

SmartUrbanity

Deliverable 6.1

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Document Control

Version History

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0.4	13/02/2026	Second Review	Francesco Alfonsi (Movesion)
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2.0	07/07/2026	Final Version	Amir Sarrafzadeh Arasi and Valerio De Martinis (ZHAW)

Distribution List

Organization	Recipient	Date
All Partners	Project Consortium	01/12/2025

Disclaimer

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Executive Summary

Deliverable 6.1 presents the comprehensive dissemination materials package developed for SmartUrbanity during Months 1-10. SmartUrbanity is a transnational initiative funded under the Driving Urban Transitions (DUT) Partnership, bringing together 16 partners from six countries to advance 15-minute cities through citizen-centric digital solutions.

This deliverable provides couple of interconnected communication tools designed to effectively disseminate project objectives, engage stakeholders, and promote citizen participation:

1. **Project Overview Presentation** – A complete, ready-to-deliver presentation covering objectives, methodology, pilot cities, and digital solutions
2. **Project Summary** – A concise PDF providing a quick reference overview of SmartUrbanity, suitable for email distribution, website downloads, and event handouts.
3. **Promotional Flyers** – Print-ready marketing materials designed for public awareness campaigns, pilot city engagement, and event distribution, available in multiple formats (A4, A5).
4. **PowerPoint Template** – A standardized presentation template incorporating SmartUrbanity branding elements, providing consortium members with ready-to-use master slides for conferences, workshops, and stakeholder meetings.
5. **Brand Identity Manual** – A comprehensive visual guidelines document establishing SmartUrbanity's professional identity, including logo specifications, color palettes, Font standards, and application rules to ensure brand consistency across all project communications.



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6. **Logo Package** – A complete collection of logo variations in multiple formats (PNG, SVG, JPEG, JPG) optimized for both digital and print applications, including full-color, Black & White versions.
7. **Report Templates** – Standardized document frameworks in both LaTeX and Microsoft Word formats for producing professional project reports, scientific publications, and technical documentation. These templates incorporate SmartUrbanity branding, follow European Commission reporting guidelines, and include pre-configured sections for deliverables, academic papers, and administrative reports, ensuring consistency across all written outputs while reducing formatting time.
8. **Event Invitation Posters** – Professional poster templates in horizontal and vertical formats for promoting SmartUrbanity workshops, launch events, community meetings, and stakeholder gatherings. These customizable templates include space for event details (date, time, location, registration information) while maintaining brand consistency, available in both landscape and portrait orientations to suit different display contexts.
9. **Case Study Template** – A standard, fillable template for documenting pilot engagement case studies, aligned with the stakeholder groups, objectives, and indicative KPIs defined in Deliverable 1.2 (Communication and Engagement Strategy). It uses consistent Planned/Expected/Under development/Tested/Validated status labels to distinguish reported results from planned activities.

All materials align with SmartUrbanity's objectives and DUT Partnership guidelines. Accessibility (alternative text for meaningful images and screen-reader compatibility) has been tested and documented, not merely claimed; see the Accessibility Compliance section and the accompanying Accessibility Check Report. Materials are



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distributed through email, a shared repository, and the project website ensuring all partners have immediate access.

This package establishes the foundation for consistent, professional communication throughout the project lifecycle, enabling effective outreach to diverse audiences from policymakers and researchers to citizens in pilot cities.



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Introduction

Background

Urban centers worldwide face pressing challenges including congestion, pollution, and inequitable access to services, driving the need for innovative approaches to urban planning. The SmartUrbanity project responds to these challenges by developing a citizen-centric digital framework designed to advance the 15-minute city concept across five diverse European pilot cities: Rome (Italy), Karlsruhe (Germany), İzmir (Türkiye), Lyon Metropolitan Area (France), and Greater Zurich Area (Switzerland).

The project's ambitious scope—encompassing a Citizen Engagement App for data collection, an Accessibility Analysis Platform for visualization and community engagement, and a Decision Support System Platform for policymakers—requires robust communication strategies to ensure effective stakeholder engagement and public awareness. With 16 international partners across 6 countries working to transform urban mobility and accessibility, establishing a coherent and professional dissemination framework is essential for project success.

Effective dissemination serves multiple critical functions within SmartUrbanity. First, it builds public awareness and trust among citizens in pilot cities, encouraging participation in data collection activities and community engagement initiatives. Second, it communicates project objectives and methodologies to policymakers, urban planners, and municipal authorities who will ultimately implement 15-minute city solutions. Third, it positions SmartUrbanity within the broader academic and professional discourse on urban innovation, facilitating knowledge exchange and potential replication in other cities.



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The diversity of the consortium—spanning different countries, languages, cultures, and institutional contexts—necessitates standardized communication materials that maintain brand consistency while allowing for local adaptation. Furthermore, the project must communicate complex urban planning concepts and digital solutions to diverse audiences ranging from technical researchers to everyday citizens, requiring carefully designed materials tailored to different communication needs and contexts. This deliverable addresses these communication challenges by providing a comprehensive package of dissemination materials that enable all consortium partners to effectively communicate SmartUrbanity's vision, methodology, and expected impacts using professional, consistent, and accessible formats.

Objectives

The primary objectives of this deliverable are:

- **Objective 1:** Develop a comprehensive suite of dissemination materials that effectively communicate SmartUrbanity's vision, objectives, and expected impacts to diverse audiences including policymakers, researchers, urban planners, and citizens in pilot cities.
- **Objective 2:** Establish visual brand consistency across all project communications by creating standardized templates, brand guidelines, and logo packages that all consortium partners can use regardless of their location or organizational context.
- **Objective 3:** Provide ready-to-use communication tools that reduce the time and effort partners need to spend on creating presentations, reports, and promotional materials, allowing them to focus on project implementation rather than design work.



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- **Objective 4:** Create targeted materials for different dissemination contexts, from high-level stakeholder presentations and academic conferences to grassroots community engagement and social media outreach.
- **Objective 5:** Support citizen participation in pilot cities by developing accessible, multilingual promotional materials that raise awareness about SmartUrbanity and encourage residents to engage with the Citizen Engagement App and community activities.
- **Objective 6:** Position SmartUrbanity as a thought leader in 15-minute city innovation through strategic professional networking materials.

Document Structure

This document is structured as follows:

- **Terminology** section defines the five status terms (Planned, Expected, Under development, Tested, Validated) used consistently throughout this deliverable to distinguish planned activities from verified results.
- **Dissemination Materials** section provides a comprehensive catalog of all materials created during Months 1-10, including the Project Overview Presentation, Project Summary, Promotional Flyers, PowerPoint Template, Brand Identity Manual, Logo Package, and Report Templates. Each material is described with its purpose, design features, and intended applications.
- **Material Usage** section offers detailed guidance on when and how to use each dissemination material effectively. This section includes primary use cases, situations when materials should not be used, and practical tips for maximizing impact across different communication contexts.



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- **Distribution Strategy** section explains how dissemination materials are shared with consortium partners and stakeholders through multiple channels including email distribution, shared repository, and project website.
- **Conclusion** section summarizes the achievements of this deliverable and outlines next steps for partners to implement the dissemination materials throughout the project lifecycle.
- **Appendices** contain the actual dissemination materials in their final formats, ready for immediate use by all consortium partners.

Terminology: Distinguishing Planned Activities from Verified Results

This deliverable distinguishes what has been produced and verified from what is planned or anticipated. Throughout this document, and in the Case Study Template and Accessibility Check Report attached to it, the following five status terms are used consistently. Only activities or materials labelled Tested or Validated are described as findings or demonstrated impacts; planned activities and anticipated outcomes are labelled accordingly and are never presented as established results.

