

URBREATH [101139711]

Systemic Integration of Transformative Technical and Nature-based Solutions to Improve Climate Neutrality of European Cities and Regions and tackle Climate Change: the URBreath Approach



D8.2 Dissemination & Communication Report - V1

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Disclaimer

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Executive Summary

This Deliverable D8.2 – Dissemination and Communication Report V1 provides the first comprehensive overview of the dissemination and communication activities carried out during the first 24 months of the URBREATH project (January 2024 – December 2025). These activities are led by Work Package 8 (WP8) and support the project’s mission to promote community-driven urban revitalization, greening, renaturing, and climate-neutral transformation.

Building on the strategic framework defined in D8.1 – Dissemination, Communication & Exploitation Roadmap, URBREATH’s outreach is structured into three progressive phases: the awareness-oriented phase (completed in Year 1), the result-oriented delivery phase (currently ongoing), and the sustainability and wider dissemination phase (ongoing). Activities in this reporting period aim to strengthen visibility, communicate progress, and promote project outcomes among diverse audiences.

WP8’s work focuses on six main target groups: public authorities, the scientific community, urban planners and engineers, civil society organizations, local communities, and industry. Tailored communication tools—including the project website, social media, newsletters, workshops, publications, and policy events—ensure that information is accessible, relevant, and aligned with stakeholder needs.

During the first two years, URBREATH implemented an extensive range of dissemination and communication actions to raise awareness, build the project’s identity, foster engagement, and facilitate knowledge exchange. Key achievements include:

- **Digital presence:** Launch and continuous update of the URBREATH website; active dissemination via X (Twitter), LinkedIn, and YouTube; publication of 107 blog posts and 79 partner-generated posts.
- **Branding and communication materials:** Development of the Branding Manual, communication guidelines, templates, and promotional materials (brochure, flyer, poster, roll-ups).
- **Media outreach and storytelling:** Conducting 29 partner interviews, publishing 2 press releases, and producing 16 videos and 1 podcast to highlight project activities and insights.
- **Scientific dissemination:** Publication of 5 journal articles, 2 conference proceedings, 4 Conference publications, and 7 project reports.
- **Stakeholder engagement and events:** Organization of 3 webinars, 4 URBREATH workshops and 6 discussion panels, and 10 informative sessions; participation in 55 external events.
- **Collaboration and synergies:** Establishment of partnerships with 33 related EU and national projects and initiatives, including close cooperation with Cluster projects.
- **Newsletters:** Issuance of three biannual newsletters targeting key stakeholder groups.

Collectively, these activities have significantly enhanced URBREATH’s visibility and positioned the project as an important contributor to European efforts on urban greening, renaturing, and environmental health.

Looking ahead to Years 3–4 (Jan 2026 - Dec 2027), WP8 will intensify result-oriented dissemination through sustained website and social media updates, participation in major conferences, publication of additional scientific papers, organization of three policy events, strengthened cooperation with relevant EU initiatives, and the hosting of the URBREATH Conference.

Overall, the first 24 months have established a strong communication and dissemination foundation, ensuring effective outreach, stakeholder engagement, and long-term impact potential for URBREATH's outcomes.

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List of Terms and Abbreviations

Abbreviation	Definition
D	Deliverable
WP	Work Package
QR code	Quick response code
EU	European Union
KPI(s)	Key Performance Indicator(s)
Y	Year
DoA	Description of Action
ppt	PowerPoint presentation

1 Introduction

URBREATH aims to develop a comprehensive urban revitalization framework grounded in community and stakeholder participation, with a strong focus on greening, renaturing, and climate neutrality. The project advances and tests innovative technologies, including local digital twins, artificial intelligence tools, and social innovation approaches, to support evidence-based decision-making and co-creation in urban transformation.

Within this context, WP8 focuses on communication, dissemination, and exploitation activities to raise awareness of URBREATH's objectives, actions, and results among the scientific and policy communities, as well as stakeholders, practitioners, and citizens. These activities aim to strengthen visibility, encourage engagement, and lay the groundwork for long-term policy impact and uptake of project outcomes.

In this framework, a comprehensive Dissemination, Communication and Exploitation Roadmap (Deliverable D8.1 Communication, Dissemination and Exploitation Roadmap) was designed early in the project's lifecycle, tailored to the specific nature and needs of URBREATH. Based on this strategy, URBREATH has — during its first 24 months (Jan 2024 – Dec 2025) — implemented a wide range of communication and dissemination activities across both online and offline channels, ensuring broad outreach and engagement.

As outlined in Deliverable D8.1, the URBREATH dissemination and communication strategy is structured into three progressive phases covering Years 1 to 4 of the project as presented below:

- The **awareness-oriented phase** aims at creating stakeholders' awareness and raising public interest. During this phase, a dissemination, communication and sustainability plan has been developed, a public website has been created, and a project identity kit has been designed (including project branding, poster, templates for internal and external materials and guidelines for consortium partners), and introductory presentations at conferences and workshops were given to raise stakeholders' awareness. This phase was completed during the first year of the project; most activities started immediately.
- The **delivery phase** (result-oriented / ongoing) will promote the results of the project to (potentially) interested parties. During this phase, public deliverables and news will be displayed on the project website for viewing and downloading to show the progress of the project and to keep the stakeholders updated. In addition, high-quality papers will be submitted to scientific journals and presentations will be given at conferences and workshops. After completing important milestones, the consortium will publish press releases and blog posts.
- The **sustainability & wider dissemination phase** (ongoing) will deploy specific activities to ensure the sustainability of the project outcomes. To this end, the final sustainability plan will be developed to ensure the sustainability of the project after its end. During this phase, partners will support the developed exploitation and commercialization strategy by participating in

events, conferences, cluster activities, and other business meetings, ensuring long-term sustainability.

Deliverable “D8.2 Dissemination and Communication Report V1” constitutes the first comprehensive report on the project’s dissemination, communication activities. Its submission marks the midpoint of the URBREATH project’s lifecycle, as well as the Phase 2 (the result-oriented phase) of the Dissemination, Communication & Exploitation Roadmap.

During this reporting period, dissemination and communication efforts were primarily focused on two main objectives. The first was to increase awareness and visibility of the project among its diverse target audiences, as defined and categorized in Deliverable D8.1 Dissemination, Communication & Exploitation Roadmap. These include local authorities, urban planners, scientific and academic communities, and citizens engaged in sustainability and climate-neutrality initiatives. The second objective was to build and strengthen links among European and international networks of practitioners and promoting knowledge exchange and collaboration around urban greening and renaturing.

Raising visibility and awareness of the project has been a key step toward engaging stakeholders, fostering participation, and creating interest in URBREATH’s activities and outcomes. During Year 1 and 2, communicating the project’s objectives, concepts, and expected results was a central task to achieve these aims. This was accomplished through a combination of digital channels—including the project website, blog, X (Twitter), and LinkedIn—allowing wide dissemination of news and progress, as well as through active participation in conferences, organisation of workshops, and presentation of project activities in relevant events.

1.1 Purpose and Scope

The present deliverable describes the dissemination and communication activities that took place during the first 24 months of the project. More specifically, the deliverable outlines the dissemination and communication objectives and strategy of the reporting period. It presents the tools and activities that were undertaken to accomplish the set objectives, disseminate the project, and implement the strategy as it was set out in the deliverable “D8.1 Communication, Dissemination & Exploitation Roadmap”.

1.2 Structure of the Deliverable

This document is structured as follows for the remaining sections.

- Section 2 presents the strategic dissemination and communication roadmap at a glance, outlining the main directions and priorities of URBREATH’s dissemination and communication approach.
- Section 3 provides a detailed overview of all dissemination and communication activities.
- Section 4 outlines the project materials developed to support communication and dissemination.
- Section 5 summarizes the dissemination and communication impact assessment, presenting the results achieved and the effectiveness of the implemented strategy.
- Sections 6, 7, and 8 provide conclusions, references, and annexes.

2 Strategic Dissemination and Communication Roadmap at a glance

This section presents a high-level overview of URBREATH’s dissemination and communication activities to be undertaken throughout the entire duration of the project.

During the first 24 months of the project, Work Package 8 (WP8) focused its efforts on developing and implementing an effective dissemination and communication strategy. These activities aim to ensure the most impactful promotion of the project at the national, European, and international levels. This is achieved through the active contributions of all project partners.

URBREATH aims to make significant contributions to research and policy by developing tools and approaches to engage different target groups involved in co-creation and transformative innovation in urban environments, as outlined below.

Primary Target Groups

- Public authorities and governments
- Scientific and academic community (researchers and students)
- Urban planners, architects, and engineers

Secondary Target Groups

- Citizens and local communities
- Civil society organizations and community groups
- Industry and businesses

To effectively reach these different audiences and stakeholders, URBREATH has adopted tailored communication channels and messages, as summarized in the table below.

Table 1: URBREATH Audience

Target group	Tools	Main Directions for Messages
Citizens and Local Communities	<ul style="list-style-type: none"> - Website - Social Media - Newsletter - Informative sessions - Traditional media 	<ul style="list-style-type: none"> - awareness - attract - strengthen impact
Scientific Community	<ul style="list-style-type: none"> - Publications - Conferences, conferences’ publication - Workshops 	<ul style="list-style-type: none"> - awareness - attract - scientific dissemination
Public Authorities and Governments	<ul style="list-style-type: none"> - Workshops - Webinars - Newsletters 	<ul style="list-style-type: none"> - policy making - strengthen impact

Target group	Tools	Main Directions for Messages
	<ul style="list-style-type: none"> - Conferences and Workshops - Policy events 	
Civil Society Organizations & Community Groups	<ul style="list-style-type: none"> - Workshops - Webinars - Newsletters - Conferences and Workshops - Social Media 	<ul style="list-style-type: none"> - awareness - attract - strengthen impact
Urban Planners, Architects, & Engineers	<ul style="list-style-type: none"> - Workshops - Webinars - Newsletters - Conferences and Workshops 	<ul style="list-style-type: none"> - awareness - attract - strengthen impact
Industry, Businesses	<ul style="list-style-type: none"> - Newsletters - Industry conferences - Workshops 	<ul style="list-style-type: none"> - awareness - attract - strengthen impact

For the first 24 months of the project, the main Dissemination & Communication objectives were the following:

- Build the URBREATH brand name.
- Produce key project material.
- Disseminate project’s vision & objectives.
- Start engaging stakeholders.
- Leverage the participation of different stakeholders.

During the first two years of the project (Y1–Y2), URBREATH successfully implemented a comprehensive set of dissemination and communication activities aimed at increasing the project’s visibility, fostering stakeholder engagement, and promoting the exchange of knowledge across different audiences.

The following key actions were completed:

- **Project Website:** Established and continuously updated as the main communication and information hub.
- **Social Media:** Active presence on X (Twitter), LinkedIn, and YouTube, ensuring broad outreach and engagement with diverse audiences.
- **Promotional Materials:** Design and distribution of a brochure, poster, roll-up, and flyer, as well as a dedicated roll-up for the Cluster projects.
- **Branding and Communication Tools:** Development of a Branding Manual, Guidelines, General Project Presentation, and a set of Project Templates to ensure visual and messaging consistency across all communication activities.
- **Interviews and Press Coverage:** Completion of 29 partner interviews and publication of 2 press releases highlighting key project milestones.
- **Multimedia Outputs:** Production of 16 videos and 1 podcast showcasing project objectives, activities, and results.

