D7.7 – Dissemination and Communication Plan v2

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Abstract

The Dissemination and Communication Plan is the project's guidance document for all dissemination and communication activities that will take place within the DISCO project. It is a living document that is updated twice during the project implementation (M21 and M42 respectively and following the timeline provided in the document. This is the first update of the original version delivered in November 2023 (D7.1).

The Dissemination and Communication Plan identifies and describes the target groups for dissemination activities and explains how and through which dissemination channels they will be reached. It describes the main dissemination tools, which will be particularly important for outreach activities.

This Dissemination and Communication Plan also identifies key initiatives and EU-funded projects to establish strategic alliances and collaboration mechanisms and defines the methodology for the establishment of the external interest groups that will play an important role in the transferability of the obtained results.

Summary sheet

Deliverable No.	D7.7
Project Acronym	DISCO
Full Title	DATA-DRIVEN, INTEGRATED, SYNCHROMODAL, COLLABORATIVE AND OPTIMISED URBAN FREIGHT META MODEL FOR A NEW GENERATION OF URBAN LOGISTICS AND PLANNING WITH DATA SHARING AT EUROPEAN LIVING LABS
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Work Package No.	7
Work Package Title	New generation of sustainable logistics and planning and empowering the edge
Programme	Horizon Europe Programme
Coordinator	FIT Consulting
Website	www.discoproject.com
Starting date	May 2023
Number of months	42

Project partners

Organisation	Country	Abbreviation
FIT CONSULTING SRL IT Coordinator	IT	FIT
RUPPRECHT CONSULT-FORSCHUNG & BERATUNG GMBH	DE	RC
INLECOM INNOVATION ASTIKI MI KERDOSKOPIKI ETAIREIA	EL	INLE
PNO INNOVATION SL	ES	PNO
INTERNATIONAL DATA SPACES EV	DE	IDSA
FM LOGISTIC IBERICA SL	ES	FM
AKKA INDUSTRY CONSULTING GMBH	DE	AKKA
FONDAZIONE ISTITUTO SUI TRASPORTI E LA LOGISTICA	IT	ITL
JLL	UK	JLL
ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTY XIS	EL	CERTH
LINDHOLMEN SCIENCE PARK AB	SE	LSP
KUHNE LOGISTICS UNIVERSITY GGMBH	DE	KLU
INSTITUT DE RECHERCHE TECHNOLOGIQUE SYSTEM X	FR	IRTX
STICHTING BREDA UNIVERSITY OF APPLIED SCIENCES	NL	BUAS
POLIS - PROMOTION OF OPERATIONAL LINKS WITH INTEGRATED SERVICES, ASSOCIATION INTERNATIONALE	BE	POLIS
EUROPEAN PARKING ASSOCIATION EPA EV	DE	EPA
ALLIANCE FOR LOGISTICS INNOVATION THROUGH COLLABORATION IN EUROPE	BE	ALICE

ERASMUS CENTRE FOR URBAN,PORT AND TRANSPORT ECONOMICS BV	NL	ERASMUS
INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM	BE	IMEC
VLAAMS INSTITUUT VOOR DE LOGISTIEK VZW	BE	VIL
FUNDACION ZARAGOZA LOGISTICS CENTER	ES	ZLC
BE-MOBILE	BE	BE-MOBILE
STAD GENT	BE	GENT
OPLEIDINGSCENTRUM VOOR HOUT EN BOUW VZW	BE	OHB
CITYLOGIN IBERICA SL	ES	CITYLOGIN
UNIVERSITAT POLITECNICA DE CATALUNYA	ES	UPC
AJUNTAMENT DE BARCELONA	ES	BCN
VENICE INTERNATIONAL UNIVERSITY	IT	VIU
FUNDACION DE LA COMUNIDAD VALENCIANA PARA LA INVESTIGACION, PROMOCION Y ESTUDIOS COMERCIALES DE VALENCIAPORT	ES	VPF
FUNDACION DE LA COMUNITAT VALENCIANA PARA LA PROMOCION ESTRATEGICA EL DESARROLLO Y LA INNOVACION URBANA	ES	LAS NAVES
T-BOX DELIVERY & SOLUTIONS SL	ES	T-BOX
AYUNTAMIENTO DE ZARAGOZA	ES	ZARAGOZA
FUNDACION ZARAGOZA CIUDAD DE CONOCIMIENTO	ES	FZCC
FORUM VIRIUM HELSINKI OY	FI	FVH
KOBENHAVNS KOMMUNE	DK	COPENHAGEN
REGION HOVEDSTADEN DK Partner	DK	REGIONH
COMUNE DI PIACENZA	IT	PIACENZA
MESTSKA CAST PRAHA 6 / District Prague	CZ	PRAHA

REGIONAL MANAGEMENT NORDHESSEN GMBH	DE	RMNH
AARHUS KOMMUNE	DK	AAKS
DIMOS THESSALONIKIS	EL	THESSALONIKI
DIETHNIS EKTHESI THESSALONIKI AE	EL	TIF HELEXPO
ACS TACHIDROMIKES IPIRESIES MONOPROSOPI ANONYM	EL	ACS
ROLAN OY	FI	ROLAN
ASOCIACIÓN LOGÍSTICA INNOVADORA DE ARAGÓN	ES	ALIA
A to B Finland Oy	FI	A2B
GETPLUS srl IT Partner	IT	NEXT
COMUNE DI PADOVA IT	IT	ComPADUA

Document history

Version	Date	Organisation	Main area of changes
1.0	13/01/2025	POLIS	
1.1a	20/01/2025	FIT	Minor comments
1.1b	20/01/2025	ALICE	Comments on 4.1 and 4.2 chapters
1.1c	20/01/2025	RC	Comments on chapters 3, 5, 6, 7 and 8.
1.2	28/01/2025	POLIS	Incorporating previous comments made
1.2a	29/01/2025	FIT, ALICE	Minor comments
1.3	30/01/2025	POLIS	

List of acronyms

DG	Directorate-General
EGUM	Expert Group on Urban Mobility
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
IT	Information Technology
KPI	Key Performance Indicator
LL	Living Lab
LSP	Logistics Service Provider
PI	Physical Internet
SSH	Social Sciences and Humanities
SULP	Sustainable Urban Logistics Plans
SUMP	Sustainable Urban Mobility Plans
TEN-T	Trans-European Transport Network
WP	Work Package

1. Introduction

1.1 DISCO in a nutshell

DISCO aims at fast-tracking upscaling to a new generation of urban logistics and smart planning framework, enabling the transition to decarbonised and digital cities in Europe, delivering innovative tools and methods, changing the urban logistics and planning paradigm with a Physical Internet (PI) – led approach.

DISCO will contribute to the definition of a new generation of Sustainable Urban Logistics Plans (SULPs) in the short, medium, and long-term, in several strategic sector areas. It will support cities and regions in achieving their local policy objectives such as reaching emission reduction by demonstrating zero-emission data-driven urban logistic solutions.

It will do so by DISCO demonstrating a combination of 23 data driven innovative measures, that will be supported by the Meta Model Suite (DISCOCURB, DISCOBAY, DISCOPROXI, DISCOESTATE and DISCOLLECTION) and enabled by the Urban Freight Data Space. They combine social and technological innovation and land use planning in urban logistics, that will be demonstrated within the measures in the four DISCO Starring Living Labs and in the four Twinning Living Labs, and adopted by 4 Follower Cities and Regions, with the overall target of achieving a harmonized integration of SULP in Sustainable Urban Mobility Plans (SUMPs) and the Mission city targets by 2030.

1.2 Purpose of this document

This document provides an updated version of the first release of the Dissemination and Communication Plan, delivered in November 2023.

The Dissemination and Communication Plan defines the framework to guide communication and dissemination activities within DISCO. It identifies and describes the target groups for communication and dissemination activities and explains how and through which dissemination channels they will be reached. It describes the main dissemination tools to be developed within the project. It also provides guidelines to the DISCO partners on their roles and actions to perform and assure an effective communication of the DISCO objectives, activities, and results.

The Dissemination and Communication Plan is the project's guidance document for all dissemination and communication activities and has been developed by Task 7.1 Leader, POLIS. The

Dissemination and Communication Plan identifies key messages and the most efficient channels to reach each of the target group's contacts.

The second version of the Dissemination and Communication Plan has been updated to reflect enhancements in several key areas, including stakeholder mapping and engagement. Updates also cover the use of social media channels, in particular X. Information on dissemination events has been included to highlight potential future initiatives to maximise project impact and spread project results. More information and updates about the progress of the Impact Creation Board for Transformation is also provided.

Additionally, the document details collaborations with relevant projects, strengthening synergies and knowledge exchange. The role of local communication managers has been further defined to enhance regional outreach and tailored messaging. Lastly, key performance indicators (KPIs) have been updated to better measure progress, effectiveness, and the overall success of engagement and dissemination efforts.

2. DISCO's mission

2.1 Communication objectives

The dissemination strategy identifies the most effective methods for disseminating the messages to the targeted audiences as well as their form and substance. The following are the main components of the communication/dissemination plan:

- WHAT: specifying the messages and goods to be sent.
- TO WHOM: specifying the recipients' intended demographics.
- WHY: Outlining the dissemination's goals.
- HOW: preparing the distribution strategy.
- WHEN: choosing the best times to promote the dissemination objectives.

The Work Package 7 'New generation of sustainable logistics and planning and empowering the edge' has the following operational objectives:

- Plan a coherent set of messages, target audiences, tools, and channels to communicate effectively about DISCO at local (demonstrations), European and international level.
- Deploy high quality communication and dissemination tools, with focus on digital channels.

- Position DISCO at European and international events as the key-reference for urban freight and curbside management research.
- Provide training and take-up opportunities for a broad range of DISCO stakeholders about DISCO outcomes and outputs.
- Involve and engage a community of stakeholders to improve the DISCO process and products and ensure take-up and transfer of the project's results.

2.1.1. Key messages and project mission statement

DISCO's Communication and Dissemination activities must be in line with a project-wide clear narrative. To do so, this plan lays down a list of simple concise and tailored statements which convey the most relevant information. They are the foundation of the Communication and Dissemination content and need to be shared with the audience consistently.

So far, the key messages have been used or reformulated to communicate the project's purpose and achievements through a variety of channels, such as social media, newsletters, websites, events, and reports. Their deployment likely focused on reaching key audiences, including policymakers, businesses, researchers, and local communities. By consistently delivering these messages, the project aimed to build awareness and foster collaboration among stakeholders while maintaining compliance with EU communication style guidelines.

