



D14.2 – Dissemination activities and external communication measures I

Project Acronym: AccesS

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The Universal Accessibility Suite Initiative

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DELIVERABLE 14.2

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Executive Summary

This deliverable provides an overview of the dissemination and external communication activities carried out during the first 18 months of the project, detailing how these actions support visibility and stakeholder engagement. It summarises the deployment of communication materials, the establishment of project channels, including website and social media, and partner contributions to DEC activities. The document is structured across eight chapters, covering public communication, dissemination outputs, and KPI monitoring. It is part of WP14 activities during this period and linked to forthcoming work under WP15, setting the baseline for continued communication efforts.

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List of Acronyms and Abbreviations

Term	Description
CA	Consortium Agreement
CAGR	Compound Annual Growth Rate
DEC	Dissemination, Exploitation, Communication
KER	Key Exploitable Results
KPI	Key Performance Indicator
WP	Work package

1 Introduction

1.1 Scope and objectives of the deliverable

This deliverable presents the dissemination activities and external communication measures that have been implemented between M1-M18. Additionally, it outlines the materials and channels that have been used by partners (including project templates, flyers, newsletters, and the project website) during this timeframe. Social media accounts on LinkedIn, X/Twitter, and YouTube have been created and are regularly updated. These outreach activities will be further expanded and reported in the following version of this deliverable, D15.2 Dissemination activities and external communication measures II in M36.

1.2 Structure of the deliverable

This deliverable is divided into eight chapters. Chapters 2 (Public website), 3 (Project's social media channels) and 4 (Dissemination material) include the public dissemination and communication activities conducted via website, social media, and newsletter. Chapters 5 (Publications) and 6 (Other dissemination) present the outputs released internally and externally. The list of Key Performance Indicators (KPIs) is presented in Chapter 7, where projections and achievements are compared. Finally, conclusions are addressed in Chapter 8.

1.3 Relation to other tasks and deliverables

This report is part of WP14 and incorporates the dissemination activities and external communication measures conducted between M1-M18. WP14 is directly related to all project activities in the sense of project wise dissemination and communication as well as to WP15, which reports on outreach activities implemented for the next half of the project duration. Moreover, the work described in this report is related to all partners, tasks and deliverables. To maximise the project's impact and promote the uptake and replication of Key Exploitable Results (KERs), all partners are expected to actively contribute to the materials and channels outlined in this report.

2 Public website

2.1 Establishment of internal and external communication channels

The establishment of internal and external communication channels increase the project's outreach. Internally, a SharePoint directory has been established at the beginning of the project and facilitate internal communication between partners. Externally, the main sources of communication are the project's website (<https://www.euproject-access.eu/en/>) and social media channels ([LinkedIn](#), [X/Twitter](#), and [YouTube](#)). This chapter focuses on the work conducted on the website.

2.2 Section "Project Results"

The public deliverables that have been submitted to the European Commission's portal are available to the public via AccesS's website, section "Project Results", (<https://www.euproject-access.eu/en/project-results>). An example is illustrated in Figure 1, where details (deliverable title, due date, leaders, and summary), of deliverables under WP1 are shown. This section has been constantly updated and currently includes the output of the activities conducted between M1-M18.

WP1: Design and Integration of the AccesS Framework: Setting the Foundations for a Smart and Accessible Built Environment

Assess technologies and tools for accessibility and inclusivity and market dynamics; Identify site-specific constraints and design preliminary demonstrators aligned with accessibility objectives; Develop a comprehensive architectural blueprint for the AccesS framework; Establish AccesS evaluation framework based on a set of KPIs.

- D1.1: Evaluating Technologies and Market Dynamics for Accessibility, Mobility and Energy Efficiency
- D1.2: AccesS Framework architecture, use cases and master planning for demonstrators
- D1.3: AccesS Evaluation Framework

Due date: 20/03/2025 - Task leader: QUE

The AccesS Evaluation Framework aims to provide guidance for the complete assessment of the project's activities and it is built on a pool of Key Performance Indicators (KPIs) divided into two categories: 22 outcome-oriented KPIs that measure short-to-medium term results (such as improvements in building accessibility, comfort, and energy efficiency) and 8 impact-oriented KPIs that look at long-term social and environmental changes after the project duration.

Download 

Figure 1 Project's website, section "Project Results"

Moreover, the "Project Results" section includes a subsection related to dissemination materials (newsletters, promotional materials, publications, and videos). An example is presented in Figure 2. In this case, a "download" button allows users to obtain up-to-date information on the project's progress; and a "visit" button allows users to visit a dedicated website (i.e., AccesS's YouTube channel).



Figure 2 Project's website subsection on Dissemination

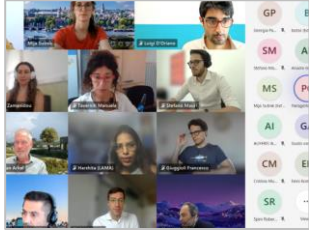
2.3 Section “News & Events”

The project's website section “News & Events” (<https://www.euproject-access.eu/en/news-and-events>) is regularly updated, showcasing the commitment of the partners in enhancing accessibility and sustainability in smart cities and smart buildings. Between M1-M18, 24 news have been published, and a brief overview is shown in Table 1.

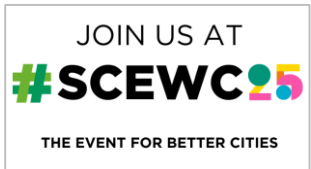
Table 1 Overview of the Project's website section “News & Events”

Representative image	Short description
	1ST PRESS RELEASE Aug 12, 2024 Launch of the website, including details on the kick-off hybrid meeting hosted at the premises of the Project Coordinator CERTH.

