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EXCHANGE

YADES

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Executive Summary

Deliverable 9.1 describes the project's Dissemination Outreach Plan, providing the strategy and plan of dissemination and outreach activities. This document also includes a report on performed dissemination and outreach over the first 18 months of the project.

The impact of Climate Change is becoming more and more evident with a dramatic increase of extreme weather phenomena (long periods of droughts, heavy rainfalls, prolonged heatwaves) that cause natural disasters for the civil infrastructure and the natural landscape. The most vulnerable of man-made constructions are historic cities, old, traditional buildings, and monuments. These structures are a significant part of country's cultural identity. YADES projects aims to increase resilience of Cultural Heritage areas against Climate Change and other hazards, by training a network of fellows in the field of resilience.

Dissemination and communication strategy sections explain the actions that dissemination and communication managers and consortium partners will undertake to achieve project goals. This includes target audience analysis, dissemination, and communication plans, and state-of-the-art sentiment analysis.

Report on Dissemination and outreach activities include performed dissemination activities in the reporting period. Which include project website, social media presence, secondments, project representation in international and local events, and scientific publications.

The structure of the document and the relationships between the different chapters is as follows:

- Section 1 introduces the main scope of YADES project.
- Section 2 describes Dissemination strategy
- Section 3 describes Communication strategy
- Section 4 describes performed Dissemination and outreach activities

1. Introduction

YADES is a H2020 framework project funded under grant agreement 872931 which aims to introduce a research framework on the field of the resilience of CH areas and historic cities against Climate Change (CC) and other types of hazards. YADES will consider the local eco-systems in the areas of interest, mapping out their interactions and follow a truly sustainable reconstruction approach at technical, social, institutional, environmental, and economic levels.

Europe's cultural heritage is a rich and diverse mosaic of cultural and creative expressions, an inheritance from previous generations of Europeans and a legacy for those to come. It includes natural, built, and archaeological sites, museums, monuments, artworks, historic cities, literary, musical, and audio-visual works, and the knowledge, practices and traditions of European citizens.¹

European Commission strives to preserve local and cultural heritage though through policies and programmes. YADES project compliments efforts made buy these programmes.

¹ European Commission on Cultural heritage - <https://ec.europa.eu/culture/cultural-heritage>

YADES aims to train a network of fellows on the field of the resilience of Cultural Heritage areas and historic cities against Climate Change and other types of hazards.

Topic of Climate Change has gained immense importance in the past few years as irrefutable evidence proved its effect on Global warming and life on Earth in general. Architectural cultural heritage is extremely susceptible to harsh changes in environment, thus actions and projects directed at preserving these artifacts are of great importance, as they will help retain the source of identity, as well as empower local communities and vulnerable groups.

By training a network of fellows YADES strives not only to increase resilience of cultural heritage sites to climate change, but also to strengthen collaboration between institutions and countries.

Key characteristic of the project:

Consortium: 10 partners from 6 countries

Duration: 60 months

Total budget: 1.9 Mln. Euro

Structure: 9 Work Packages

YADES will perform combined structural/geotechnical analysis of the Cultural Heritage sites and damage assessment, based on the climatic zone, the micro-climate conditions, the petrographic and textural features of building materials, historic data for the structures, the effect of previous restoration processes and the environmental/physical characteristics of the surrounding environment.

Installed monitoring system will provide valuable data, that will be compiled with simulated data from CHRAP (Cultural Heritage Resilience Assessment Platform) system and will be further analysed using modelling tools and machine learning techniques. Based on provided data DSS (Decision-Support-System) will provide proper adaptation and mitigation strategies.

Vulnerability maps, produced in this research, will be used by the local authorities to assess the threats of Climate Change (and other natural hazards), visualize the built heritage and cultural landscape under future climate scenarios, model the effects of different adaptation strategies, and ultimately prioritize any rehabilitation actions to best allocate funds in both pre- and post-event environments.

Community participation is highly anticipated in this research, thus extensive communication and public awareness campaigns will be launched over the course of this project.

Seminars, workshops, and summer schools will be organised for fellows, to promote networking and collaboration as well as development of professional skills.

Project objectives:

- Reliable quantification of climatic, hydrological and atmospheric stressors
- Multi-Hazard modelling
- Improved prediction of Structural and Geotechnical (SG) safety risk
- Environmental and material monitoring including state identification and damage diagnosis
- Design of a Cultural Heritage Resilience Assessment Platform (CHRAP) and a Decision-Support-System (DSS) for community participation
- Push innovation through the development of an initial research and training network
- Provision of a Handbook

- Build up specific complementary and market-oriented skills

By conducting research, working on above mentioned objectives and collaborating with relevant project, YADES project consortium is determined to make a significant input into increasing resilience of cultural heritage to climate change and other types of hazards.

2. Dissemination strategy

Dissemination, communication, and exploitation activities, including proper and careful management of IPR and data, will be essential to ensure the successful achievement of the project objectives and will be closely coordinated among all work packages, to ensure a cohesive plan of action that will assist the partners in the promotion of YADES solutions and its sustainability beyond the project lifetime. The dissemination and communication will foster a constructive, ongoing technology-enabled dialogue between the involved stakeholders.

YADES project is developing in the new world, where COVID-19 outbreaks shape socio-economic strategies of entire countries. Such unpredictable and turbulent environment is rarely favourable to such research projects as YADES. To overcome this adversity dissemination and communication team will evaluate dissemination strategy semi-annually and deploy changes if needed. Predetermined KPI's as well general public sentiment will be used to evaluate the performance of dissemination strategy.

2.1 Objectives

The dissemination strategy focuses on producing a set of dissemination actions that will support the commercialization stage of the project. Thus, dissemination strategy objectives must be set in a way that will help create a solid base for the final stage of the project.

The main objectives of the dissemination and communication strategy are to:

- (1) **Define a clear and distinctive brand identity** for YADES that will be consistent online and offline, and it will represent the cornerstone values of the project
- (2) **Ensure broad visibility of YADES work** and disseminate its results towards the targeted stakeholder groups so as to effectively promote the YADES offering for large uptake
- (3) **Facilitate the exploitation of YADES outcomes** for the partners, together and individually and for the overall research communities by promoting the development of innovative solutions based on YADES for effective socio-economic impact creation
- (4) **Ensure broad visibility and promotion of YADES**, beyond the programme borders via a strategic and operational coordination of the specific communities through dedicated efforts embracing all target stakeholders
- (5) **Support the sustainability of YADES** beyond the project lifetime.

By creating a dissemination strategy, that will maximize exploitation of YADES research, it is expected to increase community and end-user awareness, generate demand for CHRAP and DSS, and encourage inter-project collaboration.

2.2 Channels and Tools

A proper toolkit is essential for a successful dissemination strategy. Proper toolkit will help consider the preferences needs, characteristics and interests of end target audiences.

Tools

In the framework of this research, the following tools will be considered as the base of dissemination strategy:

- Stakeholder mapping tool
- Dissemination plan
- Communication plan

Stakeholder mapping tool will be used to identify target audiences of this project. Identifying groups of individuals and organizations that will benefit from the outcomes of this research is essential for successful dissemination strategy.

Dissemination plan explains how outcomes of the project will be shared with the stakeholders, relevant institutions, and individuals. All these actions will ensure that the project results will be used. Dissemination plan identifies the purpose of dissemination, message, audience, method, and timing.

Communication plan in the framework of this project should be considered a separate tool from dissemination plan, because general public was identified as one of the most stakeholders' groups.

Channels

Proper dissemination channels are as important as appropriate tools for success of dissemination strategy. In the framework of this project, there can be identified 3 major channels groups:

- Mass media
- Personal contacts
- Information service systems
- Training and educational programs

Mass media - refers to a diverse array of media technologies that reach a large audience via mass communication and include a variety of outlets. In the framework of the project, the following outlets of mass media will be considered:

- **Broadcast media:** radio and/or television
- **Internet media:** social media platforms, e-mail, website
- **Print media:** magazines and/or newspapers, leaflets, posters

Personal contacts – personal connections and word-of-mouth communication remain among the most effective communication forms as it was performed from ancient times. Creating engaging and memorable communication on other dissemination channels, will ensure favourable word-of-mouth communication with storytelling elements, which will help disseminate project results even further.

Information service systems – is a configuration of technology and organizational networks designed to deliver services that satisfy customers' needs, wants, or aspirations, which include online data bases and information referral centres. Scientific publications produced during the project will be uploaded to repositories and published in scientific journals. Repositories and scientific journal content outlines will help disseminate research outcomes to scientific communities and thus should be considered dissemination channels.

Training and educational programs –have been a significant dissemination strategy. These include pre-service and in-service. Pre-service educational programs are also referred to as professional preparation programs. Inservice refers to education provided on the job in the form of induction training, apprenticeships, and short-term workshops or courses. Both offer vehicles for getting new knowledge into practice.² During the framework of the project the following activities will be considered:

- Seminars
- Workshops
- Summer schools
- Researcher’s Night

Mentioned above channels will be the primary channels for YADES dissemination strategy. List of channels could be expanded and/or altered if it would benefit the project.

2.3 Target audiences

Determining target groups is a crucial step in creating efficient and impactful dissemination strategy, as all messages must be tailored to fit each group’s motivation and delivered through their preferred media channel. For such complex and multicultural projects as YADES it becomes even more challenging because messages have to account not only origin of target audience (public sector, specialists, academia or general public), but they have to account for cultural aspects in each country.

In determining target audiences YADES heavily relied on Quintuple Helix Innovation model³, based on the Quadruple Helix model adding as fifth helix the “natural environment”.

This approach is also supported by the Horizon Europe in relation to projects’ Impact⁴ that it is epitomized in the so-called Quadruple Helix model adding an additional, necessary dimension.

² [Chapter V: Information Channels & Dissemination Strategies \(tamucc.edu\)](#)

³ (a) **The Quintuple Helix innovation model: global warming as a challenge and driver for innovation**, Elias G Carayannis, Thorsten D Barth & David FJ Campbell, *Journal of Innovation and Entrepreneurship*, **Aug. 2012**; (b) **Unveiling the Evolution of Innovation Ecosystems: An Analysis of Triple, Quadruple, and Quintuple Helix Model Innovation Systems in European Case Studies** Rallou Taratori, Paulina Rodriguez-Fiscal, Marie Abigail Pacho, Sesil Koutra, Montserrat Pareja-Eastaway and Dimitrios Thomas, *MDPI*, **July 2021**

⁴ [Webinar session: Dissemination & Exploitation in Horizon Europe \(9 June 2021\) \(europa.eu\)](#)



Figure 1 Model supported by the Horizon Europe

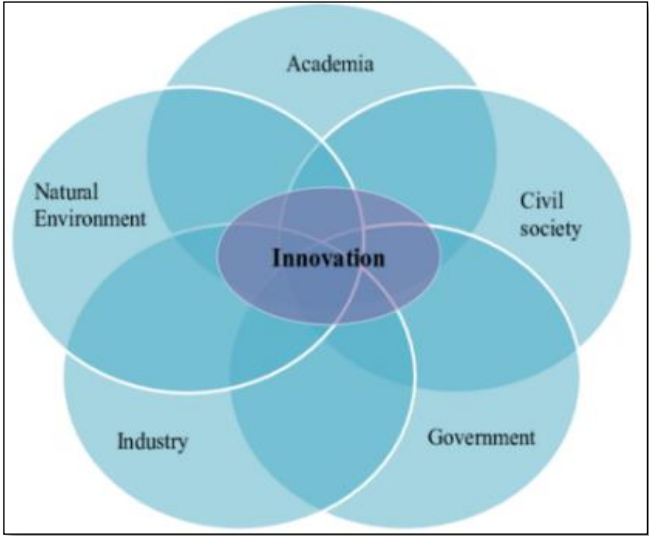


Figure 2 Quintuple Helix Innovation Model

Based on this model we have identified the following target groups.

Table 1 Target audiences

Academia	Universities
	Research communities
Civil Society	General public
	Local communities
	History enthusiasts
Government	Public Authorities (EU and National)
	Regulation bodies
Industry	Risk Assessment and specialized companies
	Sensor Manufacturers
	Scanning, Photonics & Optoelectronics SMEs
	Meteorological organisations

Dissemination and communication team will focus their efforts and messages on the groups mentioned above.

2.4 Measurement

Edward Seykota, a well-known commodities trader, once said, “If you can’t measure it, you probably can’t manage it. Things you measure tend to improve”. For a project as big as YADES, managing and improving activities is crucial. So, following this logic the KPI systems was set up for dissemination activities.

Using the KPI system will provide the dissemination manager with valuable information on the status of dissemination activities and allow them to adjust before the situation becomes critical.

Description of YADES dissemination activities can be found in the table below.