The plan for the usage of the messages until the project ends should focus on sustaining momentum and maximising the impact of communication efforts. This could include intensifying outreach to overlooked audiences, highlighting tangible results and success stories, and ensuring that stakeholders are aware of the project's long-term benefits.

The key messages identified in the first release of the Dissemination and Communication plan version 1 are still valid, and listed again as follows :

DISCO aims at fast-tracking upscaling to a new generation of urban logistics and smart planning. It enables the transition to decarbonised and digital cities, delivering innovative frameworks and tools, and changing urban Logistics and planning paradigm with a Physical Internet (PI) – led approach.

In order to achieve this, interoperable innovations will be integrated with enabling technologies. An online PI-led Meta Model Suite will be used, along with its Assessment Toolkit, which measures the quantitative and qualitative progress of the digital transition, and its five "DISCO-X" innovations—DISCOCURB, DISCOPROXI, DISCOBAY, DISCOESTATE, and DISCOLLECTION—to facilitate more ambitious urban logistics and planning.

DISCO will support European urban logistics players in reducing economic, societal, and technical dependence from private digital platforms owned by large global providers, magnifying the scope of a Sustainable Urban Mobility Plans (SUMPs) converging to data-driven Sustainable Urban Logistics Planning (SULPs).

DISCO partners and stakeholders will co-design, deploy, demonstrate, evaluate, and replicate innovative, inclusive, hyperconnected and data-driven urban logistics and planning solutions in 4+4 DISCO Starring and Twinning Living Labs, and adopted by 4 Follower Cities and Regions.

All parties involved in the design of DISCO solutions (such as cities, logistics service providers, retailers, owners of real estate and other public and private infrastructure, operators of transportation, members of the research and technical community, and members of civil society) work together to shift the focus from sprawl to models centred on neighbourhood delivery, minimal emissions, and efficiency of freight.

DISCO will encourage trustworthy and voluntary pooling of urban freight data, by co-creating innovative measures and enabling customised data protection protocols for voluntary and purpose-oriented data sharing.

All DISCO findings will also take into account the Sustainable Development Goals, such as Goal 11, "Sustainable Cities and Communities," which enables social cohesion between urban centres and their peripheries, green investments, and new value generation, with enhanced SULPs that are harmonised in SUMPs.

2.2 Spelling and grammar

- **British English**: the European Commission requires that EU-funded projects always use British English. Here are the correct spellings of some common words: programme, centre, revitalise, organisation. For more details, see the European Commission's English Style Guide.
- **Project title**: always write the project title using the same capitalisation format: DISCO Project.
- **Always capitalise the outputs deriving from DISCO**, such as DISCO-X, DISCO Meta Model Suite, etc.

3. Key stakeholders and target audience

3.1 Target groups

The DISCO project aims to enable strong engagement of internal and external stakeholders. Each target group will be approached with tailored activities, specific key messages and co-creation processes. The groups identified are:

- **Citizens / civil society**: To ensure widespread support for the suggested measures, residents of the cities targeted by the Starring and Twinning Living Labs will participate in the co-creation process. The feedback they provide on the acceptability and viability of the suggested measures, which have a direct impact on their daily lives (including air quality, noise, safety, and congestion), is very important.
- **Local authorities**: They should increase strategic approach capacities to urban transport and logistics. Core cities will develop and upscale specific measures in their urban context. POLIS as a privileged network to spread DISCO activities, knowledge, capacity building and replication activities to more than 110 local authorities, via its respective working groups. Politicians are expected to be involved in policy dialogues.
- **National authorities**: They play an essential role in managing funding and defining the legislative framework to promote sustainable mobility, including freight at urban and interurban scale. Both technical experts and politicians will be invited to participate in the policy dialogues.
- **Logistics service providers:** From a business standpoint, they assist in the design and validation of local logistics solutions and models for sustainable urban freight consolidation of flows. These may share helpful information for the design of freight measures. They have a high potential to scale up and replicate effective models and solutions in different contexts as many of them operate at a European / international level.
- **Freight/service receivers/procurers, Producers/shippers:** they include a wide range of private stakeholders from the logistics perspective, that are involved in several stages along the supply chain and interested to the activities and potential replication / scale-up of results within their own processes.
- **Retail industries**: They include all actors, procedures and actions used to control the movement of products, customer orders, services, and information from retailers to consumers are known as retail logistics. They play a central role in DISCO.
- **Public and private infrastructure owners and real estate**: Infrastructure owners and operators in the urban freight and logistics sector include a range of public and private entities responsible for managing transportation networks, distribution centers, and last-mile delivery systems.

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- The ability of the public and private sectors to collaborate is a decisive factor to identify and test inner-city real estate solutions that allow last mile delivery are feasible.
- **Technology suppliers and innovators:** Technology suppliers and vehicle technology suppliers provide updated insights on the new solutions available and how these can be organised into a consistent and integrated offer of sustainable mobility. At local level, their potential will be tested and assessed in real life conditions. It includes a wide range of stakeholders that are focusing on several technology domains. ICT, smart sensors, and CCAM (Cooperative, Connected, and Automated Mobility) solutions play a crucial role in the urban freight and logistics sector by enhancing efficiency, reducing congestion, and improving sustainability. Digital twins and simulation platforms for logistics provide real-time, data-driven models that replicate physical supply chain operations, enabling better decision-making, optimisation, and predictive analytics.
- **Research community and academia**: The DISCO partnership includes research centres and universities. The results will be broadly disseminated to the scientific community through the publication of scientific papers, dissemination of activities and results via participation to events, seminars, and conferences at all levels (from European to local one).
- **End user organisations:** they include organizations that might also be impacted by DISCO measures include those representing users of public transportation, pedestrian associations, shop owners, historic town center associations. At both the local (for test sites) and EU (for policy) levels, specific groups that can spark proactive discussions about DISCO measures and solutions will be targeted and consulted.

During the first half of the project, DISCO has actively engaged with stakeholders through a variety of channels, including hosting webinars that facilitated knowledge sharing and discussions on key industry topics. Our participation in in-person events, conferences, and trade fairs—where we have also maintained a booth—has allowed us to connect directly with industry leaders, policymakers, and innovators. Additionally, we have leveraged our newsletter to disseminate important updates and opportunities, ensuring continuous engagement with our network, constantly growing. Through these efforts, we have fostered meaningful dialogue, strengthened collaborations, and expanded our reach within the urban freight and logistics ecosystem.

A recent work carried out by PNO within WP6 "Market, Business, Exploitation and Commercial Plans" has allowed to expand the stakeholders map and repository that has been done by WP7. The most relevant stakeholders identified will be invited during the second half of the project to subscribe to the project newsletters and to follow media channels set up by DISCO.

4. Link to the Exploitation Plans and Impact Creation Board for Transformation

4.1 Exploitation Plans

The Communication and Dissemination strategy is also supporting the overall DISCO exploitation strategy.

DISCO results have a high potential for being widely exploited during and after the end of the project as the consortium involves key industrial actors from the logistics sector, data and technology providers. Project exploitation is intrinsically embedded within each WP to ensure that the specific outcomes are developed with the needs of the target audience in mind. Exploitation covers DISCO replication activities in Twinning LLs, adoption feasibility studies by Followers, and liaison activities with relevant European initiatives.

The Strategic dialogue between ALICE and POLIS will continue to foster cooperation for the adoption of the proposed solutions to external cities. The Knowledge Platform's ALICE Innovation Marketplace will link business owners with investors and partners while showcasing services and solutions provided by DISCO. After DISCO lifetime, the Mobility Academy managed by RC and ALICE Knowledge Platform will support knowledge transfer.

The ALICE Knowledge Platform can be accessed here.

DISCO will define exploitation plans of its main outcomes within Work Package 6 - Market, Business, Exploitation and Commercial Plans. This process started with the establishment of the list of key results by ALICE, jointly with the consortium partners in Task 6.3 (starting in November 2024, M19). PNO also elaborated in Task 6.1 a Market Mapper, analysing the stakeholder ecosystem and technology and market trends. By mapping stakeholder interactions and contributions, we have refined their roles within an exploitation strategy framework, ensuring alignment with long-term objectives and market needs. The stakeholder's analysis allowed to identify target audiences to enhance the relevance and targeting the right audience for C&D activities.

The last and updated version of the Dissemination & Communication Plan (M42) will provide more indications. (As reported in the GA, the following table reports an initial exploitation plan).

Key () results	Routes to exploitation	IPR
KR1: Diagnosis for functional architectural design of the Meta Model Suite KR2: Assessment Toolkit auditing digital urban logistics readiness	• ALICE Knowledge Platform • Training through ALICE Thematic Groups • Academic papers (journal / conference) • Part of Syllabus for teaching to train next generation of workforce.	Open source
KR3: Adaptive Blueprint KR4: Interoperability and adaptability of DISCO-X solutions	• ALICE Knowledge Platform • ALICE/POLIS Strategic Dialogue • OPENDEI Task Forces • GAIA-X, FENIX, EUHUBS4DATA	Open source
KR5: Upgraded SULP Topic Guidelines	• ALICE Knowledge Platform • Mobility Academy • CIVITAS	Open source
KR6: Minimum Viable UF Data Space + Catalogue of services + Connector Store + Implementation Guide KR7: Data Space Radar and onboard Toolkit	• ALICE/POLIS Strategic Dialogue • Mobility Academy • GAIA-X, FENIX, EUHUBS4DATA Mobility Data Space	Open source
KR9: Package of innovative data-driven urban logistics measures at Starring LLs; KR13: Package of measures and technologies demonstrated in new settings, at Twinning LLs	• ALICE Knowledge Platform • ALICE/POLIS Strategic Dialogue • GAIA-X, FENIX, EUHUBS4DATA • Mission Platform / CIVITAS • Mobility Data Space	• Proprietary Commercial IPR Commercial Services
KR10: Interactive Dashboard for common monitoring and	• Academic papers (journal / conference)	Open source

evaluation at Starring LLs and list of KPIs for cross site evaluation; KR14: Updated Interactive Dashboard for common monitoring and evaluation at Twinning LLs	• Part of Syllabus for teaching to train next generation of workforce. • Mission Platform / CIVITAS	
KR8: LLs Factsheets; KR11: UF-Efficient Land Uses Servicing and Delivery Plans; KR12: Replication Plans; KR23: Replication booklet on Implementation cases	• ALICE Knowledge Platform • ALICE/POLIS Strategic Dialogue • Mobility Academy • CIVITAS / Mission Platform	Open source
KR15: Technology trend and market watch KR18: Innovative Business Models	• ALICE Knowledge Platform • ENTRANCE Matchmaking • EIT Urban Mobility	• Proprietary Commercial IPR Commercial Services
KR17: New collaborative frameworks and ecosystem approach	• ALICE Knowledge platform • ALICE/POLIS Strategic Dialogue • GAIA-X, FENIX, EUHUBS4DATA	Open source
KR20: Feasibility studies and Adoption plan delivered by Followers	• ALICE Knowledge Platform • Academic papers (journal / conference) • Part of Syllabus for teaching to train next generation of workforce • Mission Platform / CIVITAS	Open source
KR19: Training activities in the Mobility Academy. KR21: Knowledge Hub	• ALICE Knowledge Platform • European Network of LLs	Open source

