Reports on stakeholders' and dissemination activities

D7.4 - Final

February 2025

D7.4 – Reports on stakeholders' and dissemination activities

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February 2025

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About HUB-IN

MISSION

Hubs of Innovation and Entrepreneurship for the Transformation of Historic Urban Areas (HUB-IN) aims to foster innovation and entrepreneurship in Historic Urban Areas (HUA) while preserving their unique social and cultural identity and the environment.

The project adopts innovation and entrepreneurship as the main drivers of urban regeneration in HUAs and it is fully aligned with the International agendas for Cultural Sustainable Development (UNESCO) and Cultural Heritage Strategy (Council of Europe).

In the first stage of HUB-IN, a network of Hubs of innovation and entrepreneurship will be developed in the HUAs of eight city partners (Lisbon, Slovenska Bistrica, Brasov, Nicosia, Genova, Grand Angoulême, Belfast, Utrecht) and in the second stage, the resulting methods and tools will be scaled up to a global network of HUAs in follower cities. The Hubs of Innovation and Entrepreneurship will test, demonstrate and pilot activities of co-creation and co-design in three main areas that hold potential for the Hubs' sustainable transformations: 1) Cultural and creative industries, 2) New lifestyles and 3) Endogenous Natural & Social Resources.

VISION

HUB-IN expects to contribute to reverse trends of abandonment and neglect of historic heritage in a systemic way through the creation of networks of Hubs where innovation will be the main driver.

The project has also a direct impact on the creation of new sustainable opportunities for local traditional businesses and for the development of new creative skills and jobs.

1. Executive summary

The overall objective of WP7 - *Communication and Dissemination* was to promote the project results to ensure its sustainability. More specifically, WP7 intended to:

1. To promote HUB-IN's activities and progress
2. To share best practices of urban regeneration in HUAs
3. To increase participation in the project's events and activities
4. To link HUB-IN with other initiatives, projects, networks and events.

The table below – copied from the communication plan (D7.1) - details target groups, key messages and tools used.

Table 1 - HUB-IN targets, key messages and tools

Target audience	Key messages	Tools & activities
Local & regional authorities	What tools and methods are available to local governments to foster innovation and entrepreneurship in their territories? HUB-IN can help!	HUB-IN Digital space Brochures Videos on project's results Webinars Final event
National Associations of Historic Towns & Cities	How to foster innovation and entrepreneurship in Historic Urban Areas? HUB-IN developed a series of tools and methodology for urban transformation available to historic towns and cities!	HUB-IN Digital space Brochures Videos on project's results Webinars Final event
European and international institutions	The HUB-IN project developed a series of tools and methodology to fight the trend of neglect and abandonment of HUA.	HUB-IN Digital space Brochures European events Videos on project's results Final event

2. Introduction

Even though HUB-IN has come to an end, its legacy will endure in the future. Once-abandoned and neglected historic urban areas in Belfast, Braşov, Genoa, Lisbon, Nicosia, Slovenska Bistrica and Utrecht have started a regeneration process that is already transforming them into vibrant destinations where art and businesses thrive while preserving their unique cultural heritage.

Communication and dissemination activities have been essential, both at a local and EU level, to share key project results and impacts, as well as to raise awareness of the positive, concrete impact that the EU funds can have on citizens' lives.

Energy Cities, as the WP leader, coordinated this common effort that involved not only the pilot cities but all the partners. The communication plan and the visual identity (D7.1) guided the actions of the whole consortium and ensured consistency. Furthermore, the one-on-one calls we had with pilot cities in the autumn of 2023 and 2024 enabled us to provide tailored tips and guidance.

This report is the fifth and final part of the D7.4 *Report on stakeholders' and dissemination activities*. In addition to reporting on the activities carried out in the last period (August 2024-February 2025) and updating the data, this document summarises the outcomes and lessons learned during the project's lifetime. All individual activities carried out since the start (September 2019- February 2025) and their relative data can be found in the previous reports included in this file:

- D7.4 – 1, July 2021

- D7.4 – 2, August 2022

- D7.4 – 3, August 2023

- D7.4 – 4, August 2024

Not all the figures reported in this document are precise. This is due to the disappearance of the monitoring file from the HUB-IN Google Drive in December 2024. We explored all possible ways to recover it but without success. Nevertheless, thanks to the previous reports and the efforts of a few partners who managed to provide some figures and links, we have been able to draft this final report.

3. HUB-IN Digital Space – D7.2 and T.7.2.1

The project website has been regularly updated. Partners provided us with information on the calls, events, and stakeholder testimonies, which we transformed into a total of **143 articles** published on the *News* page, following a structured editorial calendar.

In addition to enriching the *Library* with new reports and other useful documents, we also updated the *Academy* and *Alliance* page whenever needed.

Moreover, in the autumn of 2024, we set up a new landing page dedicated to the HUB-IN International Conference, which was visited 2.900 times (Figure n. 3)
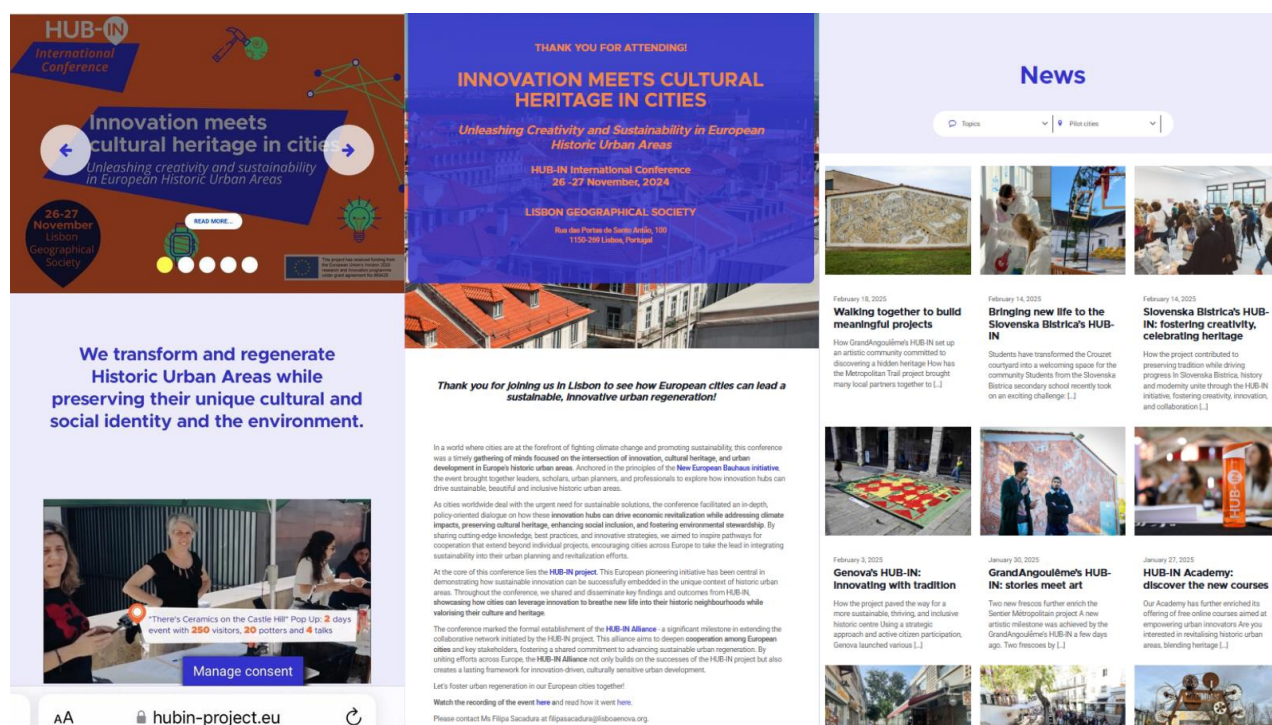
Figure 1 - The HUB-IN website

IMPACT ANALYSIS

As reported in the previous edition, the number of visitors and page views has increased in the years as a consequence of the growing number of content shared once the implementation phases started.

As shown in Table n. 2, since its launch, the website has received **more than 30.500 visits**, an average of over 2 pages visited per session, and a total of **almost 74.000 page views**, thus exceeding the KPI of 60.000 page views expected.
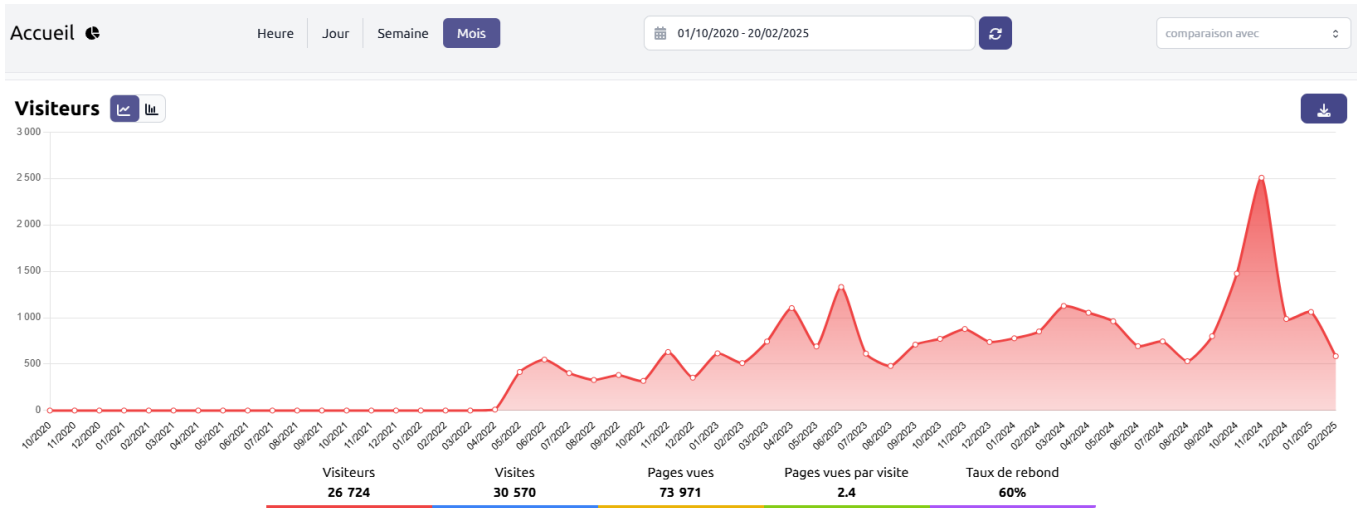
Figure 2 - Website Analytics
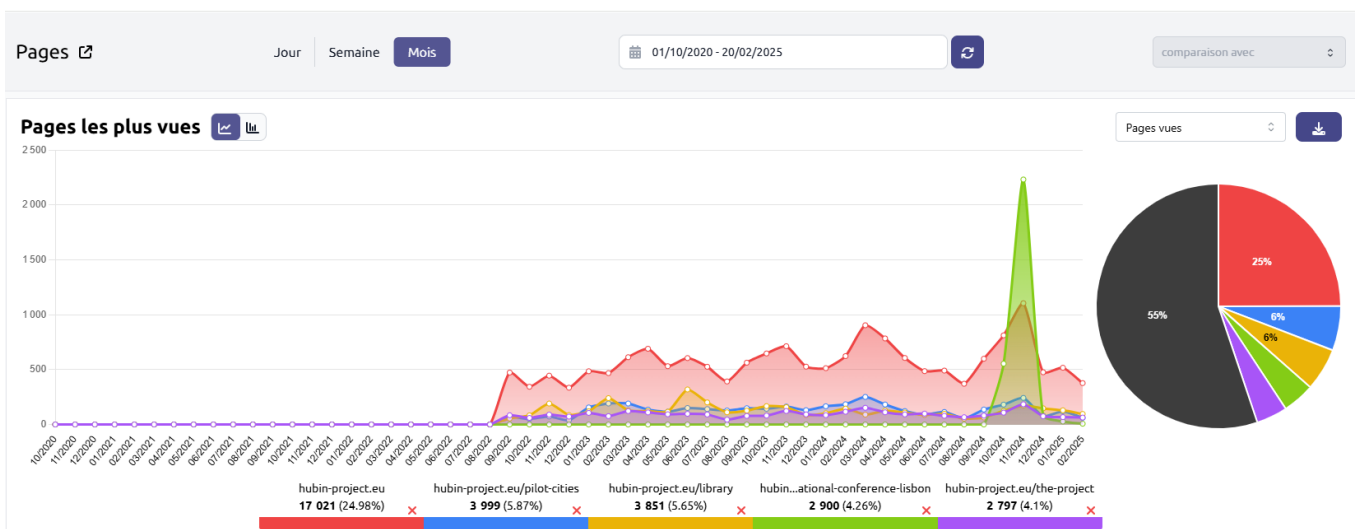
Figure 3 - Website_Most visited pages

AUDIENCE

We confirm that visitors mainly came from pilot cities' countries. The bounce rate was 90% from non-EU countries.
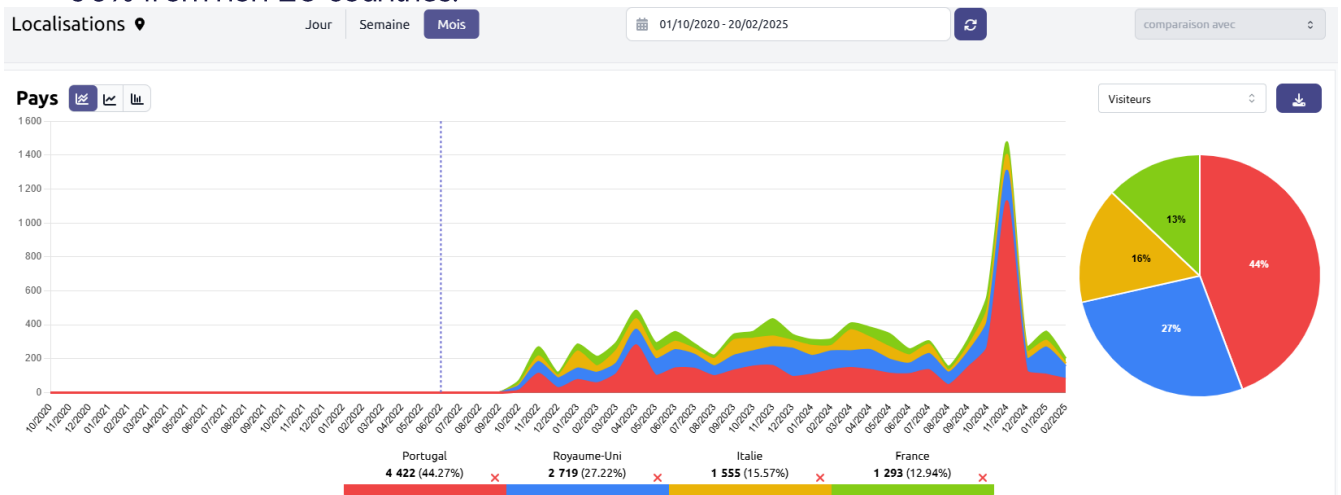
Figure 4 - Website_Audience's origin

NEWSLETTER

The newsletter was a valuable tool to inform different stakeholders about the latest developments, events, and to promote both the Alliance and the Academy.
We sent a total of **14 newsletters** to over 734 people. Even though the KPI was 1000 subscribers, we are satisfied with the outcome because the open rate is quite high – an average of about 40% - and very few people unsubscribed - an average of 1 per newsletter. This means that only really interested people subscribed.
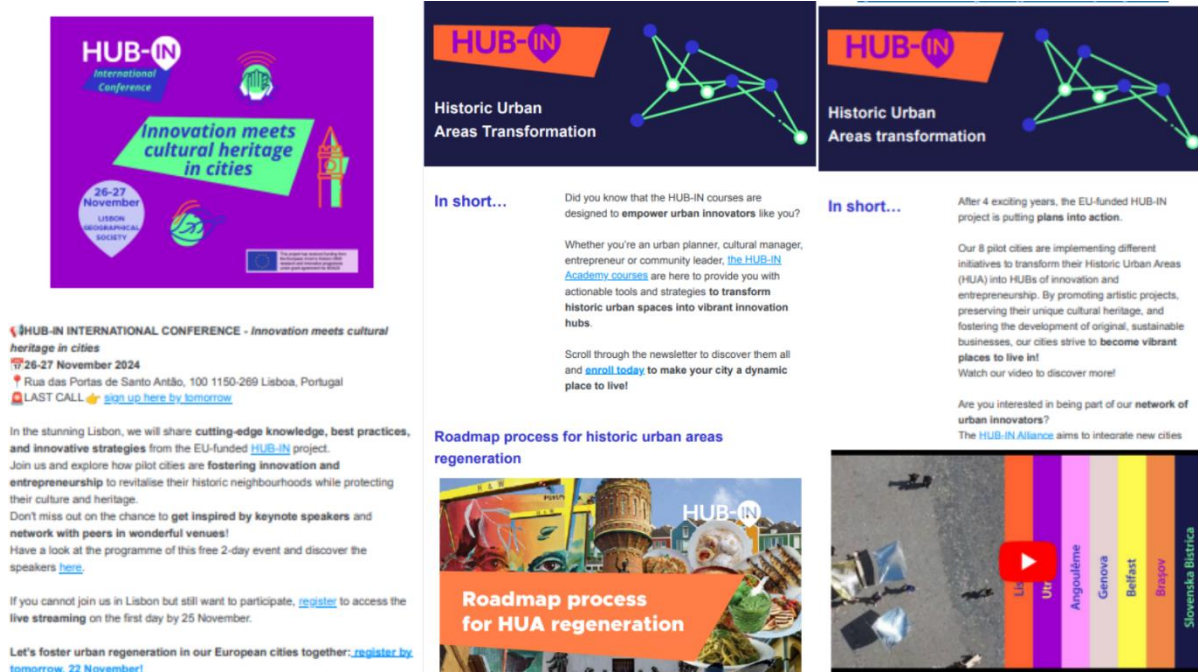
Figure 5 - Newsletters

In addition to the project's newsletter, partners used their organizations' newsletters to reach local targets. Partners sent out **at least 65 newsletters** mentioning the project since the start of HUB-IN, potentially reaching **over 13.000 people[1]**.

4.   Social Media – T2.2.2

With the pilot cities entering the implementation phase, we had original, interesting content to share with our audiences.
The at least bi-weekly activity on both Facebook and X pages helped us to gain **490 followers on Facebook** and **268 followers on Twitter**.

HUB-IN has published a total of **375 Facebook posts** and **546 tweets** on its pages.

Partners follow the pages and promote them by reposting on their own social media profiles. **Partners' and third-parties profiles have published a total of over 1400 posts** regarding the HUB-IN project.

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[1] We could consider only a few partners: Energy Cities has a database of 3.450 contacts, Cyprus Energy Agency 5.500, Nicosia Municipality 2.500 and Crowdfunding 1.600.

This table shows the partners who have contributed the most to the dissemination activity on social media since the start of the project:

Table 2 - Social media activity carried out by some partners

Partner	Number of Posts
Cyprus Energy Agency FB – X - Linkedin	477 posts
Lisboa E-Nova FB – X - Linkedin	237 posts
ABMEE FB	166 posts
Comune di Genova & IRE	163 posts
Belfast City Council & Maritime Belfast Trust	141 posts

Figure 6 – Social media posts by partners
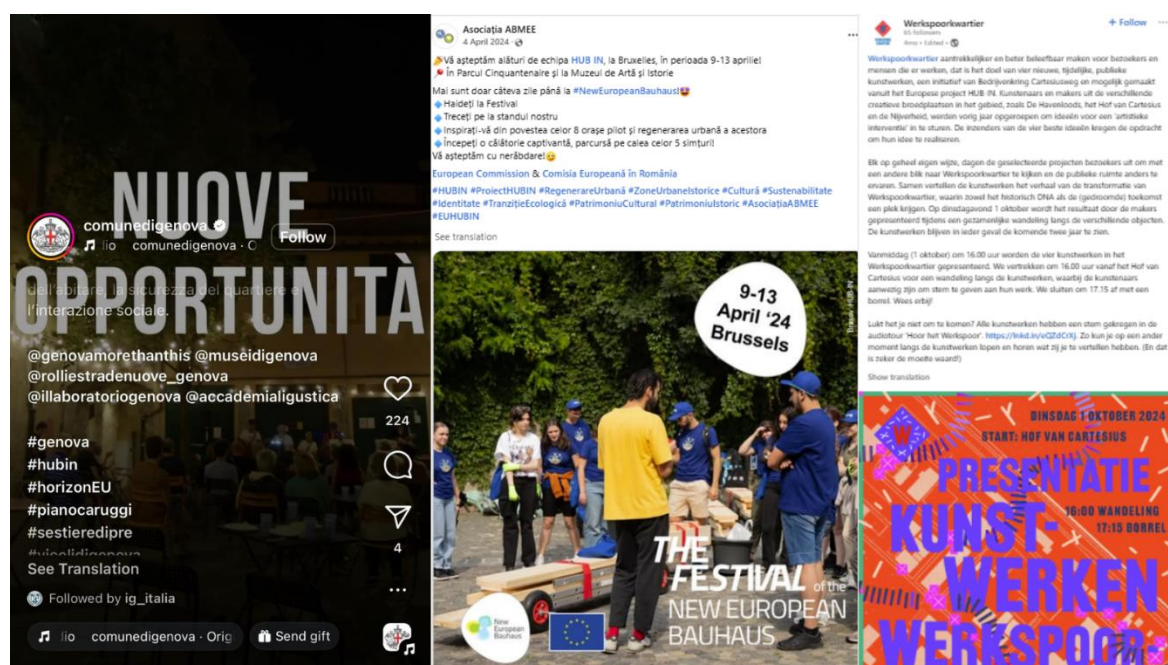
Figure 7 – HUB-IN social media posts
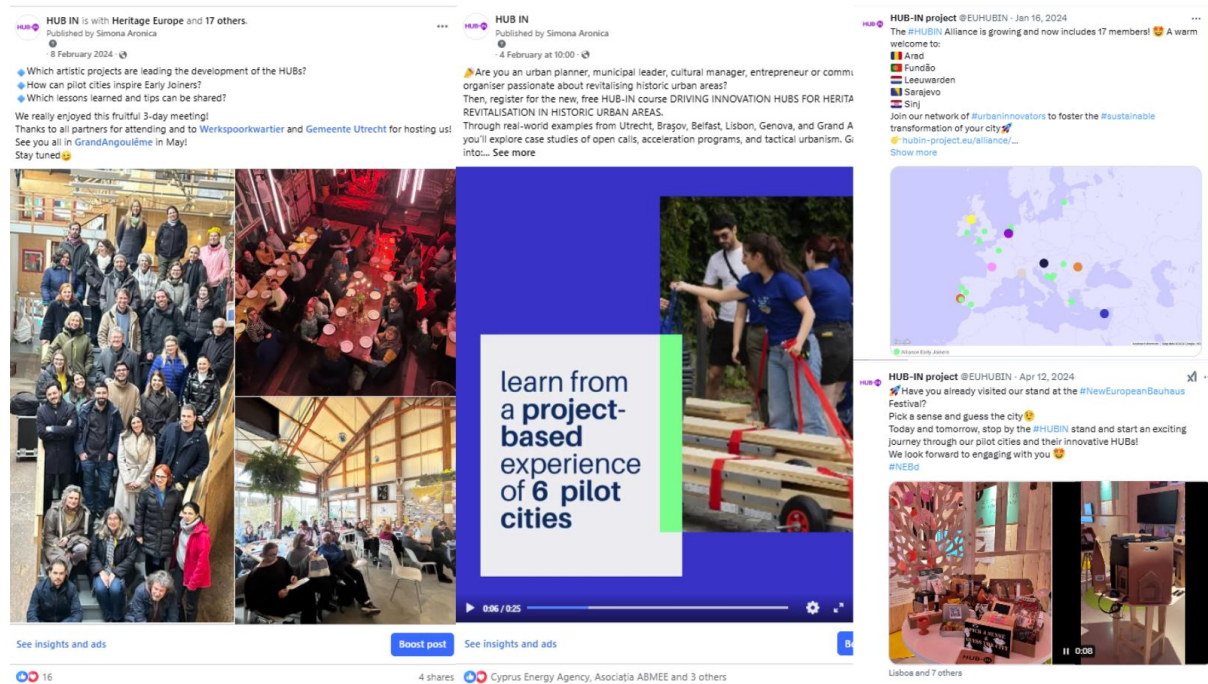
IMPACT ANALYSIS

X (TWITTER)

As reported in the previous D7.4-4, we are unable to share any graphics on the activity carried out on X because this data is only available for Premium accounts.

Checking the figures for each post, we can confirm that both the engagement (with an average of 2 likes) and the reach are quite low, as organic content is penalised by the platform.

FACEBOOK

The social media allows us to track the activity only from January 2022 instead of from the opening of the page in October 2020.

Figure 8 provides data on engagement and views and confirms that our audience on Facebook was predominantly composed of women in their 30s to their 50s living in the pilot cities countries.
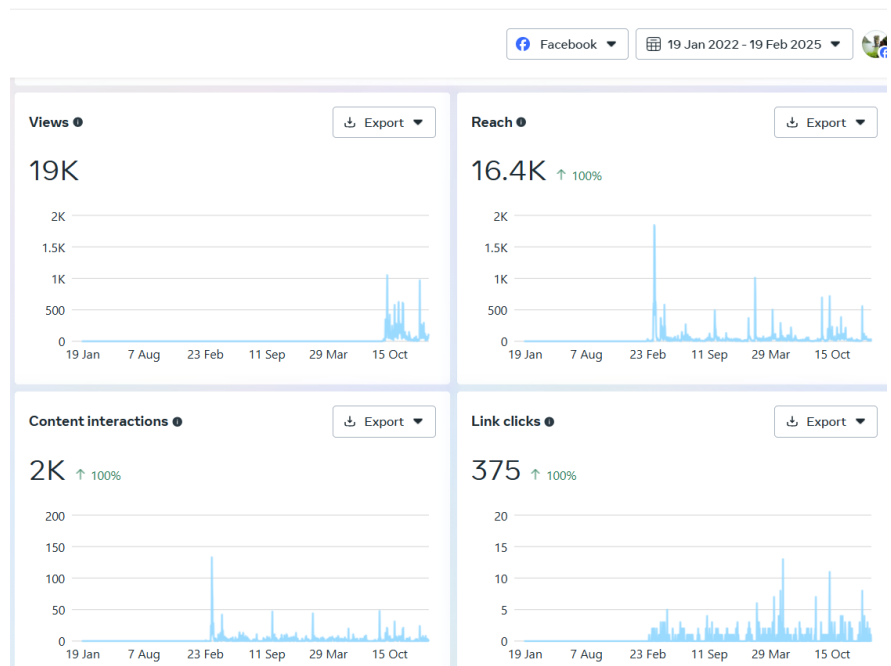
Figure 8 - Facebook insights and audience
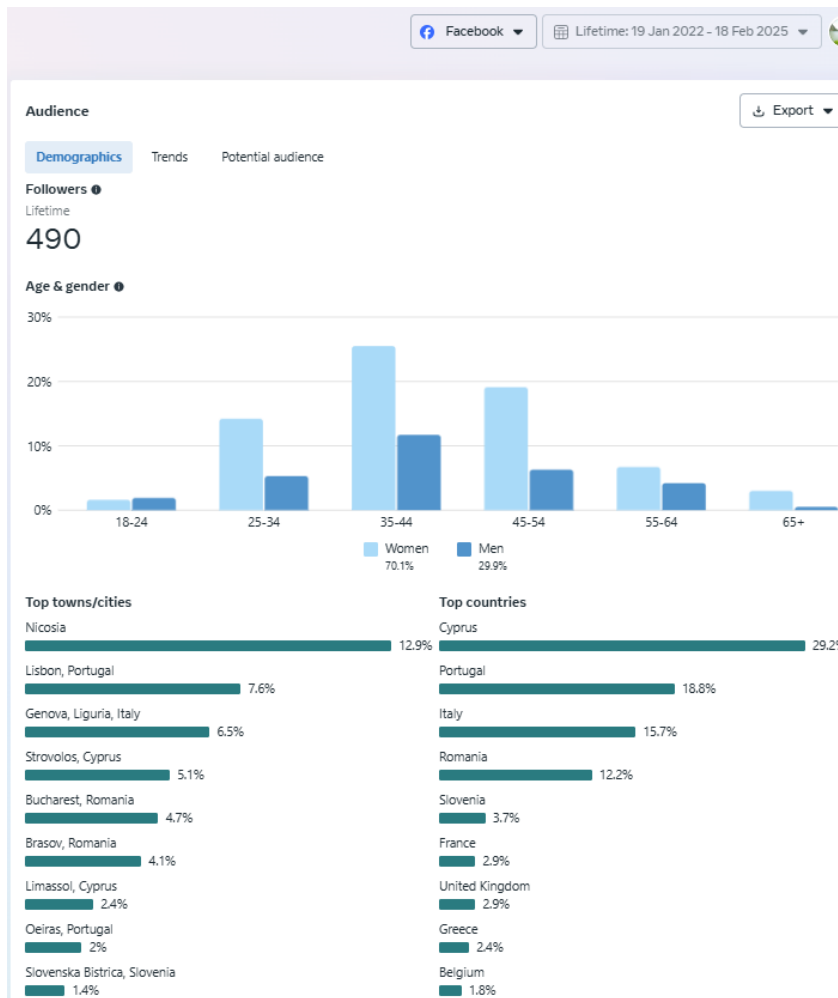
LINKEDIN

Currently, the LinkedIn Group has 182 members, but many more people engage with the content published, as shown in the tables below.
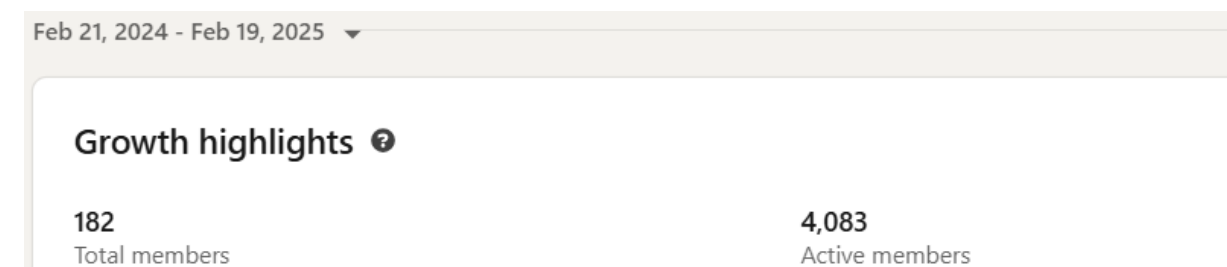
Figure 9 - Linkedin_Members

Feb 21, 2024 - Feb 19, 2025 ▾

Engagement highlights ❓

25
Posts

16,783
Post views

Figure 10 - Linkedin_Engagement

In mid-February 2025, we launched an advertising campaign to recruit students for the HUB-IN Academy. The campaign ran for two weeks. It was displayed at least 77.000 times, and viewed at least 18.000 times obtaining a minimum of 70 clicks[2].

