SMACITE

Boosting the technical and non-technical skills and competences of smart cities technicians and engineers

WP7: Impact, dissemination and exploitation

D7.3: Project promotional material

Final Version

Co-funded by the European Union

DELIVERABLE FACTSHEET

Project Number:	101052513
Project Acronym:	SMACITE
Project Title:	Boosting the technical and non-technical skills and competences of smart cities technicians and engineers
Work Package:	WP7: Impact, dissemination and exploitation
Task:	T7.3 Project promotional material and publications
Deliverable:	D7.3: Project promotional material
Version:	Final version
Editor(s):	Vasileios Gkamas, Maria Rigou, Jon Mitxelena and Cristina Murillo

DELIVERABLE HISTORY

Version	Name	Partner	Date	Comments
0.1	Maria Rigou Vasileios Gkamas	UPATRAS	15/06/2022	Structure of the deliverable
0.2	Jon Mitxelena Cristina Murillo	GAIA	08/02/2024	1st version of the deliverable with mid-term information
0.3	Vasileios Gkamas	UPATRAS	19/05/2025	Review of deliverable
1.0	Jon Mitxelena	GAIA	21/05/2025	Final version of the deliverable with whole project lifecycle information

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PROJECT SUMMARY

The project aims to address the skills gap of Smart Cities technicians and engineers, by designing and testing a vocational education and training program that is based on a novel and multi-disciplinary curriculum combining digital skills on Smart Cities enabling technologies, with soft, entrepreneurship and green skills.

The expected project outputs are:

- A Smart Cities competences map and ESCO-compliant Smart Cities job profiles.
- A Smart Cities curriculum combining both technical and non-technical skills and competences and promoting personalized learning pathways.
- Learning resources for Smart Cities enabling technologies and for building the soft, entrepreneurship and green skills of Smart Cities technicians and Engineers.
- A diagnostic tool to identify personalized learning pathways.
- A MOOC for Smart Cities enabling technologies.
- Virtual Worlds for building the soft, green and entrepreneurship skills of Smart Cities technicians and engineers.

The main project beneficiaries are Smart City technicians and engineers either from the public sector (i.e. municipalities) or enterprises providing Smart Cities solutions, as well as HEI and VET students interested in Smart Cities.

The curriculum will be tested through 4 national pilots in Greece, Bulgaria, Spain and Italy with at least 160 trainees. The certification of the skills and competences will follow a two-fold approach: (a) using micro-credentials to recognize the knowledge and skills gained through the successful completion of each online training module at the MOOC and Virtual Worlds and (b) designing the “Smart Cities Specialization Certification” that will be awarded to those passing online certifications exams with e-proctoring after the completion of the training modules.

The project will create an ecosystem for the co-design and co-development of an innovative curriculum and technology-enhanced learning tools for the upskilling/reskilling of Smart Cities technicians and engineers.

1 Report on project promotional material

This document aims to present the status of the promotional material that has been developed during the project. In this document the reader will find:

- The description of promotional materials created and the relation with the plan submitted in the first months of the project.
- List of the main target groups being addressed by the project.
- Dissemination and communication channels that have been created in order to deliver the promotional material including social media and other digital tools.
- Information about the developed promotional material created for the project dissemination, such as printed materials or digital images.
- Status of the Key Performance Indicators related to the promotional materials.

2 Introduction

2.1 Communication

Communication is a success factor in project management[1]. To ensure that project aims are fulfilled, and they are executed as they must, effective communication to all targeted stakeholders is essential. Many projects fail due to the lack of communication commitment and performance or ineffective planning of it. Communication is the exchange of information and the expression of ideas, thoughts, and feelings by using words, channels and other methods in an effective and impactful way. In the context of SMACITE, this means the exchange of knowledge, results, and experience with all relevant stakeholders and the obtention of feedback from them as it is a two-way process. It also implies the internal procedures to allow the smooth flow of information among project partners. Furthermore, it is necessary to know and consider some communication aims of a European project:

- Reach out the society as a whole and the target audience established
- Demonstrate how EU funding is supporting to face societal challenges
- Ensure that all activities are strategically planned with communication objectives
- Use pertinent and addressed messages to all stakeholders

Therefore, it is essential to have a proper communication strategy to ensure the impact of the project activities.

2.2 Strategy and Target Audience

The promotional material developed for the SMACITE project responds to the SMACITE communication and dissemination strategy and scope, which aims to raise awareness and interest about the SMACITE activities and to spread the generated knowledge to stakeholders. This involves considering which are the selected communication channels and the produced knowledge that is to be spread via the promotional materials.

Structuring the target audiences helps to adapt messages and materials to be produced and how this information is conveyed. The main target groups in the SMACITE project were the following:

- Participating organizations
- ICT Professionals / HEI students / VET students:
- HEIs/ VET providers
- Organizations
- Research organizations
- Certification bodies
- Policy Makers

[1] https://www.inloox.com/project-management-glossary/communication/

2.3 Objective

The objective of the promotional materials created in the SMACITE project was to provide content and facilitate the communication and dissemination of the knowledge generated by the project and Smart City related relevant topics. This deliverable will account for all the promotional materials produced in the 36-month project. Each of the generated pieces of promotional material has been specified to provide an accurate depiction of the progress and results of the project regarding communication and dissemination. The main objectives of the promotional materials have been the following:

- To enhance the visibility of the project results to the main target groups, the key stakeholders, end users and other interested parties that will exploit them using the promotional materials created for the project.
- To convince the key stakeholders to exploit the project results, facilitating their understanding and assimilation and potentially transferring those to other sectors and domains.
- To take actions, ensuring that after the project ends the promotional materials will remain accessible and be used by relevant stakeholders.

2.4 Key Messages

During the lifecycle of the project some messages have been delivered for communication and dissemination purposes, which have been tailored to the different target audience identified previously. So, different channels and materials have been used to provide messages in the correct way and engage relevant stakeholders to project actions. That is why each message must be effective and oriented to the main target audience, considering:

- Amount and quality of the information communicated
- Overall judgment that each individual makes about the way a message is communicated.