Table 2 Communication activities and KPI's

Activity	Description	KPI	Timeline
Creation of recognisable brand identity	Development of the YADES brand: To ensure the impact of the project YADES will develop an EU wide recognisable brand that visually translates the project idea and concept in all outreach materials and events.	<ul style="list-style-type: none"> • project logo • brand guidelines • YADES templates • illustrations • graphics 	M24
Communication kit	Leaflets and posters to be produced until M18. This material will be distributed at congresses, workshops, exhibitions, and important events. e-Newsletters will be sent to the YADES stakeholder network and to relevant initiatives (H2020 and beyond). A Video to present the main objectives and target outcomes of YADES will be	<ul style="list-style-type: none"> • 2 leaflets, • 1 poster, • 2 animation videos • 3 Newsletter issues 	M01 – M60

	produced in the early stages of the project. A video will be also produced to showcase our proposed YEADES solution in the various events.		
Dedicated project and code websites	Launch and maintenance of the YADES website in M5. Its main target is to create an accessible public platform for disseminating of deliverables, open access publications, presentations, newsletter issues etc. Interactivity and updated content will attract attention and repeated visits. In addition, a GitHub4 open software development site will be created to attract research community participation and long-term engagement in the creation of the SG simulator interfaces and the CHRAP engine.	<ul style="list-style-type: none"> 1 website (10 000 visitors/year) 	M05 – M60
Social media channels	Social media will be used to reach the target audience frequently and cost-efficiently, and to strengthen the stakeholders' network. Project information and its concept will also be disseminated through the partners' existing social networking pages as well as the H2020 social media accounts.	<p>Active YADES:</p> <ul style="list-style-type: none"> ResearchGate (min 200 followers) LinkedIn (min 200 followers) Facebook (min 200 followers) Twitter (min 200 followers) 6 announcements in H2020 social media sites. minimum 150 posts/year 	M01 – M60
Conference presentations	YADES will have presentations and demos in relevant international conferences and other events. We will also organise special sessions and other project events at well-known transport conferences.	<ul style="list-style-type: none"> 3 presentations/year 10 presentations in total 	M12-M60
Peer-reviewed publications	Effort will be made to publish papers in well-respected and highly rated peer-reviewed journals. The publications will cover several project fields of work. Particular effort will be made to secure Open Access (OA) to all interested persons, mainly through the project website but also through respective OA repositories such as OpenAIRE.	<ul style="list-style-type: none"> 10 publications in scientific ISI journals 	M18 – M60

EU dissemination networks & Mass Media	The consortium, always in close collaboration with the EC personnel, will disseminate the project vision and main results through various means offered by the EU, e.g., Horizon Magazine, research*EU results magazine, EuroNews TV etc. Partners will also investigate possibilities to participate in EU research conferences and public events, e.g., EU City Forum (2019), Open Door Days and H2020 Researchers Nights events.	<ul style="list-style-type: none"> • 2 press releases/year • 4 media articles in popular and/or specialised media • 1 interview on Radio and/or TV • Participation in prioritised EU events 	M06-M60
Demo events	YADES puts emphasis on “actively-educating” the communities and relevant organisations about the need for additional advanced research to cover their requirements through demonstration.	<ul style="list-style-type: none"> • 1 online session • 3 Pilot demonstrations followed by training to the users. • Training package • 50 non-specialist attendees 	M18-M60
Final event	A conference will be organised at the end of the project to demonstrate to a large number of stakeholders the system developed, and results achieved.	<ul style="list-style-type: none"> • 1 YADES conference (more than 80 participants in total) • Conference proceedings and report 	M60

The table provides a detailed description of communication activities, target KPI's and a deadline. Project dissemination and communication team will evaluate dissemination strategy semi-annually using the provided table and public sentiment analysis. In such unpredictable and turbulent times, it will provide enough time to make changes to the strategy if needed.

2.5 Dissemination plan

The main impact of YADES is to form an international and inter-sectorial network of organizations working on a joint research programme in the field of Resilience of CH focused on market needs. The main purpose of dissemination plan is to increase project's impact and create an engaged stakeholder base, that will directly benefit from the research.

Dissemination actions

Dissemination actions for the YADES project are as follows.

Authorities Dissemination Actions

- **Dissemination Activities to Policymakers:** The YADES project will disseminate its results to the policymakers such as the Directorates-General for the Environment (DG ENV) [24], for the Education and Culture (DG EAC), as well to the EC Joint Research Centre. Two special workshops will be organised in cooperation with ICOMOS and CIPA at the Headquarters of UNESCO in Paris.
- **Dissemination Activities to relevant Ministries, Governmental Bodies and International Policy Organisations:** Ministries and Governmental bodies responsible for the management and protection of CH, for Civil Protection, for Infrastructure, for

Environment and for the Economy will be reached, on a tactical schedule and at various levels (local/regional, national, international). Dissemination activities include the organization of national/international workshops with the participation of officials from these bodies, participation of YADES representatives in workshops organized by the aforementioned bodies, press releases, interviews, etc.

- The consortium will undertake all the necessary measures to present all the project results at the Sub-Committee for Culture, Diversity and Heritage of the *Council of Europe in Strasbourg, France*.
- **Dissemination Activities to CH Stakeholders:** YADES will include focused dissemination activities to the project's Historic Cities and other CH stakeholders, Superintendents /Ephorates to present, promote and disseminate the project outcomes.

Societal dissemination actions

- **Dissemination to International Organizations:** YADES' results will be presented to various international organizations. These include International Council of Monuments and Sites (ICOMOS), Organization of World Heritage Cities (OWHC), International Committee for Documentation of Cultural Heritage (CIPA), the United Nations Office for Disaster Risk Reduction (UNISDR EUR), the Organisation for Economic Co-operation and Development (OECD), the European Investment Bank (EIB), the World Bank Group (IFC) and European Engineering Education Society (SEFI).
- **Dissemination and exploitation activities to the Tourism Sector.** The results of the YADES project will be disseminated to organizations such as the World Tourism Organization (UNWTO), tour operators, tour operators, chambers of hotels, and other Tourism related communities.

Research dissemination

- **Supporting Open-Access:** YADES targets mainly the green open access policy and sometimes the golden policy to promote the dissemination of the knowledge gained to a wide range of public. YADES' website will be managed by open access. In addition, YADES will also seek for open access publications supported by UNESCO (<http://en.unesco.org/open-access/>) and the EU Initiative on Open Access.
- **High Impact Journal papers,** the project's outcomes will be published in an array of scientific journals covering the fields of cultural heritage protection, environmental protection, risk management, computer vision/graphics, cloud computing, decision-making etc. YADES will seek for open access publications.
- **International Conferences:** The YADES research components will be presented and published on high ranged conferences in the area of CH Protection such as EuroMed, CIPA Conferences, CAA, EAA, etc.
- **Research Workshop Organizations:** During the project, several workshops will be organized to reveal the advancements of YADES (Table 3, Sub-Section 2.3.2). The first one will be in cooperation with ICOMOS and CIPA. The second will be co-organised with UNESCO in Paris with Policy Makers and stakeholders.
- **Presentation of the results in H2020 Info Days Workshops:** The consortium will present the results of the project at the H2020 info days and workshops dealing with the support of the H2020 research framework.

Industrial and Commercial Dissemination Activities

- **Organization of an Industrial-Commercial Workshop:** The consortium plans to organize an industrial commercial workshop through which companies and SMEs active in CH protection, environmental technologies, survey and monitoring technologies, risk management, Smart Cities and Tourism development will be invited to participate. The workshop will exploit the results of the project to the industry-commerce audience, which is a vital aspect for the commercial exploitation of the YADES results.
- **Participation in exhibitions / fora:** The consortium will participate in international fora and exhibitions in order to disseminate the project's activities.
- **Networking and Co-operation:** The consortium plans to establish co-operations in two different dimensions: (a) with other EU funded for further disseminating the results of the project and to get in touch with similar research initiatives. Some projects that already some of YADES partners participate and can establish a close collaboration are *4D-CH-World* and *TERPSICHORE* (NTUA coordinator), *ITNDCH* (CUT coordinator), *i-Treasures* (MoU with 4D CH World), (b) with International Committees such as CIPA, ICOMOS and EAA

Events and scientific publications

The partners will present YADES through major international fairs & conferences (see the table below for some examples) in which they regularly participate and attract the sector shareholders. The SMEs and industrial partners will also directly approach prospective clients through their sales networks. Researchers will aim to publish their work in the major scientific journals (see the table below for some examples).

Table 3 List with the main Conferences and Exhibitions and the main Journals to be pursued by the YADES project

Area	Conferences and Events	Journals
CH, Risk Analysis	1. International Conference on Simulation in Risk Analysis and Hazard Mitigation (ICSRAHM) 2. International Conference on Risk Analysis and Crisis Response (RACR) 3. Society of Risk Analysis-EU Conference (SRA-E) 4. International Conference on Simulation in Risk Analysis and Hazard Mitigation (ICSRAHM)	1. Risk Analysis: An International Journal (Society of Risk Analysis Journal) 2. International Journal of Risk Assessment and Management (IJRA) 3. International Journal of Information Systems for Crisis Response and Management (IJIS-CRAM) 4. International Journal on Protective Structures (IJPS) 5. International Journal of Engineering Structures (EngStruct)
Climate modelling	1. International Conference on Air Quality 2. International Conference on Environmental Management, Engineering, Planning & Economics 3. International Technical Meeting on Air Pollution Modelling and its Application 4. Int. Conference on Environmental Science and Technology 5. Intern. Conf. on Harmonisation in Atmospheric Dispersion Modelling for Regulatory Purposes	1. Atmospheric Chemistry and Physics 2. Regional Environmental Change 3. International J. of Environment and Pollution 4. Journal of Environmental Management 5. Journal of Climate 6. Atmospheric Science Letters 7. Journal of Wind Engineering and Industrial Aerodynamics
Structural/ Geotechnical modelling	1. EWSHM - European Workshop on Structural Health Monitoring (held every 2 years)	1. International J. on Structural Health Monitoring

	2. ECONSTRA- Trade fair for civil engineering and building maintenance 3. ICONHIC: International Conference on Natural Hazards and Infrastructure	2. Journal of Structural Health Monitoring 3. Int. J. for Numerical Methods in Engineering 4. Computer Methods in Applied Mechanics and Engineering 5. Earthquake Engineering and Structural Dynamics 6. Soil Dynamics and Earthquake Engineering, Elsevier Publishing
Remote sensing	1. IEEE Integration Conference on Remote Sensing 2. International Conference on Unmanned Aerial Vehicles in Geomatics (UAV-g) 3. IEEE Conf. on Geoscience and Remote Sensing	1. Journal of hyperspectral remote sensing 2. JSI – journal of spectral imaging 3. Remote Sensing, IEEE Trans. on Geoscience and Remote Sensing

As defined in the Grant Agreement, the consortium will ensure open access (free-of-charge online access for any user) to all peer-reviewed scientific publications relating to project's results.

All publications will also include appropriate metadata:

- the terms "Marie Skłodowska-Curie Actions"
- the project name, acronym, and grant number
- the publication date and, if applicable, length of embargo period
- a persistent identifier.

A publication publishing procedure will be enabled to ensure that all consortium partners are informed of upcoming publications.

After submitting publication, partners will inform dissemination manager of their intentions. Dissemination managers will send an e-mail to all consortium members with general information about the publication: publication title, authors, main author contact information, intended place of publication and repository link. Consortium members will have 30 days to send their justified objections and other remarks to the authors. After publishing, publication will be entered into Funding & Tenders portal.

Consortium partners continue exploring new project dissemination possibilities. Provided list will be updated as soon as new information becomes available.

Collaboration with other projects

Collaboration between projects and taking part in clustering activities is important to ensure continuity of conducted research. Project collaboration stimulated knowledge exchange which in turn can facilitate new developments or even new projects.

Consortium members follow the developments and collaborate closely with the following projects:

- ARCH
- PLUGGY
- HYPERION
- HARMONIA
- SHARE

ARCH - is a European-funded research project that aims to better protect areas of cultural heritage from hazards and risks. The ARCH team with the cities of Bratislava, Camerino, Hamburg and Valencia aim to co-create tools that will help cities save cultural heritage from the effects of climate change.

PLUGGY - is Europe's first social networking platform for cultural heritage, which gives voice to the citizens across Europe, enables them to safeguard and enrich the European cultural heritage landscape.

HYPERION – aims to leverage existing tools/services and novel technologies to deliver an integrated resilience assessment platform, addressing multi-hazard risk understanding, better preparedness, faster, adapted, and efficient response, and sustainable reconstruction of historic areas.

HARMONIA - EU-funded HARMONIA project will focus on a solution for climate applications. It will test modern remote sensing tools and 3D-4D monitoring. Specifically, the project will leverage existing tools and services to deliver an integrated assessment platform working on top of Global Earth Observation System of Systems (GEOSS). Machine learning/deep learning techniques will also be used to develop a modular, scalable, data-driven, multi-layer knowledge base of urban areas. HARMONIA will consider the local ecosystems of European urban areas with extra attention to sustainable urban development goals. HARMONIA aims to deliver an integrated resilience assessment platform (IRAP).

SHARE – aims at exchanging experiences in cultural heritage policies in urban settings, to identify best practices and innovative methods to develop a sustainable and smart approach to its management and use. The project will target ways in which smart cities projects can be effectively improved by including a smart and sustainable agenda for cultural assets in urban center.

Collaborating with projects in the same research field, in this instance, cultural heritage, scientists can exchange not only ideas, but also roadblock and hurdles. And by sharing their experience, research challenges can be overcome more easily.

YADES project will aim to collaborate with said projects as much as possible which will include, but not limited to:

- Joint event to share research findings
- Presenting projects at international conferences in the same booth
- Workshops
- Other activities

Consortium partners will continue their efforts in finding new collaboration touchpoints and partners.

2.6 Dissemination requirements

All dissemination activities performed in the framework of YADES framework, must adhere to specific requirements explained in Grant Agreement.

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible disseminate its results by disclosing them to the public by appropriate means, including in scientific publications.

The beneficiaries must ensure open access (free-of-charge online access for any user) to all peer-reviewed scientific publications and research data.

