REBUILD

ICT-enabled integration facilitator and life rebuilding guidance

Deliverable D.8.3 Dissemination & Communication Report

Re_Build
ICT-enabled
Integration facilitator
and life rebuilding guidance

REBUILD
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AUTHORS

Author name	Organization	E-Mail
Paraskevi Tarani *[EDITOR]*	MDAT	tarani@mdat.gr
Paola Seremeti	MDAT	seremeti@mdat.gr

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Editor Address data	Name: Paraskevi Tarani Partner: MDAT Address: THESSALONIKI CITY HALL 1 V. Georgiou A' Av./ Thessaloniki – 54640 / Thessaloniki - Greece Email: tarani@mdat.gr
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2. TABLE OF CONTENTS

2.1. INDEX OF TABLES

2.2. INDEX OF FIGURES

Re_Build

ICT-enabled
integration facilitator
and life rebuilding guidance

This project has received funding from the *European
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3. INTRODUCTION

The project REBUILD aims at improving migrants and refugees' inclusion through the provision of a toolbox of ICT-based solutions aimed to enhance both the effectiveness of the services provided by local public administration and organizations, and the life quality of the migrants.

This project follows a user-centered and participated design approach, aiming at addressing properly real target users' needs, ethical and cross-cultural dimensions, and at monitoring and validating the socio-economic impact of the proposed solution. Both target groups (immigrants/refugees and local public services providers) will be part of a continuous design process; users and stakeholders' engagement is a key success factor addressed both in the Consortium composition and in its capacity to engage relevant stakeholders external to the project. Users will be engaged since the beginning of the project through interviews and focus groups; then will be part of the application design, participating in three Co-Creation Workshops organized in the three main piloting countries: Italy, Spain and Greece, chosen for their being the "access gates" to Europe for main immigration routes. Then again, in the 2nd and 3rd years of the project, users' engagement in Test and Piloting events in the three target countries, will help the Consortium fine-tuning the REBUILD ICT toolbox before the end of the project.

The key technology solutions proposed are:

✓ GDPR-compliant migrants' integration related background information gathering with user consent and anonymization of personal information;
✓ AI-based profile analysis to enable both personalized support and policy making on migration-related issues;
✓ AI-based needs matching tool, to match migrant needs and skills with services provided by local authorities in EU countries and labour market needs at local and regional level;
✓ a Digital Companion for migrants enabling personalized two-way communication using chatbots to provide them smart support for easy access to local services (training, health, employment, welfare, etc.) and assessment of the level of integration and understanding of the new society, while providing to local authorities data-driven, easy to use decision supporting tools for enhancing capacities and effectiveness in service provision.

The Deliverable "Dissemination and Communication Results" is an assessment of the impact of the communication and dissemination activities, both qualitatively, through case studies that demonstrate its impact, and quantitatively, via the metrics developed in the Dissemination Plan (D.8.2).

REBUILD – ICT-enabled integration facilitator and life rebuilding guidance
D8.3 – Dissemination and Communication Results – Final

5

4. REBUILD COMMUNICATION & DISSEMINATION STRATEGY

4.1. H2020 GUIDELINES & COMMUNICATION PLAN REQUIREMENTS

According to the H2020 Guidelines, communication about European research projects should aim to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by: showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges; showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways; making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

According to the H2020 Guidelines and the REBUILD Communication and Dissemination plan, **REBUILD communication** should brief multiple audiences beyond the project's own community (including the media and the public), about the projects, its activities and their results. It should inform and reach out to society, showing the benefits of research.

On the other hand, **REBUILD dissemination** focuses on results only, and targeted to audiences which are in the position to make use of the results in their own work, such as scientific peers, industry, other commercial actors, professional organisations and policy makers. It should enable the use and update of project results. This information is summarised in the following table.

Table 1 – REBUILD dissemination and dissemination different focuses

Communication	Dissemination
Information about the project activities & results	Information about the REBUILD results
Inform and reach out to society for the benefits of REBUILD efforts	Enable users to uptake the REBUILD results
Target multiple audiences	Target audiences than may use the results

For the REBUILD project workplan, Dissemination and Communication activities falls under WP8. This work package includes the dissemination activities associated with the REBUILD project, including the creation of a project website and several awareness-raising communication activities. The goal was to achieve the broadest possible impact, giving a high visibility of the REBUILD outcomes.

The objectives of WP8 were to ensure that: news and services providers and users have a clear conception of the service provision; there is general on-going awareness of the project amongst those (public administration, NGO dealing with immigrants and refugees and society) who could exploit its results; the project engages directly with relevant communities and acts on feedback from them to increase the relevance and effectiveness of the provided services to the relevant stakeholders such as Public Administration, Refugees and immigrant and civil society. The goal is to attract a critical to the REBUILD technologies/techniques so that the project can have an actual impact and continues to have it after it is completed.

REBUILD communication – dissemination - exploitation strategy aimed to:

✓ ensure that the vision, objectives, activities and results of the project become widely known and understood from a scientific, social and a technical point of view,

ICT-enabled
integration facilitator
and life rebuilding guidance

This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 822215

✓ deliver clear, comprehensive and concrete message to stakeholders, decision-makers, and end-users, an
✓ develop an effective channel for the exploitation of the project's findings and solutions.

According to the Communication Plan (D8.2): In order to effectively deliver the messages to the targeted audience it is important to communicate the activities of the project from day one. Printed and online tolls are important to satisfy the above-mentioned objectives; in order to cover the above aims, several pecific communication and dissemination tools have been set. Furthermore, the process of these means will be continuously revised and fine-tuned in order to maximize project's communication and dissemination impact.

The messages conveyed through the dissemination activities must explain what will **change** with the REBUILD project and what **solutions** and **benefits** will be offered after the project implementation. The core message of the dissemination strategy will highlight the main overall target of the project, which is to promote **ICT solutions that will enable the integration of immigrants and refugees, work as facilitators and provide a life rebuilding guidance, ICT-enabled integration facilitator and life rebuilding guidance**. Nevertheless, this message must be properly adjusted to meet the specific needs and characteristics of each target group. Messages must be positive, persuasive, clear, and simple and focused and will be expressed in scientific, technical, non-technical, political, or explanatory language, depending on the type of audience to which it is addressed. The main challenge that REBUILD Communication Plan set is to keep local, regional, national and European audiences informed and at the same time engaged to REBUILD project without losing their interest. Hence, informing local, regional, national and European audiences is a significant communication goal for the project.

Based on the H2020 communication guidelines, REBUILD Communication Plan set a strategy based on the different aspects of Communication, Dissemination and Exploitation
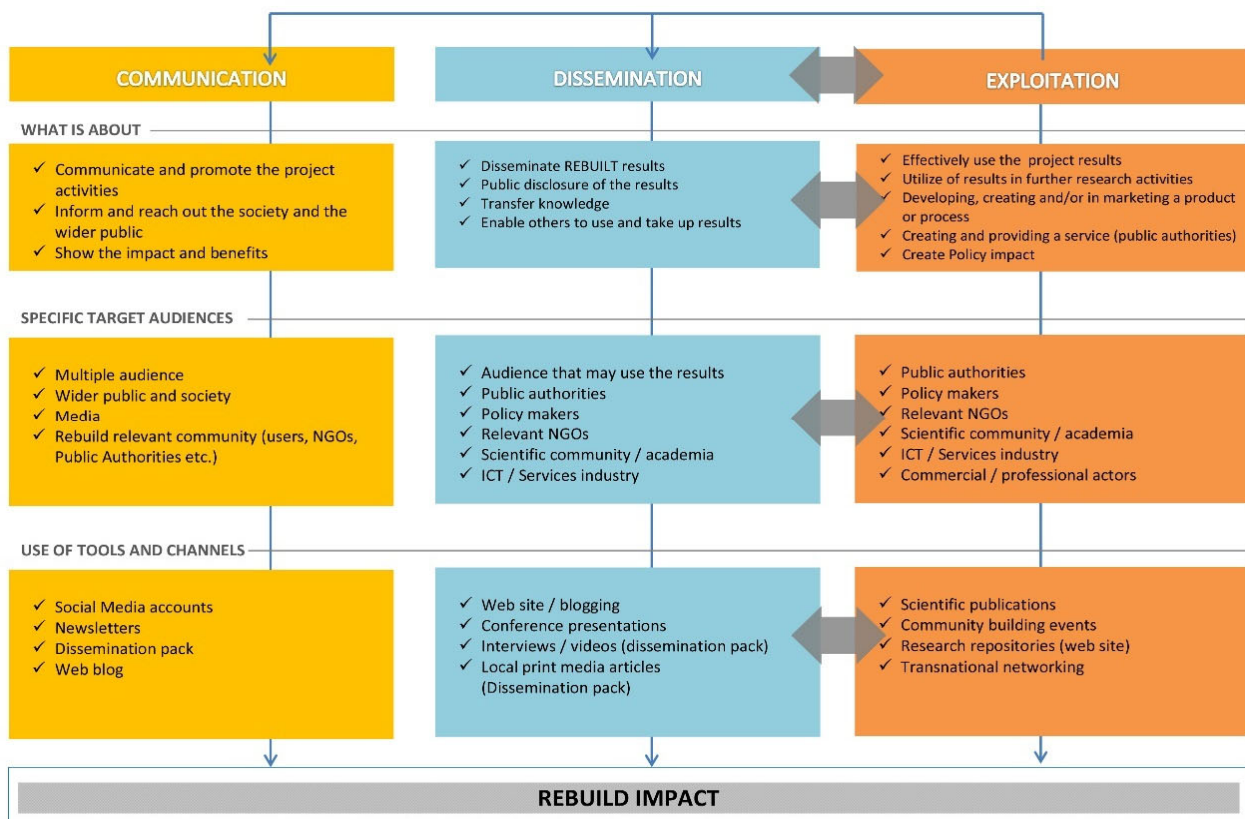