The style of the SMACITE messages therefore reflected a balance between the need for information and the 'enjoyment' in consuming the message. It was also important to ensure that stakeholders keep track of the activities of the project without making direct communication permanently. Therefore, it is mandatory to have active channels, sending messages and regularly updating information. The partnership tailored messages for each audience group have already been defined, but all communications issued by any partner should have been aligned with the following key messages:

- The lack of skills is a major barrier to exploiting smart cities potential.
- Smart cities are innovative cities using digital and ICT to improve the quality of life of citizens.
- The lack of digital skills is the biggest barrier to effective use digital technologies for city management.

- Helping smart cities with their economic, environmental, and social challenges require continues update of knowledge and skills.
- Development of entrepreneurial and green skills is essential to meet the needs of the profiles.
- There is lack of education and training programs specialized at the domain of smart cities that combine an adaptive blend of both technical and non-technical skills and competences.
- Technology is key for sustainability at European level.

All partners were responsible for maintaining consistency with the messages outlined above.

The message that the project aimed to communicate via the promotional materials s summarized in the phrase," Technical and non-technical skills for Smart city technicians and engineers", and it had to be present in each of the actions that are to be carried out within the scope of the project. All partners were aware of it and use it in the different communication channels.

3 Dissemination channels

In this section we will describe the main channels that have been used to promote the project. The description about them, achieved impact and complementary information can be found in the document "D7.6 Dissemination Reports".

3.1 Website

A website for the project was developed as the main information point of the project where all outputs, activities and developed materials can be found.

The SMACITE website is accessible at http://smacite.eu.

The project website also acted as a piece of promotional material within the SMACITE project. The website showed the project progress, relevant news about project main topics and past and future events. It also grants access of the public deliverables and other materials to the target audience.

The objectives of the website were:

- To have a website to expose, disseminate and promote the project. - Usability, providing the user with quick and intuitive access to the desired information.
- To have a state-of-the-art website optimized for search engines and SEO positioning.

The site is hosted at GRNET servers, that is the Greek Research Network providing services to the Hellenic education ecosystem. It was developed with the CMS Joomla and IS SEO prepared and responsive. It is also available in EN, GR, IT, ES, BG.

The Project Coordinator (UPATRAS) has an editing access to update the web content. In case there is interest to give access to other partners it will be evaluated in each case.

More information can be found about the website in the "D7.2 Project website" deliverable.

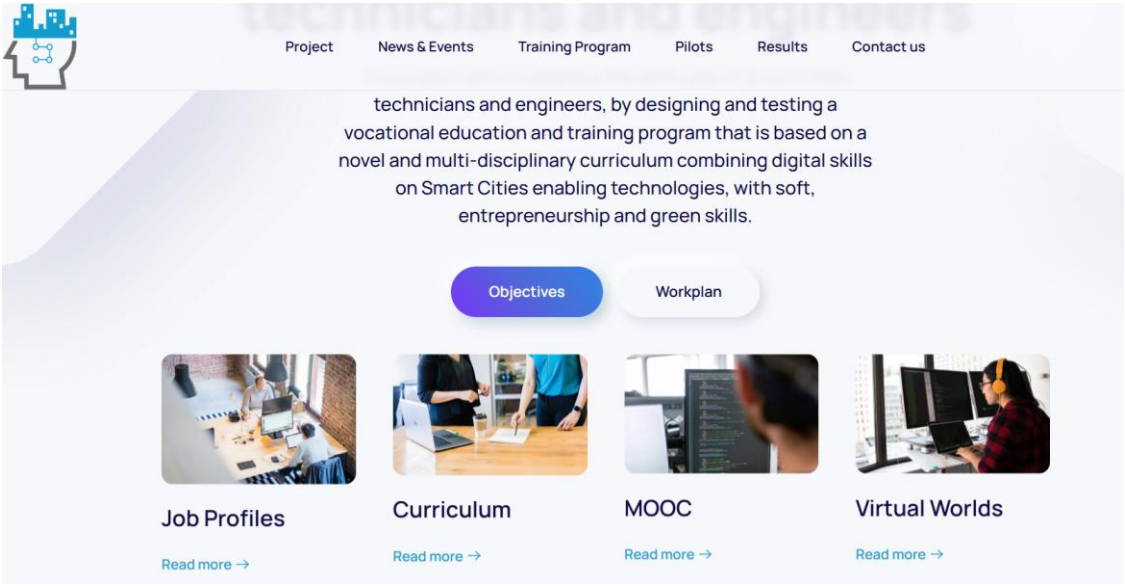

Image 1: SMACITE Website

The structure of the website is the following:

- **HOME**

It had the main information of the project, with access to the main project results and the subscription to newsletter.

- **PROJECT**

Where all the basic information of the project was included to show which is the structure and its main activities. The different sections covered are:

- Background
- Objectives
- Partners
- Workplan
- Administrative info

- **NEWS & EVENTS**

  Where information about project topics and activities carried out can be found. Also the dissemination and communication materials developed were uploaded and made available. The sub-sections included are:

- Posts
- Newsletters
- Promotional Material
- Workshops
- Final Conference

- **TRAINING PROGRAM**

Explanation and access to the main project outputs are addressed:

- Job Profiles
- Curriculums
- MOOC
- Virtual Worlds

- **PILOTS**

Main section to get participants to the piloting of the MOOC with all detailed information of the process can be found.

- Expression of Interest
- FAQ
- Awards

- **RESULTS**

Section for certain project results such as:

- Deliverables
- Publications

- **CONTACT US**

Contact detail section

3.2 Social media

There are four main social media channels, which have been used during the project, which are: X, LinkedIn, Facebook and Youtube and for which GAIA has responsible of creating them and keeping alive by including content and generating interactions.

Periodic publications on all aspects related to the project as well as information about project related topics with a special focus Smart Cities are published periodically in the form of:

- News about the activities carried out by SMACITE (meetings and outputs) o Events related to / organized by SMACITE
- Smart City and skills related publications

The process of publication on social networks was as follows:

GAIA has created a rotation calendar in order to assign to all project partners the responsibility of creating some content for the project social media channels. There is a

weekly assignation and suggestions of the activity to be disseminated, which are related to the project tasks and milestones.