L'essentiel
Données du 10/02/2025 au 24/02/2025

87 058	192	5	11
Impressions	Réactions	Commentaires	Republications
▲958,6%	▲12,9%	▲66,7%	▲10%

Indicateurs

Impressions ▾
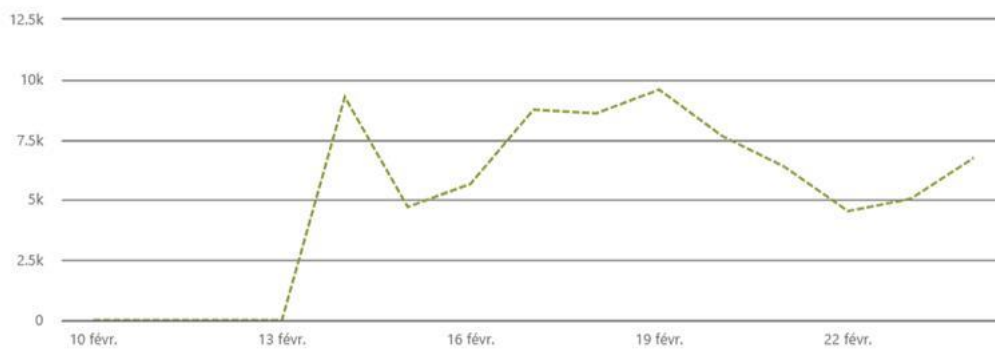
	Organique	10133
✓	Sponsorisé	76925

Figure 11 - Linkedin adv campaing_Analitycs

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[2] Linkedin provides data up to two days before the analytics check. The campaign will run until 27 February.

5. Articles by project partners

To communicate directly with citizens and inform them about ongoing activities and the purpose of the project, pilot cities have created dedicated HUB-IN landing pages:

- [Belfast](#)
- [Braşov](#)
- [Genoa](#)
- [Grand Angoulême](#)
- [Lisbon](#)
- [Nicosia](#)
- [Slovenska Bistrica](#)
- [Utrecht](#)

Below is an overview of a few articles published in the last reporting period. In total, **partners published over 130 articles**.

Table 3 - Examples of articles published by partners

Link	Partner
https://www.werkspoorkwartier.nl/over-werkspoor/presentatie-kunstwerken-werkspoorkwartier	Municipality of Utrecht
https://abmee.ro/partenerii-hub-in-la-brasov-o-retrospectiva-asupra-transformarii-zonelor-urbane-istorice/	ABMEE
www.cea.org.cy/nicosia-hub-ins-heritage-walks-were-a-success	Cyprus Energy Agency
https://energy-cities.eu/training-future-urban-innovators/	Energy Cities
https://lisboaenova.org/portfolio/hub-in-international-conference/?fbclid=IwY2xjawIi47tleHRuA2FlbQIxMAABHT6cP2VS0KFm22RH0ja	Lisboa E-Nova

YY1NMsBrMEclb8_bZ5D-XjR4JDtOyjl3WpFqxBA_aem_Ks9egCxTOlgqiNQcJsrApQ	
https://www.maritimebelfast.com/destination-development/the-maritime-mile/hub-in/maritime-mile-heritage-lab/	Maritime Mile

6.   Printed promotion -T7.3

The third and final brochure was produced in time for distribution during the HUB-IN International Conference held on 26-27 November 2024.

We asked Noble Studio, the agency that also created the other brochures and the visual identity, to design a visually appealing, colourful, and well-structured brochure that aligns with the HUB-IN visual identity.

This last brochure aims to showcase how, through an effective methodology and strong citizen engagement, the 8 HUB-IN pilot cities implemented, and continue to develop, different initiatives to transform their Historic Urban Areas (HUA) into HUBs of innovation and entrepreneurship.

As for the other brochures and the leaflet, it has been translated into all the project languages, allowing pilot cities to share it with their networks. Both a digital and a print version are available. The English version can be downloaded from the website.

Figure 12 - The HUB-IN final brochure

All the HUB-IN brochures and the leaflet can be found here.

In general, for sustainability reasons, partners preferred to share the online versions of the brochures and print them only when strictly necessary. In total, the consortium printed around 5.000 brochures and leaflets.

Moreover, as foreseen in the grant agreement, each pilot city produced its own roll-up banner.

7.   News & Other mentions – T7.3.2

In March 2020, we provided partners with a Media Strategy (annex 1) aiming at guiding the consortium in approaching media outlets in the framework of HUB-IN. We set the following goals:

- At least one article published by a media outlet at the national or local level for each of the pilot cities

- At least 2 articles published on the Covenant of Mayors website, one of the reference organisations for local authorities in Europe

- At least 2 articles published in relevant European or international media.

Various digital media and publications at the local, national, and EU level spread the word about HUB-IN. We counted **over 190 articles and social media posts.** As reported previously, important and well-known media outlets such as BBC (UK) and La Repubblica (Italy) featured the project.

Moreover, the Covenant of Mayors published an article on the project and helped us promote the Alliance. Additionally, it promoted the Academy and the HUB-IN International Conference in its newsletters and social media[3].

Here are a few articles published in the final months of the project's lifetime.

Link	Partner	Title
https://www.genovatoday.it/attualita/progetto-dedicato-chi-vive-vicoli-genova.html	Municipality of Genova	Nasce 'La via delle storie': il progetto dedicato ai vicoli
https://fastforward.com.cy/business/hub-nicosia-accelerator	Municipality of Nicosia	Guided walks bring Nicosia to life
https://www.charentelibre.fr/charente/brie/brie-le-mur-du-dojo-une-galerie-a-ciel-ouvert-22894783.php	Grand Angoulême	Brie : le mur du dojo, une galerie à ciel ouvert
https://ani.pt/en/new-european-bauhaus-hub-in-international-conference/	Lisboa E-Nova	New European Bauhaus: HUB-IN International Conference

Table 4 - Publications by media outlets

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[3] Around 23.000 people receive the Covenant of Mayors newsletter

8.   Events – T7.4

The project has been presented at **more than 200 events** so far. These range from workshops, local events and online webinars, to presentations at third-party events and international or EU festivals.

Among the most relevant events we attended, it is worth mentioning the New European Bauhaus Festival, the 2022 and 2024 editions. Further details are available in reports D7.4-3 and D7.4-4.

Below are some relevant examples of recent events:

Date	Title	Partner(s) involved
7-8.09.2024	Street Delivery	ABMEE
14-15.09.2024	European Heritage Open Days	Belfast City Council, Maritime Belfast Trust
27.09.2024	Memory Anchors' at the Eurocities Culture Forum	Belfast City Council, Maritime Belfast Trust
September-October 2024	Nicosia's Accelerator	Cyprus Energy Agency & Municipality of Nicosia
01.10.2024	Opening art works public space	Municipality of Utrecht
13.11.2024	Werkspoor kwartaal meeting	Municipality of Utrecht
26-27.11.2024	HUB-IN International Conference	Lisboa E-Nova
24.01.2025	Inauguration of the Dupin & Duclos painted wall	GrandAngoulême
07.02.2025	National Open Source Innovation Summit	Belfast City Council, Maritime Belfast Trust

Table 5 - Recent events attended/organised by partners

HUB-IN INTERNATIONAL CONFERENCE – D7.7

Hosted in the charming Lisbon Society of Geography, the HUB-IN International Conference: *Innovation Meets Cultural Heritage in Cities* took place on 26-27 November 2024 in a hybrid format and was attended by a total of **133 participants**. More information can be found in D.7.7 *Final International Conference Report*, submitted in January 2025 by Lisboa E-Nova.

We widely promoted the event across all project's channels and asked partners to support the promotional efforts. Partners indeed helped us spread the word through their social media and by sending tailored invitation emails to relevant stakeholders.

Among the activities carried out, we:
• Set up a new landing page with all the event details, including the agenda and speakers' bios.
• Created new content for digital promotion (visuals, invitation email drafts, social media copies, etc.) and shared it with partners to ensure consistent communication.
• Published a total of 19 posts - before, during and after the event - both on HUB-IN's Facebook and X pages, as well as 6 posts on the Linkedin group.
• Sent 5 dedicated HUB-IN newsletters.

- Published 2 blog articles and an event post on the HUB-IN website.
- Published a blog post on Energy Cities' website and included the event in 2 newsletters (3.450 subscribers, mostly local authorities).
- Promoted the event on the Covenant of Mayors' website and Linkedin page (9.000.000 followers).

Lisboa E-Nova was in charge of the organisation of the event and the press office activity. 8 articles have been published by third parties.

The event was also included in the European Commission's newsletter *Community Update* sent on 25 November 2025.

Figure 13 - Facebook post and a visual

WEBINARS – T7.4.1

A series of online and in-person events was organised in the context of different WPs to maximise the impact of HUB-IN. For example, in addition to the events held with the pilot cities listed in the cross-fertilisation report (D4.4), also the Alliance held a few webinars as part of WP6 to raise awareness and engage with follower cities, as reported in the table below.

Event	Attendees	Date	Content	Hosting
HUB-IN Follower Cities: Welcome Meeting Webinar	16	18/7/23	Online Event	Heritage Europe
HUB-IN Follower Cities: Learning Journey	14	13/12/23	Online Event	Heritage Europe
HUB-IN Follower Cities: Eco Systems	11	23/1/24	Online Event	Heritage Europe
HUB-IN Follower Cities: Geo Tool	14	15/2/24	Online Event	Heritage Europe/ Lisbon
HUB-IN Follower Cities: Business Model & Crowdfunding	13	16/4/24	Online Event	Heritage Europe/ Utrecht/ Crowdfunding
HUB-IN Follower Cities: Defining Actions Part 2	10	10/5/24	Online Event	Heritage Europe/ Catapult
HUB-IN Entrepreneurial Ecosystems Workshop	12	26/6/23	Online Event	Heritage Europe
HUB-IN Updates & News Sept 2024	9	17/9/24	Online Event	Heritage Europe

HUB-IN Follower Cities: Tues 28th Jan-Final meeting		5	28/1/25	Online Event	Heritage Europe

Table 6 - Alliance's webinars

In addition to the online events, together with our sister projects, we held 2 in-person events aimed at highlighting our projects' impacts and policy recommendations. On 29 June 2022, in the context of the Urban World Forum Katowice, we participated in the session *Just, Productive, Creative and Climate-Neutral Cities: R&I approaches towards sustainable urban transformation.* We focused on how novel R&I approaches can help cities develop new urban, economic, social, cultural and industrial models that relocalises production to the city and its bioregional context while promoting a green transition.

On 12 October 2023, during the European Week of Regions and Cities, we co-organised the session *Achieving Climate Neutral Cities through the Regeneration of Historic Urban Areas*. The event aimed to demonstrate that culture-led urban renewal can become a climate action asset. We shared how cities can harness their heritage for circular practices and explore systemic policies for collective engagement in climate neutrality.

Another relevant activity in collaboration with the sister projects was the webinar *Business & Financing Models for Tomorrow's Heritage* (09 June 2022). Organised as a side event of the NEB 2022, it gathered 47 participants interested in learning more about urban regeneration through an engaging narrative.

Figure 14 - Achieving Climate Neutral Cities through the Regeneration of Historic Urban Areas

9. Videos – D7.5/6

Despite the disappearance of the Energy Cities YouTube channel in July 2023 and the consequent loss of data and set-up of a new YouTube account, we exceeded the KPI of 1.500 views. Indeed, so far, the HUB-IN playlist has recorded **1.963 views**.
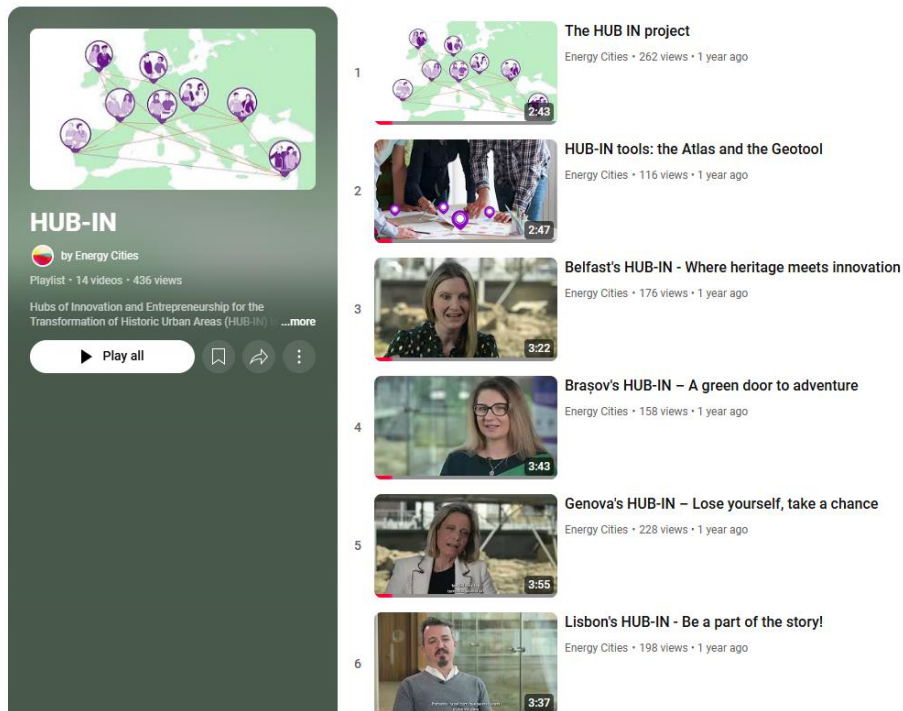
Figure 15 - HUB-IN playlist on YouTube

The playlist includes 14 videos:

- **3 video tutorials** (D.7.5 and T7.3) including the project presentation, the Atlas and the Geotool presentation, and the one about how the local HUBs are fostering change. Videos in English, with subtitles in the project languages.
- **8 Pilot cities' interviews** (D7.6 and T7.3), instead of the less engaging 8 infographics videos originally foreseen, to hear directly from pilots about their challenges, solutions and experiences. Videos in English, with subtitles in the corresponding project language. Only Genoa's video was recorded in Italian and subtitled in English.
- **3 videos on ethics**: HUB-IN and ethics, HUB-IN ethics and citizens, HUB-IN ethics and cities. Videos in English.

Video tutorials and pilot city interviews have been widely promoted on the project's channels – social media, newsletters, website (blog posts and homepage) – and partners' channels. A detailed description of the content is provided in the previous editions of the report.

By creating versions with subtitles in all the project's languages, we aimed to reach the citizens who could be positively impacted by HUB-IN.

10. Cities' dissemination activities

CITY BRANDING

In order to promote and position the Hubs in their local context, Energy Cities supported cities in developing a branding strategy in line with the HUB-IN mission, vision, and visual identity and aimed at creating synergies with the local innovation ecosystems. WP7 was in charge of training cities and guiding them in the definition of the strategy, while WP4 was responsible for implementing and monitoring. The branding activity consisted in the following:

- Step 1: Branding state-of-the-art (summary document + webinars with the 8 pilots organised) (WP7)
- Step 2: Capacity building (4 sessions organised; WP7)
- Step 3: Brand strategy co-creation with the pilot city and its stakeholders (part of WP 4 – brand strategy extract included also in the roadmaps produced under WP3)

Between October and November 2020, we ran 8 webinars to identify the state-of-the-art branding in each HUB-IN pilot city. Each city gave a presentation on its brand and highlighted its needs.

Between May and July 2021, we held 4 capacity building sessions to share with pilot cities examples of good practices and guidelines on city branding, placemaking and stakeholder outreach. More specifically:

1. Place branding and place brand identity, in collaboration with the International Place Branding Association IPBA, 19 April 2021
2. Communication for participation, 3 June 2021
3. Place branding methodology and tools, 21 June 2021
4. Place branding inspirational session with examples from Lyon, Dundee and Brussels, 7 July 2021.

Finally, we helped cities define their local branding strategy, which is included in the respective city's roadmap (D3.5).

- Belfast had already developed a strong brand, recognised within the city and beyond: The Maritime Mile. In this case, this brand supported the development of the local HUB IN communication and engagement strategies. The Belfast brand essence is: *The Maritime Mile, a place where: ● Water meets Land ● Heritage meets Innovation ● Culture meets Commerce ● Industry meets the World.*
- Brașov's vision aimed to preserve and green its city centre where local traditions, heritage and stories are valued by residents while remaining attractive to tourists and sustainable businesses. The Brașov brand essence is: *A green door to adventure.*
- Genoa strived to transform its HUA into a safe area with a good quality of life, easily accessible by residents and tourists, capable of attracting innovative

businesses and offer unique cultural/artistic experiences. In a few words, a place to rediscover and whose potential needed to be unlocked. Its brand essence is *Lose yourself, take a chance.*

- Grand Angoulême wanted to tune its HUA to the local history by creating a metropolitan trail for locals to rediscover a forgotten heritage. The brand essence is *A brand new walk down memory lane.*

- Lisbon strived to develop a multicultural and festive hub, where tradition meets innovation, that can be enjoyed by both older and younger residents alike while also being attractive to tourists. The brand essence was meant to regenerate a sense of belonging: *Be a part of the story*.

- Nicosia needed to overcome outdated views and stereotypes about the city. Cultural heritage (material and intangible) is important. Locals should therefore be proud of it and make sure it is valued. As a result, the brand essence is: *Look at the past and see the future*.

- Slovenska Bistrica envisioned its city centre as a lively place with unique cultural and natural resources where tourists and residents are happy to go and walk around. This concept was expressed as: *A warm embrace* and *Beauty and opportunities within reach*.

- Utrecht's branding was developed in the first part of 2022 and focused on the Machinerie project. However, in October 2022, the parties involved decided it wasn't feasible under the current circumstances to develop the Machinerie, due to the Covid and energy crisis. Nevertheless, the brand essence *Eradiate* could still characterize the local HUB since this ex-industrial district – the Werkspoorkwartie – has found a new life and light by becoming an art district.

PILOT CITIES' EXPERIENCE

BELFAST
The local HUB-IN team is very satisfied with the result of its communication and dissemination activity. Its main communication challenge was to ensure that the HUB-IN brand was recognised and not just perceived as a municipal or Maritime Mile project. They successfully achieved this goal.
Belfast used the digital channels of the City Council (website, Facebook, X, Linkedin) and of the Maritime Mile (website, Facebook, Instagram) to promote HUB-IN, as well as stakeholders' channels: Belfast Harbour, Belfast Met, the Challenge Fund Awardees, regional news programmes, Belfast City Council's bi-yearly citizen magazine. Among the content produced locally, there is a notable video. In total, they engaged with **2.500 stakeholders, of whom 8 are cities**.

BRAȘOV
ABMEE felt that the project's content and mission were ambitious, so it wasn't easy to set specific objectives. The appealing and impactful visual identity played an essential role in engaging the community. This narrative approach helped humanise the project and foster a deeper connection with the audience, who were happy to actively contribute. The aspects that Brașov's citizens valued most included the project's openness, the innovative nature of the process and the commitment to transparency and inclusivity. ABMEE mainly used its digital channels to promote the project (website, Facebook, Linkedin). Among the content produced, there are 2 videos on the City as a Classroom initiatives[4.] The city **reached 43.700 people** during the project's lifetime, **32 are other cities**.

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[4] 2023 edition and 2024 edition.

GENOA
Genoa's main challenge was to include the project in the broader communication strategy of the Municipality and harmonise the content. Communication policies of the Municipality had to be followed. Genoa adopted a successful PR activity that led to **about 50 press articles**. Moreover, several video interviews with citizens and street artists involved in the project were produced. The digital channels were key to informing citizens and other stakeholders. In addition to those of the municipality (website, Facebook, X), also IRE's channels (X, Facebook) contributed. Genoa is satisfied with the communication campaign they run. This was essential to inform people about the implemented actions, attract people to public events and promote different initiatives in the broader framework of the HUB-IN project. The city states that it was able to engage with about **1 million stakeholders**, but it's unable to report the number of other cities.

GRAND ANGOULÊME
The French experience differs from all the others. The local team's main communication tool was the patient building of human relationships and word of mouth, as the setup of the Metropolitan Trail was a brand new thing. In addition to the digital channels such as the *Agence des Sentiers* newsletter and Facebook posts, they also promoted events with posters in local shops and engaged with the local press (Charente libre, radio Attitude). Even though the project kick-off was delayed, it is now well-known and local people demonstrate to truly appreciate it. Among the content produced, there are brochures and a video with 14.000 views.

LISBON
The local HUB-IN team was the only one setting up dedicated social media pages: Facebook, Instagram, Linkedin. With the help of a communication agency, they produced 13 videos and launched an engaging social media campaign which is still ongoing. Lisboa E-Nova used its digital channels (Facebook, Linkedin, Instagram) to help reach a wider local audience.

NICOSIA
The combined communication effort of the municipality and the Cyprus Energy Agency was particularly successful in attracting participants to the walking tours, attended by about 1000 people. Additionally, the news about the accelerator programme generated a lot of positive feedback and increased interest from potential applicants. Synergies with the team managing the candidacy of Nicosia as the 2030 Capital of Culture gave further visibility to the project itself, as was mentioned in the application. They mainly used social media (municipality's Facebook and X, CEA's Facebook, X and Linkedin), the municipality website, the CEA's and the newsletters. A total number of **10.000 stakeholders** have been reached.

SLOVENSKA BISTRICA
The local HUB-IN team communication efforts were challenged by the restricted direct access to the municipality's social media platforms, which didn't allow them to independently publish content. They collaborated with partner organisations and leveraged their social media presence, particularly Facebook to widen the audience. Social media efforts were focused on Facebook through linked third-party accounts (RIC Slov. Bistrica). The municipality's website hosts videos, articles, and project updates. The PR activity with local news and information portals such as Bistrican, further helped boost the promotion. Local newspapers such as Panorama and the community gazette Informator were particularly valuable. Partners are not able to calculate the total number of people reached.

UTRECHT
According to the local HUB-IN team, the biggest challenge was combining the different social media accounts of the involved parties to create a unified communication

message. Among the content created, they produced five videos during the open call. Social media channels were used extensively – Facebook, LinkedIn, Instagram, and the HUB website, reaching -approximately 2500 viewers. In total, they engaged with **over 31.000 stakeholders, 50 of whom are cities**.

11. Conclusions

HUB-IN was an important and ambitious project, where communication and dissemination activities played a pivotal role. Indeed, citizen engagement was key to success. On the one hand, we strived to promote the project at the EU level, on the other hand, we created a variety of content that partners could adapt to their local needs and translate (invitation email templates, social media visuals, social media copies, etc.), especially to support the promotion of events such as the NEB and the International Conference, as well as the Alliance and the launch of the Academy courses.

The catchy visual identity and guidelines ensured consistency and contributed to raising awareness of the project.

Table 7 - WP7 KPIs

Indicator	Objective	Outcome
№ of relevant entities and cities reached	1.500	Over 100.000, of which at least 130 cities
№ of project leaflets distributed	1.000	For sustainability reasons, the consortium limited the n. of prints. In total we hand out 5.000 brochures and leaflets
№ of project brochures distributed	500 per cities	
Website page views	60.000	Around 74.000
N. of followers on X/Twitter	-	268
N. of followers on Facebook	-	490
№ of participants to the final event	200	133
№ of articles mentioning HUB-IN published on external website	-	At least 190
№ of visualisations of videos	Around 1.500 views	1.963
№ of subscribers to the newsletter	1000	734
№ of media contacts	-	NA

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

- Communication is much more effective when delivered in the target audience's mother tongue.
- Objectives should always take into account the diverse contexts of each pilot city. For instance, not all municipalities:
  - have a communication officer available to work on the project
  - have the skills and means to carry out a structured communication activity
  - use the same channels
  - are used to collecting and storing data on communication activities.
- Partners need to be constantly encouraged to provide information and support promotional efforts.
- It is becoming increasingly difficult to achieve visibility on both X and Facebook without paying for a subscription or advertisement. Consequently, both reach and engagement levels are not high.
- Attending EU-level events is always a great opportunity to promote the project and find new stakeholders.

Despite the fact that we don't have all the data anymore – we apologise for the inconvenience - we believe that the figures provided are satisfactory. The common effort of the whole consortium was successful in engaging with local stakeholders which led to participation in events and, even more importantly, to a long-lasting transformation of the HUAs.

Internal Report
Dissemination Activities
D7.4 - 1

July 2021

1. Introduction

During the first year of the project, dissemination activities have not been the focus of the work of WP7. Instead, the communication coordinator established the main elements of the project's visual identity and provided a set of templates and processes to establish the basis for a successful dissemination in the next period. Nevertheless, together with the partners, we carried out a series of communication and dissemination activities to present HUB-IN to our audience and make the link with other projects and organisations active in the field of urban regeneration and cultural heritage via social media. This report summarises the activities that took place from the beginning of the project until the end of June/beginning of July 2021.

2. Social media

During the first year of the project, we launched HUB-IN social media channels on Facebook and Twitter with the handle @EUHUBIN. The objective has been to ensure an online presence while building the project's website and increase following. As the activities have just started and the website of the project is not online yet, posts have been limited and focusing on best practices of urban regeneration, promotion of partners' project events and knowledge around hubs of innovation. At the moment of the drafting of this report, the project counts 74 followers on Twitter and 124 on Facebook.

See all the post by the project on Twitter & Facebook

Partners have been requested to follow the pages and promote them via their own social media profiles. They have been also invited to use their pages to share information about the project. Some examples of their posts can be seen in the table below.

Tableau 1 - Social Media activity of the pilots

URL	Social Media	Consortium partner contributing
https://www.facebook.com/AsociatiaABMEE/posts/103739274895526	Facebook	ABMEE
https://www.facebook.com/AsociatiaABMEE/posts/149562000313253	Facebook	ABMEE
https://www.facebook.com/AsociatiaABMEE/posts/157233809546072	Facebook	ABMEE
https://www.facebook.com/AsociatiaABMEE/posts/164272702175516	Facebook	ABMEE
https://www.facebook.com/AsociatiaABMEE/posts/194353785834074	Facebook	ABMEE

URL	Platform	Organization
https://www.facebook.com/AsociatiaABMEE/posts/209177107685075	Facebook	ABMEE
https://www.facebook.com/AsociatiaABMEE/posts/222412396361546	Facebook	ABMEE
https://www.facebook.com/AsociatiaABMEE/posts/231444855458300	Facebook	ABMEE
https://twitter.com/CyEnergyAgency/status/135691807 6420292609	Twitter	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3687724804652546	Facebook	Cyprus Energy Agency
https://twitter.com/energycities/status/1356898755392503809	Twitter	Energy Cities
https://www.facebook.com/CENSEFCTUNL/	Facebook	CENSE FCT NOVA (UNL)
https://twitter.com/CENSEFCTNOVA/status/1304344038192144389?s=20	Twitter	CENSE FCT NOVA (UNL)
https://twitter.com/JoaoPGouveia/status/130687274141 7619458?s=20	Twitter	CENSE FCT NOVA (UNL)
https://us12.campaign-archive.com/?u=82f0ca2231367abaff464b992&id=ed70a0380b	newsletter nº50	CENSE FCT NOVA (UNL)
https://www.facebook.com/LisboaENova/posts/3050494288393846	Facebook	Lisboa E-Nova
https://www.linkedin.com/feed/update/urn:li:activity:6707289445416144896	LinkedIn	Lisboa E-Nova
https://twitter.com/Lisboaenova/status/1301525490298171395	Twitter	Lisboa E-Nova
https://www.linkedin.com/feed/update/urn:li:activity:6712730810140774400	Facebook	Lisboa E-Nova
https://twitter.com/Lisboaenova/status/1306965432474259459?s=20	LinkedIn	Lisboa E-Nova
https://www.facebook.com/LisboaENova/posts/3094139427362665	Twitter	Lisboa E-Nova
https://www.linkedin.com/feed/update/urn:li:activity:6714905709168914432	Facebook	Lisboa E-Nova
https://www.linkedin.com/feed/update/urn:li:activity:6716313086137036800	LinkedIn	Lisboa E-Nova
https://www.facebook.com/LisboaENova/posts/3129078163868791	Twitter	Lisboa E-Nova
https://twitter.com/Lisboaenova/status/1301525490298171395	Facebook	Lisboa E-Nova
https://twitter.com/Lisboaenova/status/1309137935627886593?s=20	LinkedIn	Lisboa E-Nova
https://www.linkedin.com/feed/update/urn:li:activity:6717384216792887296	Facebook	Lisboa E-Nova
https://www.linkedin.com/feed/update/urn:li:activity:6719536746243121152	LinkedIn	Lisboa E-Nova
https://twitter.com/Lisboaenova/status/1313771350721523713?s=20	Facebook	Lisboa E-Nova
https://www.facebook.com/LisboaENova/posts/3150019845107956	LinkedIn	Lisboa E-Nova
https://twitter.com/Lisboaenova/status/1310547682935689216?s=20	Twitter	Lisboa E-Nova
https://lisboaenova.org/lisboa-e-nova-lidera-projeto-internacional-para-a-regeneracao-e-sustentabilidade-ambiental-de-areas-historicas-europeias/	newsletter nº 53	Lisboa E-Nova
https://twitter.com/belfastcc/status/1364508154726408194?s=20	Twitter	BCC and Maritime Belfast Trust
https://twitter.com/MaritimeBelfast/status/1364533699761627137?s=20	Twitter	BCC and Maritime Belfast Trust

N/A	Newletter	Invest NI E Newsletter
N/A	newsletter	City Matters - Belfast CIty Council Resident Newsletter (Spring 2021)
https://twitter.com/belfastcc/status/137802444843610 9316https://twitter.com/belfastcc/status/13780244484 36109316		BCC and Maritime Belfast Trust
https://twitter.com/GenovaEventi/status/13776376084 19946498	Twitter	Genova CC
https://twitter.com/Europeilre/status/13775289440025 35425	Twitter	IRE
https://www.facebook.com/permalink.php?story_fbid= 101764638690378&id=101134115420097	Facebook	IRE
https://www.linkedin.com/feed/update/urn:li:activity:678 3307197913825281	Linkedin	IRE
Maritime Belfast Trust on Twitter: "Delighted to connect with our destination partners this morning on our Maritime Mile Insights Session, discussing the new Hub-In project and discovering new perspectives of Belfast's iconic waterfront. #HUBIN #MaritimeBelfast https://t.co/sB8p0wrQzp" / Twitter	Twitter	belfast
https://twitter.com/EUHUBIN/status/13587750248203 83745	Twitter	Cyprus Energy Agency
https://twitter.com/Marina_Kyriakou/status/137474715 8348509187	Twitter	Cyprus Energy Agency
https://twitter.com/EUHUBIN/status/13815090330566 98369	Twitter	Cyprus Energy Agency
https://twitter.com/EUHUBIN/status/13837069575764 78725	Twitter	Cyprus Energy Agency
https://twitter.com/EUHUBIN/status/13869362815953 22369	Twitter	Cyprus Energy Agency
https://twitter.com/EUHUBIN/status/13905974391748 89473	Twitter	Cyprus Energy Agency
https://twitter.com/JoaoPGouveia/status/1392083209 727496192	Twitter	Cyprus Energy Agency
https://twitter.com/JoaoPGouveia/status/1392083209 727496192?s=20	Twitter	CENSE FCT NOVA (UNL)
https://twitter.com/CyEnergyAgency/status/13927150 97689280514	Twitter	Cyprus Energy Agency
https://twitter.com/EUHUBIN/status/139566168121737 6260	Twitter	Cyprus Energy Agency
https://twitter.com/CyEnergyAgency/status/13591249 69691762689	Twitter	Cyprus Energy Agency
http://37oz.r.mailjet.com/nl2/8z48/5ryt3.html?hl=en	Newsletter	Cyprus Energy Agency
https://twitter.com/CyEnergyAgency/status/13627300 79198056448	Twitter	Cyprus Energy Agency
https://twitter.com/CyEnergyAgency/status/1364484 092323115009	Twitter	Cyprus Energy Agency
https://www.youtube.com/watch?v=syAWm2fbeSw	YouTube	Cyprus Energy Agency
https://twitter.com/CyEnergyAgency/status/138301612 6943223809	Twitter	Cyprus Energy Agency
https://twitter.com/oxygono_org/status/138308217195 1419394	Twitter	Cyprus Energy Agency

URL	Platform	Agency
https://twitter.com/oxygono_org/status/1384038921147875334	Twitter	Cyprus Energy Agency
https://twitter.com/CyEnergyAgency/status/138521003167574258	Twitter	Cyprus Energy Agency
https://www.linkedin.com/feed/update/urn:li:activity:6764890644017115136	Linkedin	Cyprus Energy Agency
https://www.linkedin.com/feed/update/urn:li:activity:6768495636166791168	Linkedin	Cyprus Energy Agency
https://www.linkedin.com/feed/update/urn:li:activity:6770249797480787969	Linkedin	Cyprus Energy Agency
https://www.linkedin.com/feed/update/urn:li:activity:6778601845389570048	Linkedin	Cyprus Energy Agency
https://twitter.com/CyEnergyAgency/status/1372836142375133184	Twitter	Cyprus Energy Agency
https://www.linkedin.com/feed/update/urn:li:activity:6788778109589037056	Linkedin	Cyprus Energy Agency
https://www.linkedin.com/feed/update/urn:li:activity:6789874081035501568	Linkedin	Cyprus Energy Agency
https://www.linkedin.com/feed/update/urn:li:activity:6790574986563215361	Linkedin	Cyprus Energy Agency
https://www.linkedin.com/feed/update/urn:li:activity:6790967534490312705	Linkedin	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3701961103228916	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3726292060795820	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3739385272819832	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3804886286269730	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3817962431628782	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3888225097935848	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3896771883747836	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3902391176519240	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3905055022919522	Facebook	Cyprus Energy Agency
https://www.facebook.com/watch/live/?v=286686266389898&ref=watch_permalink	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3946536742104683	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3964755023616188	Facebook	Cyprus Energy Agency
https://www.facebook.com/CyprusEnergyAgency/posts/3997691866989170	Facebook	Cyprus Energy Agency
https://twitter.com/Lisboaenova/status/1389153004822175753?s=20	Twitter	Lisboa E-Nova
https://www.linkedin.com/feed/update/urn:li:activity:6795297122225852416/	LinkedIn	Lisboa E-Nova
https://www.facebook.com/LisboaENova/posts/3684950438281558	Facebook	Lisboa E-Nova
https://www.facebook.com/LisboaENova/posts/3726324324144169	Facebook	Lisboa E-Nova

IMPACT ANALYSIS

Due to the low social media activity at the beginning of the project, we don't believe there is much information to be extracted from the social media analytics at this stage. Nevertheless, according to a preliminary social media analysis, it appears that the HUB-IN community is more active on Facebook than on LinkedIn or Twitter. Posts on the HUB-IN Facebook page have a higher audience interaction (engagement) and the page has more followers (see graphics below related to the period 11/06/2021 – 8/07/2021 as an example). At the same time, this might also be because HUB-IN partners are more active on Facebook so have been interacting with the posts at a higher rate on that platform.

