

D25.2

Dissemination and communication activities report (M30)



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Executive Summary

The **D25.2 Dissemination and Communication Activities Report** serves as an interim assessment of the dissemination efforts carried out up to Month 30 (M30) 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 M30.
3. Dissemination and Communication Activities
 - Provides a comprehensive account of dissemination and outreach activities undertaken between M19 and M30.
 - 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 builds upon the dissemination framework established under WP24 and reports on the communication and dissemination activities implemented during M19–M30. It supports the ongoing activities under WP25 and provides a consolidated basis for the final dissemination and communication phase, including D26.5.

These reports track progress in social acceptance, dissemination, and communication campaigns and document collaborative engagements with sister initiatives.

D26.5 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 during M19–M30, D25.2 ensures a coherent and data-driven approach to maximize the visibility and impact of the MULTICARE project.

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GLOSSARY

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

1. Deliverable introduction

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 evaluates the outcomes of the dissemination and communication strategy implemented within the MULTICARE project during M19–M30 and provides 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 achieved up to M30 and presents a detailed account of the communication efforts carried out during the implementation phase.

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

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

Additionally, the report analyses the Key Performance Indicators (KPIs) for dissemination and communication, assessing the extent to which the MULTICARE consortium has achieved its objectives in relation to the type, scope and reach of activities implemented during M19–M30.

The development of this deliverable is the result of coordinated collaboration between WP25 partners and the MULTICARE consortium, ensuring a comprehensive and accurate representation of dissemination progress and supporting the transition towards the final dissemination and scalability phase under WP26.

1.2 Relation to other tasks and deliverables

The D25.2 report is developed within the framework of WP25, which focuses on the implementation of dissemination and communication activities targeted at key stakeholders involved in the MULTICARE project during M19–M30. The aim has been to effectively engage these audiences through dedicated communication channels and dissemination instruments, ensuring broad outreach and measurable impact throughout the implementation phase.

Interrelation with Other Deliverables

The D25.2 report is part of the dissemination and communication framework implemented under WP25 and is closely linked to other key deliverables, including:

- D24.1 – Dissemination and Communication Plan: Established the initial dissemination strategy and communication objectives guiding project outreach activities.
- D25.1 – Dissemination and Communication Activities Report (M24): Presented the first implementation results and progress achieved during M19–M24.
- D26.5 – Final Dissemination and Communication Report: Will consolidate all dissemination efforts, evaluate overall impact, and define a strategy for communication beyond the project's lifecycle.

By aligning these deliverables, D25.2 ensures a structured and strategic approach to stakeholder engagement, performance monitoring and continuous enhancement of the visibility and impact of the MULTICARE project within both professional and public domains.

2. Dissemination strategy–purpose and means

This chapter presents MULTICARE’s dissemination and communication strategy through a mix of visual, written, and scientific outputs. It highlights the promotional video, articles, and publications that communicate project innovations in resilience, energy efficiency, and sustainability. In addition, it covers participation in conferences and clustering events, ensuring knowledge exchange with experts and policymakers. Networking with EU projects further strengthens collaboration and maximizes the project’s visibility and long-term impact.

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. At the end of the project, a new video will be produced, showcasing the resulting solutions and products developed within MULTICARE, further highlighting its tangible impact and achievements.



Figure 1 MULTICARE project video

2.2 Articles

Recent publications on the MULTICARE project website have actively supported dissemination efforts during M19–M30, strengthening stakeholder engagement and increasing the visibility of project outcomes across technical, professional and public audiences.

The article *“Testing the Structural Integrity of the existing building – MULTICARE Pilot, at Intrarea Văcărești No. 2 in Romania”* presented the structural assessment conducted at the Romanian pilot site, supporting the development of retrofit strategies aligned with multi-hazard resilience principles.

“MULTICARE at the Built4People Clustering Event on 19th November” and *“Unlocking the Renovation Wave: Deep-renovation solutions developed by EU-funded projects”* highlighted the project’s contribution to European discussions on sustainable renovation, urban resilience and cross-project collaboration.

The publication *“MULTICARE Project Video – Innovations for a Resilient and Sustainable Built Environment”* showcased the project’s technological solutions and demonstrated their practical applications across pilot sites.

