

D6.3

1st report on communication activities and updated dissemination and communication plan

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Index of Contents

1. Executive summary	6
2. Objectives of the plan	7
3. Tools and channels.....	8
Website	8
Social media	8
Stationery, promotional materials & goodies.....	10
Press releases	10
External events.....	11
Newsletters	13
Promotional videos	13
Actionable Knowledge	14
4. Target audience.....	15
5. Unique Selling Points.....	16
6. The strategy.....	18
Phase 1: Challenge collection.....	18
Phase 2: Open call promotion.....	18
Phase 3: Events and follow up with URBAN TECH beneficiaries.....	19
7. Indicative timeline.....	21
8. Synergies with other projects and initiatives.....	22
9. Key performance indicators	25
10. Report on dissemination and communication activities.....	27
Overview of Consortium dissemination and communication activities	33

Index of Figures

Figure 1 - Visual materials	28
Figure 2 - Infographic	28
Figure 3 - Website analytics	29
Figure 4 - Website map	29
Figure 5 - Giveaways	30
Figure 6 - Planetiers World Gathering event	31

Index of Tables

Table 1 - Consortium social media	10
Table 2 - External events	13
Table 3 - Target audience	15
Table 4 - Unique Selling Points	17
Table 5 - Phase 1	18
Table 6 - Phase 2	19
Table 7 - Phase 3	19
Table 8 - Indicative timeline	21
Table 9 - Other projects and initiatives	24
Table 10 - Key performance indicators	26

1. Executive summary

This deliverable aims to present an update of URBAN TECH dissemination and communication plan as well as the associated dissemination and communication activities implemented up to M18.

The leader of WP6 (LOBA) will be responsible for the overall management and support of the activities defined under the present dissemination and communication plan and will develop the main tools and materials to be used during the project, in constant support with Consortium partners.

All partners will indeed be actively involved in the dissemination and communication actions implementation and are highly committed to ensure a satisfactory dissemination of the project's results.

The present document outlines:

- The objectives of the plan;
- Tools and channels;
- Target audience;
- Unique selling points;
- Phases of the Dissemination and Communication Strategy;
- Indicative timeline;
- Key performance indicators;
- Report on dissemination and communication activities

2. Objectives of the plan

The main objective of the dissemination and communication plan of the URBAN TECH project is to offer partners a set of guidelines, responsibilities and timelines on how/when/where to disseminate the project, as well as to encourage them to use their channels (corporate websites, social networks, etc) to support the dissemination, with the main goal of gathering the ideal conditions to:

- Raise awareness of the project activities and events, with main focus on URBAN TECH solution providers;
- Invite relevant stakeholders to participate in URBAN TECH initiatives, e.g. Demo days, etc.
- Communicate and disseminate the findings and results among URBAN TECH target groups and stakeholders;
- Identify and use the right channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press releases, multiplier organisations, etc.);
- Produce the necessary supporting material to ensure an effective dissemination, including printed material (i.e., brochure, poster, roll-up, goodies...) and digital materials (videos, infographics...).

3. Tools and channels

The achievement of the Dissemination and Communication Plan objectives will be ensured by the complementarity of its component activities. These will ensure both project dissemination and constant and/or specific feedback from stakeholders.

LOBA will manage and ensure the ongoing synergy between the activities to make the most out of the content produced within the project, by communicating the knowledge in different styles (infographics, videos, GIFs, images, etc) for different platforms (website, social networks, etc). Therefore, several tools and channels will be used to support the communication of the right messages to the targeted audiences as presented below.

Website

URBAN TECH website is available at the URL: <https://www.urbantech-project.eu/>.

All website contents are and will be reviewed by LOBA regarding SEO (Search Engine Optimisation) best practices for a better indexation and accessibility of the project. Additionally, the project uses Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy.

Relevant statistics that are monitored are the following:

- Number of visitors;
- Number of unique visitors;
- Which links and countries the web traffic comes from;
- Number of downloaded documents, newsletters, etc.

Social media

The overall objective of social media usage is to increase awareness about the project and engage with the target audience.

The different types of social networks used will be appropriate to reach specific target groups, and likewise the content disseminated will also depend on these groups. The same applies for paid campaigns launched for the promotion of specific initiatives or results, which will be tailored based on contents and the target audience and agreed in synergy with the Consortium.

According to the first period trends, an important role was and will be played by Facebook and LinkedIn channels.

The use of the specific social media channels is unchanged from D6.2, namely:

Twitter will be used to post comments and news about the achievements and progress of the project and to promote project reports and participation in events. Project intervention in discussions will be encouraged through the partners' involvement within their networks or personal pages.

Facebook will be used to communicate selected developments and outputs of the project (e.g., key events, activities, and important achievements) at personal level, meaning we will focus on targeting individuals rather than SMEs or organisations, and to build a strong group of followers and capitalise on the common and overlapping interests of this audience with project concepts and activities.

LinkedIn will be used in order to increase the visibility of URBAN TECH at a professional level, with main focus on promoting the SMEs, their progress and achievements, which will enter into URBAN TECH acceleration programme.

YouTube will be used as an online video repository for all videos produced by the project.

Partners will use their existing social media pages to boost URBAN TECH actions. Partners will select the most suitable channels operated by them to share content from the project website and social media pages such as events, project results, relevant insights from public deliverables, fact sheets/ brochures, etc.

In the table below, we provide an overview on potential Consortium outreach, based on current number of followers per each social media channel of Consortium partners, which will be encouraged to share, like and promote on their respective channels, news and events of the URBAN TECH project.

PARTNER	NO. OF FOLLOWERS		
	FACEBOOK	TWITTER	LINKEDIN
CIVITTA EESTI AS	9200	N/A	16469
SIHTASUTUS TALLINNA TEADUSPARK TEHNOPOL	11000	2746	3328
TURKU SCIENCE PARK OY AB	2500	2709	4755
Mälardalen University	3800	2722	6618
VIESOJI ISTAIGA KAUNO MOKSLO IR TECHNOLOGIJU PARKAS	2552	N/A	846
TEHNOLOSKI PARK LJUBLJANA DOO	6100	N/A	4285

CYBERFORUM EV	4595	3570	4057
ENERGIESPARVERBAND OBEROSTERREICH	1400	N/A	333
ZWI ZENTRUM FÜR WISSENS-UND INNOVATIONSTRANSFER GMBH	31000	7128	45693
POMORSKA SPECJALNA STREFA EKONOMICZNA SP. Z O.O.	3500	477	1789
GLOBAZ, S.A.	12059	205	10137

Table 1 - Consortium social media

Stationery, promotional materials & goodies

Stationery materials developed are listed in chapter 10 and in D6.1.

For the second period, stationery materials will be used during piloting and demonstration events, as well as during URBAN TECH participation in external events.

