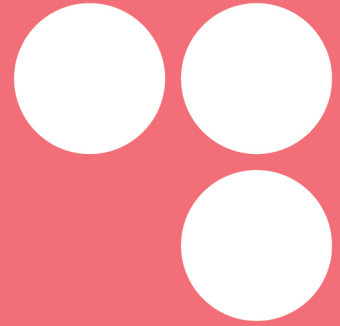


TWIN2EXPAND



DISSEMINATION, EXPLOITATION AND COMMUNICATION PLAN. UPDATE.

DELIVERABLE 5.5

twinning towards
research excellence
in evidence-based planning
and urban design



Document Description: This deliverable describes the updated plan for the organisation and implementation of the project’s dissemination, exploitation and communication activities.

This deliverable constitutes Deliverable 5.5 for Work Package 5 of the TWIN2EXPAND project.

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Executive Summary

This document describes the updated TWIN2EXPAND project's strategy to communicate, disseminate and exploit its actions and results. The overall rationale and objectives of the strategy are presented along with clarification of the specific objectives of each component (communication, dissemination, exploitation). The document details the project's audiences, identifies the results to be disseminated and/or exploited, and describes the communication and dissemination actions planned.

A preliminary exploitation plan is included in this updated version of the strategy, while Annex I Exploitation Mechanisms, has been populated to detail specific results ensuing from the project's deliverables and activities along with related exploitation actions.

Additionally, the publication plan (Table 3), the conferences plan (Table 4) and the DEC action plan (Table 6) have been updated to include activities which have already taken place to date, summarising the extent to which targets have been achieved, and future activities, which are now envisaged for the final year of the project.

This document replaces the previous D5.4 Dissemination, Exploitation and Communication Plan for implementation of the DEC strategy.

Acronyms

AESOP = Association of the European Schools of Planning

CSA = Coordination and Support Action

CyNUM = Cyprus Network of Urban Morphology

DEC = Dissemination, Exploitation and Communication

DECP = Dissemination, Exploitation and Communication Plan

EBDP = Evidence-Based Urban Design and Planning

EMME = Eastern Mediterranean and Middle East

HO = Host Organisation

ISUF = International Seminar on Urban Form

KAEBUP = Knowledge Alliance for Evidence-Based Urban Practices

MoU = Memorandum of Understanding

OSF = Open Science Framework

SURF = Society and Urban Form Research Lab

T2E = TWIN2EXPAND

UCY = University of Cyprus

WGS = Working Group Studio

WP = Work Package

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1. Introduction

The project adopts a multi-dimensional strategy to dissemination and exploitation, integrating them into the project activities, while implementing in parallel communication actions through a variety of channels. Dissemination has been embedded from the start in all project activities at various scales and levels through the direct, continuous engagement of all participants and relevant stakeholders (academia, policy and decision makers, industry professionals, local authorities, civic organisations and local communities) as well as through the indirect engagement of non-participants.

The target audience ranges from academics, researchers, students, research managers and administrators, to the wider scientific community in the defined field, local stakeholders (policy makers and government, civil society), including NGOs and the general public. The project's planned capacity-building and training activities (working group studios, virtual trainings, staff exchanges, summer workshops and stakeholder interactions) directly involve all project participants, as well as key audiences and relevant stakeholders; they have already provided a strong platform for information exchange about the project.

Explicit dissemination outputs and activities through traditional channels are included within the project tasks and deliverables (e.g. scientific papers, presentations at conferences), all of which will be open access. Additional dissemination materials (e.g. research summaries) and actions (e.g. short online events) will be organised ad-hoc for key project results. Communication of the consortium's activities will take place through frequent, regular updates on the project's social media channels and website, through press releases in all partners' countries, and through local policy meetings in Cyprus. Less conventional dissemination mechanisms embedded in the project include a Medium blog, non-academic publications in high-profile open access magazines, student competitions and related exhibitions in public space.

This document sets out the updated plan for dissemination, exploitation and communication (DEC) activities following the EU's 5-stage model: 1) a clear rationale for and objectives of dissemination; 2) a strategy to identify which results to disseminate and to which audiences, designing programmes and initiatives accordingly; 3) determining organisational approaches of the different stakeholders and allocating responsibilities and resources; 4) implementing the strategy by identifying and gathering results and undertaking dissemination and exploitation activities; and 5) monitoring and evaluating the effects of the activities.

2. Rationale and objectives

The Dissemination, Exploitation and Communication Plan (DECP) is defined by the following three pillars:

1. Wide communication of the project goals and results to academics, researchers and students in higher education and research institutions, in the fields of architecture, urban design and planning and urban studies, as well as to practitioners (architects, urban designers, planners, consultants and related fields in the public and private sector), ensuring that they are made aware of the process and outcomes of the project.
2. Outreach to target groups: 1) within the partners' organisations and the wider scientific community in relevant departments and research labs; 2) within professional communities in relevant practices and membership organisations; 3) within the public planning sector in local authorities and governmental departments; 4) within civil society through relevant NGOs and directly to the general public. This will be done through the use of local media, social networks and contacts on-site, ensuring that there is a socially and culturally diverse cohort of participants for the activities of the project.
3. Dissemination of the project activities' outcomes along with their research and design implications to policymakers, industry, educators and the public through the use of media, partner networks and participants' networks.

Implementation of the three DEC elements follows an overlapping timeline aligned with the different phases of the project, the expected delivery dates of results and the long-term nature of exploitation. The nature of related activities and format of supporting materials will be tailored to the main target groups, which each element is meant to address. Communication started at the beginning of the project and will continue throughout its lifespan. Dissemination and exploitation started in parallel, once initial research outputs and results became available – some elements of communication and dissemination will continue beyond the project lifespan, whilst exploitation is expected to continue long after the end of the project as the results are deemed of significant value to interested parties and stakeholders.

Due to the capacity-building nature of this project – especially the capacity of SURF Research Lab leading the project, exploitation has been initiated earlier than the delivery of public outputs. The work related to the Research Lab Strategy (D2.2), the Interim Funding Proposals Portfolio (D2.3), the Report on the Applicability of EBDP (D4.5), as well as outputs from training activities (videos and presentations) and outcomes of the training placements (increasingly skilled staff and PhD students) have already been put to use by the Host institution for the purposes of strengthening overall research quality and outputs, increasing participation in funding proposals and securing 'consultancy' projects commissioned by local authorities, the central government and private enterprises.

Each element has discrete objectives, which aim to support the overall objectives of the DECP:

- **Communication objectives:** promote the project and inform multiple audiences about the results; reach out to society and explain the research in a way that is understood by non-specialists.
- **Dissemination objectives:** making the action's results public; transfer and circulate knowledge to those who can make the best use of it and build on the project's results.
- **Exploitation objectives:** making concrete use of the project results for commercial, societal and political purposes. In the scope of this project, it includes capacity-building in the Widening Country institution, uptake in professional practice and policy.
- **Overall objectives:**
 - Achieving stakeholders' engagement and citizen involvement in the project and in evidence-based urban design and planning (EBDP).
 - Enhancing the effectiveness of the Coordination and Support Action 8 (CSA8) – Stakeholder Interactions.
 - Communicating the availability, relevance and accessibility of EBDP research to all target audiences.
 - Promoting the uptake of EBDP in policy and practice.
 - Fostering increased research and innovation capacities in the EBDP field in the Widening Country institution.

3. Dissemination, exploitation and communication strategy

The Dissemination, Exploitation and Communication (DEC) strategy covers all cycles of the project:

- a) **before the project starts:** drafting the preliminary strategy, detailing expected impacts and deliverables from the proposal and initiate scoping for dissemination contacts and exploitation opportunities;
- b) **during the project:** revision of preliminary strategy, internal review and agreement on the DECP by the Consortium, followed by this update of the strategy in M24; drafting of an exploitation plan to be finalised during the 2nd Annual Review Meeting in M25; implementation of dissemination, communication and exploitation activities through relevant media, regular activities, assessment of impact, involvement of stakeholders and project branding;
- c) **at project completion:** detailing all results through appropriate channels and through the EU CORDIS research results platform; ensuring all datasets, publications and results produced by the project are available through the Zenodo project repository (see D5.3 Data Management Plan Update).
- d) **after the project:** continuing further dissemination through relevant media and channels, liaising with stakeholders to strengthen take-up of the project outputs, reflecting on the outcomes of the evaluation process, developing future cooperations, locally and internationally, and maintaining contact with the EC to input into and benefit from their dissemination and exploitation efforts. Implementing the SURF Research Lab Strategy (D2.2) and exploit the project's results to gain consultancy commissions and influence policy decisions through the Policy Briefs (D4.4).

The project strategy relies on strong project branding and a combination of traditional dissemination channels (website and social media, publication of scientific articles, presentations at conferences) and creative mechanisms for the project results to stand out, including: a) the use of Medium to publish short articles, acting as a repository of the project's outcomes in narrative format, as a tool to reach the right audiences for the project and as a platform to encourage discussion around the project's topics; b) the publication of research findings through high-quality non-academic magazines, aimed at professionals and the wider public; c) an evidence-based design student competition at UCY linked to attendance at project activities, to engage students in the project's topics, aiming to introduce them to the relevance of EBDP; and d) exhibitions of students' work from the competitions, which will be organised in collaboration with municipal stakeholders and will be hosted in public spaces.