Figure 1 – REBUILD Communication and Dissemination Strategy Overview diagram

REBUILD – ICT-enabled integration facilitator and life rebuilding guidance
D8.3 – Dissemination and Communication Results – Final

7

Communication Strategy aims and objectives

The project Communication Strategy was based on the identification of suitable target groups at different geographical levels, including the European, national and regional level, to achieve a coherent and effective communication according to the REBUILD project's overall approach and requirements, outlined above. The **main aims** of the Communication Strategy were:

- ✓ Communicating and promoting the project activities
- ✓ Informing and reaching out to society and the wider public
- ✓ Showing the impact and benefits of the project results

The communication of the project activities and their results to the interested and relevant stakeholders and citizens is based on the following objectives:

- ✓ Identifying crucial target groups and bodies that are potentially interested in the project (outlined below)
- ✓ Identifying the communication needs of each target group in order to address them correctly
- ✓ Establishing core project messages to be communicated to the specific target groups
- ✓ Communicating the results, solutions and knowledge collected within the project to the general public in a simple and understandable manner.
- ✓ Identifying dissemination methods, tools and channels (these are described below)
- ✓ Defining the timing of the communication and different partners' responsibilities (also described below)

Target Audience. The Communication Strategy of the REBUILD project is focused on the following target audiences:

- ✓ The wider public and civic society
- ✓ The immigrants and refugees themselves, who are directly concerned
- ✓ Media
- ✓ Public Authorities and Governmental institutions
- ✓ NGOs dealing with refugees and immigrants

Tools and channels. Tools and channels to be used for Communication by the REBUILD project are:

- ✓ Project Web Site and Blog
- ✓ Social Media accounts
- ✓ Media outlets (using the communication pack)
- ✓ Community Building Events
- ✓ Newsletters

Dissemination and Exploitation of the RESULTS

The **main aims** of the Dissemination and Exploitation Strategy for REBUILD project results were:

- ✓ To transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.
- ✓ To describe and ensure results available for others to use
- ✓ Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.

Target Audience. The Dissemination and Exploitation Strategy of the REBUILD project is focused on the following target audiences:

- ✓ Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).
- ✓ People or organisations including that make concrete use of the project results, as well as user groups outside the project.
- ✓ Media
- ✓ Public Authorities and Governmental institutions
- ✓ NGOs dealing with refugees and immigrants

Tools and channels. Tools and channels to be used for Communication by the REBUILD project are:

- ✓ Scientific publications / announcement in conferences / open-source data
- ✓ Social Media accounts
- ✓ Local thematic Media outlets
- ✓ Newsletters

4.2. COMMUNICATION AND DISSEMINATION WORKING METHODOLOGY

It is important to promote a familiar and recognizable graphic identity to be used among the various communication and dissemination tools for the Rebuild Project. The MDAT Team provided all partners with fixed templates to be used covering the communication and dissemination activities. Also provided working templates aimed at collecting information from all the partners in order to create and maintain a regular and good communication and dissemination flow through social media and project's website and blog.

Also, an email address created for this purpose share-rebuld@mdat.gr.

To achieve communication and dissemination strategy's goals, WP8 responsible partner compiled three different categories of Templates to share with all project partners. These templates were to be used for better coordination and uniformity in format on the project basis. The Communication Working Templates used for feeding the news and information flow promoting awareness and dissemination of the various activities throughout the whole projects' work packages. Using these information, WP8 responsible partner sorted the information and place into the various respective communication dissemination channels (i.e. for website, for Facebook, twitter etc.)

The topics of the Communication & Dissemination Working Templates were as follow:

Topic 1: Events that are organized by Rebuild project in the framework of implementation WPs' various activities: workshops, seminars, roundtable discussions, Focus Groups etc

Topic 2: Publications or articles regarding the Rebuild Project in the local/national media

Topic 3: Any general information on ICT solutions and migrants and refugees' inclusion such as national or European strategies, good practices, examples, local strategies, etc. for feeding general content into REBUILD social media accounts.

Topic 4: Participation and presentation rebuild project in other events and conferences

Topic 5: Scientific papers and announcement in scientific Conferences referring to the Rebuild Project, achievements, and results

Re_Build

ICT-enabled
integration facilitator
and life rebuilding guidance

This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 822215

1. COMMUNICATION AND DISSEMINATION MATERIAL TEMPLATE

REBUILD LOGO "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 822215"	Partner name:	
	Date of submission: (DD/MM/YY)	
	Select topic: (see *Guidelines on next page*)	
Title of topic:		
Short summary (*max. 200 characters for Social Media*)		
More extended text: (*approx. 500 words*)		
Relevant links, if possible		
Attachments to the present dissemination template (*photos, graphic material*)		

3. COMMUNITY BUILDING EVENT REPORT

REBUILD LOGO "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 822215"	Title of the event:	
	Date of event: (DD/MM/YY)	
	Location	

GEOGRAPHIC COVERAGE OF EVENT		Tick
	Local	☐
	Regional	☐
	National	☐

NUMBER OF PARTICIPANTS

TARGET AUDIENCE	Type of stakeholder	Number
	Local Community / Citizens	
	Local NGOs and relevant initiatives	
	End users	
	Local Policymakers	
	Facility operators	
	Public services	
	R&D centers / universities	
	Others (specify)	

SHORT SUMMARY OF THE ACTIVITY (PLEASE WRITE A READY-TO-PUBLISH NEWS TEXT FOR THE WEBSITE) approx. 500 words	

ATTACHMENTS TO THE PRESENT REPORT	Possible attachments	Tick	
	Agenda	☐	compulsory
	Photos	☐	compulsory
	Press releases	☐	recommended
	Articles published on local media	☐	recommended
	Graphic dissemination material	☐	free choice
	Video	☐	when relevant

Figure 2 – Communication and Dissemination Working templates

Each partner appointed a representative responsible for the communication activities to support the WP8 responsible partner (MDAT) to evaluate the communication activities, keep records and data measuring the communication and dissemination impact.

- ✓ WP8 responsible - MDAT kept close contact with partners' communication managers during all project period

- ✓ MDAT kept close contact with WP Leaders during reporting period in order to gathering data and match KPIs for all project WPs (especially for dissemination and exploitation impact and results)

