PROximity Without Density

PROWD

D 7.1 - Communication & Dissemination Strategy

Work Package 7

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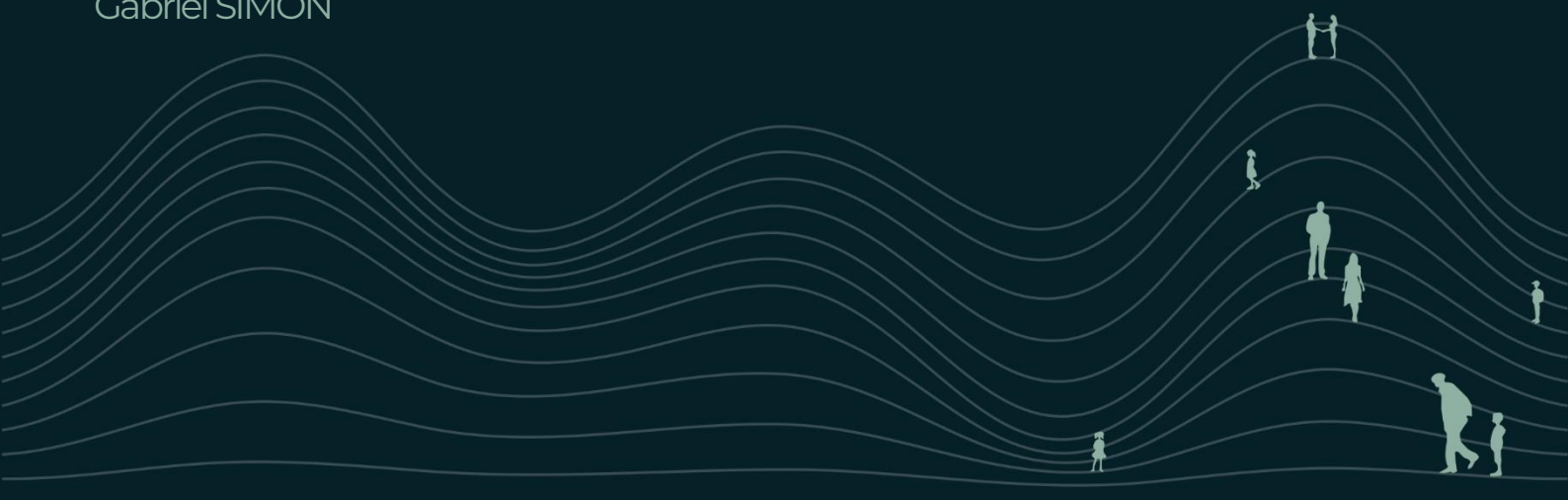**Adelin LAZAR,**

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List of abbreviations:

15mC – 15-Minute City

ADIZMB – Agency for the Development and Integration of the Metropolitan Zone of Bucharest

CCDR LTV – Comissão de Coordenação e Desenvolvimento Regional do Litoral Alentejano e Vale do Tejo

C&D – Communication and Dissemination

CM ROME – City of Rome (Comune di Roma)

EU – European Union

IGOT – Institute of Geography and Spatial Planning, University of Lisbon

LDUA – Low-Density Urban Area

LCSS – Lithuanian Centre for Social Sciences

MRI – Metropolitan Research Institute

T – Task (as defined in the project's Work Packages)

UNIROMA3 – University of Rome III

UniBuc – University of Bucharest

U2020 – URBAN 2020 Association

WP – Work Package

Executive summary

The Communication and Dissemination (C&D) Strategy of the PROWD project is designed to enhance the project's visibility, engage key stakeholders, and facilitate knowledge sharing on the transition towards 15-Minute City (15mC) principles in Low-Density Urban Areas (LDUAs). By leveraging a mix of digital and in-person communication tools, this strategy aims to ensure that project findings, innovative solutions, and best practices reach a diverse audience, including local residents, urban planners, policymakers, and academic institutions. A multi-layered approach will be employed, combining proactive outreach, participatory engagement, and strategic dissemination to maximize impact and sustainability beyond the project duration.

The strategy is structured around three core pillars: communication, dissemination, and engagement. Communication focuses on raising awareness and informing stakeholders through a strong online presence, social media campaigns, newsletters, and media outreach. Dissemination ensures the transferability and accessibility of knowledge through publications, conferences, and policy dialogues. Engagement is embedded in the project's methodology, with co-creation workshops, urban talks, and capacity-building activities fostering collaboration among residents, service providers, and decision-makers. The synergy between these pillars ensures that PROWD not only shares its results effectively but also empowers local communities to actively shape their urban environments.

This C&D Strategy aligns with the project's lifecycle, with targeted actions planned from inception to completion. Key deliverables include the development of an interactive website, periodic newsletters, stakeholder reports, and a final conference showcasing the project's findings. A set of performance indicators will be used to assess the effectiveness of the strategy, ensuring adaptive and responsive communication throughout the project's implementation. The overarching goal is to create lasting engagement, providing communities and stakeholders with the tools and knowledge to advance sustainable proximity-based solutions in LDUAs.

Methodology

The PROWD Communication and Dissemination Strategy follows established models for research and innovation projects, ensuring consistency with best practices in European-funded initiatives. It is structured in alignment with the European Commission's Horizon Europe C&D guidelines, which emphasize clarity in messaging, audience-specific targeting, multi-channel outreach, and measurable impact assessment. The methodology incorporates a targeted dissemination approach, distinguishing between general awareness-raising activities and in-depth knowledge transfer to policymakers, researchers, and practitioners. The strategy also follows the science-to-policy-to-practice model, ensuring that insights generated by PROWD effectively inform urban policies and practical applications.

However, given the thematic focus of PROWD on urban mobility, social proximity, and service accessibility in LDUAs, the strategy is adapted to emphasize community-driven engagement. Traditional top-down dissemination methods are complemented by co-creation and participatory processes, where stakeholders are not just recipients of information but active contributors to shaping solutions. This involves structured interactions through workshops, urban talks, and collaborative scenario-building exercises, ensuring that dissemination efforts reflect local realities and priorities.

Furthermore, the strategy integrates place-based communication approaches, recognizing that the needs of communities in different demonstration sites vary. Tailored messaging, local language accessibility, and engagement with hyperlocal actors (community groups, SMEs, and local authorities) ensure that dissemination activities resonate with end users. Digital tools, storytelling techniques, and visual communication methods will be extensively used to make complex urban concepts more accessible to non-expert audiences.

By blending standardized C&D methodologies with thematic-specific adaptations, this strategy ensures that PROWD's findings not only reach the right audiences but also inspire concrete action. The iterative nature of the strategy allows for flexibility, with regular monitoring and feedback loops ensuring that communication and dissemination remain effective and responsive to evolving project needs.

