

GOLIA COMMUNICATION & DISSEMINATION PLAN

Project deliverable D5.2

Version number: **Final**

Date for release: **15/09/2025**

Authors: **Alyssa Harris, Kateřina Kührová**
(Eurocities)



This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No. 101201950.

Deliverable administrative information

Deliverable Administration					
Grant Agreement	101201950	Project short name	GOLIA		
Deliverable no.	D5.2	Name	GOLIA Communication & Dissemination Plan		
Status	Final	Due	M3	Date	15/09/2025
Author(s)	Alyssa Harris, Kateřina Kührová				
Related tasks	T5.3				
Dissemination level	PU = Public				
Document history	Version	Date	Submitted	Reviewed	Comments
	V.01	13/08/2025	Alyssa Harris, Kateřina Kührová	Gabriele Perni	Section 2.3.2 (Social Media Channels) and KPIs were adjusted to reflect reviewer's comments.
	V.02	23/08/2025	Alyssa Harris, Kateřina Kührová	-	Text finalised, waiting to final Visual identity to be added to the Deliverable
	V0.3	15/09/2025	Kateřina Kührová	Marisa Meta	Final version incl. Visual identity submitted to coordinator

Legal Disclaimer

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

While the information contained in the document is believed to be accurate, the authors or any other participant in the GOLIA consortium make no warranty of any kind regarding this material including but not limited to the implied warranties of merchantability and fitness for a particular purpose.

Neither the GOLIA Consortium nor any of its members, their officers, employees, or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein. Without derogating from the generality of the foregoing neither the GOLIA Consortium nor any of its members, their officers, employees, or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

Copyright message

©GOLIA Consortium. This document and its content are the property of the GOLIA Consortium. All rights relevant to this document are determined by the applicable laws. Access to this document does not grant any right or license on the document or its contents. This document or its contents are not to be used or treated in any manner inconsistent with the rights or interests of the GOLIA Consortium or with detriment to the Partners and are not to be disclosed externally without prior written consent from the GOLIA Partners.

Each GOLIA partner may use this document in conformity with the GOLIA Consortium Grant Agreement provisions.

Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both. Reproduction is authorised provided the source is acknowledged.



About GOLIA

GOLIA is a project focused on Governing, Optimising and Leveraging Innovation in cities through data-driven and social-optimum led approach. It aims to ensure an adaptive, accessible and just mobility system planned and governed with the help of digital assets, but also with the inclusive and co-creational policy making processes. Through the integration of STEM and SSH expertise and approaches, GOLIA will revolutionize spatial and mobility planning by co-developing and testing vision-led Social Optimum Mobility Index, a metric to assess urban mobility systems based not only on economic variables but also on indicators such as social support, healthy life quality or freedom to make life choices. The index will be location and time dependent to enable dynamic management of transport offer and spaces.

The project will analyse the policy making processes, citizen engagement practices and digital assets of the three Partner cities and with the gained knowledge, it will create an integrated, interdisciplinary and Adaptive Mobility Smart Governance Model. GOLIA aims at understanding to which extent and under which conditions, data generated by Smart Cities supported by AI-based tools novel communication and consultation channels and methodologies to engage citizens and stakeholders might foster the establishment of a new inclusive and adaptive mobility governance. GOLIA's goal is to identify governance models able to deliver policies resilient to political instability, extreme weather events, pandemics or any other more or less disruptive event, as they are co-developed, co-designed, and co-monitored by and for citizens and firms.

Deliverable Detailed Information

Key words

Communication, Dissemination, Social Media Strategy

GOLIA Outputs Mapping to GA Commitments

GOLIA GA Item	GOLIA GA Item Description	Document Chapter(s)	Justification
DELIVERABLE			
D[5.2] GOLIA Communication & Dissemination Plan	<i>This report includes the project plan on Dissemination and Communication, including templates, tools and channels.</i>	<i>All</i>	<i>This Deliverable addresses all points set by the GA.</i>
TASK			
ST5.3.1 – D&C Plan	<i>EUR will lead the development of the D&C Plan (D5.2) which will detail the project's systematic approach to outreach and communication with its target audience. All T5.3 partners will contribute to drafting of the plan, as well as will describe in detail on how they aim to support the promotion of the project, which channels they will use, who they will target, at which events they could represent the project etc. A social media strategy will be included, detailing which platforms will be used, the type of content to be shared (educational, project updates, industry news, etc.), and the frequency of posts.</i>	<i>All</i>	<i>All chapters of this Deliverable are addressing the requirements of ST5.3.1. Tasks for partners of T5.3 are defined, as well as the Social Media Strategy.</i>

Table 1: Deliverable Adherence to Grant Agreement deliverable and work description

Abstract

This deliverable provides a strategy and plan on how to communicate about and around GOLIA project, establishing guidelines for the content and format of communications with various stakeholder groups, channels of communication, and other key groups and platforms to engage.

At periodic intervals determined by the Grant Agreement, this strategy will be reviewed and updated by highlighting any events, high-level or technical conferences where the project must be presented, allowing relevant project partners to coordinate their efforts and effectively disseminate and exploit project results and outcomes.

The goal of the GOLIA project's dissemination and communication is to bring its interdisciplinary research, activities and outputs to the attention of relevant stakeholders and communities, thereby supporting the project's ambition to shape future-proof, inclusive and adaptive urban mobility systems. By promoting awareness of GOLIA's Social Optimum Mobility Index and governance innovations, dissemination efforts will help align mobility planning with the European Green Deal and the Sustainable Development Goals.

This communication strategy will clearly outline GOLIA's systematic approach to reaching out and communicating to its target audiences and thus raising the profile of the project. This deliverable also forms a guidance document for partners to use when communicating about GOLIA.

