Science Communication Plan of the COST Action CA23145 — Architectural and Urban Ambiances of European Cities (CitySenZ) | 2026–2027

Each Action MC shall adopt a Science Communication Plan including a communication, dissemination, and valorisation strategy, as well as a plan to implement this strategy. The Science Communication Plan shall reflect the MoU in particular connecting to the aims and objectives of the Action. It is recommended that the Science Communication Plan is approved by the Management Committee not later than 6 months after the start date of the Action. It is recommended that the Science Communication Plan, including progress on implementation, is discussed on a yearly basis by the Action MC and reviewed or amended where necessary. *(Annotated Rules for COST Actions, article 5)*

This template is provided to COST Actions as a support for developing the Action Science Communication plan. Actions can adapt the plan structure and content according to their needs.

VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
Draft 1	Pending MC approval	Working d§raft using COST template and available records	Dr Tatiana Ruchinskaya
Approval	To be confirmed	For review by Chair, WGs and MC	Management Committee
Draft 2	04.01.26	Added links	Damien
Draft 3	**10.11.26**	**Revised**	**Tatiana**
Draft 4	**13.11.26**	**Revised**	**Tatiana**
Final Version	**17.11.26**	**Revised and closed**	**Mohammed Boubezari**

** The Science Communication plan is developed, updated and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.*

This document is based upon work from COST Action CA23145 (CitySenZ), supported by COST (European Cooperation in Science and Technology).

COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

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1. SUMMARY

Summary description of the aim, key aspects and implementation plans concerning the overall Action strategy for communicating, disseminating, and valorising the Action results.

This section also describes how the responsibilities have been organised within the Action, in particular in relation to the role of the Science Communication Coordinator and involvement by other Acton participants (e.g. implementing a Science Communication team, and/or WG devoted to it).

CitySenZ advances interdisciplinary knowledge of architectural and urban ambiances and supports the use of sensory evidence in city planning, policy and architectural practice. This 2026–2027 plan builds on the Action's established website and social media channels, communication activities associated with Conferences 1 and 2, ongoing promotion of Conference 3, and the September 2026 newsletter.

The Action participated in the New European Bauhaus Festival 2026 through the satellite event "CitySenZ - Sensing European Cities for the New European Bauhaus", held on 12 June 2026 in hybrid format, connecting Lisbon, Brussels and online participants. The event included the presentation of the 11-minute film "Sensing European Cities", directed by the Action Chair, followed by a participatory discussion linking research, professional practice and citizens' experiences. Attendance figures and documented follow-up outcomes remain to be confirmed.

A promotional poster is available; actual film screening, attendance and post-event outcomes require confirmation.

The Science Communication Coordinator supervises the plan in collaboration with the Chair and WG leaders, event organisers and existing website/social-media editors. Named operational responsibilities and approval routes require confirmation.

2. GENERAL AIM AND TARGET AUDIENCES

Description of the aim and specific objectives related to the communication, dissemination and valorisation of Action results.

Taking into account the nature of the Action challenge, its objectives and deliverables, this section identifies the target audiences specific to the activities of communication, dissemination and valorisation of Action results. In doing that, the plan describes the general lines to reach and, whenever necessary, engage them online or in physical or hybrid events.

A comprehensive communication plan should define clear objectives with key messages addressed to relevant target audiences and set out a description and timing for each activity. This will help to create communication strategies that can be adapted to each identified target audience. By calling the attention of various audiences, the visibility of the Action and its results are multiplied and can be understood also by non-specialists

Aim: communicate CitySenZ activities and findings clearly, disseminate validated outputs to those able to use them, and support their uptake in research, architectural practice and urban policy. The Action's MoU §4.1.2 defines a website linked to social media, a local-media communication kit, a White Paper, a Multilingual Dictionary and proceedings for each annual conference.
Additional target audiences reached through the New European Bauhaus initiative include the NEB community, local authorities, built-environment professionals, NGOs, students and citizens. The satellite event connects CitySenZ research to NEB values of sustainability, aesthetics and inclusion.