Consortium coordination and strategic alignment were communicated through articles such as *“2nd General Assembly: Connecting Strategy and Practice in Naples”*, *“3rd General Assembly: Demonstrators in Focus in Bucharest”*, and *“MULTICARE General Assembly in Berlin – Coordinating Innovation Across Scales”*, ensuring transparency of project progress and collaborative decision-making.

Technical and urban-scale developments were further disseminated through articles including:

- *“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”*
- *“Flash-Flood Early Warning Protocol for Tecuci City”*
- *“Enhancing Earthquake Preparedness in Tecuci through MULTICARE Project Activities”*
- *“Building the Future: Plug & Play Low-Carbon Resilient Structural Systems”*
- *“From Data to Decisions: How MULTICARE Is Redefining Urban Resilience”*

In addition, *“Breakthrough MULTICARE Study: The First Ever Resilience Readiness Levels for Buildings”* introduced a novel framework supporting resilience assessment and standardisation, while *“Kyujin Kim, PhD Candidate at TU Delft, Wins Best Paper Award at IBPC 2024”* and *“Simone D’Amore Presents Research Results on Seismic and Energy Rehabilitation at WCEE 2024”* demonstrated the project’s scientific visibility.

Stakeholder engagement activities were also reinforced through the publication *“MULTICARE Living Lab #1: Strong Start, Inspiring Discussions and What Comes Next”*, which reported on the first round of Living Lab workshops and highlighted the participatory dimension of the project.

Together, these publications demonstrate the continuous and structured dissemination efforts implemented during M19–M30, combining technical progress reporting, stakeholder engagement, policy alignment and visibility at European level. All articles were published directly on the project website as non-scientific communication outputs supporting the achievement of dissemination KPIs.

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
8.	Building the Future: Plug & Play Low-Carbon Resilient Structural Systems	Link
9.	Flash-Flood Early Warning Protocol for Tecuci City	Link
10.	MULTICARE at Sustainable Places 2025: Building Resilience and Smart Renovation for a Sustainable Future	Link
11.	From Data to Decisions: How MULTICARE Is	Link

	Redefining Urban Resilience	
12.	MULTICARE Living Lab #1: Strong Start, Inspiring Discussions and What Comes Next	Link

Table 1 List of non-scientific publications

2.5 Scientific Publications

Between M1 and M30, the MULTICARE consortium produced a substantial body of scientific publications, demonstrating strong academic engagement and contributing to the advancement of knowledge in the field of multi-hazard resilience and sustainable construction.

The consortium delivered a total of **18 scientific publications**, including peer-reviewed journal articles, conference proceedings, and book chapters. These outputs reflect the multidisciplinary nature of the project and its integration of structural engineering, energy performance, digital modelling, and climate adaptation strategies.

The scientific work covers a wide range of topics aligned with the project objectives, including multi-hazard risk assessment, seismic and thermal resilience of buildings, low-damage retrofit solutions, timber-based structural systems, and predictive modelling of building performance under climate uncertainty. Additional contributions address advanced methodologies such as decision-support frameworks, machine learning applications for hazard assessment, and innovative digital tools for monitoring and evaluation.

A key scientific contribution of the project is the journal article *“Resilience Readiness Levels for buildings: Establishing multi-hazard resilience metrics and rating systems”*, published in the *International Journal of Disaster Risk Reduction*. This work introduces a structured framework for evaluating building resilience across multiple hazards and represents a core methodological outcome of MULTICARE.

Further journal publications strengthen the scientific foundation of the project, including research on flood susceptibility modelling using machine learning approaches, seismic retrofit strategies based on low-damage exoskeleton systems, and fragility assessment of innovative structural solutions. These contributions highlight the project’s role in bridging

advanced research with practical applications in resilient building design.

Conference proceedings played a key role in disseminating project results to the international scientific community. MULTICARE research was presented at major conferences such as the COMPDYN and ECCOMAS thematic events, the World Conference on Timber Engineering, and other specialized forums. These contributions addressed topics such as multi-hazard risk assessment, energy retrofit planning using advanced decision-making models, and experimental and numerical studies on innovative structural systems.

In addition, the project contributed to emerging research areas, including the application of artificial intelligence in the built environment, GIS-based methodologies for seismic assessment, and rapid post-disaster evaluation techniques using remote sensing technologies.

Overall, the scientific publications produced within M1–M30 confirm the strong research dimension of MULTICARE and its contribution to advancing climate-resilient, energy-efficient, and safe building solutions. These results have been widely disseminated within the scientific community and provide a solid foundation for future research and exploitation activities.