Executive summary

GOLIA's Communication and Dissemination Plan provides a framework for ensuring visibility, outreach, and promotion of the project results to a wide group of stakeholders at international, national and local level.

This document outlines the target audiences, activities, communication and dissemination tools and channels that will enable GOLIA to share the project's findings on inclusive, adaptive and sustainable mobility governance. It focuses on co-developed, citizen-centred solutions for zero-emission and socially optimal urban mobility systems, with specific attention to future-proof approaches to planning, policymaking and the use of dynamic, data-driven tools.

Table of contents

DELIVERABLE ADMINISTRATIVE INFORMATION.....	1
LEGAL DISCLAIMER.....	2
COPYRIGHT MESSAGE.....	2
ABOUT GOLIA	3
DELIVERABLE DETAILED INFORMATION.....	4
KEY WORDS.....	4
GOLIA OUTPUTS MAPPING TO GA COMMITMENTS	4
ABSTRACT.....	5
EXECUTIVE SUMMARY.....	5
LIST OF ABBREVIATIONS AND ACRONYMS.....	8
1 INTRODUCTION.....	9
1.1 AIM OF THIS DOCUMENT	9
1.2 GOALS AND VISION OF GOLIA COMMUNICATION AND DISSEMINATION	9
1.3 GOLIA COMMUNICATION AND DISSEMINATION PILLARS	10
2 COMMUNICATION AND DISSEMINATION PLAN.....	10
2.1 TARGET GROUPS.....	10
2.2 GOLIA VISUAL IDENTITY	13
2.2.1 COLOUR SCHEME AND TEXT STYLE	13
2.2.2 PROJECT LOGO	13
2.2.3 VISUAL ELEMENTS FOR USE IN VISUAL MATERIALS.....	14
2.2.4 TEMPLATES	14
2.2.5 ACKNOWLEDGEMENTS OF EU FUNDING	15
2.3 DIGITAL COMMUNICATION TOOLS	15
2.3.1 PROJECT WEBSITE.....	15
2.3.2 SOCIAL MEDIA CHANNELS.....	15
2.3.3 AUDIO-VISUAL CONTENT	17
2.3.4 NEWSLETTER.....	18
2.3.5 MEDIA PUBLICATIONS	18
2.3.6 SCIENTIFIC PUBLICATIONS	19
2.3.7 PROJECT PUBLICATIONS	19
2.4 PHYSICAL COMMUNICATION TOOLS	19

2.4.1	LEAFLET	19
2.4.2	ROLL-UP BANNER	19
2.5	GUIDELINES FOR GOLIA COMMUNICATION	19
2.6	NETWORKING AND EVENTS.....	20
2.6.1	CONNECTION WITH EUROPEAN AND WIDER INTERNATIONAL NETWORKS.....	20
2.6.2	INTERNAL EVENTS	20
2.6.3	EXTERNAL NETWORKING AND DISSEMINATION.....	21
2.6.4	DISSEMINATION WORKSHOPS.....	23
2.6.5	FINAL EVENT.....	23
2.6.6	SYNERGIES WITH OTHER EU-FUNDED PROJECTS AND INITIATIVES	23
3	RESPONSIBILITIES AND MONITORING	23
3.1	RESPONSIBILITIES FOR COMMUNICATION AND DISSEMINATION TASKS	23
3.2	MONITORING AND EVALUATION.....	24
4	CONCLUSION	25

List of figures

Figure 1: GOLIA colour scheme.....	13
Figure 2: GOLIA Logo - horizontal version.....	14
Figure 3: GOLIA logo - vertical version.....	14
Figure 4: GOLIA logo - Visual O version	14

List of tables

Table 1: Deliverable Adherence to Grant Agreement deliverable and work description.....	4
Table 2: GOLIA specific needs, expected results, and dissemination and communication measures	12
Table 3: GOLIA target groups, outcomes, and impacts	13
Table 4: GOLIA Communication and Dissemination performance indicators and targets	25

List of abbreviations and acronyms

Acronym	Meaning
GA	Grant Agreement
WP	Work Package
EU	European Union
STEM	Science, Technology, Engineering and Math
SSH	Social Sciences and Humanities
D&C	Dissemination & Communication
ICB	Impact Creation Board
SOMI	Social Optimum Mobility Index
CoP	Community of Practice
EUR	Eurocities

1 Introduction

1.1 Aim of this document

This deliverable provides a strategy and plan on how to communicate about and around GOLIA project, establishing guidelines for the type and format of communication with various stakeholder groups and channels of communication. This strategy will be reviewed and updated at periodic intervals determined by the Grant Agreement.

1.2 Goals and vision of GOLIA communication and dissemination

"Dissemination" and "communication" are two terms which are often used interchangeably, but in this document refer to two different (yet interrelated) sets of activities, each aiming to achieve specific goals throughout the project duration.

Communication activities include the informational and promotional activities targeting broad communities and specific target groups (i.e. the general public, urban planning practitioners, industrial players, stakeholders' associations, etc.) aiming at increasing the visibility and creating awareness of the projects' activities and results.

GOLIA will also communicate about each of the pilot sites activities with the goal of creating awareness of the site-specific measures implemented within the project among the public and private partners of the respective city to ultimately drive behavioural change and change of attitude to foster the establishment of a new inclusive and adaptive mobility governance.

The communication task in WP5 and WP6 will also provide support to the implementation of GO-modules in WP2, specifically to the implementation of GO-INFO in the City of Pilsen. GO-INFO module has a communication component addressing the way cities are communicating with different groups of citizens about their mobility innovations. WP5 and 6 will support the WP2 partners in preparing and testing the communication component of GO-INFO.