With regards to communication, the strategy focuses on regular reporting of the project's process, outputs and findings through the project website, social media platforms, blog and press releases. Communication materials and formats are tailored to the variety of target

audiences, while delivery levers and builds upon existing links between partners and stakeholders.

Exploitation of the project results focuses on building upon the project outcomes for the development of the Society and Urban Form (SURF) Research Lab at UCY, in particular through the facilitation of strategic networking in the defined area of research and the production of a Research Lab Strategy (D2.2) and Funding Proposals Portfolio (D2.3 and D2.4). The strategy for exploitation includes scoping for opportunities in the early stages of the project, initiating exploitation as soon as results and outputs are available and developing an action plan for the use of the results beyond the end of project. A key mechanism to support exploitation is the Coordination and Support Action 8 (CSA8) – Interaction with EBDP stakeholders – to establish long-term collaboration with policymakers, industry and NGOs to ensure uptake of the results and their integration in multi-level governance. The Exploitation Plan presented in section 4 will be reviewed in M25 as exploitation activities will become more intense in the final year of the project, with a view to inform the approach to the final Stakeholder Interaction in M30. A post-project meeting to review exploitation activities is already planned for M39.

3.1 Audiences

The target audiences range from academics, researchers, students, research managers and administrators, to the wider scientific community in the defined field, local stakeholders (policy makers and government, civil society), including NGOs and the general public.

Careful consideration is given to how the project results can make a difference to the target groups to implement actions which have the following specific objectives for different audiences:

- Raising awareness of how the project is designed to increase research capacity and excellence in EBDP to the participating institutions and wider scholarly community.
- Promoting EBDP to industry and the public sector.
- Fostering interaction with local and national government in Cyprus.
- Highlight the value of research results to the scientific community.
- Engage students, NGOs and the general public in EBDP.

Different communication channels are set up to cover the range of audiences. The table below links the project’s channels to the relevant target groups.

Table 1. TWIN2EXPAND communication channels and related target audiences

Communication Channel	Target Audience					
	Scientific Community	Policy Makers	Industry	NGOs	Higher Education Students	General Public
Webpage	✓	✓	✓	✓	✓	
LinkedIn Page	✓	✓	✓	✓		

Twitter Account	✓	✓	✓	✓		
Medium Blog		✓	✓	✓	✓	✓
Non-academic Publications		✓	✓			✓
Press Releases		✓		✓		✓
Policy Meetings		✓	✓	✓		
International Conferences	✓		✓			
Exhibitions					✓	✓

3.2 Communication actions

The following communication actions are being implemented, targeting the range of different audiences listed in table 1:

- (i) Develop, maintain and update the **project website** and **social media** profiles (LinkedIn, Twitter) according to a very strong project identity. These serve for compilation, synthesis and dissemination of the project activities and outcomes to the scientific community, decision-makers and NGOs, with the social media profiles focusing on communication with the general public.

The project website has been live since 6th March 2023; to date has had 1.1K unique users and features 20 news items including the blogs, 7 open calls and 16 publications including project deliverables and presentations. The social media platforms have 1058 followers combined, with project posts having reached over 46K users (as of 13 December 2024). While the social media platforms have exceeded their planned target, the website still needs to expand its reach. To achieve this, the following actions are recommended:

- Increase regular news releases, including blog posts
- Add further publications to the website and advertise them through social media
- Ensure search engine optimisation for the website to more prominently appear in search results linked to specific keywords

- (ii) Communicate to professionals, local authorities, NGOs and the general public the potential of EBDP through the **project blog** (Medium) and through **non-academic publications** (e.g. Research Features). This enables UCY to build capacity in knowledge translation and enhance the project potential to reach wider international audiences, as well as most effectively targeting stakeholders with limited time or scientific knowledge.

The non-academic publication is planned during the 3rd year of the project and planning for this should be initiated asap. Three project blogs have been published to date with good reach and engagement: they totalled 523 views and 241 reads/engagements across three platforms (Medium, website and LinkedIn).

However, the project is currently well below the target of publishing 10 blogs. The following actions are recommended:

- Ensure that a blog is published every 6 weeks during the final year of the project

- Identify asap a suitable outlet for the publication of the non-academic article

(iii) **Press releases** in Cyprus and the partners' countries directed towards media accessible to decision makers and NGOs.

Thirteen news items have been released in media outlets beyond the project website. Seven of these related to the announcement of the start of the project and all have been released either in Cyprus or Sweden. Output should increase in other partner countries and from now on focus on the project's outcomes and results. The following actions are recommended:

- Ensure a news item in outlets other than the project website is released every time a project result becomes available.
- Ensure news items are released in Italy and the UK.

(iv) **Policy meetings** of UCY staff with local policy makers at national and municipal levels, including relevant NGOs, focusing on the application of EBDP to support sustainable development and evaluate regeneration and development projects.

Eight policy meetings have taken place to date: 2 with Larnaca Municipality and 6 with the Ministry of Transport, Communication and Works (Department of Public Works, Cyprus Post Authorities and Road Safety Council) . These have led to SURF Lab signing MoU with both authorities and commissions for consultancy work. The target for meetings with government authorities has been met and the meetings with professional chambers needs to be implemented at the beginning of the 3rd year. The following actions are recommended:

- Revise advocacy meetings action plan
- Set dates and arrange meetings with the Scientific Chambers, the Cyprus Architects Association and NGOs

(v) **Participation in and organization of international conferences** (International Thematic Symposium) to communicate the project's activities and results to the scientific community.

The project has already achieved its target for conference participation. In the final year of the project, focus will be given to disseminating the project results at a limited number of key conferences and to the organisation of the final International Thematic Symposium. Completed and planned conferences are listed in table 4 in section 3.4.2.

(vi) **Exhibitions in public spaces** in Cyprus, displaying the work from student competitions, including exhibition tours and information panels on the purpose of EBDP and its potential, with visual and text material aimed at the general population.

An exhibition is planned for February 2025 in collaboration with Strovolos Municipality and will take place either in the municipal building or at the Cultural Centre. On display there

will be 16 A0 posters comprising credits, a generic introduction to EBDP (3 panels) and results of research carried out during the T2E summer school (12 panels). Additionally, smaller panels, visualising and explaining results of research carried out within the framework of WP4 on the case study of the Pedieos Linear Park, will be on show. The exhibition will last between 5 and 11 days depending on venue availability and will be combined with a stakeholders' meeting specific to Linear Park project, during which a tour of the exhibition will be given.

Since the exhibition aims to target the general public and has been delayed compared to the original timeline, the following actions are recommended:

- When the exhibition in the municipality venue is concluded, it should be moved to another venue to ensure wider reach, including professional stakeholders
- The second exhibition planned for the project should be planned asap to ensure that it can be implemented within the timeframe of the project and is aligned with the first one in terms of continuity and complementarity with regards to topics, venue and target groups

3.3 Results to disseminate and exploit

The project results to disseminate and exploit relate to the production of theoretical and methodological knowledge developed through *WP3 Best Practice in Evidence-Based Urban Design and Planning Research*, contextual and comparative knowledge, in particular about specific planning contexts, the project case studies, as well as data sets and spatial models developed through *WP4 Research Project: Applicability of EBDP in Difference Planning Context*. Additionally, confidential results relating to the production of a strategy and funding proposal portfolio for the SURF Lab are to be exploited by the Widening Country institution. The table below summarises the project deliverables subject to dissemination and exploitation, along with the target groups, dissemination/exploitation channels and timeframe. Specific results to be exploited in relation to the deliverables are listed in table 7 in section 8 along with exploitation mechanisms and actions.