Figure 1 Screenshot from Facebook Analytics
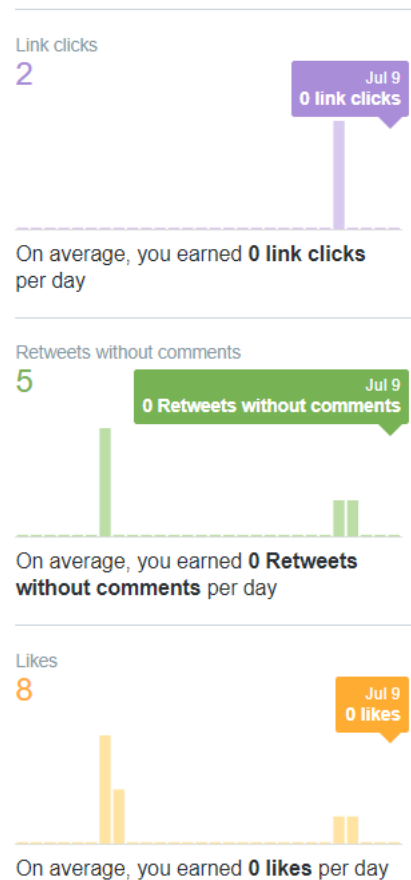
Figure 2 Screenshot from Twitter Analytics

SUGGESTIONS FOR THE FUTURE

- Over the next period, we foresee a higher activity on social media. This will be possible thanks to the publication of HUB-IN's project website, that will provide us with regular content to be shared, but also thanks to the advancement of the pilots and the publications of the first project deliverables.
- In order to be more structured in our social media activities, we will ask the partners to use the content calendar we developed at the beginning of the project, to provide suggestions or information to share.

- To increase engagement and the number of followers, we will use the project communication list more frequently, to ask the partners to share and like HUB-IN social media posts.

3. Articles by project partners

Most partners have published information on HUB-IN on their own website. An overview is provided below.

Tableau 2 Articles by partners

Title	Webpage URL	Author
Project Page	http://www.abmee.ro/portfolio/hub-in/	ABMEE
Project Page	https://www.cea.org.cy/hub-in/	Cyprus Energy Agency
Project Pages	https://lisboaenova.org/hub-in/ https://lisboaenova.org/en/hub-in-2/	Lisboa E-Nova
Project Pages	https://www.cense.fct.unl.pt/news-events/new-project-cense-hub https://www.cense.fct.unl.pt/projects/2020-2024-hub-hubs-innovation-and-entrepreneurship-transformation-historic-urban-areas	CENSE FCT NOVA
Project Page	https://smart.comune.genova.it/sezione/progetti-europei	Genova Municipality
Project Page	https://energy-cities.eu/project/hub-in/	Energy Cities
Lisboa E-Nova lidera projeto internacional para a regeneração e sustentabilidade ambiental de áreas históricas Europeias	https://lisboaenova.org/lisboa-e-nova-lidera-projeto-internacional-para-a-regeneracao-e-sustentabilidade-ambiental-de-areas-historicas-europeias/	Lisboa Enova
Regeneração das áreas urbanas históricas	https://lisboaenova.org/regenaracao-das-areas-urbanas-historicas/	Lisboa Enova
Press Release: Innovation Hub on the Near Horizon	https://www.belfastcity.gov.uk/News/Belfast-innovation-hub-on-the-near-horizon	Belfast Municipality
IRE partner in HUB-IN project	http://www.ireliguria.it/component/k2/item/150-ire-partner-del-nuovo-progetto-horizon-2020-%E2%80%9Chub-in%E2%80%9D.html	IRE Liguria
Project Page	https://ric-sb.si/hub-in	RIC Slovenska Bistrica

Project Page	https://www.slovenska-bistrica.si/vsebina/sticisca-inovacij-in-podjetnistva-za-preobrazbo-in-ozivitev-zgodovinskih-mestnih-obmocij-hub-in	Slovenska Bistrica Municipality
Project Page	https://www.ezavod.si/eu-projekti/tekoci-projekti/spodbujanje-inovativnosti-in-podjetnistva/hub-in#informacije-o-projektu	E-zavod
Nicosia 2040 - Volume III: The revitalization of the historic center of Nicosia: past, present and future	https://www.cea.org.cy/nicosia-2040-volume-iii-i-anazoogonisi-toy-istorikoy-ken/	Cyprus Energy Agency

IMPACT ANALYSIS

The communication coordinator regularly invited the partners to share information about the project on their own website. As a result, 6 out of the 8 pilot cities have communicated about the project. Articles have been published in Brasov, Genova, Lisbon, Slovenska Bistrica and Belfast, but also at national and regional level in Cyprus and Liguria region (Italy). The articles informed the audience about the start of the project and the activities foreseen in their areas.

All pilot cities informed their communication departments about the project and involved their communication colleagues to promote the project within their municipality.

SUGGESTIONS FOR THE FUTURE

- Over the next period, we plan to publish 8 local HUB-IN websites. This would allow us to have news about the project shared locally on a regular basis.
- Most pilots are starting activities with their local stakeholders and will be asked to inform their audience about their progress.
- With the publication of HUB-IN's website, more regular exchanges will be organised with the project partners to invite them to share information about the project more frequently and communicate via their own channels until the official local HUBs websites are online in June 2022.

4. News & other mentions

The project has been mentioned in 17 posts in various digital media in Romania, Italy and Portugal. An overview is provided below.

Tableau 3 Media mentions

Article's URL	Place	Title	Media
https://www.bizbrasov.ro/2020/10/08/finantare-nerambursabila-pentru-crearea-unui-centru-de-inovare-unde-vor-fi-testate-proiecte-ce-vizeaza-transformarea-centrului-istoric-al-brasovului/	Brasov, RO	Non-refundable funding for the creation of an innovation centre, where projects aimed at transforming the historic centre of Brasov will be tested	BizBrasov.ro
https://www.facebook.com/BizBrasov1/posts/3634393673291609	Brasov, RO	Non-refundable funding for the creation of an innovation centre, where projects aimed at transforming the histori	BizBrasov.ro FB page

		c centre of Brasov will be tested	
https://www.facebook.com/groups/brasovenii/permalink/2016339245167549/	Brasov, RO	Non-refundable funding for the creation of an innovation centre, where projects aimed at transforming the historic centre of Brasov will be tested	e-Brasovenii FB group
https://newsbv.ro/2020/10/08/municipiul-brasov-a-obtinut-o-finantare-neramburshabila-pentru-transformarea-centrului-istoric/	Brasov, RO	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre	NewsBv.ro

https://www.facebook.com/groups/131038193672679/permalink/3188917487884719/	Brasov, RO	Non-refundable funding for the creation of an innovation centre, where projects aimed at transforming the historic centre of Brasov will be tested	Urban News Brasov FB group
https://ziare.com/brasov/stiri-business/municipiul-brasov-a-obtinut-o-finantare-nerambursabila-pentru-transformarea-centrului-istoric-8263447	Brasov, RO	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre	Ziare.com
https://brasovstiri.ro/brasovul-a-castigat-o-finantare-nerambursabila-pentru-transformarea-centrului-istoric/	Brasov, RO	Brasov municipality obtained a non-refund	BrasovStiri.ro

		able funding for the transformation of the Historic Centre	
https://bzb.ro/stire/brasovul-va-avea-un-centru-de-inovare-pentru-dezvoltarea-centrului-istoric-a155663	Brasov, RO	Brasov will have an innovation centre for the development of the historic centre	Bună Ziua Braşov
http://www.radiobrasovfm.ro/articol/municipiul-braov-a-catigat-o-finanare-neramburasbila-pentru-transformarea-centrului-istoric/2841841/5781/1	Brasov, RO	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre	Radio România Actualităţi, Braşov FM
http://www.radiomures.ro/stiri/municipiul-brasov-isi-cauta-propriul-brand.html	Brasov, RO	Brasov City is searching its own brand	Radio Târgu Mureş
https://www.youtube.com/watch?v=Go6aMT5ggNM&list=PL_nPqZEM6eVtsIymAflhKBUKXNOwlNabR&index=3	Brasov, RO	Brasov munici	RTT - Jurnal ştiri

		pality obtained a non-refundable funding for the transformation of the Historic Centre	
https://www.youtube.com/watch?list=PL_nPqZEM6eVultCLi3hfEH3D42x2KKknt&v=UJFdkbkMTYU	Brasov, RO	Secrets of Brasov TV Show: ABMEE was guest	RTT - Secretele Brașovului
http://www.coronapress.ro/articol/61911	Brasov, RO	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre	CoronaPress.ro
https://smart.comune.genova.it/comunicati-stampa/pr%C3%A8-attivita%E2%80%99-commerciali-innovative-spazi-eventi-e-pacchetti-turistici;	Genoa	Hub-In, a project for the urban regeneration of historic areas through	

		innovation	
https://genova.repubblica.it/cronaca/2020/01/30/news/genova_vince_il_bando_dell_unione_europea_per_rilanciare_via_pre	Genoa	Approved EU funds for Genova to relaunch Via Pre	La Repubblica - Genova
https://smart.comune.genova.it/comunicati-stampa-articoli/un-volano-di-sviluppo-genova-cos%C3%AC-il-fundraising-cambia-volto-alla-citt%C3%A0	Genoa	Un volano di sviluppo per Genova: così il Fundraising cambia volto alla città	
https://www.ambientemagazine.com/sushi-comprova-que-alfama-tem-potencial-para-ser-um-bairro-de-energia-positiva/	Lisbon, Portugal	SUSHI comprova que Alfama tem potencial para ser um "Bairro de Energia Positiva"	Ambiente Magazine

IMPACT ANALYSIS

Most articles and mentions appeared in general media at local level as visualised in the below diagrams.

Media Category

- Sustainability Media
- Business Media
- Innovation Media
- General Information Media
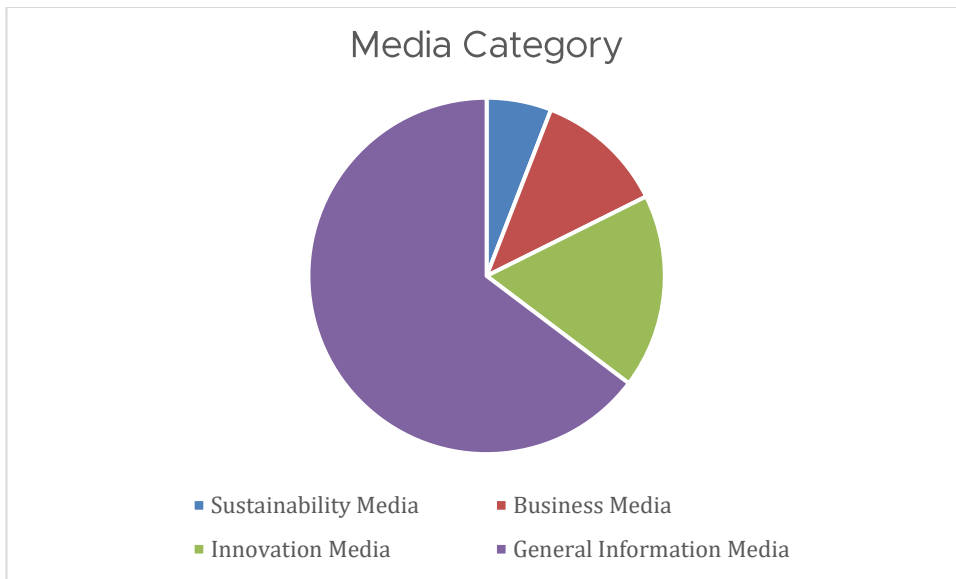
Figure 3 Category of media covering the project

Geographical Coverage

Figure 4 Level of media coverage

SUGGESTIONS FOR THE FUTURE

- Thanks to the project activities which have started in the different pilots, we can foresee an increase in the number of articles shared at local level.
- Once the HUB-IN website is online, the communication coordinator, with the support of all partners will ensure the publication of articles in partners and supporters' website at EU, local and national level.

5. HUB-IN digital space

The website of the project is currently under development, with the expectation of launching it in September 2021 with the address **www.hubin-project.eu** . Some screenshots of the design are provided below.
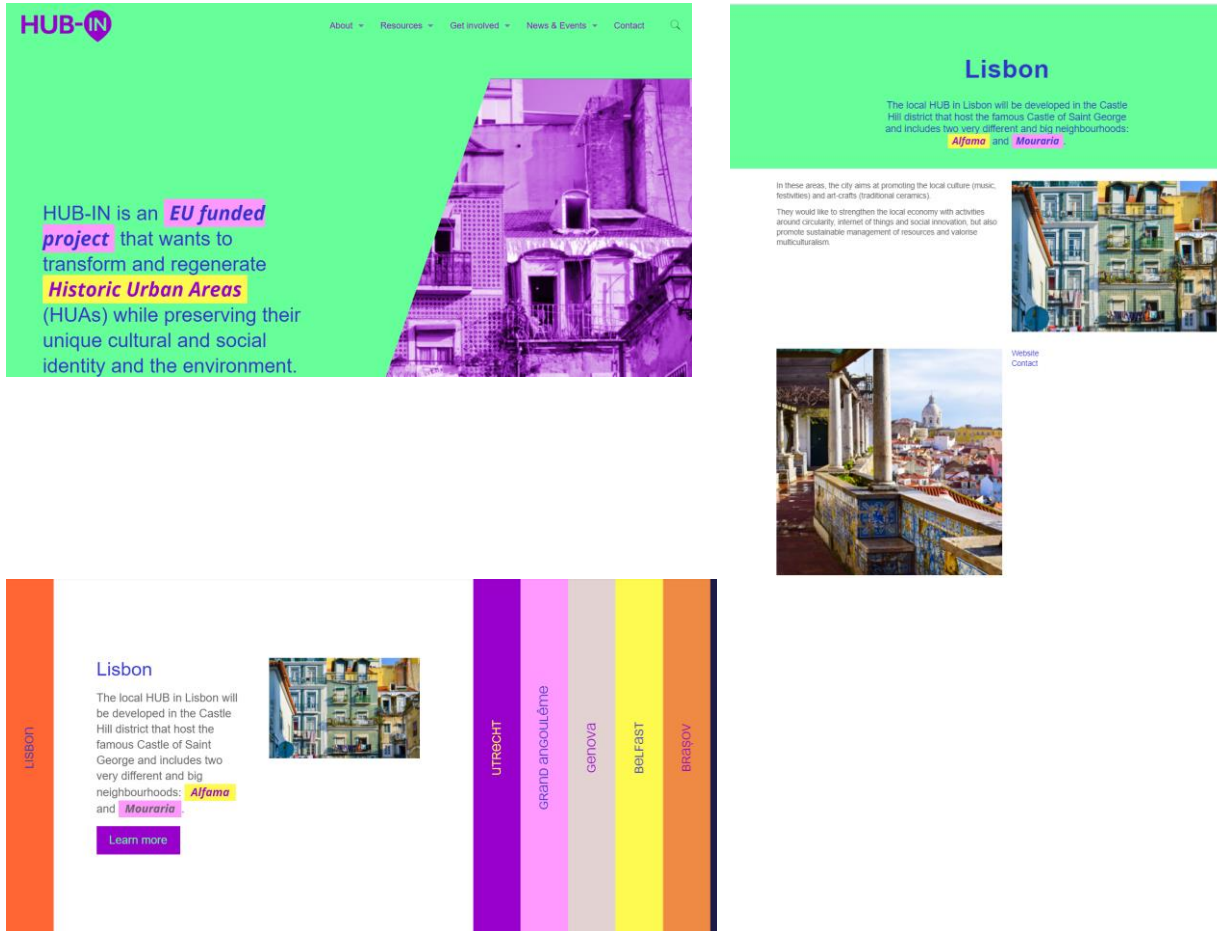
Figure 5 Screenshots of the test website

In parallel, we discussed needs and defined a possible structure for the pilots' websites that should be available in June 2022. The pilots have been provided with a set of recommendation to guide the development of their websites.

6. Videos

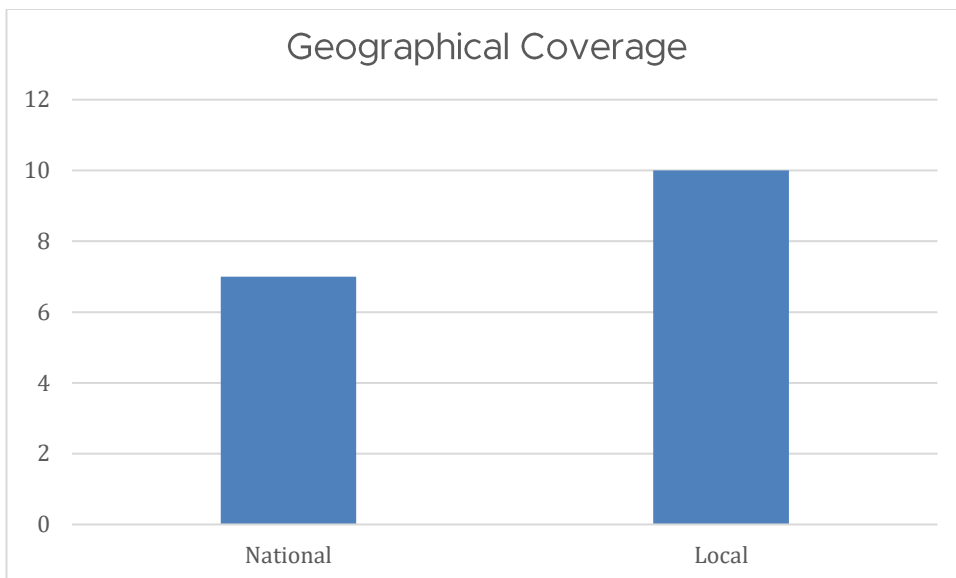During the project life, we intend to publish 11 videos about the project, 3 in the form of animations and 8 as interview style videos. The visual identity and style for the video have already been developed – see an example in the screenshot below. The communication coordinator is currently working on the first HUB-IN animated video, a general presentation of the project that will be released in September.
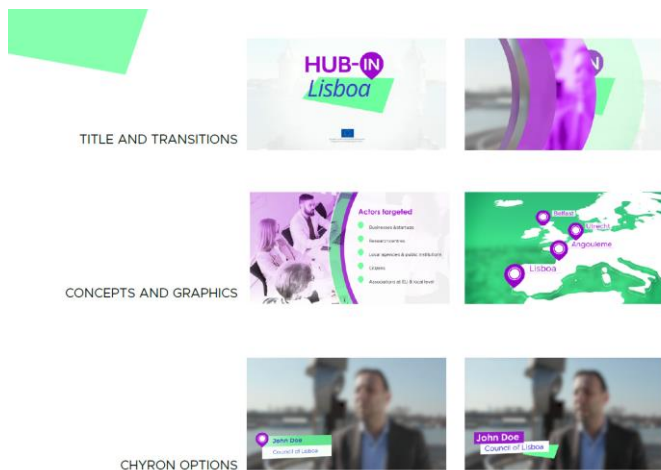
Figure 6 Graphic style proposal for the videos

7. Printed promotional materials

A roll-up, a general leaflet and three more specific brochures will be produced during the project's life. Each brochure and leaflet will be produced in English and translated into national languages by the project's partner cities. The communication coordinator is currently working on the general roll-up and leaflet that will be made available to all partners by the end of August 2021.

8. Events

The project was presented at different events by some of the pilot cities. An overview is provided below:

Date	Place (City, Country)	Name of event	Organisers of event
30.09.2021	Lisbon	Transformation of Historic Urban Areas - Hubs of Innovation and Entrepreneurship	Lisboa E-Nova
25.02.21	Belfast	Maritime Mile Destination Forum	Maritime BelfastTrust
25.02.21	Belfast	Tech & Entrepreneurship growth in NI - building an inclusive ecosystem	Belfast City Council
24.02.21	Online event	The Nature of Cities Festival	The Nature of Cities
22.04.21	Facebook Live event	Nicosia 2040 - Volume III: The revitalization of the historic center of Nicosia: past, present and future	Cyprus Energy Agency /Oxygono

IMPACT ANALYSIS

The event organisers could not provide complete data regarding the attendance to the event. Due to the lack of information, at this stage it is not possible to analyse the audience.

SUGGESTIONS FOR THE FUTURE

The communication coordinator will remind all the partners about the fields to be included in the registration forms for HUB-IN Events. This should allow us to provide more detailed information on events in the next report.

INTERNAL REPORT

Dissemination Activities
D7.4 - 2

August 2022

1. Introduction

During the second year of the project, HUB-IN finalised the main elements of the project's visual identity and launched its main communications platforms, the project Website, social media channels and newsletter. From here, different communications materials were developd and the project's communications and dissemination activities were implemented. With the help of partners, the communication coordinator was able to disseminate and promote the project's first deliverables, materials and tools as they were being published. The re-activation of in-person events this year also offered opportunities for the project to present itself, gain in visibility and expand its network.

2. Social Media

This year has focused on growing the social media following and publishing regular content emerging from the project. Posts have been dedicated to promoting the project deliverables, tools and materials, spreading the knowledge that the project is generating, and giving visibility to the project's actions.

At the moment of this report, the project counts **248 followers on Facebook** and **195 followers on Twitter**.

You can see all the HUB-IN posts on its Facebook page and Twitter feed. Since last year, HUB-IN has published a total of **65 Facebook posts** and **75 original Tweets** on its pages.

Partners follow the pages and promote them by re-posting on their own social media profiles. In the past years, there have been **317 posts on partners' and external profiles** regarding the HUB-IN project.

You can find the list of all the posts in the monitoring document.

This table shows the main sources of the posts.

Partner	Number of Posts
Cyprus Energy Agency	95 posts
Lisboa E-Nova	84 posts
ABMEE	34 posts
Energy Cities	30 posts
Genova CC	17 posts
Belfast City Council or Maritime Belfast Trust	15 posts
IRE	11 posts
T-Factor (Sister Project)	8 posts
CENTRINNO (Sister Project)	7 posts
Municipality of Slovenska Bistrica	5 posts

This graph shows where the platforms were published.

Platforms

■ Facebook ■ Twitter ■ Linkedin ■ Instagram ■ Newsletter
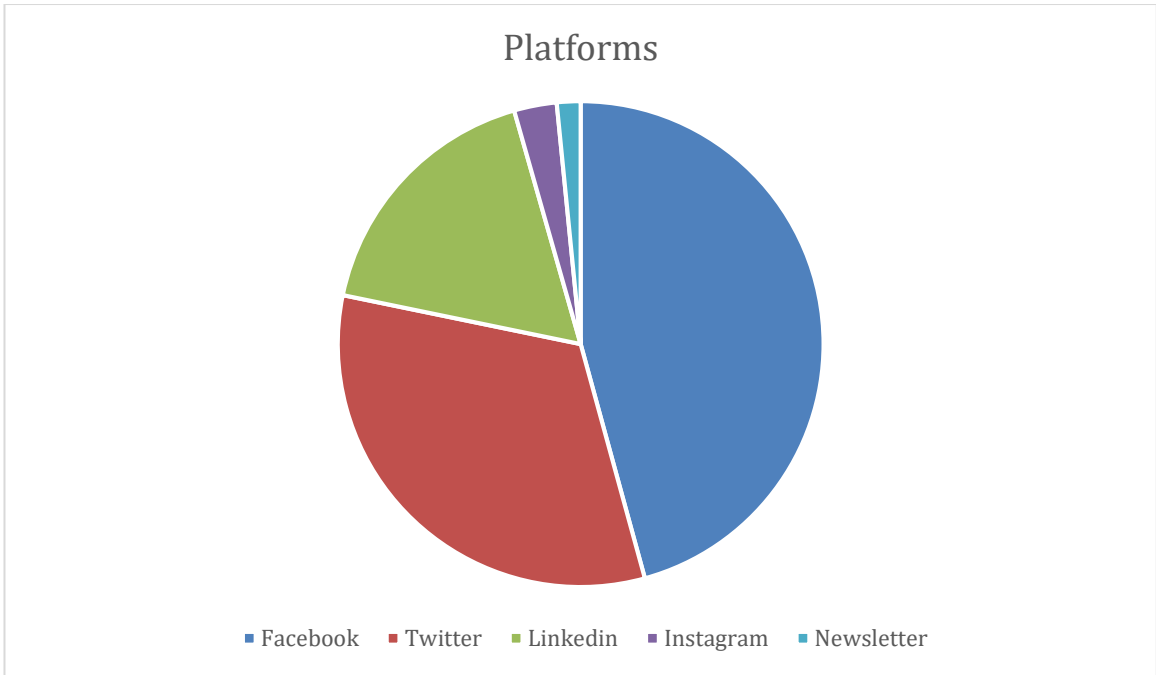
IMPACT ANALYSIS

On HUB-IN's Social Media channels, we can observe that the audiences on Facebook are mainly from out pilot countries and cities.

Top countries

Portugal	27.2%
Chipre	24.8%
Italia	15.3%
Rumania	5%
Reino Unido	3%
Grecia	2.5%
Bélgica	2%
Egipto	1.5%
Francia	1.5%
Nigeria	1.5%

Top cities

City	
Lisboa, Portugal	14.4%
Nicosia	13.4%
Génova, Liguria, Italia	7.9%
Limasol, Chipre	3.5%
Oeiras, Portugal	3%
Bucarest, Rumania	2.5%
Brașov, Rumania	2%
Strovolos, Chipre	2%
Belfast, Reino Unido	1.5%
Seixal, Portugal, Portugal	1.5%
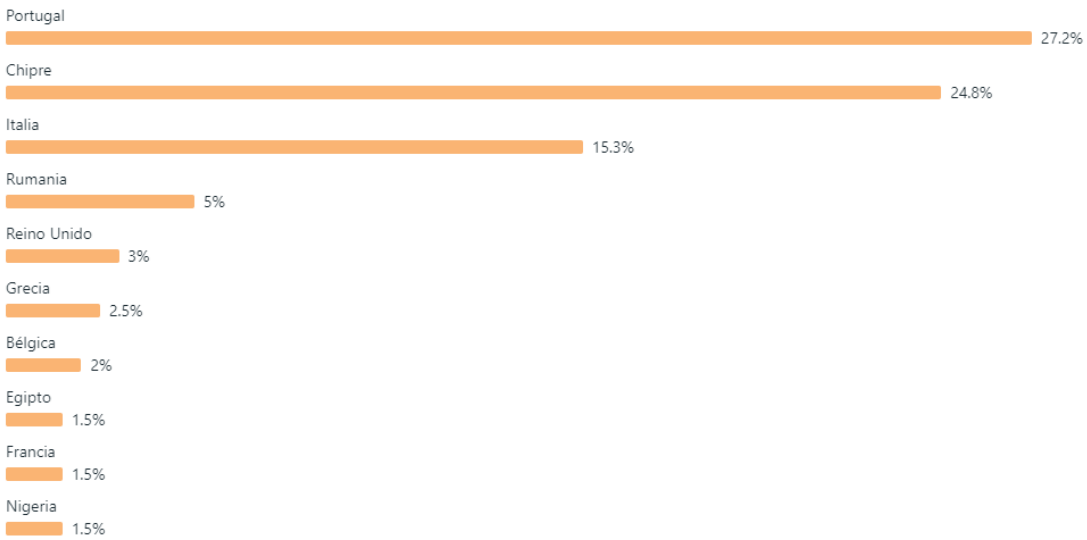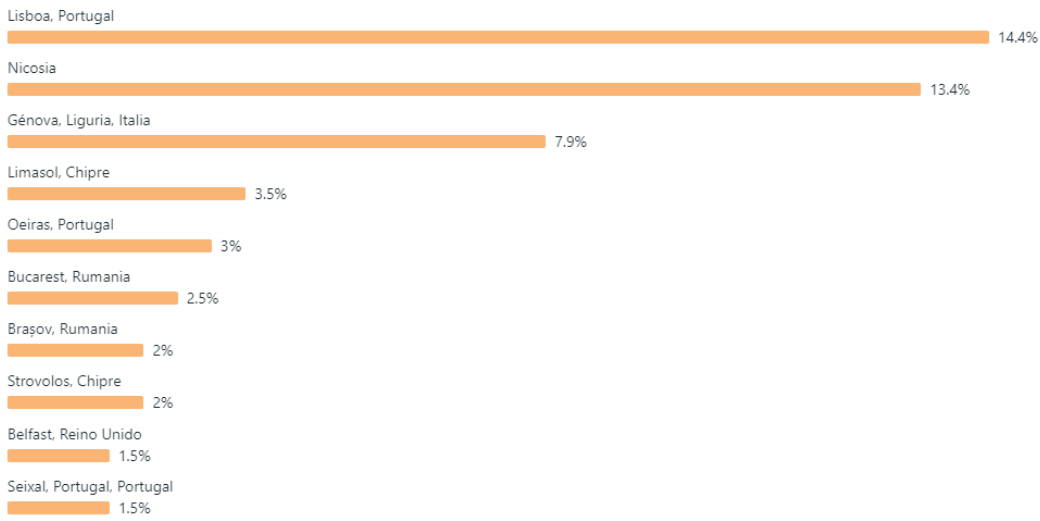
In terms of engagement, we can observe that engagement with social media posts on both platforms has been pretty constant over the course of this year, with a few peaks.