- **Publications and Academic Dissemination:**
 - o 5 journal articles
 - o 2 conference proceedings
 - o 4 conference publications/posters
 - o 7 project reports presenting research findings
- **Events and Stakeholder Engagement:**
 - o 3 webinars and 4 URBREATH workshops organized
 - o 10 informative sessions conducted
 - o Participation in 5 discussion panels and 55 external events
- **Collaboration and Networking:** Establishment of synergies with 33 projects and initiatives, along with close collaboration with Cluster projects to enhance collective impact.
- **Online and Media Presence:**
 - o more than 80 posts published by URBREATH partners across blogs, websites, and social media
 - o 107 blog posts published on the official URBREATH website
- **Newsletters:** Publication of three biannual newsletters, disseminating updates and outcomes to stakeholders and the wider public.

These activities have contributed significantly to strengthening URBREATH's visibility, facilitating cross-sectoral dialogue, and positioning the project as a key contributor to the European urban innovation and environmental health agenda.

The following major dissemination and communication activities are planned for the next two years of the project (Y3–Y4: Jan 2026 – Dec 2027) under **Work Package 8**:

- Continue publishing updates and information about the project on the **URBREATH website** (<https://urbreath.eu/>) and **blog**.
- Regularly **update and enhance the website** to reflect project progress, results, and upcoming events.
- Strengthen the project's **social media presence** on **X (Twitter)**, **LinkedIn**, and **YouTube**, leveraging these platforms to engage audiences and disseminate key outcomes.
- **Participate in major conferences and events**, deliver presentations to showcase project results and insights.
- **Prepare and publish scientific articles and papers** to ensure wide academic dissemination of project findings.
- Organize three **policy events** to promote evidence-based policy discussions.
- **Develop and distribute press releases** and **regular newsletters** to maintain visibility and communicate key milestones.
- **Consolidate cooperation** with other relevant **EU projects** and **Cluster initiatives** to enhance synergies and joint visibility.
- **Organize the URBREATH Conference** to disseminate results, foster discussion, and strengthen the project's network and legacy.

3 Dissemination and Communication Activities

3.1 Project Website

In this section, we describe and report on the impact of the project website which is available under the domain <https://urbreath.eu/>.

3.1.1 Website Overview

As the central node for dissemination purposes and the main dissemination and communication channel, the URBREATH official website was built in the early stage of the project. The website serves as a collaboration tool for knowledge, experience and best practice sharing, as well as for results consolidation and dissemination support. The project website is continuously maintained to provide up-to-date information and material on the project’s deliveries and news. The figure below presents the website’s homepage.

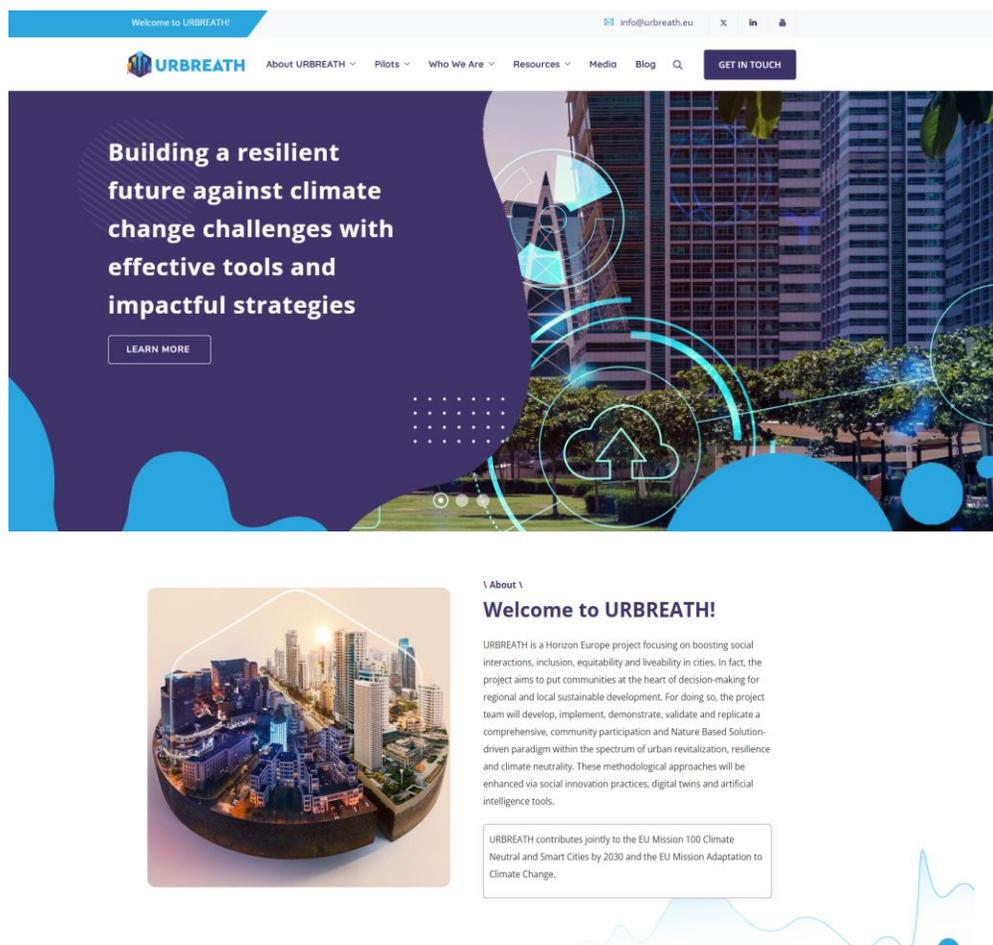


Figure 1: URBREATH Website Homepage

- **About URBREATH:** Presents the project’s aims, approach, and expected results, focusing on community participation, nature-based solutions, and technological innovation.
- **Pilots:** Describes the four climate zone testbeds (Mediterranean, Atlantic, Boreal, Continental), outlining activities, frontrunner and follower cities, and demonstration actions.
- **Who We Are:** Introduces consortium partners and their roles, highlighting collaboration across sectors and regions. In addition, interviews with partners where they present their contribution to the project are available.
- **Resources:** Offers access to public deliverables ¹, publications, project materials (logos, posters, flyer, brand guide), and a glossary.
- **Our Media:** Features visual and communication outputs, including videos.
- **Blog:** Publishes news, event summaries, and articles on project results, innovation, and climate resilience topics to enhance visibility and engagement.
- **Contact:** Provides communication channels, the newsletter subscription form, and social media links.

3.1.2 Website Analytics

This section presents figures from the Google Analytics page of the URBREATH website from the day of its creation to the time of drafting the present deliverable (28.11.2025). On aggregate, from the beginning until now, a total of 2,2K new users have visited the website, while the website has a total of 13K page views. Throughout the whole period that the website has been operating, we have had a stable number of monthly users, with increments appearing whenever there is an important project activity.

Total	2,273 100% of total	2,255 100% of total	641 100% of total	1m 35s Avg 0%	1.53 Avg 0%	38,293 100% of total	0.00	0%
1 Direct	1,033 (45.45%)	1,018 (45.14%)	273 (42.59%)	1m 54s	2.06	23,847 (62.28%)	0.00 (-)	0%
2 Organic Search	618 (27.19%)	616 (27.32%)	223 (34.79%)	1m 18s	1.19	7,594 (19.83%)	0.00 (-)	0%
3 Referral	401 (17.64%)	400 (17.74%)	109 (17%)	1m 40s	1.15	4,836 (12.63%)	0.00 (-)	0%
4 Organic Social	218 (9.59%)	218 (9.67%)	36 (5.62%)	46s	0.98	1,996 (5.21%)	0.00 (-)	0%
5 Unassigned	3 (0.13%)	3 (0.13%)	0 (0%)	54s	1.00	20 (0.05%)	0.00 (-)	0%

Figure 2: Overview of Google Analytics for the URBREATH website / Users

¹ The public deliverables will be made available online once they have been officially approved by the EC.

Total	6,255 100% of total	3,481 100% of total	55.65% Avg 0%	34s Avg 0%	6.12 Avg 0%	13,537 35.35% of total	0.00	0%
1 Direct	2,287 (36.56%)	1,154 (33.15%)	50.46%	31s	6.22	5,080 (37.53%)	0.00 (-)	0%
2 Organic Search	1,552 (24.81%)	861 (24.73%)	55.48%	36s	5.73	2,979 (22.01%)	0.00 (-)	0%
3 Referral	1,251 (20%)	787 (22.61%)	62.91%	42s	6.25	2,727 (20.14%)	0.00 (-)	0%
4 Organic Social	1,231 (19.68%)	726 (20.86%)	58.98%	27s	5.86	2,702 (19.96%)	0.00 (-)	0%
5 Unassigned	19 (0.3%)	3 (0.09%)	15.79%	52s	5.16	37 (0.27%)	0.00 (-)	0%
6 Organic Video	8 (0.13%)	4 (0.11%)	50%	6s	3.75	10 (0.07%)	0.00 (-)	0%
7 Email	1 (0.02%)	1 (0.03%)	100%	1m 02s	6.00	2 (0.01%)	0.00 (-)	0%

Figure 3: Overview of Google Analytics for the URBREATH website / pageviews

Regarding the geographical distribution of URBREATH’s audience, it is interesting to note that URBREATH has achieved a wide reach, with website visitors coming from almost all over the world. The top five countries with the most visitors are Italy, Spain, Ireland, Belgium and Germany as depicted in the Figure below.

Total	2,271 100% of total	2,255 100% of total	3,481 100% of total	55.65% Avg 0%	1.53 Avg 0%	1m 35s Avg 0%	38,293 100% of total
1 Italy	267 (11.76%)	261 (11.57%)	458 (13.16%)	50.5%	1.72	1m 35s	4,611 (12.04%)
2 Spain	260 (11.45%)	250 (11.09%)	305 (8.76%)	60.16%	1.17	1m 17s	2,881 (7.52%)
3 Ireland	236 (10.39%)	236 (10.47%)	12 (0.34%)	5.02%	0.05	2s	777 (2.03%)
4 Belgium	221 (9.73%)	207 (9.18%)	421 (12.09%)	56.82%	1.90	2m 13s	4,191 (10.94%)
5 Germany	201 (8.85%)	196 (8.69%)	227 (6.52%)	51.71%	1.13	1m 18s	2,462 (6.43%)
6 Romania	188 (8.28%)	182 (8.07%)	167 (4.8%)	51.7%	0.89	37s	1,662 (4.34%)
7 Greece	166 (7.31%)	157 (6.96%)	1,206 (34.65%)	70.53%	7.27	7m 09s	13,891 (36.28%)
8 Estonia	152 (6.69%)	147 (6.52%)	147 (4.22%)	48.84%	0.97	53s	1,576 (4.12%)
9 Netherlands	77 (3.39%)	75 (3.33%)	55 (1.58%)	44.72%	0.71	33s	594 (1.55%)
10 Denmark	68 (2.99%)	65 (2.88%)	82 (2.36%)	46.86%	1.21	54s	789 (2.06%)
11 United States	66 (2.91%)	66 (2.93%)	15 (0.43%)	20.55%	0.23	13s	341 (0.89%)
12 United Kingdom	65 (2.86%)	61 (2.71%)	66 (1.9%)	49.25%	1.02	1m 13s	743 (1.94%)
13 Finland	58 (2.55%)	57 (2.53%)	59 (1.69%)	54.63%	1.02	1m 16s	639 (1.67%)
14 France	32 (1.41%)	31 (1.37%)	37 (1.06%)	59.68%	1.16	1m 19s	396 (1.03%)
15 Czechia	27 (1.19%)	27 (1.2%)	40 (1.15%)	54.79%	1.48	43s	332 (0.87%)
16 Sweden	20 (0.88%)	20 (0.89%)	30 (0.86%)	68.18%	1.50	2m 08s	222 (0.58%)

Figure 4: Top 10 countries with the most website users

3.2 URBREATH Blog Posts

URBREATH maintains an active blog (<https://urbreath.eu/blog/>), where we upload interesting posts about the project and its results, as well as about project events and other developments in the fields of climate resilience topics. Having a blog is one of the most effective ways to attract visitors, spread project news effectively, and regularly update the site, which increases the website’s Search Engine Optimization and results in higher rankings. Currently (Jan 2024-Nov 2025) there are 107 blog posts available.