Dissemination activities include the transfer of project results. The target groups for dissemination are professionals specialised in urban planning, urban mobility, and industrial players working either in the public sphere as planners or legislators or being involved in research on the matter. The strategy for dissemination is closely interlinked with the strategy for exploitation of results. Exploitation aims to make use of the project's results for scientific, societal and/or economic purposes. This can be in a format of a product, service, patent, follow-up research, open/copyright licenses or change of policy. These will be explored in a future version of the Communication and Dissemination Plan.

The overall objective of communication and dissemination is to positively reach and affect the selected target groups through an effective flow of information and publicity. All GOLIA communication and dissemination activities revolve around four main pillars:

1. Raise awareness about new models of inclusive and adaptive mobility governance.
2. Promote the role of citizen and stakeholder engagement in co-designing mobility policies.
3. Support knowledge exchange and capacity building for data-driven and resilient mobility systems.
4. Support the partner cities in both local communication about the project, and the implementation of GO-INFO.

1.3 GOLIA communication and dissemination pillars

1. ***Raise awareness about new models of inclusive and adaptive mobility governance***

GOLIA aims to reshape how cities plan and govern urban mobility by promoting approaches that are socially optimal, inclusive and future proof. Through its communication activities, the project will explain how mobility systems can be guided not just by efficiency, but also by broader societal values such as health, wellbeing, equity, and quality of life. By showcasing the Social Optimum Mobility Index and how it is tested in different urban contexts, GOLIA will invite local and European stakeholders to rethink what makes mobility systems fair and effective.

2. ***Promote the role of citizen and stakeholder engagement in co-designing mobility policies***

A central ambition of GOLIA is to make policymaking more participatory. The project will experiment with new forms of engagement, consultation and co-creation—especially with groups often excluded from traditional planning processes. By sharing methods, stories and lessons from these participatory pilots, GOLIA will provide a roadmap for cities seeking to involve citizens and businesses more deeply in shaping mobility strategies that can endure political or societal shocks.

3. ***Support knowledge exchange and capacity building for data-driven and resilient mobility systems***

Through its pilots and interdisciplinary approach, GOLIA will generate knowledge about how cities can use AI, smart data, and cross-sectoral collaboration to build mobility systems that adapt to changing needs. The project will translate this knowledge into actionable formats—policy briefs, guidance, toolkits and events—to support capacity building in public administrations and across the wider mobility ecosystem. Communication will focus on helping urban and regional actors align their strategies with the European Green Deal and the Sustainable Development Goals.

4. ***Support the partner cities in both local communication about the project, and the implementation of GO-INFO***

GOLIA will assist its partner cities in developing and delivering tailored local communication activities that connect the project's objectives and results to their specific mobility contexts. Working closely with SUPSI and INLECOM under WP2, the project will guide cities in deploying GO-INFO, ensuring it is effectively integrated into local engagement strategies. This support will include providing communication materials, promoting visibility through local channels, and helping cities engage residents, stakeholders, and decision-makers in the project's themes and tools.

2 Communication and dissemination plan

2.1 Target groups

The communication and dissemination of the GOLIA project is directed towards multiple target groups.



These include:

European cities

GOLIA will engage European cities interested in the topic within the GOLIA Community of Practice that will be a primary target group for specific communication and dissemination activities. However, all European cities will be targeted through broader communication campaigns.

Citizens

Citizens of the European cities (considering diversity of gender, age, disability, income, education, digital literacy, etc.), as well as local business owners, will benefit from the project's citizen and stakeholder consultation activities. In the partner cities, residents will also be directly involved in the implementation of GO-INFO to help raise awareness, encourage participation, and foster informed decision-making at the local level.

Public authorities

Governmental bodies at the local, regional, national or EU level, politicians responsible for transportation and environmental policies, and standardization organizations.

Research institutions

Public and private research institutions and academic departments specialized in SSH and STEM domains

Stakeholders' associations

Cities', regions', passengers', cyclists', logistics, parking associations are, among others, organizations that will be consulted at all levels, in synergy with the Impact Creation Board (ICB)

Industrial players

Transport and logistics service providers, data and technology providers, infrastructure managers.

Specific needs	Expected results	Dissemination & communications measures
2030 Climate Target Plan presents challenges for multi-level governance in Europe that translate into the following needs triggered by the project: - digitalisation hasn't yet fully transformed transport systems toward sustainability as many initiatives remain experimental - rapid technological changes demand more transformative approaches to effectively	- Social Optimum Mobility Index - ENGAGEMOVE methodology - Smart and Inclusive Mobility Governance Handbook - Three Multi-dimensional Mobility Transition Plans GO-X modules	- Digital communication channels (Instagram, Facebook, LinkedIn, Threads) - Brochure, newsletters, factsheets - Video/Podcasts - Scientific articles - Workshops - Impact Creation Board

leverage digital tools for sustainability - Urban Mobility Indicators should emphasise sustainable, inclusive policies that address societal needs - urban spaces should prioritize soft mobility, with policies that ensure accessibility, affordability, and environmental sustainability for all		- Webinars - Political Messages - Final conference
---	--	--

Table 2: GOLIA specific needs, expected results, and dissemination and communication measures

