



Deliverable D7.2

Mid-term report on the results and impact of the project's communication and dissemination activities and tools

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List of Acronyms

Abbreviation /acronym	Description
3DxVERSE	Harnessing Digital Twins for Sustainable Communities and Economies (sister CitiVerse project)
A5	European Commission, DG CONNECT, Artificial Intelligence For Societal Good Unit
B&D (Lab)	Beauty & Design (Lab)
CIONET	Chief Information Officer + Network
CMT	Communication Management Team
CU	European Citiverses Uniting for Inclusiveness (sister CitiVerse project)
D2.2	Deliverable 2.2 “Quadruple Helix Engagement Strategy”
D7.1	Deliverable 7.1 “Communication and Dissemination Strategy”
EC	European Commission
EDIC	European Digital Infrastructure Consortium
ETRI	Electronics and Telecommunications Research Institute
EU	European Union
GA	Grant Agreement
ITU	International Telecommunication Union
KPI	Key Performance Indicator
LDT	Local Digital Twin
M1–M15 / M12 / M24 / M30	Project months
OASC	Open & Agile Smart Cities & Communities
PMT	Project Management Team
PU	Public (dissemination level)
RDAM	Gemeente Rotterdam (The Netherlands)
SCEWC	Smart City Expo World Congress (Barcelona)
SEO	Search Engine Optimisation

SENSE	SENSE Strengthening Cities and Enhancing Neighbourhood Sense of Belonging (sister CitiVerse project)
TAMP	Tampereen Kaupunki, City of Tampere (Finland)
VLO	Vlaamse Overheid (Flemish Government, Belgium)
WP / WP7	Work Package / Work Package 7 (Communication & Dissemination)
x-CITE	Expanding the Experience of Citizens through Extended Reality
XR	Extended Reality

1. Executive Summary

This deliverable (D7.2) reports on the results and early impact of x-CITE communication and dissemination activities during the first reporting period (M1–M15; 1 December 2024 – 28 February 2026). Implementation was steered through the Communication Management Team (CMT), led by OASC (11 meetings), with pilot cities leading local outreach in Flanders, Rotterdam and Tampere. During M1–M15, the consortium established and actively operated the core channel set: the website and LinkedIn channel were launched on 28 April 2025; two newsletters and two press releases were issued; and the first awareness video was published in February 2026. Visibility was further reinforced through participation in major smart city events and cross-initiative sessions within the EU CitiVerse landscape.

All relevant communication and dissemination KPIs have been met or exceeded versus the nearest strategic checkpoint (M12). By M15, the website reached 812 visitors (vs. target 500), LinkedIn reached 293 followers (vs. target 100), and the first project video reached 152 views (vs. target 100); key communication outputs (e.g., leaflets, posters, newsletters and press releases) are at or above target levels. All outputs were produced in compliance with Grant Agreement Article 17 requirements.

All underlying activities are fully traceable via the Annexes, which provide complete references and representative evidence supporting the results reported in this document.

2. Introduction

D7.2 is defined in the Grant Agreement as “Mid-term report on the results and impact of the project’s communication and dissemination activities and tools: public awareness campaign with webinars and workshops, feedback and dissemination events on the project results, roadmaps and recommendations, social media, digital newsletters, promotional materials such as digital project brochures, roll-ups, high-quality project videos, infographics and press releases”.

The reporting covers the period from month 1 to month 15 (M1–M15), or 1 December 2024 – 28 February 2026.

This report uses D7.1 as the strategic baseline and details what has been accomplished in this regard so far.

3. Communication and Dissemination Management

All WP7 activities are coordinated through the Communication Management Team (CMT), led by OASC as communications lead, in line with D7.1. Pilot cities take the lead in local communication (VLO for Flanders, RDAM for Rotterdam and TAMP for Tampere). The CMT provides strategic direction, discusses task progress, identifies opportunities, exchanges ideas, coordinates participation and monitors performance. In this first period, 11 CMT meetings were organised.

4. Stakeholder Approach and Three-Track Strategy

This section provides a concise overview of how the consortium operationalised (i) the stakeholder approach set out in D7.1 Chapter 3 and (ii) the three-track approach described in D7.1 Chapter 4 during the first half of the project. For a deeper discussion of stakeholder engagement in the x-CITE project, we also refer to D2.2 Quadruple Helix Engagement Strategy.

4.1. Stakeholder model applied in practice

D7.1 defines a stakeholder segmentation to guide message tailoring and channel selection: Users (direct beneficiaries and participants), Enablers (organisations providing resources, platforms, governance, expertise or networks), and Influencers (actors shaping policy, regulation and public discourse). The approach is designed to combine consistent project-level messaging with pilot-specific outreach and localised channels, while enabling two-way feedback where feasible.

4.1.1 Users

In each pilot, active communication to end users was implemented through a combination of project-level and local channels. At project level, examples include weekly LinkedIn posts, publications on the project website and regular newsletters. At local level, pilot owners and municipal partners complemented the central channels with local communication outlets to reach citizens and local communities in their own information ecosystems (e.g., local LinkedIn pages, the City of Tampere website, the Municipality of Rotterdam website, a local news magazine in ‘Oud-Mathenesse’, a partner website: Zadkine and local channels in Flanders). These local communications were mostly done in the local language, to maximise reach within the targeted audience.

4.1.2 Enablers

Engagement of Enablers has been pursued primarily through professional visibility and networking at smart city events and related fora. Across consortium participation in events (e.g., OASC Conference 2025 and 2026, Imagine the CitiVerse hosted by the City of Tampere, an XR Metaverse conference in Maastricht, and Smart City Expo World Congress in Barcelona), consortium members presented x-CITE to interested participants through presentations, panel discussions, presence in booths, podcast participation and meet & greet sessions.

In parallel, OASC took targeted steps to foster collaboration across the four EU co-funded CitiVerse projects (x-CITE, SENSE, CU and 3DxVERSE). In coordination with the relevant European Commission services, collaboration was expanded at selected moments to additional European initiatives (e.g., the Local Digital Twin Toolbox and the LDT CitiVERSE EDIC (European Digital Infrastructure Consortium)) and selected international organisations (e.g., ITU, ETRI). The team also participates in the OASC Interoperable CitiVerse Task Force.

4.1.3 Influencers

Influencer engagement has been implemented through regular contact and exchanges with the European Commission and local public authorities (including Tampere, Rotterdam, Kortrijk and Mechelen). These interactions have focused on shaping and validating early CitiVerse developments and can be considered a precursor for more structured policy insights and policy-oriented dissemination in later phases. The presentation of x-CITE in the XR Metaverse conference in Maastricht was specifically oriented towards an academic audience.

4.2. Three-track approach implementation status

D7.1 structures communication and dissemination through three tracks: Track I (public communication and awareness building), Track II (dissemination and engagement), and Track III (exploitation and sustainability). During the first period, Track I and Track II activities have been in full implementation. The checklists below reproduce the Track I and Track II activity sets as defined in D7.1, with a status checkbox and a dedicated comment line beneath each activity. Track III will be started as planned in M18.

Table 1 - Track I (M1-M30) Activity Checklist

Activity (as defined in D7.1)	Status
Create the x-CITE brand identity used across communication channels.	☒
Comment: The brand identity developed in D7.1 was used systematically across all channels and platforms.	
Develop key communication tools (website, social media, templates, branding materials).	☒

Comment: Website, LinkedIn, YouTube, document templates, roll-up, postcard, poster, leaflets, basic presentation.	
Launch the website (www.xcitecitiverse.eu).	☑
Comment: Website was launched on 28 April 2025.	
Set up and manage the social media accounts LinkedIn and YouTube.	☑
Comment: LinkedIn channel was launched on 28 April 2025 and is updated weekly. YouTube channel once per video upload.	
Make communication materials available to consortium partners.	☑
Comment: All communication materials are available in digital format on the SharePoint. Printed versions are developed and distributed on demand.	
Create a digital newsletter (first one to be launched in May 2025).	☑
Comment: 2 newsletters were published, 1 in May and 1 in October.	
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.	☑
Comment: Campaigns were rolled out on the project level and on the local level. Details are updated in a communication and dissemination database. The x-CITE newsletter database has 95 subscriptions.	
Present the project and its ambitions to target groups at national/international events.	☑
Comment: The consortium participated in 8 events to promote the project.	

Table 2 - Track II (M7-M30) Activity Checklist

Activity (as defined in D7.1)	Status
Build on and continue Track I activities.	☑
Comment: Track I activities are continuous until the end of the project.	
Inform and raise awareness about the use cases in Tampere, Rotterdam and Flanders.	☑
Comment: Project channels and local media channels were used to raise awareness about the use cases. Pilot web pages in local languages have been set up on the project websites. This effort will continue as the story of the development of these use cases unfolds.	
Continue communication efforts to expand the community and enhance engagement through	☑

continued rollout and development of communication tools (e.g., project website) to share news and insights.

Comment: All consortium partners refer to the project's communication channels and these channels reinforce each other (LinkedIn refers to website, website refers to newsletter etc.). Publication of 19 news items on the website, including 2 press releases and 7 news items in local languages.

Enable knowledge sharing and networking between stakeholders through webinars and workshops.



Comment: Several workshops were organised in pilot cities. Consortium partners participated in webinars (organised by the CU project, OASC and Living-in.EU).

Manage coordinated social media activities across relevant channels, using the content calendar and templates, ensuring alignment with the overall strategy.



Comment: Social media calendar is managed by OASC, in coordination with the CMT.

Create newsletters to share news stories and highlight major milestones, achievements, events, lessons learned and next steps to scale reach.



Comment: 2 newsletters were published.

Create press releases for European and national news outlets to showcase use case developments, major milestones and project results.



Comment: 2 press releases were published.

Foster collaborations with academic institutions, policymakers and industry partners.



Comment: Several meetings were set up, mainly with policymakers, one presentation was held for an academic audience.

Develop videos to showcase the benefits of x-CITE and CitiVerse.



Comment: A first video was developed, that showcases the benefits of x-CITE and CitiVerse. It will also be used as a stand-alone awareness raising instrument in events.

Present the project and its (interim) results to target groups at national/international events.



Comment: The consortium participated in 8 events, sharing project goals and early results.

Offer opportunities to attend workshops, webinars and demo sessions.



Comment: At least 1 workshop was organised by each pilot, where interested people could learn more about the project and share their feedback.

Continuously monitor KPIs and update communication materials based on feedback.



Comment: OASC monitors KPIs on a continuous basis. Feedback is gathered inside and outside the consortium as a standard approach. When possible, improvements are made. Example: pilot webpages were added to the website, further facilitating interaction and engagement with local stakeholders.

4.3. Operational monitoring

To support traceability and facilitate mid-term and final reporting, dissemination assets and events are logged in the Stakeholder and Dissemination Database. KPI monitoring is managed by OASC and performed against the D7.1 KPI framework. Deviations are addressed in the CMT meetings, and when necessary, escalated to the plenary PMT meetings.

5. Activities & outputs

This section summarises communication and dissemination activities and tools used during the reporting period, structured by channel/tool and aligned to the D7.1 three-track logic.

5.1 Website - xcitecitiverse.eu

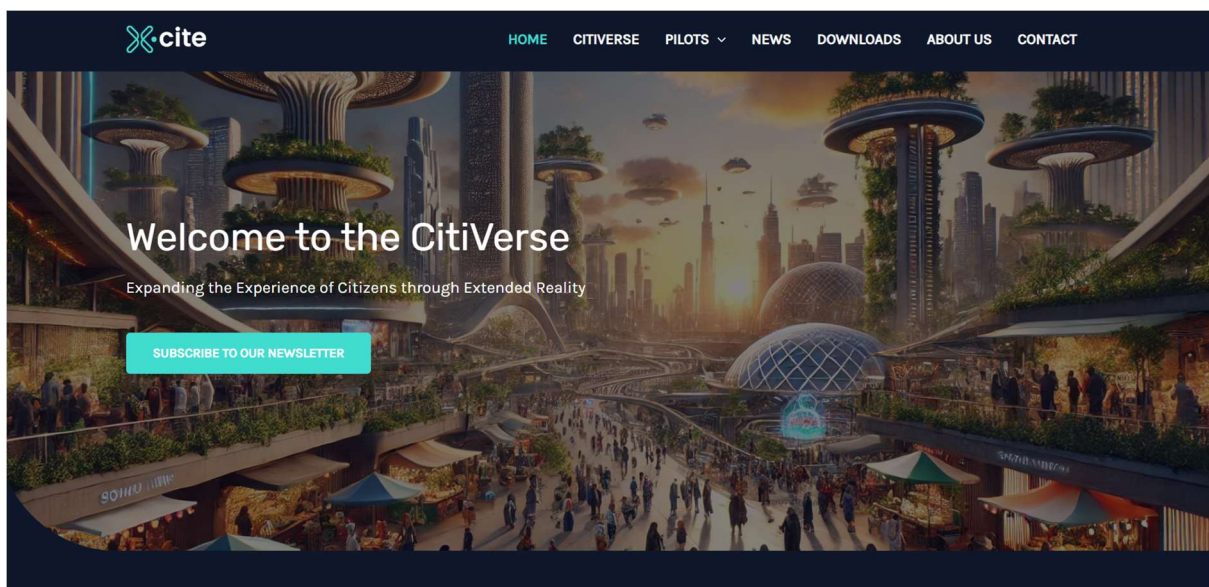


Figure 1 – Home page x-CITE project website

The project website was launched on 28 April 2025. The home page sports one of the x-CITE project images and the logos. It brings general project information and has a button to subscribe to the newsletter. A specific page on the CitiVerse allows visitors to discover more about this new concept and discover the other sister projects, co-funded by the EU. In the Pilots section, more details are available on the different use cases in each pilot. This information is also available in the local languages (Finnish for Tampere and Dutch for Flanders and Rotterdam). The news section assembles all the general news posted on the website. Since January 2026, local news in local languages is also available on the pilot webpages. The downloads section has been added in November 2025. The CMT and PMT validated the choice to make all public deliverables available here, to facilitate the dissemination of project insights and results. In the About Us section, visitors can get to know all the project partners and click through to their respective websites. The contact form finally, allows any web visitor to come in direct contact with the x-CITE team. This contact form was used successfully by external parties to get in contact with the consortium.

