



PANTHEON

Community-Based Smart City Digital Twin Platform
for Optimised DRM operations and Enhanced Community
Disaster Resilience

D9.3

INTERIM REPORT ON COMMUNICATION AND DISSEMINATION ACTIVITIES



The project has received funding from the European Union's Horizon Europe programme under Grant Agreement N°101074008.

DOCUMENT INFO

Deliverable Number	D9.3
Work Package Number and Title	WP9 Communication, Dissemination and Exploitation
Lead Beneficiary	THL
Due date of deliverable	30/06/2024 (M18)
Deliverable type¹	R- Document, report
Dissemination level²	PU- Public
Author(s)	Irene Kalesi - THL
Internal reviewer(s)	Birgit Schilcher (JOAFG), Christina Barrado (ISPC), Lola Valles (UPC)
Version - Status	1.1

TASK ABSTRACT

The purpose of this deliverable is to provide an update on dissemination and communication activities of the project partners during the first 18 months of the PANTHEON project (M1-M18) relevant to the project's brand identity, social media presence, attendance to events publications in journals and conferences, project website as well as other activities.

¹ Please indicate the type of the deliverable using one of the following codes:

R = Document, report

DEM = Demonstrator, pilot, prototype, plan designs

DEC = Websites, patents filing, press & media actions, videos

DATA = data sets, microdata

DMP = Data Management Plan

ETHICS: Deliverables related to ethics issues.

OTHER: Software, technical diagram, algorithms, models, etc.

² Please indicate the dissemination level using one of the following codes:

PU = Public

SEN = Sensitive

REVIEW HISTORY

Version	Date	Modifications	Editor(s)
1.0	27/6/2024	First draft	Irene Kalesi (THL)
1.1	30/06/2024	Final Version	THL, ISPC, UPC, JOAFG

DISCLAIMER

The document is proprietary of the PANTHEON consortium members. No copying or distributing, in any form or by any means, is allowed without the prior written agreement of the owner of the property rights.

Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them.

TABLE OF CONTENTS

List of Figures	5
List of Tables.....	6
1 Introduction	8
1.1 Dissemination and Communication Plan	8
1.2 Structure of the document.....	8
1.3 Relation to other tasks and deliverables.....	8
2. Project Website.....	9
2.1 Visitors.....	9
2.2 Sessions	9
2.3 Page Views.....	10
2.4 Additional website Analytics	10
2.5 Website Content.....	11
2.5.1 News Pieces	11
2.5.2 Blog Posts.....	12
3. Social Media Channels	13
3.1 Linkedin	13
Followers.....	13
Impressions.....	14
Clicks	14
Page Views.....	15
3.2 YouTube.....	15
4. Promotional Material.....	16
4.1 Newsletter	16
4.2 Brochure and Poster.....	16
5. Networking, Synergies and Clustering with EU-funded Projects.....	17
6. Monitoring, Reporting and evaluation	18
7. Events	19
7.1 Attended Events	19
7.2 Prospective Events	21
8. Publications	23
8.1 Existing Publications	23

8.2 Planned Publications	23
9. Conclusions	25
10. List of Abbreviations	26

LIST OF FIGURES

Figure 1 – Visitors and Entry Points	9
Figure 2 – Sessions	9
Figure 3 – Pageviews	10
Figure 4 – Top Visiting Countries	10
Figure 5 – New and Recurring Visitors.....	10
Figure 6 – Device Type across Visitors.....	11
Figure 7 – LinkedIn Followers	13
Figure 8 – LinkedIn Impressions	14
Figure 9– LinkedIn Clicks	14
Figure 10 – LinkedIn Page Views	15

LIST OF TABLES

Table 1: News Pieces	11
Table 2: Blog Posts	12
Table 3: Presentation of the PANTHEON LinkedIn page metrics (M1 -M18)	15
Table 4: Key Performance Indicators for D&C Activities (M1 -M36).....	18
Table 5: Events (M1 -M18)	19
Table 6: Prospective Events (M18 -)	21
Table 7: Publications (M1 -M18)	23
Table 8: Planned Publications (M18 -).....	24

EXECUTIVE SUMMARY

This report is a database of all the relevant Dissemination & Communication (D&E) material developed from Month 1 to Month 18 of the PANTHEON Project and contains a summary of the communications and dissemination actions carried out.

Work Package 9 activities are dedicated to D&C. Its purpose is to ensure that all outcomes and benefits of the project reach the relevant, targeted stakeholder groups. The PANTHEON dissemination and communication actions also address a broader audience to maximise impact. Furthermore, they support the consortium's exploitation efforts of the project results and the stakeholders' application and improvement of the PANTHEON results. All partners contribute to the work of WP9, THL is responsible for activities and outputs related to the scientific dissemination of project results, and MION Technologies is responsible for developing the marketing and exploitation strategy.