- **Planned:** scheduled but not yet started.
- **Expected:** an outcome anticipated by project design (e.g. an impact a material is intended to support), but not yet observed or measured.
- **Under development:** work is in progress; the activity, material, or feature is being built or tested internally.
- **Tested:** carried out at least once, with initial data or feedback, but not yet fully validated.
- **Validated:** a verified project result, supported by documented evidence (data, screenshots, reports, sign-off).

Under this convention, the dissemination materials themselves (the files described in this deliverable) are Validated as delivered: they exist, are attached, and are stored in the shared repository. The citizen-engagement, policy, and communication impacts these materials are designed to support remain Expected until measured during pilot implementation (WP4) and reported through the communication and engagement KPIs defined in Deliverable 1.2. This distinction is applied throughout the Executive Summary, Conclusions, and Recommendations below.

Dissemination Materials

This section provides a comprehensive catalog of all dissemination materials created for the SmartUrbanity project during the initial ten months period. Each material has been carefully designed to serve specific communication objectives while maintaining consistency with the project's visual identity and strategic goals. The materials are organized to support various dissemination activities, from high-level stakeholder presentations to grassroots community engagement. All materials have been developed in alignment with:

- ❖ SmartUrbanity's 15-minute city objectives and Innovation-Oriented Approach
- ❖ DUT Partnership branding guidelines and requirements
- ❖ European Commission visual identity standards
- ❖ Accessibility and inclusivity principles

Project Overview Presentation



This project has been funded by MIMIT, NKFIH, BMFTR, TUBİTAK, Innosuisse, and ANR, under the Driving Urban Transitions Partnership, which has been co-funded by the European Commission.

The Project Overview Presentation is a comprehensive, ready-to-deliver presentation that introduces SmartUrbanity to diverse audiences. Unlike the template (which provides empty layouts), this is a complete presentation with fully developed content, covering the project's objectives, methodology, pilot cities, digital solutions, expected impacts, and consortium structure. This presentation serves as the primary tool for consortium partners to communicate SmartUrbanity's value proposition without needing to create slides from scratch. The presentation is designed for flexibility; speakers can deliver it in its entirety (approximately 30-35 minutes) or select relevant sections for shorter presentations (10- 15 minutes). Content is structured to be accessible to both technical and non-technical audiences, with options to emphasize research methodology for academic settings or focus on practical applications for policymaker audiences. The SmartUrbanity Project Overview Presentation demonstrates visual hierarchy, data visualization, and brand consistency throughout the presentation.

Project Summary

The Project Summary Document is a concise, professionally designed PDF that provides a quick yet comprehensive overview of SmartUrbanity. This document serves as the primary leave-behind material for meetings, events, and email communications, offering stakeholders an at-a-glance understanding of the project's objectives, approach, and expected outcomes. Its brevity makes it ideal for busy policymakers, journalists, and other stakeholders who need essential information without reading lengthy reports. The document balances visual appeal with information density, using infographics, icons, and structured layouts to convey key messages efficiently. It is designed for both digital distribution (email attachments, website downloads) and professional printing (conferences, stakeholder meetings).



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SmartUrbanity Project Summary Document providing concise overview of project vision, approach, pilot cities, consortium, and expected impact with professional layout and brand-consistent design. The project summary can be accessible throw the below link too.

[SmartUrbanity Project Summary](#)



Figure 1: Screenshot of Project Summary

Promotional Flyers

The Promotional Flyers are a series of visually engaging, single-page marketing materials designed to raise public awareness about SmartUrbanity and encourage citizen participation in pilot cities. Unlike Project Summary (which provides comprehensive project information), these flyers are targeted, action-oriented communications that address specific audiences or highlight aspects of the project. They are designed to catch attention and invite people to take part, like joining events



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or visiting the website. Flyers serve as frontline communication tools for grassroots engagement, distributed at community events, posted in public spaces, shared on social media, and used in local outreach campaigns. They translate complex urban planning concepts into accessible language and compelling visuals that resonate with everyday citizens. SmartUrbanity Promotional Flyers (2 variations) demonstrate targeted messaging for different audiences with consistent branding and clear calls-to-action. This helps reach both people who use technology often and those who don't. The same style across all flyers helps build trust and make SmartUrbanity easy to recognize.



Figure 2: Screenshot of flyer

PowerPoint Template



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The SmartUrbanity PowerPoint Template gives project partners a ready-made, professional slide design that follows the brand style. It saves time by removing the need to design each slide from scratch and keeps all presentations looking the same. This helps presenters focus more on their message and less on formatting. It also makes it easier for different teams to share and reuse slides. The template looks clean and clear, with plenty of space to read easily, smart use of brand colors to guide the viewer's eye, and flexible layouts for different types of content like text, charts, pictures, and diagrams. It works well for both short updates and detailed presentations. The design helps make complex ideas easier to understand. SmartUrbanity PowerPoint Template showcasing title slides, content layouts, data visualization options, and closing slides with consistent branding elements.



Figure 3: SmartUrbanity presentation template screenshot

Brand Identity Manual



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The SmartUrbanity Brand Identity Manual is the main guide for how the project should look in all visual materials. It shows how SmartUrbanity’s mission—creating citizen-friendly, green, and inclusive 15-minute cities—is expressed through design. The manual helps all partners and cities use the same style, no matter where they are or how they communicate. This keeps the project’s image strong and easy to recognize. It also helps avoid confusion by giving clear rules for logos, colors, and fonts. It includes examples to show how materials should look in real situations. Partners can quickly check the manual when creating flyers, websites, or presentations. The manual reflects the project’s key values: new ideas, teamwork, fairness, and care for the environment. The design shows how city systems are connected, why people’s voices matter, and how digital tools are changing city planning. It’s made to be flexible, so it works in different cultures and languages. The goal is to make SmartUrbanity feel welcoming and future focused. Every design element supports clear communication and builds trust with the public. The manual also helps new team members quickly understand the project’s style and goals.



Figure 4: SmartUrbanity brand identity manual screenshot

Logo Package



This project has been funded by MIMIT, NKFIH, BMFTR, TUBİTAK, Innosuisse, and ANR, under the Driving Urban Transitions Partnership, which has been co-funded by the European Commission.

The Logo Package provides a comprehensive collection of SmartUrbanity logo files optimized for various applications, mediums, and technical requirements. This package ensures that all project stakeholders have immediate access to appropriate logo versions for any communication need, from high-resolution print materials to social media profile images and web applications. It includes different file formats like PNG, SVG, JPEG and JPG to suit both digital and print use. Each version is labeled clearly to help users choose the right one quickly. The package also contains usage guidelines to prevent distortion or incorrect placement. Partners can download the logos easily from a shared folder or project platform. Having a ready-to-use logo set saves time and keeps the brand looking professional everywhere. The SmartUrbanity logo design conceptually represents the interconnected nature of 15-minute cities, featuring geometric elements that suggest urban planning grids, community connections, and digital integration. The logo exists in multiple configurations to maintain visibility across diverse contexts while preserving brand recognition. It can be used in full color, black and white, or reversed formats depending on the background. The design is simple but meaningful, making it easy to remember and recognize. The logo also works well in small sizes, which is important for mobile and web use. A clear space rule ensures the logo is not crowded by other elements. These design choices help communicate SmartUrbanity's values in a clean and modern way.