The website has reached 812 unique visitors (see annex 4: Website & social analytics snapshots) since the launch and has received quite positive informal feedback from users on the style and completeness.

5.2 Social media – LinkedIn

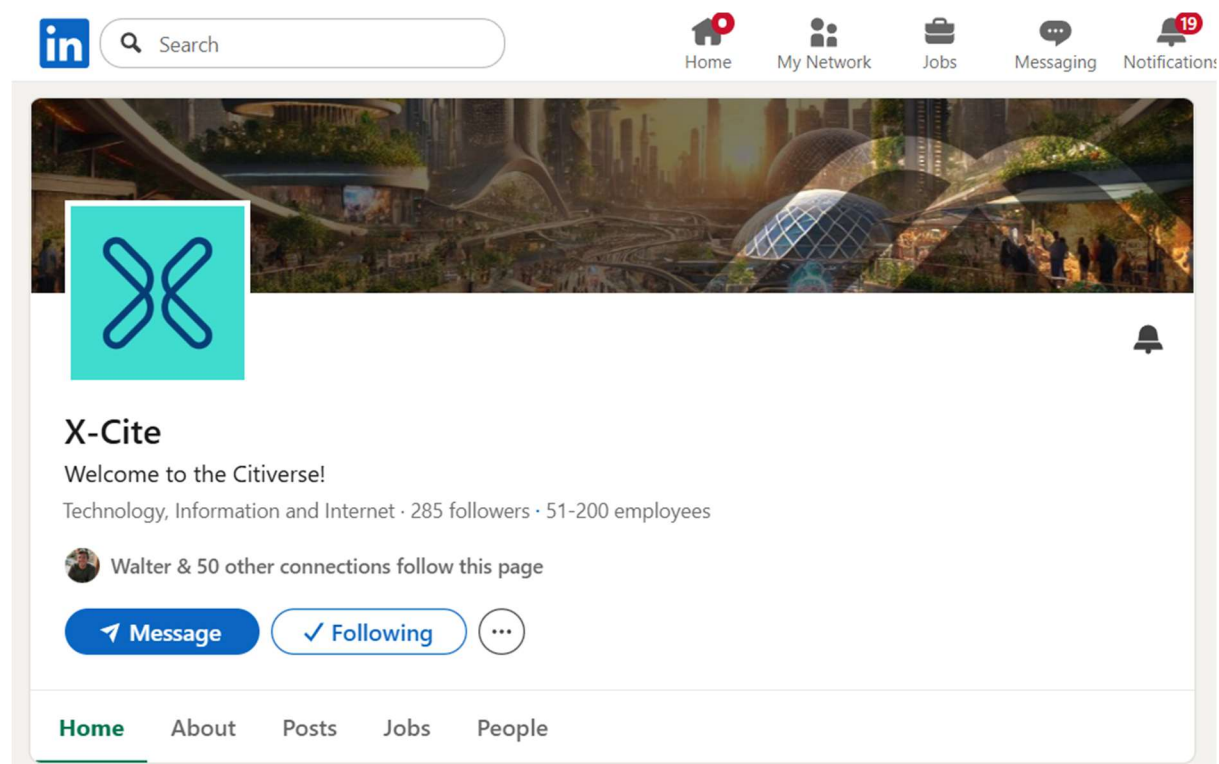


Figure 2 – Profile page x-CITE LinkedIn account

The x-CITE LinkedIn channel (www.linkedin.com/company/xcite-project/) was launched on 28 April 2025, in a combined x-CITE media launch. The channel brings weekly

updates on x-CITE and relevant topics. Content is published in English and follows the D7.1 communication guidelines by:

- using plain, accessible language and avoiding unexplained jargon (or defining key terms on first use);
- combining concise copy with supporting visuals;
- fostering interaction through questions and stakeholder-oriented framing (i.e., “reader perspective”).

Performance: the LinkedIn page reached 293 followers and shows steady growth over time (see annex 4: Website & social analytics snapshots).

5.3 Social media – YouTube

The first video was uploaded on the x-CITE YouTube channel (www.youtube.com/@xcite-project) in February and it presents the x-CITE project and its pilots. It can function as a stand-alone video and is intended to support awareness raising about the project.

The video has reached 152 views at the time of writing.

5.4 Digital newsletters

Since the start of the project 2 newsletters were sent out.

The first newsletter was published on 26 May 2025, sporting an editorial note from the Project Manager, basic explanations on the project and the CitiVerse, a presentation of the project consortium and links to the sister CitiVerse projects.

A second newsletter, sent out on 29 October 2025 and it brought readers an editorial note from the Project Manager, updates on the pilots, news and upcoming events. The x-CITE newsletter database counts 95 subscriptions. Both newsletters are available in annex 1: x-CITE newsletters.

5.5 Workshops

Each pilot has organised workshops to engage with local stakeholders.

In Kortrijk in **Flanders**, a one-day workshop was organised to introduce students from Howest to the x-CITE project. They were able to discover CitiVerse applications, showing potential future developments of the Van Marcke site in 3D, and exploring traffic simulations in different scenarios. In this session, students worked on alternative traffic measures to enhance traffic flows and road safety. These proposals were afterwards submitted to the Kortrijk City administration. They decided to integrate some of the ideas in their future studies.

Students were in general very positive about the capacity of the x-CITE tools, which they claimed enhanced their understanding of the situation rapidly.

The fact that the city administration found valuable insights in the feedback and ideas from the students supports the idea that CitiVerse applications can be a powerful tool to enhance participation and allow for better decision making.

For the Mechelen use case, several workshops and meetings were organised, involving mainly institutional stakeholders, to prepare the use of x-CITE tools to evaluate environmental impact assessment procedures.

In **Rotterdam**, some informal meetings were organised with residents in the ‘Oud Mathenesse’ neighbourhood. Local city representatives presented the x-CITE project in an informal setting and discussed the questions and reactions of the residents. In October 2025 x-CITE was announced in a neighbourhood meeting. In December Rotterdam organised an event for residents of ‘Oud-Mathenesse’.

In November, a specific Beauty & Design lab conference was organised, where the x-CITE application for this use case was officially launched, tested and discussed with the target audience.

In **Tampere**, a survey was organised to get a better understanding of residents’ opinion of art in the public space. The survey was sent to the members of Tampere residents’ panel. The panel consists of people who share an interest in influencing Tampere and its services, and anyone aged 16 or over is welcome to join.

The questions were related to e.g. preferred categorisation of artworks, the features of the forthcoming Public Art on a Map application, preferred devices and interest towards quizzes and gamified elements. In total, 232 replies were received. Interestingly, instead of a dedicated application, 64% of the respondents were more interested in accessing public art via a website. Due to this, we have already started studying the possibility of implementing a website in addition to the application. 67% of participants felt that they would explore the artworks for fun instead of work. Photos and text on the history of artworks were the most preferred content types. Different kinds of walking tours were also considered interesting: “Art trails for sure are very interesting, interactive and it can engage people in exploring the city too.”

In June 2025, Tampere organised a two-day definition and concept refinement workshop to advance the local implementation of x-CITE objectives related to XR-enabled citizen engagement and immersive city services. The workshop built on already defined pilot themes and use cases—particularly within cultural and experiential contexts—and focused on strengthening their conceptual clarity and technological feasibility. Participants included stakeholders from multiple City of Tampere units, including Digitalisation and IT, Geospatial Services, Culture Services, City Branding and Marketing, and Economic Development and Innovation Policy, as well as representatives from Visit Tampere, the official expert organisation for tourism, events and congresses in the Tampere region.

The first day deepened the shared understanding of the selected pilot use cases from a user-centred perspective. Through structured group work, participants validated key user groups, refined location-based XR scenarios anchored in real urban and cultural environments and identified practical implementation considerations. Recurring priorities included ease of use, low entry barriers, experiential quality and platform reliability. The second day focused on technological and architectural implications,

breaking the XR ecosystem into modular components (e.g. content production, platform layer, geospatial anchoring and maintenance) to clarify technical dependencies and integration needs within the city's digital environment. Discussions also touched upon the digital twin and geospatial data capabilities required to support such XR implementations, considering Tampere's ongoing Local Digital Twin development.

The workshops strengthened cross-departmental alignment, deepened stakeholder engagement around Tampere's x-CITE pilot, and translated strategic objectives into more technically grounded implementation pathways, directly supporting the project's co-creation and dissemination objectives.

Alongside this activity, several targeted meetings, workshops and smaller working sessions were organised with the representatives of Tampere's pilot use cases, together with their colleagues (altogether 8 persons). These sessions focused on more detailed planning aspects, including e.g. subcontracting arrangements, AR content production and relevant video content development. A meeting with the representatives of Tampere University of Applied Sciences (department of Media and Arts, 3 persons) was held focusing on possible areas of collaboration (e.g. sound design for the Civil War 1918 virtual exhibition and AR artworks).

In addition, about 25 representatives from the Horizon Europe WeGenerate project visited Tampere for a two-day "Fellow Cities Study Visit and Digital Twins Training". The event was hosted by the City of Tampere and co-organised within the WeGenerate Fellow Cities Exchange Programme, bringing together city representatives from Cartagena, Kadıköy, Zagreb, Szombathely, and Liepāja, alongside project partners and digital innovation experts. During the visit, Tampere presented its CitiVerse development approach, including the objectives and pilot activities of x-CITE. The x-CITE project was introduced in the context of XR and Local Digital Twin development, highlighting how immersive technologies and digital twins are being explored to strengthen citizen engagement, cultural experiences, local businesses and sustainable urban development.

5.6 Events

All consortium partners were active in several events, where they presented x-CITE to interested participants through presentations, panel discussions, presence in booths, podcast participation and meet & greet sessions.

This is a list of the events the consortium participated in (see also annex 2: Events list):

- OASC Conference in Tampere, January 2025: 2 deep dive sessions with 4 CitiVerse projects
- Imagine the CitiVerse in Tampere, May 2025: meet & greet, podcast, main stage presentation
- XR Metaverse conference in Maastricht, June 2025: presentation
- Trefdag Vlaanderen in Gent, Oktober 2025: presenting x-CITE in booth Howest Research

- B&D lab conference in Rotterdam, November 2025: x-CITE product launch
- CIONET Belgium community event, December 2025: presentation
- Smart City Expo World Congress in Barcelona, November 2025: panel discussion, meet & greet, partner presentations, presence in OASC booth and Nordic and Baltic Pavilion
- OASC Conference in Fundão, January 2026: 2 deep dive sessions with 4 CitiVerse projects, pitch

Consortium members also participated in webinars and online workshops, organised by different instances:

- Online webinar presenting the 4 CitiVerse projects, organised by the CU project.
- Two online and one physical workshop from the OASC Interoperable CitiVerse TaskForce.
- Online webinar presenting the 4 CitiVerse projects, organised by Living-in.EU.

5.7 Promotional materials

In accordance with the plan in D7.1, a project roll-up was developed and made available to all project partners in digital and in paper format, showing the main x-CITE communication image. A project “one-pager” or leaflet was produced, giving the interested viewer a quick insight in the main elements of the x-CITE project. The leaflet starts with an illustrative story of one of the pilot cities. It was therefore developed in 3 versions, 1 for each pilot. This allows for more fluent communication with local stakeholders. To further facilitate this communication, a Dutch version was also developed for Rotterdam.

A postcard was developed for easy and compact promotion in event stands, such as the OASC booth in Barcelona SCEWC.

To ensure coherent joint communication with other EU-funded CitiVerse initiatives, a specific “Four CitiVerse projects” visual, combining the four project’s logos, was developed and distributed, including as sticker-based promotional material.

See annex 5: Dissemination materials list for an overview of all promotional materials.

5.8 Press releases and media outreach

Since the start of the project, 2 press releases were initiated.

The first press release, on 28 April, signalled the start of the coordinated media x-CITE launch. On this day, the project website and LinkedIn account were launched, and this message was spread in consortium partners’ networks, including partner websites.

The second press release, published on 27 October 2025, announced the participation of the x-CITE team in SCEWC in Barcelona, bringing details about joint sessions with sister CitiVerse initiatives, participation in the OASC booth and Nordic and Baltic Pavilion, and all available moments for the interested audience to learn more about the project.

In an article in Forbes magazine, titled “Is The Citiverse About To Transform The Future Of Urban Innovation?” x-CITE is mentioned as an example of European CitiVerse initiatives. <https://www.forbes.com/sites/jonathanreichental/2025/11/30/is-the-citiverse-about-to-transform-the-future-of-urban-innovation/>. This online version of the article also links to the x-CITE website.