	• GAIA-X, FENIX, EUHUBS4DATA	
KR20: PI-led Policy Package	• Webinars and workshops with policy makers at various levels Mission Platform & CIVITAS	Open source

Table 1 Key results and routes to exploitation

4.2 Impact Creation Board for Transformation

The DISCO Impact Creation Board for Transformation (ICBT) is a group of relevant and cross-domain professionals at an international level that will bridge DISCO with worldwide expert opinion, streamlining digital transformation in urban logistics and planning. To this purpose, the ICBT is composed of four experts from complementary fields of expertise, in compliance with DISCO's overarching domains: Data Space, Physical Internet and data sharing; Climate-neutral EU Mission City/NetZero cities; Urban Freight and Land Use; SSH and behavioural outreach. The ICBT will be engaged during the project lifetime for continuous monitoring of the DISCO innovative results supporting the scale-up of the TRL and is coordinated by ALICE supported by POLIS, IDSA and EPA.

The four experts are:
- Thomas Osdoba, NetZeroCities EU (Director), Climate-KIC (Senior Advisor) - Climate neutral EU Mission City
- Marianne Ryghaug, Norwegian University of Science and Technology (Professor) - Co-creation, SSH and behavioural outreach
- Andreas Nettsträter, Open Logistics Foundation (CEO) - Physical Internet and Data Space
- Anne Goodchild - UW Supply Chain Transportation and Logistics Center in Seattle (Director) - Urban-Freight efficient urban space use and allocation in the last mile

The activities conducted in this subtask consisted of the preparation and organisation of several meetings with WP leaders, Living Lab representatives and ICBT members to discuss the progress of the project and to seek advice and exchange on the technical aspects of the project, and/or challenges faced by the living labs.

The ICBT members were also involved in the elaboration of the factsheets, as they reviewed both their form and their content. They were also the "judges" of the DISCO Starring Living Lab Awards: each starring living lab presented their two most relevant DISCO-X implementation measures, and the ICBT expert elected the performing ones. Results were announced at the DISCO Project Meeting in Cologne (GE) in October 2024.

The ICBT members also joined the October Project Meeting in Cologne (Germany) to give keynote speeches to all living labs, present their expertise and display inspiring use cases, actively participate in workshops and provide feedback and advice to the living labs and the project as a whole. The Köln Project Meeting represented a key milestone in ICBT support, and further steps will be elaborated based on the discussions and workshop outcomes.

Summary of the ICBT meeting and reunions:
• Kick-off meeting in October 2023
• Progress update meeting in June 2024
• Living Labs Awards meeting in September 2024: presentation of 2 DISCO-X measures per LL to elect best ones (were announced at the Koln project meeting)
• DISCO Project Meeting in Cologne (October 2024): in-person presentations and participation in workshops

5. DISCO visual identity and media channels

5.1 Branding and project identity

Visual identities are a set of graphic elements representing a name, an idea, a product, a company, institution or service to the external world. To build a recognisable visual brand and bolster the project's message, a project visual identity is crucial.

The aim of the visual identity is to translate the key principles and message characterising the project and have appealing aesthetic yet recognisable elements to catch the attention of different stakeholders. This is especially significant given the variety of projects and initiatives related to DISCO's subject matter, meaning that a consistent choice of visual elements will allow the audience to recognise and connect more easily with the project work and outcomes.

Each branding visual element works together to create a unified identity that communicates DISCO's key message. The essential components of DISCO's visual identity are listed below. A detailed description of each element and how it must be used is outlined in the DISCO project identity charter, accessible **here**.

5.1.1. Key visual

The key visual is meant to represent the project's key operation at a glance. In this case, it showcases the DISCO Meta Model Suite in motion, visualising physical internet-led urban logistics.
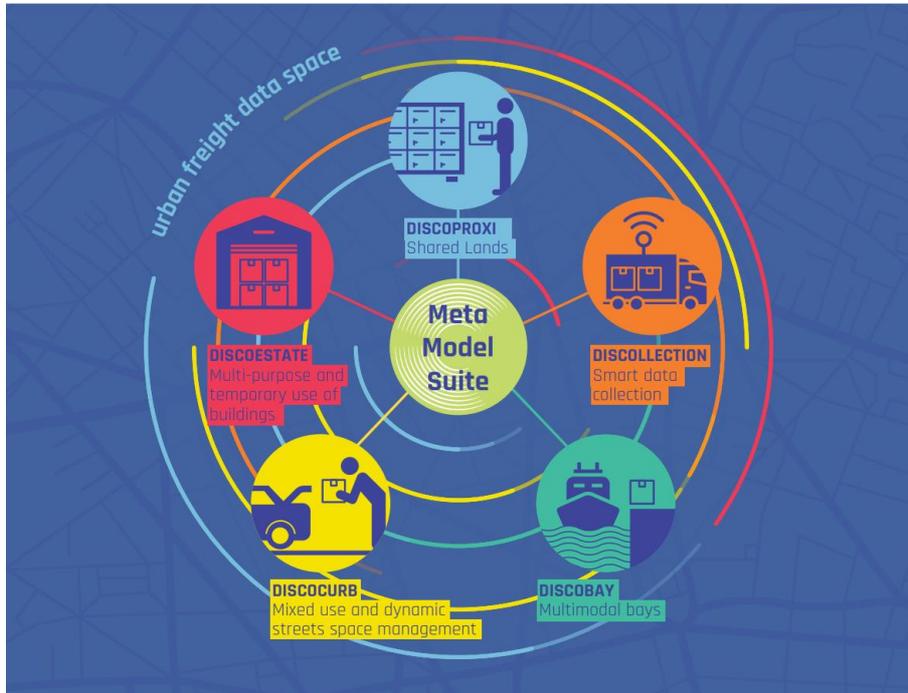
Figure 1: DISCO key visual featuring each of the DISCO-X icons.

The key visual is not meant to exist by itself but is instead meant to be applied together with the other key visual elements.

Examples of media showcasing the integration of the key visual with other elements e.g. the project logo and tagline are shown below:

Figure 2: DISCO Twitter/X banner

Figure 3: DISCO roll-up banner

5.1.2. Project logo

DISCO's logo was the first visual element defined for the project. Designed by the project coordinator FIT Consulting, the logo consists of typography and image marks. The logo is to be used on all DISCO communication and dissemination materials and must not be altered in any way.

Figure 4: DISCO project logo

5.1.3. Logo size and use

The DISCO logo should always be surrounded by a minimum area of space. A clear space around the logo is recommended to maintain visual clarity. The recommended clear space is defined by the height of the bulb icon: one time from the left, right, and bottom, and one and a half times from the top.

Figure 5: Minimum size requirements for DISCO project logo use
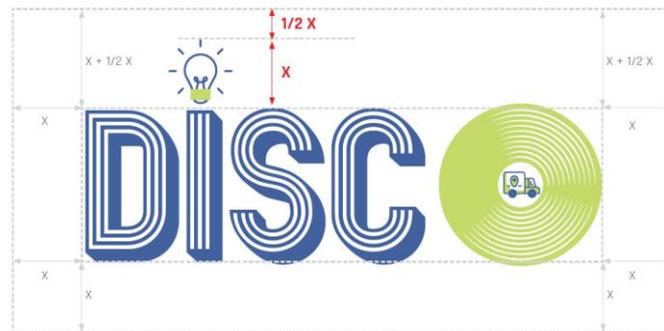
Figure 6: Guidelines for correct spacing use of the DISCO project logo

5.1.4. Colours

DISCO has a distinctive palette of colours to represent the overall visual identity, displayed below with CMYK and Hex values. All visuals representing the project must always make use of these specific colours. The colours are differentiated between primary and secondary colours.

5.1.4.1. Primary colours

The primary colours should make up most of the colour expression in DISCO communications.

Primary colors

DISCO blue
#43629f
CMYK 82,65,10,0

DISCO lime
#c7dc6d
CMYK 25,0,73,0

Figure 7: DISCO's primary visual identity colours

5.1.4.1. Secondary colours

The secondary colour palette is used to complement the primary colours and create a joyful and vigorous DISCO design.

Secondary colors

DISCO purple
#3d459a
CMYK 90,85,0,0

DISCO pink
#ef3d58
CMYK 0,90,56,0

DISCO orange
#f47e2c
CMYK 0,62,93,0

DISCO yellow
#fff100
CMYK 04,0,93,0

DISCO turquoise
#42bca1
CMYK 67,0,47,0

DISCO light blue
#7ac1e0
CMYK 49,8,5,0

Figure 8: DISCO's secondary visual identity colours

5.1.5. Typefaces

The main typeface utilised for DISCO's identity is Rajdhani. It can be downloaded for free from Google Fonts.
The Rajdhani typeface should be used for all main headlines in all official DISCO print and online communication media, as displayed below:

Rajdhani Regular | **Rajdhani Bold**

ABCDEFGHIJKLMNOPQXYZ | **ABCDEFGHIJKLMNOPQXYZ**

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abcdefghijklmnopqxyz | **abcdefghijklmnopqxyz**

Calibri is the primary typeface for all body text. It is used in all project templates, namely in MS Word and PPT templates.