Report Templates

The Report Templates package provides standardized document frameworks for producing professional project reports, scientific publications, and technical documentation. These templates ensure consistency across all SmartUrbanity written outputs while reducing the time partners spend on formatting. Two primary formats are provided: LaTeX for academic and technical publications, and Microsoft Word for



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general reports and deliverables. Both templates incorporate SmartUrbanity branding elements, follow European Commission reporting guidelines, and include pre-configured sections commonly required in project documentation. The templates save partners significant time by eliminating the need to start from scratch for each report or deliverable. They ensure that all written outputs maintain professional standards and visual consistency, allowing partners to focus on content development rather than document design. The LaTeX template is designed for academic publications and technical reports requiring precise formatting control, mathematical notation, and bibliography management. The Word template offers a user-friendly option for general project reporting, deliverables, and documents requiring input from multiple partners. Both templates include SmartUrbanity logos, EU acknowledgments, and proper branding placement in headers and footers. Having ready-to-use templates means partners across different countries and institutions produce documents that look like they come from the same professional project. This strengthens SmartUrbanity's credibility and makes materials easier to recognize. The templates also help new partners quickly understand documentation standards and produce high-quality output from the start.



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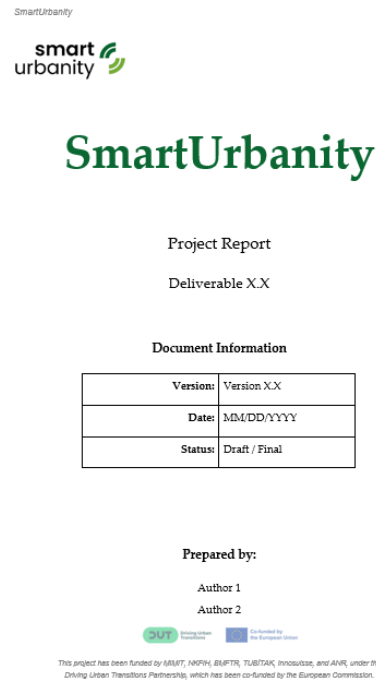


Figure 5: SmartUrbanity report template first page screenshot

Event Invitation Posters

The Event Invitation Posters are professional, visually engaging templates designed to promote SmartUrbanity events across pilot cities and partner organizations. Unlike the general Promotional Flyers (which raise broad project awareness), these posters are specifically designed for event promotion, providing structured spaces for essential event information including date, time, location, registration details, and calls-to-action.

Two formats are provided to accommodate different display contexts and venues: **Horizontal Poster (Landscape Format):** Optimized for digital displays, projection screens, social media event banners, email headers, and website announcements. The wide format works particularly well for:

- ❖ LinkedIn and Facebook event headers



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- ❖ Email newsletter banners
- ❖ Website event announcements
- ❖ Digital displays in community centers
- ❖ PowerPoint presentation slides announcing events



Figure 6: SmartUrbanity Horizontal Poster Screenshot

Vertical Poster (Portrait Format): Designed for physical posting and printing in public spaces. The vertical orientation maximizes visibility when posted on walls, bulletin boards, and information stands. Ideal for:

- ❖ Community bulletin boards
- ❖ Municipal building noticeboards
- ❖ Conference poster sessions

- ❖ Roll-up banners and standing displays
- ❖ A3/A4 printed materials for distribution
- ❖ Bus stops and public transport stations

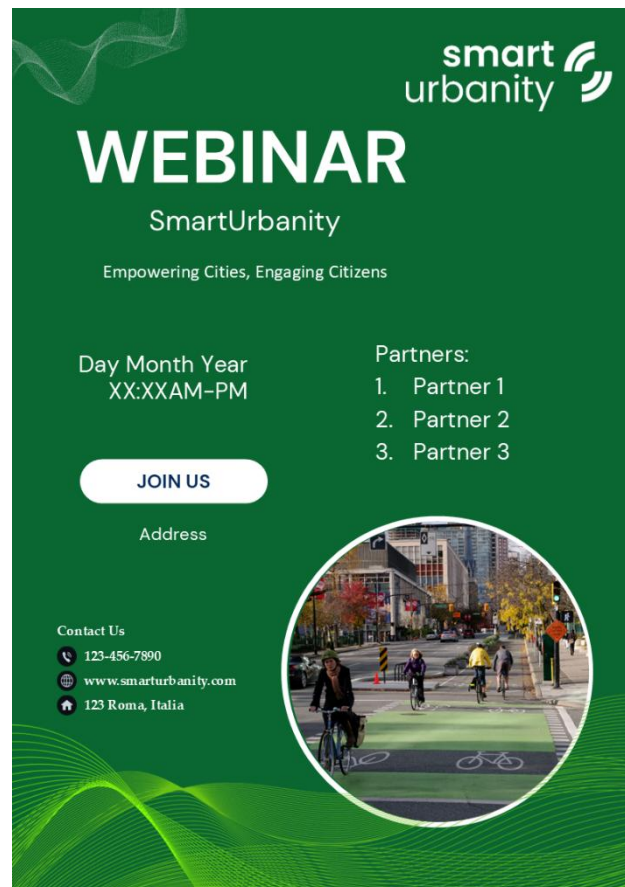


Figure 7: Vertical Poster SmartUrbanity Screenshot

Both templates incorporate SmartUrbanity branding elements including the logo, color palette, and typography standards. The designs feature clear visual hierarchy that guides viewers from attention-grabbing headlines through essential event details to registration information. Customizable text fields allow partners to adapt posters for different events from technical workshops and stakeholder meetings to public consultation sessions and community celebrations. The templates are provided in editable PowerPoint (.pptx) format, making them accessible to all partners regardless

of their design expertise. Partners can easily update text, adjust colors within the brand palette, and add event-specific images or icons while maintaining professional quality and brand consistency.

Case Study Template

The Case Study Template operationalises the case-study output referenced in the SmartUrbanity project description (WP6, Task 6.1) and provides a standard, brand-consistent format for documenting how SmartUrbanity solutions and engagement activities are applied in each pilot Use Case (Rome, Karlsruhe, Izmir, Lyon, Thurgau/Greater Zurich Area, and the Budapest replication site). It complements the strategic framework set out in Deliverable 1.2 (Communication and Engagement Strategy) by structuring, per pilot, the stakeholder groups engaged, the SmartUrbanity solution(s) applied, the engagement approach and materials used, a timeline of activities, indicators and results measured against D1.2's indicative KPI targets, stakeholder feedback, visual evidence with accessibility notes, and lessons learned.

To keep planned activities clearly distinguished from verified results, the template requires every progress or outcome field to be labelled using one of five consistent status terms: Planned, Expected, Under development, Tested, or Validated. Partners complete one case study per pilot Use Case as engagement activities develop, and submit updates to the WP6 Communication Lead (ZHAW) for inclusion in the shared repository and, in future, the D6.3 Online Knowledge Repository.



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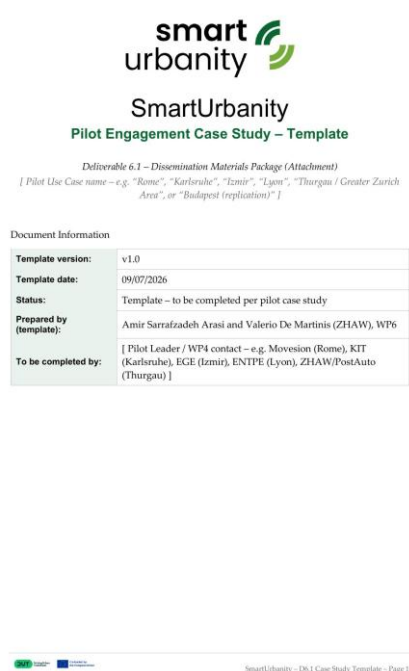


Figure 8: SmartUrbanity Case Study Template cover page screenshot

Material Usage

This section explains when and how to use each dissemination material. Each material has a specific purpose and works best in certain situations. Understanding when to use each one helps partners communicate effectively with different audiences.