The online journal of the local neighbourhood (<https://overmathenesse.nl/>) published two articles about the x-CITE initiative and the interactive sessions the local city official organised. The first article is called: ‘Walking around in a virtual neighbourhood: Oud-Mathenesse is being recreated in 3D’. The second article was titled ‘A digital city, with a Rotterdam heart’.

In total, the x-CITE project was mentioned in over 100 publications on websites and social media, including 10 tracked earned-media mentions as reflected in the KPI dashboard. Throughout the first phase of the project, consortium partners and related stakeholders have published articles on the x-CITE project on their websites and in their newsletters, see annex 4: Publications list for a full overview.

6. KPI Dashboard

The KPI framework below is taken from D7.1 (Table 3 and Table 4). Targets are cumulative for M12, M24 and M30. This mid-term report (M15) compares performance to the nearest strategic checkpoint (M12) and reports achieved-to-date values.

6.1 Quantitative KPI

Table 3 – Quantitative KPIs

KPI category	Indicator	Target (M12)	Achieved to date (M15)	Variance vs M12	Target (M24)	Target (M30)
Docs & material	Digital leaflets/brochures	1	4	+3	2	3
Docs & material	Project posters	1	1	+0	2	3
Docs & material	Short videos (YouTube & Website)	1	1	+0	3	5
Docs & material	Newsletters	2	2	+0	4	5
Docs & material	Press releases	2	2	+0	4	5

Docs & material	Policy briefs and white papers	0	0	+0	1	2
Docs & material	Post cards	0	1	+1	0	0
Web & social	Website visitors	500	812	+312	1500	3000
Web & social	LinkedIn (followers)	100	293	+193	200	300
Web & social	YouTube (total video views)	100	152	+52	300	600
Events	Events attended (conferences, expos, smart city summits)	3	8	+5	7	10
Events	Workshops, webinars & events organised	2	6	+4	4	6
Events	Total stakeholder participation (workshops, webinars, events)	100	596	+496	300	600
Collab & adoption	Collaboration established (academia, smart city networks, industry) *	2	7	+5	4	5
Collab & adoption	Co-created CitiVerse applications and urban proposals	0	0	+0	3	3
Collab & adoption	Academic publications	0	0	+0	0	1
Media & policy	Media mentions (industry, online publications, policy discussions)	5	10	+5	10	15
Media & policy	Policy recommendations published	0	0	+0	1	2
Media & policy	Policy discussions referencing x-CITE	0	0	+0	0	2

Complementary explanations

*** Collaborations established:** The consortium has been an active participant to the OASC smart city network, actively participating in 2 conferences and in all Interoperable CitiVerse Taskforce meetings. Collaborations were established with the Korean Smart City Association, with ITU, ETRI, LDT CitiVERSE EDIC, LDT Toolbox (and the Commissions A5 unit) through online meetings chaired by OASC and targeted in person engagement in Barcelona during the SCEWC 2025 event. A collaboration was also established with the Living-in.EU movement, which allowed for the organisation of a presentation of the 4 CitiVerse projects in an online webinar on 24 February 2026.

6.2 Qualitative KPI

During M1–M15, communication and dissemination supported the primary objective of enabling early stakeholder interaction around the pilots and the CitiVerse applications under development. Qualitative insights were captured mainly through facilitated discussions, Q&A, and pilot-specific engagement formats, with a focus on collecting actionable input that could inform iterative improvement of tools, user experience and local outreach.

Where relevant, qualitative insights were translated into concrete communication optimisations. For example, feedback in Rotterdam confirmed the importance of local-language communication for full accessibility, which directly supported the decision to provide a Dutch pilot leaflet and to expand local-language news items on the project website.

6.3 Compliance

All project communication and dissemination outputs are produced in line with the requirements of Article 17 of the Grant Agreement. In practice, this means that x-CITE ensures (i) appropriate EU funding visibility (EU emblem and the funding statement “Funded by the European Union”), (ii) inclusion of the required disclaimer in relevant public-facing assets, and (iii) factual accuracy and balanced presentation of results.

The project website displays the project’s EU co-funding visibility and provides a stable location where stakeholders can access public deliverables and communication materials that carry the required acknowledgements. For social media communication, the project’s EU co-funding is clearly indicated on the channel’s profile page. Given the format constraints of social platforms, the EU emblem and the full disclaimer are not replicated on every individual post; where feasible—particularly for key announcements and campaign materials—EU funding visibility elements are integrated in the accompanying visual assets or linked content.

7. Impact assessment

7.1 Reach and engagement

All relevant KPIs have been reached and a good start has been made with awareness raising, reaching out to interested stakeholders and engaging with them.

The beginning phase of the project implicated that no real products could be shown yet. The communication guidelines, relying on storytelling and the use of images (often generated with AI) allowed to start these activities early and meaningfully.

7.2 Stakeholder uptake signals and feedback loops

From the start, consortium members observed a relatively strong interest in the project. Attendance to presentations, workshops, webinars support this observation as do the numbers of website and social media reach.

The consortium found many stakeholders interested in participating in our project. For the public, this passed mainly through the discussion or testing of the applications in pilot cities. Participants generally showed a real interest, curiosity and enthusiasm about the new capabilities being developed. Institutional partners showed interest in collaborating and exploring possibilities of the new technology. This is illustrated in the many interactions with the European Commission, the LDT CitiVERSE EDIC and the LDT Toolbox initiative.

Feedback received was systematically taken up to improve the project in general. Examples include:

- Shaping the collaboration between the 4 CitiVerse projects, the LDT CitiVERSE EDIC and the LDT Toolbox initiative in function of feedback received from the European Commission, to better contribute to the Commission's goals.
- Improving the technical applications with feedback received from workshop participants in the pilot cities.
- Citizen questions on ethics received during a workshop were brought to the PMT meeting and then forwarded to the Ethics Advisory Board.
- Making more communication available in the local pilot city languages, after feedback from workshop participants.
- A local authority indicating that new ideas came out of the x-CITE workshop and that these ideas would be integrated in the future of the project.

7.3 Contribution to project objectives

In this chapter, contribution to the communication and dissemination objectives is briefly discussed.

- *Raise awareness among European CitiVerse stakeholders, especially cities and smart city industries, about the x-CITE project and CitiVerse opportunities.*

All relevant KPIs have been reached or surpassed. This confirms the consortium's impression that a good start has been made in raising awareness about x-CITE and the CitiVerse. Attendance to x-CITE initiatives, reactions to communications, discussions with stakeholders, invitations to participate in webinars and events and media publications seem to confirm this general impression. The efforts to continue raising awareness among all stakeholders will continue throughout the project's lifetime.

- *Engage citizens and stakeholders in project activities.*

Engagement has started out in digital platforms, with people reacting to publications, mainly on LinkedIn and on multiple websites. The workshops organised in the pilot cities were very interesting moments to really engage with citizens, exchange ideas and learn from their feedback. This work could only start meaningfully when a minimum of technical development was done and the details on the use cases were sufficiently clear. This will now be further developed in the coming period.

- *Establish x-CITE as a leading European smart city innovation initiative.*

Several events indicate that x-CITE is acquiring this position as a leading smart city innovation initiative. One example is the mention in Forbes magazine, where x-CITE is mentioned as an example of European innovation in CitiVerse applications. Other indications include: proposals for presentations in smart city events always get accepted and there is a good attendance to all proposed initiatives.

This is probably also due to a general rising interest in CitiVerse developments as the current highest level of Smart City developments. The collaboration between the 4 EU co-funded CitiVerse projects has clearly improved this impact.

- *Guarantee strong support at the practical and political level to ensure the utilisation and durability of project deliverables and outputs.*

While x-CITE is still in an early phase, strong enabling conditions are already in place to ensure the utilisation and long-term durability of the project's deliverables and outputs, supported by sustained political commitment and practical ownership across governance levels.

At EU level, the strengthening collaboration between the four EU co-funded CitiVerse projects—now further expanded through structured coordination with the LDT Toolbox initiative and the LDT CitiVERSE EDIC, in close interaction with the European Commission's A5 unit—provides a robust strategic framework for interoperability and long-term adoption. Regular alignment meetings ensure continuous coherence between project implementation and policy direction, thereby reinforcing institutional support and future sustainability.

At the local level, the consortium benefits from strong and growing political and operational backing across all pilots. In Flanders and Rotterdam, sustained

political support has been present from the outset and has further consolidated as x-CITE has started delivering more concrete and usable tools. The Flanders workshop provides a clear illustration: the local political level responded positively to the proposals developed by students using x-CITE CitiVerse tools to analyse urban plans, and indicated that several ideas would be taken up in future studies and planning work.

In Tampere, strong support at both political and practical levels continues to underpin x-CITE implementation and remains fully aligned with the project’s objectives. During the reporting period, limited operational adjustments required minor refinements to certain timelines, without any impact on strategic direction or institutional commitment. Active cross-departmental coordination ensures that deliverables are effectively utilised, embedded in relevant digital and cultural development structures, and positioned for durable uptake beyond the project lifetime.

8. Risks, issues, deviations & corrective actions

This chapter briefly discusses the evolution on pre-identified risks and the way the consortium dealt with this.

Table 4 – Overview of key risks with potential impact and mitigation strategies

Risk	Potential Impact	Mitigation Strategy
Low stakeholder engagement	Limited participation from key target groups reduces dissemination impact.	- Early engagement through pre-project outreach and networking. - Customising messages and channels to fit stakeholder needs. - Gamification and incentives to encourage participation. - Targeted workshops and events to maintain stakeholder interest.
Comment: The mitigation strategy was fully applied. The communication guidelines, focusing on storytelling, simple messages, and on the audience’s perspective, have proven very helpful.		

Low visibility of communication efforts	Project outputs do not reach intended audiences, reducing impact.	- Strong SEO strategies for digital content. - Collaboration with relevant media partners to amplify project messages. - Cross-promotion through EU networks and Horizon projects. - Regular updates and content creation across multiple platforms.
Comment: The best possible result has been achieved here, as also confirmed by the KPI. The fact that more concrete and visual applications are now being developed will help further enhance visibility.		
Negative public perception	Misinterpretation of CitiVerse concepts could lead to scepticism or resistance.	- Transparent messaging on ethical use of technology. - Proactive media engagement to address concerns early. - Open dialogue forums for citizen feedback. - Clear communication on the benefits and safeguards of CitiVerse.
Comment: The focus on ethics from the start of the project has helped the consortium to apply checks on ethics and specifically inclusion to every communication. The Rotterdam use case is championing here with the strong focus on inclusion of the elderly and residents with immigration background in the new digital evolutions.		
Technical complexity discourages engagement and adoption	Stakeholders, especially non-experts, struggle to understand CitiVerse tools, leading to lower adoption.	- Simplified messaging and step-by-step guides. - Ensuring messages are understandable for a 10-year-old. - Frequent use of images to illustrate key concepts. - Tailoring messages to the interests and desires of the audience. - Hands-on workshops and user support.

		- Targeted training for policymakers and urban planners. - Demonstrations and real-life case studies to illustrate usability.
Comment: The communication guidelines and the focus on storytelling have greatly helped the consortium to systematically simplify the communication messages. The reality is that a minimum of jargon is needed, in this specific smart city niche, but that jargon is always explained in terms that are easy to understand. The mental reference in this respect is “is a 10-year-old able to understand this?”.		
Limited policy adoption of project results	Project outcomes remain theoretical rather than applied in governance.	- Early and ongoing engagement with decision-makers. - Policy recommendations backed by use case demonstrations. - Integration with EU-level smart city strategies. - White papers and policy briefs tailored for decision-makers.
Comment: The consortium has made great efforts to take up all mitigating measures from the start and there has been a good collaboration with decision makers on all levels. The development of real guidelines and white papers will only be possible towards the end of the project.		
Lack of post-project sustainability	CitiVerse outputs and engagement decline after project completion.	- Development of a long-term sustainability plan. - Encouraging city and industry partnerships for continued use. - Open-source resources to allow broader adoption. - Encouraging continued participation through knowledge-sharing events.
Comment: The collaboration between the 4 CitiVerse projects, the LDT Toolbox initiative and the LDT CitiVERSE EDIC, shows great potential to maximise post-project sustainability. The collaboration has been started and should bring concrete results in the coming period.		

9. Conclusion

Overall, the first reporting period (M1–M15) confirms that x-CITE has established a strong and coherent communication and dissemination baseline and has delivered in line with the strategic approach set out in D7.1 and the Grant Agreement requirements. Quantitative KPIs are met or exceeded versus the M12 checkpoint, demonstrating effective early-stage awareness raising, sustained growth on owned channels (website, LinkedIn, newsletters), and meaningful stakeholder engagement through workshops, events and cross-initiative collaboration within the EU CitiVerse ecosystem.

In the next reporting period, the consortium will consolidate and scale this baseline by maintaining coordinated execution through the CMT, strengthening evidence capture (analytics snapshots, participation records and documented uptake signals), and increasingly showcasing tangible pilot outputs as they mature. This will further improve reach, engagement and demonstrable impact, while maintaining full compliance with Grant Agreement Article 17 obligations and building on the strong political and operational support observed across governance levels and pilot ecosystems.

Annexes

Annex 1. x-CITE newsletters

First newsletter

<https://22.mktid3.com/vl/89889d34e0d8a-3bd9152-5d4cfb3a2da9c435f4feze0e86B1e>





What if you could see your city's future – and help shape it?

With x-CITE, the future of cities starts now.

Co-funded by the Digital Europe Programme (€6.5M, Dec 2024–June 2027), x-CITE is building the CitiVerse: an immersive, human-centred digital twin that turns urban planning into a shared, interactive experience.