	2ND PLENARY MEETING Oct 30, 2024 The consortium gathered in Florence, Italy, for the 2nd Plenary meeting. The meeting fostered collaboration and knowledge exchange among project partners.
	BUILT4PEOPLE 2ND CLUSTERING EVENT Nov 20, 2024 On the 19th of November 2024, Panagiota Chatzipanagiotidou from CERTH presented the AccesS project at the Built4People 2nd Clustering Event in Brussels.
	3RD PLENARY MEETING HELD IN MURCIA, SPAIN Mar 07, 2025 The 3rd Plenary Meeting of the AccesS Project took place on February 25-26 in Murcia, Spain, bringing together project partners and stakeholders to discuss progress and future steps.
	STAKEHOLDERS' ENGAGEMENT WORKSHOPS Mar 28, 2025 By engaging with key stakeholders from Cyprus, Greece, Romania, The Netherlands, Spain, and Italy, we aim to identify best practices, address challenges, and align our methodology with existing standards and EU directives.
	PROJECT VIDEO IS OUT! Apr 18, 2025 In this video, we present what the project is about: which gaps we are trying to close, what our main objectives are, and how the concept of the project is structured.
	WORKSHOP ON USER-CENTERED DESIGN APPROACH AND INCLUSIVE ACTIVE MOBILITY SOLUTIONS May 05, 2025 The workshop addressed the development of active solutions by presenting the needs, expectations, and barriers faced by diverse user groups.

	DEMO SITE 2: THE BRANCACCI CHAPEL, ITALY May 14, 2025 The Civic Museum of the Brancacci Chapel, one of our pilot sites, is rich in art and culture, with exciting plans underway to enhance accessibility.
	THE 2ND NEWSLETTER IS OUT! May 16, 2025 The project's second newsletter is out - an edition marking our first anniversary! Check it out to find out about our latest updates and milestones!
	RECORDING OF THE WORKSHOP! Jun 05, 2025 The recording of the workshop on User-Centered Design Approach and Inclusive Active Mobility Solutions, organised by the AccessS project has been made online.
	ACCESS AND INCLUSIVESPACES PROJECT WORKSHOP Jun 11, 2025 This online event, hosted by the sister projects AccessS and InclusiveSpaces, aims to highlight how inclusive, accessible design and energy efficiency can go hand in hand to power a just, inclusive, and competitive green transition in Europe.
	4TH PLENARY MEETING Jun 19, 2025 For the 4th Plenary meeting of the project, the consortium met online to discuss progress, challenges and opportunities. We concluded that the project is well on track, and we look forward to our next plenary meeting.
	ACCESS AND INCLUSIVESPACES JOINT WORKSHOP RECORDING Jun 26, 2025 On the 24th of June 2025, AccessS and InclusiveSpaces organised a workshop under the Sustainable Energy Days umbrella.
	DEMO SITE 3: DROOM JE THUIS FOUNDATION, THE NETHERLANDS Jun 27, 2025 Droom Je Thuis, our pilot site in the Netherlands, is a pioneering housing project, born from the parents' initiative of creating a safe, accessible, and future-proof home for kids with disabilities.

	DEMO SITE 4: CASA GIRASOLE, SWITZERLAND Jul 30, 2025 The Swiss pilot focuses on evaluating how accessibility, comfort, and energy efficiency can be improved through digital solutions in a residential care setting.
	DEMO SITE 1: CHRISTO AND JEANNE-CLAUDE CENTRE, BULGARIA Aug 18, 2025 The Christo and Jeanne-Claude Centre is our pilot site in Bulgaria! There, we will test innovative approaches to accessibility and sustainability.
	2ND PRESS RELEASE Aug 27, 2025 A year has passed and we have established, developed, completed, conducted, drafted, selected, defined and implemented many things - read all about them in our second press release.
	HOW CAN WE BUILD AN ACCESSIBLE AND INCLUSIVE BUILT ENVIRONMENT? Sep 10, 2025 We have prepared two brochures that outline the User-Centered Design (UCD) approach for the AccesS project and highlight findings related to user needs, expectations and challenges for accessibility of the built environment and active mobility solutions.
	DEMO SITE 6: MERCADO DE VERÓNICAS, SPAIN Sep 19, 2025 The Mercado de Verónicas will serve as a real-world demonstrator to validate integrated solutions that combine accessibility, inclusiveness, and sustainability in the rehabilitation of public buildings.
	PROJECT FLYER! Sep 26, 2025 Check out our flyer, where we briefly present the project and its key elements, including the demonstration cases and the consortium. We will be distributing these at the upcoming events, so make sure to grab one!

	ACCESS & REN+HOMES AT SMART CITY EXPO WORLD CONGRESS 2025 Oct 21, 2025 The Smart City Expo World Congress (SCEWC) is the world’s biggest and most influential event on urban innovation, bringing together leaders, cities, and organizations shaping the future of sustainable and inclusive urban living.
	REGISTER TO RECEIVE YOUR FREE VISITOR PASS! Oct 24, 2025 AccessS and REN+HOMES will be participating in Smart City Expo World Congress 2025 (SCEWC25), Barcelona, 4 - 6 November. We’d love to invite you to join us as our guest! Register here to receive your free Visitor Pass code.
	3RD NEWSLETTER Nov 19, 2025 Welcome to the third AccessS Project newsletter – marking 18 months of collaboration and progress! As we move into the next phase, the team is deepening the development of our digital solutions.
	#TBT to CASE25 in Cyprus Nov 20, 2025 Today is time for a #tbt because, back in September, our colleague Eleni Apostolidou (FRC) presented the paper “Enhancing Accessibility in the Built Environment Using IoT-Enabled Smart Sensors” at the Conference Advancements in Sustainable Engineering (CASE25), held in Cyprus (11-12 September)!