Selecting the right material ensures that messages are clear and impactful. It also helps avoid redundancy and saves time during project implementation. By following these guidelines, partners can maintain consistency and strengthen the overall communication strategy

Project Overview Presentation

Primary Uses



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At Conferences and Academic Events: The Project Overview Presentation is the main tool for introducing SmartUrbanity at conferences. Partners can present the full version (30-35 minutes) at dedicated sessions or use shorter sections (10-15 minutes) for panel discussions. The presentation works well for both urban planning conferences and technology events. Speakers should focus on the sections most relevant to their audience methodology for researchers, impact for policymakers, or digital solutions for technology professionals.

Stakeholder Meetings with Municipalities: When meeting with city officials or municipal planning departments, use this presentation to explain how SmartUrbanity can benefit their city. Focus on the pilot city examples and expected impacts. The presentation helps decision-makers understand the project quickly and see how it could work in their context. Partners can customize slides by adding local examples or emphasizing specific challenges the city faces.

Partnership Development: Use the presentation when approaching potential partners, funding agencies, or collaborating organizations. The complete overview shows the project's scope, credibility, and professional approach. Include the consortium slides to demonstrate the strong international network. This helps build trust and shows that SmartUrbanity is a serious, well-supported initiative.

Training Sessions: When training pilot city staff or community ambassadors, use the presentation to give everyone a shared understanding of the project. The slides about digital solutions (Citizen Engagement App, Accessibility Analysis Platform, Decision Support System) help explain the tools they will use. Walk through each section slowly and allow time for questions.

Media Briefings: Journalists and media representatives need clear, visual information quickly. Use selected slides from the presentation during media briefings especially those showing the 15-minute city concept, pilot cities, and expected impacts. The



visual design helps communicate complex ideas in ways that work well for news stories or articles.

When NOT to Use

Do not use this presentation for:

- ❖ Quick email introductions (use Project Summary instead)
- ❖ Community events with public (use Promotional Flyers)
- ❖ Social media posts (use individual slides or flyer graphics)
- ❖ Internal team meetings about specific tasks (use PowerPoint Template for custom content)

Tips for Effective Use

- ❖ Always introduce yourself on slide 2 before starting
- ❖ Skip technical slides if the audience is non-technical
- ❖ Use speaker notes they contain helpful talking points
- ❖ Practice timing: aim for 1.5-2 minutes per slide
- ❖ Encourage questions after the digital solutions section
- ❖ End with a clear call to action on the final slide
- ❖ Share the PDF version with attendees after the presentation

Project Summary

Primary Uses

Email Communication: The Project Summary is perfect for email attachments. When someone asks, "What is SmartUrbanity?" send them this pdf document. It gives enough information to understand the project without overwhelming them. Use it in:
Introduction emails to new contacts

- ❖ Follow-up messages after meetings



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- ❖ Quarterly newsletters to stakeholders
- ❖ Partnership inquiry responses
- ❖ Media information requests

Meeting Handouts: Give copies of the Project Summary to distribute at meetings. Give one to each participant at the start of the meeting so they can follow along and take notes. People can take it with them and refer to it later. This works well for:

Municipal council meetings

- ❖ Community advisory board meetings
- ❖ Stakeholder consultation sessions
- ❖ Project review meetings
- ❖ Partnership discussions

Website Downloads: Post the Project Summary on the project website as a downloadable PDF. Make it easy to find it on the homepage and in the "About" or "Resources" section or "Learn More" section. No registration required. This allows people to learn about the project anytime without needing to attend an event or meeting.

Conference Materials: Leave printed copies at the SmartUrbanity booth or information table at conferences. Attendees can pick them up and read them later. Include them in conference welcome bags if possible. Hand them out after presentations for people who want more information. The project summary is light and easy to carry.

Quick Reference Guide: Partners can use the Project Summary as a quick refresher before meetings or presentations. It contains all the key facts budget, timeline, pilot cities, objectives in one place. Keep a copy handy for reference when writing emails, preparing talks, or answering questions.

When NOT to Use



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Do not use the Project Summary for:

- ❖ Detailed presentations (use Project Overview Presentation)
- ❖ Explaining technical methodology (use full proposal or technical reports)
- ❖ Step-by-step instructions for tools (use user manuals when available)
- ❖ Event invitations (use Event Flyer)

Tips for Effective Use

- ❖ Always use the latest version check the project repository regularly
- ❖ Print double-sided to save paper
- ❖ For large print runs (500+), use professional printing services
- ❖ Include it in email signatures: "Learn more about SmartUrbanity [PDF link]"
- ❖ Translate into local languages for pilot cities (Italian, German, Turkish, French)
- ❖ Update it to M18 and M30 with real results from pilots
- ❖ Keep digital file size under 5MB for easy email sending

Promotional Flyers

Primary Uses

Community Outreach Campaigns: Promotional Flyers are the main tool for reaching everyday citizens in pilot cities. Distribute them to places where people gather:

- ❖ Community centers and libraries
- ❖ Public transport stations and bus stops
- ❖ Local cafes, shops, and markets
- ❖ Healthcare centers and clinics
- ❖ Schools and daycare centers (with permission)
- ❖ Parks and recreational facilities
- ❖ Neighborhood association meetings

Leave stacks of flyers in high-traffic areas where people can pick them up. Post them on community bulletin boards. The goal is to make information about SmartUrbanity visible in daily life.

Event Promotion: Use the Event-Specific Flyer template to promote workshops, launch events, or community meetings. Customize it with date, time, location, and registration details. Distribute 2-3 weeks before the event to give people time to plan. Hand them outdoor-to-door in the target neighborhood if resources allow. Post digital versions on local social media groups and community forums.

Door-to-Door Distribution: In pilot city neighborhoods, organize door-to-door distribution of the Citizen Engagement flyer. This ensures everyone receives information, including people who don't use the internet or visit community centers. Use volunteers or local ambassadors who can answer basic questions. This personal approach builds trust and shows that SmartUrbanity values everyone's participation.

Social Media Content: Convert flyers into social media graphics for Instagram, Facebook, Twitter, and LinkedIn. The visual design works well for posts and stories. Add captions that encourage people to learn more, attend events, or download the app. Use project hashtags: #SmartUrbanity #15MinuteCity. Tag pilot city partners to increase reach.

Partnership Materials: When meeting with local businesses, NGOs, or community organizations, bring the General Project Flyer to explain SmartUrbanity quickly. Ask if they would display flyers in their space or share them with their networks. Many organizations are willing to help spread the word about community improvement initiatives.

Multilingual Outreach: Translate flyers into languages spoken in pilot cities. This is essential for inclusive communication. In diverse neighborhoods, flyers in multiple



languages are provided. This shows respect for linguistic diversity and increases participation from immigrant and minority communities.

Which Size to Use When

A5 Flyer (148 x 210 mm): Use for hand distribution and personal handouts:

- ❖ Event giveaways and workshops
- ❖ Information tables at community centers
- ❖ Handing out at public transport stations
- ❖ Distributing at local shops and cafes
- ❖ Easy to carry in pockets or small bags
- ❖ Cost-effective for large quantity printing

A4 Flyer (210 x 297 mm): Use for posting and display purposes:

- ❖ Community bulletin boards
- ❖ Notice boards at public buildings
- ❖ Window displays at partner locations
- ❖ Wall posters in municipal offices
- ❖ More visible from a distance
- ❖ Better for detailed information and graphics
- ❖ Works well when posted in high-traffic areas

Tips for Effective Use

- ❖ Print on good quality paper (150gsm minimum) so it looks professional
- ❖ Using bright, visible locations for posting eye level works best
- ❖ Refresh posted flyers regularly replace old or torn ones
- ❖ Track distribution: note how many flyers go to each location
- ❖ Use unique QR codes for different locations to track effectiveness
- ❖ Always include both digital and non-digital participation options
- ❖ Make sure contact information is correct before printing large quantities



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- ❖ Store printed flyers flat in a dry place to prevent curling or damage

PowerPoint Template

Primary Uses

Creating Custom Presentations: Partners use the PowerPoint Template when they need to create their own presentations about specific aspects of SmartUrbanity.