The following table summarizes the scientific publications produced within the reporting period.

No.	Title	Type	Link	Partner responsible
1.	Resilience Readiness Levels for buildings: Establishing multi-hazard resilience metrics and rating systems	Journal article	Link	TUD
2.	Flood susceptibility estimation using randomization-based machine learning models	Journal article	Link	INCDFP
3.	A multi-criteria decision support framework for designing seismic and thermal resilient facades	Journal article	Link	TUD
4.	Displacement-based seismic retrofit of reinforced concrete buildings through low-	Journal article	Link	UNIROMA1

	damage exoskeletons			
5.	Fragility functions for low-damage post-tensioned timber frames	Journal article	Link	TUD
6.	Seismicity of a relic slab: space-time cluster analysis in the Vrancea Seismic Zone	Journal article	Link	INCDFP
7.	Multi-hazard risk assessment of traditional vs. low-damage reinforced concrete buildings	Conference proceeding	Link	ARUP / TUD
8.	Integrating heat and seismic risk: A multi-objective decision-making approach for façade retrofit design	Conference proceeding	Link	TUD
9.	Predicting building operational energy under material degradation and climate uncertainty: A sensitivity analysis	Conference proceeding	Link	TUD
10.	Building Energy Retrofit Planning through Markov Decision Processes	Conference proceeding	Link	TUD
11.	A resilience-based framework for assessing socioeconomic indirect losses from natural hazards	Conference proceeding	Link	TUD
12.	Enhancing the resilience of existing buildings using low-damage exoskeletons	Conference proceeding	Link	UNIROMA1
13.	Enhancing seismic and climate resilience of existing buildings through low-damage external exoskeletons	Conference proceeding	Link	UNIROMA1
14.	Cost-performance evaluation of a Pres-Lam case-study building in Italy	Conference proceeding	Link	UNIROMA1
15.	Combining aerial and terrestrial LIDAR and radar for rapid post-earthquake assessment	Conference proceeding	Link	INCDFP
16.	An OGC SensorThings GIS pipeline for estimating seismic engineering demand parameters	Conference proceeding	Link	TUD
17.	Quasi-static cyclic testing of low-damage post-tensioned beam-column connection	Conference proceeding	Link	UNIROMA1
18.	Thermal resilience to extreme heat: preliminary study on thermal fragility curves	Book chapter	Link	TUD

Table 2 List of scientific publications M1-M30

2.7 Scientific conferences and industrial events

Between M1 and M30, the MULTICARE project actively participated in a range of scientific conferences and industrial events, ensuring effective dissemination of its results and fostering engagement with key stakeholders across research and industry domains.

Project partners presented their work at several high-level international conferences, including the 10th International Conference on Computational Methods in Structural Dynamics and Earthquake Engineering, SASBE – Smart and Sustainable Built Environment, and ICOSSAR – International Conference on Structural Safety and Reliability. These events provided a strong scientific platform to showcase research on multi-hazard risk assessment, resilience-based design, flood vulnerability modelling, and low-carbon retrofit strategies, reaching a broad audience of researchers, engineers, and policy-oriented experts.

Further contributions were made by Transilvania University of Braşov through participation in international geographical conferences, where results related to flood risk assessment and early warning systems for the Tecuci demonstrator were presented. These activities supported the dissemination of project outcomes within the academic community and strengthened the scientific dimension of the project.

In parallel, MULTICARE partners engaged in industry-oriented events such as DigiBouw and specialised sector seminars, where discussions focused on digital construction, data integration, and sustainable building solutions. These events enabled direct interaction with industry stakeholders, including business representatives, innovators, and investors, supporting knowledge transfer and potential future exploitation of project results.

Additional dissemination activities included targeted seminars and workshops, such as the Mass Timber Seminar in Italy, where project concepts and innovative construction technologies were presented to a mixed audience of industry professionals and researchers. These events contributed to raising awareness of project developments and facilitated dialogue on practical implementation and scalability of solutions.

Overall, the project ensured a balanced presence across both scientific and industrial environments, engaging diverse target groups including researchers, industry stakeholders, innovators, and policy-makers.

