



MOBI-TWIN

TWIN TRANSITION AND CHANGING PATTERNS OF SPATIAL MOBILITY: A REGIONAL APPROACH

MOBI-TWIN D5.2 DISSEMINATION AND COMMUNICATION PLAN - FINAL

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|----------------------------|--|
| Work package | WP5 : Dissemination, communication and exploitation |
| Task | Task 5.1: Dissemination, communication strategy and stakeholder engagement |
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| Reviewer(s) | All partners |
| Status | Final |
| Version | 1.0 |
| Due Date | 30/11/2024 |
| Issue Date | 30/11/2024 |
| Dissemination Level | PU |



Funded by the European Union

MOBI-TWIN has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement no. 101094402. Content reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contains.

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| Abstract | This document is the second version of "D5.1: Dissemination and Communication Plan" that was delivered on project month 3. It provides updated information, adjustments, and enhancements to the strategy, objectives, and plan as deemed necessary during the first 17 months of the project, following the initial project review meeting and based on feedback received, as well as an assessment of results from the first period. Additionally, it offers the reader an overview of the project's dissemination and communication activities, as well as the Responsible Research and Innovation approach the project is following. |
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| Version | Date | Partner | Description |
|------------|------------|----------------------|---|
| 0.1 | 25/10/2024 | ACCELI | Initial draft - TOC preparation for partner's input. |
| 0.2 | 30/10/2024 | ACCELI, all partners | TOC Shared with Project Partners |
| 0.3 | 20/11/2024 | All partners | Pre-final version – Reviewers comments considered |
| 0.4 | 28/11/2024 | ACCELI, WR | Complete version after internal review by Coordinator |
| 1.0 | 30/11/2024 | ACCELI, WR | Final version and Submission |

EXECUTIVE SUMMARY

This report presents the updated dissemination and communication strategy of the MOBI-TWIN project, detailing the progress made between Month 4 (September 2023) and Month 18. Building upon the initial plan delivered in Month 3, the updates reflect lessons learned from early project activities, stakeholder feedback, and the continuous evaluation of progress.

The MOBI-TWIN project addresses challenges and opportunities in spatial mobility brought about by the green and digital transitions, collectively referred to as the Twin Transition. It focuses on mitigating regional disparities in the European Union by developing policies that enhance inclusivity and equity, supported by advanced data analysis, modeling, and engagement with key stakeholders.

The communication objectives have been refined to deepen engagement with diverse audiences and to align dissemination efforts with the project's evolving context and goals. By leveraging various communication channels, including an optimized project website, social media platforms, newsletters, and attendance at key events, the project has significantly enhanced its visibility and reach. The project website, restructured for improved accessibility and user engagement, has attracted over 1.9K active users, while its LinkedIn page has garnered a growing professional audience. Social media strategies have been instrumental in disseminating project updates and engaging stakeholders effectively. Performance metrics indicate a strong trajectory, with substantial engagement across communication platforms and meaningful participation in high-profile conferences and events. These efforts have been complemented by the establishment of collaborative synergies with related Horizon Europe initiatives, fostering shared learning and amplifying the project's impact. The dissemination strategy also prioritizes Responsible Research and Innovation (RRI), ensuring inclusivity, transparency, and ethical engagement with stakeholders. Open access to project deliverables and datasets has been a cornerstone of this approach, facilitating knowledge sharing and enhancing the project's long-term contribution to research and policymaking. The MOBI-TWIN Advisory Board, composed of experts across relevant fields, is providing strategic guidance to align project outputs with societal needs. Collaborative initiatives within the Horizon Europe cluster will further support the development of impactful, evidence-based policy recommendations. As MOBI-TWIN progresses, its dissemination and communication strategy remains dynamic, adapting to emerging challenges and opportunities. The project's commitment to stakeholder engagement, ethical communication, and collaborative partnerships ensures it continues to drive meaningful contributions to spatial mobility and sustainable development across Europe. This approach positions MOBI-TWIN as a model for impactful research and innovation under the Horizon Europe framework.

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LIST OF TERMS AND ABBREVIATIONS

| | |
|----------------|---|
| AB | Advisory Board |
| ACCELI | Accelignce Ltd. |
| AECR | Asociación Española de Ciencia Regional |
| AUTH | Aristotle University of Thessaloniki |
| D&C | Dissemination and Communication |
| EC | European Commission |
| ERSA | European Regional Science Association |
| ESSPIN | Economic, Social and Spatial Inequalities in Europe in the Era of Global Mega-trends |
| EU | European Union |
| GA | Grant Agreement |
| GDPR | General Data Protection Regulation |
| GIS | Geographic Information System |
| H2020 | Horizon 2020 (European Research and Innovation Programme) |
| Horizon Europe | European Union's Research and Innovation Framework Programme |
| KPI | Key Performance Indicator |
| M | Month (e.g., M4 represents Month 4 of the project) |
| NARSC | North American Regional Science Council |
| PCT | Project Coordination Team |
| POLIMI | Politecnico di Milano |
| PREMIUM_EU | Benefits of Mobility |
| PU | Public (Dissemination level for deliverables) |
| RDI | Regional Development Institute |
| Re-Place | Reframing Non-Metropolitan Left Behind Places Through Mobility and Alternative Development |

| | |
|--------|---|
| RGCS | Research Group on Collaborative Spaces |
| RRI | Responsible Research and Innovation |
| RSAI | Regional Science Association International |
| RUG | Rijksuniversiteit Groningen |
| SEA | Spatial Econometrics Association |
| SEO | Search Engine Optimization |
| ST4TE | Strategies for Just and Equitable Transitions in Europe |
| TOC | Table of Contents |
| UB | Universitat de Barcelona |
| UH | University of Helsinki |
| WP | Work Package |
| X | Twitter (now rebranded as X) |
| ZENODO | Open-access research repository |
| AB | Advisory Board |
| ACCELI | Acceligenca Ltd. |

1 INTRODUCTION

The current deliverable aims to present the progress and results of the MOBI-TWIN dissemination and communication strategy for the period M3 (August 2023) to M18 (November 2024).

This report includes:

a) Updates on the dissemination, communication, and exploitation strategy and b) Progress report on communication channels and activities, both online and offline.

The dissemination and communication plan is an active, ongoing process, regularly updated and assessed based on the project's achievements and contributions from partners. The plan outlines individual partner responsibilities, timelines, guidelines, and suggestions for dissemination and communication under the continuous monitoring of the "WP5: Dissemination, communication, and exploitation" leader.

1.1 PURPOSE OF THE DELIVERABLE

The purpose of this deliverable report is multifaceted, serving as a cornerstone for evaluating and guiding the MOBI-TWIN project's dissemination and communication strategy. Primarily, it aims to document the progress made from M3 (August 2023) to M18 (November 2024), offering a clear record of achievements and advancements that reflect the project's commitment to its outreach objectives. This progress report helps illustrate how effectively the project's communication initiatives are resonating with target audiences and fulfilling broader strategic goals.

A critical function of this report is to evaluate the effectiveness of the various communication channels and activities, both online and offline. By examining the impact of these efforts, the report provides an assessment of how well the project is meeting its intended reach and engagement outcomes. Through this evaluation, key performance indicators (KPIs) are highlighted to quantify the reach, engagement, and impact of these dissemination activities, helping to establish a clear link between actions taken and results achieved.

Beyond these functional purposes, the report also plays an essential role in ensuring transparency and accountability to all stakeholders, including project partners and funding bodies. By providing a comprehensive and honest overview of how the dissemination and communication objectives are being implemented and monitored, it offers an open dialogue about the effectiveness of the strategy, including any areas that may require adjustment.

Finally, the deliverable guides future efforts by outlining responsibilities, timelines, and suggestions for refinement, ensuring that the dissemination and communication plan

remains adaptable and responsive to project milestones. In doing so, this report not only captures the project's current status but also shapes the strategic direction of MOBI-TWIN's outreach approach, fostering a proactive and results-oriented dissemination framework.

1.2 OBJECTIVES OF THE DISSEMINATION AND COMMUNICATION PLAN

Building upon the initial objectives established in Month 3, the updated Dissemination and Communication Plan now aims to deepen engagement with target audiences by leveraging insights gained from early project activities. While the primary goal remains the effective promotion of the project's message, concept, and outcomes, this updated plan incorporates a more targeted and responsive approach, ensuring that dissemination efforts align with MOBI-TWIN's evolving context and stakeholders' expectations.

The objectives are now refined to enhance the project's visibility and impact across key sectors, aiming to maximize both awareness and relevance. As such, the plan seeks to:

1. Strengthen the visibility of MOBI-TWIN through a diverse range of communication channels, integrating tailored strategies for both stakeholder groups and the general public.
2. Enhance the impact of publications, events, and digital initiatives to foster a sustained engagement with the project's core tenets and outcomes.
3. Further specialize communication tools and approaches to address the specific needs of different audience segments, reinforcing the project's relevance and potential benefits.
4. Continuously monitor and evaluate dissemination activities, allowing for timely adjustments that align with project milestones and emerging insights.

By iterating upon the initial plan, MOBI-TWIN aims to not only increase awareness but also establish a deeper connection with audiences. This approach ensures that dissemination and communication remain dynamic, supporting the project's broader goal of long-term sustainability and public impact.

1.3 DOCUMENT STRUCTURE

The deliverable is divided into nine sections, each addressing a distinct aspect of the dissemination and communication plan for MOBI-TWIN. **Section 1: Introduction** provides an overview of the deliverable's purpose, emphasizing updates to the dissemination and communication strategy and results achieved from Month 3 to Month 18. **Section 2: Objectives of the Dissemination and Communication Plan** outlines the goals of the updated strategy, focusing on maximizing visibility, stakeholder engagement, and the project's societal impact. **Section 3: Project Overview** highlights the MOBI-TWIN project's

core focus on spatial mobility and the Twin Transition, providing context for the dissemination efforts. **Section 4: Dissemination and Communication Strategy Updates** discusses refinements made to the strategy, including updates to tools like the project website, social media channels, and focus on key exploitable results. **Section 5: Reporting of Communication and Dissemination Activities & Statistics** evaluates the performance of the website, social media platforms, newsletters, and partner networks, presenting key statistics and insights. **Section 6: Synergies with Other Projects and Initiatives** explores collaborative efforts within the MOBI-TWIN cluster and related Horizon Europe projects, emphasizing shared knowledge transfer and joint activities. **Section 7: Integration of relevant RRI pillars** explains how RRI principles such as public engagement, ethics and open science are embedded in dissemination efforts. **Section 8: Monitoring and Evaluation** describes the KPIs used to assess dissemination activities and ensure alignment with project objectives. **Section 9: Conclusion** summarizes the progress, achievements, and future directions for MOBI-TWIN's dissemination strategy.

2 PROJECT OVERVIEW

The MOBI-TWIN project focus is the analysis of the spatial mobility dynamics and their major impact on European Union regions. MOBI-TWIN's main research areas include the analysis of the factors influencing human mobility behaviour taking into consideration the evolution of the green and digital transition, often referred to as the Twin Transition.

The Twin Transition could efficiently enhance regional capacity for productivity and innovation of demographically decreasing and left-behind areas, by increasing the appeal and access to labour market options. The green and digital transition creates new possibilities, making certain locations more appealing while causing a risk for other areas to be left behind. With the aid of advanced computer modelling and cutting-edge data, the MOBI-TWIN project aims to fully comprehend the consequences of this phenomenon on various locations in Europe and generate innovative policies that encourage diversity, inclusivity, and balance.