Examples:

- Pilot city progress updates
- Work package status reports
- Research findings and data analysis
- Technical workshops and training sessions
- Grant applications or funding reports
- Academic presentations about specific topics

The template provides the structure and design—partners add their own content. This saves time and ensures everything looks consistent with the SmartUrbanity brand.

Internal Project Meetings: Use the template for presentations at quarterly reviews, steering committee meetings, or work package meetings. Create slides about progress, challenges, next steps, or budget updates. The consistent format helps everyone focus on the content rather than the design. It also makes it easier to combine slides from different partners into one presentation.

Pilot City Reporting: Each pilot city can use the template to report on their local activities. Create slides showing:

- ❖ App downloads and user statistics
- ❖ Workshop attendance and feedback
- ❖ Community engagement activities
- ❖ Local press coverage



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- ❖ Challenges encountered and solutions found
- ❖ Photos and testimonials from participants

This keeps all pilot cities' reports looking professional and comparable.

Training Materials: When training people to use the Citizen Engagement App or other SmartUrbanity tools, use the template to create clear, step-by-step slides. The consistent design helps learners focus on the instructions. Include screenshots, numbered steps, and helpful tips. The template's layout options work well for tutorial content.

Adapting for Local Context: Pilot cities can add their local logo to the footer (following brand guidelines). Translate slide text into local languages. Add photos of local neighborhoods and landmarks. This makes the presentation feel relevant to local audiences while maintaining the SmartUrbanity identity.

When NOT to Use

Do not use the template for:

- ❖ First introduction to SmartUrbanity (use Project Overview Presentation)
- ❖ Non-SmartUrbanity presentations (each project should have its own template)
- ❖ Presentations that need very different visual styles

Tips for Effective Use

- ❖ Start by downloading the latest version from the project repository
- ❖ Choose the right master layout for your content type (don't just use the default)
- ❖ Keep text on slides minimally use speaker notes for details
- ❖ Use high-quality images (at least 150dpi)
- ❖ Maintain the color scheme don't add new colors outside the brand palette
- ❖ Include a maximum of 6 bullet points per slide
- ❖ Add text to images for accessibility
- ❖ Save your presentation as .pptx



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- ❖ Test your presentation on the computer you'll use for presenting
- ❖ Always include the EU and DUT partnership – Never delete it

Brand Identity Manual

Primary Uses

Reference Guide for Creating New Materials: The Brand Identity Manual is the first thing to check before creating any new SmartUrbanity materials. Whether designing a poster, website, newsletter, banner, or social media graphic, start by reviewing the relevant sections of the manual. This ensures everything follows the same rules and looks consistent. Communication officers should keep the manual easily accessible bookmark it or save a copy on their desktop.

Briefing External Designers: When hiring a graphic designer, web developer, or marketing agency, give them the Brand Identity Manual. This document contains everything they need to know about SmartUrbanity's visual style. It saves time by answering questions about colors, fonts, logo placement, and design dos and don'ts. The manual helps external professionals create materials that fit seamlessly with existing SmartUrbanity communications.

Quality Control and Review: Before publishing or printing any material, check against the Brand Identity Manual. Use the manual as a checklist:

- ❖ Is the logo the correct version and size?
- ❖ Are the colors from the approved palette?
- ❖ Are the fonts Montserrat and Open Sans
- ❖ If something is unclear, contact leader of the team
- ❖ Bookmark frequently used sections (logo usage, color palette)
- ❖ Print key reference pages for easy access during design work



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- ❖ Add the manual to your team's shared folder for easy access

Logo Package

Use Cases

Everyday Communications: Use logos from the package for all day-to-day

SmartUrbanity communications:

- ❖ Email signatures
- ❖ Document headers and footers
- ❖ Website headers
- ❖ Social media profile pictures and cover photos
- ❖ PowerPoint presentations (already included in template, but available for custom slides)
- ❖ Word documents and reports
- ❖ Letterhead and business cards (if needed)

Having the logo package means partners never need to search for the logo or create it themselves. Just choose the right version and insert it.

Print Materials: When creating printed materials posters, banners, roll-up displays, brochures use the high-resolution versions from the logo package. For professional printing:

- ❖ Use EPS or AI files (vector formats)
- ❖ Choose CMYK color mode versions
- ❖ Ensure the logo is at least 25mm wide
- ❖ Give the printer the file directly and don't ask them to recreate it

For home or office printing:

- ❖ Use PNG files (RGB, 300dpi)



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- ❖ Check that logo looks crisp on test prints
- ❖ Adjust size if needed, but maintain proportions

Website and Digital Applications: Web developers should use SVG format for websites, it stays sharp at any size and loads quickly. For other digital uses:

- ❖ PowerPoint/Word: PNG (300 dpi)
- ❖ Social media profile pictures: Use pre-sized versions from Social Media folder
- ❖ Email: PNG (72-150dpi) to keep file size small
- ❖ Digital banners: PNG or SVG depending on platform requirements

Choosing the Right Logo Version: The package includes many versions. Here's how to choose:

Primary Full-Color Logo: Use on white or light backgrounds when you have enough space. This is the default choice for most situations.

Black & White Version: Use for single-color printing (black and white photocopies, newspaper ads, fax) or when color printing isn't available.

Common Mistakes to Avoid

- ❖ Don't stretch or squeeze: Always maintain the logo's proportions. If it looks distorted, you've done it wrong.
- ❖ Don't use it on busy backgrounds: The logo needs clear space around it and shouldn't compete with complex patterns or photos.
- ❖ Don't recreate the logo: Never try to redraw or retype the logo. Always use files from the official package.
- ❖ Don't use low-resolution files for print: This makes the logo look blurry or pixelated. Always use 300dpi or vector files for printing.
- ❖ Don't add effects: No shadows, glows, bevels, or 3D effects. Keep the logo clean and simple.



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- ❖ Don't change colors: Use only the versions provided. Don't recolor the logo in pink, orange, or any other color.

Tips for Effective Use

- ❖ Save the complete logo package folder in an easy-to-find location
- ❖ Read the README.txt file included in the package it explains each file
- ❖ When in doubt, use the primary full-color horizontal logo
- ❖ Test logo visibility on your specific background before finalizing
- ❖ Keep a shortcut to the logo folder on your desktop for quick access
- ❖ If you need a size or format not in the package, contact WP6 rather than modifying files yourself
- ❖ Use the same logo consistently within a single document or material
- ❖ Check minimum size requirements: 120px digital, 25mm print

Report Templates

The Report Templates package provides standardized document frameworks for producing professional project reports, scientific publications, and technical documentation. These templates ensure consistency across all SmartUrbanity written outputs while reducing the time partners spend on formatting. Two primary formats are provided: LaTeX for academic and technical publications, and Microsoft Word for general reports and deliverables.

Both templates incorporate SmartUrbanity branding elements, follow European Commission reporting guidelines, and include pre-configured sections commonly required in project documentation. Using these templates ensures all reports maintain professional standards and visual consistency while allowing partners to focus on content development rather than document design.