Target groups	Outcomes	Impacts
- European cities - Citizens - Public authorities - Research institutions - Stakeholders' associations - Industrial players	- Establishment of new research avenues in 20+ EU research centers. 30+ validated operational services across GOLIA's partners cities with GO-X modules utilized by 100+ representatives/stakeholders and 50+ cities involved in trainings. 30+ SSH/STEM upskilled researchers. 3+3 partner/follower cities releasing Usability reports and 500.000+ citizens and stakeholders engaged of which 150+ participating in workshops. 20% increased turnover of involved enterprises developing IT modules 10% increase employment rate in project involved enterprises/universities. 15% increase of user satisfaction in 3 participating cities. Creation of academic spinoffs and Startups	Scientific: opening a groundbreaking area of research in socially optimal urban mobility planning. Set-up and provide pan-European research to accelerate the adoption of MaaR across Europe (200+ EU cities informed, 1500+ authorities 'representatives and stakeholders) Societal: Facilitating the development of climate neutrality cross-sectoral plans in 15+ cities / 3.000.000+ citizens 5.000+ of which contributing to co-creation and evaluation phases. 50+ research organizations incorporating public engagement processes in different phases of R&I actions. Economic/Technological: SOMI and Multi-dimensional Mobility Transition Plans

		becoming reference to contribute to the availability of relevant data in the European Mobility Data Space. Support the replication R&I initiatives within the networks of stakeholders' associations
--	--	---

Table 3: GOLIA target groups, outcomes, and impacts

2.2 GOLIA Visual identity

The visual identity establishes a common and recognisable brand for GOLIA which will be used for all project communication and dissemination activities through the duration of the project. The project identity establishes the appearance and visibility of a project across its interactions with external stakeholders. This includes a logo, visual templates for project deliverables and other documents and PowerPoint presentations.

2.2.1 Colour Scheme and Text Style

The following colour scheme will be used in GOLIA communications. The selected colour scheme is fresh and engaging, complementing the project's dynamic logo.

The text style is minimal using Aptos font.

	RGB	HEX
	237/47/108	#ED2F6C
	0/189/209	#00BDD1
	155/108/173	#9B6CAD
	253/189/42	#FDBD2A
	52/104/165	#3468A5
	0/0/0	#000000
	253/220/129	#FDDC81
	220/231/155	#DCE79B

Figure 1: GOLIA colour scheme

2.2.2 Project Logo

Three versions of the project logo are available. The instructions on the use of the logo including examples, proper and improper use, and printing guidelines are described in the GOLIA Brand Guidelines included in Annex 1. The guidelines are accessible to all partners as a standalone document through the GOLIA SharePoint. All three versions of the logo are available in colour, in black-and-white and in a version for a dark background in both RGB and CMYK, as pictures and vectors.



Figure 2: GOLIA Logo - horizontal version



Figure 3: GOLIA logo - vertical version



Figure 4: GOLIA logo - Visual O version

2.2.3 Visual elements for use in visual materials

The GOLIA visuals, leaflets, brochures, posters etc. will be designed to firmly and intentionally reflect the project goals. The GOLIA visual elements will be used on the main communication materials on website homepage, roll-up banner, leaflet, social media cards. Visual elements are inspired by the logo and will be available to all partners on the GOLIA SharePoint.

2.2.4 Templates

Microsoft PowerPoint and Microsoft Word templates (for deliverables, agendas and press releases) were produced and made available to the project partners. Project partners are continuously reminded and encouraged to use the project visual identity materials as outlined in the guidelines.

2.2.5 Acknowledgements of EU funding

All communication materials will be branded with the EU logo, accompanied with the acknowledgement of EU funding:



This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No. 101201950

2.3 Digital communication tools

2.3.1 Project website

The GOLIA website is the project's main public face and information hub. It includes the following sections:

- A home page featuring latest articles, project outputs, event participation, and live social media feed
- About GOLIA page
- Area presenting project partners and their roles
- Profile pages for each pilot site
- An area presenting the project's resources, tools, publications, and multimedia
- An area detailing news and events featuring articles about the project, events GOLIA attends and hosts
- A contact form.

A particular focus is placed on the links between the GO-tools, methodologies and the Partner cities involved. The website is developed in WordPress, hosted at *golia-project.eu* and presented in English only. The website will be launched in October 2025.

2.3.2 Social media channels

Social media channels will be used to make GOLIA and its ambitious goals known. Communicating and engaging effectively with project partners, citizens, communities and stakeholders will represent a key element to the success of GOLIA.

GOLIA is currently actively present on LinkedIn as a page (<https://www.linkedin.com/company/golia-project/>) and community group (<https://www.linkedin.com/groups/13286283/>). Eurocities oversees both channels and all partners will be asked to provide content on regular basis. New posts on social media will appear regularly, at a minimum of once a week.

Apart from LinkedIn, GOLIA will establish its presence on other social media platforms, such as Facebook and Instagram. However, unique project accounts on these platforms will not be created and the project will rather utilise established channels and accounts of its project partners and partner cities. More detail can be found in subchapter 2.3.3 Exploiting the partners' social media channels.

The aim of the project's social media accounts is to share updates on GOLIA's activities and findings, as well as inspiring examples of innovative approaches to inclusive, data-driven and citizen-centred mobility governance. The accounts will foster dialogue with the project's target audiences (cities, policymakers, practitioners, researchers and civil society) through engaging and informative content. The objective is to position GOLIA as a forward-looking initiative shaping the future of adaptive and socially optimal urban mobility in Europe.

One of the main areas covered by the project social media channels will be the motivation of each pilot partner for participating in GOLIA. The ‘#GOLIAPilots in the spotlight’ collection of posts can be given as an example, introducing all the pilot site partners and their ambitions together with the featured statements by relevant representatives. Similar initiatives are planned through the course of the whole project at strategic moments such as the launch of a measure or reaching a significant milestone. Both pilot sites and horizontal partners will be featured in future posts.

A launch campaign has been defined to introduce the project and its partners to the defined target groups. The campaign will feature photos and quotes from each project partner. A graphic template was created to highlight each partner’s motivation in a quote. The approach chosen aims to connect with the target audiences organically and personally by including personal photos and quotes. The campaign will begin from M4 (September 2025). Future campaigns will be defined in the following months.