Calibri Regular | *Calibri Italic* | **Calibri Bold**

ABCDEFGHIJKLMNOPQXYZ | *ABCDEFGHIJKLMNOPQXYZ* |**ABCDEFGHIJKLMNOPQXYZ**

abcdefghijklmnopqxyz | *abcdefghijklmnopqxyz* | **abcdefghijklmnopqxyz**

5.1.6. Document templates

Templates have been created for official project documents to ensure a consistent and professional visual identity is always followed by all partners. Templates have been created for:

- Project deliverables (Microsoft Word)
- Presentations (Microsoft PowerPoint)
- Agendas
- Meeting minutes

The project will be presented at several local, national, and international meetings and conferences. Therefore, a standard PowerPoint presentation containing information about the objectives, key elements, and main target groups of the project has been produced. This standard PowerPoint presentation will also be useful for the dissemination activities within the whole project.
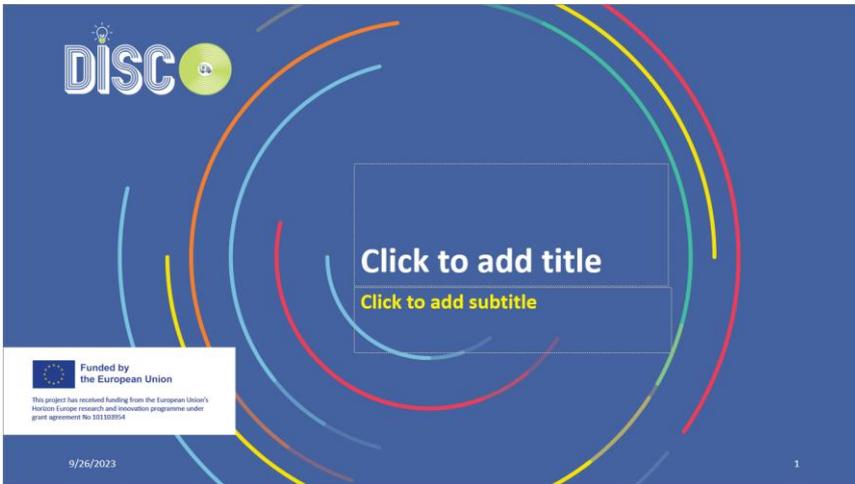
Figure 9: DISCO presentation template

Figure 10: DISCO project deliverable template

5.1.7. Visual identity disclaimers: use and application

Each DISCO medium must include the disclaimers listed below:

5.1.7.1. EU funding disclaimer

DISCO is a project under the Horizon Europe funding programme. As such, all communication and dissemination materials must display the **'Funded by the European Union logo'**, as shown below, accompanied by the following text: "This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101103954."

Figure 11: EU funding disclaimer

More information on how to properly apply the EU funding logo above can be found here.

On media with limited space such as social media banners or visuals, we recommend using only the 'Funded by the European Union' logo and the CIVITAS logo, without any other text.

5.1.7.1.   CIVITAS disclaimer

DISCO is among the projects that are part of the CIVITAS Initiative. As such, all communication and dissemination materials should contain a reference to this by displaying the CIVITAS logo, as shown below, accompanied by the following text: "DISCO is a project under the CIVITAS Initiative. Read more - civitas.eu."

Figure 12: CIVITAS disclaimer

More information on how to properly apply the CIVITAS logo above can be found here.

5.2 Communication and dissemination material

5.2.1   Project leaflet

The DISCO leaflet aims to outline the project objectives, expected results and outputs, and partnership at a glance. It will serve as the project's business card to the outside world and will be used for promotion activities at relevant events across Europe. In addition, the leaflet includes references to the project website and social media channels.

Figure 13: DISCO leaflet design

5.2.2   Roll-up banner

The aim of the roll-up banner is to promote DISCO at key events around Europe, providing visibility to the projects and giving information at a glance about DISCO, its mission, and its partnership. Similarly to the project leaflet, it also includes information about social media and the website as reference for those who wish to receive more detailed information.

Enhancing DISCO's visibility at relevant events, the roll-up banner can be used in different ways, such as:

- On stage, when relevant.
- At exhibitions, project stands, etc.
- As a photo opportunity for partners and those involved.

Figure 14: DISCO roll-up banner design

5.2.3 Electronic newsletters (internal and external)

A digital external newsletter will be released twice a year, highlighting the project activities and results, as well as full demonstrations actions being implemented in the Living Labs and Follower cities. It is tailored to primary and secondary stakeholders, as well as to decisionmakers. The electronic newsletters keep the fostered DISCO community informed about the project's progress, with dedicated sections to enhance recognisability and showcase the latest news about the project and its intermediate results, announcements of DISCO events and workshops, and news from the Living Labs and Follower cities. Articles and relevant information are to be provided by partners.

Each released newsletter will also be made available on the DISCO website, allowing stakeholders to sign up and later receive the newsletter via email.

An internal newsletter is being released once a month, highlighting the progress of each WP. This task is handled directly by the Project Coordinator, FIT Consulting.

5.2.4   Project deliverables

At the end of the project, three deliverables will be published highlighting the following:

i)   **DISCO Adaptive Blueprint**, a short report addressed to cities interested in determining the steps towards PI and evaluating the level of maturity of intervention areas by adopting the DISCO Meta Model Suite.

ii) **Updated SULP Topic Guide**, with the aim to improve and enrich the current ELTIS 2020 Guide developed by CERTH in NOVELOG. It will also align with a long-term vision to better integrate into the SUMP/SULP cycle and transition assistance resulting from DISCO information will be the main goals of the DISCO program. The updated SULP Topic Guide will include thoughtful recommendations to a smooth PI-led transition. This will be accomplished by comparing the outcomes obtained in the POLIS/ALICE Joint Guide with benchmarking against the ALICE Roadmap on the physical Internet.

iii) **Mission oriented Policy Package** (M42) to achieve the EU Mission goals for inclusive climate-neutral smart cities by 2030. A practical policy guide that enables efficient land use and planning that supports climate-neutral smart cities to co-design scalable, optimized, and data-driven logistics solutions at Functional Urban Area level.

5.2.5   Scientific publications

DISCO will seek to publish articles and research papers in specialized media, journals, and magazines. These will be tools for reaching out to practitioners of urban mobility and transportation. The International Journal of Urban Policy and Planning, POLIS' Cities in Motion, ELTIS, Cities Today, Talking Highways, Revolve, Intelligent Transport, EuroTransport, and others are a few examples.

Through open peer-reviewed publications and other means, DISCO seeks to advance open research. As a result, it will produce reports, books, and conference materials. DISCO will gain from other open-access platforms and customised services to share project results, many of which are promoted and run by the EC, like the Horizon Results Booster and the Horizon Results Platform. By using the BE OPEN project coordinated by CERTH, the European Open Science Cloud (EOSC) will also be used to take use of its key capabilities by storing, sharing, and reusing research data across boundaries and disciplines.

In accordance with the FAIR Data Principles (Findable, Accessible, Interoperable, Reusable) and Horizon Europe Research Data Management principles, DISCO is committed to keeping its research data "*as open as possible, as closed as necessary*".

WP7 will regularly encourage academic partners to submit scientific papers to highlight project activities and results. Additionally, WP7 will keep the consortium informed about upcoming calls for abstracts or papers, ensuring timely participation in relevant academic and scientific dissemination opportunities.

5.2.6   Press releases

Press releases establish a communication channel between DISCO and relevant media outlets. A series of press releases will be released to promote key project moments (e.g. organisation of workshops, outputs from the Living Labs, etc.), to ensure the publication and effective promotion of project-related news items. In order to reach the widest dissemination possible, relevant media channels, journalists, influencers in the realm of urban logistics will be identified and pursued throughout the project duration.

At important project milestones, specific communication campaigns will be issued and addressed to European and international press (in English).

5.2.7   Other content

Specific audio-visual contents will be elaborated as project activities reach a more advanced stage. It is intended to involve Living Labs and local stakeholders to explore various methods of message delivery and result communication (for example, by means of brief promotional videos,).

It is planned to conduct interviews and record videos / podcasts with project representatives to go over key accomplishments and next steps. The goal is to uncover the factors that contributed to the successful achievement in addition to the current results. Interviews will be published in written and video form on the project's website and social media channels.

Update: As project activities have been progressing, audiovisual content including videos and podcasts will begin to be prepared, to further disseminate outputs. These will be hosted on DISCO partner Rupprecht's **Mobility Academy**, where Training Activities are also being hosted, thus creating a one-stop-shop for all various audiovisual and learning material relating to DISCO. These will also be linked back in the DISCO project website.

5.3 Digital media

5.3.1 Project website

DISCO's website serves as the digital entrance point for those who wish to gain more information about the project and is the most relevant source of information on project development. It provides a detailed explanation of the project's goals and activities, including descriptions of the Living Labs and Follower cities. Moreover, all publicly accessible project outputs will be made available on the website.

The website will also serve as a gateway for other DISCO platforms, namely social media accounts, on Twitter/X, LinkedIn, and Youtube.

The website is meant to offer a quick and clear overview of the project. Visitors should be able to quickly find basic information on the project, such as the objective, methodology, demonstration cities and partners, and have a clear overview of the latest news and events. The design of the website will be user-friendly and make all the information easily readable from all devices.

The landing page of the website is currently live at discoprojecteu.com, with the full launch expected for October 2023. It will be kept up to date with the latest news, events, and project developments during the project lifetime. After the project has ended, the website will be kept online for at least two more years. More detailed figures about accesses to the project website are reported in the 1st Progress Report.