TWITTER

Feb - April 2022

Your Tweets earned **12.4K impressions** over this **89 day** period

May - July 2022

Your Tweets earned **11.5K impressions** over this **91 day** period
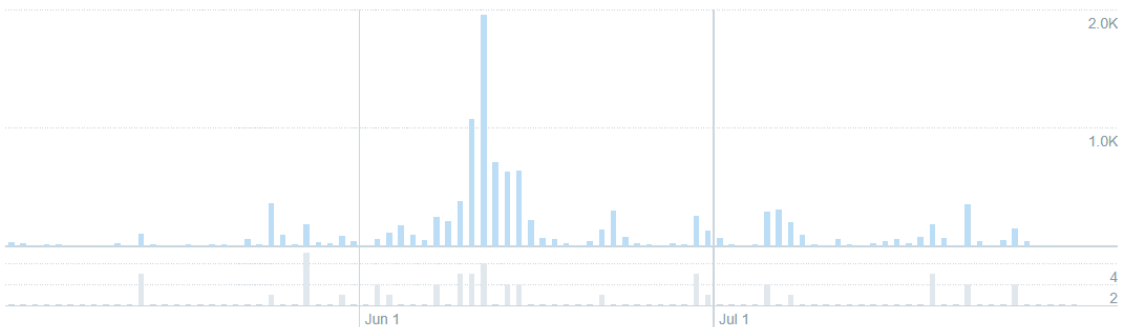
FACEBOOK

Jan - July 2022

Results

Facebook Page reach ❶

10,658 ↑ 137.1%
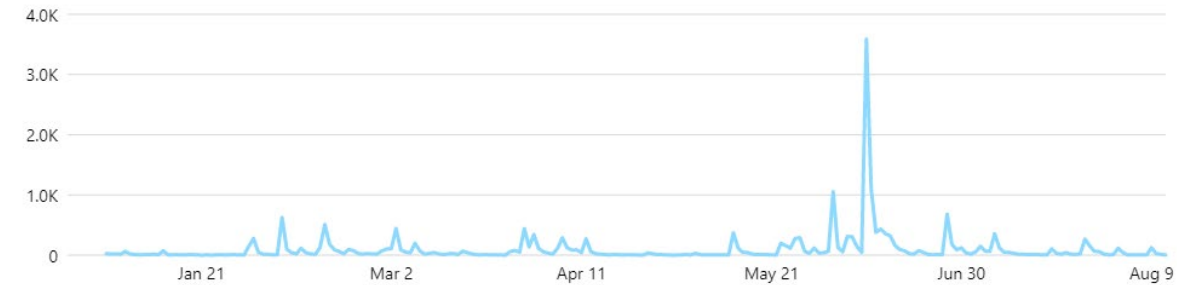
Facebook Page visits ❶

451 ↑ 20.9%
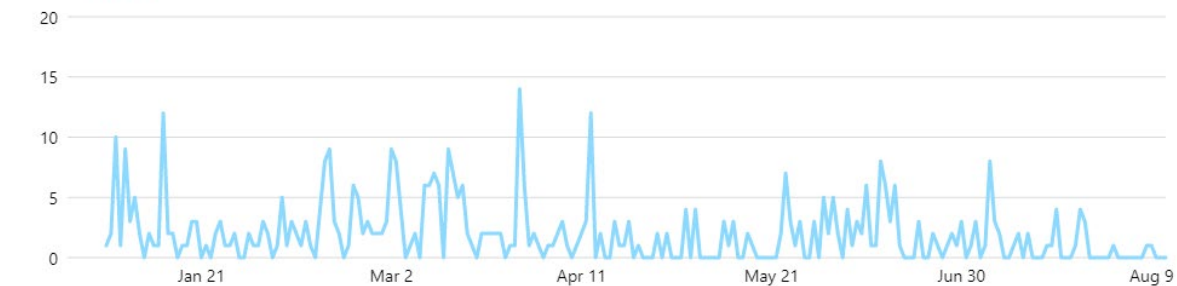
Facebook Page new likes ❶

46 ↑ 39.4%
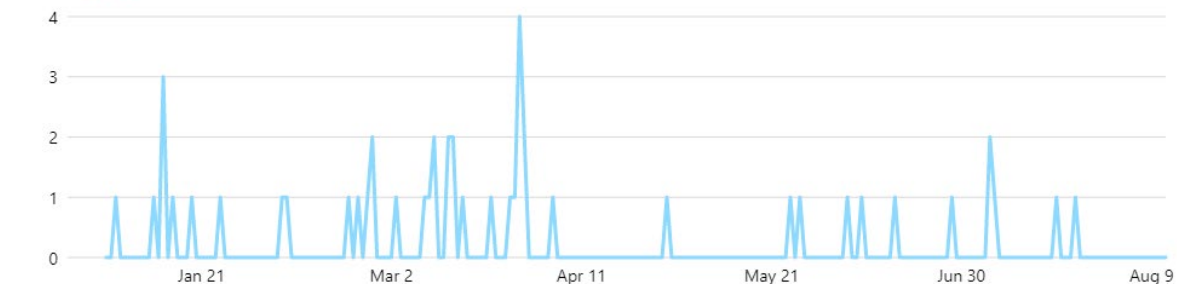
We notice a greater engagement around the posts related to events, for example during the New European Bauhaus Festival in June 2022, when social media activity was more intense and part of a broader movement and network. Events are a good opportunity to gain visibility, privilege interaction and expand follower base. The N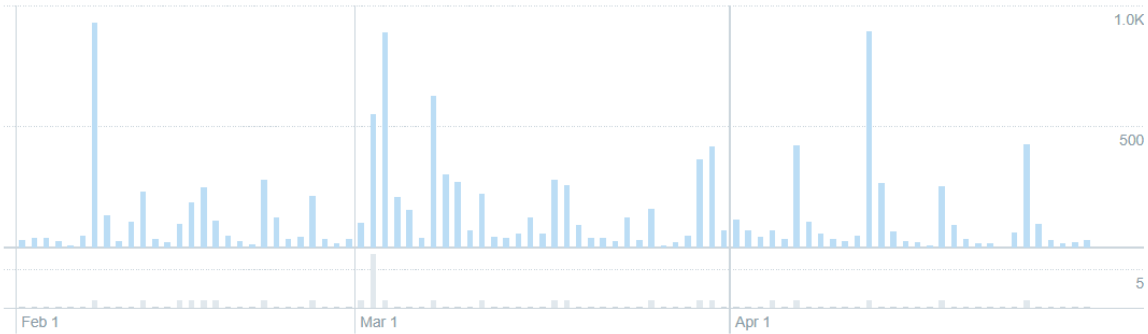ew European Bauhaus Festival's posts gave a boost to the communications, as June 2022 was the month that with most conversion: our Twitter reached 7817 people (more than the double of the monthly average of the past 6 months) and gained 23 new followers (also more than the double of the monthly average of the past 6 months) and our Facebook reached 7471 people (more than the triple of the monthly average over the past 6 months).

The reach and interaction with HUB-IN is slightly greater on Twitter than on Facebook: over the past 6

months, our Facebook post reach on average 2159 people per month, whereas a Tweet averages 3771 per month. Our Twitter has also been growing faster than our Facebook in the past few months.

This table summarizes the data of the past 6 months' social media accounts.

Month	Twitter Reach	Profile Visits	New Followers	Facebook Reach	Page Visits	New Likes
January '22	2553	973	5	419	73	8
February '22	3203	989	8	1782	73	7
March '22	5749	1999	7	1550	115	18
April '22	3424	803	8	1450	44	2
May '22	1317	1392	4	1326	37	2
June '22	7817	3795	23	7471	69	4
July '22	2334	2357	8	1115	37	5
Average	3771	1758	9	2159	64	6

SUGGESTIONS FOR THE FUTURE

- As the project has been publishing new deliverables and looking to expand its network of stakeholders and cities through the Alliance, the question as arisen of whether that audience is on Facebook. Although we see relevant interactions from our target audience on Twitter, they are less present on Facebook. We think that opening a Linkedin account may be more beneficial to meet project objectives than Facebook.

- Following the Reviewers' first feedback on the project's communications, we will develop social media content that goes beyond just promoting the project, but that also really showcase the richness of the materials and tools HUB-IN is developing, as well as putting forth the unique value of each pilot city. We will do so by posting more regularly on specific cases and examples stemming from deliverables and pilot cities, illustrating the project's value.

- Big international events are a good opportunity to gain visibility on social media, inserting the project in a broader movement, and connecting with relevant stakeholders. It is also important to continue partnering with our Sister Projects CENTRINNO and T-Factor in events and communications, as it also helps to boost our visibility and connections.

- To increase engagement of posts, we will keep asking partners to like and share social media posts. Only 6 partners have been very active, others need to make more of an effort.

3. Articles by Project Partners

All the pilot cities have developed their own HUB-IN websites or pages within their local websites, where each publish news and content relevant to the project in their languages and for their audiences.

Here is an overview of the local webpages embedded within pilot cities' websites (municipality or pilot partner). Each web page has a News Section, where pilots can publish local HUB-IN articles and content relating to the project and their city.

Title	Webpage URL	Author
HUB-IN Brasov	https://hubin.abmee.ro/	ABMEE
HUB-IN Slovenska	https://www.slovenska-bistrica.si/vsebina/sticisca-inovacij-in-podjetnistva-za-preobrazbo-in-ozivitev-zgodovinskih-mestnih-obmocij-hub-in	Genova Municipality
HUB-IN Belfast	https://www.maritimebelfast.com/hub-in/	Maritime Belfast Trust
HUB-IN Utrecht	https://machinerie.nl/hub/	The Machinerie
HUB-IN Lisbon	In progress - not yet published	Lisbon Municipality
HUB-IN Nicosia	https://www.nicosia.org.cy/el-GR/news/programs/16463/	Nicosia Municipality
HUB-IN Genova	https://smart.comune.genova.it/caruggi-comunicati-stampa-articoli/urbanistica-il-progetto-pinqua-del-comune-di-genova-sul-centro	Genova Municipality

IMPACT ANALYSIS

The communications coordinator regularly asks pilot cities to publish project information, as well as promote tools and deliverables on their platforms. As a result, articles have been published about the

different topics (for example, Smart Belfast's Article on the [HUB-IN Alliance](#)).

SUGGESTIONS FOR THE FUTURE

Now that each pilot city has their own website, there will be more possibility to reach local audiences with content stemming from the HUB-IN project. The websites have just been published during the summer, so they have not yet published very much content. Until now, only Belfast has published its own HUB-IN related content on its webpage. Other pilot cities will be asked to follow its lead. Now that these platforms exist, partners will be encouraged to regularly update the site with news.

Content from the HUB-IN general website and from local websites should feed one another: local sites can translate and publish the content from HUB-IN's general website, in the same way that HUB-IN's website can take inspiration from content from the local sites (see example of this [article about Maritime Belfast Story Plan](#) stemming from Maritime Belfast's HUB-IN page).

4. News & Other Mentions

This year, the project has been mentioned in 19 posts in various digital media and publications, on local, national and EU levels.

You can see the details of these publications in this table.

Article URL	Place	Title	Media
https://www.themayor.eu/en/a/view/new-eu-funded-project-sets-to-regenerate-8-historic-urban-areas-9102	EU	New EU-funded project sets to regenerate 8 historic urban areas	TheMayor.eu
https://eumayors.eu/news-and-events/news-and-events/news/1890-new-eu-funded-project-sets-to-regenerate-8-historic-urban-areas.html	EU	New EU-funded project sets to regenerate 8 historic urban areas	Covenant of Mayors - Europe website

|			
https://www.bizbrasov.ro/2021/08/27/dezbatere-poluare-calitate-aer-turism-horeca-abmee/	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism	BizBrasov.ro
https://www.facebook.com/BizBrasov1/posts/4602684789795821	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism	BizBrasov.ro
https://www.facebook.com/primariabrasov/posts/4336916839719199	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism	Brasov City Hall FB
https://www.infobrasov.net/brasovenii-sunt-invitati-sa-propuna-solutii-pentru-limitarea-si-adaptarea-la-schimbarile-climatice/	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited	InforBrasov.net

		to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism	
https://www.qwer.ro/dezbatere-pe-tema-proiectarii-brasovului-in-jurul-nevoilor-si-dorintelor-cetatenilor-la-capitolul-calitate-a-aerului-si-reducere-a-poluarii-cum-ar-putea-fi-si-turismul-mai-prietenos-cu-mediul	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism	Qwer.ro
http://brasovplayer.srr.ro/stire/horeca-i-cetaenii-braoveni-la-discuii-despre-probleme-de-mediu-in-domeniul-turismului-pe-9-septembrie/3205241/5781/5	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism	BrasovPlayer.ro
https://www.bzb.ro/stire/9-septembrie-dezbatere-pe-tema-proiectarii-brasovului-in-jurul-nevoilor-si-dorintelor-cetatenilor-la-capitolul-calitate-a-aerului-si-reducere-a-poluarii-a166393	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the	Bzb.ro

|		historical centre and how to ensure the sustainability of tourism	
https://ziare.com/brasov/stiri-actualitate/9-septembrie-dezbatere-pe-tema-proiectarii-brasovului-in-jurul-nevoilor-si-dorintelor-cetatenilor-la-capitolul-calitate-a-aerului-si-reducere-a-poluarii-8549873	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism	Ziare.com
http://www.brasovultau.ro/articol/stiri/brasovul-asculta-vocea-comunitatii-si-cauta-initiative-solutii-verzi-pentru-viitorul-orasului.html	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism	BrasovulTau.ro
https://brasovstiri.ro/incepe-conferinta-internationala-de-politici-publice-de-mediu-in-cadrul-forumului-oraselor-verzi/	Brasov, RO	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of	BrasovStiri.ro

		tourism	
https://www.thesmartcityjournal.com/en/news/heritage-and-innovation-workshop-a-roadmap-for-belfast-hub-in	Belfast	Heritage and Innovation Workshop – A roadmap for Belfast Hub In	thesmartcityjournal.com/
https://www.digitalmeetsculture.net/article/hubs-of-innovation-and-entrepreneurship-for-the-transformation-of-historic-urban-areas/	EU	Hubs of Innovation and Entrepreneurship for the Transformation of Historic Urban Areas	https://www.digitalmeetsculture.net/article/hubs-of-innovation-and-entrepreneurship-for-the-transformation-of-historic-urban-areas/
https://heritagetribune.eu/europe/hub-in-presents-analysis-of-heritage-led-regeneration-in-historic-urban-areas-throughout-europe/	EU	HUB-IN PRESENTS ANALYSIS OF HERITAGE-LED REGENERATION IN HISTORIC URBAN AREAS THROUGHOUT EUROPE	Heritage Tribune
https://www.patreon.com/posts/61118918	EU	HUB-IN, a sustainable way to protect historic urban areas	https://www.patreon.com/local_approach
https://www.thesmartcityjournal.com/en/cities/the-municipality-of-genova-met-local-stakeholders-to-discuss-the-regeneration-of-the-historic-city-centre	EU	The Municipality of Genova met local stakeholders to discuss the regeneration of the historic city centre	Smart Cities Journal
Inclusive Innovation Research Commission — UK Innovations District Group (ukinnovationdistricts.co.uk)	UK/Belfast	Opening the Innovation Ecoomy: The case for inclusive innovation in the UK	UK Innovaton District Group
https://issuu.com/syncni/docs/syncni-magazine-	Belfast/Northe	Promotion of	Sync NI

summer-2022-digital-sm	rn Ireland	Smart City Belfast	

IMPACT ANALYSIS

Media mentions are evenly split between the local and EU level. There has been fewer national coverage, except for UK media. The most active local media coverage comes most evidently from Brasov and Belfast.
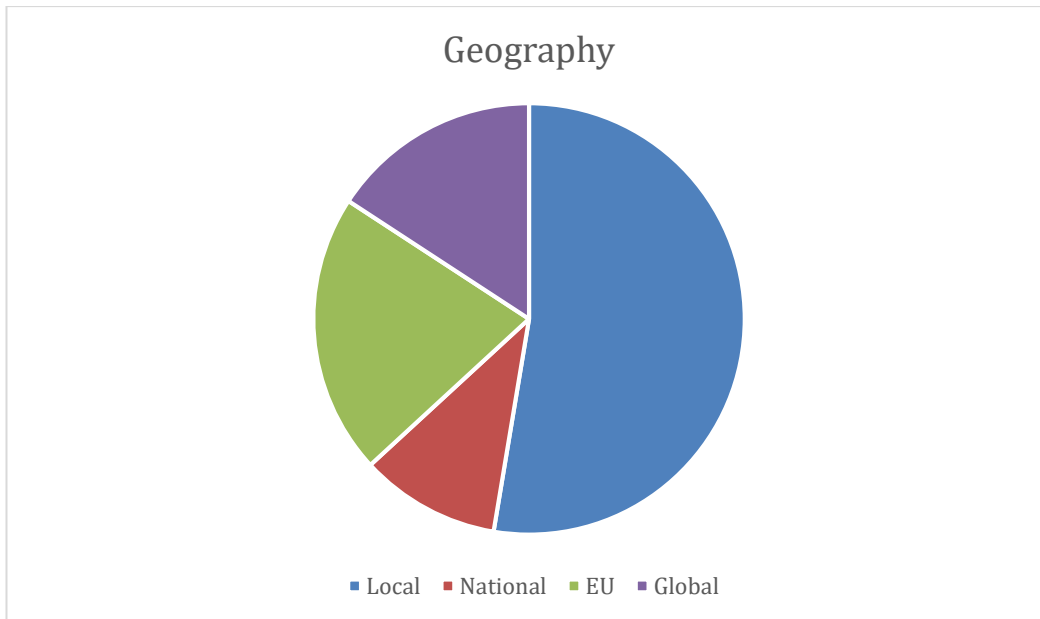
The main types of media are specialised media - in innovation, business or culture - as well as EU media and general local news media.
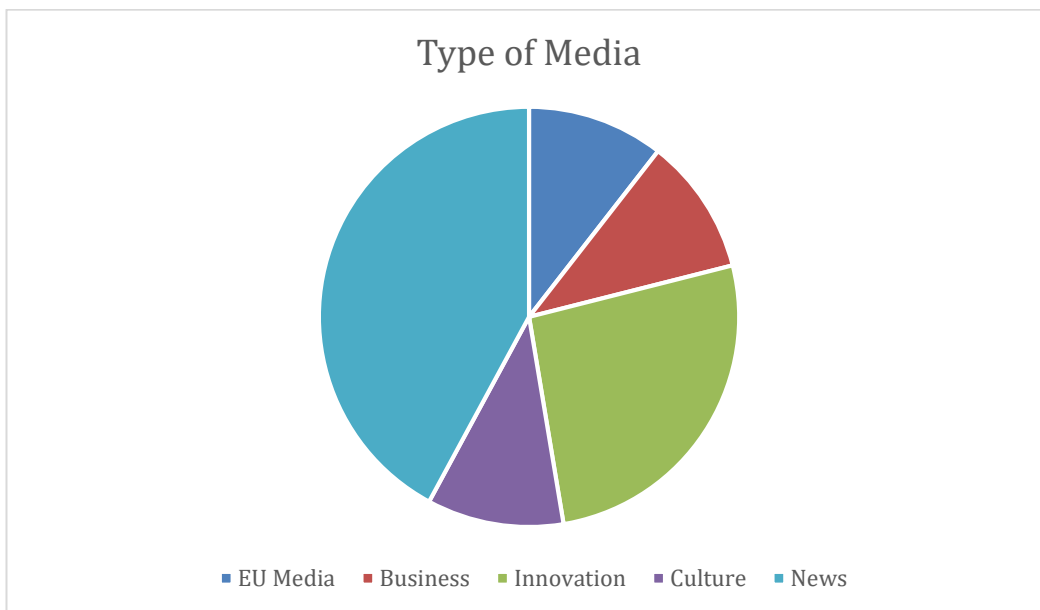
SUGGESTIONS FOR THE FUTURE

- Opportunities to participate in European events offer a greater opportunity to gain visibility and a position in EU and global media.

- Collaboration with sister projects also can help boost visibility in more diverse media, especially in specialised media. Positioning in media around innovation, entrepreneurship and heritage/culture is already successful, but can probably be boosted. The project should feature in more specialised media outlets compared to general news outlets, knowing that our audiences are most likely reading specialised media.

- In an effort to expand the reach of HUB-IN and find follower cities for the Alliance, boosting presence in national media is also important, to create synergies with other cities in the same countries as the project pilots.

5. HUB-IN Digital Space

The website of the project was launched in September 2021.

Content is regularly published on the website, with at least one new article per month. This content promotes and showcases the material being developed in the HUB-IN project, from the different deliverables and tools, such as the Atlas and GeoTool.

IMPACT ANALYSIS

Overall Assessment

The website received over the course of the last 3 months, since May 2022, 1366 visitors and 4484 pages viewed. This means there was an average of **16 visitors per day** and **49 viewed pages**.

Pages vues
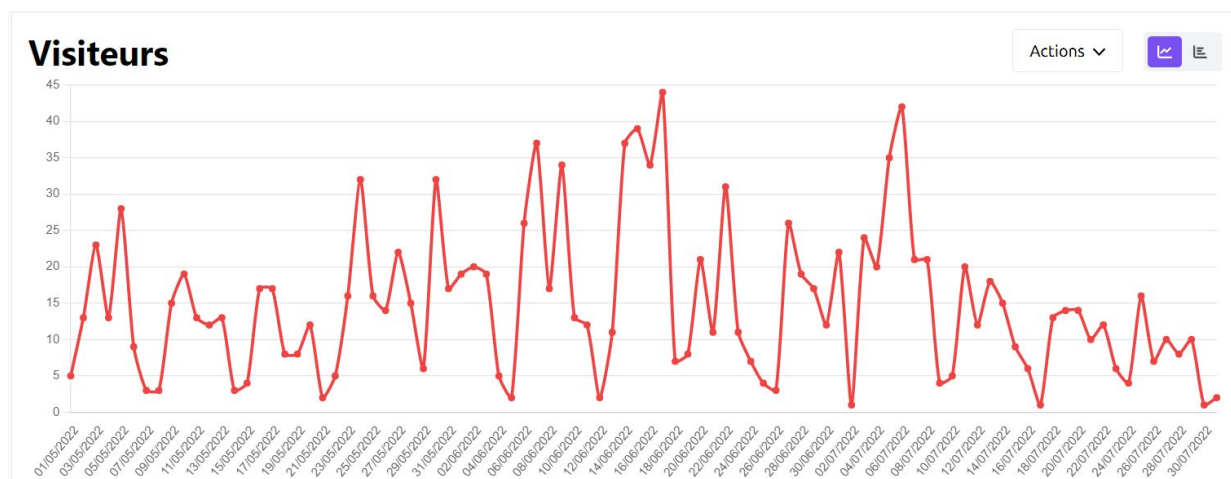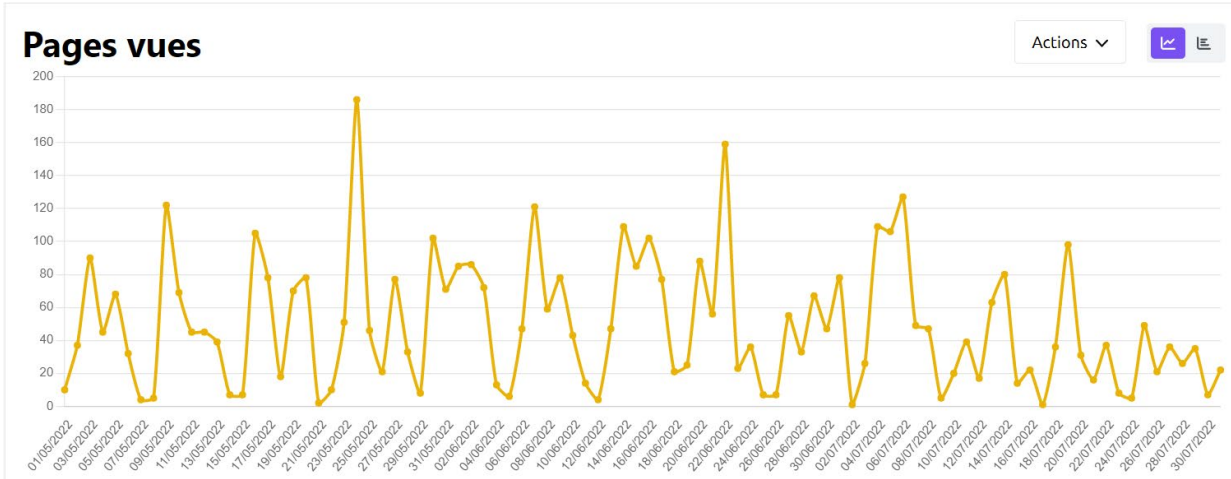
The peaks in the visits generally correspond with content or information being shared on social media channels and via email: for example, around May 24th, with the promotion of the New European Bauhaus Side Event, around June 7th, with the promotion of the HUB-IN Alliance, around July 17th, with the promotion of the article on Business and Financing Models from the Webinar.

The average amount of pages visited in the website are 2,6 and the bounce rate over the past 3 months has been at average 56,3%. This means that the website is having difficulty retaining half of its visitors and keeping them navigating between pages.

Pages vues par visite

Taux de rebond
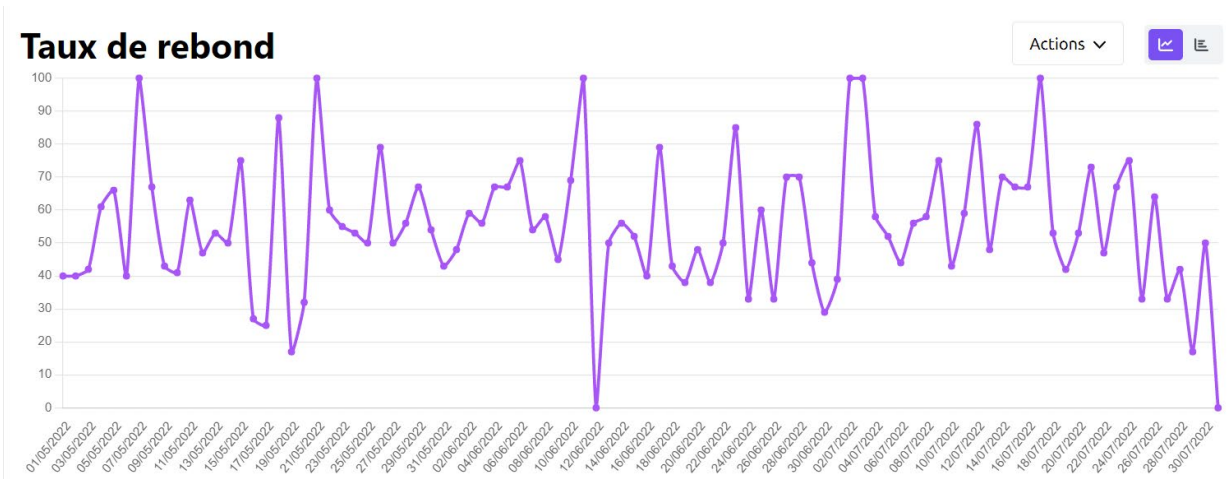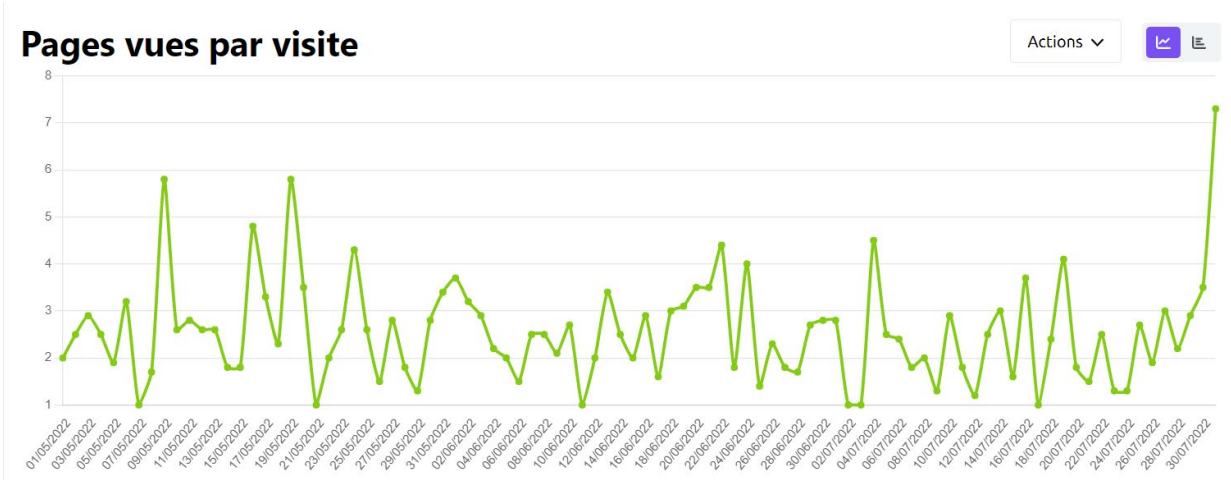
Sources

Visits to the website come mainly from direct traffic. However, social media and reference websites are also an important source of traffic.

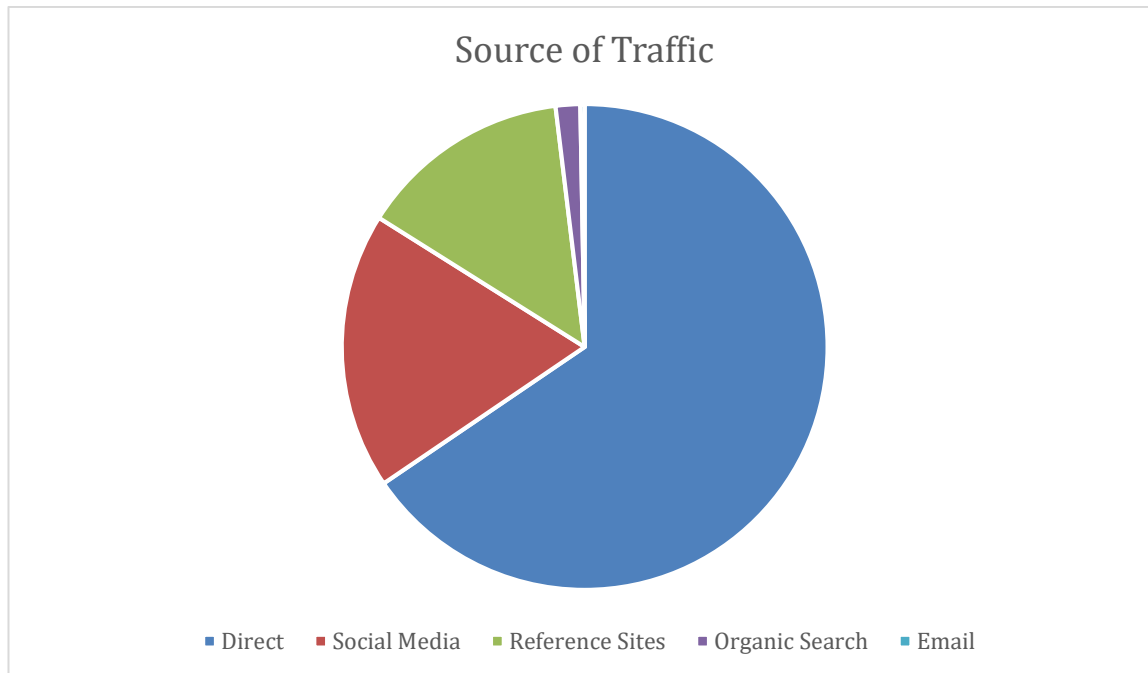Organic search and email are not as performant. This means that the website is not well optimised for search engines and thus not well positioned on Google, and that email marketing efforts are not as intense as social media efforts.

