



## Deliverable D 7.1

# Communication and Dissemination Strategy

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# List of Acronyms

Abbreviation /acronym	Description
<b>AI</b>	Artificial Intelligence
<b>AR</b>	Augmented Reality
<b>CMT</b>	Communication Management Team
<b>CGK</b>	Cegeka (Belgium)
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>FI</b>	Future Insight Group BV (Netherlands)
<b>HOW</b>	Hogeschool West-Vlaanderen (Belgium)
<b>IMEC</b>	Interuniversitair Micro-Electronica Centrum (Belgium)
<b>KPI</b>	Key Performance Indicator
<b>MIMs Plus</b>	Minimal Interoperability Mechanisms Plus
<b>NGO</b>	Non-Governmental Organisation
<b>NOKIA</b>	Nokia Technologies OY (Finland)
<b>OASC</b>	Open & Agile Smart Cities (Belgium)
<b>OEM</b>	Outreach and Ethics Manager
<b>RDAM</b>	Gemeente Rotterdam (The Netherlands)
<b>SEO</b>	Search Engine Optimization
<b>TAMP</b>	Tampereen Kaupunki (City of Tampere, Finland)
<b>TML</b>	Transport & Mobility Leuven (Belgium)
<b>VLO</b>	Vlaamse Overheid (Flemish Government, Belgium)
<b>WP</b>	Work Package
<b>XR</b>	Extended Reality

# 1. Executive Summary

The Communication and Dissemination Strategy of the x-CITE project provides a comprehensive and structured framework designed to maximize public awareness, stakeholder engagement, and the sustainable impact of the CitiVerse initiative. Rooted in established theories such as Stakeholder Theory and the Diffusion of Innovations, the strategy clearly distinguishes between two complementary brands: x-CITE, representing the EU-funded project, and CitiVerse, the broader initiative aimed at sustainable smart-city transformation.

The strategy identifies detailed communication, dissemination, and exploitation objectives, categorizing stakeholders into Users, Enablers, and Influencers. Tailored engagement strategies and communication channels ensure relevance, impact, and effectiveness across diverse target audiences. Key activities include community-driven co-creation workshops, interactive exhibitions, innovation challenges, targeted communication campaigns, and strategic media outreach. Quantitative and qualitative KPIs provide robust evaluation frameworks, enabling continuous monitoring and adaptive improvements.

Risk management is explicitly addressed with identified potential challenges such as stakeholder engagement, visibility, complexity of technological concepts, policy adoption, and sustainability. Concrete mitigation strategies ensure proactive management, resilience, and flexibility throughout project implementation.

The document emphasizes practical implementation through clear operational guidelines, effective storytelling techniques, simplified messaging, and leveraging European Commission dissemination platforms. This strategy ensures both the successful delivery of project outcomes and the long-term sustainability of x-CITE's CitiVerse solutions.



## 2. Introduction

### 2.1 Expected Results

The x-CITE project will:

- Develop an interoperable CitiVerse framework, aligned with Digital Europe strategies.
- Validate CitiVerse solutions through pilot projects in Tampere, Rotterdam, and Flanders.
- Provide policy recommendations for EU smart city frameworks.

### 2.2 Objectives

The communication and dissemination activities aim to:

- Raise awareness among European CitiVerse stakeholders, especially cities and smart city industries, about the x-CITE project and CitiVerse opportunities.
- Engage citizens and stakeholders in project activities.
- Establish x-CITE as a leading European smart city innovation initiative.
- Guarantee strong support at the practical and political level to ensure the utilization and durability of project deliverables and outputs.

Note that there are 2 brand names in these objectives. X-CITE refers to our project and CitiVerse refers to a larger service. The x-CITE project is one of the EU funded projects that will contribute to the development of the CitiVerse, but will only last for the project's lifetime (i.e. 30 months). CitiVerse on the other hand, is a service that will be around for many years to come. The strategies laid out in this document, will develop a coherent approach for both brands. The x-CITE brand is the priority in this project, for evident reasons. The CitiVerse brand is a secondary brand name, that adds meaning and orientation to the x-CITE brand, and will therefore be included in the project logo. The x-CITE project will actively reach out to the other EU funded CitiVerse projects, to share information, insights, speed up learning and reach a stronger impact for all projects.

## 2.3 Target Groups

Primary target groups include:

- Local & regional authorities (city governments, urban planners).
- Smart city industry (tech providers, data platforms, AR/VR/XR developers).
- Academia & research (universities, urban studies researchers).
- NGOs & citizen groups (engagement platforms, advocacy groups).
- EU institutions & policymakers (smart city networks, European Commission).
- General Public & Citizens (local residents, digital engagement communities, users of CitiVerse applications).

## 2.4 Definitions of Communication, Dissemination, and Exploitation

This strategy is supported by established theoretical models that guide our approach to communication, diffusion and exploitation. One of the main references is the Diffusion of Innovations Theory by Everett Rogers (1962, updated 2003) that provides a conceptual foundation for the structured approach to communication, dissemination, and exploitation used in the x-CITE project. The theory explains how new ideas, technologies, or practices spread within societies and organisations, emphasizing different engagement strategies for various audiences. According to Rogers, the adoption process involves five fundamental phases: knowledge, persuasion, decision, implementation and confirmation.

### Stages of Innovation Adoption

- Knowledge: The target audience becomes aware of the innovation.
- Persuasion: Stakeholders develop an interest and seek more information.
- Decision: The audience evaluates the benefits and decides whether to adopt.
- Implementation: The innovation is applied and used in real scenarios.
- Confirmation: The results are assessed, leading to sustained adoption or rejection.

## How does this relate to x-CITE's Communication & Dissemination Strategy?

- Communication aligns with the Knowledge & Persuasion stages, ensuring that our target groups become aware of and generate knowledge about x-CITE, the CitiVerse and its potential.
- Dissemination supports the Decision & Implementation stages, helping policymakers, researchers, and industry actors apply x-CITE and CitiVerse insights in urban planning.
- Exploitation focuses on Confirmation & Sustainability, contributing to a large scale adoption of CitiVerse, benefiting from x-CITE's solutions and going beyond the project's duration. This part will be developed in deliverable D7.3 Long term Sustainability Strategy and Recommendations.

By applying this theoretical model, x-CITE ensures a structured, evidence-based strategy that maximizes stakeholder engagement, technology adoption, and long-term impact.

Applying these insights to the x-CITE project, we define the three key tracks as follows:

- **Communication** refers to the strategic promotion of the project's objectives, concepts, and impact to a broad audience, including policymakers, industry stakeholders, and the general public. This includes branding materials, website, social media, newsletters and press releases to ensure visibility. We will start our communication efforts with raising awareness about x-CITE, the CitiVerse and all its potential for our audience. Then we will take it a step further by actively seeking interaction and engagement with our target groups. We aim to have interactions with the target groups about the x-CITE projects and even have their participation, to really co-create the project contents with them, especially on the level of the use-cases. This work is strongly linked with the engagement strategy detailed in deliverable D2.2 Quadruple Helix Engagement Strategy.
- **Dissemination** involves targeted sharing of project findings, progress and results with relevant communities that can benefit from or apply them. This primarily includes scientific publications, policy briefs, and participation in conferences to ensure that knowledge is shared effectively with the academic, industrial, and policy sectors. On the local level, local dissemination events for citizens, communities, companies and project stakeholders will take place in the use case cities and regions at the end of the project. The events present the results, good practices and lessons learned as well as show how these will be considered in the future in the urban development and citizen engagement in the cities.
- **Exploitation** focuses on the sustainability and long-term impact of project results. This includes formulating policy recommendations supporting the sustainability and growth of CitiVerse initiatives in European cities and communities and guidelines to go from the x-CITE project results to a market-

oriented exploitation of CitiVerse solutions. The exploitation phase will be further developed in Deliverable D7.3 Long term Sustainability Strategy and Recommendations and in Deliverable D7.4 Final Report on project communication and dissemination and exploitation strategy.