2.4 Section “Network”

More information and details about our sister projects are available in AccessS’s website section “Network”. For each sister project (InclusiveSpaces, ACCESSTECH, RENplusHOMES, and SHIFT), we provide a direct link to their respective websites, a brief description, and their logo. While each sister project addresses issues related to inclusiveness, accessibility, and sustainability through distinct approaches and contexts, together they strengthen the overall impact of innovation. Figure 3 illustrates the structure of this section.

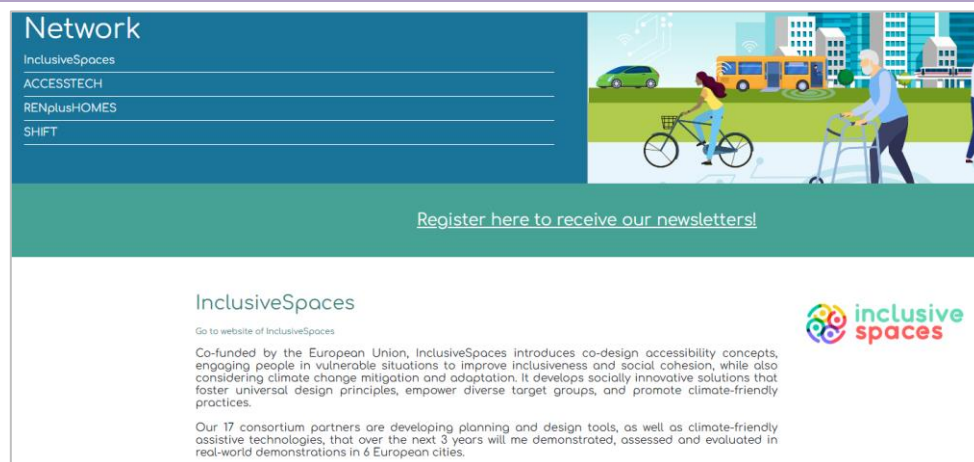


Figure 3 Project's website section "Network"

2.5 Privacy policy

A direct link to the privacy policy is available at the bottom of each section of the project's website (<https://www.euproject-access.eu/en/>), as illustrated in Figure 4.



Figure 4 Privacy policy displayed in the Project's website

When the user clicks on the link, they are redirected to the privacy policy webpage, as shown in Figure 5. In this page, it is explained which and how their data is used, stored, protected, and processed.

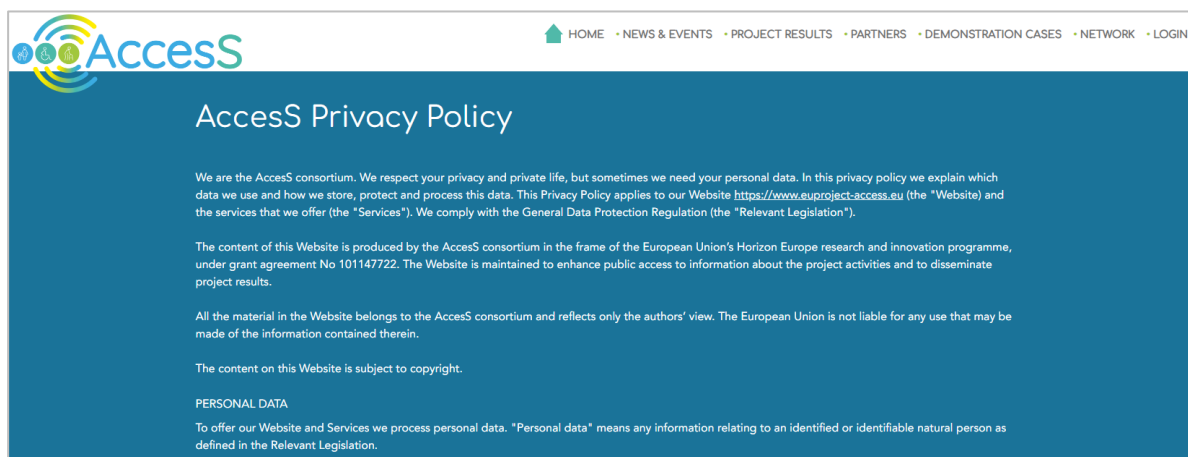


Figure 5 Privacy policy page

The privacy policy illustrated in Figure 5 is applicable to our website (<https://www.euproject-access.eu>) and the services that we offer. Additionally, we comply with the General Data Protection Regulation (GDPR).

3 Project's social media channels

Apart from AccesS's website, another relevant source of communication is our social media. The project has maintained active channels on LinkedIn, X/Twitter, and YouTube. The analytics of each channel is presented in the next sections.

3.1 LinkedIn

According to Figure 6, in total, 42 posts have been shared on LinkedIn between M6-M18. This regular online presence keeps followers engaged, increasing the outreach and the impact of our actions. The gap observed around 20/07/2025 is attributed to the holiday season.