Update: The project website is fully live at **discoprojecteu.com** since the end of 2023**.** Ever since its launch in November 2023, it has been continuously updated with news and events items sharing all of the latest project outputs, based on the work of partners and the progress of the Living Labs. Resources have also been added, featuring key elements of the DISCO visual identity as well as the public newsletters. Further information and outputs will be added as the project progresses. The website also provides a link back to the DISCO Knowledge Hub, hosted on the ALICE Knowledge Platform.
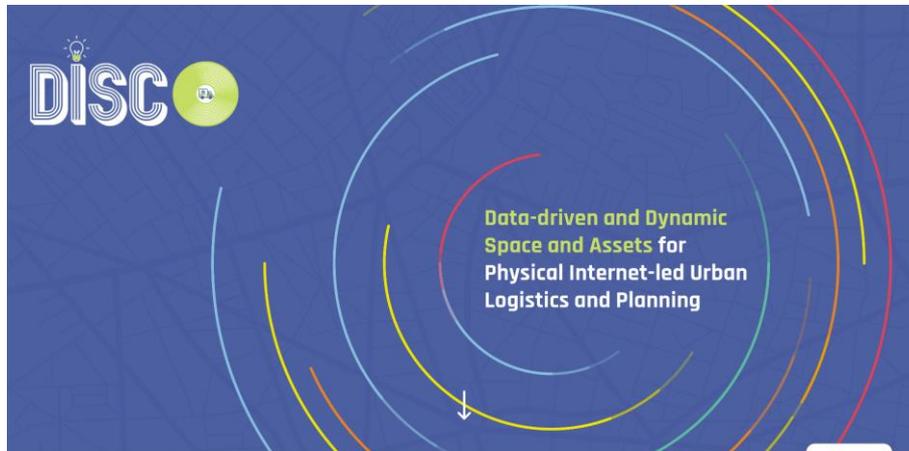
Figure 15: DISCO website's landing page

Figure 16 Sample of DISCO website's pages focusing on Living Labs

D7.7

*Dissemination and
Communication Plan*

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5.3.1.1 Website features and structure

The DISCO website will serve as central communication and interaction gateway to the project from the outside. It will:

- A main navigation menu linking to the website's pages.
- A section presenting DISCO's mission, with a link for more information redirecting to the 'About' page.
- An interactive section providing an overview of the DISCO Meta Model Suite.
- Links to DISCO's social media accounts (LinkedIn, Twitter, YouTube).
- Latest news and events.
- An overview of the eight Living Lab cities (Copenhagen, Ghent, Thessaloniki, Helsinki, Padua, Barcelona, Valencia and Zaragoza) and Follower Cities and Regions (Prague, Piacenza, Aarhus, North Hesse), with links to their respective pages.
- It will provide detailed information on the project evolution, including results, publications, news, events, objectives, partners, results and showcase the DISCO Living Labs.
- Provide access to background information, photos, digital storytelling, videos from the LLs, etc.
- It will provide direct access to the DISCO Knowledge Hub and training activities.
- It will serve as dispatching centre to social media platforms managed by DISCO (LinkedIn, Twitter, Youtube).
- Call to subscribe to DISCO's newsletter.
- Acknowledgement of EU funding.
- Acknowledgement of CIVITAS involvement.
- All DISCO public documents.
- Links to the project's privacy policy and to the website's cookie policy.
- A good search engine.

The menus displayed on the homepage are broken down as follows:

- DISCO logo (redirecting to Home)
- About DISCO
  - What is DISCO
  - Approach
  - Objectives
  - Concept
  - Synergies with other projects and initiatives
- Partners
- Cities
  - Starring Living Labs
  - Twinning Living Labs
  - Follower Cities
- Resources

- o Public deliverables
- o Newsletters
- o Promotional materials
- o DISCO Knowledge Hub
- o Other materials
- News and Events
- Contact

5.3.2 Social media presence

The purpose of DISCO's social media presence is to disseminate key news and events from the project in an accessible, catchy, yet still informative way to reach our target audiences. Once the website is officially live, social media will be central to redirecting audiences to the website, driving traffic to the web platform where more detailed information can be gained about the project.

As done during the first half of project implementation, DISCO will continue to use social media for the following purposes:

- To bolster communication and dissemination efforts and to reach wider audiences to facilitate an interactive dialogue with relevant stakeholders.
- To redirect traffic to the DISCO website.
- To complement traditional communications and dissemination channels such as printed material, events, press outreach, and targeted mailings.
- To give an informal voice for DISCO to communicate with target audiences.
- To monitor DISCO's online presence through mentions, tags, and hashtags, as well as related content on project partners, project outcomes and other important activities.
- To provide on-site and live coverage of key events where DISCO is in attendance.

The official hashtag of the project is #DISCOprojectEU. Partners are strongly encouraged the hashtag whenever posting on social media about DISCO, as well as tagging the official project account in the respective platform of posting (i.e. Twitter/X or LinkedIn).

5.3.2.1 LinkedIn

LinkedIn is a social networking website for stakeholders to exchange in a professional online setting. DISCO will use a dedicated company page on the platform to gather an expert community of urban mobility professionals interested in learning about DISCO's project development, as well as virtually meet and exchange experiences on topics related to DISCO.

The aim of the DISCO LinkedIn company profile is to:

- Enable knowledge transfer between local authorities and other urban mobility stakeholders.
- Share experiences and enhance collaboration.
- Keep in touch with peers.
- Keep up to date with advancements in the project.
- Announce events.

The DISCO LinkedIn account can be found here: DISCO Project.
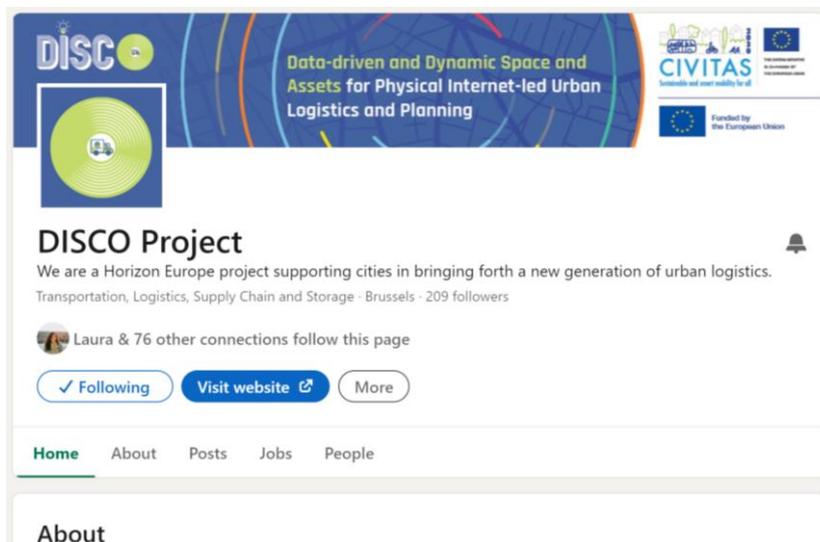
Figure 17 Disco Project on LinkedIn

5.3.2.2 Twitter/X

Twitter/X is a microblogging platform that allows users to post short messages and chat with other users via their phones or web browsers. Unlike email or text messaging, these conversations are open. Twitter has the potential to deliver many benefits in support of a project's communications objectives, particularly regarding live posts due to the nature of the platform favouring frequent, short posts over long-form content.

However, because the platform is currently undergoing a significant rebranding, the strategy for Twitter/X might have to go some changes. For now, following the platform's current standing, the DISCO account will be used for:

- Short key messages (news and pictures).
- Providing links to relevant information.
- Providing information about DISCO events.
- Providing status updates from the Living Labs and Follower cities.

The DISCO Twitter/X account has already been opened and can be found at @DISCOprojectEU.

Update: Close monitoring of DISCO's presence on X (formerly Twitter) after the app's continuous evolvement has shown that this channel does not perform well for the project's purposes. This issue was raised during the DISCO Review meeting for the first period (M1-18), and it was agreed with the Project Officer that efforts on this platform would be significantly reduced, putting more effort and emphasis on other social media platforms, such as LinkedIn. LinkedIn has proven to be a very successful platform with great reach and engagement, so DISCO will proceed with solidifying it as main social media channel for the project.

Figure 18: DISCO Twitter/X account.

5.3.2.3 YouTube

YouTube is a platform that focuses on posting of video formats. DISCO has opened a dedicated project YouTube channel to gather visuals and videos to enrich dissemination and communication activities and tools when they will be available during the secon half of the project implementation, e.g. by displaying strategically important moments at LLs, online streaming series, etc. For better reach, the videos will also be showcased in DISCO's website.

Videos for online training, for instance, e-courses, will also be posted in the DISCO Youtube channel and then linked to the project training platform, Mobility Academy.

5.3.2.4 Keywords

The following keywords will be used in social media posts and messages:

#urbanfreight, #citylogistics; #curbside, #lastmile #lastmilelogistics; #greenlogistics; #datadriven; #physicalinternet.

6. Networking and events

DISCO will continue to cooperate with external initiatives, projects, and strategic alliances in the urban freight, as happened so far. The goals are to ensure knowledge transfer, build momentum with and from other initiatives or clusters of projects, and establish synergies, particularly through participation in conferences, workshops, and other events. Collaborations, clustering and liaising with other initiatives will be guided by topic-oriented activities (e.g. joining events), the need to facilitate dialogues between experts in the field and public authorities, and the aim of increasing DISCO's public visibility.

Existing and previously well-established networks, stakeholder associations, projects, and new outlets can operate as multipliers for DISCO messages, boosting awareness of the initiative and expanding DISCO's capacity for outreach.

Such networks are always on the lookout for noteworthy data, information, and activities to share with their members and enhance the value of their membership programs. Relevant networks can support a coordinated and high-impact approach to reaching stakeholders. They allow DISCO to bring the outcomes and accumulated knowledge of the project to the attention of the transport and logistics community.

Presentations at pertinent external events in Europe can enlighten stakeholders, as can the distribution of informational materials at pertinent events, mailing lists, and press releases.

6.1 DISCO main European networks

DISCO will benefit greatly from the inclusion within its consortium of European networks and associations such as ALICE, EPA, IDSA and POLIS, as they allow DISCO partners and its activities to connect, liaise and collaborate with a wide range of stakeholders, briefly summarised below:

- **ALICE**: private sector (LSPs, transport operators, real estate/infrastructure owners, technology providers and business innovators).
- **EPA**: national parking associations and parking sector stakeholders.
- **IDSA**: business and scientific community dealing with data issues, data sharing.
- **POLIS**: public sector (local authorities, cities, and regions) and academia (universities and research centres).

DISCO will also liaise and connect with other networks (e.g. CIVITAS) by capitalizing on knowledge. The following paragraphs briefly describe the four networks and associations.

6.1.1 ALICE

The Alliance for Logistics Innovation through Collaboration in Europe (ALICE) is the industry lead alliance of the European leading experts and (160+) companies in implementing logistics and supply chain management innovation. ALICE has developed a comprehensive vision aiming at increasing performance and sustainability of freight transport and logistics through the development of the Physical Internet concept to achieve the transition to zero emission logistics in an affordable way.

The ambition is to accelerate the process by providing a collaboration framework to define new concepts, share ideas and knowledge, cross-fertilizing companies' initiatives and finding partners and collaborators for concrete innovation projects.

ALICE has an active thematic working group on urban logistics Freight and links / collaboration with DISCO will be established. The ICBT will be engaged during project lifetime for continuous monitoring of the DISCO innovative results supporting the scale up of the TRL and transition to PI-led urban logistics and planning. It will be coordinated by ALICE supported by POLIS, IDSA and EPA.

6.1.2 EPA

The governing body for European parking associations is the European Parking Association (EPA). The national member associations represent the parking branch, which consists of private businesses and governmental organizations that operate, manage, and provide services for on- and off-street parking facilities, as well as the supply sector that provides all parking-related goods and services.