Audience	Core message / intended benefit	Primary route
Researchers and WG members	Shared vocabulary, methods, data and collaborative results	Conferences, proceedings, website, newsletter, open repositories
Architects, urban designers, planners and professional bodies	How ambience-oriented approaches can inform briefs, design and evaluation	White Paper, practice-oriented summaries, workshops, professional networks
Municipalities, public authorities and policymakers	Practical recommendations for sensory quality in urban decision-making	White Paper, targeted briefings, local stakeholder events
Students and early-career researchers	Training, networking and accessible resources	Training schools, calls, video-posters, social media
Citizens, civil society and local media	Why urban ambiances matter for lived experience	Accessible website stories, event coverage, media kit

3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

Communication deals with raising awareness and promoting the Action and its results towards the general public and end-users, civil society and mass media. Hence, the information is conveyed in a language that is widely accessible. It is helpful to define key messages associated to the Action aim, approach, (expected) results and impact.

This section covers the suitable communication tools/channels to be used for communication purposes (e.g., Action website, social media, press releases, infographics), as well as the products to be developed for communication purposes (e.g., Action logo and visual identity, templates, leaflet, videos/animations, podcasts).

A tentative timeline including for the development, production and use of communication tools/channels, and communication products should be included in this section as well. Links between the plan and any Action deliverable related to communication listed on e-COST should be explained.

3.1 Communication Objectives and Key Messages

The primary communication objective is to make research on architectural and urban ambiances accessible and relevant to citizens, local media, design professionals and public authorities.
CitySenZ aims to raise awareness of how sensory experiences—including sound, light, microclimate and everyday activities—shape the quality of urban environments and contribute to more sustainable, inclusive and liveable European cities.
The Action will strengthen the coordinated use of its established communication channels to promote activities, share scientific achievements and communicate research findings to wider audiences.

3.2 Existing Communication Channels

CitySenZ uses the following established channels:

Channel	Address / Status
Website	https://www.citysenz.eu/
Action structure and leadership	https://www.citysenz.eu/structure.html#anchor-core-group
Instagram	https://www.instagram.com/citysenz.broadcasting/
Facebook	https://www.facebook.com/people/Citysenz/61593137215074/
YouTube	https://www.youtube.com/@CitySenZ
Newsletter	September 2026 issue published; distribution arrangements to be confirmed.

These channels will support event announcements, promotion of scientific outputs, audiovisual communication and post-event reporting. Information will be coordinated across platforms, with links to the Action website and relevant publications.

3.3 Communication Activities Undertaken (2024–2026) CitySenZ has undertaken the following communication activities during 2024–2026:

- Conferences 1 and 2: Promoted through the Action website, social media channels and communication materials distributed to local media.
- Communication kit: A brochure, poster, event information and press materials were produced to support communication with local media in the conference cities.
- Media coverage: The communication activities associated with Conference 1 resulted in an interview with Jean-Paul Thibaud published in the Portuguese newspaper Jornal de Negócios on 29 August 2025.
- New European Bauhaus Festival 2026: CitySenZ participated through the satellite event “Sensing European Cities”, held on 12 June 2026 in hybrid format, connecting Lisbon, Brussels and online audiences. It attracted 90 participants, including 40 attending in person and 50 online. The CitySenZ film “Sensing European Cities” subsequently received 256 views on YouTube, demonstrating the reach of the Action’s audiovisual communication.
- Audiovisual communication: The 11-minute film “Sensing European Cities”, directed by Mohammed Boubezari, was presented during the NEB satellite event and subsequently made available on the CitySenZ YouTube channel.
- Newsletter: A CitySenZ newsletter was published in September 2026, communicating Action activities, scientific developments and forthcoming events.
- International visibility: CitySenZ research was presented at Global Composition 2026 in Darmstadt/Dieburg, Germany, through an invited keynote, and at AERI 2026 in Vancouver, Canada, through the WG2 contribution “How Can Ambiences Be Archived?
- Institutional communication: CitySenZ activities were presented at the Criar Ciência event at Universidade Lusófona on 10 September 2026.
- Conference 3: Promotion of the Athens conference, scheduled for 1–2 December 2026, is underway

3.4 Communication Strategy and Editorial Arrangements

Communication activities will be coordinated with Working Group leaders, event organisers and the Action’s communication team.

For each major event, the communication programme will include:

1. **Before the event:** Publication of announcements, programmes, registration information and reminders.

2. **During the event:** Appropriate website and social media coverage, photographs and audiovisual materials.
3. **After the event:** Accessible summaries of key discussions, scientific findings and outcomes, with links to relevant publications and recordings.