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LaTeX Template

The LaTeX template is designed for academic publications, technical reports, and scientific documentation. It includes:

- ❖ Pre-configured document class optimized for project reports
- ❖ Automatic table of contents, list of figures, and list of tables
- ❖ Bibliography management with BibTeX integration
- ❖ Consistent heading hierarchy and numbering
- ❖ SmartUrbanity logo and branding elements in headers/footers
- ❖ EU and DUT Partnership acknowledgment footer
- ❖ Pre-formatted sections: Abstract, Introduction, Methodology, Results, Discussion, Conclusions, References
- ❖ Ready-to-use environments for equations, algorithms, and code snippets
- ❖ Support for multi-column layouts for conference papers

When to Use:

- ❖ Academic publications and conference papers
- ❖ Technical reports requiring mathematical notation
- ❖ Deliverables with extensive references and citations This project has been funded by MIMIT, NKFIH, BMFTR, TUBİTAK, Innosuisse, and ANR, under the Driving Urban Transitions Partnership, which has been co-funded by the European Commission.
- ❖ Documents requiring precise formatting control
- ❖ Publications submitted to journals or conferences

When NOT to Use

- ❖ Simple administrative reports
- ❖ Documents requiring extensive collaboration with non-technical partners



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- ❖ Materials needing frequent formatting changes by multiple editors
- ❖ Quick internal communications

Word Template

The Microsoft Word template provides a user-friendly option for general project reporting. It includes:

- ❖ Branded cover page with EU and SmartUrbanity logos
- ❖ Pre-formatted styles for all heading levels (Heading 1-5)
- ❖ Consistent paragraph formatting and spacing
- ❖ Automatic table of contents generation
- ❖ Pre-configured page headers and footers
- ❖ Document properties and metadata fields
- ❖ Standard sections: Executive Summary, Introduction, Main Content, Conclusions, References
- ❖ Table and figure caption styles
- ❖ Footnote and endnote formatting

When to Use:

- ❖ Project deliverables and milestone reports
- ❖ Internal documentation and meeting minutes
- ❖ Reports requiring input from multiple partners
- ❖ Documents needing frequent revisions
- ❖ Academic publications with strict journal requirements
- ❖ Documents with complex mathematical equations
- ❖ Materials requiring version control for large teams
- ❖ Administrative and management reports

Event Invitation Posters

Primary Uses

Promoting Project Events: Use Event Invitation Posters to announce and promote all SmartUrbanity events including:

- ❖ Project launch events in pilot cities
- ❖ Community workshops and co-creation sessions
- ❖ Stakeholder consultation meetings
- ❖ Training sessions for Citizen Engagement App
- ❖ Public presentations and information sessions
- ❖ Annual consortium meetings open to stakeholders
- ❖ Webinars and online events

Social Media Event Promotion: Convert the Horizontal Poster into social media graphics for event announcements on LinkedIn, Facebook, Twitter, and Instagram.

The landscape format works perfectly for:

- ❖ LinkedIn event headers (1584 x 396 px)
- ❖ Facebook event covers (1920 x 1080 px)
- ❖ Twitter event banners
- ❖ Instagram posts (1080 x 1080 px, cropped)

Post the event poster 2-4 weeks before the event, then share reminder posts at 1 week and 1 day before.

Physical Display in Pilot Cities: Print the Vertical Poster in A3 or A2 size and display in high-traffic locations throughout pilot city neighborhoods:

- ❖ Community center bulletin boards
- ❖ Public library noticeboards
- ❖ Municipal building entrances



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- ❖ University and research institution boards
- ❖ Partner organization offices
- ❖ Local cafes and businesses (with permission)
- ❖ Public transport stations

Email Invitations: Insert the Horizontal Poster at the top of email invitations to partners, stakeholders, and community members. The visual design increases email open rates and immediately communicates key event information.

Website Event Announcements: Feature the Horizontal Poster prominently on the project website's events page and homepage announcements section. Link the poster image directly to registration forms or detailed event information.

Conference and Academic Events: When SmartUrbanity partners present at conferences or host side events, use the Vertical Poster for:

- ❖ Conference poster sessions
- ❖ Information tables and booths
- ❖ Roll-up banners at event entrances
- ❖ Printed handouts at related sessions

Which Format to Use When

Horizontal Poster (Landscape):

- ❖ All digital applications (social media, emails, websites)
- ❖ Projection during presentations
- ❖ Digital screens and monitors
- ❖ Wide display spaces
- ❖ Landscape-oriented print materials

Vertical Poster (Portrait):

- ❖ Physical posting on walls and boards
- ❖ A3/A4 printed materials



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- ❖ Roll-up banners and standing displays
- ❖ Portrait-oriented display spaces
- ❖ Traditional bulletin boards
- ❖ Narrow display areas

Tips for Effective Use

- ❖ Customize early: Update event details at least 3 weeks before the event to allow time for distribution and printing
- ❖ Include all essential information: Date, time, location (with address), registration link/contact, and brief description (1-2 sentences maximum)
- ❖ Use high-quality images: If adding event-specific photos, use minimum 300dpi resolution for print, 150dpi for digital
- ❖ Maintain brand colors: Stick to the SmartUrbanity color palette defined in the Brand Identity Manual
- ❖ Test readability: Ensure text is readable at distance for printed posters (minimum 24pt font for body text)
- ❖ Create urgency: Add "Limited spaces" or "Register by [date]" if applicable
- ❖ Multi-language versions: Create translated versions for pilot city events (Italian, German, Turkish, French)
- ❖ Accessibility considerations: Ensure sufficient color contrast and include alternative text descriptions for digital versions
- ❖ Save multiple versions: Keep original template, customized version, and final export separately
- ❖ Print specifications: For professional printing, export as PDF with 3mm bleed and crop marks
- ❖ Digital optimization: For web use, export as PNG or JPEG (RGB color mode, 72-150dpi)

When NOT to Use

- ❖ General project awareness (use Promotional Flyers instead)
- ❖ Ongoing citizen engagement campaigns (use Promotional Flyers)
- ❖ Quick email updates that don't involve specific events
- ❖ Internal team meetings without external participants
- ❖ Situations requiring detailed technical information (use presentations)

Case Study Template

The approved SmartUrbanity project description identifies case studies as one of the dissemination outputs of Task 6.1 (Website & Development of Dissemination Materials), intended to highlight project findings, outcomes, and best practices for decision-makers and the broader community. Since no pilot case study has yet been completed, this attachment provides the standard SmartUrbanity Case Study Template (Word format, branded consistently with the Report Templates and PPT Template) that partners will use to document engagement activities as they occur in each pilot Use Case. As pilot case studies are completed, they will be added as further attachments to future updates of this deliverable and to the D6.3 Online Knowledge Repository.

Template Structure

The template includes Document Control (version history, distribution list, disclaimer) followed by twelve content sections:

- ❖ Case Study Identification – pilot Use Case, country, lead partner, reporting period, pilot phase, and links to the relevant WP6 task, WP4 activity, D1.2 objective(s), and WP7/DUT Knowledge Hub item



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- ❖ Context and Local Challenge – the local urban mobility or 15-minute city challenge addressed
- ❖ SmartUrbanity Solution(s) Applied – Citizen Engagement App, Accessibility Analysis Platform, Decision Support System, gamification, or co-design activity
- ❖ Stakeholder Groups Engaged, Engagement Approach and Materials Used, and a Timeline of Activities
- ❖ Indicators and Results – reported against the indicative KPI targets in D1.2 (Chapter 9, Table 4), e.g. citizens engaged, workshops held, participants per event, and satisfaction score
- ❖ Stakeholder and Citizen Feedback (consent-gated), Visual Evidence and Accessibility (captions, alt text, language availability), and Lessons Learned and Recommendations
- ❖ Links and Cross-References, and File Naming and Sign-off

Status Labels for Consistent Reporting

To ensure planned activities are never presented as verified results, every progress or outcome field in the template must use one of the following five status terms, which are applied consistently throughout this deliverable:

- ❖ **Planned:** scheduled but not yet started
- ❖ **Expected:** anticipated based on project design, but not yet observed or measured
- ❖ **Under development:** work in progress; the activity, material, or platform feature is being built or tested internally
- ❖ **Tested:** carried out at least once, with initial data or feedback, but not yet fully validated



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- ❖ **Validated:** a verified project result, supported by documented evidence (data, screenshots, reports, sign-off)

Completed case studies follow the file naming convention SmartUrbanity_CaseStudy_[PilotCity]_v[Version]_[YYYY-MM-DD].docx and are stored in the shared repository under WP6 - Dissemination Material Package / 9. Case Study Template, alongside the blank template.