Press releases

As explained in D6.2, press releases relevant for the scope of the project are to be sent to specific media outlets. Stakeholders will be informed as well.

For relationship building with the media, LOBA has an updated private database of over 800.000 contacts of journalists based on Agility PR solutions, which is a valuable asset for press release distribution to ensure a wider media coverage, which can be configured for domain-specific or geo-specific campaigns. Furthermore, LOBA's system allows setting personalised email distribution and obtaining email tracking analytics for follow-up campaigns.

For the second period, it is expected to make use of press releases to provide an overview of the progress made by URBAN TECH solution providers' products and services, together with the promotion of piloting and demonstration events.

External events

The participation in third party conferences/events will allow URBAN TECH to directly liaise with key stakeholders to provide them with constant updates on project progress.

URBAN TECH will organise and participate in several events, conferences and presentations during the project. More specifically, URBAN TECH already identified the following events where the participation of the project may be considered (COVID-19 pandemic constraints or possible cancellations will be considered):

DATE (2023)	EVENT	LOCATION	WEBSITE
20-21 April	EU Startups Summit	Barcelona, Spain	Website
27-8 April	TechChill Riga	Riga, Latvia	Website
3-4 May	Stockholm Smart City Conference & Expo	Stockholm, Sweden	Website
10-1 May	Impact CEE	Poznan, Poland	Website
28-29 May	EMERGE	Dubai, UAE	Website
15-7 May	PODIM	Maribor, Slovenia	Website
22-28 May	Bucharest Tech Week	Bucharest, Romania	Website
22-26 May	Iceland Innovation Week	Reykjavík, Iceland	Website
23 May	Tech.eu Summit	Brussels, Belgium	Website
23-25 May	Wolves Summit	Wrocław, Poland	Website
24-25 May	Infoshare	Gdańsk, Poland	Website
24-26 May	Latitude59	Tallinn, Estonia	Website
31 May – 1 June	Dublin Tech Summit	Dublin, Ireland	Website
30 May – 7 June	ViennaUP	Vienna, Austria	Website
1-2 June	Arctic15	Helsinki, Finland	Website
7-9 June	South Summit	Madrid, Spain	Website
12-16 June	London Tech Week	London, UK	Website
14-15 June	Perspektywy Women in Tech	Warsaw, Poland	Website
14-17 June	VivaTech	Paris, France	Website

15-16 June	The Next Web Conference	Amsterdam, The Netherlands	Website
14 June	Hinterland of Things	Bielefeld, Germany	Website
13-15 June	Digital Enterprise Show	Málaga, Spain	Website
7-8 June	The Future of Ukraine Summit	Berlin, Germany	Website
7-8 June	Techsylvania	Cluj-Napoca, Romania	Website
28-29 June	Turing Fest	Edinburgh, Scotland	Website
28-29 June	Hub.berlin	Berlin, Germany	Website
TBC, usually June	Web Impact Forum	Sofia, Bulgaria	Website
23-24 August	SHIFT	Turku, Finland	Website
19-21 September	TechCrunch Disrupt	San Francisco, US	Website
September (TBC)	TechBBQ	Copenhagen, Denmark	Website
7 September	Startup Fair	Vilnius, Lithuania	Website
5 -7 September	Startup Ole	Salamanca, Spain	Website
18-19 September	Infobip Shift	Zadar, Croatia	Website
24-26 September	Bits & Pretzels	Munich, Germany	Website
25-27 September	TechChill Milano	Milan, Italy	Website
29-30 September	Italian Tech Week	Turin, Italy	Website
25-28 September	Oslo Innovation Week	Oslo, Norway	Website
4-5 October	How to Web	Bucharest, Romania	Website
TBC (usually September)	Pirate Summit	Cologne, Germany	Website
TBC (usually October)	Disruptors	Prague, Czechia	Website
(October, TBC)	ScaleupFest	Budapest, Hungary	Website
October (exact date TBD)	Sifted Summit	London, UK	Website
25 October	Webrazzi Summit	Istanbul, Turkey	Website

7-9 November	Smart City Expo World Congress	Barcelona, Spain	Website
13-16 November	Web Summit	Lisbon, Portugal	Website
17-18 November	Slush	Helsinki, Finland	Website
November (TBC)	Women of Silicon Roundabout	London, UK	Website
November (TBC)	Untold Stories CEE	Budapest, Hungary	Website
6-7 December	Noah Conference	Zurich, Switzerland	Website

Table 2 - External events

Newsletters

The consortium foresees the production of at least 6 e-mail newsletters during the project, whose purpose will be to raise awareness of the project and its latest news. These newsletters will be sent proactively to the target audience identified, but it will also be possible for interested parties to subscribe via the URBAN TECH website.

All partners will contribute to the development of newsletters' contents, while LOBA will be in charge of the overall design and mass-distribution.

All partners will contribute in disseminating relevant URBAN TECH information via their company newsletters and networks.

For the second period, it is expected to make intensive use of newsflashes to promote URBAN TECH solution providers' participation in joint training sessions and events organised by the project.

Promotional videos

In order to deliver professional-quality videos, LOBA will follow the steps below in close contact with all Consortium members:

- 1) Conceptualisation: creation and development of the strategy and concept idea;
- 2) Pre-Production: development of the final version of the script, preparation of the technical script, and creation of a storyboard and a mood board;
- 3) Production – turning the script into interactive material using Filming & Digital Cinematography, Production - Video & Audio editing, Production - Graphics / 2D / 3D Animation;
- 4) Post Production – joining all elements created in the different production areas, including VFX Production and "Colour Correction".

- 5) Marketing & Distribution support - development of different multimedia outputs for content strategy support and the on-site and online promotion campaigns in order to start the distribution.

Since URBAN TECH animated [promotional video](#) was developed, for the second period focus will be given to valorising URBAN TECH solution providers' products and services, together with live shooting videos during specific events, such as the [example](#) on URBAN TECH Hackathon in Estonia.

Actionable Knowledge

The development and subsequent promotion of Actionable Knowledge materials is still considered an important element for URBAN TECH dissemination & communication strategy for the second period.

As explained in D6.2, in order to create Actionable knowledge content and material, it is first required to extrapolate core information and messages from the output (e.g., Deliverables, interviews, relevant reports, results from relevant EU funded projects, etc.) and convert them into a graphic concept idea. Keeping a consistent design with the Brand identity (colour palette, logo, icons, etc.). Messages/ mottos ad-hoc may be created for each of the Actionable Knowledge material created.