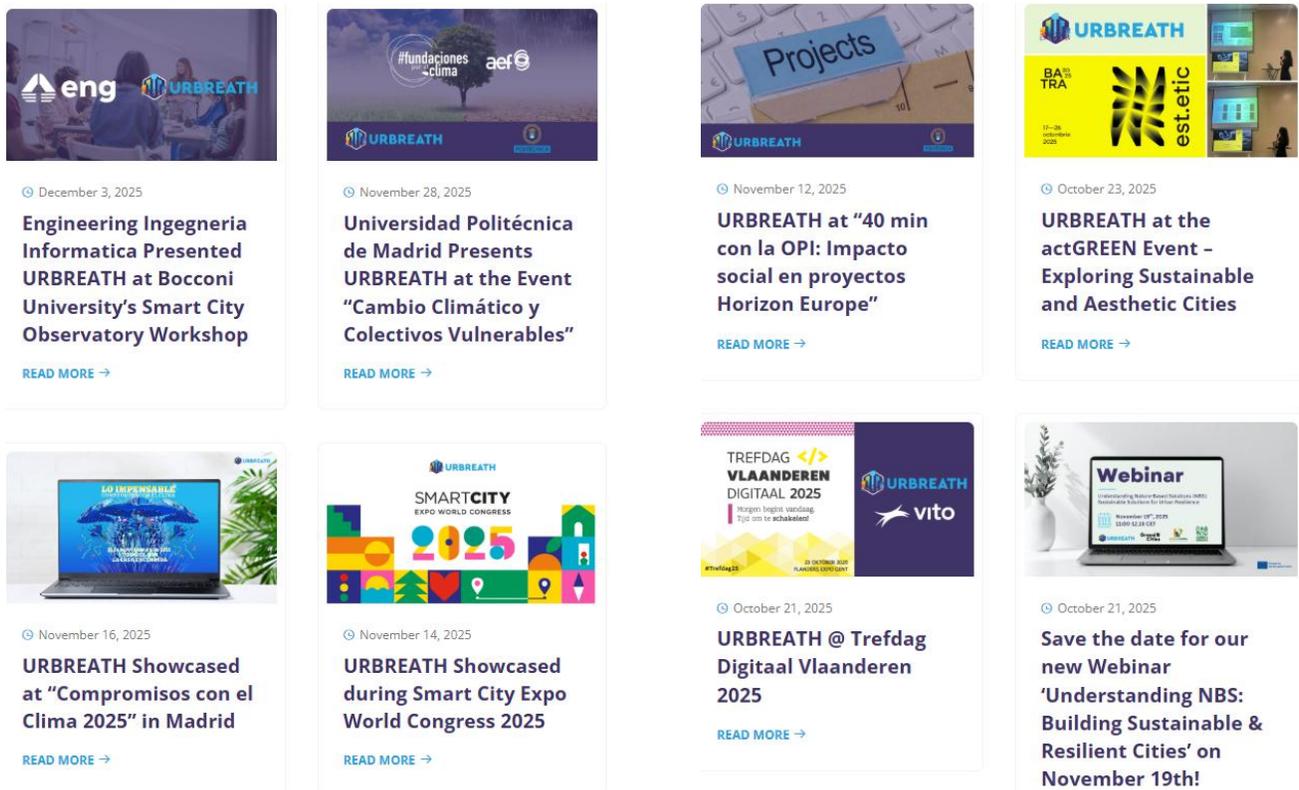


Figure 5: URBREATH blog posts

3.3 Partners' Interviews

The "Interviews" page (<https://urbreath.eu/who-we-are/interviews/>) on the URBREATH website features a series of conversations with the project’s partners. Each interview highlights the partner’s role, expectations, and contributions to the URBREATH initiative. Through these discussions, readers gain insight into how different organizations collaborate to achieve the project’s goals and address urban environmental challenges.

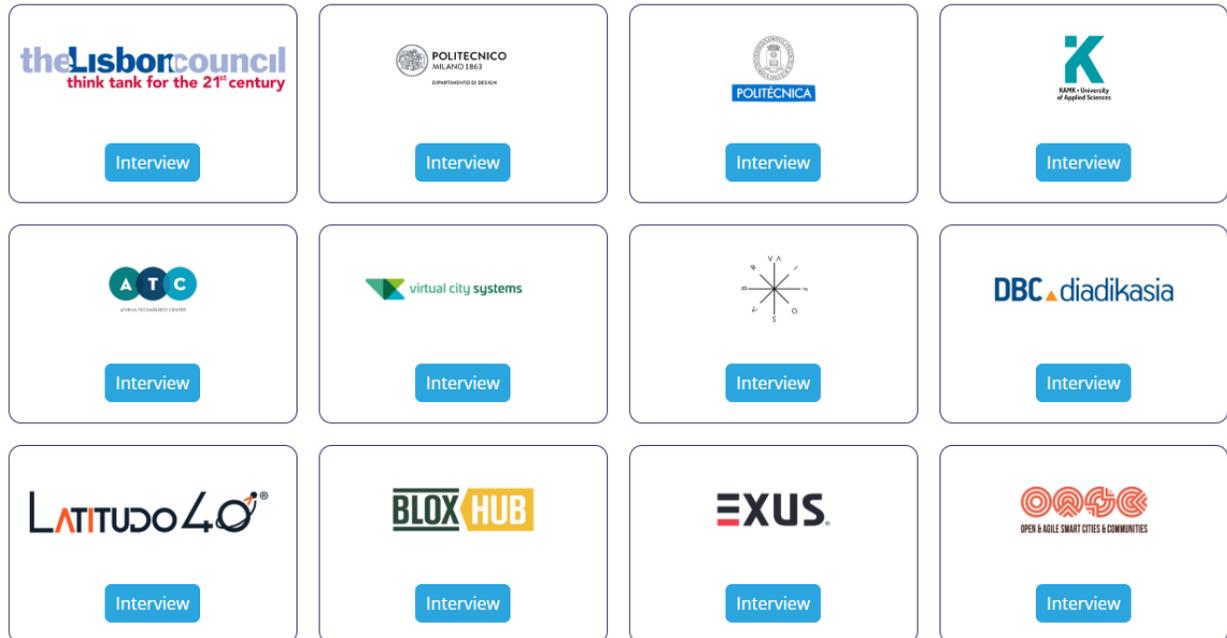


Figure 6: URBREATH Partners' Interviews

3.4 Videos

The “Our Media” page (<https://urbreath.eu/our-media/>) of URBREATH presents a curated collection of videos that document the project’s progress, goals, and impacts. The page highlights:

- Visual storytelling of pilot areas (for example, Tallinn before implementation of nature-based solutions).
- Interviews and insights from project coordinators and partner organizations.
- Demonstrations of innovative methods and approaches (e.g. digital twins + nature-based solutions).
- Progress reports and reflections from project events (e.g. the 2024 General Assembly in Madrid).
- Webinars organized by the project.

Its purpose is to give visitors a dynamic, visual look into URBREATH’s work and visions in urban sustainability.

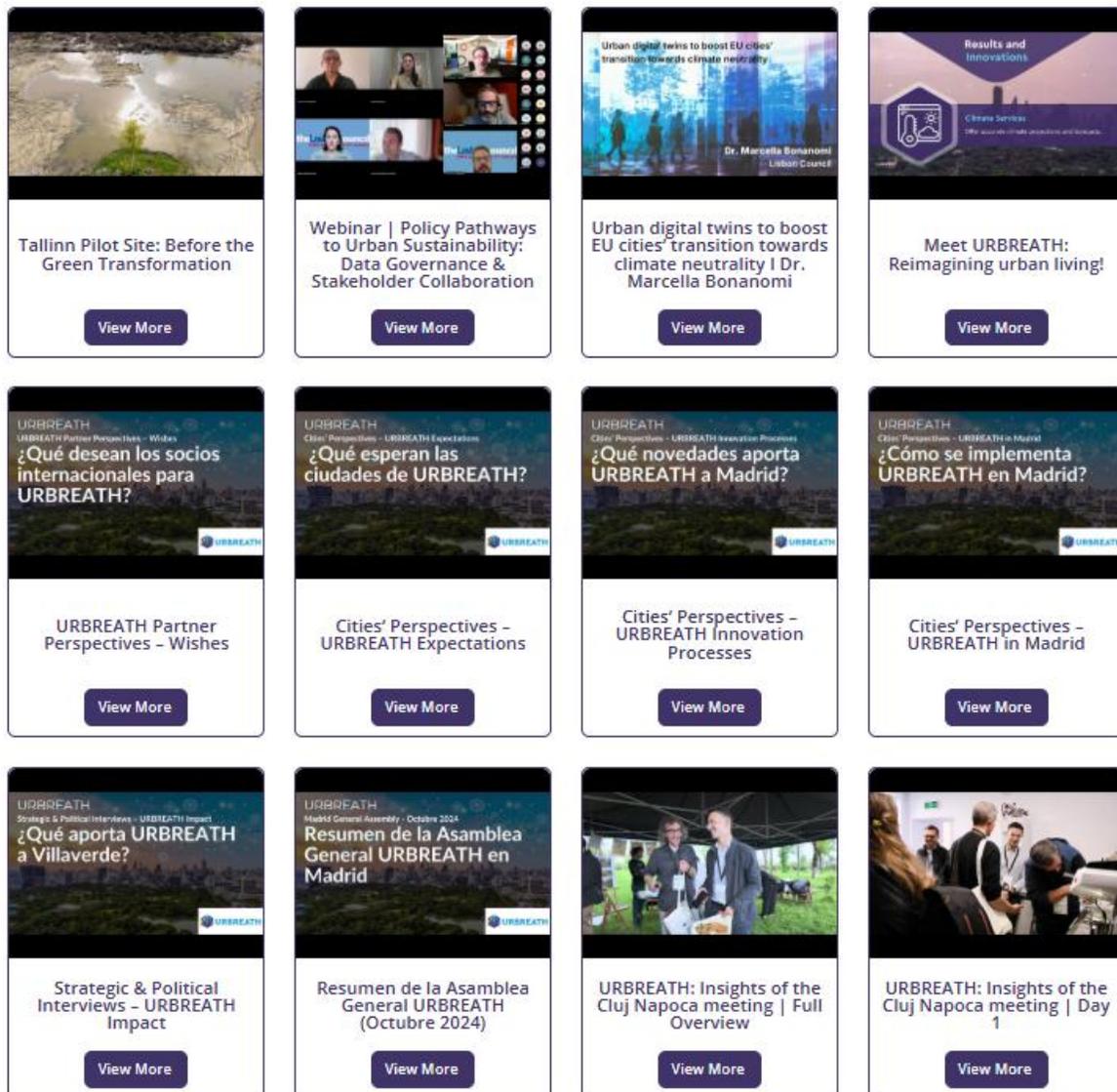


Figure 7: URBREATH Media page

3.5 Social Media Channels

Social media profiles play a pivotal role in the project to reach a wide range of audience. Constant posts and updates of status on social media profiles on the project's developments, news and sharing of best practices and research developments increase audience engagement and help to achieve interaction with the users. Social media proves to be most effective in dissemination and communication due to the popularity, ease of access and rapid information flow.