Table 2 TWIN2EXPAND deliverables for dissemination and exploitation

Deliverable	Format	Target Groups	Channels	Timeframe	Lead
D2.2 Research Lab Strategy	Document – Report	SURF Lab Staff	Confidential: exploitation only	M25 until strategy revision 2 years after end of the project	POLITO
D2.3 Interim Funding Proposals Portfolio	Document – Report	SURF Lab Staff Consortium Members	Confidential: exploitation only	M18 - M36	POLITO
D2.4 Final Funding	Document – Report	SURF Lab Staff Consortium Members	Confidential: exploitation only	M36 until 2 years after end of the project	POLITO

Deliverable	Format	Target Groups	Channels	Timeframe	Lead
Proposals Portfolio					
D3.1 Scientific paper: State-of-the-art of EBDP, conceptual model and methods	Document – Report	Scientific Community	Dissemination: Journal paper Project website and social media Presentation at conferences Exploitation: Use of conceptual model as framework for future research Application of methods in future research	Dissemination: M22 – M36; July-November 2025 Conferences (see table 4) Exploitation: M22 until 5 years after end of the project	UCL
D3.2 Report on EBDP conceptual model and methodologies	Document – Report	Scientific Community	Dissemination: Project website and social media [including research summary and visualisations] Blog Through D5.8 Project Brochure Exploitation: As above	Dissemination: M30 – M36 Exploitation: M30 until 5 years after end of the project	UCL
D4.2 Scientific paper: Applicability of EBDP in different planning contexts	Document – Report	Scientific Community Industry Local and central authorities Policymakers	Dissemination: Journal paper Project website and social media Presentation at conferences Press release Exploitation: Use of developed spatial models and dataset in future research and consultancy Use of comparative evidence for future research Use of findings for policy reviews and uptake of EBDP [through policy and stakeholder meetings]	Dissemination: M28 – M36; July-November 2025 Conferences (see table 4) Exploitation: M28 until 5 years after end of the project; June 2025 Stakeholder Interaction	CHALMERS
D4.3 EBDP Matrix	Document – Report	Scientific Community Industry Local and central authorities Policymakers	Dissemination: Project website and social media [including research summary and visualisations] Blog	Dissemination: M29 – M36 Exploitation: M29 until 5 years after end of the project; June 2025	CHALMERS

Deliverable	Format	Target Groups	Channels	Timeframe	Lead
			Through D5.8 Project Brochure Exploitation: As above	Stakeholder Interaction	
D4.4 Policy Briefs	Document – Report	Policymakers Local and central authorities Industry	Dissemination: Journal paper Project website and social media Presentation at conferences Press release Through D5.8 Project Brochure Exploitation: As above	Dissemination: M31 – M36 Exploitation: M31 until 5 years after end of the project	CHALMERS
D4.5 Report on the applicability of EBDP	Document – Report	Scientific Community Industry Local and central authorities	Dissemination: Project website and social media [including research summary and visualisations] Blog Through D5.8 Project Brochure Exploitation: As above	Dissemination: M36 – M39 Exploitation: M36 until 5 years after end of the project	CHALMERS
D5.6 Scientific paper: Knowledge Translation	Document – Report	Wider Scientific Community NGOs Industry Local and central authorities	Dissemination: Journal paper Project website and social media Presentation at conferences Press release Exploitation: As above	Dissemination: M32 – M36; November 2025 at final conference Exploitation: M32 until 5 years after end of the project	UCY
D5.7 Non-academic publication	Document – Report	General Public Wider Scientific Community NGOs	Dissemination only: Publisher website Project website and social media [including research summary and visualisations] Blog Through D5.8 Project Brochure	Dissemination only: M32 – M36	UCY

3.4 Dissemination actions

The dissemination actions may overlap with the communication actions described above and they also act as a key mechanism to achieve exploitation. Dissemination, however, is more focused on the results of the project, rather than its activities and aimed primarily at the scientific community, authorities and professionals in the field, although there remain some elements targeting the general public through more ‘accessible’ dissemination channels. Below we describe the key dissemination actions planned for the project.

3.4.1 Publications

Dissemination activities include the presentation of research results, including all theoretical and methodological advances, in scientific journals, in ‘gold’ open access, made available through other repositories following publication. The project aims to publish in Q1 journals in the fields of urban design and urban planning. A preliminary list of Q1 journals was presented in the previous version of this strategy. The consortium has now selected or shortlisted relevant journals for each planned article. One article (D3.1) has already been submitted to the selected journal and is available in pre-print; a final decision on the journals will be made one month ahead of each deliverable’s due date. Table 3 provides and update publication plan.

Table 3 TWIN2EXPAND updated publication plan

Deliverable	Actual / Working Title	Authors	Journal	Due Date	Dissemination Channels
D3.1	Evidence-Based Design and Planning; Reflections from past and current theories and practices.	Sepehr Zhand, Gareth Simons, Kayvan Karimi, Ed Parham, Nadia Charalambous, Walid Samir Abdeldayem	OSF Journal of Urban Design or Urban Planning journal	M22	Gold open access from journal website Project Zenodo repository Project website Institutional repositories Project social media Blog
D4.2	The impact of density on biodiversity and the application in EBDP	Ahmed Eldesoky, Meta Berghauser Pont, Ioanna Stavroulaki, Nadia Charalambous, Jorge Gil, Oskar Kindvall, David Bennet	Nature Urban Sustainability or Nature Cities Ecological Informatics Landscape and Urban Planning	M28	Gold open access from journal website Project Zenodo repository Project website Institutional repositories Project social media Blog
D5.6	The applicability of EBDP in data-challenging contexts	Walid Samir Abdeldayem, Nadia Charalambous, Ana Ricciardi, Ilenia Geddes, Iason Giraud, Gareth Simons, Ioanna Stavroulaki	Cities or Urban Studies	M32	Gold open access from journal website Project Zenodo repository SURF Zenodo repository Project website Institutional repositories Project social media Blog

Deliverable	Actual / Working Title	Authors	Journal	Due Date	Dissemination Channels
D5.7	Translating scientific evidence for application in design and planning practice	Walid Samir Abdeldayem, Nadia Charalambous, Ana Ricchiardi, Ilenia Geddes, Iason Giraud, Kayvan Karimi, Meta Berghauser Pont	Research Features or The Conversation	M32	Gold open access from magazine website Project website Project social media Press release
D5.8	Project Brochure	TBC.	Independent Report	M36	Project website Project social media Press release

3.4.2 Conferences

The Consortium has identified the most suitable international event outlets for diffusion of the project's results, with a target of presenting project's process, activities and findings at six conferences during the course of the project. All partners are members of consolidated networks in the field and regularly participate in relevant networks' conferences, including the International Seminar on Urban Form (ISUF) and its regional networks' conferences, the Space Syntax Symposium, and the Association of European Schools of Planning (AESOP) congress. So far, the consortium has presented the project and preliminary results at 8 conference, out of which 5 were international conference, including one with a specific European focus (AESOP) and 3 more local and regional conferences (KAEBUP – CyNUM, EDMSET, KIOS GIS Day) in the EMME region, which were selected to support the establishment of UCY as a regional leader in the field.

Table 4 Planned conferences for dissemination

Conference	No. of Delegates	Presentation Title	Date
AESOP 2023	800	An operational and conceptual model of evidence-based planning. Related to D3.1	July 2023
ISUF 2024	400	An operational and conceptual model of evidence-based planning. Related to D3.1	September 2023
KAEBUP - CyNUM 2023	100	Challenges of Integrating Spatial Models in Data-Scarce Urban Environments. Related to D5.6	December 2023
EDMSET 2024 - KEYNOTE	200	An operational and conceptual model of evidence-based planning. Related to D3.1	April 2024

Conference	No. of Delegates	Presentation Title	Date
SSS14	220	Challenges and Barriers in Integrating Spatial-Models and Tools for Social-Economic Performance Assessment in Data-Scarce Urban Environments. The case of Cyprus. Related to D5.6 Scaling up Space Syntax: Framing Evidence-Based Design and Planning. Related to D3.1 Post-implementation analysis of UK-based projects to identify how well space-syntax techniques are able to forecast the impact of design interventions. Related to CSA4 Industry Internship	June 2024
AESOP 2024	500	Co-creating urban knowledge in diverse public spaces: combining evidence-based design with bottom-up citizens initiatives. Related to CSA8 Interaction with EBDP Stakeholders	July 2024
ISUF 2024	200	A conceptual framework to understand the role of urban form in shaping human-wildlife interactions in cities. Related to D4.2	September 2024
KIOS GIS Day 2024 PLENARY	50	The application of lightweight street network models for urban planning in data-challenging contexts. The TWIN2EXPAND project. Related to D5.6	November 2024
ISUF 2025	TBC.	Hosted by POLITO. All partners will participate.	June 2025
UPADSD 2025 KEYNOTE	TBC.	Key results of the project.	October 2025

3.4.3 Policy briefings and meetings

This dissemination and communication activity aims to transfer the outcomes of the project to policymakers in Cyprus through a two-way process: 1) a bottom-up process starting from the stakeholders involved in the case studies and the related research which will engage them, and 2) a feedback process to policymakers through targeted policy briefings and round-table meetings to discuss the findings and the potential ways of their embodiment in related R&I policies.

With regards to the first point, the process has already started during the first TWIN2EXPAND summer school in June-July 2024, which involved a presentation by the Nicosia Intermunicipal Development Company about the Pedeios Linear Park masterplan and a stakeholder workshop including public, private and civil society actors with an interest in the Linear Park development. This action will be followed up with a second stakeholder workshop aligned with the T2E exhibition presenting research findings about the Pedeios case study. Concerning the second case study about the Larnaca waterfront and specifically the Land of Tomorrow development in the eastern coastal part of Larnaca, SURF has already had two meetings with the local architects of Land of Tomorrow to set practice-relevant questions to be addressed within the scope of WP4. Additionally, following advocacy meetings, an MoU with Larnaca Municipality has been signed to initiate consultancy work addressing different aspects of development at the city-wide scale in relation to various development projects due to take place in the coastal area of Larnaca, including but not limited to Land of Tomorrow.