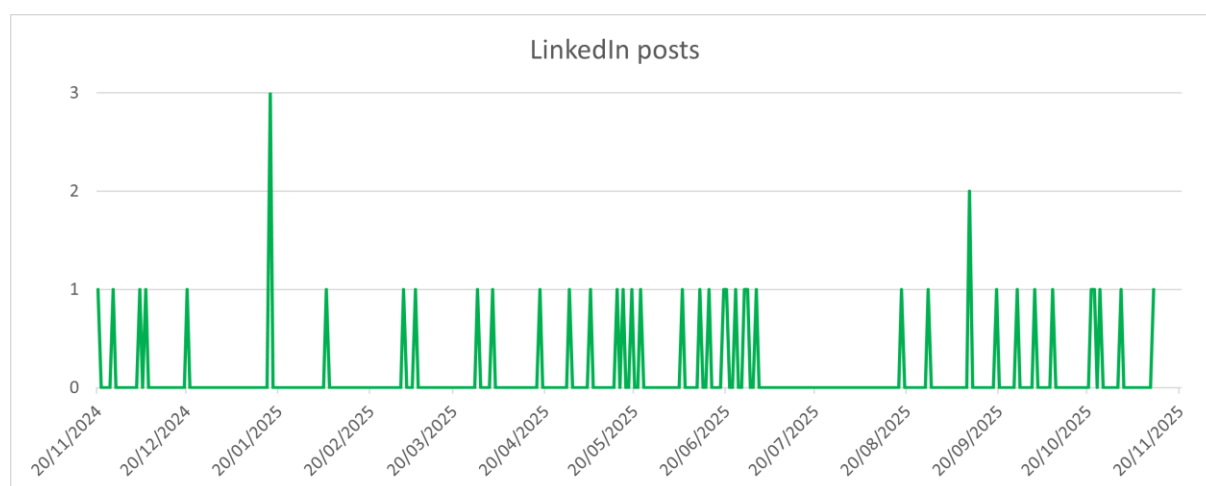


Figure 6 Frequency of posting on LinkedIn

A brief description of each post, including a direct link, is presented in Table 2.

Table 2 LinkedIn posts

Date	Short description	Link
20/11/2024	EU project AccesS was presented at the Built4People	Link
25/11/2024	This week, we will send out our first newsletter! Make sure to register!	Link
04/12/2024	Last week we sent out our first newsletter! Have you received it?	Link
06/12/2024	Partner Stories! We present stories from our consortium partners	Link
20/12/2024	Happy holiday season to all!	Link
17/01/2025	Mercado de Veronicas in Spain is one of our demonstration sites	Link
17/01/2025	Partner Stories from CETEM, who is leading WP1 of the project	Link
17/01/2025	CERTH participated at the 1st ReGenThess Conference	Link
05/02/2025	Our visual identity reflects what we stand for	Link
03/03/2025	Last week, we gathered for our 3rd Plenary meeting!	Link
07/03/2025	The 3rd Plenary Meeting took place on February 25-26 in Murcia, Spain	Link
28/03/2025	WP3 is shaping a certification framework for accessibility and inclusiveness	Link
02/04/2025	Our sister project InclusiveSpaces is organising a webinar!	Link

18/04/2025	The project video is out!	Link
28/04/2025	On our website, you'll find a section called "Network"	Link
05/05/2025	We are organising a workshop!	Link
14/05/2025	Meet the Civic Museum of the Brancacci Chapel, our pilot site!	Link
16/05/2025	Our second newsletter is out!	Link
19/05/2025	Only a few days until our workshop!	Link
22/05/2025	Workshop: User-centered design approach and inclusive active mobility	Link
05/06/2025	You can watch the recording of our workshop on our YouTube channel!	Link
11/06/2025	EU project AccesS and InclusiveSpaces project joint workshop!	Link
14/06/2025	The REGISTRATION for the workshop is now open!	Link
19/06/2025	This week, we met for the online Plenary meeting to assess the project status!	Link
20/06/2025	4 more days until our joint workshop with InclusiveSpaces!	Link
23/06/2025	Looking forward to seeing you all tomorrow at our joint workshop!	Link
26/06/2025	Workshop at EUSEW2025 with a keynote speaker from SHIFT	Link
27/06/2025	Meet the Droom Je Thuis, our pilot site in the Netherlands!	Link
30/07/2025	Meet the Casa Girasole, our pilot site in Switzerland!	Link
18/08/2025	Meet the Christo and Jeanne-Claude Centre, our pilot site in Bulgaria!	Link
27/08/2025	A year has passed, read all about them in our second Press Release	Link
10/09/2025	We have prepared two brochures on UCD approach for the AccesS project	Link
10/09/2025	Our IsZEB Cluster has been accepted as a prospective cluster	Link
19/09/2025	Meet the Mercado de Verónicas, our pilot site in Spain!	Link
26/09/2025	Check out our flyer, where we briefly present the project	Link
02/10/2025	Next week, we will be at the Sustainable Places Conference (SPC) in Milan!	Link
08/10/2025	Our online paper session at SPC is tomorrow, 9th October at 16:00	Link
21/10/2025	AccesS and REN+HOMES will host a side event at SCEWC2025!	Link
22/10/2025	Our 5th consortium meeting took place in Massagno, Switzerland	Link
24/10/2025	Join us as our guest in Smart City Expo World Congress 2025 (SCEWC25)	Link
31/10/2025	Joint session: Enabling Technologies for Sustainable and Inclusive Smart Cities	Link
11/11/2025	AccesS & REN+HOMES at the Smart City Expo World Congress 2025	Link

3.1.1 Analytics for period M1-M18

LinkedIn provided analytics regarding the online performance of our profile, including number of followers, posts (updates), impressions, clicks, reactions, shares, and an engagement rate (based on a monthly performance). Details are presented in Table 3. Data was divided into M1-M6 (May 2024 – Oct 2024), M7-M12 (Nov 2024 – Apr 2025), and M13-M18 (May 2025 – Oct 2025).

Table 3 LinkedIn analytics

Data ²	M1-M6 May 2024 - Oct 2024	M7-M12 Nov 2024 - Apr 2025	M13-M18 May 2025 - Oct 2025 ²
Followers	62	107	158
Updates	6	22	48
Impressions	N/A ¹	4135	11965
Clicks	N/A ¹	195	704
Reactions	N/A ¹	188	498
Shares	N/A ¹	17	51
Engagement rate (avg. per month)	N/A ¹	0.103	0.123

¹Data analytics on LinkedIn available only over the past 365 days ; ²Data was retrieved until 11th November.

3.2 X/Twitter

According to Figure 7, in total, 41 posts have been shared on X/Twitter between 02/08/2024 and 11/11/2025. These posts demonstrate a consistent level of activity over time, suggesting ongoing engagement throughout the observed period.