In total, between M1 and M30, MULTICARE partners took part in **16 scientific conferences and industrial events**, significantly strengthening the visibility of the project and supporting the dissemination of its results 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 MULTICARE, Retrofitting and climate resilience historical buildings of the centrum district)	80	Indoor climate engineers, experts sustainable heat transition, heritage experts
3.	39th General Assembly of the European Seismological Commission (22-27 sept 2024, Corfu, Greece)	35	Seismologists, earthquake engineers
4.	18th World Conference on Earthquake Engineering (Milano, Italy)	35	Seismologists, earthquake engineers
5.	Built4People 2nd Clustering Event	35	Project managers
6.	Spreker KOMPAS: circulariteitsessie 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)
9.	MULTICARE 4rd General Assembly – Italy	50+	Consortium partners (academia, industry, research institutes)
10.	10th International Conference on Computational Methods in Structural Dynamics and Earthquake Engineering	50+	Scientists, engineers, policy-makers, innovators
11.	SASBE – Smart and Sustainable Built Environment Conference	50+	Scientists, policy-makers, innovators, industry stakeholders
12.	ICOSSAR – International Conference on Structural Safety and Reliability	50+	Scientists, engineers, innovators
13.	XLVth International Geographical Seminar “Dimitrie Cantemir”	n/a	Scientists, researchers, students
14.	The Geographical Sciences and Future of Earth – 3rd Edition	n/a	Scientists, researchers, students
15.	e-SAFE Final Conference	50+	Scientists, industry stakeholders, policy-makers, EU projects
16.	MASS TIMBER SEMINAR – Italy	n/a	Industry partners, investors, researchers, general public
13	Presentation of Green Homes Accredited Finance Professional including MULTICARE capacity building content at Banking for Green Homes event. Madrid, Spain.	50+	Consortium partners, industry stakeholders in financial services sector, policymakers
14	Joint presentation of MULTICARE and Smarter Finance for EU capacity building content for the financial services sector to the	20+	EU project consortium relevant for future

	SMAFIN Expanded project.	Ljubljana,		collaboration
	Slovenia			

Table 3 MULTICARE Events Table

2.8 Networking with other national and European projects

Between M19 and M30, 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 European Urban Resilience Forum (EURESFO), European Climate Change Adaptation Conference (ECCA) (), and the High-Level Construction Forum. Further collaborative efforts include joint publications, policy briefs, cross-promotion of project outputs, and alignment of ongoing activities to maximise impact. Two events were held to introduce MULTICARE's available and in development capacity building content to industry stakeholders in the financial services sector and potential new country partners in collaboration with the Smarter Finance for EU and SMAFIN Expanded European projects. 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 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. Originating from internal discussions and suggestions within the consortium, this feature aims to humanise the research process and demonstrate the active involvement of all partners, while 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.