2.1 BACKGROUND

The idea behind the MOBI-TWIN project is the recognition of an unequal development of EU regions, where left-behind areas with declining populations have not been able to maintain a sufficient level of human capital. The project claims that new spatial mobility patterns tend to formulate new dynamics between the various types of mobility (permanent, circular, and temporal) influencing both the 'old' and 'new' sending and receiving regions. MOBI-TWIN by collecting the necessary data, aims to comprehend and make use of the Twin Transition's consequences to fruitfully strengthen the regional capability for innovation of the EU's left-behind regions by increasing their attractiveness and accessibility to labour market possibilities.

The MOBI-TWIN project will define the relationship between spatial mobility and the Twin Transition. Firstly, an extended literature review has been performed on existing research data related to the links between spatial mobility and the Twin Transition in the EU. Secondly, a large-scale pan-European survey has been conducted to collect citizen's data involving their intentions, drivers, and barriers to moving due to Twin Transition causes. Lastly, the open dataset generated by the two previous phases is used to develop a set of econometric models that will examine the effects of the various factors concerning the Twin Transition and other behavioural elements on spatial mobility or immobility.

The outcomes of this deliverable report will be exploited to create future policy scenarios for specific pilot cases that will examine factors of demographics, society, the welfare system, and the labour market to evaluate how shifting patterns of spatial mobility affect sustainability and regional inequality.

2.2 OBJECTIVES

The project's scope is four-dimensional.

1. It will examine the shifting drivers of spatial mobility based on human mobility behavioural patterns, as well as the structural changes triggered by the twin transition in the notion of regional attractiveness.
2. It will investigate the new balance emerging amongst different types of spatial mobility (permanent, circular, and temporal) and how it impacts on EU areas as the nature of regional attractiveness changes.
3. It will utilise agent-based modelling to capture and evaluate the effect of changing patterns of spatial mobility on EU regions in the context of demographics, society, the welfare system, and the labour market.
4. It will use information gained to develop place-based policies to capitalise on the positive outcomes of the twin transition. A special focus will be given on how the interruptions caused by COVID-19 and Brexit have hindered movement across EU regions.

3 DISSEMINATION AND COMMUNICATION STRATEGY UPDATES

The concrete dissemination and communication strategy has been defined in detail in Project Deliverable 5.1, titled "Dissemination and Communication Plan – First. Once officially accepted by the funding agency, this deliverable will soon be available under the "Public Deliverables" section of the MOBI-TWIN project website. The strategy employs the five "W"s approach, offering a structured, step-by-step guide for effective implementation to ensure maximum impact for the project. Key aspects include stakeholder engagement, awareness building, feedback collection, and fostering collaboration. Additionally, the strategy outlines actions to be carried out throughout the project's duration, both internally and externally, to achieve optimal outreach for MOBI-TWIN. During the current period, the communication and dissemination strategy has been aligned with the objectives defined in D5.1 and has been adapted to address emerging needs and challenges.

For the period of interest, four key updates to the strategy are worth noting:

- a) **MOBI-TWIN Communication and Dissemination Policy Update:** The MOBI-TWIN Communication and Dissemination Task leader, along with all project partners, updated the strategy to better align with project progress, activities, and identified needs. These updates ensure that future communication efforts clearly highlight any limitations, potential biases, or weaknesses within the MOBI-TWIN systems and solutions, fostering transparency with the market and broader community. This approach not only informs stakeholders about the strengths and limitations of the project but also encourages further knowledge sharing, needs identification, and solution development, ultimately supporting ongoing innovation and potential exploitation opportunities.
- b) **Website Restructuring and Content Expansion:** The MOBI-TWIN website has undergone updates to include new sections and pages, transforming it into a comprehensive information portal for researchers, stakeholders, and relevant authorities. This restructuring aims to enhance accessibility and user engagement, making the website a key resource for information and updates on the project.
- c) **Refocusing on Key Exploitable Results:** WP5 is beginning to shift the focus of communication and dissemination activities towards highlighting MOBI-TWIN's Key Exploitable Results and the project's exploitation potential. This strategic (yet initial) redirection will help pave the way for the effective commercialization and sustainability of project outcomes in the long term.
- d) **Social Media Strategy and Stakeholder Engagement:** Updates have been made to enhance the social media strategy, focusing on accessibility, visitor engagement, and fostering a sense of community. This includes improving interactions with project representatives, encouraging engagement with content, and building a strong network of followers who are invested in MOBI-TWIN's progress and achievements.

These updates reflect MOBI-TWIN's commitment to a dynamic and responsive dissemination and communication strategy, designed to maximize impact, promote transparency, and ensure that the project's value and outcomes are effectively communicated to all stakeholders.

3.1 UPDATES ON DISSEMINATION TOOLS AND CHANNELS

The current section provides information on the updates on Mobi-Twin dissemination tools and channels, based on the initial strategy and planning defined in detail in MOBI-TWIN project deliverable report D5.1.

3.1.1 MOBI-TWIN WEBSITE RE-STRUCTURE

The MOBI-TWIN website serves as the main platform for communication and knowledge-sharing.

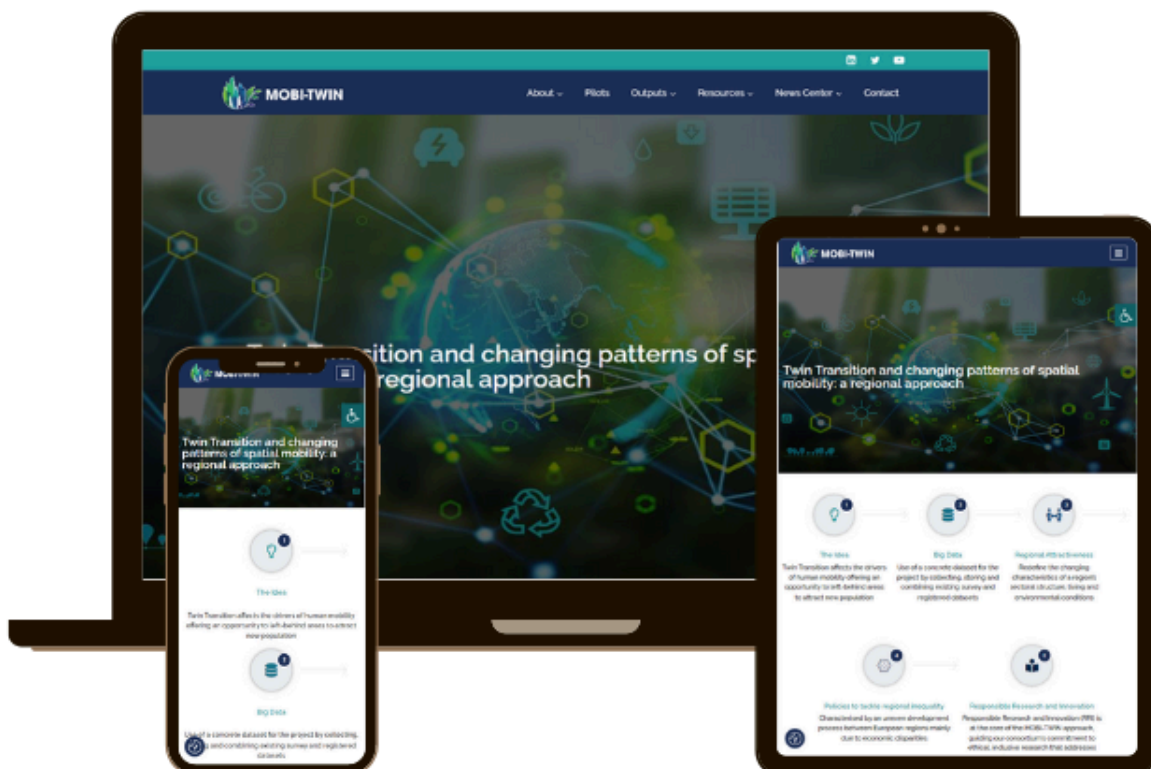


Figure 1 - Mobi-Twin Project Website

The MOBI-TWIN project website serves as the primary hub for showcasing the project's identity, goals, and activities, providing comprehensive information to all stakeholder groups. It functions as a central dissemination and communication tool, presenting the

main research results and outcomes of MOBI-TWIN. In this role, the project's communication managers are continuously working to optimize user experience and ensure that all communication and dissemination resources are easily accessible. To this end, various tools, channels, repositories, materials, documents, presentations, social media accounts, and other resources are linked to or accessible from the project website, creating a seamless connection for stakeholders and the general public.

During this reporting period, several updates have been made to **enhance user engagement**. In particular, to encourage active and effective engagement with website visitors, key contact information (such as the project's general info email, the contact details of the Project Coordinator and Dissemination Leader, social media accounts, and newsletter subscription options) is prominently displayed across the website. This information is accessible in the website footer, appearing consistently on all sub-pages and sections, and is also available under the "Contact" menu tab, ensuring ease of access for all visitors. These updates reflect MOBI-TWIN's commitment to creating a user-friendly and engaging platform, making it easy for stakeholders to connect with the project and stay informed about its progress and achievements.

Collaborative Space for Related Projects: On the "Synergies" page of the MOBI-TWIN website, users can access the sub-page "Horizon Europe Cluster," which contains detailed information about the cluster, its members, and shared goals for future activities. This dedicated space serves as a central resource for information about the Horizon Europe Cluster and is regularly updated to reflect ongoing developments and collaborative efforts.

Zenodo and Project Knowledge: MOBI-TWIN Public Deliverable Reports: The public deliverable reports of the MOBI-TWIN project will be made accessible on the project website, as well as within the MOBI-TWIN community on Zenodo, once they have been officially accepted by the European Commission. Currently, the project website includes a list of deliverables expected to be published, providing stakeholders and the public with a preview of forthcoming reports. These deliverables serve as essential resources, offering transparent insights into the project's progress, achievements, and findings. By sharing these reports openly, MOBI-TWIN aims to foster knowledge dissemination and encourage collaboration within the scientific community and beyond. Regular updates will ensure that the latest project outcomes are readily available to anyone interested in following MOBI-TWIN's advancements and contributions.

News and Blog Posts: The MOBI-TWIN blog is designed to be a dynamic space where the project's journey, innovations, and insights come to life. Through a variety of posts, the blog will communicate key aspects of MOBI-TWIN in an accessible and engaging way, allowing a broader audience to stay informed about the project's ongoing progress. The overarching idea is to bridge the gap between complex research and everyday understanding, making the project's developments accessible to all stakeholders—researchers, policymakers, industry leaders, and the general public alike.

Each blog post will highlight different facets of the project, from technological advancements and theoretical insights to pilot activities and real-world applications. By showcasing the collective efforts of various partners, the blog will also underscore MOBI-TWIN's collaborative nature and commitment to addressing pressing challenges. Ultimately, the blog aims to foster a connected, informed community interested in following MOBI-TWIN's progress and its impact, while supporting the broader dissemination and outreach goals of the project.

3.1.2 SOCIAL MEDIA STRATEGY & ACCOUNTS

The official social media accounts for the MOBI-TWIN project on LinkedIn, Twitter (X), and YouTube were established in June 2023 (Month 1) to enhance visibility and increase traffic to the project's website. These platforms serve as key tools to engage stakeholders, disseminate updates, and foster a broader community of interest around the project's themes.