Proper EU funding acknowledgement should be included in all dissemination activities. Which is as follows:

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- display the EU emblem and
- include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 872931”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

3. Communication strategy

YADES will engage in a comprehensive and well-structured dissemination, communication, and community building plan to ensure a broad promotion of the design studies conducted, the developed concepts, technologies, and future implementation potential results. The consortium will follow a phased approach to defining, planning, organising and exploiting a rich set of activities and instruments in the most effective way. While this plan and specific actions will be refined during the project, the core structure and main activities have already been organised.

YADES approach to public outreach, community building and engagement starts with outlining key activities and dependencies that should be considered to increase the effectiveness of the public outreach strategy succeeding at the same time the engagement of all key stakeholders.

To achieve more meaningful interactions with different target groups, a set of principles has been adopted and oriented towards the long-term sustainability of YADES:

(a) **Long-term relationship building and earning trust.** YADES will build research, academia and society respect and recognition, as well as cultivate trust in its ecosystem by leveraging topic-specific expertise and experience to research market the YADES offerings to the target audiences

(b) **Personalized, multi-channel communication.** YADES will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalized messages, across various touch points of identified ecosystem stakeholders based among others on **Sentiment Analysis, Machine Learning & Natural Language Processing Techniques** for a continuous data collection, analysis & reporting on the targeted audiences’ perceptions and priorities before, & during the project’s lifetime

(c) **Empowerment.** YADES will interact with its target audiences in a mutually beneficial environment, empowering the members of its ecosystem to bypass obstacles in their digital transformation journey.



Figure 3 Sentiment analysis overview

3.1 Stakeholder engagement

YADES has already defined and implement a set of actions starting from a more in-depth analysis of the needs and priorities of the various stakeholders. The specific task leader Metis Baltic has extensive expertise in this area applying state-of-the-art communication practices and AI algorithms for more than a decade in EC projects effectively identifying the key pathways for the stakeholder's engagement and succeeding the optimum projects' communication results.

By applying these tools we have already implemented an initial study (03/10/21 - 03/11/21) of more than 250K posts both in traditional and new media sources in order to analyse the current public sentiment, top influencers and trends related to the application of advance technologies (sensing, big/advance data analysis etc.) in this topic.

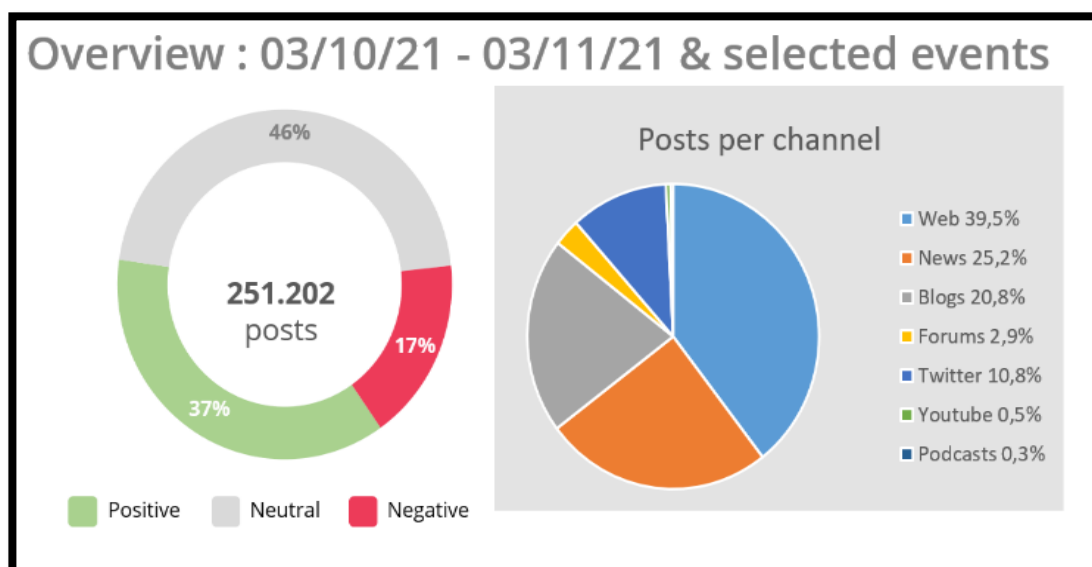


Figure 4 Initial Sentiment study

Practically an important part of the audience has no opinion or is not engaged/interested in this topic (46%) when the rest is divided among people with positive predisposition for the application of new technologies for security purposes (37%) and a minor but statistically critical rate of people (17%) with major concerns and questions in the usage of such practices leaving the consortium a white space for targeted communication activities.

Throughout the project Metis Baltic will apply more **multilayer e-listening methods** and we will “run” targeted as well as general audiences’ web analytics campaigns in order to identify in detail key indicators for stakeholders’ engagement: like the latest top trends, top news & quires, top influencers, buzz evolution, social & traditional media reach etc. The outcome will be a holistic sentiment analysis of the current engagements as well as of the best and most effective pathways to reach all stakeholders and communicate the project’s key outcomes. The primary objective is to identify the best modalities of reach, interaction, and communication with each group of relevant stakeholders for more effective promotion of the project’s outcomes to maximize its scientific and socio-economic impact.

This will be supported by a spectrum of actions that includes:

- Establishment and management of liaisons and synergies with relevant initiatives, both on local/national and pan-European levels, leveraging on existing communities.
- Participation to and organisation of events. More details will be added in the development of the workplan.
- Support of the stakeholders’ engagement, community, and capacity building. YADES will define and implement a strategy for the multidisciplinary user community engagement considering the needs and priorities of the various stakeholders. The primary objective is to grow the size, reach and activities of the ecosystem for increased scientific and socio-economic impact. The task will build on the existing solid networks of YADES partners.

3.2 Brand identity

Distinguishing oneself in the minds of general public and research community is essential to every project. To achieve high recognisability YADES will need to have an identifiable logo, a colour palette, and design templates for external communication. More than that, project’s identity must have a strong connection to cultural heritage and climate change, as it is the main issues that YADES set out to tackle.

Project has a very diverse pool of stakeholders – from general public to scientific community and created project identity must be understandable to all of them.

Communicating in a coherent and unified way will help create a strong and recognizable YADES project brand. To do that, all internal and external communications must follow certain rules, which will be described in brand guidelines.

Templates for external communication, as well as exemplary illustrations will be provided to consortium members as well.

3.3 Project website

YADES website design was carefully chosen not only to strengthen the recognition of the project, but also to be welcoming and easy to use. Elaborate visual graphics and videos on the landing page were omitted as it would lengthen the loading time of the website, as well pop-ups, music, and other intrusive design elements. Making a choice to keep website layout

simple not only enhanced website performance, but also reinforced professional image of the project.

To increase project's brand recognition, project's colour palette was used as a base for the website design. San-serif font is used for majority of the text, while serif fonts are used sparingly, mainly to emphasize important aspects or notions. As San-serif fonts are easier to read, such combination of fonts ensures high readability of the content and increases the appeal of the website.

The content on the website is curated by outreach and dissemination manager (Metis Baltic), however all partners are encouraged to provide information on their research and project related developments and/or events.

A lot of thought was put into design and information placement on the home page, as it is the first thing visitors see and its goal is to introduce them to the project and encourage further browsing. Thus, a short description of the project and an eye-catching image are placed at the top of the main page.

Funding acknowledgement is depicted in accordance with Grant Agreement, which includes written acknowledgement "This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 872931" and EU logo.

3.4 Social media communication plan

Social media could be considered one of the most effective ways in reaching public and non-scientific communities. User's ability to like and share appealing content, not only helps them reinforce their views and interests, but also exposes their connections to the shared content.

The texts for social media will be prepared in advance and placed in social media communication plan. Proofreading tools will be used to reduce the likelihood of mistakes. Hashtags and linking to other profiles will be used when appropriate.

Since human brain can process image 60 000 times faster than text, it was decided to use relevant images in all projects related posts or tweets. Moving images or gifs will be used to attract attention of stakeholders browsing their newsfeed whenever possible.

As different social media platforms have different target audiences, the post copies will be adapted to each platform to create maximum impact.

Facebook

Facebook, or Meta from 28th October 2021, is one of the most popular social media platforms connecting more than 2.23 billion active users. Facebook is often used for people of various ages to connect with their friends, relatives, colleagues and sometimes people they don't know online. A lot of companies and projects have established there their accounts as well, as it provides them with an opportunity to connect to the end user.

Facebook is also known for its informal style of communication between all parties and amount of personal content and is considered to be one of the best platforms to reach general public.

LinkedIn

LinkedIn, the world's leading social media platform in professional networking, was chosen to be one of the main social media platforms for this project, for its ability to reach business professionals, researchers, and related industry representatives in an effective and professional manner. LinkedIn unites more than 675 million professionals working in various

fields worldwide, making it an ideal platform to connect with business community as well as individuals interested in new technology developments.

Twitter

Twitter, a microblogging and social networking platform with over 300 million active users monthly, was chosen to be one of the main social media platforms for this project, for its ability to deliver short, concise messages for potential stakeholders in a timely manner.

Even though Twitter was originally developed as a microblogging platform and users primarily communicated with short messages (max. 280 characters), called “tweets”, currently the platform allows the use of images, moving images (gifs) and short videos.

ResearchGate

ResearchGate is a social networking platform for scientists and researchers. The social platform was established in 2008 and aims to connect the world of science and make it open to all. Currently ResearchGate unites more than 20 million researchers from over 190 countries. On this platform scientists and researchers are encouraged to connect, share their papers, ask questions, and collaborate. This collaborative environment of curious truth seekers empowers researchers to create their best work.

YouTube

YouTube is video sharing and social media platform with more than one billion monthly users who collectively watch more than one billion hours of videos each day. It is also the second most visited website in the world after google.com.

The amount of scientific and educational videos has been rapidly increasing the past few years and now YouTube has an extensive community of scientists and life-long learners. This environment of curious truth seekers empowers researchers to create their best work.

Types of content

Different types of content are essential for creating engaging and memorable social media presence. For YADES project the main content types will be as follows.

Content types:

- Project updates
- Industry news
- Partner post reshare
- Educational posts
- Historical posts

Each of the content types is expected to help in reaching different communication goals of the project.

Project updates will include information on upcoming and performed dissemination and outreach activities as well as latest developments in the research. Content explaining projects goals, objectives and structure will also be included in this category. These updates will target project stakeholders and will inform them on the progress of the project.

Industry news will include latest updates on climate change and cultural heritage, like regional and national conference, major scientific discoveries, and changes in legislation.

Partner posts related to the project will be reshared to increase collaboration spirit between partners.

Educational posts will present scientific information on climate change and general information on cultural heritage in engaging and easy to understand way. These posts will also cover statistics and known cases.

Historical posts will provide historical context for 3 case areas (cities Trebinje in Bosnia and Termoli in Italy and Region of Sterea Ellada in Greece). By providing stakeholders and public with historical and mythological context of the research areas, we will make the project research more relatable and personal. Reworking the famous Joseph Stalin quote we could say “Losing one cultural monument to climate change is a tragedy. Losing thousands is a statistic.” YADES project is determined to prevent it from becoming a statistic and telling stories and creating affections towards historical cities and regions will help to do that.

Social media plan template

Successful social media communication is almost impossible without a detailed plan, especially when project is represented in more than one platform.

Social media communication plan will have all essential information about live and planned posts such as: precise time of publication, topic of the post and copy, external links, images, and relevant notes. Example of such plan can be seen below.

SOCIAL NETWORK	(MONTH/DAY)*	TIME	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 1 day before publishing)	EXTERNAL LINK	NOTES (e.g., specific images, etc.)
WEEK 45							
TWITTER							
LINKEDIN							
FACEBOOK							
RESEARCHGATE							
YOUTUBE							
WEEK 46							

Figure 5 YADES social media plan template

To make this detailed plan easy to use and understand, different colours will be used for different social media platforms (please see the image above) and content types (please see the image below). By adopting this colour coding system, social media manager will be able to grasp the situation immediately – which content types are used more frequently, and which social media platforms might need a boost. Additional content types and/social media platforms may be added during the project.

Social Media plan will also help ensure that post copies are adapted to social media platforms and target audiences.

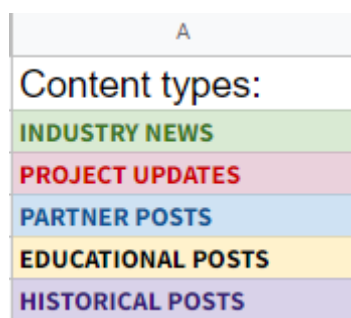


Figure 6 Social media content types

3.5 Promotional material

Promotional material (leaflets, posters, and handouts) will be created to support the image of YADES project. Printed-out materials were primarily used in conferences, workshops, and networking events to promote and raise awareness of the project.

All communication and dissemination material will be created using unified templates. The use of the same colour pallets, fonts, and illustrations in a similar style will help create a strong and unified brand. Creating a strong and recognizable brand is paramount for a project that seeks to raise awareness and form a solid base of stakeholders in the technology and innovation industry.

Special attention will be given to the layout and readability of information in print-based dissemination materials – majority of text will have white background which contrasts with the colour of the text, thus increasing its readability. High-quality, eye-catching images will be used to attract attention of potential stakeholders.

Quality paper is essential in creating long lasting and positive image of the project; hence all leaflets, posters, and other handouts will be printed on higher density paper with a glossy finish.

Acknowledgements will be included in all digital and print materials. Acknowledgements will include text proposed in the General Agreement (GA) and EU logo.