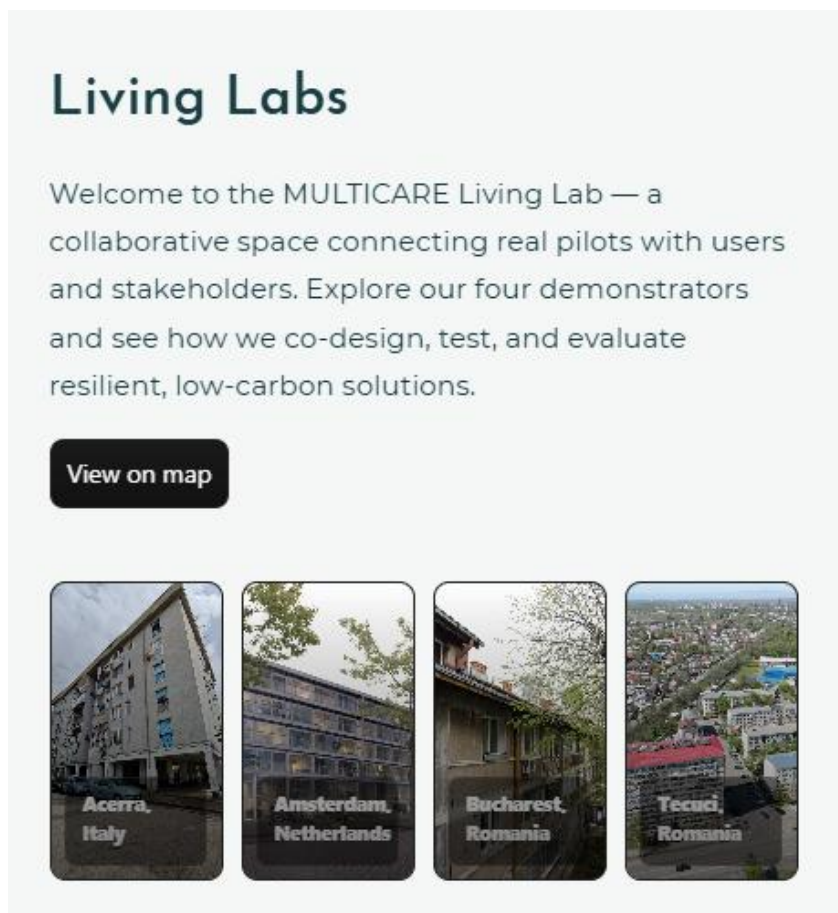


Figure 5 MULTICARE Living Lab subpage

In addition to these updates, the main page of the MULTICARE website has undergone a comprehensive redesign 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 improved, 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.

To review the examples of previously described published subpages, follow the provided

links:

- [Living Labs](#)
- [Project](#)
- [Partners](#)

4. Social Media

Between M19 and M30, 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 been officially launched with its [first promotional video](#), introducing the project's key objectives and innovative solutions for a resilient and sustainable built environment. This awareness-building video serves as an entry point for stakeholders to explore MULTICARE's mission and upcoming developments. Following this, the channel will release **10 animated videos** by the end of 2026, each providing detailed insights into the project's tools and methodologies. These animations will offer engaging and accessible explanations of MULTICARE's approach to multi-hazard resilience, energy efficiency, and circular construction, ensuring a wider understanding of the project's impact.



MULTICARE - Innovations for a Resilient and Sustainable...

Figure 6 MULTICARE Promotional Video

4.2 X

The MULTICARE X channel continues to strengthen its online presence, currently reaching over 73 followers with more than 42 posts published. Content has highlighted key project milestones, including pilot site progress, General Assemblies, participation in clustering events such as Built4People, and engagement in discussions on sustainability, resilience and digital innovation in the built environment.

Recent updates have focused on stakeholder engagement and Living Lab activities. The latest posts promoted **MULTICARE Living Lab #1**, reporting on inspiring discussions, stakeholder feedback and progress towards resilient and low-carbon buildings. The channel also actively invited stakeholders to join the **MULTICARE Living Lab Webinar on resilient buildings and digital design tools**, supporting participant recruitment and awareness-raising efforts.

Earlier posts reported on MULTICARE's participation in **Sustainable Places 2025 in Milan**, where the project contributed to workshops on multi-hazard resilience strategies, smart readiness and scaling impact across Europe. ASM represented the project during the Resilience Workshop titled "From risk to resilience: Multi-hazard strategies for communities to the built environment."

In addition, the channel continues to provide updates on deliverables, scientific publications,

events and website articles, ensuring consistent outreach and positioning MULTICARE within the broader research, construction and urban resilience communities.

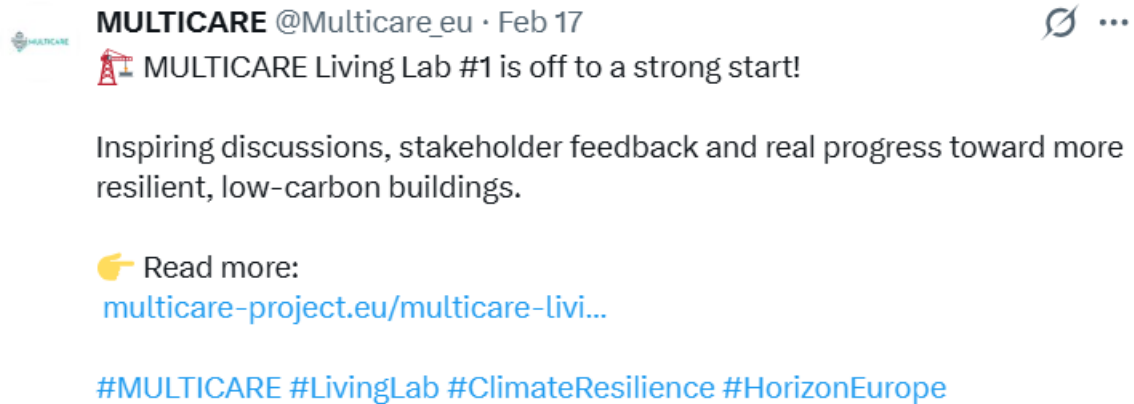


Figure 7 MULTICARE post on X



Figure 8 MULTICARE post on X

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 **410 followers** and **46** posts published to date, the profile has generated **18,056 impressions**. 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,

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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.