Imagine exploring tomorrow's city today

No more static reports—CitiVerse uses Extended Reality (XR), AI, and digital twins to let you walk through your future neighbourhood, understand environmental impacts, and influence decisions.

Three cities, one bold vision:

- In **Flanders (Belgium)**, citizens can visualize environmental policies before they're implemented, helping shape greener and healthier communities.
- In **Rotterdam (Netherlands)**, residents will navigate the city's administrative services through XR experiences.
- In **Tampere (Finland)**, locals explore historical and future scenarios through augmented reality, enhancing community well-being and democratic participation.

Real cities, real people, real impact

With cities, researchers, tech experts and civic innovators, x-CITE puts citizens at the centre of urban transformation. Learn more on our [website](#) and join us in building smarter, greener, fairer cities.

Read more



What is the CitiVerse?

The CitiVerse is more than a digital twin — it's a new way for cities to engage their citizens through immersive, interactive technology.

By combining real-time urban data with XR and AI, the CitiVerse allows people to *experience* future scenarios, *understand* complex challenges, and *participate* directly in shaping urban decisions. It makes planning processes more transparent, accessible, and human-centred.

From concept to reality

- 📍 In **Flanders**, residents preview the impact of urban development plans in their neighbourhood.
- 📍 In **Rotterdam**, citizens access administrative services in a virtual environment.
- 📍 In **Tampere**, visitors explore historical cityscapes through AR.

With the CitiVerse, the city becomes a shared space — not just for information, but for **co-creation**.

More about the CitiVerse

Read also this interesting report '[EU pre-standardisation roadmap for an inclusive and sustainable CitiVerse](#)' that highlights the enabling technologies and key principles, such as openness and security, firmly rooted in EU values.

Discover more

Meet the x-CITE team: building Europe's CitiVerse

x-CITE unites cities, researchers, technologists and designers to create immersive, citizen-driven digital twins.

- **Tampere** leads the project, grounding innovation in real urban needs.
- **Nokia** powers XR and real-time connectivity.
- **Digital Flanders** pilots digital tools for public services in Flanders.
- **Imec** ensures inclusion, ethics and data governance.
- **Cegeka** develops actionable digital twins.
- **TML & Telraam** bring participatory mobility insights.
- **Howest** translates XR research into practice.
- **Rotterdam** hosts a leading pilot on digital infrastructure.
- **Future Insight** builds the open, modular XR platform.
- **OASC** ensures communication, international collaboration and scalability.
- **Krill-o.r.c.a.** designs the interactive public spaces of the CitiVerse.

Together, we're shaping inclusive, immersive and open digital cities.

[More about us](#)

Four projects, one shared CitiVerse vision

The four EU-funded CitiVerse projects — **x-CITE**, **SENSE**, **CU**, and **3DxVERSE** — have officially launched a joint collaboration.

Following their first operational meeting on 31 March, the project coordinators agreed to work together across key domains, including **technical development**, **communication**, and **dissemination**. The goal: to align efforts, share knowledge, and increase the collective impact of their work.

Despite different scopes, all four projects share a common mission: to build an immersive, citizen-centred, and interoperable digital twin environment that empowers people to engage with and shape their cities.

This marks the start of a coordinated CitiVerse approach for Europe — one that's built on openness, mutual learning, and shared ambition.

[4xCitiVerse](#)

Links to other interesting CitiVerse initiatives

- **SENSE** - Strengthening Cities and Enhancing Neighbourhood Sense of Belonging: [Website](#) - [LinkedIn](#)
- **CU** - European Citiverses Uniting for Inclusiveness: [Website](#) - [LinkedIn](#) account
- **3DxVERSE** - Harnessing Digital Twins for Sustainable Communities and Economies: [Website](#) - [LinkedIn](#)
- **Global initiative on Virtual Worlds and AI** - Discovering the CitiVerse: [Website](#)

Upcoming events



Imagine the Citiverse Tampere (FI), 27–28 May 2025

IMAGINE the Citiverse is a unique event that brings together city representatives, companies, startups, and investors to tackle urban challenges with innovative solutions. It focuses on the digital transformation of cities and how these changes will shape the future of urban living. This is your opportunity to engage with the forefront of urban development and contribute to building smarter, more sustainable cities. People usually skim through emails, so make sure your writing is to-the-point, catchy and useful - with a dash of fun.

The x-CITE consortium takes advantage of this opportunity to get together for a meet up in Tampere the day before the event.



UN Virtual Worlds Day 2025 Turin (IT), 11-12 June 2025

The [2nd UN Virtual Worlds Day](#) is a global gathering that brings together leaders, innovators, and stakeholders to explore the transformative potential of AI-powered virtual worlds in addressing global challenges and advancing the delivery of the Pact for the Future and the Global Digital Compact.

This event serves as a platform to advance discussions on how AI and virtual technologies can drive sustainable development, foster inclusivity, and shape the future of digital public infrastructure.

The event will feature high-level dialogues, interactive showcases, and collaborative sessions.

Participation is free of charge and open to experts, organisations, and individuals from all sectors.

[More information](#)

[More information](#)

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Second newsletter

https://22.miktd7.com/vl/766403-7eb298ff-200abb30196a689182a71d03ae1ue1uyOxe86B1e76c57ff6a5?eg_sub=76c57ff6a5&eg_cam=b298ffe200abb30196a689182a71d03a&eg_list=2



x-CITE newsletter

29 October 2025

A word from the coordinator

x-CITE is building a **CitiVerse** - an interoperable, immersive **Local Digital Twin (LDT)**, i.e. a data-driven 3D representation of a neighbourhood or city - so that public authorities and residents can **see, test, and improve** urban plans before decisions are taken. We are among the first four European projects to do this.

"I'm really happy to see how this project has brought people and regions together to collaborate on these topics. We share a strong team spirit among partners and have had engaging discussions about what the CitiVerse might mean - and how it might unfold."

Our approach is evidence-based (models + measurements), **co-creative** (citizens and stakeholders involved early), and **privacy-by-design** (data minimisation, strong governance, and clear purpose limitation).

In this issue, we share tangible progress from our Flanders, Rotterdam and Tampere pilots and invite you to meet the team at the **Smart City Expo World Congress (SCEWC)** in Barcelona.



Marko Teräs
Project Manager
x-CITE



Update from Flanders pilot

Kortrijk pilot — what if you could see the impact of traffic measures, *before* they're implemented?

We're launching x-CITE's first Flemish pilot in **Kortrijk** to support the reconversion plans for the Weggevoerdenlaan. The team is building a **CitiVerse** - an interactive **Local Digital Twin (LDT)**, i.e. a data-driven 3D view of the neighbourhood - so residents and officials can **test** circulation changes and speed limits and **compare expected effects** on traffic **before they are implemented**. Effects on traffic flow, air quality, and noise will be visible and measurable.

What's happening now? The municipal council has approved the pilot; partner **Telraam** is installing four multimodal traffic counters; data will feed traffic models by **Transport & Mobility Leuven (TML)** for evidence-based choices. A stakeholder focus group will review forecasts and co-design mitigation measures. A public on-site event will mark the formal launch.

[Read more](#)



Update from Rotterdam pilot Rotterdam - Mathenesse community outreach

Want to meet people from your neighbourhood in a familiar environment and enjoy a chat over a cup of coffee? Meet people from the x-CITE team in one of the community centres. At the **Huis van de Wijk “De Inloop”**, our local innovation project manager **Brenda van Breemen** introduced the neighbourhood to x-CITE’s **digital city twin** concept - an interactive environment where **spatial and social** ideas can be explored together.

A lot of community questions came up: “Is this a kind of Google Street View-plus?”, “How will you reach all residents in the neighbourhood?”, “Is it complicated?” ... Good questions indeed, and interesting discussions followed! Our next sessions will address **accessibility, inclusivity, and value for daily life** (safety, mobility, public space). We’ll be back soon to continue the dialogue and to invite residents to co-create local use cases and data stories.



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Update from Tampere pilot

Culture-focused CitiVerse applications in Tampere

Discussions and development of the Tampere use cases have officially started. As x-CITE's coordinating city, Tampere is piloting **XR (extended reality)** to enable more meaningful participation, with immersive cultural experiences. **Vapriikki Museum Centre** and **Tampere Art Museum** will be testing applications that support new ways of discovering art, history and culture, adding layers of public engagement. **Art Arc (Taidekaari)** plans to engage Grade-7 school groups with this content in their culture education programme. In parallel, **Nokia** is piloting 360 live streaming and the digital twin of Nokia Arena, exploring how XR can enhance live event experiences. These efforts lay the groundwork for scalable, inclusive **CitiVerse** experiences that connect culture, education, and city development.

[Read more](#)



x-CITE at Smart City Expo World Congress (Barcelona)

Would you like to meet the team behind the x-CITE project? Join us at SCEWC in Barcelona and see how interactive **3D digital twins** make urban plans **easy to visualise, test, and improve - together with citizens**. We will share **early details** from pilots in **Rotterdam, Tampere, and Flanders**.

- **Meet & Greet** with the x-CITE consortium, 4 November | 11:00–12:00 | [OASC booth, Hall 2, A65](#)
- **Breakout Session: “Four CitiVerse projects, one shared European vision”**, 5 November | 17:45–18:15 | Stage People First
- **x-CITE project information**, 4, 5 & 6 November | OASC booth, Hall 2, A65 and Nordic and Baltic Pavilion, Hall 3, D121
- **x-CITE presentation of Flanders-Kortrijk use case**, 5 November | 11:00 – 11:10 | Belgian Pavilion, Hall 3, D41

[Read more](#)

Upcoming Events

- **Kortrijk (Flanders):** Public on-site pilot launch and demo - date & time to be announced on our website.
- **Rotterdam:**
 - Beauty & Design Lab conference, hosted by **Zadkine**. Harmen van der Wal (**Krill**), will present a demo of the x-CITE use cases, followed by a discussion with students and teachers – 4 November.
 - Follow-up neighbourhood session - late November, date & time to be announced on our website.
- **SCEWC Barcelona:** 4 – 6 November - see schedule above.
- **[OASC Annual Conference in Fundão, Portugal](#):** Deep dive session, 28-29 January 2026

Get involved

- Is your City or agency interested in **replication** and **knowledge exchange**? Do reach out to the x-CITE team via the [website](#) contact form.
- Check out our [website](#), and follow us on [LinkedIn](#) to find out where you can join our workshops and events.
- Do you **want to learn** (a lot) **more**? We have now made our **public deliverables available** on our [website](#). Get deep insight in our plans, progress, architectures, and governance approach.

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Annex 2. Events list

EVENTS WHERE x-CITE PROJECT WAS DISSEMINATED						
Date event	Name event	Location event	Short description event	Who will participate	What will/did partner do?	Event website
22-23/01/2025	OASC Conference	Tampere, Finland	Annual OASC conference about 'Artificial Intelligence for Smarter Communities?'	OASC, TAMP, VLO, IMEC, Howest, RDAM, Krill, FI	Presentation of the x-CITE project, networking	https://conference2025.oascities.org/
27-28/05/2025	Imagine the citiverse	Tampere, Finland	CitiVerse event	OASC, TAMP, VLO, IMEC, Howest, RDAM, Krill, FI	Presentation of the x-CITE project, recorded a podcast with Bable Smart Cities, networking	https://www.imagine2025.fi/
24/06/2025	CU Level Up session	Online	Session with 4 CitiVerse projects: Expanding your knowledge within the Citiverse project	TAMP, OASC	Presentation of the x-CITE project	https://cu-project.eu/video-viewer?video_id=1096865981
25-27/06/2025	XR Metaverse Conference 2025	Maastricht, Netherlands	The XRM Conference focuses on the latest developments in extended reality (XR) and its implications across various sectors, including smart cities and immersive technologies.	IMEC	Presented x-CITE as one of the leading Citiverse projects and an introduction to the "SELP Framework for the CitiVerse," which outlines ethical, legal, privacy, and social considerations in the development of human-centered immersive urban environments.	https://www.xrm2025.com
1/09/2025	Internal event x-CITE Rotterdam	Rotterdam, Netherlands	Internal awareness, within Municipality	RDAM, Krill	Presenting x-CITE, informing employees of Municipality	
23/09/2025	WeGenerate project Fellow Cities Tampere Study visit	Tampere, Finland	Partner study visit with the topic of Digital Twins	TAMP	Presenting x-CITE	https://wegenerate.eu/en/tampere