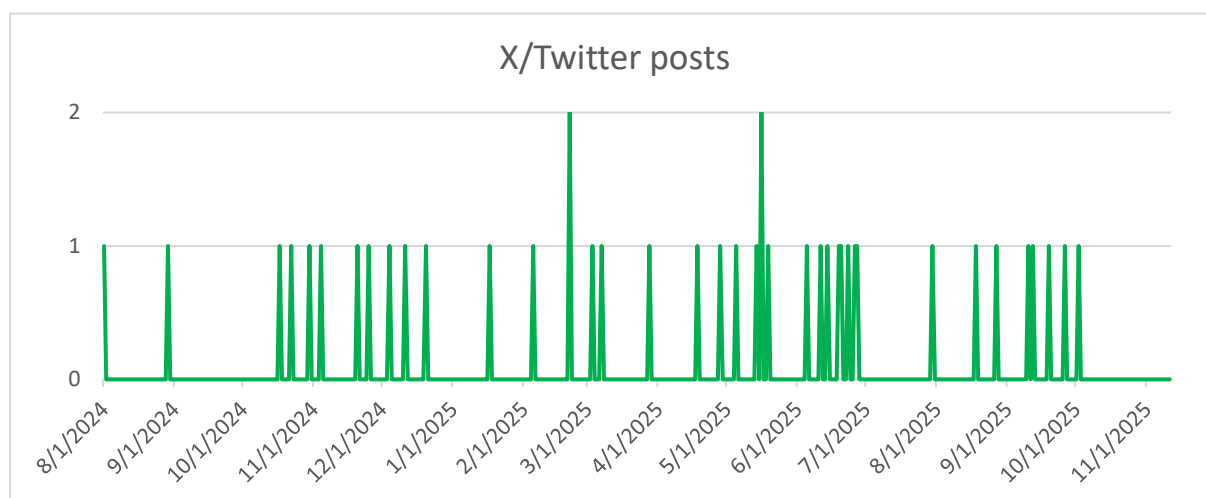


Figure 7 Frequency of posting on X/Twitter

A brief description of each post, including a direct link, is presented in Table 4.

Table 4 X/Twitter posts

Date	Short description	Link
02/08/2024	Welcome to the X page of the @EUprojectAccessS!	Link
29/08/2024	The project's press release is now available in Sign Language!	Link
17/10/2024	AccessS consortium combines multidisciplinary competences and resources	Link
22/10/2024	We have gathered here for our 2nd Plenary meeting	Link
30/10/2024	Last week was our 2nd Plenary meeting in Florence	Link

04/11/2024	Our website is a window into our work and results!	Link
20/11/2024	AccessS was presented at the Built4People 2nd Clustering event in Brussels	Link
25/11/2024	This week, we will send out our first newsletter!	Link
04/12/2024	Last week we sent out our first newsletter!	Link
11/12/2024	@EUprojectAccessS Partner Stories!	Link
20/12/2024	Happy holiday season to all!	Link
17/01/2025	Mercado de Veronicas in Spain is one of the @EUprojectAccessS demo sites	Link
05/02/2025	Can you see the values behind our visual identity?	Link
21/02/2025	@EUprojectAccessS Partner Stories!	Link
21/02/2025	@CERTHellas participated at the 1st ReGenThess Conference	Link
03/03/2025	Last week, we gathered for our 3rd Plenary meeting	Link
07/03/2025	The 3rd Plenary Meeting of the @EUprojectAccessS took place in February	Link
28/03/2025	We gathered key insights to refine our approach for accessibility	Link
18/04/2025	The project video is out!	Link
28/04/2025	Collaboration to boost our impact!	Link
05/05/2025	We are organising a workshop!	Link
14/05/2025	Meet the Civic Museum of the #Brancacci Chapel — our pilot site	Link
16/05/2025	Our second newsletter is out!	Link
16/05/2025	Repost: We are organising a workshop on UCDA and IAMS	Link
19/05/2025	Mark your agendas, only a few days until our workshop	Link
05/06/2025	You can watch the recording of our #workshop	Link
11/06/2025	AccessS and InclusiveSpaces project joint workshop!	Link
14/06/2025	The REGISTRATION for the workshop is now open!	Link
19/06/2025	This week, the consortium met for the online Plenary meeting	Link
20/06/2025	4 more days until our joint workshop	Link
23/06/2025	Looking forward to seeing you all tomorrow at our joint workshop!	Link
26/06/2025	AccessS and InclusiveSpaces organised a workshop under the EUSEW2025	Link
27/06/2025	Meet the Droom Je Thuis - our pilot site in the Netherlands!	Link
30/07/2025	Meet the Casa Girasole - our #pilot site in Switzerland!	Link
18/08/2025	Meet the Christo and Jeanne-Claude Centre, our pilot site in Bulgaria!	Link
27/08/2025	A year has passed! Read all about it in our second Press Release.	Link
10/09/2025	We have prepared two brochures that outline our UCDA	Link
12/09/2025	Our @IsZEBCluster has been accepted as a prospective cluster into B4PIC	Link
19/09/2025	Meet the Mercado de Verónicas, our pilot site in Spain!	Link
26/09/2025	Check out our flyer	Link

02/10/2025	Next week, AccessS will be represented at the Sustainable Places 2025!	Link
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3.2.1 Analytics for period M1-M18

X/Twitter provided analytics regarding the online performance of our profile, including number of followers, tweets, impressions, and engagement. Details are presented in Table 5. Data was divided into M1-M6 (May 2024 – Oct 2024), M7-M12 (Nov 2024 – Apr 2025), and M13-M18 (May 2025 – Oct 2025).

Table 5 X/Twitter analytics

Data	M1-M6 May 2024 - Oct 2024	M7-M12 Nov 2024 - Apr 2025	M13-M18 May 2025 - Oct 2025 ¹
Followers	21	22	20
Tweets	5	20	41
Impressions	198	458	1259
Engagement	22	48	99

¹ Data was retrieved until 11th November.