Overall, this document aims to provide a complete update of all the diverse D&C activities backed up with descriptions, data and visualisations.

1 INTRODUCTION

1.1 DISSEMINATION AND COMMUNICATION PLAN

The D&C plan created in M6 gave a general overview of the project planning for the whole duration of the project. Thus far, the dissemination and communication activities revolving around the PANTHEON technical developments have been carefully planned and monitored, as they are integral to the project's profile and subsequent impact of the research and development work. In this document, the updates will be presented and analysed to showcase the progress made during the first 18 months of the PANTHEON project.

1.2 STRUCTURE OF THE DOCUMENT

This deliverable is structured according to the updates of D&C activities to be documented.

Chapter 2 summarises the visualisations, key performance indicators, and content regarding the website's performance.

Chapter 3 describes the activities and results achieved via the digital communication channels.

Chapter 4 summarises the promotional material in the first 18 months of the project.

Chapter 5 provides networking updates and links to other projects, initiatives and organisations in Disaster Risk Management (DRM).

Chapter 6 summarises the D&C KPIs and their status in M18.

Chapter 7 focuses on D&C activities via project events, engagement and dissemination via external events such as scientific conferences, exhibitions and workshops.

Chapter 8 provides information on existing and prospective publications.

Finally, **chapter 9** includes the concluding remarks of the deliverable.

1.3 RELATION TO OTHER TASKS AND DELIVERABLES

The D9.3 deliverable is part of WP9 "Dissemination & Exploitation", active throughout the duration of the PANTHEON project.

The D9.3 deliverable is linked to the following:

- Task 9.1: Community DRM Governance Model & Long-Term Sustainability
- Task 9.2: Standardisation activities and collaboration with existing initiatives
- Task 9.3: Dissemination and Communication activities
- Task 9.4: Market Analysis & Business Modelling

Other than D9.3, the following reports related to the communication, dissemination and exploitation of project results will be delivered during the PANTHEON project:

- Deliverable D9.1 – Community DRM Governance Model & Long-Term Sustainability
- Deliverable D9.2 – Report on standards, synergies and Crisis Management / CBRN-E
- Deliverable D9.4 – Market Analysis & Business Models
- Deliverable D9.6 – Final Report on Communication and Dissemination Activities

2. PROJECT WEBSITE

The D&C of the project is organised through the utilisation of several different channels. One of the main D&C channels is the project website: <https://pantheon-project.eu/>. The website was set up in the beginning of the project and went online in M6 (June 2023). Analytics data have been available since then. The website is hosted and maintained by the Project Coordinator, TWI Hellas and is the main gateway to the project's information communicating the consortium's research endeavours and activities. It includes all relevant information about the project and news related to our activities. More details regarding the website design and structure can be found in the D9.5 Dissemination and Exploitation Plan. Access to the project website has been monitored and reported upon since July 2024 using the PIWIK PRO analytics platform. Before that, in June 2024, another analytics platform (Hot Jar) was tested. However, it didn't match the expectations of the project, but the data from that platform have been incorporated into the data presented in this document. A summary of the data with visualisations about the performance is reported in the subchapters below.

2.1 VISITORS

The visualisation below showcases the different channels through which visitors have been accessing our PANTHEON website. So far, the online internet domain has been visited by **1,626 visitors**.

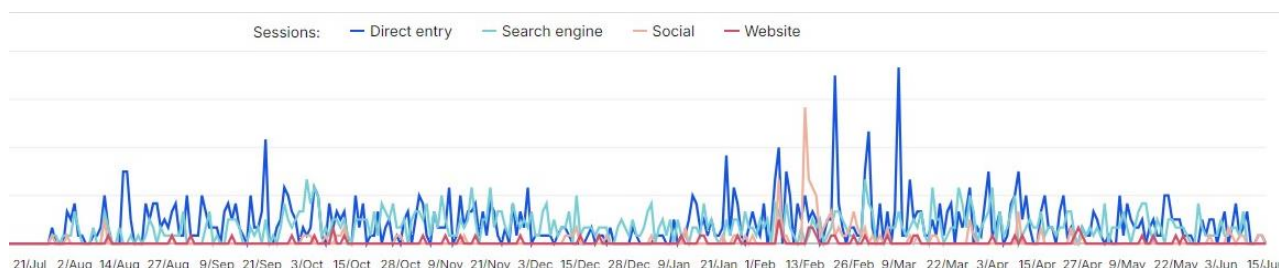


Figure 1 – Visitors and Entry Points

2.2 SESSIONS

Until M18, our analytics tool has recorded **1,816 sessions** on the PANTHEON website and, thus, is really close to achieving the minimum targeted success value of our website performance (≥ 2000).