1. Introduction

1.1 Purpose of the Communication and Dissemination Strategy

The primary purpose of this strategy is to ensure that the insights, methodologies, and results generated by PROWD are effectively communicated to a wide range of audiences. By doing so, it helps foster an environment of transparency, engagement, and shared learning. The strategy is designed to amplify the project's achievements, promote the innovative 15mC transition pathways in LDUAs, and provide decision-makers with actionable knowledge that can be replicated in other urban contexts.
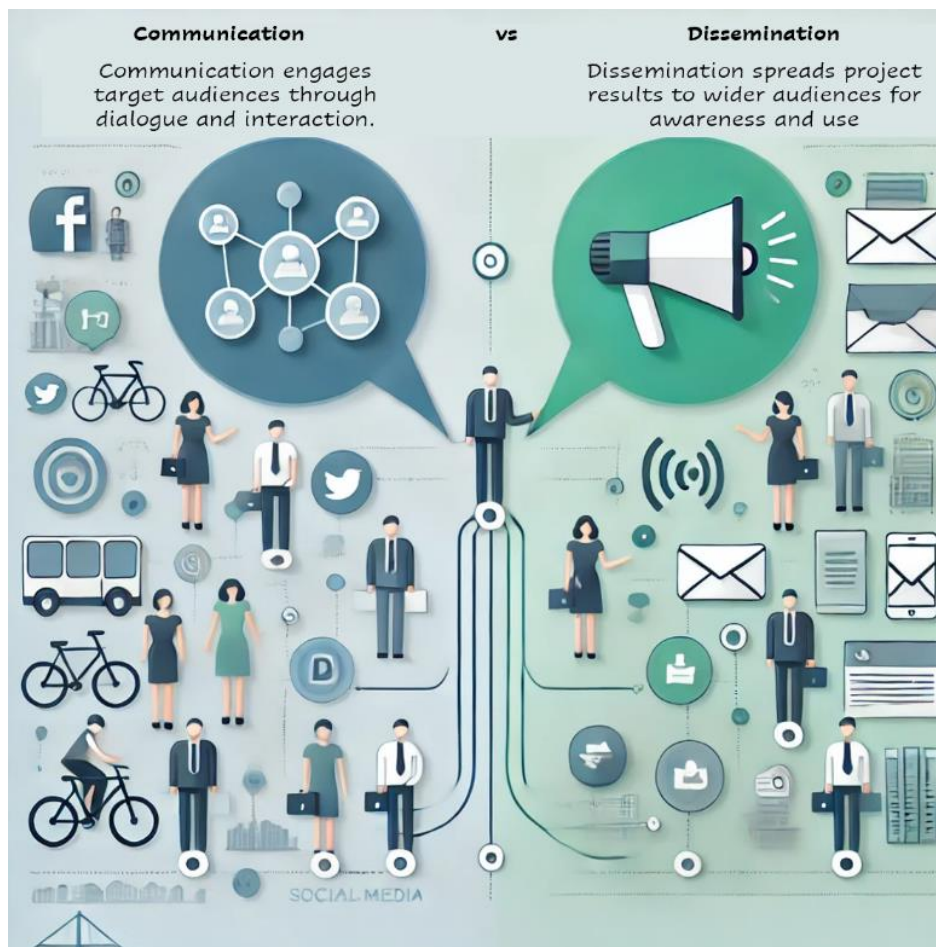

Figure 1: Communication vs. Dissemination

Furthermore, the strategy aims to build a lasting dialogue between the project consortium and its stakeholders. This dialogue is essential for validating research findings, refining interventions through stakeholder feedback, and ensuring that the project's outcomes are not only disseminated but also embraced and implemented at the local and regional levels. The goal is to create a sustainable communication ecosystem that supports community empowerment and the long-term impact of PROWD.

1.2. Alignment with PROWD Objectives

The Communication and Dissemination Strategy is intricately aligned with the core objectives of PROWD. As the project seeks to re-conceptualize the 15-Minute City for low-density urban environments, the strategy supports this by ensuring that the innovative solutions, research outputs, and best practices are accessible to all relevant audiences. It connects the project's technical findings with the broader urban planning and policy communities, creating a bridge between research and practice.

In addition, the strategy reflects PROWD's commitment to community-driven development. By targeting both local and regional stakeholders—ranging from residents and community organizations to municipal authorities and academic institutions—the strategy reinforces the project's emphasis on participatory planning and grassroots initiatives. This integrated approach ensures that every communication effort not only informs but also invites active stakeholder participation in shaping sustainable urban mobility and service accessibility.

1.3. Key Principles of Communication and Dissemination

The strategy is built on several key principles that guide its execution: clarity, inclusivity, transparency, and adaptability. Clear messaging is critical; all communication materials are developed to make complex urban concepts accessible and engaging to non-expert audiences. This ensures that technical insights from PROWD can be easily understood and applied by diverse stakeholders.

Inclusivity is another cornerstone of the strategy. By engaging a wide range of target groups—residents, local authorities, researchers, service

providers, and more—the strategy ensures that the voices of all stakeholders are heard and considered. This principle underpins every aspect of the dissemination process, from the design of the interactive website to the organization of co-creation workshops and urban talks.

Lastly, transparency and adaptability are fundamental to the strategy's success. The communication process will be continuously monitored and evaluated through predefined key performance indicators, allowing for adjustments in real time. This iterative feedback loop ensures that the strategy remains responsive to evolving project needs and external feedback, thereby enhancing its overall effectiveness in achieving PROWD's dissemination and engagement objectives.

1.4. Communication and dissemination strategy alignment with DUT program

PROWD is funded under the Driving Urban Transitions (DUT) Partnership, a European initiative supporting transnational projects that drive sustainable urban transformations. As such, the Communication & Dissemination (C&D) Strategy of PROWD is fully aligned with the requirements and overarching objectives set by the DUT program. The project's outreach and visibility efforts will integrate DUT's communication guidelines, ensuring that all stakeholders—from local communities to policymakers and researchers—can engage with and benefit from PROWD's findings.

All communication materials, deliverables, and promotional assets produced under PROWD will acknowledge DUT's support. The DUT logo will be displayed on the project's website, reports, presentations, and digital content, ensuring clear visibility of the program's role in enabling this research. Additionally, each publication, event, or external communication piece will explicitly reference the funding source, adhering to the DUT Partnership's guidelines on acknowledgments.

A key requirement of the DUT Call is the development of a structured communication plan in the first year of implementation. PROWD has already dedicated resources and personnel to this effort, ensuring that the project's messages reach the intended audiences effectively. The project's Work Package 10 (Communication, Dissemination & Exploitation) includes a dedicated team responsible for these tasks, with a designated communication ambassador overseeing the process. This ensures that

dissemination activities—such as event promotion, social media engagement, and stakeholder outreach—are systematically managed and aligned with DUT's expectations.

PROWD will also contribute to the broader DUT knowledge-sharing ecosystem. This includes sharing results, methodologies, and insights with the wider DUT research community and leveraging open-access principles to maximize the impact of its findings. Whenever possible, PROWD will publish its research outputs—such as reports, case studies, and datasets— in trusted repositories, following FAIR (Findable, Accessible, Interoperable, Reusable) principles, as encouraged by the DUT Partnership.