The project social media profiles were created on X/Twitter, LinkedIn and YouTube, the link to URBREATH’s LinkedIn account was integrated into the project website, and an additional feed flow is

being shown on the project website, inviting users to browse through the interesting topics posted on URBREATH’s LinkedIn.

3.5.1 LinkedIn

The LinkedIn Page of the project (<https://www.linkedin.com/company/urbreath-horizon-europe-project/>) serves as the official representation of the project on LinkedIn. It offers a way to showcase the project information and updates to a professional audience while LinkedIn users can follow and engage with this page to stay informed about the latest developments and news from the project. The page was regularly updated with posts on URBREATH’s news and events, and other content published on the website as well as interesting articles and links about the project’s topics. This resulted in people staying informed about the activities of the project and bringing some referral traffic from LinkedIn to the project’s website.

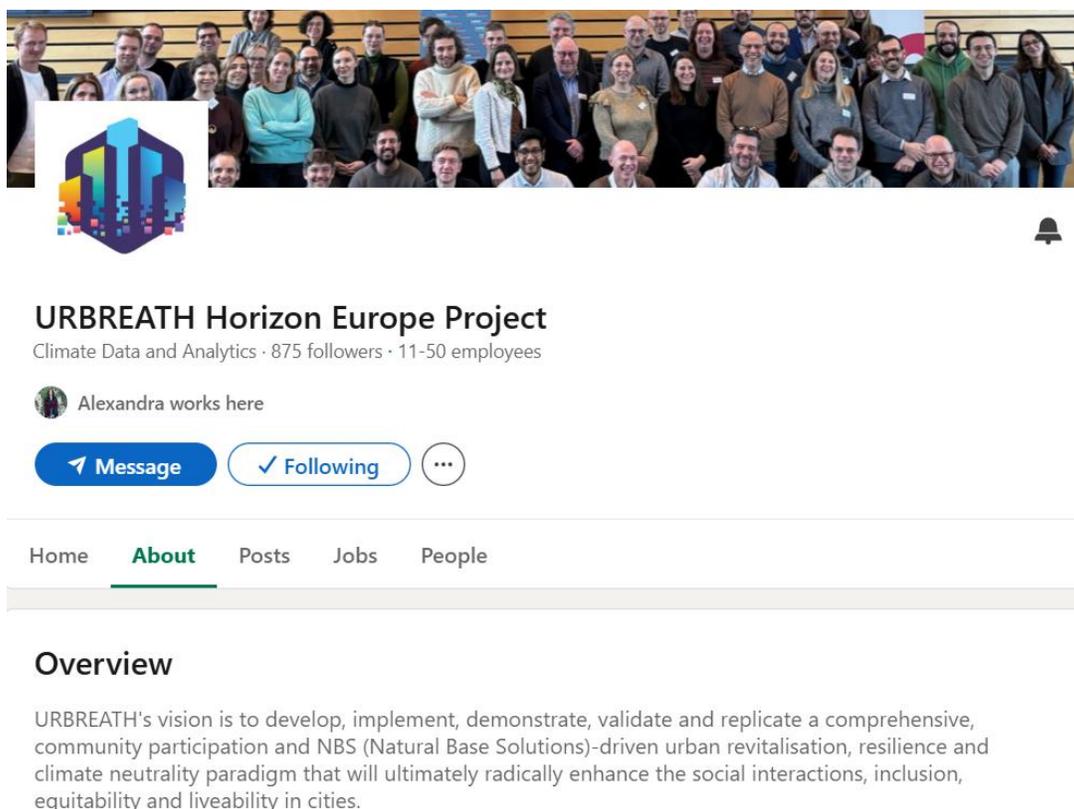


Figure 8: URBREATH LinkedIn page

Via LinkedIn Analytics the following data analysis for the URBREATH LinkedIn channel has been gathered:

Table 2: URBREATH LinkedIn Analytics (Jan 2024 – Nov 2025)

Number of posts	284
Followers	879
Reach	73.949
Shares	286
Likes	3.552

3.5.2 X/Twitter

URBREATH’s X/Twitter channel (<https://twitter.com/URBREATHProject>) is used as one of the main digital distribution channels. Via X/Twitter it is also easy for our followers to engage with the project, either by following, mentioning, retweeting or commenting on our tweets. We use this channel both to promote blog posts on project’s news and events and other content published on the website as well as to share exciting articles and links around the URBREATH domain.



Figure 9: URBREATH X/Twitter page

Table 3: URBREATH X/Twitter Analytics (Jan 2024 – Nov 2025)²

Number of posts	258
Followers	90
Reach	2215
Reposts	29
Likes	85

3.5.3 You Tube channel

The project has created a URBREATH channel on YouTube (<https://www.youtube.com/@URBREATHProject/featured>), with the goal to publish and promote the videos that will be created in the framework of the project. Currently (Jan 2024-Nov 2025) there are **16** videos available as listed below:

1. **URBREATH Video (1)**: this video dives deep into our core objectives — reducing urban pollution, enhancing green spaces, and promoting sustainable practices within communities
2. **URBREATH Webinar “Public Procurement & Innovation Instruments” (5)**: these videos focus on various procurement/innovation mechanisms (innovation partnerships, pre-commercial procurement, competitive procedures/dialogue). The aim is to provide guidance/awareness on how cities, projects or stakeholders can use procurement & contracts as tools for innovation.
3. **Webinar on “Policy Pathways to Urban Sustainability” (1)**: this video features the webinar “Policy Pathways to Urban Sustainability: Data Governance and Stakeholder Collaboration”, which took place on 3 July 2025. Organized under the URBREATH project and chaired by Francesco Mureddu of The Lisbon Council, the session brought together experts from five EU-funded initiatives — URBREATH, ExpEDite, BeOPEN, BLOSSOM, and USAGE.
4. **URBREATH Plenary Meetings / Case Studies Inside (6)**: These videos capture key moments from URBREATH project meetings and collaborative activities. They highlight how partners come together to exchange ideas, reflect on progress, and plan future steps toward creating greener, healthier, and more inclusive cities across Europe.
5. **URBREATH eParticipation tool (1)**: this video demonstrates the main functionalities of the eParticipation tool implemented in the project
6. **Presentation of the Pilot Site (1)**: the video presents the URBREATH pilot area in Tallinn before the implementation of nature-based solutions (NBS)
7. **URBREATH Webinar on “Understanding Nature – Based Solutions” (1)**: URBREATH and its partner projects GreenInCities, Regreenation, Commit2Green organized insightful webinar “Understanding Nature-Based Solutions (NBS): Sustainable Solutions for Urban Resilience”, and explored how Nature-Based Solutions are shaping the future of our cities.

² It has to be noted that from June 2025 X/Twitter provides insights on number of posts and followers.

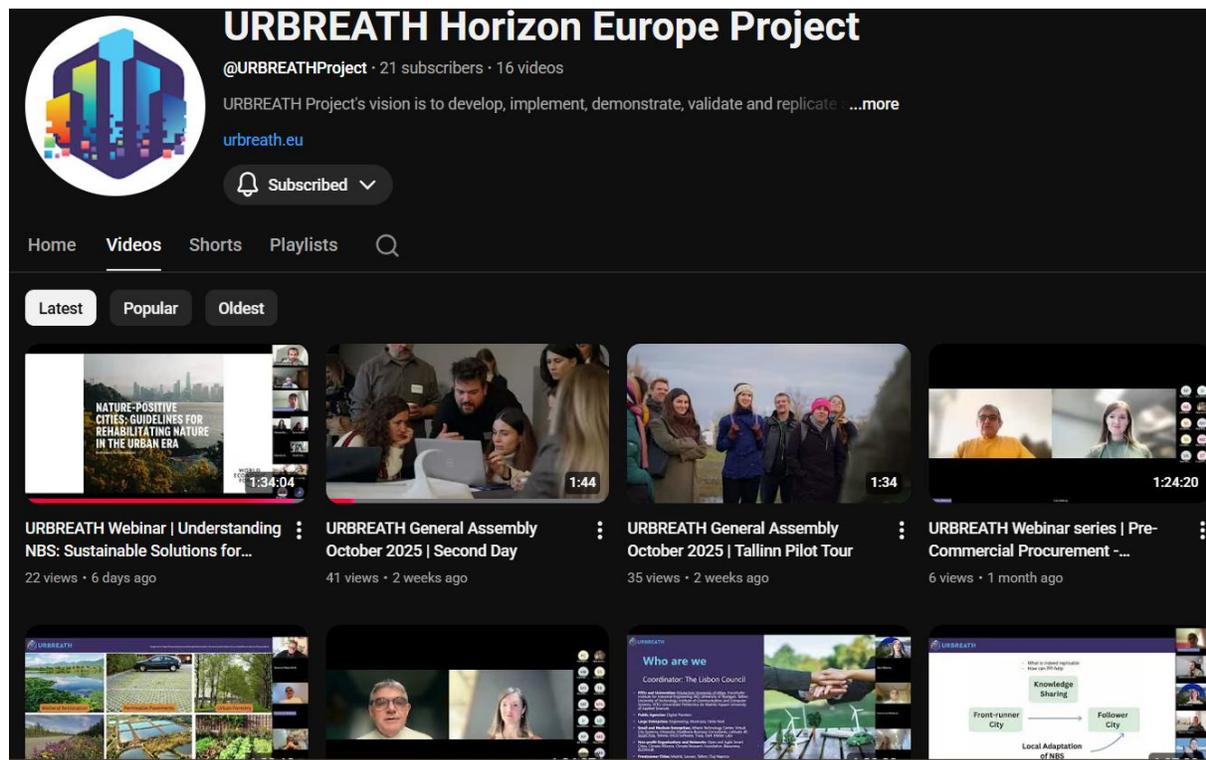


Figure 10: URBREATH YouTube channel

3.6 Attendance to Conferences

An essential part of URBREATH’s dissemination activities involves active participation in national and international events, such as scientific conferences, workshops, symposia, and policy forums. These events provide valuable opportunities to present the project’s objectives, methodologies, and emerging results to diverse audiences — including researchers, practitioners, policymakers, and the general public.

By engaging in such events, URBREATH partners contribute to the broader exchange of knowledge on urban resilience and nature-based solutions, while also building strategic collaborations and increasing the project’s visibility within the European and global research community.

The list in Annex A of this document offers an overview of presentations and participations reported by individual partners in the context of URBREATH between January 2024 and November 2025. It reflects the project’s ongoing efforts to communicate its progress and share best practices across disciplines and regions.

3.7 Organization of Workshops

As part of the project’s dissemination and stakeholder engagement activities, the following Workshops have been organized by the URBREATH team:

- **4.9.2024, Brussels, Belgium:** The first workshop, “Urban Greening and Renaturing towards Climate Neutrality,” was held within the EGOV2024 Conference. The session brought together researchers, city representatives, and policymakers to discuss how urban greening and renaturing strategies can support the transition toward climate-neutral cities. Presentations and discussions focused on innovative approaches to integrate nature-based solutions (NbS) into digital governance frameworks and local policy agendas.
- **15.6.2025, Tallinn, Estonia:** The second workshop took place during the Urban Space Festival, providing an open, interactive platform for citizens, practitioners, and urban innovators to exchange perspectives on sustainable urban transformation. Activities included hands-on demonstrations, participatory discussions, and showcases of NbS applications in urban design and public spaces.
- **26.6.2025, Aarhus, Denmark:** On 26 June, the City of Aarhus and BLOXHUB hosted a workshop at Dokk1 in Aarhus titled “The Value of Urban Nature – and How Can We Measure It?” The event brought together stakeholders from various sectors across Denmark to discuss how urban nature contributes to liveability and how its value can be better understood and communicated. Through discussions, case studies, and collaborative sessions, participants highlighted the need to integrate nature as a fundamental component of sustainable and resilient cities.
- **17.9.2025, Brussels, Belgium:** URBREATH joined fellow Horizon Europe cluster projects — ReGreenation, GreenInCities, Commit2Green, ClimaGen — and representatives from the European Commission for a collaborative World Café session. Together, participants explored how cities and regions can better integrate NbS into urban and regional planning. The discussions highlighted insights from living labs, demonstrators, and research-driven innovation, while identifying both opportunities and barriers to scaling NbS across Europe.