# 3. Stakeholder Analysis

## 3.1 Theoretical Foundation: Stakeholder Theory

The x-CITE communication and dissemination strategy is structured around Stakeholder Theory (Freeman, 1984), which emphasizes the importance of recognizing and engaging different stakeholder groups based on their role, interest, and influence on project outcomes. This approach ensures that communication efforts are targeted, relevant, and impactful.

This structured Users-Enablers-Influencers model allows for tailored communication approaches that address the specific needs, interests, and decision-making power of each group.

## 3.2 Stakeholder Management

### Step 1: Identify Stakeholders

#### 1. Users (Direct Beneficiaries and Participants)

These groups are the end-users who will actively engage with and benefit from x-CITE and the CitiVerse. They have a direct, hands-on role in using x-CITE's CitiVerse technologies in their daily lives, work, or community efforts.

- Citizens → They are the primary beneficiaries, using x-CITE's CitiVerse tools for urban participation, planning, and services.
- Businesses (especially in smart city sectors) → Companies that will use x-CITE's CitiVerse solutions for innovation, new services, and market expansion.
- Culture and creative industry organisations → They will utilise x-CITE's CitiVerse for immersive tourism, heritage projects, and city experiences.
- NGOs and interest groups operating in use cases' focus areas → Local NGOs involved in urban, social, and environmental projects that will directly use x-CITE's CitiVerse tools.

## 2. Enablers (Providers of Resources, Infrastructure, and Governance)

These groups fund, build, implement, or facilitate x-CITE's CitiVerse solutions, making it possible for the users to benefit.

- EU cities and communities and their CitiVerse-related projects → Cities and communities play a key role in implementing x-CITE's CitiVerse solutions.
- EU smart city industries and their networks → Companies developing smart city technologies that power x-CITE.
- EU funded CitiVerse projects → Project partners involved in other CitiVerse projects funded in the Digital Europe Programme, i.e.: SENSE - Strengthening Cities and Enhancing Neighbourhood Sense of Belonging, 3DxVERSE - Digital Twins for Sustainable Travel and Living Communities and CU - European CitiVerses Uniting for Inclusiveness.
- EU smart city networks and platforms like Living-in.EU and LDT CitiVerse EDIC (European Digital Infrastructure Consortium) → They form the European city ecosystem and support smart cities and communities in their digital transformation.
- Innovation agencies → These organisations provide research, support, and innovation funding.
- Financing institutions → Banks, EU funds, and investors who fund smart city projects like x-CITE.
- Regional authorities → They help coordinate and implement x-CITE at the local and regional levels.
- Knowledge institutions, academic institutions, and research institutes → They support with research, testing, and validation of new solutions.
- Groups specializing in digital technology, transition, urban studies, and development → Their expertise helps shape the technical and practical aspects of x-CITE.

### 3. Influencers (Policy, Regulation, and Public Opinion Leaders)

These groups shape the broader environment in which x-CITE and the CitiVerse operate, through policies, advocacy, or regulation:

- EU level institutions (e.g., European Commission) → They set the policy and funding frameworks for smart city innovation.
- Relevant national authorities and EU institutions → National governments play a role in regulating and implementing smart city projects.
- Civil society organisations and platforms focusing on participation, (digital) urban development, smart cities, etc. → They influence public debate and ensure ethical, sustainable, and inclusive city development.

Table 1 - Final Categorization Summary

Category	Stakeholder Groups	Role
<b>Users</b>	<ul style="list-style-type: none"><li>- Citizens</li><li>- Businesses (smart city sectors)</li><li>- Culture &amp; creative industry organisations</li><li>- NGOs and interest groups (operating in use case areas)</li></ul>	Directly engage with and benefit from x-CITE solutions.
<b>Enablers</b>	<ul style="list-style-type: none"><li>- EU cities &amp; communities (and CitiVerse-related projects)</li><li>- Smart city industries &amp; networks</li><li>- EU funded CitiVerse projects</li><li>- EU smart city networks and platforms</li><li>- Innovation agencies</li><li>- Financing institutions</li><li>- Regional authorities</li><li>- Knowledge institutions</li><li>- Groups specializing in digital technology, transition, urban studies, and development</li></ul>	Fund, develop, implement, or support x-CITE through resources, infrastructure, and expertise.
<b>Influencers</b>	<ul style="list-style-type: none"><li>- EU-level institutions (e.g., European Commission)</li><li>- Relevant national authorities &amp; EU institutions</li><li>- Civil society organisations and platforms</li></ul>	Regulate, shape policies, and influence public perception and adoption of x-CITE and the CitiVerse.

## Step 2: Develop Stakeholder Engagement Strategy

In addition to the communication and dissemination strategy, and focusing on stakeholder engagement in the CitiVerse development, a Quadruple Helix engagement strategy for the project will be developed in WP2 (Defining and Mapping the CitiVerse Elements) outlining how quadruple helix stakeholders will be involved in the co-creation and governance of the CitiVerse. The strategy will provide the necessary guidelines and functionalities to shape the CitiVerse as an instrument to engage and interact with citizens, in an inclusive way, and to ensure participation within the design of solutions addressing different urban challenges.

This Communication and Dissemination Strategy also provides a more detailed elaboration of the stakeholder engagement strategy, given its significant impact on selecting and effectively implementing appropriate communication and dissemination activities.

Effective stakeholder management requires a structured engagement approach tailored to each group's role, interests, and influence. This ensures that communication efforts are relevant, impactful, and aligned with x-CITE's objectives.

The engagement strategy follows four key actions:

- **Define engagement objectives per stakeholder group:** What do we want from each group? (Awareness, feedback, participation, advocacy, etc.)
- **Identify the most effective communication channels and formats:** Which tools (social media, workshops, policy briefs, partnerships, etc.) work best for each stakeholder?
- **Develop specific engagement plans per group:** What concrete activities will drive involvement?
- **Establish feedback loops and two-way communication mechanisms:** How do we track engagement, gather input, and adjust strategies?

### Engagement Objectives by Stakeholder Category

#### Users: Encouraging Active Participation

Users need engagement strategies that are interactive, accessible, and directly relevant to their daily lives. The focus is on fostering awareness, adoption, and co-creation:

- Community-driven outreach → Citizen forums, (online) engagement platforms, and participatory city planning initiatives.
- Interactive workshops and trials → Hands-on experiences, such as augmented reality demonstrations, CitiVerse simulations, and local innovation challenges, brainstorming or dreamstorming.
- Public awareness campaigns → Targeted informative messages distributed through social media, website and selected communication channels, engaging



storytelling formats like case studies, testimonials, and video walkthroughs demonstrating CitiVerse applications.

### Enablers: Strengthening Collaboration and Knowledge Sharing

Enablers provide critical resources and expertise, requiring engagement strategies that support partnerships, knowledge transfer, and technical validation:

- Industry partnerships → Collaborations with smart city networks, technology providers, and urban development agencies.
- Technical roundtables and expert panels → Knowledge-sharing platforms for discussing interoperability, data integration, and scalability.
- Funding and policy alignment workshops → Sessions with regional authorities and financing institutions to ensure sustainability beyond project funding.