To facilitate an accurate monitoring and assessment of the communication activities, and to understand the impact of the actions carried out through the various WPs, the consortium kept a working flow as presented in the following figure 3 diagram:
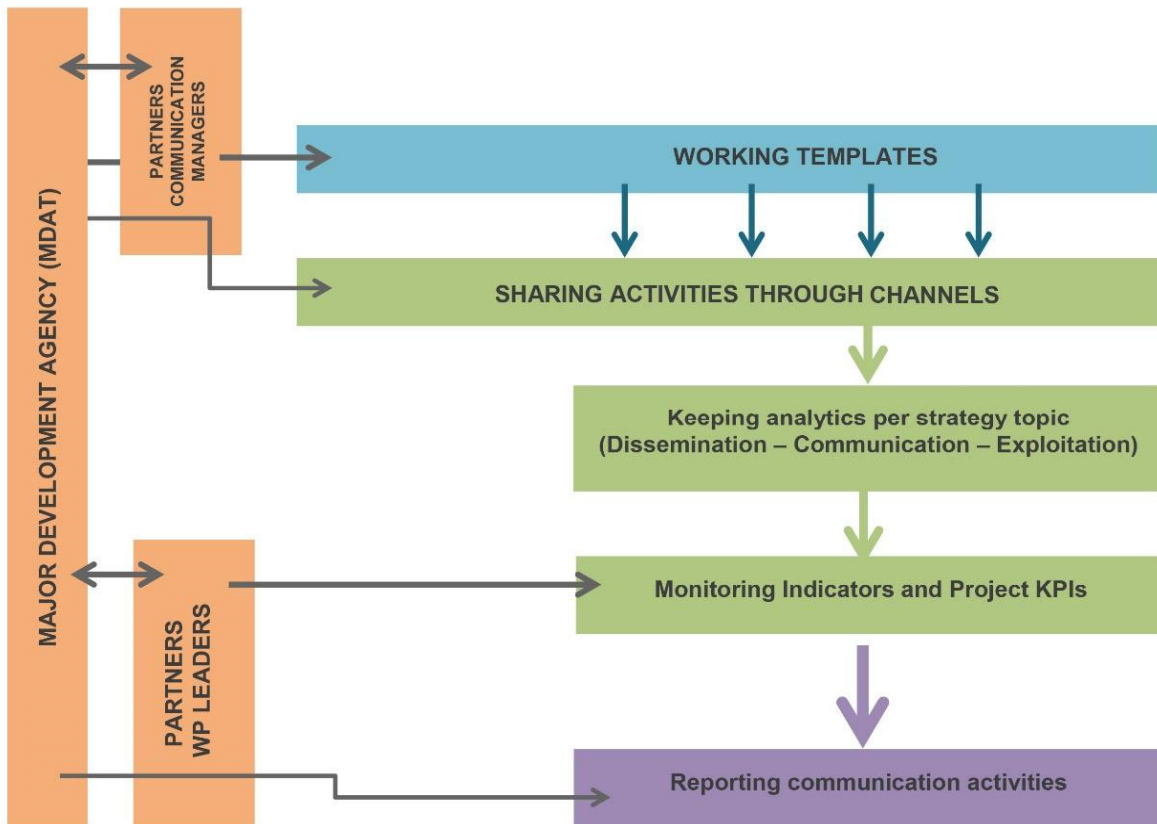
REBUILD – ICT-enabled integration facilitator and life rebuilding guidance
D8.3 – Dissemination and Communication Results – Final

10

Figure 3 - Dissemination and communication reporting: working flow diagram

5. Implementation of Communication – Dissemination-Exploitation Strategy

5.1. Key Messages and visual identity

REBUILD Communication Plan formulated a brand messaging by building a cohesive visual identity. Brand messages contain all key messages around which other REBUILD ideas, actions and products will be implemented. The communication and dissemination tools (logo and other imagery and icons, social media posts, newsletters, press releases, logos, slogans, taglines, etc), all were connected to the brand messages that REBUILD project wants to stage to the audience.

The REBUILD brand message that will formulates the whole visual identity of the project (logo and other visual material) is human-centred. The key messages and key words may include the followings:

✓ Reconstruction / Integration / Communication / Interaction / Solution / Technology / Facilitator

✓ Guidance / Life rebuilding / Life Quality

✓ Inclusion / cooperation / self-reliance / self-esteem / confidence / technology / autonomy / integration / independence / choice / support / trust / teamwork.

These themes have been reflected in the visual identity of the project and consist of the key messaging used by all Partners when communicating with target audience about the REBUILD project.

From the very beginning of the project implementation, based on the above framework, project partnership discussed and decided for the project logo, chosen among various alternative versions.

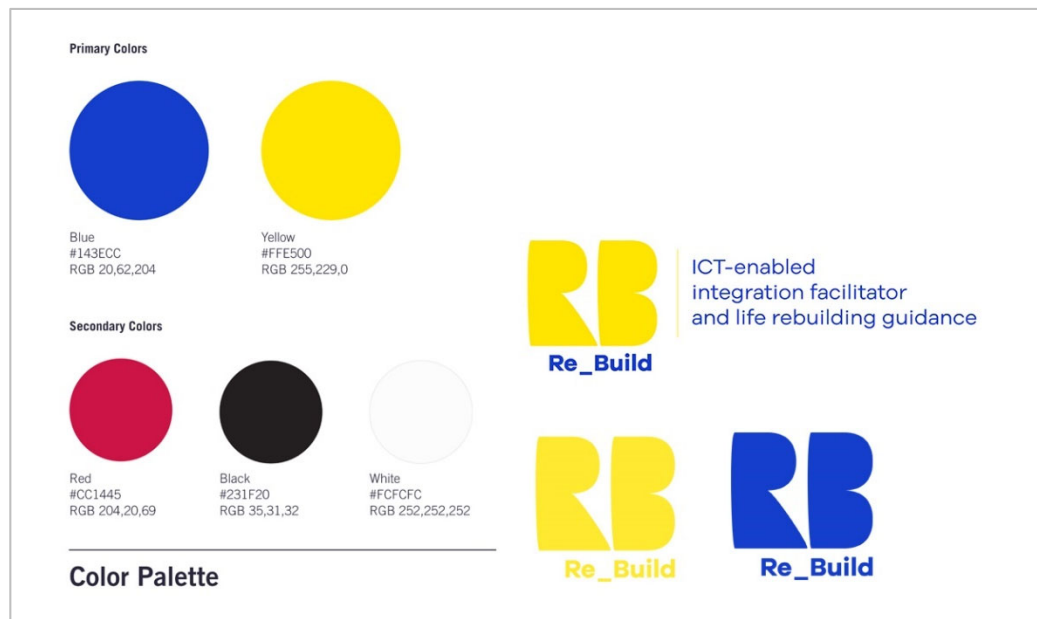*Figure 4 - REBUILD selected isotype and logotype (black and white form)*

REBUILD – ICT-enabled integration facilitator and life rebuilding guidance
D8.3 – Dissemination and Communication Results – Final

12

ICT-enabled
integration facilitator
and life rebuilding guidance

This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 822215

Re_Build

Figure 5 – REBUILD logo color palette. Primary and secondary colors chosen for the brand and the logo

Figure 6 – REBUILD logo indicative color uses

The REBUILD logo's isotype takes letters R and B curved and bold features to visualize symbolic blocks that can be reconstructed and easily interpreted by migrants and refugees, eliminating language barriers. The typographic logo can be placed in different places, while the project title "ICT-enabled integration facilitator and life rebuilding guidance" could be added or not depending on the visual context and the use. The REBUILD logo's typeface is Galyon, an easy-to-read Sans Serif that can be adapted to different languages.

REBUILD – ICT-enabled integration facilitator and life rebuilding guidance
D8.3 – Dissemination and Communication Results – Final

13

Re_Build

ICT-enabled
integration facilitator
and life rebuilding guidance

This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 822215

The chosen colours encourage communication, interaction, and trust, qualities needed to rebuild a new life beyond origin, religion, gender or any. The colours are also related to the sense of technology and innovation and the European Union visual identity. Blue represents trust, professionalism and loyalty; and Yellow is associated with optimism, cordiality and courage, qualities of both local authorities and migrants/refugees.

The visual identity of the project was built based on two basic components:

✓   people – faces (presenting the multiculturality and diversity)

✓   symbols (presenting the various levels of technological support in life, living, education, health, employment etc)
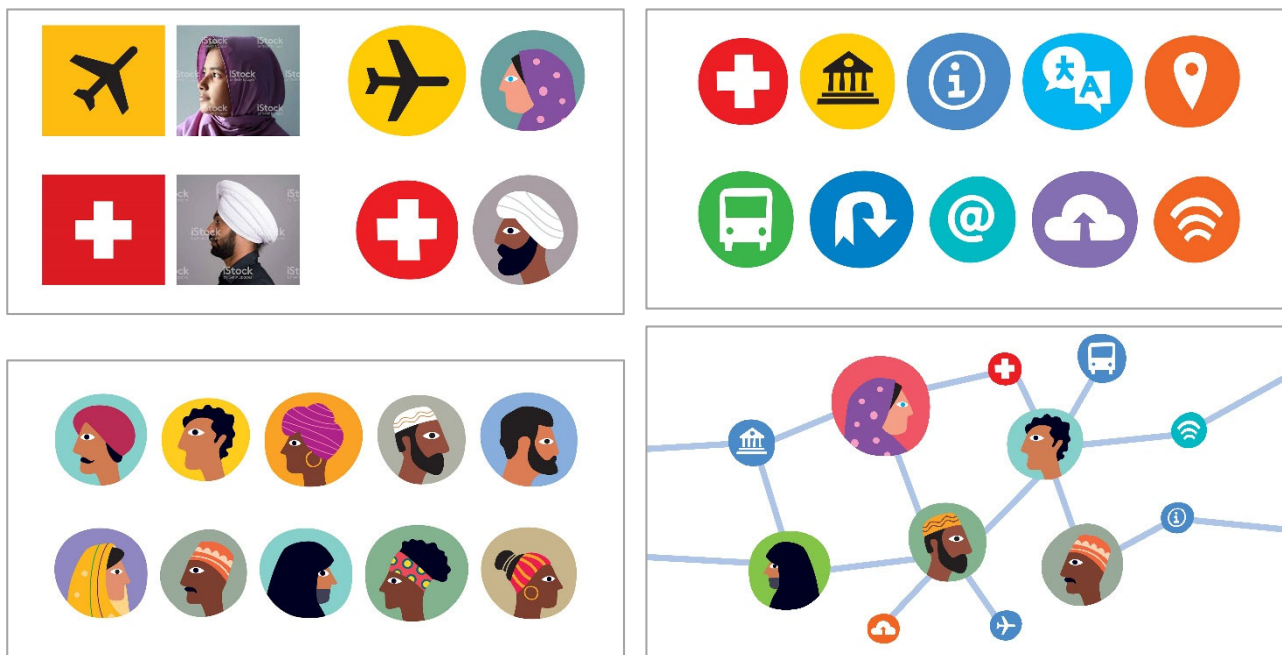
Figure 7 – Faces and services symbols. REBUILD visual identity production process