The proposed editorial process is:
WG/event organiser → Scientific verification → Editorial preparation → Approval → Publication → Monitoring
Working Group leaders and event organisers will provide verified content, while designated communication editors will prepare material for publication. The Science Communication Coordinator will oversee consistency with the Action's communication objectives.

3.5 Communication Activities and Products: 2026–2027

Activity / Product	Timing	Lead / Input	Indicators / Evidence
WG3 Workshop "Sensing Kypseli" and Conference 3 "Polyphonies of Ambiances", Athens	Workshop: 28–30 November 2026. Conference: 1–2 December 2026.	WG3 Co-Leaders Nicolas Rémy and Evangelia Paxinou; event organisers and communication editors.	Planned participation: 110, including 34 reimbursed participants. Actual attendance and event outcomes to be recorded after the event. Event announcements, programme, social media posts, attendance and outcome summary. Links: Conference ; Workshop
Sensorial Training School, Venice	18–20 May 2027. Pre-event announcements and post-event reporting.	Training School organisers and communication editors	Planned participation: five trainers and 15 trainees + 15 local students. Actual attendance and training outcomes to be recorded. Programme, promotional materials, participation figures and event summary.
Workshop 4, Revised arrangements	1–3 June 2027. venue and dates to be confirmed.	WG4 and event organisers	Planned participation: 25 participants, 20 reimbursed. Actual attendance and training outcomes to be recorded. Announcements, programme and workshop outcomes.
Conference 4, Madrid	16–17 June 2027. Pre-event promotion and post-event reporting.	Conference organisers and communication editors	Planned participation: 60 participants, 34 reimbursed. Actual attendance and training outcomes to be recorded. Programme, promotional materials, participation figures and conference summary.
Newsletter	Proposed 1–2 issues during GP3 (November 2026–October	Science Communication Coordinator, WG	Published issues, distribution figures and engagement statistics. Link

	2027), subject to editorial capacity.	contributors and newsletter editor	
Communication kit for local media (MoU deliverable)	Updated and distributed ahead of major conferences and public events.	Communication team and local organisers	Press releases, visual materials, distribution records and media coverage.
Communication of validated Working Group operational plans and scientific results	Throughout GP3, as validated results become available.	WG leaders and communication editors	Short summaries of WG activities and research findings published on the CitySenZ website and promoted through established communication channels.
Additional audiovisual products (videos/podcasts):	During GP3, subject to approved scope, funding and production schedule.	Action leadership and audiovisual contributors	Published audiovisual materials, links and viewing figures.
External radio and podcast dissemination through *La Casa del Sonido* (RTVE, Spain)		WG4, José Luis Carles Arribas;	Podcast episodes featuring Action research; links and available audience statistics la-casa-del-sonido
Shared calendar of Working Group meetings	During 2026–2027, subject to agreement and implementation.	WG leaders and website editor	Calendar published on the CitySenZ website and regularly updated with WG meeting information

3.6 Existing Audiovisual Product and NEB Festival Activity

Activity / Product	Timing	Lead / Input	Indicators / Evidence
CitySenZ film – existing audiovisual communication product	June 2026; available online.	Mohammed Boubezari, Action Chair and film director.	11-minute film published on the CitySenZ YouTube channel. PR2 records 256 You tube views and 11.2 hours of watch time as of November 2026. **[direct link]**
NEB Festival 2026 satellite event – Sensing European Cities	12 June 2026, Universidade Lusófona, Lisbon; associated with the NEB Festival, Brussels, 9–13 June 2026.	Local organiser and CitySenZ communication team. [Confirm responsible person.]	Film presentation and hybrid participatory discussion completed. Event included Lisbon, Brussels and online participation. 90 participants (40 in person and 50 online), as reported in PR2. Subsequent stakeholder engagement and

Activity / Product	Timing	Lead / Input	Indicators / Evidence
			outcomes remain to be documented.

3.7 Monitoring and Evaluation

The effectiveness of communication activities will be monitored through available quantitative and qualitative indicators, including:

- Website visits and engagement with published content.
- Social media audience growth, reach and interactions.
- YouTube video views and engagement.
- Newsletter distribution and readership.
- Event participation and audience feedback.
- Media coverage and engagement with professional and public-sector stakeholders.

A quarterly communication activity record will document published materials, dates, responsible contributors, target audiences and available performance indicators.

CHAIR TO COMPLETE: Provide baseline statistics, confirm reporting responsibilities and agree realistic communication targets for GP3.