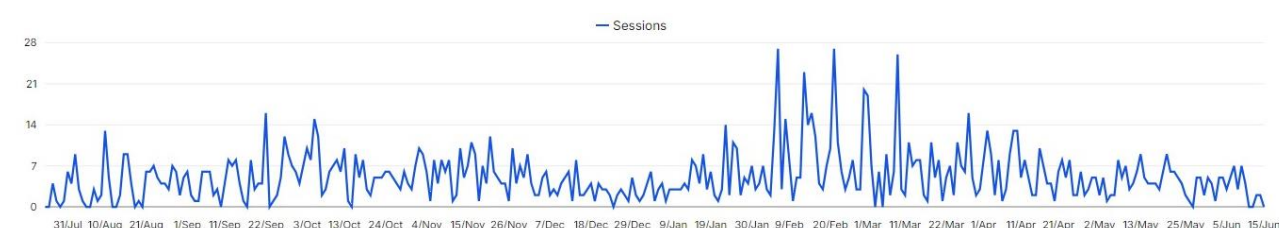


Figure 2 – Sessions

2.3 PAGE VIEWS

Moving on to the website's page views, **3,704 page views** have been recorded on the PANTHEON website. Once again, our page views are getting closer to the targeted success value (≥ 4000) of the performance key indicators we set at the beginning of the project.

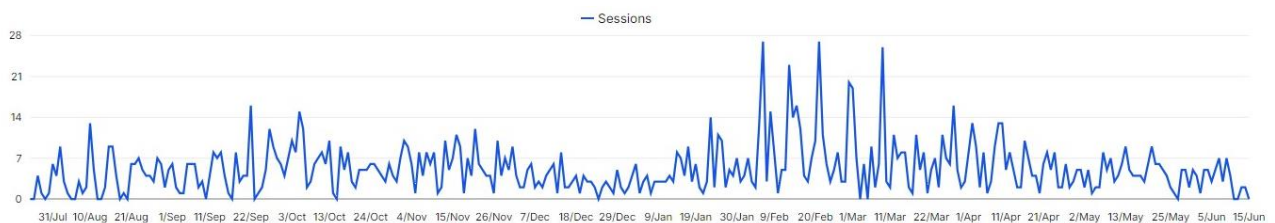


Figure 3 – Pageviews

2.4 ADDITIONAL WEBSITE ANALYTICS

In order to have a more complete and comprehensive view of the PANTHEON website's performance, we present below the metrics regarding the countries from which visitors enter (figure 4), new and returning visitors distinction (figure 5) and the device type used across visitors (figure 6).