3.3 YouTube

In our YouTube channel, 03 videos have been shared between 29/08/2024 and 11/11/2025. These videos cover a range of topics related to the project's progress and outreach activities and a brief description of each post, including a direct link, is presented in Table 6.

Table 6 YouTube posts

Date	Short description	Link
29/08/2024	AccessS 1st Press Release - International Sign	Link
18/04/2025	AccessS - Enhancing Accessibility and Sustainability in Smart Cities and Smart Buildings	Link
05/06/2025	AccessS Workshop on User-Centered Design Approach and Inclusive Active Mobility Solutions	Link

3.3.1 Analytics for period M1-M18

YouTube provided analytics regarding the online performance of our channel, including number of subscribers, videos, views, likes, impressions, and an average view duration. Details are presented in Table 7. Data was divided into M1-M6 (May 2024 – Oct 2024), M7-M12 (Nov 2024 – Apr 2025), and M13-M18 (May 2025 – Oct 2025).

Table 7 YouTube analytics

Data ¹	M1-M6	M7-M12	M13-M18
	May 2024 - Oct 2024	Nov 2024 - Apr 2025	May 2025 - Oct 2025 ¹
Subscribers	26	28	28
Videos	1	2	3
Views	43	98	130
Likes	0	1	1
Impressions	91	138	160
Avg. view duration	00:54	1:04	00:45

¹Data was retrieved on 11th November.

4 Dissemination materials

As part of our dissemination activities, we have produced a wide range of materials, including: newsletters, videos, poster & flyer, a brochure, and press releases. The next sections offer more information about each dissemination material.

4.1 Newsletters

A biannual newsletter has been produced and shared with partners and published on our website. The newsletters are intended to periodically provide updates on recent developments and achievements within our network. Until now, three newsletters have been prepared: one in November 2024 (covering M1-M6), one in May 2025 (covering M7-M12), and a new one (yet to be distributed) in November 2025 (covering M13-M18). More details are presented in sequence.

4.1.1 Newsletter 1 (November 2024)

In November/2024, our first newsletter was distributed via email and made available in our website (Project Results > Dissemination materials > Newsletters), which can be accessed using [this link](#). An illustration is provided in Figure 8.



Figure 8 Newsletter November 2024

This newsletter included details of the project (including links to our website and social media channels), a section about the upcoming deliverables D1.1 (Evaluating technologies and market dynamics for accessibility, mobility, and energy efficiency) and D16.1 (Project management, quality & risk assessment plan v1), and a section entitled “News & Events”, where our first press release and our second plenary meeting were announced. At the bottom of the newsletter, it was included a list of participating partners and additional links.

4.1.2 Newsletter 2 (May 2025)

Our second newsletter (Figure 9) celebrated one year of the project, and it was sent out in May/2025 (with updates between M7-M12). The same distribution approaches, as in Newsletter 1, were used (via email and made available in our website). The newsletter can be accessed via [this link](#).



Figure 9 Newsletter May 2025

In this version, we promoted the workshop on User-Centered Design Approach and Inclusive Active Mobility Solutions, which took place on May 22nd; we provided updates on six submitted deliverables, including D1.2, D1.3, D2.1, D14.1, D16.2, D16.3; and three news were posted in the section “News & Events”, concerning our third plenary meeting, stakeholder’s engagement workshops, and notification about our new project video.

4.1.3 Newsletter 3 (November 2025)

Our latest newsletter (shown in Figure 10) was released in November 2025 (via email and our [website](#)), containing the updates between M13-M18 (May 2025 – October 2025).



Figure 10 Newsletter November 2025

This newsletter includes information about digital solutions for sustainability and accessibility; updates on the recently submitted deliverables (D3.1, D4.1, D4.2, and D4.3); and the latest “News & Events”, such as our participation at Conference Advancements in Sustainable Engineering (CASE2025), our 5th Plenary Meeting, our online paper session presented at Sustainable Places 2025, and our participation in Smart City Expo World Congress 2025.

4.2 Video

We created a promotional video (4:15 minutes) introducing the scope of AccessS (Enhancing Accessibility and Sustainability in Smart Cities and Smart Buildings: The Universal Accessibility Suite Initiative) and our goals towards an inclusive built environment by designing for everyone and closing the accessibility gap. This video, illustrated in Figure 11 is available in our YouTube channel, which can be accessed via [this link](#).



Figure 11 Promotional video of the project

In the video, users can find out more about the AccessS concept (framework for a user-centered design approach, accessibility assessment scheme, and digital innovation solutions), partnerships (i.e., New European Bauhaus, Built4People), our pilot sites across Europe, and more details about our consortium and social media channels.

4.3 Flyer

We developed a flyer in the A4 format, where we briefly present the project and its key elements, including demonstration cases and more details about our consortium. An illustration is provided in Figure 12. The flyer is also accessible via our website, by using [this link](#).

This promotional flyer has been distributed during recent and upcoming events, serving as a practical dissemination tool to present the project's goals and activities to a wider audience. Our social media handles are also included in the flyer, helping to increase the project's online visibility and promote ongoing engagement with the community.



Figure 12 Promotional flyer about the project

4.4 Brochure

As part of our dissemination strategy, we have prepared two brochures (Figure 13) that outline the User-Centered Design Approach for the AccessS project, realised through the activities of WP2 under the leadership of LAMA. In the short and extended versions, we highlight findings related to user needs, expectations, and challenges for accessibility of the built environment and active mobility solutions.



Figure 13 Brochures containing details about the User-Centered Design Approach

The content of these brochures is available [online](#) and is targeted to stakeholders involved in creating inclusive and accessible built environments and mobility solutions. Additionally, the UCD approach provides a valuable knowledge base for researchers and evaluators.