The EPA aims to make it easier for professional parking organizations from various European nations to collaborate, exchange, and support one another's professional expertise, and it may have an impact on European Commission policies and other pertinent international organizations' resolutions pertaining to parking and urban mobility.

6.1.3 IDSA

The International Data Spaces Association (IDSA) is a coalition of more than 140 member companies that share a vision of a world where all companies self-determine usage rules and realize the full value of their data in secure, trusted, equal partnerships; and we are making that vision a reality.

Its goal is nothing less than a global standard for international data spaces (IDS) and interfaces, as well as fostering the related technologies and business models that will drive the data economy of the future across industries.

6.1.4 POLIS

POLIS is a network of European cities and regions working together to develop innovative technologies and policies for local transport. It currently represents more than 110 cities, regions, and transport operators from all over Europe. The network facilitates access to European initiatives and research programmes for its members, looking into solutions for urban and regional mobility, in the field of health and environment, traffic management and intelligent transport systems, road safety, and social and economic aspects of transport.

It has an active working group on urban Freight and links / collaboration with DISCO will be established. Projects' results will be also presented and discussed there, to ensure the dissemination, transferability, and exploitation of innovative solutions beyond the scope of the projects' consortia.

6.1.5 CIVITAS Initiative

CIVITAS is a network of cities created by cities to help cities in Europe and beyond find more efficient, well-connected transportation options. It encourages cities and members of the CIVITAS community to work together in order to support them in creating the creative solutions, policies, and measures required for cleaner and better urban mobility.

The CIVITAS Initiative seeks to promote the mobility and transportation objectives of the European Commission, which in turn support the objectives of the European Green Deal.

During the first year and a half, DISCO has taken an active role at the CIVITAS Forum 2024 in Parma, being featured in a session focused on digitalisation of mobility and logistics in the morning programme of the conference, joining a side event organised by the URBANE project, and with a booth shared with other EU-funded projects on urban freight.

The DISCO project will continue to actively participate in the CIVITAS family and contribute to its goals as one of its research projects. When possible, DISCO will join opportunities for cooperation and undertake actions to increase awareness and create capacity.

In particular, synergies are foreseen with the ongoing Coordination and Support Action (CSA) for the CIVITAS Initiative, called CIVITAS MUSE. It mainly performs support tasks to increase the influence of CIVITAS Community initiatives on sustainable urban transportation legislation. Its primary goals are to (i) serve as a repository for information created by the CIVITAS Community during the past 20 years, (ii) strengthen relationships between cities and stakeholders at all levels, (iii) Support the enrichment of the wider urban mobility community by providing learning opportunities.

During the second half of the project DISCO will make use of the opportunities offered by the CIVITAS Programme to disseminate and spread project activities and results. This includes its monthly newsletters, the CIVITAS Spotlight issue, and potential targeted interviews with selected partners to showcase relevant outcomes and milestones achieved in the DISCO Living Labs. POLIS and RC will coordinate with the CIVITAS MUSE team, and in particular with its Urban Freight Cluster.

6.2 Internal events

As indicated also in the Project Handbook (D1.2), the following internal meetings will be used – among other tasks – to make sure that communication and dissemination activities at project level are carried in a continuous and coordinated manner across the DISCO consortium:

- Kick-off, general assemblies, and consortium meetings.
- Project Governing Board meetings and WP meetings.
- Review meetings with the EU Commission.
- Knowledge exchange webinars
- Policy dialogues
- Technical webinars on capacity building

During the second half of the project implementation, the organisation of knowledge exchange webinars and technical webinars on capacity building will intensify. RC and WP7 partners will draft at the beginning of 2025 a tentative calendar suggesting possible topics and partners responsible to organise them.

As decided during the Partner meeting in Thessaloniki (April 2024), the DISCO Final Event will take place tentatively in October 2026 (M42) in Rome, instead of Brussels as initially foreseen in the GA . Bilateral discussions will take place between POLIS and FIT to make sure that Collaboration with other networks, starting with ALICE, EPA and IDSA, will be seeked to make sure that relevant stakeholders from local authorities, retail industry, logistics, data and parking sector will attend.

6.3 Dissemination at external events

The DISCO project and its results are presented at relevant external events across Europe and beyond. These include major events of the network partners involved in the project (POLIS Conference) as well as other relevant events such as the CIVITAS Forum and Urban Mobility Days, the Transport Research Arena, the European Conference on Mobility Management, and others. During the first 18 months of project implementation, DISCO has taken actively part to most of the abovementioned conferences, by presenting DISCO overall objectives and ambition, ongoing and planned activities.

Projects activities and results will be regularly disseminated at conferences, workshops, fora, and bodies which are attended by sectoral stakeholders and potential future adopters and users. DISCO partners – in particular those more involved in research and academic activities – will be continuously encouraged to submit and present papers in selected, highly recognised international scientific conferences and workshops.

Additional dissemination actions took place after the release of the first version of the Dissemination and Communication plan, and listed in the first Progress Report.

A non-exhaustive list reported below highlights the conferences and events that will be monitored and targeted for potential collaboration, if possible and relevant to the project scope:

Title	Location	Date	Target group	Involvement
RTR Conference 2025	Brussels (Belgium)	11-13 February 2025	Local and national authorities, technology suppliers and innovators.	Confirmed session presentation
ITS European Congress 2025	Sevilla (Spain)	19-21 May 2025	Technology suppliers and innovators, local authorities.	Potential session presentation, potential booth
Transport Logistics	Munich (Germany)	5-8 June 2025	Local and national authorities, technology suppliers and innovators.	Potential booth
International Physical Internet Conference (IPIC) 2025	Hong Kong (China)	18-20 June, 2025	Logistics service providers, technology suppliers and innovators, Freight/service receivers/procurers, Producers/shippers.	Potential session presentation
Urban Mobility Days 2025	To be confirmed	To be confirmed	Local authorities, National authorities.	Potential session presentation
Smart City EXPO World Congress 2025	Barcelona (Spain)	4-6 November 2025	Local authorities, IT sector, technology suppliers and innovators.	Potential booth
POLIS Conference 2025	Utrecht (Netherlands)	26-27 November 2025	Local authorities, research community and academia.	Potential session presentation

Transport Research Arena (TRA) 2026	Budapest (Hungary)	18-21 May 2026	Local authorities, Research community and academia, technology suppliers and innovators.	Potential session presentation, potential booth
IT-Trans Open Data Day 2026	Karlsruhe (Germany)	3-5 March, 2026	Technology suppliers and innovators.	To be confirmed
International Transport Forum Summit 2025	Leipzig (Germany)	21-23 May 2025	National authorities.	To be confirmed
Urban Future Global Conference 2025	Łódź, Poland	21-23 May 2025	Local authorities, national authorities.	To be confirmed
ITS World Congress 2025	Atlanta (United States)	24-28 August 2025	Technology suppliers and innovators.	Potential session presentation
European Week of Cities and Regions 2025	Brussels (Belgium)	To be confirmed	Local authorities, national authorities.	Potential session presentation
CIVITAS Forum 2026	To be confirmed	To be confirmed	Local authorities, national authorities.	Potential session presentation, potential booth
OpenLivingLab Days 2024	To be confirmed	To be confirmed	Local authorities, research community and academia.	To be confirmed
ALICE Innovation Days 2025	Brussels (Belgium)	To be confirmed	Logistics service providers, technology suppliers and innovators, Freight/service receivers/procurers, Producers/shippers, retail industries.	Potential session presentation, potential booth

European Conference on Mobility Management (ECOMM)	To be confirmed	To be confirmed	Local authorities, national authorities.	To be confirmed
Home Delivery World Europe 2025	Paris (France)	3-6 September 2025	Retail industries, Logistics service providers.	Potential session presentation
European Parking Association Congress 2025	Brussels (Belgium)	17-18 September 2025	Public and private infrastructure owners and real estate	Potential session presentation

Table 2 List of external events, fairs and conferences targeted by DISCO.

All DISCO partners are expected to attend external events, workshops, conferences, and seminars, industry and academia events to maximise impact and discuss salient topics within European transport. All DISCO partners are required to inform the project coordinator, WP7 leader and POLIS to ensure proper coordination at consortium level.

6.4 Policy dialogues

DISCO aims also to play a relevant impact also at the policy level, providing recommendations and learnings to the EU Commission Services about the role of EU policy for urban logistics planning and innovation upscale.

The organisation of policy dialogues (number to be defined) is envisaged during the second half of the project implementation under subtask 7.5.1 (ALICE, EPA, POLIS) that will focus on the impacts from DISCO to the provisions of the Urban Mobility Framework, the revision of the TEN-T Guidelines, the Alternative Fuel Infrastructure Directive, the Greening Freight Package, the Smart and Sustainable Mobility Strategy just to name a few. These frameworks are all into force, or currently undergoing revision. Policy dialogues should be organised possibly in conjunction during project meetings or relevant fairs and transport conferences, to minimise the number of trips and subsequent unnecessary climate emissions from travel.

POLIS and ALICE – along with ACEA – have been leading the subgroup on urban logistics of the Expert Group on Urban Mobility (EGUM)[1], set up by the DG MOVE at the beginning of 2023, until December 2024. The subgroup provided three distinct recommendations to foster the implementation of Sustainable Urban Mobility Plans (SULPs), data sharing and innovation in urban logistics in December 2024, approved by the European Commission. The policy dialogues will duly take into account the recommendations from the subgroup and round the discussion.

To strengthen their strategic partnership on urban logistics, ALICE, EPA, and POLIS will use their initiatives, working groups, and events (such as a targeted joint webinar series) to solicit feedback and spread the technology, systems, and services created and put on display by DISCO to maximize its effects.