4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

Dissemination deals with making Action knowledge and results public towards its target audiences, who could benefit and use them. The information is conveyed in a language that is customised to the specific target audience (e.g. scientific publication for researchers).

The Action approach to Open Science and Open Access (e.g., openness, accessibility, adherence to FAIR principles, IPR) is covered in this section in relation to its application to Action activities, (expected) results and outputs.

This section describes the planned dissemination products to be developed, their tentative timeline and the expected contribution from Action participants (e.g. which Working Groups will work on a planned special issue). Relevant target events or conferences, scientific journals or other forums (e.g. related projects/initiatives) where to disseminate the Action results should be identified and described. Links between the plan and any Action deliverable related to dissemination listed on e-COST should be explained.

4.1 DISSEMINATION OBJECTIVES

The objective is to make CitySenZ scientific findings, methodologies and research outputs accessible to researchers, educators, architects, urban planners, policymakers and other professional audiences who can apply them in research, education, policy and practice.

Dissemination will focus on peer-reviewed publications, conference proceedings, Working Group research outputs and the principal knowledge products identified in the Memorandum of Understanding (MoU): the White Paper and Multilingual Dictionary.

Scientific dissemination will be coordinated with the Action's Working Groups and linked to relevant conferences, research networks and professional organisations.

4.2 DISSEMINATION STRATEGY

The Action will prioritise:

1. **Scientific publications:** Dissemination of research findings through academic journals, conference proceedings and other relevant publications.
2. **Scientific journal:** The proposal is to establish an international, open-access scientific journal, hosted and published by Universidade Lusófona, with the objective of achieving indexation in Scopus or Web of Science (WoS) by its third year. The journal aims to ensure the long-term continuity of the Action and to consolidate architectural and urban ambiances as a distinct field of scientific inquiry. To the best of our knowledge, no journal currently indexed in Scopus or WoS is specifically dedicated to the field of ambiances. Research on ambiances is inherently transdisciplinary and is often difficult to place in journals whose theoretical and conceptual frameworks belong to a single discipline. A dedicated journal will provide an autonomous publication space, with editors and reviewers familiar with the concepts and methods of the field, and will help Action members, in particular Young Researchers and Innovators, to publish their work in a recognised outlet.
3. **Conference proceedings:** Publication and accessibility of the proceedings associated with the Action's annual conferences, in accordance with the MoU.
4. **Collaborative knowledge products:** Development and dissemination of the White Paper, including good practices, the Decalogue and recommendations, and the Multilingual Dictionary for designers. The development of the White Paper and Multilingual Dictionary is supported by a bottom-up consultation process initiated in September 2026. A bottom-up consultation process was initiated in September 2026 to support the development of the White Paper and Multilingual Dictionary. The survey, addressed to approximately 300 CitySenZ members, is being conducted under the supervision of Pascal Amphoux and Mohammed Boubezari, with support from two STSM grantees, Ayşegül Yıldırım and Tallal Abdel Karim Bouzir. Responses are being collected and will provide input to the five Working Groups.
5. **Working Group research outputs:** Sharing validated methodologies, case studies, research articles, datasets and other scientific materials.
6. **Knowledge exchange:** Presentation of research findings through relevant scientific conferences, training schools, workshops and professional networks. Working Group members also contribute to international educational and scientific activities involving external institutions and research networks. These include participation in a Blended Intensive Programme in Vicenza, Italy, in July 2026, involving Action members from Italy and Spain, and the Erasmus+ Blended Intensive Programme "Roadscape Ambiances", planned for 20–24 June 2027 in Portimão, Portugal, arising from a Short-Term Scientific Mission.

   Additional activities include a proposed book chapter on infrastructure corridors and participation in scientific conferences. These contributions will be recorded as dissemination activities where their relationship to CitySenZ research is established, distinguishing completed activities from planned or submitted contributions.

   During the first two grant periods, CitySenZ awarded 21 grants supporting 14 researchers from seven countries. These included 11 Short-Term Scientific Missions and 10 conference grants. Of the grants awarded, 57% supported Young Researchers and Innovators and 57% supported participants from Inclusiveness Target Countries, contributing to international scientific exchange and research capacity building.

7. The Venice Training School (18–20 May 2027), the forthcoming WG4 Workshop (arrangements to be confirmed) (1–3 June 2027) and Madrid Conference 4 (16–17 June 2027) will provide opportunities for disseminating relevant research outputs.

