WP7

D7.5

Report on dissemination activities

Deliverable Lead and Editor	Energy Cities
Contributing partners	Carbon Market Watch
Type	Report
Status	**Final**

europeancitycalculator.eu

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Executive summary

The overall objective of WP7 - *Communication and Dissemination* was to promote the prospective modelling approach of the European City Calculator webtool to other European cities and public authorities and to support the outreach of pilot cities to their stakeholders in the application of the webtool. The main activities to support this objective were:

- Developing an effective communication and dissemination plan and setting up the main communication tools.
- Developing highly adaptable local communication campaign toolkits for pilot cities.
- Designing attractive and understandable multimedia tools to visualise the modelling language.
- Disseminating findings widely to encourage more cities and public authorities (e.g. local and regional energy agencies) to launch the planning process towards climate neutrality with the webtool.

Partners

Energy Cities co-led WP7 along with Carbon Market Watch. Participation per project partner:

Table 1- Participation per project partner

Partner number and short name	WP7 Effort
1 - ENC	9.75
2 - PIK	0.75
3 – CLIMACT SA	1.00
4 – CMW	8.00
5 - REA	2.50
6 – MUM	2.50
7 - DIJON METROPOLE	2.00
Atmo BFC	0.50
8 - ENA	2.75
9 - Zdar	1.60
10 - SEMMO	1.25
11 - REA North	2.75
	Total 35.35

Target audiences

As established in the project proposal, the main and most strategic EUCityCalc target groups were European cities and their public officials, in particular staff from strategic departments with responsibility for key planning documents such as the Sustainable Energy Action Plan (SEAP) and Sustainable Energy and Climate Action Plan (SECAP). Furthermore, the project also targeted other groups of stakeholders:

Table 2 - Target Audience

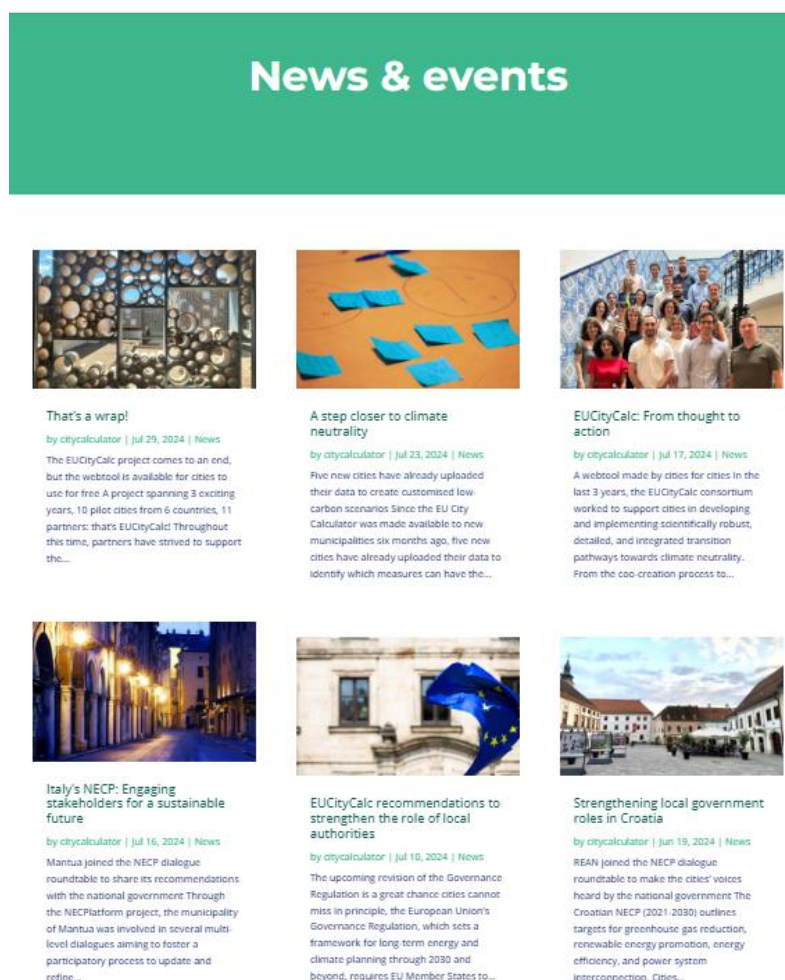| Target group	Aim
European cities and their public officials from key departments	To contribute to their empowerment, supporting their commitment towards climate neutrality, sharing information about project training and events, and involving them in the project dissemination activities and experiences sharing.
European local and regional energy agencies	To disseminate the recommendations developed by the EUCityCalc project, to involve them in experiences sharing activities and in the EUCityCalc learning programme.
Policymakers at regional, national and EU level	To disseminate recommendations developed by the EUCityCalc project on how to design a constraining planning and adapt their SEAPs/SECAPs.
Multipliers such as associations of cities, and associations of energy agencies	To convey the innovative potential of the EU City Calculator to the target audiences and give credit and visibility to the tool beyond the project community.
Academia and think tanks	To disseminate the generated knowledge across Europe.
Key local stakeholders of expert working groups, and stakeholders not part of groups	To convey the innovative potential of the EU City Calculator and to disseminate the generated knowledge widely, encouraging its replication, being involved in the local communication campaigns.

Introduction

Communication and dissemination activities are essential to share key results, impacts, and changes that have been achieved. Since the beginning of EUCityCalc, the co-leading partners Energy Cities and Carbon Market Watch committed to promoting the European City Calculator as a game-changing tool that local authorities could use for free to simulate customised low-carbon scenarios in relevant energy sectors, helping them make the best policy choices.