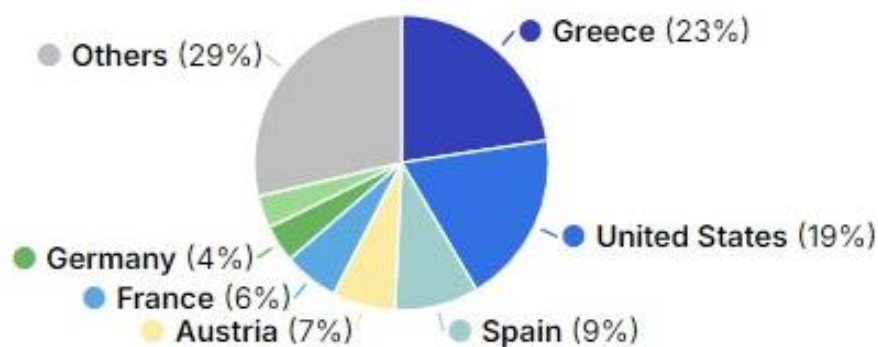


Figure 4 – Top Visiting Countries

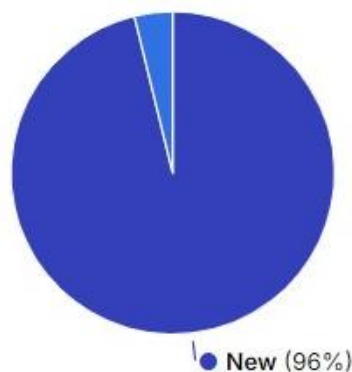


Figure 5 – New and Recurring Visitors

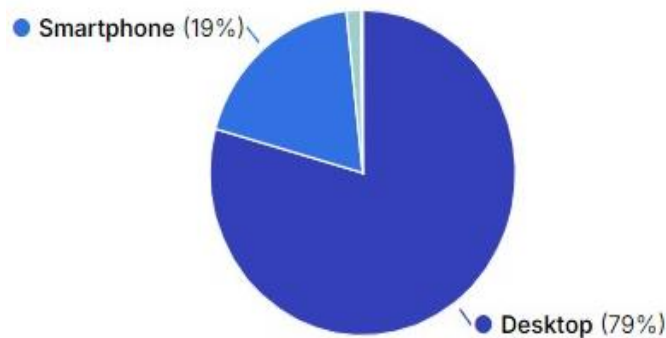


Figure 6 – Device Type across Visitors

2.5 WEBSITE CONTENT

Since the beginning of the project, our PANTHEON website has been our information centre for anything relevant to our project. We have been monitoring and reporting our participation in events, publications, meetings, and have presented milestones for our PANTHEON consortium in our Newsroom section. All our website content has been communicated to the broader public as well as to targeted audiences through our LinkedIn account and the PANTHEON Crisis Management Innovation Network Europe (CMINE) Stakeholder Group.

2.5.1 NEWS PIECES

Below, the news pieces published in the Newsroom section of the website are listed by date since the beginning of the project.

Table 1: News Pieces

Title	Publication Date
The PANTHEON project kick-off meeting	08/06/2023
PANTHEON's debut exhibition: DEFEA 2023	13/06/2023
June came with 2 PANTHEON online workshops	04/07/2023
Project PANTHEON travels to Vienna	12/07/2023
Project PANTHEON welcomes its first publication!	25/07/2023

<u>The PANTHEON Project at the Thessaloniki International Fair 2023</u>	20/09/2023
<u>PANTHEON joins Civil Protection efforts at Safe Attica 2023</u>	02/10/2023
<u>PANTHEON project at the Vienna Security Festival (Wiener Sicherheitsfest) 2023</u>	01/10/2023
<u>Introducing PANTHEON at the Eurisy's Satellite-based Services for Disaster Risk Management</u>	06/12/2023
<u>The 1st PANTHEON year comes full circle in Malta</u>	04/02/2024
<u>PANTHEON Project at the RESCUER workshop</u>	05/04/2024
<u>Spreading the word about PANTHEON in Interaigis 2024</u>	24/04/2024
<u>PANTHEON Project at the PSCE Spring Conference</u>	31/05/2024
<u>Our PANTHEON Project at ISCRAM 2024</u>	11/06/2024
<u>PANTHEON joined the CERIS Annual Event 2024</u>	14/06/2024

2.5.2 BLOG POSTS

In 2024, a series of blog posts was launched to provide deeper understanding of the PANTHEON approach and processes to multiple topics related to our DRM and Community Resilience efforts. The first three entries are listed below.

Table 2: Blog Posts

Title	Publication Date
<u>The PANTHEON Ethics</u>	25/01/2024
<u>PANTHEON's approach to ethical technology development</u>	09/04/2024
<u>Developing a PANTHEON Participatory Governance Model</u>	05/06/2024

3. SOCIAL MEDIA CHANNELS

3.1 LINKEDIN

LinkedIn is a valuable platform for the PANTHEON project since it is ideal for reaching out both to the research and business communities. Therefore, regular posting has been agreed upon since the beginning of the project, with 1-2 posts being added to the PANTHEON LinkedIn content portfolio weekly.

The responsibility for the LinkedIn page lies with the Task Leader of the Task 9.3 Dissemination plan and communication tools deployment, TWI Hellas. As expected, the consortium partners contribute to the successful implementation of the activity by supporting the posts, suggesting content and sharing information about their research progress.

In its first 18 months, the LinkedIn account reached **251 followers** and **122 posts**, resulting in **1,395 page views**, **29,809 impressions** and **785 reactions**.

The following visualisations give an idea of the data for the last 12 months (M6-M18), since LinkedIn cannot provide aggregated visualisations for more than 365 days.