- a) **LinkedIn:** A dedicated LinkedIn company page, MOBI-TWIN project, was created to target professional and academic audiences, including policymakers, researchers, and industry stakeholders. Regular posts featuring project updates, event announcements, and research insights ensure followers remain informed and engaged. The decision to use a company page, rather than a standard user account, allows access to advanced analytics for performance evaluation. As of now, the page has garnered over 267 followers, with consistent growth driven by high-quality content.
- b) **Twitter (X):** The Twitter account, @MobiTwinProject, complements LinkedIn by targeting a wider audience with concise updates, event highlights, and thematic threads on the Twin Transition. Twitter's format, favoring brief yet impactful messages, is particularly effective for live event coverage and sharing key project milestones. The account has over 100 followers, with content reaching more than 15,000 views, indicating strong audience engagement.
- c) **YouTube:** The MOBI-TWIN YouTube channel focuses on making the project's findings accessible through engaging visual content.
- d) **BlueSky:** As part of the MOBI-TWIN project's commitment to expanding its digital outreach and adapting to evolving communication trends, we plan to establish a presence on Bluesky during the second phase of the project. Bluesky, a decentralized social media platform, is rapidly gaining traction among researchers, universities, policymakers, and the general public, including key institutions like the University of Barcelona. As many stakeholders shift away from traditional platforms like X (formerly Twitter), Bluesky presents a timely opportunity for MOBI-TWIN to reach new

audiences and strengthen its connections within the academic and policymaking communities. This strategic move will enable the project to maintain relevance in online discourse, engage with a broader community, and ensure that its findings and activities are accessible to a growing and dynamic audience. By leveraging Bluesky, MOBI-TWIN aims to enhance its visibility and foster deeper collaborations in the context of the Twin Transition and spatial mobility.

Links to all these accounts are prominently displayed on the MOBI-TWIN website to drive traffic and enhance accessibility. This integrated social media strategy ensures the project reaches its target audiences effectively while continuously expanding its visibility and impact.

4 REPORTING OF COMMUNICATION AND DISSEMINATION ACTIVITIES & STATISTICS

Effective dissemination requires continuous assessment and adjustment. This section evaluates the performance of MOBI-TWIN's website, social media, and partner-driven outreach activities to ensure alignment with the project's Key Performance Indicators (KPIs) and engagement goals.

4.1 PROJECT WEBSITE, SOCIAL MEDIA AND ONLINE CHANNELS

PROJECT WEBSITE

The MOBI-TWIN project website serves as the central hub for dissemination, offering stakeholders and the public easy access to key project updates, deliverables, and resources. Launched in Month 2 (July 2023), the website has been designed to reflect the project's objectives and branding while ensuring user-friendly navigation and responsiveness across devices. This section provides an analysis of the website's performance from its inception through November 2024, based on insights from Google Analytics. These metrics help evaluate the effectiveness of the project's online presence, highlighting areas of success and identifying opportunities for further optimization. The analysis focuses on user engagement, traffic sources, and the geographic distribution of visitors. The following screenshot showcases the Google Analytics data used for this evaluation, providing an overview of user activity, engagement patterns, and key website metrics.

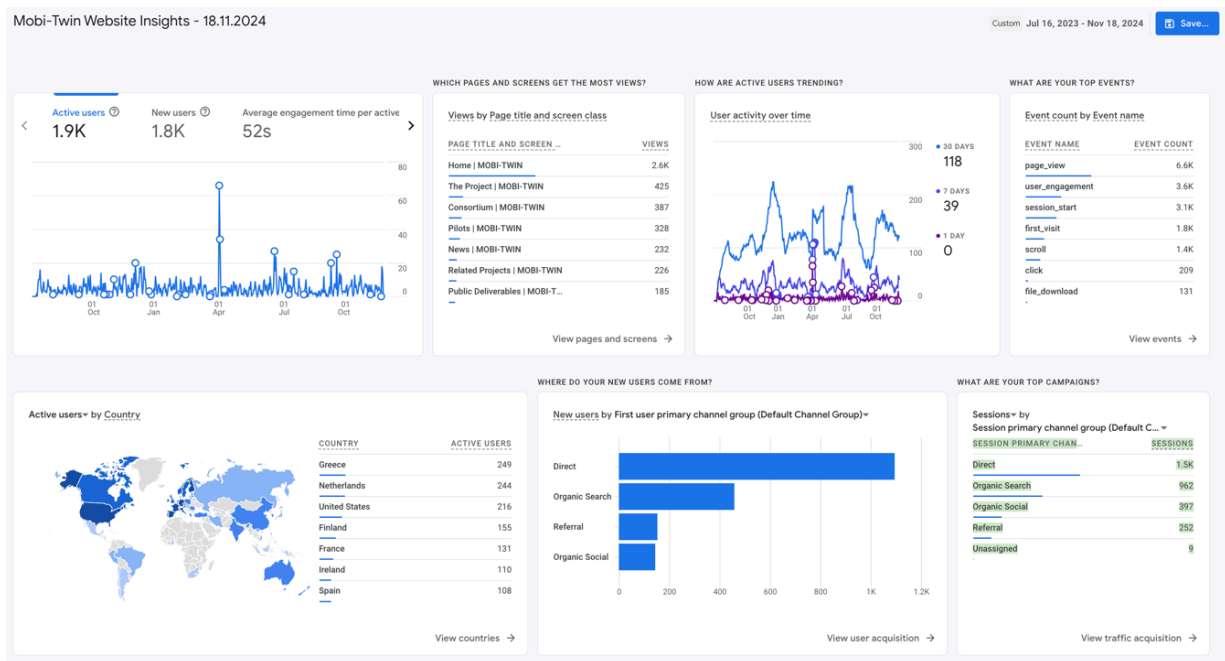


Figure 2 - Project Website (Google) Analytics

Insights and Recommendations

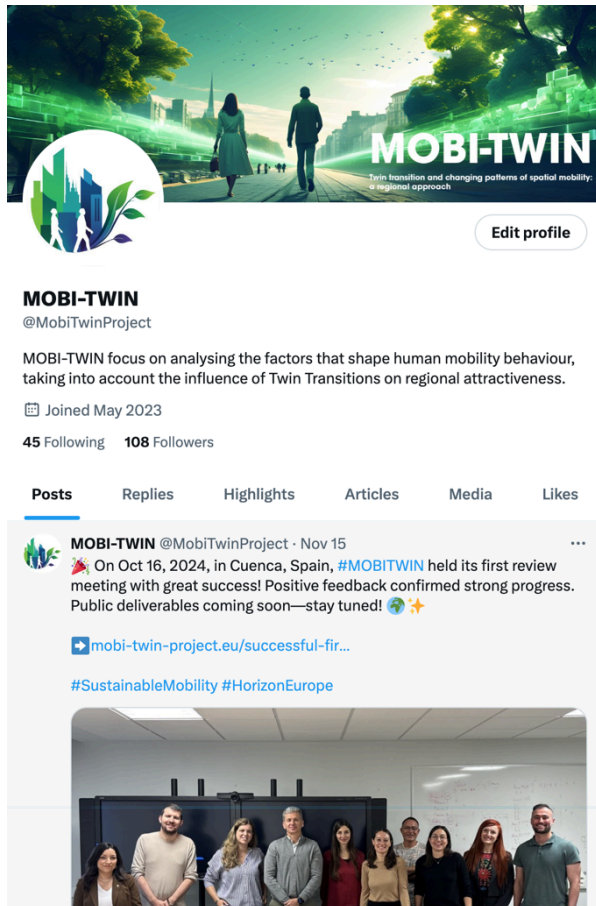
The Google Analytics data highlights key strengths in the MOBI-TWIN website's performance:

- Engagement:** With nearly 1.9K active users and 1.8K new users, the website demonstrates consistent traffic growth. Peaks in user activity correspond to major project milestones, emphasizing the importance of timely updates and event-driven outreach.
- Geographic Reach:** While the majority of users are based in Europe, particularly Greece and the Netherlands, the presence of visitors from the United States and other regions indicates growing international interest.
- Popular Pages:** The home page, along with sections such as "The Project" and "Consortium," attracts the most attention, showcasing user interest in understanding MOBI-TWIN's core objectives and contributors.

The website's performance reflects its role as a critical dissemination tool for MOBI-TWIN. By implementing these strategies, the project can further strengthen its online impact and ensure continued engagement with diverse audiences.

4.1.1 X (FORMER TWITTER)

The MOBI-TWIN Twitter page (@MobiTwinProject) serves as an essential platform for disseminating project updates, engaging with stakeholders, and promoting awareness of the project's objectives. With 108 followers and growing, the page has become an active hub for sharing key insights into how the Twin Transition impacts human mobility and regional attractiveness. The account joined in May 2023 and has since attracted over 16,000 views on its content.



Content Highlights

- Project posts focus on project milestones, events, and research findings. For example, updates on review meetings, such as the first review meeting in Cuenca, Spain, showcase MOBI-TWIN's achievements and future plans.
- The page actively promotes upcoming deliverables, keeping the audience informed and engaged with project progress.
- Posts often include visual content, such as photos from events and infographics, enhancing user interaction and interest.
- Relevant hashtags like #SustainableMobility and #HorizonEurope ensure the content reaches a wider

audience beyond direct followers.

Engagement and Reach

- The Twitter page emphasizes engagement with the scientific and policy-making communities, sharing insights from events, webinars, and publications.
- With a current reach of over 16,000 views, the account demonstrates growing visibility and influence in discussions related to the green and digital transitions.

Strategic Role

The MOBI-TWIN Twitter profile plays a strategic role in amplifying the project's dissemination efforts. It supports collaboration with other stakeholders, promotes participation in high-profile events, and ensures the project's visibility within the Horizon Europe framework. By leveraging Twitter as a dynamic communication tool, MOBI-TWIN

effectively engages its audience, fostering a community interested in spatial mobility and sustainable development

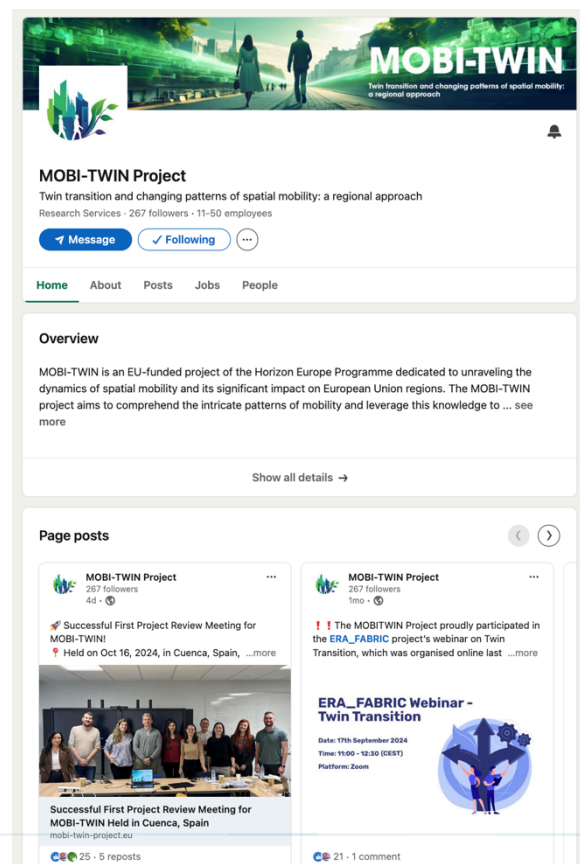
4.1.2 LINKEDIN

LinkedIn is a high-performing platform for engaging stakeholders in academia, government, and policy-making. Posts featuring project insights, achievements, and professional content are frequently shared by stakeholders, amplifying MOBI-TWIN's reach. By analyzing LinkedIn's post engagement data, the project team has identified an effective formula for content: visuals paired with detailed explanations resonate most with followers, prompting higher engagement. The MOBI-TWIN LinkedIn page demonstrates consistent growth and engagement, serving as an essential platform for promoting the project's objectives and achievements. Below is a detailed analysis based on the provided statistics:

Key Metrics (November 2023 - November 2024)

- a) **Followers: 267 followers, reflecting steady growth and expanding reach within the LinkedIn professional community.**
- b) **Reactions: 734 reactions indicate positive engagement with the content posted over the year.**

Audience Reach: Although the LinkedIn account has been active since May 2023, insights and analytics are available only from November 2023 onward. Therefore, the following analysis and metrics cover the period beginning in November 2023, reflecting the project's engagement and dissemination activities during this timeframe. The Members Reached metric for the MOBI-TWIN LinkedIn page reflects a total organic reach of 8,998 views, with notable peaks in engagement during key project milestones such as March and May. These spikes suggest increased audience interest driven by strategically timed posts or events, highlighting the effectiveness of content relevance and scheduling. The LinkedIn page serves as a vital tool for dissemination, effectively enhancing the project's visibility and credibility within the Horizon Europe ecosystem by reaching key stakeholders, including researchers, policymakers, and industry representatives.