3.2.1 X

The X account set up for the project was the following: **@SMACITEPROJECT**

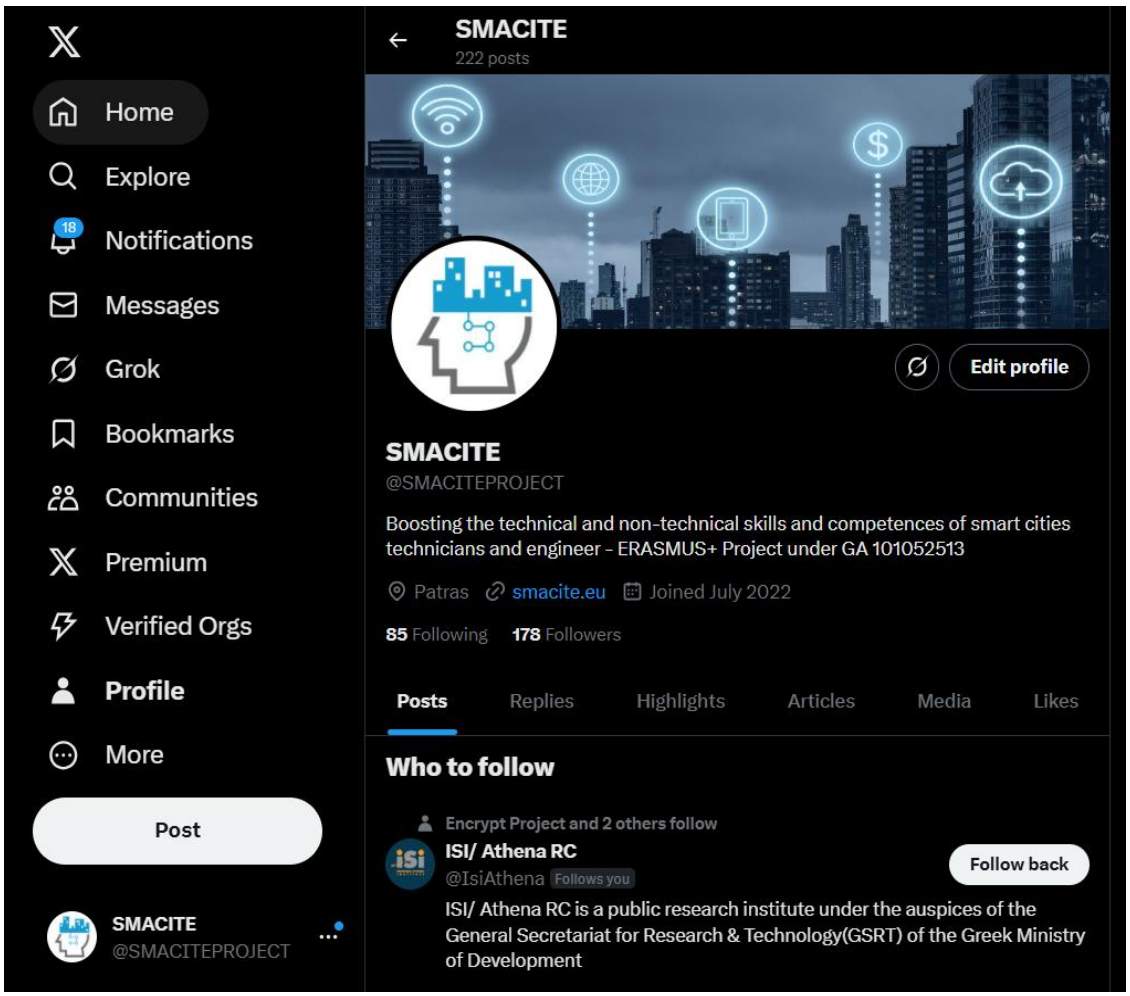

Image 2: SMACITE X account

3.2.2 LinkedIn

A LinkedIn account has been set up @SMACITE. The link to the LinkedIn profile is: https://www.linkedin.com/company/smacite/

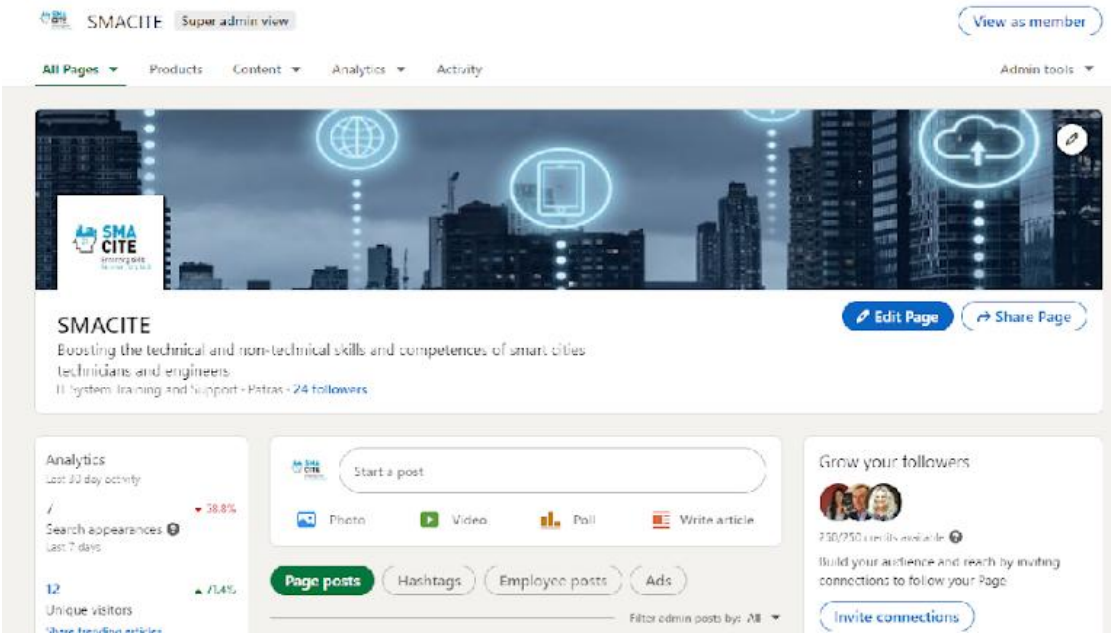

Image 3: SMACITE LinkedIn account

3.2.3 Facebook

A Facebook page has been set up **@Smacite-project**. The link to the Facebook profile is:

https://www.facebook.com/Smacite-project

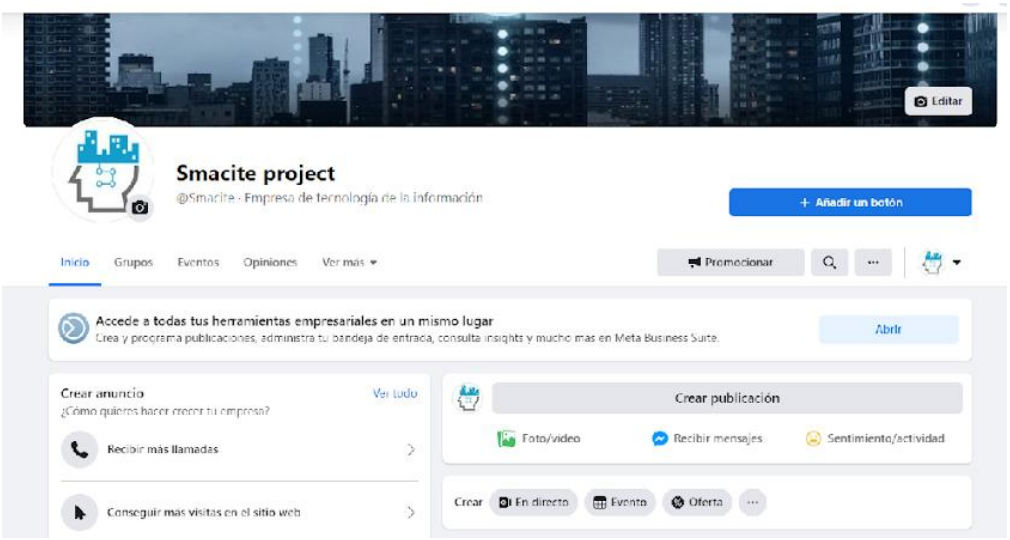

Image 4: SMACITE Facebook account

3.2.4 Youtube

A Youtube account has been set up @SMACITE project where all videos developed in the project have been included. The link to the Youtube profile is:

https://www.youtube.com/@smacite

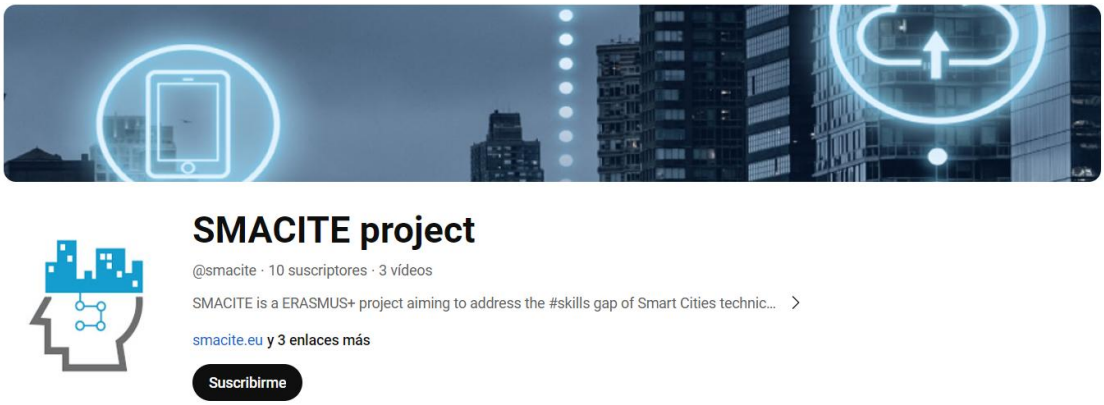

Image 5: SMACITE Youtube account

3.3 Others

All partners use their communication channels and social media accounts for the communication of the project outputs. The project partners' most relevant channels are listed in the Communication and Dissemination Plan (D7.1 Communication and Dissemination Plan).

4 Promotional materials

For the dissemination of the SMACITE project some materials have been designed to use them to communicate the project; not only digitally but also physically. The developed materials are specificized and explained in the following sections. All of them have been developed by GAIA and shared with the rest of partners, to get feedback with special considerations from project partner leader UPATRAS. Once developed and validated have been available for all partners to be used as needed.

Note that all the generated promotional material are available in the project website at: https://smacite.eu/index.php/en/dissemination/promotional-material

4.1 Basic Project visuals

In this section the main materials to be used for the promotion of the project are explained. These items described have been used for the overall communication and could be used for the overall project promotion.

4.1.1 Logo

The SMACITE corporate image must also transmit the project values to communicate a unified message, through a distinctive and effective brand identity.

#Colour 159DCF

Image 6: SMACITE Logos in different formats

From this image created to represent the brand of the project, the graphic style and structure applied to the materials were developed. The graphic presentation looks for a simple and modern style that represents the values and the positioning of the project, as well as to connect with the addressed audience.

4.1.2 Templates

The SMACITE projects provided templates for documents, including deliverables and presentations (Microsoft PowerPoint), that partners may use for their project activities. These templates have been developed by the leader UPATRAS and can be accessed in the shared space for all project partners to be used in any moment.

Image 7: PPT and Word project templates

4.1.3 Roll-up

A poster roll-up was designed and developed in the languages of all project participants and English (EN, GR, IT, ES, BG). Regarding communication purposes, having a roll up is necessary for events and project presentations, as well as in trade fairs and national and international events. Three rollup copies have been printed up to this point; nevertheless, an increase in production volume is possible.

Image 8: Project Rollup

These kinds of materials are very useful to provide information about the project in an attractive way facilitating the transfer of knowledge to the interested public. The main objectives of this material are the following:

- Create awareness for the project
- Overview at a glance through meaningful images
- Outline the consortium composition
- Sharing the website address for further information
- Helping the public to identify with SMACITE goals and objectives

4.1.4 Project presentation

A common project presentation was created. It was available in the shared Google Drive for any project who needed to use it for dissemination and communication purposes. Also it was available on the website since the beginning where anyone could check basic information of the project.

Image 9: Project presentation

It provides the reader with general information about the project information, partnership, timeline, project objectives, target audience and expected project results.

Access the presentation here: https://smacite.eu/images/SMACITE%20PPT-FV.pdf

4.2 Developed promotional materials

In this section, the main promotional materials developed can be found with information addressing tasks and activities of the project. In some cases, these have been used to disseminate the main project results such as newsletters or leaflets and some for specific activities such as flyers and press-releases.

