

# eMOTIONAL Cities

Mapping the cities through the senses  
of those who make them

DELIVERABLE 8.3

## Reports on the dissemination events and stakeholders engaged I

FEBRUARY | 2022



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|                            |  |
|----------------------------|--|
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## Executive Summary

The deliverable “D8.3 Reports on the dissemination events and stakeholders engaged I” reports on the different events developed and attended by the project team and stakeholders engaged through dissemination and communication actions.

Developed by SPI within Task 8.3. Fostering cooperation and synergies with other initiatives and relevant stakeholders of the eMOTIONAL Cities project, this deliverable aims to accomplish objective 8.3 to "organise dissemination events and contribute to the continuous engagement of stakeholders, maximising the impact of the project”.

The main goal is to assess the effectiveness of the dissemination strategy and stakeholders’ engagement established on “D8.1 - Dissemination and Communication Plan (DCP)”, where a set of tools and mechanisms were developed to ensure a functional dissemination along with communication actions focused on the target groups. DCP gathers a set of activities and guidelines, planned at the beginning of the project, in order to achieve a suitable, organised, beneficial and feasible communication, in which all the partners are expected to maximize the impact of the outreach activities of the project.

In order to communicate effectively, several virtual (e.g. Project Website and Social Media) and physical (e.g. Roll-ups and Internal Events) channels and tools of communication and dissemination have been employed. At this point, many dissemination tools were created and are already available online (website, video, newsletters, etc.), enabling a regular communication with the public.

The analysis of the indicators reflects a very positive result as the website and social media reached a large number of followers around the world, and there has also been a strong participation in the project events.

A continuous effort on dissemination and communication must be held throughout the project, in order to achieve a greater and more effective scope. Nevertheless, a tailored approach should result in a greater level of engagement so this must be a focus point on the partners’ tasks. According to this, a stakeholders’ list will be an important asset to guide the dissemination; the list is being prepared by the partners and it will be available soon.

## 1. Introduction

This report is “D8.3 Reports on the dissemination events and stakeholders engaged I” and it is provided under WP8: Dissemination, exploitation and communication. The report focuses on the dissemination and communication activities related to the project itself, as well as other relevant initiatives and activities undertaken by partners. The report presents and summarises the dissemination actions, tools, activities and events that were developed between March 2021 and February 2022 in order to promote the project and to mobilise relevant stakeholders, according to the guidelines established on “D8.1 - Dissemination and Communication Plan (DCP)” and the following key objectives, regarding the dissemination strategy:

- Enable eMOTIONAL Cities to be recognised as a lead initiative for linking urban design, social fabric, individual mobility and physical and mental health by the scientific community as well as the general public;
- Enable eMOTIONAL Cities to be recognised by the scientific and industry community as the international reference for cross field research projects involving social, medical and computational sciences;
- Advance scientific and professional collaboration, expansion and investment in urban planning and human health by strengthening interactions between partners, public research labs, and private stakeholders in Europe;
- Enable eMOTIONAL Cities to engage with the general public regarding the importance of urban health issues and the possibility of redesigning city mapping by linking urban areas with human emotions and cognition.

According to the D8.1, this deliverable (D8.3) is part of several steps that will be taken during the project lifetime (from February 2021 to February 2025), in order to update the plan and its accomplishments, in 3 subsequent phases (I, II and III).

This deliverable (D8.3) will be updated with more results on dissemination and communication, in February 2024 (D8.6) and February 2025 (D8.9).

Table 1 - Dissemination and communication main steps

| What  | When          |
|---|---------------|
| D8.1 - Dissemination and Communication Plan I                           | May 2021      |
| D8.2 – Dissemination and communication materials developed              | October 2021  |
| D8.3 – Reports on the dissemination events and stakeholders engaged I   | February 2022 |
| D8.4 – Dissemination and Communication Plan II                          | February 2023 |
| D8.5 – Exploitation and Business Plan I                                 | February 2023 |
| D8.6 – Reports on the dissemination events and stakeholders engaged II  | February 2024 |
| D8.7 – Dissemination and communication Plan III                         | June 2024     |
| D8.8 – Exploitation and Business Plan II                                | January 2025  |
| D8.9 – Reports on the dissemination events and stakeholders engaged III | February 2025 |

In this context, based on the objective and targets that were defined in the early stages of the project, a number of actions were foreseen to be developed and implemented by SPI and the other partners.

To ensure an efficient flow of information during the implementation, several platforms and tools were created to support both internal and external communication (Table 2):

Table 2 - Tools for internal communication, according to D8.1

| Types of communication | Tools   | Procedure   |
|------------------------|---|---|
| Internal communication | <b>Mailing list</b>   | A project mailing list to ensure that all project staff members are included in all internal communications. A cloud service will be made available to all project partners which can be updated whenever necessary.  |
|                        | <b>Documents/Presentation on storing and sharing platform</b> | Various platforms will support this functionality, including a cloud service ( <a href="https://drive.google.com/drive/u/1/folders/14K8JKZ8iiE8geQt3AEstW0h9BMkM8cQF?usp=sharing_eip&amp;ts=607dfe64">https://drive.google.com/drive/u/1/folders/14K8JKZ8iiE8geQt3AEstW0h9BMkM8cQF?usp=sharing_eip&amp;ts=607dfe64</a> ). |
|                        | <b>Face to face meetings and teleconference meetings</b>      | Regular meetings with all partners to detail and plan the project' activities   |
| External communication | <b>Awareness raising webinars</b>                             | Open access webinars will be developed to promote discussions on the topic and raise public awareness on eMOTIONAL Cities.  |
|                        | <b>Brochures / Flyers</b>                                     | Electronic and hard copies: hard copies for use at eMOTIONAL Cities events and at events where eMOTIONAL Cities partners present the project.   |
|                        | <b>eMOTIONAL Cities events</b>                                | eMOTIONAL Cities will organise four events, namely an Opening Dissemination Event (Lisbon, Portugal), Interim dissemination event Tallinn, Estonia), International dissemination event (Detroit, USA) and Final dissemination event (Lisbon, Portugal)  |

|   |   |
|---|---|
| <b>Network and partner channels</b>           | Communication of project activities and outcomes via partner networks – personal contacts, partner projects, collaboration in feasibility studies with other stakeholders, etc.                                     |
| <b>Newsletters</b>                            | The newsletters will be sent at key stages and disseminated through email, to a contact list of stakeholders who have submitted to it. They will also be disseminated in the website and the social media accounts. |
| <b>Participation in third parties' events</b> | Participating in 20 third party events that aim to increase the dissemination process of eMOTIONAL Cities as well as to open possible collaboration with other organisations.                                       |
| <b>Press release</b>                          | Electronic short news articles to be disseminated to media groups after project events. The press releases will be produced in all key moments of the project implementation.                                       |
| <b>Project website</b>                        | Website to describe the project and share all relevant information.   |
| <b>Promotional video</b>                      | The project will develop an animated video presenting the project objectives, partners and main expected outputs. This video will be distributed through the project's website and social media channels.           |
| <b>Publications</b>                           | Publications in peer reviewed journals with high-impact factor.   |
| <b>Open source repositories</b>               | Open-source repositories containing hardware and software designs developed throughout the project.   |
| <b>Roll-up</b>                                | Hard copies to be used at eMOTIONAL Cities events and at events where eMOTIONAL Cities partners present the project.  |
| <b>Social media</b>                           | Facebook, Twitter and LinkedIn account to share project information.  |

Source: D8.1 – Dissemination and Communication Plan I

In order to ensure that the implementation of activities and actions in each WP is performed accurately and timely, an action plan was developed (D8.1) to serve as a guideline for the execution of actions over time. The level of its accomplishment so far can be assessed in this deliverable, through the following sections:

- Section 2: Collaborative approach within eMOTIONAL Cities project;
- Section 3: Dissemination actions and stakeholders' engagement;
- Section 4: Recommendations and next steps.

## 2. Collaborative approach within eMOTIONAL Cities project

The deliverable “D8.1 – Dissemination and Communication Plan - Mapping the cities through the senses of those who make them” aims to serve as a guidebook to the project partners to implement the communication strategy, namely, channels, tools and activities but also the target groups, the contents to communicate and the partner’s roles.

Considering the different phases of the project, dissemination activities can be divided into three similar categories (Figure 1), namely:

- Dissemination for awareness – corresponding to the initial phase of the project, at this stage were allocated tasks; the target groups were defined and the proper dissemination strategy was defined;
- Dissemination for understanding – corresponding to developing phase, this stage implies a greater involvement with target groups, namely through conferences, roundtables, among others;
- Dissemination for action – corresponding to the concluding phase of the project, at this stage the main products and activities are settled and any changes or modifications, resulting from the evaluation and validation of the project, may now be performed. Furthermore, the main objective is to make the target groups interact within the project activities.



Figure 1. Dissemination categories

Source: C-E.N.T.E.R. Toolkit. The easiest way to better dissemination

As provided in D8.1, the stakeholders are being involved through a number of tools including the project website, in-hand dissemination materials and other online tools, according to what is the best fit for each target group. In addition, several events are being organised to disseminate eMOTIONAL Cities outcomes and results, as well as to increase stakeholders' awareness and engagement in project activities.

Through a comprehensive and targeted dissemination and communication strategy, relevant stakeholders are made aware of eMOTIONAL Cities and are being encouraged to be involved in the project.

In order to communicate, disseminate and exploit the project's activities and reach the target audience of practitioners and policy makers, the project purposefully collaborates with the partners' expertise, and also promotes active participation in other European initiatives promoting a sustainable and healthy urban environment, to take advantage of their experience and established networks.

The project aims for an integrated and effective science communication, dissemination and exploitation of results approach that considers both the 'internal public' – project partners - and an external diverse audience – organisations and citizens.

Although internal communication is essential to increase efficiency and consolidate methods and results, being able to communicate beyond project partners to non-scientist audiences is critical. The goal is to make science accessible to audiences that traditionally have been kept away from this kind of research, providing collaborative mechanisms for interaction with lay audiences and the broad public; and encouraging more informed decision-making at all levels – from central/local governments to urban planners, designers and industry players.