The project ran from September 2021 to August 2024. Communication and dissemination activities were closely linked to the release of the webtool. This is why we had a soft start followed by a real kick-off in January 2024. Until December 2023, we mostly communicated about the project, the potential of the webtool, partners' activities such as the co-creation process or policy webinars, and relevant events attended. At the same time, we created the brand and visual identity, producing communication guidelines, content (videos, infographics, a podcast series, etc.), layouts, and templates (documents, invitation emails, social media templates, etc.) for different channels and purposes.

Figure 1 - News & events landing page

In late January 2024, when the EU City Calculator became available for public authorities, technicians, and consultants, the WP7 activities focused specifically on the promotion and dissemination of the tool. We sent a press release to relevant stakeholders (local and EU journalists, municipalities, energy agencies, etc.). Since then, the content production increased significantly, with the publication of several articles and social media posts. At the same time, the policy activity (WP6) entered into a more active phase, and the consortium produced and launched the EUCityCalc learning programme (WP5).

This document aims to showcase the communication and dissemination activities successfully carried out over the 3 years of the project (D 7.5) and to inform on the progress and achievement of the KPIs (T 7.8). As reported in the following pages, we exceeded some KPIs (e.g., the number of unique visitors and newsletters sent), but we couldn't meet others (e.g., the number of participants at the Final Conference).

Communication & dissemination plan (M1 – M19)

Lead: Energy Cities, Supporting: CMW

Submission: D 7.1 & T 7.1 - January 2022; D 7.8 - April 2023

The Communication and dissemination plan aims to ensure high visibility to the EUCityCalc main objectives, mission, outputs, and achieved results, through a structured activity, elaborating the methods and tools employed to reach the project's key target groups.

It describes the approach adopted to effectively promote the project and the European City Calculator as a powerful communication, capacity-building and policy outlet for other European cities and public authorities willing to pave the way towards climate neutrality.

As regards the communication of the project, the plan defines concretely: i) the main communication objectives; ii) the target audience; iii) the main communication channels (e.g. project website, newsletters, social media etc); iv) the main multimedia tools (podcasts, infographics and videos).

As regards the dissemination of the project, the plan aimed at maximising the impact of the results on a specific target group composed of multi-sectoral stakeholders. The plan defines: i) the target groups; ii) the main dissemination activities (e.g. e-publications, network amplification, participation to international events etc.).

Finally, the Key Performance Indicators (KPIs) associated to the communication and dissemination activities are specified for each of the main channels and actions.

As extensively explained in the technical report of February 2023, D7.1 was submitted in M6 instead of M3. The delay didn't impact other project actions.

An updated version of the plan (D 7.8) was submitted in April 2023 to highlight the impossibility of tracking some KPIs because of the software used.

Both changes were communicated to the project officer and approved in due time.

Visual identity and media package (M1-M3)

Lead: CMW, Supporting: Energy Cities

Submission: D 7.2 & T 7.2 - April 2022

The EUCityCalc visual identity was designed with the technical support of Canopée Studio, the graphic design and communication agency selected based on best-value-for-money criteria. To maximise the efficiency of the work and guarantee coherence and consistency, the same agency was chosen to develop the project website and multimedia tools.

The project's visual identity ensures a cohesive and common branding for all the project activities as well as visual continuity for all the initiatives and outputs produced by the project.

The main elements designed are:

- **Project visual identity guidelines**: To guide partners in using the different graphic elements to communicate about the project effectively.

- **The EUCityCalc project logo**: To help the audience easily identify the project. It comprises three main elements representing the city, the transition process, and climate neutrality.

- **The EUCityCalc templates**: Deliverable templates, PowerPoint presentations, reporting and event templates, social media visuals (Facebook, X, LinkedIn), and project newsletter templates. The Word and PowerPoint templates are accompanied by a complete guide, providing partners with all the instructions and information on their correct use.

- **Graphic outputs**: Roll-up, poster, and podcast cover templates to enrich the project dissemination process with recognisable graphic elements in line with the visual identity.

- **Media package**: To be used at events and for report/policy launches as a package of information for journalists. It is a one-stop shop for all the information journalists need. It contains the contact details of our project managers, information about the project, two quotes from partners, a link to our latest media releases and events, and (as the project progresses) the most recent news coverage of the project.

D 7.2 was submitted in M8 instead of M3. As explained in the technical report of February 2023 and approved by the project officer, the creation of the project's brand identity, along with integrating the website development into the process, caused initial delays. However, this approach was beneficial for ensuring consistency and cost-effectiveness.
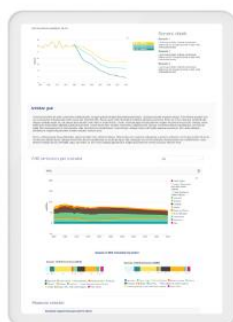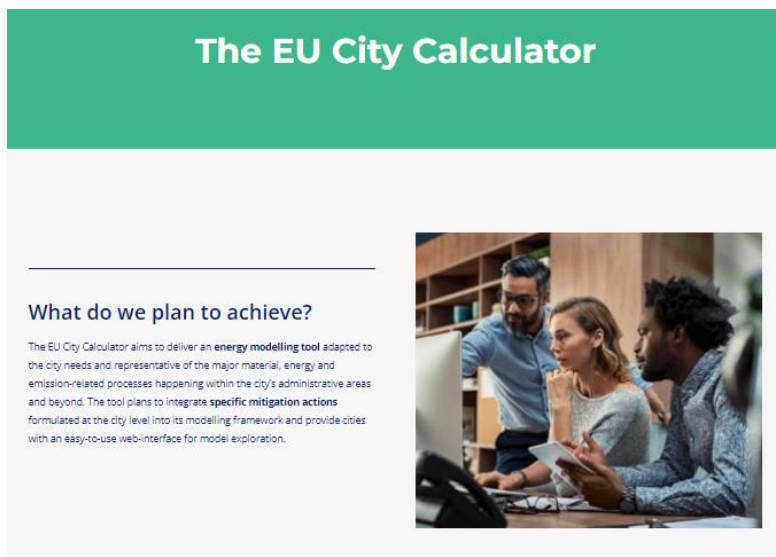
Project Website