All workshops aim to foster dialogue among researchers, policymakers, and practitioners on nature-based solutions and urban sustainability pathways.



4.9.2024, Brussels, Belgium



15.6.2025, Tallinn, Estonia



17.9.2025, Brussels, Belgium



26.6.2025, Aarhus, Denmark

3.8 Discussion Panels

Project representatives participated in the following discussion panels:

- **6–8.5.2025, Vilnius, Lithuania:** URBREATH participated in the 4th Edition of the Cities Mission Conference, contributing to the panel session “Reflecting on Methods, Indicators, and Tools for Inclusive and Climate-Neutral Cities.” The session provided a platform to present the project’s overall objectives and pilot activities, highlighting URBREATH’s contribution to advancing inclusive, climate-neutral urban transitions. Participation also included presence at the cluster stand, fostering exchanges with other Horizon Europe initiatives and international organizations engaged in sustainable city transformation.
- **20–22.5.2025, Cluj, Romania:** URBREATH took part in the Climate Neutrality Summit 2025, an international gathering of over 1,000 participants dedicated to exploring pathways toward carbon-neutral urban environments. During a panel discussion, project representatives shared insights and innovations developed within URBREATH that support urban decarbonization and resilience.
- **28.5.2025, Athens, Greece:** During Data Week 2025, URBREATH contributed to the panel “Supporting Cities towards Climate Neutrality,” where the project shared best practices on data-driven urban planning and digital tools for sustainability. The discussion also included collaboration with SEADITO, Iliad – Digital Twins of the Ocean, and AqualNFRA, emphasizing synergies across EU-funded initiatives focused on digital innovation for green transitions. The event brought together more than 1,500 participants from the research and innovation community.
- **12–13.6.2025, The Hague, Netherlands:** At the Data for Policy 2025 Conference, URBREATH joined leading Horizon Europe projects — EXPEDITE, USAGE, and BEOPEN — to discuss integrated socio-technical approaches for tackling complex societal challenges. Marcella Bonanomi, URBREATH Coordinator from The Lisbon Council, delivered a presentation showcasing the project’s innovative work in rethinking urban resilience and public health through inclusive, data-driven, and community-informed strategies.
- **16–18.6.2025, Brussels, Belgium:** Representing the City of Leuven and URBREATH, Laura Dens participated in the PADST Summer School 2025, contributing to discussions on how digital tools and sustainable practices can strengthen public administration capacities for the twin transitions. Her presentation emphasized Leuven’s practical experiences in implementing digital

and environmental innovations that enhance citizen well-being and promote adaptive, future-ready governance.

- **17–26.10.2025, Romania:** URBREATH participated in actGREEN, part of the Transylvania Architecture Biennale (BATRA), held under the theme “est.etic.” The event explored how urban design, technology, and energy transition can contribute to sustainable and aesthetically engaging cities. Alexandra Poliec represented URBREATH in a panel discussion, presenting the consortium’s local initiatives in Cluj-Napoca and sharing insights into how collaborative design and innovation can harmonize functionality with beauty in the built environment.

These participations provided opportunities to present URBREATH’s objectives, methodologies, and early results, while fostering dialogue with other EU-funded initiatives, policymakers, and data governance experts. The events also facilitated the exchange of knowledge on urban sustainability, digital innovation, and policy integration, reinforcing URBREATH’s contribution to the broader Mission Cities and climate-neutral transition agenda.



Figure 11: Photos from partner’s participation in different events

3.9 Informative Sessions

As part of its dissemination and engagement strategy, URBREATH organized **ten** informative sessions across Europe in 2025, aiming to strengthen collaboration, knowledge sharing, and stakeholder involvement.



The sessions covered diverse topics including sustainable urban design, data-driven policy, and nature-based solutions. Key events included the TalTech Department of Civil Engineering and Architecture Research Day (Tallinn, 29 January 2025), Exploring Urban Imaginaries in Villaverde: A Collaborative Approach through URBREATH (Madrid, 24 February 2025), and the International Projects Meeting in Kainuu hosted by local partner KAMK (Kajaani, 11 April 2025). Additional sessions featured a co-design workshop in Cluj (29 April 2025), clean-up and local authority meeting in Tallinn (1 May 2025), and participation in the Europe Day event (Kajaani, 9 May 2025).

3.10 Webinars

The following Webinars have been organized within the period Jan 2024 – Nov 2025.

A joint webinar titled “**Policy Pathways to Urban Sustainability: Data Governance and Stakeholder Collaboration**” was organized as part of URBREATH’s dissemination and networking activities. The event brought together representatives from URBREATH, ExpEDite, USAGE, BLOSSOM, and BeOPEN, fostering an interdisciplinary exchange of ideas and best practices. With 50 registered participants from research institutions, municipalities, and policy organizations across Europe, the webinar explored strategies for effective data governance, collaborative policy design, and the integration of nature-based and digital solutions to enhance urban sustainability. The discussion highlighted the importance of cross-project collaboration and stakeholder engagement in shaping evidence-based urban policies and advancing the shared objectives of the participating initiatives.



Procurement in Action: This 5-part series, took place from 29 September to 27 October, explored key public procurement instruments that can support innovation and sustainable urban development, with a particular focus on their application in Nature-Based Solutions (NBS). More than 30 participants per session joined the Webinar.

How can cities harness the power of nature to tackle climate change, improve well-being, and enhance biodiversity?: URBREATH organized on November 19th 2025, at 11:00 – 12:15 CET (75 minutes) an insightful webinar “Understanding Nature-Based Solutions (NBS): Sustainable Solutions for Urban Resilience”, exploring how Nature-Based Solutions are shaping the future of our cities. This session brought together experts and urban practitioners from across Europe to share practical insights, inspiring case studies, and lessons learned from on-the-ground implementation.



3.11 Publications

During the first 24 months, URBREATH research partners have published the following five articles in peer-reviewed journals:

- A Proxy Model for Traffic Related Air Pollution Indicators Based on Traffic Count: Nikolina Racic, Valentino Petric, Francesco Mureddu, Harri Portin, Jarkko V. Niemi, Tareq Hussein, Mario Lovrić, <https://doi.org/10.3390/atmos16050538>
- Meteorological Normalization or Deweathering for Predicting Air Pollutant Concentration: Pitfalls and Limitations: Valentino Petric, Mario Lovric, and Bernhard C. Geiger, <https://doi.org/10.26434/chemrxiv-2024-sw2cm-v2>
- Predictability of Euro-Mediterranean Sub seasonal Anomalies: The TeWA Approach: Darío Redolat and Robert Monjo, <https://doi.org/10.1175/WAF-D-23-0061.1>
- Breaking Silos: A Systemic Portfolio Approach and Digital Tool for Collaborative Urban Decarbonisation, by Manuel Alméstar, Sara Romero-Muñoz, and Nieves Mestre, <https://doi.org/10.3390/su17115145>
- Linking Atmospheric and Soil Contamination: A Comparative Study of PAHs and Metals in PM10 and Surface Soil near Urban Monitoring Stations: by Nikolina Račić, Stanko Ružičić, Gordana Pehnc, Ivana Jakovljević, Zdravka Sever Štrukil, Jasmina Rinkovec, Silva Žužul, Iva Smoljo, Željka Zgorelec and Mario Lovrić, <https://www.mdpi.com/2305-6304/13/10/866>

3.11.1 Conference Proceedings

This section presents the project's contributions to key conferences and workshops that supported the dissemination of results, exchange of knowledge, and engagement with the broader research and policy community.

- Urban Greening and Renaturing towards Climate Neutrality: the URBREATH approach, Giuseppe Ciulla, Alessandro Deserti, Roberto Di Bernardo, Alice Iordache, Mario Lovric, Francesco Mureddu and Francesca Rizzo, <https://doi.org/10.5281/zenodo.15828497> .
- Data for Policy 2025 (DfP'25) - Europe Book of Abstracts, Data for Policy CIC, Giest, Sarah, Klievink, Bram, <https://doi.org/10.5281/zenodo.15828608> .

3.11.2 Conference Publication / Poster

This section highlights the dissemination of project outcomes through conference publications and poster presentations.

- Co- Creation of Nature Based Solutions for Managing snowmelt runoff in Urban Environments, Ella Lukkari, Henna-Mari Laurila, KAMK UAS.
- Meteorological Early warning systems, a tailor-made tool for climate change adaptation, Toni Rubio, Emma Gaitán, Robert Monjo, Carlos Carravilla, Sonia Rubio / 13th AECLIM Congress - Climate change and society: from basic science to climate services.
- URBREATH poster presenting the project objectives / FIWARE Global Summit 2024, Cities Mission Conference 2024.
- Poster presenting the projects under the same Cluster / Third Forum for the Mission on Adaptation to Climate Change.

3.11.3 Other Reports and Articles

This section includes additional publications and articles produced to further disseminate the project's findings beyond conference settings.

- Social report of Villaverde “Imaginarios de Villaverde” (in Spanish), Report by City of Madrid, Traza, Dark Matter Labs, Polytechnic University of Madrid, Basurama.
- Rethinking Urban Spaces: How Nature, Community, and Innovation Are Shaping Cluj's Green Transformation, Report by City of Cluj Napoca.
- Integrating Digital Twins and Creative Methods in Urban Co-Design: A Living Lab Workshop Experience in Cluj-Napoca”, Report by Jurgen Silence (Digital Flanders) and Max Beijneveld (Climate Alliance).
- Highlighting the Technical Dimension of Living Labs: Cluj-Napoca Workshop Insights, Report by Jurgen Silence (Digital Flanders).
- Building Inclusive and Climate-Resilient Cities: Insights from Nature-Based Solutions Projects Across Europe, report by URBREATH team.
- Contribution to the report: Guidance for the Integration of Digital Twins in Data Spaces Release 1.0.
- Workshop Summary: How do we measure and communicate the value of urban nature? by Cornelia Thea Seger Jakobsen, BLOXHUB.

3.12 Synergies at national or international levels for sharing knowledge

3.12.1 Horizon EU projects and other initiatives

Throughout the reporting period, the project established and maintained close cooperation with a wide range of research and innovation projects and thematic networks at both national and EU levels. These collaborations aimed to strengthen synergies, share knowledge, and maximize the collective impact of ongoing efforts toward climate-neutral and resilient cities.

Regular interactions were fostered through joint events, monthly coordination meetings, common booths at conferences, and continuous information exchange via newsletters, websites, and policy workshops.