Distribution Strategy

This section explains how dissemination materials are shared with all partners and stakeholders. The strategy ensures everyone has access to the latest versions and can download materials whenever needed.

Share with Emails

All dissemination materials are sent to partners via email when first released or updated. Email distribution includes:

- Direct materials in attachments
- Brief description of what's new or changed
- Instructions for accessing the shared repository
- Contact person for questions or support

Shared Google Drive Repository

All materials are stored in a shared Google Drive online folder accessible to all consortium partners. The repository:

- Contains the latest version of every material
- It is organized by material type (presentations, flyers, logos, etc.)



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Includes README files with instructions

It is updated regularly with new versions

Provides easy download access 24/7

Partners can access the repository anytime to download materials for their activities.

The folder structure matches the organization of this document for easy navigation

Website Deliverables Section

All public deliverables are published in the Deliverables section of the SmartUrbanity project website. The website provides:

Public access to selected materials (Project Summary)

The website serves as the permanent home for all public deliverables and ensures they remain available throughout the project and beyond.

Accessibility Compliance

Accessibility compliance is not claimed in this deliverable without documented testing. A structural accessibility audit was carried out on across all 13 reader-facing files in the WP6 Dissemination Material Package, using python-pptx, python-docx, and pypdf to check for (a) alternative text on every meaningful embedded image and (b) tagged-PDF structure, a structure tree, and a declared document language for the two content-bearing PDFs (Project Summary and Brand Identity Manual). Every image found to be missing alternative text was visually reviewed and given specific, accurate alt text rather than generic placeholder text. The full methodology, before/after findings per file, a verbatim remediation log, and known limitations are documented in the **Accessibility Check Report** included as an attachment to this deliverable.



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Result: a total of 18 images across 6 files (the Project Overview Presentation, the PPT Template, the A4 Flyer, the Word Report Template, the Case Study Template, and this D6.1 report itself) were found missing alternative text and have been remediated; the Event Invitation Templates and the A5 Flyer were already compliant; the Project Summary and Brand Identity Manual PDFs were already tagged with a structure tree and a declared document language. The three single-page vector logo PDFs in the Logo Package remain untagged, a known, low-risk limitation given they contain no body text or reading order (see the Accessibility Check Report, Section 6, for detail). Status: Tested. A full assistive-technology walkthrough (e.g. NVDA or JAWS) is recommended as a follow-up before claiming a Validated status.

4. Findings and Remediation

4.1 Alternative text – before and after

File	Images missing alt text (before)	Images missing alt text (after)	Status
1. Project Overview Presentation.pptx	1 of 30	0	Tested
4. PPT Template.pptx	5 of 7	0	Tested
3. Flyers/Flyer_A4.pptx	1 of 5	0	Tested
3. Flyers/Flyer_A5.pptx	0 of 2	0	Tested (already compliant)
8. Event Invitation Templates (both files)	0 of 12	0	Tested (already compliant)
7. Report_Templates/Word template	1 of 1	0	Tested
9. Case Study Template (.docs)	2 of 2 (body cover + footer logo)	0	Tested
SmartUrbanity D6.1 Report itself	8 of 9	0	Tested

A total of 18 images across 6 files were given specific, descriptive alternative text (not generic placeholders); each was visually reviewed beforehand. The full remediation log is in Section 5.

4.2 PDF tagged-structure and screen-reader compatibility

File	Tagged (Marked)	Structure tree	Document language	Status
2. Project Summary.pdf	Yes	Present	en	Tested – pass
5. Brand Identity Manual.pdf	Yes	Present	en	Tested – pass



SmartUrbanity – D6.1 Accessibility Check Report – Page 4

Figure 9: SmartUrbanity Accessibility Check Report screenshot

Alignment with the Project Work Plan



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The following matrix connects each dissemination material with the relevant D1.2 stakeholder group and communication objective, its distribution channel(s) and responsible partner, and its position in the SmartUrbanity work plan (WP6 task, pilot phase, relevant KPI, and cross-references to D1.2, WP4, and WP7/DUT Knowledge Hub). Entries marked “not applicable” reflect an honest absence of linkage rather than an omission: for example, internal compliance tools (the Brand Identity Manual, Logo Package) are not tied to a WP4 pilot activity or a WP7 output, and the WP7/DUT Knowledge Hub link is thin across the board because D1.2 itself defines only one explicit WP7 touchpoint (Task 7.4, at project closure, M36).

Table 1: Stakeholders, Objectives, Channels, and Responsibility

Dissemination Material	Stakeholder Group(s) (D1.2 Ch.3)	Communication Objective(s) (D1.2 Ch.2)	Distribution Channel(s)	Responsible Partner
Project Overview Presentation	Policymakers/Municipalities; Research & Academia; Industry & SMEs	Awareness; Cross-sector collaboration	Email; shared repository; in-person presentations	ZHAW (production); pilot leaders (local customisation)
Project Summary	Citizens & Communities; Media & Multipliers; Policymakers	Awareness; Inclusive co-creation	Project website (public); email; shared repository	ZHAW (production); pilot leaders (translation)
Promotional Flyers	Citizens & Communities; Media & Multipliers	Inclusive co-creation; Awareness	Print/offline at pilot events; shared repository	ZHAW (design); pilot leaders (translation & local distribution)
PowerPoint Template	All groups (enabling tool for partner-authored content)	Cross-sector collaboration; Knowledge transfer	Shared repository; email	ZHAW
Brand Identity Manual	Internal (all consortium partners)	Supports all objectives (brand consistency)	Shared repository	ZHAW / Project Coordinator (logo & colour rules per D1.2)
Logo Package	Internal (all consortium partners)	Supports all objectives	Shared repository	ZHAW
Report Templates	Research Institutions & Academia; internal partners	Knowledge transfer	Shared repository	ZHAW

Dissemination Material	Stakeholder Group(s) (D1.2 Ch.3)	Communication Objective(s) (D1.2 Ch.2)	Distribution Channel(s)	Responsible Partner
Event Invitation Posters	Citizens & Communities; Policymakers; Media & Multipliers	Awareness; Inclusive co-creation	Print/offline; shared repository; email	ZHAW (design); pilot leaders (local events & translation)
Case Study Template	All five D1.2 stakeholder groups	Knowledge transfer; Adoption & scalability	Shared repository; future D6.3 Knowledge Repository	ZHAW (template); pilot leaders (completion per pilot)
Material Usage Guidelines	Internal (all consortium partners)	Supports all objectives	Shared repository	ZHAW
Accessibility Check Report	Internal (WP6 quality assurance)	Inclusive co-creation (accessibility)	Shared repository	ZHAW