The phases we will follow for the production of this kind of material are:

- 1) Understanding the function/output (is it for the project website? Is it for another website used as a multiplier? Is it for paper distribution? Is it for social media? Is it for a newsletter?)
- 2) Identification of the target groups (is it for experts or the general public?)
- 3) Identification of the most suitable format (flyer, leaflet, brochure, etc.)
- 4) Definition of main messages to be conveyed via infographic(s)
- 5) Definition of the key visual (main elements, photographs, data representation via graphs, colours, feel, etc.)
- 6) Implementation of all the texts
- 7) Production of final artwork

All Consortium members will be consulted before delivering the final artwork.

4. Target audience

URBAN TECH target audience are divided into 3 target groups, each of which will be engaged and is expected to play a crucial role throughout the Dissemination and Communication Phases (please refer to chapter 6).

CHALLENGE OWNERS	SOLUTION PROVIDERS	MULTIPLIERS
<ul style="list-style-type: none"> • Large companies • SMEs • Public authorities (e.g., municipalities) • Innovation agencies 	<ul style="list-style-type: none"> • Start-ups • SMEs 	<ul style="list-style-type: none"> • Policy makers • Innovation agencies • Investors • Digital Innovation Hubs • Thematic clusters (Greentech, Healthtech, smart cities) • Outlets • EC insitutions

Table 3 - Target audience

5. Unique Selling Points

For the overall Strategy of the URBAN TECH project, it is of high importance to define the key messages and distinguish features of the project to be transmitted to the core target audience. In other words, it is extremely important to define the **Unique Selling Points (USP)** of the project.

Compared to the first period and according to the Dissemination and Communication phases (chapter 6), for the second period of the project, more prominence should be given to the USPs indicated in the table below which have URBAN TECH solution providers and multipliers as the main target audience.

USP	TARGET AUDIENCE	KEY BENEFIT/ CORE MESSAGE	DEL./ TASK
URBAN TECH programme	URBAN TECH Solution providers and multipliers	<ul style="list-style-type: none"> Through URBAN TECH programme, solution providers will establish appropriate business models, pilot the solutions, refine them into working prototypes and demonstrate to challenge owners and investors 	D3.2; D4.1; D4.2; D4.3; D5.1; D5.2
URBAN TECH programme: Funding Stage 1		<ul style="list-style-type: none"> Solution providers are invited to join international industry hackathons which identify 80 innovation projects selected for the incubation phase (EUR 9.500 pre-incubation voucher) and deliver MVPs The 80 selected solution providers will benefit from training and mentoring and participate in joint training sessions boosting their skills on: <ul style="list-style-type: none"> Business development Innovation management Marketing and communication Pitching Marketing and sales Fundraising 	
URBAN TECH programme: Funding Stage 2		<ul style="list-style-type: none"> 30 out of the 80 solution providers will be rewarded with EUR 20/30.000 grants for piloting and large-scale testing. 	
URBAN TECH programme: Funding Stage 3		<ul style="list-style-type: none"> The 20 tested and piloted products will be demonstrated to Challenge owners and investors, and those with highest potential of commercialization will receive going global support with up to EUR 14.000 Market Discovery Mission voucher 	

Virtual Library and Challenges	Other initiatives (e.g., EU-funded projects) and companies (other than URBAN TECH solution providers)	<ul style="list-style-type: none"> • All Challenges clustered in a visual attractive and user-friendly way • All Challenges searchable via: Title (key words), Country, Type of solution; Industry sector • Challenges that are not addressed by URBAN TECH solution providers are still representing a concrete need for a product or service from EU public and private organisations 	D2.2; D2.3
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Table 4 - Unique Selling Points

6. The strategy

In order to maximise at best the visibility of the project and therefore support the overall impact of URBAN TECH, the Dissemination and Communication strategy was divided into 3 Phases.

The second period of the project corresponds to Phase 3, which for the current deliverable has been further elaborated.

Phase 1: Challenge collection

Objectives	<ul style="list-style-type: none"> Establish a strong project brand and online identity; Provide Consortium partners with promotional materials fostering challenge collection by Consortium partners Feed Virtual library of challenges
Target audience	Challenge owners
Channels and tools	<ul style="list-style-type: none"> Consortium corporate and professional networks Project website Social media channels
Time frame	M1 – M8

Table 5 - Phase 1

Phase 1 of URBAN TECH dissemination and communication strategy established the basis and pave the way for future activities of the project. From developing project brand, website and social media in order to have a credible and outstanding visual and online identity, to designing presentation templates and flyers fostering challenge collection from Consortium partners, Phase 1 ensured URBAN TECH Virtual library is fed with Challenges covering the three industrial sectors (Greentech, Healthtech, smart cities); thus, establishing the basis for successfully implementing Phase 2.

Phase 2: Open call promotion

Objectives	<ul style="list-style-type: none"> Promote URBAN TECH Virtual library Promote URBAN TECH open call Ensure widest possible participation and applications from European SMEs and start-ups Engage multipliers to promote URBAN TECH open call
Target audience	Solution providers; Multipliers
Channels and tools	<ul style="list-style-type: none"> URBAN TECH Virtual Library Newsletters Press releases Promotional video

	<ul style="list-style-type: none"> • Social media channels • Consortium corporate and professional networks
Time frame	M9 – M12

Table 6 - Phase 2

Phase 2 of the Dissemination and Communication Strategy was centred around the launch of URBAN TECH Open call for solutions which, based on the Challenges whose collection is fostered in Phase 1, provided the project with the initial batches of SMEs and start-ups (initial core community of beneficiaries).

Apart from the channels listed in Table 6, together with the support of multipliers, the following channels were used to publish and promote URBAN TECH open call:

- [European Cluster Collaboration Platform](#)
- [EC Portal](#)
- [F6s Platform](#)

Phase 3: Events and follow up with URBAN TECH beneficiaries

Objectives	<ul style="list-style-type: none"> • Animate URBAN TECH beneficiaries • Animate Challenge Owners • Valorise and promote the overall solutions promoted by SMEs and start-ups
Target audience	Challenge Owners; Solution providers; Multipliers
Channels and tools	<ul style="list-style-type: none"> • Newsletters • Press releases • Promotional videos • Social media channels • Consortium corporate and professional networks • Actionable Knowledge
Time frame	M13 – M36

Table 7 - Phase 3

Phase 3 of the Strategy is focused on the one hand on implementing communication activities, with support of Consortium partners, to animate URBAN TECH beneficiaries resulting from the Open call, and their dialogues with respective Challenge Owners; on the other, on promoting and valorising (through e.g., short videos, Actionable Knowledge materials such as factsheets and infographics) the progress of the beneficiaries thanks to URBAN TECH programme.

If in Phase 2 multipliers are engaged to promote URBAN TECH Open call, in this Phase, they will be contacted to promote and increase visibility of the concrete outputs produced by the beneficiaries (e.g., Minimum Viable Products), paying specific attention to national synergies that can be established (e.g., local or national outlets are contacted to present them MVPs of beneficiary/ies from the same country).

