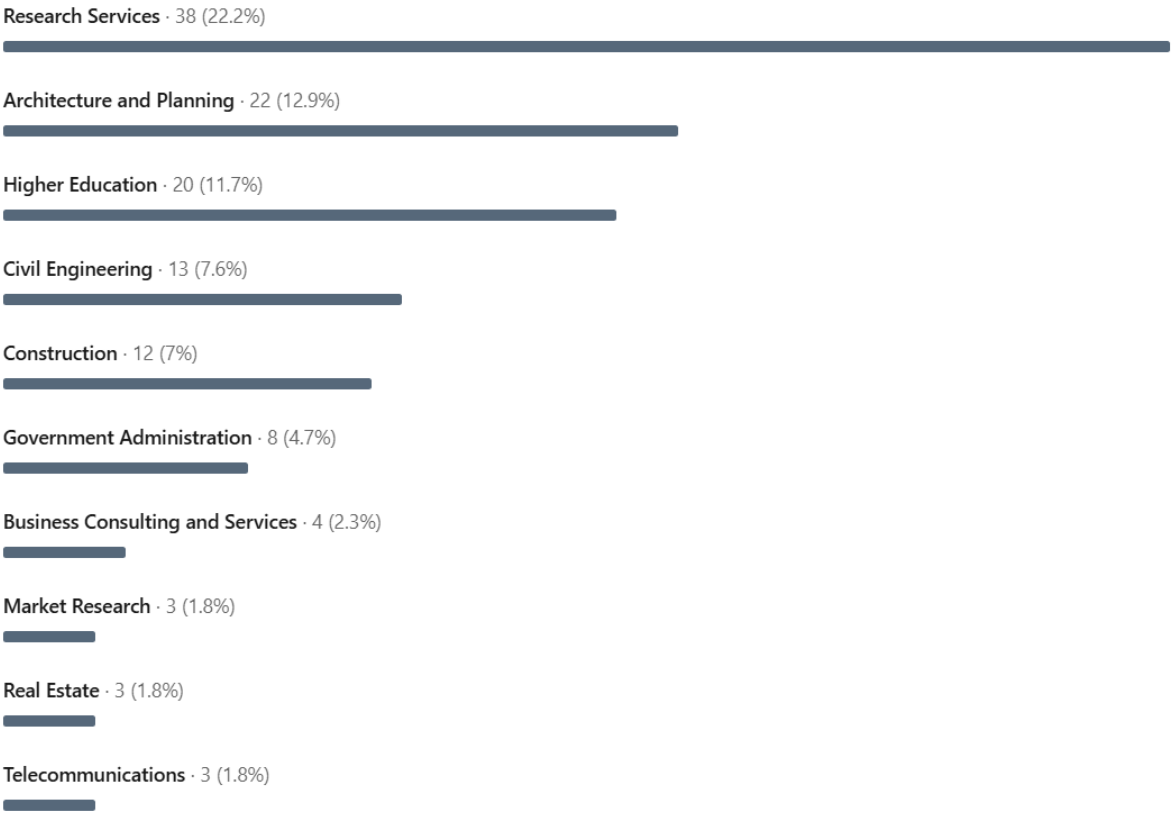

Figure 13 MULTICARE LinkedInfollowers by industry

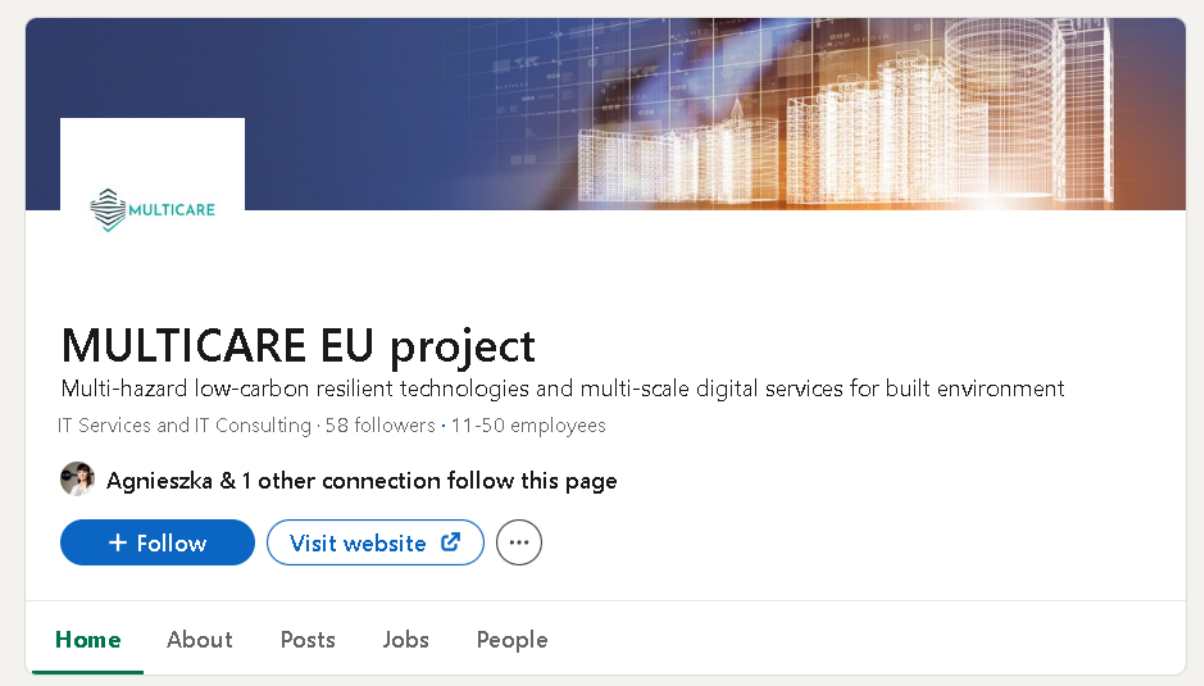

Figure 14 MULTICARE Linkedin profile

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5. Dissemination Plan

5.1 Roles and responsibilities

Between M6 and M12, successful implementation of DCP within the MULTICARE project required full engagement from all partners. While WS9 led communication and dissemination, this effort relied on regular input from all partners to share updates and amplify messages to target audiences. As Dissemination and Exploitation Manager (DEM), ASM coordinated communication planning, emphasizing the importance of partner involvement, especially since many partners are connected to the target audiences. Partners contributed content for the website, shared research updates, and notified ASM of key deliverables and events. They also acted as mediators, using their networks to actively propagate MULTICARE outputs.

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 and the current status of KPIs.

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, from where MULTICARE is able to monitor the activity of social media.

Channel	KPIs goal	KPIs reached
Project website	Year 1: 1000 views/700 UU	Not available

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MULTICARE on partners' websites	Google Analytics reference measurements	3
Social media channels	YouTube: 120 subscribers/25 short videos, Twitter: 700 followers/300 Tweets, LinkedIn: 500 observers/250 posts	YouTube: N/A, Twitter: 146/25, Linkedin: 164/25
Cooperation with sister-projects	3 workshops jointly organised	1
Digital, printed promotional materials	2 digital/printed leaflets	1 leaflet/1 roll-up
MULTICARE videos	16 short videos in total	0
Articles	Year 1: 3 articles	4
Scientific publications	Year 1: 1 scientific paper; >10 publications	7
Webinars	3 webinars in total	0
Events	Number of events participated: 7/year	3

Table 4 MULTICARE dissemination KPIs

6. Conclusions