Furthermore, PROWD will engage in mutual learning and collaboration with other DUT-funded projects. Participation in DUT-organized events, workshops, and webinars will be a core element of the project's dissemination activities. By actively contributing to these knowledge-exchange platforms, PROWD will reinforce the DUT Partnership's mission of fostering cross-sectoral cooperation for urban sustainability.

Through these measures, PROWD ensures that its C&D strategy is not only compliant with DUT's requirements but also contributes to the broader objectives of the program, helping to scale up and replicate innovative urban solutions across Europe.

2. Target Audiences

2.1. Primary Target Groups (Residents, Local Authorities, Service Providers, etc.)

The primary target groups for PROWD include local residents, municipal authorities, and service providers who are directly impacted by the daily challenges of low-density urban living. These audiences are at the heart of the project, as they experience first-hand the issues of reduced social proximity and limited access to essential services. By focusing on these groups, PROWD aims to foster practical solutions that enhance the quality of daily life and reduce car dependency.

Figure 2: Target Audiences

Local authorities and service providers play a pivotal role in translating the project's insights into actionable policies and infrastructural improvements. Their active participation is essential for implementing the innovative strategies developed through PROWD. Tailored communication efforts will ensure that these groups understand the benefits of the 15-Minute City model adapted for Low-Density Urban Areas (LDUAs) and are equipped to drive change within their communities.

Residents, especially vulnerable groups such as the elderly, children, women, and newcomers, will be engaged through localized initiatives. By addressing their specific needs and challenges, the project ensures that the solutions are context-specific and sustainable. Empowering these communities through clear and accessible communication is a central pillar of the project's outreach strategy.

2.2. Secondary Target Groups (Researchers, Policymakers, Media, EU Institutions)

Secondary target groups encompass academic researchers, policymakers at various levels, media outlets, and EU institutions. These stakeholders are vital for the broader dissemination and replication of PROWD's outcomes. Their engagement will help to position the project within the larger context of urban planning and sustainable development, influencing policy decisions and funding priorities across Europe.

Researchers and academic institutions will benefit from the rigorous methodologies and innovative findings of PROWD. By engaging with the academic community, the project aims to contribute to the scientific discourse on urban mobility and proximity-based planning. This collaboration will also foster interdisciplinary research that can build on and extend PROWD's results, ensuring that the knowledge generated is both robust and widely applicable.

Policymakers and media play a crucial role in translating research into practice. Effective communication with these groups ensures that the innovative solutions developed by PROWD are recognized, promoted, and potentially scaled beyond the demonstration sites. By leveraging media channels and policy briefs, the project will reach a wider audience, encouraging the adoption of sustainable urban strategies across different regions.

2.3. Stakeholder Mapping and Engagement Strategy

A comprehensive stakeholder mapping process is central to PROWD's strategy, ensuring that all key players in the 15mC transition are identified and engaged. This activity, detailed under Task 3.2 in WP3, is led by MRI & LCSS in collaboration with IGOT, UNIROMA3, CM ROME, ADIZMB, UniBuc, Vilnius, and CCDR LTV. It involves a systematic identification and categorization of individuals, organizations, and institutions actively shaping urban development dynamics within the demonstration sites. This mapping not only highlights existing networks but also pinpoints potential gaps where further engagement is needed.

The stakeholder engagement strategy is designed to foster an inclusive dialogue among all identified actors. Once mapped, stakeholders will be

invited to participate in local workshops and co-design sessions (as detailed in WP4), where they can contribute to the development of tailored transition pathways. These engagements are critical to ensuring that the project's outputs are grounded in local realities and address the specific needs of each target group. The engagement process is iterative, with feedback loops built into the project to continuously refine and adapt the strategies based on stakeholder input.

By integrating stakeholder mapping and active engagement, PROWD ensures that its communication efforts are not only top-down but also deeply rooted in local experiences and expertise. This bottom-up approach enhances the legitimacy and relevance of the project's outcomes, enabling the creation of a robust network that supports the dissemination of innovative practices across diverse urban contexts. The result is a dynamic ecosystem of actors committed to advancing sustainable proximity and mobility in low-density areas.

3. Communication Strategy

The Communication Strategy for PROWD is designed to ensure that the project's innovative approach to adapting the 15-Minute City model for Low-Density Urban Areas reaches a wide range of audiences in a clear, engaging, and effective manner. The strategy is built on four key components: establishing a strong visual identity and branding, delivering tailored key messages for diverse audiences, leveraging a suite of communication tools and channels, and employing effective storytelling and content creation techniques. Together, these elements will support the project's overall mission of reducing car dependency and enhancing social proximity in urban fringes.

This strategy emphasizes both top-down and bottom-up communication, ensuring that PROWD's findings and innovations are not only disseminated broadly but also integrated into local practices and policies. It fosters an environment of transparency, engagement, and co-creation by continuously inviting feedback from stakeholders and adjusting approaches based on measurable impacts. A coordinated approach across multiple channels will be implemented to maximize visibility and reach, thereby amplifying the project's transformative potential.

The implementation of this strategy will be monitored through regular evaluations and feedback loops, ensuring that it remains dynamic and responsive to the evolving needs of the project and its audiences. With a clear focus on multi-channel dissemination, the strategy aligns with the overall project timeline and key milestones, providing a robust framework for both immediate impact and long-term sustainability.

3.1. Visual Identity & Branding (LOGO, Colours, Templates)

The visual identity will encapsulate the essence of PROWD's mission—highlighting connectivity, sustainable mobility, and social proximity in Low-Density Urban Areas. The logo will be designed to integrate urban and mobility symbols, while the chosen colors will reflect themes of sustainability, innovation, and accessibility. This visual framework will not only enhance recognition but will also support the storytelling of the project's transformative impact on urban living.

Once the visual identity is established, all project outputs—including digital content, print materials, and event presentations—will adhere to these branding guidelines. This consistent visual language will be key in reinforcing the project's narrative, ensuring that every communication piece is instantly associated with PROWD and its pioneering approach to urban transformation.

3.2. Key Messages for Different Audiences

The core messages of PROWD are centered around the re-conceptualization of the 15-Minute City model for Low-Density Urban Areas. For local residents and community groups, the message emphasizes the empowerment that comes from having accessible, community-driven services and reduced reliance on car travel. It stresses that PROWD's solutions are designed to improve daily quality of life by addressing specific local needs, from enhanced access to healthcare and education to more vibrant social spaces.

For local authorities, service providers, and municipal policymakers, the message focuses on the benefits of adopting innovative urban planning approaches that maintain the character of low-density areas while boosting connectivity and sustainability. This includes highlighting

successful grassroots initiatives, cost-effective strategies, and the long-term benefits of reduced congestion and improved public health. The message underscores how PROWD's tailored transition pathways can serve as a replicable model for other regions facing similar challenges.