With regards to the second point, this process will be aligned with the exploitation of D4.4 Policy Briefs, which will be used to engage policy makers at the national level, including the National Council of Research and Innovation of Cyprus and the Town Planning and Housing Department to discuss significant issues related to R&I in policy making and implementation of science in Cyprus. Emphasis will be placed on the relevant priority of the Cyprus Smart Specialisation Strategy (Sustainable Urban Development) to engage with the Research and Innovation Foundation, which publishes calls on R&I funding. At the local level, the consortium will engage with both decision-makers (mayors and municipal councillors) and technical planning departments of the municipalities. The role of the project's External Advisory Board, which has now been established, is to support exploitation of the policy briefs through engagement and discussion with decision-makers.

3.4.4 Exhibitions

Evidence-based design student competitions will be a key mechanism to diffuse knowledge of research excellence and EBDP out to general public, civil society and communities of interest, including the student community in Cyprus, ensuring the continuation of interest in the field in future generations of researchers, academics and professionals. The competitions are linked to the International Summer Schools, ensuring that students are appropriately trained in the principles of EBDP theory and practice as a pre-requirement to enter the competitions, thus further supporting capacity-building in the EBDP field, especially in Cyprus where the exhibitions will be hosted. The competitions will also foster public engagement as exhibitions of the students' work will be organised in public space in collaboration with municipal stakeholders, raising awareness of the objectives and benefits of EBDP and the potential it holds for sustainable development. The exhibitions will also include additional materials and activities: tours and information panels on the purpose of EBDP and its potential, and project research results, with visual and text material aimed at the general population. Further details of the exhibitions have been given in section 3.2.

3.4.5 Summaries of project results

This is an action which aims to target both the general public, as well as policy makers and media outlets who might report on urban planning issues. This format addresses the needs of some audiences to access the results in a way that is easy-to-understand and time efficient. The summaries will be delivered through the project website and social media channels, which will be made accessible through various posts and resources, constituting an important knowledge repository for EBDP research worldwide. They will include: i) the conceptual model of EBDP and definitions of emergent concepts in the field, ii) the guidelines for knowledge translation and infographics, iii) the research hypothesis, methodology and findings of TWIN2EXPAND's research project, iv) the research papers, reports and conference presentations resulting from the project, v) the outcomes of interactions with stakeholders, vi) the policy briefings, and vii) student competitions' work.

20 news items and 16 publications have been published on the project website and 13 news items in other outlets. The project has been providing summaries of results, releasing information in relation to project activities as results become available. It remains important to link summaries to specific activities and outcomes as and where relevant, and providing more regular updates, even if interim, is likely to increase engagement with the project and achieve wider reach. For this, the following actions are suggested:

- Update the 'About' section of the website based on the preliminary action plan presented in section 4 and release a news item summarising the value proposition of the project
- Providing a summary of the project's research component hypothesis and methodology, linking to the project's preregistration on OSF; advertise the fact that the project is preregistered on social media
- Ensure a news item is released whenever a paper or conference presentation is published on the website, giving further detail on the content of the publication in relation to the research project, its aims and objectives; release a related social media post
- Regularly publish a blog discussing the different topics and components of the project, as highlighted in section 3.2
- Ensure a news item is released whenever a capacity-building activity takes place, giving further detail on the content of the activity and how it contributes to the aims and objectives of the project
- Continue releasing news items about advocacy meetings and MoU signed, describing how the meetings inform the project's research questions and the achievement of the project's objectives

4. Preliminary exploitation plan

The present exploitation plan was initially drafted based on the outcomes of a workshop held during the second Research Management Training at POLITO. The workshop was organised with the specific purpose of informing the exploitation plan, which, as planned in the T2E proposal will be reviewed in Working Group Studio A3, dedicated to capacity building, in M25 and finalised in M35. A key outcome of the workshop was that the consortium should articulate what the project offers to external stakeholders and reflect this on the project website, in the 'About' section of the website.

4.1 What we do

We develop spatial urban analysis models, which form the basis for evidence-based planning and design and make them more accessible to policymakers and urban planners in diverse contexts, to answer specific urban planning and design questions. The models are based on an existing body of research evidence and tested within the scope of this project to ensure that they can inform design and planning decisions with regards to:

- Where to locate socioeconomic activities in cities based on knowledge about the intensity and diversity of pedestrians flows in public space
- How to distribute services and land uses in an effective and equitable way based on knowledge about their accessibility for various groups in society
- How to support health, wellbeing and biodiversity in cities based on knowledge about accessibility to and connectivity between green and blue infrastructures

Our models are developed for application both in countries where high resolution and high-quality data are available and in countries which face data-challenges, because of data-scarcity or difficulty in accessing data. These spatial models, we termed 'light-weight models' because they can be created using open-source data and automated methods for processing, making them less resource intensive to construct than 'conventional' integrated urban models, but equally effective. In countries which face data-challenges, they provide a solution to research and practice where it would otherwise be of a high cost and time consuming.

4.2 Why evidence-based design and planning

Assisting planning and design with analytical methods helps achieve desired outcomes and reduces the risk of failure, which, in the built environment, has long-lasting social and environmental consequences; once something is built, it is difficult and costly to fix. EBDP enables the evaluation of design and planning ideas, often led by intuition, to determine empirically whether they are the right solution. By using the methods and models which we apply in the TWIN2EXPAND project, we can maximize plans and designs, assess them, develop and propose alternatives; it is all about proving that we are achieving our goals at planning and design stage. EBDP can also help initiating ideas for a plan: to explore the future in terms of

planning and design, it is easier to use light-weight models to direct vision and do scenario testing. The resource intensity needed to construct spatial models has been a barrier to analytical testing of ideas; TWIN2EXPAND has been working towards reducing the effort needed to ensure that EBDP can be applied in diverse circumstances.

4.3 Context specificities

We are testing our models in a variety of contexts, and we know what they are good at (see points above) based on a strong body of international evidence. Local validation of a model is always important to ensure its applicability and to be aware of its level of accuracy in a specific context. Wherever needed, we develop datasets to validate models and answer policy and design questions, which may want to address specific aspects of socio-economic and environmental performance of cities and neighbourhoods.

4.4 Value proposition

We provide the expertise to evaluate proposals at design and planning stage and help assess their social, economic and environmental impact. We can help construct a vision or evaluate different options for a proposal, interpreting evaluations based on scientific evidence and developing additional datasets to validate evaluation results where needed.

4.5 Key project results

The project results are broadly divided into two categories: results to be exploited internally for capacity-building, especially of the SURF Lab, and results to be exploited externally, which may also serve for capacity-building in terms of raising the research profile of the HO, but also to develop services and further research that the SURF Lab and the Consortium can offer or undertake beyond the scope of the project.

As results become available during the course of the project, careful consideration is given to how they can make a difference for the target groups. All expected project results are now detailed in table 7 in section 8 along with their exploitation potential and matched with exploitation opportunities and mechanisms, either through planned project activities or additional actions, taking into account how they contribute to the project's general objectives including the potential for increased awareness of evidence-based practices, the reputational effect for the participating organisations and the influence on policy and practice.

5. Organisational approach

WP5 Dissemination, Exploitation and Communication is led by UCY through the Dissemination Manager, Iaria Geddes. All partners are expected to contribute to dissemination, exploitation and communication efforts and apply the project branding and guidelines that were developed for the project. The guidelines are provided in Annex II.

Usage of templates and acknowledgments of funding agencies, including usage of their logos, are detailed in D1.1 Project Management Plan.

The rationale, structure and content of the project website and social platforms are detailed in D5.1 Project Website and Social Media Profile. Updating of the website and social media will be performed by UCY ad hoc, following activities and as outputs and results become available. Whilst posting on social media may be more or less intensive during different phases of the project, we aim to post an average of two times a week. If the Dissemination Manager is not present at an activity, then, in the first instance, a member of the UCY team who is, will be delegated to take photographs and write a short paragraph for use on social media; in the second instance, another member of the consortium may be delegated. Communication materials are sent to ilaria.geddes@gmail.com, ideally during the event or as soon as possible thereafter following an event.

5.1 Responsibilities and resources

A total 32.80 person-months are dedicated to WP5. The Host Organisation (UCY) will coordinate DEC activities and lead on communication by managing the project's key channels, focusing on its online presence. The two partners leading on the research components of the project (Chalmers and UCL) will focus on the production of scientific dissemination outputs (e.g. journal article, conference presentations), with the remaining two partners supporting the consortium's effort and contributing to identifying exploitation opportunities. The table below summarises the person months dedicated to WP for each partner.

Table 5 WP5 Staff effort per partner

Partner	WP Person-Months
1. UCY	6.4
2. Chalmers	10.60
3. POLITO	2.30
4. UCL	12.30
5. SSL	1.20
Total	32.80

The expected contributions of partners to DEC efforts beyond specific requirements and targets detailed in the Grant Agreement Annex 1 – Description of the Action (Part B) are described in the paragraph below.

General contribution of partners. Each partner will be involved in DEC activities both throughout and after completion of the project, channelling the project's outcomes through a dedicated blog, as well as through their respective institutions' newsletters, mailing lists, websites, lecture series and events. Existing resources and networks at all participant institutions will be employed to ensure well planned dissemination activities and successful exploitation of the project's outcomes.