Lead: Energy Cities; Supporting: CMW

Submission: D 7.3 - July 2022

Figure 2 - The EUCityCalc website

The **EUCityCalc website**[1] is the main communication channel of the project and the repository of key information. Created by Canopée Studio, it is a user-friendly, open-access knowledge dissemination platform. The whole consortium contributed to defining structure, design and concept, main sections, and key messages. The website design and development were realised with the use of WordPress, a free and open-source content management system, and DIVI, a WordPress theme design. The process has been divided into three different phases: i) planning and concept; ii) development; iii) technical and security maintenance. The website went live in M11 instead of M6 due to the same delay explained in the previous chapter.

The website was designed and developed to be as attractive and user-friendly as possible, inviting users to explore different sections. The design process has been brought forward knowing the importance of giving dynamism to the website through graphic animations, sliders, and pictures. All data is presented simply and clearly. The structure was designed following the "rule of the three clicks" so that each information could be accessible by clicking no more than three times.

The whole consortium provided valuable content to nurture it, especially for the *News & Events* section[2]. During the project's life, we published at least one article per month, increasing the number since the campaign kick-off in late January 2024.

In addition to newsletters, the *Publications* page[3] includes policy, national roundtables, and communication reports, while the *Multimedia material* page[4] offers podcasts, infographics, and

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[1] https://europeancitycalculator.eu/
[2] https://europeancitycalculator.eu/news-events/
[3] https://europeancitycalculator.eu/publications/
[4] https://europeancitycalculator.eu/multimedia-material/

videos. Users can freely access and download all this content. Unfortunately, Wysistat, the software we use to track data, does not provide information on the number of downloads.

Table 3 - Website KPIs

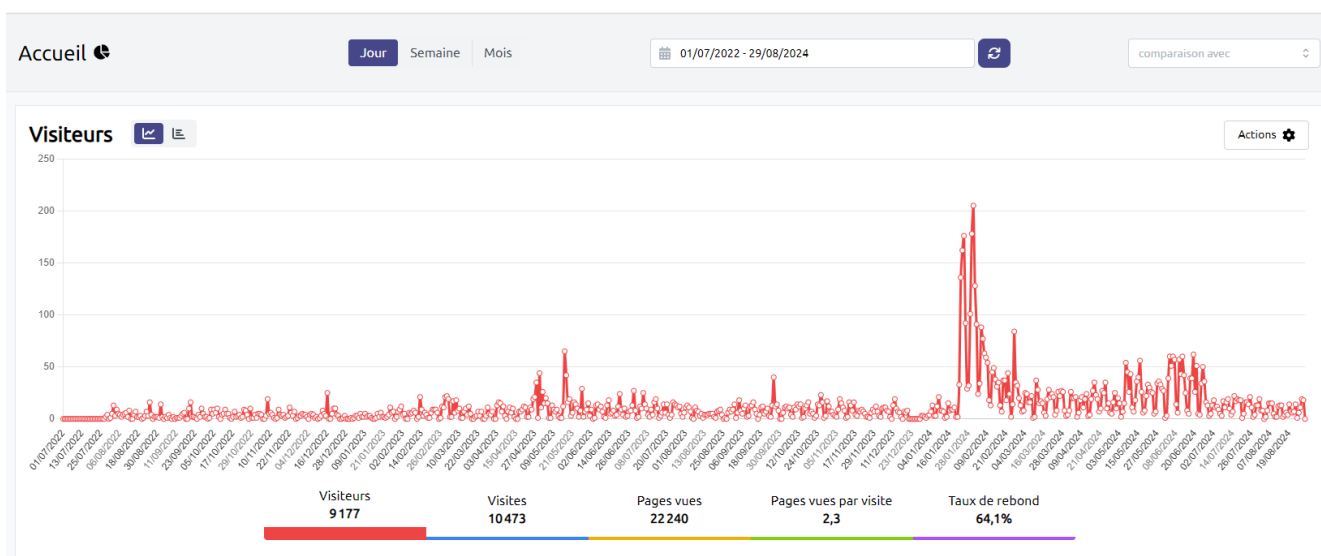| Indicator	Objective	Outcome
No. of published news	60	60
Views per year	2000	4236
Unique visitors in 3 years	1000	9177

Figure 3 - Website Analitycs

Establishing and maintaining the project main communication tools (M1-M6)

Lead: Energy Cities, Supporting: CMW

Until M36

In addition to the website, T 7.3 defines other main communication tools to be used to convey most of the project information to the relevant target audience:

- **Social media**: we used Energy Cities' social media accounts on X[5] (12.200 followers), Facebook[6] (4.620 followers), and LinkedIn[7] (10.160 followers) mostly to promote the webtool, the learning programme, the open events, and policy reports. Linkedin was the most relevant channel for us. We decided soon to abandon Facebook because we noticed that our target audience wasn't engaging or using that channel.