Promotional animation video will also include EU logo and required acknowledgements. Created animated project videos will target general public and will provide non-scientific explanation of project objectives and goals.

3.6 Newsletters

Newsletters will be one of the main sources of information for the project community. Newsletters are released annually and distributed to subscribers via e-mail, published on the website and promoted on social media.

Newsletters will cover ongoing activities, dissemination highlights and the activities of the Project Management Team.

Project outreach and dissemination leader Metis Baltic is responsible for content collection, design, editing and distribution, whereas all YADES partners contribute to the content. Information for the content is collected through the Work Package (WP) leaders, however all partners are welcome to send any last-minute developments or news directly to the outreach and dissemination team.

Newsletters will be distributed in pdf format as it not only optimizes the weight of the file, making it ideal for digital distribution, but also allows active hyperlinks, which enhances reading experience.

3.7 Networking activities

Networking activities are an important part of dissemination plan, as they allow knowledge acquired during YADES project to be shared between participating personnel and institutions.

The main goal of networking activities is to ensure that local knowledge gained through each of the secondment becomes global knowledge.

Several types of networking activities will be performed during the project:

- Seminars
- Workshops
- Summer schools
- Researcher's Night
- Meetings

Additionally, all project participants are encouraged to engage in online communication. Periodical teleconference meetings for project management team are scheduled to keep all consortium members on track with project tasks and informed on latest developments. Consortium members are encouraged to participate in project related discussions on social media platforms or specialized forums, to increase collaboration and dissemination of project results.

Seminars – the main purpose of seminars are to familiarize secondees with new work and cultural environment. Hosting organisations prepare a brief overview of living and working conditions. After returning to their original organisation, secondees will present research outcomes, obtain methodologies as well as encountered difficulties to their colleagues.

Workshops – the main purpose of workshops is to foster collaboration and train fellows professionally by exposing them to different environments. The workshop event will be open to all researchers (internal and external) for four days and will focus on attracting MSc, PhD, and postdoctoral researchers. It is expected that this type of event will be a source of inspiration for future research activities and collaborations.

Summer schools – the main purpose of summer schools is to allow participants to acquire complementary technical expertise, including IPR and presentation of scientific results. Based on global and local situations, as well as traveling restrictions, some of schools can be held virtually. Summer schools will follow a predetermined schedule and will consist of lectures, demonstrations, round table discussions and field trips.

Meetings – the main purpose of meetings will be to evaluate the progress of the project as well as plan future actions. All fellows will have the opportunity to exchange opinions and strengthen collaboration. These meetings will be organized on a regular basis.

Researcher's night – During the week of the European Researcher's Night, two Project Open Day events will be organised from all beneficiaries/partners to each country/partner in order to raise scientific awareness among citizens (including students from local high schools) and provide the opportunity to receive first-hand scientific experience. The researchers will also give public talks and TV interviews about the results of the Open Days. Moreover, presentations will be given during European Researchers' Night: Exploring science through fun learning. The presentation will include hands-on experiments or workshops based on the YADES thematic areas.

3.8 Communication requirements

All communication activities performed in the framework of YADES framework, must adhere to specific requirements explained in Grant Agreement.

First and foremost, all communication activities must include proper acknowledgement of EU funding. Which is as follows:

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- display the EU emblem and
- include the following text: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 872931”*.

When displayed together with another logo, the EU emblem must have appropriate prominence.

Also, any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains.

4. Report on dissemination and outreach activities

“The beginning is the most important part of any work” – states Plato in Socratic Dialogue. And many more great thinkers agree that it is important to start and later you can improve upon. And this was the exact logic that the project management team followed at the very begging of the project.

The start of the project coincided with global pandemic and following restrictions. This would have been challenging enough for any project, but it was devastating for a project that relies heavily on in-person cooperation of partners from different parts of Europe. However, project management team kept everyone’s spirits up and motivated members to overcome obstacles.

Despite the circumstances, YADES consortium achieved all dissemination and outreach goals set for this period and is prepared to intensify their efforts as the project matures.

4.1 Logo

Project logo is by far the most important aspect of identity mix; thus, a lot of time was spent developing it. The created logo had to be not only visual but also have a strong connection to the cultural heritage and climate change.



Figure 7 YADES logo

An outline of stylised Greek style columns were chosen to represent the aspect of cultural heritage in the logo. Greek style columns in architecture have a strong connection to antiquity and historical monuments among general public. Depicted columns are distressed and half of one is already gone, this suggests that columns in question are old and decaying, which will strengthen associations with antiquity and historical heritage.

Explanation behind the choice of black colour is a little bit more complicated and targeted at scientific community and signify CO₂ gas. CO₂ gas is usually stored in cylinders with black body (according to BOC colour coding). CO₂ enters the atmosphere through the respiration of organisms, the decomposition of organic matter, the burning of fossil fuels and fermentation and is one of the 6 gases responsible for greenhouse effect, and consequently climate change.

Pollution is often associated with black colour among the general public, meaning they can subconsciously connect black colour with climate change, as pollution could be considered one of the main factors for it.

4.2 Website

Project website is one of the main sources of information for the project's stakeholders and is updated as soon as new information becomes available and can be found at <https://YADES-project.eu/>.

Project website has the following structure (corresponding with top menu tabs):

- Home
- Project
- Newsroom
- Contact
- Cloud Management Platform

Links to the available social media accounts are incorporated at the top menu of the website, to ensure seamless transition between the platforms.

Home tab is the website's landing page (illustration below) with all the main information about the project, and its main goal is to grab attention and facilitate further browsing. A lot of time and effort was dedicated to choosing the main illustration for the website. Illustration had bridge climate change and natural heritage, as well not be subject to copyright restrictions. The dark and cloudy sky in the chosen picture associates with climate change and its negative impact on weather patterns around the world.



Figure 8 YADES website main page

Home page also include important project information such as objectives, key statistic, social media links and funding acknowledgement.

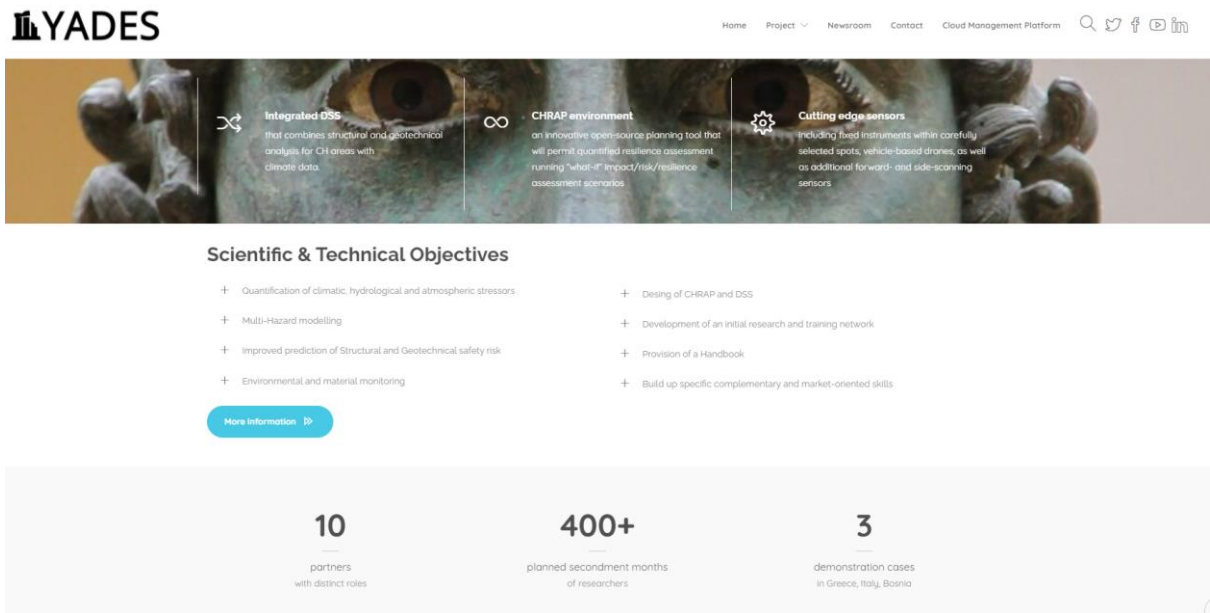


Figure 9 YADES website main page objectives and main statistics

Project tab houses detailed information about YADES project, its objectives challenges and motivation behind it. Consortium partners and other relevant projects can also be found under this tab.

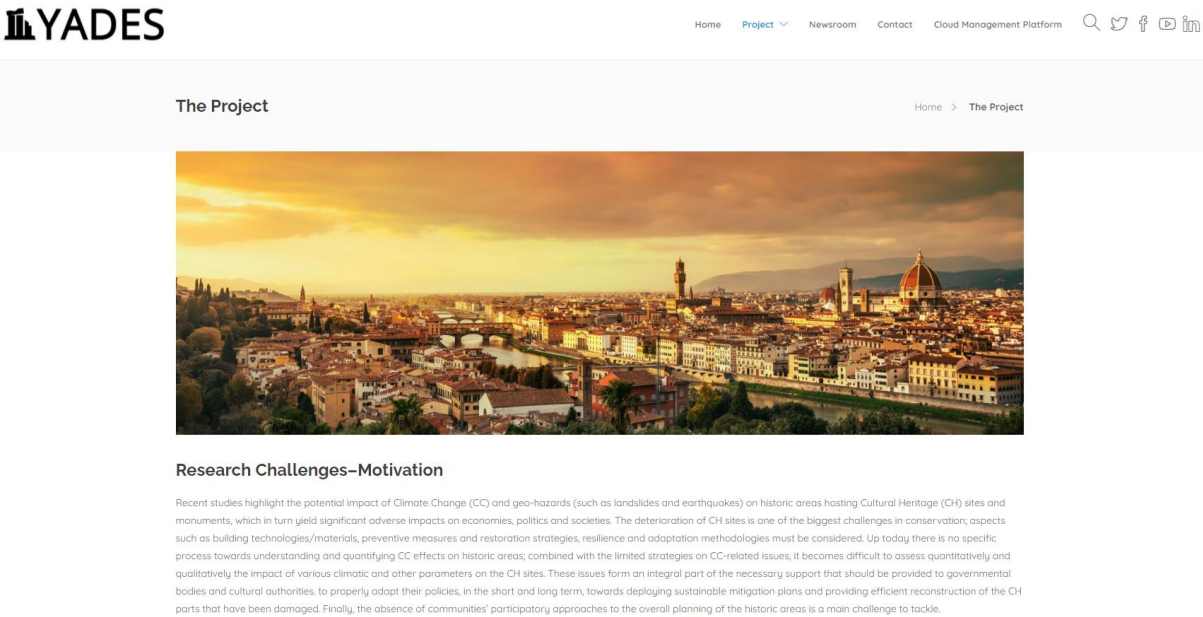


Figure 10 Research motivation in Project tab of YADES website

Disclosing the motivation behind the research is very important to every project, as it helps for potential stakeholders relate to research subject and see the real-world benefits. Which becomes even more critical in commercialization and exploitation stages of the project.

Project consortium is depicted in the project tab as well. Having a listing of reputable and well established in research field partners, is vital for the project, as their reputation “overflows” to the project, thus increasing its credibility.

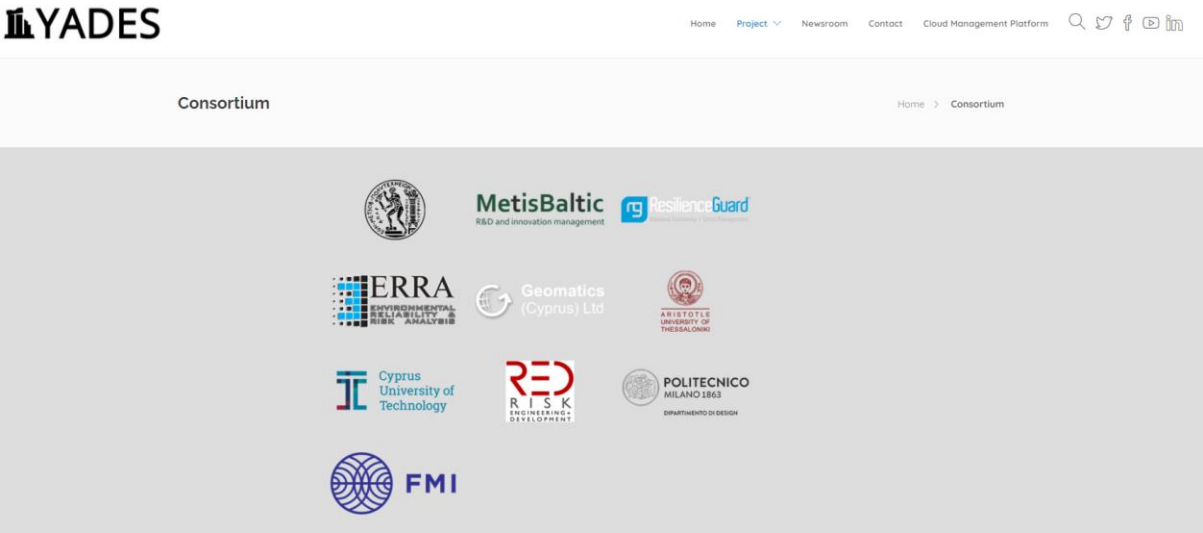


Figure 11 Consortium partner list in Project tab of YADES website

Newsroom tab will house all important updates related to the project. Its biggest developments and achievements

Contact tab is very important for seamless communication between potential stakeholders or projects interested in collaboration and YADES consortium. The primary contact for YADES project is the project coordinator - National Technical University of Athens. Project coordinator will deal with income inquiries or if need be, transfer them to appropriate partners.