5.2. COMMUNICATION & DISSEMINATION CHANNELS

PROJECT WEBSITE

The REBUILD website (www.rebuildeurope.eu) is designed and hosted by Uninettuno and was the main interface for communication to the public. It contains information on the REBUILD objectives, the partnership, the proposed activities and the foreseen/achieved results. The website architecture includes the following:

✓   Home Page

✓   Project Activities, hosting also sections including a description of the project activities, the work packages and deliverables

✓   Digital Companion, illustrating the project's main development ambitions: the design and development of the "Digital Companion" aimed at immigrants and refugees;

✓   News & Media, a section supplying a press review, press releases, newsletters, news and events

✓   Contacts, allowing the website users (also anonymous users) to get in touch with the REBUILD project team.

REBUILD – ICT-enabled integration facilitator and life rebuilding guidance
D8.3 – Dissemination and Communication Results – Final

14

![RB Re_Build logo] ICT-enabled integration facilitator and life rebuilding guidance

This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 822215

The website was the main tool for the dissemination of project objectives and results to the target groups and the public by providing updated information on the following issues: news, press review, media releases and project events.
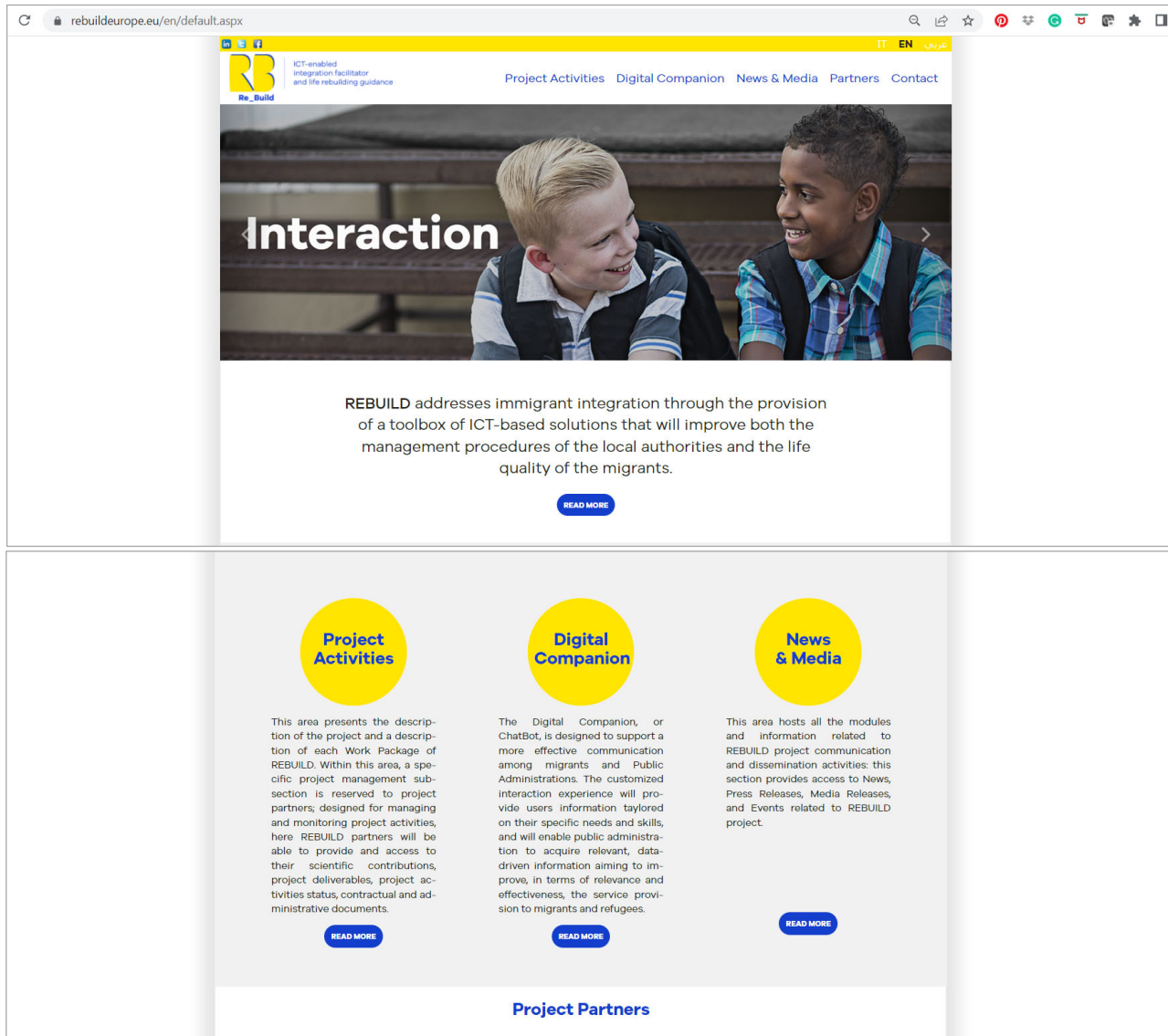

Figure 8 – REBUILD website home page

The overall content sections are open to the public: project and consortium information, databases, articles, news and events, educational materials, a library to download all public REBUILD deliverables and project's documentation (articles, relevant links, etc.). The project website content address to various groups such as:

✓ Public Administration - for providing information of services of interest to the end users.
✓ NGOs dealing with refugees and immigrants will gain access to information on available services and access to them
✓ Governmental institutions and organisations will be capable of offering their services to end users
✓ Civil society - All content sections is to the public: project and consortium information, databases, articles, news and events, educational materials, a library to download all public REBUILD deliverables and project's documentation (articles, relevant links, etc.).

Project partners promote the link to the REBUILD website through their organisation's websites, social networks, blogs, fora, and portals or even their personal networks to promote on a regular basis the REBUILD project.