The official project hashtag is: #GOLIAproject. The project hashtag is used to connect all posts made by both project accounts and others (project partners, affiliated projects and initiatives) and to track engagements through social media. All project partners are encouraged and reminded to use the official project hashtag in all social media posts involving the project.

GOLIA also uses the following hashtags in its social media communication: #UrbanMobility #MobilityGovernance #SocialOptimum #CitizenEngagement #SustainableTransport #MobilityInnovation #AIForCities.

LinkedIn

LinkedIn is a social media platform focused on building professional communities and business connections. To exploit these features, the GOLIA LinkedIn page will focus on creating an expert community of partners and related stakeholders, where professional target audiences, such as the representatives of cities and regions, local urban planning, industrial players, stakeholders etc., can be easily updated on the project developments as well as virtually meet and share experiences.

The project’s LinkedIn page can be used also to inform local users about the developments in the project; however, the language and topics covered by the LinkedIn page will target rather topically interested public than a broad customer base.

To engage and attract followers and connections, GOLIA LinkedIn page will aim to:

- announce events and highlighting contributions from partners
- create a community of experts to share experience from the project and strengthen collaboration and partnership
- enable transferability of good practices not only between projects partners but also between cities and regions outside the project
- keep in touch with peers and reach out to additional target audiences (e. g. academia).

The GOLIA LinkedIn page was launched in July 2025. The target is to reach 200 followers by M12 and 400 by the end of the project.

On all social media platforms where GOLIA will be present (either through its own channels or via featured material), the project will follow a strategy to attract new followers and engage with the audience through:

- Informing and raising awareness about inclusive, adaptive and socially optimal mobility governance, including the role of citizen engagement, data-driven planning and the Social Optimum Mobility Index;



- Sharing experiences and tangible outcomes from GOLIA's pilot cities, including co-creation activities, policy innovations and practical tools for more just and sustainable urban mobility;
- Promoting forward-looking policies and best practices that support the European Green Deal and Sustainable Development Goals, with a focus on participatory planning and car-dependency reduction;
- Facilitating interaction with stakeholders and followers through quizzes, surveys, polls and contests to encourage dialogue and community-building around mobility challenges and solutions;
- Establishing and strengthening partnerships with relevant initiatives, networks and organisations to amplify GOLIA's messages and support wider uptake of its methods and results.

The LinkedIn page will be one of the main engagement tools with the Community of Practice. Targeted communication will be shared with the CoP through the LinkedIn channel.

Exploiting partners' social media channels

To amplify the visibility and accessibility of project results, GOLIA will produce short-form audio-visual content tailored for platforms such as Instagram and Facebook. This content will showcase project milestones, pilot city activities, and key outcomes in an engaging and visually appealing format. All materials will be designed for dissemination through partners' established social media channels, ensuring they reach both local audiences and wider European networks.

The Impact Creation Board will play a key role in the Communication and Dissemination of the project on their social media platforms. The LinkedIn, Instagram, Facebook, BlueSky and Youtube channels of the ICB partners will be exploited to post content and disseminate project information.

Support to GO-INFO through social media campaigns

WP5 and 6 will provide support to the work on GO-INFO module within WP2 through creating two types of social media campaigns:

- Communication campaigns targeting different groups of citizens: based on the results of preparatory surveys done within WP2, WP5 and 6 partners will support the cities involved in creating communication campaigns about mobility innovation targeting different citizen groups. The extent of this support will be subject to agreement with the city and WP2 partners.
- Social media campaigns supporting data collection in WP2: One of the research outputs of WP2 (ST2.2.2) counts with analysis of public sentiment from the reactions on social media. WP5 and 6 will support the data collection for this task by creating and disseminating social media content to collect reactions on this content from the citizens of the partner cities.

2.3.3 Audio-visual content

As defined in ST5.3.2, a short project video will be produced by M12. It will present the GOLIA project introducing its overall aims and the key challenges the project is tackling. The video will be published on a GOLIA YouTube or Vimeo channel which will be created during the 1st year of the project. Any additional audio-visual content will be disseminated through the project website and social media, as well as through partners' established channels. Youtube channels of the ICB partners will be exploited to disseminate GOLIA audio-visual content.



2.3.4 Newsletter

A regular newsletter is planned to highlight the updates on the project, inform about the tools developed and describe the work done in the pilot and replicator cities. The newsletter will be published at a minimum of two times per year and will serve as a seasonal review of main events and milestones achieved in the project. The timing of the newsletter publication will align with the meetings of the Community of Practice (twice per year, either online or in person), to serve as follow-up material for the attendees of the meeting, as well as to inform other readers about the latest developments of the project. Additional newsletters may be published on an as-needed basis, particularly when there is a substantial amount of news to share. All partners will provide relevant input on their project-related activities upon request and support the distribution of the newsletter. The archived newsletters will be available on the GOLIA website.

To ensure the newsletter is comprehensive and up-to-date, content will be gathered systematically. Three weeks ahead of each Community of Practice meeting, project partners will be asked to submit their contributions to both the meeting and the newsletter, including updates on their activities, tools developed, and progress in pilot and replicator cities. Following the CoP meeting, there will be a one-week period dedicated to editing and refining the content to ensure clarity, consistency, and alignment with the project's communication goals.

Furthermore, regular newsletters of project partners (EUR and ICB partners in particular) will be used to disseminate articles posted on project website and GOLIA internal newsletter to reach wider audiences.

2.3.5 Media publications

News and/or articles showcasing the work done within GOLIA will be published on the project website and disseminated through the project's social media and communication channels and via the channels and networks of project partners, especially those partners in the consortium that are network organisations. The articles will be included in relevant newsletters issued by partners and affiliated initiatives (such as EUROCITIES, UITP, POLIS, ALICE, EPA, and TTS Italia newsletters) and distributed via relevant platforms and portals.