Contribution of partners to dissemination and exploitation of project results. The production of scientific outputs is distributed among the partners in a balanced way, according to the resources assigned to each. A partner leading on a deliverable to be disseminated and exploited will also lead on its dissemination and communication, along with the planning of exploitation efforts by contributing to table 7 in Annex I. The WP5 Lead will then be responsible for following up on actions taken and reporting them. Published papers, links to the publications on journal websites and institutional repositories, as well as conference presentations and any other event where results are presented, including notes on participation and feedback (detailed in D1.2 Evaluation Plan) should be sent to the Dissemination Manager as soon as possible following publication/event.

Contribution of partners to social media. Social platforms can be used for communication between project partners (updating all team members on activities that they might not be participating in) as well as for contacting the general public about project-relevant topics. That means that the target group is on one hand specific to the user networking tools, and on the other hand it is extremely general. Project partners need to disseminate through their networks and among colleagues at first, but dissemination activities primarily target the "outside" of the project, the general public and different stakeholders' groups, including academic ones (researchers, students), decision makers, and participants of different relevant activities. Regular social media activities will be developed on social platforms to communicate the network activities and to search the engagement of external stakeholders in these activities. All partners should suggest relevant groups, networks and tags for dissemination. Sharing of social media posts from personal accounts or associations which team members are part of (research labs, scientific associations, etc.) are appreciated and beneficial to the project, but are not a requirement.

Contribution of partners to dissemination and communication efforts at the local level. All partners are expected to present the project activities on a local level, utilizing available local media, including through press releases. This is easier to achieve and more likely to reach

a wider audience before or after workshops or other activities influencing the local community. Dissemination and communication at the local level is particularly relevant when a project event takes place, for instance, international conferences, workshops or events. The local media dissemination is complemented by the work done through social media platforms and other means of dissemination specifically aimed at the wider public, or activities which also have an impact at the local level. **The project must be announced on the local institutional website of each partner.**

6. DEC implementation action plan

The following table constitutes the preliminary DEC Action Plan. The table will be updated and expanded at regular intervals to include further actions within the timeline.

Table 6 WP5 TWIN2EXPAND Updated DEC Action Plan [responsible partner where applicable in brackets]

Month	Date	Milestone	Action	Event
M1	Jan-23			
M2	Feb-23	Social Platforms Ready [UCY]	Project Announcement [ALL]	WGSa1 [UCY]
M3	Mar-23	Website Ready [UCY]	Press Release 1 [UCY]	
M4	Apr-23			Virtual Training 1 [UCL/CHALMERS]
M5	May-23			
M6	Jun-23	DECP [UCY]		WGSb1 [CHALMERS] WGSc1 [UCL]
M7	Jul-23		Project Presentation [UCY]	AESOP2023 Congress
M8	Aug-23			
M9	Sep-23		Project Presentation [UCY]	ISUF2023 Conference Stakeholders Interaction [UCY]
M10	Oct-23			Research Management Training 1 [POLITO]
M11	Nov-23		Blog 1 EBDP [UCY]	
M12	Dec-23		Policy and Practice Meetings [UCY]	KAEBUP/CyNUM Conference [UCY]
M13	Jan-24			WGSa2 [UCY]
M14	Feb-24		Blog 2 Space Syntax [UCY]	
M15	Mar-24		Blog 3 Post-occupancy evaluation [UCY]	WGSb2 [CHALMERS]
M16	Apr-24			Virtual Training 2 [UCL/CHALMERS]
M17	May-24		Advocacy Meeting: Ministry of Transport, Communication and Works	WGSc2 [UCL]
M18	Jun-24	D2.3 Interim Funding Portfolio [UCY]	Organise 1st Student Competition [UCY] Present initial research findings at conference [UCL, CHALMERS, UCY] Scope funding opportunities [POLITO/UCY]	Space Syntax Symposium [UCY, CHALMERS, UCL] Intensive Summer School [UCY] Stakeholders Interaction [UCY]
M19	Jul-24			AESOP2024 Congress [UCY]

Month	Date	Milestone	Action	Event
M20	Aug-24		Advocacy Meeting: Larnaca Municipality [UCY] Advocacy Meeting: Ministry of Transport, Communication and Works [UCY]	
M21	Sep-24		Present research findings at conference [CHALMERS] Advocacy Meeting: Ministry of Transport, Communication and Works (Post Office Authorities) [UCY]	ISUF2024 Conference [CHALMERS]
M22	Oct-24	D3.1 Scientific paper: State-of-the-art of EBDP, conceptual model and methods [UCL]	Advocacy Meeting: Ministry of Transport, Communication and Works (Post Office Authorities) [UCY]	
M23	Nov-24		Advocacy Meeting: Larnaca Municipality [UCY]	Research Management Training 2 [POLITO]
M24	Dec-24	D5.3 DMP Updated [UCY] D5.5 DECP Updated [UCY]	Advocacy Meeting: Ministry of Transport, Communication and Works (Road Safety Council) [UCY]	
M25	Jan-25	D2.2 Research Lab Strategy [POLITO]	Blog 4 Invite participants to WGSa3 Advocacy Meeting: Scientific Chamber, CAA [UCY]	WGSa3 [UCY]
M26	Feb-25	Zenodo repository set up and release of datasets	Blog 5 Present case study research findings to stakeholders [UCY]	Exhibition [UCY]
M27	Mar-25		Invite participants to WGSb3	
M28	Apr-25	D4.2 Scientific paper: Applicability of EBDP in different planning contexts [CHALMERS]	Blog 6 Invite participants to WGSc3 to present findings from D4.2	WGSb3 [CHALMERS]
M29	May-25	D4.3 EBDP Matrix [CHALMERS]	Blog 7	WGSc3 [UCL]
M30	Jun-25	D3.2 Report on EBDP conceptual model and methodologies [UCL]	Organise 2nd Student Competition [UCY]	Intensive Summer School [UCY] Stakeholders Interaction [UCY]
M31	Jul-25	D4.4 Policy Briefs [CHALMERS]	Organise Policy Meetings [UCY]	ISUF2025 Conference [POLITO]

Month	Date	Milestone	Action	Event
M32	Aug-25	D5.6 Scientific paper: Knowledge Translation [UCY] D5.7 Non-academic publication [UCY]	Blog 8	
M33	Sep-25			
M34	Oct-25		Blog 9	UPADSD2025 Conference [UCY]
M35	Nov-25		Final Exploitation Action Plan [UCY] Disseminate through Project Brochure [UCY]	Final Symposium [UCY] Exhibition [UCY]
M36	Dec-25	D2.4 Final Funding Proposals Portfolio [UCY] D4.5 Report on the applicability of EBDP [CHALMERS]	Scope Funding Opportunities [POLITO/UCY]	
M37	Jan-26			
M38	Feb-26		Blog 10	
M39	Mar-26	Follow-up Meeting [UCY]		

7. Monitoring and evaluation

The monitoring and evaluation framework for DEC activities is detailed in D1.2 Evaluation Plan. A summary version is provided here to recap on the expected targets and metrics; this summary excludes the questionnaires to be used for evaluations which are detailed in the above-mentioned report.

The project DEC activities will be tracked through a rubric, which will include media outputs of each individual partner and record the reach and spread of dissemination. Below we summarise the expected dissemination target and evaluation measures for different project activities and outputs relating to WP5, as well as for outputs of other work packages which are subject to dissemination actions.

7.1 Project website and social media

Project website target >2000 unique visitors

Usability testing of the project website will take place at regular intervals to ensure a good level of usability from the start and during the whole project as the website is developed with content. Following this, monitoring will take place through Google Analytics by tracking and analysing: numbers of sessions, users, page views; countries of origin; devices; sources of traffic; most visited pages. Usability will be assessed through a questionnaire to selected team members and partners' staff and students.

Social media profiles (LinkedIn and Twitter) target >1000 followers

The following components and indicators of the project social media will be monitored:

Twitter channel: number of followers; number of tweets; number of retweets; number of likes; use of relevant hashtags.

LinkedIn profile: number of followers; number of posts; reach of posts; number of reactions; sharing and comments on posts; use of relevant hashtags.

7.2 Publications, press releases and blog

3 scientific papers:

- a. *D3.1 State-of-the-art of EBDP and the conceptual model and methods*
- b. *D4.2 Applicability of EBDP in different contexts*
- c. *D5.6 Knowledge translation*

No specific targets are set for the scientific papers, evaluation will be done through monitoring and recording the number of views and downloads from the journals and from the website; the

number of presentations of the papers at conference; the number of links to the papers from external sources; number of citations; feedback from the scientific community.

Additionally, the following deliverables will be subject to dissemination actions:

D2.1 Project research framework

D3.2 Report on EBDP conceptual model and methodologies

D3.3 Report on intensive summer workshops

D4.1 Research project plan

D4.3 EBDP matrix

D4.4 Policy briefs

D4.5 Research report on the applicability of EBDP

D5.7 Non-academic publication target > 500 total reads (combined with blog)

D5.8 Project brochure

With the exception of D5.7, there are no specific targets set for the above outputs. The dissemination reach for all of the above will be evaluated and monitored through the number of views and downloads from the publisher's website and the project website.

Press releases targets >6 in >20 media outlets

Evaluated and monitored through rubrics.