4.5 Press Releases

Two press releases were prepared and distributed between M1 and M18 to communicate key project information and results to a broad audience, as shown in Figure 14.



Figure 14 Press releases published online

These releases aimed to enhance visibility, support branding efforts, and, most importantly, foster engagement and spark interest through media coverage. Both press releases were disseminated through our social media channels and also uploaded to AccessS's website, which can be accessed [here](#).

5 Publications

Between M1-M18, one scientific publication was released by members of the AccesS project. The publication is entitled: *Enhancing accessibility in the built environment using IoT-enabled smart sensors*, authored by Eleni Apostolidou and colleagues from FRC (Cyprus), CETEM (Spain) and CERTH (Greece). The work was presented at Conference Advancements in Sustainable Engineering (CASE2025), held in Cyprus, on 11-12 September 2025.

In this paper, the authors provided a structured literature review and comparative analysis were conducted to examine how digital twin technologies and IoT-enabled smart sensors can improve accessibility in smart buildings. Existing industry solutions using emerging ICT tools were evaluated, with particular focus on their applicability to public and semi-public spaces. The study identifies technological gaps—given current emphasis on home environments—and classifies solutions by disability type, context, and functionality. By shifting toward real-time navigation, hazard detection, and environmental feedback, the paper highlights the potential of digital tools to contribute to more inclusive, user-centred built environments. More information is available on our [website](#).

In addition, other consortium partners have actively engaged in multiple conferences, showcasing our initiatives and presenting the outcomes of submitted deliverables to a broad audience, thereby ensuring visibility and dissemination of the project's work within the scientific and professional community. Details are presented in Table 8.

Table 8 Summary of the conferences attended

Date	Conference	Location	Partners
27-29 November 2024	Eurocities Cooperation Platform 2024	Zaragoza, Spain	Comune di Firenze (FLO)
13-14 January 2025	RegenThess Conference	Thessaloniki, Greece	Centre for Research & Technology Hellas (CERTH)
15-16 April 2025	Progetto Brancacci	Florence, Italy	Comune di Firenze (FLO)
11-12 September 2025	Conference Advancements in Sustainable Engineering 2025	Limassol, Cyprus	Frederick Research Center (FRC)
24-26 September 2025	Eurocities Culture Forum 2025	Brno, Czech Republic	Comune di Firenze (FLO)
08-10 October 2025	Sustainable Places 2025	Milan, Italy	Centre for Research & Technology Hellas (CERTH), LAMA Società Cooperativa Impresa Sociale (LAMA)
4-6 November 2025	Smart City Expo 2025	Barcelona, Spain	QUE Technologies (QUE), Foundation for Research and Technology – Hellas (FORTH), Centre for Research & Technology Hellas (CERTH), Comune di Firenze (FLO), Uni Systems (UNIS)

6 Other dissemination

In the previous chapters, the dissemination of the project's achievements (between M1-M18) through the official website and social media channels was described. However, communication related to AccesS also takes place through additional means, such as the channels, websites, and newsletters of participating partners. To monitor all references, a dedicated SharePoint page (Figure 15) has been created, where all project mentions (publication, dissemination, and communication) are collected.

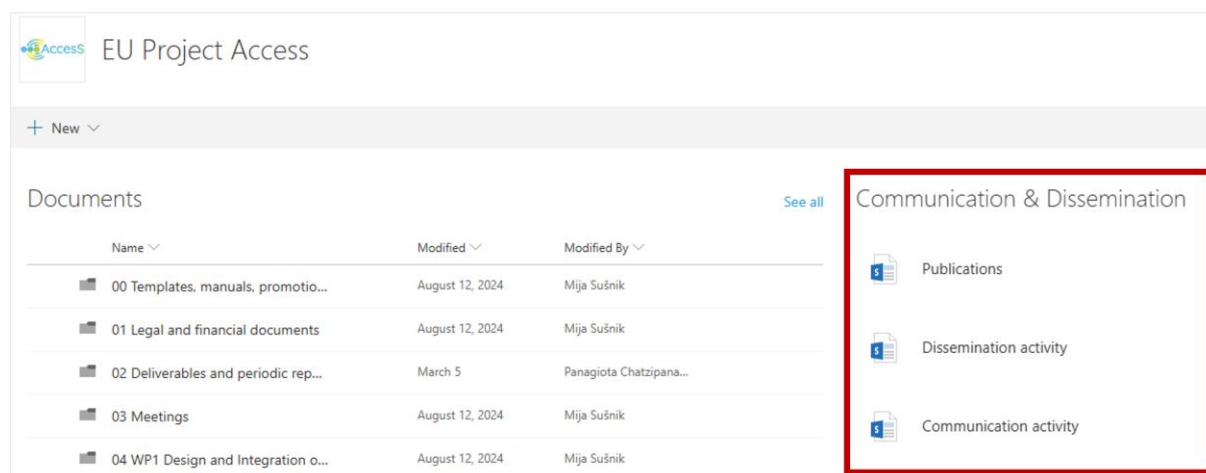


Figure 15 SharePoint directory where partners can submit activities

Partners can independently add their own entries, ensuring a comprehensive overview of the publication, dissemination, and communication activities across various platforms. An example is illustrated in Figure 16. Currently, 9 dissemination and 103 communication activities were reported by partners within the consortium.