6.5 Liaison with other external networks and initiatives

DISCO partners seek to present the project in relevant networks and forums at European level. In addition, DISCO feeds the collection of best practices presented in other relevant platforms and provides input to relevant European policies and processes. Other projects and initiatives of relevance in the areas of sustainable urban freight include:

Network / Initiative	Description	Involvement
City Mission Platform	The EU has launched a Mission "100 Climate-Neutral and Smart Cities by 2030". The objectives of the Mission are to achieve 100 climate-neutral and smart European cities by 2030 and to ensure that these cities act as experimentation and innovation hubs to enable all European cities to follow suit by 2050.	Potential joint webinars
Net Zero Cities	https://netzerocities.eu/ - NetZeroCities is funded by the Horizon 2020 Programme, supporting the European Green Deal in building a low-carbon,	Potential joint webinars

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[1] The EGUM is a platform that pursue a stronger engagement by Member States and improved dialogue with cities, regions and stakeholders on all urban mobility issues, with the objective to implement the new 2021 EU Urban Mobility Framework.

	climate resilient future through research and innovation.	
CIVITAS Initiative	https://civitas.eu/ - The CIVITAS Initiative is an EU programme designed to support European cities in introducing ambitious, sustainable transport measures and policies. It has supported more than 60 cities in implementing and evaluating 730 technical and policy-based measures.	Attend the CIVITAS Forum (sessions, exhibition area), collaborate with its cluster on Urban Logistics
CIVINET	https://civitas.eu/civinets - CIVINETs are networks of cities and associated institutions that promote the CIVITAS method and build local, regional, and national capacity for sustainable urban mobility. CIVINET members, organized by region and language, collaborate to influence transport policy, law, and funding at both the European and national levels.	Potential joint webinars
OPENDEI Task Forces	https://www.opendei.eu/ - As part of the Horizon 2020 programme, it aims to provide the necessary measures, channels and mechanisms to ensure cooperation between pilot projects so that synergies can be exploited, knowledge can be shared and impact is maximized.	To be confirmed
C40 Cities	https://www.c40.org/ - The C40 Cities Climate Leadership Group is a group of 97 cities worldwide, focused on fighting climate change and driving urban action that reduces greenhouse gas emissions and climate risks.	Potential joint webinars
UITP	https://www.uitp.org/ - UITP (Union Internationale des Transports Publics) is a worldwide network that brings together all public transport stakeholders and all sustainable transport modes.	Potential joint webinars
Open EnLocc	https://www.openenlocc.net/ - The main task of the European Network of Logistics Competence Centers is the international exchange of experience and knowledge between its participants and the	Potential joint webinars

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	promotion of a higher level of cooperation with European institutions.	
Transport Decarbonisation Alliance	https://tda-mobility.org/ - The Transport Decarbonisation Alliance (TDA) was launched as a collaboration to accelerate the worldwide transformation of the transport sector towards a net-zero emission mobility system before 2050.	To be confirmed
Alliance for Parking Data Standards	https://www.allianceforparkingdatastandards.org/ - It is a not-for-profit organization with the mission to develop, promote, manage, and maintain a uniform global standard that will allow organizations to share parking data across platforms worldwide.	To be confirmed
Open Logistics Foundation	https://openlogisticsfoundation.org/ - The purpose of the non-profit foundation is to build a European open-source community aiming to promote digitalization in logistics and supply chain management.	To be confirmed
European Network of Living Labs	https://enoll.org/ - The European Network of Living Labs is the international, non-profit, independent association of benchmarked Living Labs. Its aim is to promote the Living Labs concept to influence EU policies, enhance Living Labs and enable their implementation at a global level.	To be confirmed
Digital Transport and Logistics Forum	https://transport.ec.europa.eu/transport-themes/digital-transport-and-logistics-forum-dtlf_en - It is an expert group of the EU Commission bringing together public and private stakeholders to support the EU Commission in promoting the digital transformation of the transport and logistics sector.	To be confirmed
Smart Transportation Alliance	https://www.smart-transportation.org/ - The Smart Transportation Alliance is a not-for-profit global collaborative platform for transportation infrastructure innovation across modes and the smart city.	To be confirmed

ELTIS	www.eltis.org – Europe's urban mobility observatory. It facilitates the exchange of information, knowledge, and experience in the field of sustainable urban mobility in Europe.	Spread best practices and project activities
Clean Bus Europe Platform	https://cleanbusplatform.eu/ - The Clean Bus Europe Platform is an initiative under the EU Commission's Clean Bus Deployment Initiative that aims to support the deployment of clean bus technologies across Europe.	To be confirmed
Covenant of Mayors	https://eu-mayors.ec.europa.eu/en/home - The EU Covenant of Mayors for Climate & Energy is an initiative supported by the EU Commission bringing together thousands of local governments that want to secure a better future for their citizens that voluntarily commit to implementing EU climate and energy objectives.	To be confirmed
European Sustainable City Platform	https://sustainablecities.eu/home/ - It focuses on collecting and sharing information, best practices, resources, and events that advance the local implementation of the European Green Deal and support sustainable urban transformations.	To be confirmed
European Investment Bank	https://www.eib.org/en/index - It is the EU's bank and is owned by the Member States of the EU. It is the biggest multilateral financial institution in the world and one of the largest providers of climate finance.	To be confirmed
EIT Urban Mobility	https://www.eiturbanmobility.eu/ – will share plans, intermediate results, and methodologies to benefit from possible mutual learning, avoid duplication and generate further cooperation and synergies among project actions.	Spread best practices and project activities
Driving Urban Transition Partnership	https://dutpartnership.eu/ - The Driving Urban Transitions (DUT) Partnership is an intergovernmental research and innovation programme addressing key challenges of urban transitions, with the ambition to shape and	Spread best practices and project activities

	facilitate an innovation eco–system for urban actors to engage and benefit.	
ERTICO - ITS Europe	https://ertico.com/ - It is a public-private partnership organisation connecting different sectors across the ITS and Smart Mobility community, such as service providers, suppliers, traffic and transport industry, research institutions, public authorities, connectivity industry, vehicle manufacturers.	Spread best practices and project activities
European Rail Research Advisory Council	https://errac.org/ - It is a European Technology Platform (ETP) established in 2001 to serve as a single European body with both the competence and capability to help revitalise the EU's rail sector and make it more competitive.	To be confirmed
CCAM Partnership	https://www.ccam.eu/ - The CCAM (Connected Cooperative Automated Mobility) Partnership aligns all stakeholders' R&I efforts to accelerate the implementation of new mobility and innovative CCAM technologies and services in Europe.	Potential joint webinars
2Zero Partnership	https://www.2zeroemission.eu/ - The Towards zero emission road transport (2Zero) is a co-programmed Partnership funded under the Horizon Europe programme and aiming at accelerating the transition towards zero tailpipe emission road mobility across Europe.	Potential joint webinars
International Transport Forum (ITF)	https://www.itf-oecd.org/ - The International Transport Forum at the Organisation for Economic Cooperation and Development (OECD) is an intergovernmental organisation with 69 member countries. It acts as a think tank for transport policy and organises the Annual Summit of transport ministers.	To be confirmed

Table 3 List of external networks and initiatives of interest for dissemination.

Key experts and public authorities included within the consortia of the abovementioned project will be invited to DISCO events, workshops, and peer-to peer exchanges (study visits, webinars, etc.).

6.6 Synergies with other EU-funded projects

Several EU-funded projects are thematically related to DISCO. It is of paramount importance that DISCO benefits from the results of these projects and vice versa, and projects mutually support each other in promoting their results to relevant target groups (via joint events, webinars or common sessions at relevant fairs and conferences). DISCO will liaise with projects funded by the Horizon 2020 Programme and currently in their ending phase, and the EU-funded projects under the Horizon Europe Programme currently ongoing, but also beyond.

A close dialogue will be strengthened with the "sister project" UNCHAIN, the project co-funded by the EU that is running in parallel with DISCO and funded within the same call HORIZON-CL5-2022-D6-02-02, to learn from each other and avoid duplication, double-work and (potential) "competition". Joint participation to external events, fairs and conferences will be pursued (as already occurred during the Urban Mobility Days 2023 in Sevilla and CIVITAS Forum 2024 in Parma, for example). Joint webinars and opportunities for discussion and exchange between the two consortia and demonstration cities will be organised in 2025 and 2026. As mentioned and suggested also during the last Review meeting by the Project Officer, the two projects will also work closely to develop joint policy recommendations, based on the respective work and results emerged from the pilots of the two projects.

Project	Description
UNCHAIN	UNCHAIN aims to foster cooperation between public authorities and logistics stakeholders, by creating a set of services for optimal and flexible operation, management, planning and policymaking in urban logistics. An innovative set of twelve urban logistics services will be implemented to optimise urban space allocation and optimise network management and logistics operations.

Table 4 General info about DISCO's sister project

The most relevant thematically related projects are listed in the table below. New projects focusing on urban freight and logistics that started in 2025 have been added in this updated version of the Dissemination and Communication Plan POLIS, ALICE, RC and other partners involved in WP7 activities, along with DISCO project coordinator, will liaise with the

Project	Description
LEAD (H2020)	LEAD designed digital twins of urban logistics to support experimentation and decision making in public–private urban settings.

	The project's long-term goal was to develop an open physical internet-inspired framework for smart city logistics. It created Digital Twins of urban logistics networks in six TEN-T urban nodes (Madrid, The Hague, Lyon, Budapest, Oslo, Porto).
SENATOR (H2020)	Senator developed a new urban logistic model to improve urban sustainability. To achieve this, the project created a smart network operator, or control tower, supported by an ICT platform. This operator will serve as a support tool for decision-making, logistics operations integration, and planning. SENATOR was validated in two Living Labs, Dublin and Zaragoza. It will assist city councils in effectively managing sustainable transportation policies through a 360-degree approach.
DECARBOMILE	DECARBOMILE aims to create interoperable, multimodal, and last-mile delivery vehicles for urban environments. It will therefore work on optimizing logistics vehicles, particularly cargo bikes, and testing their combinations with transportation methods other than the road and traditional trucks (river, rail). In order to assess and ultimately demonstrate these various modes and vehicles' effective optimization in actual conditions as well as their adaptability to different logistics flows, testing will take place in the four living labs and four satellites.
MOVE21	The objective of MOVE21 is to transform European cities and functional urban areas into climate neutral, connected multimodal urban nodes for smart and clean mobility and logistics. MOVE21 will do this through an integrated approach in which all urban systems are connected, and which addresses both goods and passenger transport together. Central to the integrated approach are three Living Labs (Oslo, Gothenburg, Hamburg) and three Replicator cities (Munich, Bologna, Rome).
ULaaDS (H2020)	ULaaDS aimed to address the effects of the on-demand economy while accelerating the deployment of innovative, shared, zero-emission logistics. Bremen, Mechelen, and Groningen have partnered with logistics stakeholders and academic institutions to speed the deployment of novel, workable, shared, and zero emissions solutions addressing critical upcoming challenges brought on by the rise of the on-demand economy in urban logistics.
GREEN-LOG	GREEN-LOG will develop Logistics-as-a service platforms for interconnected city logistics, automated delivery concepts using autonomous vehicles and delivery droids, cargo-bike-based innovations for sustainable micro-consolidation, and multimodal parcel deliveries