### Influencers: Driving Policy Support and Visibility

Influencers shape the regulatory and public discourse around CitiVerse. The focus is on ensuring policy alignment, advocacy, and broad-scale visibility:

- Policy briefs and strategic reports → Targeted insights for EU policymakers and national authorities on the benefits and implications of x-CITE.
- Media and public relations efforts → Press releases, publications, and participation in high-profile EU smart city events.
- Thought leadership initiatives → Representation at international forums, panel discussions, and cross-sector working groups.

Table 2 - Summary of the engagement strategy per target group in one table

Stakeholder Category	Engagement Objective	Communication Channels & Formats	Planned Engagement Activities	Feedback Mechanisms
<b>Users (Citizens, Businesses, NGOs, Cultural Organisations)</b>	Awareness & Participation	<ul style="list-style-type: none"> <li>- Social media (LinkedIn, YouTube) and website posts</li> <li>- Community events &amp; workshops</li> <li>- Online co-creation platforms</li> <li>- use of 3D videos and images</li> </ul>	<ul style="list-style-type: none"> <li>- Interactive workshops</li> <li>- try-outs</li> <li>- Innovation challenges or brainstorming</li> <li>- Public engagement campaigns</li> </ul>	<ul style="list-style-type: none"> <li>- Social media Q&amp;A – website feedback form</li> <li>- Online discussion forums</li> <li>- Post event surveys</li> </ul>

<b>Enablers (Cities, Smart City Networks, Academia, Innovation Agencies, Financiers)</b>	Collaboration & Knowledge Sharing	- Technical roundtables	- Expert panels	- Continuous partner evaluation
		- Industry conferences - White papers & research reports - academic paper - Social media	- Joint R&D initiatives - Funding & policy alignment sessions	- Direct stakeholder interviews - KPI tracking
<b>Influencers (EU Commission, National Authorities, Civil Society Organisations)</b>	Policy Support & Visibility	- Policy briefs & strategic reports	- Participation in international smart city summits	- Stakeholder advisory boards
		- High-profile EU events - Media outreach - Social media	- Advocacy & thought leadership initiatives	- Regular policy impact assessment

By tailoring its engagement strategies to each stakeholder group, x-CITE ensures meaningful collaboration, increased adoption, and policy alignment for long-term impact.

### Step 3: Implement and Maintain Stakeholder Engagement

Once engagement strategies are defined, the next step is to ensure the effective implementation of the planned activities and their sustainability. This requires a proactive and continuous approach to communication and stakeholder involvement.

#### Key Activities for Stakeholder Engagement Execution

##### ☒ Regular Multi-Channel Communication:

- Periodic newsletters featuring project updates, success stories, and upcoming engagement opportunities.
- Social media outreach via LinkedIn and YouTube, plus optional local channels to share insights, achievements, and interactive content.
- Dedicated online knowledge hub for open access to reports, white papers, and technical guidelines.

☒ **Active Participation in x-CITE Activities:**

- Co-creation workshops → Bringing together citizens, businesses, and researchers to ideate and refine CitiVerse applications.
- Interactive exhibitions and demo sessions → Showcasing real-world use cases at city events and smart city expos.
- Innovation Challenges and Pitch Sessions → structured innovation competitions or concise pitch sessions to invite citizens, entrepreneurs, start-ups, and developers to efficiently present innovative CitiVerse ideas & concepts.

☒ **Ensuring Two-Way Communication and Feedback Mechanisms:**

- Social media Q&A sessions and online forums to foster direct interaction with stakeholders.
- Stakeholder advisory groups providing periodic input and validation of project directions.
- Data-driven monitoring of engagement trends, ensuring responsiveness to evolving stakeholder needs.
- Sustained stakeholder engagement fosters long-term commitment, enhances collaborative innovation, and positions CitiVerse as a trusted and user-centric ecosystem.

## **Step 4: Control or Measure Stakeholder Engagement**

To ensure that x-CITE's stakeholder engagement efforts remain effective, a structured performance measurement framework is applied. This framework is described in chapter 6 (Evaluation). Various quantitative and qualitative Key Performance Indicators (KPIs) are defined, along with their monitoring and measurement methodologies. Through continuous tracking, analysis, and adaptation of engagement efforts based on these KPIs, x-CITE ensures effective stakeholder interaction, sustained commitment, and long-term project impact.

## 4. Overall Strategy

The x-CITE project employs a three-track strategy to ensure effective communication, dissemination, and exploitation of project results. These tracks are designed to target different audiences, address distinct objectives, and align with the project's implementation timeline.

### 4.1 Why the Three-Track Approach?

Each track serves a specific purpose within the broader strategy:

- **Track 1: Public Communication & Awareness** → Maintains engagement through accessible messaging and interaction with key stakeholders.
- **Track 2: Dissemination of Results** → Ensures knowledge sharing among professionals, researchers, and policymakers.
- **Track 3: Exploitation & Sustainability** → Facilitates long-term adoption of CitiVerse solutions beyond the project timeline.

By integrating these three tracks across all time periods, x-CITE ensures the right messages reach the right stakeholders at the right time, maximizing impact and fostering long-term adoption.

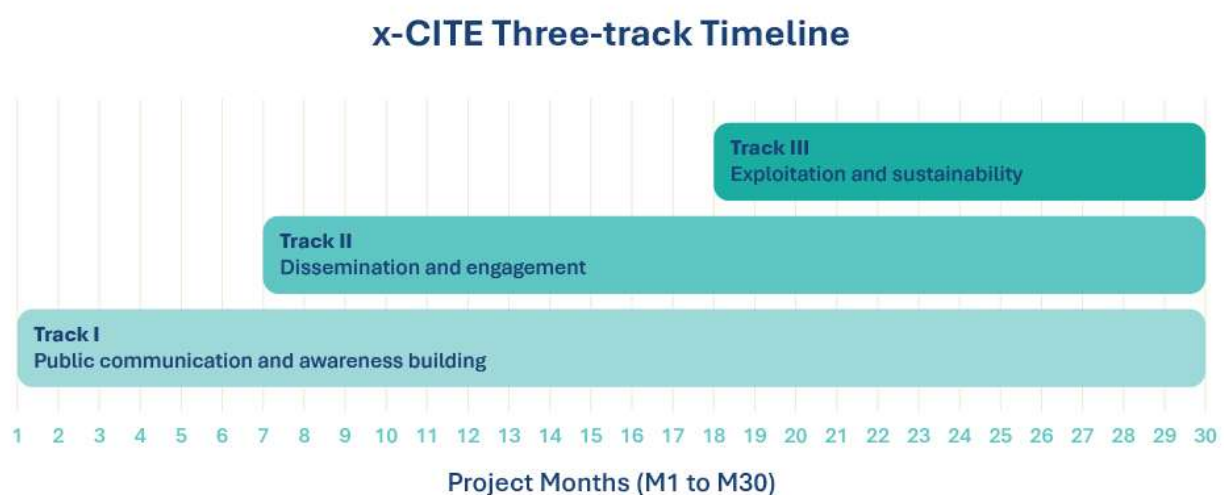


Figure 1 – x-CITE Three Track Timeline

## 4.2 Timing and Implementation of the Three-Track Strategy

The implementation follows the 30-month project timeline as outlined in the Grant Agreement, but activities extend beyond project completion to ensure long-term adoption and sustainability.

### **Track I: Public communication and awareness building (M1 – M30) (December 2024 – May 2027)**

**Aim:** Project kick-off and awareness building

The first track will set the foundations for successful communication, dissemination and exploitation of the project and its results by creating general awareness about the objectives of x-CITE and CitiVerse.