The active involvement of the stakeholders plays a key role in the successful implementation of the project. Therefore, as it is instrumental to the effectiveness of the dissemination actions, the target groups are identified in the table below (Table 3), associated with the target of the different tools and channels used to disseminate both activities and results of the eMOTIONAL Cities project.

Table 3. Overview of communication tools and channels for stakeholder’s engagement

| Tools and channels                         | STI structures | Industry and SMEs | Policy-Making Bodies and Governance | Civil Society Organisations | Lay audience/Broad public |
|--|----------------|-------------------|-------------------------------------|-----------------------------|---------------------------|
| <b>Project website</b>                     | ✓              | ✓                 | ✓                                   | ✓                           | ✓                         |
| <b>Social Media</b>                        | ✓              | ✓                 |                                     | ✓                           | ✓                         |
| <b>Press Releases</b>                      | ✓              | ✓                 | ✓                                   | ✓                           | ✓                         |
| <b>Promotional Video</b>                   | ✓              | ✓                 | ✓                                   | ✓                           | ✓                         |
| <b>Flyers</b>                              | ✓              | ✓                 | ✓                                   | ✓                           | ✓                         |
| <b>Publications</b>                        | ✓              | ✓                 | ✓                                   |                             |                           |
| <b>Networks and partner channels</b>       | ✓              | ✓                 | ✓                                   | ✓                           |                           |
| <b>Awareness raising webinars</b>          | ✓              |                   |                                     | ✓                           | ✓                         |
| <b>eMOTIONAL Cities Events</b>             | ✓              | ✓                 | ✓                                   | ✓                           | ✓                         |
| <b>Participation in third party events</b> | ✓              | ✓                 |                                     | ✓                           |                           |

Source: eMOTIONAL Cities Grant Agreement

Among others, it is relevant to highlight the meetings, joining urban health initiatives and bringing together relevant stakeholders such as policy makers, users, business, and local communities.

At the present stage, the Annual Meeting had strong benefits due to stakeholders’ contribution. Many private and public entities attended the public event, addressing the theme “Debate on the future of urban health”, such as the Department of Urban and Regional Planning at the Technical University – Berlin, Healthy Lifestyles Division, Turismo de Portugal - Clean&Safe.

In order to pursue a more effective engagement, a list of stakeholders is being collected and it will be shared soon with the six clusters. This is one of the important outcomes that came from the “Urban Health Cluster | WG5 - Dissemination, Communication and Exploitation” event, that happened in February 2022. With that information, it will be then possible to monitor the number of relevant stakeholders engaged with the project, and also to create specific content suited for each group.

### 3. Dissemination actions and stakeholders’ engagement

To successfully execute dissemination and communication actions, the communication strategy includes a series of promotional tools and channels, according to D8.1 Dissemination and Communication Plan I. The elements were developed in the initial months of the project, and are continually updated to contribute to the effective outreach and promotion of the eMOTIONAL Cities.

The eMOTIONAL Cities’ actions for dissemination and communication of the project require a regular update of the website and social networks, development and distribution of promotional material, such as in-hand dissemination materials, videos and other online tools, as well as webinars and events.

Table 4 identifies each action referred to the dissemination tools, where the current status is indicated, according to D8.1.

Table 4. Execution status

| Tool                         | Action  | Target date                 | Status  |
|------------------------------|---|-----------------------------|---|
| Awareness raising webinars   | Eight webinars (duration of 1 to 2 hours) for citizen/public, students, academics and researchers | August 2021                 |  |
|                              |   | November 2021               |  |
|                              |   | May / November 2022 to 2024 |  |
| Brochures / Flyers           | Final version with full content and layout  | May 2021                    |  |
| eMOTIONAL Cities events      | Four disseminations events  | March 2021                  |  |
|                              |   | September 2022              |  |
|                              |   | September 2023              |  |
|                              |   | September 2024              |  |
| Network and partner channels | Project activities and its outputs will be disseminated   | Project lifetime            |  |
| Newsletters                  | Final versions of all Newsletters (every six months)  | August 2021                 |  |
|                              |   | February 2022               |  |
|                              |   | August 2022                 |  |
|                              |   | February 2023               |  |
|                              |   | August 2023                 |  |
|                              |   | February 2024               |  |
|                              |   | August 2024                 |  |

|  |   |                  |   |
|--|---|------------------|---|
|  |   | February 2025    |  |
| Participation in third parties' events | Partners plan to participate in 20 events   | Project lifetime |  |
| Press release                          | Six press releases to cover and foremost the launch of eMOTIONAL Cities project as well as other project events | April 2021       |  |
|  |   | January 2022     |  |
|  |   | July 2022        |  |
|  |   | January 2023     |  |
|  |   | July 2023        |  |
|  |   | January 2024     |  |
| Project website                        | Official website launched   | May 2021         |  |
| Promotional video                      | Video to convey project objectives, challenges, partners involved and expected outcomes                         | February 2022    |  |
| Publications                           | Relevant outputs of the project will be written   | Project lifetime |  |
| Open source repositories               | This tool will be utilised among STI structures and players   | Project lifetime |  |
| Roll-up                                | Final version with full content and layout  | May 2021         |  |
| Social media                           | Posts on Twitter, Facebook and LinkedIn   | April 2021       |  |

Source: D8.1 – Dissemination and Communication Plan I

|   |                  |
|---|------------------|
|  | Closed task      |
|  | In progress      |
|  | Project lifetime |

The analysis of the indicators above (

Table 5) shows that there has been a positive engagement of stakeholders and the general public within the eMOTIONAL Cities project.

As expected, stakeholders were addressed in the appropriate stages, according to D8.1. Furthermore, a set of tools to better disseminate the project and improve stakeholders' engagement were developed and updated, namely the website, social media accounts, printable communication materials (e.g. flyer and roll up) and other promotion related items (press releases, videos, etc.).

Table 5. Dissemination results of eMOTIONAL Cities

| Tools / Channels                                 |                      | Indicators     |
|--|----------------------|----------------|
| <b>Website</b>                                   |                      | 4 545 visitors |
| <b>Social media</b>                              | Facebook             | 190 followers  |
|  | LinkedIn             | 288 followers  |
|  | Twitter              | 69 followers   |
| <b>In-hand dissemination materials</b>           | Flyer                | 1              |
|  | Roll-up              | 1              |
| <b>Video</b>                                     |                      | 2              |
| <b>Other online tools</b>                        | Press releases       | 2              |
|  | Newsletters          | 2              |
| <b>Webinars</b>                                  |                      | 2 webinars     |
| <b>Organisation or co-organisation of events</b> |                      | 2 events       |
| <b>Participation in events</b>                   | eMOTIONAL Cities     | 4 events       |
|  | Urban Health Cluster | 5 events       |
|  | Third parties        | 11 events      |

In the future more actions will be developed to engage a greater number of stakeholders in order to promote the project as well as the results and outputs.

### 3.1 Website

The eMOTIONAL Cities project website has been available since M2 (April 2021) and contains all relevant documents, dates, procedures, public deliverables and any flash news regarding the project (Figure 2).

Since May 2021 to February 2022 the project page received 4545 visitors<sup>1</sup> and have 801 new users according to the website analytics (Figure 3).

Regarding the geographic outreach of our website, it is possible to observe that the highest percentage of users are from Portugal (Figure 4). The period in which the website received the most visits coincided with the announcement of the annual meeting (Figure 5).

<sup>1</sup> In November 2021 the website received 1652 visitors and had 313 users (date of the annual meeting).



Figure 2. eMOTIONAL Cities website homepage

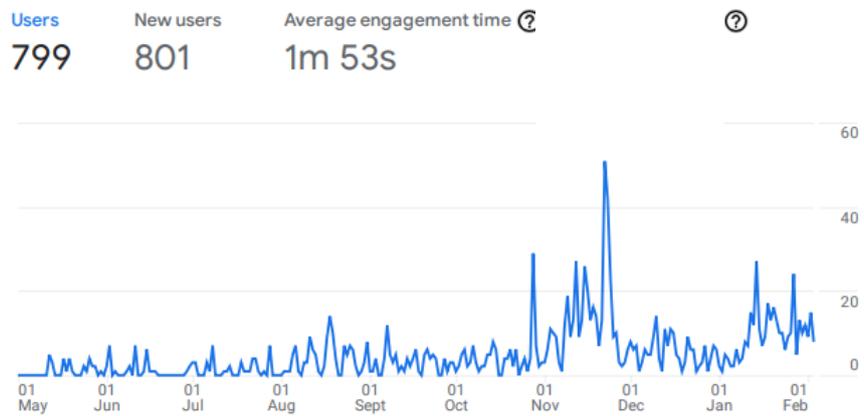


Figure 3. eMOTIONAL Cities website analytics - users



Figure 4. eMOTIONAL Cities website analytics – geographic outreach

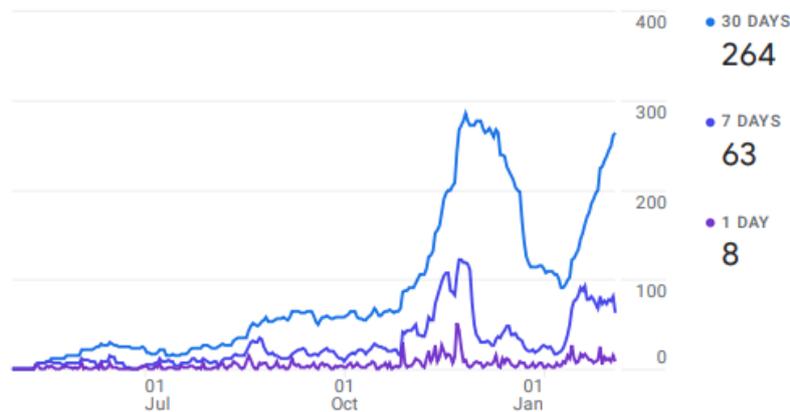


Figure 5. eMOTIONAL Cities website analytics – user activity over time

### 3.2 Social media

At this stage, eMOTIONAL Cities appears in 3 of the biggest worldwide social networks, specifically chosen to be suitable for this project, as requested by the consortium: Facebook, LinkedIn and Twitter. The accounts in these channels have been strongly used to spread information of the project, as well as to share details about the events by all partners.