Press releases will be issued through horizontal partners' media channels to European general and specialised media on the strategic occasions. These could be either project-related (e.g. achieving important milestones), or target audience-related (e.g. campaigns spotlighting special interest groups in the context of dedicated events such as Pride month, International Women's Day, International Day of Persons with Disabilities etc.). The target media on European level could include:

- European Energy Innovation
- Intelligent Transport
- Eurotransport
- European Voice
- European Parliament Magazine
- Cities Today Magazine
- Thinking Cities
- Urbanicity
- Connected Mobility HUB
- All Things Urban

GOLIA cities will communicate the progress and achieved milestones in the implementation of GOLIA measures through the local media and publish press-releases in the respective local languages on



strategic occasions (such as achieving a milestone in the project, deployment of a GO-X module, project-related activities within the European Mobility Week campaign, etc.).

2.3.6 Scientific publications

GOLIA research partners are committed to producing up to 15 open access scientific publications to disseminate key project results. To enable verification and re-use of data, the datasets which the articles are based on will be published with an open access policy.

2.3.7 Project publications

Throughout the duration of the project, GOLIA will produce publications showcasing the results obtained and their replicability. The main publications to be communicated about are the following:

- Policy briefs on governance models, citizen engagement, and social-optimum drive data-based planning.
- Scientific publications in peer-reviewed journals presenting research results from the pilots and modelling activities.
- Technical guidelines and toolkits supporting replication of GOLIA results in other cities.
- Project summary reports highlighting progress, key findings, and recommendations.
- Pilot city case studies detailing the design, implementation, and results of the tested solutions.

2.4 Physical communication tools

2.4.1 Leaflet

The project leaflet will be produced and disseminated to external stakeholders, presenting GOLIA objectives at a glance. Project leaflet will be available to all project partners on the GOLIA SharePoint in high resolution. Partners are free and encouraged to print the material and use them for their communication and dissemination activities.

2.4.2 Roll-up banner

As of September 2025, the project roll-up banner design will be produced and made available to all project partners to promote the project at European and international conferences.

2.5 Guidelines for GOLIA communication

All project partners received the guidelines for communication and dissemination of the project on social media with the aim to ensure that:

- All partners follow the GOLIA channels with their organisation's official accounts and share and repost GOLIA content.
- The partners feature GOLIA on their website (e.g. publish an article about their engagement in the project with a link to the project website) and share information about the project through their networks, mailing lists, newsletters etc.
- For all communication activity related to the project, the partners must use the GOLIA logo and visual identity available to them on the GOLIA SharePoint and include the EU logo and disclaimer.
- The partners use the communication and dissemination tracker to keep track of their activities.

A dedicated presentation for project partners will be held during the dedicated project meeting in September 2025.



An updated version of the Communication and Dissemination Plan will be published in M18 (D5.3).

2.6 Networking and events

2.6.1 Connection with European and wider international networks

As a part of its dissemination strategy, GOLIA will make use of the work of (inter)national networks among its horizontal partners, namely but not exclusively EPA, EUR, POLIS, ALICE, PAVE and UITP.

These networks will provide their members with regular updates about the project status and encourage them to explore the project's work and results through networking tables, workshops, webinars and other events. The partners will be asked to include GOLIA updates into their network's newsletters, repost GOLIA's social media post onto their pages and publish articles about GOLIA's progress on their websites.

2.6.2 Internal events

GOLIA events: GOLIA will organise several online and in-person events throughout its lifetime including dissemination webinars, 3 Peer-learning visits between Partner and Follower cities, online and in-person workshops for Community of Practice and a final conference in Brussels (M36) to disseminate results among relevant stakeholders.

The internal dissemination of project results will take place through regular events bringing together the project partners such as:

- Consortium meetings
- Advisory Board meetings
- Knowledge Exchange Webinars
- Dissemination Webinars
- Stakeholder Engagement Workshops
- Co-Design Workshops in Pilot Cities
- Study Visits in Pilot Cities
- Replication Workshops
- Final Conference

Knowledge exchange and dissemination webinars

From M3–M18, Eurocities will organise up to six online capacity-building trainings for Partner cities, in close collaboration with SUPSI and SINTEF. These thematic sessions will address identified and emerging needs and challenges such as regulatory barriers, technical solutions, governance frameworks, and engagement strategies. From M19–M35, the focus will shift to webinars and workshops with the GOLIA Community of Practice, where partner and follower cities will exchange results, good practices, and lessons learned. External experts can be invited on an ad-hoc basis to provide additional perspectives, and webinars will complement the study visits by offering follow-up discussions on specific topics.

Study visits and replication workshops

The three Follower cities—Métropole Aix-Marseille-Provence (France), Riga (Latvia), and Glasgow (United Kingdom)—will take part in peer-learning activities with the partner cities. Between M20–M28, each Follower city will participate in knowledge exchange webinars to observe GOLIA modules and methodologies in practice. Each Partner city—Antwerp (Belgium), Florence (Italy), and Pilsen (Czechia)—will host a two-day study visit during which all three Follower cities will take part. The visit programme will be designed around the host city's pilot activities and the key learning needs of the visitors. It will include presentations from local actors, site visits to observe GOLIA measures in action, peer-to-peer

discussions, and a feedback session to gather participant advice for the host. These visits will serve as a foundation for replication activities and long-term collaboration between cities.

During each visit, a replication workshop will be organised to reflect on the scalability and transferability of the measures seen. Based on these exchanges, each Follower city will develop a replication roadmap, identifying which solutions can be adapted to their own context and outlining an indicative plan for implementation.

2.6.3 External networking and dissemination

GOLIA activities and results will be presented at relevant external events across Europe and beyond. These include major events of the network partners involved in the project as well as other relevant events. Events, workshops, conferences, and seminars will be attended by GOLIA partners to discuss salient topics and maximize the impact.