  As explained in the Communication Plan, the consortium agreed to use Energy Cities' channels rather than opening new accounts because of the high number of ENC followers on social media and the potential higher impact. Furthermore, all partners used their official and/or personal accounts to promote the European City Calculator. Over 200 social media posts mentioned the project, mostly using the hashtags #EUCityCalc and #europeancitycalculator[8]. Among the stakeholders that promoted the project, it is worth mentioning the Covenant of Mayors – Europe (example[9]).

- **Project newsletter and mailing list**: A dedicated newsletter template was created to be sent to key target groups. The newsletters included the latest news and events published on the project website, relevant EU policy updates, and information on the development of the project. The contacts collected were treated in compliance with the GDPR and other legislation in force applicable to the protection of personal data. We sent out 12 newsletters, exceeding the expected 10, the majority of them in the last 8 months. The first release was sent out in January 2023, and the last one in August 2024. All of them are

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[5] https://x.com/energycities
[6] https://www.facebook.com/energycities.eu
[7] https://www.linkedin.com/company/energy-cities/
[8] Full list of social media posts:
https://nrgycts893.sharepoint.com/:x:/r/sites/eucitycalc/_layouts/15/Doc.aspx?sourcedoc=%7BBCAB1B11-7BBE-41DF-A928-F8559FF047AA%7D&file=Communication%20monitoring%20EUCityCalc.xlsx&wdLOR=cC5BA6877-69CA-410F-A71E-9FA6B945716F&action=default&mobileredirect=true
[9] https://eu-mayors.ec.europa.eu/en/Determining-the-right-measures-to-achieve-your-SECAP

on the *Publications* landing page[10], except for the one we sent only to those who registered to attend the Final Conference. 148 people signed up to receive it. In this case, we didn't meet the KPI of 800 contacts. Based on our experience, this is an unrealistic target for an EU-funded project newsletter. If, however, we count the number of people included in all partners' mailing lists, then **we reached at least 12.100 people[11]**.

Table 4 - Newsletter and social media KPIs

Indicator	Objective	Outcome
No. of contacts in 3 years	800	148
No. of sent newsletter in 3 years	10	12
Published posts on ENC social media channels	70	70
No. of mentions on social media channels in total	200	205

Figure 4- Social media posts

Local campaign toolkits (M3-M15)

Lead: CMW; Supporting: Energy Cities

Submission: December 2022

T 7.4: Design of local communication campaign toolkits for pilot cities (M3-M15)

Lead: CMW, Supporting: Energy Cities

In collaboration with local partners, we developed adaptable and translatable local communication campaign toolkits, one for each pilot city's country.

This communication toolkit includes a background of the project, a press release, campaign videos and infographics (created under T 7.5), and some social media posts sample to facilitate information sharing, all emphasising the benefits of prospective modelling in planning a climate-neutral transition. The main aim was to facilitate the outreach to key stakeholders in the partner's respective territories and beyond. Partners translated the English version into their local languages. Moreover, following the mid-project reevaluation, we rearranged the communication outputs. This was done in close coordination with CLIMACT, as the developments of the webtool affected timelines and communications.

Media outreach

All partners strived to engage with media outlets. ENA, Mantova, and CLIMACT were particularly effective in their press office activities[12].

In March 2025, PIK will publish a scientific article in the Architecture Media Politics Society[13] (AMPS) network of publishers in the context of the Livable Cities Conference in London held in June 2024. According to the KPI, 2 publications in academic journals were foreseen. However, the second paper faced several challenges. The co-leader partner CLIMACT encountered capacity limitations that hindered their ability to contribute effectively, while methodological complexities arose from coordination issues related to data handling and open-access model coding. Despite these challenges, the published paper stands as a significant contribution to the field, ensuring that future outputs will maintain the same high standards of quality and rigor.

Based on our experience, it is difficult to gain coverage in the EU press without involving a prominent EU political figure. Rather than trying to convince the EU press to feature us, we thought it would be more effective to participate as a Visibility Partner in the prestigious Politico's

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[12] Full list of articles:
https://nrgycts893.sharepoint.com/:x:/r/sites/eucitycalc/_layouts/15/Doc.aspx?sourcedoc=%7BBCAB1B11-7BBE-41DF-A928-F8559FF047AA%7D&file=Communication%20monitoring%20EUCityCalc.xlsx&wdLOR=cC5BA6877-69CA-410F-A71E-9FA6B945716F&action=default&mobileredirect=true
[13] https://amps-research.com/

Sustainable Future Week[14] (14-16 November 2023). The EUCityCalc project was mentioned several times during the event, the logo was included in the promotional materials, and a short project description was published on Politico's website. Moreover, joining the event allowed us to discuss the project with relevant stakeholders working for/with the EU institutions.

Table 5 - News/articles about the project KPIs

Indicator	Objective	Outcome
No. of project's mentions on external media in 3 years	10	7
No. of publications in academic journals	2	1
No. of mentions of the project in EU media	3	1
No. of mentions of the project in the national media	12	41

Figure 5 - Press articles

T 7.5: Creation of multimedia tools (M3-M36)

Lead: Energy Cities, Supporting: CMW

In alignment with task 7.4 and to support the national outreach of local and regional partners, we developed a series of multimedia tools to spread news and information about the webtool in a user-friendly and attractive format. Specifically, the following multimedia tools were produced:

- **6 animated videos**, describing the functioning of the EUCityCalc webtool in the local language of each pilot city. For the launch of the communication campaign, an English version was released to reach a wider, European audience. It is available both on the project homepage[15] and on Energy Cities's Youtube channel[16], where an EUCityCalc playlist[17] has been created to gather all the project videos in a dedicated space.