However, the number of followers remains relatively low, indicating a need for intensified efforts to expand the audience base. With the publication of accepted deliverables and other public outputs, the project has an opportunity to amplify its online presence. Targeted campaigns promoting these deliverables, combined with consistent engagement strategies such as sharing impactful insights, participating in thematic discussions, and leveraging synergies with partner projects, can attract new followers. By maintaining the current momentum and refining its dissemination approach, the LinkedIn page can significantly boost MOBI-TWIN's reach and engagement, ensuring that its findings resonate across a broader and more diverse audience.

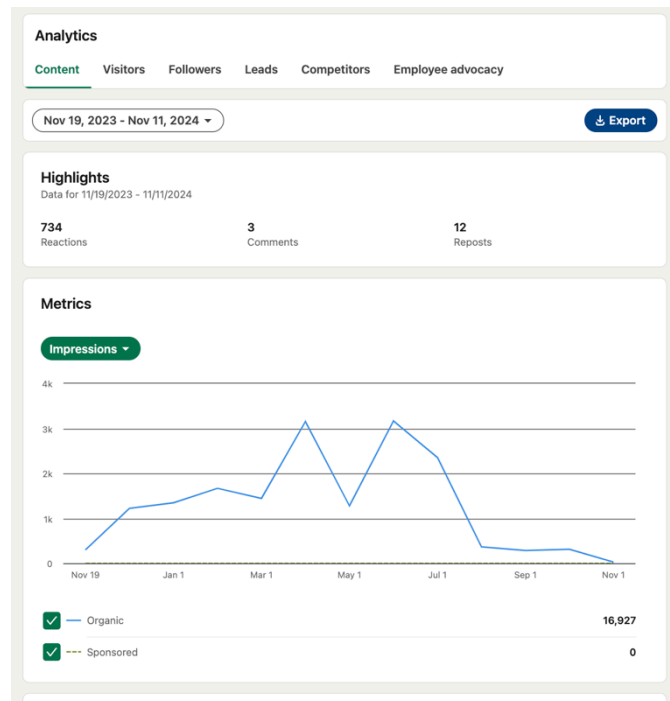


Figure 5 - LinkedIn Analytics - Impressions

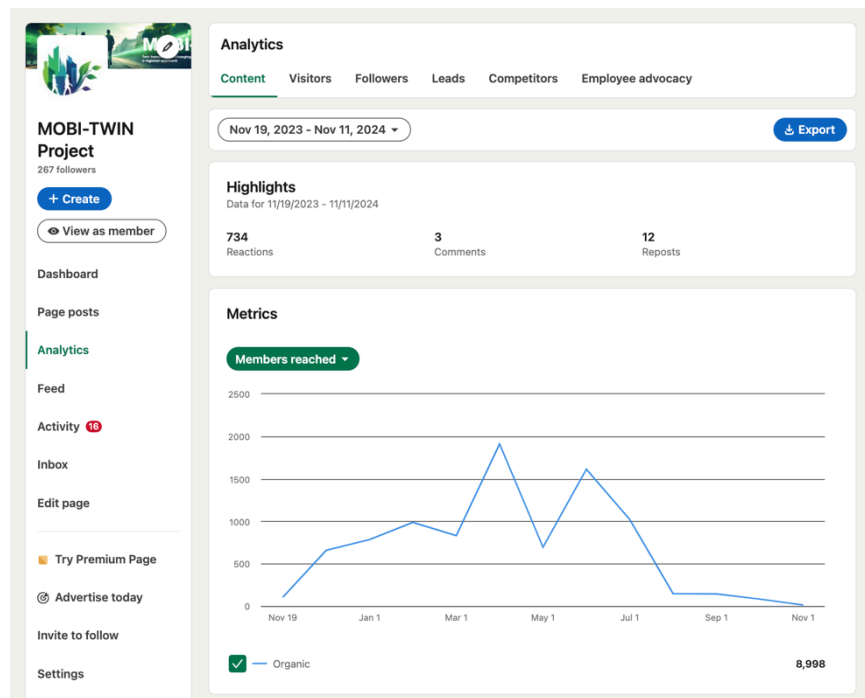


Figure 6 - LinkedIn Analytics - Members Reached

To upscale its reach and engagement on LinkedIn for the remaining project period, MOBI-TWIN can implement a targeted strategy focusing on diverse, high-impact content

and active audience interaction. Posts can emphasize visually appealing and informative formats, such as infographics, short videos, and concise summaries of project updates, ensuring the content resonates with a professional audience. Regular updates on milestones, deliverables, and upcoming events will keep followers informed and engaged. Leveraging interactive elements, such as polls and open-ended questions, can foster dialogue and encourage audience participation. By tagging consortium partners, stakeholders, and related Horizon Europe projects, MOBI-TWIN can extend its visibility while strengthening collaborations and aligning its message with broader EU research priorities.

In addition, the project can maximize engagement through event-driven campaigns. Pre-event announcements and live updates during key conferences or webinars can generate excitement and draw attention to MOBI-TWIN's activities. Post-event summaries and key takeaways shared as visually dynamic posts will maintain momentum. Monitoring LinkedIn analytics is crucial to refine strategies, identifying high-performing content and optimal posting times. By combining organic reach with occasional paid promotions, such as LinkedIn Sponsored Posts targeting policymakers and researchers, MOBI-TWIN can effectively amplify its message. These efforts will ensure sustained growth, promote the project's findings, and create a lasting impact within the professional and scientific community.

4.1.3 YOUTUBE ACCOUNT

MOBI-TWIN Promotional Video:

Videos are a powerful tools for engaging the audience, as visual content enhances message retention. ACCELI has already produced a promotional video for the MOBI-TWIN project, highlighting its core objectives and solutions. This video serves as an effective communication tool for partners to showcase the project's work in various contexts. It is available on the MOBI-TWIN [YouTube channel](#), (and soon on the project Website) allowing easy access and broad dissemination. The video aims to increase awareness and understanding of the project's goals.



Mobi Twin Project official video

85 views • 2 months ago

Welcome to the official introductory video of the HORIZON EUROPE MOBI-TWIN project (GA 101094402) dedicated to unravelling the dynamics of spatial mobility and its significant impact on European...

Figure 7 - MOBI-TWIN Promotional Video

Ending, YouTube plays a crucial role beyond being just a social platform, functioning as the second-largest search engine, which makes it essential for discovery. Many users rely on YouTube to find valuable and engaging video content. This dual function allows the MOBI-TWIN project to extend its outreach to a wider audience, including partners, stakeholders, and the general public. The MOBI-TWIN YouTube channel (@Mobi-TwinProjectheu) has already been set up, counts 21 subscribers and has one project video.

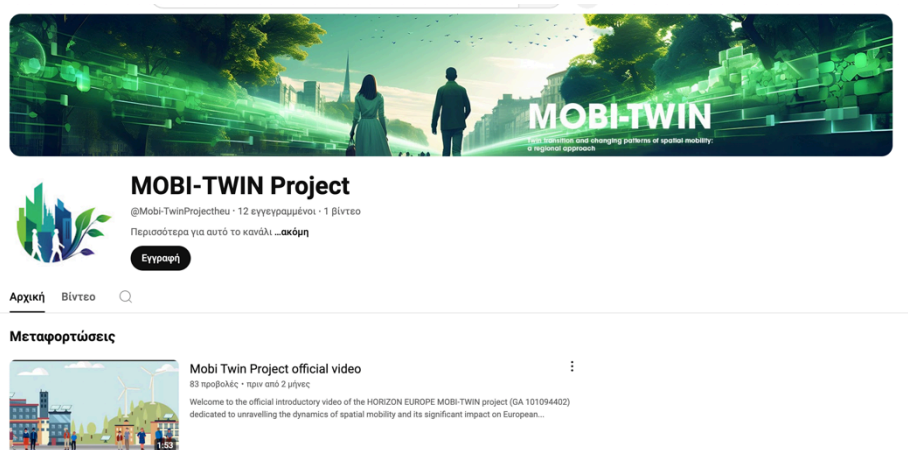


Figure 8 - MOBI-TWIN YouTube channel

To enhance the channel's reach and impact, a focused strategy will be implemented in the next phase of the project, integrating YouTube content into broader dissemination activities, such as newsletters, social media posts, and conference presentations, will help drive traffic to the channel. Cross-promotion with other Horizon Europe projects and inviting stakeholders to subscribe will further amplify the channel's visibility. By adopting these measures, the MOBI-TWIN YouTube channel will become a more effective tool for engaging stakeholders, disseminating project results, and supporting the project's overall communication goals.

4.2 MOBI-TWIN NEWSLETTER

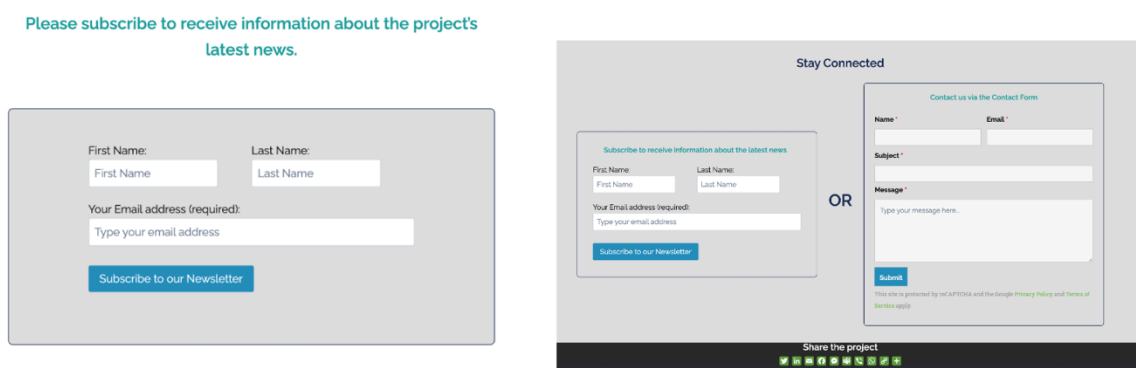
Building the MOBI-TWIN Newsletter: The MOBI-TWIN newsletter is crafted using MailChimp to create engaging, easy-to-navigate content that blends text, images, videos, and links. This approach maximizes engagement by using platform-provided analytics to track recipient interaction and adjust content accordingly. As a GDPR-compliant initiative, subscribers have the right to opt out at any time, and their information is stored securely. Newsletters are available on the project website, with partners responsible for translating and disseminating them locally to increase outreach. Two E-newsletters have been

issued so far and are available on the project website, under the News Center tab – [available here!](#)

4.2.1 SUBSCRIPTION

MOBI-TWIN develops and disseminates approximately one newsletter every 6–8 months, depending on the availability of project news and updates. These newsletters are designed to inform subscribers about past and upcoming activities, events, and key milestones. Currently, the project's newsletter has 80 subscribers. The subscription option is available at the bottom of the MOBI-TWIN website. No pop-up or advertising windows are used, ensuring a user-friendly and seamless experience. Subscriptions are handled directly through the project website, meaning users do not need to visit any external websites or pages, providing both convenience and a sense of security.

Additionally, the page's appearance has been updated to enhance the user experience. The updated design can be seen in the figure below.



Please subscribe to receive information about the project's latest news.