GOLIA will be proactive in ensuring the gender balance at the events, for example, by ensuring the balanced representation from the side of project partners when presenting the project on events and participating in panel discussions. GOLIA partners shall not participate in male-only panels and shall delegate a female representative if such situation occurs.

A preliminary list of conferences and events GOLIA partners aim to target include:

- Eurocities Mobility Forum - The Mobility Forum meeting is the annual Eurocities event bringing together political representatives and practitioners from EU cities working on sustainable urban mobility. An occasion for cities to come together and voice their needs towards EU institutions.
- Urban Mobility Days - The Urban Mobility Days conference series provides the opportunity to network, debate key issues, and exchange ideas on emerging transport trends and technologies, the latest developments in sustainable urban mobility planning, and solutions to make mobility in cities and towns more sustainable.
- CIVITAS Forum - The event is the ideal opportunity to hear from the cities, people and projects driving innovation in smart, inclusive and sustainable mobility, as well as to exchange and connect with city representatives, policymakers, practitioners, planners, NGOs, and academics.
- POLIS Annual Conference - Each year, the POLIS Conference provides an opportunity for cities and regions to showcase their transport achievements to a large audience of mobility experts, practitioners and decision-makers. In 2023, this will take place on 29-30 November in Leuven.
- Transport Research Arena (TRA) - TRA is a leading European transport event that covers all transport modes and all aspects of mobility.
- ITS World and European Congress - The ITS Congresses represent the ultimate showcase of smart mobility services and ITS deployment, the one and only event in Europe entirely dedicated to smart mobility and the digitalisation of transport!
- European Urban Resilience Forum - The Forum is a unique exchange platform for city representatives, experts and stakeholders from local and regional institutions to discuss strategies, initiatives and actions for adapting to climate change, managing disasters and building urban resilience.
- Informed Cities Forum - Informed Cities Forum is an interactive, collaborative event that uses innovative formats and is willing to explore unconventional topics. Active participation by the audience is not just encouraged, but is required, and will be rewarded with lively and energetic discussions.



- EIT UM Innovation Days - The EIT Urban Mobility Innovation Days brings urban mobility key players together to forge new collaborations.
- Urban Future Global Conference - Urban Future is a conference for experts, politicians, entrepreneurs, and leaders making cities sustainable. Hosted in a different city each year, thousands of CityChangers from all over the world share how they create transformation, and which mistakes are made, accelerating change and successfully shaping the future of our cities.
- International Transport Summit (ITF) - The annual Summit of the International Transport Forum is the world's largest gathering of transport ministers and the premier global transport policy event.
- Connecting Europe Days (CED) - Connecting Europe Days brings together politicians, industry representatives and the European Commission to discuss transport and mobility, and their role in achieving the ambitious goals set out in the EU Green Deal and the Sustainable and Smart Mobility Strategy
- Tomorrow Mobility (EIT UM) - Tomorrow Mobility Congress brings together industry executives, government leaders, and global experts to address the crucial challenges the transportation sector is facing and share effective, proven solutions.
- Mobility Talks (EIT UM) - Mobility Talks is a new brand of EIT Urban Mobility; a series of online events, addressing urban mobility innovations and their impact on cities.
- European Conference on Mobility Management (ECOMM) - ECOMM is a three-day event with excursions, keynote speeches, an exhibition, 50-80 presentations and workshops and lots of opportunities for making new contacts hosting Mobility Management practitioners and experts from all over Europe.
- WCTRS (World Conference on Transport Research Society) - The World Conference on Transport Research is held every three years and brings together transport researchers, managers, policymakers, and educators from around the world to share research and practice in the field of transport policy and innovation.
- European Mobility Week - European Mobility Week is an annual campaign on sustainable urban mobility, aiming to promote public transport, cycling, and walking, and to encourage European cities to promote and implement sustainable transport measures.
- Walk21 Conference – An international conference series dedicated to walking and liveable communities, with a strong emphasis on inclusivity, accessibility, and equitable urban spaces.
- Transforming Transport Conference (TT) – Focuses on inclusive mobility policies, ensuring that transport systems meet the needs of all users, especially vulnerable groups.
- Socially Inclusive Transport Conference (SITC) – Brings together policymakers, researchers, and practitioners to explore mobility solutions that tackle social exclusion and transport poverty.
- Inclusive Cities Summit – Explores policies, design, and technologies that
- Ensure urban mobility and public spaces are accessible to people of all ages, abilities, and backgrounds.
- Autonomy Mobility World Expo (Accessibility & Inclusion Track) – Includes dedicated sessions on inclusive mobility and equitable access to urban transport systems.
- Accessible Europe – An ITU and European Commission event addressing accessibility in digital and transport systems, with relevance for inclusive mobility planning.

2.6.4 Dissemination workshops

Eurocities and other project partners will organize two in-person workshops at major EU mobility events (CIVITAS Forum / Urban Mobility Days) to further disseminate and encourage the adoption of GOLIA results by the CoP and other stakeholders.

2.6.5 Final event

The GOLIA final event will be organised in M36 of the project. The exact date of the event will be determined upon discussion with the project coordinator. The event will be held in Brussels and organized by Eurocities with the support of other project partners. The event will be organised in a way that showcases the results achieved within the project and offers space to project partners to discuss and share with external stakeholders to create a legacy for the project.

The event will target a broad range of stakeholders from cities and regions as well as non-governmental and private actors active in the field of transport on all levels. The agenda will host a well-balanced mix of different sessions and formats, including panel debates and interactive sessions such as workshops, networking sessions, poster sessions etc. The GOLIA final event organisers will ensure gender balance in all the panels and presentation sessions.