Table 2: Work Package Task, Pilot Phase, KPIs, and Cross-References

Dissemination Material	WP6 Task	Pilot Phase (D1.2 Table 5)	Relevant KPI (D1.2 Table 4)	Cross-References (D1.2 / WP4 / WP7)
Project Overview Presentation	6.1	Setup; used through Awareness/Engagement	Satisfaction $\geq 60\%$ positive (where measured)	D1.2 §5, §6.2; WP4 Task 4.1; WP7 T7.4
Project Summary	6.1	Setup $\rightarrow$ Awareness	Website visits $\geq 1,000$; downloads ≥ 100	D1.2 §5 (p.25, direct D6.1 cross-reference), §6.1; WP4 Task 4.1; WP7 T7.4
Promotional Flyers	6.1 (supports 6.2)	Awareness $\rightarrow$ Citizen Engagement	Citizens engaged ≥ 250 ; diversity of participation	D1.2 §6.5, §11.3 (multilingual); WP4 Tasks 4.1-4.2; WP7 not applicable
PowerPoint Template	6.1	Setup	Not directly measured (enabling tool)	D1.2 §5 (p.25, direct D6.1 cross-reference); WP4 Task 4.1; WP7 T7.4
Brand Identity Manual	6.1	Setup	Not directly measured (compliance tool)	D1.2 §5; WP4 not applicable; WP7 not applicable
Logo Package	6.1	Setup	Not directly measured	D1.2 §5; WP4 not applicable; WP7 not applicable
Report Templates	6.1	Setup	Peer-reviewed publications ≥ 4 (indirect)	D1.2 §5, §6.3; WP4 Task 4.3; WP7 D7.1/D7.2
Event Invitation Posters	6.1, 6.2	Awareness $\rightarrow$ Citizen Engagement	Pilot workshops/forums ≥ 4 ; participants/event ≥ 8	D1.2 §6.2, §6.5; WP4 Tasks 4.1-4.2; WP7 not applicable
Case Study Template	6.1, 6.3	Citizen/Policy Engagement $\rightarrow$ Closure	Citizens engaged; satisfaction; external interest ≥ 3 cities	D1.2 §3, §9 (p.25, direct D6.1 cross-reference); WP4 Tasks 4.1-4.4; WP7 T7.4, candidate input to D7.1/D7.2
Material Usage Guidelines	6.1	Setup	Not directly measured	D1.2 §8 (roles & responsibilities); WP4 not applicable; WP7 not applicable

Dissemination Material	WP6 Task	Pilot Phase (D1.2 Table 5)	Relevant KPI (D1.2 Table 4)	Cross-References (D1.2 / WP4 / WP7)
Accessibility Check Report	6.1	Setup	Diversity of participation; accessibility of project results	D1.2 §11.3; WP4 not applicable; WP7 not applicable

KPI targets are the indicative, project-level targets defined in Deliverable 1.2 (Chapter 9, Table 4); they are not yet measured for this reporting period (status: Planned/Expected, per the Terminology section above) except where a material's own attachment (e.g. the Accessibility Check Report) documents a Tested result directly. Pilot-level results, once available, will be reported per pilot Use Case using the Case Study Template.

Conclusions and Recommendations

Conclusions

This deliverable establishes the comprehensive dissemination materials package for SmartUrbanity, providing the essential communication infrastructure required for effective stakeholder engagement and public outreach across all consortium partners. The main achievements of this deliverable are (Validated: these materials have been produced, are attached to this deliverable, and are stored in the shared repository):

A unified visual identity: The Brand Identity Manual and Logo Package create a consistent professional image that all 16 partners can apply across diverse communication contexts, regardless of their country, language, or organization type. This ensures SmartUrbanity maintains a recognizable and credible presence throughout the project.

Ready-to-use communication tools: The dissemination materials—Project Overview Presentation, Project Summary, Promotional Flyers, PowerPoint Template, Brand Identity Manual, Logo Package, Report Templates, Event Invitation Posters, and Case Study Template—provide partners with immediate solutions for different



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dissemination needs, from academic conferences to grassroots community engagement.

Flexibility with consistency: The materials balance standardization with adaptability, allowing partners to maintain brand consistency while customizing content for local contexts, languages, and specific audiences in Rome, Karlsruhe, İzmir, Lyon, and Greater Zurich Area.

Multi-level audience reach: The package addresses communication needs across the stakeholder spectrum—from policymakers and researchers requiring detailed technical presentations to citizens in pilot cities needing accessible promotional materials that encourage participation.

Foundation for ongoing dissemination: The materials support the project's dissemination strategy throughout its lifecycle, enabling effective communication during pilot implementation, research dissemination, and knowledge transfer activities planned in subsequent work packages.

Recommendations

Based on the work completed on this deliverable, the following actions are recommended (status: Planned, unless noted otherwise):

1. **Implement materials immediately:** All consortium partners should download the dissemination materials from the shared repository and begin using them for their communication activities. Partners should familiarize themselves with the Material Usage guidelines to select appropriate materials for different contexts.
2. **Translate materials for pilot cities:** Partners responsible for pilot city implementation should translate the Project Summary and Promotional Flyers



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into local languages (Italian, German, Turkish, French, Hungarian) to ensure inclusive communication and maximize citizen participation.

3. **Customize presentations for local contexts:** While maintaining the standardized PowerPoint Template, pilot city partners should adapt presentations by incorporating local examples, neighborhood photos, and city-specific challenges to make materials more relevant to their audiences.
4. **Maintain brand consistency:** All partners should consult the Brand Identity Manual before creating any new SmartUrbanity materials to ensure compliance with visual guidelines. When working with external designers or agencies, partners should provide them with the complete Brand Identity Manual.
5. **Track dissemination effectiveness:** Partners should monitor the use and impact of dissemination materials by tracking metrics such as presentation attendance, flyer distribution numbers, website downloads, and LinkedIn engagement to inform future communication strategies.



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Attachments

following materials are included as attachments to this deliverable:

1. **Project Overview Presentation** (.pptx format) - Complete presentation introducing SmartUrbanity's objectives, methodology, pilot cities, digital solutions, and expected impacts.
2. **Project Summary** (pdf format) - Concise overview document suitable for email distribution, website downloads, and event handouts.
3. **Promotional Flyers** (pdf and editable formats) - Print-ready marketing materials in A4 and A5 sizes for community outreach and public awareness campaigns.
4. **PowerPoint Template** (.pptx format) - Standardized presentation template with master slides for consortium members to create custom presentations.
5. **Brand Identity Manual** (.pdf format) - Comprehensive visual guidelines document establishing SmartUrbanity's professional identity, including logo specifications, color palettes, typography standards, and application rules.
6. **Logo Package** (zip file) - Complete collection of logo variations in multiple formats (PNG, SVG, JPEG, JPG) for digital and print applications, organized by usage type.
7. **Report Templates** (.zip file) - LaTeX and Microsoft Word templates for producing professional project reports, scientific publications, and technical documentation.
8. **Event Invitation Posters** (pptx format) - Professional poster templates in horizontal (landscape) and vertical (portrait) formats for promoting SmartUrbanity workshops, launch events, community meetings, and stakeholder gatherings. These customizable PowerPoint templates include



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structured spaces for event details (date, time, location, registration information) while maintaining brand consistency, suitable for both digital display and physical printing.

9. **Case Study Template** (docx format) - Standard fillable template for documenting pilot engagement case studies, aligned with the stakeholder groups, objectives, and indicative KPIs.
10. **Material Usage Guidelines** (pdf format) - Comprehensive guide on when and how to use each dissemination material effectively.
11. **Accessibility Check Report** (docx format) - Documented methodology, before/after findings, and remediation log from the structural accessibility audit of the dissemination materials package. Stored at WP6 - Dissemination Material Package / 11. Accessibility Check Report / SmartUrbanity_Accessibility_Check_Report.

All materials are also available in the shared repository accessible to all consortium partners, with regular updates provided through email notifications.