Blog target > 500 total reads across all blog articles (combined with non-academic publication)

No specific targets are set for the number of blogs published, however it is expected that at least 10 blog articles will be released during the course of the project. Evaluated and monitored through the number of blog followers, reactions and comments to blog articles.

7.3 Summaries of project results

The following summaries are expected to be released through the project website, their dissemination reach will be evaluated through the number of views and downloads from the project website.

- a) teaching materials produced for the training sessions and intensive summer workshops
- b) conceptual model of EBDP and definitions of emergent concepts in the field
- c) guidelines for knowledge translation and infographics
- d) research hypothesis, methodology and findings of TWIN2EXPAND's research project
- e) summaries of research papers and conference presentations
- f) outcomes of interactions with stakeholders
- g) summaries of policy briefings
- h) examples of student competitions' work

7.4 Advocacy and policy meetings

Policy meetings targets > 6 during the course of the project | > 36 total participants

Of which:

Advocacy meetings with government authorities target >3

Advocacy meetings with professional chambers target >3

Within these meetings and the stakeholders' interactions (covered within capacity-building activities), participation by the following categories and targets will be monitored through participants' lists detailing their professional background.

Enterprises involved in project activities target ≥ 6

NGOs involved in project activities target ≥ 6

Representatives of public sector involved in project activities target ≥ 8

Quantitative and qualitative evaluation of the advocacy and policy meetings will also be carried out through questionnaires to the participants. The questionnaire will be the same for all target groups and will aim at evaluating the effectiveness of the activities towards integration of EBDP into planning policy and design actions; it will also assess the development of long-term collaborations with policymakers, industry and NGOs to enable effective actions towards achieving relevant project impacts. The questionnaires will include both closed and open questions, providing quantitative and qualitative indicators, including the following questions (to be developed and adapted to the target groups).

7.5 Student competitions and exhibitions

Competitions targets >2 during the course of the project

Exhibition targets > 2 during the course of the project

Students involved targets > 80 total

Public attending targets > 200 total

The above targets will be monitored through the registration of competition entries and number of students per entry, and through observation / counting of number of visitors to exhibitions. Qualitative assessment of these activities will be carried out through live interviews with participating students and visitors, questioning their understanding of EBDP and its application through their participation or attendance at the event, as well as their overall experience and opinion of the events.

7.6 International thematic symposium and conferences

Participations at conferences target > 6 during the course of the project | 250 delegates (combined with final symposium)

The above will be monitored through rubrics [participation certificates, travel documentation]. Each delegate attending a conference to present the project results will provide a one-page summary detailing the number of attendees at the conference and at the relevant sessions (only number of attendees at relevant sessions will count towards the target), as well as a personal assessment of the feedback received from the scientific community.

Attendance at final symposium target > 250 delegates (combined with conference participations)

The above will be monitored through formal registration via a conference system. Qualitative assessment will be carried out through live interviews with delegates during the conference.

8. Annex I: exploitation mechanisms

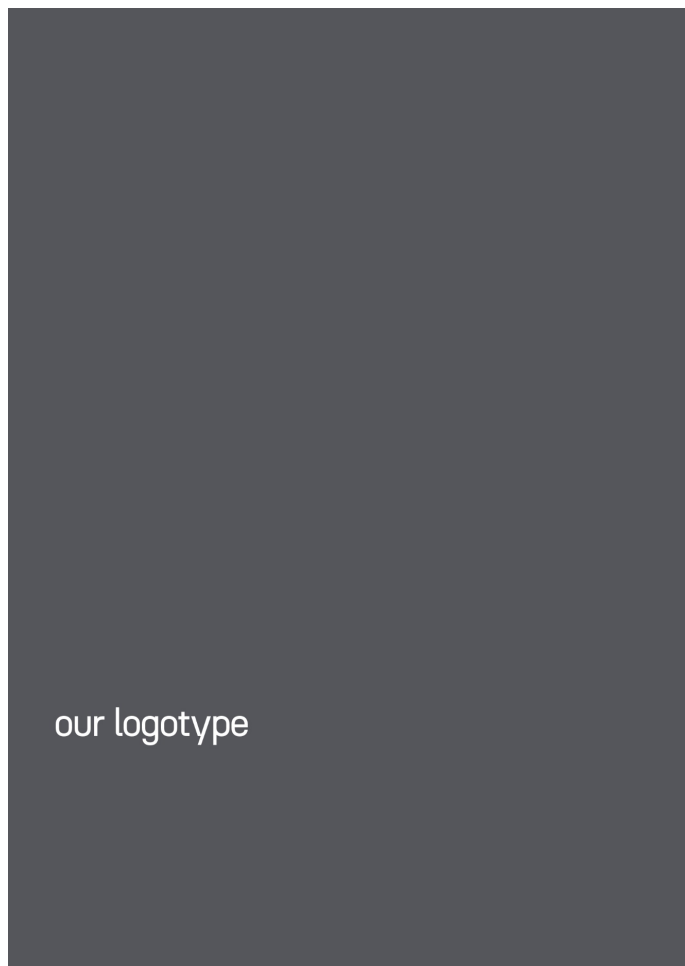
Table 7 Exploitation mapping matrix

Specific Results	Related Deliverables or CSAs	Contributing to Project Objective	Exploitation Potential	Exploitation Mechanism	Action
EBDP training materials	CSA2 Preparatory Virtual Trainings	Objective 1.1 Enhance scientific competence and promote research capability of UCY staff and ESRs in the EBDP field.	Internal	Training of new members of staff in the SURF Lab and consortium partners.	Materials collated and organised into structured learning modules on Notion.
	CSA6 Intensive Summer Workshops		External	Open access release.	Review and agreement by consortium, followed by advertising.
Research management best practices and tools	CSA7a	Objective 1.3 Strengthen the participation and success rate in research funding proposals submitted by UCY.	Internal	Training of existing members of staff in the SURF Lab and UCY, and consortium partners.	Embed practices within funding proposals and project management processes.
SURF Lab Strategy	CSA7a D2.2	Objective 2.1 Receive scientific and technical support in preparing a strategy for R&I excellence and for developing the new Society and Urban Form Research Lab at UCY.	Internal	Adopting strategy and accordingly implement actions based on selected development pathway.	Finalise SURF Lab pitch and business model. Adapt SURF Lab communication content on website and social media.
Funding Proposals Portfolio	CSA7a D2.3 D2.4	Objective 1.3 Strengthen the participation and success rate in research funding proposals submitted by UCY.	Internal	Improvement of existing proposals for resubmission. Building upon past proposal, ideas and existing networks for development of new proposals.	Submission of funding proposal as per project target (6 with UCY as HO)
Code for data pipeline to reproduce lightweight models and datasets for the EU	WP4	Objective 2.2 Exploit existing and open-source geospatial datasets to produce empirical studies with a focus on R&I productivity and evaluation.	External	Scientific publications. Open source.	Advertising (through project social media). Dissemination at conferences.

Specific Results	Related Deliverables or CSAs	Contributing to Project Objective	Exploitation Potential	Exploitation Mechanism	Action
		Objective 3.1 Impact on the broader scientific community.			
Spatial models and datasets	WP4	Objective 1.2 Raise UCY's international visibility, attractiveness and networking capabilities. Objective 2.2 Exploit existing and open-source geospatial datasets to produce empirical studies with a focus on R&I productivity and evaluation.	External	Offer consultancy expertise to government, local authorities and private companies.	Complete datasets (currently complete or almost complete: LWM of Cyprus; Complete Model of Nicosia and Larnaca; Pre-primary to secondary school establishments in Cyprus; Service Centres in Cyprus). Open access release through SURF Zenodo repository and advertising
Research findings	D3.1 D3.2 D4.2 D4.3 D4.4 D4.5 D5.6 D5.7	Objective 1.2 Raise UCY's international visibility, attractiveness and networking capabilities. Objective 3.1 Impact on the broader scientific community. Objective 3.2 Engage policy makers, industry, local authorities and civil society.	External	Scientific publications. Proactive feedback to stakeholders. Stakeholders' interactions. Offer further consultation services to decision makers.	Targeted communications with relevant stakeholders. Organise meetings with relevant stakeholders to present and discuss findings.
Policy briefs	CSA8 D4.4 D5.6 D5.7	Objective 3.2 Engage policy makers, industry, local authorities and civil society.	External	Uptake of policy recommendations by decision makers.	Targeted communication with relevant stakeholders. Press releases. Advertising (through project social media). Organise meetings with relevant stakeholders to discuss policy issues.
Exhibitions	CSA8	Objective 3.3. Promote public awareness of the impact of research carried out the EBDP field.	External	Stakeholders' interactions.	Press release.

Specific Results	Related Deliverables or CSAs	Contributing to Project Objective	Exploitation Potential	Exploitation Mechanism	Action
				High visibility in selected venues.	
EBDP Matrix	CSA8 D4.3 D4.5 D5.6	Objective 3.2 Engage policy makers, industry, local authorities and civil society.	External	Scientific publications. Advocacy meetings. External Advisory Board.	Organise policy meetings to present matrix in relation to context.