2.6.6 Synergies with other EU-funded projects and initiatives

GOLIA will actively liaise with external networks, initiatives, and other running projects funded under Horizon Europe and other European programmes (INTERREG, CEF, etc.). It will cooperate closely with networks and initiatives like NetZeroCities, EIT Urban Mobility, the Commission's Expert Group on Urban Mobility (EGUM) etc. to disseminate project outputs, share plans, intermediate results, and methodologies to benefit from mutual learning, avoid duplication and generate further cooperation and synergies among project actions. The partners of Impact Creation Board will be actively involved in searching for and creating synergies with their own activities and the European initiatives they are involved in.

GOLIA will actively contribute to the EU Mission for 100 Climate-neutral and Smart Cities by 2030 and will utilize opportunities for dissemination of its results among the cities involved in the Mission through the Mission Platform in the form of webinars, trainings, tools etc. The cities involved in the Mission will be encouraged to join any dissemination activities of GOLIA, and such activities will be communicated to them in advance in a tailored manner.

GOLIA will also aim to establish synergies with the CIVITAS initiative and will seek opportunities for dissemination of its results via the CIVITAS channels or through collaboration with CIVITAS projects. As all GOLIA Partner cities are part of the CIVITAS city network, they will be encouraged to share their experience with other CIVITAS cities to enhance both dissemination and replication activities. Bi-annual CIVITAS Forum is also one of the key events where the project will establish its presence through replication workshops.

3 Responsibilities and monitoring

3.1 Responsibilities for communication and dissemination tasks

The main responsibility for all communication, dissemination and exploitation tasks is allocated to task leaders and partners involved in WP5 and WP6. The whole consortium is expected to provide full support to WP5 and WP6 to ensure high reach and impact of project's communication and dissemination activities. Likewise, WP5 and WP6 will provide advice, assistance, and inspiration to the project partners when required on dissemination and communication activities, both at local and European level.

The individual responsibilities are listed in more detail below:



- WP and Task leaders in WP5 and WP6 will ensure the successful implementation of the Communication and Dissemination Plan. All partners will actively participate in the creation of online content, preparation of communication campaigns and organisation of dissemination events.
- All WP leaders will be responsible to communicate all updates regarding the development within their respective work packages. The WP leaders are responsible for stating their needs for communication and dissemination activities to the WP5 and WP6 leaders. The WP leaders will actively cooperate on the organisation of the communication and dissemination activities for their WP's results.
- All partner cities will be responsible for providing WP5 and WP6 leaders with updates regarding the development of the implementation on their project in their city. Partner cities will inform WP5 and WP6 leaders on any opportunities for communication activities on local level and will be responsible for translation of any communication materials into the local languages. Project city representatives will attend those events as GOLIA representatives and will actively contribute to the organisation of local communication campaigns and dissemination events when appropriate.

3.2 Monitoring and evaluation

To monitor the impact of the communication and dissemination activities, WP7 leaders will keep track of the following activities to be used as communication and dissemination indicators:

- Number of visits on the project website
- Number of followers and posts published on LinkedIn
- Number of organised sessions and workshops
- Number of participants at such sessions and workshops
- Participation at an external conference or workshop (as a speaker/ presence with a project stand)
- Number of published press releases and non-scientific articles
- Number of scientific and peer-reviewed publications
- Participation in activities organised jointly with other EU project(s).

Target group	Leaflets	Website	LinkedIn	Newsletters	Audio-visual material	External events	Project final event	Story-form articles	Op-ed in EU media	Scientific articles	Local communication	Mobility Transition	Smart and Inclusive	Training hub / Community
European cities	X	X	X	X		X	X	X	X	X	X	X		X
Citizens	X	X		X		X	X	X			X	X		
Public authorities	X	X	X	X		X	X	X	X		X	X	X	X
Research institutions	X	X	X			X	X	X		X			X	X
Stakeholders associations	X	X	X	X		X	X	X	X	X			X	X
Industrial players	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Measures	Distributed	Visits	Followers	Readers	Views	Participants	Participants	Published	Published	Citations	Attendees	Downloads	Downloads	Members
Targets for 2030	200+	5000+	400+	100+	5000+	2000+	100+	9+	1+	15/ +100	150+ each	600+	600+	30+

Table 4: GOLIA Communication and Dissemination performance indicators and targets

A Communication and Dissemination tracker table will be used by the whole consortium to collect input from all partners about their communication and dissemination activities. Furthermore, partners involved in WP5 and WP6 will regularly update WP5 and WP6 leader about the communication and dissemination activities performed. WP5 and WP6 leader will collect the information and monitor the communication indicators.

4 Conclusion

GOLIA brings together city authorities, researchers, policy networks, and innovation experts to co-develop socially optimal, inclusive and adaptive mobility governance solutions. The project aims to transform how mobility systems are planned and managed—shifting the focus from purely efficiency-based models to approaches that prioritise wellbeing, equity, and resilience. Communication and dissemination activities will play a key role in building visibility, awareness and trust in GOLIA's tools and findings, laying the foundation for their continued uptake beyond the project's lifetime.

Thanks to its collaborative structure and co-creation with stakeholders in pilot cities, GOLIA will ensure that its results are relevant, replicable, and widely understood—supporting long-term exploitation by both project partners and external actors.

This Communication, Dissemination, and Exploitation Plan identifies and describes the target groups for communication, dissemination, and exploitation activities of GOLIA and highlights the means and channels through which they will be reached. It describes the main communication and dissemination tools and activities on both international and local level. Furthermore, it identifies key initiatives and EU-funded projects to establish strategic alliances and collaboration mechanisms with. This plan will be updated and revised in M18.

For further information please visit:

<https://www.linkedin.com/company/golia-project/>

www.golia-project.eu