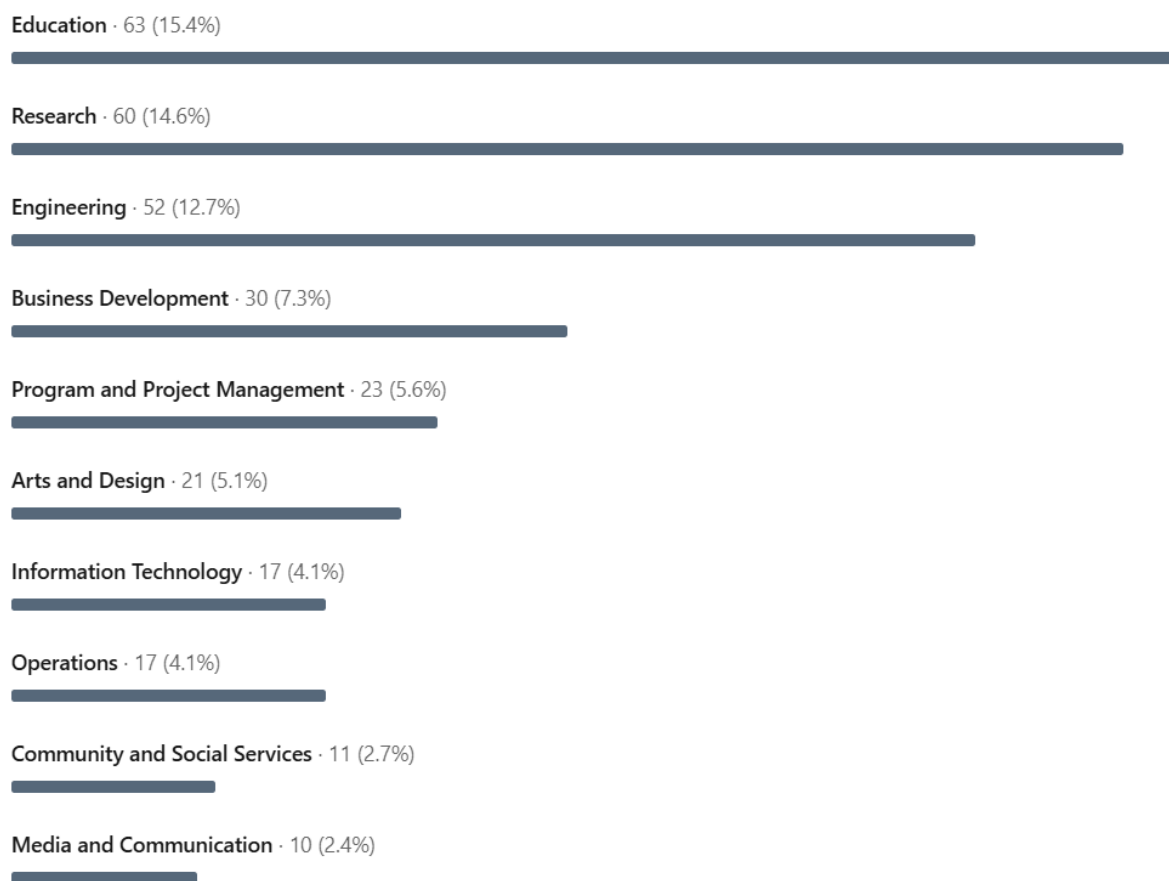


Figure 9 MULTICARE LinkedIn followers' by job function

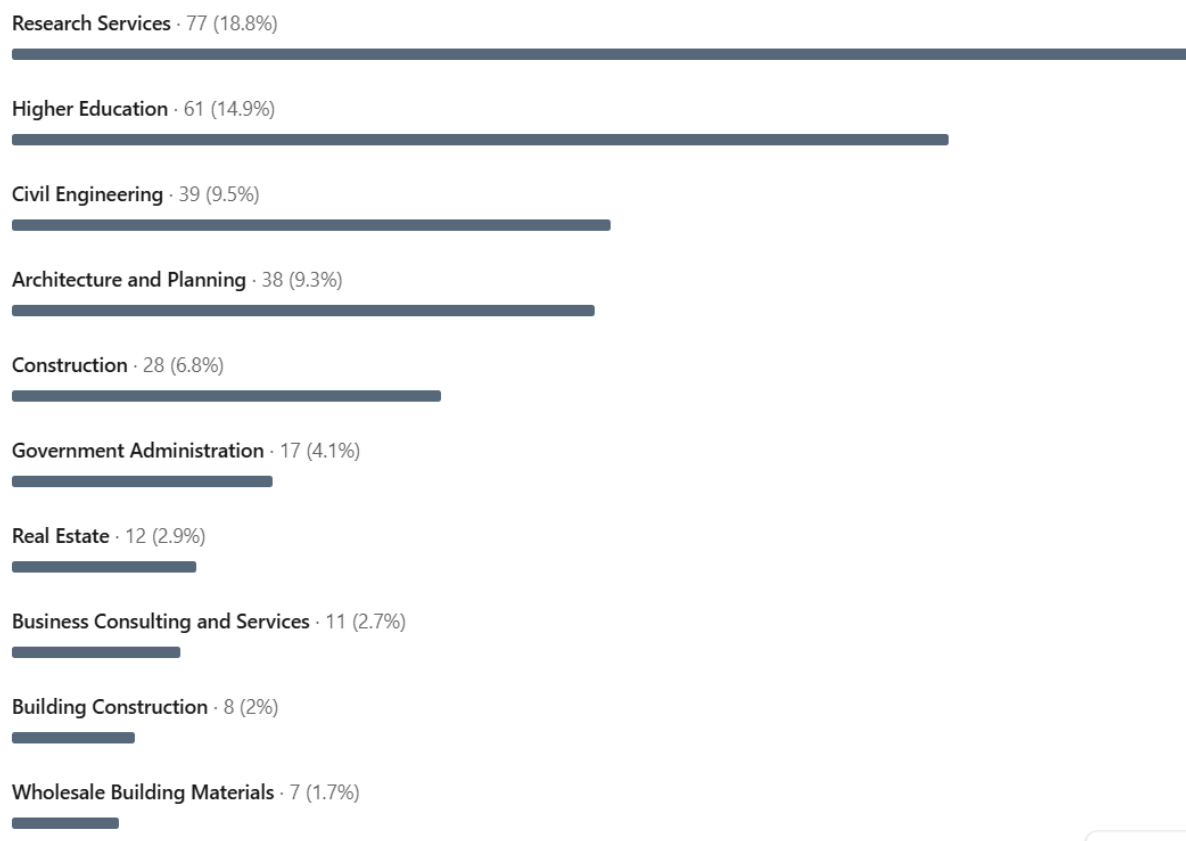


Figure 10 MULTICARE LinkedIn followers by industry

5. Dissemination Plan

5.1 Roles and responsibilities

Between M19 and M30, the implementation of the Dissemination and Communication Plan (DCP) within the MULTICARE project required the active engagement of all partners. While WP25 oversaw dissemination and communication activities, their effective execution depended on consistent contributions from consortium members to ensure the timely communication of project progress and outreach to relevant target audiences.

The Dissemination and Exploitation Manager (DEM), ASM, coordinated communication efforts during this period, facilitating structured dissemination planning and reinforcing the role of partner engagement. As many partners maintain direct links with stakeholders, their involvement was essential in providing content for the project website, sharing research updates, and reporting on key deliverables and events. This ensured that dissemination activities remained aligned with technical progress and stakeholder expectations.

In addition to content contributions, partners actively leveraged their professional networks to further disseminate MULTICARE outputs across national and European contexts.

This coordinated approach enabled the project to ensure consistent knowledge transfer to industry, academia and policymakers, strengthening the visibility of research findings and supporting engagement with key stakeholder groups throughout M19–M30.

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 3,413 views and 1600 unique users (UU).

Social media performance shows mixed results. Twitter (now X), the project targeted 700 followers and 300 posts and at this stage reached 73 followers and 42 posts. Likewise, LinkedIn set a goal of 500 observers and 250 posts, and 410 observers and 46 posts were achieved.

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

The MULTICARE project has demonstrated strong performance in written content dissemination, aligning well with the project's current stage. With twelve articles published against an initial target of twelve, the project has communicated its progress, technological innovations, and key findings to a broad audience. Similarly, in scientific publications, the project aimed to exceed ten publications, and has already achieved eighteen publications, 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. With the timely completion of the capacity building content in M31 – including courses specific for the banking, institutional investment and insurance industries – MULTICARE will add substantial actions to increase its engagement of the financial services industry. 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. The table below summarises the targeted vs reached KPIs associated with the main channels activated during the project.