Therefore, to illustrate eMOTIONAL Cities presence among the chosen social media, this report includes statistics from each of the project’s profiles, demonstrating the engagement rate of eMOTIONAL Cities partners and other stakeholders.

A table with the followers, posts and their variation concerning the social network profiles between November 2021 and February 2022 is presented below:

Table 6. Social networks – followers and posts

| Social network  | Followers |          |               | Posts    |          |               |
|-----------------|-----------|----------|---------------|----------|----------|---------------|
|                 | Nov 2021  | Feb 2022 | Variation (%) | Oct 2021 | Feb 2022 | Variation (%) |
| <b>Facebook</b> | 145       | 190      | 31,03         | 25       | 56       | 124,00        |
| <b>Twitter</b>  | 41        | 69       | 68,29         | 21       | 59       | 180,95        |
| <b>LinkedIn</b> | 152       | 288      | 89,47         | 25       | 48       | 92,00         |

### 3.2.1 Facebook

Until February 2022 the Facebook account reached 190 followers, most of them women, namely 62% (Figure 6). Regarding the distribution of followers by age group, it is possible to observe that the age group from 35 to 44 is the one with the most significant values, representing 46% of the total (Figure 7). Analysing Facebook followers according to their country, it is possible to observe that the highest percentage of followers are from Portugal, while other countries represent a smaller number (Figure 8).

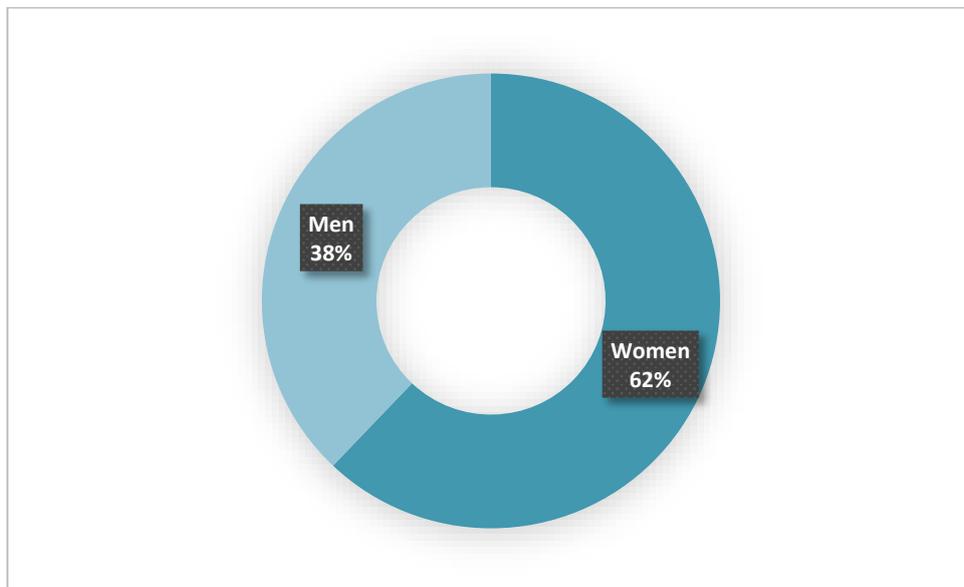


Figure 6. eMOTIONAL Cities Facebook followers, by gender

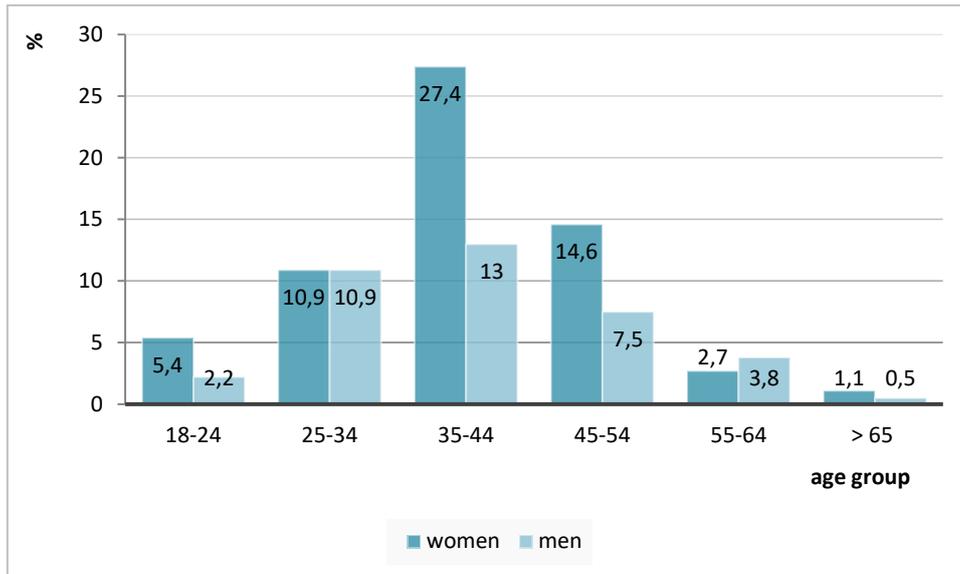


Figure 7. eMOTIONAL Cities Facebook followers, by age group

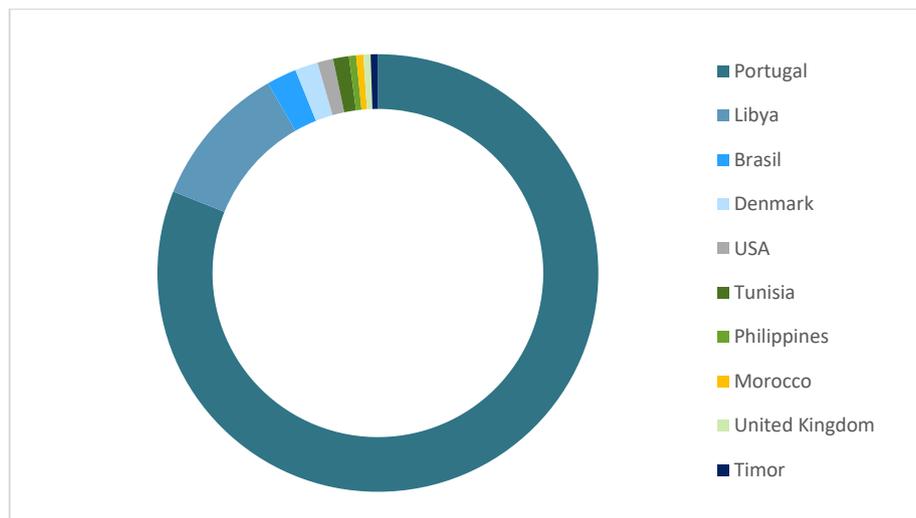


Figure 8. eMOTIONAL Cities Facebook followers, by country

### 3.2.2 LinkedIn

LinkedIn has reached 288 followers until February 2022. Concerning the number of views of LinkedIn's profile, it is possible to observe a certain variation over the past months, with the maximum being recorded in November and December, with 160 e 188 visitors (Figure 9).

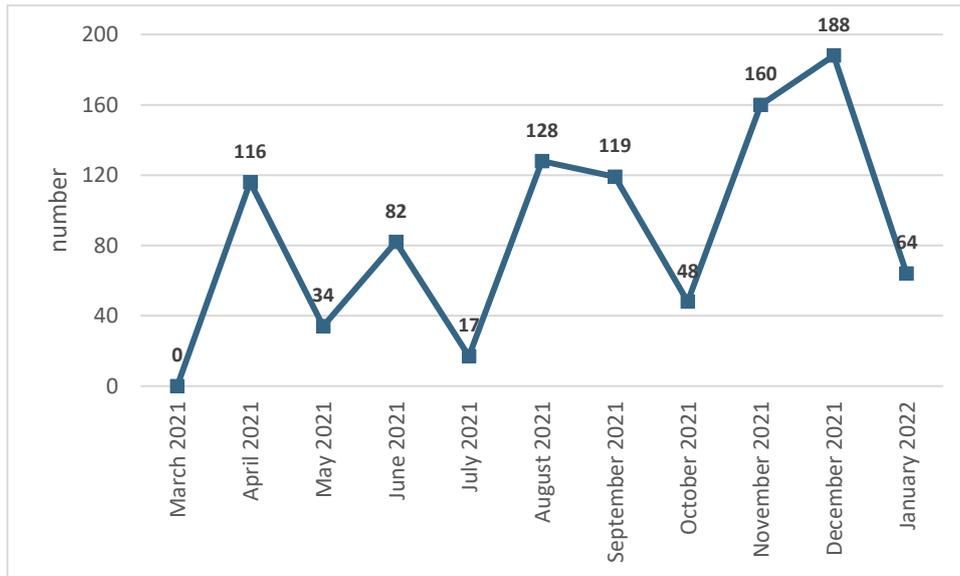


Figure 9. eMOTIONAL Cities LinkedIn visitors, by month

Analysing the visitants by activity (Figure 10) it's possible to observe a higher number associated to education (17,6%), research (16,9%) and engineering (16,0%). The lowest percentage of visitors is associated to health (2,8%) and media (2,2%).