#### **Activities:**

- Create the x-CITE brand identity which will be used across all communication channels.
- Develop key communication tools (website, social media, templates, branding materials).
- Launch the website ([www.xcitecitiverse.eu/](http://www.xcitecitiverse.eu/)).
- Set up and manage the social media accounts LinkedIn and YouTube.
- Make communication materials available to the consortium partners.
- Create a digital newsletter (1st one to be launched in May 2025).
- Launch awareness campaigns to engage citizens, businesses, and policymakers, including a call to action to sign up for x-CITE updates and start building a contact database for outreach.
- Present the project and its ambitions to target groups at national/international events.

#### **Outputs:**

- Deliverable 7.1 Communication and dissemination strategy.
- Communication tool kit for all consortium partners.
- Project's website and social media channels.
- First newsletter.

## Track II: Dissemination and engagement (M7 – M30) (June 2025 – May 2027)

**Aim:** Sustained awareness and dissemination of results: Track II will focus on engaging the main target groups of x-CITE and CitiVerse via dissemination and engagement activities.

### Activities:

- Build on and continue track I activities.
- Inform and raise awareness about the use cases in Tampere, Rotterdam and Flanders.
- Continue communication efforts to expand the community and enhance engagement through the continued rollout and development of e.g. communication tools such as the project website to share news and insights about x-CITE and CitiVerse.
- Enable knowledge sharing and networking between stakeholders through webinars and workshops.
- Manage coordinated social media activities across all relevant channels, using the content calendar and templates, ensuring alignment with overall strategy.
- Create newsletters to share news stories and highlight major milestones, achievements, events, lessons learnt and next steps of the project to scale reach.
- Create press releases that appeal to European and national news outlets to showcase use case developments and major milestones and project results.
- Foster collaborations with academic institutions, policymakers, and industry partners.
- Develop videos to showcase the benefits of x-CITE and CitiVerse.
- Present the project and its (interim) results to target groups at national/international events.
- Offer opportunities to attend workshops, webinars and demo sessions.
- Continuously monitor key performance indicators (KPIs) and update communication materials based on feedback.

### Outputs:

- Updated and revamped project website with description of the use cases in local languages.
- Leaflets, brochures, posters, press releases.
- Minimum biannual newsletter editions.
- Videos for online use.

- At least 3 international events per year attended to present the project (conferences, expos, smart city summits).
- 4 workshops, webinars & demo sessions organised.
- D7.2 Mid-term report on project communication and dissemination (M15).

### **Track III: Exploitation and sustainability (M18 – M30) (May 2026 – May 2027)**

**Aim:** Sustained awareness, final dissemination and sustainability planning.

Track III will focus on creating impact and ensuring the sustainability of x-CITE and CitiVerse, by stressing commercial and non-commercial benefits of x-CITE and CitiVerse solutions.

#### **Activities:**

- Build on and continue track II activities.
- Continue communication and dissemination efforts via tools such as the project website, press releases, social media posts, biannual newsletters, workshops and audio-visual materials and via participation in international events (conferences, expos, smart city summits).
- Enable the sharing of interim results through the creation of reports, scientific publications and policy briefs.
- Maximize efforts to disseminate key learnings from x-CITE and CitiVerse, including an online knowledge hub for open access to reports, white papers, and technical guidelines.
- Share outputs of x-CITE and CitiVerse in the scientific community by publishing papers in open academic publications to guarantee the implementation of x-CITE results in academic research.
- Establish and strengthen stakeholder relationships and partnerships to ensure CitiVerse adoption.
- Develop guidelines, policy recommendations and business cases to integrate x-CITE and CitiVerse outcomes into smart city strategies & policy frameworks.
- Maintain engagement with the public, policymakers, and private sector and encourage continued use and expansion of x-CITE solutions.
- Organise dissemination activities with stakeholders and associated projects during local and European and international events and through media outreach activities.

#### **Outputs:**

- A dedicated online knowledge hub with open access.

- Local dissemination events for citizens, communities, companies and project stakeholders in the use case cities and regions at the end of the project.
- Final conference in Brussels at the end of the project.
- Policy briefs, white papers and academic publication.
- Biannual newsletters, press releases, videos, workshops, webinars and demo sessions.
- D7.3 Long-term sustainability strategy and policy recommendations for CitiVerse initiatives (M30).
- D7.4 Final report on project communication and dissemination and exploitation plan (M30).



## 5. Key Messages

Clear and effective messaging is essential for engaging stakeholders and ensuring the success of x-CITE and CitiVerse. Below are the refined key messages:

- **Transforming Cities & Lives:** CitiVerse helps European cities become more competitive, improves residents' quality of life, and sets a standard for ethical and responsible digital urban development.
- **Bringing Smart Cities to Life:** x-CITE defines, tests, and validates CitiVerse solutions, ensuring they are interoperable, inclusive, ethical, and adaptable to real-world urban challenges.
- **Empowering Citizens through Technology:** x-CITE creates new digital tools that make citizen participation in urban planning more interactive, accessible, and impactful.
- **A Collective Effort for Smarter Cities:** x-CITE unites leading smart cities, research institutions, innovation agencies, and private sector partners to drive sustainable urban transformation.
- **Real-World Impact:** The x-CITE pilots in Tampere, Rotterdam, and Flanders demonstrate the value of CitiVerse in areas such as citizen engagement, sustainable urban development, tourism, and cultural heritage.

By using these core messages, all partners can ensure consistent and impactful communication across different audiences.

# 6. Evaluation

## Why Monitoring and Evaluation Matter

Effective monitoring and evaluation are essential to measure the impact of x-CITE’s communication, dissemination, and exploitation activities. By tracking engagement, reach, and adoption metrics, the project ensures that its strategies remain aligned with stakeholder needs and evolving priorities.

Monitoring is not only about measuring success; it also provides valuable feedback that helps refine our communication approaches, optimize engagement strategies, and enhance overall project impact. Continuous assessment allows for data-driven improvements, ensuring that x-CITE’s outreach efforts remain effective and relevant throughout and beyond the project’s duration.

Quantitative and qualitative feedback will be collected from participants of the project’s outreach/stakeholder engagement activities and events. Impact assessment of the communication and dissemination activities will be also done by collecting data from social media analytics, project website, search engines and amount of earned media publicity and compared to the targets defined in this strategy.

### 6.1 Quantitative KPIs

The quantitative KPIs systematically measure the reach, effectiveness, and adoption of the communication and dissemination activities of the x-CITE project, enabling strategic adjustments and targeted improvements.

Table 3 – Quantitative KPIs

KPI Category	Indicator	M12	M24	M30
		Cumulative target values		
Project Documentation & Material				
	Digital leaflets/brochures*	1	2	3
	Project posters	1	2	3
	Short videos (YouTube & Website)	1	3	5
	Newsletters	2	4	5

	Press releases	2	4	5
	Policy briefs and white papers	0	1	2
<b>Web &amp; Social Media Metrics</b>				
	Website (yearly visitors)	500	1500	3000
	LinkedIn (followers)	100	200	300
	YouTube (total video views)	100	300	600
<b>Event Metrics</b>				
	Events attended (conferences, expos, smart city summits)	3	7	10
	Workshops, webinars & events organised	2	4	6
	Total stakeholder participation (workshops, webinars, events)	100	300	600
<b>Collaboration and Adoption Metrics</b>				
	Collaboration established (academia, smart city networks, industry)	2	4	5
	Co-created CitiVerse applications and urban proposals	0	3	3
	Academic publications	0	0	1
<b>Media and Policy Impact Metrics</b>				
	Media mentions (industry, online publications, policy discussions)	5	10	15
	Policy recommendations published	0	1	2
	Policy discussions referencing x-CITE	0	0	2