23/09/2025	Smart Cities course	Kortrijk, Belgium	Several guest lectures for the course Smart Cities in the bachelor Built Environments	Howest	We presented the X-Cite project and discussed the approach and the tools we have developed. For their assignment, the students are asked to select a European city and transform it into a smart city, using this project and the available tools as inspiration.	https://www.howest.be/nl/opleidingen/bachelor/built-environment#algemeen
13/10/2025	Neighbourhood Mathenesse	Huis van de wijk: De inloop, Rotterdam	Some residents from Mathenesse	Gemeente Rotterdam	Introduction x-CITE	
23/10/2025	Trefdag Vlaanderen	Gent, Belgium	During the Flanders Digital 2025 Meeting Day, more than 4,000 professionals gathered to discuss digital transformation.	VLO, Howest	Presenting x-CITE in booth Howest Research	https://www.vlaanderen.be/trefdag-vlaanderen-digitaal
4-6/11/2025	Smart City Expo World Congress	Barcelona, Spain	The world's biggest and most influential event for cities and urban innovation	All project partners	Present project in joint breakout session together with other CitiVerse projects, promote project in OASC booth and Nordic and Baltic Pavillion	https://www.smartcityexpo.com/
4/11/2025	B&D Lab Working conference	Keilepand, Rotterdam	B&D Lab Working conference	Municipality Rotterdam, Krill, Howest	Launch/demo B&D City	https://www.linke.din.com/posts/citi-verse-gemeente-
5/12/2025	Smart Cities course	Kortrijk, Belgium	Several guest lectures for the course Smart Cities in the bachelor Built Environments	Howest, VLO, Cegeka, TML	We presented the x-CITE project and discussed the approach and the tools we have developed. For their assignment, the students are asked to select a European city and transform it into a smart city, using this project and the available tools as inspiration.	https://www.howest.be/nl/opleidingen/bachelor/built-environment#algemeen
9/12/2025	Neighbourhood Mathenesse	Huis van de wijk: De inloop	Some residents from Mathenesse	RDAM, Krill	Introduction x-CITE, winter event	

9/12/2025	Neighbourhood Mathenesse	Huis van de wijk: De inloop	Some residents from Mathenesse	RDAM, Krill	Introduction x-CITE, winter event	
11/12/2025	CIONET Belgium Community Event	Brussels, Belgium	Next Generation Digital Twins	(no partner: Stijn Vranckx-VITO)	Present x-CITE pilot Flanders	https://www.cionet.com/events/belgium-nextgendigitaltwins
28-29/01/2026	OASC Conference	Fundão, Portugal	Annual OASC conference about 'digital transformation via funded projects'	OASC	Present 'stakeholder engagement' in a joint deep dive session with 3 other CitiVerse projects	https://conference.oascities.org/
3/02/2026	Immersive technologies	Zadkine, Rotterdam	Internal awareness, within partners x-CITE Rotterdam	RDAM, Krill, Howest, Zadkine, Veldacademie, other partners		
24/02/2026	Living-in.EU signatory event	Online	Webinar about the four EU CitiVerse projects: Overview and latest developments	TAMP, VLO, OASC	Present project general overview and latest developments and pilot Flanders	https://living-in.eu/events/four-eu-citiverse-projects-overview-and-latest-developments

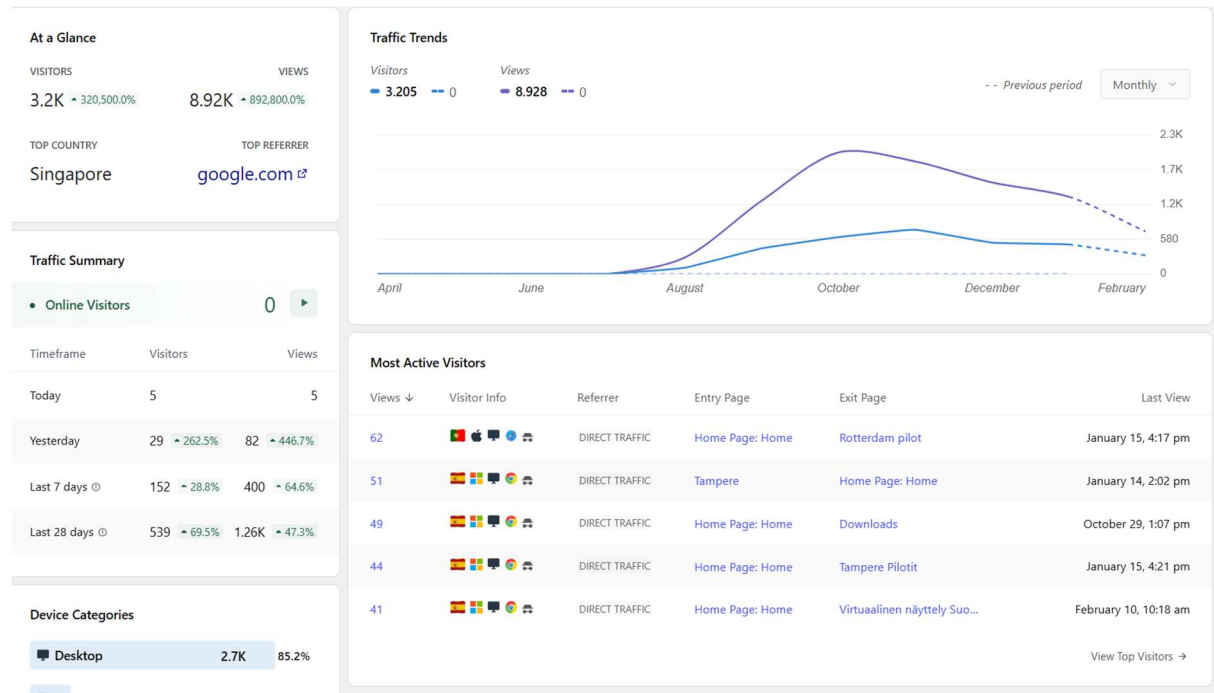
Annex 3. Website & social analytics snapshots

Website analytics

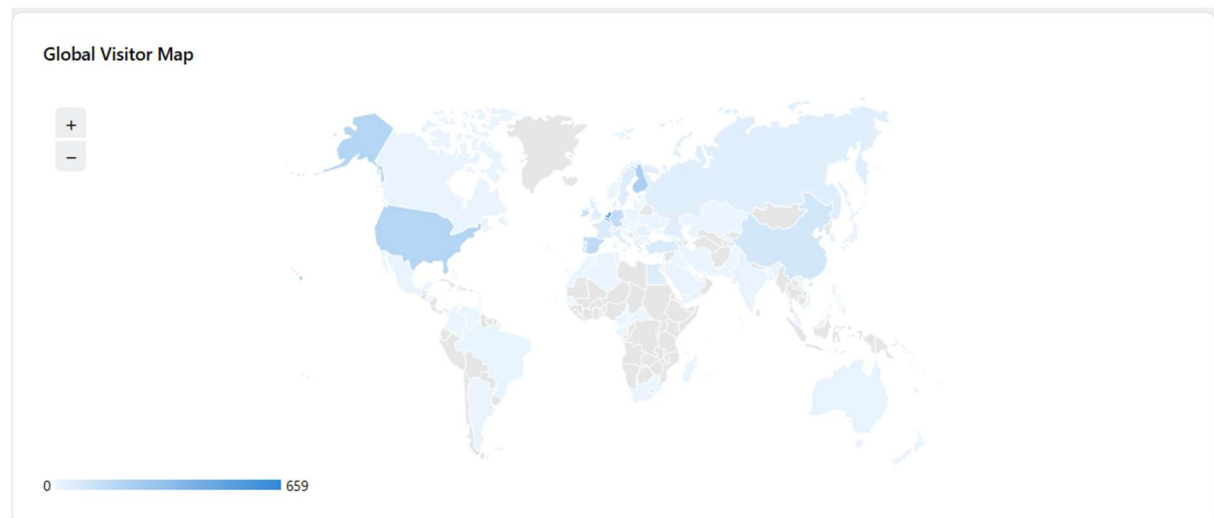
Data collected from statistics WordPress between 28/04/2025 and 17/02/2026

Summary Statistics		
	Visitors	Visits
Today	5	5
Yesterday	37	67
Last 7 Days	206	320
Last 30 Days	765	1,250
Last 12 Month	812	1,337
Total	812	1,337
New Visitors	573	-
Returning Visitors	49	-
Bounce Rate	71.5%	-
Avg Session Duration	29m 36s	-

Traffic trends with visitors

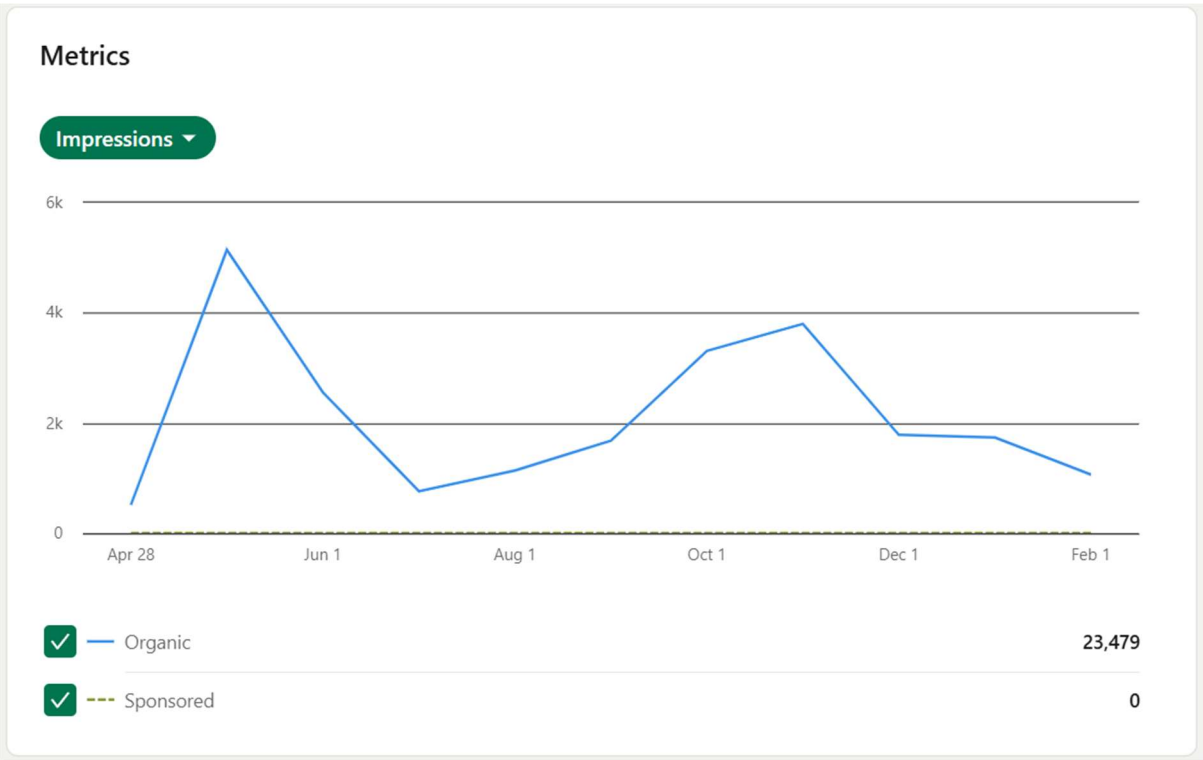
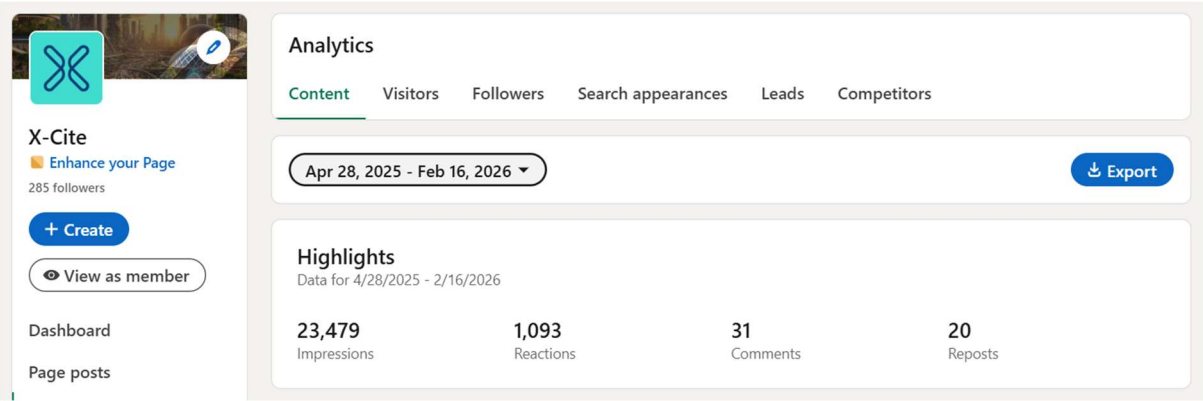