This table summarizes the different sources of traffic.

	Direct	Social Media	Reference Site	Search	Email
Visitors	921	259	199	23	4
Visits	1174	267	207	24	4
Viewed Pages	3183	546	695	36	11
Pages per visit	2,6	2,1	3,5	1,5	2,8
Bounce rate	54,7	56,5	42	75	25

We can conclude that visitors coming from a reference site or email stay longer in the website and navigate through more pages, and those coming from organic search (google etc.) stay the least.

Pages

The most visited pages in the past few months were:

1. The Home page (225 visitors)

2. The article on the New European Bauhaus Webinar (117 visitors)

3. The Alliance page (38 visitors)

4. The Alliance brochure (12 visitors)

5. The Pilot Cities (12 visitors)

The visits for all of these pages (60 to 100%) mainly comes from direct traffic, except for the article, where 47% of the traffic came from social media and only 46% direct.

Audience

The main visitors come from the countries of our pilot cities, as well as the United States and other European countries such as Belgium.
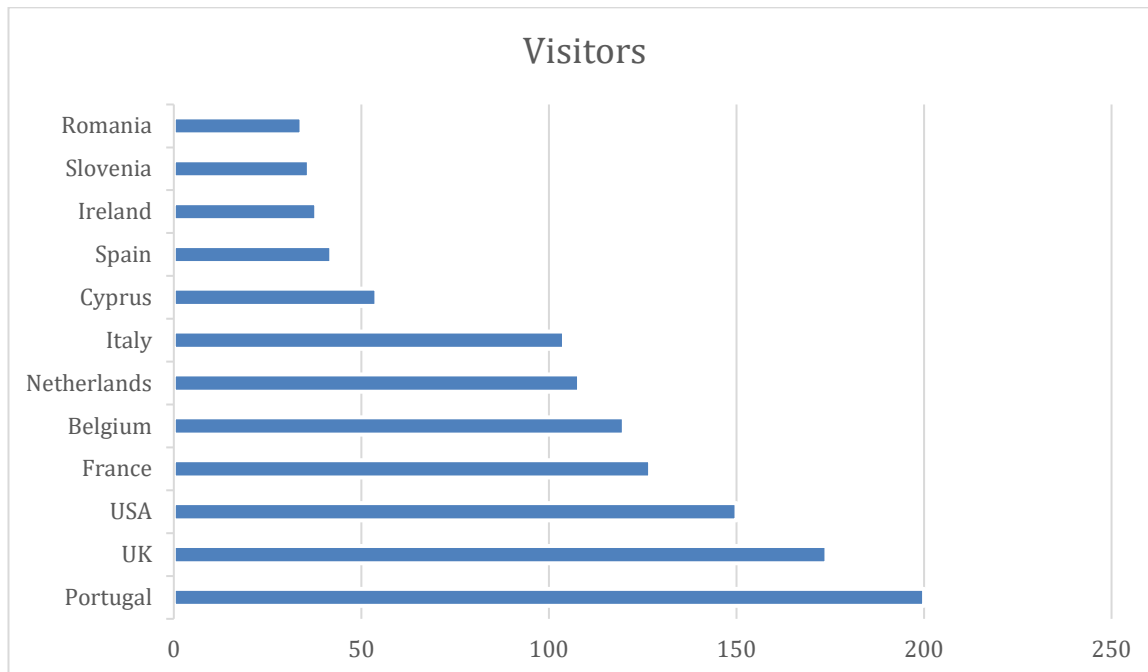
SUGGESTIONS FOR THE FUTURE

Following the Reviewers' first feedback of the project's communications, which greatly insisted on improving the website, it is necessary to rethink the display and architecture of the site. Also, the analytics have confirmed some of the remarks made by the reviewers, and need to be worked on (lack of dynamism and poor interconnection between site content, as users are not compelled to navigate much through the websites' pages and very few go past the Home Page).

Hence, the following year will be focused on improving this webpage by:

- Making it more dynamic and less flat

- Making it more horizontal (having less of a hierarchical, compartmental organisation), optimizing connections between content and sections, as well as making the project's main tools and material more visible upon arriving to the website

- Bringing out the visual value of the project's pilots and the richness of its tools and materials

- Improving the website's SEO (Search Engine Optimisation), so that the website is easier to reach through organic search

It is also important that the content regularly published on the website takes inspiration and exploits the resources of its pilot cities, as well as the material in the Atlas, GeoTool and later the Academy.

6. Videos

During the project life, we intend to publish 11 videos about the project, 3 in the form of animations and 8 as interview style videos. Two of the animation videos of the project have already been produced and published. They are published on the HUB-IN playlist on Youtube, with subtitles available in the 8 pilot languages.

The first video was released on December 6th 2021, and served as an introduction to the project. It was shared on HUB-IN's social media channels and features on the website.

The second video was release on July 14th 2022, and presented two of HUB-IN's main tools: the Atlas and GeoTool.
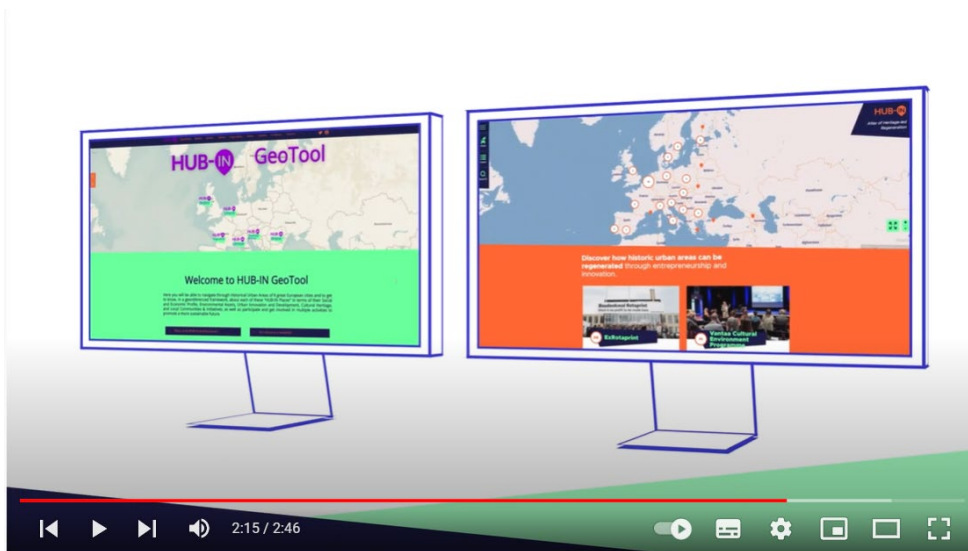
IMPACT ANALYSIS

The **first video** received **385 views**, of an average time of 1:30, meaning that viewers in average watch more than half of the video.

The **second video** has only received **68 views** so far, but has just been recently published. Also, the video was released during the summer months, lowering its visibility. It will be promoted again starting in September, to reach wider audiences and receive more views.

SUGGESTIONS FOR THE FUTURE

Following the Reviewers' first feedbacks on the project's communications, the videos should strive to better showcase the intrinsic value and beauty of the project's pilot cities. This means that the videos should rely less on animation and integrate more footage directly from the pilots and visual content produced by the project. The second video already works in this direction, by using images of pilot cities, footage from workshops and showcasing photos from HUB-IN's GeoTool and Atlas.

7. Printed Promotion

So far, the project has produced three printed promotional materials:
- A roll-up
- A general leaflet
- A brochure for the HUB-IN Alliance

IMPACT

The roll-up and general leaflet have added a lot of value to international and local events, giving the project greater visibility.

SUGGESTIONS FOR THE FUTURE

- Especially for fairs and stands, a QR code should be added to the roll-up.

- Future leaflets and brochures should also include QR codes.

- For future stands, it is worth considering whether we could like our presentation brochure to better feature the different tools - notably the Atlas and GeoTool - perhaps with one flyer dedicated per tool, with QR codes sending directly to the tools' page. This would be more engaging and enriching for interested parties, and give them a broader and more profound view of the project, its knowledge and value.

8. Events

The project was presented at **27 different events** this year. These range from local events or meetings in pilot cities, online webinars, to presentations in third party events and international or EU festivals, forums and events. Of those events, 10 were organised by HUB-IN partners, namely the Stakeholder Roadmap workshops, and webinars organised with sister projects CENTRINNO and T-Factor.

You will find all of the events in the table below.

Date	Place	Name of Event	Organiser of Event
27.7.21	Belfast, UK	National Lottery Heritage Fund	Maritime BelfastTrust
21.5.21	Belfast, UK	Belfast Chamber of Commerce	Maritime BelfastTrust
15.07.2021	Genova, Italy	Culture stakeholders	Job Centre
21.07.2021	Genova, Italy	Blue economy Stakeholders	Job Centre
04.09.21	Belfast, UK	Maritime Mile Festival	Maritime BelfastTrust
05.09.21	Belfast, UK	Maritime Mile Festival	Maritime BelfastTrust
9.9.21	Belfast, UK	Meeting with Future Screens	BCC
09.09.2021	Brasov, Romania	Green Cities Forum - HoReCa consultation	Brasov Municipality
16.9.21	Belfast, UK	Hub IN hack with wider BBC and MBT staff	BCC
22.9.21	Online Event	CLIC Final Conference	CLIC Project
16.1.21	Belfast (physcial and online), UK	Future Tuesday event	Future Screens NI
19.10.2021	Ljubljana, Slovenia	Okoljsko srečanje 2021- Napredni okoljski projekti kot dejavnik uspeha in prilagajanja podnebnim spremembam	Finance.si
8.11.21	Nicosia, Cyprus	Cyprus Talks Green	Cyprus Energy Agency /Cyprus University of Technology

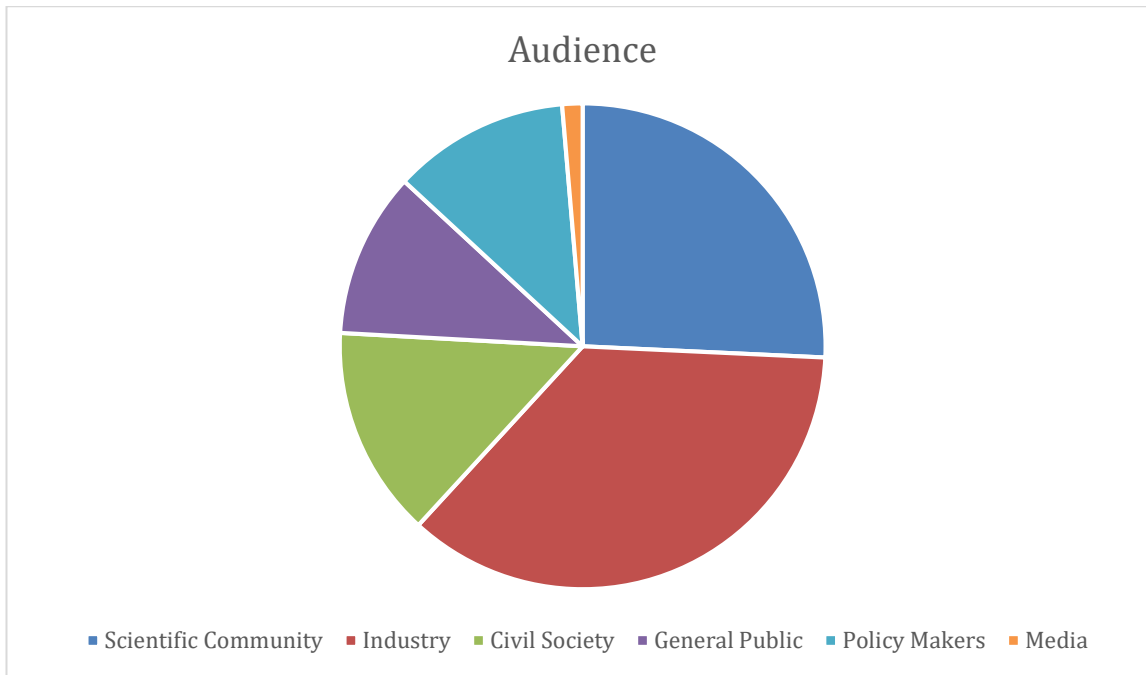|			
15.11.2021	Online Event	Covenant of Mayors - Twinning Programme Brasov - Bucharest District 6 - Dresden	Covenant of Mayors
23.11.21	Belfast, UK	HUB IN roadmap cocreation workshop	BCC & MBT
2 and 3.12.21	Online Event	ILUCIDARE Playground	ILUCIDARE Project
29.11.2021 - 04.12.2021	Genova, Italy	Smart week	Municipality of Genoa
20.12.2021	Slovenska Bistrica, Slovenia	Municipality and Development Information Centre stakeholders	Municipality of Slovenska Bistrica
21.12.2021	Online Event	Esri Portugal Users Anual Meeting	Esri Portugal - Sistemas e Informação Geográfica
02.03.2022	Online Event	Regenerating Cities for the Post-Pandemic: What counts for transformative impact?	HUB-IN, CENTRINNO, TFACTOR
9-12.06.2022	Brussels, Belgium	New European Bauhaus Festival	European Commission
9.06.2022	Online Event	Business & financing models for tomorrow's heritage	HUB-IN, CENTRINNO, TFACTOR
29-30.03.2022	Nicosia, Cyprus	HUB-IN Roadmap Co-creation Workshop for the Historic Center of Nicosia	Nicosia Municipality and the Cyprus Energy Agency
18-20.03.2022	Nicosia, Cyprus	16th SAVENERGY EXPO	OEB (HUB-IN was represented by CEA)
29.04.2022	Nicosia, Cyprus	U-SOLVE - Focus Group on Urban Environment	University of Cyprus, Cyprus Institute, Urban Gorillas
15.06.22	Leon, Spain	Fedarene General Assembly 2022	Fedarene - EU Federation of agencies and regions for energy and the environment
29.06.22	Katowice, Poland	World Urban Forum 11	UN Habitat

IMPACT ANALYSIS

Not every event had access to the participation data and information. The table below shows the events that had adequate reporting and gives us an insight on the audiences at the different HUB-IN projects.

Event	Place	Total # of Participants	Industry	Civil Society	General Public	Policy Makers	Media
National Lottery Heritage Fund	Belfast	5	0%	0%	80%	0%	20%
Meeting with Future	Belfast	5	0%	100%	0%	0%	0%
Green Cities Forum - HoReCa consultation	Brasov	20	0%	100%	0%	0%	0%
HUB-IN hack with wider BBC and MBT staff	Belfast	12	0%	0%	33%	0%	67%
Future Tuesday Event	Belfast (physical / online)	52	0%	100%	0%	0%	0%
Cyprus Talks Green	Nicosia	100	30%	20%	30%	20%	0%
Covenant of Mayors - Twinning Programme Brasov - Bucharest District 6 - Dresden	Online	10	30%	10%	0%	0%	40%
Municipality & Development Information centre Stakeholders	Slovenska Bistrica	11	64%	0%	0%	0%	36%
Regenerating cities for the post pandemic: what counts for transformation?	Online	148	35%	8%	13%	19%	22%

Business & Financing Models for Tomorrow's Heritage	Online	47	21%	14%	27%	14%	19%

Of these 10 events organised by HUB-IN partners, in total we can count a participation of 515 people, broken down in the following way.

Audience

■ Scientific Community ■ Industry ■ Civil Society ■ General Public ■ Policy Makers ■ Media

SUGGESTIONS FOR THE FUTURE

Participation in EU and international events enables the project to gain visibility with a broader range of stakeholders. These should be privileged in the future.

INTERNAL REPORT
Dissemination ActivitiesD7.4 - 3

August 2023

1. Introduction

During the third year of the project, the promotion of HUB-IN was boosted making it a more structured, regular activity. HUB-IN entered a more active phase indeed, so we had the chance to share more information with the public.

The revamp - both on a superficial and structural level - transformed the website into a more dynamic, attractive, and user-friendly tool. Moreover, we increased the number of followers on our social media channels.

Among other topics, we focused on the promotion of the HUB-IN Alliance, promoting the initiative itself and the webinars organised to inform cities and stakeholders interested in joining our network. Moreover, a brochure and a logo have been realised to characterize the Alliance communication.

In addition, during this year we produced new content, such as the city video interviews, and we opened a Linkedin Group to encourage the exchange among all partners.

2. Social Media

Between August 2022 and August 2023, we focused on having a more structured communication activity. Posts have been dedicated to promoting the project deliverables, tools and materials, talking about our pilot cities, and giving visibility to partners' initiatives.

We published a post on our Facebook and Twitter pages **every Tuesday and Thursday** (except during holiday times). In addition, we published extra posts when needed. Part of the activity consists of sharing partners' posts. We posted over 20% more compared to the previous reporting period (picture on the left).

Post frequently and consistently

Published posts ⓘ
76 ↑ 20.6%

Published stories ⓘ
0 0%
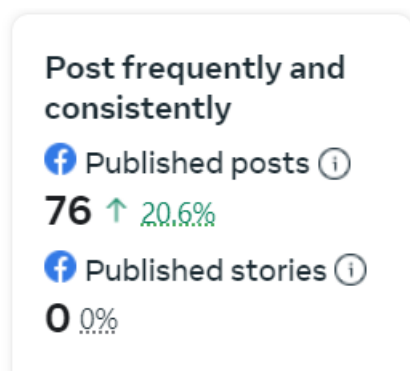
This constant activity helped us to gain new followers on both channels. Early August 2023, the project counts **281 followers on Facebook** (+13.31%) and **235 followers on Twitter** (+20.51%).

You can see all the HUB-IN posts on its [Facebook page](#) and [Twitter feed](#). HUB-IN has published a total of **237 Facebook posts** and **245 Tweets** on its pages so far.

Partners follow the pages and promote them by re-posting on their own social

media profiles. As of now, **partners' and external profiles published over 1000 posts** regarding the HUB-IN project in total. You can find the list of all the posts in the monitoring document.

This table shows the partners who mostly contributed to the dissemination activity on social media since the start of the project:

Partner	Number of Posts
Cyprus Energy Agency	205 posts
Lisboa E-Nova	130 posts
ABMEE	138 posts
Energy Cities	50 posts
Belfast City Council or Maritime Belfast Trust	40 posts
IRE	33 posts

In May 2023, we created a Linkedin Group. While the other social media pages are useful to reach out to a wider public and promote the steps achieved by the project as well as the Alliance and relevant events, the Linkedin Group is meant to give the HUB-IN network a digital space to share relevant news, get in touch with other partners and
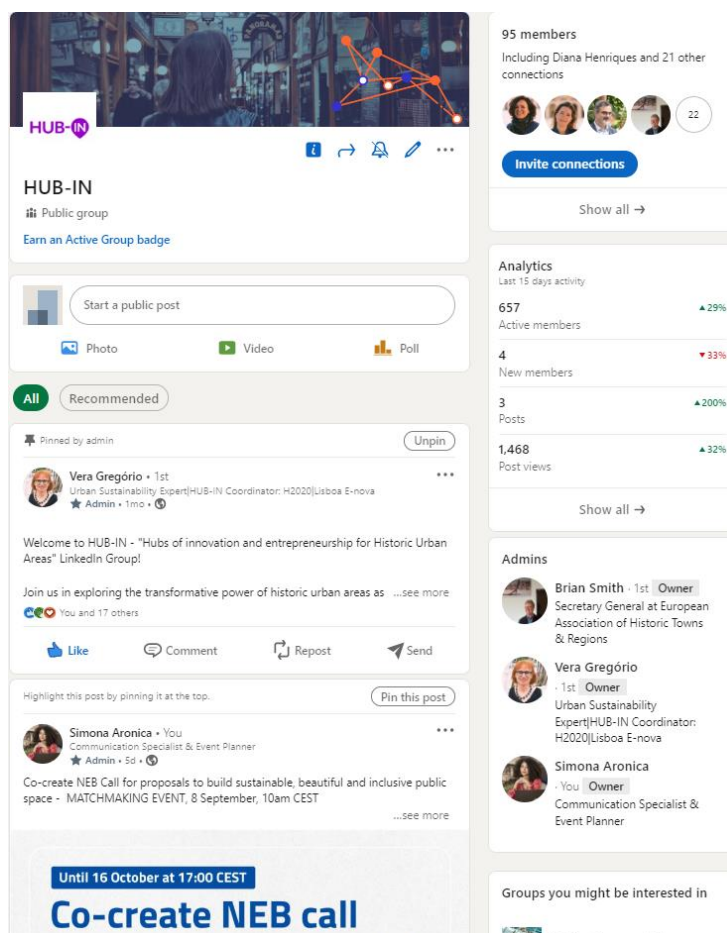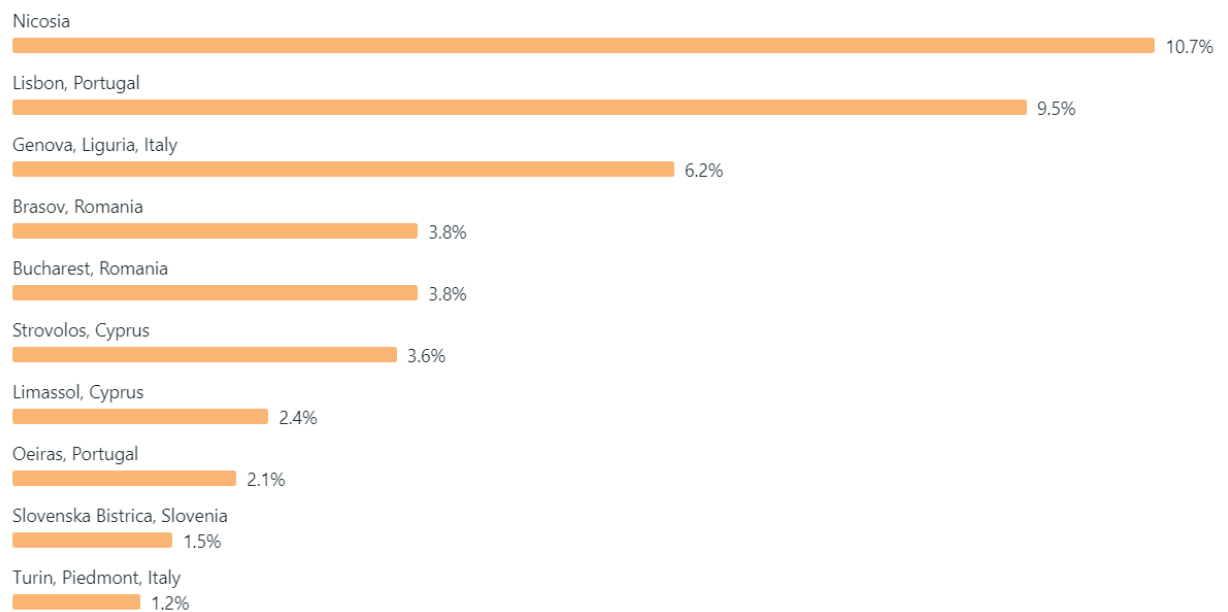
stimulate the dialogue among all members of the community. Moreover, its aim is to provide the Alliance with a tool to engage with Early Joiners. Finally, once the Academy will be launched, the Linkedin group will be an additional channel to promote the course.

IMPACT ANALYSIS

FACEBOOK

We can observe that the audiences on Facebook are mainly from our pilot countries and/or cities.

Top towns/cities

Nicosia	10.7%
Lisbon, Portugal	9.5%
Genova, Liguria, Italy	6.2%
Brasov, Romania	3.8%
Bucharest, Romania	3.8%
Strovolos, Cyprus	3.6%
Limassol, Cyprus	2.4%
Oeiras, Portugal	2.1%
Slovenska Bistrica, Slovenia	1.5%
Turin, Piedmont, Italy	1.2%

Our audience is manly a female user in her 40s.

Facebook followers ⓘ

338

Age & gender ⓘ
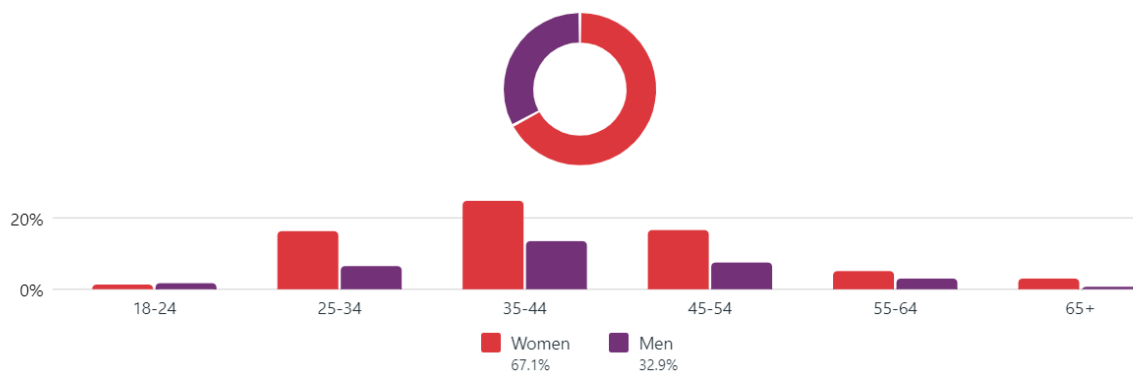
| 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |

Women 67.1%   Men 32.9%

In the tables below we compare the reach and the page visits of the current reporting timeframe with the previous one.

Reach
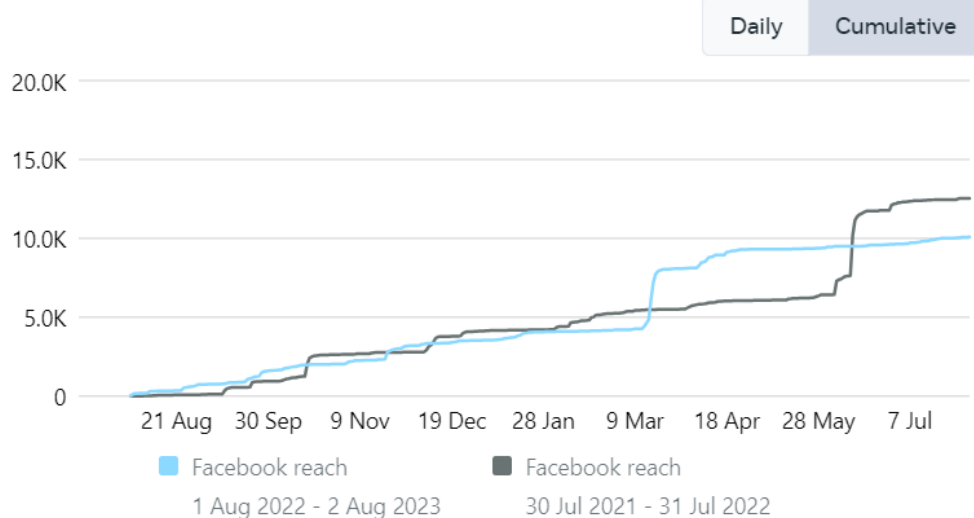Compare your reach from this period to the previous one.

See more about your content performance

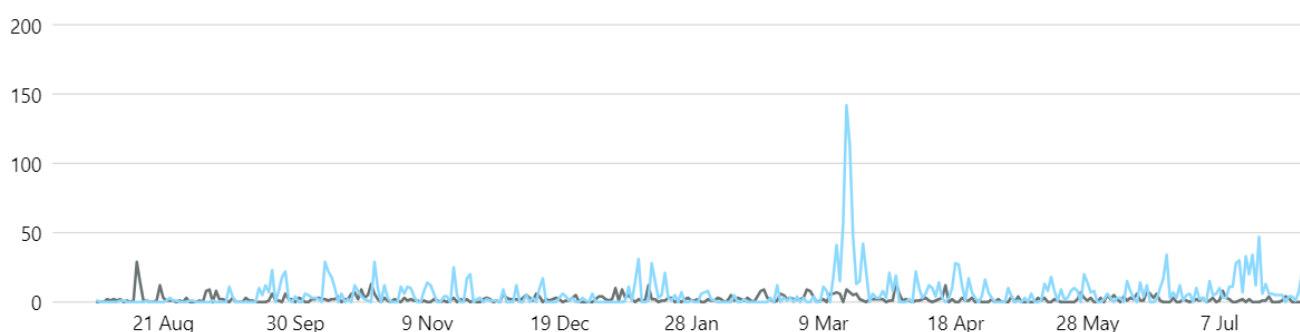Facebook reach (i)

10,083 ↓ 19.6%

Paid reach (i)

0 0%

Daily | Cumulative

Facebook reach
1 Aug 2022 - 2 Aug 2023

Facebook reach
30 Jul 2021 - 31 Jul 2022

Facebook visits (i)

2,334 ↑ 201.6%

In terms of engagement, we can observe that, this year, engagement with social media posts on Facebook had a peak during the Consortium Meeting (March 2023), when all partners published more than usual, while last year the audience engaged more during the New European Bauhaus event (June 2022).

Another factor that should be taken into account is that Facebook tends to penalise organic posts to push pages to pay to get more visibility. According to the specialised website Hoosuite, as of July 2023, the average engagement rate of an organic Facebook post ranges from 2.58% down to just 1.52%.

TWITTER

Twitter allows gathering data only over a 90-day period. The graphics below show the impressions earned between February and July 2023.

In the last 3 months, the HUB-IN page earned an average of 30 impressions per day.