*\* The mentioned targets are cumulative. For example, there will be 1 brochure or leaflet in the first year, a second will be added in the second year, and finally a third in the last half year period.*

## 6.2 Qualitative KPIs

In addition to quantitative KPIs, qualitative indicators provide in-depth insights into stakeholder engagement quality and perceptions, facilitating an adaptive and responsive approach:

Table 4 – Qualitative KPIs

Qualitative Indicator	Objective	Means of Verification
<b>Stakeholder Satisfaction</b>	Stakeholders perceive activities as valuable and engaging.	Feedback surveys, stakeholder interviews, testimonials
<b>Content Relevance</b>	Content aligns closely with stakeholder interests and needs.	Surveys, direct stakeholder feedback, online discussions
<b>Message Clarity</b>	Communication is clear, understandable, and targeted.	Post-event surveys, social media interactions, Q&A sessions
<b>Usability &amp; Practicality</b>	CitiVerse tools and recommendations are practical and implementable.	User testimonials, adoption rate analysis, case studies
<b>Influence on Decisions</b>	Activities significantly influence stakeholder decisions and practices.	Case studies, stakeholder testimonials, policy reviews

These KPIs will be used to the extent that they are readily available during the project, at a reasonable cost of time and effort. Consistent evaluation of these qualitative KPIs, together with quantitative metrics, ensures continuous refinement of the communication strategy, enhancing stakeholder impact and long-term project sustainability.

## 6.3 Monitoring and reporting

Regular monitoring, reporting and reflection on both qualitative and quantitative KPIs will allow the project consortium to continuously adjust communication and dissemination strategies to maximize impact and engagement. The evaluation

framework ensures that project outcomes are not only measured but actively used to refine ongoing activities and ensure long-term sustainability.

WP7 lead OASC will follow up and monitor these KPIs by using several tools like website and newsletter analytics, and also via a stakeholder and dissemination database. This database is a simple to use spreadsheet that can be accessed anytime and anywhere and can be easily updated by all consortium partners. The aim is to keep track of various dissemination and communication activities relevant to the project and of the different cooperation opportunities across Europe. The database will contain:

- a section with details on past and forthcoming events (in **Partner events sheet**) where x-CITE was or could be disseminated. For past events, when reporting their activities, partners need to include the name and description, date and location of the event; number of participants; what exactly the partner did (e.g. presentation, networking, workshop moderation); and any comment as to the outcome (e.g. new citizens willing to engage). Information on forthcoming events that partners are planning to attend is also important as it can be used for promotion on social media or in the x-CITE newsletter.
- a section on partner publications (in **Partner publications sheet**) with details of published materials where x-CITE is mentioned. Preference is given to external sources and mediums like peer-reviewed, open-source journal articles, book chapters, conference proceedings, news articles, blogs and press releases.
- a section on knowledge sharing (in **Clustering & Knowledge Sharing sheet**) with details on projects and initiatives, either EU or national ones, whose results might be relevant for x-CITE and vice versa.

All partners should share their dissemination assets and insights by regularly filing in and update the relevant sections of the database, that is available on the x-CITE Sharepoint ([x-CITE Stakeholders & Dissemination Database](#)), in order to ensure that all relevant information can be used for dissemination of information via the website, the newsletter and social media and no information is forgotten for the mid-term and the final report on the results and impact of the project's communication and dissemination activities and tools.

# 7. Risks & Mitigation Measures

## 7.1 Why Risk Management is Essential

The success of x-CITE's communication, dissemination, and exploitation strategy depends on proactive risk identification and mitigation. By anticipating potential challenges, the project ensures that engagement efforts remain effective, adaptable, and aligned with stakeholder needs. Risk management allows for the implementation of contingency measures that minimize disruption and maximize project impact.

## 7.2 Identified Risks and Mitigation Strategies

The table below provides an overview of the key risks identified for x-CITE's communication, dissemination, and exploitation activities, along with their potential impact and corresponding mitigation strategies.

Table 5 – Overview of key risks with potential impact and mitigation strategies

Risk	Potential Impact	Mitigation Strategy
<b>Low stakeholder engagement</b>	Limited participation from key target groups reduces dissemination impact.	<ul style="list-style-type: none"><li>- Early engagement through pre-project outreach and networking.</li><li>- Customizing messages and channels to fit stakeholder needs.</li><li>- Gamification and incentives to encourage participation.</li><li>- Targeted workshops and events to maintain stakeholder interest.</li></ul>
<b>Low visibility of communication efforts</b>	Project outputs do not reach intended audiences, reducing impact.	<ul style="list-style-type: none"><li>- Strong SEO strategies for digital content.</li><li>- Collaboration with relevant media partners to amplify project messages.</li><li>- Cross-promotion through EU networks and Horizon projects.</li><li>- Regular updates and content creation across multiple platforms.</li></ul>
<b>Negative public perception</b>	Misinterpretation of CitiVerse concepts could lead to	<ul style="list-style-type: none"><li>- Transparent messaging on ethical use of technology.</li></ul>

	scepticism or resistance.	<ul style="list-style-type: none"> <li>- Proactive media engagement to address concerns early.</li> <li>- Open dialogue forums for citizen feedback.</li> <li>- Clear communication on the benefits and safeguards of CitiVerse.</li> </ul>
<b>Technical complexity discourages engagement and adoption</b>	Stakeholders, especially non-experts, struggle to understand CitiVerse tools, leading to lower adoption.	<ul style="list-style-type: none"> <li>- Simplified messaging and step-by-step guides.</li> <li>- Ensuring messages are understandable for a 10-year-old.</li> <li>- Frequent use of images to illustrate key concepts.</li> <li>- Tailoring messages to the interests and desires of the audience.</li> <li>- Hands-on workshops and user support.</li> <li>- Targeted training for policymakers and urban planners.</li> <li>- Demonstrations and real-life case studies to illustrate usability.</li> </ul>
<b>Limited policy adoption of project results</b>	Project outcomes remain theoretical rather than applied in governance.	<ul style="list-style-type: none"> <li>- Early and ongoing engagement with decision-makers.</li> <li>- Policy recommendations backed by use case demonstrations.</li> <li>- Integration with EU-level smart city strategies.</li> <li>- White papers and policy briefs tailored for decision-makers.</li> </ul>
<b>Lack of post-project sustainability</b>	CitiVerse outputs and engagement decline after project completion.	<ul style="list-style-type: none"> <li>- Development of a long-term sustainability plan.</li> <li>- Encouraging city and industry partnerships for continued use.</li> <li>- Open-source resources to allow broader adoption.</li> <li>- Encouraging continued participation through knowledge-sharing events.</li> </ul>

## 7.3 Monitoring and Adaptive Risk Management

To ensure risks are continuously assessed and mitigated:

- Regular risk reviews will be conducted by the project management team and communication management team.
- Stakeholder feedback loops will help identify emerging concerns.
- KPIs will be monitored to assess the effectiveness of risk mitigation strategies.
- Flexible adaptation of communication strategies will allow adjustments to changing conditions.

By implementing a structured risk management approach, x-CITE enhances the resilience of its communication, dissemination, and exploitation activities, ensuring that key messages reach and engage the intended audiences effectively.



# 8. Responsibilities

## Communication Management Team (CMT)

The Communication Management Team (CMT) is responsible for following up the communication and dissemination strategy and coordinating all communication and dissemination activities in x-CITE. OASC leads this team, that oversees the strategic direction of communication and dissemination efforts and the WP7. The CMT also includes:

- The COO Outreach and Ethics Manager (OEM)
- Project and communication experts from Tampere, Flanders, and Rotterdam
- Other consortium partners based on the agenda.