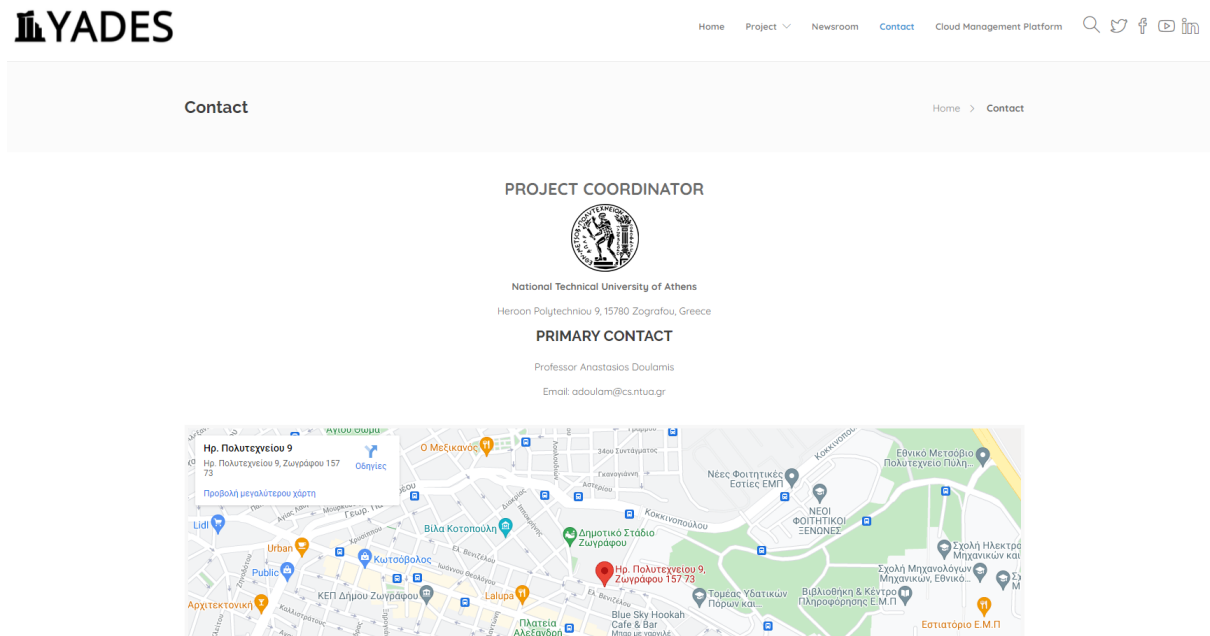


Figure 12 Contact tab on YADES website

Cloud Management Platform is an internal system for consortium members. Password and username are required for logging in. Partners use platform for storing and organising documents and files associated with the project. Having all files and documents in one platform, increases collaboration between partners and speeds up their work.

Website analytics

Google Analytics has been integrated to the YADES website and is used to analyse user flow and acquisition patterns. Traffic to the website is heavily dependent on communication and dissemination activities carried out by the consortium members and will increase as the project matures.

From January 1st, 2021, to November 24th 2021, 232 visitors have visited YADES website. Even though the traffic is expected to increase in upcoming periods, we can already see the importance of reference from social media sites for user acquisition.

As can be seen from the graph below direct (depicted as “none” on the graph) and organic traffic are almost equal in user acquisition, however significance of referral traffic should not be dismissed.

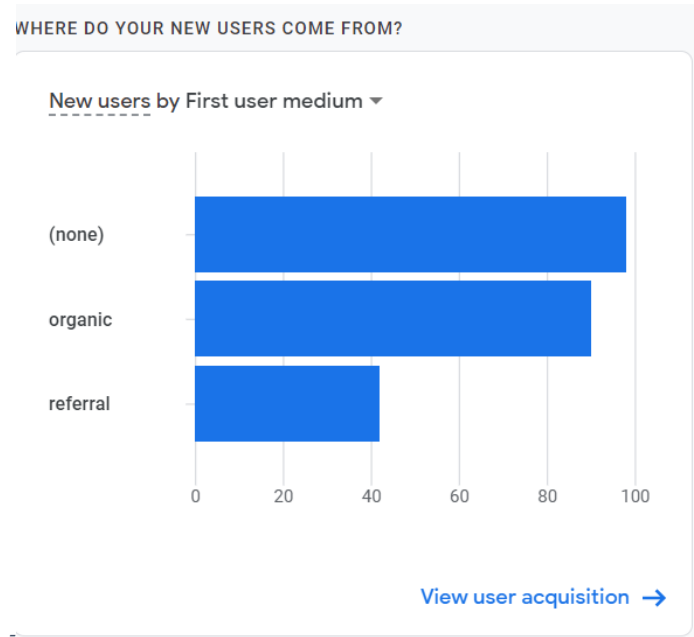


Figure 13 YADES website user acquisition

Website activity of the past 30 days support, the fact that increased dissemination and communication activities over other platforms increases interest in YADES project and thus increases traffic to the website.

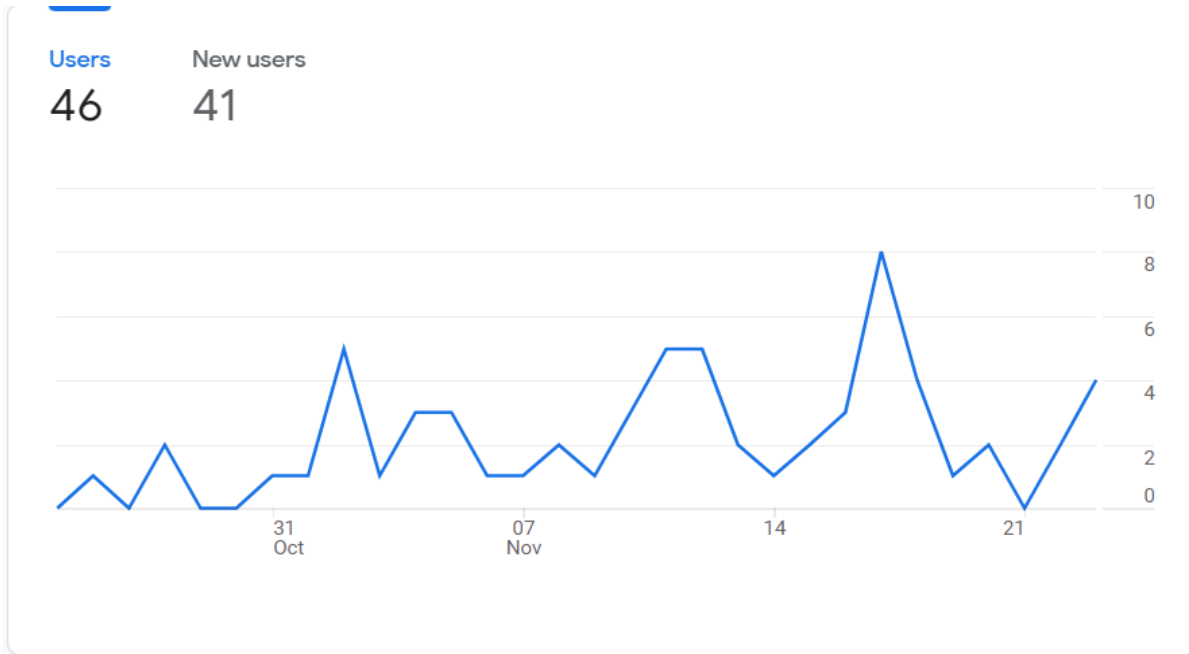


Figure 14 YADES website visitors in the past 30 days

Communication and Dissemination managers will increase their efforts over other channels to raise awareness of the project and increase traffic to the website.

4.3 Promotional activities

Promotional material is very important for a consistent project image.

Two posters were produced in the beginning of the project. The main aim of these posters is to attract attention to the project and inform potential stakeholders about its goals. Picturesque photographs from case sites were chosen to promote the project. These photographs are expected to create favourable associations among local communities.

Posters were printed on glossy, high-quality paper to strengthen the positive image of the project.

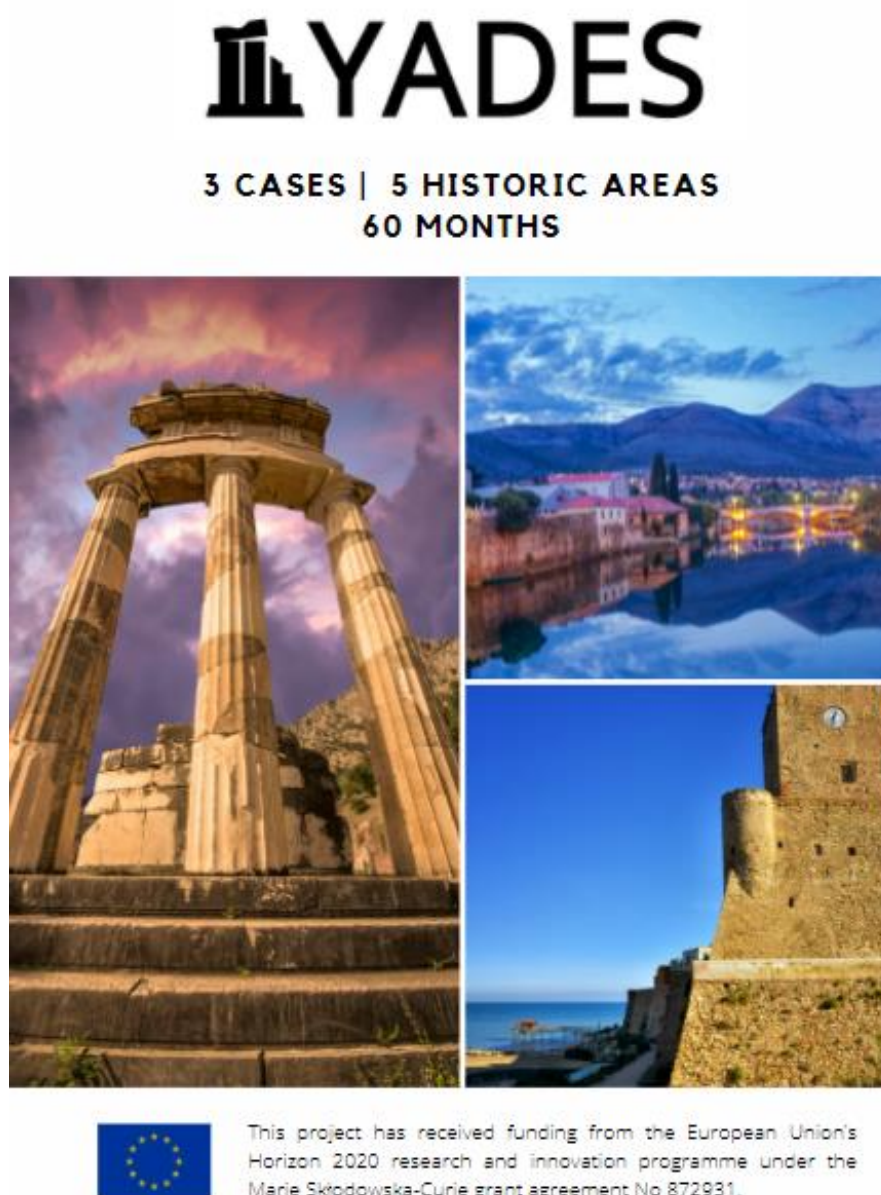


Figure 15 YADES poster 1



MEASURING ENVIRONMENT EFFECT ON CULTURAL MONUMENTS



**10 PARTNERS | 3 CASES
400+ SECONDMENT MONTHS**

www.yades-project.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 872931.

Figure 16 YADES poster 2

4.4 Secondments

Close collaboration between partner organizations is the backbone of this project. Various networking activities are planned for this project, but the most important ones are secondments, that will be carried out over the whole duration of the project.

Secondments provide unique opportunity for researchers to exchange knowledge with their peers, experience different cultures and create valuable connections, that would last beyond this project.

Secondments to METBALTIC

Metis Baltic is a dissemination and commercialization expert, specializing in research and innovation projects, based in Vilnius, Lithuania. During this visit, project partners shared their experiences and good practices in dissemination, communication, and outreach activities.



Figure 17 Mpampis from NTUA secondment to METBALTIC



Figure 18 Mpampis from NTUA secondment to METBALTIC 2



Figure 19 Costas from CUT secondment to METBALTICS

Secondments to NTUA

The National Technical University of Athens is among the oldest higher education institutions of Greece and the most prestigious among engineering schools. The valuable work of NTUA and its international reputation are due to its well-organised educational and research system, the quality of its staff and students, and the adequacy of its technical infrastructure.

NTUA Faculty members publish annually more than 3.000 scientific papers (in journals, conference proceedings, chapters in volumes etc.) which earn more than 20.000 citations.

Secondments to this institution proved to be fruitful for secondees and the accepting organisation on variety of levels, from technical to cultural.