FOLLOWERS

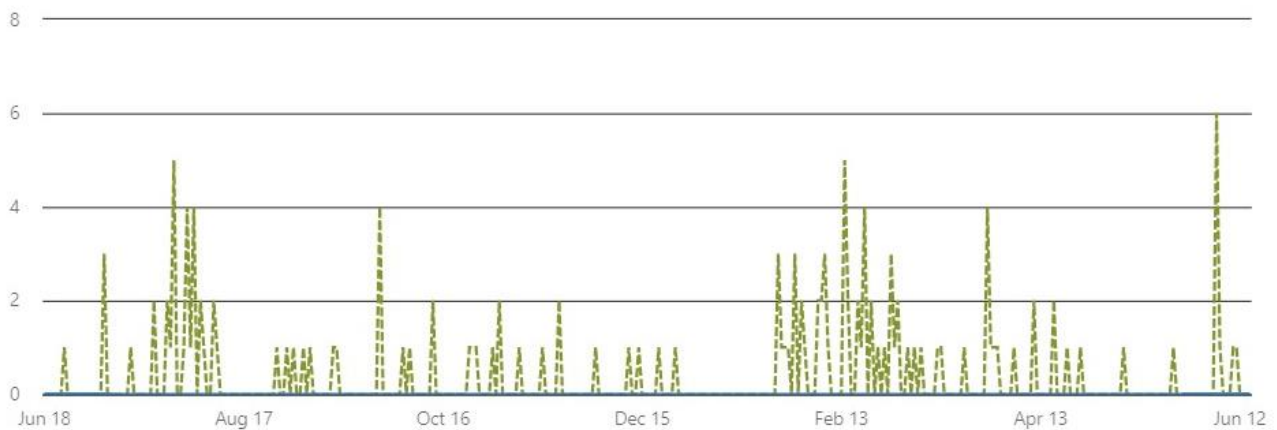


Figure 7 – LinkedIn Followers

IMPRESSIONS

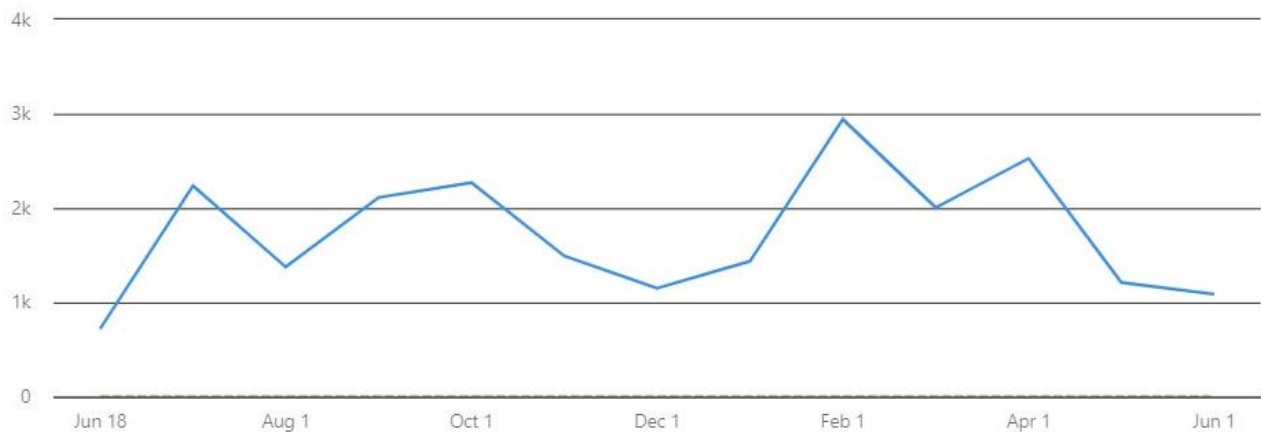


Figure 8 – LinkedIn Impressions

CLICKS

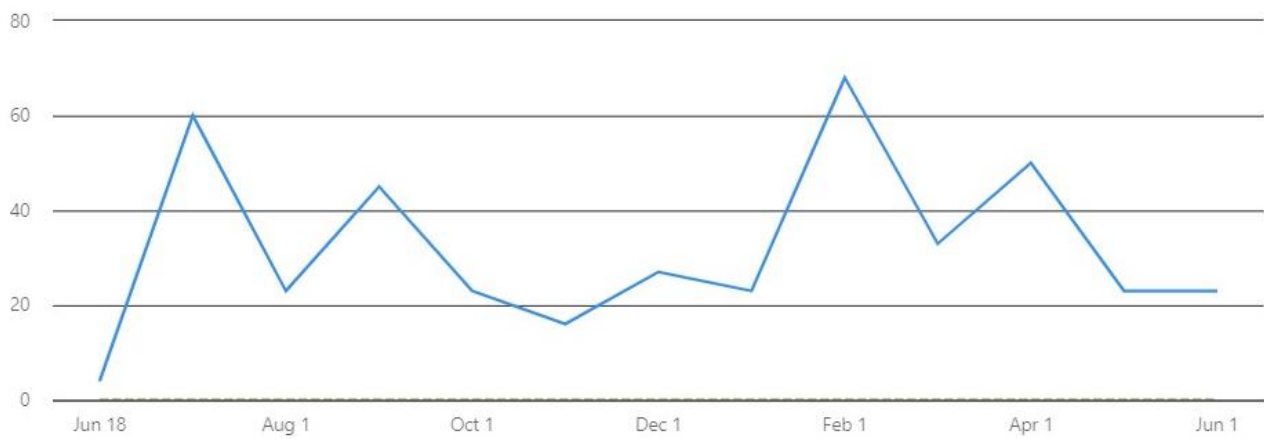


Figure 9– LinkedIn Clicks

PAGE VIEWS

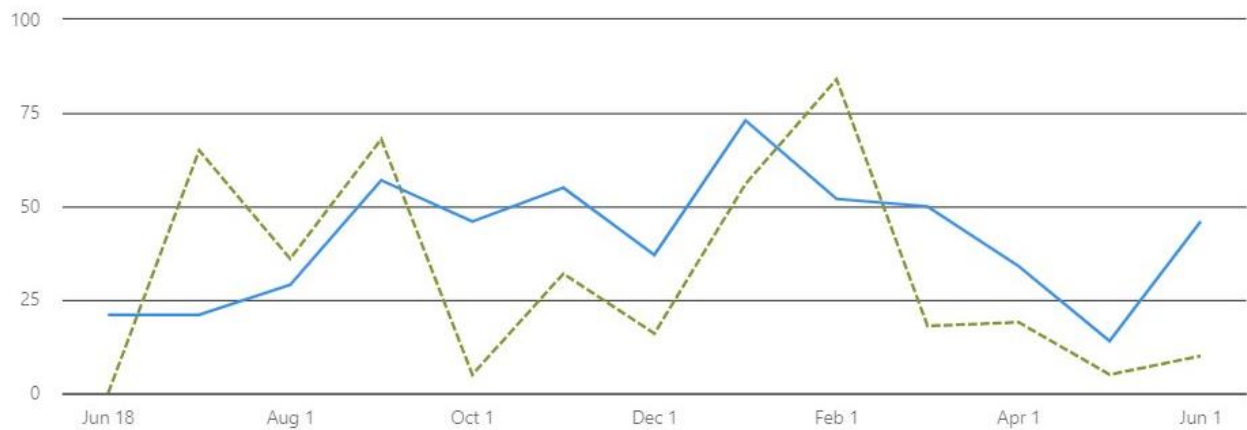


Figure 10 – LinkedIn Page Views

Table 3: Presentation of the PANTHEON LinkedIn page metrics (M1 -M18)

Metrics	Numbers	Project Success Value
Total number of followers	251	≥ 300
Total number of original posts	122	≥ 200
Impressions	29,809	≥ 30000
Page Views	1,395	N/A
Reactions	785	N/A

3.2 YOUTUBE

At the beginning of the project, the YouTube PANTHEON account was set up, ready to welcome the prospective videos concerning our consortium's research and development endeavours. Since the project has been investigating regulations, determining specific use cases and designing its technological tools for the first 18 months, no videos have been produced yet. The PANTHEON videos have been planned for the project's final year, to capture the essence of our pilots and provide visual and background info on our use cases.

4. PROMOTIONAL MATERIAL

4.1 NEWSLETTER

The project progress is also communicated to key stakeholders via digital newsletters that are being issued regularly, corresponding to the respective project updates. Arrangements have been made to link the PANTHEON website to the Mailchimp platform, for the monitoring of newsletter subscribers. Additionally, a [newsletter section](#) has been created in our website to host all the project newsletters. This way, all interested parties will be able to receive the latest updates on the PANTHEON research developments. So far, our project newsletter has 83 subscribers, which keeps growing since we advertise our newsletter service when we see fit.

So far, our [first newsletter](#) was sent out in February to mark the first anniversary of our Horizon Europe project. The second one will be published in early July, six months after our last newsletter, containing the latest project updates.

4.2 BROCHURE AND POSTER