Key collaborations included:

- **ReGreenation, GreenInCities, Commit2Green, ClimaGen** – Regular interactions including monthly meetings, shared participation in events, and joint booths to promote coordinated approaches to urban greening, climate neutrality, and mission-driven innovation.
- **Big Data Test Infrastructure (BDTI)** – Technical knowledge exchange and mutual dissemination through newsletters and web posts.
- **EXPEDITE, USAGE, PROVIDE, Network Nature** – Joint participation in major events such as SCEWC 2024 and 2025 at the FIWARE/OASC/CINEA booths, policy workshops, and annual gatherings, including shared presentations and coordinated visibility efforts.
- **NetZeroCities (NZC)** – Close collaboration within the EU Cities Mission framework, including a shared stand at the Cities Mission Conference 2025 in Vilnius with cluster projects

(ReGreenation and GreenInCities). A Memorandum of Understanding and Collaboration Agreement between URBREATH and NZC came into force on 2 December 2024.

- **UNPplus, LIFE-PACT, Just Nature** – Exchange of knowledge on nature-based solutions (NBS), citizen engagement, and urban environmental management with partners from Leuven and Madrid.
- **SPOTTED / Satellite Open Data for Smart City Services Development** – Reuse and integration of SPOTTED legacy digital services (Green Index, Heat Exposure, Heat Wave Risk) to support URBREATH’s objectives. Related cooperation also extended through shared activities with USAGE.
- **DivAirCity, PADST** – Joint workshop contributions (e.g., Cities Mission Conference 2025) and participation in PUBSIC 2025 with shared knowledge exchange.
- **B-CONNECT** – Collaboration with an EU project focused on urban greening, real-time monitoring dashboards, NBS experimentation, and co-creation with communities.
- **HuHa and HUDA** – Mutual sharing of data and expertise regarding stormwater and snowmelt water management, including water quality from snow dumping sites.
- **ACES, BEOPEN, SEADITO, Iliad (Digital Twins of the Ocean), AqualNFRA** – Co-organisation and joint participation in panel discussions at **Data Week 2025** and **Data for Policy 2025**, often in synergy with USAGE and EXPEDITE.
- **METALEUVEN** – Collaboration in design workshops linked to local innovation ecosystems and the Leuven 2030 framework.
- **Greenstorm** – Presentation of URBREATH during the project’s General Assembly and participation in a site visit at the pilot location.
- **PLOTO** – Contribution of insights on strengthening resilience against climate-related impacts within EU research dialogues.
- **Scalable Cities Roadshow** – Presentation of URBREATH and the Athens pilot site at the “Nature, mobility, and urban sustainability” event (8th Peer-to-Peer, Nea Smyrni, July 2025).
- **ARCADIA Adaptation** – Knowledge exchange with partners such as South Pole, DEDA, and others during climate adaptation events organized by Helsingborg municipality, enabling mutual learning on NBS for climate resilience.
- **Kmverde (Parma) and IREN Ambiente (Parma)** – Strategic partnerships supporting the deployment and implementation of nature-based solutions in Parma.
- **URBAN FLOW** – Strategic cooperation with an important Horizon Europe project led by the Lisbon Council, focusing on digital tools and policy innovation that complement URBREATH’s objectives.
- **BIG4LIFE and UP2030** – Joint visibility and knowledge exchange through a shared booth during the SCEWC 2025, strengthening synergies among mission-driven EU projects targeting climate neutrality and sustainable urban transitions.

3.12.2 Urban Greening and Renaturing Cluster

Regular collaboration with the cluster projects was maintained throughout the reporting period to ensure alignment, knowledge exchange, and visibility of joint outcomes. Monthly telco meetings were held to coordinate activities, share progress, and explore synergies across the projects. In addition, two

dedicated cluster meetings with the European Commission provided an opportunity to discuss strategic directions, identify common challenges, and strengthen cooperation within the Cities Mission framework.

To enhance collective outreach, a common poster was developed and presented at key European events, showcasing the shared vision and complementary approaches of the participating projects. Joint visibility efforts included a collaborative poster presentation by GreenInCities, URBREATH, and ReGreenation at the Climate Change Adaptation Forum (May 2024, Brussels), as well as a shared presence at the Cities Mission Conference Marketplace (June 2024, Valencia). Furthermore, the projects contributed jointly to the 4th edition of the Cities Mission Conference, through a panel session and exhibition stand, strengthening their common engagement with stakeholders and policy representatives.

These joint actions reinforced cross-project collaboration, maximized dissemination impact, and demonstrated the collective contribution of the cluster to advancing urban climate neutrality and resilience across Europe.



Cluster roll up



Cluster A0 Poster

3.13 Partners' Activities

During the first 24 months of the URBREATH project, partners have significantly broadened the project's visibility, consistently showcasing its goals, activities and emerging results across multiple channels. In addition to the central project website, consortium members have created dedicated project pages and news items on their institutional websites, published articles in their own newsletters as well as external ones (such as the OASC monthly newsletter), and actively shared updates through their official social media accounts on LinkedIn, X/Twitter, Facebook and Instagram. These communications have highlighted key milestones including the project launch, General Assemblies, local pilot activities, events, webinars and new audio-visual materials, helping to position URBREATH within broader discussions on climate neutrality, nature-based solutions and digital innovation in cities, while steadily building awareness and engagement among citizens, practitioners and policymakers across Europe.

4 Project Materials

This section provides an overview of the materials created for the promotion of the project.

4.1 Visual Identity and Logo

A strong visual identity has been created for URBREATH in the beginning of the project, as showcased in Deliverable “D8.1 Communication, Dissemination and Exploitation Roadmap”.

The logo was designed according to the project’s theme. A stylized cityscape is depicted with digital elements at the base. The cityscape represents a small city where technology and infrastructure converge seamlessly. The digital piece signifies innovation, efficiency and progress. Additionally, this logo subtly alludes to the concept of digital twins, making it versatile for marketing and branding purposes.



Figure 12: URBREATH Logo

The logo is used in all communication materials, to personalize them and allow for the visual identity and the URBREATH brand to become well established and well-known. The display of EU funding information is also a concern in all communication and dissemination materials.

A complete URBREATH brand guide featuring the logo and its use, the colour scheme, typography, imagery, brand elements etc. was developed and shared with all consortium partners. It is also available for download on the project’s website at the link [here](#).

In addition, specific instructions were provided to partners to support the dissemination activities of the project.

4.2 Project presentation

URBREATH presentation is part of the project’s tools to support dissemination efforts and has been designed to be used by all the partners when they present the project to various events.

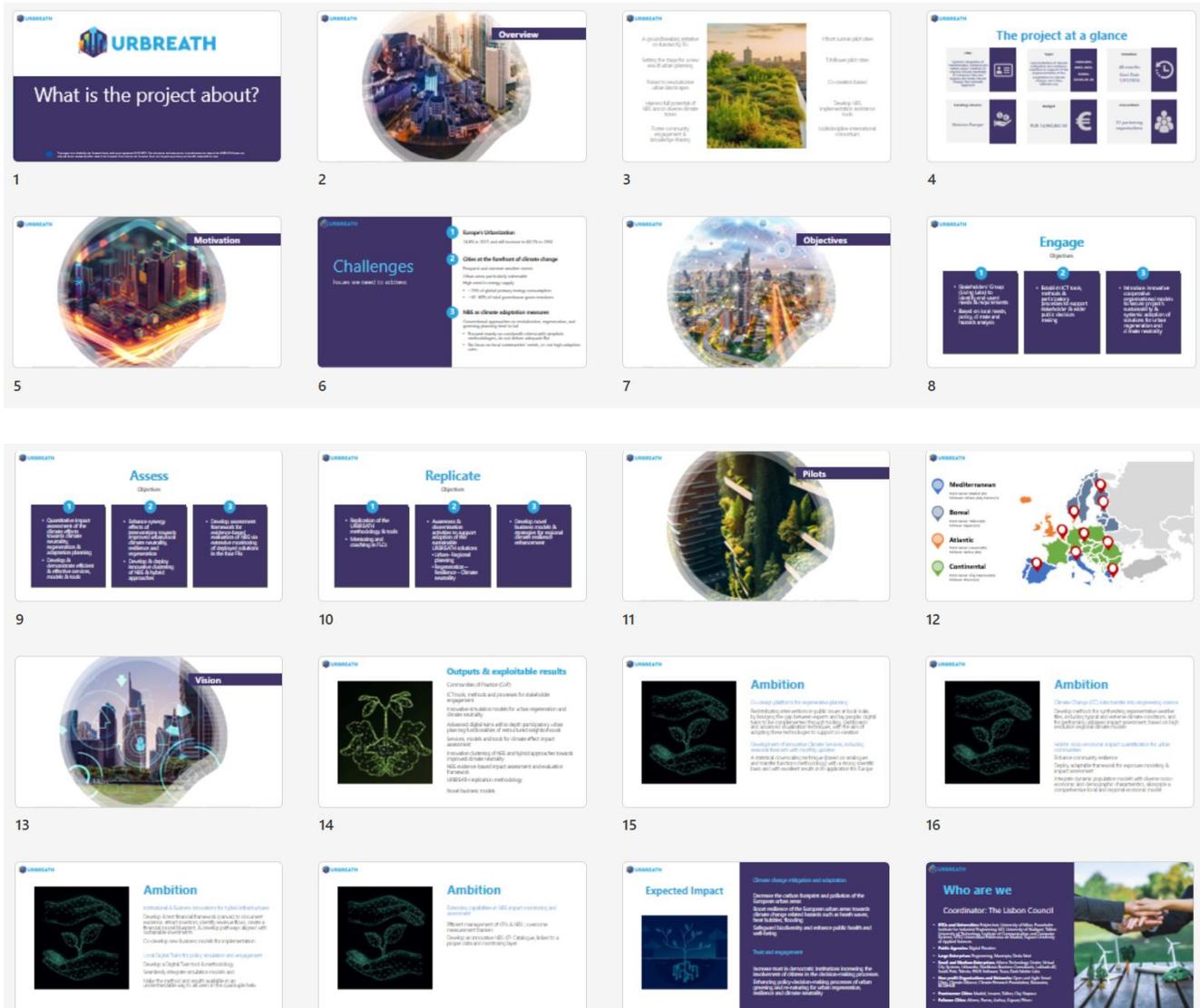


Figure 13: URBREATH ppt presentation

4.3 Project Brochure

The objective of the project brochure is to give an overview of the project, its objectives, results, and expected impact, with the aim of raising the awareness around and visibility of the project and to be distributed at key events and conferences by the project partners.

URBREATH

Reimagining urban living

a synergistic blend of nature's wisdom and cutting-edge technology

URBREATH is a groundbreaking initiative co-funded by the European Union, poised to revolutionise our urban landscapes. This project isn't just about adapting to climate change; it's about transforming our cities from the ground up, making them not only sustainable but resilient against the ever-growing threats of a warming world.

Objectives

- Create innovative cooperative organizational models to ensure project sustainability, emphasizing the systemic adoption of Nature-Based Solutions (NBS) and hybrid approaches for urban regeneration and climate neutrality.
- Develop and showcase efficient services, models, and tools for quantitatively assessing the impact of climate effects, specifically related to climate neutrality, regeneration, and adaptation planning.
- Develop and implement new combinations of Nature-Based Solutions (NBS) and hybrid approaches to maximize positive outcomes, enhancing urban and local climate neutrality, resilience, and regeneration.
- Establish a structured framework for evaluating Nature-Based Solutions (NBS) through the ongoing monitoring of implemented solutions in four European regions.
- Share and replicate the URBREATH methodology and tools through mentoring and coaching initiatives.
- Develop novel business models and strategies to enhance regional climate resilience.