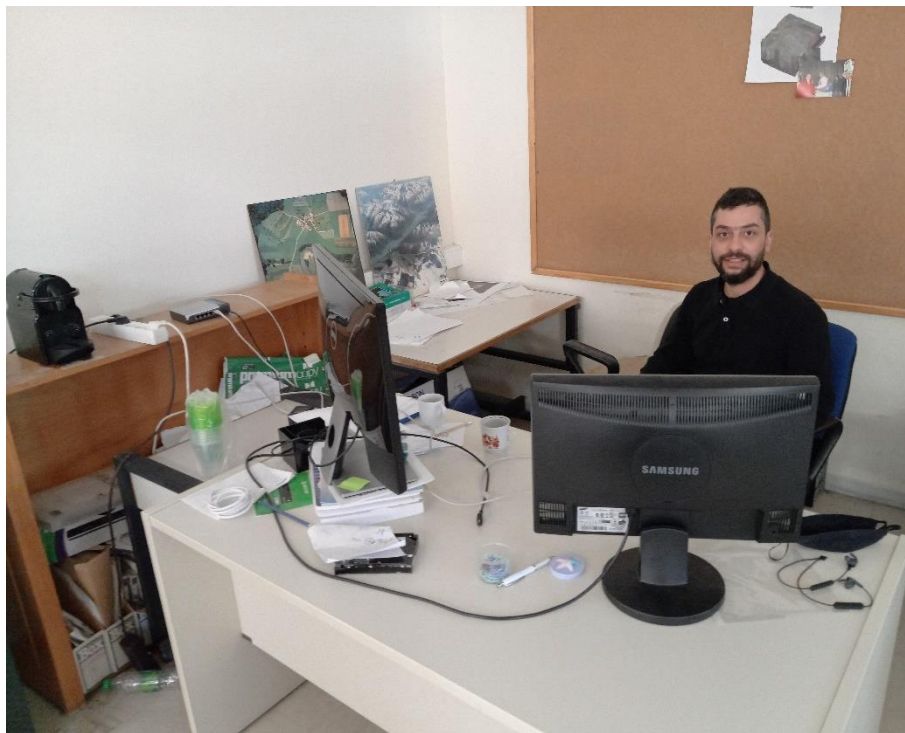


Figure 20 Demiridis from RG secondment to NTUA. Office work



Figure 21 Demiridis from RG secondment to NTUA



Figure 22 Markou from RG secondment to NTUA



Figure 23 Markou from RG secondment to NTUA 2



Figure 24 Christos Mouzourides from GMCY secondment to NTUA

Secondments to CUT

The Cyprus University of Technology is based in Limassol, the second largest city in Cyprus. It was officially inaugurated in September 2007 by then-President of Cyprus, Tassos Papadopoulos. CUT is constantly committed to promoting research excellence, and is internationally distinguished in this area, providing a total of 40 million Euros of external funding for 227 research programmes. Also, the CUT, being the main research and development body for the region, assists and collaborates in a variety of ways with local and international SMEs.

Secondments to this institution proved to be fruitful for secondees and the accepting organisation on variety of levels, from technical to cultural.



Figure 25 Markou from RG secondment to CUT



Figure 26 Markou from RG secondment to CUT

Secondments to GMCY

Geomatics (Cyprus) Ltd operates a full range of integrated and cutting-edge remote sensing technologies. Their expertise includes environmental monitoring, water quality, atmospheric, natural hazards, agriculture, surveillance, cultural heritage, urban planning as well as the social impact of environmental conditions. GMCY main focus is on the development and application of remote sensing, spectroscopy and satellite and UAV imaging.



Figure 27 Julia and Carlo from POLIMI secondment to GMCY



Figure 28 Visit to the Ministry of Agriculture and Environment during the secondment at GMCY



Figure 29 Visit at the new green corridors in Nicosia and meeting and with Eftychia Ioannou, Engineer responsible for the Environmental Issues from the Ministry of Defense, during the secondments at GMCY.

4.5 Events

Project presentations and workshops in relevant and accredited events help raise awareness and create positive impact in scientific, business and industry communities. YADES project was represented in key European, International and Regional events by consortium members and/or Project Management Team.

The Project Management Team (PMT) and Dissemination leader (Metis Baltic) oversaw the consortium's dissemination, and communication strategy. PMT and Metis Baltic encouraged consortium partners to participate in relevant events and promote project developments. A list of recommended events was created and accessible to all partners, partners were also encouraged to take the initiative and participate in events outside the scope of this list. Event participation, along with other topics, was discussed in regular PMT meetings, so that all consortium members would be informed about ongoing dissemination activities.

N-AERUS 2021: How to plan in a world of uncertainty?

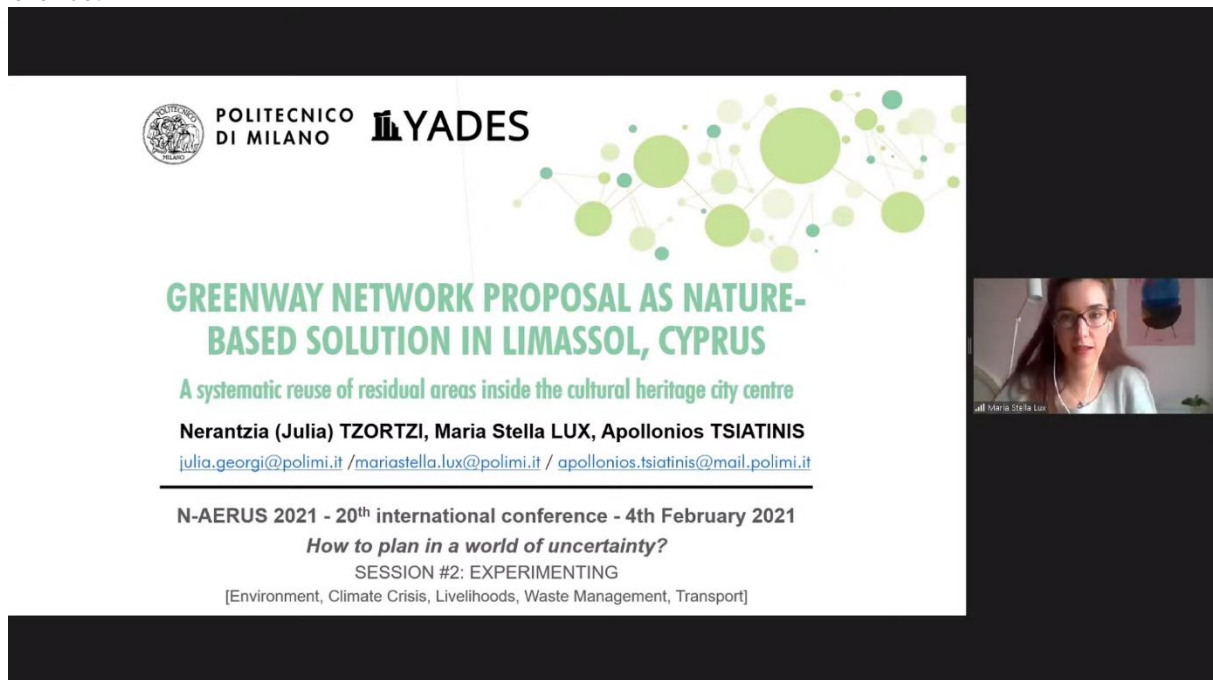
Project partner POLIMI participated in the international conference “N-AERUS 2021: How to plan in a world of uncertainty?” on 4th – 6th of February 2021.

Conference video can be found here: <https://www.youtube.com/watch?v=F86LleSLd-U>

YADES project was represented in this conference in a form of an abstract “Greenway Network Proposal As Nature-Based Solution In Limmassol, Cyprus”. Abstract was published

in the abstract book, and can be found here: https://n-aerus.net/documents/6/Naeus_2021_-_book_of_abstracts-final.pdf

GMCY and YADES project were acknowledged during this conference. The project developed during the POLIMI secondments at Geomatics was a special mention during this conference.



POLITECNICO DI MILANO **YADES**

GREENWAY NETWORK PROPOSAL AS NATURE-BASED SOLUTION IN LIMASSOL, CYPRUS

A systematic reuse of residual areas inside the cultural heritage city centre

Nerantzia (Julia) TZORTZI, Maria Stella LUX, Apollonios TSIATINIS
julia.georgi@polimi.it / mariastella.lux@polimi.it / apollonios.tsiatinis@mail.polimi.it

N-AERUS 2021 - 20th international conference - 4th February 2021
How to plan in a world of uncertainty?
SESSION #2: EXPERIMENTING
[Environment, Climate Crisis, Livelihoods, Waste Management, Transport]

Figure 30 N-AERUS 2021 international conference

EuroGEO workshop 2021

EuroGEO workshop 2021 took place on 20th – 23rd September 2021. This workshop focused on the EO-based solutions to support the European Green Deal while bringing the European community actively contributing to the Group on Earth Observations (GEO).

Partnership between HARMONIA and YADES projects was mentioned during the presentation.



Figure 31 Harmonia presentation in EuroGEO workshop 2021

Engineering Seismology & Seismic Hazard Assessment

In the period from February to May 2021, project partner NTUA organised a series of online lectures for graduate students “Engineering Seismology & Seismic Hazard Assessment”. Lectures were very well received by the target audience and were uploaded to YouTube to facilitate further learning. Online lectures can be found here: <https://www.youtube.com/playlist?list=PL4U0jHLUYO6JcwHAEVuEMvSqNiwnGlnZ2>



Figure 32 Engineering seismology online lectures. Participants

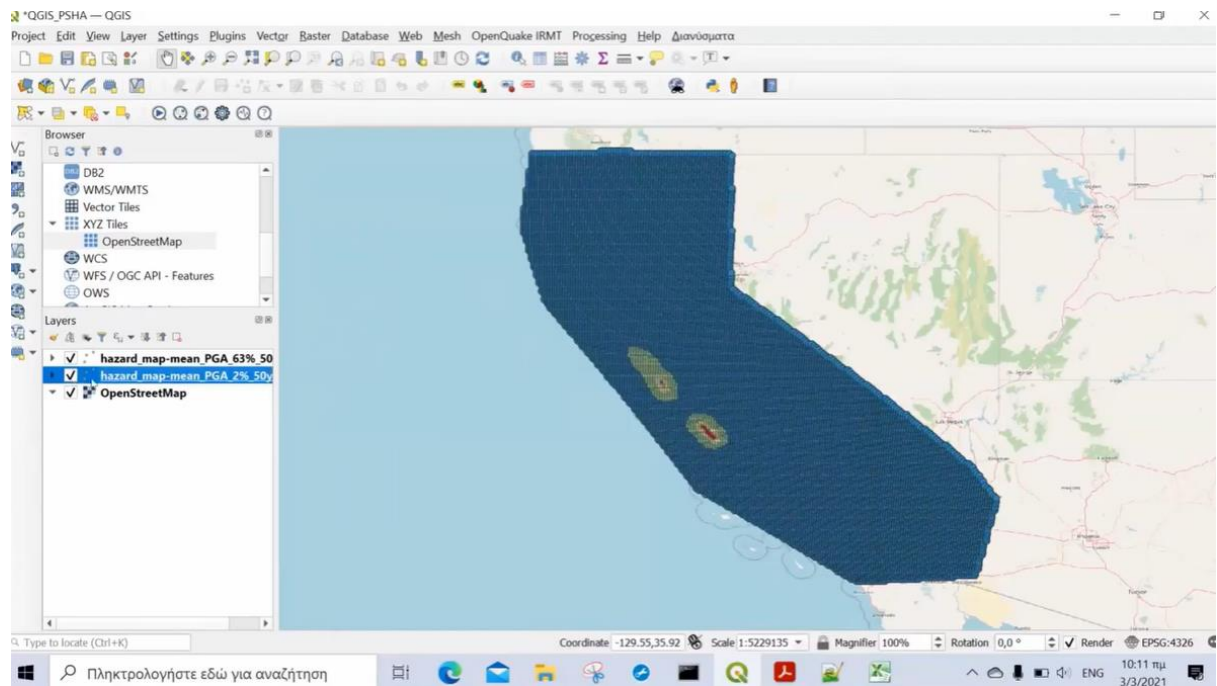


Figure 33 Engineering seismology online lectures. Content example

YADES 1st training school

YADES Training school took place with conjunction with International Conference on Novelties in Intelligent Digital Systems (NIDS21) on 2nd October 2021. The goal of the school was to train PhD students, scientists, policy makers, SMEs representatives and any other interested person in novel intelligent techniques for the identification of risks in Cultural Heritage sites, monuments and historic cities along resilience actions to mitigate these risks. To attract as broad audience as possible, participation in these workshops was free of charge or both registrants and non-registrants of NIDS21 conference. Training school covered a range of topics on Cultural Heritage, Climate Change, Machine learning and Bathymetric Mapping.