4.2.1 Newsletter

During the project, six newsletters were created in all partner languages (EN, GR, IT, ES, and BG). GAIA was responsible for creating a draft version and then, all partners were responsible to update information for their target audience. The content of the Newsletters included project outcomes, events and relevant news related to the project.


View this email in your browser

SMA CITE
Enhancing skills for smart city tech

SMACITE project Newsletter #3

The SMACITE project aims to address the gap between the skills of technicians and engineers currently working in the field of smart cities, thanks to a new adapted educational programme that will combine technical and non-technical skills (entrepreneurship, environment, etc.)

PROJECT PROGRESS DURING ITS FIRST HALF

Digital skills

Smart Cities
Architecture of smart cities solutions and fundamental technologies that enable these deployments to work in smart city applications

Cloud Computing
Cloud Computing solutions, their advantages and drawbacks for each use case

Internet of Things
IoT fundamental concepts, and potential applications in Smart City development

Data analytics and visualization
The power of data in decision-making processes, driving city-wide improvements

Machine learning and Big Data
Machine learning technologies and the role of Artificial Intelligence in the optimization of urban processes

Cybersecurity
Fundamental concepts, technologies, capabilites and main use cases in

Image 10: Example of project newsletter

The focus of the developed Newsletters, which can be accessed at the project website, have been the following:

- **Newsletter #1**
  - Information about the expected project outputs
  - Project overview and main target audience
  - Project news and recent outputs

- **Newsletter #2**
  - Project progress
  - International face to face meeting in Sofia
  - Updates on the preparation of the pilot trainings
  - Online international workshop
- **Newsletter #3:**
  - Project progress
  - SMACITE curriculum (Digital and Horizontal skills)
  - Pilot trainings and response to the Expression of Interest call
  - Conducted project Workshops
- **Newsletter #4**
  - SMACITE awards and pilots
  - SMACITE MoUs
  - Face-to-face meeting in Derio
  - SECOVE International Congress
  - Week of regions
- **Newsletter #5**
  - New Video Launch
  - Winners of SMACITE awards
  - MoU with Chaise project
  - Partner meeting in Alba
  - Conducted project workshops
  - Other outputs
- **Newsletter #6**
  - Final Conference
  - Final Project meeting
  - Project outputs press-release
  - Conducted project Workshops

All the newsletters can be found in the dedicated section on the website:

https://smacite.eu/en/dissemination/newsletters

4.2.2 Press release

Press releases are a good tool to disseminate project results and make them available to the media so that they can be involved and can support the reach to the target audience. GAIA created a first version of these press releases that was validated and feedback was provided by the rest of the project partners.

At the beginning of the project an announcement letter, press release(s) and social media was issued announcing the SMACITE's start and kick-off and raising awareness of the project objectives and relevance.

Press release: https://smacite.eu/images/SMACITE%201st%20press%20release.pdf

Once the project had relevant outputs and activities, 2 other press releases were shared among project partners.

The second Press Release was related to describe all the workshops that have been carried out during the project with the results and the main outputs:

Press release: https://smacite.eu/images/SMACITE%202nd%20press%20release.pdf

The final press release is related to the project final outputs and results achieved. It is also focused on the information of the final conference carried out.

Press release: https://smacite.eu/images/SMACITE%203rd%20press%20release.pdf

4.2.3 Factsheets

Factsheets are one of the most effective ways to reach a certain target group as they help to show the main objectives and purposes of the project and the composition of the partnership immediately. Therefore, a design for the leaflets was created and shared with all the project partners for them to make use of them. These Leaflets are available in EN, GR, ES, IT, BG, all the languages of the project partners and showcase the general project information, partnership and main objectives in an easy way in order to maximize the eligible audience.

This factsheet was uploaded to Google Drive so that every partner was able to use it in communication and dissemination purposes.


SMA CITE
Enhancing skills for smart city tech
CONTACT US
www. smacite.eu
SMA CITE
Enhancing skills for smart city tech
www. smacite.eu

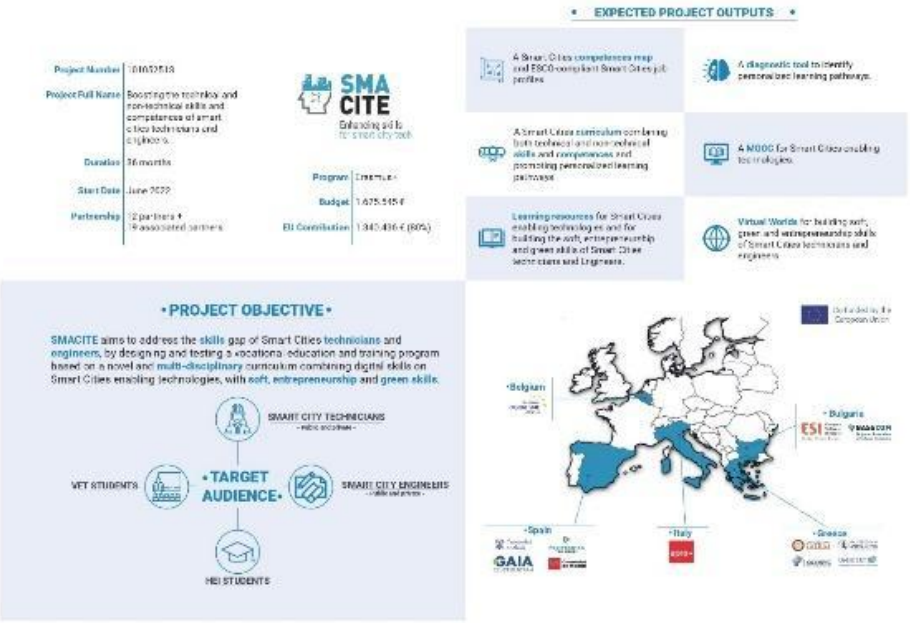
SMA CITE
Enhancing skills for smart city tech
Project Number
Project Full Name
Duration
Start Date
Partnership
Program
Budget
EU Contribution
EXPECTED PROJECT OUTPUTS
A diagnostic tool to identify personalized learning pathways.
A MOOC for Smart Cities enabling technologies.
Learning resources for Smart Cities enabling technologies and for building the soft, entrepreneurship and green skills of Smart Cities technicians and Engineers.
Virtual Worlds for building soft, green and entrepreneurship skills of Smart Cities technicians and engineers
PROJECT OBJECTIVE
SMACITE aims to address the skills gap of Smart Cities technicians and engineers, by designing and testing a vocational education and training program based on a novel and multi-disciplinary curriculum combining digital skills on Smart Cities enabling technologies, with soft, entrepreneurship and green skills.
SMART CITY TECHNICIANS
VET STUDENTS
TARGET AUDIENCE
SMART CITY ENGINEERS
HEI STUDENTS
Belgium
Bulgaria
Spain
Italy
Greece
GAIA

Image 11: Project Leaflet

Once the project was advanced the main outputs were developed, a new version of the factsheet was developed. In this one, the main objective was also the inclusion of developed training to engage users during the project but afterwards also.