The CMT ensures overall visibility of the project, identifies communication and dissemination opportunities, coordinates participation and presentations at relevant events, webinars, and networks and monitors and evaluates the effectiveness of the communication activities during the project.

## 8.1 Communication Responsibilities

- OASC (Open & Agile Smart Cities, BE) leads overall visibility & branding.
- Tampereen Kaupunki (TAMP, FI) and Gemeente Rotterdam (RDAM, NL) manage public engagement in their respective municipalities. They are responsible for local communication and engagement activities, relying on the guidance provided by the strategy articulated in this document and OASC's assistance.
- Vlaamse Overheid (VLO, BE) manages regional and local communication in Flanders. They are responsible for regional and local communication and engagement activities, relying on the guidance provided by the strategy articulated in this document and OASC's assistance.

## 8.2 Dissemination Responsibilities

- Interuniversitair Micro-Electronica Centrum (IMEC, BE) and Hogeschool West-Vlaanderen HOWEST (HOW, BE) manage scientific publications and academic dissemination.
- VLO will publish a report on the demonstration of the use cases (Deliverable 5.2)
- RDAM and TAMP will publish roadmaps to expand CitiVerse solutions in EU and maximize their sustainability and market readiness (Deliverables 6.1, 6.2 and 6.3).
- OASC will drive dissemination in smart city events and activities
- Future Insight Group BV (FI, NL) supports research dissemination and networking.
- Transport & Mobility Leuven (TML, BE) ensures research-driven insights reach policy and mobility sectors.

## 8.3 Exploitation Responsibilities

- Nokia Technologies OY (NOKIA, FI) and Cegeka (CGK, BE) drive forward market adoption and technology commercialization.
- Tampereen Kaupunki (TAMP, FI), Gemeente Rotterdam (RDAM, NL), and Vlaamse Gewest (VLO, BE) ensure local uptake.
- Technology providers push towards market adoption.

## 8.4 Exchange with other projects and initiatives

- OASC will establish contacts with the 3 other EU funded CitiVerse projects (SENSE, CU and 3DXVerse) in order to promote the exchange of insights, knowledge and to maximise the collective impact of the 4 projects.
- OASC will also ensure the links with the ongoing work in the Living-in.eu initiative and the broader ecosystem of related projects (DS4SSCC, DS4SSCC-DEP, LDT toolbox tenders) and other relevant ongoing projects in DIGITAL and Horizon Europe.

## 8.5 Common responsibilities

- Cross-consortium alignment on key messages.
- All consortium partners actively support all communication, dissemination and exploitation efforts within their networks and activities.
- All consortium partners will participate in relevant local/national/international conferences and other project topic-related events to promote the project and its achievements.
- All consortium partners regularly report their own dissemination activities happening during the project by filling in the x-CITE Stakeholder and dissemination database.
- All consortium partners provide the communications lead (OASC) with a summary of their recent activities that they wish to see published on the project website and inform about any upcoming events that they want to see promoted through the project's communication channels (e.g. LinkedIn).
- Collaborations with smart city movements.
- Collaboration and exchange with other CitiVerse projects.

# 9. Guidelines for Communication & Best Practices

To support effective communication and dissemination, this section provides guidance for consortium partners on principles, storytelling techniques, and the use of EU tools for maximizing outreach and engagement.

## 9.1 Principles of Effective Communication

- **Clarity and Simplicity:** Messages should be understandable by a 10-year-old, avoiding technical jargon. For this reason, communication on the use case level, will be primarily in the local language. The project website and social media channels will primarily communicate in English.
- **Relevance:** Content must directly connect to the interests and concerns of target audiences.
- **Interactivity:** Utilise feedback mechanisms (polls, Q&As, storytelling) to encourage active participation.
- **Strategic Planning:** Define communication objectives and tailor messages for different stakeholders before selecting communication channels.
- **Consistency:** Ensure coherence in all communication materials, from branding to messaging across different platforms.

## 9.2 Storytelling and Accessibility

Storytelling is a powerful tool for making complex technological concepts accessible and relatable. The European Commission emphasizes the importance of storytelling in project communication to increase impact and engagement. A well-structured story helps audiences connect emotionally and intellectually to project outcomes. Whenever it is possible, the project communication will prioritize storytelling, to maximize reach and foster an emotional connection with the general public.

## How Partners Can Use Storytelling:

- Focus on human impact: Frame stories around individuals or communities benefiting from CitiVerse.
- Use narrative structures: Follow the sequence of problem → solution → outcome to make the message compelling.
- Incorporate visuals and multimedia: Videos, infographics, and real-life testimonials can make abstract concepts more tangible.

## Example Stories from x-CITE Use Cases:

- **Rotterdam Use Case – Enhancing Citizen Engagement**

Emma, a Rotterdam resident, often felt that urban planning decisions were made without consulting citizens. When her neighbourhood was set for redevelopment, she struggled to understand the plans outlined in lengthy documents. With CitiVerse, she could explore a 3D virtual model of the proposed changes, voice her concerns directly through the platform, and see real-time adjustments based on community feedback. For the first time, Emma felt included in shaping her city's future.

- **Tampere Use Case – Cultural Tourism and Digital Twins**

Mikko, a student in Tampere, often felt disengaged during history lessons. Through an interactive augmented reality experience developed by the x-CITE project, Mikko was able to explore Tampere's historical sites vividly, such as the medieval market square and iconic local landmarks. By virtually experiencing historical events and immersing himself in compelling stories, Mikko developed a genuine interest in his city's heritage. His newfound enthusiasm not only transformed his school assignments into meaningful explorations but also inspired classmates, significantly boosting youth involvement in local cultural activities.

- **Flanders Use Case – Understanding Environmental Assessments**

Leen, a busy mom of 2 kids in Flanders, was overwhelmed by the complexity of Strategic Environmental Assessment (SEA) reports. Understanding the impact of different planning scenarios on air quality, biodiversity, and noise pollution seemed impossible. With CitiVerse, she could experience the scenarios visually, simulating how each development plan would affect her neighbourhood. This transformed her from a passive observer to an informed advocate. For the first time, she could quickly understand the impact of different future scenarios and easily express her wishes and concerns about them. She now feels heard, empowered, and actively involved in building her future city.

## 9.3 Leveraging EU Communication & Dissemination Platforms for Enhanced Outreach

- To maximize the reach and impact of x-CITE, consortium partners will try to utilise the following EU tools:
- CORDIS & Horizon Results Platform: Ensures broader visibility of research outputs and facilitates knowledge transfer.
- Open Science & Public Engagement: Encourages Open Science publishing to make x-CITE results more accessible and reusable.
- Horizon Results Booster & Innovation Radar: Supports strategy refinement, commercialization, and scaling of project innovations.
- By integrating these platforms into dissemination efforts, x-CITE ensures its findings contribute to broader EU research and innovation ecosystems.

By following these guidelines, consortium partners ensure a consistent and impactful communication approach across all project activities.

## 9.4 Rules for communication

The consortium partners will follow the applicable rules whenever they communicate about the x-CITE project in public.

- Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.
- All communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must show the project logo and must acknowledge EU support and display the European flag (emblem) and co-funding statement (translated into local languages, where appropriate):



Co-funded by the  
European Union

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. When displayed in association with another logo, the EU emblem will have appropriate prominence.

- Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):  
*“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*
- Beneficiaries must present the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and special logo and project results) on the beneficiaries’ websites or social media accounts
- All Beneficiaries engaging in dissemination and exploitation of project results, must comply with the rules about intellectual property rights, access rights, and rights of use as stipulated in the Grant Agreement.
- The preferred communication language for the project is British English.