First Name: Last Name:

Your Email address (required):

Subscribe to our Newsletter

Stay Connected

Contact us via the Contact Form

Name: Email:

Subject:

Message:

Submit

Subscribe to our Newsletter

Share the project

Figure 9 - MOBI-TWIN Website subscription

4.2.2 MOBI-TWIN ISSUES

As part of the dissemination and communication strategy, MOBI-TWIN has released two newsletters to date. These newsletters aim to keep stakeholders informed of the project's progress, share achievements, and highlight upcoming plans and opportunities for engagement. They serve as a key tool to foster transparency and collaboration, ensuring that the project's objectives and results reach a diverse audience, including policymakers, researchers, and the general public.

The newsletters are published on Mailchimp and are accessible via the following links:

1. MOBI-TWIN Newsletter #1
2. MOBI-TWIN Newsletter #2

Each edition provides a detailed account of project milestones, key events, collaborations, and forward-looking strategies.

Newsletter Highlights

a) First Newsletter:

The first newsletter focuses on introducing the MOBI-TWIN project, explaining its mission, and summarizing early achievements such as:

- The kick-off meeting.
- Launch of the website and creative print materials.
- Initial collaborations and synergies with related EU projects.

b) Second Newsletter:

The second edition celebrates the project's one-year milestone, emphasizing:

- Progress in research and data collection.
- Active dissemination through scientific events.
- Strengthened collaborations and the establishment of an expert advisory board.
- Future activities, including a special session on human mobility and Twin Transition.



Figure 10 - MOBI-TWIN Newsletter Issues

By leveraging these newsletters, MOBI-TWIN effectively communicates its vision and progress, engaging stakeholders and fostering a collaborative approach to addressing spatial mobility challenges in the Twin Transition era

4.3 PROMOTION THROUGH PARTNERS' NETWORK

4.3.1 WEBSITE

Partners have featured MOBI-TWIN's key updates and findings on their own websites, including links to project publications and event announcements. This cross-promotional strategy enhances visibility and supports broader dissemination across partner networks, especially within specific regions.

4.3.1.1 WHITE RESEARCH



Figure 11 - Mobi-Twin Project -White Research Website

4.3.1.2 ARISTOTLE UNIVERSITY OF THESSALONIKI

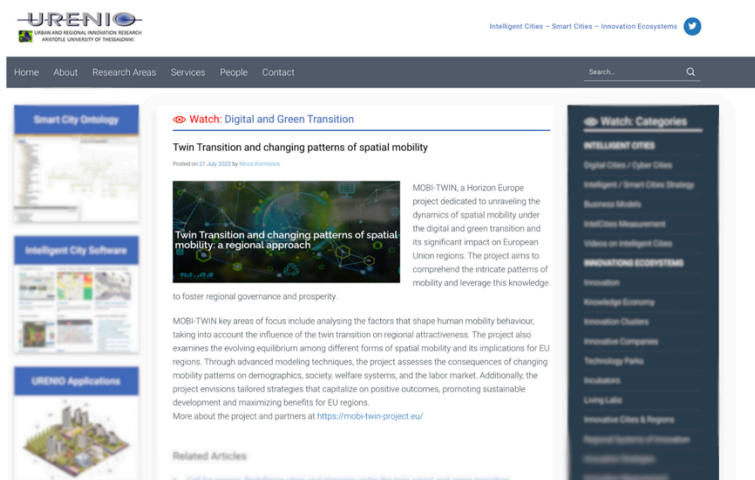


Figure 12 - Mobi-Twin Project – AUTH Website

4.3.1.3 UNIVERSITY OF BARCELONA (UB)

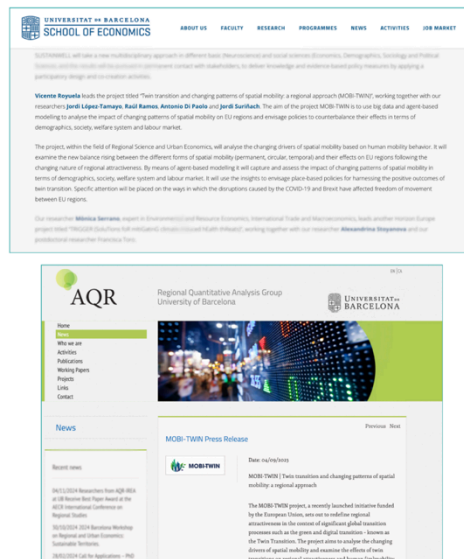


Figure 13 - Mobi-Twin Project - UB Website

4.3.1.4 UNIVERSITY OF HELSINKI



Figure 14 - Mobi-Twin Project – University of Helsinki Website

4.3.1.5 POLYTECHNIC UNIVERSITY OF MILAN



Figure 15 - Mobi-Twin Project - Polytechnic University of Milan Website

4.3.1.6 PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES

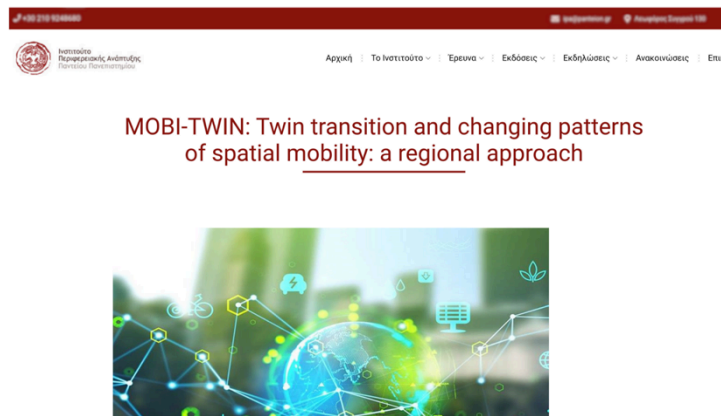


Figure 16 - Mobi-Twin Project - Panteion University Website

4.3.1.7 ACCELIGENCE

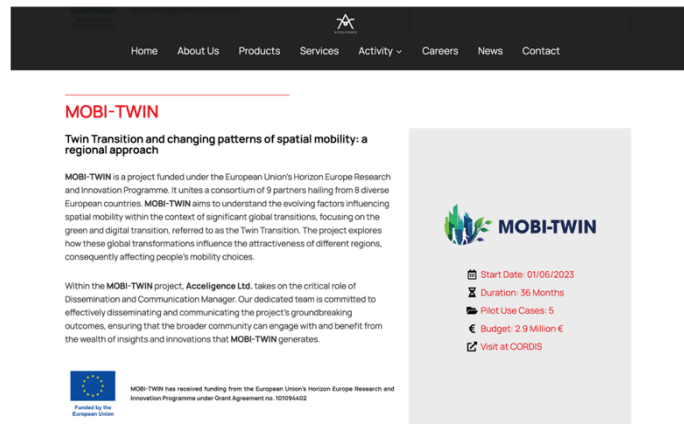


Figure 17 - Mobi-Twin Project - White Research Website

4.3.2 SOCIAL MEDIA

Partners actively share MOBI-TWIN content on their social media channels, often customizing posts for region-specific audiences. Partner amplification has been essential in reaching niche audiences in policy and academia, amplifying the reach of MOBI-TWIN's findings and resources.

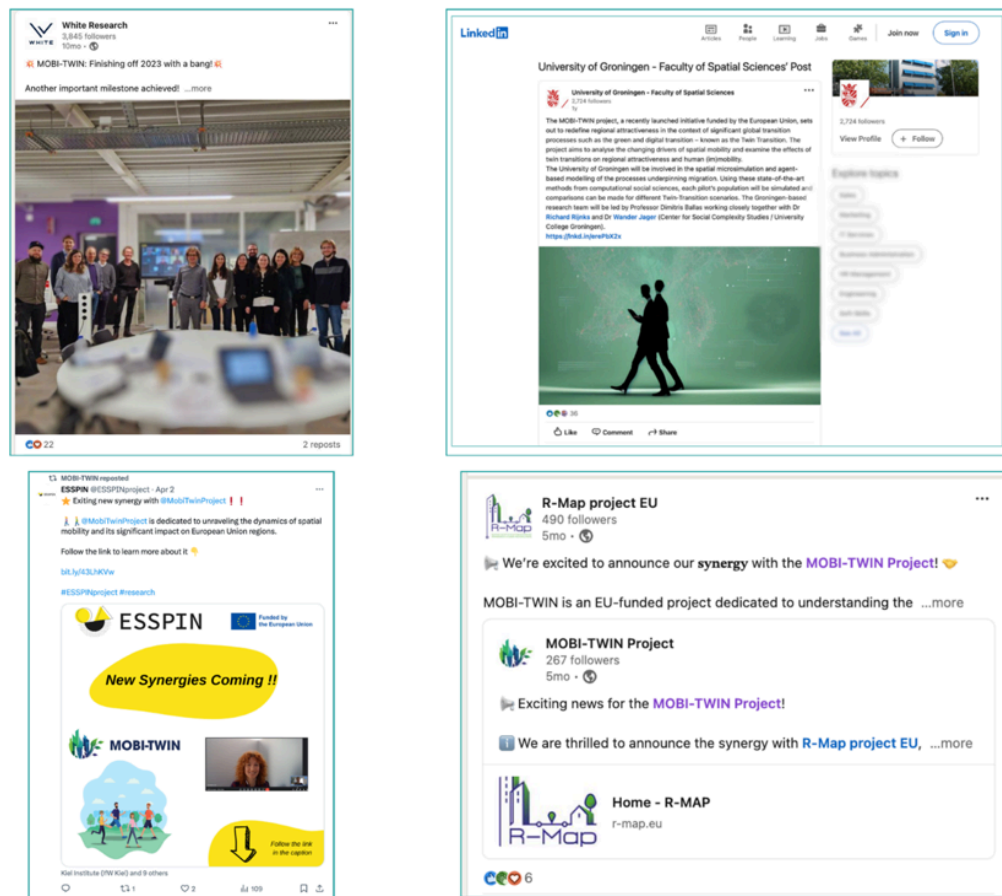


Figure 18 - Third party Social Posts

4.4 EVENTS AND MEETINGS

4.4.1 THIRD PARTY EVENTS

Presentations and demonstrations at conferences and events have been essential for disseminating the project's technical findings and outcomes. These activities serve as a primary means to engage stakeholders, build capacity, and amplify the project's objectives and visibility. Active participation by consortium partners at various events, as well as the organization of workshops and meetings, facilitates valuable knowledge exchange and highlights the project's far-reaching impact.

MOBI-TWIN has leveraged these platforms to foster collaboration, share progress, and discuss project advancements with the broader research and policy community. Through this engagement, the project enhances its presence within relevant scientific and

professional circles, contributing to the dissemination of its findings and strengthening its alignment with Horizon Europe goals.

A diverse range of high-profile events has been attended to date, and several upcoming opportunities will continue to showcase the project's progress and results. Additionally, MOBI-TWIN supports the dissemination of scientific publications to further extend its impact across relevant academic and stakeholder communities.

2024 North American Regional Science (NARSC) Conference - November 13th–16th, 2024 - New Orleans (US)

The MOBI-TWIN project was represented by Vicente Royuela, who presented the research titled *"Exploring the Impact of the Twin Transition on Erasmus Student Mobility: A Gravity Model Approach."*

This presentation, co-authored by Suha Alnahari and Vicente Royuela, showcased insights into how the twin transition impacts international student mobility. The conference marked the 71st Annual North American Meetings of the Regional Science Association International.





1. 21st European Week of Regions and Cities 2023 - October 9th – 12th, 2023 - RDI, RUG, WR

The EWRC, organized by the European Committee of the Regions (CoR) and the European Commission's Directorate-General for Regional and Urban Policy (DG REGIO), is Europe's largest annual event focusing on regional policy and governance.