Roll-up	Roll-up with general information about the project, to be used during the GA and other events	Civil society	Print materials (brochure, leaflet, posters, stickers, banners, etc.)	Increased project's visibility	Delivered	DMO	August 19, 2024
Website article	general information about the project	Citizens	Website	Increased project's visibility	Delivered	MoG	August 2, 2024
Website article	details about our kick-off meeting in Thessalonik	Citizens	Website	Increased project's visibility	Delivered	MoG	August 2, 2024
Newspaper article	general information about the project and kick-off meeting	Citizens	Media article	Increased project's visibility	Delivered	MoG	August 2, 2024
LinkedIn post	general information about the project and kick-off meeting	Civil society	Social media	Increased project's visibility	Delivered	EUD	September 16, 2024
Facebook reel	general information about the project and kick-off meeting	Citizens	Social media	Increased project's visibility	Delivered	EUD	September 16, 2024

Figure 16 Indicative example of the communication activities submitted by partners

7 KPIs for dissemination activities

In D14.1 *Dissemination, Exploitation and Communication Plan I*, an action plan was defined to monitor publication, dissemination, and communication activities and to help the consortium understand how effectively the project's results are reaching their audiences. The KPIs established in that plan include three milestones, one for each project year. This present deliverable evaluates the progress made during the first 18 months and the extent to which the expected KPIs have been achieved. Table 9 presents the targets for the first year alongside the corresponding values reached so far.

Table 9 List of Key Performance Indicators

#	Indicator	Expected for the first 18 months (M1-M18)	Achieved in the first 18 months (M1-M18)
1	Website visits	4000	4381
2	Website material (e-publications) downloads	50	179
3	Posts/articles on the project website ("News & Events")	24 posts	24 posts
4	Social media followers (incl. LinkedIn, X/Twitter, and YouTube)	600	210
5	Number of posts on social media platforms (LinkedIn & X/Twitter)	48 posts	83 posts
6	Press release	2	2
7	Number of brochures/flyers distributed	100	100 + those downloaded from our website
8	Project video views	100	57
9	Number of papers/articles submitted	1 (metrics for the entire duration of the project: <4 = poor, 4-8 = good, >8 = excellent)	
10	Number of events/conference presentations	6 (metrics for the entire duration of the project: <4 = poor, 4-8 = good, >8 = excellent)	
11	Leading workshops	10 (metrics for the entire duration of the project: <4 = poor, 4-8 = good, >8 = excellent)	
12	National events	06 (metrics for the entire duration of the project: At least one or two per partner country)	
13	Attendees per workshop at professional events	30.3 (metrics for the entire duration of the project: <35 = poor; 35-60 = good; >60 = excellent)	
14	Attendees per national event	17.7 (metrics for the entire duration of the project: <15 = poor; 15-30 = good; >30 = excellent)	

Regular monitoring allows the consortium to assess whether the action plan is progressing as intended and within the expected timeline. As shown in Table 9, AccesS has largely met the indicators outlined in D14.1. Only two indicators (scientific publications and social media engagement) are progressing more gradually, which is typical for this stage of the project. Both are expected to increase as the solutions are further developed, and dissemination activities intensify. To support this, a **dedicated outreach campaign** has been launched to strengthen engagement across LinkedIn, X/Twitter, and YouTube.

We have observed that traditional dissemination and communication strategies often share updates as they happen, but this approach does not effectively engage the general public. Audiences tend to interact more when information is delivered as a continuous narrative structured around three elements: a hook that captures attention, a body that conveys the main message, and a closing that reinforces the relevance of the content. Therefore, future social media interactions will consider the aspects shown in Table 10.

Table 10 Outreach campaign to increase engagement with social media posts

Category	Content emphasis	Communication purpose	Intended audience
People & Profiles	Highlights consortium members, expertise, and personal viewpoints	Introduce the individuals contributing to the project and humanise the work behind it.	Public audiences, project stakeholders
Knowledge & Concepts	Explains project themes, tools, and technical approaches	Clarify what the project is developing and why the work is relevant.	Researchers, policymakers, practitioners
Project Moments	Covers events such as workshops, meetings, field activities, and demonstrations	Show ongoing progress and give visibility to consortium activities.	General public, stakeholders, potential adopters
Emerging Impact	Shares early findings, numbers, and evidence of progress	Demonstrate the added value and early outcomes of the project.	Policymakers, industry actors, funding bodies
Collaboration & Networks	Features partners, external organisations, and clustering actions	Highlight connections that strengthen the project's reach and ecosystem.	Professional networks, cluster partners
Engagement & Interaction	Uses creative, visual, or participatory formats (polls, videos, challenges)	Encourage interaction and widen the project's reach through accessible content.	Broad online audience

An example of a broad-online-audience engaging post is presented in sequence. It contains an engaging title, a simple definition, and a summary of the actions taken. The last sentences highlight the next steps, and includes hashtags for findability:

*Ever wondered what **[concept/method]** really means in practice?*

***[Concept]** refers to **[simple definition]**.*

*In AccesS, this approach is used to **[project-specific application]**, helping **[target group]** to **[benefit/outcome]**. **[Partner Name]** is currently applying this in **[pilot location or task context]**, contributing to project results.*

*More insights to come as we continue exploring the building blocks of inclusive innovation.
#hashtag1 #hashtag2 #hashtag3 #hashtag4*

This strategy also supports stronger engagement by using repeated and recognisable communication structures. As a result, dissemination and communication reach different audiences more consistently.

8 Conclusions

This deliverable, D14.2, summarised the dissemination activities and external communication measures carried out in the AccessS project between M1 (June 2024) and M18 (November 2025). It covered updates to the project website, the performance of social media channels, the preparation and publication of newsletters and several other dissemination activities. The available indicators demonstrate steady progress in the project's visibility and the effectiveness of the communication actions implemented so far.

The website, social media platforms, and dissemination materials are actively used by the consortium and continue to support the project's outreach objectives. Upcoming tasks will focus on regularly updating the website, maintaining and expanding social media activity, and preparing the next newsletters. DMO will continue to assist consortium partners in ensuring that communication tools are used effectively and that the project's messages reach the intended audiences. In addition, the Dissemination and Communication Manager leads and monitors all DEC activities, but every partner plays a role in supporting these efforts and helping to increase the project's visibility and impact.

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