Phase 3 will firstly support the organisation and promotion of URBAN TECH events, such as Hackathons and workshops of joint training sessions, through the creation of ad-hoc materials

(e.g., interactive posters, backgrounds for online videoconferencing, etc.). Such events, together with communication activities implemented on social media will be of core importance to animate and keep actively engaged both challenge owners and solution providers with project progress and activities.

Secondly, Phase 3 will promote URBAN TECH beneficiaries entering the programme (e.g., with social media post, press releases, newsletters), from incubation phase, to piloting and large-scale testing (M15-M30); to demonstration activities and market discovery (M22-M36).

During Phase 3, dissemination activities will further be focused on providing summaries and overviews on the overall progress of URBAN TECH activities (e.g., via [infographics](#)), having Advisory Board, related EU-funded projects and EC institutions as main targets.

The core topics around which URBAN TECH dissemination and communication activities will revolve can be summarized as:

- Joint training sessions
- Mentorship activities and mentors
- Solution providers and their solutions
- Incubation, piloting, testing and demonstration phases and related events

7. Indicative timeline

In table 8 we provide an indicative overview of dissemination and communication activities expected to be implemented throughout the three years of the project.

URBAN TECH D&C TIMELINE		
Month	Activities	
19	Overview of URBAN TECH progress (M1 – M18)	
20	Promotion of joint training sessions, mentorship activities and mentors, 80 solution providers	Newsflash#5
21	Promotion of joint training sessions, mentorship activities and mentors, 80 solution providers	Newsflash#6
22	Promotion of joint training sessions, mentorship activities and mentors, 80 solution providers, demonstration event	Newsflash#7
23	Announcement of 30 selected solution providers entering Funding Stage 2	Press release#1
24	Video on selected 30 solution providers	
25	Promotion of mentorship activities and mentors, 30 solution providers	
26	Press release#2	
27	Brochure (possible version 2)	
28	Roll-up; Poster (possible version 2)	
29	Interactive banner (html): Discover the products of URBAN TECH solution providers!	
30	Regular dissemination: Discover URBAN TECH pilots	
31	Regular dissemination: Discover URBAN TECH demonstrators	
32	Press release#2	
33	Newsflash#8	
34	Press release#3	
35	Factsheet: Meet URBAN TECH beneficiaries that have “gone global”!	
36	Final Newsletter	

Table 8 - Indicative timeline

8. Synergies with other projects and initiatives

URBAN TECH partners will be encouraged to liaise with ongoing existing projects to maximise project visibility and build on lessons learned from ended projects. An initial roster projects and initiatives is provided in Table 9.

PROJECTS FUNDED UNDER INNOSUP-01-2018-2020 (ACTIVE IN 2023)	
MINE.THE.GAP (2020 – 2023)	Mineral raw materials in today's society are important though largely ignored. In addition, the concept of mining is mostly viewed in a negative light, focussing on its use of non-modern, less environmentally friendly and even outdated methods and technologies. The EU-funded MINE.THE.GAP project aspires to provide a support platform for the reinforcement of existing value chains and the development of new industrial value chains in the raw materials and mining 'target' sectors by means of cross-sectoral and cross-regional innovation. It will also provide support services in cluster-related SMEs through synergies and interactions with providers and facilitators from the existing and emerging fields of ICT, circular economy, resource efficiency and advanced manufacturing.
GALATEA (2020 – 2023)	Blue Growth is the strategy set up by the European Commission to support sustainable growth in the maritime industry. The EU-funded GALATEA project will focus on four sectors of the Blue Growth strategy (smart port, smart ship, smart shipyard and maritime surveillance) to support small and medium-sized enterprises (SMEs) in developing innovative solutions in the Atlantic, Baltic and Mediterranean Seas. Through integrating information and communication technologies as well as aerospace technologies in maritime industries, the project aims to support the development of new value chains to promote cross-border and cross-sectoral collaborations. GALATEA strives to have a positive and sustainable impact on EU growth and create more employment opportunities.
UFO (2020 – 2023)	The rise in the use of small flying objects in combination with the key enabling technologies embedded into them opens new business opportunities and adds value to related applications. The EU-funded UFO project is deployed around two hypotheses: firstly, that business opportunities emerge through the combination of space data with digital technologies and other data sources; and secondly, that the role SMEs play in value-added applications in the EU is instrumental. The consortium that runs the project will establish clusters composed by SMEs, large groups, and other research and innovation actors as central to create links between data and information product providers that transform raw data into valued information.

MIND4MACHINES (2021 – 2024)	The manufacturing sector is one of the largest economic sectors in Europe, employing more than 29 million people in the EU. But it is also experiencing a skills gap in areas such as energy and resource efficiency and digitalisation. In this context, the EU-funded MIND4MACHINES project will facilitate the cross-sectoral and cross-border support needed by manufacturing SMEs to test and adopt the latest digital technologies for transformation towards smarter, greener, and more resource-efficient manufacturing. Specifically, the project will establish large-scale demonstrators to test a range of digital solutions. Manufacturing companies will be invited to use the Open Innovation Space of MIND4MACHINES to search for solutions for the digitalisation of production processes. The project will provide financial support via two Open Calls.
GALACTICA (2020 – 2023)	The EU-funded GALACTICA project aims to place the European textile and aerospace industries at the forefront of innovation. The new industrial value chains the project envisages are based on intelligent systems (Internet of Things solutions) that should advance the manufacturing process and foster cross-sectoral cooperation. The GALACTICA partnership will provide financial support to 80 SMEs complemented with mentoring and coaching. In total, EUR 4 million will be offered to SMEs through diverse vouchers to support technological innovation and value chain creation. SMEs will be encouraged to change their mindset about digitalisation and collaborate with private investors to scale up innovation.
SecurIT (2021 – 2024)	The security sector is evolving and permanently integrating new disruptive technologies in a rather fragmented framework. Through a sustainable approach, the EU-funded SecurIT project aims to create a new global competitive security industrial value chain by improving the integration of innovative security systems, as well as the integration of privacy and security with respect to ethics, legal and social challenges. This objective will also address global safety, resilience, security and cybersecurity in the context of safe public spaces, territories and critical infrastructures. SecurIT will support the development of 60+ collaborative projects allowing prototyping and experimentation of top-notch technological solutions, reaching over 120 SMEs and providing more than EUR 3.5 million of Financial Support for Third Parties, FTSP.
AMULET (2021 – 2024)	Lightweight construction is important for a decarbonised and efficient circular economy. However, SMEs are not yet taking full advantage of the scientifically and technically achieved application potential of advanced lightweight materials. The EU-funded AMULET project aims to promote the penetration of advanced lightweight materials through cross-regional and cross-sectoral knowledge exchange in four sectors: automotive, aerospace, energy and construction. AMULET will unlock the untapped innovation potential for SMEs in the field of lightweight construction and identify new value chains for advanced lightweight materials such as polymer matrix composites, ceramic matrix composites and light metal alloys. SMEs participating in AMULET demonstration projects will receive technical training support and business-to-business coaching for accelerating commercialisation of their innovative solutions.