At the beginning of the project, the PANTHEON brochure and poster were produced to inform the whole spectrum of potential stakeholders, such as the scientific and technological community, companies active in the DRM and Community Resilience field as well as policymakers. Thankfully, our promotional material has travelled to multiple events, with posters on exhibition walls and brochures distributed to interested professionals in the disaster management and preparedness community.

New versions of the poster and brochure will be produced based on the latest information about the pilots and use cases, to better promote our later-stage efforts to test our technologies and contribute to Community Resilience against potential disasters.

5. NETWORKING, SYNERGIES AND CLUSTERING WITH EU-FUNDED PROJECTS

To enhance the project's D&C efforts, we have established connections with peer European projects that address similar topics. Since the beginning, the aim has been to broaden the project's scope and engage with interested parties. This decision has enabled us to exchange knowledge and bring the project's ecosystem of digital technologies, systems, and processes to life.

In particular, the project has liaised with [the C2IMPRESS project](#) since we are in contact with the consortium, following each other's project developments, including workshops and webinars. Moreover, we have connected with the [RESCUER project](#) and even attended and presented our project in one of their workshops. Through that workshop, we made essential liaisons with the PSCE Spring Conference, which we joined in June with a poster presentation. Additional valuable contacts within the DRM and Preparedness Community are [Project PROACTIVE](#), focused on preparedness against CBRNE threats, the [Centre of VALABRE](#), which includes training in Civil Protection, Research, New Technologies and Prevention professions in the field of natural risks, [VOST Europe](#) (Virtual Operations Support Team) which encompasses efforts to emergency management and disaster recovery as well as [the International Union of Railways](#). The support of members of the PANTHEON User Advisory Board has been invaluable towards our networking efforts.