The event gathered over 8,000 participants, including representatives from municipal and regional administrations, local authorities, academia, NGOs, the commercial sector, and young politicians. It featured discussions by more than 500 speakers and coverage by over 150 journalists. The focus was on showcasing how regions and cities contribute to economic development, job creation, and the implementation of EU cohesion policies, underscoring the importance of local and regional governance in shaping effective European policies.

On the second day of the event, the Regional Development Institute delivered a detailed presentation on brain drain, a key topic closely aligned with MOBI-TWIN's objectives. The presentation analyzed the drivers and consequences of the mobility of highly educated individuals, highlighting how regional disparities influence migration decisions and the potential impact on sending and receiving regions.

This presentation played a critical role in raising awareness about MOBI-TWIN's efforts to address regional inequalities and the challenges posed by the Twin Transition. By engaging stakeholders and policymakers in discussions on mobility and regional development, the project further strengthened its visibility and relevance within the European policy landscape.



Figure 19 - 21st European Week of Regions and Cities 2023

2. 2023 North American Regional Science (NARSC) Conference - November 15th – 18th, 2023 - UB - San Diego (US)

The MOBI-TWIN project was represented by the University of Barcelona (AQR-IREA Research Group) at the 70th Annual North American Meetings of the Regional Science Association International (NARSC), held in San Diego, California, from 15 to 18 November 2023. This prestigious event, organized by NARSC, serves as a global platform for the exchange of knowledge and analysis related to cities and regions, bringing together leading members of the scientific community. The Spatial Econometrics Association (SEA) also participated in the event, further enriching the scope of discussions.

During the conference, the University of Barcelona presented a research paper titled “Are Linguistic Policies a Barrier to Interregional Migration? A Case Study in Catalonia”, authored by Antonio di Paolo, Raúl Ramos, Sebastián Ritter, and Vicente Royuela. The study examines the implications of Catalonia’s Linguistic Normalization Act of 1983 on migration flows. Using advanced econometric methods, including the Synthetic Control Method with Lasso, the research evaluates how the policy influenced migrant inflows to Catalonia from other Spanish regions.

The findings reveal a significant decline in migrant entries to Catalonia, particularly during the initial years and the medium term following the policy’s implementation. The analysis highlights the role of linguistic policies in shaping interregional migration patterns and demonstrates the robustness of these results across various spatial scenarios.

This presentation underscores MOBI-TWIN’s commitment to addressing critical issues surrounding spatial mobility and regional disparities. By contributing to discussions on linguistic policies and their socio-economic impacts, the project continues to engage with global audiences and advance its objectives under the Horizon Europe Research

and Innovation Programme. The participation of the University of Barcelona in this prominent event significantly enhanced the visibility of MOBI-TWIN's research and reinforced its relevance in international academic and policy circles.



Figure 20 - North American Regional Science (NARSC) Conference

3. MOBI-TWIN Project at Geography of Innovation Winter School – January 15th-19th, 2024 – POLIMI- Pavia, Italy

On January 17, 2024, Politecnico di Milano showcased, the MOBI-TWIN Project, at the Geography of Innovation Winter School held in Pavia, Italy.

The paper titled “The Twin Transition and Flexible Work Arrangements: A Systematic Literature Review” captivated attendees with its detailed examination of the intersection between the twin transition phenomenon and flexible work arrangements.

The presentation with its rigorous methodology and insightful findings, placed the MOBI-TWIN Project at the forefront of the research on regional dynamics and innovation.

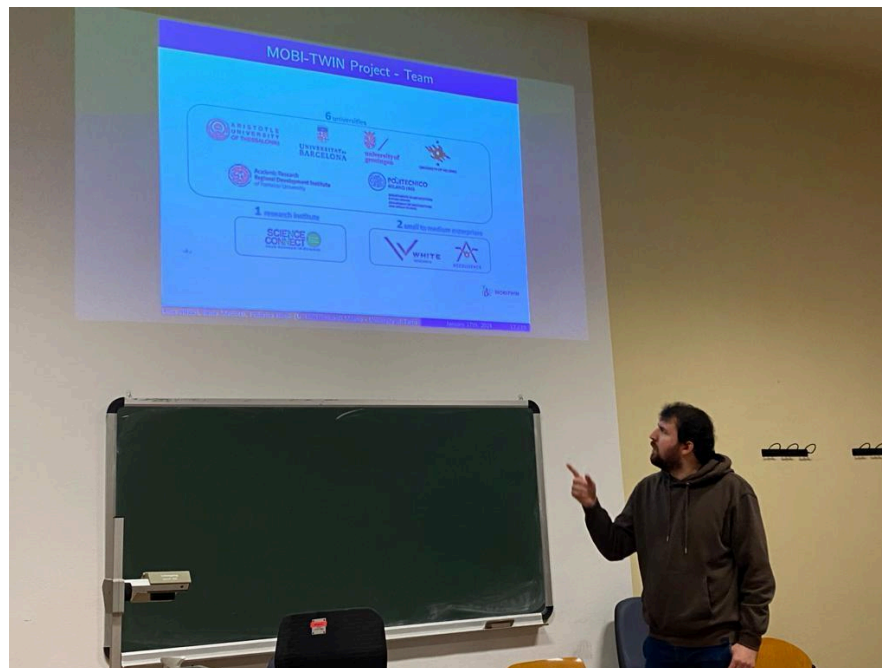


Figure 21 - MOBI-TWIN Project at Geography of Innovation Winter School

For more information about the event, please visit [the official link](#).

4. 8th RGCS Symposium - March 22nd, 2024 – POLIMI

The MOBI-TWIN project was prominently featured at the 8th RGCS Symposium, held at the Toulouse Business School on March 22, 2024. The event, known for its focus on coworking and collaborative spaces, provides a unique platform for academics and professionals to explore cutting-edge research and practices in this dynamic field.

At the symposium, POLIMI presented the paper titled "The Twin Transition and Flexible Working Arrangements", a systematic literature review examining the influence of the Twin Transition on flexible work environments. This study explores how the green and digital transitions are reshaping the workforce by driving the adoption of remote working, hybrid work, teleworking, and digital nomadism as increasingly popular modes of employment.

The paper highlights the significant impact of the green and digital transitions on the evolving business landscape, workforce structures, and work execution methods. By connecting these findings to the objectives of the MOBI-TWIN project, the research underscores the importance of collaborative knowledge-sharing and interdisciplinary research to better understand and respond to these transformative changes.

The RGCS Symposium served as an invaluable venue for discussing topics central to the MOBI-TWIN project, facilitating dialogue among researchers and professionals about navigating and shaping the future of work in an era defined by digital transformation and

sustainability. The participation of POLIMI at this event enhanced the project's visibility, fostered collaboration, and contributed to ongoing efforts to address the critical challenges and opportunities presented by the Twin Transition.

For more details about the RGCS Symposium, please visit the [conference website](#).



Figure 22 – Mobi-Twin at the RGCS Symposium

5. 2024 Regional Science Association International (RSAI) World Conference - April 8th – 11th, 2024 – UB & POLIMI - Keckskemet (Hungary)

The MOBI-TWIN project was showcased at the 14th World Conference of the Regional Science Association International, held at John von Neumann University in Kecskemét, Hungary, from 8 to 11 April 2024. This prestigious event brought together experts in regional science to discuss pressing issues related to spatial dynamics and regional development.

The project presentation, titled "Are Linguistic Policies a Barrier to Interregional Migration? A Case Study in Catalonia", was delivered by Vicente Royuela, with contributions from co-authors Antonio di Paolo, Raúl Ramos, and Sebastián Ritter. The study focused on the impact of linguistic policies on interregional migration patterns, using Catalonia as a case study to explore how linguistic differences can act as barriers to mobility.

Through detailed analysis, the presentation highlighted the significant role that language plays in shaping regional migration dynamics. By examining the interplay between language, culture, and mobility, the research provided valuable insights into how linguistic policies, such as Catalonia's Linguistic Normalization Act of 1983, influence individuals' decisions to migrate between regions. The findings underscored the importance of considering linguistic and cultural factors in migration research and policy-making.

The presentation sparked meaningful discussions among conference attendees, encouraging further exploration of the connections between language, identity, and mobility. By addressing this often-overlooked aspect of migration research, the MOBI-TWIN project has made a notable contribution to the field of regional science, offering new perspectives that have the potential to inform policy decisions in Catalonia and other regions with similar challenges.

Participation in the 14th World Conference of the Regional Science Association International further highlighted the MOBI-TWIN project's role in advancing scholarly dialogue on migration and regional dynamics, emphasizing its commitment to addressing critical issues in regional development.

For more information about the event, please visit the [conference website](#).



Are linguistic policies a barrier to interregional migration?

A case of study in Catalonia

 Antonio di Paolo, Raúl Ramos, Sebastián Ritter and **Vicente**
AQR-IREA Research Group
Universitat de Barcelona
vroyuela@ub.edu

 AQR

 This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement no. 101094402. 1

Figure 23 - Regional Science Association International (RSAI) World Conference

6. ERA Fabric Webinar – Twin Transition - September 17th, 2024 – Webinar

The MOBI-TWIN project participated in the ERA Fabric Webinar on the Twin Transition, a virtual event that brought together researchers, policymakers, and experts to discuss the opportunities and challenges posed by the green and digital transitions.

MOBI-TWIN representatives presented insights into how the Twin Transition affects spatial mobility patterns and regional dynamics in Europe. They highlighted the project's innovative approaches to addressing regional disparities through data-driven research and policy recommendations. The webinar facilitated a dynamic exchange of ideas, providing a platform to engage with other participants and share knowledge on shaping sustainable regional development.

For more details, visit the [event page](#)



Figure 24 - ERA Fabric Webinar – Twin Transition

7. **2024 Regional Studies Association Annual Conference - June 11th – 14th, 2024 – UB - Florence (Italy)**
8. **9th Mobile Tartu Conference - June 12th – 14th, 2023 - UH**
9. **2024 ISEO Summer School - June 15th – 22nd, 2024 – POLIMI**

From June 15th to 22nd, POLIMI representative attended the ISEO Summer School, organized by the Institute for Studies on Economics and Employment. Detailed information about the summer school can be found at [ISEO Summer School](#).

During this intensive program, Mobi-Twin presented a poster on the MOBI-TWIN project, which provided a platform for in-depth discussions with economists, policy-makers, and fellow researchers. The feedback and insights gained from these interactions were invaluable in refining the project's economic models and enhancing its overall framework.

10. One-Day PhD Workshop in Tallinn - June 26th, 2024 – POLIMI

On June 26th, Mobi-Twin participated in a one-day PhD Workshop organized by Taltech, Eesti Pank (Bank of Estonia), and the Estonian Business School (EBS). The event details are available at [PhD Workshop](#), and the program can be viewed at [Workshop Program](#).

This workshop provided Luca with the opportunity to present his research and receive targeted feedback from experienced scholars and practitioners. The focused nature of the workshop enabled him to delve deeply into specific aspects of the MOBI-TWIN project, particularly those related to economic and policy impacts.

11. 2024 Barcelona School of Economics Labor Summer School - July 4th, 2024 – UB - Barcelona (Spain)

12. 2024 XVI Labour Economics Meeting (Spanish Association of Labour Economics) - July 10th – 11th, 2024 - Barcelona (Spain)

13. 2024 European Regional Science Association (ERSA) Conference - August 27th – 31st, 2024 – UB - Terceira Island - Açores (Portugal)

14. AECR Asociación Española de Ciencia Regional Conference - October 16th–18th, 2024 - Cuenca, Spain

The MOBI-TWIN project actively participated in a joint session with Horizon Europe sister projects, **Re-Place EU** and **PREMIUM_EU**, at the **AECR Asociación Española de Ciencia Regional Conference** in Cuenca, Spain. The special session, organized in collaboration with the European Commission, was dedicated to **Human Mobility and the Twin Transition** and featured impactful discussions and research on regional development and migration in Spain.