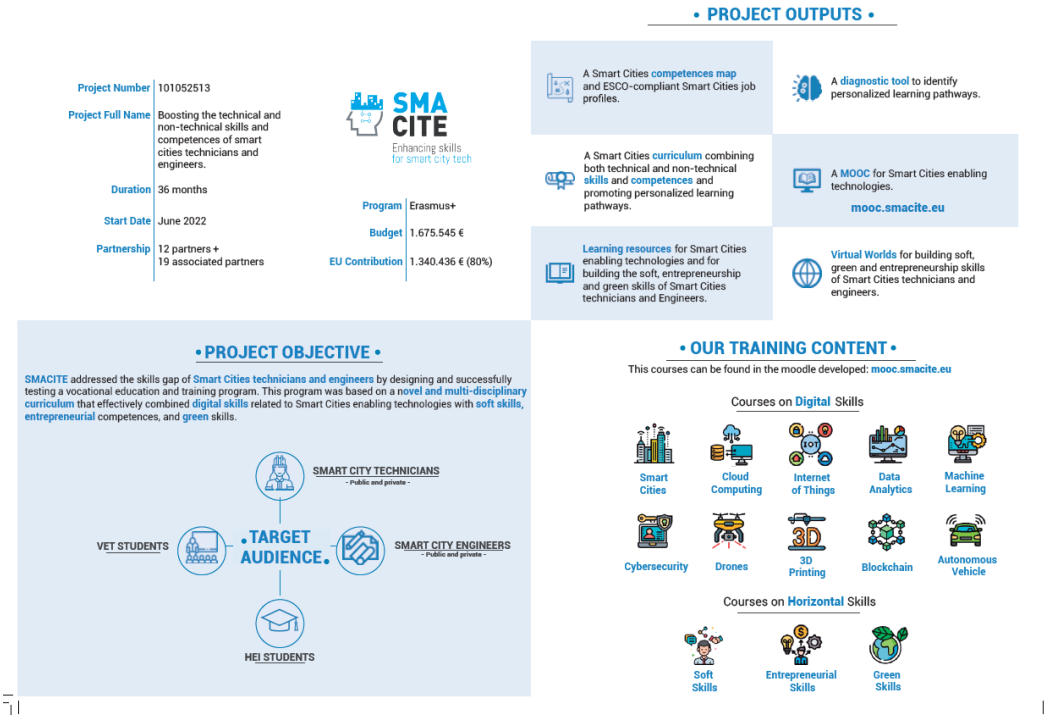

Image 12: Project Leaflet #2

4.2.4 Flyer

Flyers allow a specific audience to know about the objectives of the project and are helpful in gathering interest from stakeholders. In the case of SMACITE, a flyer was specially used to attract potential participants in the project's pilot training. This flyer contained mainly the following information:

- Basic project information
- Prerequisites to taking part in the pilot training
- Learning topics
- Relevant dates
- Application deadline
- Certifications that could be gained by participating in the project pilots

Image 13: Flyer Expression of interest for participation in the pilots

4.2.5 Promotional videos

For the promotion of the project, 3 videos have been developed. All of them are uploaded on the YouTube channel of the project.

The first video explains the project, its activities and partners. This video was developed at the very beginning of the project with the objective of having a video where the main information was presented for a broad audience and that could be used at any moment during the project and afterwards.

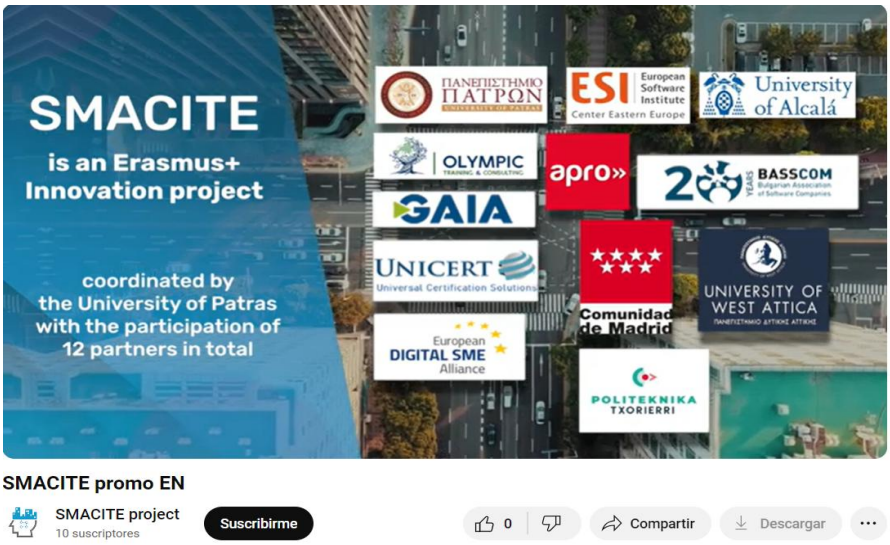

Image 14: SMACITE promotion video

Access the video here: https://www.youtube.com/watch?v=j3jpVIt9buI

The second video revolves around the overall communication of the project and discusses the following topics:

- A global communication objective with basic information of the project
- An overview of the different tasks to be performed during the project
- Results of the projects and pilots
- Results of the use cases