DigiCirc (2020 – 2023)	The EU's transition towards a circular and climate-neutral economy represents an economic and social necessity and an opportunity for businesses and citizens. The role of SMEs in this environment will be crucial. The EU-funded DigiCirc project will permit SMEs to leverage digital technology as a key enabler for innovative circular products, services and business models to meet the goals that EU circular economy policies set. The project will establish and coordinate the DigiCirc innovation network, bringing together a wide range of stakeholders. This ecosystem will establish the foundation for an integrated, dynamic and cross-border/sector open space for innovation performed through the DigiCirc accelerators that are managed by innovation specialists able to transform validated concepts into solid business models towards a commercial launch.
GreenOffshoreTech (2021 – 2024)	Offshore production and transport should be green, clean, sustainable, and smart. This is the vision of the EU-funded GreenOffshoreTech project. It aims to develop innovative products, processes or services for green offshore production and transport towards a resource-efficient Blue Economy, adopting EU's Green Deal. The project will establish a framework for cross-sectoral and trans-national collaboration between SMEs, clusters and regions. It will support at least 100 SMEs and 100 innovative SME projects aimed at developing new innovative products, processes or services. Firstly, it will support innovation directly for SMEs through financial support and a range of Business Support Services. Secondly, GreenOffshoreTech will create a platform to facilitate cooperation between clusters and SMEs.
METABUILDING (2020 – 2023)	The European construction industry needs to improve the innovation of its SMEs in order to extend its value chain and integrate new dynamic industrial sectors. To achieve critical mass and promote internationalisation, the European Construction Technology Platform (ECTP) has initiated a synergy with the ICT, additive manufacturing, nature-based solutions and recycling industrial sectors. The EU-funded METABUILDING project will complete a sustainable and expandable synergistic innovation ecosystem to reach clusters and their SMEs in their business environment. This advanced ecosystem will be supported by an open-innovation digital platform to build and sustain the rise of new cross-sectoral, cross-border industrial value chains delivering a metaclustering process. The project will advise and technically support SMEs and perform several cascade funding mechanisms in six EU countries: Spain, France, Italy, Hungary, Austria and Portugal.

Table 9 - Other projects and initiatives

9. Key performance indicators

With regards to Key Performance Indicators (KPI), website and social media KPIs have been considerably increased from period 1.

ACTIVITY	EXPECTED IMPACT	RELATED KPI	TARGET M18	TARGET M36	TOTAL TARGET (BEFORE)	TOTAL TARGET (AFTER)	KPI STATUS AT M18
Website	Main online information hub, communication of project results, news, events. Generated awareness on project	Number of platform visits	>1500	>1500	3.000	30000	29.135
		Number of total page views	>3,000	>4,000	7.000	70000	71.741
		Average session duration	>00:01:00	>00:01:00	00:01:00	00:02:00	00:02:55
		Countries reached	>15	>25	40	80	120
Promotional Materials	Facilitate reach to broader audiences	Number of brochures and flyers distributed at events and meetings	>1,500	>1,500	3,000	3000	1000
Social Media	Increasing visibility to stakeholders active in social media, raising awareness and redirecting to website	Number of followers	Twitter: >150	Twitter:>250	400	500	324
			LinkedIn:>50	LinkedIn:>100	150	400	325
			Facebook:>150	Facebook:>250	400	800	761
		Number of posts	>60	>80	140	140	60/social media channel
		Number of clicks to the website	40	60	100	100	1900 users and 3700 sessions from referrals

Press Releases	Communication of project news, events and results	Number of journalists contacted	1500	1500	3000	3000	1394
		Number of press releases distributed	4	4	8	8	2
Newsletters and Mailing List	Communication of main project news, events and results in an understandable manner to the project's subscribers	Number of subscribers in project mailing list	>80	>120	200	200	91
		Number of newsletters sent	3	3	6	6	4
		Number of newsletter views through the website	150	250	400	400	N/A
Promotional Videos	Communication of the project's activities and USP in a captivating and engaging manner	Number of views	YouTube: > 50	YouTube: > 100	2000	2000	>1700
			Social Media: > 700	Social Media: > 1000			>1500
			Website: > 50	Website: > 100			N/A
		Number of events it was presented	2	3	5	5	2
Participation at External Events	Validation of project's approach and finding, dissemination of the project and its activities	Number of events attended to disseminate the project	5	5	10	10	9
Liaison with Related Projects	Establish synergies, information exchange and cooperation	Number of projects liaised with	4	6	10	10	7

Table 10 - Key performance indicators

10. Report on dissemination and communication activities

Overview of activities under each Task

T6.1 Strategic Dissemination and Communication Plan

Deliverables

LOBA drafted and submitted in due time D6.1 Dissemination and Communication Plan, indicating brand identity concept of URBAN TECH, tools and channels, target audience, indicative timeline, Unique Selling Points, Phases for promoting the project.

T6.2 Visual Development and Supporting Materials

Deliverables

LOBA drafted and submitted in due time D6.2 Visual materials of Urban Tech comprising general dissemination materials (such as roll-ups and posters) and visual materials focused on the Challenges' collection (such as presentations in editable and non-editable formats).

Overview of materials developed

The following materials have been developed:

- URBAN TECH brand identity and brand manual
- Deliverable template
- Presentation template
- Email signature
- Business card
- Folder
- Letterhead paper
- Background for teleconferences
- Flyer for promoting collection of Challenges
- Project presentation in editable and non-editable format addressing Challenge owners
- Banners for social media prompting challenge collection

All visuals are available in D6.2.



Figure 1 - Visual materials

LOBA, with the support of WP3 leaders, developed an infographic summarising the main outcomes, results and activities implemented from M1 to M18 of the project. The infographic is available on URBAN TECH [website](http://www.urbantech-project.eu).



Figure 2 - Infographic

T6.3 Dissemination and Communication Activities

Subtask T6.3.1 Dissemination and Communication of URBAN TECH

Website

[URBAN TECH website](http://www.urbantech-project.eu) was developed by LOBA and launched in October 2021 as a splash page (a static webpage) in order to allow the project to be active on social media since the very beginning.

In the first period the website had more than 70.000 views, 29.000 session and 17.000 users as you can see from the screenshot below.