Detailed programme can be found here: <https://nids2021.iis-international.org/wp-content/uploads/2021/09/NiDS-2021-Program.pdf>

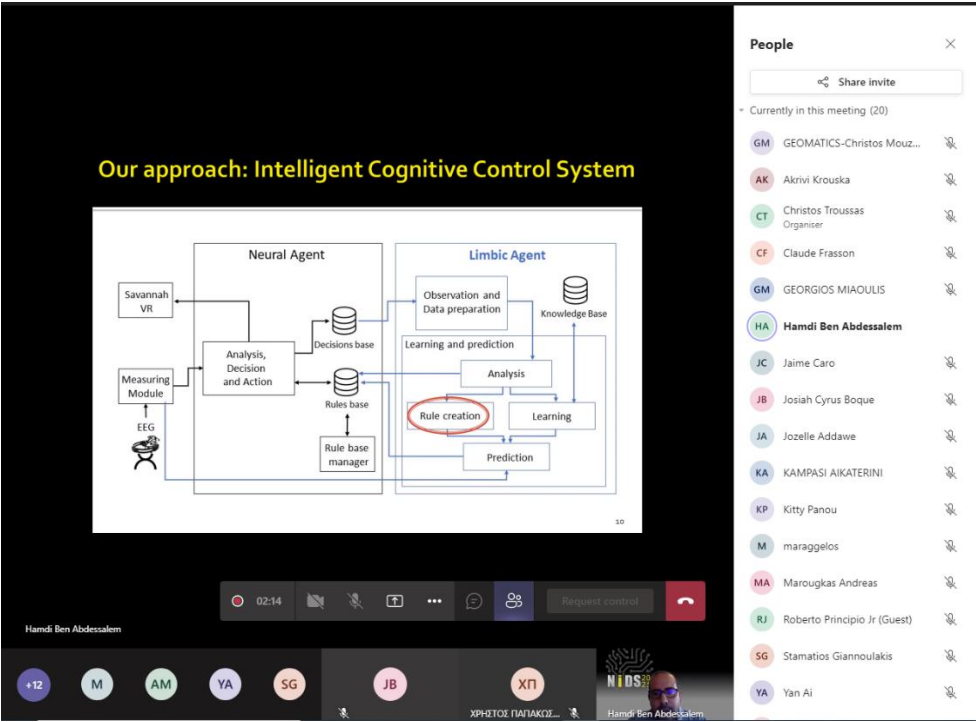


Figure 34 YADES 1st training school. Content and participant list

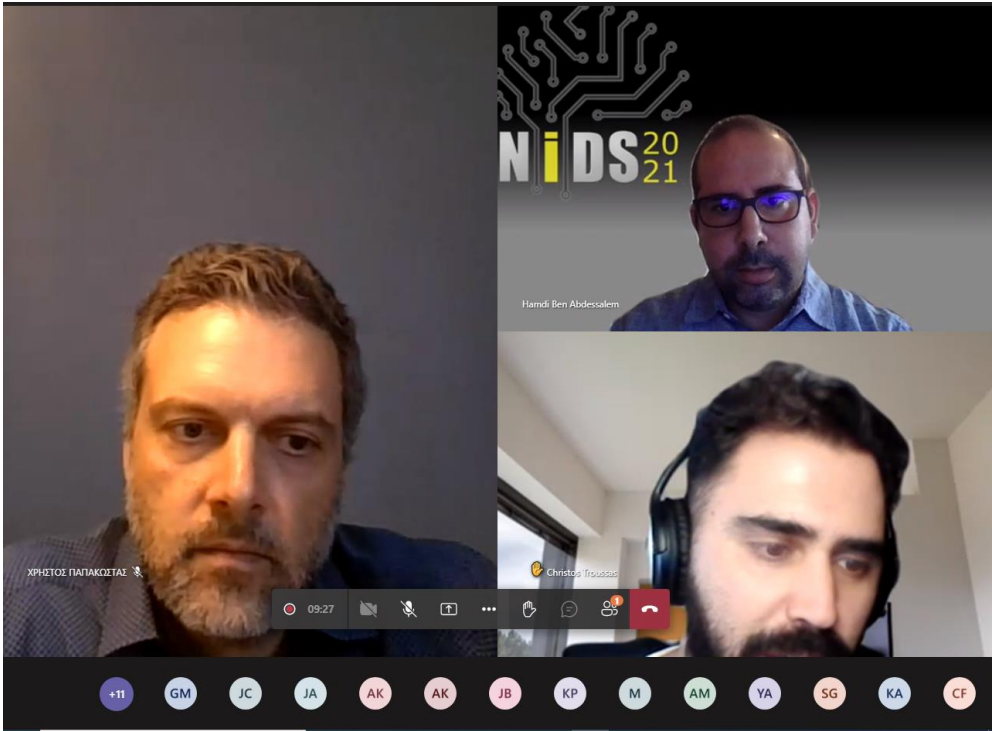


Figure 35 YADES 1st training school. Speakers

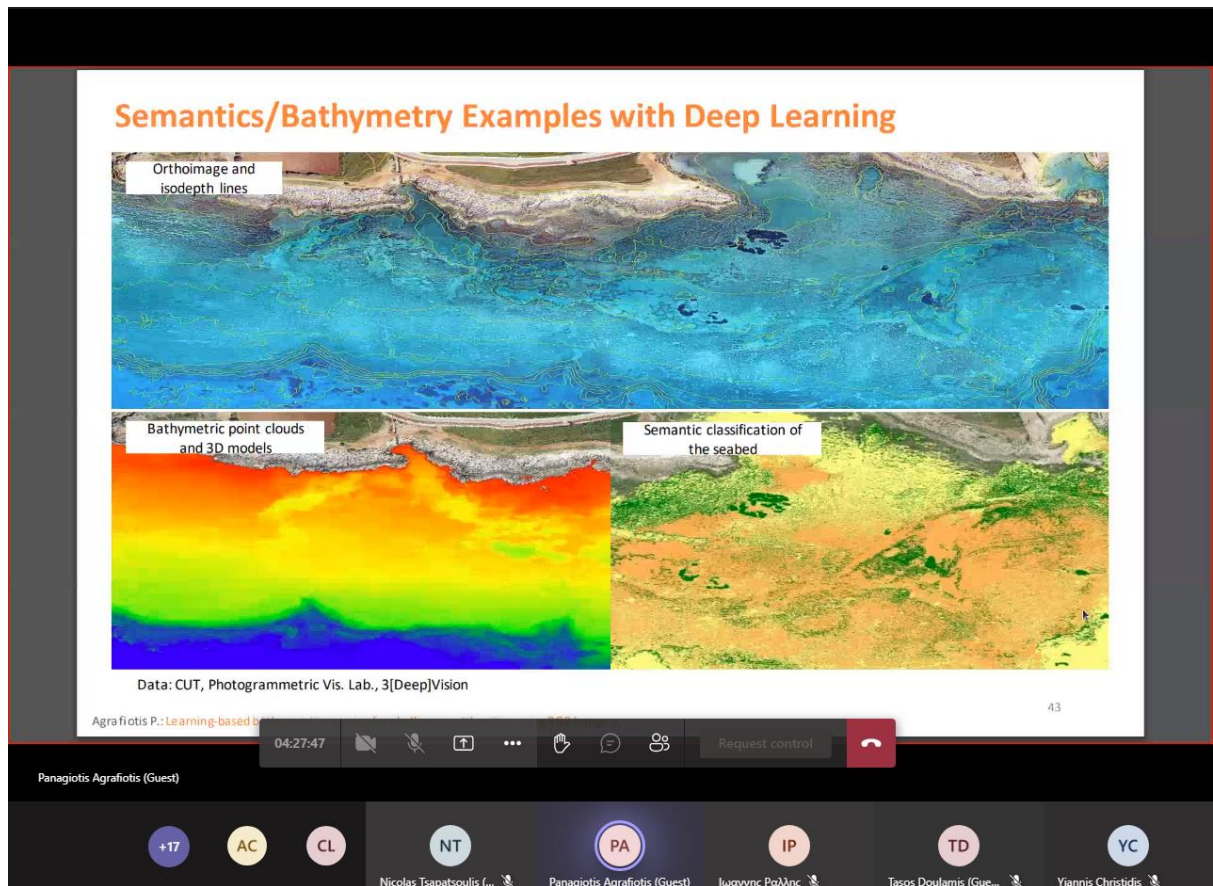


Figure 36 YADES 1st training school. Content

Catastrophe risk modelling in real life: Pacific Islands and the Caribbean

On 27th October 2021, project partners RED and NTUA jointly organised a seminar for catastrophe risk modelers and graduate students “Catastrophe risk modeling in real life: Pacific Islands and the Caribbean”. To make this seminar accessible to as wide audience as possible, it was held online and later uploaded to YouTube to facilitate further dissemination. Online seminar can be found here: https://www.youtube.com/watch?v=zTX_kxuMZtw

Disaster Risk Financing



- Recent natural extreme events have caused large damages in the Caribbean
 - 2017: TC Irma and Maria
 - 2016: TC Earl, Matthew and Otto
 - 2015: TC Erika
 - 2014: TC Gonzalo
 - 2010: Haiti earthquake
 - ...
- **Readily-available money** is of paramount importance to start relief efforts and recovery operations



Hurricane Irma 2017

Earthquake Haiti 2010



Figure 37 Catastrophe risk modeling in real life seminar

PARTECIPATORY LAB Scientific Conference

On 19th- 21st November 2021, project partner POLIMI participated at PARTECIPATORY LAB Scientific Conference: Participatory Design: City, Environment and Climate Change. Experiences, Challenges and Potentials in Track 12: Participation of citizens in the planning and assessment of urban green and landscape.

POLIMI presented the topic “Active citizenship to link Urban Green Infrastructure strategy and Cultural Heritage preservation in the response to Climate Change” to scientific community, experts, and city practitioners.

More information about the conference: <https://en.participatorylab.org/post/scientific-conference-19-21-november-2021>

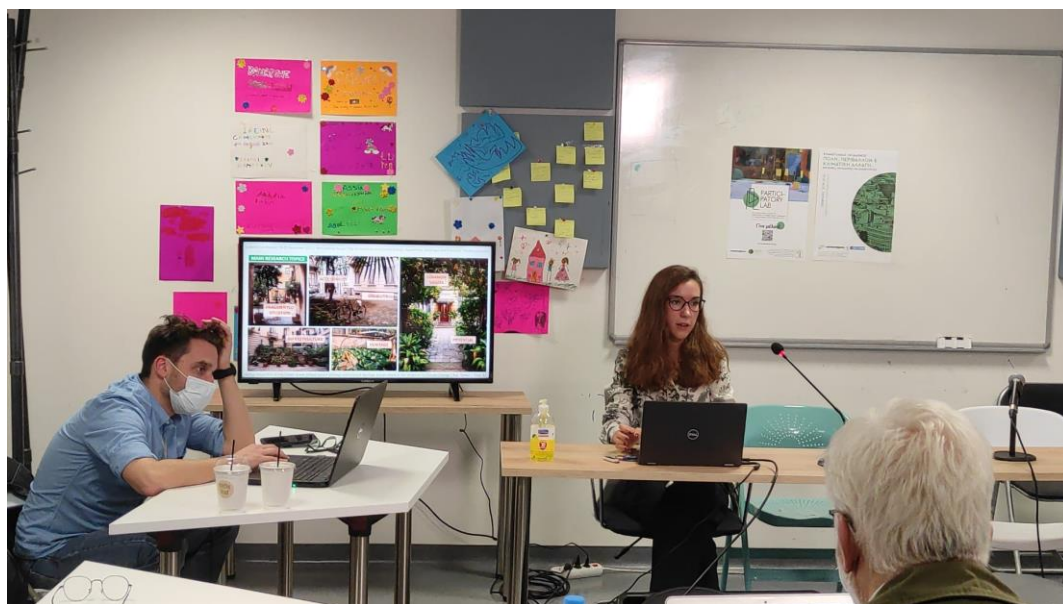


Figure 38 PARTECIPATORY LAB Scientific Conference

4.6 Scientific publications

Scientific publications are significant part of the dissemination activities of the project, as they are the direct result of all research conducted in the framework of the YADES project. The table below provides detailed information on scientific publications produced in the first 18 months of the project.

Table 4 Scientific publications

No	Partner	Authors	Title of the publication	Type of publication	Place of Publication	Status
1	POLIMI	J.N. Tzortzi, M.S. Lux, A. Tsiatinis	Greenway Network Proposal As Nature-Based Solution In Limmassol, Cyprus	Abstract	4-6 February 2021, N-AERUS 20th International Conference - HABITAT UNIT - TU Berlin	Published
2	POLIMI	M.S. Lux, J.N. Tzortzi,	Active citizenship to link Urban Green Infrastructure strategy and Cultural Heritage preservation in the response to Climate Change	Abstract	Scientific Conference: 19-21 November 2021. Participatory Design: City, Environment and Climate Change. Experiences, Challenges and Potentials	Submitted
3	FMI	Antti Hellsten, Klaus Ketelsen, Matthias Sühring, Mikko Auvinen, Björn Maronga, Christoph Knigge, Fotios Bampas, Georgios Tsegas, Nicolas Moussiopoulos, Siegfried Raasch	A Nested Multi-Scale System Implemented in the Large-Eddy Simulation Model PALM model system 6.0	Journal article	Geoscientific Model Development, 14(6), 3185-3214	Published

Consortium partners will continue their work on scientific publication and getting them published.

4.7 Social media presence

Social media is one of the most fast and efficient ways to reach general public. Several accounts were established for YADES project and communication team has begun expanding stakeholder's circle. As the project matures and develops communication with public will intensify.

Accounts on 5 social media were established:

- **LinkedIn:** <https://www.linkedin.com/company/YADES-msca-rise-project/>
- **Twitter:** <https://twitter.com/EcYADES>
- **Facebook:** <https://www.facebook.com/YADES-109221347352706>
- **Research Gate:** <https://www.researchgate.net/project/YADES-MSCA-RISE-Project>
- **YouTube:** <https://www.youtube.com/channel/UCumCjeWPHZyttCF4BzqXG3w>

Because of nature of YADES project and importance secondments play in the progression of the overall project, and travel restrictions related to pandemic, the project has received the extension and a number of activities were postponed. Due to these reasons, social media accounts became more active not too long ago and still are in the process of developing their follower base.

Facebook

Facebook is also known for its informal style of communication between all parties and amount of personal content and is considered to be one of the best platforms to reach general public. Tagging project secondees and organisations will provide additional exposure to their network, making it easier to reach interested parties.