The website section "news" is used as a project blog presenting milestone activity and results such as: WPs activities, presentation of Rebuild project in other events, papers and scientific publications, joint activities with H2020 migration cluster projects. The posts were shared through the project's social media accounts. The "news" website section counts 45 posts.
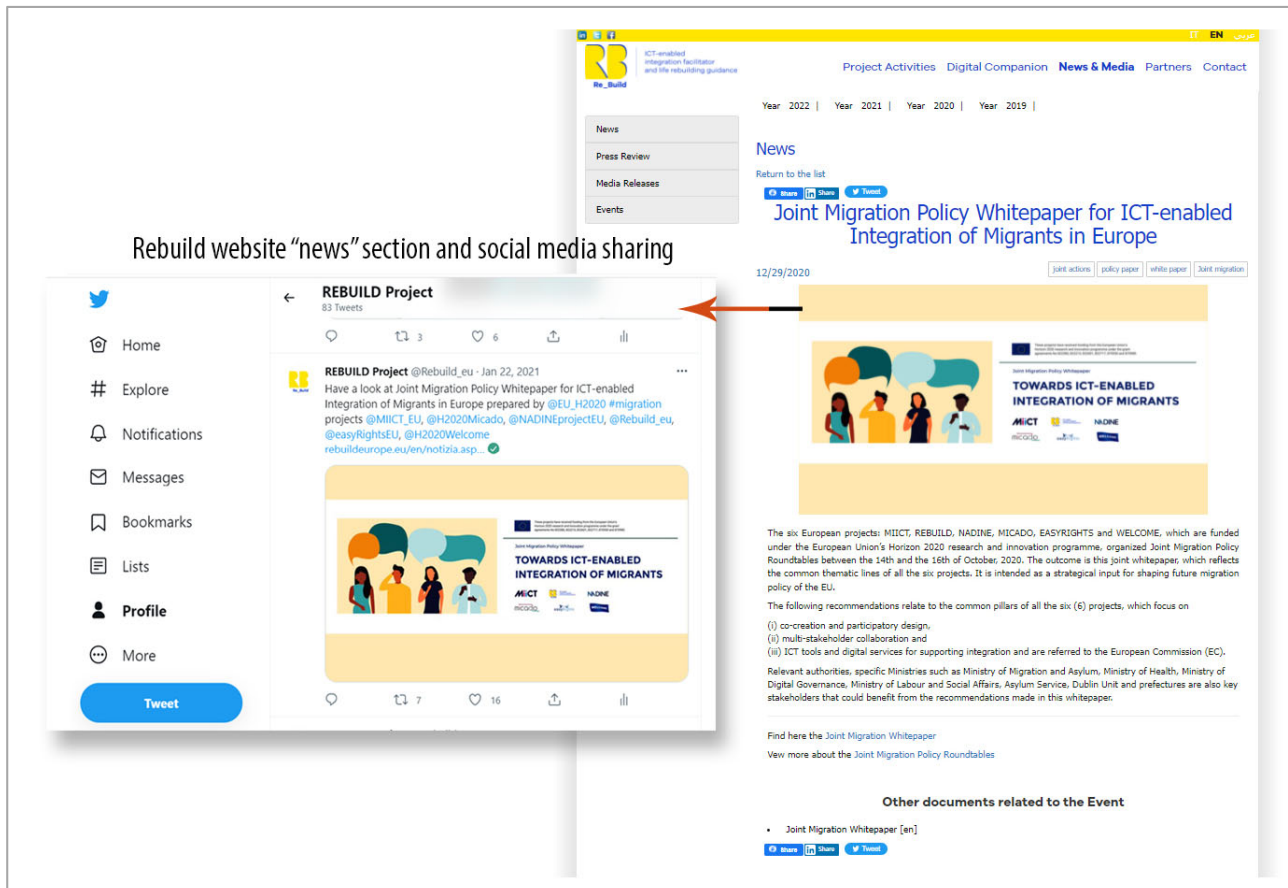
Figure 9 – Rebuild Website, "news" sections and sharing content to social media accounts

Rebuild Website overall metrics are presented in the following table 2:

![Re_Build logo]

ICT-enabled
integration facilitator
and life rebuilding guidance

This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 822215

Table 2 – Rebuild Website overal metrics

www.rebuildeurope.eu - overall statistics 01/03/2019 - 31/03/2022						
Visitors						
9,037						
Pageviews						
22,229						
Page	**Pageviews**	**Unique Pageviews**	**Avg. Time on Page**	**Entrances**	**Bounce Rate**	**% Exit**
/en/default.aspx	4335	3701	95,30	3477	75,64%	67,80%
/it/default.aspx	1657	1122	78,77	1016	41,63%	38,26%
/ar/area-partner.aspx	1469	1273	176,79	1171	84,29%	78,35%
/ar/p1_rebuildactivities.aspx	1410	1254	196,90	1150	84,70%	79,29%
/en/notizie.aspx	1145	476	59,77	74	36,49%	12,84%
/en/area-partner.aspx	1096	704	64,23	94	54,26%	22,54%
/it/area-partner.aspx	629	384	49,17	64	50,00%	17,65%
/	578	290	5,01	290	0,69%	50,17%
/it/notizie.aspx	549	194	33,95	30	26,67%	8,01%
/en/partners.aspx	498	368	66,02	44	72,73%	37,75%
	22229	15798	69,70	9037	70,26%	40,65%

The following figures represents the website traffic per users' countries; beyond the project partners' countries, it's worth to mention South Mediterranean, Middle-East and African countries, and United States, reached by the project coordinator and UNINETTUNO team at the very start of the project in United Nations' HQ in New York, for the JoinTogether conference 2019 for SDG 16 network.

Country	Acquisition		
	Sessions ↓	**% New Sessions**	**New Users**
	9,037 % of Total: 100.00% (9,037)	80.92% Avg for View: 80.90% (0.03%)	7,313 % of Total: 100.03% (7,311)
1. 🇮🇹 Italy	**1,605** (17.76%)	52.46%	842 (11.51%)
2. 🇬🇷 Greece	**600** (6.64%)	45.83%	275 (3.76%)
3. 🇺🇸 United States	**537** (5.94%)	98.51%	529 (7.23%)
4. 🇪🇸 Spain	**534** (5.91%)	70.60%	377 (5.16%)
5. 🇸🇦 Saudi Arabia	**503** (5.57%)	93.04%	468 (6.40%)
6. 🇳🇱 Netherlands	**288** (3.19%)	99.31%	286 (3.91%)
7. 🇾🇪 Yemen	**282** (3.12%)	87.23%	246 (3.36%)
8. 🇫🇮 Finland	**281** (3.11%)	98.93%	278 (3.80%)
9. 🇬🇧 United Kingdom	**279** (3.09%)	86.38%	241 (3.30%)
10. 🇲🇦 Morocco	**270** (2.99%)	91.48%	247 (3.38%)

Figure 10 - Website traffic per users' country / top 10

REBUILD – ICT-enabled integration facilitator and life rebuilding guidance
D8.3 – Dissemination and Communication Results – Final

17

ICT-enabled
integration facilitator
and life rebuilding guidance

This project has received funding from the *European Union's* Horizon 2020 research and innovation *programme* under grant agreement No 822215

Re_Build

	Country	Acquisition		
		Sessions ↓	% New Sessions	New Users
		9,037 % of Total: 100.00% (9,037)	**80.92%** Avg for View: 80.90% (0.03%)	**7,313** % of Total: 100.03% (7,311)
11.	France	**263** (2.91%)	84.41%	222 (3.04%)
12.	Egypt	**208** (2.30%)	94.23%	196 (2.68%)
13.	China	**195** (2.16%)	99.49%	194 (2.65%)
14.	Austria	**185** (2.05%)	91.35%	169 (2.31%)
15.	Belgium	**182** (2.01%)	79.67%	145 (1.98%)
16.	Palestine	**175** (1.94%)	85.14%	149 (2.04%)
17.	Jordan	**153** (1.69%)	98.04%	150 (2.05%)
18.	Sudan	**130** (1.44%)	92.31%	120 (1.64%)
19.	Turkey	**129** (1.43%)	93.80%	121 (1.65%)
20.	Algeria	**121** (1.34%)	90.08%	109 (1.49%)

Figure 11 - Website traffic per users' country / 11 to 20

The next image shows the traffic trends; peaks happened during national, EU and international events seeing REBUILD project participants presenting activities and results of the project, including Joint Workshop and Joint Policy Roundtables, and EU-CANADA Equity, Diversity and Inclusion in Artificial Intelligence Workshop held online in April 2021.
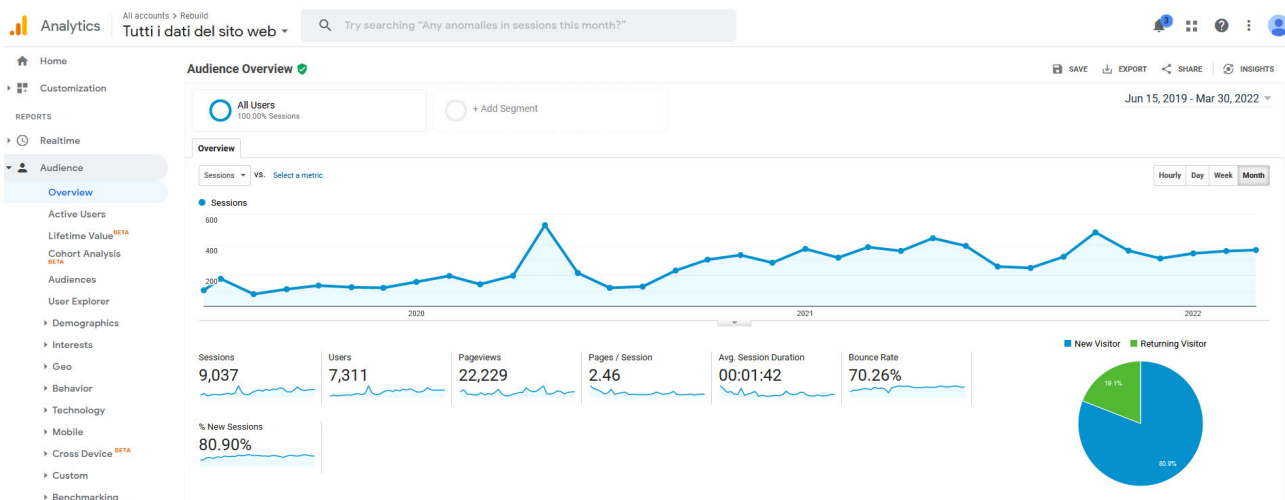
SOCIAL MEDIA

Social media allows to directly communicate news and messages to members, subscribers, the general public and even other media outlets. Visual content, such as images, video clips, and infographics are powerful conversation starters. Frequency of posts is important to keep the followers engaged, with regularly posts according to the character of each social media platform. While there are several social media tools, four of

ICT-enabled
integration facilitator
and life rebuilding guidance

the most common include Facebook, Twitter, LinkedIn and Instagram.