For academic researchers, policymakers, media, and EU institutions, the communication will stress the rigorous, interdisciplinary methodology behind the project. This audience is invited to explore the in-depth analyses, empirical data, and case studies that underpin PROWD's approach. The message is clear: PROWD not only generates actionable solutions for urban development but also contributes to the broader scientific and policy discourse on sustainable urban transformation.

Residents	**Experience a more connected neighborhood with accessible services within minutes from your home.**
Local Authorities	Shape sustainable, people-cantered urban solutions through innovative proximity-based models.
Service Providers	Collaborate to deliver essential services closer to communities, reducing car dependency.
Researchers	Advance urban mobility knowledge through collaborative research and innovative methodologies.
Policymakers	Leverage proven solutions for low-density urban areas to drive sustainable development policies.
Media	Share impactful stories about building proximity without density for a more sustainable future.
EU Institutions	Support scalable solutions that align with EU urban mobility and sustainability goals.

Table 1: Key messages for particular audiences

3.3. Communication Tools and Channels

A comprehensive suite of communication tools will be deployed to ensure effective dissemination of PROWD's messages. First, the **Project Website (T7.1)** will serve as a central hub, offering a comprehensive overview of the project, details about consortium partners, and an in-depth description of the four pilot demonstration sites. The website will be designed for ease of navigation and will feature regularly updated content that reflects the project's progress, milestones, and impact.

The project will also establish a strong **Social Media Presence (T7.2)** on Facebook and LinkedIn, where regular posts, updates, and visual content will engage both the general public and specialized audiences. Partners will be advised to repost and share this content on their institutional accounts, thereby expanding the reach and reinforcing the visibility of PROWD across various networks. In addition, **two newsletters a year (T7.3)** will be produced, each detailing project updates, key achievements, and upcoming events, ensuring continuous engagement with stakeholders throughout the project duration.

Additional channels will include **press releases and media outreach**, which will target relevant news outlets to secure coverage of major milestones and breakthroughs. Moreover, the project will organize **Events and Urban Talks**, which will serve as interactive platforms for knowledge exchange and co-creation, allowing stakeholders to engage directly with project leaders and contribute to shaping the future of sustainable urban development.

3.4. Storytelling and Content Creation (Case Studies, Interviews, Blog Posts)

Effective storytelling lies at the heart of the communication strategy, transforming complex research findings into accessible narratives that resonate with diverse audiences. PROWD will leverage various content formats such as case studies, interviews, and blog posts to illustrate the tangible impact of its initiatives. Through compelling narratives and visual storytelling, the project will bring to life the experiences of residents, the innovations of local authorities, and the transformative potential of community-driven solutions.

Regular content creation will be integrated into the communication schedule, with monthly posts featuring updates, interesting facts, and progress reports that keep the community engaged and informed. These posts will not only highlight milestones but also share behind-the-scenes insights, success stories, and lessons learned throughout the project's lifecycle. By providing a human face to the project, these narratives will encourage active participation and inspire other communities to adopt similar approaches.

The content will be curated to maintain consistency with the established visual identity and branding once finalized. Each piece of content—

whether a blog post, an interview, or a detailed case study—will be crafted with the target audience in mind, ensuring that technical details are balanced with relatable, impactful storytelling. This approach will create a dynamic repository of knowledge and experiences that can be shared across multiple channels, further reinforcing the transformative goals of PROWD.

4. Dissemination Strategy

Dissemination in PROWD goes beyond general communication. While communication focuses on raising awareness and engaging broad audiences through channels such as social media, websites, and newsletters, dissemination is the targeted process of transferring the project's knowledge, findings, and methodologies to specific groups—such as policymakers, researchers, and practitioners. It involves structured outputs like scientific publications, policy briefs, workshops, and conferences that ensure that the lessons learned and innovations developed by PROWD are accessible and actionable for future replication and impact.

This strategy is designed to facilitate the widespread uptake and application of PROWD's research outcomes. It ensures that every insight—from innovative grassroots initiatives to detailed urban analyses—is systematically shared with stakeholders who can use this information to drive change in their respective domains. By aligning dissemination activities with both the project's research outputs and its practical interventions, PROWD maximizes its potential to influence policy and practice at local, national, and European levels.

The Dissemination Strategy is an essential pillar of PROWD, working in tandem with the Communication Strategy. While communication creates the visibility and engagement necessary for broad participation, dissemination guarantees that the knowledge and evidence generated are available in formats that inform decision-making, support capacity building, and encourage the adoption of sustainable urban practices in low-density areas.

4.1. Objectives of Dissemination

The primary objective of dissemination in PROWD is to ensure that all knowledge and innovative practices developed throughout the project are effectively transferred to key stakeholders. This includes making research findings, methodological insights, and practical solutions available to urban planners, policymakers, academic communities, and other practitioners. Dissemination aims to create a legacy that extends beyond the project's lifespan, contributing to long-term improvements in urban mobility and service accessibility in low-density urban areas.

Another key objective is to foster the replicability, scalability, and transferability of PROWD's outcomes. By targeting specialized outputs such as policy briefs, scientific publications, and detailed transition pathway documents, the project ensures that its innovations can be adapted and applied in different metropolitan contexts and even in small to mid-sized cities. This targeted approach is critical to influencing urban policy and practice at multiple governance levels.

Furthermore, the dissemination activities are designed to support a structured dialogue among stakeholders. By sharing detailed findings and engaging in policy dialogues and workshops, PROWD facilitates knowledge exchange and collaborative learning. This ensures that the evidence-based strategies and recommendations are not only widely accessible but also integrated into the decision-making processes of key actors involved in urban development.

4.2. Knowledge Sharing and Open Access Policy

Knowledge sharing in PROWD is grounded in the commitment to transparency and the free availability of research outputs. All project-related data, methodologies, reports, and publications will be made available via open-access channels, ensuring that the insights generated are freely accessible to all stakeholders. This policy is in line with European Commission guidelines, aiming to facilitate the widespread use of PROWD's innovative practices.

To support this open-access approach, the project will utilize an online repository integrated with the main project website. This repository will host a range of materials, from detailed technical documents and case studies to multimedia content that highlights key project achievements. By providing centralized access to these resources, PROWD ensures that

both academic and non-academic audiences can readily engage with and build upon its outputs.

Furthermore, the commitment to open access extends to all dissemination activities, including scientific publications and policy briefs. Every output will be published in formats that allow for easy sharing, citation, and adaptation. This approach not only amplifies the project's reach but also contributes to the broader body of knowledge on urban planning and sustainable mobility, ensuring that PROWD's legacy continues to inform future initiatives.

4.3. Scientific Publications and Conferences

Scientific publications are a cornerstone of PROWD's dissemination strategy, ensuring that the robust research methodologies and empirical findings are shared with the academic community. The project will produce a series of peer-reviewed articles, technical reports, and white papers that detail its innovative approaches and key insights. These publications will address critical topics such as urban dynamics, the adaptation of the 15-Minute City model for LDUAs, and the impact of community-driven initiatives on urban mobility.