.The conclusions of the dissemination and communication activities report for the MULTICARE project highlight the progress made in the first year (M1-M12) and provide a snapshot of the key performance indicators (KPIs) achieved so far. Despite a strong foundation, certain areas still require further attention to meet the established goals.

Dissemination KPIs:

- The project website's traffic data is not yet available for the first year, but website development has been a significant focus, with plans for regular updates moving forward.

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- Social media performance is growing, with LinkedIn reaching 164 followers and X (formerly Twitter) achieving 133 followers. However, YouTube content and engagement metrics have yet to be realized.
- The project has organized one joint workshop with sister projects, but the goal of three remains to be fully met.
- Printed and digital promotional materials have been developed, including one leaflet and one roll-up.
- The publication of scientific papers has exceeded expectations, with seven papers already published, surpassing the initial target of one paper in the first year.
- Some key areas, like webinars and participation in external events, are below target, with zero webinars held so far and participation in only three events compared to the target of seven.

This strong dissemination effort will be closely monitored through a series of indicators, such as the number of website visits, social media engagement, newsletter recipients, and views of promotional materials. These efforts aim to build a robust base for promoting MULTICARE's results as they emerge.

Plan for M12-M18

- Regular update of the website content.
- Regular actions on social media.
- 3 scientific papers to be published.
- 1 joint event with sister-projects
- 4 short videos
- 1 promotional video
- 1 leaflet
- 1 webinar,
- 4 articles
- 10 participated events

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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.

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