During project lifetime, social media platforms used to allow stakeholders to engage and keep a close monitoring of the project's news, events and findings. By establishing a posting routine, through monthly blog posts, target audiences are faced with a routine and might be more compelled to follow dissemination activities.

The REBUILD project will has set up social media accounts on Facebook, Twitter, and LinkedIn. There is also the YouTube channel. The activity results in the various social media accounts have as follows:

Facebook: REBUILD Facebook page will contain information relating to the project including summary, content and connections to the website and portal. Because of the characteristics of this social media platform, Facebook project's profile will be useful for communicating the project's day-to-day activities to the wider pubic and as an awareness raising instrument on project's topics

REBUILD Facebook Account: https://www.facebook.com/Rebuild.eu/ (@Rebuild.eu)

The total page likes are 106 and some statistics are given in the following figure 10. Figure presents the activity for the last 28 days (March 2022). The pick of the activity is related to Final Event promotion. The Rebuild FB page has lowest activity and use as the main social media tool was the Twitter account.
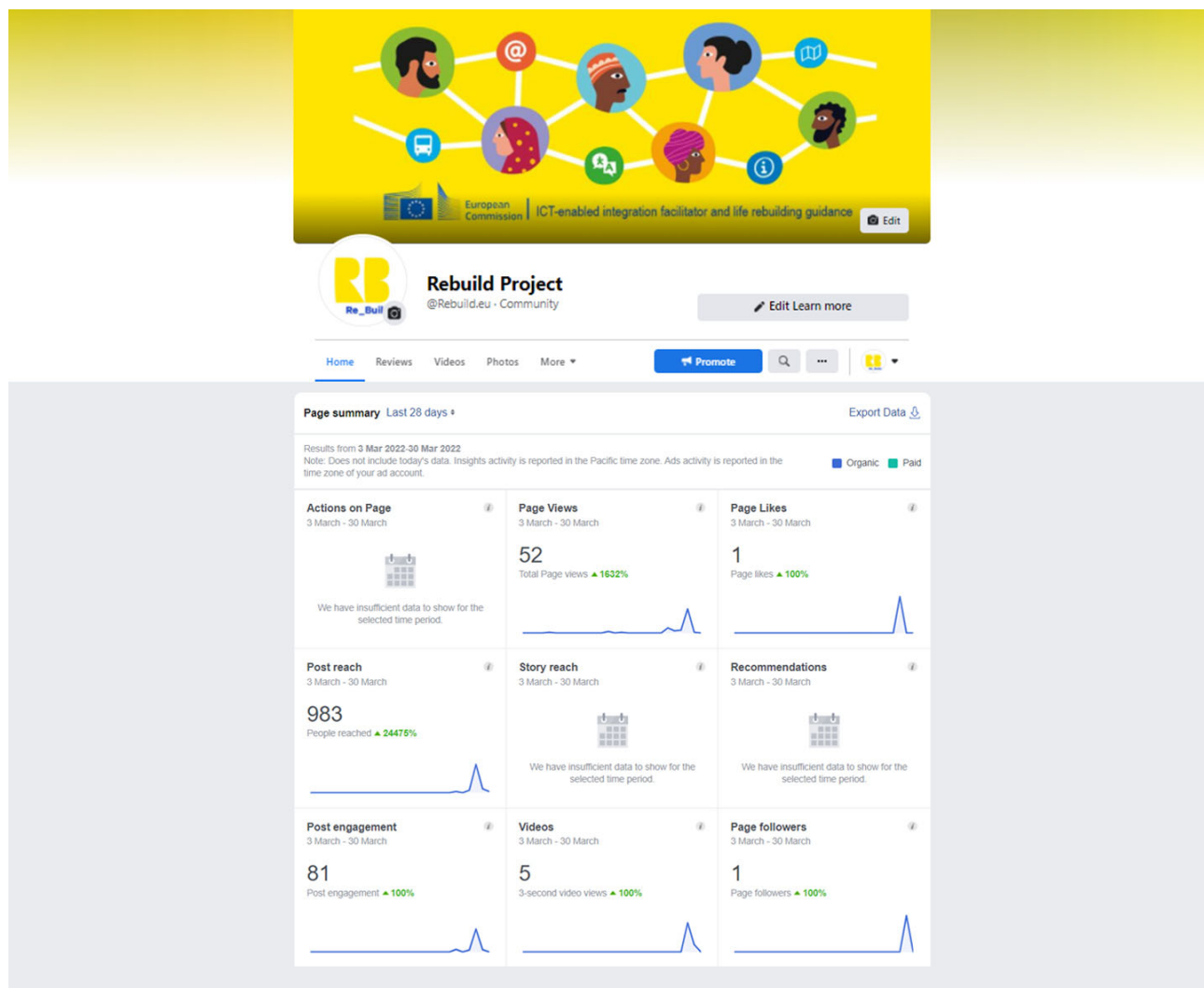

Figure 12 – Rebuild FB cover page and activity summary for March 2022

Twitter: REBUILD project Twitter account: @Rebuild_eu / https://twitter.com/Rebuild_eu /

Twitter REBUILD Description (160 characters): *ICT-enabled integration facilitator and life rebuilding guidance. Project funded by @EU_H2020. Any related tweets reflect only the views of the project owner*

Twitter is a micro-blogging service that allows registered members to broadcast short posts of 140 characters or less, as well as images or links to videos. REBUILD Twitter channel follows this approach, as Twitter social platform is a channel that prefers users that are related to ICT research, academics and EU projects' experts. This might be due to the easy interface and simple way of sharing other user's "tweets". It therefore represents an important tool in sharing news and events as well as a shared knowledge platform between similar projects. Twitter account is useful also to reach public authorities, ONGs and policy makers, show the link of the project with the local, national, European and international policies, promote in real-time project's activities (meetings, conferences, exhibitions etc). Is is also used as catalyst of websites and other Social Media.

Hashtags are very important for twitter, so the communication strategy for REBUILD Twitter account followed this approach by creating specific hashtag threads according to each post content i.e.: #rebuildnews, #rebuildresults, #rebuildtools, #rebuildwatch, etc.

Rebuild twitter account has 656 followers and has a good activity per tweet.
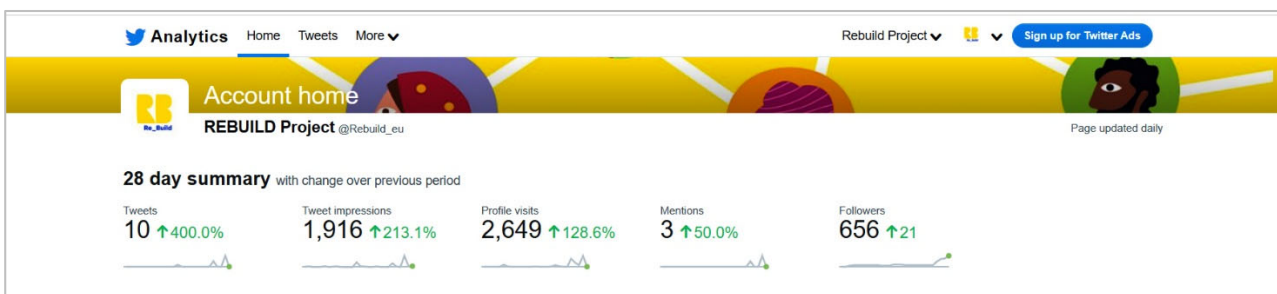

Figure 13 – Rebuild Twitter account and overview summary for the last 28 days (March 2022)