At the moment, YADES Facebook account has 9 followers, and 5 individuals have “liked” the page. Posts in the past month have reached 23 individuals.

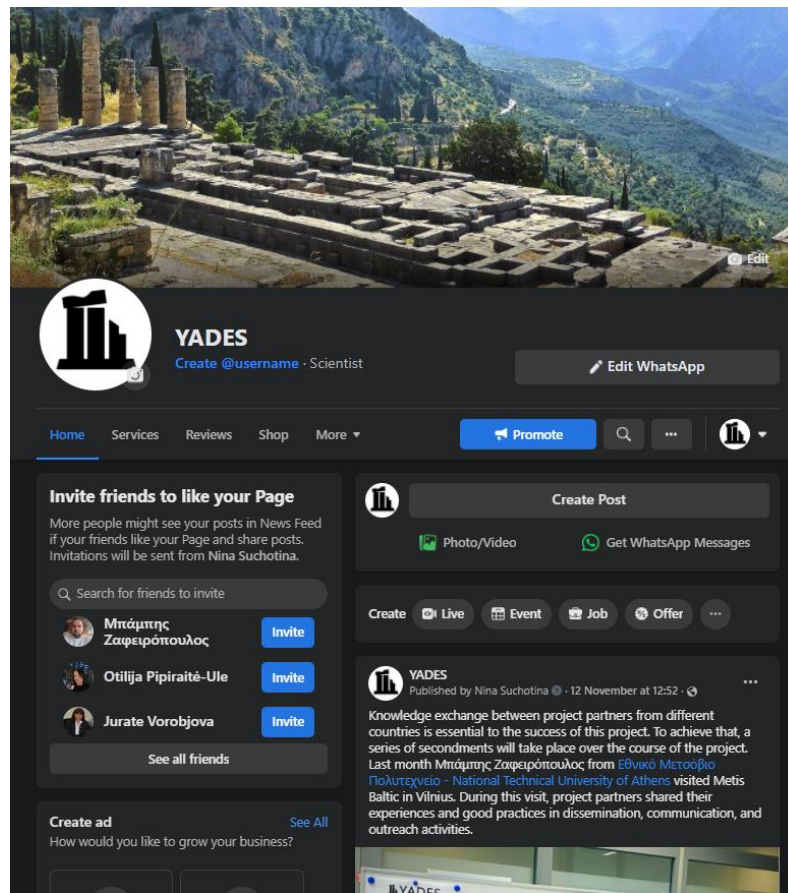


Figure 39 YADES Facebook account

LinkedIn

LinkedIn, the world's leading social media platform in professional networking, thus making it easier to reach scientific community and specialists.

Busy professional individuals often follow hashtags instead of companies to keep up with industry updates. Which means that posts could be a much larger audience, then their follower if relevant and proper hashtags will be used in project updates. Examples of relevant hashtags: #culturalheritage; #climatechange; #environment. Additional hashtags relevant to post content will be added as well.

Currently, YADES LinkedIn account has 12 followers, however 104 individuals were exposed project updates in the past 30 days.

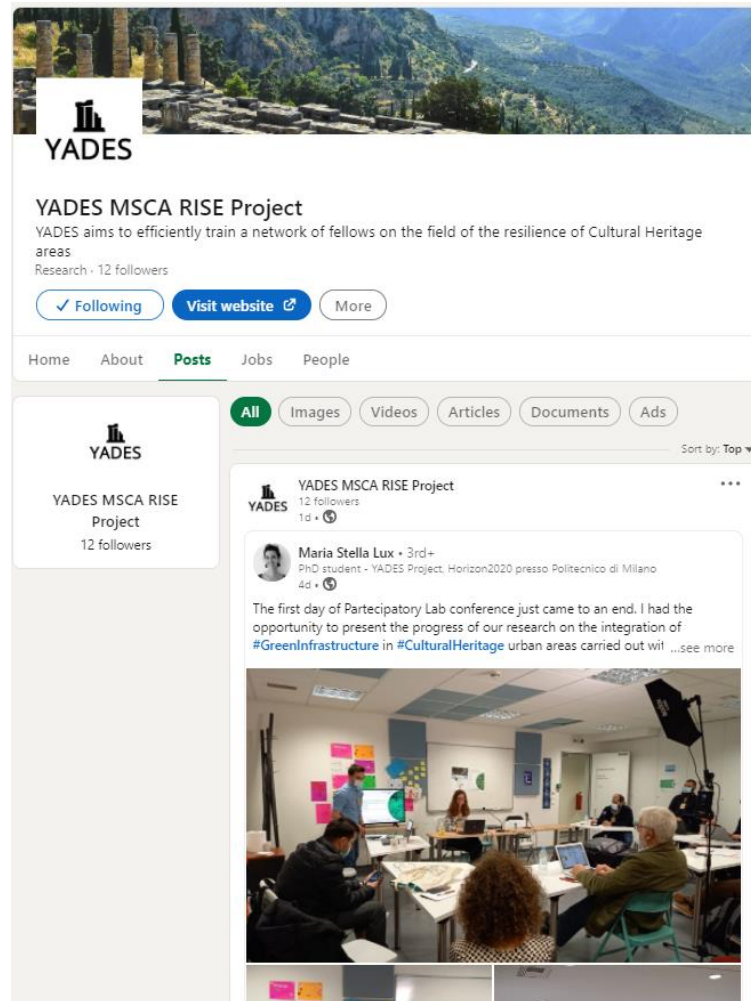


Figure 40 YADES LinkedIn account

Twitter

Twitter, a microblogging and social networking platform best known for short updates, called “Tweets”. There is an extensive community of research and European funded projects on this social media platform, which allows for multiple cooperation opportunities. Using relevant hashtags and tagging allows to reach target audiences in an effective and efficient way.

YADES Twitter account has 12 followers and in the past 30 days project updates have generated 116 impressions.

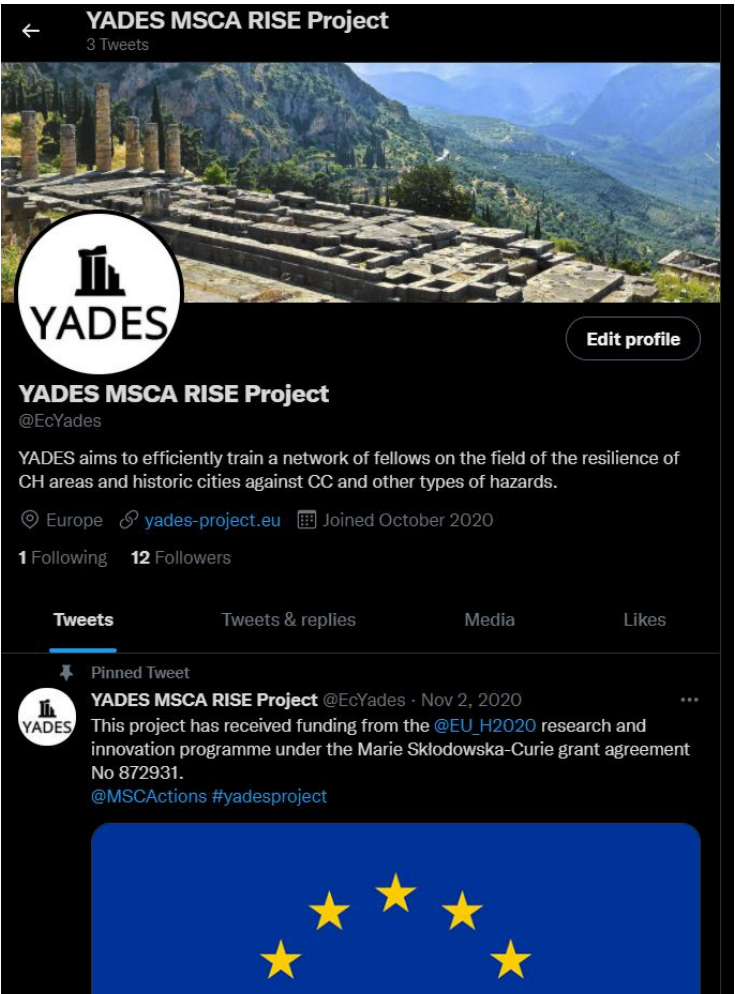


Figure 41 YADES Twitter account

ResearchGate

ResearchGate is a social networking platform for scientists and researchers, which facilitates collaboration between scientists.

YADES ResearchGate account has 9 followers and have generated 109 reads.

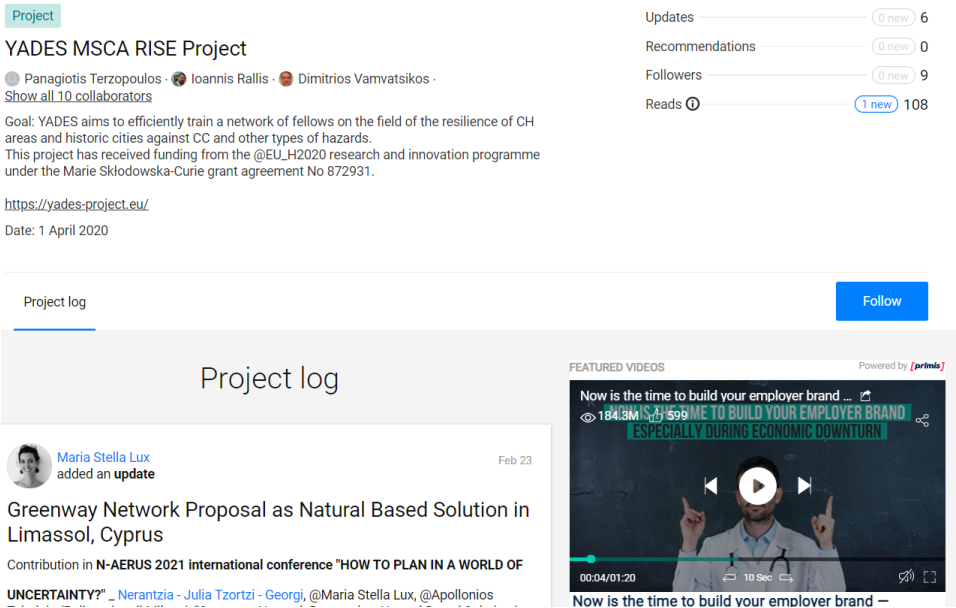


Figure 42 YADES ResearchGate account

YouTube

YouTube is video sharing and social media platform with more than one billion monthly users who collectively watch more than one billion hours of videos each day. It is also the second most visited website in the world after google.com.

YADES YouTube account has 3 subscribers, however no activity at the moment. In the upcoming periods, 2 animation videos will be created uploaded to this platform.

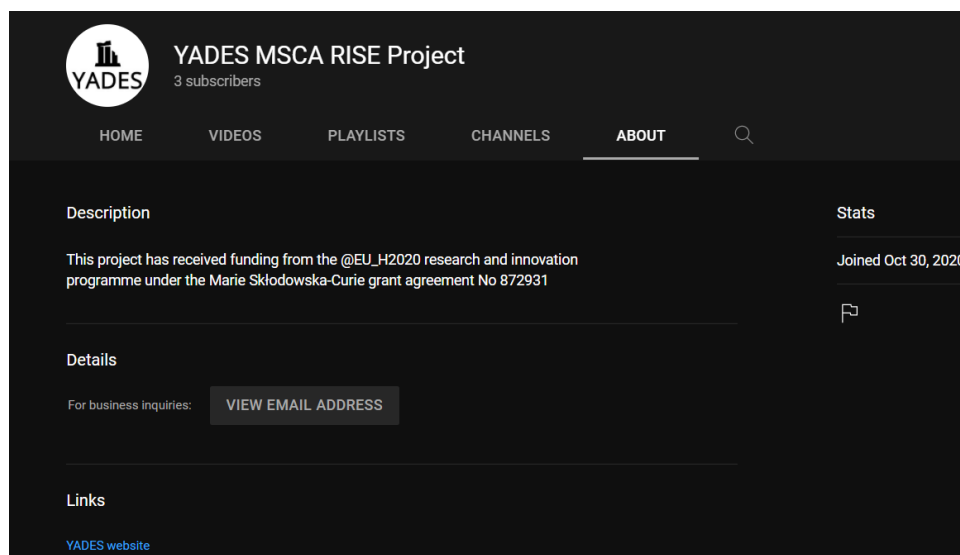


Figure 43 YADES YouTube account

5. Conclusions

The primary scope of the present deliverable is to define the Dissemination Outreach Plan for YADES given that the current global situation. D9.1 provides the general overview of channels, tools, target audiences and measurement of dissemination strategy, as well as channels and activities of communication strategy. Report of performed dissemination and outreach activities was included in the last part of this document.

In the first 18 months of the project consortium members made grand efforts in disseminating project results. Project brand is the basis of further communication actions of the project, that is why project logo and website were developed at the very beginning of the project. Secondments are the very backbone of this project. Even though the secondments had to be delayed due to global pandemic, secondees and organisations were eager to make up the lost time and actively engaged in these activities. The most noticeable dissemination activities in this period were online events – YADES project was represented in 5 well renowned industry events. Among those, was YADES 1st Technical school, that took place in conjunction with NIDS21 conference. In reporting period consortium partners already published 1 scientific publication and produced 2 abstracts.

As the project matures consortium members will increase their efforts in dissemination and communication activities. PMT will closely monitor upcoming events and related projects in search for dissemination and collaboration opportunities.