In parallel, PROWD will actively participate in national and international conferences, symposiums, and workshops. These events provide vital opportunities for the project team to present findings, engage in scholarly debate, and receive feedback from experts in the field. Participation in conferences not only enhances the visibility of PROWD's work but also fosters cross-disciplinary collaborations that can drive further innovation.

The combination of high-quality publications and active conference participation will establish PROWD as a reference project in the field of urban planning and sustainable mobility. This dissemination channel is designed to ensure that the project's outcomes are integrated into the broader scientific discourse, influencing both current practices and future research initiatives.

4.4. Stakeholder Workshops and Policy Dialogues

A critical component of PROWD's dissemination strategy is the active engagement of stakeholders through workshops and policy dialogues. Building on the stakeholder mapping and engagement activity detailed in WP3 (Task 3.2), which involved MRI, LCSS, IGOT, UNIROMA3, CM ROME, ADIZMB, UniBu, Vilnius, and CCDR LTV, the project has developed a detailed Stakeholder Landscape Analysis and Engagement Plan. This plan identifies key individuals, organizations, and institutions that are shaping local urban development dynamics, ensuring that dissemination efforts are well-targeted and impactful.

Local co-design workshops, as outlined in WP4 (Tasks 4.2 and 4.3), will be organized in each demonstration site to foster collaborative dialogue among local institutions, NGOs, service providers, and community representatives. These workshops will serve as dynamic forums for brainstorming and refining transition pathways tailored to each urban context. Through these interactive sessions, stakeholders will be invited to share their experiences and insights, which will be integrated into the final project outputs and policy recommendations.

In addition to the workshops, dedicated policy dialogues will be held to bridge the gap between local experiences and broader policy frameworks. These dialogues will involve a range of actors—from local decision-makers to European policymakers—and will focus on translating workshop outcomes into actionable policy briefs. This structured interaction ensures that the knowledge generated through stakeholder engagement is directly fed into the development of robust, scalable strategies that can be adopted by other urban regions.

4.5. Final Conference and Policy Recommendations

The final conference will be the capstone event of the PROWD dissemination strategy, bringing together all key stakeholders to review and celebrate the project's achievements. This conference will showcase the comprehensive transition pathways developed for the four demonstration sites, as well as the insights gained from workshops, policy dialogues, and scientific research. It will serve as a critical platform for validating the project's outcomes and for stimulating further discussion on the future of sustainable urban mobility in low-density areas.

Integral to the final conference will be the presentation of policy briefs developed under WP5 (Task 5.2). These briefs synthesize the project's research findings, best practices, and innovative solutions into clear, actionable recommendations. They focus on replicability, scalability, and transferability, ensuring that the strategies developed by PROWD can be adapted to various urban contexts at European, national, and local levels. The policy briefs will form a central part of the conference agenda, guiding discussions and strategic planning.

Finally, the conference will also emphasize the importance of collaborative pacts and digital support tools in advancing proximity-oriented urban transformations. By fostering an environment where policy recommendations are openly debated and refined, the final conference will ensure that PROWD's legacy continues to influence urban development practices. It is envisioned as a launching pad for future initiatives and as a catalyst for widespread adoption of the 15-Minute City model in diverse urban settings.

5. Engagement & Co-Creation Approach

Engagement and co-creation are central to PROWD's approach, ensuring that the project's findings are not only disseminated but also collaboratively developed with those who will use them. This chapter describes how interactive, participatory activities will be implemented to involve local communities, authorities, and service providers. By actively integrating stakeholders into the process, PROWD creates a dynamic platform for shared learning and iterative improvement, making the project's outputs both relevant and actionable. The approach combines structured workshops, capacity-building sessions, and digital engagement tools to foster a continuous dialogue between researchers and local actors. Through these methods, the project will capture diverse insights on urban mobility, social proximity, and daily service access, ensuring that the transition pathways are grounded in real-world experience. In doing so, PROWD not only disseminates information but also empowers stakeholders to drive the change needed in their urban environments.

The engagement and co-creation model ensures that PROWD's innovative strategies are owned by the communities they are designed to serve. This participatory process enhances local capacity, builds long-term resilience, and creates a legacy of collaborative urban transformation. The following sections detail the specific activities and tools that will support this engagement strategy.

Figure 3: Co-creation process in terms of communication.

5.1. Co-Creation Workshops (Role in Communication)

The PROWD project will implement local co-design workshops in each demonstration site as a cornerstone of its engagement strategy. These workshops, conducted from Month 18 to Month 26 (as detailed in Activity 4.2), are led by CM ROME, ADIZ-MB, VILNIUS, CCDRLTV, UNIROMA3, IGOT,

LCSS, and UNIBUC. They are designed to create an open forum where local institutions, NGOs, and firms can collaboratively brainstorm, test, and refine innovative solutions for transitioning to a 15-Minute City model in low-density urban areas. An action-research methodology underpins these sessions, ensuring that the process is iterative and that participant feedback continuously shapes the emerging strategies.

During these workshops, participants will engage in structured discussions and creative exercises to identify local challenges, share innovative ideas, and propose practical interventions tailored to their specific contexts. This collaborative environment is intended to harness the diverse experiences and expertise of all stakeholders involved, facilitating a deep understanding of the unique urban dynamics within each demonstration site. The insights gained during these sessions will be systematically captured and refined, forming the basis for targeted transition pathways that address the specific needs of each local community.

The outcomes of these co-design workshops will be documented and synthesized in the deliverable D4.2 "Local co-designed Scenarios" (M28). This key output will encapsulate the collaboratively developed strategies and solutions, serving as a practical guide for the 15mC transition pathway tailored to each site. By directly involving local stakeholders in the ideation and decision-making process, these workshops not only foster active participation but also ensure that the project's solutions are both context-specific and scalable, bridging the gap between innovative theory and practical urban transformation.

5.2. Capacity-Building Activities & Urban Talks

Capacity-building and Urban Talks are pivotal to extending the impact of PROWD beyond the co-creation workshops. These activities are designed to empower local stakeholders by equipping them with the skills, knowledge, and tools necessary for implementing the project's innovative strategies. Urban Talks, held as part of WP4, will serve as interactive forums where local authorities, service providers, academic experts, and community members can discuss emerging challenges, share best practices, and collectively envision the future of urban mobility and social proximity.

During these sessions, specific focus will be given to capacity-building on a local level, ensuring that community actors are well-prepared to adopt and sustain the proposed transition pathways. These Urban Talks will not only facilitate critical dialogue but also offer targeted training and information exchange sessions. The insights and outcomes from these sessions will be directly fed into the development of Policy Briefs and Recommendations in WP5, thereby reinforcing the connection between local capacity-building efforts and high-level policy action.