Results

Through the engagement of local communities, the utilization of Local Digital Twins, and the application of AI technologies, URBREATH is setting the stage for a new era of urban planning. A collaborative effort involving leading researchers, urban planners, policymakers, and tech innovators, this project seeks to harness the full potential of nature-based solutions (NBS) across diverse climate zones, each facing unique climate challenges. The aim is to deliver:

- Co-design Platforms for Regenerative Planning:** shaping its Living Labs (LLs) as co-design platforms, fostering participatory urban transformation practices.
- Advancement in Ecological Transition:** enhancing techniques for assessing Nature-Based Solutions (NBS), moving towards hybrid solutions by integrating statistical physics advancements.

Innovative Climate Services:

providing Innovative Climate Services, offering reliable statistical climate projections, daily deterministic forecasts up to 10 days, and probabilistic forecasts up to 6 months ahead, regularly updated.

Integration of Climate Change Data into Engineering Science:

enhancing methods to create representative weather files, utilizing high-resolution regional climate models for unbiased impact assessment in engineering and socioeconomic applications.

Holistic Socio-economic Impact Quantification:

addressing community resilience gaps by employing a flexible framework for exposure modeling and impact assessment, considering demographic factors and comprehensive economic models.

Institutional and Business Innovations:

introducing a financial framework and canvas to attract investors, identify revenue sources, and develop sustainable business models for hybrid infrastructures.

Local Digital Twins for Policy Simulation:

developing a Digital Twin tool for policy simulation and engagement, integrating simulation models and providing results in an understandable way.

Enhanced NBS Impact Monitoring:

establishing an innovative NBS Key Performance Indicator (KPI) Catalogue connected to a robust data and monitoring system, facilitating effective monitoring and assessment of NBS impacts.

Expected Impact

Climate change mitigation and adaptation

- Decrease the carbon footprint and pollution of the European urban areas.
- Boost resilience of the European urban areas towards climate change related hazards such as heat waves, heat bubbles, flooding.
- Safeguard biodiversity and enhance public health and well-being.

Trust and Engagement

- Increase trust in democratic institutions increasing the involvement of citizens in the decision making processes.
- Enhancing policy-decision-making processes of urban greening and re-naturing for urban regeneration, resilience and climate neutrality.

The Team

The project brings together a consortium of 37 partnering organisations, from 12 countries, which will all work under the experienced lead of The Lisbon Council for Economic Competitiveness (Belgium).

The extended list of the consortium members includes:

RTOs and Universities: Politecnico di Milano, Fraunhofer Institute for Industrial Engineering IAO, University of Stuttgart, Tallinn University of Technology, Institute of Communication and Computer Systems, VITO, Universidad Politécnica de Madrid, Kajaani University of Applied Sciences

Public Agencies: Digital Flanders

Large Enterprises: Engineering, Municipia, Deda Next

Small and Medium Enterprises: Athens Technology Center, Virtual City Systems, Urbasofia, Diadikasia Business Consultants, Lattudo 40, South Pole, Telesto, EXUS Software, Traza, Dark Matters Lab

Non-profit Organisations and Networks: Open and Agile Smart Cities, Climate Alliance, Climate Research Foundation, Basurama, BLOXHUB

Frontrunner Cities: Madrid, Leuven, Tallinn, Cluj-Napoca

Follower Cities: Parma, Athens, Aarhus, Kajaani, Pilsen

<https://urbreath.eu> | info@urbreath.eu

QR code and social media handles: @URBREATHProject, @URBREATHProject, urbreath-horizon-europe-project

Co-funded by the European Union

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Figure 14: URBREATH Brochure

4.4 Project flyer

The URBREATH flyer presents a visually engaging summary of the project’s mission to build a resilient future against climate change challenges through innovative, community-driven, and technology-supported solutions. Designed in A5 format for both print and digital dissemination, the flyer highlights the project’s key aims, approach, and expected outcomes in a concise and accessible layout.

The flyer also provides contact information, links to URBREATH’s web and social media channels, and the EU emblem with funding acknowledgment, ensuring visibility and compliance with Horizon Europe communication guidelines.



Figure 15: URBREATH Flyer

4.5 Project Poster

URBREATH has produced a poster in A0 format that reflects the scope of the project. The poster presents in brief the aims of the project, as well as contact information for further communication, URBREATH web-based channels and the EU logo with reference to the project’s funding framework.

By being both a printed and electronic poster, the URBREATH poster enables the consortium partners to use it at dissemination events and workshops (Print-On-The-Go), where project results and activities are presented, and to disseminate it through their respective websites.



Figure 16: URBREATH Poster

4.6 Project Rollup

The URBREATH roll-up banner visually represents the project’s identity and core mission: “Building a resilient future against climate change challenges with effective tools and impactful strategies.”

Designed to ensure strong visibility at conferences, workshops, and dissemination events, the roll-up provides a concise yet impactful overview of the project’s objectives, approach, and partnerships.

URBREATH
Building a resilient future against climate change challenges with effective tools and impactful strategies

URBREATH aims to develop and replicate an urban revitalization methodology focused on community participation and greening initiatives. Supported by advanced technologies, the project will test local digital twins, AI, and social innovation techniques.

<p>What we Do</p> <p>By weaving nature into the fabric of our cities, from expansive green roofs to vibrant urban forests and thriving wetlands, we aim to combat the urban heat island effect, mitigate flood risks, and purify our air.</p>	<p>What we aim for</p> <p>To transform our cities from the ground up, making them not only sustainable but resilient against the ever-growing threats of a warming world.</p>	<p>Our expectations</p> <p>To make our cities more livable and inclusive but also to establish a model for urban areas to play a central role in addressing climate change, transforming our vulnerability into a powerful defense.</p>
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@URBREATH-Project urbreath-horizon-europe-project @URBREATH-Project

MEET OUR TEAM

The project brings together a consortium of **37 partnering organisations**, from **12 countries**, which will all work under the experienced lead of **The Lisbon Council for Economic Competitiveness** (Belgium).

Co-funded by the European Union

The URBREATH project is co-funded by the European Union under grant agreement 1011139711. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Figure 17: URBREATH rollup

4.7 A4 QR code sheet

The URBREATH A4 QR Code Sheet is a concise and visually consistent communication tool that facilitates quick access to the project's main digital channels: the URBREATH website, the project newsletter subscription form, and the URBREATH flyer.



Figure 18: A4 qr code

4.8 Press Release

A first press release was created in English to communicate the kick-off of the project and has been shared to all project partners for further dissemination through their networks and organisations.

A second press release was created in English to communicate the results of the 1st year of the project.

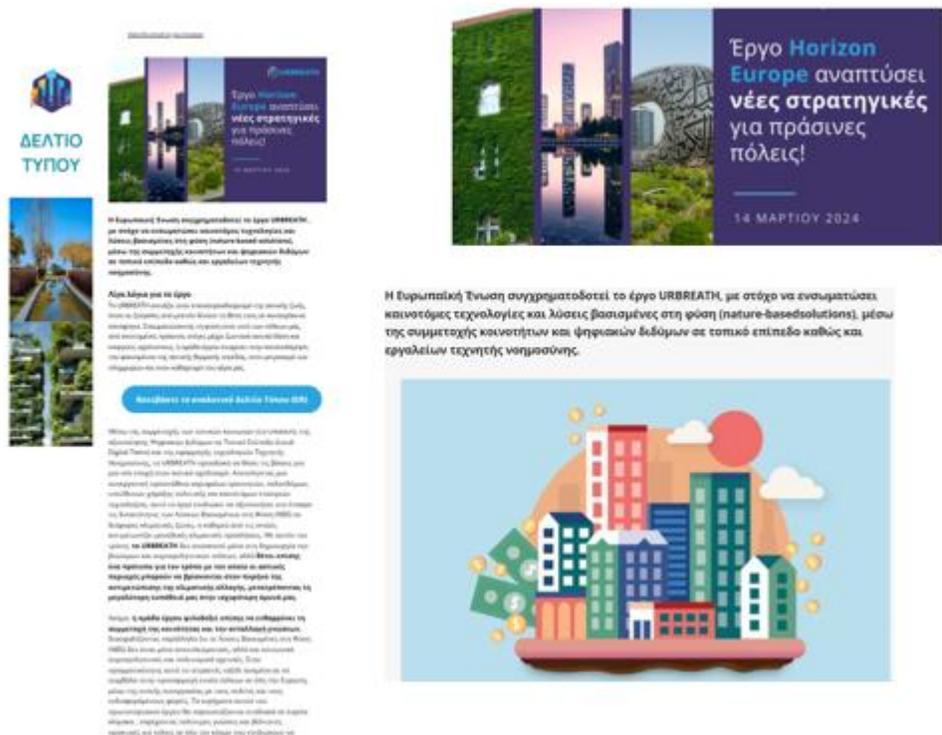


Figure 19: Examples of URBREATH’s Press Release

4.9 Newsletter

The URBREATH team used the Mailchimp marketing platform to design and distribute the first edition of the URBREATH newsletter in July 2024 presenting highlights and achievements from the project.

It was also shared through URBREATH’s online channels and promoted via the partners’ digital media, reaching an audience of more than 4,000 people through the consortium’s communication network.

At this stage (from Jan 2024 – Nov 2025), the newsletter has 118 subscribers and is issued every six months to provide updates on project activities, results, and upcoming events.



Welcome to the 1st Issue of our project's Newsletter!

Dear URBREATH community,

We are excited to present an update on the latest developments and progress of our project, co-funded by the European Union's Horizon Europe programme. URBREATH brings together a consortium of 37 partner organizations from 12 countries, all working under the experienced leadership of The Lisbon Council for Economic Competitiveness (Belgium). Our aim is to create a sustainable future through a blend of hybrid solutions and nature-inspired innovations.

What we do

Through the engagement of local communities, the utilization of Local Digital Twins, and the application of AI technologies, URBREATH is setting the stage for a new era of urban planning. A collaborative effort involving leading researchers, urban planners, policymakers, and tech innovators, URBREATH seeks to harness the full potential of nature-based solutions (NBS) across diverse climate zones, each facing unique climate challenges.

Our goal is to transform our cities from the ground up, making them not only sustainable but resilient against the ever-growing threats of a warming world!

Our Expectations

To make our cities more livable and inclusive but also to establish a model for urban areas to play a central role in addressing climate change, transforming our vulnerability into a powerful defense.



[See more about the project](#)

[Read the Press Release](#)

Useful Links

[Approach](#)

[Results](#)

[Partners Interviews](#)

We have been busy!

URBREATH's interactive workshop on pilot implementation was a success! [Read more](#)

Our second online cluster meeting: advancing urban sustainability together! [Read more](#)

Fostering Collaboration: Insights From Our URBREATH Co-Creation Sessions [Read more](#)

Our First Cluster Meeting In Leuven Was A Success! [Read more](#)

URBREATH Project Kicks Off In Belgium! [Read more](#)

Check our blog

25-26 JUNE 2024
VALENCIA
EMPOWERING CITIES: THE CLIMATE NEUTRAL AND SMART CITIES MISSION IN ACTION

URBREATH at the Cities Mission Conference Marketplace in Valencia! [Read more](#)

URBREATH Workshop: Defining the Use Case Scenarios. [Read more](#)

Exploring the Path to Impact: Insights from the URBREATH Exploitation Workshop. [Read more](#)

URBREATH participated at 'We Innovate Plzeň' in Czechia. [Read more](#)

From hype to action:
Enabling a data-informed public sector using the Big Data Test Infrastructure (BDTI)

URBREATH Is Partnering With Big Data Test Infrastructure. [Read more](#)

How can I be involved in the URBREATH project?
[Contact us today!](#)

Thank you for your interest in our work.
Stay tuned for more exciting updates in the months ahead!