Last but not least, since M12, the PANTHEON group within [CMINE](#) has been actively working to network and collaborate with organisations and experts in Disaster Resilience. Our efforts focus on sharing project information, management approaches, and resources to enhance disaster preparedness and response capabilities as well as start fruitful discussions on disaster-preparedness-related issues. Through our engagement in the CMINE platform, we aim to foster partnerships and collaborations that contribute to building more resilient communities and reducing the impact of disasters.

6. MONITORING, REPORTING AND EVALUATION

IN M18, our PANTHEON project has established a monitoring system to measure the success of the dissemination and communication activities in accordance with the objectives defined in subchapter 2.1, "Dissemination and Communication objectives" of the D9.5 Dissemination and Communication Plan.

Below, in Table 4, the Different Key Performance Indicators (KPIs) and success values are paired with the M18 statistics to effectively present and evaluate the communication and dissemination activities. If needed, the set success values of the D&C activities may be revisited and adjusted according to the knowledge gained through the project.

Table 4: Key Performance Indicators for D&C Activities (M1 -M36)

D&C Activity	Key Performance Indicators (KPIs)	Success Value (End of the project)	M18 Stats
Project Website	Number of sessions	≥ 2000	1,816
	Number of pageviews	≥ 4000	3,704
LinkedIn	Number of followers	≥ 300	251
	Number of posts	≥ 200	122
	Numbers of impressions	≥ 30000	29,809
YouTube	Number of videos	4	0
	Number of video views	≤ 1000	0
Events (conferences, workshops, etc)	Number of conference attendance/hosting	≥ 7	12
Project Publications (articles, papers, presentations)	Number of publications	5-10	5
Clustering with relevant initiatives	Number of clusters	4-5	2
Promotional Material	Newsletters	5	2
	Brochures	2	1
	Posters	2	1
	Infographics	1	0
	Project Video (3-5 min)	1	0

7. EVENTS

On Month 6 of the project, the deliverable D9.5: Dissemination and Exploitation Plan was submitted concerning the PANTHEON dissemination and communication strategy. The "living" nature of the document allows the consortium to update and adapt it to fit the project's progress throughout its duration.

During the first 18 months of the project, the PANTHEON partners attended 10 events, from exhibitions and fairs to conferences and workshops, which are vital to the disaster resilience community.

7.1 EVENTS ATTENDED

In line with our Dissemination and Communication Plan, our consortium has gathered a pool of events that we could participate in to spread the word and increase exposure of our project to the DRM, disaster preparedness and resilience communities.

Table 5: Events (M1 -M18)

Name of the event	Date of the event	Type	Location	Organiser	Participating Partner	Type Of Audience	Size of audience
DEFEA	May 9-11, 2023	Exhibition	Athens, Greece	ROTA S.A, SEKPY	KEMEA	Disaster Resilience Communities, Government and FR/SR Authorities	23.413
Thessaloniki International Fair	September 9-17, 2023	Fair	Thessaloniki, Greece	HELEXPO	KEMEA	Industrial Community	123.864
Safe Attica	September 25-27, 2023	Conference	Athens, Greece	Safe Greece, Hellenic Republic Region of Attica	KEMEA	Disaster Resilience Communities, Research/Scientific Communities	200+
Vienna Security Festival	October 25-26, 2023	Festival	Vienna, Austria	Die Helfer Wiens	JOAFG	Disaster Resilience Communities, Research/Scientific Communities	100+

Satellite-based Services for Disaster Risk Management event	November 30, 2023	Workshop	Bratislava, Slovakia	EURISY, EUSPA	ISEMI	Disaster Resilience Communities, Research/Scientific Communities	65
RESCUER Workshop	February 20-21, 2024	Workshop	Aix-en-Provence, France	RESCUER Project	ISEMI	Disaster Resilience Communities, Research/Scientific Communities	85
6th CBRNE R&I Conference	March 19-21, 2024	Conference	Strasbourg, France	CEA, Fédération nationale des sapeurs-pompiers de France, Service de Santé des Armées, Agence Innovation Defense, DGA	ISEM Institute	Disaster Resilience Communities, Research/Scientific Communities	1000+
Interaigis	April 11-13, 2024	Exhibition	Athens, Greece	ALEXIPYRO	KEMEA	Disaster Resilience Communities, Research/Scientific Communities	200
Knowledge Fair 2024	April 17-18, 2024	Fair	Barcelona, Spain	Polytechnic University of Catalonia	UPC	Undergraduate students	200
PSCE Spring Conference	June 4-5, 2024	Conference	Vienna, Austria	Public Safety Communications Europe Forum	JOAFG	Disaster Resilience Communities, Research/Scientific Communities	73
Information Systems for Crisis	May 25-29, 2024	Conference		European Research Centre for	ISPC		200+