- **2 tutorial videos** of 5 and over 10 minutes with subtitles in all the project languages. This content wasn't foreseen at first, but we decided to produce it to facilitate the navigation of the EU City Calculator for first-time users. Indeed, the videos explain how to use the webtool, detailing all the basics of how to navigate and utilise the information available for municipalities. The tutorials have been included in the learning programme[18], and uploaded on Energy Cities' Youtube channel[19] and the Calculator's website[20].

Table 6 - Total no. of views of all the videos uploaded on the EUCityCalc Playlist on Energy Cities' Youtube channel KPIs

Indicator	Objective	Outcome
No. of views of videos	600	759

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[15] https://europeancitycalculator.eu/
[16] https://youtu.be/guvPFGlgbrs?si=VaKPkbdekQud5PRd
[17] https://youtube.com/playlist?list=PLHuD_eqYV_6U1gY_shgTjtry_iL5gwW-B&si=WnaCjUY4KXQF5jK-
[18] https://localtransitionslearning.eu/mod/page/view.php?id=213
[19] https://youtube.com/playlist?list=PLHuD_eqYV_6U1gY_shgTjtry_iL5gwW-B&si=VzJiJTzoW_wB6jVH
[20] https://eucitycalc.climact.com/

- **6 infographics**, one per pilot city's country, describing: i) the main challenges that each country is facing in the transition towards climate neutrality; ii) how the webtool can support cities in tackling those challenges. We liaised with partners in the pilot cities to produce infographics reflecting the national contexts. We produced the English version and the local language versions to increase the impact of the campaign at different levels, in addition to a web version and social media cards. The web version is available on the project website[21], while the pilot cities mostly included their language versions in targeted newsletters and social media posts.

- **1 podcast series**, including one episode per pilot country. The podcast has been included in the Energy Cities project *City Stories: Podcast by Energy Cities*[22]. In each episode, the host, Miriam Eisermann, interviewed a representative of the pilot city to explore the challenges the municipality needs to tackle, the current status of the local green transition, and how the tool can support it. Each episode has a personal and human touch linked to the interviewee's personal experiences. The episodes are available on different podcast platforms, the project's website[23] and Energy Cities' website[24]. All episodes are in English, except for the interview with Dijon's Vice-President Jean-Patrick Masson which was recorded in French and then translated into English. According to the statistics from Spotify and Soundcloud, **a total of 1.043 people listened to the episodes**.

Figure 6 - Infographic

- **1 three-fold brochure in English** designed in autumn 2023 to be distributed at EU-level events.

- **2 roll-ups** for the EU-level events and 1 roll-up per partner.

These contents contributed to feeding the communication campaign toolkits for pilot cities (Task 7.4).

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[21] https://europeancitycalculator.eu/multimedia-material/
[22] https://open.spotify.com/show/2Dr9fprQGowVocgklFvdM0
[23] https://europeancitycalculator.eu/multimedia-material/
[24] https://shorturl.at/9JEs1
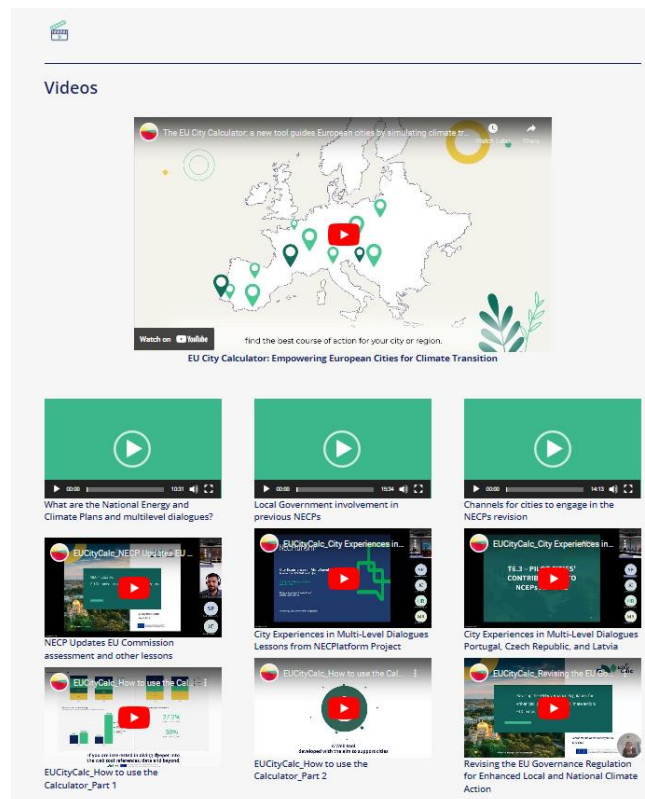
Figure 7 -The EUCityCalc brochure

Figure 8 - The EUCityCalc videos

Narrative prospective modelling (M24-M33)

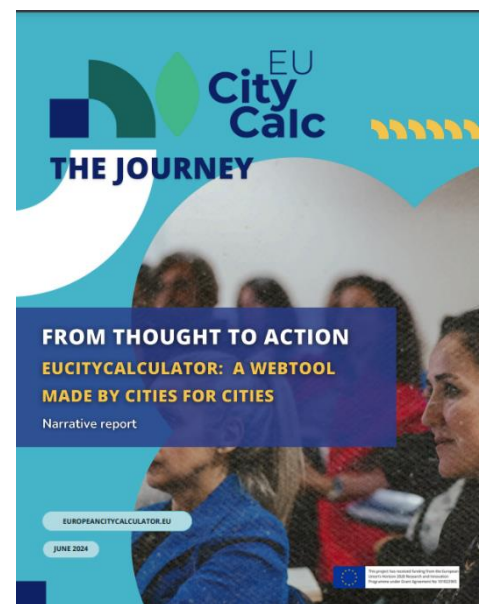***Lead: CMW; Supporting: Energy Cities***