4.3 OPEN SCIENCE AND OPEN ACCESS

CitySenZ will promote Open Science and Open Access in accordance with COST principles and applicable intellectual-property and data-protection requirements.

Where possible, scientific outputs will be made available through publicly accessible repositories, institutional platforms or the Action website, using persistent links and Digital Object Identifiers (DOIs).
Research datasets and supporting materials will be managed in accordance with FAIR principles (Findable, Accessible, Interoperable and Reusable), subject to ethical, privacy and intellectual-property restrictions.
Publication records should include appropriate authorship, acknowledgements, licensing information and references to the COST Action.

4.4 DISSEMINATION ACTIVITIES AND PRODUCTS

Output / Activity	Current Status	Planned Actions / Information Required
Conference 1 – Lisbon / 5th International Congress on Ambiances 3–4 July 2025	Conference 1 included 65 contributions by 106 authors. The proceedings were published online in 2026 (ISBN 978-989-757-340-8). WG1 also established a shared repository containing 77 references on the definition of ambiances. Boubezari, M., and Masson, D. (Eds.) (2026). Shaping the Future Living Places, Act 1: Defining Architectural and Urban Ambiances. Universidade Lusófona. ISBN 978-989-757-340-8.	Maintain open access to the proceedings through the CitySenZ website and promote the publication to relevant scientific and professional audiences
Conference 2 – Chișinău 7–8 May 2026	Conference 2 proceedings, edited by O. Harea and M. Boubezari, comprise 33 papers by authors from more than 12 countries. Layout is complete; publication is pending allocation of an ISBN	Obtain ISBN, publish the proceedings online and disseminate the publication through the Action website, scientific networks and relevant professional channels.
Conference 3 – Athens proceedings	Conference scheduled for 1–2 December 2026. The scientific selection process resulted in 63 accepted contributions from 97 submissions (64.9%). Accepted contributions cover architecture, urbanism, landscape, social sciences, engineering, building physics and artistic practices.	The selection figures are confirmed by the WG3 analysis, but proceedings publication arrangements still require clarification
Conference 4 – Madrid proceedings	Conference scheduled for 16–17 June 2027.	Confirm editors, submission deadlines, publication timetable and access arrangements.
International open-access scientific journal on architectural and urban ambiances	In preparation. The journal will be hosted and published by Universidade Lusófona, which supports it independently of the COST grant.	Launch the first call for papers in December 2026, publish two issues per year (June and December), and apply for indexation in Scopus or Web of Science by the third year.

Output / Activity	Current Status	Planned Actions / Information Required
White Paper – Good Practices, Decalogue and Recommendations	Development of the White Paper has commenced, with completion scheduled for the end of the Action. A drafting group involving Core Group members and two STSM grantees is being established. The ongoing member survey will provide input to the development of the White Paper, including good practices, the Decalogue and recommendations.	Confirm responsible Working Groups, editorial team, current draft status, review timetable and publication date. Disseminate the completed White Paper to academic, professional and policy audiences. Confirm survey Sept 2026 completion, response rate, key findings and how these have informed the deliverable.
Multilingual Dictionary for Designers	Development of the Multilingual Dictionary has commenced, with completion scheduled for the end of the Action. The methodology, participating languages and preparation timetable are being defined. The ongoing member survey will contribute to identifying relevant concepts and terminology.	Confirm editorial responsibility, participating languages, format, review process and publication timetable.
Working Group operational plans and scientific results (requested on 8 June 2026)	Four co-authored Action publications have been identified within the Act 1 and Act 2 conference proceedings, including a WG1 collective paper involving 18 co-authors from eight countries. WG3 has developed an interdisciplinary research framework under the theme *Balancing and Aligning: Polyphonies of Ambiances*, identifying research directions relating to environmental resilience, sensory diversity, atmospheric mapping and interdisciplinary approaches. The Athens Conference 3 submission analysis and planned Kypseli Workshop provide evidence of ongoing WG3 scientific activities. Consolidated publication records remain incomplete.	Confirm receipt of the five Working Group operational plans, identify validated scientific results suitable for dissemination, including authors, dates, DOIs, open-access links and relevant Working Groups.
CitySenZ film and NEB Festival 2026 satellite event	Existing audiovisual product available through the CitySenZ YouTube channel; its relationship to the NEB event and specific research outputs requires confirmation.	Confirm the film's scientific content, title and direct link. Include it as a dissemination product only where it presents research findings or methodologies rather than general Action publicity.