Global Visitor Map



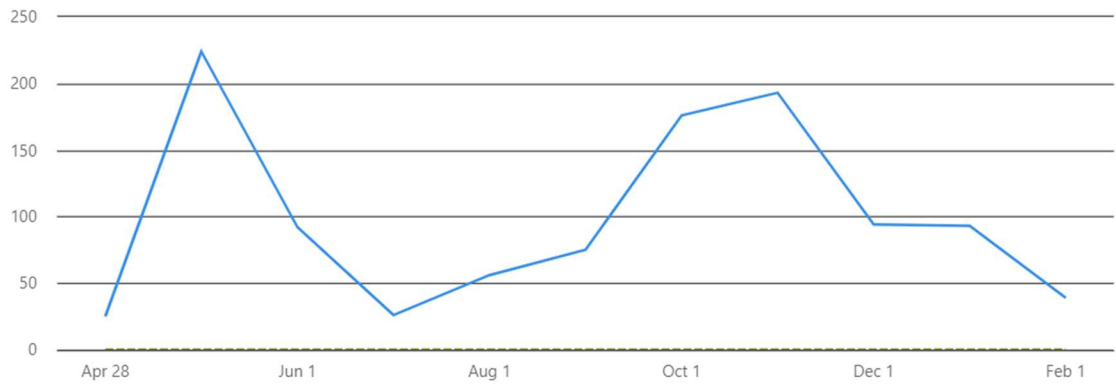
LinkedIn analytics

Data collected from analytics LinkedIn between 28/04/2025 and 17/02/2026



Metrics

Reactions ▾



✓ Organic

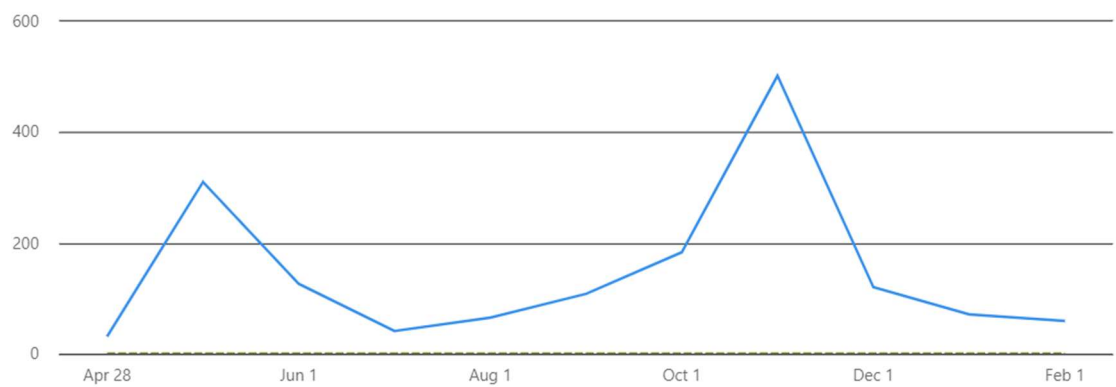
1,093

✓ Sponsored

0

Metrics

Clicks ▾



✓ Organic

1,616

✓ Sponsored

0

Annex 4. Publications list

PUBLISHED MATERIALS WHERE x-CITE PROJECT IS MENTIONED (e.g. news articles, blogs, press releases, newsletters, social media channels, peer-reviewed open-source journal articles, book chapters, conference proceedings, ...)			
Date	Which channel	Short description	Link
20/01/2025	Future Insight LinkedIn Account	Kick-off project in Tampere	https://www.linkedin.com/feed/update/urn:li:activity:7287479006541590529
20/02/2025	CIO office Rotterdam LinkedIn Account	Publication: Vision on the digital city: Rotterdam in transformation (english and dutch)	https://lnkd.in/p/e2W-NeKF
10/03/2025	CIO office Rotterdam LinkedIn Account	Programm Plan Rotterdam CitiVerse inc x-CITE	https://lnkd.in/p/eTeBA8zm
25/03/2025	x-CITE website	News item: x-CITE Kicks Off in Tampere – Launching the CitiVerse Journey	https://xcitecitiverse.eu/post-2/
7/04/2025	x-CITE website	News item: Collaboration between 4 CitiVerse projects moves forward	https://xcitecitiverse.eu/post-1/
28/04/2025	x-CITE website	Press release: Launch x-CITE project	https://xcitecitiverse.eu/x-cite-bringing-citizens-to-the-heart-of-transformation-through-urban-immersive-technology/
28/04/2025	x-CITE LinkedIn account	Launch x-CITE project	https://www.linkedin.com/feed/update/urn:li:activity:7322507421598322688
28/04/2025	OASC website	Launch x-CITE project	https://oascities.org/x-cite-launches-to-bring-citizens-into-the-heart-of-urban-transformation/
29/04/2025	Living-in.EU website	Launch x-CITE project	https://living-in.eu/news/x-cite-project-launched-bring-citizens-heart-urban-transformation
29/04/2025	Tampere.ai website	Launch x-CITE project	https://tampere.ai/x-cite-launches-to-bring-citizens-into-the-heart-of-urban-transformation/
29/04/2025	City of Tampere website	Launch x-CITE project	https://www.tampere.fi/en/current/2025/04/29/eu-project-x-cite-seeks-virtual-solutions-engaging-people-and-creating
30/04/2025	OASC newsletter	Launch x-CITE project	https://mailchi.mp/oascities/oasc_newsletter_april_2025
6/05/2025	x-CITE LinkedIn account	What is the CitiVerse	https://www.linkedin.com/feed/update/urn:li:activity:7325437244826075151
6/05/2025	EU Newsroom Shaping Europe's Digital Future	Launch x-CITE project	https://digital-strategy.ec.europa.eu/en/news/launch-citiverse-project-x-cite-bring-citizens-heart-urban-transformation
9/05/2025	EU Newsletter Shaping Europe's Digital Future	Launch x-CITE project	
13/05/2025	x-CITE LinkedIn account	Imagine the CitiVerse	https://www.linkedin.com/feed/update/urn:li:activity:7327975331103977473
20/05/2025	x-CITE LinkedIn account	Meet the minds behind x-CITE	https://www.linkedin.com/feed/update/urn:li:activity:7327975331103977473
21/05/2025	x-CITE LinkedIn account	Meet the minds behind x-CITE	https://www.linkedin.com/feed/update/urn:li:activity:7330863735042940930
22/05/2025	x-CITE LinkedIn account	Meet the minds behind x-CITE	https://www.linkedin.com/feed/update/urn:li:activity:7331215048125714433
26/05/2025	x-CITE newsletter	First x-CITE newsletter	https://22.mktid3.com/v/89889d34e0d8a-3bd9152-5d4cfb3a2da9c435f4feze0e86B1e
26/05/2025	x-CITE LinkedIn account	First x-CITE newsletter	https://www.linkedin.com/feed/update/urn:li:activity:7332703657202782209
27/05/2025	x-CITE website	News item: A productive step forward for x-CITE in Tampere!	https://xcitecitiverse.eu/a-productive-step-forward-for-x-cite-in-tampere/
27/05/2025	x-CITE LinkedIn account	Meet up meeting in Tampere	https://www.linkedin.com/feed/update/urn:li:activity:7333104729775857666
28/05/2025	Future Insight LinkedIn Account	Presentation at Imagine the CitiVerse event	https://www.linkedin.com/feed/update/urn:li:activity:7328403776048934912

28/05/2025	OASC newsletter	x-CITE in editorial newsletter	https://22.mktid3.com/vl/7df5-36-ec-f8693f925b6073ab4ad35bafb513--eCe1sj4he86B1ead62666f17?eg_sub=ad62666f17&eg_cam=cef8693f925b6073ab4ad35bafb513ee&eg_list=7
28/05/2025	x-CITE LinkedIn account	Imagine the CitiVerse	https://www.linkedin.com/feed/update/urn:li:activity:7333415798679486465
4/06/2025	x-CITE LinkedIn account	Difference between CitiVerse and metaverse	https://www.linkedin.com/feed/update/urn:li:activity:7335978411724615681
10/06/2025	x-CITE LinkedIn account	How x-CITE enables interoperable smart city solutions	https://www.linkedin.com/feed/update/urn:li:activity:7338139689649860609
16/06/2025	x-CITE LinkedIn account	Part of shared CitiVerse journey, repost SENSE	https://www.linkedin.com/feed/update/urn:li:activity:7340334450460749825
19/06/2025	x-CITE LinkedIn account	4xCitiVerse Agora application SCEWC	https://www.linkedin.com/feed/update/urn:li:activity:7341365209195843584
19/06/2025	x-CITE website	News item: Four CitiVerse projects, one shared European vision	https://xcitecitiVERSE.eu/four-citiverse-projects-one-shared-european-vision/
25/06/2025	x-CITE LinkedIn account	Does CitiVerse exist	https://www.linkedin.com/feed/update/urn:li:activity:7343576921454047232
3/07/2025	x-CITE LinkedIn account	The Origins of the Metaverse: From Fiction to Reality	https://www.linkedin.com/feed/update/urn:li:activity:7346509153915297793
11/07/2025	x-CITE LinkedIn account	Repost Smart in the City – The BABLE Podcast	https://www.linkedin.com/feed/update/urn:li:activity:7349409743259492352
16/07/2025	x-CITE LinkedIn account	Discover our podcast	https://www.linkedin.com/feed/update/urn:li:activity:7351141671339798528
13/08/2025	x-CITE LinkedIn account	The Metaverse: From Gaming to Business and Beyond	https://www.linkedin.com/feed/update/urn:li:activity:7361384395573764097
22/08/2025	Taidekaari (Art Arc) website	Art Arc involved with the x-CITE project	https://www.tampere.fi/ajankohtaista/2025/08/22/taidekaari-mukana-x-cite-hankkeessa
22/08/2025	Taidekaari (Art Arc) website	x-CITE added to the Art Arc list of partners	https://www.tampere.fi/taidekaari/ohjaajalle-ja-yhteistyokumppanille#paragraph-49811
25/08/2025	Vapriikki Museum LinkedIn account	Vapriikki museum involved with x-CITE	https://www.linkedin.com/posts/museo-keskus-vapriikki-727328357_vapriikki-tampere-museo-activity-7365702719044513792-lo6J?utm_source=share&utm_medium=member_desktop&rcm=ACoAAACy-tABPaOYp27PsnKkVhq2UosH5eaj5Ac
26/08/2025	x-CITE LinkedIn account	Building a CitiVerse for People – Not Just for Profit	https://www.linkedin.com/feed/update/urn:li:activity:7366100036788621313
28/08/2025	x-CITE LinkedIn account	Join the Interoperable CitiVerse OASC Taskforce, repost OASC	https://www.linkedin.com/feed/update/urn:li:activity:7366775439307984896
1/09/2025	x-CITE LinkedIn account	Reminder ETRI survey on CitiVerse, repost OASC	https://www.linkedin.com/feed/update/urn:li:activity:7368213530019373056
2/09/2025	Rotterdam CitiVerse LinkedIn account	Internal event Municipality x-CITE Rotterdam	https://www.linkedin.com/feed/update/urn:li:activity:7368646593924743171
2/09/2025	x-CITE LinkedIn account	Meet CitiVerse projects, repost OASC	https://www.linkedin.com/feed/update/urn:li:activity:7368596537544822784
9/09/2025	x-CITE LinkedIn account	Repost Rotterdam CitiVerse	https://www.linkedin.com/feed/update/urn:li:activity:7371114376852054016
11/09/2025	x-CITE LinkedIn account	Promotion x-CITE newsletter	https://www.linkedin.com/feed/update/urn:li:activity:7371839430338199552
18/09/2025	x-CITE LinkedIn account	Promotion x-CITE project	https://www.linkedin.com/feed/update/urn:li:activity:7374394313100910593
20/09/2025	Rotterdam CitiVerse LinkedIn account	repost oasc: european citiverse	https://www.linkedin.com/feed/update/urn:li:activity:7375171906246959104
25/09/2025	x-CITE LinkedIn account	Did you know?	https://www.linkedin.com/feed/update/urn:li:activity:7376946870591315968
1/10/2025	Tampere Region EU Office	x-CITE project news	https://www.tampere.fi/ajankohtaista/2025/04/29/eu-hanke-x-cite-etsii-virtuaalisia-ratkaisuja-ihmisten-osallistamiseen?utm_source=email&utm_medium=email&utm_campaign=EU-toimiston%20uutiskirje%20syyskuu&utm_term=Lue%20lisaa&utm_content=u-5586447-89405319-2587359-3