Submission: D 7.6 & T 7.6 - June 2024

Figure 9 - The EUCityCalc Narrative

We collaborated with all the project members to draft the *EU narrative on prospective modelling in cities*. We interviewed them about their experiences within the project and with the webtool, and we discussed the future outcomes of the project. We summarised the output of these conversations and formatted it into a visually compelling brochure in English. The narrative aims to encourage more cities to adopt the webtool's prospective modelling approach in planning their climate-neutral transition.

Despite the allocated budget, we decided not to print the document to avoid both monetary and paper waste. Indeed, nowadays more and more events are paper-free for sustainability reasons. We uploaded the narrative on the *Publication* landing page[25] , and partners shared it through newsletters.

As agreed with the project officer, the Narrative was published in M34 instead of M33 because the interview process took longer than expected.

Dissemination at national and EU-level (M6-M36)

Lead: Energy Cities; Supporting: CMW

Submission: D 7.7 - August 2024

All partners contributed to the communication and dissemination effort to reach the project's key target groups at the national and EU level.

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[25] https://europeancitycalculator.eu/wp-content/uploads/2024/07/EUCityCalc_Narrative.pdf

Social media outreach

Not all partners could use their digital channels extensively, mainly because the target audience of their channels differs from the project's. While municipalities typically use social media and websites to inform citizens, technical partners such as CLIMACT and PIK communicate with their stakeholders. Moreover, where communication departments were present, they had to implement a not-so-flexible editorial plan where the project rarely found a place. As a result, cities preferred to directly contact other local authorities to promote the webtool, rather than use channels intended for a different target audience. The only partners whose channels' target audiences (local authorities, energy and climate technicians/consultants) fully corresponded to the EUCityCalc's were Energy Cities, Carbon Market Watch, and the energy agencies ENA and SEMMO.

Table 7 - Communication activity carried out by partners during the project's life

Partner	No. of social media post	No. of articles	No. of newsletters	No. of press release
ENC	70	12	13	1
PIK	3	0	0	1
CLIMACT SA	14	1	1	1
CMW	8	5	2	1
REA	1	7	1	2
MUM	10	2	6	3
DIJON METROPOLE	2	3	3	1
ENA	48	6	0	3
Zdar	0	0	0	2
SEMMO	4	5	3	3
REA North	24	3	0	3

Events

According to T 7.7, all partners had to present and promote the project at, at least, one relevant national or EU-level event. As reported in the table below, the target was often exceeded.

Table 8 - Relevant events attended by partners

Event attended	Date	Location	Partner
Alleanza Territoriale Carbon Neutrality Mantova, Sportello Energia Clima E Progetto H2020 EUCityCalc	16/02/2023	Mantova	MUM
Rafforzare le politiche multilivello nelle governance nazionali in materia di energia e clima mediante l'attivazione di piattaforme di dialogo	03/04/2023	Bologna	MUM
Climate Action in Cities - Local and regional workshops/capacity building	20/04/2023	Setubal	ENA
Meeting Coldiretti e Confagricoltura	04/05/2023	-	MUM
Groupe Miroir	26/09/2023	Marseille	Dijon Métropole
Il Piano Nazionale Energia Clima: un percorso ambizioso	17/10/2023	Roma	MUM
Energy Cities' Annual Congress	18/10/2023	Modena	ENC, Dijon Métropole, MUM, ENA
Contractors Meeting for Clean Energy Transition in Cities and Regions	26/10/2023	Brussels	ENC
Politico's Sustainable Future Week	14-16/11/2023	Brussels	ENC
Energy Conference - South Bohemia Region	30/11/2023	České Budějovice	SEMMO
Energy management for municipalities	24-25/01/2024	Prague	SEMMO, Žďár
Czech – British Inspirational Forum: Renewables in the Urban Areas	29/02/2024	Prague	Žďár
European Summit of Regions and Cities	18/03/2024	Mons	ENC, CLIMACT
ENAEA – National Meeting of Energy and Environment Agencies	16/04/2024	Lisboa	ENA

Forum Regione Lombardia sui Cambiamenti Climatici	16/05/2024	Milano	MUM
Support to public administration on the way to climate neutrality	22/05/2024	Varaždin	REAN
Regions and cities reshaping the European Green Deal 2.0 - European Committee of the Regions (CoR)	29/05/2024	Brussels	ENC
Sustainability Management Conference	13/06/2024	Prague	SEMMO, Žďár
Leibniz symposium for research	14/06/2024	Leibniz	PIK
FEDARENE 2024 General Assembly	26/06/2024	Protaras	REAN
Livable Cities Conference in London	26-28/06/2024	London	PIK
Energy Cities' Annual Congress	26-28/06/2024	Valencia	All partners
Goals and challenges of the Burgundy regional COP	03/07/2024	Dijon	Dijon Métropole

Final Conference

Finally, we organised the EUCityCalc Final Conference as stated in T 7.7. The event took place at Palau de l'Exposició in Valencia, Spain, on 25 June 2024. The consortium chose to have the conference in June to take advantage of the *Valencia Cities Climate Week*, during which three strategic events took place at the same time, involving more than 800 people from all over Europe and beyond: the Cities Mission Conference 2024[26] , the European Resilience Forum[27] (EURESFO), and the Energy Cities Annual Conference[28]. This allowed us to maximise the impact by attracting public authorities already in town to attend the other events. Moreover, this strategic choice also allowed us, the day after, to hold the session *Empowering local authorities in national and EU climate policymaking*[29], which was included in the Energy Cities Annual Conference's official programme and took place in the main venue, to present the project's recommendations to ENC's members. About 30 people - mostly local authorities and referents from energy agencies - joined the policy session. Additionally, an EUCityCalc stand was present for the whole Forum to inform participants about the project.