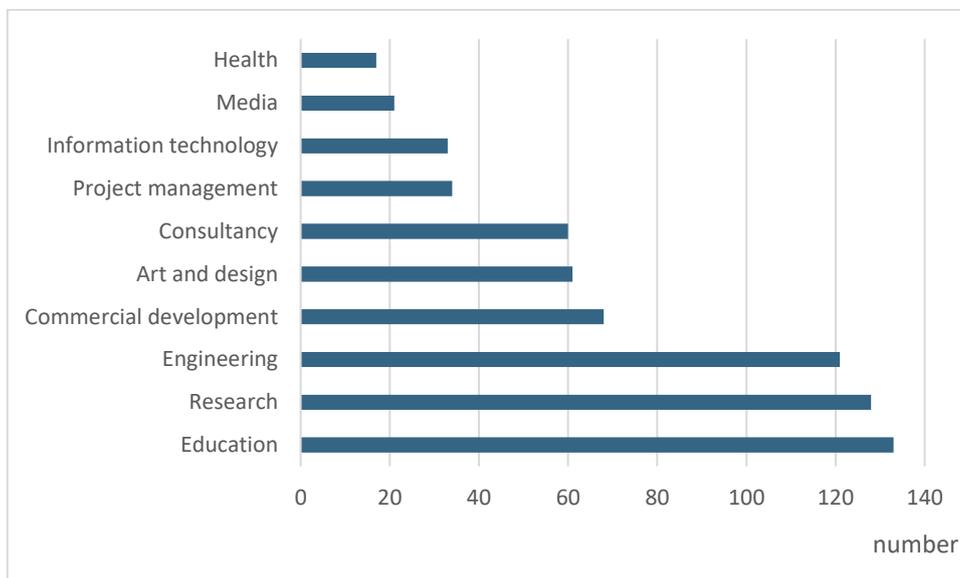


Figure 10. eMOTIONAL Cities LinkedIn visitors, by activity

### 3.2.3 Twitter

Until February 2022<sup>2</sup> the Twitter account reached 69 followers (Figure 4). Regarding profile visits and impressions<sup>3</sup> it is possible to observe a certain variation over the past months, with the maximum being recorded in November and December. This increase is directly related to the dissemination of events, namely the annual meeting held in Lisbon (Figure 11).

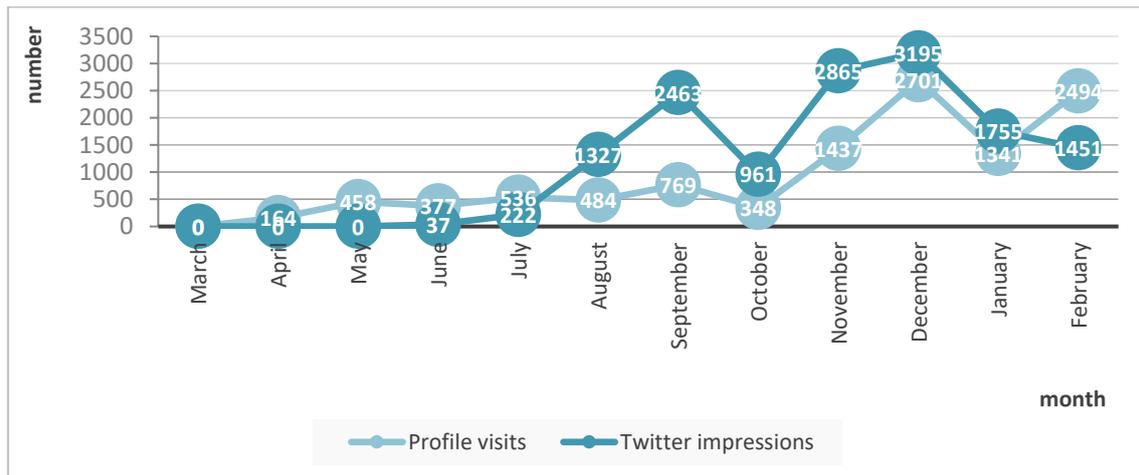


Figure 11. Twitter profile visits and twitter impressions

### 3.3 In-hand dissemination materials

The roll up and flyer were concluded in May 2021.

Note that they have been updated because one of the partners changed the company's name during the project implementation (from "Earthpulse" to "Byteroad").

### 3.4 Video

The official project's video is already produced and will be released in March 2022. It aims to be an animated video presenting the project's objectives, partners and main expected outputs and it will be disseminated through the project's website and social media.

<sup>2</sup> Until February 14<sup>th</sup>.

<sup>3</sup> Impressions on Twitter is a total of all the times the Tweet has been seen. This includes not only the times it appears in a one of the followers' timelines, but also the times it has appeared in search or as a result of someone liking the Tweet.

During the Annual Meeting, held in November 22<sup>nd</sup> and 23<sup>rd</sup> in Lisbon, several members of eMOTIONAL Team were involved in the production of another video, a shorter one, presenting the project and the experiments with Virtual Reality (Figure 12).

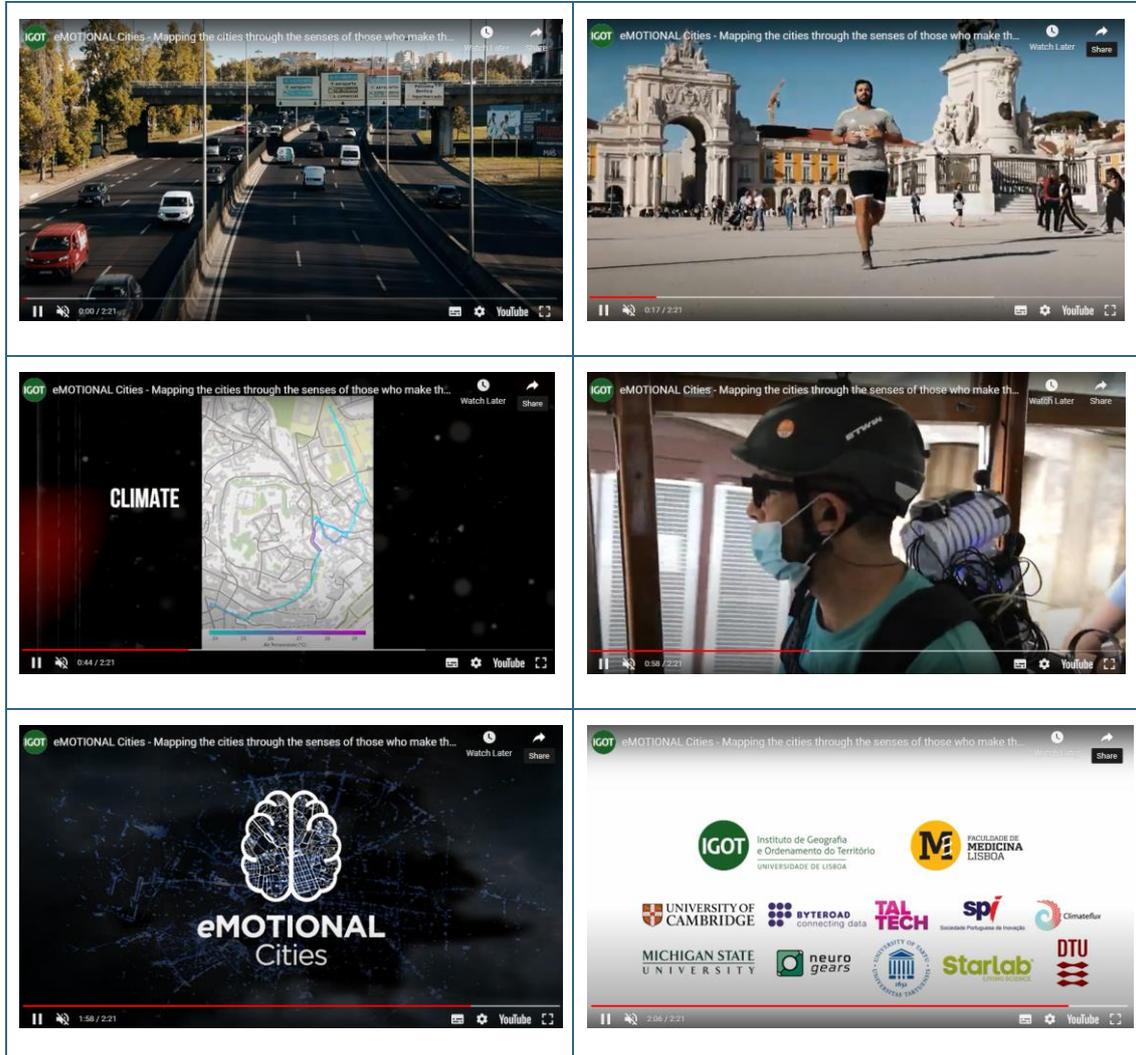


Figure 12. eMOTIONAL Cities' short video

(<https://emotionalcities-h2020.eu/>)

## 3.5 Other online tools

### 3.5.1 Press releases

During the project lifetime we will release six newsletters corresponding to key moments on the project's implementation. So far two have been released, namely:

- eMOTIONAL Cities - Mapping the cities through the senses of those who make them – Launch Event
- eMOTIONAL Cities - Mapping the cities through the senses of those who make them – Annual Meeting

### 3.5.2 Newsletters

As defined in D8.1 – Dissemination and Communication Plan I the newsletters are being produced at key stages of the project and disseminated through email to a set of stakeholders who have submitted it. They are also available on the project's website and publicised on social media.

So far eMOTIONAL Cities project have two newsletters as described below:

- August 2021<sup>4</sup> - in the first newsletter, the mission and objectives of this project were explained, as well as the constitution of the consortium and definition of the work packages. On the other hand, the project's target groups were also identified, as well as the cities where pilot experiences related to interaction in urban environment will be carried out. Latest and future events were also described.
- February 2022<sup>5</sup> – in the second newsletter a brief description of the first annual meeting of the project was made. The main project updates were described and, relevant information given by partners regarding upcoming events was publicised. It also included other information relating to the public deliverables as well about the project's official video and news coverage.