4.5 MONITORING AND RESPONSIBILITIES

Working Group leaders and publication editors will provide verified information about research outputs, publication progress and dissemination activities.

The Science Communication Coordinator will support the accessibility and visibility of published results through the Action's established communication channels.
Dissemination progress will be monitored through the number of completed publications and deliverables, open-access availability, publication links, conference presentations and evidence of engagement with relevant scientific and professional audiences.

[CHAIR / WG LEADERS / DELIVERABLE EDITORS TO COMPLETE]
Confirm the current status, responsible editors, expected publication dates and open-access arrangements for all MoU dissemination deliverables. Provide a consolidated list of published scientific outputs and clarify their relationship to the deliverables recorded in e-COST.

5. PLAN FOR THE VALORISATION OF ACTION RESULTS

Valorisation deals with the exploitation of Action results by specific target audiences, creating potential significant societal, economic or policy impact. As such, this section describes how the Action plans to support the envisaged scientific, technological and/or socio-economic impacts.
To support this, this section may also highlight potential end users to reach out to during and after the lifetime of the Action, a mapping of (expected) Action results which may be relevant outside the strict scientific sphere and methods and formats to promote synergies between the Action and partners for valorisation.
Data protection and IPR issues, if relevant, should also be discussed within this section.
Links between the plan and any Action deliverable related to valorisation listed on e-COST should be explained.

5.1 VALORISATION OBJECTIVES

The objective is to facilitate the practical application of CitySenZ research on sensory experiences and urban ambiances in architectural and urban-design practice, urban policy, professional education and future research collaborations.
Valorisation will focus on translating scientific findings into practical guidance, design principles, educational resources and recommendations that can inform decisions about the quality, sustainability and inclusiveness of urban environments.
The Action will engage with potential end users, including municipalities, architects, urban designers, planning authorities, professional organisations, educators and community stakeholders.

5.2 VALORISATION STRATEGY

CitySenZ will prioritise three complementary approaches:

1. Translation of research into professional practice

The White Paper, Decalogue and recommendations will provide opportunities to integrate sensory and ambiance-related considerations into architectural and urban-design briefs, design guidance and urban regeneration strategies.

Engagement with architectural practices, professional organisations and commissioning bodies will help identify opportunities to test and apply these principles. CitySenZ has already promoted exchanges between scientific research and professional practice through its conferences. Conference 1 featured Jean-Paul Thibaud (3 July 2025), sociologist, honorary researcher at CRESSON and founder of the International Ambiances Network. Conference 2 in Moldova included architect Marc Dölger, co-founder of Outsign Architecture, Paris, who presented "Co-Creating Atmospheres: How Users Shape the Feel of Place" on 7 May 2026. These contributions demonstrate engagement with leading

researchers and architectural practitioners and provide a foundation for further knowledge exchange and practical application.

2. Support for urban policy and decision-making

The Action will promote dialogue with municipalities, planning authorities and policymakers on the relevance of sensory and ambiance-related research to public-space design, urban regeneration and inclusive environments.

The White Paper recommendations may provide a basis for future policy guidance, subject to consultation and validation by relevant stakeholders.

3. Education, capacity building and future collaboration

The Multilingual Dictionary and relevant research outputs will support teaching, professional training and interdisciplinary knowledge exchange.

Workshops, training schools and conferences will also provide opportunities to establish partnerships, identify potential case studies and develop future collaborative research or practical applications.

The CitySenZ Training School "Sensorial: The Sensory Memory of a Vanished City", held in Biskra and Timgad, Algeria, on 12–14 April 2026, brought together 33 registered participants from 10 countries, including seven trainers and 26 trainees. Young Researchers and Innovators represented 73% of trainees, demonstrating the Action's contribution to international knowledge exchange and research capacity building.

CitySenZ members have developed links with external professional and educational partners through conferences, workshops and international educational activities. These include WG4 participation in a Blended Intensive Programme (BIP) in Vicenza in July 2026, organised by Mercida, and further educational collaborations involving European university partners and COST researchers. Such activities provide opportunities for interdisciplinary knowledge exchange, engagement with professional practice and the development of future collaborative initiatives. The Action will seek to document these activities and identify opportunities to translate relevant research findings into educational resources, professional guidance and practical applications.