Even though we were expecting more participants in the Final Conference (17 people joined the event out of the 34 who registered), we are overall satisfied with the event. Those who joined were

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[26] https://netzerocities.eu/cities-mission-conference-2024/

[27] https://urbanresilienceforum.eu/

[28] https://energy-cities.eu/grafting-cities-2024-revealing-and-empowering-cities-and-citizens/

[29] https://europeancitycalculator.eu/2024/05/02/empowering-local-authorities-in-national-and-eu-climate-policymaking/

really interested in learning more about the Calculator and asked to be informed about the upcoming steps.

All the details about the Final Conference can be found in D 7.7, submitted in August 2024.

Table 9 - Events KPIs

Indicator	Objective	Outcome
No. of presentations at relevant conferences (i.e. EU modelling forum, EUSEW, CoM ceremony etc..)	2	8
Participation in national relevant events, in the 6 pilot countries	6	15
No. of policymakers at the final conference	15	10
No. of other stakeholders (i.e. energy agencies; associations of cities; associations of energy agencies) at the final conference	30	7

Figure 10 - The EuCityCalc consortium
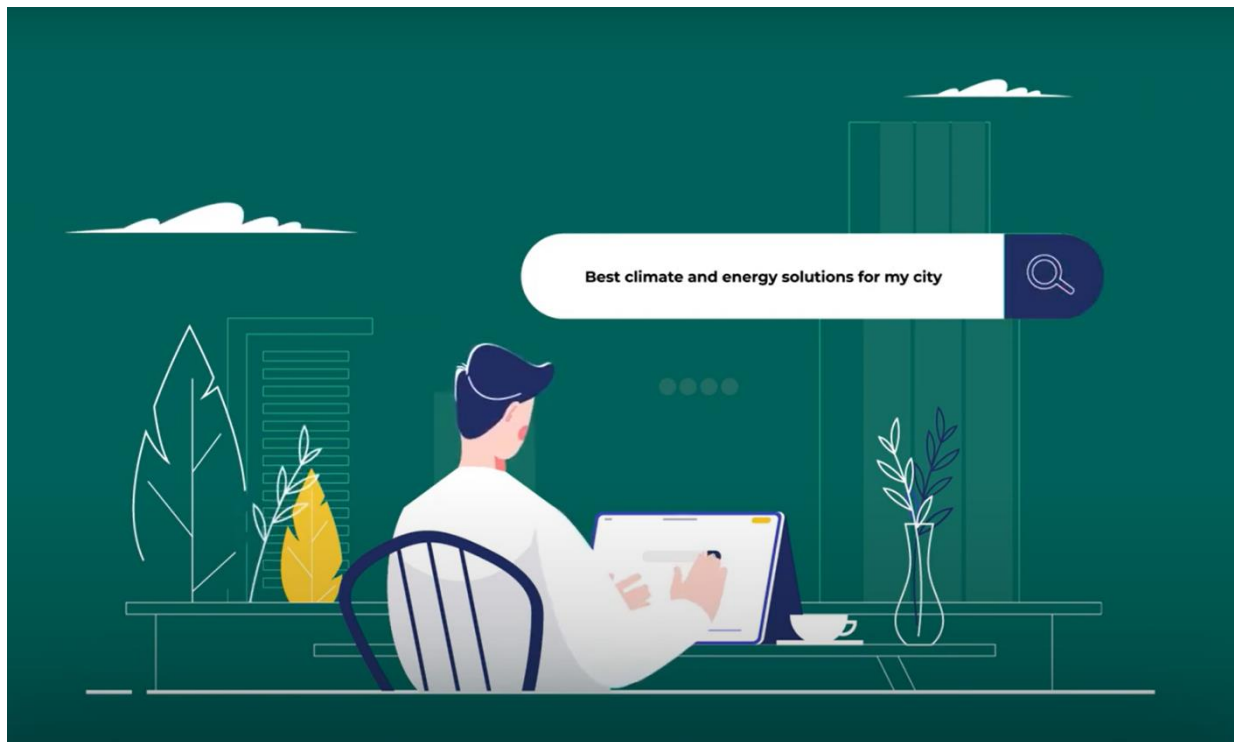
Conclusion

The coordinated effort of all partners succeeded in promoting the innovative European City Calculator, encouraging **6 additional cities to adopt it and several stakeholders to enrol in the learning programme**.

The local context had a significant impact on the dissemination activity. If in the Portuguese, French, Latvian, and Italian context sustainability is a trending topic and several cities are already in an advanced phase of their green transition, thus making it easier to talk to interested stakeholders, Czech partners highlighted that Czech cities are not encouraged to monitor or decrease CO_2 emissions. Consequently, it was very challenging to interest them in the project. Nevertheless, Czech partners were able to present the webtool to several events and offer a participated in-person training. More than digital communication, the Croatian partner REAN explained that the most effective way to reach the target audience was by directly contacting them via phone calls.