We noticed a peak of visibility and engagement during the Consortium Meeting (March 2023) also on Twitter.
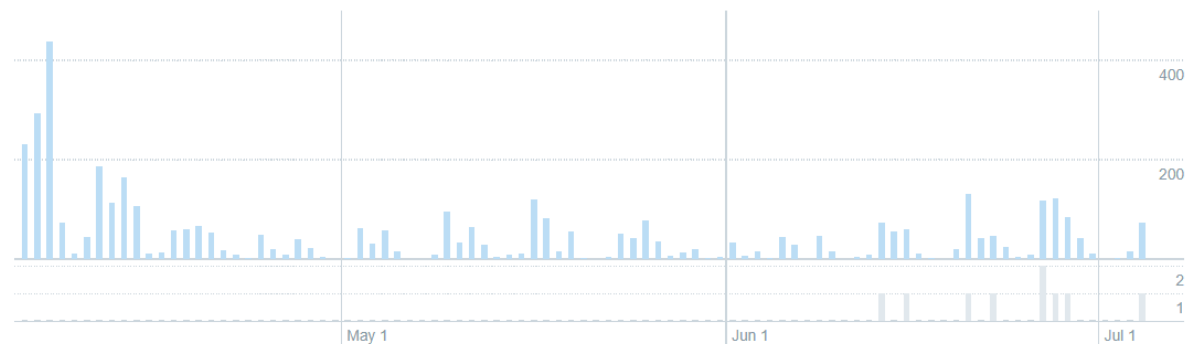
February – April 2023

Your Tweets earned **7.1K impressions** over this **89 day** period
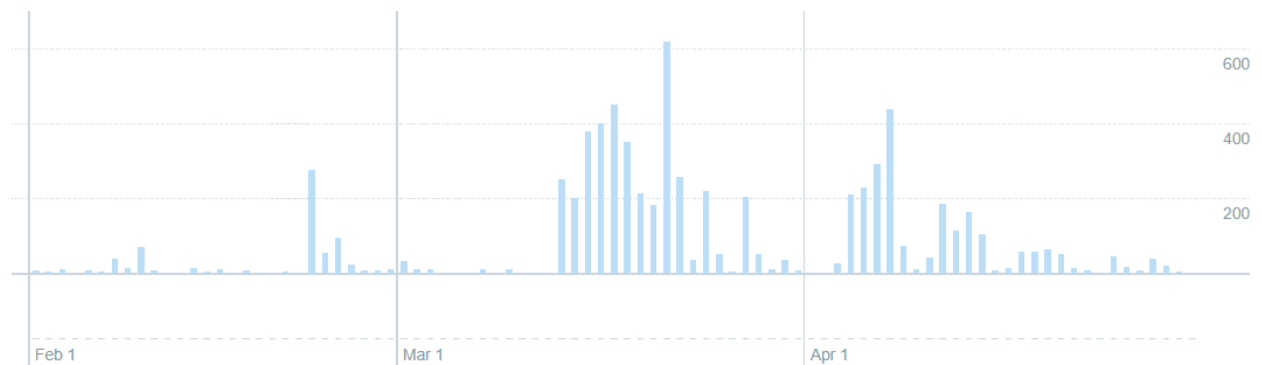
April - July 2023

Your Tweets earned **4.2K impressions** over this **91 day** period

LINKEDIN

As mentioned previously, the Linkedin Group is active since May 2023.
Looking at the table below, we notice that users interacting with the posts are much more than the group members are.
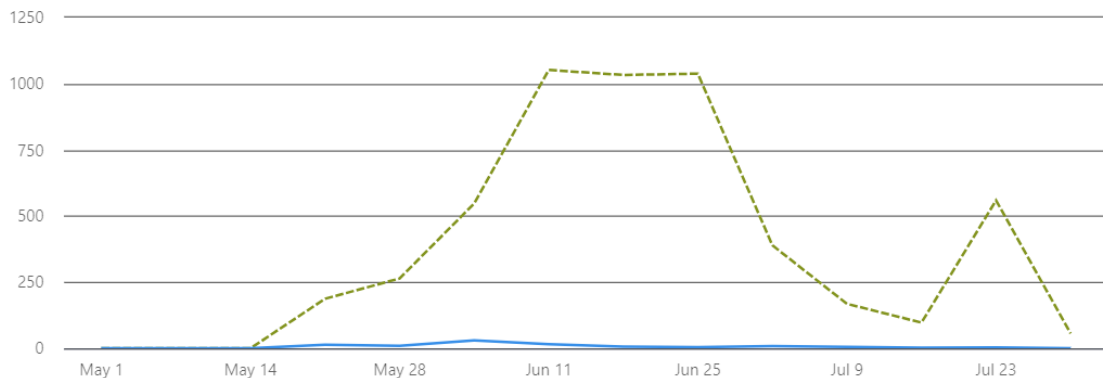
Growth highlights ⓘ

95
Total members

2,837
Active members
▲6% past 7 days

Growth details ⓘ

COMMENTS AND SUGGESTIONS FOR THE FUTURE

- As highlighted in the previous report, Facebook is not the main channel used by our target audience, while Twitter and Linkedin are more suited to host a EU-project page.

- Following the Reviewers' first feedback on the project's communications, we designed a content strategy aiming to highlight the characteristics of each pilot city and the steps partners are taking to enhance their historic urban area, in addition to stressing the value of joining the Alliance.

- Big international events are a good opportunity to gain visibility on social media, insert the project in a broader movement, and connect with relevant stakeholders. We are planning to join relevant events both in Autumn 2023 and in Spring 2024.

- To increase the engagement of posts, we will keep asking partners to like and share our social media posts. Moreover, we will ask them to invite again their network to follow our pages, especially the new Linkedin Group. Only a few partners are very active, others need to make more of an effort.

3. Articles by Project Partners

Almost the pilot cities have developed their own HUB-IN websites or pages within their local websites, where each publishes news and content relevant to the project in their languages and for their audiences. Two new landing pages have been published in the latest year: Lisbon's HUB-IN and Utrecht's HUB-IN. Grand Angoulême's HUB-IN websites will be out soon.

Here is an overview of the articles they published since the start of the project. In total, **they published 50 articles** so far.

Link	Partner
http://www.abmee.ro/portfolio/hub-in/	ABMEE
http://www.abmee.ro/portfolio/hub-in/	ABMEE
http://www.abmee.ro/wp-content/uploads/2022/01/Despre-HUB-IN.pdf	ABMEE
http://www.abmee.ro/wp-content/uploads/2022/01/Pliant-HUB-IN.pdf	ABMEE
http://www.abmee.ro/materiale-hub-in/	ABMEE
https://www.cea.org.cy/hub-in/	Cyprus Energy Agency
https://lisboaenova.org/hub-in/ https://lisboaenova.org/en/hub-in-2/	Lisboa E-Nova

https://www.cense.fct.unl.pt/news-events/new-project-cense-hub https://www.cense.fct.unl.pt/projects/2020-2024-hub-hubs-innovation-and-entrepreneurship-transformation-historic-urban-areas	UNL (FCT NOVA)
https://smart.comune.genova.it/sezione/progetti-europei	Comune di Genova
https://lisboaenova.org/lisboa-e-nova-lidera-projeto-internacional-para-a-regeneracao-e-sustentabilidade-ambiental-de-areas-historicas-europeias/	Lisboa E-Nova
https://lisboaenova.org/regenaracao-das-areas-urbanas-historicas/	Lisboa E-Nova
https://www.belfastcity.gov.uk/News/Belfast-innovation-hub-on-the-near-horizon	Belfast City Council and Maritime Trust Belfast
https://maritimebelfast.com/news/belfast-innovation-hub-on-the-near-horizon/	Belfast City Council and Maritime Trust Belfast
http://www.ireliguria.it/component/k2/item/150-ire-partner-del-nuovo-progetto-horizon-2020-%E2%80%9Chub-in%E2%80%9D.html	IRE
https://ric-sb.si/hub-in	Municipality of Slovenska Bistrica (Development Information Centre Slovenska BIstrica)

URL	Organization
https://www.slovenska-bistrica.si/vsebina/sticisca-inovacij-in-podjetnistva-za-preobrazbo-in-ozivitev-zgodovinskih-mestnih-obmocij-hub-in	Municipality of Slovenska Bistrica
https://www.ezavod.si/eu-projekti/tekoci-projekti/spodbujanje-inovativnosti-in-podjetnistva/hub-in#informacije-o-projektu	E-Zavod
https://www.cea.org.cy/nicosia-2040-volume-iii-i-anazoogonisi-toy-istorikoy-ken/	Cyprus Energy Agency
https://www.brasovcity.ro/ro/stiri_pe_larg/11546/Brasovul_asculta_vocea_comunitatii_si_cauta_initiative_&_solutii_verzi_pentru_viitorul_orasului?fbclid=IwAR1Tf0pZRktmHfjcj3FzNKWTqIRVIJIyvGSluXOLmObe6HjSpdOO8HORtk0	Brasov
Belfast Maritime Weekender – Hub-In (hubin-project.eu)	Belfast City Council and Maritime Belfast Trust
Heritage and Innovation Workshop – A roadmap for Belfast Hub In (thesmartcityjournal.com)	Belfast City Council and Maritime Belfast Trust
https://lisboaenova.org/1a-reuniao-de-consorcio-do-hub-in-em-lisboa/	Lisboa E-Nova
https://www.cea.org.cy/wp-content/uploads/2021/09/towards-sustainable-innovation-in-nicosia.pdf	Cyprus Energy Agency

https://lisboaenova.org/regeneracao-de-areas-historicas-urbanas-o-estado-da-arte/	Lisboa E-Nova
https://www.uu.nl/en/news/online-atlas-hub-in-should-inspire-regeneration-of-historic-urban-areas	Utrecht University
http://www.historic-towns.org/news/	EAHTR
https://lisboaenova.org/o-novo-festival-europeu-de-bauhaus-9-a-12-de-junho-2022/	Lisboa E-Nova
Call for follower cities interested in transforming and regenerating Historic Urban Areas - All Ireland Smart Cities (smartcitiesireland.org)	Belfast City Council and Maritime Belfast Trust
Hubs of Innovation – call for follower cities – Smart Belfast	Belfast City Council
https://www.maritimebelfast.com/hub-in/	Maritime Belfast Trust
https://www.managenergy.com/node/1554	IRE and CEA
https://fedarene.org/hub-in-alliance/	IRE and CEA

https://www.crowdfunding hub.eu/hub-in-webinar-business-financing-models-for-tomorrows-heritage/	CrowdfundingHub
https://www.crowdfunding hub.eu/hub-in-online-atlas-a-project-inspiring-historical-urban-area-regeneration/	CrowdfundingHub
https://www.crowdfunding hub.eu/hub-in-interviews-talking-community-businesses/	CrowdfundingHub
https://www.crowdfunding hub.eu/hub-in-interviews-talking-a-heritage-led-community-land-trust-the-veerhuis/	CrowdfundingHub
https://www.crowdfunding hub.eu/hub-in-interviews-talking-institutions-for-collective-action/	CrowdfundingHub
https://www.crowdfunding hub.eu/hub-in-interviews-talking-social-impact-bonds/	CrowdfundingHub
https://www.crowdfunding hub.eu/hub-in-interview-talking-community-impact-investing/	CrowdfundingHub
https://www.crowdfunding hub.eu/hub-in-interview-talking-about-financing-the-urban-commons/	CrowdfundingHub
https://www.crowdfunding hub.eu/hub-in-interview-value-finance-and-ownership-of-heritage-led-regeneration-by-the-citymaker-fund/	CrowdfundingHub

https://www.crowdfundinghub.eu/hub-in-interview-talking-regenerative-financing-at-the-triodos-bank/	CrowdfundingHub
https://www.crowdfundinghub.eu/hub-in-financing-model-catalogue-for-heritage-led-regeneration-of-historic-urban-areas/	CrowdfundingHub
https://www.crowdfundinghub.eu/hub-in-business-financing-governance-models-for-heritage-led-regeneration/	CrowdfundingHub
https://www.crowdfundinghub.eu/hub-in-project-working-paper-european-historic-areas-state-of-play/	CrowdfundingHub
https://www.crowdfundinghub.eu/hub-in-2020-historical-urban-areas-restoration/	CrowdfundingHub
Hub-In Belfast - Maritime Belfast | Maritime Belfast	Maritime Belfast Trust
https://smartcitiesireland.org/call-for-follower-cities-interested-in-transforming-and-regenerating-historic-urban-areas/	BCC/AISCF
Belfast's Digital Innovation Ambitions - PORTUS (portusonline.org)	Belfast City Council
https://www.abmee.ro/centrul-istoric-trebuie-sa-le-apartina-in-aceeasi-masura-brasovenilor-si-turistilor/	ABMEE

https://www.abmee.ro/ghidul-de-amplasare-a-teraselor-o-prioritate-pentru-noul-arhitect-sef-al-municipiului-brasov-arh-dragos-oprea/	ABMEE
https://www.abmee.ro/de-ora-pamantului-te-invitam-la-o-plimbare-de-seara-ce-parere-ai-despre-iluminatul-public-din-centrul-vechi/	ABMEE
https://smartbelfast.city/story/belfast-innovation-hub-in-martime-mile/	BCC
https://lisboaenova.org/projeto-da-lisboa-e-nova-selecionado-para-programa-bairros-verdes-e-prosperos-do-c40/	Lisboa E-Nova
Artistieke interventies in Werkspoorkwartier - (deplaatsmaker.nl)	Utrecht
https://energy-cities.eu/project/hub-in/	Energy City

IMPACT ANALYSIS

As communications coordinators, we regularly ask pilot cities to publish project information, as well as promote tools and deliverables on their platforms. As a result, articles have been published about the different topics.

SUGGESTIONS FOR THE FUTURE

Local websites are a powerful tool to inform citizens about the regeneration of their cities. Not all the websites are constantly nurtured. The official launch of the local HUBs should boost partners' communication activity. This should be in line with the branding strategy previously designed and included in the roadmaps and embedded into the action plans.

4. News & Other Mentions

Since the beginning of the project, **67 articles and social media posts talked about HUB-IN** in various digital media and publications, on local, national and EU levels.

You can see the list of these publications in the table below:

Link	Date	Title
https://www.aftodioikisi.com.cy/%ce%bf-%ce%b4%ce%ae%ce%bc%ce%bf%cf%82-%ce%bb%ce%b5%cf%85%ce%ba%cf%89%cf%83%ce%af%ce%b1%cf%82-%cf%83%cf%85%ce%bc%ce%bc%ce%b5%cf%84%ce%ad%cf%87%ce%b5%ce%b9-%cf%83%cf%84%ce%bf-%ce%ad%cf%81%ce%b3%ce%bf-hu/	02.10.2020	Ο Δήμος Λευκωσίας συμμετέχει στο έργο HUB IN
https://parathyro.politis.com.cy/2020/10/o-dimos-lefkosias-symmetechei-sto-ergo-hub-in/	02.10.2020	Ο Δήμος Λευκωσίας συμμετέχει στο έργο HUB IN
https://www.bizbrasov.ro/2020/10/08/finantare-nerambursabila-pentru-crearea-unui-centru-de-inovare-unde-vor-fi-testate-proiecte-ce-vizeaza-transformarea-centrului-istoric-al-brasovului/	08.10.2020	Non-refundable funding for the creation of an innovation centre, where projects aimed at transforming the historic centre of Brasov will be tested
https://www.facebook.com/BizBrasov1/posts/3634393673291609	08.10.2020	Non-refundable funding for the creation of an innovation centre, where projects aimed at transforming the historic centre of Brasov will be tested

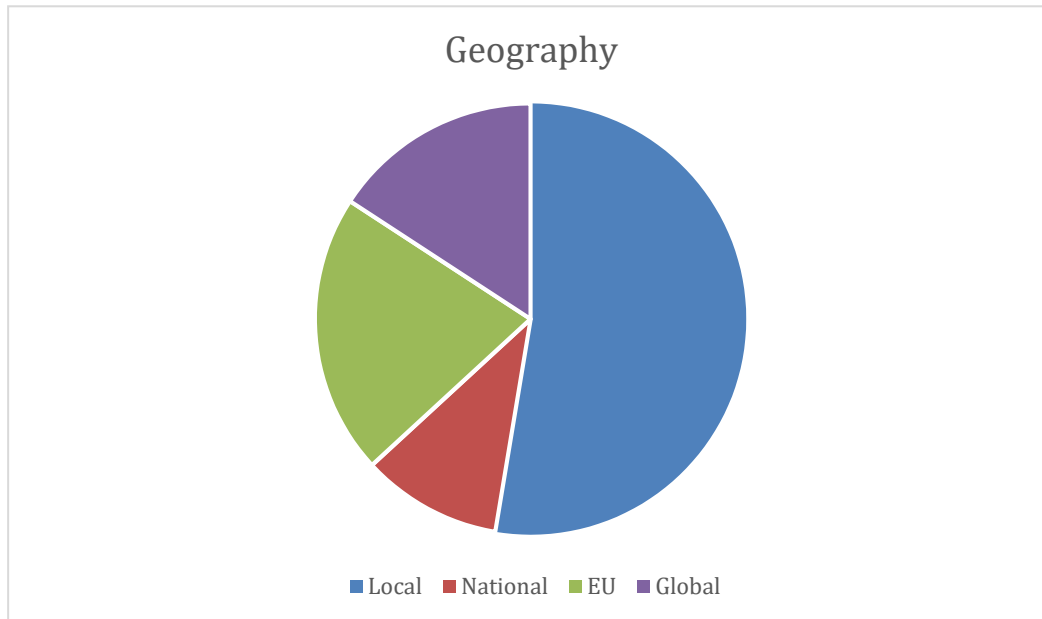|		
https://www.facebook.com/groups/brasovenii/permalink/2016339245167549/	08.10.2020	Non-refundable funding for the creation of an innovation centre, where projects aimed at transforming the historic centre of Brasov will be tested
https://newsbv.ro/2020/10/08/municipiul-brasov-a-obtinut-o-finantare-nerambursabila-pentru-transformarea-centrului-istoric/	08.10.2020	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre
https://www.facebook.com/groups/131038193672679/permalink/3188917487884719/	08.10.2020	Non-refundable funding for the creation of an innovation centre, where projects aimed at transforming the historic centre of Brasov will be tested
https://ziare.com/brasov/stiri-business/municipiul-brasov-a-obtinut-o-finantare-nerambursabila-pentru-transformarea-centrului-istoric-8263447	08.10.2020	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre
https://brasovstiri.ro/brasovul-a-castigat-o-finantare-nerambursabila-pentru-transformarea-centrului-istoric/	09.10.2020	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre
https://bzb.ro/stire/brasovul-va-avea-un-centru-de-inovare-pentru-dezvoltarea-centrului-istoric-a155663	09.10.2020	Brasov will have an innovation centre for the development of the historic centre
http://www.radiobrasovfm.ro/articol/municipiul-braov-a-catigat-o-finanare-nerambursabila-pentru-transformarea-centrului-istoric/2841841/5781/1	09.10.2020	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre
http://www.radiomures.ro/stiri/municipiul-brasov-isi-cauta-propriul-brand.html	09.10.2020	Brasov City is searching its own brand
https://www.youtube.com/watch?v=Go6aMT5ggNM&list=PL_nPqZEM6eVtsIymAfIhKBUKXNOwINabR&index=3	09.10.2020	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre
https://www.youtube.com/watch?list=PL_nPqZEM6eVultCLi3hfEH3D42x2KKknt&v=UJFdkbkMTYU	10.10.2020	Secrets of Brasov TV Show: ABMEE was guest

http://www.coronapress.ro/articol/61911	14.10.2020	Brasov municipality obtained a non-refundable funding for the transformation of the Historic Centre
https://smart.comune.genova.it/comunicati-stampa/pr%C3%A8-attivita%E2%80%99-commerciali-innovative-spazi-eventi-e-pacchetti-turistici	30.01.2020	Hub-In, a project for the urban regeneration of historic areas through innovation
https://genova.repubblica.it/cronaca/2020/01/30/news/genova_vince_il_bando_dell_unione_europea_per_rilanciare_via_pre	30.01.2021	Approved EU funds for Genova to relaunch Via Pre
https://smart.comune.genova.it/comunicati-stampa-articoli/un-volano-di-sviluppo-genova-cos%C3%AC-il-fundraising-cambia-volto-alla-citt%C3%A0	08.04.2021	Un volano di sviluppo per Genova: così il Fundraising cambia volto alla città
https://www.ambientemagazine.com/sushi-comprova-que-alfama-tem-potencial-para-ser-um-bairro-de-energia-positiva/	02.06.2021	SUSHI comprova que Alfama tem potencial para ser um "Bairro de Energia Positiva"
https://www.themayor.eu/en/a/view/new-eu-funded-project-sets-to-regenerate-8-historic-urban-areas-9102	13.10.2021	New EU-funded project sets to regenerate 8 historic urban areas
https://eumayors.eu/news-and-events/news-and-events/news/1890-new-eu-funded-project-sets-to-regenerate-8-historic-urban-areas.html	20.10.2021	New EU-funded project sets to regenerate 8 historic urban areas
https://www.bizbrasov.ro/2021/08/27/dezbatere-poluare-calitate-aer-turism-horeca-abmee/	27.08.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism
https://www.facebook.com/BizBrasov1/posts/4602684789795821	27.08.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism

https://www.facebook.com/primariabrasov/posts/4336916839719199	27.08.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism
https://www.infobrasov.net/brasovenii-sunt-invitati-sa-propuna-solutii-pentru-limitarea-si-adaptarea-la-schimbarile-climatice/	27.08.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism
https://www.qwer.ro/dezbatere-pe-tema-proiectarii-brasovului-in-jurul-nevoilor-si-dorintelor-cetatenilor-la-capitolul-calitate-a-aerului-si-reducere-a-poluarii-cum-ar-putea-fi-si-turismul-mai-prietenos-cu-mediul	27.08.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism
http://brasovplayer.srr.ro/stire/horeca-i-cetaenii-braoveni-la-discuii-despre-probleme-de-mediu-in-domeniul-turismului-pe-9-septembrie/3205241/5781/5	27.08.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism
https://www.bzb.ro/stire/9-septembrie-dezbatere-pe-tema-proiectarii-brasovului-in-jurul-nevoilor-si-dorintelor-cetatenilor-la-capitolul-calitate-a-aerului-si-reducere-a-poluarii-a166393	30.08.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism

https://ziare.com/brasov/stiri-actualitate/9-septembrie-dezbatere-pe-tema-proiectarii-brasovului-in-jurul-nevoilor-si-dorintelor-cetatenilor-la-capitolul-calitate-a-aerului-si-reducere-a-poluarii-8549873	30.08.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism
http://www.brasovultau.ro/articol/stiri/brasovul-asculta-vocea-comunitatii-si-cauta-initiative-solutii-verzi-pentru-viitorul-orasului.html	31.08.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism
https://brasovstiri.ro/incepe-conferinta-internationala-de-politici-publice-de-mediu-in-cadrul-forumului-oraselor-verzi/	09.09.2021	Brasov citizens, alongside the community of HoReCa, invited to publicly discuss about the future of the city, how to regenerate the historical centre and how to ensure the sustainability of tourism
https://www.thesmartcityjournal.com/en/news/heritage-and-innovation-workshop-a-roadmap-for-belfast-hub-in	09.09.2021	Heritage and Innovation Workshop – A roadmap for Belfast Hub In
https://www.digitalmeetsculture.net/article/hubs-of-innovation-and-entrepreneurship-for-the-transformation-of-historic-urban-areas/	05.01.2022	Hubs of Innovation and Entrepreneurship for the Transformation of Historic Urban Areas
https://heritagetribune.eu/europe/hub-in-presents-analysis-of-heritage-led-regeneration-in-historic-urban-areas-throughout-europe/	12.01.2022	HUB-IN presents analysis of heritage-led regeneration in historic urban areas throughout Europe
https://www.patreon.com/posts/61118918	14.01.2022	HUB-IN, a sustainable way to protect historic urban areas
https://www.fondazionescuolapatrimonio.it/en/editoria-three-key-questions-on-culture-cultural-heritage-and-climate-change/	17.01.2022	Three key questions on culture, cultural heritage and climate change

https://www.thesmartcityjournal.com/en/cities/the-municipality-of-genova-met-local-stakeholders-to-discuss-the-regeneration-of-the-historic-city-centre	21.03.2022	The Municipality of Genova met local stakeholders to discuss the regeneration of the historic city centre
Inclusive Innovation Research Commission — UK Innovations District Group (ukinnovationdistricts.co.uk)	13.07.2022	Opening the Innovation Economy: The case for inclusive innovation in the UK
https://issuu.com/syncni/docs/syncni-magazine-summer-2022-digital-sm	28.07.2022	Promotion of Smart City Belfast
https://www.bizbrasov.ro/2022/09/08/schimbare-centru-istoric-brasov-jocuri-urbane-iluminat/	8.9.2022	HUB-IN presented at Green Cities Forum 2022
https://energy-cities.eu/how-to-create-local-hubs-of-innovation-and-entrepreneurship/	03.11.2022	How to create local hubs of innovation and entrepreneurship
https://www.brasovcity.ro/stiri-wp/wp-content/uploads/2023/02/230201%20Ghid%20Terase%20Brasov.pdf	02.02.2023	Guide to the location of seasonal terraces in the historic centre of Brasov
https://www.agerpres.ro/administratie/2023/02/02/brasov-noi-reguli-pentru-amplasarea-teraselor-din-centrul-istoric-al-municipiului-resedinta--1053123	02.02.2023	Brasov: New rules for the location of terraces in the historic centre of the city
https://www.infobrasov.net/primaria-brasov-a-prezentat-ghidul-de-amplasare-a-teraselor-sezoniere-in-centrul-istoric/	02.02.2023	Brasov City Hall presented the new "Guide for the location of seasonal terraces in the historical centre"
https://www.radiomures.ro/stiri/brasov-noi-reguli-pentru-amplasarea-teraselor-din-centrul-istoric-al-municipiului-resedinta.html	02.02.2023	Brasov: New rules for the location of terraces in the historic centre of the city
https://adevarul.ro/stiri-locale/brasov/noile-reguli-ale-primariei-brasov-mai-mult-spatiu-2239291.html	02.02.2023	New City Hall regulation: more space for pedestrians. How the historic centre will look like
https://www.libertatea.ro/stiri/primaria-brasov-impune-reguli-pentru-terasele-din-centrul-istoric-proprietarii-acuzati-ca-au-cucerit-mult-din-spatiul-pietonilor-4434216	02.02.2023	Brasov City Hall imposes new rules for terraces in the historic centre. "They have conquered a lot of pedestrian space"
https://www.radiobrasovfm.ro/stire/reguli-noi-pentru-amplasarea-teraselor-in-centrul-istoric/3626451/5781/5	01.02.2023	New rules for the placement of terraces in the historic center
https://bzb.ro/stire/noi-reguli-pentru-terasele-din-centrul-istoric-al-brasovului-acestea-vor-fi-prezentate-vineri-carciumarilor-a182968	02.02.2023	The center of Brasov: pub or promenade?

https://mytex.ro/expres/detalii-de-la-primaria-brasov-privitoare-la-amplasarea-si-amenajarea-teraselor-in-centrul-istoric/	02.02.2023	Details from Brașov City Hall regarding the location and layout of the terraces in the historic center
https://www.monitorulexpres.ro/2023/02/01/cum-vor-fi-amplasate-terasele-in-brasov-incepand-din-acest-an-nou-regulament-propus-de-primarie/	01.02.2023	How will the terraces be located in Brașov starting this year? New regulation proposed by the City Hall!
https://ardeal24.ro/reguli-noi-pentru-amplasarea-teraselor-in-centrul-istoric-al-municipiului-brasov-124801.html	02.02.2023	New rules for the placement of terraces in the historic center of Brașov
https://www.aktual24.ro/terasele-nu-vor-mai-sufoca-centrul-brasovului-noi-reguli-pentru-restaurante-mai-mult-spatiu-pentru-pietoni/	02.02.2023	The terraces will no longer suffocate the center of Brasov. New rules for restaurants: "More space for pedestrians"
https://www.cors.ro/2023/02/02/primaria-brasov-rareste-terasele-in-centrul-istoric/	02.02.2023	Brașov City Hall is thinning out the terraces in the Historic Center
https://brasovromania.net/2023/02/brasov-mai-putine-terase-mai-multe-banci-pe-republicii/	02.02.2023	Brasov. Fewer terraces, more benches on Republicii and in Piața Sfatului. Now there are 4,000 seats on the terraces and only 100 seats on the benches
https://litera9.com/administratia-coliban-introduce-noi-reglementari-cu-privire-la-amplasarea-teraselor/	01.02.2023	The Coliban administration introduces new regulations regarding the location of terraces
https://brasovbuzz.ro/se-schimba-modelul-de-amplasare-si-amenajare-a-teraselor-din-centrul-brasovului/	01.02.2023	The location and arrangement of the terraces in the center of Brașov is changing
https://www.hitfm.ro/stiri-brasov/primaria-brasov-a-prezentat-modelul-pentru-amplasarea-si-amenajarea-teraselor-din-centrul-istoric/02/02/2023/	02.02.2023	Brașov City Hall presented the model for the location and layout of the terraces in the historic center
https://revistagolan.com/brasovul-face-ordine-in-centrul-istoric-in-incercarea-de-a-reda-orasul-locuitorilor/	01.02.2023	Brașov is cleaning up the historic center, in an attempt to restore the city to its residents

http://bit.ly/3DQO3Xo	01.02.2023	"The historic center must belong, to the same extent, to the residents of Brasov and to the tourists"
https://www.bizbrasov.ro/2023/02/01/brasovul-reglementeaza-amplasarea-teraselor-sezoniere-in-centrul-istoric-acum-avem-4-000-de-locuri-pe-terase-si-doar-100-de-locuri-pe-banci-centrul-istoric-trebuie-sa-apar/	01.02.2023	"The historic center must belong, to the same extent, to the residents of Brasov and to the tourists"
https://www.brasov.net/se-schimba-modelul-de-amplasare-si-amenajare-a-teraselor-din-centrul-brasovului/	02.02.2023	The location and arrangement of the terraces in the center of Braşov is changing
https://www.genovatoday.it/attualita/hubin-interventi-abbellimento-urbano.html	29.03.2023	Call for proposals for urban outfitting and embellishment action
https://eu-mayors.ec.europa.eu/en/node/657	07.04.2023	Webinar 18.04.2023
https://www.ilsecoloxix.it/genova/2023/04/14/news/street_art_nei_vicoli_di_genova_il_comune_opere_su_60_serrande-12753071/	14.04.2023	Call for proposals for urban outfitting and embellishment action
https://www.slovenska-bistrica.si/objava/785743	26.06.2023	Promotion of placemaking call (Action 3 from AP) in local priodical
Belfast City Matters - https://drive.google.com/drive/folders/1wE9f25rM6Rp-qL6WW8flQNDwTtwC6j81	27.06.2023	Promotion of AP and challenge fund in Belfast City Matters
Lisboa na liderança da regeneração de áreas históricas europeias (smart-cities.pt)	04.07.2023	Lisbon leading the regeneration of european historic areas

IMPACT ANALYSIS

Media mentions are split between the local and EU level. There has been fewer national coverage, except for UK and Italian media. The most active local media coverage comes most evidently from Brasov and Belfast.

Geography

Local ■ National ■ EU ■ Global

SUGGESTIONS FOR THE FUTURE

- Opportunities to participate in European events offer a greater opportunity to gain visibility and a position in EU and national media.

- Collaboration with sister projects also can help boost visibility in more diverse media, especially in specialised media. Positioning in media around innovation, entrepreneurship and heritage/culture is already successful, but can probably be boosted. The project should feature in more specialised media outlets compared to general news outlets, knowing that our audiences are most likely reading specialised media.

- In an effort to expand the reach of HUB-IN and find follower cities for the Alliance, boosting presence in national and regional media is also important, to create synergies with other cities in the same countries/regions.

5. HUB-IN Digital Space

The project website hubin-project.eu is the main communication tool of the project. Thanks also to the revamp - both on a superficial and structural level - the website is now more dynamic, attractive, and user-friendly.

Among major changes, we improved the layout and the menu structure, added

multimedia content, created links among different landing pages, as well as empowered the SEO.

All the official documents (roadmaps, action plans, adapted monitoring methodology, etc.) produced by partners are available in the *Library*.

We drafted a structured editorial calendar to regularly communicate. We published an **article every Thursday** (except during holiday times) in the *News* page. Articles mostly concern the roadmaps and the action plans designed by the pilot cities, as well as local HUB-IN activities and the promotion of the Alliance. **We published 53 articles so far**.

The *Event* page gathers webinars on urban regeneration and cultural heritage organized by partners or by other relevant stakeholders, open calls, and pilot cities' initiatives.

IMPACT ANALYSIS

OVERALL ASSESSMENT

Compared to the previous reporting period, visitors increased by 462.2% (7679 visitors from August 2022).