9. Annex II: branding guidelines



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1 TWIN2EXPAND-brand-guidelines | version 1

Our symbol

Our symbol is a minimal composition that consists of three circles that align to form an abstract arrow.

The concept of 'progress through collaboration' is represented through our symbol.



5 TWIN2EXPAND-brand-guidelines | version 1

Our Logotype

Our logo consists of a wordmark set in N27 and our symbol positioned on the upper right-hand side.

The size and proportion of each part has been carefully considered in order to achieve a visually balanced result and ensure legibility in all applications and size adaptations.

Please always use the master artwork files, available in various electronic formats, for print and online use.

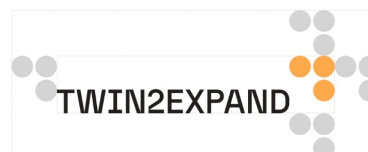


6 TWIN2EXPAND-brand-guidelines | version 1

Clear space

Clear space is the suggested empty area or safe zone around the logo. In this space, no other elements should be included. The clear space exists to ensure maximum legibility in cases where our logo is used alongside other logos, typography or images.

The suggested clear space is equal to the height of a letter 'r' as used on our logotype.



7 TWIN2EXPAND-brand-guidelines | version 1

Minimum size

In order to ensure legibility in small sizes and applications, the smallest size in which our logo can appear is in a width of 30mm when printed and 85 pixels on screen.



8 TWIN2EXPAND visual guidelines | version 1

Logo usage

Besides its original format placed against a white background (1), our logo can be used in a number of alternative ways, depending on the situation.

Placed against our primary orange colour, the symbol is reversed to white, while the wordmark remains black (2). Placed against a black background, the wordmark becomes white, while the symbol retains its original orange colour (3). When placed against an image or any of the secondary colours, the logo is reversed to white (4, 5).



10 TWIN2EXPAND visual guidelines | version 1

1

2

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4

5

logo usage

Wrong usage

Our logo should be reproduced only from master artwork files and should not be redrawn, reset or altered in any way.

The master artwork files are available in various electronic formats, for print and online use.

Please ensure that the logo is used correctly at all times.



Do not change the colour of the logo



Do not use any shadow effects



Do not resize any of the elements



Do not stretch the logo



Do not move any of the elements



Do not rotate the logo



Do not place on any other colour other than any the colours from our palette



Do not outline

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Our wordmark and applications

Our wordmark can be used on its own in certain situations such as on posters or brochure covers.

In these situations the wordmark can be placed away from the symbol in a variety of ways as presented in the following pages.

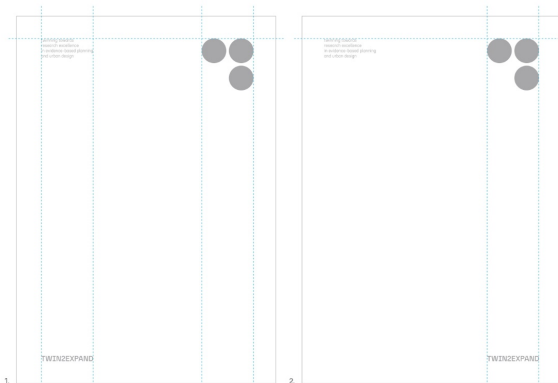
The recommended width of the wordmark should be equal to the width of the symbol as in examples 1, 2, 3 and 4.

In examples 5 and 6, the width of the logo should be equal to the width of one circle as it appears on our symbol.

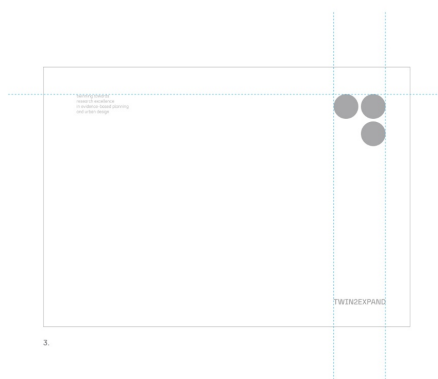
A4 size applications:
Wordmark & symbol width: 42mm

A3 applications:
Wordmark & symbol width: 70mm

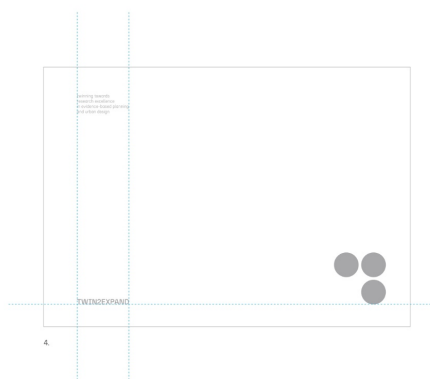
TWIN2EXPAND



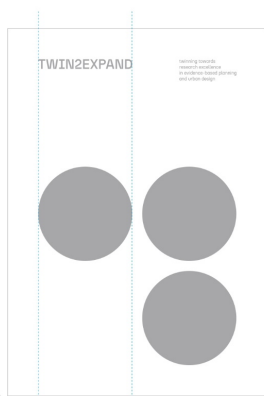
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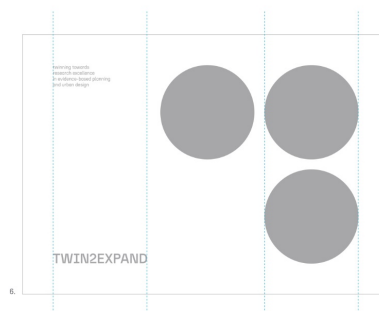
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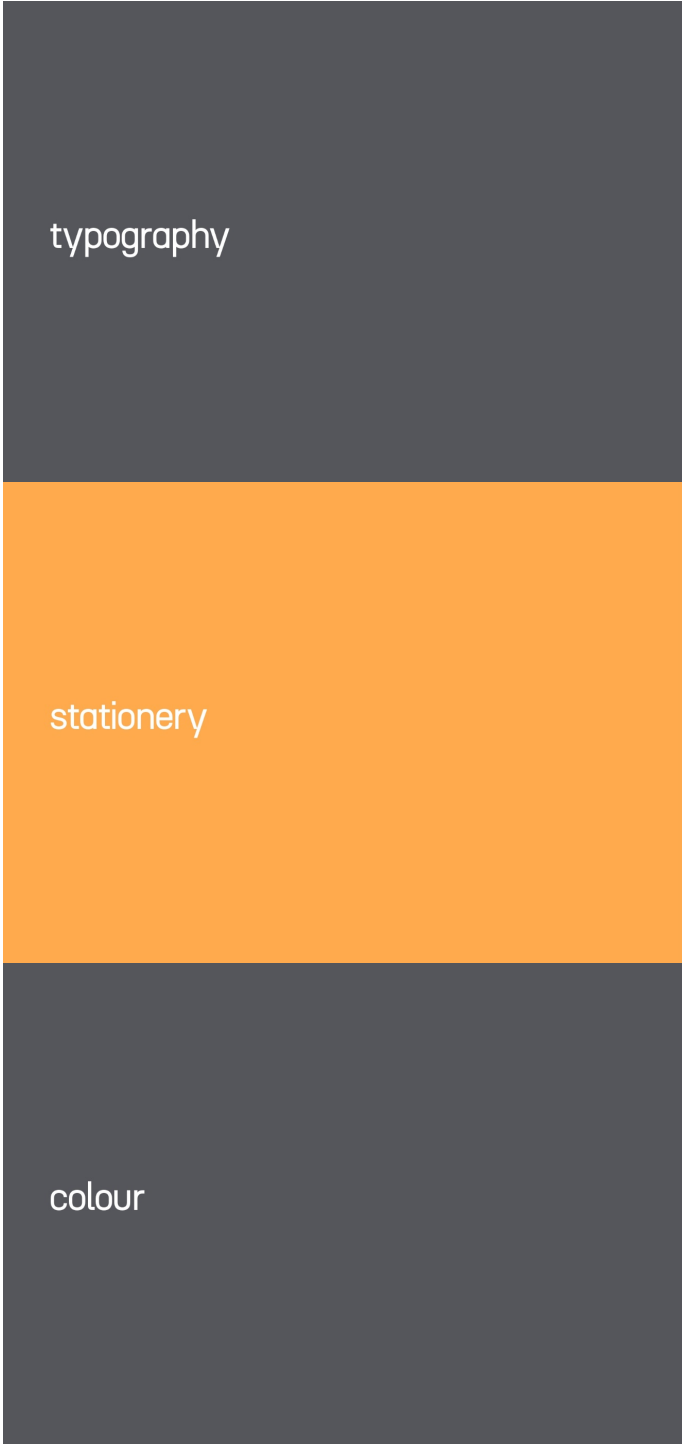
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N27

N27 Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

N27 SemiBold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

N27 Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

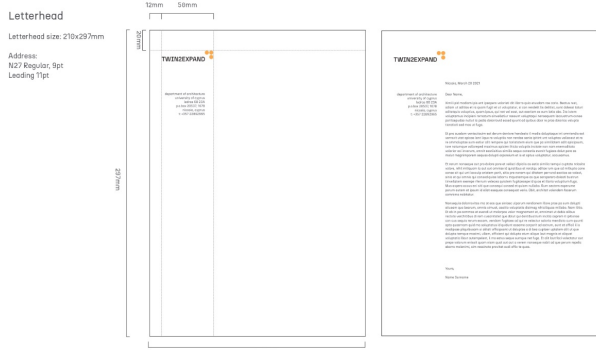
N27 Light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