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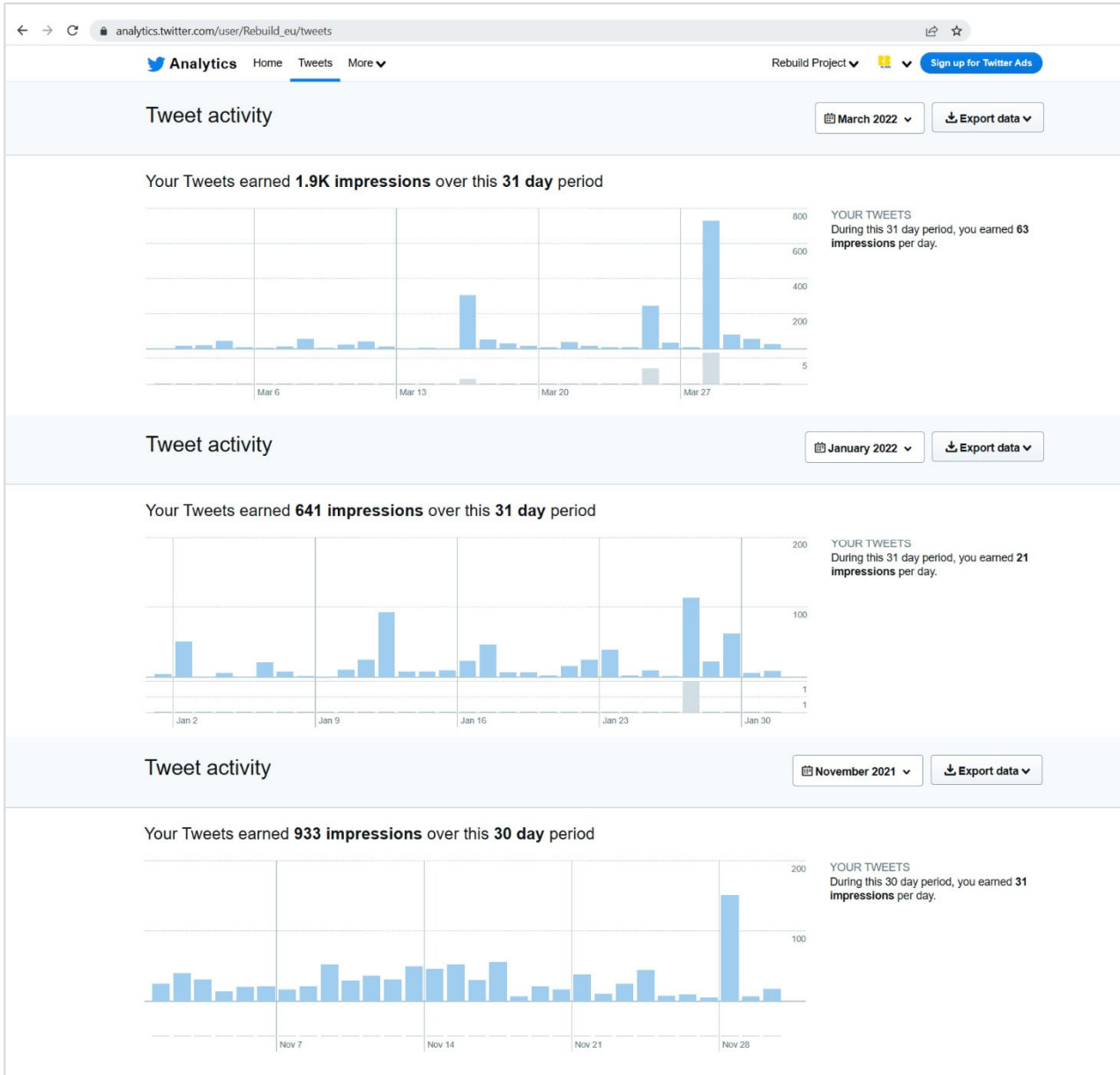D8.3 – Dissemination and Communication Results – Final

20

Figure 14 – Rebuild Twitter activity per month. Months: November 2021, January 2022 and March 2022

LinkedIn is a business oriented social media platform. REBUILD'S LinkedIn account is used for communication and dissemination issues and especially for the exploitation of project results connected to reaching specific users' accounts.

REBUILD LinkedIn account: https://www.linkedin.com/in/rebuild-project

Rebuild Linkendin account has 90 connections and has published aproximately 195 posts

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YouTube is a video-hosting website that allows registered users to store and share video content. It is the most popular video sharing platform and the second largest search engine behind Google Search. REBUILD project create the YouTube Channel for sharing video and/or other multimedia content. Rebuild YouTube Channel hasn't published content, but it can be used for sharing media content for now on, such as the final event video streaming and the Rebuild application videos and animations that has been prepared in various languages.

DISSEMINATION PACK

Communication pack includes various material to support project dissemination (poster, banner, brochures/leaflets, radio spots, gifs/videos, social media cards etc). WP8 leader provided partners with the above material either in an "template" such as the poster in order to use it in local activities and events in national language. These were provided in editable files, in English language, so each partner may adapt them by translating the text and using the available graphics design for local dissemination activities.

Posters – templates have sent in A3 and A4 format for use in informing the local target audience of events (i.e. co-creation workshop, focus group or other). The graphics has been provided so that the partner can translate the information for better awareness, visibility and print the material.

Leaflet and Factsheet (format A4) made for either digital sharing or printed version

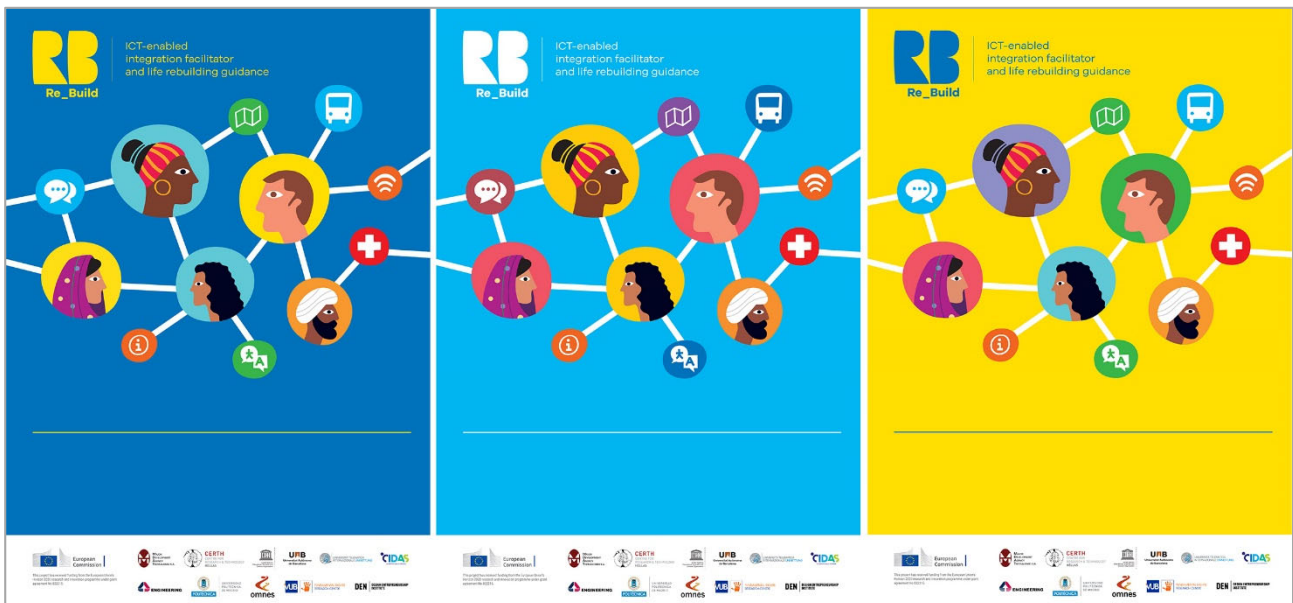**Banner (light structure**) For both digital and printable version

Figure 15 – Poster templates variations in editable format

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D8.3 – Dissemination and Communication Results – Final

22

Figure 16 – Promotional leaflet for digital sharing

Figure 17 – Rebuild Factsheet for digital dissemination

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D8.3 – Dissemination and Communication Results – Final

23

NEWSLETTERS

The REBUILD newsletters contained relevant, up-to-date project news in an attractive newsletter that circulated amongst stakeholders and partners. It will be carried out to communicate project news and inform stakeholders of the project's development trajectory. The intended outcome of the newsletter is to create regular, engaging, and informative publications that may reach a large subscriber base and readers.

For GDPR reasons, the REBUILD newsletters didn't distributed through mailing lists. They were prepared on REBUILD's website (section News – Media / Media Releases) and then distributed throughout social media accounts. Although, there is the possibility for website users to receive Newsletters' content in a pdf / printable version.

Metrics watch: 6 Newsletter within project life cycle.

Figure 18 – REBUILD Newsletter #1 in printable pdf format.
Online: https://www.rebuildeurope.eu/en/comunicato-stampa.aspx?ID=1

SCIENTIFIC DISSEMINATION

REBUILD scientific dissemination has succeeded very impressive results as has produced approx. 22 scientific papers in scientific journals. Scientific paper, most of them open access, are available on the project website that, as said, will remain available for 3 years after the end of the project. A list of publications is also available on the project website in the Newsletter #4.