Best Regards,
The URBREATH Consortium

MEET OUR TEAM

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Co-funded by the European Union

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You are receiving this email because we believe this is newsworthy information for your company!
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Figure 20: 1st issue of the URBREATH Newsletter

5 Dissemination and Communication Impact Assessment

This section assesses the impact of the performed dissemination and communication activities by comparing their quantitative indicators against the Key Performance Indicators (KPIs) as set in Deliverable “D8.1 Dissemination, Communication & Sustainability Roadmap”. Based on the KPIs and their description in D6.1, and considering the dissemination and communication activities so far, the following table indicates how effective these activities were during the first 24 months of the project. It is important to note that most key dissemination and communication activities are still in progress, and a few have been achieved so far (marked with a green status). We will continue tracking the KPIs to ensure that all key dissemination and communication activities will be achieved by the end of Y4.

Indicator	KPIs Y1-Y4 (Jan 2024 – Dec 2027)	KPIs Y1-Y2 (Jan 2024 - Nov 2025)
<i>Project Website</i>	No. of visitors: 5,000	No. of visitors: 2.279
	Visitor location: All EU member States	All EU member States
<i>Social Media</i>	No. of followers: 2,000+ followers	No. of followers: 969
	No. of interactions: 5,000 interactions ³	No. of interactions: 9.325
<i>Newsletters</i>	Number of sign-ups: 200 registrations	Number of sign-ups: 118
	Click rate for actions: 60% opening rate	Click rate for actions: 58.16%
<i>Attendance to conferences /events</i>	No. of events: 50+ events	No of events: 55
	No. of new contacts: 2.500+ participants	More than 2.500
<i>Publications: Papers, academic journals and conference publications</i>	No. of papers: ≥25 academic publications in conferences or journals	5 articles in Journals 2 Conference Proceedings 4 Conference Publications 7 other reports
Organization of workshops & events:		
<i>Informative sessions</i>	No. of sessions: 6+	No of sessions:10
<i>Workshops</i>	No. of Workshops: 3+	No of Workshops: 4 Workshops and 6 discussion panels
<i>Webinars</i>	No. of Webinars: 3+	No. of Webinars: 3

³ It has to be noted that we cannot retrieve this information from X.

<i>Policy events</i>	No. of Policy events: 3	-
<i>Project Conference</i>	No. of Conference: 1 final event; 500+ participants;	-
<i>Synergies at national or international levels for sharing knowledge</i>	No. of synergies: ≥10 relevant research projects and initiatives involved	No. of synergies: 33
<i>Multimedia - videos and/or podcasts:</i>	No. of views: 150+ views (16 videos and 1 podcast)	No. of views: 1.408
<i>Communities' engagement</i>	No. of regions/communities engaged: ≥15	No. of regions/communities engaged: more than 15
<i>External actors engaged (including regional, cities and municipalities authorities, landowners, private investment funds, etc.)</i>	No. of external actors engaged: ≥50	No. of external actors engaged: more than 50

6 Conclusions

This deliverable, D8.2 Dissemination & Communication Report – V1, presented an overview of all dissemination and communication activities carried out during the first 24 months of URBREATH (Jan 2024 – Dec 2025).

Over this period, the consortium implemented a broad and coordinated communication strategy, using a wide range of tools including the project website, newsletters, press releases, social media campaigns, videos, podcasts, events and publications.

After two years, dissemination efforts are progressing well and remain fully on track: activities take place on a daily basis, partners actively contribute, and the communication KPIs show steady advancement, enabling continuous monitoring and targeted adjustments when necessary. Communication has focused on engaging all key target groups through publications, presentations at conferences and events, workshops, and the wide distribution of communication material.

The project has also achieved strong visibility at local, national and European levels, supported by active involvement of pilot cities and partner organizations.

Looking forward, the consortium will continue to build on this solid foundation, intensifying outreach efforts and preparing for broader dissemination of upcoming results as pilots advance, and the project enters its next phase.

7 References

- [1] URBREATH D8.1 Communication, Dissemination & Exploitation Roadmap, 30.6.2024
- [2] URBREATH DoA 101139711

8 Annex A: Attendance to Conferences (Jan 2024-Nov 2025)

Partners Involved	Conference Name	Date	Where	Activity
FICLIMA	13th AECLIM Congress - Climate change and society: from basic science to climate services	22-24.1.2024	Madrid, Spain	Project Presentation
LC	URBREATH: Transforming Urban Sustainability At The Data Space Symposium	12-14.2.2024	Darmstat, Germany	Networking
ATC	Advancing Urban Sustainability: Highlights From The Interoperable Europe Academy 2024	11-12.4.2024	Leuven, Belgium	Networking
OASC, LC	Open & Agile Smart Cities & Communities (OASC) Summit 2024	3.4.2024	Rotterdam, Netherlands	Project Presentation
City of ClujNapoca	EuroCities 2024	29-31.5.2024	Cluj-Napoca	Networking
SITMP	We Innovate Pilsen!	7-8.6.2024	Plzeň, Czechia	Networking, flyer distribution
FRAUNHOFER	ICLEI World Congress 2024!	18-21.6.2024	Sao Paolo, Brazil	Networking
LC	OpenGov 2024	26-30.8.2024	Samos, Greece	Networking
LC, POLIMI, ENG	EGOV 2024	1-5.9.2024	Brussels, Belgium	Project Workshop
FICLIMA	EMS Annual Meeting	2-6.9.2024	Barcelona, Spain	Project Presentation
LC, Latitude 40	FIWARE Global Summit 2024	18-19.9.2024	Naples, Italy	Project presentation, flyer distribution
LC	NetworkNature Annual Conference 2024	25.9.2024	Brussels, Belgium	Networking
LC	The EGI Conference: Advancing Research and Innovation in Data-Intensive Processing	30.9.2024	Lecce, Italy	Networking
Climate Alliance	Climate Alliance Conference	10.10.2024	Cascais, Portugal	Project Presentation
VITO	3rd Destination Earth User eXchange	15.10.2024	Darmstadt, Germany	Project Presentation
City of Leuven, VLO	Trefdag Vlaanderen Digital	25.10.2024	Brussels, Belgium	Project Presentation
Pilsen - SITMP, LC, VLO, OASC	Smart City Expo Barcelona 2024	1.11.2024	Barcelona, Spain	Project Presentation
VITO	ERRIN event on digital tools for smart cities (https://errin.eu/events/digital-tools-smart-cities)	22.11.2024	Brussels, Belgium	Project Presentation
FRAUNHOFER	World Urban Forum	4-8.11.2024	Cairo, Egypt	Networking
LC	Genova Smart Week 2024	25.11-1.12.2024	Genoa, Italy	Networking
OASC, KC, KAMK	OASC Conference 2025	22-23.1.2025	Tampere, Finland	Networking
FICLIMA	XIII International AEC Congress	22-24.1.2025	Madrid, Spain	Project Presentation
LEUVEN	PUBSIC: Innovation in Public Services and Public Policy Conference	5-7.2.2025	Utrecht, Netherlands	Project Presentation
MADRID	Clean Energy Transition Conference	2.6.2025	Brussels, Belgium	Project Presentation
LEUVEN, VLO	Leuven Climate Data Week	13.2.2025	Leuven, Belgium	Project Presentation
LC	Mutual Learning Event on 'The Role of Research in the EU Mission "Climate Neutral and Smart Cities" – the role of	18.2.2025	Brussels, Belgium	Project Presentation

Partners Involved	Conference Name	Date	Where	Activity
	research in the implementation of the Mission”			
KAMK	Aquatech Amsterdam	11-14.3.2025	Amsterdam, Netherlands	Networking
City of Leuven	Mutual Learning Exercise (MLE) on Public Engagement in Research and Innovation (R&I)	1.4.2025	Brussels, Belgium	Project Presentation
City of Leuven	Smart Region 2025	2.4.2025	Brussels, Belgium	Project Presentation
LC	Urban Digital Twins for a Sustainable Transformation of Cities conference	2-3.4.2025	Hamburg, Germany	Project Presentation
Plzen	Digitalizace českých samospráv: Jsme připraveni a máme dost informací? / Increasing Digitalisation Awareness and Readiness of Czech Communities	3.4.2025	Prague, CZE	Networking
LAT40	ChangeNow Paris 2025	24-26.4.2025	Paris, France	Networking
KAMK	7th Nordic Conference on Climate Change Adaptation	14-15.5.2025	Rovaniemi, Finland	Poster presentation
LAT40	FIWARE Global Summit 2025	22-23.5.2025	Rabat, Morocco	Networking
VLO, OASC	IMAGINE the Citiverse 2025	27-28.5.2025	Tampere, Finland	Project Presentation
Comune di Parma	Assemblea per il Clima	2.6.2025	Parma, Italy	Project Presentation
Plzen	Inovujeme Plzeň	6-7.6.2025	Pilsen, Czech Republic	Networking, flyer distribution
KAMK	“Closed Cycles and the Circular Society 2025: The Power of Ecological Engineering” conference	16-18.7.2025	Reykjavik, Iceland	Project Presentation
Aarhus	Booth at Vilde teknologier festival https://vildeteknologier.dk/	28-30.8.2025	Aarhus, Denmark	Project Presentation
South Pole	Innovative financing: scaling impact through the implementation of public - private - non-profit solutions	4.9.2025	Zurich	Networking
LC, Pilots, POLIMI	Network Nature Annual Event https://networknature.eu/network-nature-annual-event-2025-choose-nature	16.9.2025	Brussels, Belgium	Common poster with the sister projects
VITO	European Colloquium on Theoretical and Quantitative Geography	10-14.9.2025	Tallinn, Estonia	Project Presentation
City of Leuven	Networking event Leuven 2030 Urban Lab https://leuven2030urbanlab.be/event/netwerkevenement-leuven-2030-urban-lab/	16.9.2025	Leuven, Belgium	Poster presentation
UPM, BAS	URBAN STRATEGIES WORKSHOP https://urbreath.eu/urbreath-joins-the-networknature-annual-event-2025-choose-nature/	9/23/2025	Madrid, Spain	Project Presentation
South Pole	"Keynote: URBREATH – Urban revitalisation through participation" at the Annual Conference of YES-Europe (Young Leaders in Energy and Sustainability Europe)	3.10.2025	Vienna, Austria	Project Presentation

Partners Involved	Conference Name	Date	Where	Activity
UPM	Patios x Clima 2025	8-9,10,2025	Barcelona	Panel discussion/project presentation
VITO, VLO	Trefdag Digitaal Vlaanderen	23.10.2025	Ghent, Belgium	Demo and presentation
City of Cluj Napoca	actGREEN event, part of the Transylvania Architecture Biennale 2025 (BATRA). You can find more details about the Biennale here: https://batra.ro/	17-26.10.2025	Romania	Panel discussion/project presentation
LC, VLO, City of Leuven, ATC	Smart City Expo World Congress 2025	4.6-11.2025	Barcelona, Spain	URBREATH project has been hosted at the shared CINEA booth within the EC stand.
UPM	40 min con la OPI: Impacto social en proyectos HE (11.11.25)	11.11.2025	Madrid, Spain	Project Presentation
MAD, UPM, DML	Compromisos con el Clima 2025	14.11.2025	Madrid, Spain	Project Presentation
City of Tallinn	Baltic Regional Forum for the EU Mission on Adaptation to Climate Change https://mission-adaptation.forum/baltic-forum/programme	17-18.11.2025	Viimsi, Estonia	Project Presentation and Booth
UPM	Cambio climático y colectivos vulnerables	26.11.2025	Madrid, Spain	Project Presentation
ENG	Osservatorio Smart City dell'Università Bocconi. Workshop "Gestione smart del verde per città resilienti, sostenibili e vivibili".	28.11.2025	Milan, Italy	Project Presentation