Channel	KPIs goal	KPIs reached
Project website	4000 views/2800 UU	3 413 views/1600 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: 12/1, X: 73/42, LinkedIn: 416/46
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	12
Scientific publications	>10 publications	18
Webinars	3 webinars in total	1
Events	Number of events participated: 28	18

Table 4 MULTICARE dissemination KPIs

6. Conclusions

After 30 months of implementation, MULTICARE has developed a solid dissemination and communication framework, moving from the initial set-up phase to a more mature stage in which communication is increasingly supported by concrete scientific results, demonstrator progress, stakeholder-oriented activities, and collaboration with sister initiatives.

A clear strength of the project at M30 is its scientific visibility. The number and quality of publications show that MULTICARE is not only generating results, but also successfully positioning them within the academic and technical debate on multi-hazard resilience, retrofit design, monitoring, and digital decision-support. This is one of the strongest areas of project performance and confirms that the consortium is producing knowledge with relevance beyond the project itself.

Another strong point is the role of the project website as the central dissemination hub. The regular publication of articles, updates, and technical content has ensured continuity, transparency, and accessibility of project information. This demonstrates that dissemination has not been limited to isolated activities, but has been maintained in a structured way throughout the reporting period.

At the same time, the results at M30 also show that performance is not equally strong across all channels. While scientific publications and website-based communication have progressed very well, social media growth remains below the expected level, especially in relation to final KPI ambitions. This suggests that the project has been more successful in reaching already engaged professional and research audiences than in significantly expanding its wider online visibility. In other words, the content produced is relevant and valuable, but its amplification still needs to be strengthened.

A further important development is the successful implementation of the first Living Lab round. This marks a shift from communication about the project to communication through interaction with stakeholders and testing environments. For MULTICARE, this is especially important, because the long-term impact of the project depends not only on scientific excellence, but also on whether its solutions are understandable, useful, and transferable in practice.

Overall, the M19-M30 period can be assessed as productive and strategically important. The project has built strong foundations in the areas that matter most at this stage - scientific dissemination, technical visibility, and structured stakeholder communication. At the same time, the analysis makes clear that the next phase should focus less on building channels and more on increasing their reach, sharpening their targeting, and translating project achievements into broader public and policy-facing visibility.

The final phase of the project will therefore be critical not only for continuing dissemination activities, but for turning technical progress into stronger recognition, stronger stakeholder uptake, and a clearer long-term legacy for the project results.

Plan for M31–M36

For the upcoming period, dissemination and communication activities will focus on consolidating the project's strongest achievements while addressing the weaker-performing areas identified at M30, in particular social media growth, broader digital reach, and the overall scale of external engagement.

Priority will be given to the continued regular update of the project website, including pilot progress, Living Lab developments, technical results, and scientific publications. At the same time, greater emphasis will be placed on converting technical outputs into shorter, clearer, and more engaging content formats that are easier to disseminate beyond the core project and research communities.

Scientific dissemination will remain a key asset of the project, and additional publications will be prepared and promoted as new results become available. In parallel, participation in major scientific and industrial events will continue, with a stronger focus on visibility of demonstrator results, practical relevance, and opportunities for future uptake.

The next phase should also strengthen multimedia communication. Additional short videos and visual materials will be developed to improve accessibility of project concepts and make project outputs more understandable for non-specialist audiences. This will be particularly important for supporting stakeholder engagement, policy communication, and future replicability.

Living Lab webinars and stakeholder-oriented events will continue to play an important role in the dissemination strategy. In M31-M36, these activities should increasingly connect communication with validation, feedback, and practical demonstration of project benefits.

Attention should be given to improving the link between communication effort and measurable outreach effect. This means not only producing more content, but ensuring better targeting, stronger channel coordination, and more consistent amplification of the content already being developed.

The following indicators will continue to be monitored on a quarterly basis:

- Number of website page visits and unique users
- Social media reach, followers and interactions
- Number of newsletter recipients
- Number of event participants
- Number of promotional video views
- Number of Living Lab and workshop attendees

A comprehensive Final Dissemination and Communication Activities Report (D26.5) will be submitted at M48, consolidating all dissemination efforts and evaluating their overall impact.

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