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<sup>4</sup> <https://emotionalcities-h2020.eu/newsletter/1/>

<sup>5</sup> <https://emotionalcities-h2020.eu/newsletter/2/>

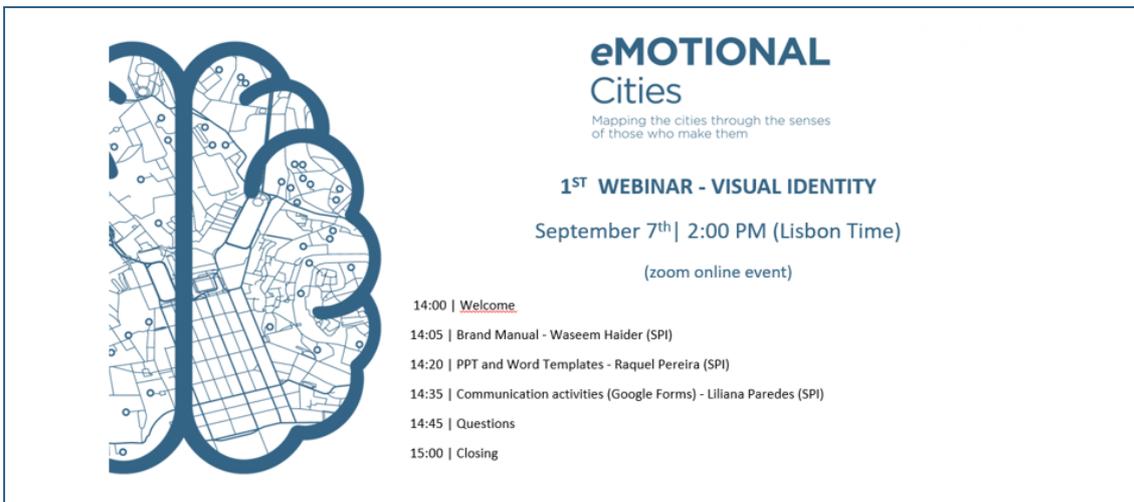
## 3.6 Webinars

### 3.6.1 eMOTIONAL Cities Project – Visual Identity

In September 7<sup>th</sup> took place the first webinar of eMOTIONAL Cities Project – Visual Identity. This webinar, a private event only for members of the consortium, had the attendance of 15 elements of eMOTIONAL Cities project.

The main objective of this webinar was to explain to all the partners involved in this project, in particular those who are more associated with the communication teams of each company that are part of the eMOTIONAL Cities consortium, the use of the brand manual.

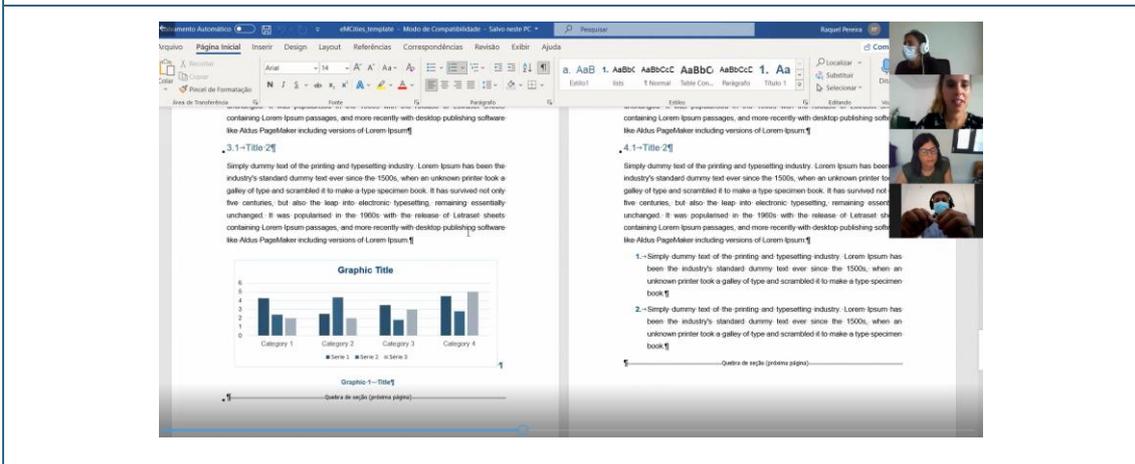
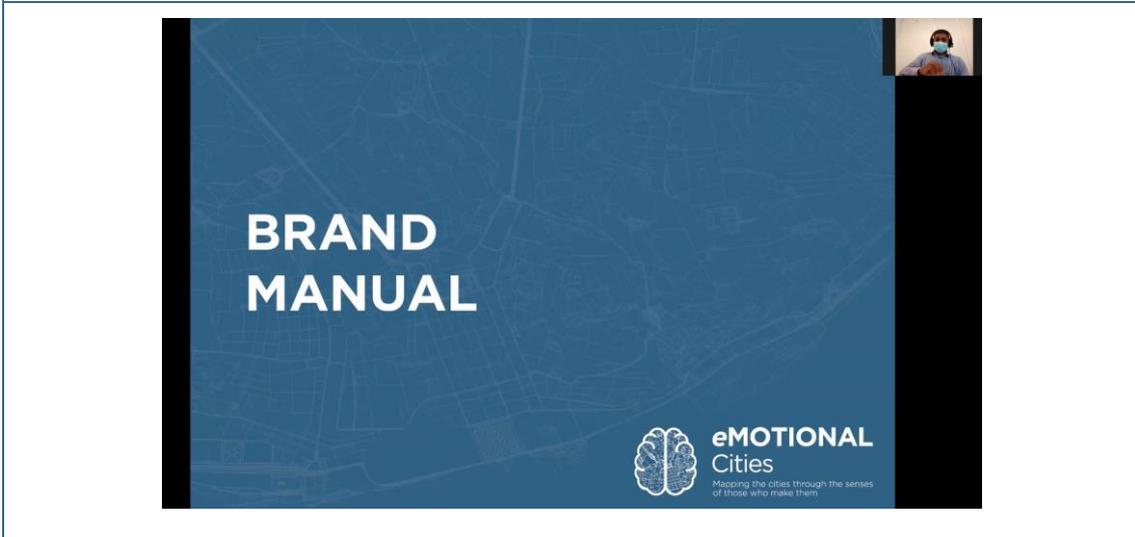
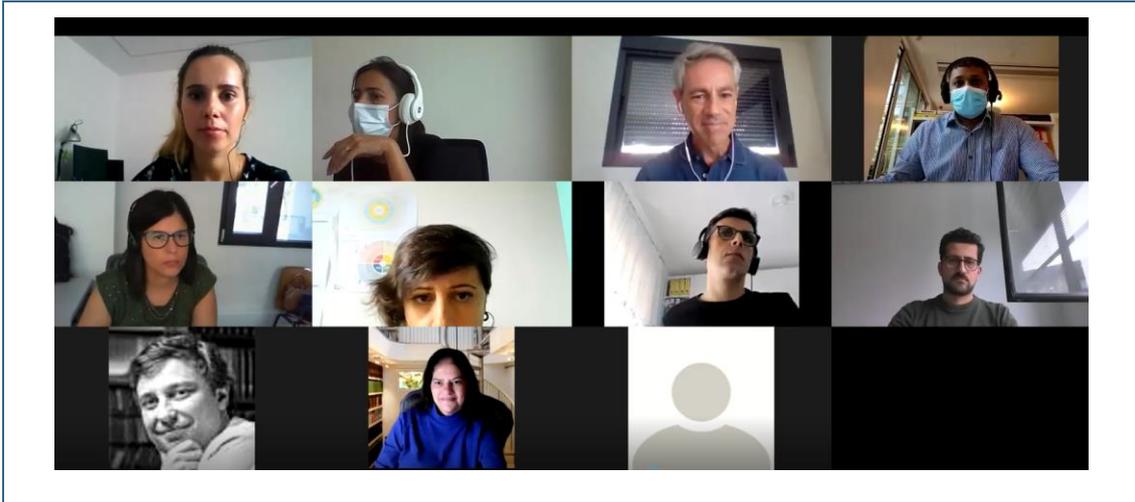
On the other hand, and with the progress of the project, it became evident the need to better explain the forms created for the collection of information related to the activities and events of the project, as well as its location on the project website and sharing folder created for this purpose.