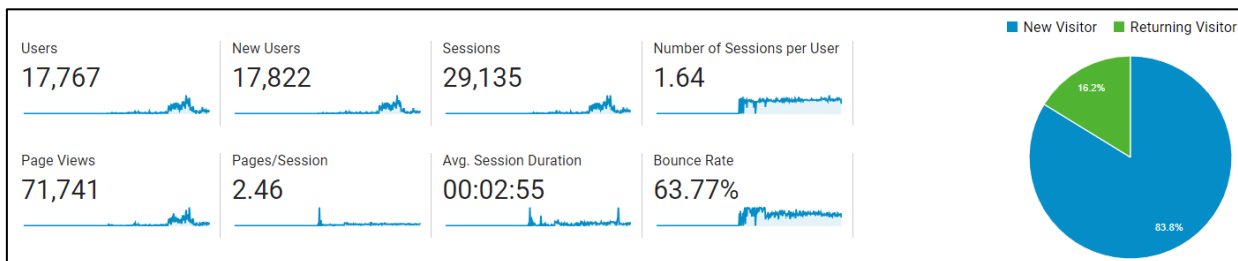


Figure 3 - Website analytics

The website currently has the following structure. New web pages not originally foreseen and developed are: [Open Call FAQ](#), [Funding Stages](#), [Mentors](#), [Solution Providers](#).

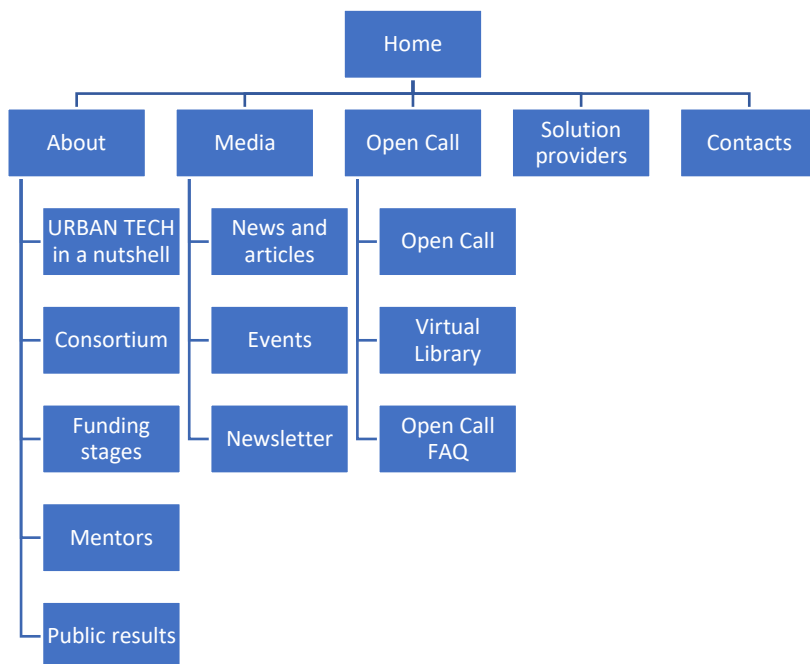


Figure 4 - Website map

LOBA performs periodic maintenance and updates website's contents with news and events depending on project progress.

Social media

URBAN TECH social media channels (Twitter, Facebook, LinkedIn) were officially launched public in October 2021 (M2).

LOBA is managing URBAN TECH social media on a daily basis and creates 2 posts per week with the respective banner accompanying the copy (where applicable).

For all social media networks URBAN TECH is compliant with the social media guide for EU funded projects provided by the European Commission, using relevant hashtags, mentioning @CORDIS_EU @EU_EISMEA #Clusters_EU @EEN_EU #INNOSUP.

Currently URBAN TECH social media channels have:

- 786 followers of Facebook
- 352 followers on Twitter
- 387 followers on LinkedIn

Without considering visual materials developed under T3.1 for the promotion of URBAN TECH Open Call, more than 50 visuals were created for URBAN TECH social media.

Promotional video

LOBA developed [URBAN TECH promotional video](#) in April 2022. The video, with a 2,5 minute length, presents URBAN TECH in a nutshell and its objectives and introduced the upcoming Open Call. The video was used as initial teaser on social media, encouraging users to subscribe to URBAN TECH newsletter to not miss the opportunity.

On YouTube alone the video had more than 1700 views.

Partner Tehnopol did live shooting during the Estonian Hackathon which, after LOBA editing, resulted in the following [video](#).

Giveaways

The following materials were designed and produced: Notebook; USB pen; Stressball; Pen; T-shirt.



Figure 5 - Giveaways

Synergies with EU-funded projects and participation in external events

LOBA, in collaboration with EU-funded projects Transition2BIO, RuralBioUp, FOODCost, BlueRev, BioGov.net, B-Thenet, Women4RES organised the “EU Green corner” in the context of the pavilion for exhibitors at Planetiers World Gathering from the 24th to the 26th of October 2022.

With a dedicated space of 45 metres square the EU Green corner encompassed different aspects and sectors of sustainable innovation, namely: Business models (with EU projects RuralBioUp, URBAN TECH, FOODCoST and BlueRev); Governance (BioGov.net); Communication and Education (Transition2BIO); Network (B-Thenet) and Gender equality (Women4RES). A dedicated joint booth with all projects was brought for the event in order to represent the different projects as a whole. Per each sector and respective EU project dedicated dissemination materials were exposed.

More than 15.000 visitors attended the event, while approximately 750 visited the booth across the three days.



Figure 6 - Planetiers World Gathering event

Another type of dissemination activity consisted in participating in major start-up events (e.g., Web Summit) or the organisation of events by Consortium partners (in particular technology parks) to inform their respective companies on project progress (e.g., opening on mentorship support), for example:

- WebSummit 2021 in Lisbon
- StartupDay 2022 in Tartu
- Latitude59 2022 in Tallinn
- Tehnopol Urban Tech Mentor kick-off in January 2023 in Tallinn



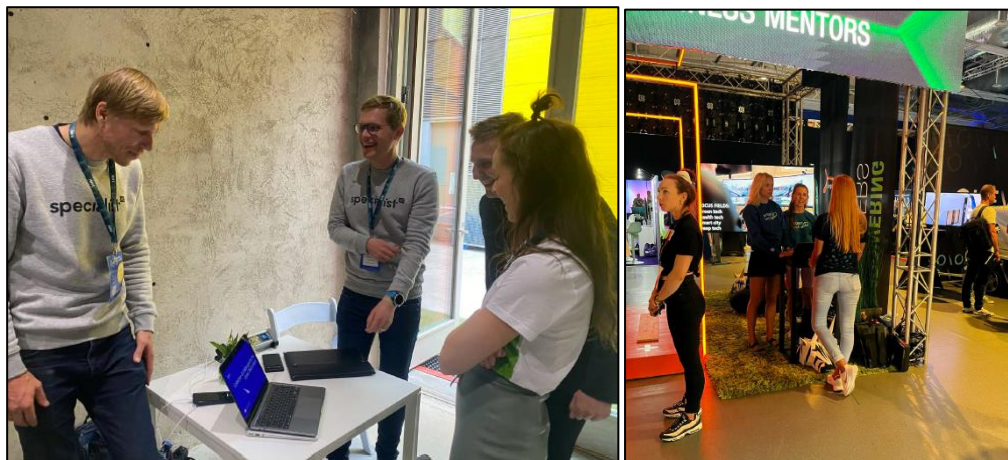


Figure 7 - External events

More information on external events attended and/or organised by Consortium partners is provided in the sub-chapter “Overview of Consortium dissemination and communication activities”.