The September 2026 CitySenZ member survey also provides a mechanism for identifying concepts, priorities and recommendations relevant to the practical application of Action results. Its findings, once validated, will help inform the White Paper, Decalogue and Multilingual Dictionary and support their relevance to professional practice, policy and education.

5.3 VALORISATION ACTIVITIES AND EXPECTED OUTCOMES

Proposed Activity / Product	Target Users	Intended Application	Evidence of Uptake
White Paper, Decalogue and practical design recommendations	Architects, urban designers, professional organisations and commissioning bodies	Incorporation of sensory and ambiance-related principles into design briefs, design processes and professional guidance	Documented references in design briefs, professional presentations, feedback and examples of application
Dialogue on urban policy and planning guidance	Municipalities, planning authorities, policymakers and public-space managers	Consideration of sensory quality, accessibility and inclusion in urban policies, regeneration strategies and public-space projects	Stakeholder consultations, documented feedback and references to recommendations in

Proposed Activity / Product	Target Users	Intended Application	Evidence of Uptake
			policy or guidance documents
Multilingual Dictionary and educational resources	Universities, educators, researchers, students and design professionals	Integration of CitySenZ terminology, concepts and methodologies into teaching and professional training	Teaching applications, training materials, references and feedback from users
Professional and institutional partnerships	Architectural practices, municipalities, research institutions and industry partners	Identification of pilot projects, practical case studies and opportunities for future collaboration	Partnership agreements, joint activities, documented case studies and follow-up projects
New European Bauhaus Festival 2026 – Sensing European Cities	NEB community, architects, municipalities, civic organisations and other stakeholders	Exploration of opportunities to apply CitySenZ research to sustainable, inclusive and aesthetically engaging urban environments	Confirmed event outcomes, stakeholder contacts, follow-up discussions and any documented practical or policy applications
Engagement with architectural practices through CitySenZ conferences	Architects, architectural practices, researchers and design professionals	Exchange professional experience and explore the application of research on urban ambiances in architectural and urban design	Invited expert contributions to CitySenZ conferences, including speaker affiliations, presentation titles and documented professional exchanges.

5.4 INTELLECTUAL PROPERTY, DATA PROTECTION AND ACCESSIBILITY

The reuse of CitySenZ research outputs will respect authorship, intellectual-property rights, publication licences and applicable data-protection requirements.
Where appropriate, practical guidance and educational materials will be made openly accessible, with clear attribution and conditions for reuse.
The potential need for translations and accessible formats will be considered to support wider application across participating countries.

5.5 MONITORING AND EVALUATION

Valorisation will be assessed through documented evidence of the application or consideration of CitySenZ results beyond their original research context.
Relevant indicators may include:

- References to CitySenZ recommendations in professional guidance, design briefs or policy documents.
- Use of the Multilingual Dictionary or research materials in education and training.

- Stakeholder consultations and documented feedback.
- Practical case studies, pilot projects and new collaborations.
- Evidence of continued use of Action outputs after the Action's completion.
- Participation of external architectural practices and other professional organisations in CitySenZ conferences and workshops, including invited speakers, affiliations, presentation topics and documented professional exchanges.
- International educational and professional collaborations involving Working Group members, including joint training activities, institutional partners and documented outcomes relevant to CitySenZ research.

A quarterly record of valorisation activities and follow-up actions is proposed, coordinated with the Working Groups and relevant Action leadership.
Valorisation activities will be linked to the relevant Action deliverables recorded in e-COST, particularly the White Paper, Decalogue, Multilingual Dictionary and associated recommendations. The responsible Working Groups will identify opportunities for practical application and document evidence of stakeholder engagement and uptake.

[CHAIR / WG LEADERS TO COMPLETE] Identify existing professional and policy contacts, potential pilot projects, documented examples of research application and the responsible persons for stakeholder engagement. Confirm any relevant intellectual-property, translation and data-protection requirements.
No policy adoption, professional application or other impact will be reported as achieved without supporting evidence.