# 10. Communication toolkit

The x-CITE project will employ a range of communication tools to ensure maximum visibility, stakeholder engagement, and effective dissemination of project outcomes. These tools are designed to facilitate interaction with various target groups, provide accessible information about the project, and enhance the overall impact of x-CITE within the CitiVerse ecosystem. All tools will be uploaded in the folder 04. Communication tools on the x-CITE Drive.

## 10.1 x-CITE brand kit

In the x-CITE Identity Guidelines (available on the x-CITE Sharepoint: [x-CITE Identity Guidelines.pdf](#) and in annex of this document) you can find the rules to apply and use x-CITE identity.

The consortium partners are asked to adhere strictly to fonts and brand colours:

**Fonts:** Aptos font family, system font (Microsoft)

**Colours:**

- Beige: Light background colour
- Turquoise: Identity colour 1
- Yale Blue: Identity colour 2
- Naples yellow: Call to Action (CTA) colour. Use CTA colour as a highlight in digital and print materials. Apply it on dark (identity colour 2) and white backgrounds.

## 10.2 X-CITE project logo and templates

### X-CITE project logo:

The project logo ensures a consistent visual identity across all materials and should be used in all official documents, presentations, and online platforms.

In the x-CITE Identity Guidelines more information can be found on the different versions of the project logo. All different versions are available on the x-CITE Sharepoint ([01 Project Logo](#)) in the following formats: jpg, png and svg.

The consortium partners have to use **the standard logo (main identity with slogan)** in all their communication. Only when there is not enough space to use the standard logo, the smaller version without slogan can be used.



- Main identity with slogan, for bigger sizes (regular with slogan).



- Main identity with no slogan, for very small sizes (regular).



- Vertical version with slogan, for smaller sizes vertical orientation.



- Horizontal version with slogan, for smaller sizes horizontal orientation.



- Alternatives, for very small sizes (full project expression, versions for badges, versions in different colours).





### x-CITE templates:

- Template for documents: can be used for example for meeting agendas and minutes, programmes of events, ...
- Template for deliverables.
- Template for presentations: standardized slide designs for project presentations.
- Template for press releases: standardized format for project updates and news releases.
- Template for digital newsletter.
- Website banner template: to announce key events, deliverables, and milestones. Will be updated regularly with high-quality images; include clear messaging and links to further information.

## 10.3 Website

The project website [www.xcitecitiverse.eu/](http://www.xcitecitiverse.eu/) serves as the central hub for all x-CITE-related information and communication. It provides an entry point for stakeholders, including policymakers, industry professionals, researchers, and the general public.

### Website structure:

- **Home:** Overview of x-CITE objectives, goals, and key messages.
- **Pilots:** Dedicated pages for use cases in Tampere, Rotterdam, and Flanders. These pages will provide information in the local language, to maximize engagement with the local target audiences.
- **CitiVerse:** Links and references to other CitiVerse initiatives.

- **News:** Announcements, press releases, updates and subscription newsletter.
- **About Us:** Project consortium details and partner information.
- **Contact:** Contact form and links to social media, contact details.

## 10.4 Social media channels

Social media will be an integral part of x-CITE's communication strategy, allowing real-time engagement with stakeholders and fostering community interaction. The approach prioritizes quality over quantity, focusing on the most relevant channels for the target audiences.

The project will use 2 social media channels:

- **LinkedIn:** Primary channel for professional engagement, targeting policymakers, researchers, and industry stakeholders:  
<https://www.linkedin.com/company/xcite-project/>
- **YouTube:** Used for promotional and educational video content related to project milestones and use cases: <https://www.youtube.com/@xcite-project>

The consortium has decided to not go forward with communications on X (formerly known as Twitter). This option was mentioned in the Grant Agreement. However, taking into account the recent developments and political tensions around X, the consortium felt it was appropriate to focus on other social media channels.

On the use case level, in Tampere, Rotterdam and Flanders, social media channels of the local stakeholders will be used. Each use case will have the flexibility to communicate in local languages through appropriate platforms, while referring back to the x-CITE main channels.

Social media content will include project updates, event highlights, interviews, and stakeholder testimonials. Project members are encouraged to amplify messages by liking, sharing, and commenting on posts. Communications lead OASC will make up and maintain a social media content calendar.

## 10.5 x-CITE project one pager

This is a short and easily understandable summary of the project that all partners can use to communicate its essential information. The specific example story can be adapted to the target audience to maximize relevance and engagement. Communications lead OASC will provide a pdf version in the project's branding identity.

## x-CITE: Digital Cities for European Citizens

### *A Day in Anna's Life: How x-CITE Transforms Her City*

*Anna, a 38-year-old teacher in Rotterdam, has always wanted to share her ideas about improving her city. But she never had the time or patience to go through long government documents or attend complicated meetings.*

*Now, thanks to the CitiVerse project x-CITE, things have changed. Using a simple app, she can see different city planning ideas come to life through augmented reality (AR). Instead of reading reports, she can explore how new traffic plans will affect her neighbourhood—how roads will change, where new bike paths might go, and how air quality could improve. With just a few taps, she can share her thoughts with city planners. Thanks to x-CITE and the CitiVerse, Anna finally feels included and sees how her city is becoming smarter and more sustainable.*

## What is x-CITE?

x-CITE (Expanding the Experience of Citizens through Extended Reality) is a European project that uses Extended Reality (XR) and Artificial Intelligence (AI) to make cities smarter, greener, and more inclusive.

## What is the CitiVerse?

At the heart of the x-CITE project is the CitiVerse, a digital version of the city where people can explore layers of complex information in an easy and interactive way.

With use cases in Tampere, Rotterdam, and Flanders, x-CITE and the CitiVerse focus on:

- Urban Planning: Helping people take part in shaping their cities in a simple, visual way.
- Culture and Tourism: Making history and landmarks come alive with immersive experiences.
- Citizen Engagement: Allowing easy and inclusive participation in city decisions.
- Environmental Impact: Showing real-time data on mobility, air quality, and energy use to help create greener cities.

## Why Does This Matter?

- More citizen participation: The CitiVerse makes it easier for everyone to get involved.
- Smarter and greener cities: Data and AI help improve the quality of city life.
- Fair and accessible technology: x-CITE ensures digital solutions are available to all.
- Europe as a leader in smart cities: The project helps European cities stay at the forefront of digital innovation.

## What Does This Mean for You?

Whether you're a citizen, policymaker, or entrepreneur, x-CITE and the CitiVerse offer new ways to interact with and improve the city. By making technology easy to use, x-CITE helps cities become better places to live.

## Learn More

Visit [www.xciteciverse.eu/](http://www.xciteciverse.eu/) for updates and discover how you can contribute to the future of your city!

## 10.6 Digital & Print materials

A suite of digital and physical materials will be produced to support dissemination efforts across various events and engagement opportunities.

- **Digital Newsletters:** At least 2 editions per year, highlighting major project milestones and achievements, project results, events, lessons learnt and next steps of the project.
- **Infographics & Digital Leaflets:** Visual summaries of key concepts for easy comprehension to highlight project activities and results.
- **Promotional Images & Videos:** Dynamic content to capture attention and explain project value.
- **Press Releases:** Issued around major milestones and use case developments.
- **Roll-ups, Booklets, Flyers:** Physical materials for distribution at events and conferences where the project is presented and promoted.

## 10.7 Events & Webinars

Participating in and organising events is crucial for raising awareness and fostering collaboration.