**eMOTIONAL  
Cities**  
Mapping the cities through the senses  
of those who make them

**1<sup>ST</sup> WEBINAR - VISUAL IDENTITY**  
September 7<sup>th</sup> | 2:00 PM (Lisbon Time)  
(zoom online event)

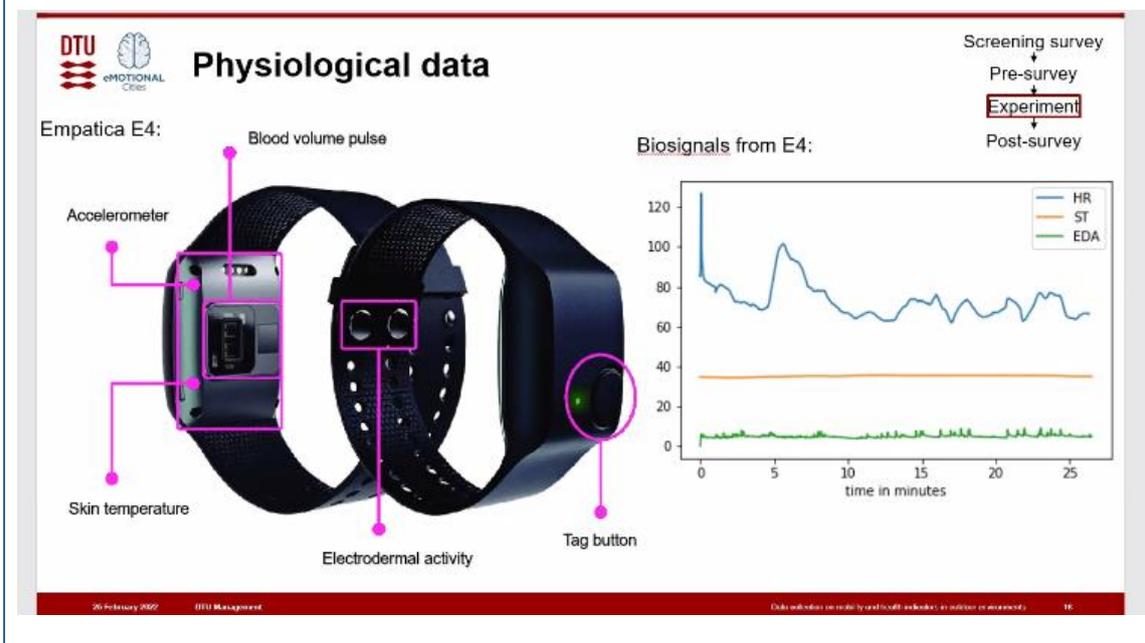
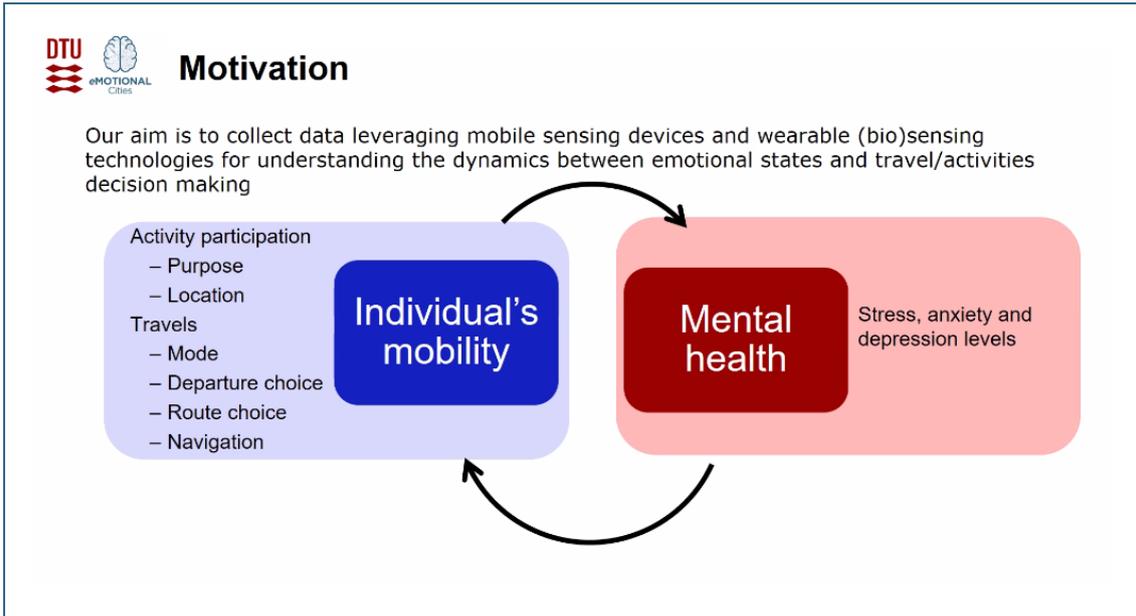
14:00 | [Welcome](#)  
14:05 | Brand Manual - Waseem Haider (SPI)  
14:20 | PPT and Word Templates - Raquel Pereira (SPI)  
14:35 | Communication activities (Google Forms) - Liliana Paredes (SPI)  
14:45 | Questions  
15:00 | Closing



### 3.6.2 eMOTIONAL Cities Project – Data collection on mobility and health indicators in outdoor environments

In February 25<sup>th</sup> took place the second webinar of eMOTIONAL Cities Project - Data collection on mobility and health indicators in outdoor environments. This webinar was an internal event only for members of the consortium, with a total of 21 participants. Beyond presenting the plan for mobility and health data collection in Copenhagen, this webinar was attended by external speaker Zhaoxi Zhang, a PhD student from the University of Aarhus (Denmark), sharing her experience with health data collection in Copenhagen.





### 3.7 Organisation of events

#### 3.7.1 eMOTIONAL Cities Annual Meeting

In November 22<sup>nd</sup> was held a close meeting – Scientific & Management Board Meeting – only for the consortium partners, to analyse what has been done, to assess the current status of the project and discuss its course in the near future (Figure 13 and Figure 14).

All the members that belong to the eMOTIONAL Cities project management structure - Management Board, Scientific Board, Advisory Board and Stakeholders Group - were represented at the annual event.

Bellow, we present the participants, the communication materials, and the means of dissemination of the project developed for the event.

The Scientific & Management meeting of the Consortium was attended by 35 members of the eMOTIONAL Cities team. The Management Board was represented by the project coordination team and the project manager, both from IGOT. The Scientific Board, chaired by IGOT and FMUL, was attended by the leaders of all the work packages. The Advisory Board was represented by Prof. Dr. Angela Million.

Table 7. Attendance in the first day

| Partners       | Attendance  |
|----------------|---|
| IGOT           | Paulo Morgado<br>José Manuel Simões<br>Eduarda Marques da Costa<br>Mário Vale<br>José Luís Zêzere<br>Nuno Marques da Costa<br>António Lopes<br>Ana Bonifácio<br>Rajchandar Padmanaban<br>Tiago Filipe Silva<br>Henrique Moreira<br>Carina Quintal |
| FMUL           | Bruno Miranda<br>Marta Conceição<br>Leonardo Ancora<br>Diego Andrés Mora  |
| MSU            | Zenia Kotval  |
| CAMB           | Elisabete Silva<br>Ana Paula Seraphim   |
| CLIMA          | Daniele Santucci<br>Ata Chokhachian   |
| NGR            | André Almeida<br>Gonçalo Lopes  |
| DTU            | Carlos Lima Azevedo<br>Mayara Moraes Monteiro<br>Antoine Dubois   |
| TT             | Sirle Samistu   |
| BYTEROAD       | Joana Simões<br>Antonio Cerciello   |
| SPI            | Douglas Thomson<br>Liliana Paredes<br>Omar Edin   |
| UTARTU         | Kadri Leetma<br>Kairi Kreegipuu   |
| Advisory Board | Angela Million  |

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February, 2022



Figure 13. eMOTIONAL Cities team members





Figure 14. Work session of scientific & management meeting of the Consortium

### 3.7.2 eMOTIONAL Cities: Debate on the future of urban health

In November 23<sup>rd</sup> was held a public event for Dissemination and Communication on the theme ‘eMOTIONAL Cities: Debate on the future of urban health’. With the presence of a guest keynote, who is also a member of the Advisory Board of the project - Prof. Angela Million (Figure 15).

The introductory text that framed the topic and was presented to the audience was as follows:

*«Cities have always claimed to be places of prosperity, development, progress, creativity, and innovation, at the same time as they offer opportunities and conditions for people to foster their life and to fulfil themselves. Although less commented, cities can also be places for societal stressors with a severe impact on people’s mental health and well-being. As the world is becoming more urbanized and cities of the future need to be people-centered, robust evidence-based knowledge on the underlying biological and psychological processes, by which Urban Planning & Design influence brain circuits and human behaviour, will be critical for policy making on urban health. Emotions are key drivers of our decisions; similarly, our choices are the conduit for our well-being and health. In this conference we’ll discuss how each one of us, scientists, decision-makers, politicians, urban planners and physicians, can help to shape healthier and well-being cities. We hope we could shed light on the advantages of living in such an urban environment»*

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February, 2022

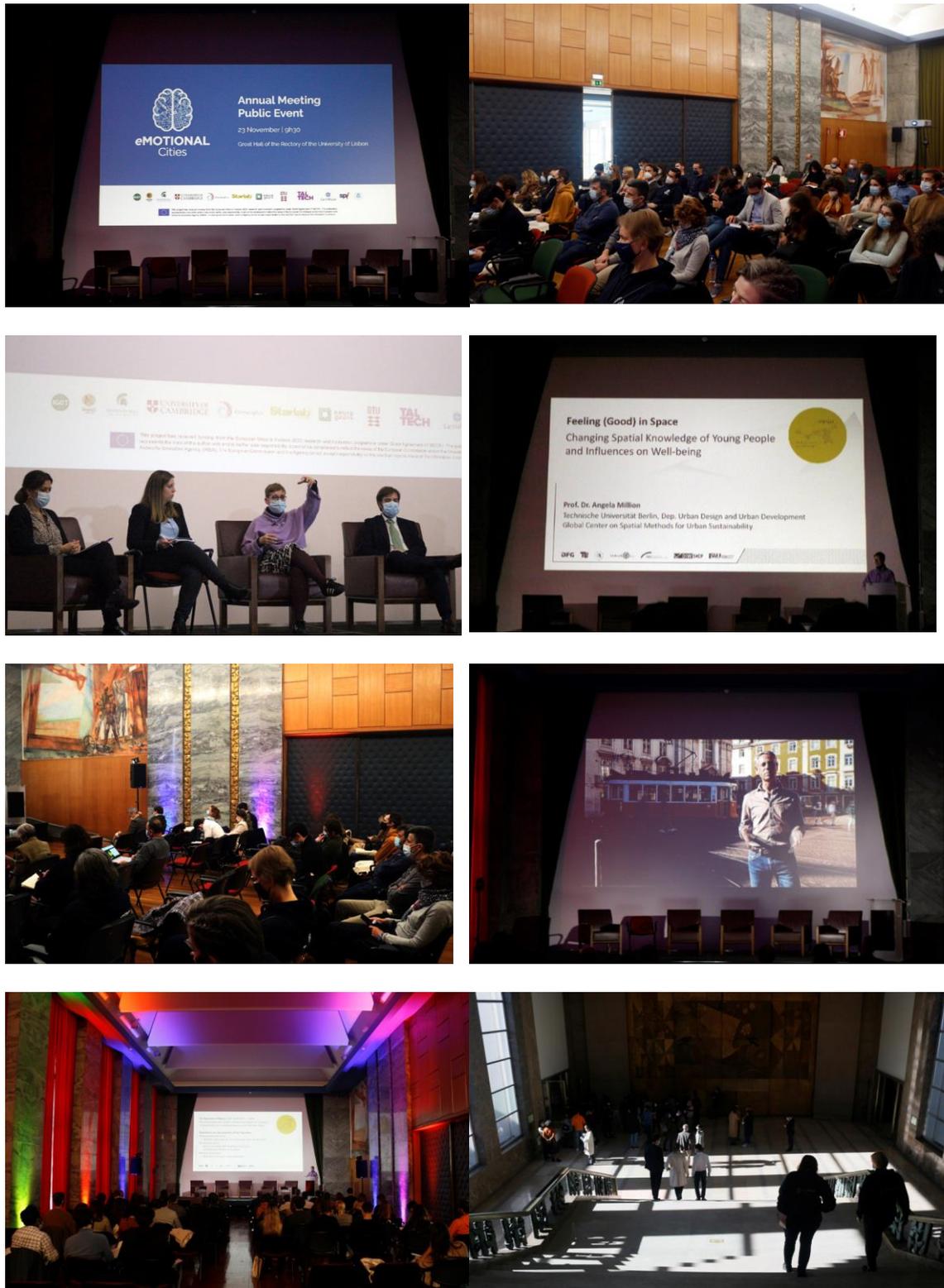


Figure 15. eMOTIONAL Cities: Debate on the future of urban health

## 3.8 Participation in events

In order to collect evidence and information regarding the events participated by the eMOTIONAL Cities project partners (as leading partners or as representing the project), all eMOTIONAL Cities partners were asked to fill out the form available in the reserved area of the project’s website.