Despite the project constraints and delays, as well as the different local situations, we met the majority of the KPIs. Just considering the Covenant of Mayors' support (4 articles, 2 newsletters, and 5 social media posts that potentially reached over 11.000 signatories) and Energy Cities' network (1.000 members), we are proud to say that **we reached over 12.000 local authorities and energy agencies** during the project's lifespan.

*Table 10 - No. of reached cities and public authorities beyond the project KPIs*

Indicator	Objective	Outcome
No. of reached cities and public authorities beyond the project (e.g. local and regional energy agencies)	600	12.100

Communication-wise, the main lessons learned from the EUCityCalc experience are:

- Communication is much more effective when delivered in the target audience's mother tongue.

- EU-press is not the right channel to talk to local authorities. Local and national newspapers are much more effective. Engaging with the EU press is worthwhile only for EU advocacy purposes.

- Objectives should always take into account the diverse contexts of each pilot city (e.g. not everybody has a communication officer available to work on the project) and be realistic.

- Digital communication is not always the best way to reach a target audience made up of local public authorities. In some cases, a one-to-one communication is preferable.

- Newsletters - especially partners' ones - are probably the most effective digital medium.

- Third-party in-person events are a great opportunity to exchange experiences and get to know the target audience while promoting the project.

- It is more and more challenging to convince people to travel to attend a project's final conference. A solution to attract more participants might be planning it in the context of bigger, relevant events.

Although the project comes to an end, its legacy will last years. Indeed, the European City Calculator will be further developed within the new Life-funded project SPARKLE, which will kick off in September 2024.
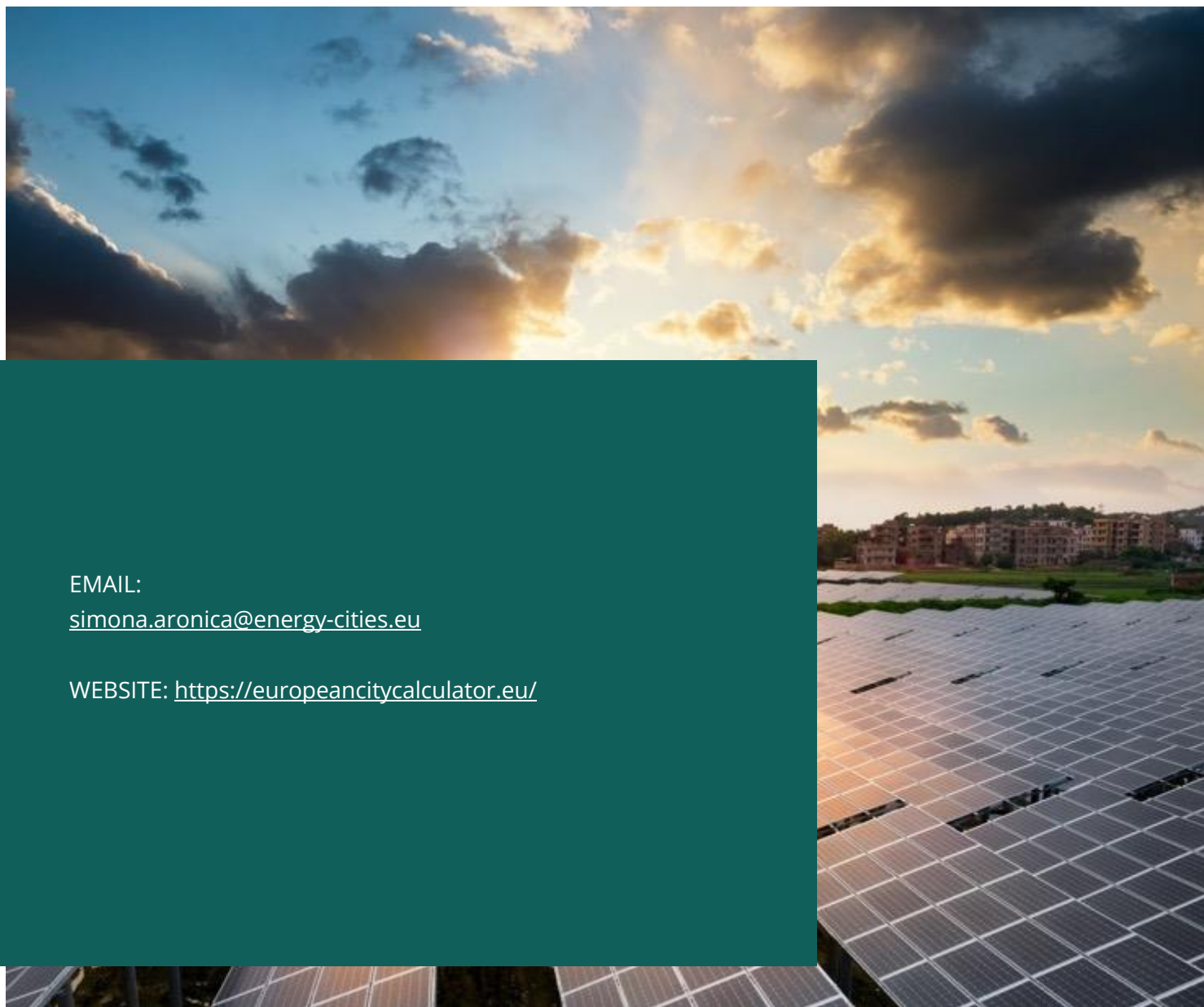
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