As part of this session, three thought-provoking papers were presented, offering diverse perspectives on regional mobility and its interplay with the Twin Transition:

- a. "Regional Development and Lagging Areas in Spain: A Socio-Material Capital Perspective" by Josefina Domínguez-Mujica, Juan M. Parreño-Castellano, and Mercedes Rodríguez-Rodríguez.
- b. "Generations, Migrations, and Population Renewal in Rural and Urban Spain (2003-2021)" by Osama Damoun, Jordi Bayona-i-Carrasco, and Andreu Domingo.

- c. "Twin Transition Effects on Human (Im)mobility: A Multilevel Model Analysis"
by Sebastian Ritter Gutierrez and Vicente Royuela.

The session provided an invaluable platform for collaboration, knowledge exchange, and the dissemination of research findings, further enhancing the visibility and impact of the MOBI-TWIN project within the academic and policy-making community.



Figure 25 - AECR Asociación Española de Ciencia Regional Conference

4.4.2 UPCOMING EVENTS

Future events focus on disseminating midterm findings, particularly those with significant policy implications. In alignment with this, the MOBI-TWIN project is following a systematic mapping procedure to identify and evaluate potential future events for participation. This mapping process aims to ensure strategic alignment with the project's objectives and maximize outreach and impact.

The mapping involves identifying high-profile conferences, stakeholder meetings, and workshops that are relevant to the Twin Transition and spatial mobility themes. Events are prioritized based on their potential to attract key audiences, including policymakers,

academics, and industry professionals. This approach enables the project to effectively allocate resources and plan participation that enhances knowledge dissemination and fosters dialogue with diverse stakeholders.

By proactively mapping future opportunities, MOBI-TWIN ensures its presence at influential events where its findings and best practices can be shared with a wider community. This ongoing effort supports the project's overarching goal of driving meaningful contributions to EU policy discussions and regional development strategies.

4.5 SCIENTIFIC PUBLICATIONS

In line with the aforementioned dissemination opportunities mapping, MOBI-TWIN has a concrete plan for disseminating knowledge through the formulation and publication of scientific papers. According to the grant agreement and the description of actions, more than eight scientific publications are expected to be produced by the project and its partners by the end of its duration. These publications are planned to be prepared and submitted during the second half of the project, as more concrete results become available.

Currently, nine scientific publications have been formulated and submitted to journals and academic conferences and once reviewed/approved will be available online on the project repositories.

A future publication opportunity has been identified for the project to contribute to the **Special Issue on "[Digital Disruptions of Space: Challenges and Opportunities for Regions and Cities](#)"** in the journal REGION, powered by ERSA. This will provide a platform to present the project's research findings and align with its thematic focus areas.

Once available all project scientific publications will be available to the general public via the project website and other project communities (such as ZENODO).

5 SYNERGIES WITH OTHER PROJECTS AND INITIATIVES

5.1 MOBI-TWIN CLUSTER COMMUNITY

The MOBI-TWIN project has actively pursued collaborations with complementary Horizon Europe initiatives to enhance knowledge transfer, foster impactful partnerships, and address shared challenges in mobility, regional development, and the Twin Transition. These collaborations are essential for maximizing the collective impact of research efforts and ensuring the alignment of project goals with broader EU objectives. Current partnerships include:

1. [PREMIUM_EU](#) – Benefits of Mobility
2. [Re-Place](#) – Reframing Non-Metropolitan Left Behind Places Through Mobility and Alternative Development
3. [ESSPIN](#) – Economic, Social and Spatial Inequalities in Europe in the Era of Global Mega-trends
4. [R-Map](#) – Urban-Rural Unity Through Digital Opportunity
5. [ST4TE](#) – Strategies for Just and Equitable Transitions in Europe

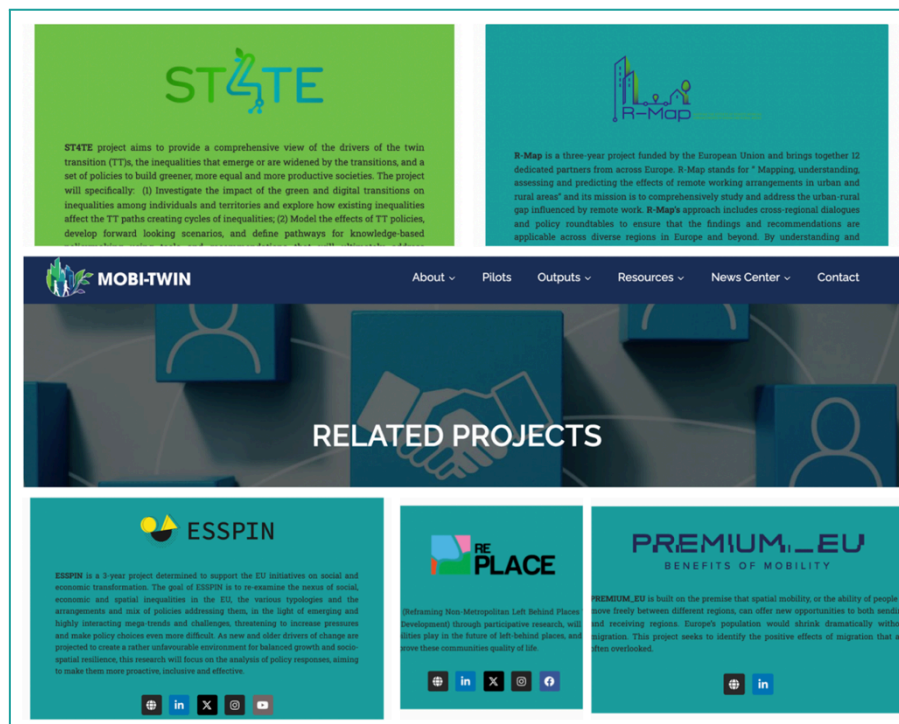


Figure 26 - Mobi-Twin Synergies

Additionally, discussions have been initiated with the [CHAMELEON project](#), coordinated by ACCEIGENCE Ltd, (MOBI-TWIN Dissemination and Exploitation leader) to explore joint dissemination initiatives, coordinated outreach, and collaborative events. These synergies aim

to enhance stakeholder engagement and leverage the collective expertise of projects addressing overlapping thematic areas.

5.1.1 CLUSTER DEVELOPMENT STRATEGY

Building on best practices from EU-funded initiatives, such as those outlined by Charalampos et al. (2025) in *Best Practices for Creating and Maintaining Clusters in EU-Funded Projects: Insights from the H2020 BES Cluster*,¹ MOBI-TWIN is working toward forming a **dedicated cluster** of related projects. This cluster will serve as a platform for:

- **Knowledge Exchange:** Facilitating the sharing of methodologies, good practices, and insights to improve dissemination strategies and policy recommendations.
- **Collaborative Activities:** Coordinating events, workshops, and webinars to amplify the visibility of the participating projects.
- **Policy Impact:** Aligning efforts to propose evidence-based solutions and sustainable policy frameworks for regional development and mobility challenges.

The publication by Charalampos et al. (2025) highlights the importance of structured collaboration, continuous communication, and the development of shared resources, such as a common repository, to maximize cluster efficiency. Inspired by these insights, MOBI-TWIN has implemented similar approaches, including the creation of a **synergies subpage** on its website. This subpage acts as a central repository, providing stakeholders with up-to-date information on related initiatives, joint activities, and collaborative outcomes.

5.1.2 ACTIVITIES AND FUTURE DIRECTIONS

Several meetings have already been conducted to coordinate dissemination strategies and explore further opportunities for deeper cooperation. These discussions have laid the groundwork for collaborative actions, including the joint promotion of events, shared communication channels, and aligned deliverables. The development of the MOBI-TWIN cluster will focus on continuous expansion by inviting additional projects with aligned objectives to join. This cluster approach aims to enhance the sustainability and exploitation impact of all participating initiatives. By fostering synergies and building a robust collaborative network, MOBI-TWIN is well-positioned to deliver meaningful contributions to just and equitable transitions in mobility and spatial development across Europe.

6 MONITORING AND EVALUATION SPATIAL MOBILITY AND TWIN TRANSITION ADVISORY BOARD

¹ Charalampos, C., et al. (2025). Best Practices for Creating and Maintaining Clusters in EU-Funded Projects: Insights from the H2020 BES Cluster. In Gkotsis, I., Kavallieros, D., Stoianov, N., Vrochidis, S., Diagourtas, D., Akhgar, B. (Eds.), *Paradigms on Technology Development for Security Practitioners*. Security Informatics and Law Enforcement. Springer, Cham. https://doi.org/10.1007/978-3-031-62083-6_33

6.1 INTRODUCTION TO THE AB ESTABLISHMENT POLICY

The **Spatial Mobility and Twin Transition Advisory Board** plays a critical role in guiding the MOBI-TWIN project. By providing a multidisciplinary perspective, the Advisory Board supports the development of integrated strategies and evidence-based recommendations aligned with sustainable urban and regional transformation. Their strategic insights bridge academic research and policy frameworks, ensuring that MOBI-TWIN's outcomes translate into practical applications for improving mobility, infrastructure planning, and regional equity.

The MOBI-TWIN project has a well-established organisational structure and decision-making procedure stated in the project Grant Agreement. ACCELI, with the assistance of all partners of the consortium has been assigned to manage and carry out the MOBI-TWIN "Spatial mobility and twin transition" Advisory Board (AB) setup processes. This section outlines the policy and procedures followed by ACCELI regarding the selection and constitution of the Advisory Board for the project.

The Advisory Board ensures that expert input informs decision-making throughout the project. Its role is continually monitored and adapted to address emerging needs and challenges, ensuring MOBI-TWIN remains responsive to the dynamic landscape of mobility and the Twin Transition. By combining strategic guidance with practical expertise, the Advisory Board strengthens the project's ability to deliver impactful and sustainable solutions.

6.2 PURPOSE OF THE POLICY

The purpose of this policy is to establish clear guidelines and procedures for the selection and constitution of the Advisory Board of the MOBI-TWIN project. The Advisory Board plays a crucial role in providing diverse expertise, guidance, and insights to ensure the project's success and relevance. This policy applies to all activities related to the selection and constitution of the MOBI-TWIN Advisory Board.

6.3 OBJECTIVES OF THE ADVISORY BOARD

The Advisory Board of the MOBI-TWIN project is established to:

- Provide expertise and guidance in the project's key domains.
- Offer diverse perspectives on the challenges and opportunities presented by Twin Transition.
- Assist in reviewing project progress, results, and recommendations.
- Facilitate networking and collaboration opportunities within their respective fields.

The Advisory Board's primary mission will be to serve as the project's body of consultation and validation. The "Spatial mobility, regional development and digital transition" Advisory Board will involve representatives that will have expertise on the relevant to the MOBI-TWIN project fields and will have the experience to share valuable knowledge.

In addition, the AB will include key stakeholders of spatial mobility, digital transition, and regional development, as well as actors that represent the most affected interlinked areas (demographics, society, welfare system and labour market). ACCELI will be responsible for the development of the Advisory Board with the help of all partners.

The duty of an Advisory Board in a project like MOBI-TWIN should not be limited to offering expert advice on a predetermined plan. The members of the AB should act as ambassadors and advocates of the initiatives taken by the MOBI-TWIN consortium throughout the project's duration.