By explicitly addressing capacity building through dedicated Urban Talks, PROWD aims to foster long-term resilience and self-sufficiency within local communities. The integration of these discussions into the policy framework ensures that the lessons learned and skills developed at the local level are recognized and institutionalized. This approach guarantees that the innovative practices emerging from the project are not only effectively disseminated but are also embedded within the broader strategic recommendations, ultimately enabling sustainable urban transformation across diverse contexts.

5.3. Role of Local Demonstration Sites in C&D

Local demonstration sites serve as living laboratories where PROWD's innovative strategies are tested, refined, and showcased. Each demonstration site—selected based on a rigorous comparison of urban dynamics, demographics, and service accessibility (WP3, Task 3.3)—offers a unique context for experimenting with tailored 15mC transition pathways. These sites provide tangible evidence of how proximity-based solutions can be adapted to the specific challenges of low-density urban areas. At these sites, continuous engagement is maintained through regular surveys, interviews, and feedback sessions with residents and local actors. The data collected from these activities not only informs the co-creation workshops but also enriches the overall understanding of local needs and expectations. This real-world input is crucial for adjusting the project's methodologies and ensuring that the proposed solutions are both effective and context-specific.

The experiences gathered from the demonstration sites will be documented through detailed case studies and best practice reports. These outputs will be integral to the dissemination process, providing concrete examples of success and areas for improvement. By highlighting

the diverse trajectories observed across the demonstration sites, PROWD can offer transferable insights and recommendations that benefit other urban areas facing similar challenges.

6. Timeline & Milestones

6.1. Key Milestones and Deliverables (D7.1, D7.2, Final Conference)

The Communication and Dissemination component (WPC, corresponding to WP7) will be guided by clear milestones to ensure timely and effective rollout of all communication outputs. A critical milestone is the delivery of the Communication and Dissemination Strategy (D7.1) by Month 3. This document will set the tone for all subsequent activities, establishing a consistent visual identity (once finalized), messaging framework, and overall dissemination approach for PROWD. Early completion of D7.1 is essential for synchronizing all communication efforts with the project's objectives.

Following the initial strategy, the next major deliverable is the Stakeholder Engagement Report (D7.2), scheduled for Month 27. This report will compile comprehensive data on the stakeholders engaged via the various communication channels—including the interactive website, social media profiles on LinkedIn and Facebook, and biannual newsletters—and will assess the overall effectiveness of the communication activities. The insights gathered will be vital in refining both current practices and future outreach initiatives.

Culminating the WPC's timeline is the final conference, which serves as a capstone event for the entire dissemination process. This conference will present the project's key achievements, share the final outputs, and launch a booklet outlining the 15mC transition pathways in LDUAs. As a high-visibility event, the final conference is designed to consolidate the communication efforts, validate stakeholder engagement, and pave the way for the continued impact of PROWD beyond the project's lifecycle.

6.2. Implementation Timeline (Aligned with Work Packages)

The implementation timeline related to the other work packages is intricately woven into the overall Communication and Dissemination

Strategy of PROWD. The communication strategy is not an isolated effort; rather, it is designed to complement and enhance every phase of the project, ensuring that each output and milestone from the various work packages is effectively communicated to the intended audiences. This integrated approach guarantees that the insights from foundational research, stakeholder engagement, and local co-design activities are disseminated in a timely manner.

Early in the project, as WP1 and WP2 generate the foundational reports on innovative initiatives and urban dynamics, the Communication and Dissemination Strategy (WP7) is already in place. With the Communication and Dissemination Strategy being finalized in Month 3, key deliverables such as the project website, social media channels, and initial outreach materials are prepared. This early setup ensures that as the detailed analyses and mapping outputs become available, they are promptly shared with both local and broader audiences.

When WP3 conducts residential surveys and stakeholder mapping, the communication channels established earlier play a crucial role. The regular updates and biannual newsletters ensure that emerging findings, such as the Stakeholder Landscape Analysis, reach the appropriate audiences and feed into the dialogue among urban practitioners and local communities. This ensures that the community's voice and local realities are incorporated into the project's narrative right from the start.

As the project transitions into WP4, where local co-design workshops and Urban Talks are organized, the dissemination strategy evolves to incorporate real-time updates from these interactive sessions. The outcomes of the co-design workshops, captured in deliverables like the Local Co-Designed Scenarios, are disseminated through targeted stakeholder workshops and policy dialogues. This not only informs the ongoing debate but also reinforces the feedback loop between research and practice, a key element of the overall strategy.

WP5, which focuses on replicability, scalability, and transferability, leverages the momentum built in the earlier phases. The development of policy briefs and the Decision Support Protocol in WP5 is closely tied to the dissemination strategy, ensuring that these strategic outputs are communicated to policymakers, researchers, and practitioners through both the project's website and direct stakeholder engagement efforts. The strategy ensures that these outputs are not only published but also discussed in dedicated events like the final conference.

Throughout the project, the Management and Coordination (WP6) and Communication (WP7) components run continuously, providing ongoing oversight and ensuring that all outputs are synchronized with the communication activities. The regular progress updates, risk assessments, and monitoring mechanisms ensure that any delays or deviations in the timeline of the other work packages are quickly addressed, and that all relevant findings are incorporated into the evolving communication plan.

In summary, the implementation timeline of PROWD is not only a roadmap for research and development but also a carefully structured plan for communication and dissemination. By aligning the dissemination activities with the outputs of each work package—from the foundational research in WP1 and WP2, through the local analyses in WP3, to the co-design and capacity-building efforts in WP4, and finally the strategic policy outputs in WP5—the project ensures that every milestone is effectively communicated. This comprehensive integration facilitates a dynamic, ongoing dialogue with all stakeholders, ensuring that PROWD's innovative approach to urban transformation is both visible and actionable.

7. Evaluation & Impact Assessment

7.1. Key Performance Indicators (KPIs) for Communication & Dissemination

To measure the effectiveness of the Communication and Dissemination Strategy, a robust set of Key Performance Indicators (KPIs) has been developed. These KPIs are designed to capture both quantitative and qualitative aspects of the project's outreach efforts. Quantitative metrics include website visits, social media engagement rates (likes, shares, comments, and follower growth on LinkedIn and Facebook), newsletter open and click-through rates, and the number of downloads or accesses of key deliverables. In addition, we will track the frequency of media mentions, press releases issued, and the reach of policy briefs through citation analysis. This comprehensive approach ensures that every aspect of dissemination is measurable and aligned with the project's objectives.

In parallel, qualitative indicators will be used to assess stakeholder satisfaction and the perceived value of the project outputs. Feedback obtained during workshops, Urban Talks, and direct stakeholder interviews will provide insights into the clarity, relevance, and applicability of the

information disseminated. By triangulating these qualitative insights with hard metrics, PROWD can adjust its approach to ensure that the messages resonate with target audiences and that the intended impact is being achieved.

Moreover, special attention will be given to the effectiveness of tailored outputs, such as the locally co-designed scenarios and policy briefs. The quality and utility of these documents will be evaluated based on their adoption by local authorities and their influence on urban policy decisions. These KPIs will also serve as a basis for benchmarking against similar projects, thereby providing a context for assessing PROWD's relative impact in the field of urban planning and sustainable mobility.