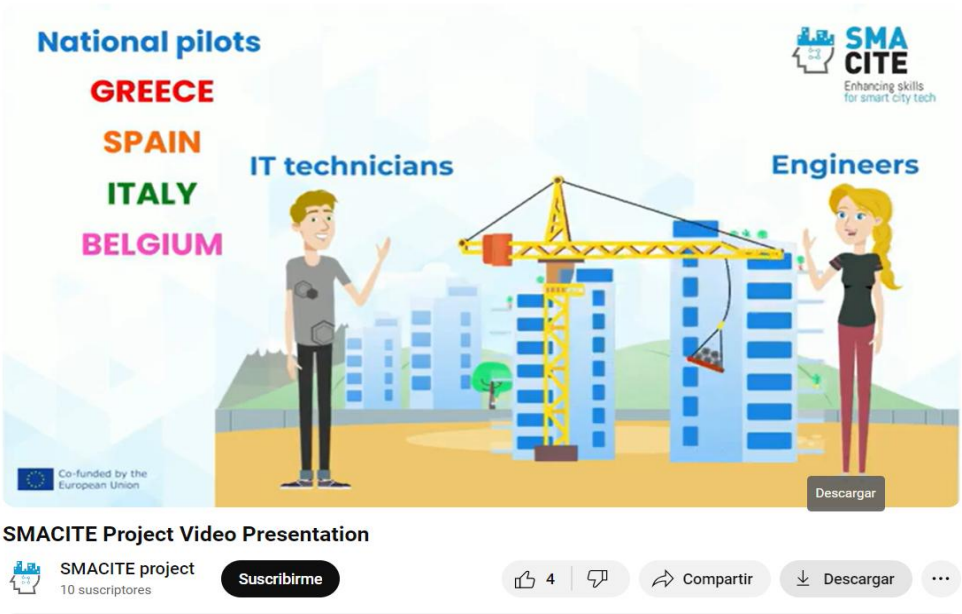

Image 15: Project Video Presentation

Access the video here: https://www.youtube.com/watch?v=lftkUCALtmQ

At the end of the project, a third video was developed. The main objective of the video was to promote the main results of the project with a special focus on the engagement of users in the training developed.

Image 16: Project Video #3

Access the video here:

https://www.youtube.com/watch?v=S174X5Pbvjo&t=2s&ab_channel=SMACITEproject

4.2.6 Final Conference promotion

The final conference held in Athens on the 8th of May was one of the key milestones used to disseminate the project. That is why some additional material for this day were developed:

4.2.6.1 Digital Promotion Material

In case of the final conference of the project, a new version of the roll-up was developed where more information about the final event in an attractive way was included:

Image 17: Project Final Conference Rollup

4.2.6.2 Invitation Flyer

For the engagement of participants in the final conference of the project, dedicated material was developed in form of a flyer showing the main information of the event, ready to be shared in social media and other communication. Also, a larger document was created with the event agenda.

SMACITE PROJECT FINAL EVENT
08.05.2025

SMACITE: Empowering Cities for the digital age
08th of May 2025
(University of West Attica, Conference Center in Athens Campus)

EVENT AGENDA

9:30-10:00	Welcome Coffee (Participants arrival and registration)
10:00-10:10	**Welcome by Host Institutions**
10:10-10:30	**Keynote speech** Senior Representative from the *Greek Ministry of Digital Governance*
10:30-10:50	**Digital skills development in the EU** Paolo Zancanella, Project Adviser, EC *European Education and Culture Executive Agency (EACEA)*
10:50-11:10	**Building the digital and horizontal skills for Smart Cities professionals: SMACITE project** Maria Rigou, Associate Professor, *University of Patras*
11:10-11:30	**Professional profiles and sources of talent for Smart Cities projects** Luis Fernandez Sanz, Full Professor, *University of Alcala*
11:30-12:00	**Massive Open Online Courses and Virtual Worlds for Smart Cities professionals training: The experience from the SMACITE project** Vasileios Gkamas, Researcher, *University of Patras* and Polina Kontodiakou, Project Manager, *Olympic Training and Consulting*
12:00-12:30	Coffee Break
12:30-12:45	**JustReDI: Resilience, Inclusion and Growth - Towards a Just Green and Digital Transition of Greek Regions** Ioannis Voyiatzis, Professor, *University of West Attica*
12:45-13:00	**SMARCO: SMARt Communities Skills Development in Europe** Caterina Bortolaso, Project Manager, *DIGITAL SME Alliance*
13:00-13:15	**Smart Cities for Everyone: Digital Twins, AI, and Assistive Technologies for Inclusive Innovation** Dr. Katerina Lamprakopoulou, Postdoc researcher & communication officer, *ESDA LAB, Department of Electrical and Computer Engineering, University of Peloponesse*
13:15-13:30	**Digital Twin on Smart Manufacturing** Annalisa Rizzo, Project Manager, *Apro Formazione*
13:30-14:30	Lunch break
14:30-15:30	**Round Table: AI-Driven Governance, Public-Private Collaborations & Talent Development for Smart Cities**
15:30-16:00	**Closing Discussion** Maria Rigou, Associate Professor, *University of Patras* and Vasileios Gkamas, *Researcher, Univesity of Patras*

An Erasmus+ project
www.smacite.eu

Co-funded by the European Union

Image 18: Project Final Conference Invitation

4.2.6.3 Consumables

There are some materials that have been created for the final conference in the form of consumables as another promotional way. These items were used to promote the SMACITE brand between the participants and engage them for future activities. The creation of them aimed to follow the “sustainability” as branding of the project, and that was the reason of selecting these materials. GAIA was responsible for the design and development of 100 pieces of each of the next items:

Bags for fairs:

Image 19: SMACITE bags

Sustainable style pens:

Image 20: SMACITE pens

Sustainable speakers

Image 21: SMACITE speaker

5 Publications

One of the objectives of the SMACITE project in its dissemination approach is to communicate its results and achievements through scientific publications. This strategy aims not only to raise awareness about the project, but also to align the dissemination activities with the outcomes derived from the project's main activities. By making publications in journals and international conferences, SMACITE ensures the visibility of its research and the dissemination of its innovative approaches in the field of smart cities and digital skills for industry professionals.