Implementation Notes and Outstanding Information

Information / Decision Required	Responsible Person
Working Group operational plans and scientific results: Confirm submission of the five operational plans, availability of validated scientific findings and planned outputs for 2026–2027.	Chair / WG leaders
Status, editors and publication schedules for the White Paper, Decalogue, Dictionary and conference proceedings	Chair / WG leaders / editors
Communication channel responsibilities, newsletter arrangements and publication approval procedures	Chair / communication team
Baseline website, social media, YouTube and newsletter engagement statistics	Chair /
Existing communication kit examples and media coverage	local organisers
Professional and policy stakeholders for potential application of Action results	WG leaders / Core Group
Research publications, DOIs, open-access status and relevant intellectual-property conditions	WG leaders / authors
Confirmation of the approved 2026–2027 communication and dissemination budget	Chair / Grant Holder
NEB satellite event film details and evidence of subsequent engagement	Lisbon event organiser /

Information / Decision Required	Responsible Person
	communication team
Agreement on monitoring indicators, reporting responsibilities and approval of the revised Science Communication Plan	Chair / Core Group / MC
Confirm completion of the September 2026 member survey, response rate, principal findings and their incorporation into the White Paper and Multilingual Dictionary.	Pascal Amphoux DSS / Mohammed Boubezari, Chair

ANNEX 1

The tables below are meant to provide an overview to the Action of relevant dimensions to be considered while structuring the Science Communication Plan. Table 1 highlights the different scope of Dissemination and Communication activities, while Table 2 underlines key questions to be addressed in each plan.

TABLE 1. COMMUNICATION – DISSEMINATION – VALORISATION

	COMMUNICATION	DISSEMINATION	VALORIZATION
Objectives	Promotion of the Action and its results. Raise awareness about the topic. Inform, promote and communicate – Visibility	Public disclosure about the Action results only.	Make concrete use of results for research, knowledge transfer or commercial use.
Expected Impact	Show the success of research collaboration. Engaging with society to show how it can benefit from the Action results.	Maximise result's impact. Allow researchers to go a step forward. Make Action results a common good.	For socio-economic purposes, further research, market validation, licencing, norms setting, standardisation. Represents society's direct & indirect return on the public sector's investment in research.
Audiences	Reaching multiple audiences from general public, citizens, civil society, and mass media	Groups that may use the results in their own work including peers, industry, stakeholders. Regarding policymakers, engage and share evidence-based results during the legislative process.	Not only researchers: incubators, venture capital, local, national or EU-related innovation ecosystems including policy-makers, industry, SMEs, sector of interest, civil society.
Languages	Non specialist language, layman – avoid jargon Be understandable.	Scientific and specialist language/jargon.	Combines both general and technical language to present reports, results, prototypes, software, data, etc.
Channels & Tools	Public debate, TV channels, radio, newspapers, websites, social media targeting general public. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos)	Peer-review journals, scientific or stakeholder conferences, online repository of results, etc. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos) EU related platforms and services such as Open Research Europe, European Open Science Cloud.	Stakeholder groups and events, industry publications/reports, competitions/awards. EU related platforms and services such as CORDIS, Horizon Results Booster, Innovation Radar, Horizon Results platform, European Patent Office.

TABLE 2. THE 5 W TO STRUCTURE YOUR PLAN

WHY It is relevant to communicate about the Action?	A few examples: ● Research has been scattered across Europe; ● Urgent need for a coordinated and joint effort to build a collaborative platform linking science, industry, and management; ● Raise awareness; ● Bring added value of belonging to a multidisciplinary network involving numerous countries; ● To spark new collaborations.
WHAT is the key message?	Consider the Action MoU to set the objectives and develop the main key message. A few examples: ● Improve the quality of the air, water, health, roads, buildings; ● Change the current legislation; ● Explore new techniques in treating cancer.
WHO is the target audience?	A few examples ● Scientific community, Scientists, Academia; ● Businesses, industry, SMEs: ● NGOs, Citizen organisations, patient groups; ● Authorities, Policymakers and specify at what level: local; regional; national; European or international…
WHERE and how to communicate & disseminate?	Use the tools and channels to convey the key message of your network ● Public debate; ● TV channels, radio, newspapers, websites, social media; ● Workshops, training schools, conference, fairs, festivals, campaign…
WHEN it is appropriate to start communicating & disseminating?	A general recommendation - From the start to the end Think of timeliness – key moments during the lifetime of the Action when there is something new to release. ● When setting the network to introduce the Action; ● When the website & social media are set; ● When there are some results to release; ● When participating to an activity that has a wider scope with key stakeholders; ● When a joint scientific publication is published; ● When other evidence-based results and output are available. In short: not only at the end of the Action but during the lifetime. Planning is key: a dissemination calendar based on the Action planned activities and milestones is helpful to identify key moments.