### 3.8.1 eMOTIONAL Cities events

The eMOTIONAL Cities events attended by partners as “**leading partners**” are described in the following tables, organised by date.

Table 8. Environmental Sensors Workshop overview

| Environmental Sensors Workshop |  |
|--------------------------------|--|
| <b>Attendance</b>              | Climateflux  |
| <b>Event type</b>              | Workshop   |
| <b>Date</b>                    | 12/03/2021   |
| <b>Participants (N.º)</b>      | -  |
| <b>Short description</b>       | Discuss the optimal solutions to collect environmental data from existing infrastructure, sensors grids, and open data already available in the involved cities. |
| <b>Main results</b>            | Define synergies and collaboration paths with other projects such as eMOTIONAL Cities  |
| <b>Link</b>                    | Not available  |

Table 9. eMOTIONAL Cities Kick-off Meeting overview

| eMOTIONAL Cities Kick-off Meeting |  |
|-----------------------------------|--|
| <b>Attendance</b>                 | All partners   |
| <b>Event type</b>                 | Conference   |
| <b>Date</b>                       | 08/04/2021 – 09/04/2021  |
| <b>Participants (N.º)</b>         | -  |
| <b>Short description</b>          | Presentation of eMOTIONAL Cities project and UHC projects      |
| <b>Main results</b>               | Overview of eMOTIONAL Cities project and work package sessions |
| <b>Link</b>                       | Not available  |

Table 10. eMOTIONAL Cities Launch Event overview

| eMOTIONAL Cities Launch Event         |  |
|---------------------------------------|--|
| <b>Attendance</b>                     | All partners   |
| <b>Event type</b>                     | Conference   |
| <b>Date</b>                           | 13/04/2021   |
| <b>Participants (N.<sup>er</sup>)</b> | Not available  |
| <b>Short description</b>              | eMOTIONAL Cities Launch Event  |
| <b>Main results</b>                   | Communicate and disseminate the project's objectives and action plan |
| <b>Link</b>                           | Not available  |

Table 11. eMOTIONAL Cities Annual Meeting overview

| eMOTIONAL Cities Annual Meeting       |   |
|---------------------------------------|---|
| <b>Attendance</b>                     | All partners  |
| <b>Event type</b>                     | Conference  |
| <b>Date</b>                           | 22/11/2021 – 23/11/2021   |
| <b>Participants (N.<sup>er</sup>)</b> | 35 (1st day); >65 (2nd day)   |
| <b>Short description</b>              | Annual meeting of the project partners (1 day, workshop type) with presentations regarding the situation of the project so far, and descriptions of work done and work in progress. The second day was a public event (conference type) that focused on the debate on the future of urban health with key presenter and the panel discussion. |
| <b>Main results</b>                   | Dissemination of results and information among project partners and raising the awareness of the project and various health issues.   |
| <b>Link</b>                           | <a href="https://emotionalcities-h2020.eu/event/1234-22-23-nov-emotional-cities-annual-meeting/">https://emotionalcities-h2020.eu/event/1234-22-23-nov-emotional-cities-annual-meeting/</a>   |

### 3.8.2 Urban Health Cluster events

Considering that eMOTIONAL Cities project is part of the Urban Health Cluster, it is also important to highlight its participation of the partners in the general events organised by the Cluster, as well as its participation in the meetings of the defined work groups. The events that have been **attended by the partners of eMOTIONAL Cities** project are described in the tables below and organised by date.

Table 12. Urban Health Cluster Launch Event overview

| Urban Health Cluster Launch Event     |   |
|---------------------------------------|---|
| <b>Attendance</b>                     | IGOT  |
| <b>Event type</b>                     | Conference  |
| <b>Date</b>                           | 20/05/2021  |
| <b>Participants (N.<sup>er</sup>)</b> | -   |
| <b>Short description</b>              | Aimed to present the coordinators of each project, their teams and expertise, as well as an introduction to Working Groups (WGs):   |
| <b>Main results</b>                   | Each project is focusing on a different but at the same time complementary aspect, aiming to promote urban health, wellbeing, liveability and equality and to nurture more environmental conscious citizens lifestyles. |
| <b>Link</b>                           | <a href="http://www.igot.ulisboa.pt/evento/urban-health-cluster-kick-off-meeting/">http://www.igot.ulisboa.pt/evento/urban-health-cluster-kick-off-meeting/</a>   |

Table 13. Urban Health Cluster | WG2 overview

| Urban Health Cluster   WG2 – Health determinants and Urban Interventions |  |
|--|--|
| <b>Attendance</b>  | IGOT   |
| <b>Event type</b>  | Workshop   |
| <b>Date</b>  | 21/05/2021   |
| <b>Participants (N.<sup>er</sup>)</b>                                    | 15   |
| <b>Short description</b>   | Which Target groups?<br>How to reach up (successfully) the target groups?<br>Key outcomes (in stages) through the cluster time span?<br>How to generate impact?<br>Next steps and priority actions?  |
| <b>Main results</b>  | It was suggested to generate something that is also useful to be aligned with other activities due for the Cluster, such as annual Workshops and Deliverables, concretely the Joint Policy Brief due for M18. Some proposals were: a protocol paper on health determinant issues and future recommendations. Once identified health determinants, it could be possible to select 2 or 3 case studies to demonstrate benefits of this, so that policy makers can understand better how health determinants work, to make it more comprehensive. The focus must be on health outcomes. |
| <b>Link</b>  | Not available  |

Table 14. Urban Health Cluster | WG3 overview

| Urban Health Cluster   WG3 – Data analysis and protection - digital platforms |   |
|---|---|
| <b>Attendance</b>   | FMUL  |
| <b>Event type</b>   | Workshop  |
| <b>Date</b>   | 21/05/2021  |
| <b>Participants (N.<sup>er</sup>)</b>   | 10  |
| <b>Short description</b>  | Data collection   |
| <b>Main results</b>   | Create a Roadmap of what actions we need to take to address the health issues |
| <b>Link</b>   | Not available   |

Table 15. Urban Health Cluster | WG5 overview

| Urban Health Cluster   WG5 – Dissemination, Communication and Exploitation |   |
|--|---|
| <b>Attendance</b>  | SPI   |
| <b>Event type</b>  | Workshop  |
| <b>Date</b>  | 02/02/2022  |
| <b>Participants (N.<sup>er</sup>)</b>                                      | 8   |
| <b>Short description</b>   | Work in progress, the maintenance and updating of the cluster website   |
| <b>Main results</b>  | The need to create more content to feed UHC social networks and to apply for the Horizon Results Booster “Portfolio Dissemination & Exploitation Strategy’ services |
| <b>Link</b>  | Not available   |

### 3.8.3 Other events: third parties’ events

The third parties’ events attended by eMOTIONAL Cities partners as “**representing the project**” are described in the following tables, organised by date.

Table 16. KoM – HEART project overview

| KoM - HEART                           |  |
|---------------------------------------|--|
| <b>Attendance</b>                     | IGOT and FMUL                            |
| <b>Event type</b>                     | Meeting                                  |
| <b>Date</b>                           | 19-03-2021                               |
| <b>Participants (N.<sup>er</sup>)</b> | -  |
| <b>Short description</b>              | Kick of Meeting of HEART Project         |
| <b>Main results</b>                   | Presentation of eMOTIONAL Cities project |
| <b>Link</b>                           | Not applicable                           |

Table 17. KoM – URBANOME project overview

| KoM - URBANOME                        |  |
|---------------------------------------|--|
| <b>Attendance</b>                     | IGOT and FMUL                            |
| <b>Event type</b>                     | Meeting                                  |
| <b>Date</b>                           | 16-04-2021                               |
| <b>Participants (N.<sup>er</sup>)</b> | -  |
| <b>Short description</b>              | Kick of Meeting of URBANOME Project      |
| <b>Main results</b>                   | Presentation of eMOTIONAL Cities project |
| <b>Link</b>                           | Not applicable                           |

Table 18. KoM – WELLBASED project overview

| KoM - WELLBASED                       |  |
|---------------------------------------|--|
| <b>Attendance</b>                     | IGOT and FMUL                            |
| <b>Event type</b>                     | Meeting                                  |
| <b>Date</b>                           | 20-05-2021                               |
| <b>Participants (N.<sup>er</sup>)</b> | -  |
| <b>Short description</b>              | Kick of Meeting of WELLBASED Project     |
| <b>Main results</b>                   | Presentation of eMOTIONAL Cities project |
| <b>Link</b>                           | Not applicable                           |