OTHER DISSEMINATION ACTIVITIES

Other dissemination activities include participation in dedicated conferences / workshops /other project events. Almost all partners have participated in meetings and scientific conferences related to the REBUILD objectives. Most of them were high-profile conferences and workshops organised by national, European, and international organisations that involve and/or represent integration of migrants and refugees.

The consortium has succeeded more than 40 participations in other events.

FINAL EVENT (ONLINE)

REBUILD Final Event took place online through Microsoft Teams platform, on March 28, 2022, under the title "New technologies - new integra1on models AI-based ICT and co-designed services for migrants"

The Final Event Agenda was organised in 5 sections as follows:

Opening remarks

✓ Introduction: purpose and objectives of the event, Alessandro Pollini, Uninettuno
✓ Opening speech: Rebuild project summary and future perspectives, Maria Amata Garito, Rector of Uninettuno
✓ The DT-Migraton-06 Projects cluster, Wolfgang Bode, REBUILD Project officer

Co-designing ICT solutions with vulnerable groups: REBUILD approach

✓ Designing ICT-based tools for migrant inclusion: REBUILD approach, Alessandro Caforio, UnineMuno
✓ Inclusion and accessibility in REBUILD project, Pilar Orero, UAB
✓ REBUILD legal framework and assessment, Julia Zomignani Barboza, VUB

REBUILD ecosystem: demonstration of Digital Technologies

✓ Digital Technologies for Migrants Integration: REBUILD ecosystem, Antonio Filograna, Engineering
✓ The mobile app for migrants' integration, Francisco Moreno, UPM
✓ AI-based chatbot for migrants and refugees, Thodoris Semertzidis, CERTH

REBUILD on the field: piloting and impact

✓ Rebuild implementation: piloting results, Davide Storti UNESCO
✓ Analyzing the impacts of REBUILD, Antonella Passani, DEN

Closing remarks on future use of REBUILD solutions by Public Administration entities.

The event moderator was Alessandro Pollini (UNINETTUNO) and the duration was from 10.00 to 11.30 CET. For the event there were two live streaming poadcasts:

Streaming on UNINETTUNO Website:
hMps://www.unineMunouniversity.net/it/live- streaming.aspx

Streaming on Facebook: hMps://www.facebook.com/unineMuno/

The FB streaming on UNINETTUNO's FB profile had 1.444 users audience, with 86 interactions and 12 sharings. Other 140 users, attent the event throught the live streaming on UNINETTUNO's website.

REBUILD – ICT-enabled integration facilitator and life rebuilding guidance
D8.3 – Dissemination and Communication Results – Final

26

"*It will be an opportunity to present the work carried out by the 11 international partners, including universities and research centers, industries and technological development centers, NGOs and UNESCO, in the development of the REBUILD app, conceived to offer migrants and refugees in Europe access to the existing services in the hosting countries. The event will also present perspectives of further developments of REBUILD for public administrations and NGOs, called to respond efficiently to the new wave of migration due to the recent conflicts, in particular the Russian-Ukrainian one*".

Part of the promo intro of the REBUILD final event.
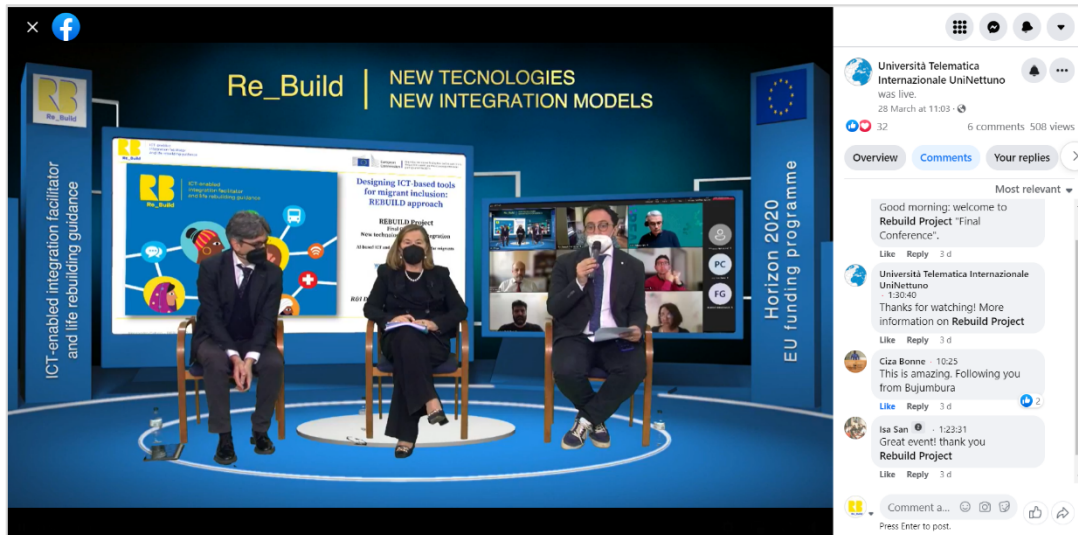
6. COMMUNITY BUILDING

The way data, documents, articles, materials and databases are managed and made available to others is an important aspect of the project's impact. Open standards and open licenses have been used to distribute the publicly available results, the tools' source code and the gathered data sets. Furthermore, the project documentation contains textual and graphical description like the REBUILD methodology and the technology choices, frameworks, use cases and especially specification of data sources and datasets.

Beyond individual publications, REBUILD has organized platform promotion and engagement workshops and focus groups. This allowed significant interactions with other stakeholders and researchers from outside the project and increase the visibility of the project and its reach.

Community building approach lies under the task T8.2 and Communication and Dissemination results supported the followings:

Rebuild Dissemination, Communication and Exploitation activities supported the community building approach as follows:

Research and academia community building: Open access publications, Joint conferences and scientific events, Scientific Synergies. The Rebuild scientific publications supported a multidisciplinary knowledge and body (ICT, social integration, language skills, pollical science etc.)

Policy making community building in local and EU level: The joint events of the Migration Cluster projects and their impact to the policy making in EU level. The LSPs community building through the pilot actions at local level.

End users' community building: Rebuild Focus Groups, co-design workshops and pilot testing procedure

7. COMMUNICATION AND DISSEMINATION RESULTS

The reach and impact of REBUILD communication activities assessed qualitatively and quantitatively and closely monitored using participation statistics, search metrics and other indicators used by media.

The impact of the communication activities is strongly tied to the success of the stakeholder engagement and dissemination activities. Thus, the tools which are developed as part of the communication strategy will be leveraged in a holistic approach. The project's communication activities have been constantly monitored to refine the implementation of the communication strategy with proper indicators and variables.

Table 3 – Overal communication activities metrics and results

Tool / Channel	Specific Means	REBUILD Partner Effort	Indicators / Metrics (Project life)
Project Web Site and newsfeed	Newsfeed in REBUILD web site	Web site development UNINETTUNO Web site content update: MDAT Input by all partners	9.037 visitors

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D8.3 – Dissemination and Communication Results – Final

28

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Social Media accounts	Facebook page Twitter LinkedIn YouTube Channel	Responsible partner (account holder and content update): MDAT Input by all partners	4 social media accounts 852 followers in total
Media outlets (communication pack)	Posters Conference banner Leaflet Local media (TV/radio) YouTube Channel Visual material	Responsible partner: MDAT (create the templates for Project Poster and Conference Banner) MDAT create and publish the Project's Leaflet Input by all partners Setting a flexible communication pack that each partner can use	Productions: 1 general poster 2 event posters templates 1 conference banner 1 leaflet in English 1 factsheet in English
Community Building events	Open events Round tables with experts on various topics City working groups Discussion panels Workshops with PA and NGOs	Responsible partner: MDAT (specifications for community building events/activity) Participation: all partners Each partner should implement at least 1 community building event, choosing the most relevant for them and their local audiences	2 joint events with sister projects 3 Focus Groups 3 Co-creation workshops
Newsletters	Newsletter subscription through project web site	Newsletter creation: MDAT Input all partners	6 Newsletters in total
Scientific dissemination	Conferences Research Scientific Journals Research communities	All partners	22 scientific papers at journals and conferences presentations
Other dissemination activities	Transnational networks Participation in relevant EU events Networking with similar EU projects	All partners	Aprox.40 participations

8. REFERENCES

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D8.3 – Dissemination and Communication Results – Final

29

REBUILD

ICT-enabled integration facilitator and life rebuilding guidance

Deliverable: D8.3 – Dissemination and Communication Results