With a view to establishing synergies with EU-funded projects funded under INNOSUP-01-2018-2020 (still active in 2023), the projects below were contacted via EC portal with a focus on:

1. Potential Challenges available on URBAN TECH Virtual Library, which have not received an application from solution providers and whose Challenge owner might still be interested in receiving a solution for
2. Potential synergies to be established in the context of the organisation of pilot, demo and final event of URBAN TECH project

List of contacted projects:

- METABUILDING
- GreenOffshoreTech
- DigiCirc
- AMULET
- SecurIT
- GALACTICA
- MIND4MACHINES
- UFO
- GALATEA
- MINE.THE.GAP

The projects were invited to set up a dedicated online call to further explore collaboration opportunities.

Subtask T6.3.2 Awareness Raising Activities

LOBA is working to have the website ready to host:

- Section dedicated to SMEs and start-ups' profiles (logo; short description; website; social media) and respective Challenge they are working on:
<https://www.urbantech-project.eu/solution-providers/>
- Section dedicated to the products/ services developed by SMEs and star-ups. From such products and services related to Greentech, health tech or smart city, call to action and teasing clips and visuals will be shared on social media to raise awareness on the benefits for consumers in developing critical mass and demanding energy efficiency

Overview of Consortium dissemination and communication activities

Participation in external events

EVENT TITLE	PARTNER	DATE		LOCATION	TYPE OF EVENT	TYPE OF PARTICIPATION (Networking, presentations, etc.) TOTAL
Web Summit 2021	Tehnopol	01/11/2021	04/11/2021	Lisbon, Portugal	Summit	Networking, meetings with potential challenge owners/solutions providers
Smart City Expo	Tehnopol	07/11/2021	09/11/2021	Barcelona, Spain	Exhibition	Networking
French-German Partnering Event for Artificial Intelligence in Industry 4.0	CyberForum	17/03/2022	17/03/2022	Online	Brokerage Event	Presentation of URBAN TECH
Smart City Expo	CyberForum	15/11/2022	17/11/2022	Barcelona, Spain	Exhibition	Presentation of URBAN TECH
Functional Material and	Kaunas STP	03/07/2022	06/07/2022	Riga, Latvia	Conference	Presentation of URBAN TECH

NanoTechnologies						
Startup Day	Kaunas STP	24/08/2022	26/08/2022	Tartu, Estonia	Summit	Presentation of URBAN TECH, networking, meetings with solution providers
Startup Day	Tehnopol	24/08/2022	26/08/2022	Tartu, Estonia	Summit	Presentation of URBAN TECH

Table 11 - Participation in external events

Other dissemination and communication activities

ACTIVITY	PARTNER)	DATE (DD/MM/YY)	LINK (IF APPLICABLE)
Social media channel post (LinkedIn)	CYBERFORUM EV	25/11/2021	LINK
Website post	CYBERFORUM EV	24/11/2021	LINK
Social media channel post (LinkedIn)	CYBERFORUM EV	07/12/2021	LINK
Website post	CYBERFORUM EV	07/12/2021	LINK
News Website Digital Innovation Center	CYBERFORUM EV	16/12/2021	LINK
Newsletter Digital Innovation Center	CYBERFORUM EV	16/12/2021	N/A
Social media channel post (LinkedIn)	CYBERFORUM EV	15/12/2021	N/A
Own Newsletter	CYBERFORUM EV	14/12/2021	N/A
Social media channel post (Facebook)	CYBERFORUM EV	07/12/2021	LINK
CAFA RSO Newsletter	CYBERFORUM EV	15/12/2021	N/A
Own Newsletter	TEHNOLOG	22/11/2021	LINK
Own Newsletter	TEHNOLOG	30/11/2021	LINK
Own Newsletter	TEHNOLOG	14/12/2021	LINK
Connected Health Cluster Estonian Newsletter	TEHNOLOG	26/11/2021	LINK
Connected Health Cluster Estonian Website	TEHNOLOG	24/11/2021	LINK
Website post (ENG)	TEHNOLOG	22/11/2021	LINK
Website post (EST)	TEHNOLOG	23/11/2021	LINK
Website post (EST)	TEHNOLOG	14/12/2021	LINK
Website post (ENG)	TEHNOLOG	20/12/2021	LINK
Social media channel post (Facebook)	TEHNOLOG	24/11/2021	LINK
Social media channel post (Twitter)	TEHNOLOG	24/11/2021	LINK
Social media channel post (LinkedIn)	TEHNOLOG	24/11/2021	LINK
Geenius Blogpost	TEHNOLOG	03/12/2021	LINK
Social media channel post (LinkedIn)	CE	25/09/2021	LINK
Website post (EST)	CE	10/11/2021	LINK
Website post (ENG)	CE	08/12/2021	LINK
Social media channel post (LinkedIn)	CE	07/12/2021	LINK
Social media channel post (Facebook)	CE	13/12/2021	LINK