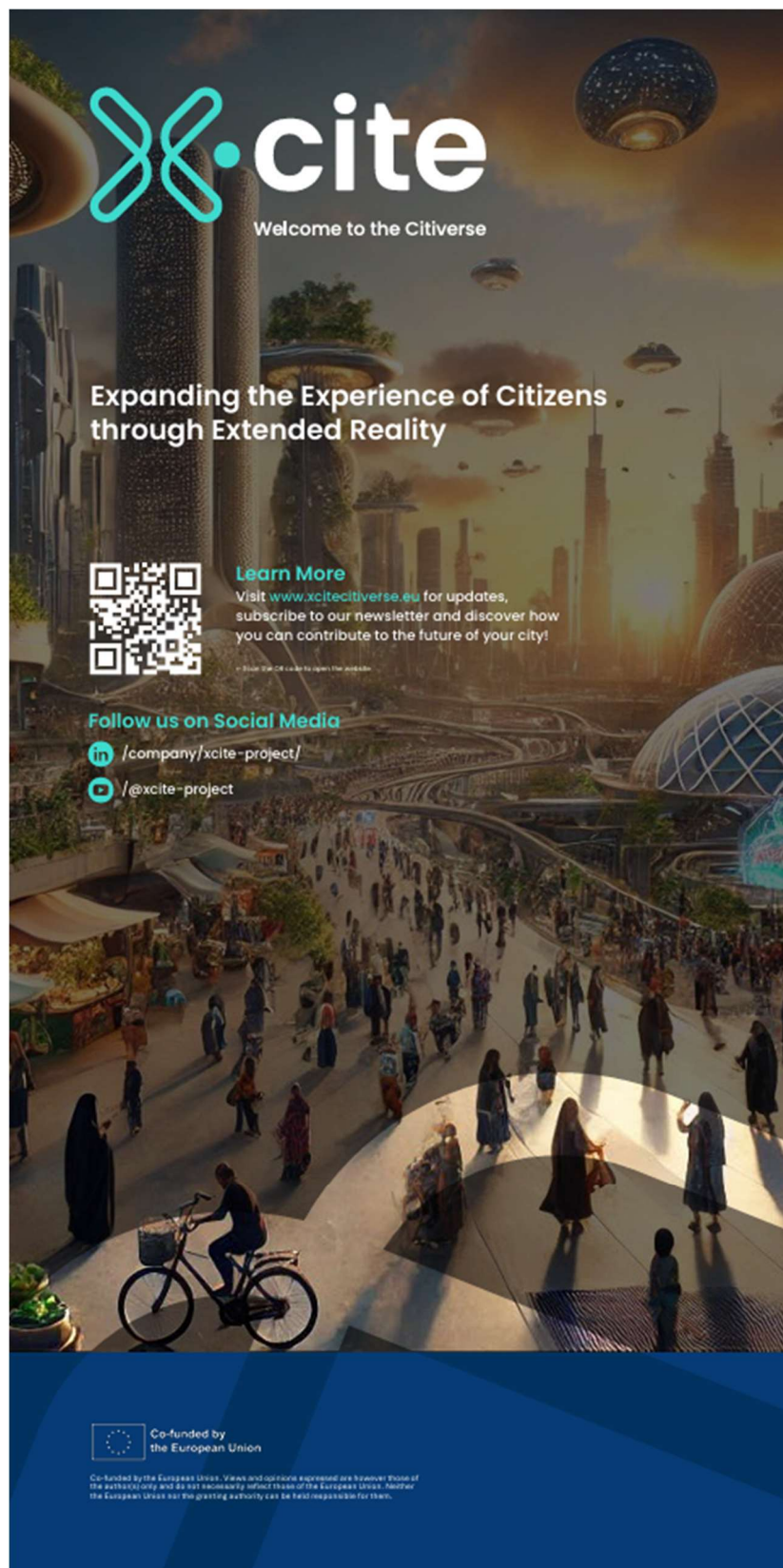
3/10/2025	x-CITE LinkedIn account	Did you know x-CITE is developing 12 real-world use cases	https://www.linkedin.com/feed/update/urn:li:activity:7379833563040489472
10/10/2025	x-CITE LinkedIn account	x-CITE's first Flemish pilot in Stad Kortrijk	https://www.linkedin.com/feed/update/urn:li:activity:7382387386321780736
10/10/2025	x-CITE website	News item: What if you could see the impact of future traffic measures – before they're implemented?	https://xciteciverse.eu/kortrijk-citiverse-pilot-rup-weggevoerdenlaan/
13/10/2025	Rotterdam Civerse LinkedIn account	Mathenesse: interaction	https://www.linkedin.com/feed/update/urn:li:activity:7383476537716654080
13/10/2025	x-CITE LinkedIn account	Kick-off x-CITE team in Rotterdam, repost Rotterdam CitiVerse	https://www.linkedin.com/feed/update/urn:li:activity:7383492575879503872
14/10/2025	x-CITE LinkedIn account	SCEWC, repost OASC	https://www.linkedin.com/feed/update/urn:li:activity:7383795142643572736
22/10/2025	x-CITE LinkedIn account	Repost Howest - Trefdag Digitaal Vlaanderen	https://www.linkedin.com/feed/update/urn:li:activity:7386716950414143488
23/10/2025	x-CITE LinkedIn account	Promo newsletter	https://www.linkedin.com/feed/update/urn:li:activity:738706181223469952
27/10/2025	x-CITE website	Press release: CitiVerse project x-CITE present at Smart City Expo World Congress 2025	https://xciteciverse.eu/citiverse-project-x-cite-present-at-smart-city-expo-world-congress-2025/
27/10/2025	x-CITE LinkedIn account	Joint LinkedIn post 4xCitiVerse @SCEWC	https://www.linkedin.com/feed/update/urn:li:activity:7388529908508995584
28/10/2025	x-CITE website	News item: Tampere use case: Developing digital cultural experiences	https://xciteciverse.eu/developing-digital-cultural-experiences/
28/10/2025	x-CITE LinkedIn account	x-CITE Tampere use case: Digital Culture Transformation	https://www.linkedin.com/feed/update/urn:li:activity:7388959361890426880
29/10/2025	x-CITE newsletter	x-CITE 2nd newsletter	https://22.miktd7.com/vl/766403-7eb298ff-200abb30196a689182a71d03ae1ue1uyOxe86B1e76c57ff6a5?eg_sub=76c57ff6a5&eg_cam=b298ffe200abb30196a689182a71d03a&eg_list=2
29/10/2025	x-CITE LinkedIn account	x-CITE 2nd newsletter	https://www.linkedin.com/feed/update/urn:li:activity:7389263170332209152
30/10/2025	OASC newsletter	x-CITE launches CitiVerse Pilots in Flanders, Tampere and Rotterdam	https://22.kmitd1.com/vl/-0399245e7b898528d-1a2084fd4898b4cc62645ae1xe1uAd7e86B1ead62666f17?eg_sub=ad62666f17&eg_cam=7b898528de1a2084fd4898b4cc62645a&eg_list=7
3/11/2025	Barcelona Smart City Event	Presentation at the Smart City Expo	https://www.linkedin.com/feed/update/urn:li:activity:7389300095722156032
4/11/2025	B&D City	B&D City, usecase x-CITE	https://www.linkedin.com/feed/update/urn:li:activity:7391501787800817664
4/11/2025	x-CITE LinkedIn account	x-CITE @SCEWC	https://www.linkedin.com/feed/update/urn:li:activity:7391501787800817664
4/11/2025	Jaarlijkse werkconferentie B&D Lab	Launch B&D City	https://www.linkedin.com/feed/update/urn:li:activity:7392128174240833536
4/11/2025	B&D Lab	Werkconferentie B&D Lab	https://bd-lab.nl/nieuws/werkconferentie-keilepand/
5/11/2025	x-CITE LinkedIn account	x-CITE @SCEWC	https://www.linkedin.com/feed/update/urn:li:activity:7391850290267992065
5/11/2025	x-CITE LinkedIn account	Breakout session 4xCitiVerse @SCEWC	https://www.linkedin.com/feed/update/urn:li:activity:7391881734591787009
6/11/2025	x-CITE LinkedIn account	Repost Rotterdam Civerse (B&D City krijgt vorm)	https://www.linkedin.com/feed/update/urn:li:activity:7392196894241947649
8/11/2025	Rotterdaminnovationcity.com	Rotterdam Civerse + x-CITE	Rotterdam Civerse - Rotterdam Innovation City
13/11/2025	x-CITE website	News item: A virtual exhibition on Finnish Civil War	https://xciteciverse.eu/a-virtual-exhibition-on-finnish-civil-war/
13/11/2025	x-CITE LinkedIn account	How can CitiVerse technologies bring the past to life?	https://www.linkedin.com/feed/update/urn:li:activity:7394731994703663104
14/11/2025	x-CITE LinkedIn account	SENSE first newsletter, repost	https://www.linkedin.com/feed/update/urn:li:activity:7395042591387516929
20/11/2025	Rotterdam Civerse LinkedIn account	Invitation residents oud-mathenesse for x-cite winterevent	https://www.linkedin.com/feed/update/urn:li:activity:7397288929424736256
20/11/2025	Email invitation + Flyer	Invitation residents oud-mathenesse for x-cite winterevent	Email invitation to community mathenesse

21/11/2025	x-CITE LinkedIn account	Repost SENSE	https://www.linkedin.com/feed/update/urn:li:activity:7397600764602503168
21/11/2025	x-CITE LinkedIn account	Repost Citiverse Rotterdam finalist European Innovation Capital Awards	https://www.linkedin.com/feed/update/urn:li:activity:7397600349454282752
21/11/2025	Rotterdam Citiverse LinkedIn account	Repost: Rotterdam nominated eur innovation city top 3	https://www.linkedin.com/feed/update/urn:li:activity:7397558623670943744
23/11/2025	Dag van de wetenschap	Onderzoekers presenteren hun werk op een boeiende manier en is bedoeld om wetenschap toegankelijk te maken voor het brede publiek.	Op zondag 23 november 2025 vindt Dag van de Wetenschap plaats - Dag van de Wetenschap
28/11/2025	Overmathenesse	Invitation residents oud-mathenesse for x-cite winterevent	x-CITE Winterevent+PubQuiz
1/12/2025	x-CITE LinkedIn account	x-CITE Winter Event + Pub Quiz in Rotterdam	https://www.linkedin.com/feed/update/urn:li:activity:7401253350815731713
2/12/2025	Forbes	Interview Citiverse with R. van der Heijden, x-cite	Is The Citiverse About To Transform The Future Of Urban Innovation?
2/12/2025	x-CITE LinkedIn account	Repost 3DxVERSE	https://www.linkedin.com/feed/update/urn:li:activity:7401579065788506112
3/12/2025	Overmathenesse	Interview H. vd Wal, x-cite	Rondlopen in een virtuele wijk: Mathenesse wordt nagebouwd in 3D
3/12/2025	x-CITE LinkedIn account	Post article CitiVerse Forbes magazine	https://www.linkedin.com/feed/update/urn:li:activity:7401903749797027840
4/12/2025	Rotterdam Citiverse LinkedIn account	Post interview H. vd Wal	https://www.linkedin.com/feed/update/urn:li:activity:7402254458828566528
4/12/2025	x-CITE LinkedIn account	Use case Rotterdam, repost Rotterdam Citiverse interview H. vd Wal	https://www.linkedin.com/feed/update/urn:li:activity:7402257349190504448
5/12/2025	Overmathenesse	Interview B. van Breemen	https://overmathenesse.nl/item/een-digitale-stad-met-een-rotterdams-hart
5/12/2025	Rotterdam Citiverse LinkedIn account	News Years greetings to all Citiverse partners	https://www.linkedin.com/posts/citivers-e-gemeente-rotterdam-activity-7402673624262012928-dmWS?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAxEx4BLgOzPjv20t-n3NcfAtWGoT8Ti9o
7/12/2025	Rotterdam Citiverse LinkedIn account	Winter event	https://www.linkedin.com/posts/citivers-e-gemeente-rotterdam-vorige-week-hadden-we-een-winterevent-activity-7407011711439798272-pprD?utm_source=share&utm_medium=member_desktop&rcm=ACoAAABEnwsByLaeONaZryRgIG8lmTYhYVFWiHo
8/12/2025	Rotterdam Citiverse LinkedIn account	Post interview B. van Breemen	https://www.linkedin.com/posts/citivers-e-gemeente-rotterdam-een-digitale-versie-van-de-stad-waar-activity-7403864135618158594-a02T?utm_source=share&utm_medium=member_desktop&rcm=ACoAAALLmFgB4WDrTxMGUB3KXTZ6lv7x-lkuIqW
9/12/2025	x-CITE LinkedIn account	Post interview B. van Breemen	https://www.linkedin.com/feed/update/urn:li:activity:7404122816071233536
10/12/2025	x-CITE LinkedIn account	Promotion OASC Conference, joint deep dive session with 4 CitiVerse projects	https://www.linkedin.com/feed/update/urn:li:activity:7404480161749880832
12/12/2025	x-CITE website - pilot webpages	News item: Virtuaalinen näyttely Suomen sisällissodasta	https://xcitecitiverse.eu/virtuaalinen-nayttely-suomen-sisallissodasta/
12/12/2025	x-CITE website - pilot webpages	News item: Digitaalisia kulttuurikokemuksia kehittämässä	https://xcitecitiverse.eu/digitaalisia-kulttuurikokemuksia-kehittamassa/
29/12/2025	x-CITE LinkedIn account	Citizens are helping us measure traffic volumes in Kortrijk, repost Telraam	https://www.linkedin.com/feed/update/urn:li:activity:7411355694001565696
8/01/2026	Rotterdam Citiverse LinkedIn account	New Year 2026	https://www.linkedin.com/posts/citivers-e-gemeente-rotterdam-rotterdamcitiverse-openurbanplatform-interoperabiliteit-activity-7414956882060345346-ppGH?utm_source=share&utm_medium=member_desktop&rcm=ACoAAABEnwsByLaeONaZryRgIG8lmTYhYVFWiHo
9/01/2026	x-CITE LinkedIn account	Best wishes 2026	https://www.linkedin.com/feed/update/urn:li:activity:7415342334789222400
13/01/2026	Future Insight LinkedIn Account	OASC Conference announcement	https://www.linkedin.com/feed/update/urn:li:activity:7416861560167534592