Regular data collection and analysis will be integral to this process. Periodic reviews of the KPIs will allow the project team to identify trends and areas for improvement. This data-driven approach ensures that the dissemination strategy is not static but evolves in response to both internal feedback and external changes in the urban landscape. The ultimate goal is to create a dynamic framework where performance indicators inform strategy adjustments in real time.

Finally, the KPIs will be reported in clear, accessible formats that are shared with all consortium partners and key stakeholders. This transparency not only reinforces accountability but also fosters a culture of continuous improvement. By maintaining rigorous measurement standards, PROWD will ensure that its communication efforts are both effective and aligned with the broader mission of transforming low-density urban areas.

7.2. Methods for Tracking Engagement & Reach

A multi-faceted approach will be employed to track engagement and reach, ensuring that every aspect of the Communication and Dissemination Strategy is monitored. The primary tools for this purpose include website analytics, social media monitoring software, and newsletter performance tracking systems. The project website will be equipped with analytics that capture visitor numbers, page views, session durations, and bounce rates, providing a detailed picture of how stakeholders interact with online content. Social media platforms like Facebook and LinkedIn will be monitored for engagement metrics such as likes, shares, comments, and new followers, enabling the team to assess the overall impact of content shared across these channels.

In addition to digital analytics, qualitative methods will be implemented to capture the depth of stakeholder engagement. Regular feedback sessions, online surveys, and direct interviews with participants in workshops and Urban Talks will provide invaluable insights into the perceptions and satisfaction levels of the target audiences. These qualitative assessments are crucial for understanding not only the numerical reach of the dissemination efforts but also the quality and depth of stakeholder interactions. Such feedback will be systematically analyzed and integrated into the overall evaluation framework.

Furthermore, tracking mechanisms will be integrated into all dissemination outputs. For example, each policy brief, technical report, and case study will have unique identifiers or embedded analytics links to monitor downloads and citations. This will allow the project team to track how widely these documents are disseminated and used by other stakeholders, including policymakers and academic researchers. By leveraging both digital tools and manual feedback processes, PROWD can capture a comprehensive view of engagement across multiple channels.

Another critical method for tracking engagement is the use of periodic reporting from partners. The consortium will collect regular updates on dissemination activities, including attendance figures at conferences, participation levels in stakeholder workshops, and qualitative feedback from Urban Talks. These reports will be collated and analyzed to provide a continuous performance overview. This multi-source data collection strategy ensures that all aspects of engagement, from digital reach to on-the-ground participation, are captured and evaluated. These methods will create a dynamic and responsive tracking system that enables PROWD to adapt its communication and dissemination strategies in real time. The combination of quantitative and qualitative data will facilitate a comprehensive understanding of stakeholder engagement, ensuring that the project's innovative approaches are effectively reaching and resonating with the intended audiences.

7.3. Reporting and Adaptation Strategy

The reporting and adaptation strategy for PROWD is designed to ensure that evaluation data is not only collected but also actively used to refine and improve the Communication and Dissemination Strategy. Regular reporting cycles will be established, with comprehensive evaluation reports generated at key project milestones. These reports will summarize

the performance against established KPIs, detail engagement and reach metrics, and highlight lessons learned from stakeholder feedback and qualitative assessments. This continuous reporting cycle will provide a clear picture of how well the communication efforts are performing and identify areas requiring adjustment.

In addition to internal reporting, findings will be shared with external stakeholders through tailored presentations and workshops. This external reporting ensures transparency and accountability, reinforcing the project's commitment to open access and collaborative learning. By engaging stakeholders in the reporting process, PROWD encourages a two-way dialogue where feedback not only informs future actions but also validates the project's impact. Such interactions will be instrumental in adapting the strategy to better meet the evolving needs of target audiences.

The adaptation strategy is built on the principle of continuous improvement. Data from engagement and reach tracking will be reviewed on a regular basis, and any identified shortcomings or opportunities for enhancement will be promptly addressed. This may involve adjusting the frequency or format of communications, re-targeting key messages, or refining the use of specific dissemination channels. The agile nature of this approach ensures that the Communication and Dissemination Strategy remains dynamic and responsive throughout the project lifecycle.

Moreover, a dedicated adaptation framework will be established, outlining clear protocols for modifying communication strategies based on evaluation results. This framework will detail the roles and responsibilities for decision-making, ensuring that any necessary changes are implemented efficiently. The framework will also include predefined checkpoints where the strategy is reassessed in light of new data, ensuring that the dissemination efforts stay aligned with both project objectives and stakeholder needs.

Ultimately, the reporting and adaptation strategy ensures that the dissemination of PROWD's findings is as effective as possible. By incorporating rigorous evaluation mechanisms and fostering a culture of continuous improvement, the project will maximize its impact and ensure that its innovative approaches to urban transformation are both visible and actionable. This strategy not only strengthens the project's current communication efforts but also provides a scalable model for future initiatives in sustainable urban development.

8. Roles and Responsibilities

8.1. Role of URBAN2020 and Other Partners

URBAN2020, as the lead partner of the Communication Work Package (WP7), holds a pivotal role in shaping and coordinating all external communication activities. As the main custodian of the project's visual identity, messaging framework, and overall outreach efforts, URBAN2020 is responsible for developing the initial Communication and Dissemination Strategy and ensuring that it is effectively implemented across all channels. This leadership role also involves providing guidance, templates, and best practices to other partners so that the project's communication remains consistent, professional, and impactful.

Communication in PROWD is understood to be a continuous process that relies on the active participation of all partners. While URBAN2020 leads the development and execution of communication tools such as the project website, social media channels, and newsletters, every partner is expected to contribute to the overall messaging and content creation. Partners are required to provide timely content updates, share project-related information through their institutional channels, and help disseminate key outputs. This collaborative approach ensures that the project's vision is communicated widely and consistently across various networks.

In addition to sharing content, partners are also expected to engage with external audiences by responding to inquiries, participating in media outreach, and contributing to events and workshops. Their active involvement not only amplifies the reach of PROWD's findings but also reinforces the collective ownership of the project's communication efforts. By integrating the perspectives and expertise of all partners, the communication process becomes a shared endeavour that strengthens the overall impact of the project.

Ultimately, the responsibility for communication is a collective one, with URBAN2020 providing leadership and coordination while all partners contribute their unique insights and networks. This synergy is crucial to ensuring that the project's messages are effectively transmitted to a diverse range of stakeholders, thereby supporting the broader goals of reducing car dependency and enhancing social proximity in Low-Density Urban Areas.

8.2. Internal Communication & Coordination

Internal communication is equally critical to the success of PROWD, as it facilitates seamless collaboration and ensures that all partners remain informed and aligned with the project's objectives. Regular internal meetings—both online and face-to-face—are scheduled throughout the project to discuss progress, address challenges, and share updates. Transnational conferences and dedicated coordination sessions further bolster this communication, allowing partners to exchange insights, coordinate their efforts, and collaboratively refine strategies as needed.