Table 19. OGC API Virtual Code Sprint overview

| OGC API Virtual Code Sprint           |   |
|---------------------------------------|---|
| <b>Attendance</b>                     | ByteRoad  |
| <b>Event type</b>                     | Conference  |
| <b>Date</b>                           | 26/05/2021 – 28/05/2021   |
| <b>Participants (N.<sup>er</sup>)</b> | ~50   |
| <b>Short description</b>              | A Code Sprint is a collaborative and inclusive event driven by innovative and rapid programming with minimal process and organization constraints to support the development of new applications and candidate standards. This code sprint focused on the following draft OGC API specifications: OGC API Maps, Tiles and Styles.   |
| <b>Main results</b>                   | In this sprint EarthPulse staff decided to focus on the OGC API - Tiles specification. In order to get familiar with it, EarthPulse staff decided to test some of its implementations. More details of our work can be found on the published engineering report: <a href="https://docs.ogc.org/per/21-042.html#_sprint_activities_and_outcomes">https://docs.ogc.org/per/21-042.html#_sprint_activities_and_outcomes</a> |
| <b>Link</b>                           | <a href="https://github.com/opengeospatial/ogcapi-code-sprint-2021-05">https://github.com/opengeospatial/ogcapi-code-sprint-2021-05</a><br><a href="https://docs.ogc.org/per/21-042.html#_earthpulse">https://docs.ogc.org/per/21-042.html#_earthpulse</a>  |

Table 20. I Luso-Brazilian Meeting of Emotional Geographies overview

| I Luso-Brazilian Meeting of Emotional Geographies |  |
|---|--|
| <b>Attendance</b>                                 | IGOT   |
| <b>Event type</b>                                 | Conference   |
| <b>Date</b>                                       | 30/08/2021 - 03/09/2021  |
| <b>Participants (N.<sup>er</sup>)</b>             | -  |
| <b>Short description</b>                          | Relationship between space and emotions in the foreground, highlighting the investigations already conducted in Portuguese, since the topic is more explicitly addressed in productions in English. The event featured round tables and spaces for work presentations. |
| <b>Main results</b>                               | Presenting eMOTIONAL Cities project in a session entitled 'Mapping cities through the senses of those who make them'.  |
| <b>Link</b>                                       | <a href="https://sites.google.com/view/elge2021?fbclid=IwAR2_SpUreEdnm-6jtaExaU-vxOEXW7ZpcwEcJ3JFd-RvuLbm8zSjiPwQv8M">https://sites.google.com/view/elge2021?fbclid=IwAR2_SpUreEdnm-6jtaExaU-vxOEXW7ZpcwEcJ3JFd-RvuLbm8zSjiPwQv8M</a>                                  |

Table 21. EEG Symposium - Analytical Approaches and applications' overview

| EEG Symposium - Analytical Approaches and applications |   |
|--|---|
| <b>Attendance</b>                                      | FMUL  |
| <b>Event type</b>                                      | Conference  |
| <b>Date</b>  | 01/09/2021 – 02/09/2021   |
| <b>Participants (N.<sup>er</sup>)</b>                  | -   |
| <b>Short description</b>                               | This symposium brings together researchers working on various analytical approaches to EEG, as well as signal processing at different levels of resolution (e.g. LFP and ECOG), and their application to a number of different neurologic, psychiatric and cognitive outcomes. The focus will be on sharing of new tools and algorithms and advances in their application |
| <b>Main results</b>                                    | Representing the eMOTIONAL Cities project, a researcher and postdoctoral fellow at FMUL presented the encompassed the unravelling emotions across the urban environment with EEG  |
| <b>Link</b>  | <a href="https://www.sapienlabs.org/EEG-Symposium-Analytical-Approaches-and-Applications">EEG Symposium: Analytical Approaches and Applications (sapienlabs.org)</a>  |

Table 22. 120th OGC Member Meeting overview

| 120th OGC Member Meeting              |   |
|---------------------------------------|---|
| <b>Attendance</b>                     | ByteRoad  |
| <b>Event type</b>                     | Conference  |
| <b>Date</b>                           | 13/09/2021 – 20/09/2021   |
| <b>Participants (N.<sup>er</sup>)</b> | ~100  |
| <b>Short description</b>              | Keynotes, special sessions, and working groups that are evolving location technologies and standards across the globe. This event is was co-located with the Singapore Geospatial Festival. |
| <b>Main results</b>                   | Learn the latest status updates of the various OGC standards, networking within the OGC member community.   |
| <b>Link</b>                           | <a href="https://www.ogc.org/ogcevents/120th-ogc-member-meeting-0">https://www.ogc.org/ogcevents/120th-ogc-member-meeting-0</a>   |

Table 23. FOSS4G Buenos Aires 2021 overview

| FOSS4G Buenos Aires 2021              |   |
|---------------------------------------|---|
| <b>Attendance</b>                     | ByteRoad  |
| <b>Event type</b>                     | Congress  |
| <b>Date</b>                           | 27/09/2021 - 02/10/2021   |
| <b>Participants (N.<sup>er</sup>)</b> | > 1000  |
| <b>Short description</b>              | FOSS4G brings together developers, users, decision-makers and observers from a broad spectrum of organizations and fields of operation. Through six days of workshops, presentations, discussions, and cooperation, FOSS4G participants create effective and relevant geospatial products, standards, and protocols |
| <b>Main results</b>                   | Learned about the latest technological trends in Free and Open Source Geospatial software, and networking   |
| <b>Link</b>                           | <a href="https://2021.foss4g.org/">https://2021.foss4g.org/</a>   |

Table 24. II Digital Geographies Conference overview

| II Digital Geographies Conference     |   |
|---------------------------------------|---|
| <b>Attendance</b>                     | IGOT, FMUL  |
| <b>Event type</b>                     | Conference  |
| <b>Date</b>                           | 28/10/2021 – 29/11/2021   |
| <b>Participants (N.<sup>er</sup>)</b> | -   |
| <b>Short description</b>              | -   |
| <b>Main results</b>                   | The eMOTIONAL Cities project was invited to prepare a showroom at the II Digital Geographies Conference – Critical perspectives for economy platform.   |
| <b>Link</b>                           | <a href="http://www.ceg.ulisboa.pt/digitalgeographies/?fbclid=IwAR2epEMhG5HlcqrAjc57v6ACFM1exz8wYIIV284Q4-QCWhIKc5F-AwxvOqg">http://www.ceg.ulisboa.pt/digitalgeographies/?fbclid=IwAR2epEMhG5HlcqrAjc57v6ACFM1exz8wYIIV284Q4-QCWhIKc5F-AwxvOqg</a> |

Table 25. 14th Geospatial API Code Sprint overview

| 14th Geospatial API Code Sprint |  |
|---------------------------------|--|
| <b>Attendance</b>               | ByteRoad   |
| <b>Event type</b>               | Workshop   |
| <b>Date</b>                     | 16/11/2021   |
| <b>Participants (N.º)</b>       | 12   |
| <b>Short description</b>        | Load feature data into your frontend application   |
| <b>Main results</b>             | Explore and create awareness about the OGC API Features/OGC API Features/ ISO 19168-1:2020 standard, which will possibly be adopted by the SDI on WP3.   |
| <b>Link</b>                     | <a href="https://github.com/opengeospatial/developer-events/wiki/November-2021-Geospatial-API-Code-Sprint">https://github.com/opengeospatial/developer-events/wiki/November-2021-Geospatial-API-Code-Sprint</a><br><a href="https://github.com/Luoghi-indomiti/bootstrap-ogc-api-react/blob/main/README.md">https://github.com/Luoghi-indomiti/bootstrap-ogc-api-react/blob/main/README.md</a> |

Table 26. XXVII Jornadas de Pediatria do Hospital de Santa Maria

| XXVII Jornadas de Pediatria do Hospital de Santa Maria |   |
|--|---|
| <b>Attendance</b>                                      | FMUL  |
| <b>Event type</b>                                      | Congress  |
| <b>Date</b>  | 24/02/2022 – 25/02/2022   |
| <b>Participants (N.º)</b>                              | 150   |
| <b>Short description</b>                               | Keynote speaker - "Smart Cities"  |
| <b>Main results</b>                                    | Presenting the eMOTIONAL Cities project   |
| <b>Link</b>  | <a href="https://justnews.pt/agenda/xxvii-jornadas-de-pediatria-do-hospital-de-santa-maria#.YfCHSS-I04c">https://justnews.pt/agenda/xxvii-jornadas-de-pediatria-do-hospital-de-santa-maria#.YfCHSS-I04c</a> |

## 4. Recommendations and next steps

During the project, specific dissemination and communication activities will be continuously implemented, being adapted according to the project's needs.

The analysis of the indicators reflects a very positive result as the website and social media reached a large number of followers around the world, and there has also been a strong participation in the project events.

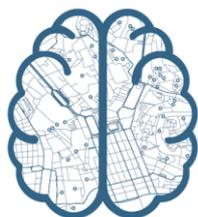
Therefore, the eMOTIONAL Cities should be reorganised according to an updated dissemination strategy and new objectives, in D8.4 – Dissemination and Communication Plan II (February 2023). Also, an updated D8.6 – Reports on the dissemination events and stakeholders engaged II will be released (February 2024), according to the proposal.

Ultimately, the consortium will use the available communication tools to demonstrate and exploit the project's results and outputs among relevant stakeholders and policy makers. These outcomes will also be useful to draft recommendations after the project is completed among the relevant stakeholders and policy makers.

It is important to highlight the need of a greater involvement of all eMOTIONAL Cities partners, namely:

- Sharing events to disseminate on eMOTIONAL Cities social media;
- Filling the forms available on the project's website;
- Disseminating the events under the scope of eMOTIONAL Cities in their social media;
- Sharing the outcomes and results of the studies carried out so far.

A continuous effort on dissemination and communication must be held throughout the project, in order to achieve a greater and more effective reach. Nevertheless, a tailored approach shall result in a greater level of engagement so this must be a focus point on the partners' tasks. According to this, a stakeholders' list will be an important asset to guide the dissemination in order to enhance dissemination and create specific content focused on their activities; the list is being prepared by the partners and it will be available soon.



# eMOTIONAL Cities

Mapping the cities through the senses  
of those who make them