Visiteurs

Visiteurs	Visites	Pages vues	Pages vues par visite	Taux de rebond
7 679	8 898	23 979	2,7	56,8%
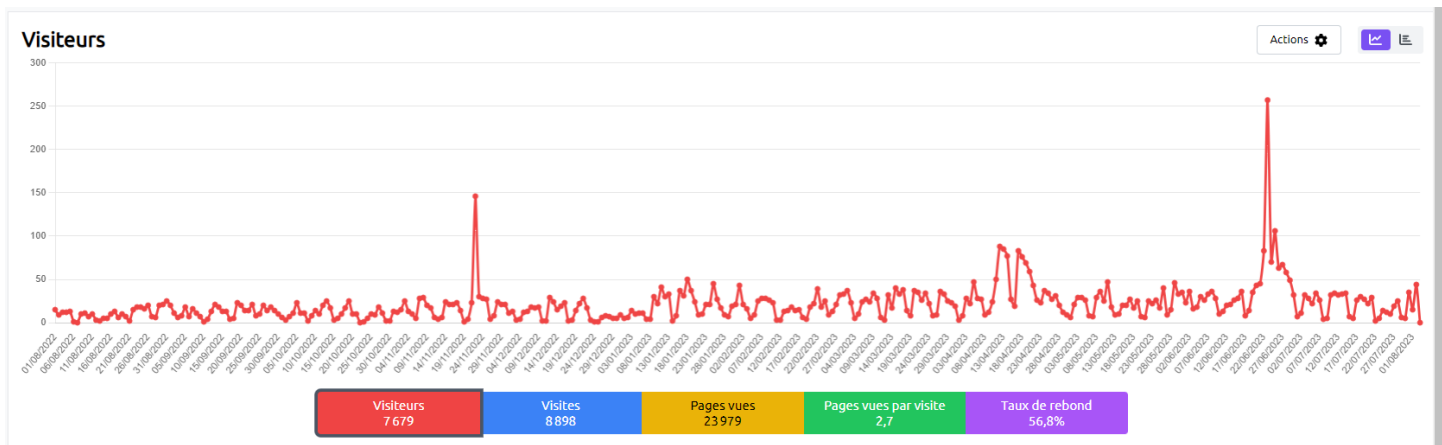
The bounce rate is still high, about 57%. The average number of pages visited is 2.7. The most visited page is the *Homepage*, followed by the *Library* and the *Pilot Cities*. The tables below show these indicators.

Pages vues

Visiteurs	Visites	Pages vues	Pages vues par visite	Taux de rebond
7 679	8 898	23 979	2,7	56,8%

Pages les plus visitées

hubin-project.eu • hubin-project.eu/library • hubin-project.eu/pilot-cities • hubin-project.eu/alliance • hubin-project.eu/the-project
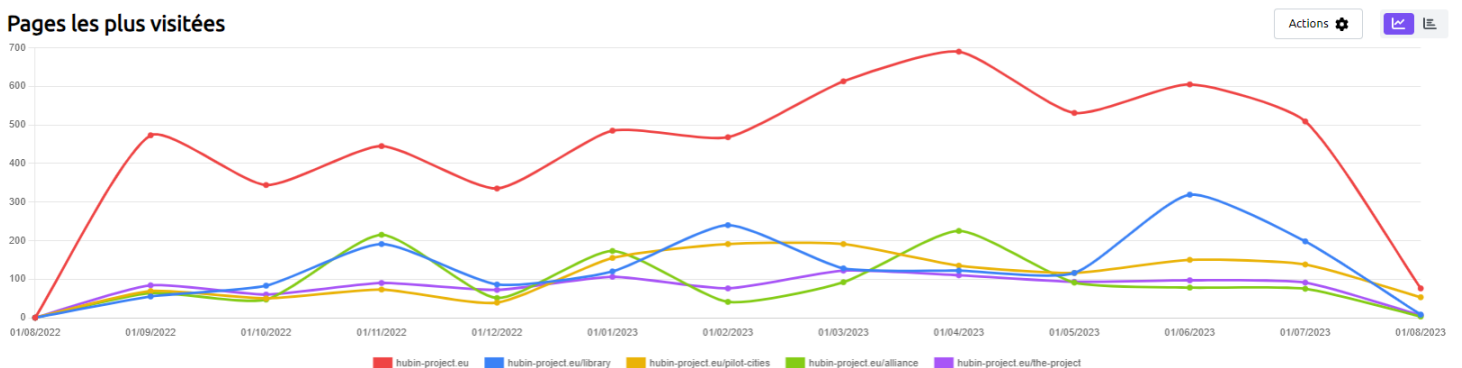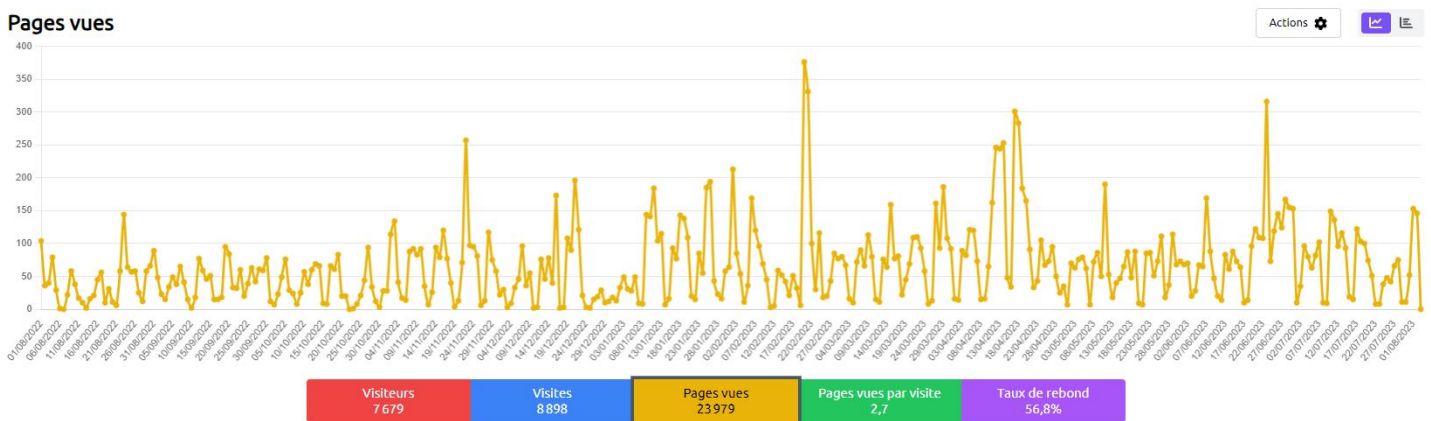
Url	Pages vues	Vues uniques	Entrées	Direct	Moteur de recherche	Sites référents	Réseaux sociaux
Total : 341	22 579	15 943	8 342	4800 57.5%	1673 20.1%	674 8.1%	1149 13.8%
hubin-project.eu ⬀	5574 24.7%	3873 24.3%	3558 42.7%	1824 51.3%	1106 31.1%	406 11.4%	210 5.9%
hubin-project.eu/library ⬀	1666 7.4%	925 5.8%	297 3.6%	270 90.9%	4 1.3%	22 7.4%	1 0.3%
hubin-project.eu/pilot-cities ⬀	1360 6.0%	849 5.3%	156 1.9%	147 94.2%	5 3.2%	4 2.6%	0 0%
hubin-project.eu/alliance ⬀	1155 5.1%	814 5.1%	493 5.9%	253 51.3%	79 16.0%	42 8.5%	104 21.1%
hubin-project.eu/the-project ⬀	1007 4.5%	746 4.7%	124 1.5%	110 88.7%	6 4.8%	7 5.6%	0 0%
hubin-project.eu/toolkit ⬀	801 3.5%	496 3.1%	150 1.8%	133 88.7%	8 5.3%	4 2.7%	5 3.3%
hubin-project.eu/news ⬀	655 2.9%	441 2.8%	137 1.6%	133 97.1%	4 2.9%	0 0%	0 0%
hubin-project.eu/pilot-cities/lisbon ⬀	411 1.8%	324 2.0%	83 1.0%	76 91.6%	1 1.2%	2 2.4%	0 0%
hubin-project.eu/event/join-the-hub-in-alliance-2 ⬀	396 1.8%	249 1.6%	202 2.4%	83 41.1%	1 0.5%	19 9.4%	96 47.5%
hubin-project.eu/events ⬀	352 1.6%	234 1.5%	66 0.8%	55 83.3%	0 0%	11 16.7%	0 0%

SOURCES

Visits to the website come mainly from direct traffic. However, the SEO optimization and the increased activity on social media made search engines and social media pages an important source of traffic, as proved below (period January – August 2023):
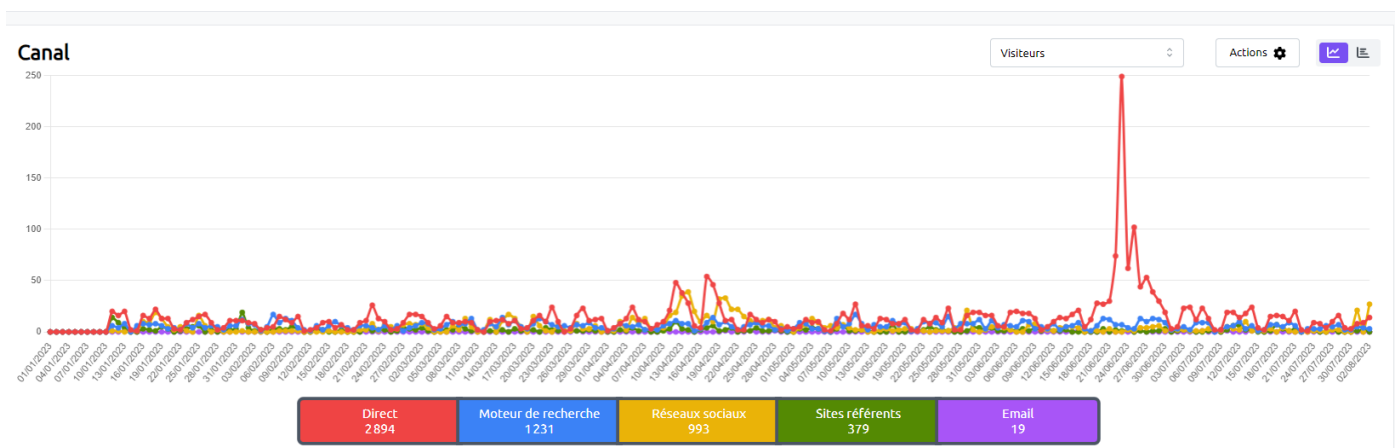
Canal Total :	Visiteurs ⌄ 5 516	Visites (V) ⌃ 6 406	Pages vues (PV) ⌄ 16 279	PV / V ⌄ 2,5
Direct	2 894 52%	3 558 56%	9 901 61%	2,8
Moteur de recherche	1 231 22%	1 357 21%	3 407 21%	2,5
Réseaux sociaux	993 18%	1 041 16%	1 572 10%	1,5
Sites référents	379 7%	428 7%	1 348 8%	3,1
Email	19 0%	22 0%	51 0%	2,3

It is interesting to notice that visitors landing on the project website from other websites arrive manly from the following partners' websites (table below): Lisboa E-Nova, Energy Cities, Heritage Europe, the Municipality of Utrecht and Abmee.

Sites référents Total :	Visiteurs ⌄ 379	Visites (V) ⌃ 428	Pages vues (PV) ⌄ 1 348	PV / V ⌄ 3,1
statics.teams.cdn.office.net	50 13%	57 13%	114 8%	2
7rtif.r.a.d.sendibm1.com	34 9%	40 9%	135 10%	3,4
lisboaenova.org	31 8%	36 8%	147 11%	4,1
energy-cities.eu	27 7%	28 7%	95 7%	3,4
www.werkenbijutrecht.nl	25 7%	26 6%	53 4%	2
7rtif.r.bh.d.sendibt3.com	21 6%	24 6%	46 3%	1,9
www.historic-towns.org	19 5%	24 6%	108 8%	4,5
www.abmee.ro	15 4%	15 4%	48 4%	3,2
www.heritageresearch-hub.eu	11 3%	14 3%	82 6%	5,9
hubin.abmee.ro	10 3%	12 3%	170 13%	14,2

AUDIENCE

The table below shows the ten main visitors' countries. The majority of them are our pilot cities' countries. Even if the number of visits from the US is high, in this case the bounce rate is 100%.

Pays Total :	Visiteurs ⌄ 7 135	Visites (V) ⌄ 8 343	Pages vues (V) ⌄ 23 363	PV / V ⌄ 2,8
Portugal	1 147	1 417	4 679	5.3
Royaume-Uni	906	1 110	3 024	5.0
États-Unis	680	685	755	1.0
Italie	531	632	1 734	2.0
France	523	649	2 609	5.0
Pays-Bas	458	508	1 119	2.0
Belgique	363	555	2 963	4.0
Roumanie	279	333	1 082	1.0
Irlande	278	301	630	1.0
Chypre	238	266	614	2.0

COMMENTS AND SUGGESTIONS FOR THE FUTURE

- Since Google Analytics doesn't fully comply with the GDPR, we preferred to use another software to track the traffic on the HUB-IN website, Wysistat. Unfortunately, this tool doesn't allow to have very detailed

analysis. For instance, we don't have data regarding the profile of our target audience.

- It is important to keep nurturing the website with fresh news. Thanks to the launch of the local HUBs and the Academy, in addition to the participation in relevant events and the growth of the Alliance, we will be able to regularly publish new content until the end of the project.

NEWSLETTER

This year, we sent **2 newsletters** in January and June 2023. As of August 2023, 271 persons signed up to receive the HUB-IN issue. The next one will be sent in Autumn.

6. Videos

During the current reporting period, we produced and recently published eight pilot cities' video interviews. These videos are both on Energy Cities' Youtube channel and on each pilot's landing page. We will share the videos on our social media channels starting from late August. We encouraged partners to do the same and add their video to their local websites.

In each video, the city's referent talks about the challenges that the pilot aims to address, explains how key local stakeholders have been involved in the co-creation workshops and how the local HUB-IN will be developed. Footages are included in the video to show the beauty and the unique features of each city.
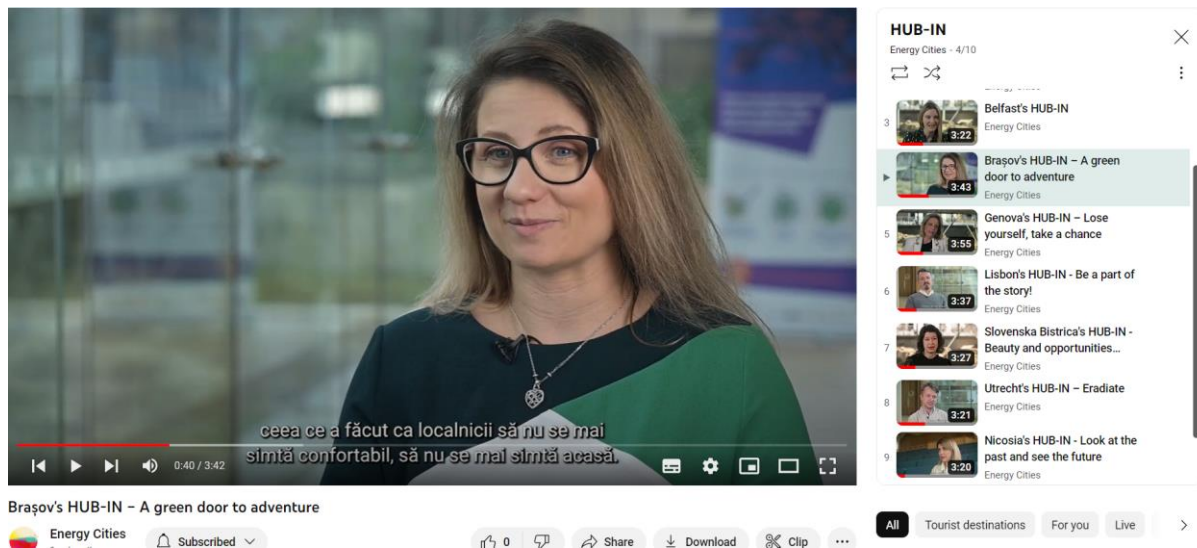
IMPACT ANALYSIS

City videos are online since 1 August and will be promoted starting from the end of the month. We will be able to provide more data in the next report.

Unfortunately, we lost data regarding the other two videos produced in 2021 and 2022 because of the disappearance of the Energy Cities Youtube channel. We were able to upload again the videos only in July 2023, when ENC's IT manager created a new channel on Youtube.

SUGGESTIONS FOR THE FUTURE

A third video has to be produced by February 2024 (D7.5). The focus will probably be the Alliance and the future development of the HUB-IN project.

7.   Printed Promotion

No new printed material was produced during the current reporting period. In Autumn 2023, we will design a brochure dedicated to the Academy.

A final brochure will be realized in Spring 2024.

8. Events

The project was presented at **25 different events** this year. These range from local events and online webinars, to presentations in third party events and international or EU festivals. Among those, we find Alliance's webinars and co-creation workshops.

You will find all of the events in the table below.

Date	Title	Organising partner
9-11.06.2022	New European Bauhaus*	Lisboa E-Nova, ENC
22-26.09.2022	Slow Food - Terra Madre Salone del Gusto	ENC
30.09.2022	European Researchers' Night	NEI - Museu Nacional de História Natural e da Ciência Universidade de Lisboa
18.11.2022	Alliance Kick-off Webinar	EAHTR
01.12.2022	Boosting the ecosystem for green transition	E-Zavod
18.01.2023	Alliance Kick-off Webinar	EAHTR
08.02.2023	Fifth meeting of the Labour Geography Research Lab of Aegean University (Greece)	Aegean University
13.02.2023	CITIES-BUILDINGS SKILLS Energy Renovations in Historic Areas at Different Scales	BUILDUP.EU The European portal for Energy Efficiency in Buildings
21.03.23	Workshop on Belfast's Waterfront Promenade	Maritime BelfastTrust
26.03.23	Engaging with local communities on the Belfast Waterfront to support our first action	Maritime BelfastTrust
25.03.2023 - 19.04.2023	Light walks	ABMEE, Brandberry
27.03.2023	Lighting masterplan first phase consultation	ABMEE, HEBLU, Brasov Municipality
07.04.2023	Social Innovation Policy Event: Designing Sustainable Communities	Center of Social Innovation
18.04.2023	Kick-off Webinar	EAHTR
27.05 - 28.05.2023	Co-creation event Workshop 2 - Data collection and processing	ABMEE, BAAB, Degraph29
20.06.23	HUB-IN Alliance Early Joiners Webinar	EAHTR
10.07 - 15.07.2023	Co-creation event HUB-IN Summer School	ABMEE, BAAB, Degraph29

17.07.2023	Pitch HUB-IN Summer School	ABMEE, Brasov Municipality, BAAB, Degraph29, Transylvania University, Architecture and Urbanism Experts
17.07.2023	Press Conference HUB-IN Summer School	ABMEE, Brasov Municipality, BAAB, Degraph29, Transylvania University, Architecture and Urbanism Experts, Local Press
16.03.2023	Roadmap workshop	Municipalits of Slov. BIstrica
21.04.2023	MUSOT - Master in SustainableUrban Planning	FCT-NOVA
30.06.2023	The Ocean Race - Innovation Village	Municipality of Genova
28.06.2023	Werkspoor Kwartaal	BKC (Utrecht HUB)
18.07.2023	Kick off webinar	EAHTR
31.08.2023	information meeting	BKC (Utrecht HUB)

*Event included in this report since we omitted to mention it in the previous version.

IMPACT ANALYSIS

Not every partner had access to the participation data and information. The table below shows the events that had adequate reporting and gives us an insight on theaudiences at the different HUB-IN projects.

Event	Place	Total # of Participants	Scientific Community	Industry	Civil Society	General Public	Policy Makers
Engagement at local community day on the Maritime Mile	Belfast	250			100%		
Lighting masterplan first phase consultation	Brasov	10	20%	10%	10%		60%
Co-creation event Workshop 1 - Working with the map	Brasov	35	20%			80%	
Co-creation event Workshop 2 - Data collection and processing	Brasov	32	20%			80%	
European Researchers' Night	Brasov	4681	20%			80%	

SUGGESTIONS FOR THE FUTURE

Participation in EU and international events enables the project to gain visibility with

INTERNAL REPORT
Dissemination Activities
D7.4 -4
August 2024

1. Introduction

The period 2023-2024 has been very exciting for the project. HUB-IN has begun putting plans into action, with pilot cities implementing various initiatives to transform their Historic Urban Areas (HUAs) by promoting artistic projects, preserving unique cultural heritage, and fostering the development of sustainable businesses. And this is just the beginning!

As a result, a lot of new content has been produced to give visibility to the regeneration of the eight HUAs. The website and social media pages are the main channels we use to inform our target audiences.

In addition to communication aimed at encouraging new cities to join the Alliance, during the last reporting period, we also focused on promoting the Academy. We updated the landing page and produced a brochure.

To celebrate the launch of the local HUBs, we produced a video featuring testimonials from citizens benefiting from the HUB-IN revolution.

The following pages include an overview of the communication and dissemination activities carried out from August 2023 to August 2024.

2. Social Media

With the pilot cities entering the implementation phase, we had original, interesting content to share with our audiences.

As reported last year, we publish a post on our Facebook and X pages **every Tuesday and Thursday** (except during holiday times). In addition, we published extra posts when needed (e.g. NEB Festival).

This constant activity helped us to gain **461 followers on Facebook** and **273 followers on Twitter**.

HUB-IN has published a total of **330 Facebook posts** and **366 Tweets** on its pages so far.
Partners follow the pages and promote them by re-posting on their own social media profiles. As of now, **partners' and third-parties' profiles published over 1200 posts** regarding the HUB-IN project in total. Moreover, the Lisbon HUB-IN team created a Facebook, Instagram, and Linkedin page.

A list of all the posts is provided in the monitoring document. This table shows the partners who mostly contributed to the dissemination activity on social media since the start of the project:

*Table 1 - Social media activity carried out by some partners*

Partner	Number of Posts
Cyprus Energy Agency	394 posts
Lisboa E-Nova	190 posts
ABMEE	140 posts
Comune di Genova & IRE	140 posts
Belfast City Council + Maritime Belfast Trust	135 posts

IMPACT ANALYSIS

FACEBOOK

Regarding our followers, the table below proves that people from our pilot cities and/or countries are the most interested in learning more about HUB-IN. The audience is primarily composed of women and individuals aged 35 to 54.

Table 2 - Facebook_Audience
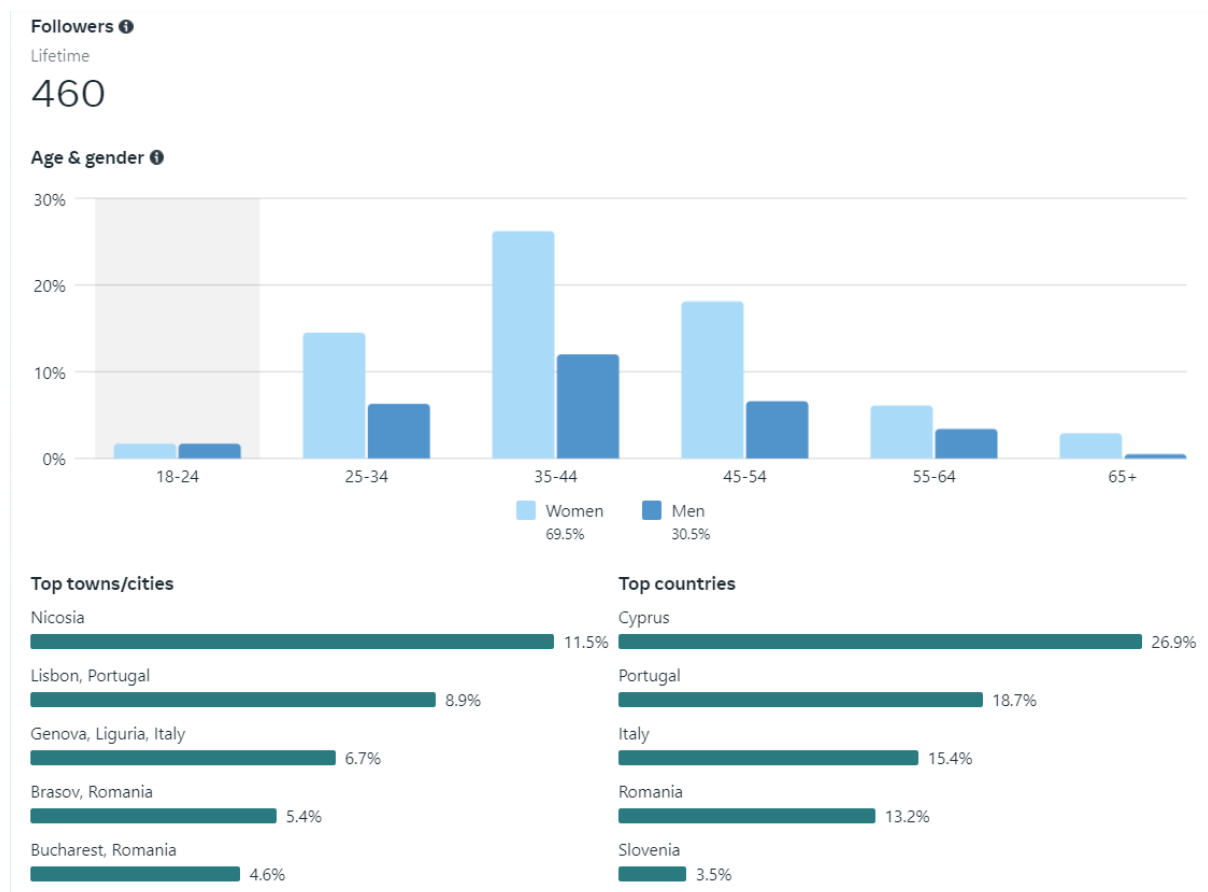
In the tables below we compare the reach and the page visits of the current reporting timeframe with the previous one.

Table 3 - Facebook_Visits from August 2023 to August 2024
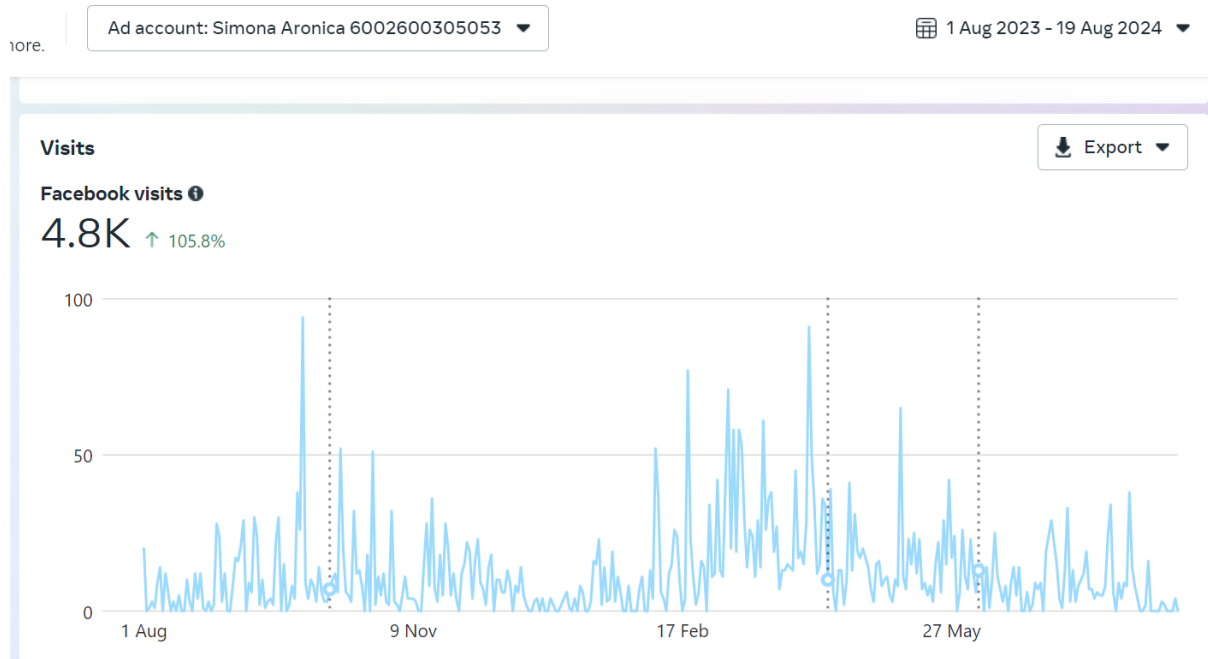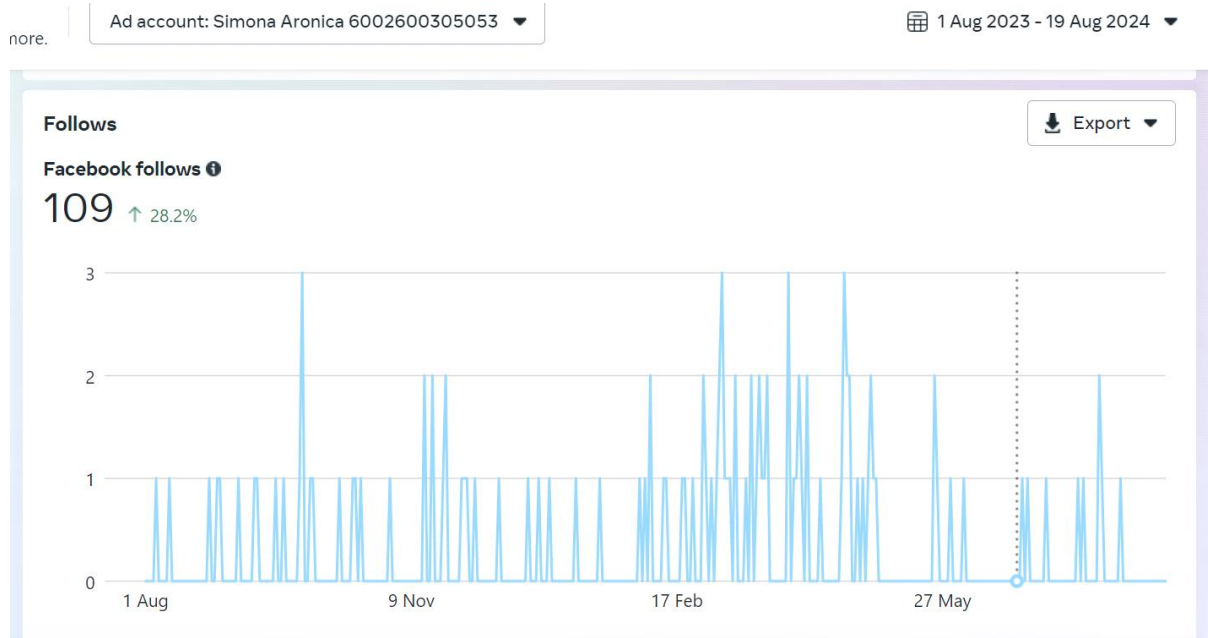

Table 4 - Facebook_New followers from August 2023 to August 2024

Looking at the graphics above, we can observe that engagement on Facebook increased during key events such as consortium meetings and the New European Bauhaus Festival. When all partners are involved in an event, they tend to promote the project more widely.

As a result of this good work, there has been **a significant increase in both followers and page views**.

X (TWITTER)

Until a few months ago, the platform allowed data to be gathered over a 90-day period. However, this service is now only available to Premium accounts. As a result, we are unable to share any graphics on the activity carried out on X.