### Planned Events:

- Smart City Expo World Congress (November 2025 & 2026)
- Annual OASC Conferences (January 2026 & 2027)
- City of Tampere's Smart City Event (May-June 2025 & 2026)
- x-CITE Closing Event (Brussels, Date TBD)
- Local Dissemination Events in Tampere, Rotterdam, and Flanders

The project final event will be organised in Brussels at the end of the project. It includes a half-a-day seminar on the topics of the project. The project use cases and the

roadmaps and recommendations developed during the project are showcased during the final event. Key European smart city development stakeholders and policymakers will be invited, as well as other related projects and networks. Final local dissemination events for citizens, communities, companies and project stakeholders will take place in the use case cities and regions at the end of the project. The events present the results, good practices and lessons learned as well as show how these will be considered in the future in the urban development and citizen engagement in the cities.

Other CitiVerse projects will also be invited to contribute to the x-CITE dissemination and outreach events in Barcelona and Tampere in 2025 and 2026.

Webinars and online workshops will complement physical events, allowing broader accessibility to discussions on CitiVerse and x-CITE advancements. Regarding synergies between cities, we aim to leverage shared learnings and technological solutions. Collaborative and regular inter-city workshops may be scheduled to align strategies, share best practices, and troubleshoot common challenges, thereby enhancing the overall coherence and impact of the project across different urban environments.

Throughout the project's lifetime, more opportunities will be explored and leveraged to participate in events and opportunities to amplify the impact of the x-CITE project.

# 11. Conclusion

The x-CITE communication and dissemination strategy is designed to maximize awareness, foster meaningful stakeholder engagement, and ensure the long-term sustainability of project outcomes. By leveraging a diverse set of communication tools—including an interactive website, strategic social media outreach, digital and print materials, and participation in high-impact events—the project ensures its messages effectively reach the right audiences.

The structured approach outlined in this strategy ensures not only the promotion of x-CITE’s objectives and findings but also the co-creation of knowledge with stakeholders. By emphasizing storytelling, accessibility, and engagement at multiple levels, x-CITE will contribute to a more inclusive and participatory smart city ecosystem.

Continuous monitoring and evaluation will help refine the strategy, ensuring adaptability to changing circumstances and stakeholder needs. Ultimately, the x-CITE communication and dissemination efforts will lay the foundation for broader adoption of CitiVerse solutions, fostering innovation, collaboration, and long-term societal impact.

# ANNEX

## x-CITE Identity Guidelines







### Safe margins



**Main identity  
with no slogan**

**Very small sizes**

Minimum size

42 px width

15 mm width



x-cite • Identity guidelines

**Main identity  
with slogan**

**Bigger sizes**

Minimum size

140 px width

50 mm width



Welcome to the Citiverse

x-cite • Identity guidelines

**Verical version  
with slogan**

Smaller sizes vertical  
orientation  
Minimum size  
70 px width  
25 mm width



x-cite • Identity guidelines

**Horizontal version  
with slogan**

Smaller sizes horizontal  
orientation  
Minimum size  
85 px width  
30 mm width



x-cite • Identity guidelines

## Alternatives

Very small sizes

Minimum size

42 px width

15 mm width



x-cite • Identity guidelines



## Identity versions

### main identity



### alternatives



x-cite · Identity guidelines

Colors	Hex #AEA500	Hex #1C5B91	Hex #052344	Hex #B4900D
	Hex #C2C27B	Hex #20ACA1	Hex #062C55	Hex #E1B310
	Hex #D6D6A6	Hex #26CFC1	Hex #073566	Hex #F1C730
	Hex #E8E8D3 RGB 235, 235, 211 HSB 60, 10%, 92% CMYK 5, 3, 18, 0 Light background color	Hex #40DCD9 RGB 64, 220, 208 HSB 175, 71%, 86% CMYK 58, 0, 27, 0 Identity color 1	Hex #052077 RGB 5, 51, 119 HSB 211, 93%, 47% CMYK 100, 84, 27, 12 Identity color 2	Hex #F4D38E RGB 244, 211, 94 HSB 47, 61%, 96% CMYK 5, 14, 75, 0 Call to Action (CTA) color Use CTA color as a highlight in digital and print materials. Apply it on dark (identity color 2) and white backgrounds.
	Hex #F0F0DF	Hex #6AE4DA	Hex #0A4B91	Hex #F6DC80
	Hex #F6F6EC	Hex #93EBE4	Hex #0C58AA	Hex #F8E8A2
x-cite · Identity guidelines	Hex #FCFCF9	Hex #B8F3EE	Hex #0E88C4	Hex #F8EFC5

## Typography

### Aptos font family system font (Microsoft)

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Aptos Light  
Aptos Regular  
Aptos Semibold  
Aptos Bold  
Aptos Extrabold  
Aptos Black

*Aptos Light Italic*  
*Aptos Regular Italic*  
*Aptos Semibold Italic*  
*Aptos Bold Italic*  
*Aptos Extrabold Italic*  
*Aptos Black Italic*

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## Typography

### Aptos Regular

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### Aptos Semibold

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### Aptos Bold

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### Aptos Extrabold

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## Mood board



## Mockups

Visual Reference Only - Not final artwork.

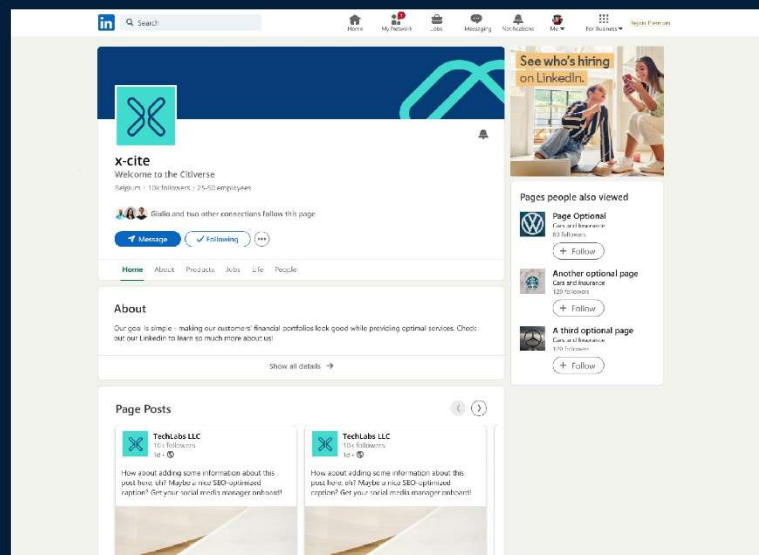
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## Mood board



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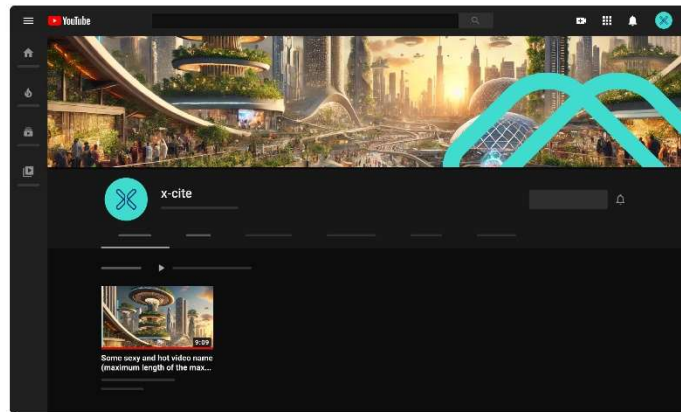
## Linkedin Profile



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## Youtube Chanel



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## Pins



[x-cite • Identity guidelines](#)

## Tote bag



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