Social media channel post (LinkedIn)	CE	21/12/2021	LINK
News on cluster platform Germany/ federal ministry of economic affairs	CYBERFORUM EV	18/01/2022	LINK
Twitter from cluster platform Germany/ federal ministry of economic affairs	CYBERFORUM EV	18/01/2022	LINK
Social media channel post (LinkedIn)	CYBERFORUM EV	18/01/2022	LINK
Social media channel post (Twitter)	CYBERFORUM EV	18/01/2022	LINK
Social media channel post (Facebook)	CYBERFORUM EV	18/01/2022	N/A
Newsletter cluster platform Germany/ federal ministry of economic affairs	CYBERFORUM EV	28/01/2022	LINK
Newsletter Technology Region Karlsruhe	CYBERFORUM EV	31/01/2022	LINK
Social media channel post (LinkedIn)	TSCP	03/02/2022	N/A
Social media channel post (LinkedIn)	TSCP	29/11/2022	N/A
Social media channel article (LinkedIn)	TSCP	13/01/2022	N/A
Social media channel post (Facebook)	TSCP	03/02/2022	N/A
Social media channel post (Facebook)	TSCP	29/11/2022	N/A
Social media channel post (Facebook)	TSCP	13/01/2022	N/A
Social media channel post (Facebook)	KAUNAS STP	07/01/2022	LINK
VR Project Hub Facebook post	KAUNAS STP	10/01/2022	LINK
Social media channel post (Facebook)	KAUNAS STP	24/01/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	07/01/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	24/01/2022	LINK
Social media channel post (Instagram)	KAUNAS STP	07/01/2022	LINK
Local innovation community newsletters	KAUNAS STP	13/12/2021	LINK
Local innovation community newsletters	KAUNAS STP	23/12/2021	LINK
Local innovation community newsletters	KAUNAS STP	10/01/2022	LINK
Personalized newsletters for business organizations and associations	KAUNAS STP	12/01/2022	LINK
Social media channel post	KAUNAS STP	25/01/2022	LINK
Regional startup news platform KAUNAS IN	KAUNAS STP	26/01/2022	LINK
Website post	KAUNAS STP	24/01/2022	LINK
Innovation news portal Inovacijos.lt	KAUNAS STP	25/01/2022	LINK
BNS news portal	KAUNAS STP	20/01/2022	LINK
Website post	KAUNAS STP	13/12/2021	LINK
Website post	KAUNAS STP	20/01/2022	LINK
Klaster.lt newsletter	KAUNAS STP	18/01/2022	N/A
Social media channel post (LinkedIn)	ZWI	22/12/2021	LINK
Social media channel post (Facebook)	ZWI	22/12/2021	LINK
Social media channel post (LinkedIn)	ZWI	12/01/2022	LINK
Own newsletter	ZWI	12/01/2022	LINK
Own newsletter	ZWI	18/02/2022	LINK
Social media channel post (Facebook)	ZWI	03/03/2022	LINK
Social media channel post (LinkedIn)	ZWI	03/03/2022	LINK

Article on local news paper	TSCP	22/04/2022	N/A
Newsletter cluster platform Germany/federal ministry of economic affairs / english	CYBERFORUM EV	26/04/2022	N/A
Website post (ENG)	TEHNOPOL		LINK
Website post (EST)	TEHNOPOL		LINK
Social media channel post (Facebook)	TEHNOPOL		LINK
Social media channel post (LinkedIn)	TEHNOPOL		LINK
Social media channel post (LinkedIn)	CYBERFORUM EV	01/12/2022	LINK
Social media channel post (LinkedIn)	CYBERFORUM EV	02/12/2022	LINK
Social media channel post (LinkedIn)	CYBERFORUM EV	02/12/2022	LINK
Website post	CYBERFORUM EV	01/12/2022	LINK
Newsletter	CYBERFORUM EV	Dec 2022	N/A
News Technology Region Karlsruhe	CYBERFORUM EV	01/12/2022	LINK
Newsletter Technology Region Karlsruhe	CYBERFORUM EV	20/12/2022	N/A
News Website Digital Innovation Center	CYBERFORUM EV	16/12/2022	N/A
Newsletter Digital Innovation Center	CYBERFORUM EV	16/12/2022	N/A
Social media channel post	TP LJ	24/11/2022	LINK
Social media channel post	TP LJ	03/01/2023	LINK
Social media channel post (Facebook)	TP LJ	24/11/2022	LINK
Social media channel post (Facebook)	TP LJ	04/01/2023	LINK
Social media channel post (LinkedIn)	TP LJ	04/01/2023	LINK
Social media channel post (LinkedIn)	TP LJ	24/11/2022	LINK
Own newsletter	TP LJ	13/01/2023	N/A
City of Tallinn official website Open Call (ENG)	TEHNOPOL	02/08/2022	LINK
City of Tallinn official website Open Call (EST)	TEHNOPOL	02/08/2022	LINK
Ambrella website	TEHNOPOL	19/09/2022	LINK
Ministry of Environment Estonia Circular Economy Department	TEHNOPOL	19/08/2022	LINK
Bioenergy International Newsletter	ESV	16/01/2023	LINK
Fedarene Newsletter 22-2022	ESV	30/11/2022	LINK
Own Newsletter	KAUNAS STP	29/06/2022	LINK
Own Newsletter	KAUNAS STP	29/07/2022	LINK
Own Newsletter	KAUNAS STP	16/09/2022	LINK
Social media channel post (Facebook)	KAUNAS STP	14/07/2022	LINK
Social media channel post (Facebook)	KAUNAS STP	26/07/2022	LINK
Social media channel post (Facebook)	KAUNAS STP	18/09/2022	LINK
LT Facebook groups	KAUNAS STP	22/09/2022	LINK
LT Facebook groups	KAUNAS STP	14/07/2022	LINK
LT Facebook groups	KAUNAS STP	21/09/2022	LINK
LT Facebook groups	KAUNAS STP	14/09/2022	LINK
Social media channel post (Instagram)	KAUNAS STP	22/06/2022	LINK

Social media channel post (Instagram)	KAUNAS STP	20/07/2022	LINK
Social media channel post (Instagram)	KAUNAS STP	16/08/2022	LINK
Social media channel post (Instagram)	KAUNAS STP	14/09/2022	LINK
Social media channel post (Instagram)	KAUNAS STP	28/09/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	22/06/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	11/07/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	18/07/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	20/07/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	26/07/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	01/08/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	08/08/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	16/08/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	31/08/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	14/09/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	21/09/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	26/09/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	28/09/2022	LINK
Social media channel post (Facebook)	KAUNAS STP	14/11/2022	LINK
Social media channel post (Instagram)	KAUNAS STP	14/11/2022	LINK
Social media channel post (LinkedIn)	KAUNAS STP	14/11/2022	LINK
Social media channel post (Facebook)	TECH-PARK KAUNAS	22/11/2022	LINK
Social media channel post (Facebook)	TECH-PARK KAUNAS	15/12/2022	LINK
Social media channel post (LinkedIn)	TECH-PARK KAUNAS	22/11/2022	LINK
Social media channel post (LinkedIn)	TECH-PARK KAUNAS	15/12/2022	LINK
Social media channel post (Instagram)	TECH-PARK KAUNAS	22/11/2022	LINK
Tech-Park Kaunas blogpost	TECH-PARK KAUNAS	22/11/2022	LINK
Tech-Park Kaunas blogpost	TECH-PARK KAUNAS	15/12/2022	LINK
National media: Regionunaujienos.lt	TECH-PARK KAUNAS	24/11/2022	LINK
Social media channel post (LinkedIn)	CYBERFORUM EV	18/01/2023	LINK

Table 12 - Other dissemination and communication activities

urban tech

ACCELERATING INNOVATION IN
HEALTH TECH, SMART CITY
AND GREENTECH

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Consortium

CIVITTA



TURKU
SCIENCE
PARK Oy Ltd



Kaunas Science and
Technology Park

TECHNOLOGY PARK
LJUBLJANA
01

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