N27 Extra Light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

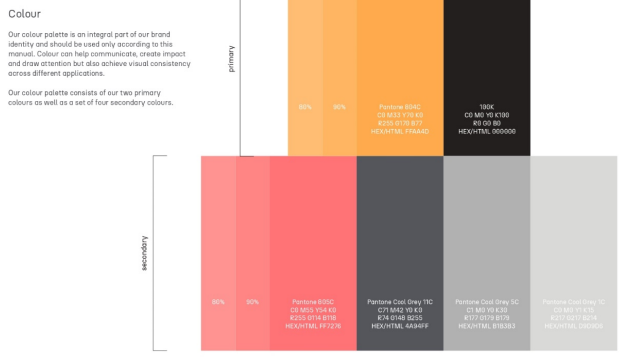
N27 Thin
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

N27 Regular Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

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images & elements

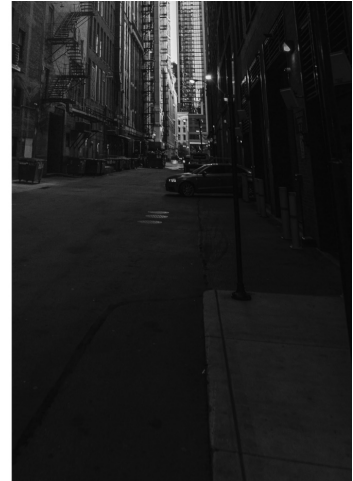
Photography

High contrast, black & white images of people in urban environments are used in our communication material, from A4 document covers to large posters and social media posts.

The images should be cropped in unpredictable ways displaying large amounts of negative space.

Taken from a human perspective, they should look natural without any style filters.

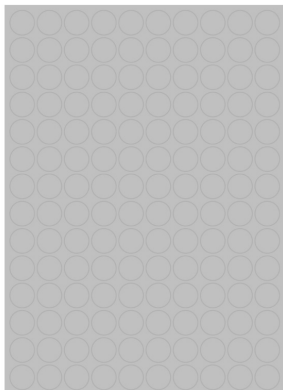
The following pages present a few examples of acceptable images.



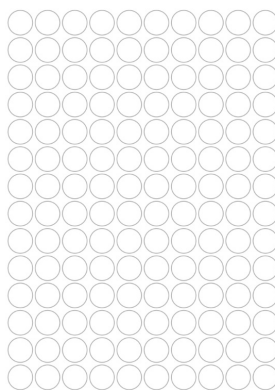
Patterns

A pattern created through the repetition of a circle can be used in a number of situations, as a background on social media posts, as well as in printed material such as brochures and company folders.

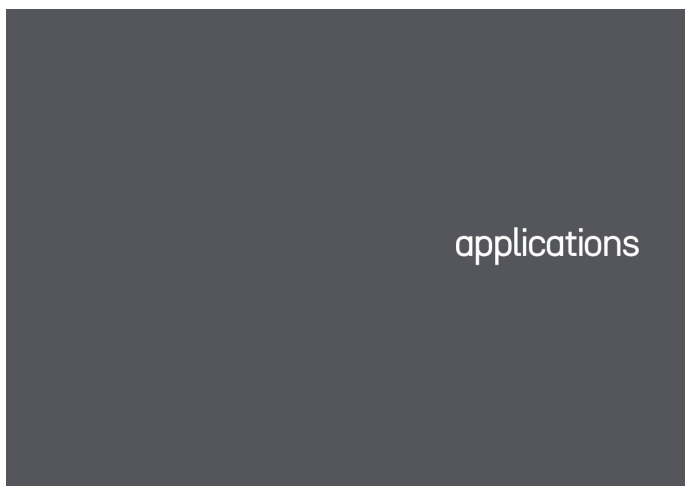
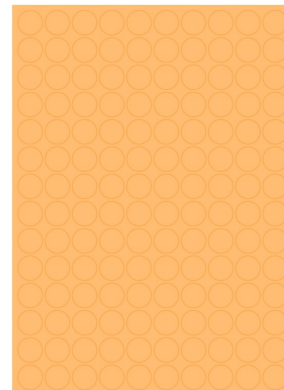
The pattern appears in one of the colours from our brand colour palette, while the background in 90% tint of the same colour.



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A4 Cover

DESCRIPTION
Font: N27 Regular
Point size: 10pt
Leading: 10pt

DOCUMENT TITLE
Font: N27
Point size: 88pt
Leading: 70pt

SYMBOL
Size: 42x42mm

WORDMARK
Width: 42mm



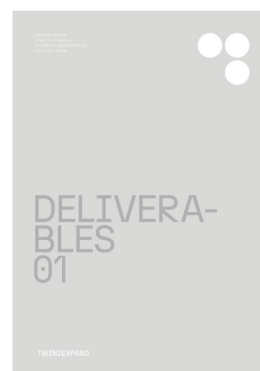
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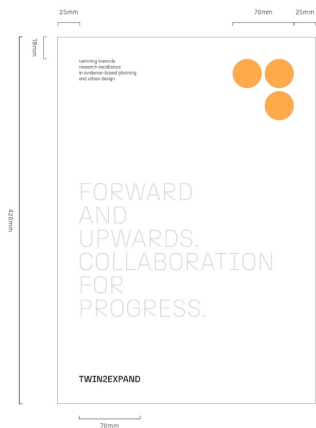


A3 Poster option 1

DESCRIPTION
 Font: N27 Regular
 Point size: 18pt
 Leading: 12pt

SYMBOL
 Size: 79x79mm

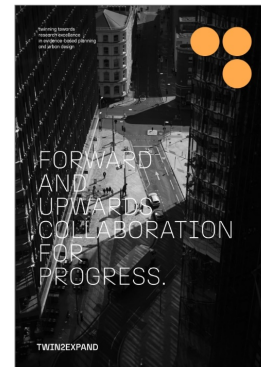
WORDMARK
 Width: 70mm



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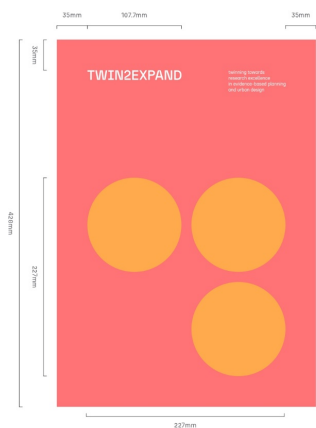


A3 Poster option 2

DESCRIPTION
 Font: N27 Regular
 Point size: 18pt
 Leading: 12pt

SYMBOL
 Size: 227x227mm

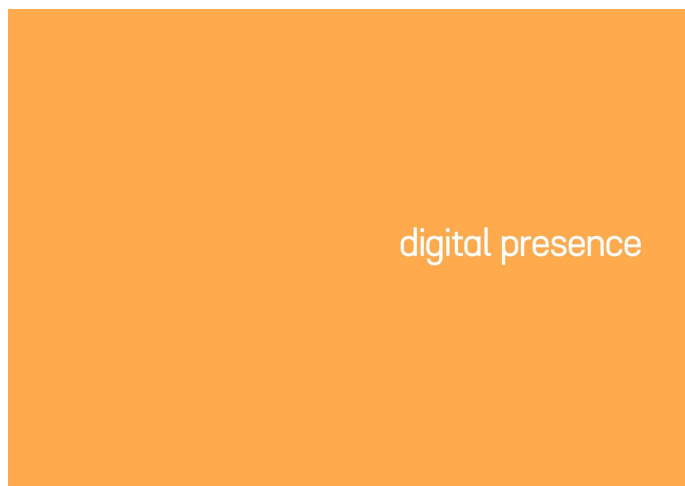
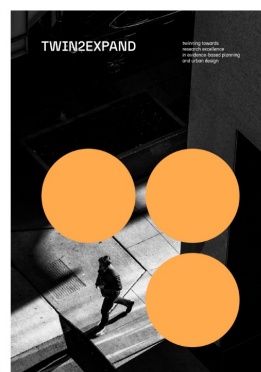
WORDMARK
 Width: 197.7mm



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Social media posts

Social media posts visuals can include images that relate to the project, as well as typographic content such as quotes which communicate our values and personality. The posts are divided into four categories and each follows a different layout as presented in the following pages.



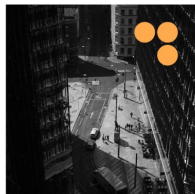
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02/01/23



1. outcomes

These post visuals present the outcomes, publications, results and conclusions.



2. the project

These post visuals present the project. For these type of posts, an image from our library is used.



3. people

These post types introduce the partners through a portrait and a short biography. Name and surname appears in Poppins bold and title in Poppins regular.



4. activities

Through these types of post visuals different activities are communicated to our audience. Here, a composition is created using elements from our asset library in any of the colour combinations from our colour palette.

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our website