<u>Response and Management (ISCRAM)</u>			Münster , Germany	Information Systems (ERCIS)		Research/Scientific Communities	
<u>CERIS Annual Event: Disaster-Resilient Societies</u>	June 5-7, 2024	Conference	Brussels , Belgium	EU Commission	KEMEA	Disaster Resilience Communities, Research/Scientific Communities	100+

7.2 PROSPECTIVE EVENTS

We have also gathered a pool of events for the coming months, in which we are considering our participation:

Table 6: Prospective Events (M18 -)

Name of the event	Date of the event	Type	Location
<u>13th Summer School: Climate security and emergency</u>	3-4 July, 2024	ISPC Summer School	Barcelona, Spain
<u>International Conference on Dynamics of Disasters</u>	July 30- August 1. 2024	Conference	Vienna, Austria
<u>Interdisciplinary Information Management Talks- IDIMT</u>	September 4-6, 2024	Conference	Hradec Kralove, Czech Republic
<u>Smart City Expo World Congress</u>	September 11-12, 2024	Congress	Barcelona, Spain
<u>Thessaloniki International Fair</u>	September 7-15, 2024	Fair	Athens, Greece
<u>CERIS event: Disaster Research Days 2024</u>	October 8-10, 2024	Conference	Vienna, Austria
<u>27th Conference Crisis Situations Solution in Specific Environment</u>	October 16-17, 2024	Conference	Žilina, Slovakia

<u>20th Geographic Information System Conference</u>	October 14-16, 2024	Conference	Mallorca, Spain
<u>Urban Transitions 2024 - Integrating Urban and Transport Planning, Environment and Health for Healthier Urban Living</u>	November 5-7, 2024	Conference	Sitges, Spain

8. PUBLICATIONS

Below is a list detailing the events that our consortium has attended until M18, as well as prospective publications for the upcoming months.

8.1 EXISTING PUBLICATIONS

Table 7: Publications (M1 -M18)

Name	Type	Venue	Authoring Partner (s)
Enhancing attack resilience of cyber-physical systems through state dependency graph models	Article	International Journal of Information Security	THL
Enhancing Community Participation in Disaster Risk Management: Recommendations for an Inclusive Approach	Paper	Open Research Europe (ORE) publishing platform	JOAFG, MION, UPC, CMSA
Community-Based Smart City Digital Twin Platform for Optimised DRM Operations and Enhanced Community Disaster Resilience– Poster Presentation	Poster Presentation	Information Systems for Crisis Response and Management Conference (ISCRAM)	ISPC
Building Tomorrow’s Community Disaster Resilience – Poster Presentation	Poster Presentation	PSCE Conference	JOAFG

8.2 PLANNED PUBLICATIONS

The PANTHEON consortium aims to continue publicising our research in the coming year. More publications, including articles and presentations, will be targeted closely to the project's pilot phase. In the next months, we have publications planned, as described below.

Table 8: Planned Publications (M18 -)

Name	Type	Venue	Date
Piloting Effects of Cyber-physical Attacks and their Cascading Effects Using Community-based Digital Ecosystems for Disaster Resilience utilising Smart City Digital Twin (SCDT) Technology	Abstract	International Conference on Dynamics of Disasters	July 30- August 1, 2024
Stakeholder Engagement in Disaster Risk Management: Participatory Design and Co-Creation within the PANTHEON Project	Paper	IDIMT conference	September 4-6,2024

9. CONCLUSIONS

In conclusion, this report provides a comprehensive overview of the Dissemination and Communication activities of the PANTHEON project from Month 1 to Month 18. It highlights the efforts put into communicating the project's developments and covers the performance of the project website and digital communication channels. The document also provides updates regarding promotional materials, networking activities, engagement in external events, and publications. The information presented reflects the dedication of the PANTHEON consortium to an effective D&C strategy, and the progress made in the first half of the project. Moving forward, our consortium aims to continue enhancing the dissemination and communication activities of the PANTHEON Project and to achieve more exposure of our technologies, research work and the change we are bringing about in Disaster Risk Management.

10. LIST OF ABBREVIATIONS

Abbreviation	Meaning
CBRN-E	Chemical, biological, radiological and nuclear substances and explosives
CMINE	The Crisis Management Innovation Network Europe (platform www.cmine.eu)
D&C	Dissemination and Communication
DRM	Disaster Risk Management
KPI	Key Performance Indicator
SCDT	Smart City Digital Twin
WP	Work Package