These structured communication channels play a vital role in managing the day-to-day activities of the project. They ensure that any issues or deviations from the planned timeline are identified early and addressed promptly, thereby maintaining the overall integrity of the project's implementation. By promoting transparency and continuous dialogue among partners, internal communication enhances decision-making and fosters a collaborative culture that is essential for the project's success.

Robust internal communication not only supports efficient project management but also contributes to a more integrated and unified approach to achieving PROWD's goals. Through regular updates, shared documentation, and coordinated efforts, all partners remain engaged and committed, ensuring that both the external communication and dissemination activities reflect the collective expertise and shared vision of the consortium.

9. Conclusion

The Communication and Dissemination Strategy of PROWD has been designed to not only inform and engage a diverse range of stakeholders but also to ensure that the project's innovative approaches to urban transformation are widely shared and adopted. By systematically aligning its activities with the outputs of all work packages, the strategy has created a coherent roadmap that bridges research, stakeholder engagement, and policy impact. This integration has paved the way for a dynamic, responsive communication process that evolves throughout the project lifecycle.

Over the course of the project, the proactive use of digital platforms, stakeholder events, and interactive tools has generated significant visibility and fostered active participation from local communities and urban authorities alike. The continuous cycle of feedback and adaptation has ensured that messages remain relevant and that dissemination efforts are closely aligned with the evolving needs of target audiences. This adaptive approach is critical for transforming complex research findings into accessible, actionable knowledge.

The strategy has also contributed to building a strong network among partners, ensuring that the communication efforts are supported by consistent internal coordination and collective action. This collaborative environment has strengthened the project's capacity to respond to emerging challenges, enabling the dissemination outputs to be refined and scaled as necessary. The interconnectedness of internal and external communication efforts underlines the project's commitment to transparency and shared ownership.

Moreover, the combination of quantitative performance indicators and qualitative feedback has provided a robust framework for evaluating the impact of all communication activities. This evidence-based approach has facilitated timely adjustments and has allowed the project to continually improve its outreach efforts. The insights gained through this process are instrumental in ensuring that the lessons learned from PROWD can be effectively transferred to similar urban contexts in the future.

In summary, the overall conclusion of the Communication and Dissemination Strategy is that it has established a solid foundation for creating lasting impact. The systematic integration of research, stakeholder engagement, and policy advocacy has not only enhanced the immediate visibility of the project but also set the stage for long-term influence on urban development practices. The strategy exemplifies how continuous, responsive communication can drive both academic and practical advancements in the field of sustainable urban transformation.

9.1. Expected Impact of the Communication & Dissemination Activities

The expected impact of PROWD's communication and dissemination activities is multifaceted, affecting both immediate project outcomes and long-term urban transformation. Through the strategic use of diverse

communication channels—including an interactive website, social media presence, and biannual newsletters—the project is set to reach a wide audience, raising awareness of the innovative adaptations of the 15-Minute City model for low-density urban areas. This broad visibility will enable the sharing of best practices and stimulate dialogue among local authorities, service providers, and community groups.

Moreover, the targeted dissemination outputs such as policy briefs, technical reports, and the final conference are anticipated to influence decision-making processes at multiple levels. By providing clear, evidence-based recommendations and practical tools, these outputs will contribute to shaping urban policies and planning practices that support sustainable mobility and enhanced social proximity. The collaborative and participatory nature of the project ensures that the communication efforts are rooted in local realities, thereby increasing their credibility and potential for adoption.

The integration of quantitative performance metrics with qualitative stakeholder feedback will enable continuous improvement of the communication processes. This ongoing evaluation will ensure that the dissemination activities remain adaptive, relevant, and effective, creating a replicable model that other cities and regions can adopt. The expected impact is therefore not only in raising immediate awareness but also in catalyzing systemic changes in urban planning and policy.

9.2. Elaboration of Scientific Content for Dissemination

While the elaboration of scientific content is not a mandatory requirement within PROWD's Communication & Dissemination (C&D) Strategy, the project consortium recognizes the value of contributing to academic and professional discourse on sustainable urban development. As such, PROWD will remain open to opportunities for publishing scientific articles, conference papers, and policy briefs, particularly when they align with the project's findings and have the potential to enhance the impact of its research.

Should relevant academic conferences, journals, or specialized publications present an opportunity to disseminate PROWD's results, partners with expertise in research and urban studies will consider submitting papers. This may include topics such as proximity-based urban models, mobility solutions for low-density areas, innovative governance frameworks, and social inclusion in suburban contexts—all key themes explored in PROWD. Contributions to peer-reviewed journals, urban planning conferences, or thematic workshops will be evaluated based on relevance, feasibility, and potential impact.

Additionally, PROWD may explore the possibility of collaborative publications with other DUT-funded projects, fostering synergies across research initiatives addressing similar urban challenges. Participation in open-access repositories and knowledge-sharing platforms will also be considered, in line with the DUT program's emphasis on open science and FAIR data principles.

While scientific dissemination is not a core deliverable, the project remains committed to ensuring that its key insights reach diverse audiences, including academia, policymakers, practitioners, and civil society. By staying adaptable and responsive to publishing opportunities, PROWD will contribute to the broader dialogue on sustainable urban transitions while prioritizing the practical implementation of its findings.

9.3. Sustainability and Long-Term Outreach Beyond the Project

Sustainability is a core pillar of PROWD's strategy, ensuring that the project's outcomes and innovative practices continue to generate impact well beyond its formal completion. One key aspect of this sustainability is the establishment of an enduring digital presence. The project's website, social media channels, and online repositories of research outputs and case studies will serve as long-term resources that stakeholders can access even after the project concludes. This digital infrastructure ensures that the knowledge generated remains available to a wide audience and supports continuous learning and adaptation.

Another vital component is the capacity-building efforts embedded throughout the project. Through co-design workshops, Urban Talks, and training sessions, PROWD is equipping local stakeholders with the tools and skills necessary to implement and replicate its innovative approaches

independently. These initiatives help build local expertise and foster networks of practice that can sustain momentum and drive further improvements in urban planning and service delivery long-term.

The policy briefs, collaborative pacts, and comprehensive transition pathways developed during the project are designed to be scalable and transferable. These strategic documents not only summarize key lessons but also offer concrete recommendations for urban development that can be adapted to diverse contexts. By influencing policy at the European, national, and local levels, these outputs will ensure that the project's innovations continue to inform decision-making processes and promote sustainable urban transformation.

Finally, the robust evaluation and adaptation framework built into the Communication and Dissemination Strategy supports a culture of continuous improvement. Regular monitoring of engagement metrics and stakeholder feedback will allow for iterative updates to the strategy, ensuring that it remains relevant and effective in a changing urban landscape. This dynamic approach to sustainability guarantees that the outreach efforts will evolve over time, fostering long-term resilience and a lasting legacy of transformative urban practices.

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