6.4 ADVISORY BOARD COMPOSITION

The board will consist of a minimum of 5 members, representing areas of the project to attain diversity. The AB will comprise individuals with expertise in various fields relevant to the MOBI-TWIN project, including but not limited to:

- Social Science
- Environment
- Ethical-Law - Regulatory
- Business
- AI Expert
- Mobility

6.5 ESTABLISHMENT OF THE ADVISORY BOARD

The establishment of the AB will start by M2, and the final structure will be ready by M12 as defined on the Grant Agreement in the description of the Task 5.3.

The Advisory Board's main responsibility will be to act as a project validation and consulting committee. Potential members will be identified through partners' networks. Initially, the collection of the candidates' CVs will take place. The selection procedure should involve each project partner identifying and nominating a minimum of 2 and a maximum of 5 candidates—without informing them beforehand. With regard to their nominated candidates, all partners are kindly asked to complete the relevant excel in the

shared drive (attached with these guidelines), ensuring that all the necessary data is entered into the designated columns.

The Advisory Board's activities will be promoted via the project's communication channels and a dedicated page on the website that will enable the monitoring of its activities and the engagement with experts. Activities and results deriving from this task will be reported in D5.4.

The MOBI-TWIN AB will initially consist of a group of at least 5 members, with the opportunity for additional members to join at later stages during the project's implementation.

6.6 SELECTION PROCESS

6.6.1 SELECTION OF POTENTIAL MEMBERS

After the completion of the abovementioned excel file with the necessary data of the candidates, ACCELI will perform a first shortlisting to ensure that the required diversity is achieved.

The next step will be a voting procedure in which each partner will have to choose 5 candidates from the shortlist to join the Advisory Board. The candidates that receive the highest number of votes will be selected.

The selected candidates will be contacted by the partners that nominated them (ACCELI will prepare for all partners a standardised invitation to use) and those who will accept the role will sign a DoA (Declaration of Acceptance) to officially formalize their involvement in the MOBI-TWIN project. After the recruitment of the Advisory Board ACCELI will inform the consortium about the final composition through an email.

6.6.2 INVITATION

Selected potential members will be formally invited by the partners that suggested them. They will be sent the following documents prepared by ACCELI and circulated to the consortium.

- Terms of Reference (MOBI-TWIN_Advisory_Board_ToR): a document describing the project and the criteria for being a member of the Advisory board.
- Declaration of Acceptance (MOBI-TWIN_Advisory_Board_DoA): the document that must be signed by the selected individuals to officially consent becoming a member of the Advisory Board.

6.6.3 CONFIRMATION

Upon accepting the Declaration of Acceptance, potential members will confirm their participation and commitment to the Advisory Board.

The Advisory Board is composed of distinguished experts from various fields:

- **Maria Abreu** (University of Cambridge): A regional economist specializing in labor markets, education, and political geography.
- **Karin Pfeffer** (University of Twente): A geographer focusing on urban infrastructure and geospatial data methodologies.
- **Paola Pucci** (Politecnico di Milano): An expert in urban mobility and transport justice.
- **David Castells-Quintana** (Universidad Autónoma de Barcelona): An economist researching economic growth and urban economics.
- **Francisco Rowe** (University of Liverpool): A leader in geographic data science and migration research.
- **Markku Sotarauta** (Tampere University): A specialist in regional development and place leadership.
- **Nikolaos Zacharis** (SEERC): Director of the South East European Research Centre, with expertise in innovation management and regional development in Eastern Europe.

6.7 ADVISORY BOARD COMMITMENT

The experts who agree to become members of the Advisory Committee have signed the Declaration of Acceptance and hereby undertake to:

- Abide by the terms and conditions applicable to their participation as well as the MOBI-TWIN Advisory Board Terms of Reference, which provide more information about their expected involvement.
- Engage in AB in their own right and refrain from designating another person to carry out any requested work without first obtaining written consent.
- Participate in the AB with full independence and without conflict of interest.
- Agree to respect the confidentiality standards and not disclose any information provided in the course of the AB's work.

- As a member of the MOBI-TWIN Advisory Board, make suggestions and provide input that the project can employ for reference purposes and/or to align the services and tools offered by the MOBI-TWIN project.
- MOBI-TWIN may include their name, profile photo, and brief biography on its official website and/or in any project-related material. It may also utilise and/or publish the information they submit anonymously as members of the Advisory Board.

Additionally, sharing project findings through their professional networks to encourage awareness about the MOBI-TWIN project has been strongly encouraged and ACCELL provides members with the available promotional material. All Advisory Board members are welcome to participate in any internal or public MOBI-TWIN event. Finally, participation in the MOBI-TWIN AB is completely optional, and AB members are free to discontinue participating anytime they need to.

6.8 MEETINGS

The Advisory Board will convene yearly, in virtual meetings to discuss project developments, challenges, and opportunities with the consortium. Meetings will be scheduled by the Project General Assembly.

6.9 AMENDMENTS TO THE ADVISORY BOARD

Any changes to the composition or structure of the Advisory Board must be approved by the Project General Assembly.

7. INTEGRATION OF RELEVANT RRI PILLARS

MOBI-TWIN places the societal dimension of spatial mobility at the core of its research activities. It aligns the project's activities with the pillars of Responsible Research and Innovation (RRI) — science education, gender equality, governance, open science, public engagement and ethics — to ensure that outcomes, outputs and impacts meet as much as possible the needs of society, as reported in D4.1.

RRI principles—focused on inclusivity, transparency, reflexivity, and responsiveness—guide all efforts, ensuring the project's outcomes are accessible, impactful, and relevant to diverse audiences while fostering trust and collaboration.

The RRI pillars mainstreamed into the activities described in this report are public engagement, ethics and open science.

The integration of public engagement

The dissemination strategy emphasizes **inclusive stakeholder engagement**, encouraging active participation from policymakers, industry representatives, researchers, and citizens, particularly those from left-behind regions affected by the Twin Transition. The project actively seeks input through workshops, events, and feedback mechanisms, ensuring stakeholders can influence decision-making processes. Public accessibility to project deliverables, datasets, and findings is a cornerstone of MOBI-TWIN's approach, with materials made available through the project website, Zenodo, and public repositories to ensure knowledge sharing and transparency. Regular updates through newsletters, blogs, and social media platforms, such as LinkedIn and Twitter, keep stakeholders informed and engaged, while feedback loops enable the project to refine its strategies based on emerging societal needs and stakeholder input.

The **Advisory Board** plays a pivotal role in embedding RRI principles. Comprising experts in fields such as mobility, regional development, and geographic data science, the board provides strategic guidance to align project outputs with societal needs. Acting as ambassadors, Advisory Board members expand MOBI-TWIN's outreach and amplify its visibility among key audiences. They also ensure that communication materials and strategies maintain ethical standards, address diverse perspectives, and remain relevant to project goals.

Collaboration within the **MOBI-TWIN cluster**, which includes related Horizon Europe projects such as **PREMIUM, Re-Place, ESSPIN, R-Map, and ST4TE**, further enhances the project's RRI commitment. Joint dissemination efforts within the cluster promote shared learning, the development of evidence-based policy recommendations, and the pooling of resources to maximize societal impact. These synergies ensure that MOBI-TWIN's contributions are part of a broader, coordinated effort to address regional disparities and mobility challenges.

The integration of ethics

MOBI-TWIN's communication efforts prioritize **ethical storytelling**, ensuring that data and narratives are culturally sensitive and representative of the diverse communities impacted by the Twin Transition.

By embedding RRI principles into every aspect of its communication and dissemination strategy, MOBI-TWIN ensures its research contributes meaningfully to societal progress in an ethical and responsible manner. These efforts foster inclusivity, enhance the credibility of project outputs, and ensure that the project's solutions are not only innovative but also equitable, ethical and practical for diverse European regions. This ongoing commitment positions MOBI-TWIN as a model for responsible research and impactful dissemination within the Horizon Europe framework.

The work completed in D5.2 adhered to ethical standards, as outlined in the Grant Agreement's Article 14 (Ethics and Values), and specific ethical guidelines described in Annex 5 were followed.

The integration of open science

Open access (as a part of open science) within the MOBI-TWIN serves as a vital mechanism for ensuring the long-term impact and usability of the project's outputs. By making deliverables, datasets, and findings freely available to the public, the project supports evidence-based policymaking, academic research, and the practical application of its methodologies. Open access resources, such as reports and datasets, enable policymakers and regional authorities to address challenges related to mobility and regional disparities with informed, data-driven strategies. These resources also hold significant educational value, providing students and researchers with valuable materials to deepen their understanding of the Twin Transition's implications for mobility.

Beyond the immediate scope of the project, open access ensures the longevity of MOBI-TWIN's contributions by positioning its outputs as a foundation for future research and innovation. By sharing results on platforms such as Zenodo, MOBI-TWIN integrates its findings into a broader ecosystem of Horizon Europe projects, creating opportunities for further collaboration and comparative studies. This approach aligns with Horizon Europe's emphasis on open science and interconnected research efforts, enabling MOBI-TWIN to inspire and inform initiatives addressing the challenges of spatial mobility and regional development for years to come.

8 MONITORING AND EVALUATION

Periodically, the WP5 leader will evaluate the performance in relation to the KPIS and the Dissemination and Communication objectives. ACCELLI regularly reviews the progress against the KPIs as set out in the GA throughout the lifetime of the MOBI-TWIN project.

8.1 PERFORMANCE INDICATORS

In the following table, the qualitative and quantitative targets measure the performance of the dissemination and communication activities. During the monthly project meetings, the progress is reported, and the exact figures are presented in periodic reports.

Table 1 - MOBI-TWIN Quantitative targets

| Indicator | Target | M18 |
|---------------------------------------|---------|-----|
| Project workshops and events | 12 | |
| Scientific publication | 8 | |
| External events/conferences attended | >10 | |
| Synergies with initiatives & networks | 15 | |
| Unique visits to project website | >10,000 | |
| Followers in social media | >1,000 | |
| Views of promotional video | >1,000 | |
| Number of newsletters released | 6 | |
| Promotional material distributed | >500 | |
| Stakeholders engaged overall | 3,000 | |

9 CONCLUSION

The MOBI-TWIN dissemination and communication strategy has evolved significantly from its initial plan, effectively addressing the project's goals and adapting to emerging needs. By integrating Responsible Research and Innovation (RRI) principles, the project has ensured that its communication activities are inclusive, transparent, and aligned with societal expectations. The strategy's emphasis on open access has enhanced the availability and impact of deliverables, fostering collaboration and supporting evidence-based policymaking.

MOBI-TWIN has successfully leveraged multiple communication channels, including an optimized website, social media platforms, and newsletters, to reach diverse audiences. Key updates, such as the restructuring of the website and the implementation of targeted campaigns, have improved stakeholder engagement and visibility. Collaborative efforts within the MOBI-TWIN cluster and the Advisory Board have further amplified the project's reach, enabling shared learning and the development of impactful, evidence-based policy recommendations.

As the project progresses, it continues to refine its dissemination tools and approaches, ensuring adaptability to emerging challenges and opportunities. The focus on stakeholder engagement, ethical communication, and strategic partnerships underpins MOBI-TWIN's commitment to creating a lasting and meaningful impact on spatial mobility and the Twin Transition. The dissemination strategy remains a dynamic framework, driving the project's contributions toward regional equity and sustainable development across Europe.



TWIN TRANSITION AND CHANGING PATTERNS OF SPATIAL MOBILITY: A REGIONAL APPROACH

The Partners of the MOBI-TWIN Consortium:

| Name | Country |
|---|-----------------|
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| Aristotelio Panepistimio Thessalonikis | Greece |
| Rijksuniversiteit Groningen | The Netherlands |
| Universitat de Barcelona | Spain |
| Helsingin Yliopisto | Finland |
| Fondation Européenne de la Science | France |
| Politecnico di Milano | Italy |
| Erevnitiko Panepistimiako Institutou Periferiakis Anaptixis | Greece |
| Acceligence Ltd. | Cyprus |

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