	integrating public transportation. The approach is deployed and validated in five Living Labs: Athens, Barcelona, Flanders (Gent, Leuven and Mechelen), Oxfordshire and Ispra.
URBANE	URBANE focuses on novel, sustainable, safe, resilient, and effective last-mile delivery solutions combining green automated vehicles and shared space utilisation models in four Lighthouse Living Labs: Helsinki, Bologna, Valladolid, and Thessaloniki. Lessons learned will be facilitated by an Innovation Transferability Platform comprising Digital Twinning Tools, open models, smart contracts governed by blockchain technology, and a data-driven Impact Assessment Radar.
GREENTURN	The project aims to co-create zero-emission logistics solutions, provide sound and transparent information on e-commerce footprints, and enable more sustainable delivery and return choices. GreenTurn solutions combine various behavioural interventions with delivery and return options, using design thinking approaches to develop stakeholder-centric solutions and secure widespread support for delivery and return strategies which can minimise e-commerce related emissions and traffic congestion.
CODEZERO	CodeZERO is a transformative three-year initiative to create sustainable, zero-emission last-mile delivery and return solutions for e-commerce. The mission is to make these solutions attractive and viable for retailers, logistics service providers and consumers. CodeZERO is innovating, testing and sharing solutions to influence consumer behaviour to choose more sustainable delivery options in the pilot of Antwerp, Milan, Oslo, and Utrecht.
Delphi	DELPHI focuses on the integration of passenger and freight transport in a single system aiming to deliver the enablers-both on technical and governance/ regulatory level, towards a federated network of platforms for multimodal passenger and freight transport, capable of sharing in a seamless and secure manner, cross-sectoral, multi-modal passenger and freight transport data, as well as traffic management systems information. DELPHI will be tested in real life settings in four pilot demonstrations in Madrid, Athens, Mykonos and Cluj-Napoca.
ReMuNet	It pursues the vision to enable and incentivize synchro-modal relay-transport on European rail, road, and inland waterways to increase the holistic network resilience. It significantly reduces emissions and boosts freight transport corridor efficiency in case of disruptive events.

DeployEMDS	It is a project co-funded under the EU Digital Europe Programme, which aims to turn the European mobility data space (EMDS) concept into reality. The goal of creating a EMDS is to facilitate data access, pooling, and sharing for more efficient, safe, sustainable, and resilient European transport. DeployEMDS will roll out 16 use cases in nine implementation sites: Barcelona, Budapest, Flanders, Île-de-France, Lisbon, Milan, Sofia, Stockholm and Tampere.

Table 5 List of EU-funded projects with which DISCO aims to create synergies with.

DISCO will take into consideration also the results achieved by previous EU-funded projects completed in the past few years, such as NOVELOG, SULPITER, U-TURN, PARK4SUMP, Flexcurb, BOOSTLOG, ENTRANCE, GECKO, SPROUT, SUNRISE.

7. Local communication at European Living Labs

The DISCO demonstration cities have been encouraged to appoint a Local Communication Manager contact in each of the Starring and Twinning Living Labs (referred to as Local Communication Managers), responsible for identifying the right local events and communication channels to be exploited for effective communication on DISCO-related actions at a local level.

They should be ideally in charge of communicating through the cities' website and social media channels in both English and the Lab's local language, and for delivering input to WP7 partners for the project website and newsletter. Guidance will be provided on what are the most convenient communication channels, but Local Communication Managers will use their own experience and understanding of the local context to deploy best practice communication actions.

Throughout the first project period, the official DISCO communication channels have promoted Living Lab local activities, such as the Open Days, when informed. However, to ensure better coordination and that all information is received in a timely manner, regular meetings every 4 months will be held with Local Communication Managers of the Starring and Twinning Living Labs, in charge of local communications within the Living Lab. These meetings will also serve to address any challenges regarding local languages, and POLIS will provide support on all communications-related issues.

8. Partner roles for communication

This chapter is intended as a "recap" for all DISCO partners regarding their role and involvement against Task 7.1. As reported in the GA, the whole consortium is expected to provide full support to WP7 to pursue an efficient and performant dissemination of the project, its events, activities, and outputs. The following paragraphs detail how each partner (clustered per groups) is expected to contribute.

8.1 Tasks of the Coordinator and the WP7 Leader

RC is the leader and main responsible of WP7 "New generation of sustainable logistics and planning and empowering the edge". RC and POLIS will make sure that the Dissemination and Communication Plan is successfully implemented, that deliverables are produced with high quality contents and the project activities and results are properly disseminated at all levels.

The project coordinator oversees the development of all the activities and tasks of WP7, linked to dissemination and communication, providing inputs, and giving additional visibility to the project at domestic and European level.

8.2 Tasks for Work Package Leaders

All WP Leaders are encouraged to play an active role in the communication and dissemination of DISCO during the entire project duration. This is particularly true for the results achieved within the WP each partner is responsible for, and to promote any relevant deliverables, reports, activities that bring any added value to the project and can easily be spread across digital and more traditional channels.

When this happens, WP leaders are asked to inform and liaise with the project coordinator and WP7 (RC and POLIS), with the aim of keeping track of all the pieces of information and news disseminated and with the goal of further spreading this.

8.3 Tasks for Living Lab project managers

The Living Labs Managers are there to make sure that the implementation of demonstrations in the 4 Starring Living Labs and 4 Twinning Living Labs are properly disseminated at European, regional, and local level. The Living Labs Managers are asked to inform and liaise with the project coordinator, RC and POLIS, with the aim of keeping track of all the pieces of information and news disseminated and with the goal to further spread this.

It is of paramount importance that a constant exchange and dialogue is active with Living Labs project Managers, which are considered as the "*trait d'union*" with upper dissemination level responsible partner (RC, POLIS).

8.4 Tasks for all project partners

All DISCO partners not falling in the previous categories are encouraged to provide their own contribution to the Dissemination and Communication Plan. The project partners are expected to give exposure to DISCO through their communication channels, including their newsletters, social media channels and websites. The project partners are asked to highlight DISCO during their events, for example through:

- Programming a session on DISCO.
- Programming a speaker to present DISCO.
- Highlighting DISCO during presentations.
- Distributing the leaflet.
- Having a DISCO stand at an exhibition.

The project partners are expected to bring documentation and leaflets to relevant events that they are attending. The DISCO partners are expected to deliver content for the website's news section and social media channels and the DISCO Knowledge Hub, in particular when submitting deliverables. These contents can reflect on issues such as:

- Background information on related developments.
- Expertise and experience gained.
- Information about new deliverables focused on the content developed.
- Relevant DISCO events.

9 Monitoring and evaluation

9.1 Monitoring tracking tool

To monitor the efforts of the communication and dissemination activities carried out by the DISCO consortium, a monitoring tracking tool has been established and shared with the partners. This is an excel file stored in the DISCO Sharepoint where partners can easily fill in a predefined templates with some basic info about the dissemination action done.

DISCO partners are encouraged to regularly update this tool as it allows WP7 to monitor whether the existing approach is effective, also for reporting purposes. In addition, to evaluate the progress of the communication and dissemination related activities the key performance indicators (KPIs) highlighted in the next subchapter will be used to guide and monitor these activities. They will support the consortium in tracking and assessing the project's outreach regarding social media, press coverage, publications, and events.

9.2 Communication KPIs

The table below highlights the communication related KPIs, as initially proposed in the GA.

The communication related KPIs are assessed on an annual basis (M12, M24, M36) to check whether DISCO is on track to achieve the targets by the end of the project, or whether remedial actions / reconsideration of the KPIs should take place.

The following table provides with a summary of KPIs, with latest figures provided in the first technical report and projections / estimations by the end of the project. Some indicators are well on target, such as LinkedIn followers, number of events organised and attendees, whilst others need to be readjusted or reconsidered, such as the number of website visitors, newsletter subscribers, or X followers. Other indicators are well on target, even beyond expectations, such as those related to the organisation of Open Days and external events.

Communication Tool	Status by M18	End of the project target	KPI (2030)
An advanced website, providing info about the project, demos, and results, showcasing project's news and acting as channel	1.091 visits	15.000	≥ 50,000 visits / project (cross-linking, traffic from social media accounts, referencing & SEO) by 2030
Creation of a Social Media Strategy, and Twitter and LinkedIn communities	X: 110 LinkedIn: 646	X: CINEA recommended at the review meeting to use it less and focus on LinkedIn. Objective to be reconsidered and scaled down to 150 LinkedIn: 1500	≥ 1.500 followers on Twitter / X; 2.000 connections on LinkedIn
Project newsletter providing an overview on the progress of the project and latest news	197 subscribers	1.000	≥ 10.000 readers by 2030
Scientific Articles about DISCO	1	10	15 published and ≥ 100 citations
External events where DISCO was presented	19 events Estimated 1000 attendees	30 Estimated 2.000 attendees	≥ 2,000 attendees
DISCO final event	Not done yet	≥ 150 attendees	≥ 300 attendees

Audio visual (video and podcast)	Not done yet	1000	≥ 2,000 views and listeners by 2030
Knowledge hub and webinars	2	10	≥ 20 members
Open Innovation Days at LLs	4 Approx. 140 attendees in total	8 Approx. 250 attendees in total	5 events with ≥ 150 attendees each
Adaptive Blueprint in short		8 250	≥ 250 distributed, ≥ 1.000 downloads
Replication Booklet	Not done yet		≥ 750 distributed, ≥ 1.000 downloads
Updated SULP guide	Not done yet		≥ 1000 downloads
Policy package in briefs	Not done yet		≥ 750 downloads

Table 6 Communication Means Description & KPIs

10. Conclusion

The updates version of the Dissemination and Communication plan (D7.7) provided with an overview of

The visual identity and all templates have not been modified. DISCO social media channels are all active. LinkedIn is the most popular channel to spread information and updates about the project, with more than 750 followers in December 2024. Twitter – now renamed as X – is getting less traction and will be used less frequently, also due to the current issues. The YouTube channel will used during the second half of the project when videos and additional digital contents will be available.

Main target groups and stakeholders to which address project results have been identified. Key messages have been selected in order to ensure that the project objectives are well understood at external level.

This document has also identified key initiatives and included additional newly funded EU-funded projects to establish strategic alliances and collaboration mechanisms and provided with an update of the methodology for the establishment of the external interest groups that will play an important role in the transferability of the obtained results. It also lists a wide range of events, fairs and conferences that are targeted for potential involvement and participation during the second half of project implementation. (e.g. joint session, presentation of results from a DISCO partner, attendance with a DISCO stand etc.).

The Dissemination and Communication Plan will be updated one last time by October 2026 (M42).