It is becoming increasingly difficult to achieve visibility both on X and Facebook without paying for a subscription or advertisements. Consequently, both reach and engagement levels are quite low.

LINKEDIN

Since its launch in May 2023, the LinkedIn Group has gained 171 members. Surprisingly, many more people engage with the content published, as shown in the tables below.
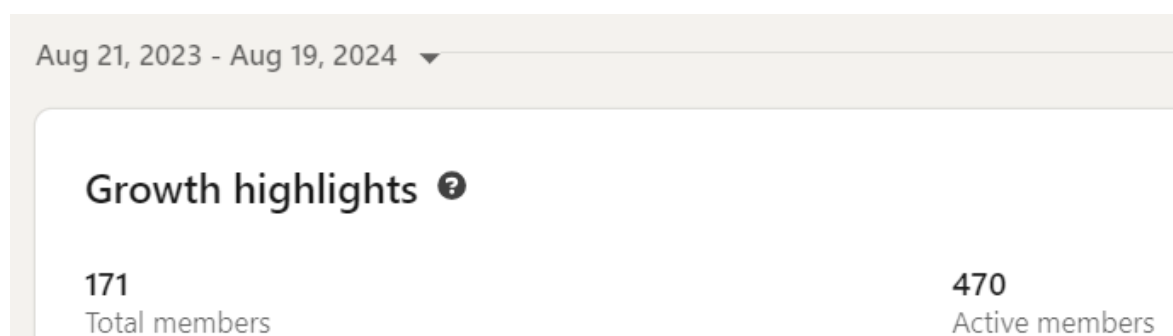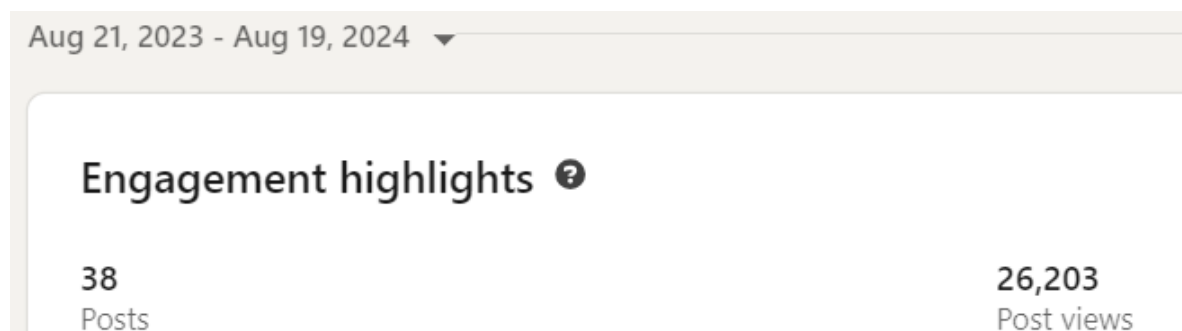
Table 5 - Linkedin_Members

Aug 21, 2023 - Aug 19, 2024 ▾

Growth highlights ❓

171
Total members

470
Active members

Table 6 - Linkedin_Engagement

Aug 21, 2023 - Aug 19, 2024 ▾

Engagement highlights ❓

38
Posts

26,203
Post views

COMMENTS AND SUGGESTIONS FOR THE FUTURE

● Since its acquisition by Elon Musk, X has become a platform where significant news struggles to find a place. We believe that X is no longer a relevant channel for promoting an EU-funded project.

● As highlighted in the previous report, relevant events provide a good opportunity to gain visibility on social media, position the project within a broader movement, and connect with relevant stakeholders. For example, the NEB official account dedicated a post to HUB-IN.

3. Articles by Project Partners

All pilot cities' HUB-IN landing pages are now live. The aim is to communicate directly with citizens informing them about ongoing activities, events and, in general promoting the project that is enhancing their area. Grand Angoulême's HUB-IN - the only one pending when we submitted the previous report – is now live.

Below is an overview of some articles published during the reporting period. In total, **partners published over 100 articles** so far. The complete list is available here.

Table 7 - Examples of articles published by partners

Link	Partner
www.belfastcity.gov.uk/News/Belfast-companies-offered-support-to-build-XR-busi	Belfast City Council
https://bistrican.si/index.php?option=com_k2&view=item&id=4978:projekt-hub-in-v-polnem-teku&Itemid=761	Municipality of Slovenska Bistrica
www.abmee.ro/hub-in-sustenabilitatea-regenerarea-urbana-si-actiunile-climatice-sub-lupa-la-climate-expo-gyor/?fbclid=IwAR2mPp1r1VR-TfrvkucIfgtZRSq5PgmGUbp6jgGkzesGaTG6qN9ujZMxCsQ	ABMEE
www.werkspoorkwartier.nl/over-werkspoor/verslag-werkspoor-kwartaal-oktober-2023/r	Municipality of Utrecht
www.historic-towns.org/spotlight-on-follower-cities-fundao/	Heritage Europe

https://smart.comune.genova.it/comunicati-stampa-articoli/hub-inaugurata-la-prima-edicola-votiva-multimediale-piazza-santa-fede	Municipality of Genova
https://www.cea.org.cy/hub-in-nicosias-heritage-walks-have-officially-kick-started/?fbclid=IwZXh0bgNhZW0CMTEAAR3Wb-TZAxR10hv1pHuxHfCmut00arSkIyEeqM63Kr7NMWkwXXKp30y7Kq8_aem_ulKaLSc2riqf5jEgpwUZfA	Cyprus Energy Agency
https://lisboaenova.org/portfolio/sprout-tank-mocathon-vem-transformar-o-patio-do-moca/?fbclid=IwY2xjawEwPlZleHRuA2FlbQlxMAABHSrKr2gJol3TuVP184tl7LR7OUGPvszYT51ITKEV1EEx_50eXZq5e2fvsw_aem_0QCK7W-j6V4OdlWrgWE4vA	Lisboa E-Nova

IMPACT ANALYSIS

In autumn 2023, we scheduled one-on-one calls with the representatives of each pilot city to discuss the communication activities carried out so far and the next steps. As communications managers, we used these calls to highlight areas for improvement, praise those who did good work, and offer advice and support.

We will have another round of calls this autumn.

4. News & Other Mentions

As of now, **over 150 articles and social media posts have featured HUB-IN** across various digital media and publications at the local, national, and EU levels.

The table below includes some examples of publications. The complete list is available here.

Table 8 - Publications by media outlets

Link	Date	Title
https://www.irishnews.com/business/2023/12/08/news/new_framework_outlines_30-year_vision_for_regeneration_of_belfast_s_waterfront_areas-3833359/	07.12.2023	New framework outlines 30-year vision for regeneration of Belfast's waterfront areas
https://city.sigmalive.com/article/2024/2/27/perpatame-sten-entos-ton-teikhon-leukosia-kai-anakaluptoume-sunarpastikes-istories/?fbclid=IwZXh0bgNhZW0CMTEAAR145lmHlDaV0NDq47QcpBknzjwllk1JKFBBMjYuE_dzipB97cQ-U4uwDK8_aem_05goMJ5LkhIcydnHG6UIVw	27.02.2024	Περπατάμε στην εντός των τειχών Λευκωσία και ανακαλύπτουμε συναρπαστικές ιστορίες
www.ilsecoloxix.it/genova/2024/04/05/news/genova_due_giorni_festa_via_banchi_pre-14199324/	05.04.2024	Genova: due giorni di festa in via Banchi
https://bistrican.si/index.php?option=com_k2&view=item&id=6001:pregledna-razstava-ob-zakljucku-programa-pospesevalnika-crouzator&Itemid=502	24.05.2024	Pregledna razstava ob zaključku programa pospeševalnika Crouzator
https://charentelibre.fr/economie/angouleme-7-km-de-sentier-metropolitain-a-decouvrir-en-avant-premiere-samedi-19917132.php?csnt=19073ecf817	29.05.2024	Angoulême: 7 km de sentier métropolitain à découvrir en avant-première samedi
https://brasovstiri.ro/lansarea-proiectului-insert-arthub-urban-conectarea-comunitatii-prin-initiative-creative-in-centrul-istoric/	01.07.2024	Lansarea proiectului „Insert ArtHub Urban" – conectarea comunității prin inițiative creative în centrul istoric

IMPACT ANALYSIS

We have confirmed the trend highlighted in the previous report: **UK, Italian, and Romanian media outlets show the most interest in the project**.

We are pleased with the overall coverage we have received, especially given the challenge of promoting EU-funded projects in national media. HUB-IN has proven to be a relevant project with a concrete impact on the social, urban, and economic environments of cities. Additionally, we are particularly proud that **prestigious outlets such as the BBC and La Repubblica featured us.**

Figure 1 - BBC Article

5. HUB-IN Digital Space

The project website, hubin-project.eu, is the primary communication tool for the project. We update the website regularly, adhering to our editorial calendar **by publishing an article every Thursday** (except during holidays) on the *News* page. **112 articles have been published so far**.

In addition to uploading new documents on the *Library* page, we have also updated the *Alliance* page. Users can now discover the Early Joiners and read their profile (when available). The map has been updated as well, and we have completed the *Academy* landing page.

Figure 2 - The HUB-IN Alliance map

🟢 Alliance Early Joiners
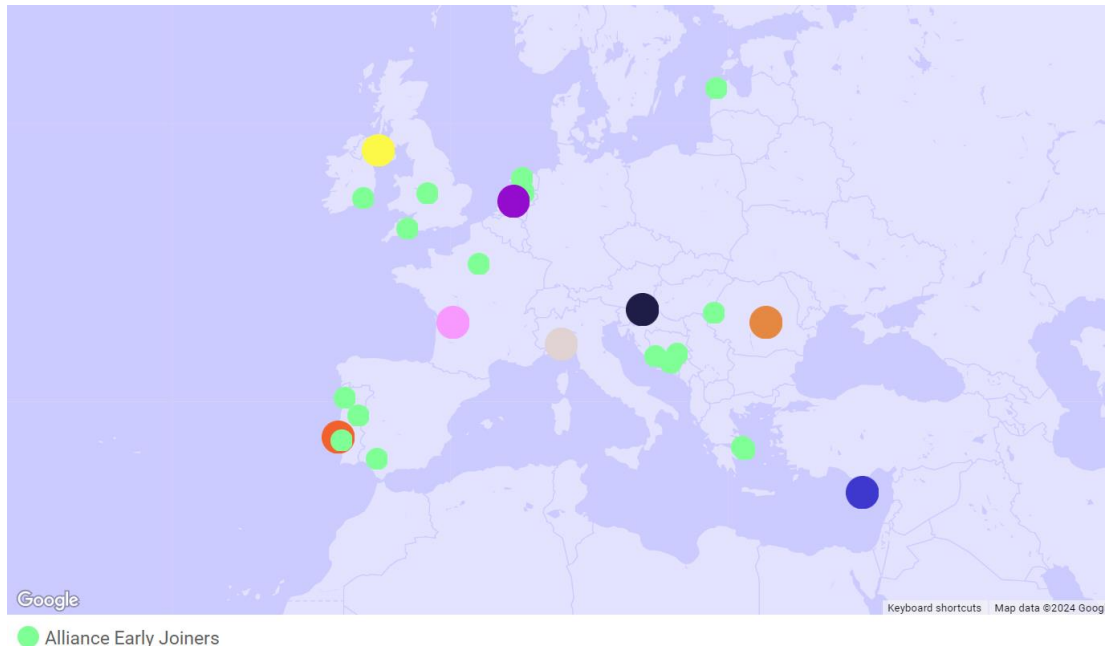
IMPACT ANALYSIS

Compared to the previous reporting period, the number of visitors increased by approximately 27%, while the number of visits grew by about 24%, as shown in the table below.
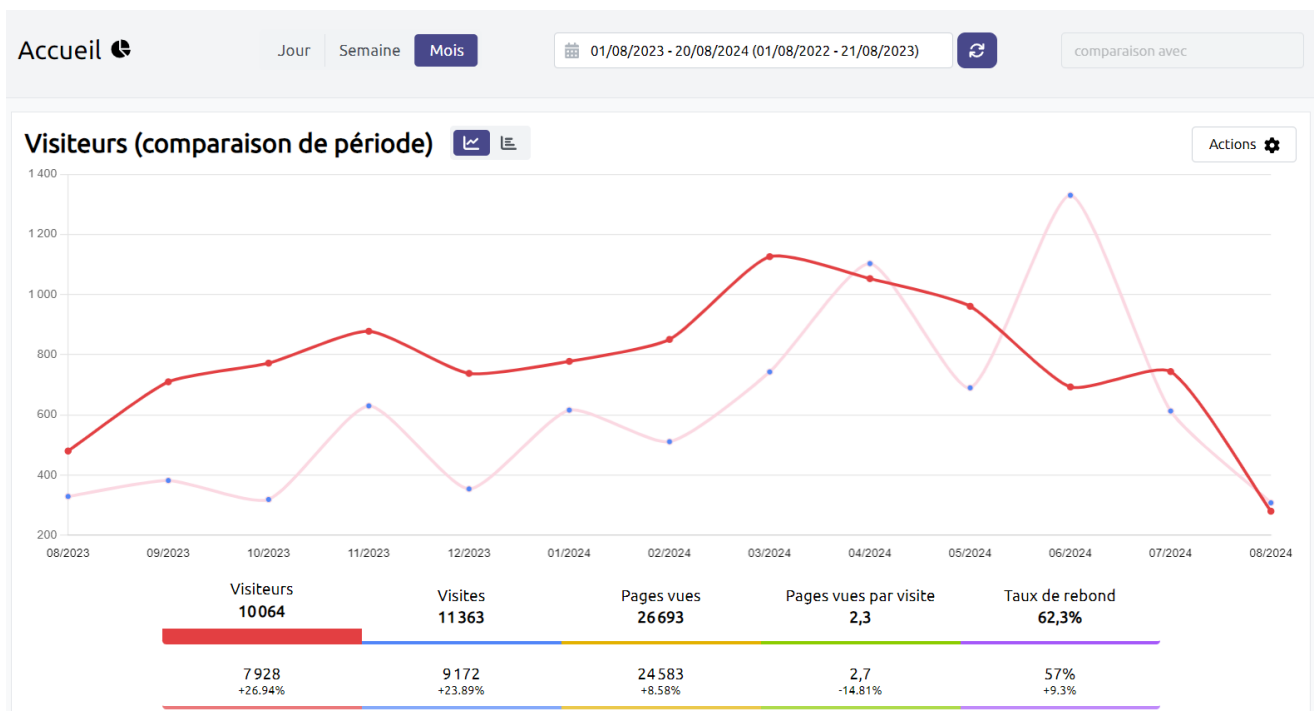

| Accueil ◔ | Jour | Semaine | **Mois** | 📅 01/08/2023 - 20/08/2024 (01/08/2022 - 21/08/2023) | ↻ | comparaison avec |

Visiteurs (comparaison de période)

Visiteurs	Visites	Pages vues	Pages vues par visite	Taux de rebond
10 064	**11 363**	**26 693**	**2,3**	**62,3%**
7 928	9 172	24 583	2,7	57%
+26.94%	+23.89%	+8.58%	-14.81%	+9.3%

Table 9 - Website Analytics

The average number of pages visited is 2.3. The most visited page is the *Homepage*,

followed by the *Pilot Cities, Library, The Project,* and *Alliance.* The tables below show these indicators.
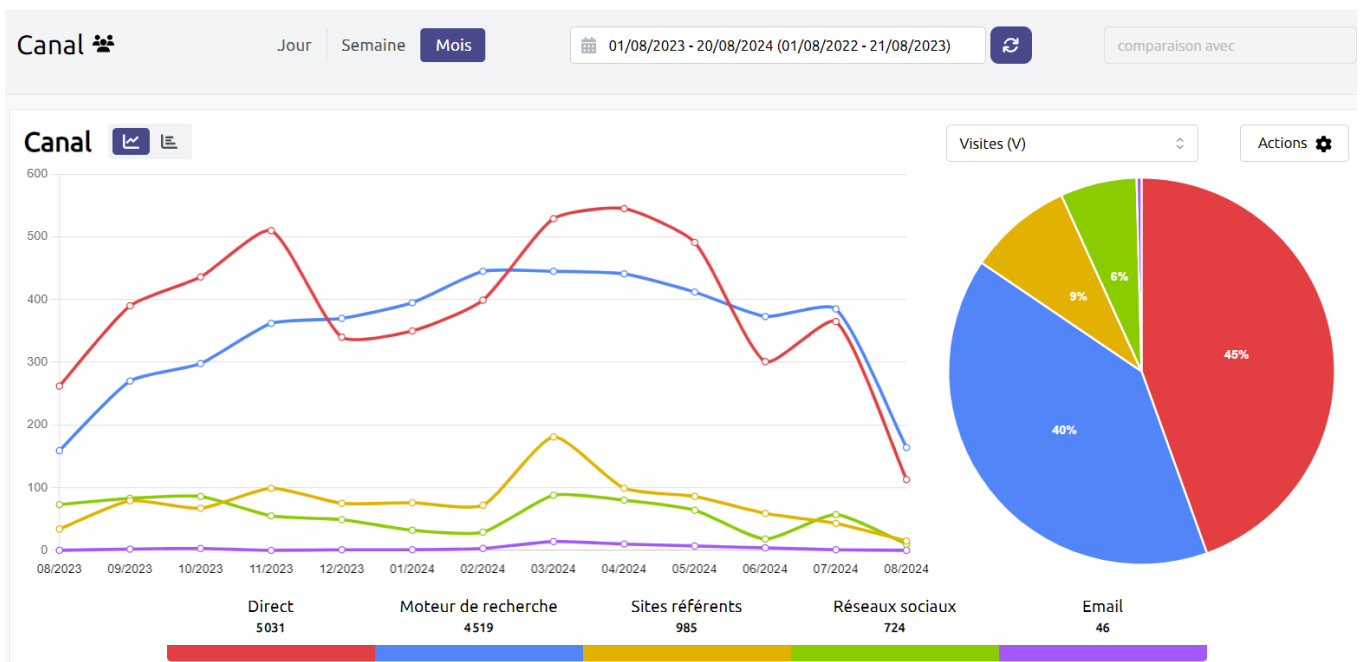
Table 10 - Website_Most visited pages
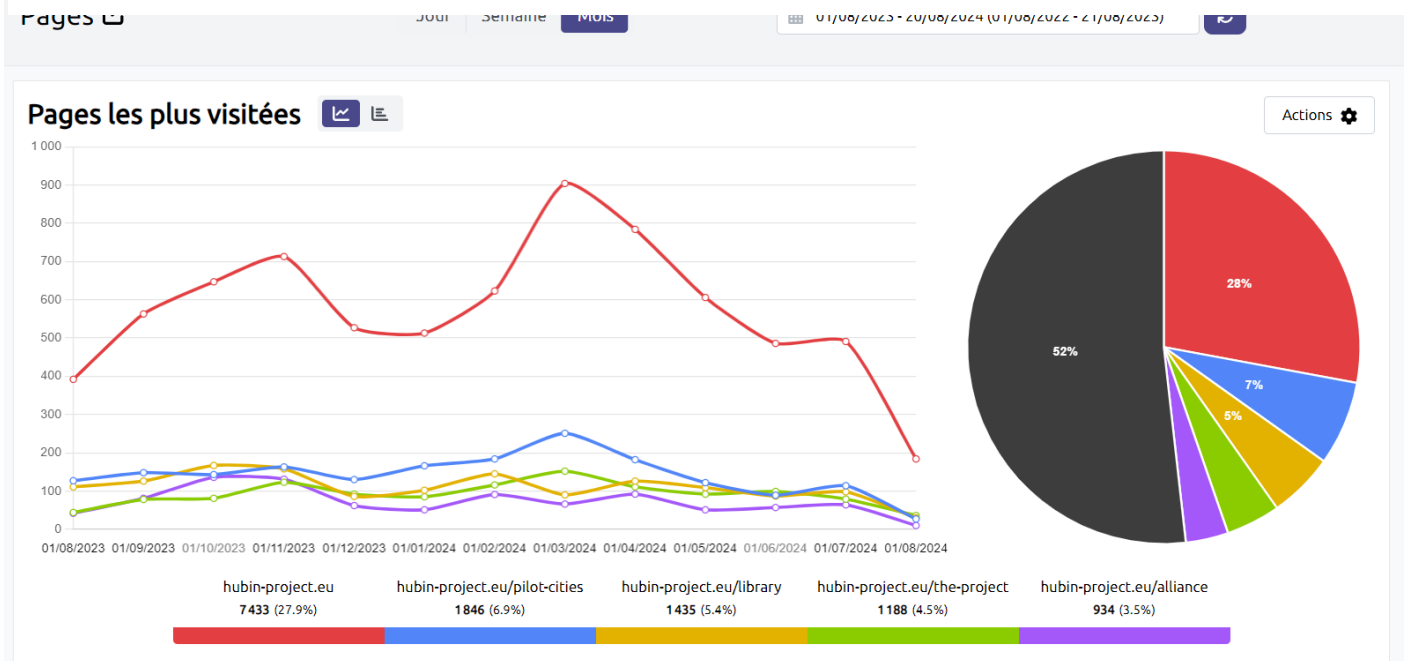
SOURCES

Visits to the website mainly come from direct traffic, while SEO optimisation helps users find the project on search engines more easily. Partners' websites and social media pages are also significant sources of traffic, as demonstrated below:

Table 11 - Website_Sources

AUDIENCE

We confirm that visitors mainly come from pilot cities' countries. The bounce rate is 100% from non-EU countries.

Table 12 - Website_Audience's origin

	Visiteurs ⌄	Visites (V) ⌄	Pages vues (V) ⌄	PV / V ⌄
Total :	9 997	11 295	26 569	2,4
Portugal	1 504	1 800	5 441	5.0
Royaume-Uni	1 231	1 473	3 942	4.0
États-Unis	898	919	1 080	1.0
Italie	791	889	2 074	2.3
Chypre	724	787	1 877	2.5
France	550	653	1 668	1.0
Pays-Bas	485	535	1 161	4.0
Inde	428	441	564	1.0
Roumanie	379	433	1 016	2.0
Belgique	356	519	2 429	11.2

COMMENTS AND SUGGESTIONS FOR THE FUTURE

- In addition to the GDPR issue highlighted in the previous report, it is important to note that not all visits can be tracked, particularly those where users reject cookie settings.

- Over 54.800 pages have been visited so far, making it more likely that we will achieve the KPI of 60.000 page views.

- The launch of new Academy training, along with the development of the local HUBs and the growth of the Alliance will certainly allow us to keep nurturing the website until the project end in February 2025.

NEWSLETTER

The newsletter is designed to inform the audience about the latest developments, upcoming or past events, and to promote both the Alliance and the Academy.
We have sent out **8 newsletters** so far, 4 of which were during the current reporting period. As of now, **618 people have signed up to receive HUB-IN emails**. At least 2 more newsletters will be produced before the end of the project.
A reel was created to promote each newsletter release on social media.

Figure 3 - The last HUB-IN newsletter

6. Videos

During the current reporting period, we produced the final video, which has been available since late June both on Energy Cities' Youtube channel and on the homepage.

While the previous 2 videos were produced in the early stages of the project, the third and final one was created during the concrete development of the HUBs.
Indeed, it aims to showcase the **actions taking place in the 8 HUBs, demonstrating the transformative impact that the project is having on pilot cities**.

It is about 5 minutes long and includes footage from the cities, infographics reporting data on the achievements of each HUB, and interviews with citizens involved in the project. Only Nicosia and Slovenska Bristrica were unable to record an interview in time for the video's release.

We promoted it through the project's social media channels and newsletter. Pilot cities published the version including subtitles in their language on their local HUB-IN website.

IMPACT ANALYSIS

As of now, 157 people have watched the English version on Youtube.

7. Printed Promotion

The [Academy brochure](#) was produced in time for distribution during the NEB Festival in mid-April 2024.

We asked Noble Studio, the agency that also created the first brochure, to design a visually appealing, colourful, and clear brochure that aligns with the HUB-IN visual identity.

The aim of this brochure is to **promote the HUB-IN Academy and encourage new cities to enrol and drive change in their historic urban areas**.
The brochure has been translated into all the project languages, allowing pilot cities to share it with their networks. Both a digital and a print version are available. The English version can be downloaded from the [website](#).

Figure 4 - The HUB-IN Academy brochure

A third and final brochure will be produced in autumn.

8. Events

The project has been presented at **133 different events** so far. These range from local events and online webinars, to presentations in third-party events and international or EU festivals.

The list of all the events attended is available [here](#), while below are some relevant examples:

Date	Title	Partner(s) involved
18-20.10.2023	Energy Cities Annual Forum	ENC, ABMEE
February 2024	Workshops	Municipality of Utrecht
March-June 2024	10 Heritage Walks	Cyprus Energy Agency & Municipality of Nicosia
09-13.04.2024	New European Bauhaus Festival	ENC, Lisboa E-Nova, Heritage Europe
10.04.2024	Explore Belfast's Maritime Mile Transformation with Flax & Teal	Belfast City Council, Maritime Belfast Trust
22.05.2024	HUB-IN Exploitation Plan Steering Meeting - Part 1	Heritage Europe
23.05.2024	Centre for Creativity	Municipality of Slovenska Bistrica
June 2024	2 "Caravane" (metropolitan trail collective scouting)	GrandAngoulême
14.06.2024	The Academy of Fine Art's "White night" event	Municipality of Genova
01-08.07.2024	HUB-IN Summer School	ABMEE

IMPACT ANALYSIS

The majority of the events listed are local happenings, which are valuable for partners to **connect with citizens and entrepreneurs**. The goal is to demonstrate the project's revolutionary impact and engage with these groups effectively.

The **NEB Festival** was the only EU-level event we attended this year. It provided an excellent opportunity to inform a diverse audience about the project. Institutions, citizens, professionals, NGOs, and EU staff participated in the event making the networking experience even more interesting. We offered visitors a sensory journey, engaging them in activities designed to stimulate all five senses. This article provides more details about our participation in this significant event.

UPCOMING EVENTS

On 26-27 November 2024, the Final Conference will take place in Lisbon to celebrate pilot cities' achievements, share lessons learned, and further promote the Alliance.

HUB-IN
Media Strategy

March 2020

CONTEXT

This document complements the project's communication and dissemination plan published in November 2020. It will support the local hubs in the pilot cities to increase their visibility among the public and their key stakeholders, to ensure a wider participation and engagement in their activities and facilitate the collaboration with other related initiatives at local and national level.

HUB-IN MEDIA DESK

As communication coordinator, Energy Cities will act as main contact point for media and will support the project partners in their media outreach activities. An internal communication mailing list has been created to make the production of content more efficient and to quickly redirect any media inquiry to the more appropriate contact if necessary.

OBJECTIVES

The main objective of this media strategy is to guide all partners in approaching media outlets in the framework of HUB-IN and to set some concrete goals to increase the visibility of HUB-IN pilot cities activities. More concretely, we aim at having:

- at least one article published by a media outlet at national or local level for each of the pilot cities;

- at least 2 articles published on the Covenant of Mayors website, one of the reference organisation for local authorities in Europe;

- at least 2 articles published in relevant European or international media

MESSAGING

Some initial messages have been identified in the project communication and dissemination plan and are copied below. Each pilot city will be supported by Energy Cities upon request in the development of more targeted messages, based on the subject to promote and in the elaboration of media pitches.

Target audience	Key messages
Local & regional authorities	How to reverse the trend of abandonment and neglect of historic heritage? HUB-IN can help you do that while fostering innovation and job-creation in your city!

	HUB-IN touches the heart of the cities by touching the heart of their citizens! How to create vibrant and sustainable historic urban areas where innovation and the conservation come together? How to convert challenges into opportunities? HUB-IN can help you by fostering sustainability and cultural heritage-led regeneration. What tools and methods are available to local governments to foster innovation and entrepreneurship in their territories? HUB-IN can help!
SMEs & social entrepreneurs	HUB-IN creates new opportunities for social entrepreneurs! Bring your creativity and your social innovation spirit and be part of HUB-IN entrepreneurial community!
Citizens and civil society organisations	How can you help your city to become a place of innovation and inclusion, while promoting cultural heritage, diversity and sustainability? Join HUB-IN and find out! Historical urban areas are not a thing of the past! They belong to your present, they should be lively, full of beauty, places for culture and innovation! Join the HUB-IN community and help your city to transform them!
National Associations of Historic Towns & Cities	How to foster innovation and entrepreneurship in Historic Urban Areas? HUB-IN developed a series of tools and methodology for urban transformation available to historic towns and cities!
European and international institutions	The HUB-IN project developed a series of tools and methodology to fight the trend of neglect and abandonment of HUA.

DRIVING COVERAGE

Media coverage will be facilitated through social media and articles regularly published on the project's website (in English) and the local partners' website (in the local languages). In addition, once the project website will be online, Energy Cities will contact relevant organisations, projects and initiatives (a list is available in the project's google drive) to present the project and further disseminate available communication materials.

A media database has been created with the support of all the partners and it is available upon request. All pilot cities will be able to use it to contact local journalists and writers via local press releases or personal messages (through emails and social media) and pitch key project's activities or results. Energy Cities will act as a media desk for European and international media.

For HUB-IN's important events, Energy Cities will develop a media toolkit including essential information about the project and visuals that can be shared with journalists and online platforms.

KEY MOMENT FOR MEDIA ENGAGEMENT

The frequency of media contacts will depend on the opportunities that arise in the course of the project. Nevertheless, Energy Cities will hook into relevant news, dates and events at European and international level to feed the discussion through the project's social media channels, and maximise such opportunities. A preliminary list is provided below and will be integrated in HUB-IN's content calendar.

- World Art Day, 15 April

- International Day for Monuments and Sites/ World Heritage Day, 18 April

- Europe Day, 9 May

- World Day for Cultural Diversity for Dialogue and Development, 21 May

- European Heritage Days, September

- World Day for Audiovisual Heritage, 27 October

More direct promotion towards media will be done for specific milestones of the project identified in the table below.

Key moments	Month	Type of media or platform
Projects events	To be defined	Local or European, depending on the event
Joint events with sister projects	To be defined	European and international
HUB-IN tools	Dec 2021	Local, European and international

20 'Follower Cities' selected for engagement	Feb 2022	European and international
HUB-IN Match & Ignite programme	May 2022	Local
Establishment of the digital and physical Hubs' infrastructure	August 2022	Local, European and international
HUB-IN Alliance	July 2024	European and international
HUB-IN Final Conference	Sept 2024	Local, European and international

MEDIA MONITORING

Energy Cities will regularly conduct media monitoring activities to identify relevant information to share on social media. For this purpose, a dedicated channel has been created on Energy Cities' news board.

Furthermore, Energy Cities will also make sure that any media activity about HUB-IN is recorded in the related monitoring table.

TIPS FOR MEDIA OUTREACH IN THE HUB-IN CITIES

- Identify local and national "influencers" that could support your message and help the project be more visible;
- Identify relevant media (e.g., national media with a focus on culture or innovation, or local media from your HUB-IN city) and the relevant journalists working in these media, instead of sending your press release to a generic email address. You can use tools such as Anewstip to find relevant journalists working on a certain topic/area, and Hunter to find their email address;
- Be proactive: do you think your mayor/local councillor could be an ambassador for the project? Pitch an interview to the local media and inform Energy Cities if you need help;
- Do you have any national/local festivities or events that could be linked to the project? Please add them to the content calendar;
- Remember to have the project's promotional materials on display during events, but also in a digital format to be shared with media