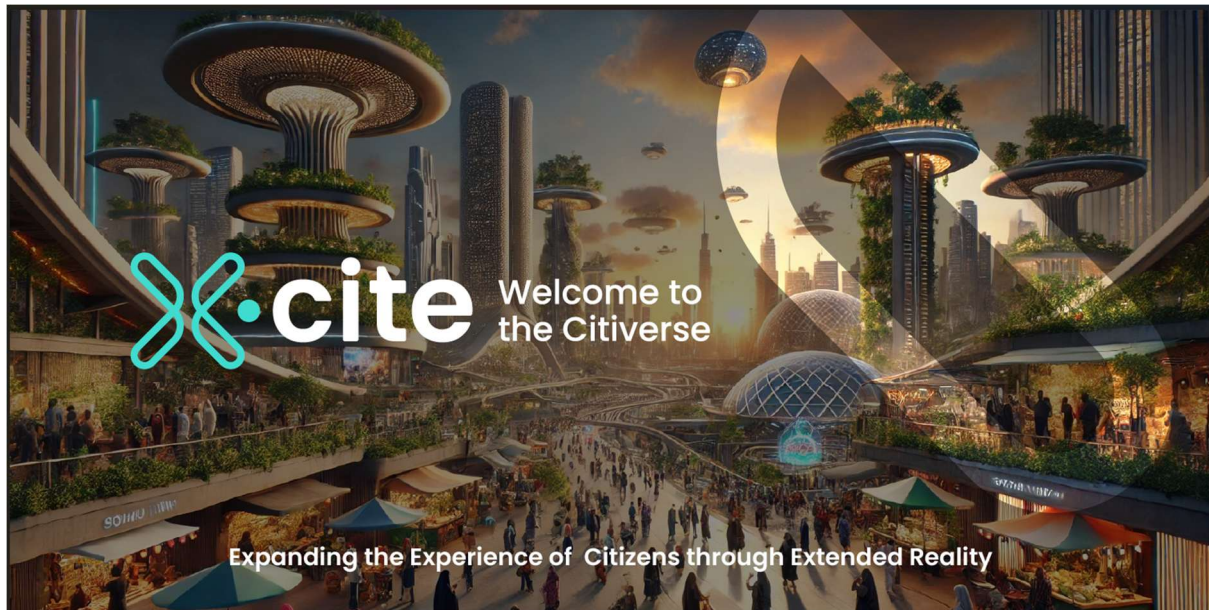
15/01/2026	x-CITE website - pilot webpages	News item: Een digitale stad, met een Rotterdams hart	https://xcitecitiverse.eu/een-digitale-stad-met-een-rotterdams-hart/
15/01/2025	x-CITE website - pilot webpages	News item: Rondlopen in een virtuele wijk: Mathenesse wordt nagebouwd in 3D	https://xcitecitiverse.eu/rondlopen-in-een-virtuele-wijk-mathenesse-wordt-nagebouwd-in-3d/
15/01/2026	x-CITE website - pilot webpages	News item: Wat als u de impact van toekomstige verkeersmaatregelen zou kunnen zien – voordat ze worden geïmplementeerd?	https://xcitecitiverse.eu/wat-als-u-de-impact-van-toekomstige-verkeersmaatregelen-zou-kunnen-zien-voordat-ze-worden-geïmplementeerd/
23/01/2026	x-CITE LinkedIn account	Workshop Kortrijk pilot	https://www.linkedin.com/feed/update/urn:li:activity:7420486719151599616
23/01/2026	x-CITE website	News item: From promise to practice: x-CITE tools put to the test in Kortrijk	https://xcitecitiverse.eu/from-promise-to-practice-x-cite-tools-put-to-the-test-in-kortrijk/
25/01/2026	x-CITE LinkedIn account	CitiVerse deep dive session @OASC Conference	https://www.linkedin.com/feed/update/urn:li:activity:7421129173273821184
30/01/2026	x-CITE LinkedIn account	x-CITE at OASC conference	https://www.linkedin.com/feed/update/urn:li:activity:7423069707907371009
2/02/2026	x-CITE LinkedIn account	Podcast: experimenting safely with digital twins	https://www.linkedin.com/feed/update/urn:li:activity:7424116364904321024
4/02/2026	x-CITE LinkedIn account	SENSE call for follower cities, repost SENSE	https://www.linkedin.com/feed/update/urn:li:activity:7424725709790547970
6/02/2026	x-CITE website	News item: Walking around in a virtual neighbourhood: Mathenesse is being recreated in 3D	https://xcitecitiverse.eu/walking-around-in-a-virtual-neighbourhood-mathenesse-is-being-recreated-in-3d/
6/02/2026	x-CITE website	News item: A digital city, with a Rotterdam heart	https://xcitecitiverse.eu/a-digital-city-with-a-rotterdam-heart/
10/02/2026	x-CITE LinkedIn account	Repost DS4SSCC-DEP	https://www.linkedin.com/feed/update/urn:li:activity:7427009396288872448
11/02/2026	x-CITE LinkedIn account	Promo joint Living-in.EU session, repost SENSE	https://www.linkedin.com/feed/update/urn:li:activity:7427323610207260672
16/02/2026	x-CITE website - pilot webpages	News item: Van belofte naar praktijk: x-CITE-tools op de proef gesteld in Kortrijk	https://xcitecitiverse.eu/van-belofte-naar-praktijk-x-cite-tools-op-de-proef-gesteld-in-kortrijk/
16/02/2026	x-CITE website - pilot webpages	News item: Podcast: “Veilig experimenteren met digital twins”	https://xcitecitiverse.eu/podcast-veilig-experimenteren-met-digital-twins/
17/02/2026	x-CITE LinkedIn account	Repost 3DxVERSE	https://www.linkedin.com/feed/update/urn:li:activity:7429480706650566656
19/02/2026	x-CITE YouTube account	First x-CITE promo video	https://www.youtube.com/watch?v=xaB99QXMibY
19/02/2026	x-CITE LinkedIn account	First x-CITE promo video	https://www.linkedin.com/feed/update/urn:li:activity:7430280357557653504
24/02/2026	x-CITE LinkedIn account	Last call joint Living-in.EU session	https://www.linkedin.com/feed/update/urn:li:activity:7431980428732940288

Annex 5. Dissemination materials list

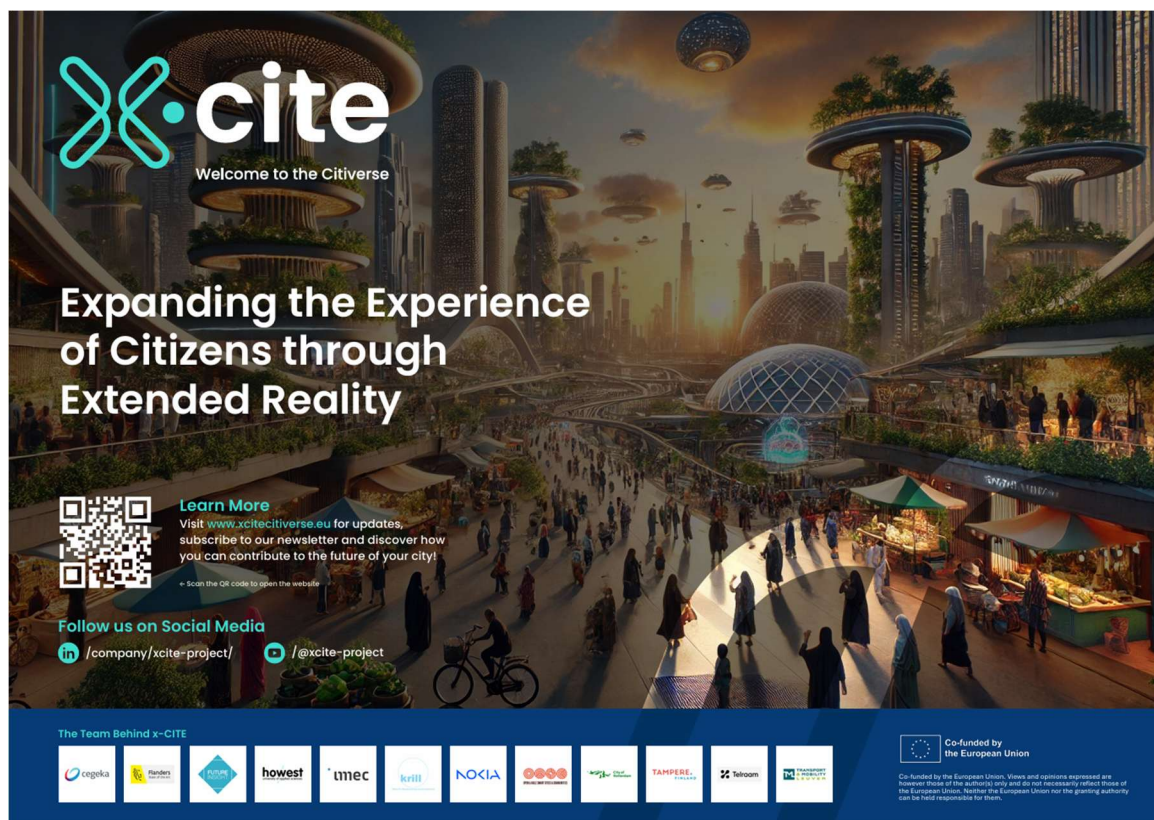
Roll-up



Banner



Poster



Postcard



*A real postcard in today's
x-citing virtual world!*



← Scan the QR code
to open the website



To:



Co-funded by
the European Union



x·cite
Welcome to
the Citiverse

Expanding the Experience of Citizens through Extended Reality

Enter the CitiVerse: Experience, Understand and Shape Your City

What if everyone could truly understand how their city is evolving – and help shape it?

That is the ambition of x-CITE (Expanding the Experience of Citizens through Extended Reality), a new 30-month project co-funded by the Digital Europe Programme and 11 European partners.

No more static reports—CitiVerse uses Extended Reality (XR), AI, and digital twins to let you walk through your future neighbourhood, understand environmental impacts, and influence decisions.

Imagine exploring tomorrow's city today.



A future story about inclusive participation in Rotterdam*

Inaya and her mother explore a digital version of their neighbourhood from home, virtually walking to the local hub. Along the way they meet familiar faces: Lucas catching up on local news; Emma reviewing 3D plans for the square and launching a challenge with a few clicks. At the hub they meet friends, plan a park festival, and feel connected and included in a barrier-free community.

*An illustrative use case from Rotterdam

What is x-CITE?

x-CITE (Expanding the Experience of Citizens through Extended Reality) is a European project that uses immersive technologies to make cities smarter, greener, and more inclusive. By **adding a digital interaction layer to urban life**, x-CITE helps people engage with their environment in new and meaningful ways.

What is the CitiVerse?

At the heart of x-CITE is the **CitiVerse**: an interactive Local Digital Twin of a city, built for citizens. It combines real-time urban data with immersive visualisations to make complex information easier to see, explore and understand. The CitiVerse is not just a digital replica of the city — it is a participatory platform that enables people to co-experience and co-shape their surroundings. With pilots in Tampere, Rotterdam and Flanders and **12** different use cases, the CitiVerse is being tested in three real-world domains:

- **Citizen engagement** – Enable easy and inclusive participation in city decisions.
- **Culture and tourism** – Bring history, art and landmarks to life through immersive experiences.
- **Urban planning** – Help people shape their city in a simple, visual way, with scenario forecasts on mobility, air quality and noise to support healthier, higher-quality urban life.

Why Does This Matter?

- **Inclusive participation** – Lowering thresholds to civic engagement with fair, user-friendly technology.
- **Smarter and greener cities** – Data and XR help improve the quality of city life.
- **European innovation** – Strengthening Europe's leadership in people-centred digital cities.

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. From better planning tools and accessible public data to new business opportunities and cultural experiences — the city becomes **your playground, your canvas, your home.**

The Team Behind x-CITE



Welcome to the CitiVerse



Learn More

Visit www.xcitecitiverse.eu for updates and discover how you can contribute to the future of your city!

Follow us on Social Media

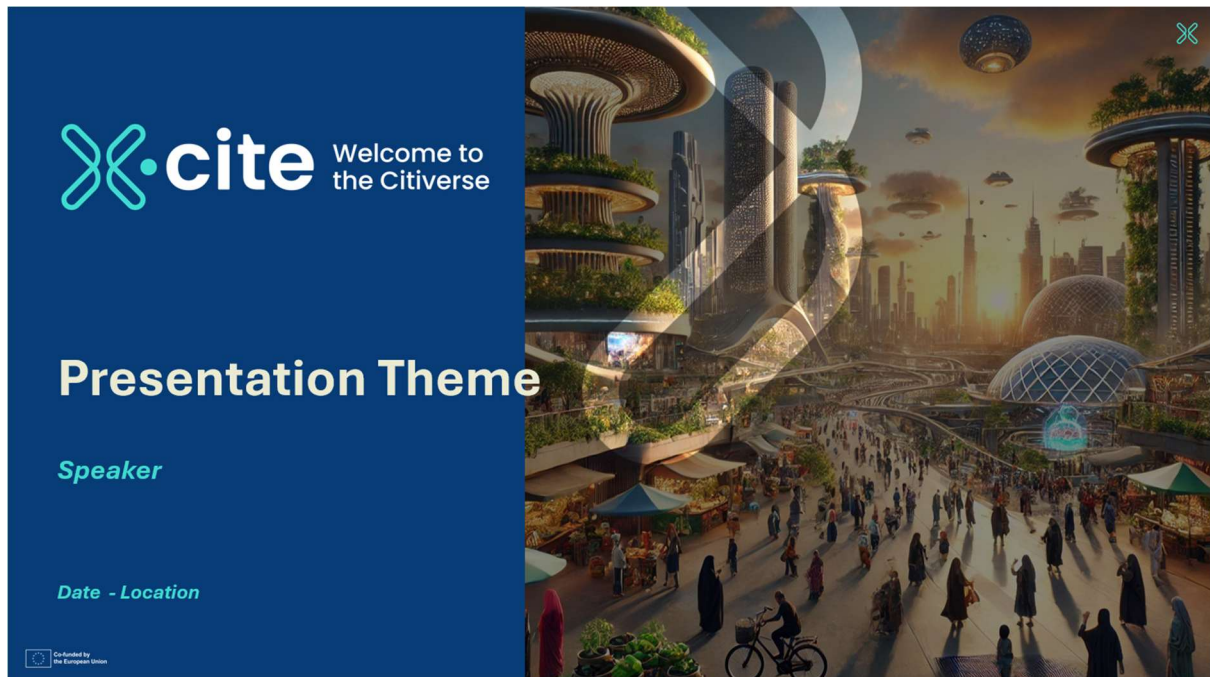


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Presentation template



Visual 4 CitiVerse projects