The next ones explained are the publications made in SMACITE which aligns its dissemination strategy with scientific outcomes:

1. **User and Professional Aspects for Sustainable Computing Based on the Internet of Things in Europe**
    - **Authors:** Pospelova V, López-Baldominos I, Fernández-Sanz L, Castillo-Martínez A, Misra S.
    - **Published in:** Sensors, 2023, Volume 23(1):529.
    - **DOI:** 10.3390/s23010529
    - **Indicators:**
        - Science Citation Index Expanded (SCIE), CATEGORY ENGINEERING, ELECTRICAL & ELECTRONIC, position 95/276, Q2.
        - Impact Factor: 3.847 (2021).
        - Other indexes: SJR H-INDEX 196, Computer Science Information Systems Q2, Engineering Electrical and Electronic Engineering Q2.
    - **Summary:** This publication addresses the sustainable aspects of computing within the Internet of Things (IoT) framework in Europe, focusing on user and professional perspectives. It highlights the challenges and solutions related to sustainable computing, particularly in the context of smart city implementations.
2. **A Multidisciplinary Training Program for Smart Cities Technicians and Engineers**
    - **Authors:** Gkamas V, Rigou M.
    - **Presented at:** International Conference on Education and New Developments, June 24-26, 2023.
    - **DOI:** 10.36315/Education-and-New-Developments_2023_Vol_I

- **Summary:** This conference presentation outlines an innovative training program designed to equip technicians and engineers with the necessary skills to thrive in smart city environments. The program emphasizes multidisciplinary learning and practical applications to meet the evolving demands of smart cities.

3. **Modelling and Analyzing the Availability of Technical Professional Profiles for the Success of Smart Cities Projects in Europe**
    - **Authors:** López-Baldominos I, Pospelova V, Fernández-Sanz L, Castillo-Martínez A.
    - **Published in:** Sensors, 2024, Volume 24(18).
    - **DOI:** 10.3390/s24186089
    - **Indicators:**
        - Journal Citation Reports (JCR) Science Citation Index Expanded (SCIE), CATEGORY ENGINEERING, ELECTRICAL & ELECTRONIC, position 122/352, Q2.
        - Impact Factor: 3.4 (2023).
        - Other index: SJR H-INDEX 245, Electrical and Electronic Engineering Q2, Computer Science Information Systems Q2.
    - **Summary:** This paper analyzes the availability of professional profiles critical for the success of smart city projects, highlighting gaps and strategies for workforce development to meet future demands.
4. **Training Smart Cities Professionals on Digital and Horizontal Skills in the Industry 5.0 Era**
    - **Authors:** Gkamas V, Rigou M, Gueorguiev I, Kyurdyan V.
    - **Presented at:** IEEE Global Engineering Education Conference, April 20-25, 2025.
    - **Summary:** Focusing on the integration of digital and horizontal skills necessary for Industry 5.0, this paper presents a framework for training professionals in the smart cities domain. It emphasizes the importance of equipping industry workers with advanced digital competencies to enhance urban management and innovation.
    - **DOI:** currently not available

5. **Utilizing Virtual Worlds for training Professionals: the case of Soft Skills training of Smart City Engineers and Technicians**

    - **Authors:** Maria Rigou, Vasileios Gkamas, Isidoros Perikos, Konstantinos Kovas, Polyxeni Kontodiakou
    - **Published in:** MDPI Computers journal. Special Issue: Extended or Mixed Reality (AR + VR): Technology and Applications (2nd Edition) – accepted for publication
    - **Summary:** The paper investigates virtual worlds as innovative tools for training smart city professionals, especially technicians and engineers, focusing on soft skills development. It presents findings from a pilot virtual training, part of a broader program that included entrepreneurial and green skills. The study outlines the methodology used in designing the soft skills training within an online multi-user environment and describes the technical setup. A mixed-methods evaluation combined surveys from 27 trainees and interviews with instructors to assess satisfaction, effectiveness, and course design. Results show high satisfaction, especially with instructors and curriculum structure. Course design strongly influenced perceived quality, while prior experience with virtual worlds had little effect. Participants valued the flexibility, interaction, and teamwork, despite minor technical issues. The research highlights the potential of virtual worlds as inclusive and scalable training solutions in underexplored areas like Smart City education.
    - **DOI:** currently not available

SMACITE's commitment to promoting its project outcomes through scientific publications ensures that the insights and innovative solutions developed within the project reach a wide audience. These publications not only showcase the project's progress but also contribute to the global discourse on smart city technologies and professional training.

6 Key Performance Indicators

The SMACITE project has established a set of Key Performance Indicators (KPIs) to measure the progress and impact of the activities of the project. These indicators are structured across different strategic areas of the project providing a clear and quantifiable view of the achievements accomplished and check those which needed to have some adaptation or stressing out.

In the following table the results of those activities related to the promotional material developed are indicated in relation to the indicators established at the beginning of the project.

Deliverable	Concept	KPI	Project Progress	Goal reached
D7.3 Promotional material	Newsletter	6	6	✓
D7.3 Promotional material	Press release	2	3	✓
D7.3 Promotional material	Factsheet	2	3	✓
D7.3 Promotional material	Promotional video	2	3	✓
D7.2 Project website	Project website	1	1	✓

Table 1: Promotional materials KPI Progress

The analysis of the obtained indicators reflects the results of the promotion and dissemination of the SMACITE project, highlighting both the achievements reached and the areas that have exceeded the initial expectations.

The D7.3 deliverable, focused on promotional material, shows positive performance in several areas. Regarding newsletters, the initial objective was to produce six newsletters, a goal that has been successfully met, achieving 100% of the planned KPI. This reflects efficient management in content generation and continuous project communication.

The second indicator refers to press releases, where the initial goal was to publish two, but three have been produced. This suggests an additional effort in public promotion, possibly due to the need to strengthen visibility during key moments or relevant events.

In the case of factsheets, the project aimed to produce two, but three have been developed in total. This result represents 150% of the KPI fulfillment, demonstrating a proactive approach to documentation and dissemination of project progress.

Regarding promotional videos, the project has also surpassed its goal. Initially, the objective was to create two videos, but three have been produced, indicating a robust visual communication strategy that complements other promotional efforts.

The D7.2 deliverable, related to the project website, has also met its objective ensuring an online presence and facilitating access to project information.

The obtained indicators demonstrate that SMACITE project has not only met but in some cases exceeded its promotional goals.

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